

**Pharaoh Hound Club of America**  
Board Meeting (Videoconference & Phone)  
January 21, 2021

Members Present: Mary Severino, Rebecca Stephens, Meredith Wille, Luciane Terra, Stephen Sipperly, Linda Witt, Lynne Tatarowicz, Emily Kerridge, Theresa Harper

Members Absent: none

The meeting was called to order at 5:46 pm (Pacific) by President Mary Severino.

- Minutes were previously approved
- Welcome to new members Lynne Tatarowicz and Emily Kerridge
- Mary will send out end of year Treasurer's report (note: emailed on 1/23/2021)
- Discussed a Code of Conduct for board members
  - Many clubs have them and the document presented was based on a compilation from other parent clubs
  - They are optional; it is not an NDA
  - Largely reiterates code of ethics and provides all members with an equivalent frame of reference
  - Mary asked each board member to review and provide her feedback which she will compile
- AKC Delegate Update (Dominic)
  - **Broadcasting:**
    - AKC ON ESPN --- we expanded our brand presence with content to air on ESPN and ABC TV Networks for a number of years
    - [AKC.tv](#) produced new content weekly ---96 episodes of Dog Center, 26 Ask the Expert, Meet the Breeds episodes, 5 ACE Awards episodes = 1200 + minutes of original content.
    - [AKC.tv](#) surpassed 100k app installs, 1million plays on apps
    - [AKC.tv](#) and AKC live streamed 500+ hours of dog programming at ANC 2020
  - **Canine College:**
    - AKC Canine College relaunched six breeder courses in 2020, which were completely redesigned to incorporate the newest in online learning capabilities. There were 27,256 breeder course enrollments, an increase 422% from 2019.
    - AKC Education hosted 127 webinars in 2020 for 31,496 attendees. These webinars spanned a variety of topics, including breed seminars, training, breeding, and more.
    - AKC Public Education launched several new programs in 2020, including AKC Canine and Me, AKC Breed of the Week for Kids, the AKC Virtual Patch Program, and AKC Kids News.
    - The AKC PupPals Program was revamped to include adults and others in need during the COVID-19 crisis. In order to reach as many people as possible, video messages are now utilized, which brought in an additional 630 new requests and over 330 additional PupPal dogs.
  - **Communication**
    - Effectively garnered 19,522 clips for 2020 as evaluated by outside third-party company, Cision
    - Managed a 96% positivity rating with 4% of clips not being so.

- 49 press releases distributed Nationwide.
- Secured high level media placements in NY Times, Wall Street Journal, Los Angeles Times, Fox News, CNN, NBC News, MSNBC, Modern Dog, ESPN Magazine, E! News, The Today Show, ABC News, CBS News and several others.
- Assisted AKC affiliates (Museum and AKC Reunite) in securing media placements around their initiatives.
- Promoted virtual programs and competitions.
- Created successful campaigns for Meet The Breeds and the AKC National Championship.
- 52 McClatchy articles distributed and published nationwide to over 600 local newspapers regarding dog care and responsible dog ownership.
- Assisted the Humane Fund in distributing over \$100K in aid to shelters and organizations.

#### ○ **Government Relations**

- **Legislative: AKC GR tracked some 4,211 bills in 2020:** This is an 83% increase over the 2,300 bills tracked in 2019. The largest category of new bills we tracked (716 total) were COVID-19 bills that could impact dog owners and ownership, dog services (such as pet food retailers or groomers), the sport, or AKC generally. Discounting for COVID- related bills, legislation on key issues such as cruelty, breeder regulation, pet sales, working dogs, animal control, etc. also increased by 51% over 2019 to 3,495 bills tracked.
- **COVID- related** – In addition to the record amount of legislation tracked, GR provided advocacy and reporting on a number of areas that impact AKC interests including business closures, requirements for gatherings, financial relief for non-political not for profit organizations, and limits on legal liability for transmission of COVID at events held in compliance with CDC and local health requirements. AKC GR established two webpages, updated daily to help track COVID impacts on canine policy. COVID-19 resources provide information on advocating for dogs and events during the pandemic, pet related business closures, and a variety of other resources. The COVID-19 Liability Limitations page provides information on AKC advocacy to protect clubs and dog events from liability during the pandemic.
- **New Key Issues Resources:** AKC GR created 7 new one-stop policy based key issues pages on the following topics COVID-19 Resources, COVID-19 Civil Liability Limit Legislation, Service Dogs, Pet Imports: Protecting Pet & Public Health, Detection Dogs, Dogs in Vehicles: Avoiding Unintended Consequences, Pet Choice/Pet Store Restrictions.
- **New Series of Comprehensive Policy Briefs:** GR began development of a series of new, in-depth comprehensive public policy guides on canine issues. These guides are in keeping with maintaining and advancing AKC's place as preeminent thought leader in canine policy. The guides are designed to provide lawmakers, advocates, and the public with in-depth analysis, case studies, statistics, and model legislative language. The first of this series, Why Breed-Specific Legislation Doesn't Work: An Analysis of Dangerous Dog Policy was introduced in late May. A second, on Consumer Protection/ Puppy Lemon Laws was released in December. Unlike legislation that seeks to limit the sources of pets, this multi-pronged consumer protection approach establishes public policy and laws that protect the public health, encourage consumer choice, promote consumer protections, and best ensure that available pets are healthy and represented accurately to consumers. The packets will be provided to legislators as a proactive alternative to commonly introduced, overly prescriptive breeder regulation and bans. The new resource is available to the public online in the AKC GR legislative action center.
- **AKC Anti-Breeder Harassment Taskforce launched,** with a webinar, a new website with resources to help breeders prevent and respond to potential harassment or retaliation and tracking and notification of harassment "hot spots".

#### ○ **Marketing**

- AKC Marketing took advantage of the “pandemic puppy” surge by working with internal and external experts to create relevant content, sharing that content through engaging social posts and collaborating with the PR department who successfully secured top tier placements and links. [AKC.org](https://www.akc.org) user growth in December 2020 was +59% versus December 2019 and +3% versus previous record high in April of 2020.
- Beginning mid-March, at the height of pandemic lockdowns, AKC social media kicked off a daily "Woof From Home" series to give quarantined dog owners fun and useful ideas for keeping their dogs (and themselves) happy and entertained. We continued this series for 77 days, contributing 5.4M organic social impressions.
- AKC Dog Stars social media influencers promoted the AKC mission on their own Instagram accounts, sharing their personal experiences with acquiring, raising, and owning their purebred dogs, and competing in AKC sports. The program contributed over 2M impressions to our organic social media performance.
- Successfully launched the AKC Podcast “Down and Back” building a new audience and new opportunity to communicate with dog owners.
- The AKC Shop significantly overperformed versus last year.

#### ○ **Publications**

- Eddie Award from FOLIO Magazine for the Best Magazine Pets, Single Issue, “Family Dog” May/June Youth Issue.
- Eddie Award from FOLIO, Honorable Mention, for “Momma Mia and her Bald Ballerina,” by Mara Bovsun
- Dog Writers Association of America Award Maxwell for Best Magazine, All Breed for “Family Dog”
- Dog Writers Association of America Award, Article—Health or General Care for “Hearing With Their Hearts,” by Jen Reeder
- Dog Writers Association of America Canine Scribbles Award for “Lean on Me,” by Mara Bovsun
- Participation in 2020 Meet the Breeds at Javits Center, booth selling Family Dog subscription, with interactive, fun photo ops displays for MTB attendees
- Seamlessly transitioned, during NYS lockdown, from NYC office to home offices without interrupting scheduled workflow, making every deadline on time.
- Increased sales of Family Dog seasonal Gift Guides ads and MTB “Meet the Clubs” ads

#### ○ **Registration**

- Dog Registrations: +20% Better than 2019
- Litter Registrations: +12% Year over Year
- DNA Samples Received: +9% Year over Year
- AKC Call Center Handled 723,254 customer contacts, averaging 60,000 per month.
- AKC Inspectors and Breeder Development Field Reps innovated new ways to support AKC Breeders via Zoom, helping 1,000’s of breeders comply with AKC policies and improve their breeding practices.

#### ○ **Sports and Events**

- Sports & Events 2020 accomplishments must be considered in the context of the unprecedented changes that impacted our world in terms of federal, state and local mandates due to the pandemic.
- Unexpectedly shifting from an office work environment to home. Up and running in a matter of days.
- Handling event cancellations and rescheduling by the thousands.
- The recommendations by staff of 40+ modifications to regulations/policies to assist clubs and judges were approved by the Board, followed by their communication and implementation.

- The development of “Best Practices” across sports to provide clubs guidance and confidence as they struggled to plan and hold events in this new environment.
- Developed recommendations for clubs on how to handle COVID-19 cases during or after an event.
- The cancelling and rescheduling of AKC Agility, Obedience and Rally National Championship events.

○ **Additional**

It is challenging to think about the future when current issues are overwhelming. I truly appreciate that the staff was able to plan and implement growth initiatives that adapted to the new environment.

- Launched conformation judges education webinars (in conjunction with the Education Dept)
- Implemented virtual conformation judge’s interviews
- Launched “Conformation for Beginners” – 34 online micro lessons (in conjunction with the Ed. Dept)
- Virtual vet school zoom meetings (modified version of Sport Services’ “lunch & learn” program)
- Enhancements to the Juniors Program
  - Expanded scholarships to recognize juniors in Companion and Performance Events
  - Expanded Junior recognition across sports by awarding jackets to top juniors by sport
- Planned, launched and managed virtual sport activities, in conjunction with other departments
  - Trick Dog classes
  - Rally Novice & Intermediate classes
  - Agility ACT classes
  - Water Test for Pointing Breeds
  - AKC Approved Fit Dog Instructor Program Level 1(Family Dog Dept)
  - Virtual Home Manners Program (Family Dog)
  - Conformation
- Held the first Fast CAT Invitational in Orlando
- Fast CAT is one existing sport that stands out above others. Despite being shut down for three months, 2020 entries exceeded the previous year.
- Additional Virtual sport activities that are in process
  - New Agility ACT Jumpers classes will launch in February
  - Obedience Beginner Novice & Novice classes will launch in March
  - Rally Advanced & Excellent class recommendations will be presented to the Board in February
- By-Laws Review
  - By-laws changes have to go to club relations board to make sure they are in agreement with by-laws regulations. It is possible to have them look at the by-laws for major issues before having the membership review. AKC input sooner than later was advised by Dominic.
  - Plan to set up committee consisting of 2-3 board members and 4-6 members to do an additional review and changes to the by-laws after the new board reviews them again. Emily, Linda and Mary offered to be board members on the committee. They will approach members about being on the committee.
- Specialties
  - Board would request that all Facebook pages for specialties have one board member as an admin.
  - Western (approved)
    - Jayme asked about who does the AKC application. Meredith to let her know that the person organizing the specialty does this. App needs to be in 18 weeks in advance and needs to have judges and sweeps judges already arranged.
    - A couple of superintendents are out of business which is complicating finding a superintendent.

- Donnelle from Gavilan Kennel Club is convinced they will be able to find judges from our preferred lists.
  - The board was asked how they felt about flat ribbons for placements; this is not an issue.
  - Jayme has worked out a trading of lure coursing help to the club in exchange for the field to save money.
  - Board needs a schedule by day, and judges for independent specialty. Emily to reach out to Jayme.
- National (approved)
  - Meredith had lengthy conversation with Sheila. A great deal of info is organized for National but Sheila wanted the board to discuss Purina Farms Covid restrictions.
  - Purina Farms still closed; will tentatively open in May with restriction of 50 people in building. Hoping by summer to expand to 250 people in the building. We are scheduled with an all breed each day which risks our specialty due to the small number of people allowed.
  - Ibizan club already moved outdoors to the only pavilion.
  - BOD suggested outdoors with us renting a tent and having participants bring easy ups and chairs. Meredith to discuss with Sheila and find out if the limit of 150 people outdoors is per group or per grounds.
  - National group will start ordering trophies and arranging judges once the location issue is resolved.
- Eastern (approved)
  - Hotel reserved.
  - Restaurant reserved.
  - Working on trophies.
  - Bill Martin doing logo.
  - Julie has a Facebook page with info on it. Meredith to get additional details from page/Julie.
- Email Blasts
  - Andrea has asked for someone to take this on; Lynne offered.
  - Theresa to ask Andrea to do one more email blasts with new member applications until Lynne can get set up.
- Future Meeting Format
  - A concern was voiced regarding board 'transparency' but, given that minutes are provided and are subsequently published for the membership on the PHCA website, it is unclear what benefit is gained in having open Board meetings. The Board of Directors has been elected by the membership, so the members have representation on the board as a given.
  - Recording meetings in minutes provides written communication that is less likely to be misunderstood. Open meetings with auditors poses the risk that verbal discussions can be misinterpreted, changing the spread of misinformation that has morphed from the intent of actual discussions.
  - If a lot of people want to audit, then we might as well have an additional membership meeting. Adding an additional open member meeting to our annual membership meeting is something we are proposing anyway.
  - If we had open meetings then everything would be published in minutes. No one would be able to retract information that was put in the minutes *which is something that has been requested in the past*.
  - The PHCA has never had open board meetings; Changing the format of Board meetings will require a vote.
  - Working on the PHCA's committee structure was discussed as a priority for the year. Since we plan to get committees up to date, add additional committees, and work on engaging members on committees, a proposal was made to change the meeting format to have committee members/people planning specialties come to the first portion of the meeting to give reports. This approach needs to be refined and will be discussed further with the Board.

Rebecca moved to adjourn the meeting, Lynne seconded the motion. It was unanimously approved and the meeting was adjourned at 7:49 PM Pacific.

Respectfully submitted by:

Theresa Harper

PHCA Recording Secretary