

DELEGATES REPORT

JUNE 9, 2018

AKC EDUCATION SUMMIT

This was a special presentation on Sunday. It was addressing declining entries, membership, and limited breeds.

The first dog show was in 1874. Only 10% of dog owners participate in dog sports today. The objective is to try and increase this number.

AKC is promoting sports thru awareness, education and training. They are developing a diversified portfolio of events that meet different interests and lifestyles while providing a lifetime of enjoyment. They are trying to reduce the burden of entering and the bureaucracy. They are telling what good purpose bred dogs are for the community and promoting multi-sport events.

They are suggesting clubs structure events for people to have fun, consider holding other activities, tell the public your story (what you have contributed to the community), and a club mentorship program. Our events should be welcoming and encourage people with new puppies to attend.

Less young people are getting involved in our sport. Do to a survey, people are looking for “fun” activities, they want something more social where they meet people, they want a sense of improvement, and physical/mental activity.

They suggested many things to increase club membership and attendance, such as:

1. Have an “All dog/All fun weekend”
2. Reach out to people who aren't members to help at our shows
3. free microchips
4. AKC will send out an email blast to new registrants telling them what we are planning
5. Setting up a Junior scholarship, making it mandatory they belong to and are involved with a club and the community.
6. RHP Junior Clinic with a Seminar, and serve refreshments
7. Offer Pee Wee show.
8. Have a Junior recognition program
9. Hold a Best in Cluster for a Junior
10. Girl Scouts give badges for dog care. Invite them to a show where Juniors are showing.
11. Social Media – Instagram, Twitter, Facebook. 2.2 Billion users on Facebook, with 68 million in the U.S. 71% of the businesses use Instagram. Use engaging photos and include a link to your web site. Be consistent; engage with followers; do not over post but do not go dormant after an event.
12. Public Relations – Organize a media list. Target reporters who cover animal stories. Send news stories throughout the year.

13. Hashtags – Posts with hashtags get 40% more engagement. Keep it short. List on AKC.org, two on Facebook, as many as you want on Instagram.
14. Public Education – Host a pet parade; engage community spirit. Children and dogs in a parade gets a lot of attention. Visit shut ins, have a pet expo, sponsor a food drive.
15. Become a canine ambassador, which allows club members to visit schools.
16. Start a Meal on Wheels for pets
17. Hold an art contest at one of your shows.

Overall registration is increasing but 50 breeds account for 80% of registrations. 56 breeds have increased but 109 breeds have declined. The Otter Hounds, for instance, is struggling with breed preservation. They started a semen bank which was abandoned. They have started a new one and providing sperm for the future. There is a 55% decline in litters since 2008. They are improving public awareness and be more welcoming. They have started a mentor program for new exhibitors and breeders. They do a lot of meet the breeds.

Legislation – 2000 bills so far this year. Legislators want to hear from voters. Imported dogs are bringing in diseases. Legislators are addressing fake service dogs.

The seminar was excellent and while some of the ideas are ones we have discussed, there was a lot of ideas that were new and something for us to consider. Any questions let me know.

JUNE 10, 2018

Canine Health – They donated 2.5M to health research this year. They are (among other things tick borne diseases and cannabis oil products and the effects of overdosing. CHF is the only organization doing research on this.

There is a rise in infectious diseases, including Lepto and Brucellosis. The dogs being brought in from other Countries are bringing the diseases with them. There will be a Health Conference 8/9-11/2018 in St. Louis.

They suggested vet students be invited to dog shows to see how we care for our dogs and learn more about what we do.

More studies show dogs should remain intact until adulthood.

Veterinary outreach reported 11 scholarships were awarded in April.

A webinar is on line for those wishing to do some research.

Dog Show Rules – There was more discussion on whether to allow clubs to have ribbons printed with no dates or place of show. Rules committee voted to allow clubs to order class ribbons with no dates, etc. but all winners, breed, best of breed or opposite, as well as group ribbons will have to have dates and the place of show printed.

Several committees were asked to vote on awarding one point to Best of Winners if there is only one dog and one bitch in attendance. This will go to the Board for approval and should take effect soon.

There was more conversation on housekeeping changes to be sent to the Board.

JUNE 11, 2018

DELEGATES MEETING

The forum before the meeting was a great presentation titled "Domestic Supply of Explosives Detection Dogs". The government and independent business supplying detection dogs are looking at local breeders to supply the dogs to be trained to do this important work. Now 80% of the dogs used come from Europe. They are beginning to use more Sporting dogs, especially in social areas (malls, airports) where they won't be so intimidating to the public. Purpose bred dogs are the answer to this need, since they must have the instinct to do this job.

There were four votes on changes to the Rules, which were housekeeping changes. They read several that will be voted on in September. I will let you know when the meeting gets closer.

Mary Stolz

Delegate Tampa Bay Kennel Club