

The American Kennel Club is pleased to announce that it will host an Education Summit for All-Breed and Parent Clubs on June 10, 2018 from 9:00 AM to 5:30 PM at the DoubleTree by Hilton Hotel Newark Airport in Newark, New Jersey. Please note this event is taking place the Sunday immediately preceding the June Delegates meeting (held June 11-12, 2018), at the same hotel as the Delegate Meeting.

The Education Summit will provide an opportunity for the AKC and our Parent and All-Breed Clubs to share data about the current state of dog shows/events, knowledge and experience. A brief description of Summit topics is listed below.

The Evolution of Dog Sports

Doug Ljungren, Executive Vice President of Sports and Events, will review the evolution of dog sports and will discuss the importance of reaching new generations of audiences.

Club Development

Glenn Lycan, AKC Director of Event Operations Support, will address the current state of All-Breed dog shows with an emphasis on ways that successful events have attracted participants. He will conduct an open discussion with a panel of club members to describe what effective strategies they have utilized and how they plan on taking their events to the next level.

Government Relations

Sheila Goffe, AKC Vice President of Government Relations, will discuss the current efforts of the Government Relations team to protect the rights of dog owners.

Juniors

Mari-Beth O'Neill, AKC Vice President of Sports Services, will discuss adding Juniors to your membership and providing opportunities for Junior's involvement in club activities. A panel of Juniors will discuss their experiences in the sport.

Breed Preservation

Mark Dunn, Senior Vice President of Registration and Customer Development, will share registration data contrasting the growth in numerous breeds against the decline of others. He will also facilitate an open discussion on vulnerable breeds with the help of representatives from several Parent Clubs currently focused on breed preservation.

AKC Canine Health Foundation

Dr. Diane Brown, AKC Canine Health Foundation Chief Executive Officer, will discuss the work being done to advance the health of all dogs and their owners through scientific research and the dissemination of health information to prevent, treat and

cure canine disease.

Club Communication/Public Education/Community Involvement

Brandi Hunter, Vice President of Communications and Public Relations will present how to successfully best represent your club through the best public relations and social media practices. Ashley Jacot, Public Education Manager, will discuss ways your club can get involved in the community, including a number of Public Education initiatives. A panel of club members will share successful community outreach ideas and programs.

At this time, Club Presidents are asked to provide the name and contact information of one representative that will be sent registration information in late March. A non-refundable registration fee of \$75 per person* will be required when the attendee submits their registration form. Registrations will be accepted on a "first come, first serve" basis as there is limited seating available. Attendees are responsible for accommodations and transportation. A block of rooms will be available for attendees to reserve.

Please consider that the best representative for your club would be a person who is an active member and someone who has the confidence of the club leadership and its members.

*Lunch is included in the registration fee. It is allowable for one person to represent multiple clubs should the clubs be amenable. For example, Susan is selected to represent the Basenji Club of America. Susan is also an active member of the Raleigh Kennel Club. Susan may attend as representative of both clubs at the cost of a single registration.
