

AMERICAN KENNEL CLUB
Delegates Meeting
September 10, 2019

Dennis B. Sprung, President in the Chair, called the meeting to order at 9:00 a.m.

The first order of business was the vote for the Delegate Standing Committees.

The Meeting recessed for the Delegate Forum. The topic was "AKC Purposefully Bred Pure-Bred Dogs and the Preservationist Breeders who Bring Them into the World. Who Are We? Where Are We Headed? How Can AKC Assist in Our Success?" The presenters are Bill Shelton of Coventry Pembroke Welsh Corgis and AKC Herding Group Breeder of the Year 2017 and Doug Johnson of Clussexx – Clumber, Sussex, Welsh Springer & English Toy Spaniels and AKC Sporting Group Breeder of the Year 2005.

The Chair called the meeting back in session at 10:18 a.m.

The first order of business was the remaining votes for the Delegate Standing Committees. (There was a recess for voting.)

The Chair introduced the persons seated with him on the dais: William J. Feeney, Chairman; Patricia M. Cruz, Vice Chair; Joan Corbisiero, Professional Registered Parliamentarian; Gina DiNardo, Executive Secretary; Sara Killian, the Court Reporter.

The Chair announced the recent passing of Mary Ellen Fishler on August 24th. Mary Ellen was a preeminent breeder of Toy and Miniature Poodles. She was an integral member of the Washington Poodle Club, the Delegate of the Poodle Club of America since August of 2008 and was an officer of their Board for well over ten years. Mary Ellen chaired many of the PCA National Committees and activities and was a proponent for AKC Meet the Breeds and the Junior Showmanship Programs.

The Chair offered condolences for the passing of David H. Hopkins on August 7th. David's love for English Springer Spaniels began at the age of ten and throughout his life, he bred 17 Open or Amateur Field Trial Champions. He was the delegate for the English Springer Spaniel Field Club of Illinois since July 7th of 1997 and was former chair of the Delegate Field Trial and Events Committee.

The Executive Secretary read the names of the Delegates seated since the June meeting:

Azalea Alvarez, Southwest Ranches, Florida, to represent Greater Miami Dog Club

Jerry Alan Berkowitz, Davenport, Florida, to represent Greater Philadelphia Dog Fanciers Association

Lisa C. Brown, Potomac Falls, Virginia, to represent Lowchen Club of America

Mary Grace Buckwalter, Ambler Pennsylvania, to represent Belgian Sheepdog Club of America

Janeane Cappara, Mentor, Ohio, to represent Western Reserve Kennel Club
Alyson Casper, Davie, Florida, to represent Nova Scotia Duck Trolling Retriever Club (USA)
Daniel R. Dahlberg, University Park, Florida, to represent Manatee Kennel Club
Teresa (Terri) L. Hallman, Summerville, South Carolina, to represent Charleston Kennel Club
Ronald E. Hammond, Delray Beach, Florida, to represent Boca Raton Dog Club
Julie Kirkpatrick, Albuquerque, New Mexico, to represent Rio Grande Kennel Club
Cynthia Meyer, Allentown, Pennsylvania, to represent Lehigh Valley Kennel Club
Dr. Anne Midgarden, Wapakoneta, Ohio, to represent Lima Kennel Club
Isabel Ososki, Troy, Illinois, to represent St. Louis Collie Club
Nancy Pals, Jewett, Illinois, to represent Midwest Field Trial Club
Heather Reid, Troy, Virginia, to represent English Toy Spaniel Club of America
Danny D. Seymour, Petersburg, Virginia, to represent American Pointer Club
Kimberly van Hemet, Shavertown, PA, to represent Lackawanna Kennel Club
Marile Waterstraat, Macedon, New York, to represent Huntington Kennel Club
Victor Whitaker, Archdale, North Carolina, to represent Carolina Dog Training Club

The following Delegates, who were attending their first meeting since approval were introduced from the floor:

Azalea Alvarez to represent Greater Miami Dog Club
Jerry Alan Berkowitz to represent Greater Philadelphia Dog Fanciers Association
Lisa Brown to represent Lowchen Club of America
Mary Grace Buckwalter to represent Belgian Sheepdog Club of America
Janeane Cappara to represent Western Reserve Kennel Club
Daniel Dahlberg to represent Manatee Kennel Club
Teresa (Terri) Hallman to represent Charleston Kennel Club
Ronald Hammond to represent Boca Raton Dog Club
Carol Lynn Johnson to represent Grand Rapids Kennel Club
Julie Kirkpatrick to represent Rio Grande Kennel Club
Cynthia Meyer to represent Lehigh Valley Kennel Club
Dr. Isabel Ososki to represent St. Louis Collie Club
Heather Reid to represent English Toy Spaniel Club of America
Danny Seymour to represent American Pointer Club
Kimberly van Hemert to represent Lackawanna Kennel Club
Marile Waterstraat to represent Huntington Kennel Club

The minutes of the June 10, 2019 Delegates meeting were published in the online July 2019 AKC GAZETTE and the complete transcript was posted on the Delegates Portal on AKC's website. There were no corrections and the minutes were adopted as published.

Conroe Kennel Club and Two Cities Kennel Club were duly elected as members of the American Kennel Club.

Mr. Sprung advised that the Chairman's Report on Public Education would be distributed to Delegates via e-mail and would be posted to the Delegate Portal and on AKC.org following the meeting.

Mr. Sprung delivered the President's report as follows:

Every September, I am reminded how grateful we are to be able to assemble as a body to foster the growth of our mission. Eighteen years ago, 9/11 shook us to our core, right here at this very Delegate meeting. That was the day of the tragedy. Since those trying times, I have made a goal to ensure that AKC continues to do whatever it can to give back and support our community for the sake of our dogs and the fancy. These efforts include continuing to honor our own, such as the medallion program for Delegates, Breeders, Judges and Show Chairs, the Outstanding Sportsmanship and Visionary Awards. Everyone should be familiar with and proud to share the breadth and scope of philanthropy AKC undertakes year-round. Not only through the work of our affiliates, AKC Reunite and the AKC Canine Health Foundation, but through the efforts of our Board and Staff. Notably, AKC has donated \$27.7 million to the Health Foundation since 1995. I will share more about AKC's philanthropic programs in the hopes that you will tell your clubs to get involved and reap the benefits. After all, these programs are in place to help and support you. The AKC Humane Fund began with a mission to put responsible dog ownership and the human-animal bond into action with grants for clubs and other not-for-profits. The Humane Fund supports rescue efforts of parent clubs. Did you know that since 2007, it has awarded grants to Parent Clubs and affiliated rescue organizations in 21 states? If your national breed club has incurred expenses relating to rescue – and I'm sure you have – I urge you to apply for a grant. Similarly, if your Parent Club works with an organization that handles rescue for you on the parent club's behalf, it's recommended that they apply, too. Last year, the Fund had a 100% acceptance rate for rescue applications. Visit AKCHumanefund.org for information or speak with Daphna Straus. The AKC Community Achievement Awards shine the light on our clubs and associated federations every quarter with recognition for their work related to public education and canine legislation. This decades-old program awards clubs a \$1,000 grant and provides public relations assistance from our media specialists. We have contributed approximately \$80,000 through this program. Clubs have a unique voice in local communities. We encourage you to share our messages widely and repeatedly. Brandi Hunter's PR staff is available to help get the word out in your local communities. As stewards of the sport, we recognize the importance of sustained messaging that explains why purebred dogs matter. The Awards for Canine Excellence celebrate purebred dogs that have significantly improved the lives of their owner and communities. In the past ten years, the Humane Fund's Ace Awards have contributed more than \$50,000 to not-for-profit organizations in recognition of these dogs' accomplishments. I encourage you to participate in this program to tell the world about the many ways in which the human-canine bond can make a difference. In addition to the donations, AKC generates a tremendous amount of positive media on these philanthropic givings. When it comes to legislation that affects our ability to own, exhibit and breed according to Parent Club standards, we are in this together. Sheila Goffe's Government Relations department continues to encourage clubs to take up the cause and offers help with key outreach awards. The Bebout Memorial honors exceptional leadership in advocacy and community organizing. Honorees receive \$1,000 for

their club or federation to help defray expenses. The Legislation Support Fund also offers micro-grants to clubs that hold an educational or lobby day. Follow the work of the Government Relations Department for information about receiving financial assistance. A cornerstone of AKC's outreach is education and to that end, we have instituted many scholarship programs to help dog lovers further their studies. AKC Junior Scholarships, including the Rumble Memorial, recognizing our youngest dog fanciers for their involvement and versatility in sports and academic excellence. The George Ward scholarship is a unique program that provides financial assistance to apprentice dog handlers who are pursuing academic and professional enrichment. AKC's Veterinary scholarships and the Humane Funds Sir John D. Spurling Scholarship support students across each aspect of veterinary science, including in the unsung field of veterinary technology. Over one and a half million dollars in scholarships have been awarded to many worthy students. Clubs can support our scholarship programs by encouraging your junior members to apply or through your charitable giving. The contact, of course, is Mari-Beth O'Neill. In perfect alignment with our mission to advance the breeding and owning of purebred dogs is the Theriogenology Residency Program. This cooperation between AKC, AKC CHF and the Theriogenology Foundation funds the work of veterinarians at major institutions, specializing in reproductive health. AKC has provided \$1 million in funding for these residencies. It is a privilege to be able to support the field of veterinary medicine that directly affects the continuation and the growth of our sports. Lastly, I would be remiss if I didn't mention the \$4 million that AKC contributed to the AKC Museum of the Dog, in addition to recently providing more than \$16 million in funding and other key support to achieve the relocation of the museum to a new home, where it is flourishing and exceeding records in terms of admissions and press coverage. Please continue to visit, bring your friends and become a member. I promise you will enjoy each experience. As we inch closer to the end of another year, we can take stock in what matters most to us. We are here together because of a unifying cause, the love of dogs, the art of breeding and the sports we enjoy. You and your fellow members work tirelessly as volunteers to nurture it year-round with events, education and community services. Please remember that AKC will reinforce your work with grants and other forms of support because we are working towards that very same shared goal: Preserving our rights to breed, exhibit and celebrate our incomparable purebred dogs. One week from today is our 135th anniversary. Congratulations to each of you and to every one of our clubs. When you leave, everyone will receive a commemorative 135th baseball cap.

Cody Barr, Social Media Manager, gave a presentation on maximizing Facebook efforts as follows:

I don't have free hats. Sorry. My name is Cody Barr. I am the Social Media Manager for the American Kennel Club on the marketing team. I started in November, so it's a huge honor to be here. It's only my second Delegates meeting. I want to talk today about maximizing your Facebook efforts. So, what is Facebook for? We're all on Facebook, most of us. Seven out of ten U.S. adults are on Facebook and 74% of them use it every day. I know, speaking for myself, it's somewhere I go for news, it's somewhere I go to connect to my family and friends and it's something that we should all be on. So, what's the difference between the different things that Facebook offers? Facebook offers you the ability to create a page and a page is a

place that you should use for your public sharing. On the right side, you'll see that's our American Kennel Club Facebook page. We're lucky enough to have four million followers. If you don't follow us, please do. Thank you. What is necessary for a Facebook page? Like I said, public sharing, it's all of the stuff that you want people in the world to know about you and your club. It's something that you want to post to frequently. For us on the American Kennel Club side, we post four to five times a day. That's my job. I'm not recommending that that's something you guys have to do for your club, but it's something you should consider maybe once or twice a week and think really strategically about what you are sharing with people. You want to share, obviously, the most beautiful photos you have any, any links to news stories about your clubs or shows that you have going on. Things that show how well your club is doing, things that show people all of the great things you guys are doing in the community. The other thing that's important to know is that Facebook prefers for you when you have a page to have a singular brand voice. You want to, again, have your best foot forward, you want your image and your brand to be really strong. So our suggestion is either you have a group of people that work together to post to it and everyone is on the same page of the words you're supposed to use, what sort of emojis or language to use, or you have a singular person do that and they are in control of your Facebook page and they control the messaging that goes out. Because, again, you want people to see your page and know exactly who you are and what you do. The other awesome thing about Facebook pages is that if really get into it, you can – you have the ability to see a lot of really amazing insights and data about the people that follow you. You can find out where they live, what their age is and then begin to see which posts are working well for them. So, do people really like when you share the news stories or do they more want to see the photos from your events? Then you can change your sort of strategy and really highlight the things that the audience resonates with. The other thing that is great on Facebook that I want to talk about today and really focus on is Facebook groups. If you've been watching some baseball recently, you'll see – and I've seen it a million times on ESPN – there are a ton of ads for Facebook groups. You'll see the commercial all the time. I'm getting very sick of them. But anyway, that tells me as a social media manager that Facebook is putting a lot of money behind their groups product and that's just saying that it works for them and they're going to make more and more people see group content in their news feed, which on our end means we should create Facebook groups and we should make that a place where we create an amazing environment for our constituents or different factions within our clubs or within the American Kennel Club so people have a place to have really amazing conversation. We recommend that you create Facebook groups for internal sharing and what's nice about Facebook groups is they offer two separate privacy levels. You can have a public group or you can have a private group. We have all but one of our groups is private. We think that's really important for us because we like to create a place where people feel safe enough to share either more personal information or ask questions that maybe they don't want blasted across the internet because you never know what and who will go viral and when. So private groups provide a place that are a little more security for people. The other thing that contributes to that is you are able as an admin to screen members that want to join your group via questions. You can have a list of screener questions for people so they can prove that they belong in this group or they're the kind of person you want in this group. For example, we have a confirmation judges' group and we don't want just anyone joining that group because that's a

private space for those individuals. We ask in our screener questions what your ID number is. If don't have one, what sort of classes have you taken in order to become a judge? So that way, we can really streamline who is entering the group and it's not open to anyone to join and then you see spam accounts, people trying to sell weird things. We keep it very small. The other wonderful thing is that you can bulk invite members if you have all of their e-mails. We're lucky enough to have a really amazing e-mail list, so we can send out invitations through Facebook and say hey, you've been invited to this Facebook group, would you like to join, and people can say yes and they don't have to go through that screening process. It makes it really streamlined. Like I mentioned earlier, with all of the ads that Facebook is putting out on ESPN and different places, that tells us that group content is going to be, again, favored by their algorithm, which decides what each individual person will see on their news feed. So if you're in a couple of groups, you will begin to see more and more of that content and stuff that's going on in those groups on your news feed more than maybe you'll see a brand that you follow or your sister or your cousin and that's something we really want to jump on because it's really easy within groups to be successful. The other thing that's awesome for us is that you don't really need a heavy posting cadence. So, when I was talking earlier about how often we post to our page, we don't post as much in our groups. We let the group and the people within the group really drive that conversation and we only weigh in when it's necessary or there's a question that they have that only we have the answers to or if there's an opportunity to further their education on something. We have the joy of having a lot of links to great webinars and great articles, so we know our content and if we see that our content can help someone, that's where we weigh into the conversation. The other really amazing feature of Facebook groups is they offer a mentorship product. So if you mark within the Facebook group that that's something you want included, people can offer themselves up as mentors and people can offer themselves up as mentees and then Facebook sort of takes them and puts them off into a separate corner essentially of the group to have conversations personally away from the rest of the group about things that are important to them. We've been using that in our Breeder Education Network Facebook group as well as our Judges' Facebook group. The other thing that's really important for us on Facebook is events. Facebook events essentially become a one-stop shop for all information that you need to pull out there regarding events. Time, location, ticket sales even, schedules, it's really, really helpful for people to have that as a place to get all the information in one spot. The other thing that's really awesome about events is if you see right here, it says – if you can see – it's marked as interested. I clicked that I was interested in the 2020 AKC National Agility Championship event and what that means is that now any time there's a change to this event page, I get a notification on my personal Facebook page that says "Hey, Cody, they changed the time and date. Just wanted to let you know. Check out the event for more information." Or if it's next week, it'll say "Hey, you said you were interested. Are you going?" and having that extra layer of attention to it that Facebook just does for you is really, really convenient. The other awesome thing is that just like groups, they offer two privacy levels, so you can have a public event or private event. Obviously, our National Agility Championship is a public event. It's something we want to get spectators at. It's something we want to get the exhibitors to know about and different people that are interested in dogs and then on the flip side, if we made an event for the Delegates meetings, we would make that a private and only invite people that we definitely want to attend. We would do that

via logging everyone's e-mail and sending an invite that way. So, the one thing I do want to point out that's really important moving forward is if you guys do create events for your public events for shows, for seminars that regular people would love to go to, we encourage you to add the American Kennel Club Facebook page as a co-host. It's a really easy process to do when you're creating the event. It's just an option, you just type American Kennel Club in there and then we will receive a notification that says "Hey, are you co-hosting this event?" If we say yes, now your event will surface on our Facebook page and there's a greater chance of our four million people seeing that event and maybe they live near where that event is happening, and it just broadens your opportunity to attract more eyes to that event. We've seen some success with that and we're really hoping to continue that into the future because we have four million people that follow us and anything, we can do to help is something we're interested in. The other thing to mention is that events have a discussion tab, and this basically functions as a Facebook wall. So in the past where you may have created a Facebook page for your yearly event, we suggest creating events instead of pages in this case because you can still communicate with people, people can still ask questions, you can still livestream, you can do all those things that you were doing on a page in that discussion tab. The other thing to mention is if you notice there there's a small icon and then it says Georgia National Fairgrounds and Agricenter. If I click that within the Facebook app or on the Facebook website, it'll take me to a map. That's just another way for us to make it convenient for people to come to our events and know where things are because you can click that, go into your maps and immediately it will say hey, get me there now. So, going back to groups, how do we use Facebook groups. This is a document that I created for internal use. You don't have to copy this down or anything, but this is something that helps us walk through each group as we want to create one and see if it's a really good idea or maybe something we need to still work on. This goes around to people who request from me "Hey, I want to create a Facebook group for the conformation judges. How do I do that?" We go through these steps to make sure this is something that will work. So first step, obviously, you want to establish your goals and your target audience. Same thing with anything you do, you want to go into a big change or something new with a strategy. This sort of sets up for that. We really want to make sure when we are creating Facebook groups that we're doing it thoughtfully. The other things, some basics are just what the group name is, what the description is and that's where you welcome people to your group and sort of state the group's mission. Privacy level, like I said, is important. It helps create, you know, if you have a private group, a place where people can go and feel confident that what they're sharing isn't going to go everywhere. They feel confident that they can talk about certain things and feel safe in that. The other thing down at the bottom, like I said earlier, with the screener questions is really important because it sort of sets a standard for the group and the members within it and to make sure, again, that you're not letting in spam accounts or people that really don't belong there or won't further the conversation. The other thing to mention is the group rules. Facebook has a couple of rules that they suggest you add to every group, which includes no bullying, no trolling, no selling spam products, stuff like that. We like to add a couple of extra rules to our groups to make sure that everyone is following a certain standard. In some of our groups, we don't allow people to post win shots. In other groups, we don't allow people to post about their new litters. We have things for that like Marketplace. We don't want to be seen as supporting a certain dog. It's

important when you are creating a group to think of the different things that people may post and sort of try and control that from the beginning and make sure people are posting things that are relevant to the topics that you want to be talked about in that group. So, how's it going? For us, we have since created 11 groups and we have a couple of really, really successful ones that I want to point out. First, like I mentioned, is the AKC Conformation Judges' group. If you haven't received an invite for that yet, it's because there are a lot of e-mails and Facebook only lets you import 1,000 e-mails at a time per week, so every week, I have a notification that says invite more. So, if haven't gotten an invite yet, you will. That's a great group, though, that's really kicked off really well from the start because it's a place where people can kind of ask questions like "Can you explain this rule change?" or "How do you get reimbursed? What's the different ways to get involved? Here's a seminar we are hosting. Here's some information about that." There's been a lot of great community engagement in that and we really haven't had to step in as admins and straighten out the conversation or really drive the conversation. There's a lot of really great engagement just happening naturally. The other group I want to point out is the third one down and that's out AKC Pet Loss Support group. This is our new Facebook group that came out of an idea from my colleague who sits next to me and it has really grown into a really wonderful place for people to talk about how much they miss their pets. At first, it was very, very sad, but then now people are offering different ways that they have memorialized their dogs or ways they've helped themselves through the grieving process. What we're doing with that group is actually a new thing for us. We are programming out different speakers to come within that group and engage with the people in it in a private setting. On Friday, we actually have a psychologist from New York City who works with relationships and specializes in relationships with people and their pets and he's going to join that group for about two hours and talk with all the people in there about ways that he feels that people can help themselves through their grieving process. It's just a really great place for people to share their stories and share advice, so that's a really great sign already for us, that people are comfortable enough to share these personal things within the Facebook group. Another group that's really done a great job is Club Development group. We have 510 active members now and it's growing every day. Why I wanted to pull out a couple of these posts is to show how much better the content is working within a Facebook group as opposed to a Facebook page. The Club Development Facebook page has 1,000 likes, which is a great number for Glenn and Guy's team, but the issue is that a lot of the information they were sharing isn't public facing. It's not stuff that's applicable to everyday life for a lot of people. It's very niche, so we decided to start a Facebook group and we're already seeing improvements in numbers. On the left side you'll see one of the members asked what people are doing to promote their shows and if they're using social media, local media and if they have any advice. Within 24 hours, 12 people wrote out dissertations that were incredible about the ways that they helped advance the club in the community, so that was really exciting to us, as well as the post on the right where Guy asked people what events they were adding – what sports they were adding that their events and what sort of benefits they've seen. Again, that post did really, really, well and conversely, if those were on the Facebook page, they would have gotten way less. So, a quick stat for you: The average post on their Facebook page only reached 87 of those 1,000 people as opposed to this group, which has half as many and we're getting, like, five times the amount of engagement and five times the amount of

people commenting and engaging with that. So that just goes to show that a lot of the conversations that we want to have are probably better suited for groups, where the information can get to the people that need it, as opposed to going out widely and maybe only hitting a few people that need it. So how can you utilize groups? You know your clubs better than I do, but I threw some ideas in the circles to try to get your brains going. But in general, if you want an easy way to disseminate information and get feedback from people, Facebook groups is the place to go. If you want to create a space where people feel comfortable to ask questions, where people feel comfortable enough to share experiences and know that what they say might not – it won't go viral all the sudden and they won't wake up and all the sudden, they're on the news. Those sorts of conversations can happen in a Facebook group and it's a really safe place for that. If you want to have a place where people really engage and really learn from each other, a Facebook group is a great option. Switching back over to events, because we have so many requests internally for different Facebook events to be created, I created this form, and it's just a really easy way to sort of figure out whether an event is necessary, useful, but again, it's the same sort of thing like a group. You wanted to create a Facebook event with a target audience in mind. So, is this just a fun party for your club, in which case it would be a private event, or is this something that you really want to reach the larger community in your area? That's something to think about before you form the event and then you have to have a name, a date, a location. A lot of us know the date and location for our events months and months and maybe even years in advance, so the earlier you can create a Facebook event, the better. As you saw, we already have one for our Agility National Championship and that's not for quite a while, but already that Facebook event has a lot of traction without us really even doing anything besides just creating the event. Again, the other thing to note is add us as a co-host if it's a public event. That way, again, it shows up on our page and people can see it more. The other thing to point out is Facebook integrates really well with Event Brite. If you're familiar with using Event Brite for ticketing for your events, it automatically works with Facebook and it's a really seamless process of making it super easy to sell your tickets directly on Facebook. So, for us, how's it going. Here on the left side is a bunch of events that we already have created. At the top is our one for Meet the Breeds and that image is something that we're really trying to focus on. You want to attract people really quickly with a strong image for your events. For Meet the Breeds, we've created a really awesome image that shows a bunch of different breeds and kind of gives you a glimpse of what Meet the Breeds would be like. If you're hosting an agility trial, you want to use a really awesome picture of a dog jumping, as opposed to a dog just sitting. It's something that can really grab people's attention and really get them interested in what's going on. The two arrows below that are pointing to events that clubs already added us as co-hosts. As you can see, they filter right through with the events that we create ourselves and it makes it really easy for people who are scrolling through our events to see what other people are doing. Then there's an arrow coming from our Agility National Championship event. Again, an event that's not taking place for quite a while, but already we have 1,200 people that clicked that they were interested in the event, which means that they will get a notification any time we change anything on that page. Then there are 500 – over 500 people that already marked themselves as going, which is really exciting for us because we haven't even begun promotion for that event. It just kind of took off on its own, which is really great to show that people are really

interested. So how can you utilize events on Facebook? Again, you know better than I do what you guys are doing, but I put some ideas in the circle to get your brains thinking about it. The basic idea is if you want to reach and engage your local community, you should be using a public Facebook event. Then if you want to engage and excite your members internally, then a private event is the way to go. That's it. Oh, one more thing. Just kidding. If you have any questions, we are hosting sessions when we are at AKC in Orlando, so we'll have sign-ups for that in the Club Development Facebook groups, so join it and then you can sign up.

Chief Financial Officer, Joseph Baffuto, gave the Financial Report as follows:

Thank you very much for joining us here this morning and best of luck to all the Delegates running on the ballot for the Standing Committees. Let me now present our standalone financial report for the American Kennel Club through July 31, 2019. Let's begin by examining our year-to-date summary of revenue and expenses. Total revenue of \$45.3 million has been offset by total expenses of \$42 million, which reflects operating income of \$3.3 million, which is significantly above our comparative operating income of \$548,000 at this same time last year. Let's take a detailed look at the particulars. In our comparison of year-to-date revenue, we are up by \$2 million or 4.6%. What program areas have been most successful for the organization through these past seven months? Let's examine further in our revenue sources. Our core registration volumes reflect very positive performance. Year-to-date, we have registered approximately 152,000 litters, which is a 2.7% increase from last year, as well as 357,500 dogs, which represents a 1.8% prior year increase. These two top line items have provided us approximately \$625,000 in additional year-over-year revenue. Congratulations to all areas of staff that have continued contributing to these successful accomplishments. Next, let's focus on our other business areas that have had year-to-date revenue success. All other registration items, including transfers, puppy folders, litter certificates and pedigrees have increased year-over-year by \$449,000 or 5.5%. All sports and events income has risen by 8.5% or \$771,000 as compared to the seven months ended July 2018. Royalty and sponsorship revenues outperforming last year's periodic results by \$142,000 or 9%. Our AKC.TV efforts have collected \$227,000 in new revenue so far year-to-date in 2019. On the cost side of the equation, next you will observe our year-to-date expenses. To date, costs are down. AKC management continuously monitors cost closely throughout the fiscal year and practices methods and procedures to keep daily operations in line in a most financially sound and efficient manner. Total expenses through July 31, 2019 have decreased by \$765,000 or 1.8% from July 31, 2018. The first area to provide an explanation is our payroll and benefits. Our payroll and benefits costs have decreased by about 1%, \$112,000. Despite a coinciding head count increase year-over-year of 357 full time equivalents in comparison to 345. There are numerous other year-to-date expenses that declined from previous levels. Our year-to-date consulting costs are down significantly by 65% or \$989,000 since last year. Our contributions to AKC CHF, including theriogenology research, are currently down by \$419,000; however, we do expect to match our previous year's support and recognize this regression as merely a timing difference in our quarterly reporting. Our equipment and related maintenance charges have been controlled lower by more than a quarter million dollars this year. Supply costs have decreased by almost \$200,000 or 18% over the seven-month period to date. Also, our legal

fees are down by \$114,000 or 37%. Again, management continues to monitor and control these highlighted expense line items, but all costs are closely monitored throughout the balance of this fiscal year. In addition to our results from operations, we can provide some details on the tremendous success of our market investment portfolio for the first seven months of our fiscal year. Our investments have yielded a 12.35% unrealized gain this year. These gains value to a \$12.3 million increase in our investment balances. Our relative benchmark for our portfolio during the comparative period was 11.15%, so we're currently outperforming the expectations set for our portfolio so far this year by 120 basis points. The non-consolidated balance sheet of the AKC dated July 31, 2019 reflects \$174.1 million in total assets. Our cash and investment balances total more than 65% of these assets with almost another 15% in related party receivables. This is the core financial strength for the AKC. Our total liabilities recorded are \$104.7 million. Almost 60% of our liabilities lie within our long term, pension or post-retirement obligations, along with approximately 20% in credit facilities that have supported our office and Museum of the Dog relocations. It's important to note again our pension benefit plan has been frozen since December 11, 2011, meaning it is not open to any new participants, nor any additional benefit accruals. However, this long-term liability will continue on our balance sheet until we see longer term interest rates rise. Our net assets of \$69.3 million have remained relatively consistent since my previous quarterly report, which reflected \$70.2 million. We're doing extremely well on our core programs this year to date and we have the expectation to continue to do so throughout the balance of the fiscal year. We also expect to control costs these remaining months ahead, while financial markets continue successful performance this year. All of these factors are combining to provide sustained positive financial performance. In closing, I will remind you that the full deck I've presented here will be available on the portal by the close of business tomorrow for you to communicate with your clubs. If you have any questions, please feel free to make contact. I again ask all of us to stay safe and golden in the fall. I look forward to seeing all of you again in Orlando and have a wonderful afternoon. (Applause.)

The first vote was on the Rules Applying to Dog Shows, Chapter 7, Section 12, Judges, which allows clubs to officially close out a ring on the day. This amendment was proposed by the AKC Board of Directors, endorsed by the Delegates Dog Show Rules Committee and brought forward by the AKC Board.

There was a two-thirds vote in the affirmative and the amendment was adopted.

The next vote was on Rules Applying to Dog Shows, Chapter 14, Section 2 - Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellations of Awards, which would reword the section to incorporate broader language regarding the display of identification by a person or dog exhibiting. This amendment was proposed by the Delegate Dog Show Rules Committee and brought forward with approval from the AKC Board.

There was a motion to add the words "but is not limited to" and also the word "handler" to the amendment to clarify that identification is not exclusive.

The motion was seconded and adopted.

There was a vote on Rules Applying to Dog Shows, Chapter 14, Section 2 as amended. The standing vote results were 165 in favor, 121 opposed. There were not two-thirds in the affirmative and the amendment was not adopted.

The third and final vote was on the Rules Applying to Dog Shows, Chapter 14, Section 9 - Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellations of Awards, which permits move-ups to occur when an award has been disallowed in non-regular classes and also in groups; it further reiterates that this will occur when Best in Show is canceled. The amendment was proposed by the Delegate Dog Show Committee and brought forward with approval from AKC's Board.

There was a two-thirds vote in the affirmative and the amendment was adopted.

The Chair called on the Executive Secretary to read the proposed amendment to the Rules Applying to Dog Shows, Chapter 3, Section 22, Dog Show Classifications.

Ms. DiNardo: This amendment is to the Rules Applying to Dog Shows, Chapter 3, Section 22 - Dog Show Classifications, which would allow dogs registered with an acceptable foreign or domestic registration to participate in Miscellaneous, making the language applying to registration numbers consistent with Chapter 11, Section 1. This amendment was proposed by Staff with support from the Dog Show Rules and Parent Club Committees and brought forward with approval from the AKC Board of Directors. It will be published in two issues of the AKC GAZETTE and you will be asked to vote on it at the December 2019 meeting. The full text is on the worksheet previously e-mailed.

The Chair called on the Executive Separate to read the proposed amendment to Rules Applying to Dog Shows, Chapter 11 Section 8A, Dog Show Entries, Conditions of Dogs Effecting Eligibility.

Ms. DiNardo: This amendment is to the Rules Applying to Dog Shows, Chapter 11, Section 8A, Dog Show Entries, Conditions of Dogs Effecting Eligibility, removes the requirement for an injury to have occurred in order for an Event Committee to disqualify a dog that has attacked a person or dog at its event, and it believes presents a hazard to persons or other dogs. This amendment was proposed by Staff, supported and brought forward with approval from the AKC Board of Directors. It will be published in two issues of the AKC GAZETTE and you will be asked to vote on it at the December 2019 meeting. The full text is on the worksheet previously emailed.

The Chair recognized Barbara Mann, Delegate for Dayton Dog Training Club who recommended a grammatical change to the amendment.

The Chair called on the Executive Secretary to read the proposed amendment to the Field Trial Rules and Standard Procedures for Pointing Breeds, Chapter 14, Section 20, Rules for Pointing Breed Field Trials.

Ms. DiNardo: This amendment is to the Field Trial Rules and Standard Procedure for Pointing Breeds, Chapter 14, Section 20, Rules for Pointing Breed Field Trials, would allow for a National Walking Gun Dog Championship for Weimaraners. This amendment was proposed by the Weimaraner Club of America and brought forward with approval from the AKC Board of Directors. It will be published in two issues of the AKC GAZETTE and you'll be asked to vote on it at the December 2019 meeting. The full text is on the worksheet previously emailed.

The Chair called on Gina DiNardo to recognize AKC Delegates who have served for 25 years as well as one Member Club celebrating their centennial.

Ms. DiNardo: We will now honor Delegates who served for 25 years. The medallion is in recognition of meritorious and long-term contributions to the Sport. This program enables us to recognize our core constituency and allows a grateful American Kennel Club the opportunity to honor our own. This is the 21st time that AKC has had the privilege to present Delegate medallions. These individuals join 114 previously recognized Delegates.

The following Delegates were called forward:

James S. Corbett, Tualatin Kennel Club (not present)

Gerry Dalakian, South Texas Obedience Club (not present)

Merlyn Green, Del Monte Kennel Club (not present)

Margaret Pough, Finger Lakes Kennel Club (not present)

Carl Ruffalo, Minnesota Field Trial (not present)

Maureen Setter, Cleveland All-Breed Training Club (not present)

Patti Strand, Dog Fanciers Association of Oregon (in attendance)

Please join me in congratulating the honorees. (Applause.)

The Chair called on the Vice Chair, Pat Cruz to recognize the club celebrating 100 years of membership in the American Kennel Club.

Ms. Cruz: The Providence County Kennel Club has celebrated 100 years of AKC membership. We congratulate the Delegate, Richard E. Grant. He is not present, we will make sure they receive the award plaque. Thank you very much. (Applause.)

Mr. Sprung called on Sheila Goffe, Vice President of Government Relations, to introduce a new video.

Ms. Goffe: Explosive detection dogs are one of the most valuable tools that we have to protect our national security and our public security in this country. Two weeks ago, we had an extremely successful third conference on explosive detection dogs led by the AKC Detection

Dog Task Force, so I'm very pleased to introduce the following video that talks about the leadership role that AKC is taking in this important area. (Video plays.)

The Chair called on Kim Johnson of KPMG to read the Teller's Report results of the vote for the Delegate Standing Committees.

Ms. Johnson: Results of the voting for Delegates Standing Committees are as follows:

For the All-Breed Clubs Committee, the following four candidates were elected for three-year terms: Jacquelyn Fogel, Eduardo Fugiwara, John Ronald, Susan Sholar.

To the Bylaws Committee, the following four candidates for elected for three-year terms: Kathy Coxwell, Jan Ritchie Gladstone, John Ioia, Glenda Stephenson. For the Bylaws Committee, the following candidate for was elected for a one-year term: Dr. Dawn Schroeder.

For the Canine Health Committee, the following four candidates were elected for three-year terms: Dr. Sophia Kaluzniacki, Dr. Harvey Mohrenweiser, Donald Schwartz, Sharon Steckler. For the Canine Health Committee, the following candidate was elected for a two-year term: Marcy Zingler.

For the Delegate Advocacy and Advancement Committee, the following four candidates were elected three-year terms: Carl Ashby, Ellen Hardin, Jane Ruthford, Daniel Stoltz. For the Delegate Advocacy and Advancement Committee, the following candidate was elected for a one-year term: Mimi Winkler.

For the Dog Show Rules Committee, the following four candidates were elected for three-year terms: Linda Flynn, Barbara Schwartz, Cindy Stansell, Marilyn Vinson.

For the Field Trial and Hunting Test Events Committee, the following four candidates were elected for three-year terms: Tim Carrion; Blaine Grove, Chris Orcutt, Bob Rynkiewicz.

For the Herding Earth Dog and Coursing Events Committee, the following four candidates were elected for three-year terms: Gerard Baudet, Sally Fineburg, Bonnie Lapham, Karen Lee. For the Herding Earth Dog and Coursing Event Committee, the following one candidate was elected for a one-year term: Martha Lee Beckington.

For the Parent Clubs Committee, the following four candidates were elected for three-year terms: Anne H. Bowes, Connie Butherus, John Nielson, Larry Sorenson.

The Executive Secretary read the names of the Delegates who will serve on the committees that did not require a vote:

Ms. DiNardo: Delegates who self-nominated and will serve on the Companion Events Committee are James M. Ashton, Joyce Dandridge, Felice Jarrold, Barbara Mann and Norine Noonan.

Delegates who self-nominated and will serve on the Perspectives Editorial Committee are Sylvia Arrowwood, Marge Calltharp, Blaine Grove, Sharyn Hutchens, Don James and Glenda Stephenson.

The Executive Secretary read the report on the Nominating Committee at follows:

Ms. DiNardo: The next item is a report on the appointments to the Nominating Committee. At the July 2019 meeting, the Board of Directors appointed the following Delegates to the Nominating Committee to select three candidates for the Class of 2024 and one candidate for the class of 2021:

Anne H. Bowes, Chair, Delegate for the Pembroke Welsh Corgi Club of America

Constance Butherus, Delegate for the Afghan Hound Club of America

Sally Fineburg, Delegate for the Hatboro Dog Club

Dr. Geno Sisneros, Delegate for the American Pomeranian Club

Marilyn Vinson, Delegate for the Southeastern Iowa Kennel Club

Alternates:

Douglas Johnson, Delegate for the Colorado Springs Kennel Club

Nance Skoglund, Delegate for the Gordon Setter Club of America.

Ms. DiNardo called on Anne Bowes to address the Delegates.

Ms. Bowes: Hello. It's a great honor for me to be standing up here as Chairman of the 2019 AKC Nominating Committee. When the call came from Gina to me, I was doing what breeders do – and Doug and Bill would be very proud of me – I was having a puppy party. I saw on my phone that she had called me and of course there were all these people in the house evaluating my puppies, so I thought uh-oh. When they all left, I called her back and I was walking one of the dogs on my street when she called me and told me that this honor was going to be mine. Really, for a moment, I was speechless, which any of you who know me know that's not usual. I think Gina must have realized it because when I sort of came to, all I could hear was her voice in the phone saying "Don't worry, Anne, I'm here to help you. Don't worry, I'm here to help you" and indeed she has been. She is fabulous. She's helped me with every step of the way. I wouldn't be standing here really without her. And Paula, the same. Paula made all of our arrangements here and she's done a fabulous job. Thank you all very much. And I thank the Board for putting together a fantastic committee. They are wonderful, they're all dedicated to the sport. They're here to try to make a difference in the sport that we love. Sally, Gino, Merlyn, Connie, Doug and Nance, thank you guys. You are fabulous. You've done a great job. We've met as a committee and we have conducted interviews during this week. On Sunday, we went from 9:00 a.m. to 9:00 p.m. in the Passaic room over there that we all know very well because we didn't leave it for 12 hours. We even had food brought in. Then we had more interviews on Monday from 4:00 p.m. to 6:30 p.m. We're now in the process of making a decision on our slate. My committee was very impressed with the depth of quality of

the nine applicants that we interviewed, and we wish to express our thanks to all of those delegates who took the time and the effort to apply for this position. We're now taking our time to evaluate what we've heard this weekend or what we have read over the other days and we'll have a conference call on October 1st to finalize our slate in the next few days, certainly before October 10th. In the meantime, if any other Delegate wishes to run for the Board, please contact Gina DiNardo and if you have any questions about the process or anything, you'd like to say to me about it, please contact me. I'm here for you. Thank you all very much. (Applause.)

The Chair informed the Delegates that the December Delegates meeting will be held in Orlando, Florida at the Rosen Centre Hotel, Friday, December 13th. A block of rooms has been booked for Delegates. Delegates should use the code that was sent to them when making reservations at the hotel. The information is also available on the Delegates Portal.

The Chair advised that the organizational meetings of the newly-elected standing committees would take place in the Salem/Warren rooms.

The following Delegates spoke during New Business:

Carl Ashby, Delegate for United States Kerry Blue Terrier Club, shared an initiative that the Carolina Cluster had put into practice to recognize their group and Best in Show winners for the last three years. He commented that winners collect numerous trophies in various forms and that they often do not reach the dog owners. Instead with this opportunity, a donation to the Canine Health Foundation would be made in honor of the winner. So far, \$3000 was contributed, in lieu of trophies being awarded. He explained that the handler, professional or otherwise, was presented a certificate mounted on a board that is held for photos and that their response had been positive. He urged the Delegates to have their clubs consider this alternative.

Don James, Delegate for Leonberger Club of America remarked about how the March 2018 visit to the Museum of the Dog in New York City was the impetus for the donation of \$3,750 to the Museum from the LCA, with a matching grant from Lynn Ansell and Jeff Ansell for a total contribution of \$7,500. He expressed pride for his club in supporting a very worthy cause and hoped that other clubs would do the same.

Sylvia Thomas, Delegate for Kennel Club of Riverside and Editor of Perspectives thanked everyone who contributed to the September issue, which featured breed sustainability. She reminded Delegates that sharing articles with their clubs is possible and the process is easy. The Delegate sends an email to her with the article(s) of interest, she gets permission from the author, she creates a PDF and returns to the Delegate for distribution. Sylvia suggested adding articles to club newsletters electronically as an effective way of reaching a greater audience. She added that the baby guessing contest continued with two babies in September, and that their adult photos would be included in the next issue. She stated that Don James

would be the coordinator of the December issue, which has an October 15th deadline for submissions.

Barbara Mann, Delegate for Dayton Dog Training Club praised the Government Relations Department for the wonderful work they did in Ohio this year. AKC engaged lawmakers to get legislation passed that clarified that breeders are not pet stores, debunking bureaucratic ideas.

Cathy Rubens, Delegate for Carolina Working Group corrected comments that she made during the legislative meeting that morning. In a discussion about demand for purebred dogs, as a Rottweiler breeder, she provided the figures from her kennel on AKC Marketplace as an example. At the earlier meeting she reported 700 inquiries to her profile in one month. This number was incorrect, it was actually 7,000 people who viewed her AKC Marketplace in 30 days.

John 'Jack' McCullagh, Delegate for Blennerhassett Kennel Club expressed support of the importance of rules versus regulations within the organization but questioned the necessity of the housekeeping or language rewording type at the current meeting. Jack suggested that the Bylaws Committee, Dog Show Rules Committee and AKC Board come up with a more efficient way of vetting the minor changes.

Karen Ericson, Delegate for Whidbey Island Kennel Club proudly announced that her club made a donation of \$25,000 to the Washington State University Veterinary School as part of their perpetual endowment.

Betty Winthers, Delegate for Olympic Kennel Club enthusiastically spoke about the success of her clubs 75th Anniversary show, held at the same location since 1974. It was a 5-day event with impressive statistics including over 500 entries in the sporting group, 1000 entries in specialty events and during the weekend over 2000 total entries. There were Obedience, Rally and Agility competitions. Disk Dog, Fast CAT and Dock Diving challenges were held where a Whippet set a world record in Dock Diving of 35 feet, six inches. The club plans to make a donation to the AKC Broad Spectrum with the proceeds from this celebratory event.

Hearing no further business, the Chair adjourned the meeting.
(Time noted: 12:08 p.m.)

The opinions expressed by the speakers may not necessarily reflect those of The American Kennel Club.