

February 2014

Greenville Kennel Club News

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Greenville Kennel Club Meetings are held on the 3rd Tuesday of each month at 7:30PM at the Comfort Inn Millennium, 2756 Laurens Rd at I-85.

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A Message from our President

Blake Roulette



Greetings from Blake,

I hope everyone has survived the last few storms without problems. It is time for our next meeting and I look forward to seeing all of you there.

Not much to report from this end as I have been busy with the tax season going strong. Following the shows as much as I can.

The show committee is still working with our new partner and it is looking good.

I plan to see everyone at our meeting until then be safe and take care.

Blake

Sunshine Committee

Becky Ward



A heartfelt get well very soon goes out to member, **Mr. Peter Baynes**. We sincerely pray that you are recovering and resting well. Hope you are out in the show ring very soon!

Sincerely, your friends and members of the GKC.

In mid-January, member, **Tim Dorn's** mom was in the hospital for pneumonia. She was diagnosed w/ lung cancer. It is terminal. She's resting at home. She's too weak at the moment for treatment. Unsure what will happen in the near future. Please keep him in your thoughts and prayers.

If you hear of a Member that is ill or just in need of a kind word of support, please contact Becky at (864) 288-6206 or email at wardbk@charter.net. Remember, a simple word spoken in kindness can make a world of difference for a friend in need.

Carroll James Celebrates his 90th Birthday

Happy 90th Birthday to GKC Past President, **Carroll James**, shown here with **Linda Knorr** and, **Mary James**.



Members' Brags

Bobbie Fairbanks

Rough Collie

Azalea Hill's Keowee Sand Storm RA won a 5-point major in Atlanta to finish his championship.

Lynn Cone

Raelyn Wheatens

GCH Ch Raelyn J'Adore Eiffel "Doree" got Select Bitch at Westminster Kennel Club February 11, 2014, under Judge Christine Ericksen

Bob and Nancy Vandiver

Ch. Mistel's Can Can, owned and bred by Bob and Nancy Vandiver, shown winning a 4 point major to finish her championship. Her finishing win was Best of Opposite over several champions, including the number one Doberman. "Knickers" finished with 4 majors, two of them owner handled.



Members' Brags -Continued

Andrea Hagen

GRAND CHAMPION NORTHWINDS JUST JACK. Completed his Grand Championship at the Forsyth Kennel Club Dog Show in Winston Salem, NC. He finished the day in grand style with a Group 3 placement. Special thanks to Judge James Covey and Jack's handler Kristen Mooney!



Thecla Tyner

CH Kys Wynn'N Fantasy Maker owned and bred by Thecla Tyner won BOB and a Group 2 at the Charleston Kennel Club shows on 1/25/14. Since I was unable to be there, Kacie Davis took her to the show for me and did an excellent job handling her! Thank you Kacie!



Members' Brags *-Continued*

Tim & Lana Dorn
Bahari Siberians

It has been an amazing start of the New Year for us. From Clemson to Mississippi to the Atlanta shows, our puppy, "The George", CH. DiamondT's BBBB Bad To The Bone finished his AKC Championship on Sunday in Atlanta under Houston Clark. He was 3 days shy of his 10 month birthday. We are very excited about the future w/ this wonderful puppy.

Just in today from Westminster KC..... The George's dad, Aden- GCH DiamondT's Sharp Dressed Man just won an Award of Merit w/ his Owner/ Breeder/ Handler Tyler Wells. Very proud of this young man!



Paula Ford

Rough Collie, Pleasant Acre Bainwood Number the Stars, 7 months old, owned by Paula Ford and Donna Pack, went Winners Dog from the 6-9 puppy class for a 5 point Major on Sat February 1st, in Atlanta at the Collie Club of Georgia Specialty Show, and the next day he took a 4 point Major Reserve at the Specialty show.

Details from Your Delegate

Linda Knorr



January Chairman's Report

-- A New Year, An Evolving AKC --

With a new year come new perspectives. Fresh resolutions allow us to look to the future, tackle our goals head on and make change a reality. It is a time to learn from the past and to embrace new starts and new ideas.

In my past reports, I've made no secret to the fact that AKC registrations are declining, yet on the mend. From 2011 to 2012, dog registrations experienced a 10 percent drop. That number improved in 2013, with only a three percent decrease from the previous year - one of the lowest rates of registration decline in a decade. We are encouraged by the improvement of our numbers in the past year, due in large part to business decisions and programs set in motion to revive registrations. In addition, 2013 litter registrations had one of the lowest rates of decline in a decade, also, with a five percent decrease from 2012. The positive disparity between litter registration and dog registration is predominantly due to our successful Breeder of Merit program. We are continuing our efforts to increase participation in Breeder of Merit and we are developing new breeder programs and education seminars. Additional consumer offerings are in the works to make registration more appealing to the general dog owner.

AKC will continue to seek opportunities to further promote registrations and maintain their recovery.

However, as we face a new year, it is time to acknowledge that registrations are unlikely to remain AKC's primary, long-term revenue source or method for engagement with dog owners. Nor should they. Just as with New Year's resolutions, it is time to gaze ahead and embrace transformation at our organization. There is no doubt that dog owners are still in love with predictable purebreds. What is clear is that they are less interested in the papers to prove it. It is also clear that our decision to open the AKC to mixed breed dogs through AKC Canine Partners is connecting with new people every day. While AKC's Facebook page currently holds more than 1.1 million fans with 74% engagement (an astronomically higher rate than the standard four percent achieved by other brands), 2013 dog registrations totaled only 479,404.

Our traditional forms of face-to-face engagement are as strong as ever. However, it is crucial to look towards the future and acknowledge that they won't always be enough. Today's consumers are increasingly connecting with brands, products and organizations in the digital and mobile spaces, not in the show ring. AKC Board and Staff have recognized the organization must embrace a progressive business model to meet an evolving marketplace. AKC must be as relevant to dog lovers today as it was to the group of sporting gentlemen in search of uniform dog show rules 130 years ago.



Details from Your Delegate*Continued*

In response, we are implementing a customer centric approach, making the "AKC experience" as easy as possible through significant investments in digital and by building relationships with all dog owners. The growth and success of our social media and PR efforts is strong ground from which to build. AKC's fans across social media platforms, including Facebook, Twitter, Instagram and Google+ grew by more than 60 percent in 2013. Proactive, positive public relations efforts garnered more than 22 billion impressions in 2013, a significant increase from the previous year. In tandem with a strong social following, we are placing focus on successfully introducing and growing owned digital products. WOOFipedia, a digital/mobile platform soft-launched in November 2012, is AKC's solution for the younger generation to both learn about breeds and responsible dog ownership, as well as share engaging moments and activities between them and their dog.

We are investing in customer relationship management and the development of a strong database of dog lovers across the country. Partnering with major tech companies like Marketo, whose team guides us in the implementation of improved customer management, allows AKC to put business intelligence at the center of business decisions.

We are focused on aggressively marketing and promoting AKC's physical products that immediately appeal to every dog owner. Items like Reggie Box, a compact offering of toys and treats delivered to your doorstep, and Good Dog Helpline, a service that provides professional training insights on the other end of the telephone, are gateways for AKC to bring dog loving consumers into our world.

For every purebred owner who doesn't understand why registration matters, we must find and seize an opportunity to engage. For every dog owner - no matter what the dog - looking for ways to engage with their dog that are fun, educational, and health conscious, we must find and seize opportunities to provide those experiences. And instead of declaring that declining forms of traditional revenue equate to the demise of our organization, we must embrace evolution. It's a new year, and it's time for a new AKC.

As always, your comments and suggestions are welcome at atk@akc.org.

Sincerely,



Alan Kalter
Chairman



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Established in 1939 Greenville Kennel Club An AKC Member Club

The Greenville Kennel Club meets every 3rd Tuesday of the month at the Comfort Inn Millennium, 2756 Laurens Rd. at I-85. Meetings start at 7:30PM. The Board of Directors meets every other month.

For more information on our meetings or scheduled programs, please contact the Recording Secretary, **Margaret Norkett**,
Eyespi20@WCTel.net

All items to be included in the newsletter are due on the Wednesday before our monthly meeting.

Any items submitted to the GKC Editor for inclusion, are subject to copyright law. Furthermore, the submitter shall bear the entire responsibility for copyright infringements and removes the GKC and its Editor from any liable actions for said publication.

**The next meeting of the GKC
is on
February 18, 2014**

Visit us On-line @ www.GreenvilleKC.org

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