

**American Kennel Club, Inc.**  
**MEETING of the BOARD OF DIRECTORS**  
**AKC Offices at 101 Park Avenue, New York, NY**  
**November 11-12, 2019**

The Board convened on Monday, November 11, 2019 at 8:29 a.m.

All Directors were present; also present was the Executive Secretary.

The October 2019 Board minutes, copies of which had been provided to all Directors, were reviewed. Upon a motion by Mr. Carota, seconded by Mr. Sweetwood, the October 2019 minutes were approved unanimously.

**EXECUTIVE SESSION**

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

**PRESIDENTS REPORT**

**Board Action Items**

Mr. Sprung reviewed Action Items and reported on Staff initiatives.

**International Conference**

The Board reviewed a brief update regarding the AKC's plans to host an International Conference of Kennel Clubs which will address multiple topics relevant to purebred dogs and events worldwide. This concept was approved by the Board of Directors at the July 2019 Meeting.

**Legal Status Report**

The Board reviewed a status report on pending litigation and other Legal activities for the month of October 2019.

**FINANCE**

Joseph Baffuto, CFO, presented AKC's unaudited financial results for the nine months ended September 2019. Total year to date revenues of \$58.2 million were 2.9% below budget, but 3.9% greater than the 2018 comparative period. Year-to-date Dog Registrations' volume of more than 453,000 is 3% below budget and 2% greater than the previous year. Total Litters processed to-date were nearly 194,000 and represented a 2% decline from budget, but a 3% increase from the 2018 level. Total operating expenses of \$54 million were \$4.0 million or 7% under budget as well as remaining 2.4% below last year's nine-month actual. Operating income for the year to date through September 30, 2019 was \$4.1 million which was favorable compared to both 2019 budgeted operating income of \$1.8 million as well as the 2018 mark of \$626,000. Our operating investment portfolio reflects total unrealized gains for the year of \$12.0 million dollars.

**EXECUTIVE SECRETARY**

Mari-Beth O'Neill, Vice President, Sport Services, and Sheila Goffe, Vice President, Government Relations, participated in this portion of the meeting via video conference.

**Dogue de Bordeaux Proposed Breed Standard Revision**

The Board reviewed the proposed revisions to the Dogue de Bordeaux standard as submitted by the Dogue de Bordeaux Society of America (DDBS). The current standard was approved October 9, 2007.

Following a motion by Mr. Sweetwood, seconded by Dr. Davies, the Board VOTED (unanimously) to have the proposed revisions published in the Secretary's Page of the AKC Gazette for comment.

**2022 and 2023 Delegate Meetings**

For planning purposes, meeting dates should be set as far in advance as possible. Per the AKC Bylaws, the December Delegate meeting date must be set two years in advance. The Board reviewed the dates proposed for the 2022 and 2023 Board meetings and Delegates meetings. This will be discussed further at the January 2020 Board meeting.

**Canine Legislation Position Statement on Proper Care and Humane Treatment of Dogs**

The Board reviewed proposed amendments to the AKC's Canine Legislation Position Statement on Proper Care and Humane Treatment of Dogs. In recent years, AKC Government Relations has tracked an increasing number of legislative proposals that allow an individual to break into a vehicle if they believe an unaccompanied animal inside is in distress. AKC appreciates the good intentions of these "Good Samaritan" measures but is troubled that many are written so broadly that they remove all liability for breaking into a vehicle and removing a dog, without first requiring certain safeguards to protect the dog and its owner and their property – particularly if the dog was not in distress.

This will be discussed further at the January Board meeting.

**Canine Legislation Position Statement on Rehoming of Research Dogs**

The Board recommendations for a new canine legislation position statement regarding legislative efforts to direct the rehoming of dogs used in research. Staff are concerned about the introduction of a new class of legislative proposals at the federal and state levels that mandate that facilities that conduct animal research offer animal research subjects to external "rescue" organizations for adoption –without regard to the health of the animal, the appropriateness of placement, or the ownership rights of the research facility.

This will be discussed further at the January Board meeting.

**New Breed for Foundation Stock Service ® - American Bulldog**

The Board was advised that the AKC staff Foundation Stock Service (FSS) Committee recently approved a petition for the American Bulldog to be accepted into the FSS program.

The American Bulldog is a descendant of the Old English Bulldog. It is believed they arrived in the USA in the early 17th century. Farmers and Ranchers used them as all-around working dog for many tasks such as guardians, stock dogs and catch dogs. They were particularly used in the Southern States, due to their ability to bring down and catch feral pigs.

There are approximately 1000 dogs in the United States that are eligible for recording with FSS. The breed is recognized by the National Kennel Club, American Bulldog Association and the United Kennel Club.

**New Breed for Foundation Stock Service® - Wetterhoun**

The Board was advised that the AKC staff Foundation Stock Service (FSS) Committee recently approved a petition for the Wetterhoun to be accepted into the FSS program.

The Wetterhoun was developed more than 400 years ago in the Dutch province of Fryslan from breeds which are now extinct. They were originally bred to kill the otters that stole fish from the Dutch fisherman.

There are approximately 15 dogs in the United States that are eligible for recording with FSS. The breed is recognized by FCI countries, designation is Group 8 – Retrievers-Flushing Water Dogs, Section 3 Water Dogs, with working trial. The breed is also recognized by the United Kennel Club.

**AKC Communications Q3 Report**

The Board reviewed the AKC Communications department media coverage totals and activities highlights for the third quarter of 2019.

**TOTALS:**

**Clips Evaluated in Q3: 5,207**

**Publicity Value for Q3: \$10,029,789.52**

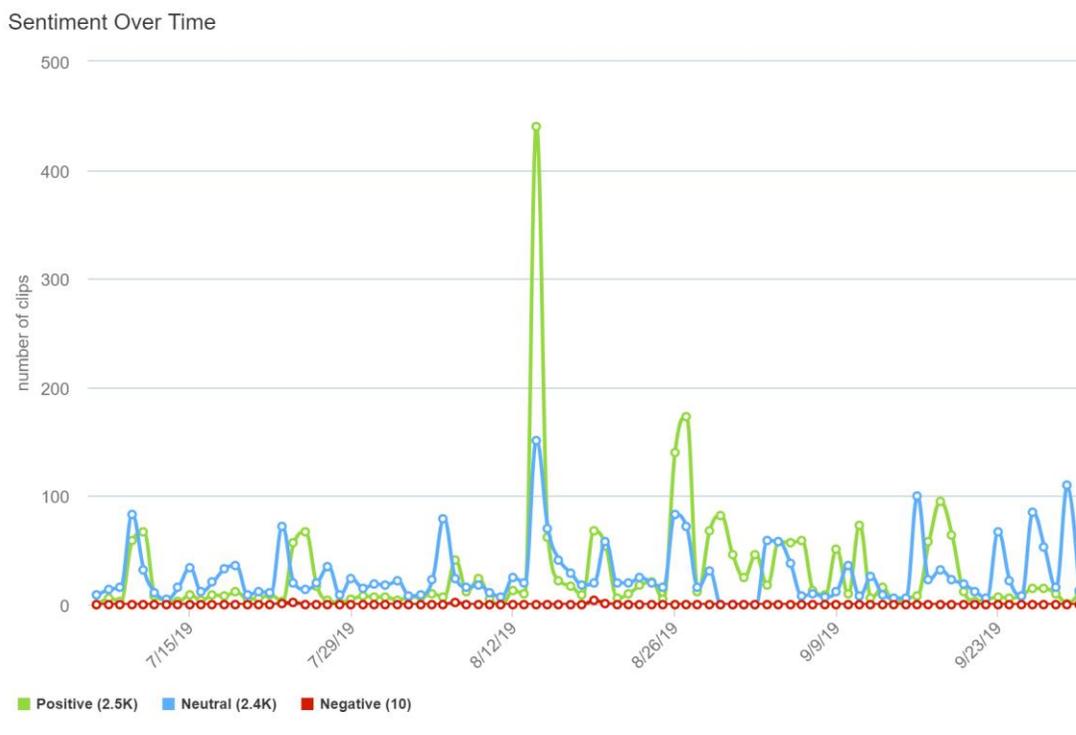
**Total clips year-to-date: 21,736**

**Q3 2018 to Q3 2019: 11.4% increase in number of clips (Q3 2018 total clips: 4,674)**

\*Numbers and values provided by media monitoring platform Cision

**Selected Coverage**

<b>Date</b>	<b>Media Outlet</b>	<b>Subject</b>
7/17/19	<i>The Cut</i>	Dogs and fans/Dr. Klein expertise
8/9/19	<i>Martha Stewart</i>	Best breeds for families/Gina DiNardo expertise
8/14/19	<i>Associated Press</i>	CGC one millionth dog
8/14/19	<i>am New York</i>	CGC one millionth dog
9/13/19	<i>Reader's Digest</i>	Hypoallergenic dog breeds/Dr. Klein expertise
9/19/19	<i>The New York Times</i>	Dogs and swimming/Dr. Klein expertise



### **AKC Education Q3 Report**

The Board reviewed a report detailing the Education department's activities and accomplishments for the third quarter of 2019, and a status update of current projects and initiatives.

#### **Canine College**

- The number of Breed Courses completed in the third quarter of 2019 grew by 100% from the third quarter of 2018, increasing from 3 to 6 completed courses.
- Across the breeds launched in the third quarter, 100% report in the course evaluations that they would recommend the course to others.
- More than 1,200 assets were collected in the third quarter. These assets will be used for courses through 2020.
- We continue to distribute the AKC Canine College User Experience Survey to Parent Clubs that have a course launched on AKC Canine College. Six clubs responded to our survey in the third quarter. Of those clubs, 100% are "satisfied" or "very satisfied" with the course and with their experience working with AKC Canine College. Participants noted high levels of satisfaction with staff's effort to incorporate the club's feedback into the course, listen to and respect the club's breed expertise, and with the level of communication they received from Canine College.
- In the third quarter, Canine College is currently collaborating with various departments on nine special projects, including courses on Conformation for Beginners, Safe Handling, Disease and Sanitation, and Raising a Confident Puppy.
- An informational webinar was conducted with seven Parent Clubs in the third quarter. During these webinars, the Parent Clubs learn about the Canine College process and are invited to ask questions.

#### **AKC Public Education**

- 17 clubs completed the AKC Patch Program in the third quarter, introducing more than 200 children to the world of dog sports.
- 40 Canine Ambassadors were added to our registry, bringing the total number to 240. Canine

Ambassadors now serve their communities in 40 states and the District of Columbia.

- In the third quarter, AKC Public Education launched lesson plans for ELL (English Language Learners) as part of Educator Resources. These lesson plans, appropriate for both children and adults, aim to improve the learner's acquisition of the English language, while educating them about purebred dogs. There are currently 12 lessons plans available, ranging from beginner to advanced. New content is created and added monthly.
- The AKC PupPals Program launched during the third quarter. This program is designed to help a child in need of uplifting by sending them a handwritten letter from a canine friend. Parents submit their child to the program using an online form. The parent shares information about their child's interests and preferences, which Public Education uses to tailor the note to that child. The children who have requested PupPals are struggling with illnesses, the death of a parent or sibling, deployed parents, bullying and numerous other difficulties.
  - PupPal letters are created using the help of dog owners who submit a photo of and information about their dog. Public Education utilizes this photo and information to create a personalized card for each child. Since its launch in August, there have been over 570 dog submissions and over 150 child nominations. The program has been featured on 7 different parenting blogs.
  - This program has been very well-received by both club members and the general public.
  - 23% of dog owners who have submitted their dog for AKC PupPals stated that this program was their first experience with American Kennel Club, providing an excellent opportunity to introduce dog owners to the world of AKC.

### **AKC Government Relations Q3 Report**

The Board reviewed a memo which provided an update on the Government Relations department's activity, major projects, significant legislative issues and accomplishments for the third quarter of 2019.

**Legislative/Regulatory Tracking:** As of October 16, 2019, Congress and legislatures in six states, the District of Columbia, and Puerto Rico are in session. Forty-four states have adjourned for the year. The AKC GR team is currently monitoring more than 2,250 legislative bills that could impact responsible dog ownership, the health and wellbeing of dogs, the rights of dog owners, and/or the interests of the American Kennel Club. In the third quarter, AKC GR published 33 legislative alerts online and via geo-targeted emails to impacted constituents and social media. The GR team provided written or in-person testimony or comments, recommendations, or alternatives for the majority of these measures as well.

AKC GR is also monitoring approximately 939 active proposed regulation changes at the state and federal level, with some 450 actively pending.

**Canines at the Capitol/California:** AKC GR conducted, in September, the first- ever California Canines at the Capitol event. The highly successful event, aimed at CA state legislators and staff, featured educational information about AKC, key legislative policy positions, and the opportunity to meet dogs from each of the seven groups. The event was covered by local media and created new goodwill at the capitol, as well as new opportunities to discuss canine legislation issues important to dog owners at the state legislature.

**National and Regional Legislator Conferences:** GR staff participated in and prepared policy exhibits for several major professional conferences for legislators, including the National Conference of State Legislators (NCSL), American Legislative Exchange Council (ALEC), and the National Association of Counties (NACo) conferences. Extensive contacts with decision makers were made. In a number of cases, invitations to advise legislators on future and existing

legislation and positive changes to pending legislation were a direct result of outreach made at the conferences.

**Pet Night on Capitol Hill:** AKC GR staff participated in Pet Night on Capitol Hill in Washington DC, in conjunction with pet industry groups, to raise awareness of pet and pet industry issues. **University of Mississippi Vet School Outreach:** Staff participated in a vet school event providing information on the AKC on behalf of AKC Vet School Outreach, and on policy issues such as the increasing risk of disease transmission associated with imported and transported “rescue” dogs.

**Educational Webinar:** In August, GR staff provided a webinar, via the Education Dept., on the basics of canine legislation. Additional webinars are being planned to for 2020.

**Regional Stakeholder Development:** GR staff have been working with a number of clubs and legislative liaison leaders in CA, NH, RI, MA, OK and elsewhere to create and mentor informal regional advocacy groups.

**Op Eds/Media Articles Published:** Stamford (CT) Advocate: *Don't Rubber Stamp Misguided Pet Policy*, Sept. 12, 2019. This op-ed was published to educate policymakers and the public about AKC's concerns regarding a proposed ban on the sale of purpose-bred pets at retail outlets in the state. Among the key points made is that such sales are currently subject to consumer protection laws (puppy lemon laws) which the ban would abolish. The Stamford City Council has taken no further action.

**Detection Dog Task Force:** As DDTC Committee members, GR participated in and presented at the 2-day AKC Detection Dog conference in Durham, NC in August. GR has also begun an organizational transition in which GR will staff the DDTF and its programs in the future. Additionally, GR continued work with legislative contacts to advocate for the release of a Department of Defense Report due to the U.S. Congress which provides information and comparisons on (among other things) the number of explosive detection dogs: imported into the US, from overseas, the real cost of DOD overseas buying trips and the dogs imported, the success rate of training by source of dog and other factors, etc.

**Service Dog Pass/ASDAC Initiative:** AKC GR worked with colleagues at the American Service Dog Access Coalition to continue to develop all aspects of a new authoritative, voluntary and verifiable credential for service dogs that have met specific standards. AKC presented at the Association of Service Dog Providers for Military Veterans and obtained updated buy-in on the program from the association's members, who will help beta test the new program. Expanded evaluator requirements were also developed.

**Law School Outreach:** The third annual AKC Law School Companion Animal Writing Contest (2019 –2020) launched and is currently underway. Students at ABA-accredited law schools are invited to submit articles on a choice of topics related to animal rights and other key issues impacting pet ownership. The contest is designed to raise awareness of non-animal-rights aspects of animal law, and to broaden conversation among future leaders in this area.

### **COMPANION AND PERFORMANCE**

Doug Ljungren, Executive Vice President, Sports & Events, Caroline Murphy, Director, Performance Events, and Lisa Russell, Manager, Scent Work participated in this portion of the meeting via video conference.

**Scent Work Regional and National Championships**

The Board reviewed a recommendation for AKC to offer Scent Work Regional Championship events and a National Championship. The winner of the National will be awarded the prefix title Scent Work National Champion (SWNC).

Dogs that place in the Master level at the Regionals will automatically qualify for the National event. Regional Championships will start in 2020 with the first National Championship to be held during the first half of 2021. Initially there will be five regions. Clubs interested in hosting a Regional will be welcomed to apply. One club per region will be selected to host the event based on proven ability to host a quality trial, and with consideration given to scheduling and venue selection.

The format for Regionals will differ from typical Scent Work trials in that winners will be selected per difficulty level (novice, advanced, excellent, master) in the Odor Search Division across all search elements (container, interior, exterior, buried). This format was tested at a trial in California in late October. Regional Championships are not titling events, however winning dogs will be recognized as the Scent Work Novice Regional Champion, Advanced Regional Champion, Excellent Regional Champion and Master Regional Champion for their respective region. Winners will also be determined from the Handler Discrimination Division; the dogs with the best overall performance in their difficulty level will be honored as HD Regional Champions.

Qualifying scores earned at the Regionals will count towards standard AKC titles. Master Regional Champions as well as dogs who placed 2nd thru 4th at each Regional will automatically qualify for the following year's National Championship.

The eligibility for Regionals will be determined based on a dog's level of accomplishment in AKC trials. The format for the National as well as for Regionals will be held as two trials (one on Saturday and one on Sunday) plus a Championship Round comprised of the winner from each class. The Scent Work National Champion will receive the prefix title designation, Scent Work National Champion (SWNC). One dog per year will earn the SWNC title.

Following a motion by Dr. Garvin, seconded by Mr. Carota, the Board VOTED (unanimously) to amend the *Regulations for Scent Work* to offer a Scent Work National Championship starting in 2021 preceded by Regionals starting in 2020. (New Sections 10 & 11 below)

*Regulations for Scent Work***Section 10. Regional Championship Events**

Scent Work Regional Championships will take place across different regions of the country as determined by the AKC Scent Work Department, hosted by local clubs as selected by the Department.

Dogs may be entered in any standard Scent Work class for which they are eligible. Dogs may not enter a class lower than the highest level for which they have earned a title within a particular element. Dogs that previously have won a Regional Championship may not enter another Regional Championship at the same difficulty level during same calendar year.

The format for Regionals will differ from typical Scent Work trial. One dog per level (Novice, Advanced, Excellent, Master) will be awarded first place based on its performance in a multi-element search. Details of the championship search will be determined on a yearly basis by the AKC Scent Work Department.

Regional Championships are not titling events; however, the winning dogs will be recognized with awards as the Scent Work Novice Regional Champion, Scent Work Advanced Regional Champion, Scent Work Excellent Regional Champion and Scent Work Master Regional Champion for their respective region. Regional Champions will also be determined from the Handler Discrimination Division, with one winning dog per difficulty level.

Qualifying scores earned will count towards standard titling. Regional Master Champions as well as dogs who placed 2nd thru 4th in the Master level at each Regional will automatically qualify for the following year's National Championship.

Details regarding Regional Championships will be published online at:  
<https://www.akc.org/sports/akc-scent-work/>.

### **Section 11. National Championship**

A Scent Work National Championship shall be held annually at a time and location to be determined by the AKC Scent Work Department. The Scent Work National Championship shall consist of a championship class comprised of a varied combination of element challenges, all of which may be modified as determined by the AKC.

The overall winner of the Scent Work National Championship shall be entitled to be designated "Scent Work National Champion of 20\_\_" (SWNC). This title is a prefix title.

To be eligible to compete, dogs must meet the minimum qualifications as determined by the AKC during a qualifying period set each year. Dogs placing at a preceding year's Regional Championship will automatically be qualified to enter.

Details regarding the Scent Work National Championship will be published online at:  
<https://www.akc.org/sports/akc-scent-work/>.

### **Fast CAT – Ribbons & Clarification of Course/Equipment**

The Board reviewed a recommendation for eight changes to the *Regulations for Fast CAT*. Two are new requirements – (1) host clubs must award ribbons to each dog that completes the 100-yard dash, and (2) clubs holding a Fast CAT event in conjunction with another event are required to fence the course, including the run-out area. The other six changes are clarifications to existing Regulations pertaining to the course and equipment. All these changes are intended to bring greater consistency between events and address issues that have arisen in the field.

- #1 – Clubs must award a ribbon to dogs that successfully complete the course. Currently it is an option.
- #2 – Start box – must be marked on the ground.
- #3 – Start box – provide enough space behind the start box for the dog's body.
- #4 – Timing – a person cannot time a dog which they or a member of their immediate family/household own/co-own.
- #5 – Return string – cannot be run in front of the run-out area exit gate.
- #6 – Course – course must be straight, including the start box and run-out area.
- #7 – Retrieval devices – for clubs that use retrieval devices to return the drag to the start line, the devices must be located at least 30 yards behind the finish line.
- #8 – Fencing – clubs holding Fast CAT in conjunction with another event must fence the course and run-out area. Currently this is suggested but not required. In addition, clubs are advised to provide sufficient distance between events to minimize interference and disruption.

This will be discussed further at the January Board meeting.

## **CONFORMATION**

Doug Ljungren, Executive Vice President, Sports & Events, Tim Thomas, Vice President of Dog Show Judges, Mari-Beth O'Neill, Vice President, Sport Services; Glenn Lycan, Director, Event Operations Support; Alan Slay, Director, Event Programs; and Heidi Spaeth, Manager, Dog Show Rules & Programs, participated in this portion of the meeting via video conference.

### **Wickets and Scales - Rules Applying to Dog Shows Chapter 14, Section 5**

Following a motion by Dr. Garvin, seconded by Dr. Davies the Board VOTED (unanimously) to approve a recommendation by the Delegate Dog Show Rules Committee (DSRC) to modify Chapter 14 Section 5 of *Rules Applying to Dog Shows*, which addresses the responsibility of Event Committees to provide for determining eligibility with respect to height and weight (wickets and scales).

Adoption and implementation of the proposal requires the formation of the defined guidelines for scales and what is considered a platform of sufficient size to be included in the AKC Show Manual and disseminated to superintendents.

This will be read at the December Delegates meeting and voted upon at the March Delegates meeting.

### **Measuring, Weighing and Color Determination When Factors of Disqualification in Breed Standards or Eligibility Under the Conditions of A Class or Division of a Class Cancellation of Awards**

#### **Chapter 14, Section 5.**

Event Committees shall be responsible for providing suitable equipment meeting all AKC requirements for determining eligibility with respect to height and weight at every show. Event Committees may delegate this responsibility to Superintendents/Show Secretaries. All-breed shows shall be required to have at least one complete set of wickets (two sets for shows with entries of 1,000 or more) and at least one digital scale with a platform of sufficient size to safely accommodate all weighable breeds. A certified and stamped weight is also required.

Specialty Shows and Group Shows where measurable or weighable breeds are entered shall provide the appropriate wicket(s) and/or a digital scale with a platform of sufficient size to safely accommodate all breeds that might be measured or weighed at the event. A certified and stamped weight is also required.

### **Rewording and Reorganization of Chapter 14 Sections 3, 4 and 6 of The Rules Applying to Dog Shows**

The Board reviewed a request from the Delegate Dog Show Rules Committee (DSRC) to reword Chapter 14, Sections 3, 4 and 6 of *The Rules Applying to Dog Shows* renaming as Sections 1, 2 and 3 respectively; and in addition, a recommendation to add new section to address a judge's authority on conditions of class other than color, to be inserted as Section 4.

Following a motion by Ms. Cruz, seconded by Mr. Powers the Board VOTED (unanimously) NOT to approve the rule change proposal and to return it to the DSRC with its comments and suggestions.

### **West Highland White Terrier Club of America "Quality Westie" Program-Recognition of CCA Title**

In 2015, the West Highland White Terrier Club of America (WHWTCA) established a non-competitive event to evaluate conformation, known as Quality Westie (QW). In the QW event,

dogs are judged against the breed standard rather than against each other, and owners receive both verbal and written feedback regarding the traits of their dog. The Quality Westie evaluation is based closely on the Golden Retriever Club of America's CCA program, which the AKC has recognized since October 2018.

The WHWTCA has requested that the AKC recognize the Quality Westie program by awarding the suffix Certificate of Conformation Assessment (CCA) title to any dog that passes the QW evaluation. The owner must apply for the title and pay a \$25 application fee.

This will be discussed further at the January meeting.

### **Impact of the 1+1 Initiative**

The Board reviewed an update on the 1+1 Initiative which became effective January 1, 2019. With nine months of results recorded since the 1+1 Initiative became effective, the following has been the impact this change has had on all-breed shows:

- There has been an increase in number of instances of 1+1 entries. This has amounted to an average of 4.2 additional entries per AB show.
- For dogs that have entered and find themselves in a 1+1 situation, the absentee rate has been reduced from 48% to 26%.
- The combined impact of these two changes is that an average of 5.4 additional dogs are being shown per AB show.

### **NOHS Levels of Achievement**

In September, the All-Breed Delegates Committee discussed and supported the idea of NOHS Levels of Achievement in order to provide exhibitors with tangible goals and encourage continued participation.

This idea is consistent with what the Sports & Events staff has been considering. Staff shared their general ideas for the structure of the new program with the Board. This information will be presented to the All-Breed Delegates Committee at their December meeting.

### **JUDGING OPERATIONS**

Doug Ljungren, Executive Vice President, Sports & Events, and Tim Thomas, Vice President of Dog Show Judges participated in this portion of the meeting via video conference.

### **Oregon Dog Judges**

The Board reviewed a request submitted by the Oregon Dog Judges asking that it be assigned Advanced Judging Institute designation for its annual seminar series offered in-conjunction with the January Rose City Classic Cluster in Portland, Oregon.

This will be discussed further at the January meeting.

### **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*, a report on Member Club Bylaws approved and newly licensed clubs.

#### **Report on Member Clubs Bylaws Approved in September and October 2019**

Anderson Obedience Training Club, Anderson, Indiana (1996)  
Rhode Island Kennel Club, Providence, RI (1897)

**Report on Newly Licensed Clubs Approved in September and October 2019**

Columbine Skye Terrier Club, greater Denver, CO, 22 total households, 14 local.

Promise Land Beagle Club of Mississippi, greater Tylertown, MS (including communities northeast to Monticello, southeast to Poplarville, west to Smithdale), 17 total households, 8 local.

**COMPLIANCE**

David Roberts, Executive, Breeder Development; Bri Tesarz, Director, Compliance, and Marcus Bach, Director, Investigations & Inspections participated in this portion of the meeting via videoconference. Mark Dunn, Executive Vice President, participated in this portion of the meeting.

**AKC Privileges**

At their October 2019 meeting, the Board of Directors requested staff provide information regarding the background of AKC Charter & Bylaws and Board policy changes to divide AKC privileges into Event privileges and Registration privileges and how changes could be made to those. The Board also reviewed the policy and Bylaws provisions that allow for the AKC Board to approve and suspend judging privileges. The Board also requested information on the composition of the designated committees that review disciplinary matters. The AKC's Bylaws were revised effective January 1, 2001 to allow for the suspension of "any or all" privileges of the AKC. (See Article XV, Section 3).

The staff presented basic options for the Board to consider if the Board wants to provide for suspension of all privileges once a judge has been suspended from judging privileges and has been disciplined for a non-judging offense.

This will be discussed further at the January meeting.

The following AKC Management actions were reported:

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

**AKC Global Services**

Mark Dunn, Executive Vice President participated in this portion of the meeting. Dennis Sprung and Mark Dunn presented a memo that reviewed the history of global services and potential new opportunities, as well as a summary of current discussions with foreign kennel clubs.

**MARKETING**

Kirsten Bahlke, Vice President, Consumer Demand, participated in this portion of the meeting.

**Marketing Q3 Digital Metrics & Updates**

Staff presented an update on metrics and activities achieved by the Marketing Department for the third quarter.

**AKC.org and Marketplace.akc.org traffic performance**

Positive site growth attributed to ongoing SEO improvements, content strategy, and improved cross channel collaboration

Overall AKC.org organic traffic is up 42.9% Year Over Year (23.6M vs. 16.5M sessions)

AKC Marketplace traffic is steady. AKC Marketplace Q3 Year Over Year (YOY) results remain strong from our two highest traffic sources.

Overall listings added to Marketplace continue to show strong growth, with 2019 Q3 listings +23.9% vs. 2018.

Breeders opting-in to list their litters on AKC Marketplace also continues to trend up with a new monthly high of 27.9% in September.

Unique breeders using AKC Marketplace has grown each year since January 2016.

#### AKC Marketing Newsletters open and click performance

Performance of AKC Marketing Newsletters continue its trend of exceeding industry benchmarks.

In Q3, AKC Marketing Newsletters achieved the highest open rate of 2019.

#### AKC Social Media follower gains

Total Q3 Social Media followers steady at 4.4 Million.

#### AKC Shop Financials

AKC Shop's revised business model continues to yield positive results in Q3. All AKC Shop Net Profit has increased year over year.

#### Breeder of Merit Program and Registration

In partnership with Registration, ICG, and AKC Sport Services, Marketing developed an email campaign targeting BOMs who had not yet achieved 100% puppy registration for their 2017 litters. The Marketing department continues to use multi-channel campaigns to improve unregistered dogs conversions.

#### AKC Barketing Basics at AKC National Championship

AKC Barketing Basics education sessions will cover marketing best practices that attendees can use to help grow their membership, increase participation in our sports, educate the public, or find the right puppy owners.

Attendees will be able to stop by the AKC Barketing Basics booth for a quick chat or register in advance for a 30-minute, one-on-one session with an AKC Marketing department member.

#### #AKCDogStar

AKC launched the #AKCDogStar Influencer Program in the third quarter.

AKC is working with six #AKCDogStar influencers that actively compete in at least three AKC sports and events and have strong and engaged social media following. Their owners are actively involved in and passionate about AKC programs as handlers, trainers, or CGC evaluators.

#### Canine Good Citizen Marketing Initiative

The Marketing department in worked with Dr. Mary Burch, Director, AKC Family Dog Programs, to develop a digital marketing campaign to increase awareness of and participation in AKC Canine Good Citizen training among current dog owners. The campaign achieved a 370% increase in traffic post-launch, including a 9% lift in organic traffic.

#### Puppy Pack 2.0

The second group of puppies in the AKC Puppy Pack (Puppy Pack 2.0) were announced in October.

The Puppy Pack will have 8 Pups this season: Glen of Imaal Terrier, Labrador Retriever, German Shorthaired Pointer, Basset Hound, Xoloitzcuintli, Siberian Husky, Icelandic Sheepdog, Pekingese.

There will be two breeds from the Sporting group: Zane, Labrador Retriever, is a Guiding Eyes for the Blind in training; Tilly, German Shorthaired Pointer, is a detection dog in training.

#### National Digital Brand Marketing Campaign

Staff presented information about AKC's new national digital brand marketing campaign to launch in Q1 2020. The plan is for a cross-channel, digital campaign, targeting all types of dog-lovers.

#### **AKC.TV, BUSINESS DEVELOPMENT AND MEDIA SALES**

Daphna Straus, Vice President, Business Development, Ron Furman, Director Media Sales, and William Ellis, AKC Media Manager participated in this portion of the meeting.

#### Digital Media

The AKC.org Advertising Sales (tv and digital) and Sponsorship teams have negotiated advertising campaigns with 25 unique brands to date for 2019, vs 20 total in 2018, 10 of which have never advertised with the AKC before.

2019 has seen substantial increases in advertising of AKC.org of the fastest growing content sections.

There is consistent growth in both our direct email list, and our subscribers to AKC Nibble E-newsletters.

#### AKC. TV Programming

There was a review of AKC.TV web traffic, programming accomplished in 2019 and an review of plans for 2020.

AKC.TV has released 14 total breed documentaries. There are 4 more scheduled for release by the end of 2019.

AKC.TV Mobile app launched in Feb. 2019

App downloads continue to be downloaded at an increasing rate.

- Roku: 5.6% increase from Q2
- Amazon Fire: 19.6% increase from Q2
- Apple: 23.8% increase from Q2 (Includes Apple TV and Mobile)
- Android: 57.1% increase from Q2

#### AKC.TV Marketing

A digital campaign was launched on 9/10 to promote the mobile app. The campaign included light box and banner ads on AKC.org. Android app installs increased by 40% in the first 4 weeks of the campaign.

The AKC.TV newsletter was launched and sign ups were added to AKC.TV on 9/17.

#### **CONSENT**

Following a motion by Mr. Powers, seconded by Ms. Biddle it was VOTED (unanimously) to approve the following Consent items:

- Field Trial Rules - Addresses Required in Premium
- Refinements to Agility Equipment and Course Design
- Junior Eligibility to Participate in the 4-6 Month Beginner Puppy Competition

### **Field Trial Rules – Addresses Required in Premium**

The Board VOTED to amend Chapter 6, Section 4 of *Beagle Field Trial Rules And Standard Procedures for Brace, Small Pack and Small Pack Option Field Trials and Two-Couple Pack Hunting Tests* and *Beagle Field Trial Rules And Standard Procedures For Large Pack Field Trials* to clarify the requirement that the addresses for the judges and trial chair which appear in the premium for field trials need only include the city and state, not the street address.

Currently the Rules state the premium shall include the judge's address as provided on the event application form. This has traditionally been interpreted to include the individual's street address. Some individuals are concerned about home security. The Beagle Advisory Committee was the first to recommend that this requirement be clarified to only include the city and state for the judges and event chair. The Delegates Field Trial / Hunting Test Committee discussed this idea at their September meeting and is recommending the same clarification be made to the Rules governing all types of field trials.

*Beagle Field Trial Rules and Standard Procedures*  
Proposed Regulations  
(Line In)

**Chapter 6.** Field Trial Committee, Field Trial Secretary, Premium Lists  
**Section 4.** The last sentence in this section.

The premium list and/or announcements for each licensed or member field trial shall contain all the information set forth on the official AKC Event Application form as approved by the American Kennel Club, except the addresses for the judges, trial chair and club officers need only include the city and state. The premium list shall be of official size.

This change also applies to the following:

- 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)

The Delegates will be asked to vote on this change in all the listed rules books with one vote.

This recommendation will be read at the December Delegate meeting and voted upon in March 2020. If approved, the change will become effective for field trials held after June 1, 2020.

### **Refinements to Agility Equipment and Course Design**

The Board VOTED to approve changes to the Agility Regulations pertaining to agility equipment and course design. They are brought forward as the result of feedback from Agility judges and/or the Agility Advisory Committee. Specifically, the changes address the wall jump, tunnels, weave poles, the obstacle content of the FAST class and requirements to participate in the International Sweepstakes Class.

These recommendations will become effective January 1, 2020 except recommendation #3 (weave poles), which will be effective July 1, 2020 in order to give clubs an opportunity to purchase new equipment.

1. Wall Jump – Addresses the need to clarify equipment design and the correct judging of this obstacle.

*Regulations for Agility Trials and Agility Course Test (ACT)*

*Obstacle Specification and Performance Requirements*

**Chapter 3, Section 3. Obstacles**

**15. Wall Jump** – The Wall Jump consists of two pillars, a Bottom Base (Triangle), four widths of boards, and “tops”. The Pillars (also called Towers) measure 12 inches Square +/- 2 inches and are 48 inches tall +/- 2 inches. The Bottom Base is 10 inches high, 10 inches wide at the bottom, and taper to 4 inches wide at the top. The boards are 4 inches wide and five feet in length +/- 2 inches. Board heights are 2 inches, 4 inches, 6 inches, and 8 inches in height. The Tops are 2 inches in height at their center and 4 inches wide and up to 15 inches long and must be of contrasting color.

Four tops are placed on top of the top board or the bottom base and should be flush with the sides of the pillars and sit together without being so tight they cannot be displaced, but have no gaps exceeding  $\frac{1}{4}$  inch. The tops must be able to slide off easily. The top of the tops must measure within +/-  $\frac{1}{4}$  inch to the jump height of the dog. The corresponding board height table below indicates whether the bottom base is used, and the numbers of boards that are used per jump height. Tops are always placed on the very top in all cases.

Performance – Dogs must jump over the tops between the two pillars without knocking any of the 4 tops to the ground in the direction indicated by the judge. The board dimensions are as follows: *No additional change to this section.*

2. Tunnels – The 10-13-foot tunnel replaces the closed tunnel that was removed in 2016 for use in Standard classes and allows for use of an additional tunnel in course design. This change also allows for use of an additional tunnel in course design.

*Regulations for Agility Trials and Agility Course Test (ACT)*

*Standard Classes*

**Chapter 6, Section 5. Master Agility Standard Class**

Open Tunnel	R Max (3)+	R Max (3)+	R Max (3)+
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\*A minimum of two and a maximum of three spreads must be used and two different types of spread jumps must be used on the course. One of the two spreads must be the broad or triple jump.

\*\*Either the Double Bar Jump or the Ascending Double Bar Jump must be used for Novice Standard. The Broad Jump must be used. No more than three spreads may be taken on a Novice Standard Course.

\*\*\*Only one wall jump may be used as a spread jump or in place of a Panel Jump in Standard Premier. The Wall Jump may only be used in Premier.

\*\*\*\*Tire is optional in Premier

+ May only use 3 tunnel passes if one is a 10-13 foot tunnel and not curved more than 45 degrees.

3. Weave Poles – Updates the Regulations to make weave pole configuration more consistent, reducing configurations that are seldom encountered.

*Regulations for Agility Trials and Agility Course Test (ACT)*

**Chapter 7, Jumpers With Weaves Classes Section 5. Master JWW Class**

**Chapter 9, Fifteen and Send Time (FAST) Class Section 2. Definition**

Obstacle Chart, Line 5

(same in all sections)

Weave Poles	R (1) 6 poles	R (1) 9-12 poles	R (1) 9-12 poles
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4. FAST Class – These changes to the obstacle content for the class will allow for increased flexibility in course design. This change was requested by judges and staff strongly agrees with the request.

*Regulations for Agility Trials and Agility Course Test (ACT)*

*Fifteen and Send Time (FAST) Class*

### **Chapter 9**

#### **Section 2. Definition**

The Fifteen and Send Time class uses fourteen (14) to sixteen (16) point valued obstacles and/or obstacle combinations. The course will include a “Send Bonus” or distance element that will award a bonus of twenty (20) points if completed successfully and is identified as the “Send Bonus.” Five to seven of the fourteen to sixteen point valued obstacles must be single bar jumps (typically winged) valued at one point each. Winged jumps are assumed to have a value of one point unless otherwise denoted by the judge. Nine (9) additional obstacles on the course will be assigned unique values from 2 through 10 by the judge.

Additional obstacles (typically non-winged jumps) may be placed on the course, but with no assigned value. There is a maximum of 80 possible FAST class points awarded at all levels, which is the sum of the fourteen to sixteen point valued obstacles (60 points), (a maximum of 6 points may be accumulated utilizing the five to seven 1-point valued jumps); plus a Send Bonus value of 20 points. Teams must successfully complete the Send Bonus to achieve a qualifying score, as well as a minimum number of required points defined at each class level. To earn points, all obstacles must be completed in accordance with the obstacle performance requirements identified in these *Regulations*.

*Regulations for Agility Trials and Agility Course Test (ACT)*

*Fifteen and Send Time (FAST) Class*

### **Chapter 9**

#### **Section 4. Performance Requirements for All Classes**

1. Obstacles are bi-directional for point values except for the seesaw and broad jump or unless specified differently by the judge.
2. A maximum of 6 points may be earned utilizing the five to seven 1-point jumps on the course. The same jump may not be taken back-to-back.
3. Judges may choose one bi-directional obstacle and assign a unique point value for each approach.
4. If an obstacle is repeated or faulted competitors may continue to accumulate points elsewhere on the course. They may also earn points for correctly performing a previously faulted obstacle. The exception to this rule is a displaced bar, as these will not be reset.
5. Points may be awarded for two different pointed contact obstacles taken in succession.
6. Refusals or run-outs will not be faulted anywhere on the course other than during the Send Bonus and will ONLY negate the opportunity to earn the 20 points for the Send Bonus.
7. Time penalties at all levels are one (1) point for each full second over SCT.
8. Teams running to the finish obstacle after the whistle/horn/buzzer sounds cannot be faulted for taking additional obstacles on the way, however, they can be eliminated for handler contact that aids the dog's performance or by purposely touching the dog prior to stopping the time.
9. Teams must successfully complete the Send Bonus portion behind the judge-defined handler restriction line. Stepping on any part of the line before the dog has completed the last obstacle in the sequence will negate earning the Send Bonus points.

#### *Regulations for Agility Trials and Agility Course Test (ACT)*

#### *Non-Regular Agility Classes*

#### *International Sweepstakes Classes*

### **Chapter 14**

#### **Section 1. Purpose**

The International Sweepstakes Class (ISC) is a non-regular class providing a dog and handler an opportunity to demonstrate their advanced training and handling skills on various international style Standard and Jumpers With Weaves courses. The rules for this class are generally based on Fédération Cynologique internationale (FCI) rules.

The variety in International Agility course designs is very diverse, so handlers should be prepared to meet the "Challenge of the Day" when competing in the ISC class. The total challenge level may be easier, more difficult, or simply different from what is currently allowed in the Excellent or Master classes. Course designs will vary widely thus testing different skills on different days.

#### **Section 2. Eligibility of Dogs.**

This class is open only to dogs that are eligible to compete in AKC Agility Trials.

**Section 3.** Eligibility to Hold the ISC Class. Upon approval from the American Kennel Club, the ISC classes are allowed to be held in conjunction with an AKC approved agility trial. (The ISC classes may be held in conjunction with approved Excellent/Master only agility trials.)

**Section 11.** Equipment Requirements

Standard ISC Class: 18 – 22 Total Obstacles Required  
(section from chart)

REQUIRED OBSTACLES	QUANTITY RESTRICTIONS AND NOTES
Open Tunnel	- <u>Must be used a minimum of one time on the course</u>

Jumpers ISC Class: 18 – 22 Total Obstacles Required  
(section from chart)

OPTIONAL OBSTACLES	QUANTITY RESTRICTIONS AND NOTES
Open Tunnel	<del>Total number of times a dog can perform an Open Tunnel = four (4). (i.e.: One (1) Open Tunnel taken four (4) times, four (4) Open Tunnels taken once each, etc.)</del> <u>May be used at judges discretion.</u>

**Section 12.** Course Distances and Times

The standard course times are at the sole discretion of the judge but shall generally follow these guidelines noted below. Course distance may not be greater than 240 yards.

**Junior Eligibility to Participate in the 4-6 Month Beginner Puppy Competition**

The Board VOTED to approve a revision to the *Sanctioned Four-to-Six Month (Beginner Puppy) Competition Regulations* initiated by a request from AKC Board member Ms. Patricia Cruz, to allow assistants of professional handlers that are eligible to compete in junior showmanship to personally exhibit dogs in the Four-to-Six Month (Beginner Puppy) Competition, consistent with recent revisions to the NOHS regulations related to eligibility within the sport. This is effective January 1, 2020.

*Sanctioned Four-to-Six Month (Beginner Puppy) Competition Regulations*

**Section 2.** Entry and Eligibility

***(All previous portions of this section are unchanged)***

- Professional handlers, members of their household and current assistants to professional handlers may not personally exhibit dogs in the Four-to-Six Month (Beginner Puppy) Competition. Dogs that are owned or co-owned by the forenamed may compete in this competition but must be handled by a non-professional handler. Professional handlers are defined as any person who belongs or has belonged to a professional handlers' organization, distributed rate cards, or otherwise advertised or represented themselves as handling dogs for pay within the last five years

- Current assistants to professional handlers that are eligible to compete in Junior Showmanship (meet age and amateur status requirements) may personally exhibit dogs in the Four-to-Six Month (Beginner Puppy) Competition.

**The Board adjourned at 5:19 p.m.**

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**The Board Meeting reconvened on Tuesday, November 12 at 9:30 a.m.**

All Directors were present. Also present was the Executive Secretary.

### **Form 990 Review**

In adhering to best practices and policies, AKC's external audit team, KPMG, presented to the Board a draft of 2018 IRS Form 990 prior to its filing due date of November 15. The presenting team included Kim Johnson, Partner, McCain Highfill, Manager, and Evan Seekamp, Senior Associate.

Mr. Highfill led the overview presentation by highlighting specific sections and schedules within the document applicable to AKC's operations. There were no concerns on behalf of the Board, and KPMG will proceed with having final documents prepared in order to meet the November 15th timeline.

### **EXECUTIVE SESSION**

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

### **NEW BUSINESS**

#### **AKC Chairman's Ad Hoc Committee Regarding Canine Genetic Testing**

Ms. McAteer gave a status update on the White Paper being developed by the AKC Chairman's Ad Hoc Committee Regarding Canine Genetic Testing. The paper will focus on the scientific and educational needs of the breeding community as well as well as any recommendations regarding the future use of genetic testing by AKC and its breeders.

#### **2020 Year of the Breeder**

Mr. Tatro presented an idea for AKC to designate 2020 as the "Year of the Breeder". In support of that, he suggested that AKC could offer to the winner of any Best Bred by Exhibitor in Show Competition, held at an all-breed conformation event, a free litter registration certificate. It was the sense of the Board that this was something to pursue further and Staff will explore the idea.

#### **Bred by Exhibitor Puppy Class**

Ms. Cruz made a recommendation to amend the *Rules Applying to Dog Shows* to create an optional Puppy Bred-by-Exhibitor Class. This would allow those who wish to earn the Bred-by-Exhibitor medallion but want to compete with their puppy in an age-related class the opportunity to compete in a puppy class and still earn the honor. The Board members who are the liaisons to the Dog Show Rules Committee will bring this idea forward at the December Committee meeting.

#### **Judging Competitions for Juniors and Adults**

Mr. Carota shared a paper entitled "Judging Competitions for Juniors and Adults". The main idea of the work is that AKC could offer a new program to acquaint people of all ages with the mental and physical aspects of judging, and the process of reading and understanding a breed standard, using analytical thinking and then applying that to sorting through a class of dogs. Staff will review the proposal.

Sharing AKC's Vital Programs and Messages with Key Constituents

Mr. Hamblin brought up the idea that the AKC Board should consider ways to refine important messaging from the Board to key constituents with the goal that the Board become better at communicating about AKC's important programs and services.

It was VOTED to adjourn Tuesday, November 12 at 11:52 p.m.

Adjourned

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

Gina M. DiNardo, Executive Secretary