Dear Friends,

To begin this update, I am pleased to share with you an uplifting letter to our Canine Good Citizen department about COVID-19 and trick dogs.

“We are a small group of medical and business professionals who are dog training our way through the COVID-19 quarantine period. We have a diverse array of members, many of whom are front line staff working during the COVID-19 crisis.

The AKC decision to accept videos for Trick titles has been game-changing for us. You have given us a welcome respite during the pandemic. The AKC trick dog program is bringing so much joy to us and giving us something to talk about other than COVID-19. Thank you so much, AKC.

--Zak Thatcher, RN BSN CEN

COVID SPECIFIC EFFORTS

  - Content includes
    - Latest information from the CDC and WHO (updated regularly)
    - Latest position from AKC regarding events
    - FAQs
    - Event cancellations
    - Links to additional AKC resources (Government Relations, Canine College, COVID-Dog Resources

  - Topics include but are not limited to:
    - Training your puppy at home (videos)
    - Breed documentaries
    - Indoor fun and games for your dog
    - Protecting your pets in a crisis
    - Activities for children and dogs
• Developed AKC’s “Woof from Home Challenge”
  o Currently on week 8
  o Daily activity for dog owners that encourages them to spend time with and enjoy their dogs doing activities that are constructive, fun and comforting
  o Each activity falls under one of the following themes: Do It Yourself Trick, Health, or Bond/Love and can be done with things from around the house
  o Graphic detailing activity is posted each morning on AKC’s social media properties
  o Highlights: https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTI1NTA4NTQzMzc1Nzk3?igshid=sivz2037axsq

• Sports and Events Department is working on guidelines for each of the 26 sports we recognize.
• Virtually every newsletter has COVID-related content (training tips, newest health information, etc.)
• Dr. Jerry Klein has done multiple interviews on AKC.TV re: COVID-19 and keeping us factual.
• Dr. Klein and Public Education held webinar on COVID-19 on 4/8 with over 70 participants.
• Klein has been used in publications across the country including in MarthaStewart.com New York Magazine, NY Daily News, LA Times, and more.
• Over 250 followers in the AKC Friends and Family group talking about shows, COVID concerns, new activities, etc.
• President’s April and May Gazette letter focused on efforts to help clubs
• Emails/Information sent to Delegates, Club Officers, Exhibitors (event specific)
  • AKC update position on COVID-19 and events
  • AKC Noteworthy News
  • Agility and Obedience cancellation and rescheduling notices
• Launched Virtual Rally Novice title opportunity 4/29; almost 300 participants since launch
• Launching GoodDog Helpline Webinars for new dog owners on 5/22

Government Relations (blogs and notices posted)
• Status of Legislatures Impacted by COVID-19 -- updated daily.
• Sporting Dog Update: Four Southeastern States Provide COVID-19 Accommodations
• A Letter from Dennis Sprung to Congress on Government Assistance Packages
• Confirmation of COVID-19 in Two Pet Cats in New York
• COVID-19 Reinforces Need for Healthy Habits Around Pets
• Animal-Based Research Helps Scientists Develop Responses to COVID-19
• State Re-openings and Status of Pet Care Services
• COVID-19 Reinforces Need for Healthy Habits Around Pets
### Sports and Events

#### Tracking the Cancelation/Postponement of All-Breed Shows

**As of Monday AM, May 4**

<table>
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<tr>
<th>Time Period</th>
<th>Schedule</th>
<th>Postpone</th>
<th>Percent</th>
<th>As of Mon AM</th>
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<td>65</td>
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<td>7%</td>
<td>5%</td>
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<td>563</td>
<td><strong>70%</strong></td>
<td><strong>67%</strong></td>
<td><strong>62%</strong></td>
<td><strong>57%</strong></td>
<td><strong>53%</strong></td>
<td><strong>43%</strong></td>
<td><strong>39%</strong></td>
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### ADDITIONAL EFFORTS

**Broadcasting, Sponsorship, Licensing and Media**

Actively maintaining the ongoing operations in their respective verticals. Engagement with clients, brands, vendors and outside communications are each geared to the proper tonality of the current situation while adapting to and activating the priority projects to ensure AKC mission & financial attributes.

- Finalized an agreement with Tractor Supply to be the “Official Rural Lifestyle Partner of AKC”
- AKC.tv has reached the milestone of 100,000 downloads.
- Working with ESPN for additional AKC Sports televised events

**Club Relations**

- Plott Hound Association of America approved to hold Licensed Coonhound events
- Dachshund Fanciers of Southwestern Washington approved for Mentored Conformation Event Program
Communications
- Actively promoting AKC PupPals program to hospitals hardest hit by pandemic
- Multiple pitches of Dr. Klein as a resource: Money.com, USA Today, healthpetedibles.com, and AKC.TV interviews done this week
- Reviewing scholarship applications for Spurling scholarship
- Pitching AKC Resource for Dog Owners/COVID-19 Page
- Pitching AKC online educational resources to art and parenting outlets, secured placements in Romper.com and Redtricycle.com
- Canine Partners Anniversary pitched to long leads and rescue publications; reworking announcement for June or July
- Preliminary work for MTB Nashville; developing media plan
- Revised the press center COVID 19 page with the most up-to-date recommendations.
- Promoting ACE submissions via social and email blasts (ongoing)
- The President’s monthly Noteworthy News sent out 4/30
- Provided continued support to AKC CHF
- Dr. Klein “When Do I Need a Vet” webinar set for 5/15

Marketing
Every newsletter contains content pertaining to COVID-19 including email banners to the resources pages
- AKC Communicates
- AKC.tv
- Nibble General
- Noteworthy News
- Taking Command
- Nibble Breeder
- Nibble Pupdate

Social:
- Working on “Honoring Agility Retirees” – video compilation that will be posted on social to honor the dogs who would have retired at this year’s National Agility Championship. The compilation includes over 75+ videos from competitors which will premiere May 9th on Facebook
- Promoting Week 7 of Woof from Home
  - Activities promote Trick Dog, responsible dog ownership, virtual rally, dogs + gardens
  - WFH has contributed 3.5M additional impressions on Facebook since March 18
- Audited and refreshed multiple Facebook/Instagram audiences to integrate new customers with a goal of more effective targeting/efficient delivery of educational information

AKC Shop
- Launched “Shop For a Cause” with Teddy The Dog Company; a portion of money from each mask sold goes to Direct Relief to assist Healthcare workers with getting PPE supplies.

AKC.org
- Consistent updates to content based on new developments in COVID-19 situation; CDC guidelines, dog testing positive
**Marketplace Marketing**
- Marketing sent final emails to BOM, BWH, and other Breeders on 4/29 advising of the opportunity for Annual Subscription discount
- Marketing began implementing Breeder and Consumer Email Nurturing campaigns 5/1
- Marketing building Consumer Abandoner Email Campaign
- Working with email team on utilizing Live Clicker within initial email to determine where consumer is in their puppy seeker journey and to better tailor their messaging accordingly

**Publications**
- Preparation of stories from Family Dog for AKC.org
- Promoted the virtual rally program through Family Dog’s Facebook page
- May Gazette prep — No current event photos, of course, but it’s shaping up to be a quality representative issue.
- Gazette Facebook continues strong—500 new followers.
- Designed and created May/June Digital Family Dog
- Updated Breed Poster layout with Barbet and Dogo Argentino
- Updated Breed ID Guide layout with Barbet and Dogo Argentino

**Public Education/Canine College**
- As of April 23, 2020, 3,366 people have taken the Conformation for Beginners course.
- Since the launch of the 50% Breed Course discount on April 2nd, participation in 1,317 breed courses
- The Bernese Mountain Dog Breed Course launched on Friday, May 1
- As of 5/1, 5,462 judges have attended Judges Education Webinars
- We have now received submissions for 274 dogs and 583 requests for PupPals.
- We continue to receive participation in the AKC Virtual Patch Program and the AKC “At Home with My Dog” Art Contest
- This week, Public Education launched AKC Breed of the Week for Kids, which is a virtual scavenger hunt that provides children ages 8-13 an opportunity to learn about a new breed each week. They are encouraged to “collect” these breeds in a virtual sticker book.

**Registration and Customer Service**
- April 2020 Litter registrations were 13% better than planned and 15% above last year while individual Dog registrations were 21% better and 22% greater than last year.
- April 2020 totals for both Litters and Dogs were higher than every April since 2009.
- AKC Call Center reps have made more than 100 outbound calls each day to dog registrants that started an online application but did not finish it; the purpose of the calls is to proactively provide whatever assistance is necessary to help customers complete their transactions; in 20% of these calls the Rep is helping the customer complete the registration while on the phone; 80% of the calls result in a complete registration within a few days.
- PuppyVisor sales are running +100%; a new PuppyVisor Group Session product finished Beta testing this week and will be released for sale to the public soon.
IT

- Enhanced the ability for changes to the qualifying period for Agility Invitational if requested
  - This was deployed Wednesday, 4/22
- Renegotiated Microsoft 3-year renewal and began negotiations with Vonage
- Kicked off Teams migration project with the goal of moving company to a single, standard IM solution (especially important with everyone working remotely), this will allow us to materially reduce our use of Slack
- Committed to publishing weekly IT newsletters for work-at-home users; first two focused on security issues
- Implemented additional Zoom security features in response to threats related to working conditions caused by COVID

Support Services:

- Assisted with AKC/CHF MOU revisions
- Stock room staff fulfilled over 1000 orders (varying content)
- Obtained more PPE equipment for existing staff working in the building and beginning to stockpile for when we invite employees currently working remotely to come back (NC)

My appreciation to the AKC Board of Directors and staff for their ongoing dedication to our clubs, breeders, delegates, judges, exhibitors, handlers, and everyone who makes our 26 sports so important to each of us. We will WIN this war and be back at events with our beloved dogs. My sincere wishes for good health to you and your loved ones.

Dennis B. Sprung