ATTENTION DELEGATES
NOTICE OF MEETING

The next meeting of the Delegates will be held at the Doubletree Newark Airport Hotel on Tuesday, June 9, 2020, beginning no earlier than 10:00 a.m. It will follow the 9:00 a.m. Delegates Forum.

MEMBERSHIP APPLICATION
Mid-Atlantic Leonberger Club of Virginia

DELEGATES CREDENTIALS

James F. Barron, Redwood City, CA, Contra Costa Kennel Club
Jane E. Bates, Montgomery, TX, Conroe Kennel Club
Joann B. Beavers, St Michaels, MD, Talbot Kennel Club
Michael Capozzi, Manorville, NY, Riverhead Kennel Club
Stephanie A. Crawford, Binghamton, NY, Del Oste Nango Kennel Club
Luanne K. Dunham, Newnan, GA, Newnan Kennel Club
Chereen M. Nawrocki, East Bangor, PA, English Cocker Spaniel Club of America
Susan Soviero, Little Silver, NJ, Bayshore Companion Dog Club

You can also read the Secretary’s Pages in the

Click here to read the MARCH 2020 issue!
NOTICE
As a result of an Event Committee determination the following individual stands suspended of AKC privileges. It should be noted that this determination may still be appealed and may be reversed. Upon expiration of the appeal process, an appropriate notice describing the status of the individual’s suspension, if any, will appear in this column:

Ms. StarLee Rownd (Bay Point, CA)

NOTICE
Ms. Jeanne Henderson (Sylmar, CA) Action was taken by the City of Angeles Pug Club for conduct at its January 17, 2020 event. Ms. Henderson was charged with inappropriate, abusive, or foul language. The Staff Event Committee reviewed the Event Committee’s report and set the penalty at a reprimand and a $100 fine. (Belgian Tervuren, Pug)

NOTICE
Ms. Marian McShane (Lexington, TN) Action was taken by the Space Coast Kennel Club for conduct at its December 10, 2019 event. Ms. McShane was charged with disruptive behavior at an event. The Staff Event Committee reviewed the Event Committee’s report and set the penalty at a reprimand and a $100 fine. (Cardigan Welsh Corgi, Saint Bernard, German Wirehaired Pointer)

NOTICE
Mr. Rob Robinson (Port Richey, FL) Action was taken by the American Kennel Club for conduct at its December 14, 2019 event. Mr. Robinson was charged with inappropriate, abusive, or foul language. The Staff Event Committee reviewed the Event Committee’s report and set the penalty as a reprimand and $100 fine.

NOTICE
Mr. Jason Starr (Hoboken, GA) Action was taken by the Space Coast Kennel Club for conduct at its December 10, 2019 event. Mr. Starr was charged with inappropriate, abusive, or foul language. The Staff Event Committee reviewed the Event Committee’s report and set the penalty at a reprimand and a $100 fine. (French Bulldog, Boxer)

NOTICE
The AKC’s Management Disciplinary Committee has reprimanded Mr. Russ Killian (Anoka, MN) and imposed a $100 fine, effective January 13, 2020, for disruptive behavior at an event. (German Shorthaired Pointers)

NOTICE
The AKC’s Management Disciplinary Committee has suspended the following individuals from all AKC privileges for ten years
and imposed a $2000 fine, for conduct prejudicial to purebred dogs, purebred dog events, or to the best interests of The American Kennel Club based on their violation of the AKC’s Judicial or Administrative Determination of Inappropriate Treatment Policy:

Effective November 11, 2019
Ms. Joyce Johnson (Elkins, AR) Multiple Breeds

NOTICE
REPRIMANDS AND FINES
Notification of reprimands and/or fines imposed on clubs for late submission of applications, Rules Applying to Dog Shows Chapter 2, Sections 4 and 9.

Carolina Afghan Hound Club .........................$60
Doberman Pinscher Club of Nashville ........ $60
Heart of America St. Bernard Club, Inc. .......... $150
Oregon Trial Cavalier King Charles Spaniel Club .............................................$120

Notification of reprimands and/or fines imposed on clubs for failure to hold a proper event hearing, Dealing with Misconduct, Section II.

Longshore-Southport Kennel Club, Inc.

PROPOSED MANCHESTER TERRIER STANDARD FOR COMMENT:
In accordance with the Guidelines for Breed Standard Revisions this is being published to receive any comments prior to the balloting of the club membership. Any comments may be forwarded directly to:
Mari-Beth O’Neill
VP Sport Services
mbo@akc.org
General Appearance: The Toy variety is a diminutive version of the Standard variety. Except for size and ear options, there are no differences between the Standard and Toy varieties of the Manchester Terrier. A small black short coated dog with distinctive rich mahogany markings and a taper style tail. In structure, the Manchester presents a sleek, sturdy yet elegant look and has a wedge shaped long and clean head with a keen, bright, alert expression. The smooth compact muscular body expresses great power and agility enabling the Manchester to kill vermin and course small game.

Size, Substance, Proportions: The Toy variety shall not exceed 12 pounds. It is suggested that clubs consider dividing the American-bred and Open classes by weight as follows: 7 pounds and under, over 7 pounds and not exceeding 12 pounds. The Standard variety shall be over 12 pounds and not exceeding 22 pounds. It is suggested that clubs consider dividing the American-bred and Open classes by weight as follows: Over 12 pounds and not exceeding 16 pounds, over 16 pounds and not exceeding 22 pounds. The Manchester Terrier, overall, is slightly longer than tall. The height, measured vertically from the ground to the highest point of the withers, is slightly less than the length, measured horizontally from the point of the shoulders to the rear projection of the upper thigh. The bone and muscle of the Manchester Terrier is of sufficient mass to ensure agility and endurance.

Head: The Manchester Terrier has a keen and alert expression. The nearly black, almond shaped eyes are small, bright and sparkling. They are set moderately close together slanting upwards on the outside. The eyes neither protrude nor sink in the skull. Pigmentation must be black. Correct ears for the Standard variety are the naturally erect ear, the cropped ear or the button ear. No preference is given to any of the ear types. Any deviation of ear carriage of either variety during movement shall not be penalized. The naturally erect ear and button ear shall be wider at the base tapering to pointed tips and carried well up on the skull. Cropped ears shall be long, pointed and carried erect. The only correct ear for the Toy variety shall be the naturally erect ear. They shall be wider at the base tapering to pointed tips and carried well upon the skull. Wide, flaring, blunt tipped or “bell” ears are a serious fault for both varieties. Disqualification Toy Variety – Cropped, cut or button ears. The head is long, narrow, tight skinned and almost flat with a slight indentation up the forehead. It resembles a blunted wedge in frontal and profile views. There is a visual effect of a slight stop as viewed in profile. The muzzle and skull are equal in length. The muzzle is well filled under the eyes with no visible cheek muscles. The underjaw is full and well defined and the nose is black. Tight black lips lie close to the jaw. The jaws shall be full and powerful with full and proper
dentition. The teeth are white and strongly developed with a true scissors like bite. Level bite is acceptable. Any deviation from full dentition is a fault. More than two missing teeth is a serious fault.

**Neck, Body, Topline:** The slightly arched neck shall be slim and graceful and of moderate length. It gradually becomes larger as it approaches and blends smoothly with the sloping shoulders. The topline shows a slight subtle arch over the robust loins falling slightly to the tail set. The chest is narrow between the legs and deep in the brisket. The forechest is moderately defined. The ribs are well sprung, flattened in the lower end to permit clearance of the forelegs. The abdomen shall be tucked up extending in an arched line from the deep brisket. The taper style tail is moderately short reaching no further than the hock joint. It is set on at the end of the croup being thicker where it joins the body. The tail tapers to a point and shall be straight carried no higher than the back.

**Forequarters:** The shoulder blades and the upper arm will be relatively the same length. The distance from the elbow to the withers shall be approximately the same as the distance from the elbow to the ground. The elbows lie close to the brisket. The shoulders are well laid back. The forelegs are straight of proportionate length and placed well under the brisket. The pasterns are almost perpendicular. The front feet are compact and well arched. The two middle toes are slightly longer than the others. The pads are thick and toenails are jet black. Dew claws may be removed.

**Hindquarters:** The thigh is muscular with the length of the upper and lower thighs being approximately equal. The stifle is well turned. The angulation of the hindquarters balances that of the forequarters. The well let down hocks shall not turn in nor out as viewed from the rear. The hind legs are carried well back. The hind feet are shaped like those of a cat with thick pads and jet-black nails.

**Coat:** The coat is smooth, short, dense, tight and glossy.

**Color:** The coat color shall be jet black and rich mahogany tan which does not blend into each other, but abruptly form clear, well defined lines of color. There shall be a very small tan spot over each eye and a very small tan spot on each cheek. On the head, the muzzle is tanned to the nose. The nose and nasal bone are jet black. The tan extends under the throat ending in the shape of the letter V. The inside of the ears are partly tan. There shall be tan spots, called “rosettes” on each side of the chest above the front legs. These are more pronounced in puppies than in adults. There shall be a black “thumbprint” patch on the front of each fore-
leg at the pastern. The remainder of the foreleg shall be tan to the carpus joint. There shall be a distinct black “pencil mark” line running lengthwise on the top of each toe on all four feet. Tan on the hind leg should continue from the penciling on the toes up the inside of the legs to a little below the stifle joint. The outside of the hind legs shall be black. There shall be tan under the tail and on the vent but only of such size as to be covered by the tail. White on any part of the coat is a serious fault, and shall disqualify whenever the white shall form a patch or stripe measuring as much as one half inch at its longest dimension. Any color other than black and tan shall be disqualified. Form and function supersede color and markings.

Gait: The gait shall be free and effortless with good reach of the forequarters. Rear quarters shall have strong, driving power to match the front reach. Hocks shall fully extend. Each rear leg shall move in line with the foreleg of the same side, neither thrown in nor out. When moving at a trot, the legs converge toward the center of gravity of the dog. The topline shall be judged while the dog is in motion.

Temperament: The Manchester Terrier is neither aggressive nor shy. He is keenly observant, devoted yet discerning. Not being a sparring breed, the Manchester Terrier is generally friendly with other dogs. Excessive shyness or aggressiveness shall be considered a serious fault.

Disqualifications:
Standard Variety - Weight over 22 pounds. Toy Variety – Cropped, cut or button ears. Both Varieties – White on any part of the coat whenever the white shall form a patch or stripe measuring as much as one half inch at its longest dimension. Any color other than black and tan.

CONFORMATION JUDGES
Letters concerning judges and provisional judges should be addressed to the Judging Operations Department at PO Box 900062, Raleigh, NC 27675-9062. Letters concerning Agility, Obedience, Rally, Tracking, and VST applicants should be addressed to the Companion Events Department in North Carolina.

The American Kennel Club will, at the request of a judge or judge applicant, provide that individual with copies of letters received regarding their judging qualifications. As a result, it should be understood that any such correspondence will be made available, upon request, to the judge or judge applicant.

It is the responsibility of all Conformation and Junior Showmanship judges to notify the Judging Operations Department of any changes or corrections to their address, phone, fax or emails. These changes are very important because they affect your judges’
record, the web site and the Judges Directory. Please notify Judging Operations by email at
judgingops@akc.org.

APPLICANTS

The following persons applications have been submitted for the breed(s) specified but they are NOT eligible to accept assignments.

NEW BREED JUDGING APPLICANTS

Mrs. Sherry Deeds (108018) MO
bdhairdy123@aol.com
Shetland Sheepdogs

Mr. Rick Fowler (105295) TX
(214) 914-9335
richf45882@aol.com
Scottish Terriers

Mrs. Marcia E. Galiga (108021) TX
(817) 269-1677
mgaliga2000@swbell.net
Boston Terriers

Mrs. Jessica Huguenard Lewellen (106151) WA
(360) 390-8141
jessicalewellen@mac.com
Great Danes

Mr. Robert Olsen (108093) MA
olsen420@outlook.com
Shetland Sheepdogs, JS-Limited

ADDITIONAL BREED JUDGING APPLICANTS

Ms. Vicki E. Allenbrand (91374) KS
(678) 429-4609
blackjackdogs@earthlink.net
Border Collies, Cardigan Welsh Corgis, Collies, Entlebucher Mountain Dogs

Dr. Albert P. Bianchi (5459) VA
(757) 672-4868
k4ux@cox.net
Balance of Toy Group (Brussels Griffons, English Toy Spaniels, Japanese Chins, Pekingese, Shih Tzu, Toy Fox Terriers, York-shire Terriers)

Ms. Sandy Bingham-Porter (94107) IL
(217) 345-7571
sbinghamporter@eiu.edu
Bichons Frises, Boston Terriers, Chinese Shar-Pei, Lowchen, Schipperkes, Shiba Inu, Tibetan Terriers

Mrs. Kathleen V. Carter (6164) CO
(303) 425-6756
dancehalldolly@live.com
Balance of Sporting Group (Barbets, Chesapeake Bay Retrievers, Flat Coated Retrievers, American Water Spaniels, Cocker Spaniels, English Springer Spaniels), Berger Picards

Ms. Mary Ann Clark (97938) KS
(785) 539-2946
ma25275@aol.com
Norwegian Lundehunds, Schipperkes

Mrs. Cathy H. Daugherty (6219) CT
(203) 266-5406
bisgringo1@yahoo.com
Labrador Retrievers, English Setters, Gordon Setters, Irish Setters, Spinoni Italiani

Mrs. Terry Dennison (47424) AK
(907) 373-7376
katagnik@yahoo.com
Grand Bassets Griffons Vendeens, Siberian
Huskies, American Eskimo Dogs, German Shepherd Dogs, Pembroke Welsh Corgis

**Ms. Helen Dorrance (19022) TX**  
(512) 964-3294  
gdkdogs@gmail.com  
Chinese Shar-Pei, Finnish Spitz, Schipperkes, Xoloitzcuintli

**Mrs. Edy Dykstra-Blum (20342) FL**  
(352) 465-7142  
bizzebootsoes@gmail.com  
Balance of Terrier Group (Australian Terriers, Dandie Dinmont Terriers, Manchester Terriers, Rat Terriers, Russell Terriers, Sealyham Terriers, West Highland White Terriers)

**Mr. Ted W. Eubank (53715) TX**  
(214) 649-1104  
teubank143@aol.com  
Pointers, German Wirehaired Pointers, Labrador Retrievers, English Setters, Cocker Spaniels, English Springer Spaniels, Vizslas

**Dr. Joan Eversole (97105) NH**  
(603) 254-5960  
sidecarpup@hotmail.com  
Finnish Spitz, Norwegian Lundehunds

**Ms. Marie Ann Falconer (51642) TN**  
(413) 433-6474  
mylaone10@aol.com  
German Shorthaired Pointers, Golden Retrievers, Irish Setters, Cocker Spaniels, English Springer Spaniels, Otterhounds, Whippets, Airedale Terriers, Irish Terriers

**Ms. Denise Flaim (100561) NY**  
(516) 509-5214  
revodana@aol.com  
Balance of Hound Group (American English Coonhounds, American Foxhounds, Black and Tan Coonhounds, Bluetick Coonhounds, English Foxhounds, Grand Bassets Griffons Vendeens, Harriers, Petits Bassets Griffons Vendeens, Plott Hounds, Redbone Coonhounds, Treeing Walker Coonhounds), Dogo Argentinos

**Mr. Nicholas Frost (6726) NC**  
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Balance of Sporting Group (Barbets, Brittanys, Lagotti Romagnoli, Nederlandse Kooikerhondjes, German Shorthaired Pointers, Chesapeake Bay Retrievers, Flat Coated Retrievers, Nova Scotia Duck Tolling Retrievers, Irish Water Spaniels, Spinoni Italiani, Wirehaired Pointing Griffons)

**Mrs. Leta B. Graham (6739) WA**  
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kaerdon@aol.com  
Basenjis, Bloodhounds, Norwegian Elkhounds, Otterhounds, Petits Bassets Griffons Vendeens, Rhodesian Ridgebacks, Whippets, Cavalier King Charles Spaniels, Australian Shepherds

**Ms. Cindy Huggins (92440) CA**  
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Shih Tzu

**Mrs. Penelope C. Inan (25622) CA**  
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SECRETARY’S PAGES

Harriers, Affenpinschers, Manchester Terriers, Bulldogs, French Bulldogs, Lhasa Apsos, Lowchen, Schipperkes

Dr. M. Patricia Joyce (101483) GA
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Airedale Terriers, Australian Terriers, Border Terriers, Kerry Blue Terriers, Miniature Bull Terriers, Parson Russell Terriers, Welsh Terriers, West Highland White Terriers, Chow Chows

Mr. Richard LeBeau (90760) PA
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Balance of Toy Group (Maltese, Miniature Pinschers, Shih Tzu, Toy Fox Terriers)

Miss Sandra Lex (7136) CAN
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Balance of Non-Sporting Group (American Eskimo Dogs, Dalmatians, Finnish Spitz, Lhasa Apsos, Norwegian Lundehunds)

Mr. George E. Marquis (5789) FL
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Balance of Herding Group (Australian Cattle Dogs, Bergamasco Sheepdogs, Canaan Dogs, Finnish Lapphunds, Spanish Water Dogs)

Mrs. Sandra L. Novocin (7332) MD
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English Cocker Spaniels, Spinoni Italiani, Bloodhounds, Great Danes, Greater Swiss Mountain Dogs

Miss Diane K. Ondo (95991) PA
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Australian Terriers, Glen of Imaal Terriers, Manchester Terriers, Miniature Bull Terriers, Soft Coated Wheaten Terriers, Staffordshire Bull Terriers

Mrs. Jean Pero (30743) CO
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Balance of Working Group (Boerboels, Chinooks, Dogo Argentinos, Dogues de Bordeaux, Neapolitan Mastiffs)

Mr. Jay Richardson (6896) IL
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Boston Terriers, Bulldogs, Chinese Shar-Pei, Chow Chows, French Bulldogs

Mrs. Nancy C. Russell (17390) CO
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Balance of Non-Sporting Group (Bichons Frises, Coton de Tulear, French Bulldogs, Lhasa Apsos, Lowchen, Tibetan Spaniels, Tibetan Terriers)

Ms. Barbara Scherer (58838) IL
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Basenjis, Basset Hounds, Greyhounds, Sloughis

Mrs. Keiko Shimizu (101335) CA
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Borzoi, Miniature Pinschers, Pekingese, Pugs

Mr. Masaki Shimizu (100795) CA
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Brittanys, English Setters, Irish Setters, Irish Red and White Setters

Mrs. Diana L. Skibinski (7258) IN
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English Toy Spaniels, Maltese, Manchester Terriers, Silky Terriers

Ms. Jan A. Sutherland (97231) CA
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German Shorthaired Pointers, German Wirehaired Pointers, Flat Coated Retrievers, Gordon Setters, American Water Spaniels, Field Spaniels

Ms. Jill Warren (94859) NM
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Australian Shepherds, Belgian Malinois, Belgian Shepherds, Belgian Tervuren, Bergamasco Sheepdogs, Border Collies, Collies, Pumik

JUNIOR SHOWMANSHIP JUDGING APPLICANTS

Mrs. Allison C. Rogers (16204) OR
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JS-Limited

Miss Coby Rudakewiz (108145) PA
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JS

Ms. Pat Vanden Heuvel (108151) WI
(262) 483-1812
patvandenheuvel@gmail.com

PERMIT JUDGES

The following persons have been approved on a Permit basis for the designated breeds in accordance with the current judging approval process. They may now accept assignments and the fancy may still offer comments to Judging Operations.

NEW BREED PERMIT JUDGES

Barry Baum, DVM (105221) CA
(310) 476-9279
csahdogcat@aol.com
French Bulldogs

Ms. Janene Borini (107692) CO
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Great Danes

Ms. Melanee Clark (107776) OK
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Papillons, Shetland Sheepdogs, JS

Mr. Christopher King (107521) TX
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Bulldogs

Mr. Thomas Schonberger (107485) AK
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Siberian Huskies

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Siberian Huskies

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Vizslas

ADDITIONAL BREED PERMIT JUDGES

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Basset Hounds, Cavalier King Charles
Spaniels, Chihuahuas, Havanese, Italian
Greyhounds, Miniature Pinschers,
Pekingese, Pomeranians, Pugs, Yorkshire
Terriers, French Bulldogs

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Balance of Hound Group (American English
Coonhounds, Azawakhs, Black and Tan
Coonhounds, Bluetick Coonhounds, English
Foxhounds, Plott Hounds, Redbone Coon-
hounds, Treeing Walker Coonhounds),
American Staffordshire Terriers, Border Ter-
riers, Cairn Terriers, Staffordshire Bull Terri-
ers

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Australian Shepherds, Collies, Entlebucher

Mountain Dogs, Miniature American Shep-
herds, Pumik

Mr. Timothy Catterson (5032) IN
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Curly-Coated Retrievers, Boykin Spaniels,
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Shepherds

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Balance Non-Sporting Group (Bichons
Frises, Coton de Tulear, Dalmatians, Finnish
Spitz, Poodles, Tibetan Spaniels, Tibetan
Terriers), Japanese Chin, Pugs

Mrs. Beth Downey (102539) MS
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Rhodesian Ridgebacks, Akitas, Anatolian
Shepherds, Bullmastiffs, Doberman Pinsch-
ers, Giant Schnauzers, Komondorok, Por-
tuguese Water Dogs, Rottweilers, Samoyeds,
Standard Schnauzers

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Papillons, Pomeranians

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Balance of Working Group (Cane Corsos,
Dogo Argentinos, Giant Schnauzers, Stan-
dard Schnauzers, Tibetan Mastiffs)
Ms. Cynthia Hutt (95461) CO
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Bergamasco Sheepdogs, Canaan Dogs, Cardigan Welsh Corgis, Old English Sheepdogs

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Balance of Working Group (Alaskan Malamutes, Anatolian Shepherds, Cane Corsos, Chinooks, Dogo Argentinos, Kuvaszok, Leonbergers, Neapolitan Mastiffs, Saint Bernards, Tibetan Mastiffs), Australian Cattle Dogs, German Shepherd Dogs, Old English Sheepdogs

Mrs. Cindy Lane (65098) GA
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Balance Non-Sporting Group (Bulldogs, Coton de Tulear, Finnish Spitz, Keeshonden, Norwegian Lundehunds, Tibetan Terriers), Miniature Schnauzers

Ms. Tina Leininger (101522) PA
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Siberian Huskies

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Balance of Toy Group (Affenpinschers, Brussels Griffons, Chihuahuas, Chinese Cresteds, Italian Greyhounds, Japanese Chins, Miniature Pinschers, Pekingese, Toy Fox Terriers, Yorkshire Terriers)

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Airedale Terriers, American Hairless Terriers, Border Terriers, Cairn Terriers, Dandie Dinmont Terriers, Norfolk Terriers, Skye Terriers

Mrs. Debbie L. Melgreen (98655) IL
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Australian Shepherds, Border Collies, Briards, Icelandic Sheepdogs, Pulik

Dr. A. Todd Miller (96991) MO
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Basset Hounds, Black and Tan Coonhounds, Pharaoh Hounds, Chinese Cresteds, Maltese, Pomeranians, Yorkshire Terriers

Mr. James A. Moses (93094) GA
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Lagotti Romagnoli, Nederlandse Kooikerhondjes, German Shorthaired Pointers, German Wirehaired Pointers, Chesapeake Bay Retrievers, English Setters, Irish Red and White Setters, American Water Spaniels, Clumber Spaniels, English Cocker Spaniels, Irish Water Spaniels, Sussex Spaniels

Ms. Mary C. Murphy-East (36967) MN
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German Shorthaired Pointers, Nova Scotia Duck Tolling Retrievers, Cocker Spaniels, Welsh Springer Spaniels, Vizslas
Mr. Richard Powell (17447) PA
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Balance of Toy Group (Brussels Griffons, Chihuahuas, Chinese Cresteds, Havanese, Italian Greyhounds, Japanese Chins, Maltese, Miniature Pinschers, Papillons, Shih Tzu, Toy Fox Terriers)

Mr. John C. Ramirez (1814) CA
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Wire Fox Terriers, Sealyham Terriers, Shiba Inu, Old English Sheepdogs

Mrs. Sharon Ann Redmer (2711) MI
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sredmer@umich.edu
Brittanys, Nederlandse Kooikerhondjes, German Shorthaired Pointers, Flat Coated Retrievers, English Setters, Gordon Setters, Weimaraners

Mrs. Meghen Riese-Bassel (39151) GA
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Balance of Sporting Group (Barbets, Brittanys, Nederlandse Kooikerhondjes, Pointers, German Shorthaired Pointers, Chesapeake Bay Retrievers, Spinoni Italiani)

Ms. Sheree Sanchez (97389) CO
(719) 313-1755
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Beaucerons, Belgian Malinois, Berger Picards, Entlebucher Mountain Dogs, Icelandic Sheepdogs

Dr. Stephen J. Schellenberg (42891) MN
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Dandie Dinmont Terriers

Ms. Claudia Seaberg (22813) FL
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Black and Tan Coonhounds, Bluetick Coonhounds, Dachshunds, Ibizan Hounds, Whippets

Mrs. Vicki Seiler-Cushman (100265) OH
(513) 638-1585
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American Eskimo Dogs, Bulldogs, Dalmatians, French Bulldogs, Lhasa Apsos, Norwegian Lunderhunds, Poodles, Shiba Inu

Mr. Johnny Shoemaker (19267) NV
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Black and Tan Coonhounds, Grand Bassets Griffons Vendeens, Greyhounds, Otterhounds, Petits Bassets Griffons Vendeens, Scottish Deerhounds

Mr. Jon Titus Steele (55162) MI
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Cavalier King Charles Spaniels, Chihuahuas, Chinese Cresteds, Havanese, Italian Greyhounds, Maltese, Manchester Terriers, Poodles, Pugs, Shih Tzu

Mrs. Helen Winski Stein (6484) FL
(941) 218-1058
beaniesue@aol.com
Balance of Sporting Group (Barbets, Lagotti
Romagnoli, Nederlandse Kooikerhondjes, American Water Spaniels, Boykin Spaniels, English Cocker Spaniels, Sussex Spaniels, Wirehaired Vizslas)

Ms. Lee Whitter (18526) WA
(802) 369-0380
leepacnw@gmail.com

German Wirehaired Pointers, Cocker Spaniels, English Cocker Spaniels, Sussex Spaniels, Spinoni Italiani, Wirehaired Pointing Griffons, Azawakhs, Dachshunds, Greyhounds, Irish Wolfhounds, Otterhounds

JUNIOR SHOWMANSHIP PERMIT JUDGES
Mrs. Stephanie Dycha (104685) IL
(815) 761-5784
sdycha144@gmail.com
JS

Mrs. Doreen Luhrs (104893) NC
(201) 264-2940
petagroom@gmail.com
JS-Limited

Ms. Leigh Ann Yandle (82616) GA
(704) 904-8129
leighannyandle@gmail.com
JS-Limited

RESIGNED JUDGE
Mrs. Mary Ellen Compagnon

DECEASED JUDGES
Jean (Mrs. Norman) S. Austin
Mr. Michael C. Bakert
Mrs. Marcia Bittner
Mrs. Margo E. Klinger
Mr. Joseph N. McGinnis, III
Mr. Frederick D. Migliore
Ms. Charlene Trost
Mr. Steward Wagner

PROVISIONAL OBEDIENCE/RALLY/TRACKING JUDGES COMPLETED
The following persons have completed their Provisional Judging assignments and their names have been added to the list of of regular approved judges.

Ms. Elizabeth Cleaves (105181) MA
(978) 833-0619
auntie@auntiedog.com
Rally – All

Ms. Patricia Pierce (80859) GA
(770) 667-5175
pat.pierce@me.com
Obedience – Novice

Mrs. Shirley Spall (39543) IN
(765) 778-2866
adhulsey@aol.com
Obedience - Utility

APPLICATION FOR BREED-SPECIFIC REGISTERED NAME PREFIX
The following applications for a breed-specific Registered Name Prefix have been submitted to The American Kennel Club. Letters in regard to these applications should be addressed to
Gina DiNardo, Executive Secretary:
BESTDAY – Australian Shepherds – Kristy J. Bernson
BLULAKE – Kerry Blue Terriers – Philip J. Lemieux & Jose C. Benavidez
BRIARKEEP – Papillons – Laura N. Hooser & Blair N. Hooser
CARLA JOHAUS – Rottweilers – Carla Gloger
CERISE – English Springer Spaniels – Dorothy Cherry
COLLINSWOOD – Australian Shepherds – Terri K. Collins & Jessica Plourde
DELUNA – Great Danes & Boxers – Guy H. Fisher & Diana M. Fisher
ELKHORN – Anatolian Shepherds – Debra Buckner
FOXFIRE – Miniature American Shepherds – Sharon L. Rouillard
GALAXIES – Shetland Sheepdogs & Newfoundlands – Cori N. Hale
GEM POMS – Pomeranians – Julie A. Stiles & Misty Davila
HABANALOVESTORY – Havanese – Rachel L. Rozzoni
HIGHCLERE – Cavalier King Charles Spaniels – Hannah L. Dingman
JUSTUS – Bichon Frise – Jan A. Wilson
MICHAELANGELA – Spinoni Italiani – Angela S. Hagedorn & Michael Hagedorn
MOONBABY – Australian Shepherds – Melissa T. Zobell
MURBE – Boxers & Great Danes – Guy H. Fisher & Diana M. Fisher
OUR GANG – Dachshunds – Nancy Z. Prouty
PUN KOTZKY – Beagles – Oleg N. Voloshin & Oksana F. Gavrilova
SAK – Wirehaired Pointing Griffons – Christopher C. Mattingly
SE CAMPE’ – Poodles – Michele Bronkesh
STARBRIGHT – West Highland White Terriers – Michael R. Garone & Claudia A. Garone
SUNNY CREEK – Labrador Retrievers – Lisa A. Reier
VALENTINE’S – English Springer Spaniels – Theresa M. Swift & Terry P. Swift

**REGISTERED NAME PREFIXES GRANTED**
The following applications for a breed-specific Registered Name Prefix have been granted:
ADVENT – English Springer Spaniels – Nancy L. Stephens
AIYANA – Australian Shepherds – Tobi S. Krueger & Jon D. Krueger
BLICKHAN – German Shepherd Dogs – Dawn M Drajin
BLISSFUL – Maltese – Lisa Caudill
BLOSSOM TRAIL – American Eskimo Dogs – Kristine L. Graham
CENTRAL VALLEY – French Bulldogs – Heather R. Klynstra & Larry Vieira
GOLDROX – Golden Retrievers – Maura A. Roxby & Courtney L. Roxby
HISAW – Australian Shepherds – Rhonda R. Silveira & Kendra G. Winans
LEGACY MOUNTAIN – Labrador Retrievers – Diane Jasper
MALPASO – Australian Shepherds – Mirjam M. Senger
The Board convened on Friday, February 7, 2020 at 8:30 a.m.

All Directors were present, except for Dr. Davies. Dr. Davies participated in the meeting by telephone conference, and by Board policy, and without objection, he did not vote. Also present was the Executive Secretary.

The January 2020 Board minutes, copies of which had been provided to all Directors, were reviewed. Upon a motion by Mr. Tatro, seconded by Ms. Biddle, the January 2020 Board meeting minutes were approved unanimously. (Dr. Davies did not vote)

**EXECUTIVE SESSION**

There was an EXECUTIVE SESSION to discuss sensitive business matters. It was reported out that the Minutes of the January 2020 Executive Sessions were approved.
PRESIDENTS REPORT

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

Legal Status Report
The Board reviewed a status report on pending litigation and other Legal activities for the month of January 2020.

FINANCE
Joseph Baffuto, CFO, briefly summarized AKC’s unaudited financial results for the fiscal year ending December 31, 2019. Total year to date revenues of $79.5 million were $2.7 million or 3.5% greater than the 2018 comparative period. Dog Registrations were up for the year by 1.2%, and Litters increased by 3%. Events increased by 5.3%, while entries were at an all-time high of 3,310,558. Operating income for the year ended December 31, 2019 was $5.2 million which was favorable compared to 2018, while including a number of unbudgeted items. Additionally, the operating investment portfolio reflected total unrealized gains for the year of $14.8 million dollars.

EXECUTIVE SECRETARY
Mari-Beth O’Neill, Vice President, Sport Services participated in this portion of the meeting.

Australian Terrier Proposed Breed Standard Revision
The Board reviewed proposed revisions to the Australian Terrier breed standard, submitted by the Australian Terrier Club of America (ATCA). The Australian Terrier Club of America, Inc. (ATCA), received a petition dated December 27, 2019, signed by 35 members, 22%, requesting a revision to the tail section of the standard. Following a motion by Mr. Tatro, seconded by Ms. Biddle, the Board VOTED (unanimously; Dr. Davies did not vote) to permit the ATCA to proceed to ballot its membership on the proposed standard changes in accordance with the club’s Constitution and Bylaws.

Manchester Terrier Proposed Breed Standard Revision
The Board reviewed proposed revisions to the Manchester Terrier standard as submitted by the American Manchester Terrier Club (AMTC). The current standard was approved June 10, 1991.

Following a motion by Mr. Tatro, seconded by Mr. Hamblin, the Board VOTED (unanimously; Dr. Davies did not vote) to approve the proposed revision to the Manchester Terrier breed standard be published for comment in the Secretary’s Page of the AKC Gazette.
Parent Club Designation for Small Munsterlander Pointer
The Board reviewed a request from the Small Munsterlander Pointer Club of America to be designated as the Parent Club for the Breed.

Following a motion by Mr. Sweetwood, seconded by Mrs. Wallin, the Board VOTED (unanimously; Dr. Davies did not vote) to designate the Small Munsterlander Pointer Club of America as the Parent Club representing the Small Munsterland Pointer with the AKC.

CONFORMATION
Doug Ljungren, Executive Vice President, Sports & Events and Mari-Beth O’Neill, Vice President, Sport Services participated in this portion of the meeting. Tim Thomas, Vice President of Dog Show Judges, 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.

Limited Number of Events Policy
Starting in January 2019, the Limited Number of Events Policy was changed to provide flexibility across the country. The goal was to assist clubs that might want to hold a third show and provide additional opportunities for local exhibitors without negatively impacting other clubs in the region. Given one year of experience under the new policy, the staff presented a memo at the January 2020 meeting to explore possible additions to the policy that could further assist clubs without negatively impacting other clubs in the area.

Following their discussion in January, the Board requested a modification to the Limited Number of Events Policy to allow clubs the option of holding a third show provided they meet specific criteria. The staff recommendation is, in addition to the current policy, a club would qualify for a third show provided there are no other shows within 600 miles on the day of the show or any day of the cluster. There was significant discussion among Board members and staff if 600 miles was the correct distance. Also discussed was a 400-mile range and distances in between 400 and 600 miles.

The goal is to keep the existing criteria plus add additional provisions to provide even greater flexibility. Staff will do additional research and bring the memo back for further discussion at the April Board meeting.

Bred-By-Exhibitor Puppy Classes
The Board reviewed a recommendation to create a Bred-By-Exhibitor Puppy (BBEP) class in conformation. This idea was originally proposed in 2017 by Board Member Patricia Cruz. Many exhibitors are motivated to earn the Bred-By-Exhibitor medallion. Cur-
rently they are inhibited from showing in the Puppy classes on the chance that they earn Championship points, which would eliminate them from earning the medallion. Offering BBEP classes will be at the option of the host club. The recommendation is consistent with AKC’s focus on the importance of breeders and the Board’s decision to dedicate 2020 as the “The Year of the Breeder”.

Following a motion by Ms. Cruz, seconded by Mr. Powers, the Board VOTED (unanimously; Dr. Davies did not vote) to create a Bred-by-Exhibitor Puppy Class. This will require an addition to the Rules Applying to Dog Shows, Chapter 3, Sections 3, 8-A and 11 and updated wording to the requirements to earn the BBE Medallion and the Puppy of Achievement Certificate.

This proposed rule changes will be read at the March Delegate meeting for a VOTE at the June Delegate meeting.

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 in November 2019 and it was presented to the All-Breed Delegates Committee at their December 2019 meeting.

The Board reviewed a Staff memorandum which presented a formal recommendation to implement NOHS Levels of Achievement to include Bronze, Silver, Gold and Platinum awards to exhibits obtaining a predetermined number of NOHS points based on the current NOHS point system.

Following a motion by Mr. Powers, seconded by Mrs. Wallin, the Board VOTED (In favor Ms. Biddle, Mr. Carota, Mr. Feeney, Dr. Garvin, Mr. Hamblin, Ms. McAteer, Mr. Powers, Mr. Smyth Mr. Sweetwood, Mr. Tatro, Mrs. Wallin; Ms. Cruz abstained and Dr. Davies did not vote) to amend the NOHS regulations in create NOHS Levels of Achievement to include Bronze, Silver, Gold and Platinum awards. Exhibits obtaining the predetermined number of NOHS points based on the current NOHS point system will earn these designations. The primary owner of a dog achieving these levels will receive an appropriately colored NOHS pin and will be emailed a Certificate of Achievement. As part of this action, the Board approved to allocate an unbudgeted $19,000 to add the ability to grandfather awards back to the launch of the program. The grandfathering will recognize the highest level achieved to date.
Recognition Level Minimum Level of NOHS
Points
Bronze 250
Silver 500
Gold 1,000
Platinum 2,000

Staff Review Process for Dogs Disqualified by Event Committees
The Staff presented the procedures that will be utilized should the change to Rules Applying to Dog Shows, Chapter 11, Section 8-A be approved by the Delegates at the March 2020 meeting.
Currently a dog can only be disqualified by an Event Committee in the rare instance that there is an injury to a dog or person. There are cases where a dog attacks but there is no injury due to quick reactions or simply by luck. The recommended change is to allow the Event Committee to determine if a dog that attacks presents a hazard and, if so, it may disqualify a dog for aggression without an injury.
There has been some concern that the revised rule could be misused. To mitigate these concerns, exhibitors need to be confident that the AKC has a solid review process in place to confirm that the Event Committee acted properly, and the facts of the matter support the conclusion of the Event Committee.
An article was published in the March issue of Perspectives to communicate to the Delegates the internal review process used when a DQ by Event Committee is reported. The article incorporates the Board’s direction that the Event Committee’s review process must include written documentation of the incident including signed witness statements.
The DQ by Event Committee form was modified to emphasize the documentation that must be submitted. The DQ by Committee form, with the changes from the current form was presented to the Board and this form will be used if the Delegates approve the recommended change at the March Delegate meeting.

Status Report - AKC Event Search & Results
The Staff provided a status report on the enhanced AKC Event Search & Results that was launched in January 2018 and enhanced in May 2018 with the addition of the map-based search feature.
Measurable goals for the enhanced AKC Event Search & Results were:
   (1) Increasing the daily usage of the search.
Result: The number of average daily users since implementation has continued to be at least 30% higher than pre-implementation.
   (2) Improving the experience for users of mobile devices.
Result: The number of mobile device users since implementation has continued to be at least 100% higher than pre-implementation.

(3) Providing access to important event documents.

Result: In 2019, an average of 637 event documents (premium lists, judging programs, etc.) were accessed daily through the AKC Event Search & Results. Posting documents on the AKC Event Search & Results was not possible prior to the enhancements.

The enhanced AKC Event Search & Results tool has increased customers using the AKC website and provided exhibitors with a useful tool for event planning and results verification.

4-6 Month Beginner Puppy Exhibitor Update
The Staff provided the Board information about 4-6 Month Beginner Puppy (BPUP) exhibitors; specifically, what percentage of the BPUP exhibitors are new to the sport and what percentage of dogs go on to exhibit in regular conformation shows.

28.2% of the households exhibiting in BPUP in 2018 were new to conformation. An analysis of the dogs exhibited in BPUP in 2018 showed that 78% of the dogs continued to show in regular conformation classes. Additionally, some of the exhibitors go on to participate in other sports, with CAT/ Fast CAT, Rally, and Obedience being the most popular.

The BPUP competition continues to grow. In 2019 there were 964 BPUP events, a growth of 151 events (19%) when compared to 2018.

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

Mandatory Ramp Examination - Cirneco dell’Etna
The Board reviewed a request from the Cirneco dell’Etna Club of America that the Board of Directors mandate the use of a ramp for all examinations of the breed including during group and Best in Show judging. Currently, Cirneco dell’Etnas may be judged either on the ground or the ramp at the discretion of the judge.

Following a motion by Mr. Smyth, seconded by Mr. Tatro, the Board VOTED (In favor: Ms. Biddle, Mr. Carota, Ms. Cruz, Mr. Feeney, Mr. Hamblin, Ms. McAteer, Mr. Powers, Mr. Smyth, Mr. Sweetwood, Mr. Tatro, Mrs. Wallin; Opposed: Dr. Garvin, Dr. Davies did not vote) to approve the request from the Cirneco dell’Etna Club of America to make mandatory the use of the ramp for all examinations of the breed including during group and Best in Show judging.
CONSENT
Following a motion by Dr. Garvin, seconded by Mr. Powers it was VOTED (unanimously) to approve the following Consent items:

- Delegate and Club Approvals
- Alaskan Malamute Obedience Jump Height Requirements
- Communicable Diseases - Rules Applying to Dog Shows Chapter 11, Section 9
- Eligibility to Participate in the 4-6 Month Beginner Puppy Competition
- Retriever Field Trials – Marking the Blind Retrieve with a Conspicuous Object
- Pointing Breed Hunting Tests - Three Recommended Clarifications
- Parent Club Designation for American English Coonhound

Delegates Approved
Kristina M. DeLisi, Runnells, IA
To represent Central Iowa Kennel Club
Diane Reid, New York, NY
To represent Briard Club of America

Alaskan Malamute Obedience Jump Height Requirements
The Board VOTED to approve a request from the Alaskan Malamute Club of America, that the jump height requirements in obedience be lowered to three-quarters of the height of the breed at the withers. With the change, they will jump at 16” – 18”. The request is consistent with similar breed adjustments already approved for obedience competition (see Chapter 4, Section 13 and Appendix A of the Obedience Regulations).

Rules Applying to Dog Shows Chapter 11, Section 9 - Communicable Diseases
The Board VOTED to approve a recommendation from the Delegate Dog Show Rules Committee (DSRC) to modify Chapter 11, Section 9 of the Rules Applying to Dog Shows, which defines the eligibility restrictions related to dogs with communicable diseases.

This will be read at the March Delegate meeting for a VOTE at the June Delegates meeting.

Proposed new wording underlined:

CHAPTER 11
SECTION 9. No dog with a communicable disease shall be on the show grounds or premises. Exhibitors should follow their veterinarian’s recommendations to ensure that their dogs are free of internal and external parasites, any communicable disease, and have appropriate vaccinations.

Eligibility to Participate in the 4-6 Month Beginner Puppy Competition
The Board VOTED to approve a recommendation submitted by the Delegate Dog Show Rules Committee to modify the 4-6 Month Beginner Puppy Competition Regulations to allow minor children of professional handlers with amateur status to participate in the Four-
to-Six Month (Beginner Puppy) Competition. This idea was originally proposed by Board Member Patricia Cruz.

The revised section of the Regulations is provided below:

- 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.*

- Minors (under 18) with amateur status who reside with professional handlers and 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.

**Retriever Field Trials – Marking the Blind Retrieve with a Conspicuous Object**

The Board VOTED to approve a recommendation from the Retriever Field Trial Advisory Committee to clarify that in Retriever Field Trials, the location of the bird in a blind retrieve should be clearly marked with a conspicuous object. This clarification will bring greater consistency between trials.

*Field Trial Rules and Standard Procedures for Retrievers*


On “blind” retrieves, whenever possible, the Judges should plan their tests in such a way that they take advantage of natural hazards, such as islands, points of land, sand bars, ditches, hedges, small bushes, adjacent heavy cover, and rolling terrain. Despite such natural distractions, it should be possible, at least in theory, for a dog to “find” a well-planned blind-retrieve on the initial line from his handler; that he will do so is highly improbable because of those natural hazards, so he must be handled to the “blind.” Nevertheless, the test should be so planned that the dog should be “in-sight” continuously. To further the prior principle, the blind must be clearly marked with a conspicuous object. A blind retrieve is a test of control, and a dog which is out of sight for a considerable period cannot be said to be under control. Utilizing natural hazards should obviate the need for Judges issuing special instructions about the manner of completing a blind retrieve, other than to “get the meat” by the shortest, fastest, or most direct route.
Pointing Breed Hunting Tests - Three Recommended Clarifications

The Board VOTED to approve a Staff recommendation for three changes to be made to the *Regulations for AKC Hunting Tests for Pointing Breeds* meant to clarify issues that have arisen in the field (changes underlined below). Specifically, (1) better define what is meant by “no training on the grounds”, (2) clarify that when two dogs are on point in close proximity to one another, the judges should take control of the situation by instructing one handler to hold up while the other dog completes its bird work, and (3) clarify how to handle the situation where a Junior level dog catches a bird and proceeds to mouth it excessively.

Chapter 3. Instruction for Hunting Test Committees.

Section 9. Training. There shall be no training on the grounds of a Hunting Test on the day of the event prior to its start or during the running of the event. The definition of “the grounds” shall include any area used for the course(s) plus the parking area. Beyond that, the exact determination of “the grounds” is left to the determination of the event committee given the specifics of the location. Once an event has concluded, training is allowed provided it is allowed by the host club and the landowner/managing agency. Exceptions may be granted by the Performance Events Department under special circumstances.

Chapter 5. Test Requirements.

Section 1. General Requirements and Instructions.

(N) **Courtesy to One’s Bracemate.** When two dogs are working in the bird field, the handlers, judges and gunners should be generally aware of the location and actions of the bracemate so as not to interfere with each other. When both dogs are on point in close proximity to each other, the judges should take control of the situation in order to ensure safety and minimize interference. Usually the dog that goes on point last should be asked to hold up until the other dog has completed its bird work. If the first dog is having difficulty, it is up to the judge to decide when the second dog may proceed with its bird work.

Part II. Hunting Test Categories.

5. Retrieving. New paragraph #9

In a retrieving situation when both dogs are on point in close proximity to each other, the judges should take control of the situation in order to ensure safety and minimize interference. One dog should be asked to hold up until the other dog has completed its bird work. If the first dog is having difficulty, it is up to the judge to decide when the second dog may proceed with its bird work.

Chapter 5. Test Requirements.
Section 2. Instructions and Test Requirements for Junior Hunting Test.

(4) Trainability: If a Junior dog catches a bird and proceeds to mouth it excessively, the dog shall receive a lower score in trainability depending on the extent of the fault. Note: This fault is scored under Retrieving in Senior and Master level tests.

Parent Club Designation for American English Coonhound
The Board VOTED to approve the National American English Coonhound Association as the designated Parent Club to represent the American English Coonhound.

COMPANION AND PERFORMANCE
Doug Ljungren, Executive Vice President, Sports & Events, was present for this portion of the meeting. Caroline Murphy, Director, Performance Events, participated in this portion of the meeting via video conference.

Dalmatians Request to Participate in Herding
The Board reviewed a request from the Dalmatian Club of America to allow Dalmatians to participate in AKC Herding events.

Following a motion by Ms. Cruz, seconded by Mr. Tatro the Board VOTED (In favor: Mr. Carota, Ms. Cruz, Mr. Feeney, Mr. Hamblin, Ms. McAteer, Mr. Powers, Mr. Smyth, Mr. Sweetwood, Mr. Tatro, Mrs. Wallin; Opposed: Ms. Biddle, Dr. Garvin, Dr. Davies did not vote) to not approve the request from the Dalmatian Club of America to allow Dalmatians to participate in herding events.

Participation in the AKC Herding program is limited to breeds whose historical function is consistent with the test. While there is little doubt Dalmatians are intelligent, versatile dogs, the evidence does not support herding livestock was a historical function of the breed.

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

AKC MEDIA
Ron Furman, Director, AKC Media, Daphna Straus, Vice President, Business Development, and William Ellis, Media Manager participated in this portion of the meeting. Staff presented on update on media sales, sponsorships, licensing and AKCTV.

AKC’s digital sales team saw increases across the board in 2019. This increase in sold impressions and higher direct CPMs in 2019 represents better utilization of available inventory, and higher revenue optimizations for direct sold campaigns in 2020. 2019 saw substantial growth in advertising on AKC.org, AKC.TV, Content, Direct Email, and Video.
AKCTV traffic is up across all platforms. We continue to focus marketing efforts in 2020 on mobile app downloads.

**MARKETING**

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

**National Digital Brand Marketing Campaign Launch Update**

Staff gave a presentation on the Q1 2020 launch of the AKC’s national digital brand marketing campaign “If It Barks, It’s AKC.” This cross-channel, digital campaign, targeting all types of dog-lovers, will promote AKC’s key objectives: registration of purebred dogs, awareness and interest in AKC training, sports and events and the overall perception of AKC.

The key messaging in the campaign was reviewed: “The American Kennel Club has the “expert knowledge, advice, resources, and support you need, anytime, anywhere, about anything and everything dog—if it quacks, moos, or meows, you’ve come to the wrong place. But if it barks, it’s AKC.”

**Marketing Updates and Highlights**

Staff presented a review of the Marketing Departments highlights and accomplishments in 2019.

- AKC.org: AKC.org site traffic is extremely healthy. Positive site traffic growth is attributed to SEO (search engine optimization) improvements both in site structure and content, content strategy, and improved cross-channel collaboration. The year closed on a high with December Users and Sessions up versus year ago (YAG), +10% and +8.5% respectively, positioning the website for continued growth in 2020.
- AKC Email Program: In 2019 AKC sent emails across 1,051 campaigns. Emails open rate increase by 27% YOY. AKC’s open and click-thru-rates remain well above industry benchmarks.
- Social Media: AKC Facebook finished 2019 with a total of 4,007,922 followers. This is a +2.18% YoY increase. For comparison, Facebook overall US user growth was +0.22%
- AKC Instagram finished 2019 with a total of 304,536 followers. This is a +11.7% YoY increase.
- AKC Marketplace traffic was up versus year ago +7.9% (users) and +10.4% (sessions). Organic traffic increased (+8.8% YOY). Direct traffic was up 34.3% in 2019. Litter listings continue to trend up in 2019, with July being the top month, beating the same month in 2018 (YAG +24%). Total litters listed in 2019 is +18% vs 2018.
- AKC Barketing Basics was held December 11-14 in Orlando – The Marketing department held one-on-sessions with AKC club
members and breeders that covered marketing best practices and how they can use them to help grow their membership and events, educate the public, or find the right puppy owners.

**CLUBS**

Doug Ljungren, Executive Vice President, Sports & Events, and Lisa Cecin, Director, Club Relations, participated in this portion of the meeting.

**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 Requests for AKC Membership and a report on Member Club Bylaws approved and newly licensed clubs.

**Report on Newly Licensed Clubs Approved in December 2019 and January 2020**

German Pinscher Club of the Southwest, greater Albuquerque, NM area (including communities west to Buckeye, AZ, north to El Prado, NM, east to Dallas, TX and south to Austin, TX), 31 total households, 17 local.

Heart of America Chinese Crested Club of St. Louis, greater St. Louis, MO area (including communities north to Wright City, MO, south to Cadet, MO, east to Greenville, IL and west to Fulton, MO), 30 total households, 12 local.

Southern Nevada Boxer Club, greater Clark County, NV area, 21 total households, 12 local.

**COMPLIANCE**

The following AKC Management actions were reported:

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

It was VOTED to adjourn Friday, February 7, 2020 at 3:13 p.m.

Adjourned

Attest:

Gina M. DiNardo, Executive Secretary