



339 County Highway 106
Johnstown, NY 12095
February 16, 2009

TO: Board of Directors of the American Rottweiler Club

Subject: Delegates' Report for December 2008 meeting (Long Beach, CA)

FROM; Peter Piusz, Delegate

**I. Sunday December 14
Eukanuba Championship
Carting Demonstration**

Both Saturday and Sunday demonstrations were put on outside in a 30' by 100' fenced in area on the plaza outside the exhibition hall. 6 breeds on Saturday and 8 breeds on Sunday. Great public reaction. Too bad no Rottweilers participated. We were asked but we could not find anyone willing.

**II. Sunday December 14
Eukanuba Championship
Meet the Breeds**

ARC had a double booth with plenty of literature, contact people, and Rottweilers to meet and greet. Unlike other years, we did not put on a panorama that expressed the history of our breed.

**III. Monday December 15 9 AM
DELEGATE PARENT CLUB COMMITTEE**

NOTE: The large blocks of text are based on the verbatim minutes of the Committee. Because of the importance of these issues, these topics have not been edited down. Peter

1. Pat Laurans thanked all of the parent clubs that supported the "Meet the Breeds" booths. The Rhodesian Ridgeback club was congratulated for their booth's Group First and the Newfoundland club for their Best in Show award. Special congratulations went to delegate Joan Savage, who was named Eukanuba Breeder of the Year. Committee members and attendees introduced themselves.

2. Parent Club Codes of Ethics and By-Laws Updating Project: An email from Mike Liosis' office will be sent to every parent club asking for copies of their Codes of Ethics, and Mission Statements and how they are implemented. After it is coordinated, the information will be accessible on the AKC web site. of ethics.

3. Dock and Crop: Peter Piusz announced his committee would meet fifteen minutes after the General Caucus. The meeting topic is the AVMA Position Paper. It is important that we become involved since the sport is under siege from several different areas.

Bill Newman indicated AKC was blindsided by the AVMA press release on this subject. When Bill contacted Dr. Ron DeHaven regarding the AVMA stand, he suggested we provide them with any information that would help them re-evaluate their position. Bill read the final paragraph that was included in a privileged release from Dr. DeHaven. It stated, "In recommending this policy revision, the committee was careful to distinguish ear cropping and tail docking performed for cosmetic reasons from procedures performed for therapeutic or preventive purposes. If it can be responsibly demonstrated that the purpose of performing the procedure is to protect the health and welfare of the dog then, of course, the Association will support the appropriate surgery."

Patti Haines explained that the AVMA Executive Board revises their policies every five years. They used a lot of scientific information in their decision regarding Docking and Cropping. This is a "recommended" policy. They do not say that veterinarians cannot perform docking and cropping procedures but that cropping cannot be done without adequate anesthesia. She emphasized that we must be careful not to say these are our dogs and we have the right to crop and dock or do whatever we want. We must be more pro-active in establishing with AVMA the purpose of our written standards. We must also get across to the general public the value of our written standards as they pertain to form, function and health. Following a joint conference call, the AVMA Animal Welfare Committee responded, "they would be happy to review data-based evidence, as compared to anecdotal opinion, that supports the practices of tail-docking and ear-cropping for cosmetic purposes. Data needs to be presented that suggests performing these procedures for cosmetic purposes conveys some benefit to the dog in question. In general, letters of protest without accompanying data-based evidence are unlikely to be effective in swaying the committee."

Wyoma Clouss explained that the Miniature Schnauzer club also sent a letter to AVMA and received the same response.

In response to a comment made regarding practices in other countries, Peter explained that the battle in England was lost, not in the argument over docking puppies, but by focusing on the docking of mature dogs.

The only breed we know of in any country that got the docking ban reversed was the Springer Spaniel in Sweden. In 1988, when docking was banned in Sweden, data on tail damage to that breed was collected over the next two years and Springer Spaniels were subsequently excluded from the docking ban." What do we do when generalized legislation is proposed to criminalize docking and cropping? How do we best defend ourselves? This is not a cut and dried issue but is more complex. Each breed involved has to define within themselves the approach they are going to take and how they are going to defend the practice.

SEE **Situation in the UK with Purebred Dogs** BELOW. Especially the ending section on Dock & Crop.

NEW BUSINESS

4. Heartland Auction Letter: Pat Laurans read a letter from Heartland Auction to their customers. The letter indicated that they were honored to have received the first Certification of Inspection approval from AKC which means they meet all AKC rules, provisions and requirements

for performing dog auctions. Pat questioned this practice with staff and received a letter from Dennis that stated he had checked with Compliance about this. It appears that on one occasion an error was made and a certificate issued to an auction that always passes inspections. It will be reinforced with Field Staff that inspections and auctions are to continue and that certificates are not a part of this process. Pat responded to Dennis and explained that since people are aware of this a lot of questions have been asked that need to be clarified. 1) What kind of certificate was given out? 2) Who usually gets our certificates? 3) Under what circumstances are they issued? and, 4) What are the criteria and who approves them? Dennis indicated Margaret Poindexter's department would be providing us with answers and she agreed to come to our meeting and explain the situation.

Margaret Poindexter, formerly with the Compliance Department and now the new General Council for AKC, presented a background on the Inspection Program. Our rules say that anyone who sells or transports dogs is subject to inspection. There are 15 inspectors in the field. Though there were 5650 inspections carried out last year, more than the U.S. Department of Agriculture, they cannot inspect every person who sells or transports dogs. The U.S. Department of Agriculture spent more than 18 million dollars on their entire animal welfare program. AKC funded six million dollars to their inspection program. Our inspections include not only our breeders, but distributors, pet shops and auctions. The inspectors check the care and condition of the dogs and the kennel facilities, review records, take DNA samples where appropriate, and look at the positive identification of the dogs. They issue a report indicating whether an individual is in compliance with AKC Rules and Regulations. The Compliance Department decided that if they do fulfill all the requirements they are given a certificate suitable for framing that states the facility is in compliance on the inspection date. On the bottom of the certificate it states that AKC does not endorse breeders, kennels or other establishments that do business involving dogs. When the certificate was devised, it was intended to go to breeders' kennels. Since it was not specified who should receive them, the inspectors thought that any establishment that was in compliance should receive a certificate.

Margaret felt that not everyone was aware that they inspect auctions. They get notices of the auctions and they inspect every dog that goes through an auction whether it is an AKC dog or from another registry. If there is a problem, our inspector pulls that dog from the auction and refers it to the veterinarian at the auction. They are also looking at records and positively identifying dogs because our rules say if a dog goes through an auction it must be micro-chipped. In the case of the incident in question, our inspector was at the auction. The auction passed inspection on that date and was given a certificate. The statement made in the letter that this was the first certificate of approval from AKC was accurate. What he says about this being an endorsement from AKC and that we support auctions and this particular auctioneer was not accurate. When this was brought to the attention of the Compliance Department, they contacted the auctioneer and told him he was misrepresenting AKC endorsement and they asked that he remove this from his web site, which he did.

Pat explained that, historically, parent clubs have been told not to attend or support auctions or rescue dogs from auction as this is not the way dogs should be cared for or sold. We would not feel that it was appropriate to issue a certificate to an auction house whether it says we endorse you or not.

Gretchen Bernardi explained that these inspection policies came out of the High Volume Breeders Committee (of which she was a member) in July of 2003. The committee considered ways they could get AKC dogs completely out of auctions since they felt this was inappropriate. Pat felt we have since come to the realization that there are commercial dogs that are going to be sold if they meet the AKC requirements and are appropriately cared for. If they are eligible, AKC needs to register them. They have been a part of our process and we are not arguing they are not. Where the parent clubs and our committee have problems is with a “white bread” certificate that an auction house can use to appear to be AKC approved. As an organization we have taken a stand that we do not endorse auctions. A certificate gives the impression of endorsement. If a breeder has fulfilled the requirements and passed inspection, they can be issued a certificate. An auction house is not the breeder. We do not register auction houses. We have taken a stand as an organization that we do not endorse auctions. There should be no reason for a piece of paper that can be used in the wrong way or the wrong place that carries the AKC seal that says an auction house has passed inspection. If they receive the paper work that says they have passed it is one thing, but when you produce a document that is suitable for framing you are anticipating that it is going to be used for PR purposes and the AKC should not be helping to endorse the auction in this way. John Lyons suggested that Staff revisit the wording on the certificates and come up with something that says they have fulfilled our care and condition requirements but that this certificate does not suggest that we, in any way, support or promote them. Pat added that she preferred it not be a frame-able certificate and that they get the regular report that has always been issued. Certificates for breeders are something that is totally different.

NOTE: the staff confirmed the next day that the Certificate program was over.

5. Ringside Mentoring Update: Peter Gaeta thanked the parent clubs for their involvement and support of AKC’s endeavors to educate judges. They have had great response with respect to programs at advanced judges’ institutes and in submitting lists of mentors for ring-side mentoring. When they revised the judging approval process they were having a lot of difficulties with the old in-ring observation program. They were receiving complaints from show chairpersons, exhibitors, mentor judges and judges who wanted to be mentored. They had to rethink the whole concept, and rather than take that component away, because to get additional breeds judges have to select four components, they developed a ring-side opportunity to replace the in-ring opportunity. One of the drawbacks of the in-ring observation was that they had one good opportunity that three or four judges would divide up into fifteen or twenty minute sections and round robin through it. What they got was not worth any more than checking the box. A real opportunity was afforded to one judge for mentoring. The ring-side mentors must be exhibitors who have at least twelve years of experience in the breed or judges who have regular status for at least twelve years. Judging Operations have experienced mentors teaching judges outside the ring and this gives an opportunity for many more observers. One of the concerns was if they could find enough mentors who were available and Peter was delighted to report that nearly every single application they look at has multiple ring-side observation experiences and they have had no more complaints. Watching dogs is the best way to learn breeds. You are actually conditioning your eye. For those who have in-ring observation experience, this is still good for five years. You no longer have to write to the office to ask for forms. These can be downloaded from the AKC web site. The question of low entry breeds is revisited every year as the statistics come out. There is no definite cut-off in defining a low entry

breed. The department remains flexible. They realize the low entry breeds are going to have difficulty finding a number of educational experiences. In these cases you will make an effort to create your own educational experiences and write a short explanation of what you have done. Once you have completed three or four provisional assignments, and been invited to judge seven or eight times, one or two assignments may be waived. They have recently discussed with the Board a new implementation policy that will consider counting the judging of a provisional low entry breed in the group provided you didn't judge it that day (you can't get credit twice). Puppy and Veteran Groups do not count. The difficulty is there is no way to document it. Peter emphasized if you have any questions do not hesitate to call his office. They want to help and to do what is right for the breeds and for the judging of the breeds. Peter distributed hand-outs regarding the Ringside Observation Criterion. Additional forms are available at: www.akc.org/judges/conformation/index.cfm.

6. Situation in the UK with Purebred Dogs: Dennis Sprung explained the situation in the UK with Pure Bred Dogs and the breed standards. The reaction to the telecast in England has resulted in an avalanche of negative publicity for Crufts, The Kennel Club and purebred dogs. AKC has been in constant communication with The Kennel Club. AKC met with their in-house public relations firm, Rubenstein and Associates which is a very high profile crisis communication team, and Westminster Kennel Club because it was their perception that if this film comes to the states it could very well be before the Garden. As a result of that meeting, Daisy Okas sent a letter and advice to The Kennel Club about what tactics we think they should take, emphasizing the positives and all the great things The Kennel Club has done and not the negatives. In a nutshell, they did not take our advice. There is ongoing communication. They are our friends, but we just don't see eye to eye on this issue. Since that time they have had Discover Dogs, which is what our Meet the Breeds is modeled after, with no problems or negative press and the largest gate they have ever had. Another thing The Kennel Club did was submit a complaint to a governing agency called OFCOM. They believed by submitting that complaint the rights to the show could not be sold anywhere and as a result this show would not be sold or televised elsewhere. We later found out that the show was televised last Monday in Canada. When Dennis spoke with Ronnie Irving who is the Chairman of The Kennel Club, his answer was that perhaps the rights were sold to the CPC in Canada prior to the complaint being filed. Dennis wrote a letter to The Kennel Club giving them great credit since the BBC will televise Crufts this year only with the consent of pulling 18 breeds off the broadcast. The Kennel Club did not agree to this. They are willing not to have their show telecast as opposed to taking 18 breeds off the air. Dennis met with the president and the chairman of the Canadian Kennel Club. In one week they have received two phone calls and one email about the show being telecast in Canada. There has not been a negative reaction from breeders or exhibitors or their constituency. Dennis wrote to his counterpart, Rosemary Smart, regarding new approaches they are considering. The update is that things remain challenging in the UK and The Kennel Club is facing additional issues. He emphasized that AKC is always willing to sit at the table with them to address matters beneficial to dogs. **Our position remains the same. There cannot be unilateral concessions. AKC will not change or force our clubs to change their standards. These standards are the backbone of each unique breed. Highlighting the facts of the many positive accomplishments of our core constituency is an avenue to pursue. In his opinion, limits cannot be placed on breeders' rights or their independent decisions. We at AKC are proud that our breeders have always bred for healthy quality puppies and have earned these rights over more than a century of practicing responsible dog ownership and**

breeding. Dennis declined to attend a planned meeting with The Kennel Club and the Swedish Kennel Club to discuss banning or limiting line breeding and inbreeding as he does not believe in banning these practices. Breeders have the right to make educated decisions about their lines and their pedigrees. Pat thanked Dennis on behalf of all the parent clubs and the Board and the Staff for sending the letter and for taking the position he did.

Dennis added a few comments regarding the Dock and Crop issue indicating AKC was unaware that AVMA was going to come out with their statement. We have always had a good relationship with them and feel it is important they hear from us. Our last communication on dock and crop was three years ago and the previous communication on this topic was ten years ago. They want scientific feed-back from the breed clubs. There is little to be gained from irrational responses. Peter had heard that there was a study done in England that showed that cropped dogs can hear better than un-cropped dogs.

7. Drafting/Carting Update: There was discussion of Doug Lundgren's letter questioning the implementation of the carting program in these economic times. The reality is that if we want an AKC program instead of a Parent Club program, we must provide economic justification, as there will be no AKC programs that are not at least break-even. The Parent Clubs in the sport need to work together and share information to work toward this goal. A yahoo groups web site will be created for this purpose.

IV. Monday December 15. 1 PM Planning for Parent Clubs Conference

The Committee finalized the letter to the AKC Board with the information on the proposed conference in 2010 requesting AKC Board support as the primary sponsor and raising the remainder of the money from other sponsors.

V. Monday December 15. 330 PM Delegates' Caucus

No significant issues.

VI. Monday December 15. 530 PM Dock and Crop Meeting

A lot of this was a repeat of the material from the Parent Clubs meeting. This meeting is designed for the delegates of the breeds affected to be able to talk about the issues and how each club sees it.

Significant points:

- The main discussion was (1) the efforts of the ARC and the DPCA to form a direct organization between the Parent Clubs focusing on the Dock Crop issue; (2) what is the best way to address the AVMA.
- No club feels comfortable with a solid (irrefutable) direction that provides a rationale for having docked tails as requested by the AVMA. It is something we all need to work on and share with each other.
- The agreement was that each Parent Club that writes a letter to the AVMA will copy me and I will distribute the copies to the list.

- This is the first Dock Crop meeting with a public announcement and a listing on the main room assignments. We attracted people who are clearly opposed to docking and cropping who wanted to argue the issues. Several of these people expressed that with the change in FCI standards and the changes to The Kennel Club standards, all of the cropped and docked breeds should simply accept their fate.
- The meeting was attended by Sheilla Goffe. Sheila is the new Director of Government Relations (replacing Walter Bebout). Sheila was very positive and offered whatever help she can. Sheila is the person who got me the current contact information for all of the docked or cropped breeds outside of the Delegates.

VII. Tuesday December 6. 700 AM.

Legislative Caucus

This was basically a show and tell with individuals talking about their efforts at the local and state level. It is interesting that there was no presentation on the change from Walt Bebout to Sheila Goffe.

VIII. Tuesday December 16, 11 AM.

Delegates' Forum

Questions and Answers from Candidates for March election to Board of Directors.

IX. Tuesday December 16, 11 AM.

Delegates' Meeting

1. The important part of the meeting was Dennis Sprung's presentation on "new concepts" for AKC. **This presentation is excerpted below from the verbatim minutes.**

"Mr. Sprung: Thank you, Ron. Next is the President's report.

This morning I will share with you ideas that are in different stages of development from within our internal pipeline. Some of these initiatives are conceptual and others recently implemented. In every case we want you to be familiar with these programs and share them with your members. Your input is welcome, so please call me.

(1) To begin with, I will discuss the Future Program. Conceptual in nature, and still in the research stages, this is an idea with two primary goals. The concept was shared at the August Board Meeting and with the Coordinating Committee in October. My idea is to develop an initiative to improve breeding programs and maintain access to quality breeding stock for you, our core constituency, for generations to come. How many of us have dreamed of breeding to Shirkhan, Ceiling Zero, Dictator or the Brat. The first priority of the Future Program is the collection of frozen semen for the breeding of outstanding dogs. The second priority is to generate significant revenue for AKC and has four elements 1. fully subsidize all program expenses; 2. fund an endowment to ensure its continuation; 3. be significantly profitable to AKC; 4. provide any residual income to benefit existing programs - for example: CHF, Museum, the Humane Fund and legislative initiatives. The program will benefit our entire fancy for generations and is a worthy reason why it should be supported. Financing will be similar to other sports organizations. It will be through the establishment of an annual activity fee for each dog exhibited, set at approximately \$25.00, the cost

of a single entry. Without drilling down too far, envisioned is a committee made up of breeders of the year, parent club representatives and one board and staff member charged with establishing criteria for the selection of participants. However any person or club within the AKC family is welcome to recommend dogs or bitches based upon pedigree or progeny for this volunteer program. The committee will have the ability to financially compensate participants, no one partaking in the program will bear any costs. Another part of the blueprint is to collect for 10 years from multiple quality sires before any breeding begins through this program.

(2) Over the past weekend AKC Meet the Breeds was simply great, thanks to the combined efforts of our Parent Clubs, their local members and staff. We have been working on an opportunity to take this positive educational outreach on the road as an independent program to further spread the word about AKC, our events, Demand AKC papers and Responsible Dog Ownership, the first standalone event to be in New York in 2009. Staff is researching moving the program around the country. We will feature Obedience, Agility and other educational demos. The anchor sponsor is the AKC Pet Healthcare Plan, and even in these challenging economic times our Marketing Department has generated additional interest. Staff will plan and execute the entire program including adding new elements and developing a Parent Club Thank You Package. The media plan includes a radio satellite tour, extensive social networking and outdoor advertising.

(3) The next program I will discuss is a new approach to Economic Impact. We have been using this brochure's good information for many years. It analyzes the effects of a 3 show conformation cluster within a community. The basic elements included: meals, lodging, gas, and supplies. Staff performed a major enhancement of this study as AKC represents much more than 5 data points. This new research presents greater leverage with elected officials, communities and venues. We play a key role in the sport and the world of pets and must be capable of demonstrating that we are an economic driver on the local, state and national level. The new study includes a broader perspective of our influence based on dozens of additional line items overlaid on a nationwide basis. When called into play from both a national study as well as segmented by state, the aggregate of these disciplines highlights our influence. While we will not broadcast the findings, this data will be pulled off the shelf whenever needed to support our clubs and our own positions because economic arguments have been helpful in the past, today's climate can only increase the need for this point of view. This represents AKC expenditures as audited by Ernst & Young in our 2007 Annual Report - Clubs expenses and revenues are highlighted. This revised information is all clubs as opposed to the previous study which was conformation based. Exhibitors spending are segmented and again reflect all events. Owners expenses fall into 32 categories. This slide represents 9 of the 32. This is the related expenses. Lastly, breeder expenditures. As demonstrated, we enhanced the scope of the report to reinforce AKC's influence. In addition, to strengthen this position, we have segmented the findings by state. When needed we are ready!

(4) AKC STAR is a new program developed by Mary Burch in response to CGC evaluator requests to address the need for early training to get puppies off to a good start. It is another educational outreach program to all dog owners featuring Responsible Dog Ownership. STAR will be offered during the puppy's developmental months and precedes CGC. One goal of the program is for new owners to begin with STAR, then CGC and advance to Obedience training. Like CGC, STAR is open to all purebred and mixes, however unlike CGC this educational program requires owners to participate in a training course of at least 6 weeks as opposed to taking a one-time test. Classes will

be taught by CGC evaluators. The lessons include: basic health care, housebreaking, behavioral issues, lead training and simple commands. At the completion of the course puppies and their owners will take a test and when passing they will earn, among other items, a STAR medal, frameable certificate and AKC handbook. Researched with CGC evaluators, then piloted in California, Illinois, Indiana, Ohio, Utah and Texas. The results were analyzed and the launch was just 3 weeks ago; already, over 2,500 evaluators have signed up to administer the program.

(5) Within the world of licensing, in order to remain successful we must keep changing. Staff is tasked with finding new ideas and relationships to stay ahead of the curve and remain relevant in a constantly evolving and highly competitive marketplace. This required us to create various lines in order to be meaningful: treats; toys; an outdoor series; green planet line; puppy program; Juniors; and travel products. Our marketing staff performs in-depth research to expand AKC presence and we are proud to share with you the fact these AKC branded items are now in over 9,000 stores, virtually every major chain in the nation, bringing our message to the American public and reaching out to children, who are the next generation of dog owners. As you see, our visibility in stores has grown; our first challenge was simply to get on the shelf; since then we have advanced to in-store displays and end caps. We have used this opportunity to reach out to the public as well as create products for our core constituency. In terms of building brand awareness through licensing, we recently benefited with a new AKC and Marley and Me product line that has resulted in a celebrity PSA being produced which Daisy will share with you later. As you can see AKC products can be found in almost every corner of the world.

(6) Last month we created and distributed a new communications tool called In Session, AKC's Congressional Newsletter. The newsletter will be sent to all members of Congress and their staff bi-monthly and features news and information about the American Kennel Club and its affiliated clubs, as well as information about our public education programs, charitable donations, and other grass roots initiatives that benefit all dogs, their owners and communities across the nation. It highlights our government relations programs and the vast array of services we offer on the local, state and federal level. Members of Congress will be encouraged to contact AKC on all dog-related issues of concern and all aspects of canine legislation. If you wish to receive a copy or add the name of any legislator, please call Lisa Peterson. These are six ideas from our internal pipeline; please contact me about any or all of them.

2. Delegate Votes.

The first vote is on the proposed amendment to Chapter 17, Section 2 of the Rules Applying to Dog Shows. This change which will enable the Board to bill Superintendents on a monthly basis for events fees and was read in September and published in two issues of the GAZETTE .

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