



GROWL

ESTABLISHED 1958

JANUARY 2014

VIEW FROM THE OTHER END OF THE LEASH

Chilton Hospital's new Pet Therapy Program.

A year ago my handler took me to Petco so we could train against distractions: squeaky toys, bags of yummy smelling food, rawhide bones, and other visiting dogs...I was fascinated by the guinea pigs, but they showed no interest in playing with me...there was a woman with a beautiful Golden Retriever trying to decide on a training collar and she asked my human a bunch of questions...well, they talked and talked and talked...I almost fell asleep on the pile of plush beds in the aisle...

The Golden's owner wanted to train him beyond the puppy class he'd been in, and was
continued on page 4



Bill Schaefer of Pequannock is one of the first patients to enjoy Chilton Hospital's new Pet Therapy Program. He is joined by Operating Room Nurse Lorrel Boughton, (left), Chilton Vice President and CNO Joanne Reich, and new friend, Brodie. Photo courtesy of Chilton Hospital.

THERE'S NO BUSINESS LIKE SHOW BUSINESS

One Sunday morning I received a call from Animal Actors asking if I had an obedience trained Miniature Pinscher. The relatively new TV show, *New York Undercover* needed a dog for an upcoming segment and the script called for a Min Pin. I suggested Skippy (Champion Kelly-Radel's Music Man) since he has a leg toward his CD degree. The filming was in New York City and scheduled for the following Friday. Carol, who owns Animal Actors, drove us to the set on the upper East Side. First, however, we had to drop off a videotape of a couple of lions at a producer's office on Columbus Circle. The lions were being considered for a new movie.

Our "shoot" was in a spacious apartment rented for this filming. There were several trucks with theatrical equipment parked in front of the building and the street was "coned" off to traffic. We were asked to wait in the car as they were finishing an outdoor scene. We would be called when they needed the dog.

Carol went up to check the set and reported it was typically crowded. At least 40 people, most with head sets and walkie talkies were as busy as bees doing their thing. The Supervising Director, Assistant Director, actors, people in charge of props, sound, cameras, make up, wardrobe, the script and numerous others all intent on their responsibilities.

We were introduced to the crew. I was merely the dog's owner. Skippy was all important. The Director wanted to know if Skippy was a professional. That meant trained to respond to hand signals. Carol said "yes" so I nodded in agreement. Next, we were asked if Skippy would bark on command. Not likely in a place which resembled a hotel and where barking

continued on page 4

In this issue:

View from the Other Side.....	1, 4
No Business Like Show Business....	1, 4
President's Message	2
Meeting Minutes and photos	3
AKC Chairman's Report	5, 9
Handling and Obedience Schedule....	6
January Program.....	6
The Knock on Your Door	7, 8
Dates to Remember.....	10

VISIT US ONLINE AT WWW.RAMAPOKENNELCLUB.COM

President's Message



Sharon Fremer

Happy 2014! I hope everyone had happy, healthy and safe holidays. May this year bring all the best of everything to each of you. I anticipate many brags about new titles and other accomplishments

you and your dog achieve together going forward.

As always, Lorraine Fennemore did a phenomenal job organizing our holiday dinner. We were at a new venue in a totally new part of Northern NJ — Lieto Italian

Restaurant in New Milford. The food was abundant and delicious and the service excellent. Thank you for all you do for us Lorraine!

As the new year unfolds and we set goals for ourselves and our dogs I encourage each of us to find a way to contribute to the good of our communities. It is more important than ever that we present purebred dogs in a positive light to the public. There are many ways we can do this and there are members of RKC that are great resources. Joanne Silver runs therapy dog classes in Wyckoff and is active with Bright and Beautiful Therapy Dogs;

she's the 'go to' person for all things therapy related. Jeffrey Ball spearheaded the formation of the Ridgewood and Fair Lawn Responsible Pet Ownership Committees and will happily work with anyone interested in starting one in their own towns. Ruth Henningsen, Elaine Barone, Joanne Silver and Amy Starost run our very successful obedience classes; perhaps they could work with you to do a demonstration in your town that will show people how well behaved their own dogs can be with proper training. These are just the tip of the iceberg, I am sure there are a slew of other things that can be done. Put your thinking caps on and come up with something you and your dog(s) can do to highlight all the good things dogs bring to people.

If anyone has thoughts about future meeting programs please let me know. We would love your input.

We will have a general membership meeting on Wednesday, January 8th, at 8pm at the VFW Hall in Fairfield. A Board meeting will precede it at 7:15pm. Our program will be about disaster preparedness for our animals, both on a personal level as well as at a state level.

Winter weather has arrived. If there is any question about whether a meeting will be held please be sure to check before heading out the door. We will try to get any cancellations posted on the website as well as try to use the call tree to notify everyone. Please feel free to call my cell phone (201-665-2565) or email me (teneo@mac.com) if you are unsure.

Sharon

Ramapo Kennel Club Officers

President

Sharon Fremer
teneo@mac.com

Vice President

Arlene Stover

Treasurer

Ruth Henningsen

Recording Secretary

Kim Luikert

Corresponding Secretary

Tilly Grassa
tgcreative@aol.com

Board of Directors

2014

Joanne Silver
Gerrie Oliver

2015

Rose Radel
Amy Starost

2016

Lorraine Fennemore
Janis Hayes

AKC Delegate

Jeffrey David Ball

Minutes

The December 11th, 2013 Ramapo Kennel Club meeting, was held at Lieto Italian restaurant in New Milford, NJ, during our annual holiday party (see photos of the fun below).

Sharon Fremer called the meeting to order at 9:05 pm.

There was no new business or old business discussed.

A motion to adjourn the meeting was made by Amy Starorst, seconded by Janis Hayes at 9:06 pm.

Respectfully submitted

Kim Luikert

December 28 2013



TILLY GRASSA/SORRY FOR THE GRAINY IPHONE PHOTOS!

VIEW FROM THE OTHER END, *continued from page 1*

looking for a place that used positive motivation techniques...never shy, my human told her about RKC's obedience program and invited her to come observe a class...the woman did just that and decided to enroll in Ruth Henningsen's next beginner series...after seven weeks of learning to communicate, they both graduated and the woman asked about pet therapy qualifications...although RKC offers Bright and Beautiful Therapy Dog testing, the handler was eager to pursue her goal and found another testing facility with an earlier opening...

Several months later the woman appeared at a class session and talked with the instructors about setting up a pet therapy program at Chilton Hospital where she worked as an OR nurse...many ears went up that night since all the RKC instructors have pet therapy certified dogs currently working in a variety of locations...Joanne Silver has initiated several hospital and library based programs and was able to offer lots of suggestions...Elaine Barone, Ruth Henningsen, and Anne

Hulsizer attended an all-day seminar along with the Golden's handler on the research supporting hospital based pet therapy...

After weeks of administrative meetings and a food bowl full of planning, the Golden and his owner made the first pet therapy visit at Chilton in early December...since then Linda Ladner with her Border Terrier, Harris, and my human with ME, have started visiting on the unit designated for the trial...it's déjà vu all over again...the physical facility is different, but I immediately go into my meet-and-greet mode and have a WOOFderful time in a new place...Ruth with Nemo, Elaine with Hunter, and Joanne with Archie are soon to follow in our pawprints...so now I work in two hospitals...blue shirt for Valley, red shirt for Chilton...

It's time to put on my blue bandana and ID and head for the hospital...I love my job...

Casbar Glen Wild Weekend CD, RE, RO3, ThD, CGC, STAR (but you can call me "Friday")

THERE'S NO BUSINESS LIKE SHOW BUSINESS, *continued from page 1*

was a "no-no." If he doesn't bark it's OK. They will dub it in. Skippy met the actor who would be working with him. I showed her how to hold him and assured her he would be fine. She queried, "Even when I hold a gun to his head?" Gun? What gun?!? Carol had not been given accurate information about the script so this was news. Well, Skippy probably doesn't know what a gun does . . .

The early rehearsals were with a plush "stand in." Then my canine star was called to the set. The scene was a domestic disturbance. The husband is choking his wife and she is screaming. The police arrive on the scene. The officer tries to reason with the husband but to no avail. The wife complains about the dog barking. The husband defends the dog and the officer quickly recognizes the husband's affection for Max (Skippy). She grabs the pet to distract the husband by threatening to shoot the dog.

As she holds the gun to Max's head, the husband becomes concerned and moves toward the dog. Skippy is not upset by the gun and I'm pleased that the breed is identified as a Miniature Pinscher.

This scene is repeated over and over. An actor drops a phrase and the script person advised the Director. The sound isn't right. The camera wasn't in focus. Let's try a different strangle hold on the wife. Perhaps a drape should be put over that door, change this or that light or screen. Carol squats on the floor holding Skippy until he's in the script. This continues for 27 takes.

At last, the Supervising Director, sitting at a monitor in the kitchen, is satisfied. The episode is over. Some of the crew depart. But they still need the dog. It's 10:30 PM. They ask to have Skippy animated on the floor. My poor star is exhausted
4 longs for quiet time on my lap. We try a squeakie, treats,

"baby talk" . . . all with mild success. Carol suggests we wrestle with Skippy back and forth between us making it a game. She knows this business. After a few minutes, the Director thinks he may have enough action. Thank goodness!!!

We say our farewells and take off for home. En route, we have to pick up two of Carol's white doves which were used in a commercial. Finally, we are on the road heading for the Lincoln Tunnel. I learn that Carol and her husband who have been in the business for 25 years own a farm with many exotic, as well as domestic animals including an elephant, a puma, wolf, fox, llama, horses, a variety of birds from peacocks to hens and canaries. They keep 15 dogs and 21 cats. They train and supply animals for the movies, TV, commercials, community fairs, parades and the stage. They once had a camel at Radio City Music Hall's Christmas Show and were required to be on hand to water, feed and clean the camel's stall and escort it on and off the stage. They sometimes travel and spend days on a set as directors may not decide in advance when to include an animal in a scene. It calls for long hours of just being available.

Arriving in East Hanover well past midnight, weary and hungry as I had not eaten since breakfast, I thought, "never again!" But, as most of us know, show business of all types has a lure. So, if we are called again . . . who can tell?

Skippy and I have traveled widely and been exposed to many experiences at dog shows, walk-a-thons, pageants and other functions. This encounter with commercial show business left us with an appreciation of how much goes into making even a brief scene for public viewing. There really is no business like show business!

Submitted and written by Rose Radel, this was printed in the Grawl many years ago.

AKC CHAIRMAN'S REPORT, DECEMBER 2013

The Way Forward in 2014

Everyone who has ever produced a litter of puppies knows this time of year brings holiday cards from puppy buyers with heartwarming photos and most-welcome news about the progress and antics of those puppies during the year. The cards are both informative and inspiring as the breeder considers their accomplishments and what they hope to achieve in the year to come.

With that as my guidance, I will first share some news about this year. As I mentioned in my November report, this has been a year of relentless positive action. The dozens of initiatives and innovations outlined in that report, along with a number of others throughout the year, have yielded growth in several areas. Assuming December achieves budgeted levels, we expect to have stronger revenue than 2012 – reaching \$58 million this year. Staff managed expenses extremely well which should yield an operating profit also stronger than 2012 and should be approximately \$7 million for 2013. Our balance sheet has also strengthened due to good investment performance and prudent protection of cash flow.

The American Kennel Club has grown in participation by clubs and exhibitors during 2013.

- 46 new clubs chose to join with the AKC bringing the total to 5,090 licensed and member clubs.
- Those 5,090 clubs created 341 new events for a total of 22,750 events this year – the largest number in the history of the AKC.
- Exhibitors participated more

than ever, bringing 25,323 new entries through October for a projected total of about 3.2 million this year – the largest number in the history of the AKC.

- Breed recognition continues to grow with fully recognized breeds and varieties up by three for a total of 190 and FSS added one for a total of 64.

However, as good as our overall performance has been this year we do have several significant areas of concern.

Participation in Conformation, Obedience and Rally declined in the past year. As I stated in my November report, the issues impacting our sport today have been clearly identified and discussed. They can be collected into three categories – societal, economic, and legislative. While the apparent reasons are simple to discover, the solutions are significantly more complex. It will take very sophisticated marketing to achieve our goal of bringing more participants to our events and more members to our clubs. We are not only up for addressing it - we are capable of delivering it.

Our litter and individual dog registrations continue to decline - although at a much reduced rate. Some progress is being made, but we still have much work to do. We have initiated some programs to help breeders and we have several in development. The AKC Breeder of Merit program now has more than 10,000 participants. These are breeders who are members in AKC clubs, participate in AKC events, adhere to the health test guidelines of their parent clubs, and register

their litters with AKC. This program has contributed significantly to helping slow the decline of litter registrations. We are currently evaluating programs that will impact the other 80% of breeders who register litters with AKC, but do not qualify for the Breeder of Merit program. In addition, we added Breeder of the Year recognition for 12 sports this year – a clear demonstration of the importance of breeders.

An important aspect of litter registration is expanding the base of educated breeders. Today marks the inaugural AKC Breeder-to-Breeder Seminar – an opportunity to learn from the experts as they share the thinking behind their successful breeding programs. The workshops are live today and will be available on AKC.org in the near future.

In addition to mentors, the most valuable resource a breeder can have is a veterinarian with an expertise in reproduction. We have formed a strategic alliance with the Theriogenology Foundation and the Society for Theriogenology to help ensure future repro vets for breeders by funding the first ever residencies in small animal reproduction in the United States. We currently have proposals from Auburn University, the University of California-Davis, and the Veterinary Hospital at the University of Pennsylvania for residencies beginning with the 2014 academic year.

Helping breeders find homes for their puppies and buyers find puppies for their homes is the goal of the newly expanded effort behind the complete redesign of the AKC online breeder classifieds making

continued on page 9

SHOW HANDLING SCHEDULE -2014

TUESDAY EVENINGS

6:45 - 7:30

DROP IN CLASSES ONLY

\$10.00 per dog

Jan. 14, 28
Feb. 4, 18
Mar. 4, 18
Apr. 1, 15, 29

May 6, 20

June 3, 17

FMI: LINDA HACHTEL

973-697-4337

or rkc@ramapokennelclub.com

RKC TRAINING CLASS SCHEDULE -2014

TUESDAY EVENING-Rally

Advanced/Excellent

7:30-8:30

SESSION 2

Jan. 14, 21, 28

Feb. 4

SESSION 3

Feb. 18, 25

Mar. 4, 18, 25

Apr. 1, 15

SESSION 4

Apr. 22, 29

May 6, 20, 27

June 3, 17

Pet Training/Obedience Schedule

WEDNESDAY EVENINGS

SESSION 2

Jan. 15, 22, 29

Feb. 5

February 19 Canine Good Citizen

Testing/snow day

(there is a fee for the test)

SESSION 3

Feb. 26

Mar. 5, 19, 26

Apr. 2, 16, 23

SESSION 4

Apr. 30

May 7, 21, 28

June 4, 18, 25

June 24 (Tuesday) Canine Good

Citizen Testing/ snow day

(there is a fee for the test)

FOR CLASS INFORMATION AND TIMES
CONTACT:

RUTH HENNINGSEN 973-697-9456

or email at: RUTHH.SNO-

DOG@JUNO.COM

OR JOANNE SILVER 201-891-5090

JOANNE SILVER1937@YAHOO.COM

PROGRAM FOR JANUARY MEETING

Dr. Karen Dashfield, DVM will provide an overview of the animal emergency response plans in place across the state of NJ.

Dr. Dashfield is the Medical Director for Antler Ridge Wildlife Sanctuary, NJ. She is an experienced veterinarian who has spent over 19 years designing disease control programs for shelters, kennels and wildlife rehabilitation facilities throughout New Jersey. She has been the on-site veterinarian for the Ramapo Kennel Club for many years and serves as the veterinarian on call for several other local AKC dog shows. Karen has trained and evaluated search and rescue dogs and therapy dogs. She is active with animal shelters and rescue groups as their veterinarian. She has also set up a pet food pantry, distributing supplies to seven animal groups and eight human food

pantries in Warren and Sussex Counties.

As director of Sussex County Animal Response, Karen initiated and ran a shelter for Hurricane Katrina Dogs that received, rehomed and reunited over 200 animals. She was also very involved in animal support related to hurricane Sandy.

Dr. Dashfield is a consultant to Best Friends Animal Society, working on the Best Friends Search and Service Dog Program. For many years she responded to incidents like 9/11 with her dog Sophie. Her down to earth style has made her a sought-after speaker for Best Friends, Petfinder, the AWFNJ and St. Hubert's.

Karen shares her home with her five dogs Red, Dusty, Bella, Sadie and Pollywog as well as a cat named Princess. Sadie, a rescued Springer Spaniel, is a search dog in training.

Refreshments will be served by Joanne Silver.

THE KNOCK ON YOUR DOOR

For All Dog Owners, Fanciers and Hobby Breeders

BANG. BANG. BANG. There's a loud knock at your door. No it's not UPS delivering your order from QVC or Amazon.com, it's the health department inspector and the local animal control officer, demanding entry to your private home for the court ordered 30-day inspection.

You have a sick feeling in the pit of your stomach, your hands are cold and clammy and the stress of the situation is making you nauseous. Your mind is racing and your heart is fluttering....

- Is there any dog hair on the carpet? Did any of your dogs have an accident – or are they barking too loudly?
- Will they find anything today — a hair out of place, water too low, too high, any kibble on the floor?
- What will they write in the report – or will they make something up just to have something to report?

The Nightmare

Close your eyes and imagine this is happening to YOU. Today. Right here in New Jersey. As a dog fancier – does this sound like your worst nightmare? Well, this nightmare is real and in fact it's happening right here in New Jersey to one of our fellow fanciers and hobbyists, Danielle Weitz of Franklin Lakes. You'll want to pay very close attention, because this could happen to you.

First, a little history.

The Background

For three years, Danielle has been the target of ongoing harassment, investigations and prosecution by the Borough of Franklin Lakes, based on two anonymous phone calls that alleged her home was filthy and that her dogs were malnourished and in bad shape.

Those allegations turned out to be completely false.

Nevertheless, Danielle has endured numerous visits by the health department officials, and local animal control – visits that have failed to produce any evidence of any wrongdoing whatsoever. In fact, Danielle Weitz was never once cited for any animal neglect or cleanliness violations. To the contrary, Danielle's home and yard were found to be clean and sanitary. And Danielle's dogs were found to be healthy and happy.

But town officials were not to be stopped. They tried to impose a limit law to no success, and asked zoning officials to estimate how much of her home she allegedly used as a 'commercial' facility. Despite the fact that no zoning official ever entered her home – he issued a citation alleging she was using her home as an illegal business.

Are you concerned yet?

The Evidence & Conviction

In October of 2012, after many appearances and delays, Franklin Lakes called her into court once more, and this time, Danielle was convicted of "failure to apply for a kennel license". The earlier charge from zoning was dismissed.

Now like most of us, Danielle does not operate a commercial

facility. She owns, breeds and shows German Shepherds as a hobby, out of her home. She did not apply for a kennel license because she did not think she needed one.

So where was the evidence of any wrongdoing? She took advantage of the AKC's Online Breeder Classifieds when she registered a litter, and filled out the Breeder Profile. She checked off the usual boxes, including that she would provide a Bill of Sale (as is required by New Jersey law), and that she would take a puppy back at any time if the owner found themselves incapable of keeping the dog.

The Franklin Lakes Prosecutor argued that her acknowledgement that she sold puppies was enough to convict her under that State's Kennel Licensing statute, N.J.A.C. 8:23A-1.1, which defines "kennel" as meaning: "Any establishment wherein or whereupon the business of boarding or selling or breeding dogs for sale is carried on, except a pet shop".

The judge agreed that the sale of a puppy constituted a business, and that a kennel license was required.

How many fellow fanciers or hobby breeders do you know who could be charged, tried and just as easily convicted under this statute?

The 900 LB. Gorilla

The real problem is that the State's statute was written in a time when an occasional litter was regarded as a routine part of the hobby, and a good thing for all concerned. Discerning puppy buyers know that the best bred puppies come from "hobby breeders."

Fast forward to a time when most people – and yes, judges sitting on the bench in local or county courts - have relatively little knowledge or understanding of animal husbandry or the sport of purebred dogs.

But there's even a bigger problem and that is what Danielle's sentence means for each and every one of us here in New Jersey.

The order in October 2012 by Franklin Lakes Municipal Court Judge Francis J. Leddy, which was subsequently upheld in an appeal hearing in February of 2013 by Judge Eugene H. Austin, J.S.C. of the Superior Court of New Jersey, includes the following:

- A complete ban on breeding and selling any dogs
- Mandatory home inspections every 30 days by local authorities to make sure no breeding is taking place – in perpetuity

There it is – the 900 lb. Gorilla – and it's breathing rather heavily down our necks.

The Stakes Are High

Many of us have worked very hard over the years to build a breeding program that benefits our lines, our breed, our sport and the health and welfare of all of our dogs.

We travel to shows, talk with other fanciers, hobbyists and breeders and our dogs are at the center of our lives.

Yet all of this could all disappear very quickly.

If Danielle Weitz's sentence is allowed to stand, our

very future as dog owners and fanciers and breeders is at stake. There may not be any future at all.

A complete ban on home breeding (without a kennel license and its twenty-three pages of regulations) means no more quality dogs in the state.

Who among us is willing to endure mandatory 30-day inspections to prove we are NOT breeding – in perpetuity?

Most importantly - if this sentence is allowed to stand – it will be a roadmap for your town and other municipalities in New Jersey to follow.

We have roots here, families and jobs. We aren't criminals, and shouldn't have to hide as if we were.

It's time we stand up for our dogs, our fellow fanciers, our sport and ourselves.

Standing Together

What if there's a knock on your door? What if they come for you following an anonymous call making false allegations?

It won't matter if you have one dog or twenty. It won't matter if the allegations are true or false, you will still be subjected to an investigation that may drag on for months or even years.

The BIG question is this.... *Will your fellow fanciers and club members stand up for you?* Or will they stay silent or abandon you and hide because they won't want to invite any scrutiny themselves?

We would all recognize the following quote from one of our founding fathers:

"Those who would give up essential Liberty, to purchase a little temporary Safety, deserve neither Liberty nor Safety". — Benjamin Franklin, November 1755 - Historical Review of Pennsylvania

It's time we stand together, and stand up for each other with a strategy that can help support our clubs, our members and our sport.

The New Jersey Federation of Dog Clubs, its more than 80 different member clubs and the American Kennel Club have a long and venerable history, built on high levels of moral conduct, responsibility and good sportsmanship.

And each of us, in our own way, has contributed to the betterment of our clubs and our communities through our love of the sport of purebred dogs.

We must leverage our combined strengths, our history, and our experience for the purpose of safeguarding our future.

And we must do so by standing together — not apart.

The State Supreme Court Appeal

Denville attorney Gregg D. Trautmann has undertaken Danielle's case, filing an appeal to the Superior Court of New Jersey Appellate Division.

But Danielle can't do it alone. She needs the critical financial support of our community to see this case through. While Mr. Trautmann has been exceedingly generous with his time, the legal fees are beyond the financial means and scope of Danielle.

This need for legal support is even more urgent, since the

outcome of her case may have a direct and lasting impact on the future of the sport of dogs in New Jersey.

It's your future, our future. My future.

This case raises even greater issues, because the very values we hold dear as citizens of the United States of America are at stake. I'm speaking specifically of the protections granted each of us under Fourth Amendment of the United States Constitution, which includes:

- The right to be secure in our homes
- The right to own property
- The right to privacy
- The protection against warrantless search and seizure

We do not waive these rights just because we are dog owners, fanciers and hobby breeders. However, that's not how local officials in Franklin Lakes see things, and they've told Danielle this can all go away if she just gives up.

During arguments at the Superior Court of Bergen County, prosecutor DiMaria claimed that this case was so important that he could invoke police powers and have Danielle's home searched "every day, if I wanted to."

No warrant necessary.

Take Action and Take Command

Taking command of our future requires taking action as a team. It requires dedication, determination and focus. The good news is that it's relatively simple to take actions that can have an immediate impact on the outcome of this case.

Simple Steps To Save Our Dogs

Don't let the Borough of Franklin Lakes or the State of New Jersey take away your rights! Ways you can help:

1. Donate By Phone - Call Trautmann & Associates at 973-627-8000

2. Donate By Mail – Make check payable to:
Trautmann & Associates
64 Diamond Spring Rd.
Denville, NJ 07834
ATTN: State vs. Danielle Weitz

3. Donate Online – Visit <http://NJvsDogs.com/donate> & select an amount

4. Share This Letter – Post this letter to your club's website, email it to your own list, create your own blog post, share it on Facebook, Tweet your friends - share this urgent message with everyone you know

5. Don't Stop! Do not let anyone tell you this is not your case, not your business, doesn't affect you – or that someone else will take care of it. This is your business, your rights, your dogs, your future, and your life.

For more information, visit: NJvsDogs.com

Thank you for your dedication to our dogs, our country and protecting the rights and responsibilities that we all share.

Jeffrey Ball

AKC CHAIRMAN'S REPORT, *from page 5*

this resource the go-to place for prospective puppy buyers. We will be launching the new site, complete with a new name and a strong marketing program, later in 2014.

Making individual dog registration more desirable to the general public is a primary focus. We know that communicating AKC's Good Works increases the likelihood of registration by about 4%. We will continue to tell that powerful story as part of the registration process. In addition, we are exploring a new concept that adds value to registration - one which has a direct benefit to the dog and owner beyond participating in events. We will be testing that idea in 2014.

We are reaching out to the 99 million dog owners who have not discovered us yet through a variety

of communication opportunities. This year we added a million friends we didn't have before through our efforts on Facebook and our AKC Dog Lovers blog. We are beginning to drive our story through exciting new content, including videos and Woofipedia by AKC - a new website (www.woofipedia.com) aimed squarely at the 99 million. As we persevere for responsible and reasonable dog legislation, our new friends will help protect our rights to own and breed our dogs. We have begun to see that in the number of legislators who have signed up to be Honorary Chairs for AKC Meet the Breeds in New York - up 25 this year to 113.

Our way forward in 2014 demands delivering true customer focus for both our current and potential

customers; unleashing greater innovation throughout everything we do; creating relevance and motivation in everything we offer; and continuing and improving on our Good Works. We plan to use every effort to do all that by challenging ourselves every day to do the right thing, not the easy thing, in everything we do. I am positive we can do that. And as Ellen DeGeneres says, "It makes a big difference when you stay positive." As always, your comments and suggestions are welcome at atk@akc.org.

*Sincerely,
Alan Kalter*

GOT STUFF?

Send your news, brags, suggestions, comments and photos to Tilly Grassa, tgcreative@aol.com.

Remember the *Growl* comes out about a week before each monthly meeting. Check the calendar on the last page for submission deadlines. The *Growl* is by and for the members so I need your help to make it interesting.



GROWL

Published by the Ramapo Kennel Club
11 Pershing Avenue
Ridgewood, NJ 07450

Designer/Editor: Tilly Grassa—tgcreative@aol.com
973-633-5254

Dates to remember:

All membership meetings are held at

**VFW HALL
45 PLYMOUTH STREET
FAIRFIELD, NJ AT 8:00 PM
(unless otherwise noted)**

WEDNESDAY, January 8

Membership meeting.
There will be a board meeting starting at 7:15PM
Program: Animal Emergency Response in NJ

WEDNESDAY, January 29

Deadline for February Growl

WEDNESDAY, February 12

Membership meeting. Program TBA



GROWL

11 Pershing Avenue
Ridgewood, NJ 07450

FIRST CLASS MAIL