

Registering All Your Dogs Has Never Been More Important

Each year AKC registrations continue to decline. That's not a good thing when you consider that registrations are AKC's core "product" and revenue source, and that so many of AKC's programs rely on the funding that registrations provide.

Think about all that registrations do. Along with helping your **events remain affordable** and **keeping our beloved traditions alive**, registrations support your American Kennel Club's "good works" efforts in other aspects of the purebred dog world. For example, **maintaining a strong legislative influence** has never been more important for those of us involved in the responsible breeding of dogs. Over the past three years, the size of AKC's legislative portfolio, which tracks issues related to dogs, has almost tripled—from 406 issues in 2007 to over 1040 through June of 2010. With no end to this legislative onslaught in sight, it is key that registrations continue to help AKC maintain a strong legislative influence on behalf of all responsible dog breeders.

Registration dollars continue to assist in funding another vitally important part of the purebred dog world—**canine health research**. Since its creation in 1995, the AKC Canine Health Foundation (CHF) has allocated more than \$24 million to canine health research. During that time, AKC proudly supported the foundation's efforts by contributing nearly \$20 million to approved research grants and day-to-day program costs. The alliance between the American Kennel Club and the CHF has provided funding for research projects that spurred the development of important new genetic tests. These allow breeders to further assess breeding stock and

help prevent illnesses in future generations, as well as provide more accurate diagnoses and better treatments. CHF also sponsors, along with the Orthopedic Foundation for Animals, the Canine Health Information Center (CHIC). The CHIC database provides participating parent clubs a resource for breeders to research and maintain information on specific health issues that may be prevalent in their breeds.

Your Registrations help AKC:

- ***Maintain a strong legislative influence***
- ***Fund canine health research***
- ***Provide disaster relief***
- ***Promote responsible dog ownership***

Along with AKC Companion Animal Recovery (CAR), the AKC plays a significant role in our country's largest **disaster relief efforts**. During Hurricane Katrina in 2005, both AKC and CAR delivered vital aid and provided multiple airlifts for displaced dogs in dire need of help. AKC knows, too, that the best way to address a disaster is through preparation. Throughout the first half of 2010, the AKC CAR Canine Support and Relief Fund has donated nearly \$400,000 to organizations across the nation, including more than \$215,000 in grants to search and rescue organizations for equipment and preparedness training.

Registrations also contribute to the funding of another important facet of the American Kennel Club—**promoting responsible dog ownership** through educational programs. *AKC Responsible Dog*

Ownership (RDO) Days happen each year throughout September. Although unique RDO Day events are held all over the country, each is entertaining and educational, and many include agility, obedience and rally demonstrations. Attendees can speak one-on-one with experienced dog breeders and trainers, as well as veterinarians and technicians, to learn what's best for them and their dog. Registrations also fund educational programs like *Safety Around Dogs* and *Best Friends*, which bring responsible dog ownership lessons to schools and other community venues.

It is easy to understand why addressing the problem of falling registrations is key to a strong future for the purebred dog world. You can do your part by ensuring that all the puppies you produce are registered with AKC. Meanwhile, AKC will continue to introduce new services to make your job as responsible dog breeders and owners easier and to honor your dedication to your breed and the sport. By working together, we will be able to take the necessary steps to ensure AKC's long and healthy future as the nation's preeminent purebred dog registry while continuing all the good works we provide for you and all responsible dog breeders and owners.



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