

DOG SHOW SUPERINTENDENTS ASSOCIATION

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Nancy Wilson

May 24, 2004

Dear AKC Delegates, Member Clubs and Secretaries:

The minutes of the May 2004 AKC Board Meeting state they have approved “the exploration and development of an AKC online entry system.”

We ask you to consider these facts and help us work with the Board.

- This proposal has been a concern of the Association since it first appeared as an AKC Board Committee agenda item many months ago. It has been a concern of individual superintending organizations since the idea was first floated a number of years ago and previously various AKC staff recommended against it.
- The Association expressed very serious concerns to the AKC Board in January, 2004 and got no response. A copy of that memo is attached. In April, members of the Association’s Executive Committee also met with AKC staff in Raleigh to discuss these issues. A request was then made for a meeting with the AKC Board but was denied. AKC offered a further meeting with Staff, but since a meeting with Staff had just taken place, it seemed pointless.
- The DSSA views AKC taking entries as a serious conflict of interest. We brought this to the attention of the AKC Conflict of Interest Committee and received no response.
- Your club consistently interacts with AKC. How comfortable is your club with the possibility of AKC taking entries?
- Is this the mission of a registration and governing body? Is this a further effort at control of your club or an effort aimed at the elimination of superintendents?
- The superintending business is price competitive among the licensed organizations. A free market exists and most superintendents depend upon the revenue generated from online entries in order to hold down direct costs to show giving clubs. Direct competition from an AKC online entry system will only serve to reduce these revenues and ultimately increase the prices superintendents must charge clubs.
- The AKC has already “taxed” clubs and exhibitors by implementing the \$1.50 event service fee (without a Rules change), in addition to the

recording fee, with a mechanism for future increases. New breeds or new clubs do not mean that entries have increased. You know from your own club's experience that entries are already essentially flat. What additional effect will be felt when your club has to once again raise fees? These items could directly impact your club's profitability.

- Developing a competent online entry system is not an inexpensive project. There are other ways AKC may increase revenues that will take less investment of time and money.
- The Association supports AKC's efforts to resolve their financial and registration difficulties through more efficient operations within their realm of responsibility as a registry and governing body. Superintendents are not responsible for the past or current financial problems experienced by AKC. Rather they have been part of the solution (example: the idea of electronic submission of results came from a superintending organization) in helping AKC reduce some of its operating costs. We have also suggested ideas to increase entries at shows which, in turn, would increase revenues to your club and ultimately to AKC through event and recording fees. This type of cooperative effort would take very little time or money on AKC's part. **We would rather work together with AKC to generate truly "new" revenues instead of competing for existing sources of funds in the market.**

The Dog Show Superintendents Association (DSSA) was formed in August, 2002 to represent professional Superintendents in all important matters impacting them and the Fancy overall and to bring well-defined responses and discussion to the dog showing public. This is such a time. If you need additional information, please feel free to contact your superintendent, or one of the following: DSSA President, Bob Peters at 919-556-9516, e-mail bob@bpdsonline.com, or one of the Association's Executive Committee: Jane Garvin, 503-558-1221, jane@garvinshowservices.com; Tim James, 405-427-8181 ext 17, e-mail tejames@onofrio.com; or Bob Christiansen, 336-379-9352 ext 212, e-mail bobby@infodog.com.

Sincerely,
DOG SHOW SUPERINTENDENTS ASSOC.



Bob Peters
President

BP:dc
attach

cc: AKC Conflict of Interest Committee

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January 2, 2004

To: The AKC Board of Directors, Robin Stansell, Conflict of Interest Committee

From: Bobby Christiansen -- DSSA Executive Committee

The Dog Show Superintendents Association has discussed the possibility of AKC development of an online entry system for performance events. We understand this subject is an item for discussion by the board's Business Committee in January and we would like our opinions and information to also be considered at that time.

The Association understands that AKC staff members have previously recommended to top management that AKC not get into the entry service business.

The online entry system appears to be aimed at only performance events but we feel that once such a system is launched, it will only be a small step away from taking entries for all events. Superintendents do superintend many agility and performance events. Some of these events are stand alone and others are in conjunction with all-breed events.

We see this as a conflict of interest between the AKC, clubs, and licensed superintendents. The AKC controls clubs and superintendents with rules, licensing fees, and fines and it presents a very real conflict of interest to compete directly with us by taking any type of event entry.

Event entries are a direct responsibility of the clubs and the agents they employ. AKC governs the terms (closing date, time, receipt of fees etc.) by which legal entries can be received. It is our opinion that AKC might create a dilemma by accepting any type of show entry for a club.

Show entries are the responsibility of show giving clubs. These clubs either assign someone in the club to handle them in the capacity of a Show Secretary or they hire a reputable licensed superintendent.

The superintending business is highly price competitive among the licensed organizations. A free market exists and superintendents depend on the revenue generated from online entries in order to hold down direct costs to show giving clubs. Direct competition from an AKC online entry system will only serve to reduce these revenues and ultimately increase the prices superintendents charge clubs.

The process of accurately accepting event entries is very complex -- Accurate show parameters for every event are required for the proper accounting of fees and classes offered. The AKC does not have this information stored anywhere in their databases. It

only exists in premium lists compiled by show secretaries and superintendents. In the past, the AKC has been prone to mistakes with simple information such as closing dates in the Gazette. The setup of a complex online entry system by AKC will present further complications.

It has taken each of us many years and countless dollars to develop our online systems. Has AKC considered what it will cost to develop such a system?

How would AKC remit entries and funds in a timely manner to the Show Secretary or Superintendent responsible for the show? What if "AKC received entries" are received late by the Show Secretary or Superintendent?

We believe accepting and/or processing any type of event entry by the AKC for a club is not consistent with the AKC mission as a registration and governing body.