

AMERICAN KENNEL CLUB  
Delegates Meeting  
MARCH 10, 2020

Dennis Sprung, President in the Chair, called the meeting to order at 9:00 a.m. (National Anthem played.)

Mr. Sprung reminded the Delegates in attendance to sign in at the computer stations outside the meeting room to be marked as present.

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

The Executive Secretary read the report of the Nominating Committee, and the report on additional nominations.

Ms. DiNardo: Pursuant to Article VIII of the Bylaws of The American Kennel Club, the Nominating Committee:

**Mrs. Anne H. Bowes**, Chair, Pembroke Welsh Corgi Club of America

**Ms. Constance Butherus**, Afghan Hound Club of America

**Ms. Sally Fineburg**, Hatboro Dog Club

**Dr. Geno Sisneros**, American Pomeranian Club

**Ms. Marilyn Vinson**, Southeastern Iowa Kennel Club

appointed by the Board of Directors at its July 2019 meeting, has nominated the following Delegates as candidates for such vacancies on the Board of Directors as are to be filled at the next annual meeting of the Club on March 10, 2020. There is one vacancy for the Class of 2021 and three for the Class of 2024.

**CLASS OF 2021**

**Dr. Thomas M. Davies** – Springfield Kennel Club

**CLASS OF 2024**

**Jeffrey D. Ball** – Ramapo Kennel Club

**Dr. Michael Knight** – Texas Kennel Club

**Karolynne M. McAteer** – Irish Setter Club of America

Pursuant to Article VIII of the Bylaws of The American Kennel Club, the following Delegates have been endorsed in writing by the required number of Delegates as a candidate for the vacancies on the Board of Directors for the Class of 2024, to be filled at the next annual meeting of the Club on March 10, 2020:

**Carl C. Ashby III** – United States Kerry Blue Terrier Club

**Dr. Carmen L. Battaglia** – German Shepherd Dog Club of America

Mr. Sprung reported that the Bylaws provide that no nominations may be made from the floor. Nominations, therefore, closed on November 15, 2019. As no additional nominations may be made, and the Bylaws make no provision for write-in candidates, without objection, the same procedure used in previous instances where there was an uncontested election was to be followed. The Executive Secretary cast one ballot for Dr. Thomas M. Davies. The Chair, without objection declares that Dr. Thomas M. Davies has been elected to the Class of 2021.

The election procedure was overseen by the accounting firm of KPMG. The ballots were scanned and tabulated electronically. All candidates were offered the opportunity to observe the election procedures.

[There was a brief recess as the Delegates cast their ballots.]

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

**Kristina M. DeLisi**, Runnells, Iowa, to represent Central Iowa Kennel Club

**Karen L. Dewey**, Newport, New Hampshire, to represent Woodstock Dog Club

**Glen J. Lajeski**, Cloverdale, California, to represent represent Doberman Pinscher Club of America

**Jolyne K. Lea**, LA Center, Washington, to represent Vancouver Kennel Club

**Arna B. Margolies**, Needham, Massachusetts, to represent Ladies' Dog Club

**Judy F. Murray**, Baldwinsville, New York, to represent Onondaga Kennel Association

**Diane Reid**, New York, New York, to represent Briard Club of America

**Jack G. Smith**, Fallbrook, California, to represent Great Western Terrier Association of Southern California

**Dr. Donald Sturz**, Brooklyn, New York, to represent Poodle Club of America

**Janet A. Wolf**, Lexington, Kentucky, to represent Lexington Kennel Club

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

**Kristina M. DeLisi** to represent Central Iowa Kennel Club

**Judy McMaster Descutner** to represent Western Pennsylvania Kennel Association

**Karen Dewey** to represent Woodstock Dog Club

**Leslie Jaseph** to represent Columbia Terrier Association of Maryland

**Arna B. Margolies** to represent Ladies' Dog Club

**Susan Olsen** to represent Park Shore Kennel Club

**Diane Reid** to represent Briard Club of America

**Dr. Donald Sturz** to represent Poodle Club of America

The minutes of the December 13, 2019, Delegates meeting were published in the online January 2020 *AKC GAZETTE* and the complete transcript was posted on the Delegates Portal on AKC's website. If there are no corrections, the minutes will stand approved as published. There were no corrections, and the minutes were adopted as published.

It was noted that the Chairman's Report would appear on the Delegate's Portal as follows:

For the past eight years, I have been fortunate to serve on the Board of this great American Kennel Club, the world's strongest and most effective champion for purebred dogs and our sport. It has been a privilege to play a role in the advancement of AKC's mission and to be a part of so many changes that have been put in place to support and improve what we do for our dogs and those, like us, who love them each and every day.

Thanks to the hard work of management and staff, the good sense of our Board of Directors, and input from the Delegate body, the American Kennel Club is stronger and better than ever before.

Registrations are the core of our business and represent the underpinning of our sport. Several years ago, a sustained drop in registrations of litters and dogs was a pressing and primary concern.

Today, thanks to enhanced customer service, technology improvements and breeder recruitment, AKC has turned the tide. We have enjoyed more than six years of consecutive, annual increases in litter registrations, and expansion by twenty percent across the board.

We are embracing breeders as never before. Our Breeder Development Outreach department educates breeders of all kinds about the value of AKC registration and welcomes those who want to join us in producing quality purebred dogs for new owners everywhere.

Our Investigations and Inspections department seeks opportunities to educate breeders to achieve improvements in all areas of canine care and conditions.

Overall, we stand united in our commitment to responsible breeding. The Breeder of Merit and Bred with Heart programs were conceived to set responsible breeders apart and guide the public toward quality sources of purpose-bred dogs. All these efforts have played an

important role in the growth of litter registrations and unique breeders in recent years.

Equally crucial with the development of our breeder base is the cultivation of a loyal audience of purebred dog owners. In a globalized world fueled by social media, doors to new adventures are always opening to people of all ages, and the AKC has become a destination. Our social media engages the public with a wealth of regularly posted, targeted information and newsletters.

Our entry into digital media with our own TV channel, AKC.TV, has allowed us to deliver the world of purebred dogs right into living rooms at any time of day or night. Dog lovers are coming to know the AKC as a trusted resource, a leading authority, and a stellar content provider. We know we are succeeding as we are seeing higher rates of registration and more engagement with AKC dog owners than ever before.

As well, we are experiencing increased participation in our sports. Last year brought us over 3 million entries in our events, the highest total entries in history! Thanks to the development of Grand Championships and the National Owner-Handled Series, and our deepening involvement with Juniors and young members of the 4-H community, we have provided more opportunities and reasons for exhibitors to stay in the game, enjoying the events they love.

Other notable additions include the introduction of the 4 to 6 month puppy classes, the Puppy of Achievement program, and FSS Open Shows; the launch of new activities such as Fast CAT, Scent Work, Farm Dog Certified, and the Title Recognition Program which includes exciting sports like flyball, dock diving and disc dogs.

We developed the Family Dog Program to highlight the talents and potential of our companion animals, and with it we added a wide range of new skills tests to the venerable AKC Canine Good Citizen Program including Advanced, Urban, Fit Dog, Therapy dogs,

temperament testing, and the highly popular Trick Dog program. With the help of our newly established Club Development Department, many conformation clubs have embraced these new programs right along with us, and the results are quite encouraging.

Within the past eight years, we have also made a strong commitment to continuing education. We have made it our duty to bring young people closer to purebred dogs with a more active Public Education department that has launched more than sixteen programs. We have reached thousands of children and their teachers in classrooms all over the country by offering unique resources that simultaneously educate and entertain children's natural interests in dogs. A recent success has been our mobile app, AKC Math Agility, to reach the newest generation of purebred dog lovers.

Important changes to the judges' approval process were put into effect to enhance quality judging. Our Canine College judges' education platform has served more than 22,000 learners with 550 courses and exams to date. So far, more than 45 breed-specific courses have been created to provide additional resources for prospective and current judges.

Protecting the rights of purebred dog fanciers has remained a high priority. We have doubled the size of the Government Relations department, adding legislative analysts and community outreach coordinators to help breeders and owners take a proactive stance on canine policy where they live. The department now provides welcome expert canine advice to legislators, regulators and industries.

We have expanded our outreach to lawmakers through legislative conferences, workshops and events around the country, and are addressing a wider variety of canine issues than ever before. More than eight years ago, the department had its hands full with breed specific legislation, mandatory spay/neuter and breeder licensing laws.

Today, we are tackling many more sophisticated measures including anti-breeder legislation, importation and public health regulations, the shortage of detection dogs, and the issues surrounding service dogs. The department tracks approximately 450 regulations per year and regularly provides expert comment for administrative rules at the state and federal level. Our breeders and our sport deserve this proactive work to ensure that our rights to breed, own and compete with purebred dogs remain intact indefinitely.

As a leader in our global community of dog lovers, we are building bridges beyond our borders to share knowledge and experience with our peers overseas through programs like AKC Global Service, and to find unity in protecting the future of purebred dogs and our sport at our upcoming international conference for kennel clubs.

It hardly seems possible that so many changes have been implemented in the span of eight years. Innovations at all levels, revitalization of customer service, and an unfettered commitment to our mission have brought about the improvements that we are enjoying today. AKC's reputation is growing ever stronger and our public perception index is higher than ever, as evidenced by a thirty-nine percent increase in press coverage since 2012, and a media audience approaching 52 billion views!

Just the other day, on my flight to this meeting, a flight attendant asked me what I was on my way to doing. I asked her if she knew of the American Kennel Club. She responded, "Aren't they the people who protect dogs?"

We have all—Delegates, staff, and Board—played a role in this evolution of the AKC and should be proud of what we have accomplished together. It has been an honor and a privilege to work alongside all of you at this time in the history of the American Kennel Club. I know the best is yet to come. Believe me when I say it, the AKC rocks!

Mr. Sprung gave the President's Report as follows:

I would like to thank everyone for your contributions that led to numerous 2019 accomplishments. Staff's three primary goals resulted in litters being up five years in a row. The current increase is 3 percent. Individual registrations are in the plus column for six consecutive years, up over 1 percent. Secondly, the number of unique breeders grew by 5 percent, or 7,000, and furthermore aggregate entries are the highest ever at 3,310,000 plus, having grown by more than 67,000. Beyond those primary initiatives, in Orlando, at America's National Championship, there were 11,008 entries, making that the largest event in AKC's history. Highlights include 5,284 in the regular classes, 1,382 in stakes, 1,148 in bred-by, 791 in NOHS, and over 1,000 in dock diving, plus 408 juniors. Overall within our sports, agility and obedience are trailing, while other areas have achieved credible gains. These increases include hunt tests, plus 14,000 entries, rally up 18,000, fast cat grew by 28,000, and scent work increased by 52,000.

In other business areas, AKC.org is visited by more than 8 million unique people monthly. Instagram has gained 12 percent, and e-commerce expanded by 10 percent. Marketplace saw an increase of 18 percent in litters to over 53,000 and 12 percent in the number of breeders to 31,675. In summary, last year was positive beyond registration, unique breeders and entry growth. Achievements were significant for AKC.TV, our branding, government relations and marketing. There is more to accomplish for the well-being of dogs and we are well on our way towards achieving this as we work in collaboration with our Board, clubs and Delegates. Once again, we thank you for your contributions to the many successes we experienced last year.

Mr. Sprung further expressed words of gratitude to two people who have contributed a great deal over decades to our organization. William J. Feeney and Patricia M. Cruz.



Bill Feeney, a truly kind man, long-time Delegate and Golden Retriever aficionado is completing his tenure as Chairman of the Board of Directors, a gentle, learned man with the ability to crystallize issues and offer wise, achievable, informed recommendations. He has been at the helm of the organization for the past year and led us through a period of growth and expansion in registration, entries and innovation. Bill has been shining a light of optimism and support. He leads by example, asking the hard questions and making tough decisions for the benefit of our dogs. On behalf of the Board, Delegates, Management and Staff, I thank you, Bill, for your service to AKC. I know we will continue to see you making an impact around the rings and amongst this body as a voice for progress in our sports. AKC rocks because Bill rocks.

Patricia Cruz is completing her tour as the Vice Chair of our Board. It is no exaggeration to say that Pat has done everything in and for our sports and there is little doubt that she will continue to give back because she just can't stop. An Afghan Hound breeder/owner/handler, Executive Field rep, judge, Delegate, sportswriter, steward and even a diplomate for AKC, when in the 1970s Bill Schmidt sent her to Mexico to earn her all breed judge's license on behalf of the Executive Field staff. Pat has represented us in many diverse and important ways. We can't thank you enough for your dedication to purebred dogs and your unwavering support of clubs, Delegates and Staff throughout these past many years. Thank you both for your unconditional love of dogs and AKC.

Peter Rohslau, Controller, delivered the Financial Report as follows: Good morning everyone! Thank you for coming this morning and we appreciate your time attending to AKC matters. I am glad to provide you with our performance report and unaudited financial results for the 2019 fiscal year.

Let's begin with a view of AKC's Registration Volumes and year over year performance. Our litter volume increased by 3%, with a total annual volume of 258,000 in 2019. Our dog registrations also rose by

1% for the year, reaching 588,000. This marks the 6<sup>th</sup> consecutive year of increasing volumes. We have now reached the highest volume over the last decade. This is an impressive accomplishment and thanks are owed to the entire Delegate Body, our Board of Directors, Breeders, Management and staff! Congratulations and we look forward to more success in the future.

Next we highlight the growth experienced in AKC Sports and Events program in 2019. Our clubs produced over 22,700 sanctioned licensed and Member events throughout the year! This was an increase of approximately 5% over 2018. Our total entries in 2019 reached a height of 3.3 million which represents an overall increase of 2% compared to 2018 and is the highest volume in the history of the AKC. Once again, congratulations are in order to all of you and everyone involved in making this happen. We really appreciate the hard work and energy that was put forth to reach this goal.

Now let's move to the AKC's financial performance. Here we present an unconsolidated summary of AKC's Operating revenues and expenses for the year ended December 31, 2019 along with a comparison to the prior year. Overall, the results were positive as we increased revenue by 4.4%, while expenses only increased 3.8%. This resulted in an improved operating income of \$663,000. Additionally, please note there were a few unbudgeted adjustments that were not a part of our standard AKC operations in 2019. We made \$2.9 million in charitable donations to AKC 501(c)3 affiliates, in excess of our standard donations. In addition, we paid \$480,000 in unrelated business income taxes.

To delve into the numbers in more detail, let's take a deeper look at the reasons for our increase in revenue. Our overall revenue increased \$3.4 million, which represents a 4.5% increase over 2018. Our registration business was the biggest source of this increase with registration services growing just under \$1.5 million. All facets of registration increased with dogs, litters, pedigrees & other services all generating growth. Our other major program, Sports & Events, also

showed healthy growth of \$677,000, or more than 4%. This is representative of the data shown earlier in the slide that presented solid growth both events and entries. In addition to the growth in our traditional business of registration and sports & events, our other programs also did well. In particular, our digital media activities, which include AKC.TV and digital advertising increased by more than \$1 million. We are very pleased with all of these areas performing well and providing growth to our organization.

Next let's look into our operating expenses. Our largest increase was for payroll and benefits which was mostly attributable to cost of living increases and growing benefit costs. The increase in rent and related costs is attributable to our residing a full year in our new location which now house many of our newer programs, such as our digital media activities. Depreciation and amortization increased from recent investments in software and other fixed assets, which were made to create operating efficiencies and to ensure a productive workforce. Aside from these first 3 items, all other expenses actually decreased by almost 16%, or \$340,000. While we strive to keep our operating costs down, we are satisfied with this increase as our revenues grew more than our costs. We believe this is proof that our investment in staff and assets paid off as our revenue growth exceeded our increase in expenses. To address another important expense, as required by the AKC Bylaws, we can report that the total amount of Board of Directors' related expenses in fiscal 2019 was \$486,000 dollars.

Outside of AKC's operations, next we will take an overview of our investment performance. In 2019, we had a very different result from 2018. While 2018 was a poor year for our investment performance, we more than made up for it in 2019. AKC's investment activities generated almost \$15 million in gains in 2019 which was an impressive return just under 19%. As compared to our benchmark, we outperformed our target by more than 2%. Overall, we are very happy with this result. I would like to remind everyone that we do take a long-term focus and vision in our portfolio's goals and allocations.

We try to diversify our investments to minimize risk, but we are subject to the market movements just like most others. While we are closely watching the recent weakness the global equity markets in recent weeks, we are sticking to our long-term strategy.

Moving on to our balance sheet, we next take a look at AKC's assets which ended 2019 with a balance of \$126 million dollars. The decrease from the prior year is mostly attributable to the AKC paying down all of its short-term debt, the write down of affiliate assets, along with a significant increase cash outflows related to our pension and other post-retirement costs. As explained last year, the short-term debt was acquired in 2018 in relation to the construction of the AKC's headquarters along with the Museum of the Dog at 101 Park Avenue. In light of the strong performance of AKC's investment portfolio in 2019, it was decided to cash in a portion of our investments and eliminate our debt and to cover other cash outflows.

Next, on the other side of the balance sheet are total liabilities. Total liabilities have decreased significantly from \$106 million at the end of 2018 to \$85 million at December 31, 2019. As previously mentioned, the primary driver of the decrease in liabilities was the pay down \$23 million of short-term debt. In addition, our accounts payable and accrued expenses decreased by approximately \$4 million, while our pension and post-retirement obligations increased by approximately \$5 million. Overall, this shows that the AKC ended 2019 with a strong balance sheet and is well positioned to handle any unforeseen contingencies while continuing to support our mission.

In review, 2019 was a good year for the American Kennel Club. We celebrated our 135<sup>th</sup> anniversary in 2019 while experiencing solid growth in both our traditional programs while also making strong gains into new programs that we expect will continue to make AKC a vital organization for many more years to come. We are confident that together, we can continue our success into 2020 and beyond. I thank you for your time here today, as well as everything you do all year long to make AKC the strong institution it is. As a last point, please

note that this full presentation deck will be posted to the AKC Delegates Portal by the close of business tomorrow. Thank you and have a great day.

The first vote was on *Rules Applying to Dog Shows Chapter 9, Section 2* – Superintendents and Show Secretaries, which would allow for an individual to be approved as a Show Secretary for the events held by one all-breed or group club and any additional events held on the same day and at the same site as the club, once in any calendar year. This amendment was presented by Staff to the AKC Board based on a request by a member of the Board of Directors and brought forward with approval from the AKC Board of Directors.

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 11, Section 8-A* – Dog Show Entries, Conditions of Dogs Affecting Eligibility, which removes the requirement for an injury to have occurred for an Event Committee to disqualify a dog that has attacked a person or a dog at its event, presenting a hazard to persons or other dogs. The amendment was proposed by the Staff, supported and brought forward with approval from the AKC Board of Directors. This vote was postponed at the December 2019 meeting to allow for questions to be addressed by Staff regarding this amendment.

There was discussion from the floor:

Peter Piusz, Delegate for the American Rottweiler Club, spoke as follows: In light of the fact that there are changes that have been made that the Delegates have not seen, shouldn't this be pulled instead of being voted on?

Mr. Sprung: What changes are you referring to, Sir?

Mr. Piusz: There is a form for disqualification which has much more detail that has not been seen. Further, it was stated that there are changes to the processes which the Delegates have not seen.

There was further discussion from the floor:

Jeannette O'Hanlon, Delegate for the Staffordshire Terrier Club of America, spoke as follows: I second Peter's motion that this go back and so the Delegates can be informed on how this is going to work.

Felice Jarrold, Delegate for the Old Pueblo Dog Training Club, was acknowledged but held her comments in favor of the amendment based on the motion to postpone.

James Phinizy, Delegate for the Scottish Deerhound Club of America, spoke as follows: The question of the motion is, parliamentary inquiry, is this an indefinite postponement or is there to a specific time or is it to be tabled?

Mr. Sprung: Yes, there is a specific time – it will be postponed until the next meeting, which would be June 2020.

Ann Lettis, Delegate for the Grand River Kennel Club, spoke as follows: I agree with the motion and I think that why staff introduced this, the whole process needs to be revisited. Currently if a person is attacked by a dog, there is no requirement for that person to have to make a statement to the AKC, which is wrong. There is also a very short time from the incident to information to the AKC from the person who was attacked. It is an extremely short time, should the person have a severe injury or be hospitalized, there is no time for them to contest the decision of an event committee, and anybody who is going to be involved in the event committee should be told right away how they could contest it, the findings, if they don't agree? They also should be able to see what the event committee sends to the AKC, which currently they can't, yet somebody from another club told me they give everybody a copy of what they send to the AKC. So, there

is a little, you know, which way is the right way? And I think everybody would have the right to see what is sent to the AKC.

There was a vote on the motion to postpone the amendment. A simple majority was in favor and the amendment was postponed until the June 2020 meeting. It was advised that the additional information and a copy of the form that was questioned would be provided to the Delegates.

The third vote was on *Rules Applying to Dog Shows* **Chapter 14, Section 5** – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under the Conditions of a Class or Division of a Class Cancellation of Awards, which eliminates the italics, rewords the section to add language to specify that all equipment must meet AKC requirements, and inserts it into the rule. The change also generalizes the wording for wickets to eliminate the need to modify in the future and clarifies expectation for a number of sets of wickets and scales that must be provided at all-breed, group or specialty shows. This amendment was proposed by the Delegate Dog Show Rules Committee and was brought forward with approval from the AKC Board of Directors.

There was a discussion from the floor:

Robert Eisele, Delegate for the Suffolk County Kennel Club, spoke as follows: My only question is the availability of wickets, because I formed a club and we do a show in a box, so we have to have our own wickets. It took me almost three-quarters of a year to find a place to get it and then when I tried to get the wicket, the person was ill and it took me another six months. I mean, I understand the concept, if there is availability of getting wickets, I agree with it, but if it becomes difficult to get the wicket, I have a problem with that. Has the staff addressed making sure there is a supply of these?

Mr. Sprung: Call me up and I will get you a wicket. Seriously. I know you self-superintend. I know your show, what you do. We will help you. Just give us a call.

Mr. Eisele: Let's hope we get to a thousand. I'm just talking in general.

Mr. Sprung: We will help any club.

Cindy Stansell, Delegate for the Finnish Spitz Club of America, spoke as follows: The reason Dog Show Rules brought this forward is that there was no consistency in scales, and some of the scales were quite dangerous to use and put the dogs in jeopardy. So, we appreciate that there is now wording there to safely accommodate all weighable breeds.

Steve Lawrence, Delegate for the Classic Toy Dog Club, spoke as follows: Similar to what Bob Eisele asked, I have looked into trying to find calibrated certified weights and the ones I have been finding are hundreds and hundreds of dollars. Does AKC have any source for these or have them available?

Mr. Sprung: We have sources for them. The answer is yes.

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

The last vote was on *Beagle Field Trial Rules and Standard Procedures for Brace, Small Pack and Small Pack Option, Field Trials and Two-Couple Packing Hunting Tests* **Chapter 6, Section 4**, removes the requirement to show the street address in the premium list for the judges, trial chair and club officers. This amendment was proposed by the Beagle Advisory Committee and the Delegate Field Trial and Hunting Test Committee supported this change for all types of field trials. It was brought forward with approval from the AKC Board of Directors. This change also applies to the following:



- *Beagle Field Trial Rules and Standard Procedures for Large Pack Field Trials (Chapter 6, Section 4)*
  
- *Field Trial Rules and Standard Procedures Dachshunds (Chapter 6, Section 4)*
  
- *Field Trial Rules and Standard Procedures for Basset Hounds (Chapter 6, Section 4)*
- *Field Trial Rules and Standard Procedure for Spaniels (Chapter 7, Section 1)*
  
- *Field Trial Rules and Standard Procedure for Pointing Breeds (Chapter 7, Section 1)*
  
- *Field Trial Rules and Standard Procedure for Retrievers (Chapter 7, Section 1)*

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

The Chair called on the Chair of the Tellers Committee, Ernest Obubah of KPMG, to read the results of the balloting for the Class of 2024.

Mr. Obubah: Good Morning. The number of votes cast was 272. The number of invalid votes cast 1. The number needed to elect, 136. The votes are as follows:

Carl C. Ashby, 69. Jeffrey D. Ball, 104. Dr. Carmen L. Battaglia, 152. Dr. Michael Knight, 178. Karolynne M. McAteer, 187.

The chair declared that Dr. Carmen L. Battaglia Dr. Michael Knight and Karolynne McAteer had been duly elected to the Class of 2024. [With no further balloting necessary, the meeting continued.]

The Chair called on the Executive Secretary to read the proposed amendment to the *Rules Applying to Dog Shows* **Chapter 3, Section 8-A – Dog Show Classifications**.

Ms. DiNardo: This amendment is to the *Rules Applying to Dog Shows* Chapter 3, Section 8-A – Dog Show Classifications, proposes a new Section 8-A that would create a new class, Bred-by-Exhibitor Puppy, to be offered at conformation dog shows at the discretion of the club. This class will provide the opportunity for breeders to exhibit their puppies in an age appropriate class without risk of sacrificing their opportunity to attain the Bred-by-Exhibitor medallion.

This amendment was proposed by a member of the AKC Board of Directors, presented by Staff 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 June 2020 meeting. The full text is on the worksheet previously emailed.

There was a discussion from the floor:

The Chair recognized Carol Fisher, Delegate for the Valley Forge Kennel Club, spoke as follows: I'm for the proposal but if you have a puppy in bred-by and something happens from when you enter it until the day of the show, your only options, and you cannot show, your only options are to pull your entry or to move to open, and I was wondering if there was any thought given to having the chance for that puppy, the bred-by puppy, to move to a puppy class if the owner wants it and if the class is available. I mean, I don't want a puppy that I enter in a puppy class to be moved.

Mr. Sprung: You mean move to open from bred-by. You cannot move your entry at the day of a show if you are in bred-by or if you are in puppy bred-by.

Ms. Fisher: I thought that was the class that everybody if for whatever reason you moved you could move to open.

Mr. Sprung: Not once entries close. You are asking if there is a consideration to make that change?

Ms. Fisher: I thought you could enter open.

Mr. Sprung: Yes, you could enter open.

Ms. Fisher: Not enter, to move to open.

Mr. Sprung: Yes, you can enter open after entries close. I stand corrected, Johnny.

Ms. Fisher: I was just wondering if there was any thought –

Mr. Sprung: Then that point would not count towards the bred-by-exhibitor medallion from open. So that's the reason to have the bred-by class and to have now what could be two bred-by classes, you could have a six to nine puppy and a nine to twelve puppy as well as bred-by.

Ms. Fisher: I understand what you are saying, and I concur with that. I'm saying if the person chooses to not want to move to open or not to, you know, because at that point you are going to lose your chance for points, for the bred-by points anyway, to have the option to move to a puppy class if the puppy class is available, because then they are experiencing with the puppies and not in with the –

Mr. Sprung: The concept behind this medallion was each point would be from bred-by. So, to enhance the opportunity for people to earn the medallion from bred-by is to vote on now having the two different bred-by puppy classes as well as the regular bred-by class.

Ms. Fisher: I understand. I don't think you are understanding what I'm saying, is if you want to move your puppy, if you want to continue to show it, to give it experience, the only option is to go to open, and sometimes if you have a six-month-old puppy, you don't want to go to open. Your only other option then is to eat your entry.

Mr. Sprung: Or to stay in bred-by.

Ms. Fisher: If the person is not physically able to show, you have the option of not entering, pulling your entry or going to open.

Mr. Sprung: Yes, however the point would not count in open.

Ms. Fisher: I don't want the points to count.

Mr. Sprung: That aspect was not considered. Your example was not considered during discussion.

Ms. Fisher: And I was just wondering if people had thought of that. I'm trying to bring it forward for people to think about for the voting. I'm for the proposal, but I think it should be the option of being able to, if they are not able to show in the bred-by puppy class, to have the option to move it to a regular puppy class if that puppy class is available.

Mr. Sprung: You can make an amendment in June. We did not consider what you are requesting.

Ms. Fisher: Okay. I was just bringing this forward.

Mr. Sprung: Thank you. I appreciate it.

An unidentified Delegate spoke as follows: I would just add that this happened last year to me at our national. I was under the bred-by and I had a puppy in it and my back went out and I could not exhibit and she was moved to open but it would have been great for her to have been moved to puppy because she was just a six to nine puppy. I think that is the point she is trying to make.

Mr. Sprung: Thank you.

Katie Campbell, Delegate for the Basenji Club of America, spoke as follows: I just want to have a pause for thought on this additional puppy bred-by, that there are some special attractions at our all-breed shows and perhaps at other group shows where you have a puppy group and you also have a bred-by group. The rules would have to be delineated for those special attractions or I would suggest it be required on the form for the show when we make the application of exactly how those are defined, because I don't think we should be encouraging a puppy to be competing in potentially the class that they are, like a puppy bred-by and then a puppy group and a bred-by

group and a regular group and potentially best in show. It is just too much.

[Note: The Read on *Rules Applying to Dog Shows* **Chapter 3, Section 3** was inadvertently omitted and will be read at the June 2020 Meeting.]

The Chair called on the Executive Secretary to read the proposed amendment to the *Rules Applying to Dog Shows* **Chapter 3, Section 11** – Dog Classifications.

Ms. DiNardo: This amendment is to the *Rules Applying to Dog Shows* **Chapter 3, Section 11** – Dog Classifications, inserts the proposed new Bred-by-Exhibitor Puppy Class into the list of classes from which first place advances to compete in the Winners Class. It adds language to clarify the puppy, 12-18 month class and Bred-by-Exhibitor class may be divided by age. It also inserts language to clarify American-Bred and Open classes are required and all others are optional.

This proposal is contingent on delegate approval of the new Chapter 3, Section 8-A to create the Bred-by Exhibitor Puppy Class. Rejection of the proposed Bred-by-Exhibitor Puppy Class would require amendment to this proposal.

This amendment was proposed by 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 June 2020 meeting. The full text is on the worksheet previously emailed.

The Chair called on the Executive Secretary to read the proposed amendment to the *Rules Applying to Dog Shows* **Chapter 11, Section 9** – Dog Show Entries, Conditions of Dogs Affecting Eligibility.

Ms. DiNardo: This amendment is to the *Rules Applying to Dog Shows Chapter 11, Section 9* – Dog Show Entries, Conditions of Dogs Affecting Eligibility, which replaces current language with generalized language eliminating references to specific communicable diseases so that the revised section would address any health issues or diseases currently being experienced.

This amendment was proposed by the Delegate Dog Show Rules Committee 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 June 2020 meeting. The full text is on the worksheet previously emailed.

The Chair called on the Executive Secretary to read the proposed amendment to the *Rules Applying to Dog Shows Chapter 14, Section 3* – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellation of Awards.

Ms. DiNardo: This amendment is to the *Rules Applying to Dog Shows Chapter 14, Section 3* – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellation of Awards, which modifies text for additional clarity as to when an entry may or may not be measured, as well as the judge's procedural responsibilities.

This amendment was proposed by the Delegate Dog Show Rules Committee 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 June 2020 meeting. The full text is on the worksheet previously emailed.

The Chair called on the Executive Secretary to read the proposed amendment to the *Rules Applying to Dog Shows Chapter 14, Section 4* – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellation of Awards.

Ms. DiNardo: This amendment is to the *Rules Applying to Dog Shows Chapter 14, Section 4* – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellation of Awards, which modifies text for additional clarity as to when an entry may or may not be weighed, the judge's procedural responsibilities and the impact on any dog weighed out and associated limitations when weighed out for condition of class.

This amendment was proposed by the Delegate Dog Show Rules Committee 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 June 2020 meeting. The full text is on the worksheet previously emailed.

The Chair called on the Executive Secretary to read the proposed amendment to the *Rules Applying to Dog Shows Chapter 14, Section 6* – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellation of Awards.

Ms. DiNardo: This amendment is to the *Rules Applying to Dog Shows Chapter 14, Section 6* – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellation of Awards, modifies text for additional clarity as to obligations concerning disqualifications and conditions of class

related to color and markings, the judge's procedural responsibilities and any impact on the dogs concerning future events.

This amendment was proposed by the Delegate Dog Show Rules Committee 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 June 2020 meeting. The full text is on the worksheet previously emailed.

The Chair called on the Executive Secretary to read the proposed amendment to the *Rules Applying to Dog Shows Chapter 14, Section 6-A* – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellation of Awards.

Ms. DiNardo: This amendment is to the *Rules Applying to Dog Shows Chapter 14, Section 6-A* – Measuring, Weighing and Color Determinations When Factors of Disqualification in Breed Standards or Eligibility Under Conditions of a Class or Division of a Class Cancellation of Awards, proposes the insertion of a new Section 6-A, which would have the effect of adding language specific to a judge's authority in classes where the condition of class is other than height, weight, color or markings.

Approval of this proposal by the Delegates would then require approval of the corresponding proposal to Chapter 15, Section 2 to allow for protest by competing exhibitors in the same class.

This amendment was proposed by the Delegate Dog Show Rules Committee 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 June 2020 meeting. The full text is on the worksheet previously emailed.



The Chair called on the Executive Secretary to read the proposed amendment to the *Rules Applying to Dog Shows* **Chapter 15, Section 2** – Protests Against Dogs.

Ms. DiNardo: This amendment is to the *Rules Applying to Dog Shows* **Chapter 15, Section 2** – Protests Against Dogs, adds the proposed new Section 6-A to the list of sections where conditions of class are to allow for protest by competing exhibitors in the same class.

This proposal is contingent on delegate approval of the insertion of a new **Chapter 14, Section 6-A.**

This amendment was proposed by the Delegate Dog Show Rules Committee 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 June 2020 meeting. The full text is on the worksheet previously emailed.

The Chair called on Vice President Kirsten Bahlke, to give an update on the digital branding campaign.

Kirsten Bahlke: Good morning everyone. I am super excited to be able to introduce to you today a brand-new digital branding campaign for the American Kennel Club. We will actually launch in just two short days and I'm excited to be able to tell you a little bit about it. So, some of you may be saying, okay, branding campaign, but what exactly is that, Kirsten? I want to take a little time explaining to you and then I'm going to show you the good stuff, how we are bringing it to life. Let's take in two pieces a branding campaign. So branding, no, not this kind of branding, I mean our brand. It is all about the American Kennel Club and everything that we do and bringing that to life for consumers who may not be as involved as we want them to be. For the campaign, who are we going to talk to? I don't think it is any surprise that we want to talk to and engage with younger consumers, dog lovers who we want to bring into everything that is

AKC, our sports, our training, our knowledge, our education. How will we do it? Again, not so surprising, we need to talk to them digitally, whether it is on their phone, their computer, which is usually a laptop, or an iPad, we need to be there wherever they are, not just thinking about if they were sitting at home. And then finally, what channels will we use? We used to define our channels as okay, I saw them on TV, so am I on FOX, am I on NBC. Our new definition of channels is in this digital world. In this digital world we think of our channels as social, so on the bottom left, you can see on Facebook, so this is where you would see these advertisements.

On the top left, music. Today's younger generation all listen to music on their phone, apps like Spotify. We will be there as well. And then finally, this new world of OTT, over the top, these channels, these cord cutters, all these terms where people are watching things on their digital devices, we will be there too, just like AKC.TV. So, once we have identified everything we wanted this branding campaign to be about and how we were going to do it, we really wanted to make sure as a Marketing Department that we understood what are the core objectives for this campaign. First and foremost, how will we increase registration and acquisition of purebred dogs? Second, we want everyone to be interested in everything about AKC, including our sports. How do we make sure we are bringing that younger generation in? Finally, improve the overall perception of our brand. We did some consumer research both to get to this point and then I will show you about the concepts as well. But one of the things we learned is that younger consumers don't love our brand as much as we do. They see us as a little bit stuffy. So that helped inform what we wanted to do with this campaign. Working with our digital agency, Media Cause, we came up with multiple ideas and then settled on one and it became a really great, winning idea, and I'm not just selfishly saying that, we put it out to consumers to tell us do you think this is a winning idea. We did market research with this concept for AKC and we found consumers told us it was extremely likable, very believable for the American Kennel Club, and made us feel very relevant to them. Overall, they had an improved perception of the American Kennel Club, exactly what we want. And, importantly, the

numbers were even stronger with the 18 to 44-year-old group as well as prospective dog owners. So, we felt like we really had a winner. Now what I want to do is read to you what I call the concept. This is the base of all of the creative that we have done, and this encapsulates what we want to bring to life. The American Kennel Club has been around for 135 years, that is 945 in dog years, so you could say we've picked up a thing or two along the way. Or, if you want to get technical, 89,719,931 things. Got a question about training your terrier? Healthiest snacks for your Shih Tzu. Which breeds are best for the beach? We've got the expert knowledge, advice, resources and support you need, anytime, anywhere, about anything and everything dog, whether your canine companion is wonderfully purebred or perfectly mixed. If it quacks, moos or meows, you've come to the wrong place. But if it barks, it's AKC. This is the idea behind what I will share with you now. We wanted to make sure that we were revitalizing our brand experience. You can see we chose a tone that was very fun, engaging and trying to get people to understand everything we love about AKC. We also thought it was extremely important to demonstrate that 135 years of knowledge. You will see that come through as we go through the creative. The campaign is called "If it barks, it's AKC". We have multiple ways that we will be bringing this to life. I'm going to show you a video first. We also, as I mentioned, will be on Spotify. So, I have audio. And then we have some campaigns that are things that you would see like on Facebook or as you are Googling things. Let's start with the videos. [Video played.]

Ms. Bahlke: You can see we are trying to make sure people understand both our knowledge of what we can deliver but we can have a little fun with what is going on in the world today. If we go to the second video.

[Video played.]

Ms. Bahlke: In this one you can see we start to bring in the importance of our knowledge, making a little fun of it with the pangolin but then also coming in with specific information about breeds, about the Beagle and about its sense of smell. One more video.

[Video played.]

Ms. Bahlke: These videos, as I said, you will start to see them beginning on March 12<sup>th</sup>. You will see them as what we call preroll, if you are on Google and you find something in a video you want to watch, you will see these come up first, please don't skip them, and then go right to your content. The next piece of the campaign, as I said, is audio, so if you are a Spotify listener or other music streaming services, this is where you will hear this.

[Audio played.]

Ms. Bahlke: We have another audio spot.

[Audio played.]

Ms. Bahlke: Thank you very much. You can see we are starting to pull those themes together, always bringing in a piece of knowledge about how you can trust AKC, but in a fun, engaging way. We also have our digital campaign, and this is what I said you will see coming up on your Facebook or as you are searching Google, and this is an animated versus an actual video. Why does my dog scoot? There he goes. Our guess, anal sac issues, but check with your vet. I guarantee this is the only ad you will ever see about anal sacs. "If it barks, it's AKC. If you've got dog questions, we've got dog answers. Ask us anything." So, again, we are trying to bring information in a lighthearted way but true information. We are also working together as a team to make sure that we are addressing the questions consumers have. We actually have done research, the content team helped out, in looking at what are consumers asking when they come to our website so that our campaign addresses them. What are people Googling? And believe it or not, they are Googling about the scooting, and now we have an answer for them. A couple of the other ones, these aren't animated, but you get the idea. These would all be animated. Are Great Danes good apartment dogs? Yup, Great Danes can be great for apartments, just make sure you have a big enough couch. "If you've got dog questions, we've got dog answers. If it barks, it's AKC." Another one, why does my dog hide things? It's nature, not naughtiness. Keep your friends close and your underwear closer. "If it barks, it's AKC". You've got dog questions, we've got dog answers. Ask us anything." Why does my dog stare at me? Well, he either wants to go for a walk or steal your meatball sub. "If you've got

dog questions, we've got dog answers. Ask us anything." So, as you can see, those all had what we call a call to action, so we want people to click on those and when they do they are going to come to a slightly redesigned AKC web page. Some of you may have already seen this because we actually have this already in place, but the campaign will drive them to here and they will see the "If it barks" logo and then "If you've got dog questions, we've got dog answers." Even if people aren't coming from our campaign, we are still putting forth that attitude of we are here for you, we are a resource, how can we help. This is what it looks like on the desktop and this is what it looks like from a mobile perspective. And that's it. Hope you enjoyed. Thank you.

The Chair called on Gail LaBerge, Delegate from the Atlanta Obedience Club who spoke about AKC PAC initiatives as follows:

Ms. LaBerge: Good morning everyone. I had a question come to the PAC Board on why the AKC PAC is important and how it relates to each of us in the sport of dogs, so I talked with Sheila Goff and Chris Sweetwood, our Vice Chair, and we came up with a little statement I would like to share with you.

Think of your legislator as a crafter who is crafting legislation in his office or in his buddy's offices down the hall. In order to help him craft legislation, we need the key that helps open the door to those offices. The key allows the AKC PAC to open the door to the legislators in order to educate them on what the AKC stands for and what we do in the sport of dogs. Your donation to the AKC PAC provides that key. Remember also that we need recommendations on which doors you need open in your own community to legislators that you see, that are on your city council, that are in your county government, your state-wide government, we need recommendations on who we need to reach out that understands our issues. We also would like for you personally to deliver that key in the form of the AKC PAC donation to that legislator in your community because we want them to associate you with animal issues as their expert, and the only way they are

going to do that is if they get to know you personally. Buy a key today with your donation to the AKC PAC. Donations may be turned in after the meeting at the AKC GR table in the lobby as we go out to lunch. Become a key holder today. Support your community and your legislators that you need on your side. Thank you.

The Chair introduced a video featuring the Meet the Breeds® event which took place at the New York City Javits Center January 25-26 and thanked every AKC Parent Club for the support.

[Video played.]

A second video was played where Johnny Shoemaker, Delegate from the Redwood Empire Kennel Club encouraged a young autistic girl to show her stuffed dog at a Juniors event. It was noted that the video had received over 6 million views across social media channels.

[Video played.]

The Chair informed the Delegates that the next quarterly meeting would be on Tuesday, June 9, 2020, at the Doubletree Newark Airport Hotel. The Conference and Travel Department would post the hotel information on the Delegates Portal and email the Delegates when the block of rooms became available.

The Chair reminded the Board to meet immediately following the meeting in the Salem/Warren Room. He also instructed that lunch would be served at the close of the meeting on the Terrace.

Hearing no further business from the Delegate Body, the Chair adjourned the meeting.

[Time noted: 10:35 a.m.]

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