

PURE-BRED DOGS/AMERICAN KENNEL GAZETTE

SEPTEMBER 1990/\$4.00



- AKC's Rarest Breeds
- Allergic Skin Diseases
- The Rewards of Owner Handling

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GAZETTE

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With only \$200 in its treasury, Bonanza Kennel Club members rallied together for a successful first show.

Bonanza on a Budget

BY CANDY ROPER

How do we hold a dog show with under \$200 in our club account? Is it possible? What if we get started and run out of funds? Will we have to chip in out of our own pockets? What if we still don't have enough? We don't have ring equipment; where will that come from? This is the first show for our club and community—what if the local merchants won't support us? There are a lot of expenses—judges, hotels, trophies, ribbons, grounds. This is a big project for a newly licensed club. Will we make it?...

The Bonanza Kennel Club of Carson City was organized in the fall of 1980 by a few dedicated members of the community—about a dozen—and finances were very limited. Club functions were sometimes financed out of club members' pockets and were reimbursed when funds were available.

The first major obstacle to overcome was with the parks department. They

emphatically stated that no dogs would ever be allowed on the lawns in any park in Carson City. Therefore, the first matches were held out of town, either in Reno, thirty miles to the north, or in Gardnerville, twenty miles to the south. Due to the efforts of a pit bull club, dog events were eventually allowed in the parks. Once it held a match, Bonanza was allowed to use the parks. The club formed a working relationship with the parks department that has grown stronger with each event.

Within a few years, the club was holding two sanctioned matches per year. These matches financed the club's limited operations and functions. Judges often donated their services to the club.

Because there are no indoor facilities in Carson City large enough to hold even a small match of 125 or so entries, four rings were set up inside the gymnasium of the community center, and two rings for obedience were outside in the parking lot, regardless of the weather. The first match each year was usually held in January when weather is extremely unpredictable, and judges, stewards and exhibitors were often

The author is a novice exhibitor of her Bernese Mountain Dog and is disabled. A member of the Bonanza Kennel Club since 1985, she has been its corresponding secretary since 1987.



Fox & Cook

forced to face the bitter cold and wind—and snow—typical of the area.

Summer matches were held in July or August, when the temperature in Carson City can soar to nearly 100 degrees. These matches took place in the park across from the community center, and the limited shade was grabbed early in the day.

Ready To Show

By 1987, the club was ready to submit its application to the American Kennel Club for licensing. Membership in the club had reached forty-five. After members' breeding and exhibiting records were gathered and submitted, everyone sat back and anxiously awaited word from the AKC. Licensing was approved in March, and the club submitted an application for its first-ever AKC licensed show that month.

A budget was compiled based on an entry of 1,200. Expenses were calculated at \$12,784 to cover judges expenses, hotel rooms, trophies, superintendent, grounds and other expenses as they arose. Income from entries, overnight parking, catalog sales and advertising was calculated at \$21,785.

leaving a profit of \$9,001.

Money was a major problem. After the application was submitted for a Saturday, September 30 show in 1989, the balance in the treasury dipped to \$170.94. The registration for the club trailer was due, which was \$23. A match was planned for July 16th to help raise funds, but mailing costs were going to be \$250. Fortunately, Reno Kennel Club, thirty miles to the north, needed help with its spring show, scheduled for Saturday, June 3rd. It offered the Bonanza Kennel Club \$500 to help with ring set-up and break-down, and on the day before the show a few dedicated Bonanza K.C. members and a couple of friends arrived ready to go to work. Reno's check was enough to keep things going; the summer match proceeded with an entry of 136, raising another \$500 with which the club could work.

The club took advantage of every possible chance to freely publicize the show. No advertising fees were paid. The only cost in advertising was the cost of postage stamps used to mail news releases to every local tv and radio station as well as newspaper. About

Club members look on as judge Robert L. Ligon presents the BIS ribbon to the Boxer, Ch. Treceder's All That Jazz.



A Bearded Collie is gaited in the conformation ring at Bonanza Kennel Club's first show.

thirty-five news releases were mailed on three occasions in the three-month period preceding the show. A statewide publication, the *Nevada Magazine*, placed the event on its show calendar, which was published two months before the show. The three area newspapers placed the show on their events calendars. The local radio station became interested and freely publicized the show on the air. The station manager was also the president of the Chamber of Commerce, of which the club is a member, and its newsletter publicized the show under "News From Our Members" and on its community calendar. Two West Coast show photographers, both of whom are friends of club members, were contacted and they

a very coveted trophy.

Local merchants and breeders were also contacted about advertising, and the thirty-one advertisements collected made another small profit for the club.

In preparation for the first show in the community, the club offered free conformation and handling classes to the public. The classes were well attended by both the general public and club members. A month before the show, the local newspaper attended a class and took photos for an article that would appear prior to the show. Obedience classes were also offered and well attended.

The club had a list of ring stewards willing to come and work at its first show. Some were local members of var-

were happy to attend our first show.

Donations

Trophies were the next obstacle to overcome. Members went to their veterinarians and local merchants, as well as to fellow fanciers, and began collecting donations. Eventually, the club had donations for forty-five breed trophies and all Groups. The Best in Show trophy—a crystal and silver tray with a crystal bowl containing one hundred silver dollars—was donated by Don Tatro, owner of the Carson Nugget, a local casino. It turned out to be

J. P. Presacco

How a New Club Holds Its First Licensed Show

A group of dog lovers comes together and decides to form a club. How do they proceed from a simple love of dogs to gaining the approval of the American Kennel Club to hold a licensed dog show, a major event?

The first thing they should do is acquire the AKC booklet, *The Formation of Dog Clubs*. It contains detailed information about what is expected of a club at every stage of its development. Essentially, specialty, all-breed and obedience clubs are expected to hold informal Plan B(OB) matches, progress to more formal Plan A(OA) matches and eventually host a licensed event. What kind of time frame is a club looking at to move acceptably through the ranks? *The Formation of Dog Clubs* states that though there is no definite time allotment, specialty clubs must hold a "program" of B matches over a period of at least two years. All clubs must then make a

presentation to the AKC requesting approval to move on to A(OA) matches, of which they must conduct two at least six months apart. Clubs may then be considered for the holding of licensed events.

James P. Crowley, Director of Dog Events at AKC, says that when a club applies to hold a licensed event, "it's a one-shot deal." The show site must be fully approved (an area field representative commonly examines the site for the AKC), and all other aspects of the club's functions, as outlined in *The Formation of Dog Clubs*, must be met before approval is granted. Every year that the club wishes to hold another licensed event it must resubmit an application. A club will be issued warnings for any rules violations, and the AKC maintains the right to withhold a club's approval. (*The Formation of Dog Clubs* can be obtained free of charge by writing the AKC, 51 Madison Ave., New York, NY 10010.)—Dominique Davis

The author is an assistant editor at the GAZETTE.

ious dog clubs, some were interested in eventually submitting applications to AKC to become judges. A notice was also put in the premium for those interested in ring stewarding, and three San Francisco Bay area residents responded to that as well. All stewards donated their time free of charge to the club. The ring stewards and the 4-H members who offered sanitary duty were provided, as thanks, with t-shirts that read First All-Breed Dog Show, September 30, 1989, with the club logo in the center.

Popular Presents

National pet product companies were contacted in hopes they would donate sample products for hospitality bags to be given to all overnight exhibitors. Do-

nations included Alpo Liver Treats, Pet Tabs, Mycodex shampoo, Vi-Sorbis, and Biscrock bones. The actual bags were donated by the Carson City Chamber of Commerce/Tourism Authority, which also provided pamphlets, tourist information brochures and a map of Nevada. Dog food samples were supplied by Benson's Pet Foods, a local feed supply store. Two casinos chipped in with tokens for \$1 in free play and one provided ballpoint pens. Also included as a gift from the club were trash bags and a city map showing the location of the hospital, police and fire departments, as well as locations of catalog advertisers, shopping areas and places to eat. Bob Damberg, who traveled from Oregon to take care of overnight parking and park security, said

the bags were a popular item.

Instead of offering obedience ourselves, the Truckee Meadows Dog Training Club of Reno was invited to hold its fall trial in conjunction with Bonanza's all-breed show. September 30th was the traditional fall trial date for Truckee Meadows, and the club readily accepted our invitation.

A new park, Fuji Park, was chosen as the show site because it provided more shade and parking space: it was much more suitable than the previous location. Rental of the park was arranged for \$100 per day, a big break for the club's treasury!

A club member who is a bus mechanic obtained a luxury party bus from a private party in return for mechanical work. This bus is used by entertainers for transportation between engagements, and was used as the hospitality center for the show. It had every comfort, including TVs, VCRs, stereos, refrigerators, a microwave, bathrooms, a shower, and seating for fourteen, as well as six beds.

The Friday preceding the show was scheduled for the Northern Nevada Shetland Sheepdog Club's specialty, the Sierra Nevada Collie Club's specialty, and a match by the Northern Nevada Kuvasz Club. The Shelties attracted over 100 entries, the Collies over sixty entries, and the Kuvaszok had thirty-one—the largest entry of Kuvaszok in the country.

Bring on The Exhibitors

Everything was under control, Jack Onofrio Dog Shows had been hired as the show superintendant to print the premium and catalogs, and take entries, and he was also providing the much needed ring equipment. Judges were hired, several at little or no expense to the club as it was our first show, ring stewards were scheduled, grounds were reserved, trophies had arrived, and Sierra Veterinary Hospital provided at no charge to the club the in-attendance veterinarian. The next worry was the weather. Carson City is

located at the eastern base of the Sierra Nevadas, and the elevation is near 4,500 feet. The weather, unpredictable at any time of the year, is especially so in the spring and fall. It had been a beautiful Indian summer, and everyone hoped the lovely weather would continue through the day of the show.

Friday, the 29th, dawned cloudy and rainy which, though not common, can last several days once it starts. By early afternoon, however, the sky had cleared, and other than wet exhibitors, wet dogs and a few dampened spirits, no harm was done.

Saturday brought sunshine and a wind typical of the canyon in which the show was being held. Entries totaled 1,644, with twenty-three states and three foreign entries represented. The Truckee Meadows Dog Training Club received 107 obedience entries. By noon the weather had warmed and the winds had all but stopped; when Groups got underway, the weather was absolutely beautiful—warmer than it had been all day. Best in Show was judged by Mr. Robert Ligon and won by Ch. Treceder's All That Jazz, a Boxer owned by Jeff and Shirley Bennett and Ann Harr, of Sun Valley, California, and handled by Gary Steele.

One Down, Many More To Go

Bonanza Kennel Club of Carson City is looking forward to holding many more shows in the future, and with the support received from the community and all its friends, each show should be very successful.

As of this writing in July, plans are in place for a September 29, 1990, show, which the club hopes will be as successful as last fall's show. Not many changes have been made in the organizational process. The way the show chairman and committee members organized that show was very successful, and worked well for our situation. The access to gambling is a big draw for the club, as was the show the following day in Reno. 🐾