

GERMAN SHEPHERD



DOG CLUB OF AMERICA, INC.

Patricia Laurens,
54 Mount Pleasant Road
Newtown, Ct 06470

Chair, AKC Parent Club Delegate Committee

Dear Ms. Laurens:

The GSDCA is an AKC member club and one of the largest parent clubs in the AKC. For some time we have noticed a downward trend in dog and litter registrations which are now impacting the financial condition of the AKC and its clubs. Dennis Sprung and Jim Stevens each gave a report at the Boston 2008 delegate meeting about the seriousness of declining dog and litter registrations. At the Newark Delegate meeting (2009) Jim Stevens reported that the year-end totals for 2008 were in “serious decline in registrations”. He reported that registrations had fallen to 716, 195 (12%) while litters declined to 362,000 (10%). The size of both declines for 2008 was unexpected. The negative impact on the AKC can be seen in many areas. One of greatest concerns has been in the general decline in membership at the club level along with a decline in entries at events and the potential loss of influence in anti-dog legislation.

Between 1992 – 2008 registrations for the GSD dropped from 75,000 to 45,000, a loss of 45%/ (See Table 7). Entries of GSD’s at shows have also dropped (See Table 6 below) along with entries and litter nominations for our futurities (See Table 5). The data provided in Tables 1-7 clearly suggest that the AKC and the GSDCA are bleeding. We believe that other clubs are experiencing similar declines. We also believe that underlying these problems will be other concerns such as our ability to hold quality events and our tradition of support for health research. Table 1 below offers many reasons that support our concerns.

If registrations continue to decline at their projected rate with no intervention, the future for our clubs and events will be very unpleasant. No organization can indefinitely survive the loss of its core business. Tables 2-3 provide many insights into this 17-year downward trend. Competition from 37 other registries has clearly begun to change the dynamics of our sport. Since AKC’s beginning (1884) we have enjoyed an environment in which there has been no significant competition for dog registrations. However, during the past 10 years market conditions have changed and the AKC landscape has been eroded. Tables 2 and 3 graphically show this steady 17 year downward trend that seems to have gone unnoticed.

The nine breeds shown in Table 4 include: Rottweilers, German Shepherd Dogs, Labrador and Golden Retrievers, Cocker Spaniels, Dalmatians, Pomeranians, and Shetland Sheepdogs. These nine breeds have realized a 5-digit loss accounting for 87% of the decline. Table 4 shows the impact of these declines. For example, by 2007 Rottweilers registrations had declined by 84% from 1996. If these trends continue, Rottweilers and other breeds will become another of the long list of low entry breeds and their parent clubs are likely to see a large decline in future memberships.

The facts presented are not in dispute. What needs to be addressed are:

- The implications of what this data suggests.
- What actions can be taken that will address these problems.

It seems that from a practical point of view a plan is needed that involves the delegates, board of Directors and the fancy.

We are asking that your committee direct some of its energies and talents to these fundamental and important problems. The actions of your committee can result in helping AKC make a difference.

Sincerely

**Mrs. Tish Walker
Vice- President GSDCA Inc.**

**Dr. Carmen L, Battaglia
Delegate GSDCA Inc.**

ATTACHMENTS (7 TABLES)

TABLE 1. OVER VIEW AND IMPACT OF DECLINING REGISTRATIONS

- 1. Dog registrations have declined every year since 1996 (with the exception of a small increase in 2004) at an annual average rate of 4%. However, the decline is worsening, with dog registrations down 7% in 2007 and 11% YTD 2008.**
- 2. AKC litter registrations peaked in 1997 at 564,962 and have declined every year since. In 2007, AKC registered less than 400,000 litters for the first time since 1980.**
- 3. Sporting breeds lead in registrations, with Labradors and Golden retrievers at the top, though dog registrations for these two breeds have declined 24% and 43% respectively since 1996.**
- 4. Terrier registrations are the lowest of the seven groups.**
- 5. Herding registrations declined 21% from 1997-1999, and Hounds declined 18% from 2000-2002; both groups continue a modest average yearly decline of 4%.**
- 6. Working Group and Non-Sporting breeds have fallen more drastically than the other groups, both down 52% since 1996.**
- 7. Toy breeds, after rising 16% from 1995 to 1998, have declined 30% since their peak in 1998.**

TABLE 2.

DOG REGISTRATION STATISTICS
1992 - 2008

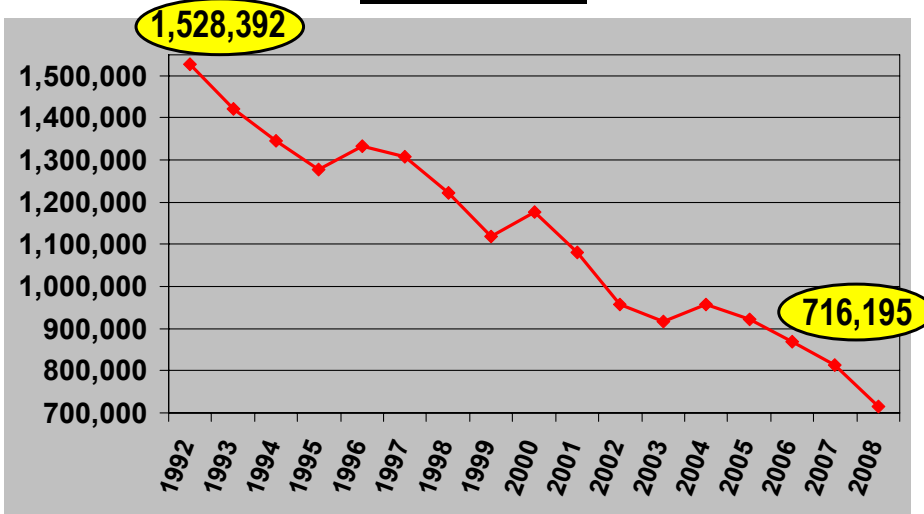


TABLE 3.

LITTER REGISTRATION STATISTICS
1997 - 2008

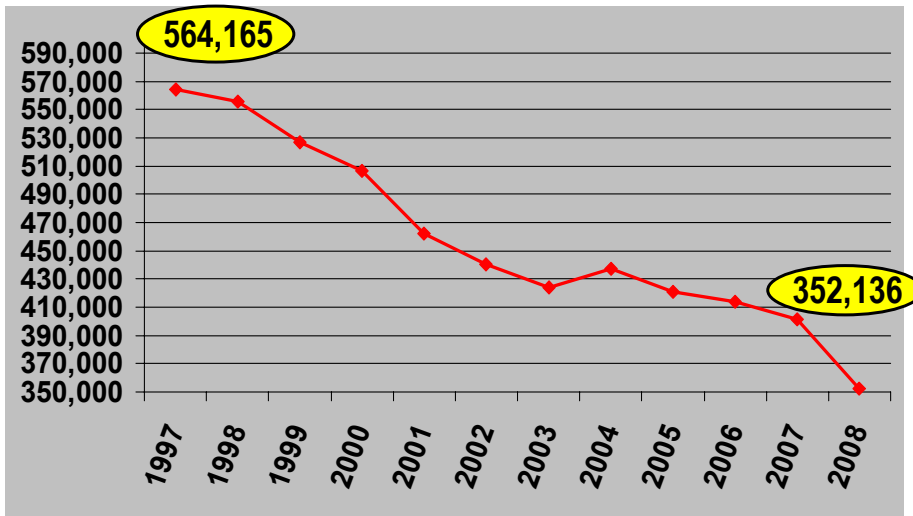


TABLE 4.

DOG REGISTRATIONS BY BREED					
Breed	1996	2007	Difference	% Change over 1996	Decline as % of Difference In Total Registration
TOTALS FOR ALL BREEDS (Not just those below)	1,333,599	812,452	(521,147)	-39%	100%
Rottweiler	89,867	14,211	(75,656)	-84%	15%
German Shepherd Dog	79,076	43,376	(35,700)	-45%	7%
Labrador Retriever	149,505	114,113	(35,392)	-24%	7%
Cocker Spaniel	45,305	12,483	(32,822)	-72%	6%
Dalmatian	32,972	1,014	(31,958)	-97%	6%
Poodle	56,803	26,369	(30,434)	-54%	6%
Golden Retriever	68,993	39,659	(29,334)	-43%	6%
Pomeranian	39,712	16,605	(23,107)	-58%	4%
Shetland Sheepdog	33,577	11,755	(21,822)	-65%	4%
TOTAL FOR BREEDS ABOVE	595,810	279,585	(316,225)	-53%	61%

TABLE 5. TEN YEAR DECLINE DATA

AKC Litter Registrations by Breed					
Breed	1997	2007	Difference	% Change	Decline as % of Difference
TOTALS	564,165	392,334	(171,831)	-30%	100%
Rottweiler	26,086	4,955	(21,131)	-81%	12%
Poodles	35,266	17,218	(18,048)	-51%	11%
Pomeranian	28,573	13,355	(15,218)	-53%	9%
Cocker Spaniel	20,526	7,024	(13,502)	-66%	8%
Chihuahua	26,414	14,737	(11,677)	-44%	7%
Shetland Sheepdog	14,801	6,155	(8,646)	-58%	5%

Dalmation	8,662	284	(8,378)	-97%	5%
German Shepherd Dog	23,424	15,479	(7,945)	-34%	5%
Miniature Pinscher	13,465	5,584	(7,881)	-59%	5%
Dachshund	28,847	21,913	(6,934)	-24%	4%
Shih Tzu	24,060	17,280	(6,780)	-28%	4%
Pekingese	8,366	1,867	(6,499)	-78%	4%
Beagle	21,436	14,983	(6,453)	-30%	4%
Siberian Husky	10,504	4,406	(6,098)	-58%	4%
Golden Retriever	19,471	14,018	(5,453)	-28%	3%
Lhasa Apso	7,034	1,895	(5,139)	-73%	3%
Chow Chow	5,096	717	(4,379)	-86%	3%
Miniature Schnauzer	16,080	12,055	(4,025)	-25%	2%
Bichon Frise	8,146	4,134	(4,012)	-49%	2%
Basset Hound	6,918	3,271	(3,647)	-53%	2%
Chinese Shar-Pei	5,111	1,645	(3,466)	-68%	2%
Maltese	13,349	10,197	(3,152)	-24%	2%
Labrador Retriever	41,822	38,773	(3,049)	-7%	2%
Akita	3,705	1,006	(2,699)	-73%	2%

Collie	3,794	1,583	(2,211)	-58%	1%
Boston Terrier	9,658	8,187	(1,471)	-15%	1%
West Highland White Terrier	4,983	3,523	(1,460)	-29%	1%
English Springer Spaniel	4,223	2,817	(1,406)	-33%	1%
Schipperke	1,783	439	(1,344)	-75%	1%
Doberman Pinscher	4,961	3,635	(1,326)	-27%	1%
Saint Bernard	2,503	1,376	(1,127)	-45%	1%
Scottish Terrier	2,591	1,553	(1,038)	-40%	1%
Cairn Terrier	2,810	1,808	(1,002)	-36%	1%
Great Pyrenees	1,727	759	(968)	-56%	1%
Keeshond	1,180	228	(952)	-81%	1%
Samoyed	1,214	397	(817)	-67%	0%
Brittany	2,991	2,310	(681)	-23%	0%
Alaskan Malamute	1,366	763	(603)	-44%	0%
Wire Fox Terrier	1,065	480	(585)	-55%	0%
Italian Greyhound	1,602	1,043	(559)	-35%	0%
Chesapeake Bay Retriever	1,342	833	(509)	-38%	0%
Shiba Inu	1,468	975	(493)	-34%	0%
Silky Terrier	1,376	935	(441)	-32%	0%
Norwegian Elkhound	640	300	(340)	-53%	0%
Basenji	540	291	(249)	-46%	0%
Old English Sheepdog	666	455	(211)	-32%	0%
Smooth Fox Terrier	386	184	(202)	-52%	0%

Bouvier des Flandres	427	238	(189)	-44%	0%
Airedale Terrier	842	658	(184)	-22%	0%
Great Dane	3,526	3,352	(174)	-5%	0%
Irish Setter	503	357	(146)	-29%	0%
Pug	10,342	10,213	(129)	-1%	0%
Australian Cattle Dog	707	593	(114)	-16%	0%
Australian Terrier	256	151	(105)	-41%	0%
Gordon Setter	283	185	(98)	-35%	0%
Bearded Collie	196	103	(93)	-47%	0%
Borzoi	198	122	(76)	-38%	0%
Afghan Hound	210	137	(73)	-35%	0%
American Eskimo Dog	252	187	(65)	-26%	0%
German Shorthaired Pointer	3,582	3,526	(56)	-2%	0%
Kuvaszok	84	31	(53)	-63%	0%
Manchester Terrier	232	181	(51)	-22%	0%
Whippet	460	409	(51)	-11%	0%
Pointer	116	73	(43)	-37%	0%
Belgian Sheepdog	101	63	(38)	-38%	0%
Irish Wolfhound	258	230	(28)	-11%	0%
American Water Spaniel	68	45	(23)	-34%	0%
Soft Coated Wheaten Terrier	832	811	(21)	-3%	0%
Black and Tan Coonhound	57	42	(15)	-26%	0%
Irish Terrier	102	87	(15)	-15%	0%
Curly-Coated Retriever	28	15	(13)	-46%	0%
Pulik	46	33	(13)	-28%	0%
Dandie Dinmont Terrier	33	24	(9)	-27%	0%
Finnish Spitz	39	30	(9)	-23%	0%

Komondor	40	31	(9)	-23%	0%
Briard	58	51	(7)	-12%	0%
Sealyham Terrier	28	22	(6)	-21%	0%
Saluki	67	61	(6)	-9%	0%
English Foxhound	6	1	(5)	-83%	0%
Scottish Deerhound	33	28	(5)	-15%	0%
Irish Water Spaniel	21	17	(4)	-19%	0%
Belgian Tervuren	106	102	(4)	-4%	0%
Otterhound	9	6	(3)	-33%	0%
Sussex Spaniel	16	15	(1)	-6%	0%
Pharaoh Hound	19	18	(1)	-5%	0%
Greyhound	29	28	(1)	-3%	0%
Skye Terrier	31	31	-	0%	0%
Ibizan Hound	19	19	-	0%	0%
Petit Basset Griffon Vendeen	92	93	1	1%	0%
Harrier	11	13	2	18%	0%
Bedlington Terrier	57	60	3	5%	0%
Kerry Blue Terrier	104	108	4	4%	0%
American Foxhound	13	17	4	31%	0%
American Staffordshire Terrier	454	459	5	1%	0%
English Setter	148	154	6	4%	0%
Lakeland Terrier	84	91	7	8%	0%
Welsh Springer Spaniel	60	67	7	12%	0%
Field Spaniel	29	41	12	41%	0%
Beauceron		12	12		0%
Canaan Dog	11	25	14	127%	0%
Glen of Imaal Terrier		17	17		0%
Swedish Vallhund		21	21		0%

Flat-Coated Retriever	84	111	27	32%	0%
Lowchen	35	62	27	77%	0%
Standard Schnauzer	99	128	29	29%	0%
Miniature Bull Terrier	44	73	29	66%	0%
German Pinschers		29	29		0%
German Wirehaired Pointer	304	335	31	10%	0%
Japanese Chin	911	943	32	4%	0%
Giant Schnauzer	226	260	34	15%	0%
Tibetan Spaniel	150	185	35	23%	0%
Polish Lowland Sheepdog	-	36	36		
Rhodesian Ridgeback	555	592	37	7%	
English Toy Spaniel	96	133	37	39%	
Tibetan Mastiff		39	39		
Affenpinscher	106	153	47	44%	
Clumber Spaniel	46	94	48	104%	
Black Russian Terrier		48	48		
Belgian Malinois	155	204	49	32%	
Wirehaired Pointing Griffon	41	92	51	124%	
Tibetan Terrier	228	280	52	23%	
Anatolian Shepherd	45	98	53	118%	
Norfolk Terrier	138	198	60	43%	
Spinone Italiani		60	60		
Plott Coonhound	-	62	62		
Border Terrier	266	333	67	25%	
Cardigan Welsh Corgi	208	289	81	39%	
English Cocker Spaniel	397	479	82	21%	
Nova Scotia Duck Tolling Retriever		87	87		
Neapolitan Mastiff		103	103		

Welsh Terrier	268	374	106	40%	
Greater Swiss Mountain Dog	74	190	116	157%	
Staffordshire Bull Terrier	180	313	133	74%	
Norwich Terrier	159	301	142	89%	
Portuguese Water Dog	185	346	161	87%	
Weimaraner	2,226	2,495	269	12%	
Vizsla	723	1,006	283	39%	
Newfoundland	822	1,157	335	41%	
Australian Shepherd	2,183	2,529	346	16%	
Border Collie	190	568	378	199%	
Bullmastiff	824	1,248	424	51%	
Bull Terrier	341	786	445	130%	
Parson Russell Terrier	70	515	445	636%	
Toy Fox Terriers		450	450		
Chinese Crested	828	1,309	481	58%	
Bloodhound	655	1,164	509	78%	
Brussels Griffon	377	1,119	742	197%	
Bernese Mountain Dog	458	1,262	804	176%	
Boxer	13,488	14,356	868	6%	
Mastiff	1,514	2,407	893	59%	
Pembroke Welsh Corgi	3,400	4,551	1,151	34%	
Papillon	1,989	3,776	1,787	90%	
Havanese	173	2,457	2,284	1320%	
French Bulldog	549	3,339	2,790	508%	
Cavalier King Charles Spaniel	471	4,295	3,824	812%	
Bulldog	4,937	9,799	4,862	98%	
Yorkshire Terrier	25,591	33,387	7,796	30%	

TABLE 6.

ENTRIES BY REGION & TOTAL--1989-2006

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
NORTHEAST	211	227	207	214	185	159	229	192	144	135	104	167	206	155	140	103	157	132	106
MID-ATLANTIC	195	190	235	220	197	212	113	184	122	145	162	146	140	150	139	163	138	131	138
SOUTHEAST	153	227	217	150	197	146	189	123	126	144	117	135	132	139	134	48	125	59	58
GREAT LAKES	268	332	229	240	221	222	162	195	247	175	178	155	221	153	181	190	140	155	104
MID-WEST	257	210	174	210	213	177	220	191	191	218	179	168	140	153	181	123	121	151	138
SOUTHWEST	184	185	168	130	129	122	127	145	109	107	98	132	83	90	72	124	100	78	94
SOUTHERN PACIFIC	173	135	151	115	136	105	94	103	92	69	109	94	128	95	83	79	71	83	95
MID-PACIFIC	214	176	126	149	116	153	116	161	158	143	71	140	86	77	107	136	74	83	79
NORTHWEST	219	188	203	190	195	136	190	179	196	129	145	129	106	102	81	103	121	67	70
TOTALS	1874	1870	1710	1618	1589	1432	1440	1473	1385	1265	1163	1266	1242	1114	1118	1068	1047	939	882
% CHANGE, YR. TO YR.		-	-	-5.4%	-1.8%	-9.9%	0.6%	2.3%	-6.0%	-8.7%	-8.1%	8.9%	-1.9%	-10%	0.4%	-4.5%	-2.0%	-10.3%	-6.1%
% CHANGE, 1989-2006; BASE YR.1989		-	-	-13.7%	-15.2%	-23.6%	-23.2%	-21.4%	-26.1%	-32.5%	-37.9%	-32.4%	-33.7%	-41%	-40.3%	-43.0%	-44.1%	-49.9%	-52.9%

TABLE 7. TOTAL ENTRIES OF GERMAN SHEPHERD DOGS

TOTAL ENTRIES-1989-2007

