

**American Kennel Club, Inc.**  
**MEETING of the BOARD OF DIRECTORS**  
**AKC Offices at 101 Park Avenue, New York, NY**  
**January 9-10, 2023**

The Board convened on Monday, January 9, 2023, at 8:30 a.m. Eastern Time.

All Directors were present in the New York office except for Dr. Michael Knight. The Executive Secretary was also present.

The November 7-8, 2022, Board Meeting minutes, copies provided to all Directors, were reviewed.

Upon a motion by Dr. Battaglia, seconded by Mr. Sweetwood, the November 2022 Board Meeting minutes were unanimously approved.

**EXECUTIVE SESSION**

There was an EXECUTIVE SESSION to discuss sensitive business matters. Nothing was reported out of this session.

**PRESIDENT'S REPORT**

Mr. Sprung reviewed the status of the action items from the past Board meetings.

Mr. Sprung reported that: We ended the year on a triumphant note in Orlando with over 9,300 entries. Events included America's National Championship, the National All-Breed Puppy and Junior Stakes, the Obedience Classic, the Agility Invitational, the National Owner-Handled Series Finals, the Fast CAT® Invitational, Junior events, and a North America Diving Dogs special attraction.

The 2022 Events & Entries total will be the highest in our history.

Registration remains strong, with Litters and Dogs exceeding plans (16%/11%); litters – 326,945; dogs – 715,874.

We continue to experience positive results with our Media Sales Department and our brand exposure on AKC.tv, ESPN, ESPN2, and ABC.

Due to the quality work by many departments including Education, PR, GR, and IT, our financials are once again excellent, meeting the prediction Mr. Sprung shared at the end of the second quarter.

We are happily looking forward to bringing back the AKC Meet the Breeds extravaganza at the Javits Center on January 28th and 29th. Over 135 breeds are represented, with some breeds having multiple specialty clubs that volunteered to represent their breed. The Staff has embraced

this opportunity to educate the public on the right choice for ownership and responsible breeding.

### **Legal Update**

The Board reviewed the Legal Department update as of December 2022.

### **Canine Health Foundation Update**

Dr. Darin Collins, AKC CHF Chief Executive Officer, participated in this portion of the meeting to provide an update on the AKC Canine Health Foundation.

### **Scientific Programs & Programs Awareness Report**

AKC CHF has awarded 48 new grants totaling \$3M YTD, with a goal of \$3.5M in new research and education grants and contributing to programmatic growth.

Communications and veterinary outreach for 2022 have continued with the recent presentation at the North Carolina Veterinary Conference. Press releases, constituent newsletters, social media engagement, and event attendance remain critical to program awareness. Notable media highlights include two CHF researchers and one CHF study featured on *60 Minutes*, an article on fecal microbiota transplantation for canine obesity, and highlighting the AKC FIT DOG program separately written for and published in the print edition of *Just Labs* and online *Veterinary Practice News Plus*.

### **EXECUTIVE SESSION**

There was an EXECUTIVE SESSION to discuss sensitive business matters. Nothing was reported out of this session.

### **CMS Rewrite Project Status Update**

Doug Ljungren, Alan Slay, Torraine Williams and Keith Frazier, AKC Staff, participated in this portion of the meeting.

The Sports & Events and Information Technology Departments meet regularly to assess the progress of the Board approved CMS project. In November, the Board voted to upgrade to the PowerBuilder 2022 Web-Based Platform.

Staff provided a status update on this project.

The Staff has identified eleven customer-facing enhancements that will be implemented as part of the CMS Update Project. CMS Update communications to the fancy will be provided as each of these enhancements is ready for use.

### **FINANCE**

Ted Phillips, Chief Financial Officer, presented preliminary financial statements (unaudited) as of November 30, 2022.

Unaudited Financial Results for the 11 months ended November 30, 2022

Net Operating Income is \$21.1 million due to higher revenue and lower controllable expenses.

**REVENUES:**

Total Revenues of \$97.3 million exceeded budget by 13%, led by online registrations.

Registration Fees total \$39.2 million, exceeding the budget by 13%.

Recording & Event Service fees, Title Recognition, and Event Applications fees total \$14.9 million, exceeding the budget by 7%.

Product & Service Sales total of \$11.4 million are higher than budget by 10%.

Advertising, Sponsorship, and Royalties total \$18 million, exceeding the budget by 16%.

**EXPENSES:**

Controllable Expenses total \$66.4 million are lower than budget by \$2.8 million or 3%.

Non-controllable expenses were lower than budget by \$1.1 million or 10%.

Non-Financial Statistics as of November 30, 2022

Registrations: 2022 YTD Litter Reg. 17% ahead of budget, 1% ahead of 2021 YTD.

2022 YTD Dog Reg. 13% ahead of budget, 10% lower than 2021 YTD.

Events & Entries

Compared to the same period in 2021, Events & Entries were up by 13% & 8%, respectively.

**EXECUTIVE SECRETARY**

Sheila Goffe, Vice President, Government Relations; Mari-Beth O'Neill, Vice President of Sports Services and Ashley Jacot, Director, Education, participated in this portion of the meeting via videoconference.

**Basset Fauve de Bretagne Club of America – Recommendation to Advance to Miscellaneous**

The Parent Club of the Basset Fauve de Bretagne, the Basset Fauve de Bretagne Club of America (BFDBCoA), requests approval to move the breed into the Miscellaneous Class. The Board of Directors approved the Basset Fauve de Bretagne to be eligible for recording in the Foundation Stock Service® (FSS®) program with a Hound designation in 2015. The Basset Fauve de Bretagne Club of America has met the requirements of the Recognition of New Breeds Board Policy approved in February 2017.

Sports Services Staff recommends that the Basset Fauve de Bretagne be approved to advance to the Miscellaneous Class effective June 28, 2023.

This will be discussed further at the February meeting.

**Parent Club Designation for Czechoslovakian Vlcak**

The Czechoslovakian Vlcak Club of America requests to be designated as the Parent Club for the Breed, allowing them to hold FSS Open Shows.

This will be discussed further at the February meeting.

### **Parent Club Designation for Pyrenean Mastiff**

The Pyrenean Mastiff Association of America requests to be designated as the Parent Club for the Breed, allowing them to hold FSS Open Shows.

This will be discussed further at the February meeting.

### **AKC Education 2022 Review**

#### **Canine College**

AKC Canine College now has over 54,000 learner accounts, with 10,000 new learners added in 2022. Three hundred eighty-five courses and exams are available for Conformation and Performance Judges, Breeders, Dog Trainers, Businesses, Groomers, and the public. Over 22,000 course and exam enrollments were processed in 2022.

#### **New Learning Management System (LMS) Launched in May 2022**

The Canine College team reformatted, republished, and uploaded all courses and exams to the new Matrix LMS. In coordination with the IT Department, the LMS Manager oversaw the migration of over 44,000 learner and instructor accounts. Training resources were provided to internal stakeholders and customers to support a smooth platform transition. Since May 2022, learners have spent more than 40,000 hours on AKC Canine College. Canine College shares 35 LMS reports with internal stakeholders each month.

#### **Breed Courses**

3,600 breed courses and breed exams were ordered on AKC Canine College in 2022.

#### **Breed Exams**

A total of 200 breed exams are available on AKC Canine College. The 12 breed exams updated were: Standard Schnauzer, Nederlandse Kooikerhondje, Nova Scotia Duck Tolling Retriever, Irish Water Spaniel, Boxer, Chihuahua, Bracco Italiano, Akita, Boykin Spaniel, German Pinscher, Rottweiler, and Sloughi.

#### **Breeder Courses, Webinars and Exams**

In 2022, over 20,000 courses and breeder exams were ordered on AKC Canine College. Four new webinars focused on various topics of interest have been released.

#### **Special Projects**

AKC Canine College worked with multiple departments, including Government Relations, Public Relations, Sports & Events, and also the AKC Canine Health Foundation, to create online education for our constituents.

#### **AKC Education Webinar Series**

In 2022, AKC Education hosted 27 webinars for 3,738 participants, bringing the total number of participants to 57,239 since March 2020.

### Before You Get a Puppy eLearning Courses

AKC's first four interactive eLearning courses focus on evaluating a new puppy buyer's readiness, choosing the right breed, breeder screening, meeting the litter, and detailed lessons to prepare new puppy owners for picking their new family members. All four courses will be launched by January 1, 2023.

### Obedience Judge's Education

Courses 1-3 will be launched as a single program, "Judging Obedience," in Q1 of 2023, followed by a phased launch of the remaining courses.

### Groomer Education – Master Groomer Exam and Course Bundle

AKC Canine College helped to expand the Groomer Education catalog by creating the new Master Groomer Exam and adding a series of individual exams and course bundles.

### Bailey's Book Club

In April 2022, AKC Public Education launched Bailey's Book Club. This program is designed to provide Title 1 schools throughout the country with dog-themed books and resources. Title 1 schools are those that are federally funded to support educationally and economically disadvantaged children to help ensure they receive an equitable, high-quality, and well-rounded education. A school is considered Title 1 if students from low-income families make up at least 40% of the school's enrollment.

This program is intended to increase literacy skills amongst students who are underserved, as well as foster in them a love for reading and dogs. In 2022 the department had 428 schools sign up to receive free books. Books have been collected at AKC events such as RDO Day, Meet the Breeds and are collected by clubs or individuals and donated by multiple authors. The books are labeled with the name of the donor and are then packed with additional resources that can be used, along with the books, and shipped to the schools that have applied. A third-grade teacher at an elementary school in Ohio said, "Thank you so much! I am so excited to share these books with my class and other students in the building. The kids rarely get new books, and this will be such a treat!"

After launching Bailey's Book Club program, the Public Education department developed the necessary resources to support clubs to host book collections and distribute books to their community. Nineteen clubs and a junior participating in a 4H program signed up to collect books for their local areas.

### Read with Bailey

"Read with Bailey" is AKC Public Education's newest initiative. This program provides videos that feature dog-themed children's books. Videos include images of the book and fun sound effects. Each video ends with a Public Education resource linked to the story. Some of those resources include dog breed fact sheets, information about safety around dogs, and resources in Spanish.

The books featured in this program help children learn about dogs and the importance of the human-canine bond. The book titles are intentionally selected to celebrate diversity and be inclusive. There are bilingual books such as “Perros! Perros! Dogs! Dogs” and books on different holidays such as “Clifford Celebrates Hanukkah.” Videos are uploaded to the AKC YouTube channel and are released twice a month. Currently, there are seven read-aloud books uploaded to YouTube. Combined, they have over 3,000 views and over 70 likes.

### **AKC Education Presentation - Look Ahead to 2023**

Ashley Jacot presented the Education Department’s 2023 initiatives.

### **Government Relations Monthly Update**

Sheila Goffe highlighted active, priority legislative issues that AKC Government Relations (GR) is actively working on and a status update on current department activity, major projects, and legislative successes.

Also, as of December 6, 2022, GR has been monitoring more than 2,230 pieces of legislation that could impact dog ownership, the well-being of dogs, or AKC events and operations. This includes positive as well as negative legislation. This year, AKC GR released more than 150 geo-targeted legislative action alerts on important legislation asking club members to act. AKC GR anticipates a similar level of legislative activity in 2023.

### **GR Grassroots Survey Presentation**

Communication is a crucial component of legislative advocacy. GR recently conducted a survey of dog enthusiasts to study the efficacy of existing communications approaches to constituents, preferred communications platforms, and ways to improve future impact. Key survey takeaways and new GR communications initiatives were presented to the Board.

## **CLUBS**

### **Delegates and Member Clubs**

The Board reviewed a report on the prospective Delegate credentials to be published in two issues of the *AKC Gazette*, requests for AKC membership applications, information on Member Club Bylaws approved, and clubs newly licensed.

#### **REPORT ON MEMBER CLUB BYLAWS APPROVED IN NOVEMBER and DECEMBER**

American Maltese Association (1969)  
American Pomeranian Club (1900)  
Ann Arbor Kennel Club, Ann Arbor, MI (2008)  
Lagotto Romagnolo Club of America (2017)  
Leonberger Club of America (2012)  
Otterhound Club of America (2004)  
Washington State Obedience Club, Seattle, WA (1971)

**REPORT ON NEWLY LICENSED CLUBS APPROVED IN NOVEMBER AND DECEMBER**

American Azawakh Association, 59 total households (40 households in 13 states east of the Mississippi River, 17 households in five states west of the Mississippi River; two households in Canada).

Basenji Club of Northern New Jersey, Bernardsville, NJ (including all communities north to NY/NJ Stateline, south to Trenton, NJ, southwest to Allentown, PA, east to Newark, NJ), 26 total households, 14 local.

Blue Ridge Russell Terrier Club, greater Arlington, VA (including communities northeast to Bel Air, MD, south to Orange, VA and west to Front Royal, VA), 34 total households, 17 local.

Bracco Italiano Club of America, 59 total households (28 households in 14 states, and Puerto Rico, east of the Mississippi River; 31 households in 12 states west of the Mississippi River).

Chesapeake English Cocker Spaniel Association, Dover, DE (including towns of Salisbury, MD and Willard, MD on the DE peninsula); 33 total households, 16 local.

Gopher State Retriever Club, Elk River, MN (including communities north to St. Cloud, south to Minnetrista, east to City Center, west to Watkins); 22 total households, 12 local.

Head of the Lakes Kennel Club (Obedience and Rally only), Douglas County, WI (including communities north to Superior, south to Spooner, east to Saxon, west to WI/MN state line), 79 total households, 30 local.

Savannah River Upland Poodle Club, greater Athens, GA (including communities west to Marietta/Brooks, east to Belton/Aiken, SC), 28 total households, 10 local.

Southwest Beagle Club of New Mexico, greater Albuquerque, NM (including communities north to Rio Rancho, south to Los Lunas, in proximity to Interstate 25), 20 total households, 12 local.

Tibetan Spaniel Gulf Coast Association, greater Austin, TX (including communities from San Angelo, TX, south to San Antonio, east to New Orleans, LA and north to Winnsboro, LA); 27 total households, 15 local.

Volunteer Vizsla Club of Tennessee, greater Cookeville, TN, (including communities east to Knoxville and west to Nashville), 21 total households, 12 local.

Wirehaired Pointing Griffon Club of North Texas, greater Dallas/Fort Worth, TX (including towns of Farmers Branch and Richardson), 25 total households, 17 local.

**COMPANION and PERFORMANCE**

Doug Ljungren, Executive Vice President, Sports & Events; Carrie DeYoung, Director of Agility; and Diane Schultz, Director of Obedience, Rally, and Tracking, participated in this portion of the meeting via video conference.

**Jump Equipment Changes – Obedience and Rally**

The Board reviewed a recommendation to modify the *Obedience Regulations* to allow clubs the option of using 4-foot-wide jumps and to modify the *Obedience and Rally Regulations* to transition to high jump panels that are displaceable.

Following a motion by Mr. Tatro, seconded by Mr. Sweetwood, the Board VOTED (unanimously; absent: Dr. Knight) to deny the recommendation at this time.

**Parent Club Request for Three Quarter Jump Height in Obedience – Teddy Roosevelt Terrier, Field Spaniel, and Cane Corso**

The American Teddy Roosevelt Terrier Club, Field Spaniel Society of America, and the Cane Corso Association of America have requested that the jump height requirement in Obedience for their breeds be lowered to three-quarters the height of the dog at the withers.

This will be discussed further at the February meeting.

The Board has also requested that the Delegate Companion Events Committee discuss the possibility of changing the *Obedience Regulations* to allow all breeds to jump at three-quarters the height of the dog at the withers.

**Management of Dogs Attempting to Leave the Ring While Being Judged – Obedience and Rally**

The Board reviewed a recommendation to modify the Obedience & Rally Regulations to provide instructions to judges and stewards on how to manage a dog that leaves its handler and attempts to leave the ring while competing.

Obedience and Rally competitions require that the dog always remains under the handler's control. However, sometimes a dog leaves its handler during the performance, does not return to the handler when called, and may even leave or attempt to leave the ring.

Staff recommends that the judge instruct the stewards not to reach for or grab a dog to stop it, but if the dog is not responding to its handler's commands, the judge may advise the stewards to attempt to block the dog from leaving if it is safe to do so. The dog will then be released from the ring.

This will be discussed further at the February meeting.

**Agility International Sweepstakes Class Expansion**

The Board reviewed a recommendation originating from the Agility Department and the International Sweepstakes Class (ISC) Advisory Committee to expand the International



Sweepstakes class in Agility by adding two additional lower levels. Adding lower-skill level ISC classes will encourage the participation of those new to international course design and challenges. These are non-titling classes.

This will be discussed further at the February meeting.

### **CONFORMATION**

Doug Ljungren, Executive Vice President, Sports & Events; Mari-Beth O'Neill, Vice President of Sports Services; Tim Thomas, Vice President of Conformation; and Alan Slay, Director, Event Programs participated in this portion of the meeting via video conference.

### **Request from the Labrador Retriever Club of the Potomac**

The Labrador Retriever Club of the Potomac is asking the Board to support a change to Chapter 16, Section 1 of the *Rules Applying to Dog Shows* to allow the Reserve Winners at their show, which is the world's largest Labrador Retriever Specialty to be awarded a three-point major if the number of exhibitors competing in the regular classes for the sex is at least twice the number required for five points.

This will be discussed further at the February meeting.

The Board of Directors will seek feedback from the Dog Show Rules Committee on this concept in general.

### **Request for Conflict Exception – East Tennessee Boxer Club**

The American Boxer Club submitted a request on behalf of the East Tennessee Boxer Club requesting the AKC Board of Directors grant them permission to hold a specialty approximately 110 miles from the Blue Grass Boxer Club's specialty on May 7, 2023.

Following a motion by Mr. Powers, seconded by Ms. Biddle, the Board VOTED (unanimously; absent: Dr. Knight) to consider the matter at this meeting, waiving the routine notice procedures.

Following a motion from Ms. Biddle, seconded by Mr. Powers, the Board VOTED (unanimously; absent: Dr. Knight) to deny the request to allow the East Tennessee Boxer Club to hold a A specialty within 200 miles of the Blue Grass Boxer Club on May 7, 2023.

### **Bred-by-Exhibitor Class - Rules Applying to Dog Shows, Chapter 3, Section 8**

The *Rules Applying to Dog Shows*, Chapter 3, Section 8, establishes the Bred-by-Exhibitor class and defines the eligibility criteria to enter and compete in the class. In accordance with Article XX of the *Charter and Bylaws of The American Kennel Club*, the Mississippi Valley Kennel Club submitted a request to modify Chapter 3, Section 8 of the *Rules Applying to Dog Shows*, which would remove the requirement for dogs competing in the Bred-by-Exhibitor class to be individually registered with The American Kennel Club as of the date of the show. Removing this requirement would allow dogs to be exhibited in the Bred-by-Exhibitor class under a foreign registration pursuant to Chapter 11, Section 1 of the *Rules Applying to Dog Shows*.

The Staff does not support this proposal as removing the requirement for dogs to be individually registered with the AKC prior to the event to compete in the BBE class will make it impossible to confirm eligibility for foreign dogs entered under their foreign registration. AKC systems in results processing currently check to confirm that a dog entered and exhibited in the BBE class shares a same breeder and owner of record; this validation check would not be possible for dogs entered under a foreign registration.

This will be discussed further at the February Board meeting.

### **FSS Open Show Regulations**

The Board reviewed suggested updates to the *FSS Open Show Regulations* CHAPTER 2, GENERAL INFORMATION Section 1, FSS Open Show Entry Requirements to remove sections and outdated wording that are no longer applicable.

The Staff has reviewed the regulations to bring them in line with *Rules Applying to Dog Shows* and provide clarity to sections that have caused confusion.

Following a motion by Mr. Carota, seconded by Mr. Tatro, the Board VOTED (unanimously; absent: Dr. Knight) to consider the matter at this meeting, waiving the routine notice procedures.

Following a motion from Dr. Battaglia, seconded by Mr. Powers, the Board VOTED (unanimously; absent: Dr. Knight) to approve the update.

### **CHAPTER 2, GENERAL INFORMATION Section 1, FSS Open Show Entry Requirements**

Clubs may restrict their competition to the breed they were formed to serve or offer classes for all FSS breeds.

Dogs must be at least 4 months of age on the date of the event.

### **Dog Ownership Requirements for Juniors 6-month Update**

In May 2022, the Board approved a one-year pilot program that eliminated the dog ownership requirement to be entered into Conformation Junior Showmanship. The Staff provided an update. The anecdotal comments have all been positive, with a decline in the necessity to transfer dogs on Monday morning for Juniors. The average percentage of Junior Showmanship entries by non-owners has increased since the rule change.

### **AKC Data Provided to Superintendents**

AKC has started the process of reviewing the data that AKC provides to outside organizations and updating data agreements.

### **Maintaining The Momentum – 2023 Sports & Events Initiatives**

Staff presented its planned initiatives to maintain the growth of sports and events in 2023.

## **JUDGING OPERATIONS**

Doug Ljungren, Executive Vice President, Sports & Events, and Tim Thomas, Vice President of Conformation, participated in this portion of the meeting.

### **Foreign Judges – Board Policy**

The *Judging Approval Process* defines that foreign judges from an American Kennel Club (“AKC”) recognized registry may be approved to judge up to sixteen (16) days of All-Breed and/or Limited-Breed assignments in one calendar year. The Board’s policy also outlines the parameters for a foreign judge to apply under AKC’s system if they wish to judge more than 16 days of all-breed events in a calendar year.

Following a motion by Mr. Tatro, seconded by Ms. Biddle, the Board VOTED (unanimously; absent: Dr. Knight) to modify some sections of the Foreign Judge Policy pertaining to Permanent U.S. Residents effective immediately.

Sections that have changes follow:

We invite foreign judges into our system. Foreign judges who have judged breeds and/or groups at AKC conformation dog shows for a minimum of five (5) years may apply under AKC’s foreign judges’ approval process as follows:

- Must have been an approved judge for a minimum of five (5) years in their own country
- Must have been assigned or judged the breeds requested a minimum of six (6) times at AKC events.
- Final approval by the Board of Directors will be determined by a review of the applicant’s complete file, including interview results, history of foreign judge observation reports, and overall depth of judging experiences.

### **Measuring and Weighing Entries**

Pursuant to the *Rules Applying to Dog Shows*, judges may measure or weigh an entry if the breed standard includes a disqualification for height or weight or if the class in which the dog is competing includes a condition of class for height or weight. Board Action Items emanating from the Board’s November 2022 meeting directed Staff to examine allowing for weighing and/or measuring of every entry at a National Specialty and to explain the present procedure and the possible effects of this change.

Present policy directs judges to measure or weigh as applicable those entries which they question whether the dog is within the allowable limits defined by the standard or for the class in which it is competing. Judging Operations does not support establishing a formal policy allowing for the weighing and/or measuring of every entry at a National Specialty, as there are breeds where the mechanics of measuring/weighing every entry is not practical. There was no further discussion on this matter.

**Promoting The Use of Breeder Judges**

Staff updated the Board on a recent initiative of the Judging Operations Department to provide resources to assist judges and clubs.

AKC Staff commonly receives requests for lists of breeder judges. Staff posits that actively encouraging clubs to utilize breeder judges on their panels may increase entries. AKC will identify breeder judges via a review of registration and judging records. A breeder-judge will be defined as a breeder of record for a minimum of five litters in a breed with at least four champions produced from those litters. The breeder judges for each breed will be finalized and published on the AKC website. The breed-specific list will be available for users to print and download. Enhancements to the online searchable judge's directory resulting from the CMS enhancement project will include noting the breed(s) in which one is a breeder-judge and the option to filter a judge search for specific a specific breed or breeds by "breeder-judges." In the meantime, once produced, staff will manually maintain and update the list of breeder judges.

**COMPLIANCE**

Bri Tesarz, Director of Compliance and Jessica Lopez, Compliance Specialist, participated in this meeting portion via video conference.

*(Final Board Disciplinary actions are reported on the Secretary's Page.)*

**BUSINESS INTELLIGENCE**

Seth Fera-Schanes, Director of Planning and Mark Dunn, Executive Vice President, participated in this portion of the meeting.

**AKC Corporate Project Roadmap Process**

The American Kennel Club Staff uses a corporate roadmap to prioritize projects across departments. This leads to staff objectives for the business year and beyond. The roadmap serves multiple purposes, including understanding cross-team dependencies, highlighting the status of projects, ensuring transparency, and optimizing decision-making, and helps to correlate the roadmap with objectives and budgets.

The AKC uses an agile approach to help complete the work of the AKC Corporate Roadmap. Staff presented how AKC uses the Agile approach, specifically three key components: Sprint Planning, Daily Stand-ups, and Retrospectives. In the context of the Corporate Roadmap, the Agile process allows AKC to take multiple-year, capital-intensive programs such as updating the Registration Console and Competition Management System or implementing a Customer Relations Management (CRM) platform and break them down into smaller executable pieces that can then be released. Our goal is to release products that are live and delivering value to the AKC.

**REGISTRATION DEVELOPMENT**

Mark Dunn, Executive Vice President, participated in this portion of the meeting.

**MARKETING**

Kirsten Bahlke, Vice President of Marketing; Melissa Olund, Director of Digital Marketing; and Jacqueline Taylor, Director of Marketing, participated in this portion of the meeting.

**Driving AKC Brand Awareness**

Staff updated the Board on messaging and tactics that are planned or being explored for 2023 to increase AKC brand awareness among target demographic groups, which have been defined as crucial for AKC growth.

There was discussion around AKC Brand building and positioning statements which will be explored further in the coming months.

**CONSENT**

Following a motion by Mr. Hamblin, seconded by Mr. Smyth, it was VOTED (unanimously; absent: Dr. Knight) to approve the following Consent items:

**Signatures Required for Semen Transfer**

The Board VOTED to modify *AKC Procedures for Registration Matters*, Chapter XI. Artificial Insemination, Section C as noted below:

AKC Procedures for Registration Matters Chapter XI. Artificial Insemination, Section C,  
"An owner of the sire or semen must sign the form transferring ownership of the frozen semen."

This change will make it easier for semen to either be used today or preserved for future generations.

**Cavalier King Charles Spaniel Breed Standard Revision**

The Board VOTED to approve the proposed revision to the Cavalier King Charles Spaniel Standard, based upon the results of the ballot, with an effective date of March 29, 2023.

Revision to the Color Section:

Color: There shall be four allowed colors for the Cavalier King Charles Spaniel.

Blenheim - Rich chestnut markings well broken up on a clear, pearly white ground. The ears must be chestnut and the color evenly spaced on the head and surrounding both eyes, with a white blaze between the eyes and ears, in the center of which may be the lozenge or "Blenheim spot."

The lozenge is a unique and desirable, though not essential, characteristic of the Blenheim.

Tricolor - Jet black markings well broken up on a clear, pearly white ground. The ears must be black and the color evenly spaced on the head and surrounding both eyes, with a white blaze between the eyes. Rich tan markings over the eyes, on cheeks, inside ears and on underside of tail. Ruby- Whole-colored rich red. Black and Tan – Jet black with rich, bright tan markings over eyes, on cheeks, inside ears, on chest, legs, and on underside of tail.

Faults - Heavy ticking on Blenheims or Tricolors, white marks on Rubis or Black and Tans. Dogs not of an allowed color shall be disqualified. Gait: Free moving and elegant in action, with good reach in front and sound, driving rear action. When viewed from the side, the movement exhibits a good length of stride, and viewed from front and rear it is straight and true, resulting from straight-boned fronts and properly made and muscled hindquarters.

### **AKC Regional Competitions – National Obedience Championship**

The Board VOTED to approve a recommendation to modify the *Obedience Regulations* to allow the redistribution of states to host a regional qualifying event for the National Obedience Championship (NOC) in two specific regions. This modification aims to increase the availability of clubs to host qualifying events in Regions 2 and 10.

The change in *Obedience Regulations* will move New York from Region 1 to Region 2 and to move Minnesota from Region 6 to Region 10.

### **International Sweepstakes Class Updates**

The Board VOTED to realign the AKC Agility Non-Regular International Sweepstakes Class with the updates of Fédération Cynologique Internationale (FCI) Agility Rules which will go into effect on January 1, 2023.

The International Sweepstakes Class was designed to offer classes where exhibitors could demonstrate their advanced training and handling skills on international-style courses. Every five years, the FCI Agility Commission reviews the rules and guidelines for Agility, and the changes affect all countries that have teams that compete at the FCI Agility World Championship, FCI European Open, and FCI Junior Open Agility World Championship. Those changes directly impact the AKC International Sweepstakes Class (ISC) because the class is based on the FCI Agility Program.

### **Employee Participation in AKC Sports**

The Board VOTED to amend the *Employee Participation in AKC Sports* policy to allow for the highest title in each sport to be earned in three sports – Lure Coursing, Earthdog and Agility.

### **Club Approvals**

The Board VOTED to approve the credentials of the Chinook Club of America to become a Member of the American Kennel Club.

The Board adjourned at 5:30 p.m.

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The Board Meeting reconvened on Tuesday, January 10, at 9:00 a.m. All Directors were present in the New York office except for Dr. Michael Knight and Mrs. Ann Wallin. The Executive Secretary was also present.

**EXECUTIVE SESSION**

There was an EXECUTIVE SESSION to discuss sensitive business matters. Nothing was reported out of this session.

It was VOTED to adjourn Tuesday, January 10, 2023, at 11:38 a.m. Eastern Time.

Adjourned

Attest: \_\_\_\_\_

Gina M. DiNardo, Executive Secretary