



September 27, 2006

To the Board of Directors of the American Kennel Club-

The Board of Directors and the members of the American Rottweiler Club are completely opposed to the recognition of Petland, a chain of retail pet stores, by the marketing efforts of the AKC.

The AKC is the premier organization in the service of the pure bred dogs and dog owners of the United States. We recognize that the AKC makes a significant contribution to Canine Health, Legislative Issues, Disaster Relief, and the world of Dog Sports.

We understand that the AKC has always funded these efforts by registering pure bred dogs from all sources.

At the same time, we realize that the identity of the AKC with the American people rests with the images presented by the dogs and people that are the constituency of the Parent Clubs.

We find it unthinkable that the AKC has recognized puppies sold in the stores of Petland to the same level as a home-reared puppy. We are sure that the Board understands the socialization needed for Working and Herding breeds that cannot be supplied by commercial husbandry. It is our experience that reliable socialization can only come from a nurturing environment.

The cynicism of this decision leads us to the conclusion that the Board does not have the will or the commitment to reverse this decision.

Therefore, we recommend the following actions to the AKC Board:

1. The AKC initiates a requirement for permanent identification for AKC registration, so the source of dogs that wind up in Rescue and in shelters can be identified.

2. Instead of building more operational reserves and endowment reserves, the AKC actively increase its spending where it is needed – on legislation, on canine health, on disaster relief, and other issues that matter for the betterment of dogs.
3. The Board will pledge that it will not raise the recognition of dogs from commercial operations, whether “high volume” or back yard breeders to equal dogs produced by the home-bred nurturing environment.
4. The Board will direct the staff that there should be as much effort in building the brand of the AKC in positive ways as there is trying to cheapen the brand of the AKC to gain additional registrations.

Sincerely,

Deborah Shibley
ARC Secretary, on behalf of the American Rottweiler Club Officers and Board of
Directors and Delegate