



Evolution of Dog Sports Webinar: Questions and Answers

1. What is the AKC doing to increase Obedience entries and broaden interest?

The following actions have recently been taken.

1. Obedience exhibitors can wear club clothing, AKC event clothing, or breed clothing. This creates a sense of affiliation and changes the appearance of the obedience ring for outside observers. Previously this clothing was not allowed.
2. Junior Showcase events – Allows clubs to hold obedience events open to Junior only. Often this is more fun for the Junior handlers and it has the potential to engage Junior organization like 4-H in offering AKC events.
3. Eliminated the Group Exercises – This was a very contentious issue for the sport. AKC surveys showed that two-thirds of participants favored eliminating the Group Exercises, most typically out of concern for the safety of their dogs. Survey results indicate the elimination of Group Exercises will broaden interest in obedience over time.
4. The Marketing Department is collaborating with Sports & Events to study the demographics of all AKC sports to better target likely participant audiences. The study should be completed by end of first quarter 2019.

2. Does the AKC have publicity packets that clubs can utilize to "get the word out" to the public regarding activities that are available through the local club? Many clubs do not have the expertise or financial ability to do costly advertising.

You might find the following resources helpful.

[Club Media Templates and Ideas for Publicity](#)

To navigate to this area of the AKC website:

On the home page click on the CLUBS & DELEGATES tab (directly under the search field), in the drop down the second section is CLUBS.

In CLUBS click on Promote a Club.

At that point you will get a Media Resources link on the left-hand side of the page.

After clicking on Media resources, you will click on Templates and ideas on the left hand side of the new page.

This should provide the club with direction on how to promote their club and events.

3. How do you suggest parent clubs assist with breed sustainability, particularly those breeds with high purpose bred potential?

Breed sustainability often becomes a matter of the genetic health of the breed due to a narrowing gene pool over time. Parent clubs can assist through breeder education and awareness of how widely breeders are using limited registration. Dogs registered on limited registration cannot be bred and, if widely used in a breed with a small breeding population, can lead to a narrowing of the gene pool over time.

If the “high purpose bred” part of this question relates to a breed gradually losing its ability to perform its function, Parent Clubs can assist by promoting the sports that test the breed’s function and the development of special Parent club awards to acknowledge those that successfully train and test their dogs.

4. Can a parent club host an event during their national specialty week that can include other breeds (i.e. Fast CAT)?

Yes.

5. Do you think AKC would be willing to hold seminars to provide a detailed overview to people about specific events? (Such as Rally, Obedience or Agility)

AKC has been developing a series of introductory educational videos about a variety of sports. In addition, if a field rep is going to be in an area, it might be possible to arrange for a short seminar. To learn more about educational videos or inquire about the possibility of a field rep led introduction seminar, please contact Companionevents@akc.org.

6. Why doesn't AKC make a bigger deal over dual champions at a Conformation event, such as putting them at the front of the line?

The intent is to judge all dogs unbiasedly. Structuring classes to highlight accomplished dogs would not be supported by the sport.

7. How do you plan to reduce the bureaucracy in the AKC?

The following actions have been taken in the recent past to reduce bureaucracy, enhance internal processes and provide clubs flexibility in structuring their events.

1. Promote the formation of local clubs
 - New specialty clubs are based on membership (removed distance from existing club requirement)
 - Cut event sanctioning process in half
 - Eliminated fun match requirement
 - Promote the formation of specialty clubs for low entry breeds by allowing larger territories
 - Allow for stand-alone Rally clubs (previously had to be licensed for obedience)
 - Reduced by household requirement to form an obedience club

2. Make conformation application process easier
 - Host Club Consent Form – allow for multiple year agreement
 - Common Site Application - Allow clubs in the cluster to acknowledge by email w/o need for all to sign the same form
 - Common Site Application - Allow for multiple year agreements.
 - Event Application - Accept signature of event chair (previous had to be club officer)
 - Event Application - Allow application that applies to multiple years
 - Sweepstakes – Check box rather than separate application form
 - Change of date / location can be done by email (eliminated official form)
 - Email notification to clubs that event applications/judges panel has been received

3. Provide club's flexibility in structuring events
 - Concurrent Specialties – Provide clubs the flexibility to schedule either before or after judging in regular shows (previously required to be held after regular show judging)
 - Concurrent Group Shows – Group can be held either before or after judging in regular shows (previously required to be held after regular show group judging)
 - Modified Concurrent and Evening Specialty show policies to allow clubs the flexibility to accept more entries by providing limits based on number of rings/judges rather than a fixed limit
 - Allow Group Shows to hold all-breed Junior Showmanship
 - BPUP – allow day-of-show entries at club's option
 - Allow clubs to utilize electronic documents for premium, judging program and catalog.
 - Changes catalog sales policy to allow sale of catalogs at any time on the day of the event. (previously could not sell until 60 minutes prior to the start of judging)
 - Obedience – modify the emergency replacement judge policy to make it easier for clubs to find replacement judges

8. Would more use of social media such as Facebook Live at events like Conformation and Agility bring in more youth? Or do the other aspects of their mentality provide too much of a hurdle?

AKC has been posting more information about its sports on social media. In addition, AKC.TV is ramping up its programming to feature a variety of AKC sports. If you have specific questions or would like additional information, please contact Communications@akc.org.

9. Where do we find the youth organization list and templates?

The list of youth organizations can be found here: <https://www.akc.org/public-education/akc-show-patch-program/running-akc-patch-program-event/inviting-youth/>. The communication templates can be found here: <https://www.akc.org/public-education/akc-show-patch-program/running-akc-patch-program-event/communication-templates/>. If you have any additional questions, please email publiced@akc.org.

10. Will AKC ever add classes and championship for altered dogs (the same as horse clubs do) during AKC Conformation shows?

This has been examined and the determination is that the idea is not supported by the majority of the fancy.

11. Will there be a future webinar on handling public relations for your local club as far as TV interviews, press releases, etc.?

Brandi Hunter, AKC Vice President of Communications and Public Relations, will be hosting a series of webinars in March 2019 that cover these aspects and more. You can learn more and register here: <https://www.akc.org/public-education/akc-education-webinar-series/>