



### OFFICERS

#### President

TIM BOURKE ('14)  
402-391-5069

#### 1<sup>ST</sup> Vice President

ELLY RENSINK ('15)  
402-455-6496

#### 2<sup>ND</sup> Vice President

RON WEAKS ('15)  
402-895-2619

#### Secretary

ANN WITTE ('15)  
402-334-5757

#### Treasurer

BARB HILL ('16)  
402-572-5304

### BOARD OF DIRECTORS

SHERYL BRADBURY ('16)  
816-308-2424

DAWN HALL ('15)  
402-203-6714

MEDORA HARPER ('16)  
(Medora will serve until 2014)

402-571-7036

SANDY ORR ('16)  
402-571-0389

SHELLY REHMEIER ('14)  
402-779-2080

DEB STOKLEY ('14)  
No phone number

SUE VOLKMER ('14)  
402-932-5974

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### AKC DELEGATE

MEDORA HARPER

(Subject to AKC Credentialing)

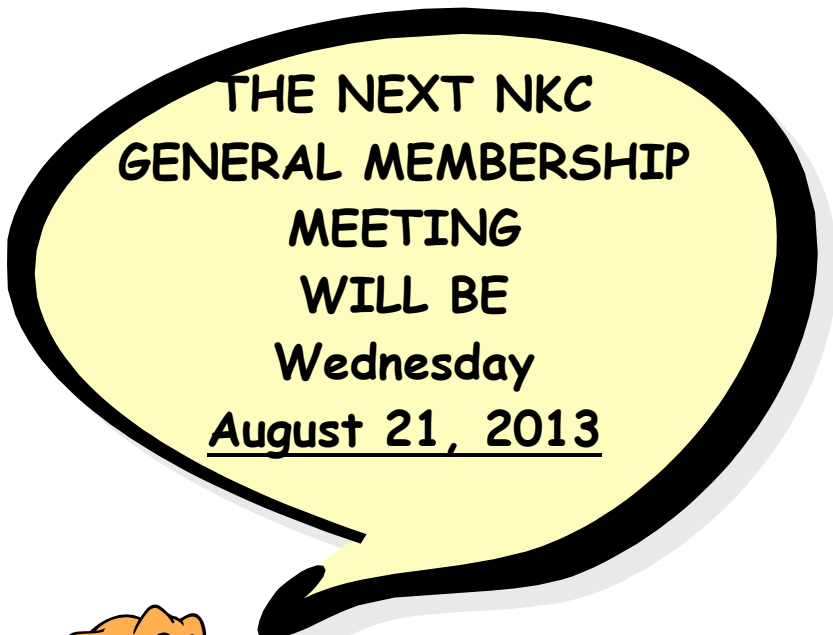
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### EDITOR

SHARON BOURKE  
1026 South 92 Street  
Omaha, NE 68114  
402-391-5069

#### Email address:

[omahasb@aol.com](mailto:omahasb@aol.com)



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**DEADLINE FOR SUBMISSION OF MATERIAL FOR AUGUST GROWLER, August 9, 2013**

## SECRETARY'S REPORT

### JUNE GENERAL MEETING

Wednesday, June 19, 2013

Chalco Hills

Gretna, NE

The meeting was called to order by Vice President Elly Rensink. The President and Secretary were absent. Treasurer, Barbara Hill, read the May financial report.

Training director, Barbara Hill, reported that people are still coming to training classes although the numbers are down primarily due to warm temperatures.

Shelly Rehmeier reported that she has hired the judges for the November Tracking event and AKC has also approved the event.

Ron Weaks up dated the membership on the AKC Responsible Dog Owners Day and My Dog Can Do That which will be held September 21, 2013 from 10 AM until 2:30 PM. More information is to follow as the details become available.

Barbara Hill reported that the Herding Trial held on June 15 and 16<sup>th</sup> at Gaelyn Glen Farm was a success and the estimated profit is approximately \$500.00. Barbara thanked all the members who came out and supported the event and also worked the event.

Nebraska Kennel Club as agreed to have a fund raising table at the August 3, 2013 Fremont Dog Fest.

Contact Barbara Hill at 402 572 5304 with your donations. Suggested items are "gently" used dog equipment, craft items, - anything doggy. All funds will be donated to NKC.

Shelly reminded the members that NKC is responsible to work June 28 & 29<sup>th</sup> at the agility fun match held at The Meadows next to Nebraska Humane Society, 90<sup>th</sup> and Fort. An e-mail blast will be sent out with more details as to what is needed.

The following members were voted into lifetime memberships. Ron Weaks, Dianne Krantz, Sue Torpy and Sheryl Bradbury.

The membership also voted to proceed with a fund raising calendar using photos of members and their dogs. Sheryl Bradbury will coordinate this project with Melody Falcone.

Respectfully submitted,  
Barbara Hill, Acting Secretary.

\*\*\*\*

### **NO JULY BOARD MEETING**



# Enjoy the Summer!

**CONFORMATION  
TRAINING CLASSES**

**WHEN:** Every **Monday**, except major holidays.

**LOCATION:**           **Companion Dog Club**  
                          **10803 N. 72 Street**  
                          **Omaha, NE**

**TIME:**   **7 PM – 7:30 PM: Table Dogs**  
                  **7:30 PM – 8:30 PM: Large Dogs**

**COST:** \$5.00 for first dog,  
                  \$4.00 for all subsequent dogs per evening  
                  Junior handler \$3.00 per dog

**DURATION:** Recommend 30 minutes or less for  
puppies. 30 to 60 minutes for adult dogs.

**WHO SHOULD ATTEND:** Experience and  
inexperienced dogs and handlers.

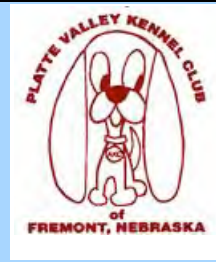
**CONTENT:**

- ❖ Table Training    Individual Gaiting
- ❖ Group Gaiting    Free Stack
- ❖ Breed specific training
- ❖ Different patterns typical to conformation ring,  
i.e. triangle, L pattern, T pattern
- ❖ Ring and show etiquette for those new to  
showing in conformation

**Check the NKC website for updates and/or  
changes – Everyone welcome.  
No reservations needed.**

**Any questions? Contact:  
Barb Hill, 402-572-5304**

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**Dogfest**

**PLATTE VALLEY KENNEL CLUB OF  
FREMONT, NEBRASKA**

**Presents**

**AKC Sanctioned B/OB Match  
with Junior Showmanship**

**Meet the Breed booths**

**Rescue booths**

**Education Information**

**Children's Education Class**

**Used equipment for sale**

**Saturday, August 3, 2013**

**11:00 a.m. - 3:00 p.m.**

**Christensen Field**

**Exhibition Hall**

**(Air Conditioned Arena)**

**1710 W 16 St.**

**Fremont, NE**

**Cash prizes for Best Puppy & Adult in  
Match, Best Junior Handler,  
and High in Trial.**

**Obedience ring will be fully matted.**

**Entries close at 11:45 a.m.**

**Judging begins at 12:30 p.m.**

**For more information contact:**

**Sandy Orr**

**402-571-0389**

**[sorr@orrkidboxers.com](mailto:sorr@orrkidboxers.com) or [sorr@cox.net](mailto:sorr@cox.net)**

*---Submitted by Sandy Orr*

## CONTACT THE GROWLER EDITOR

- ◆ If you have something to contribute for the betterment of the dog fancy that you would like published in the **Growler**, please contact the **Growler Editor**.
- ◆ If you have a show win that you would like to brag about, information regarding an upcoming dog event, or poem, etc. to share with others, **please contact the Growler Editor**.
- ◆ If you are the Chair of an NKC committee and would like to inform the membership of the committee's activities, **please contact the Growler Editor**.
- ◆ If you have a photo of your dog to put in the **Growler**, please contact the **Growler Editor**.
- ◆ If you have something for the **Growler**, please contact the **Growler Editor**:  
**Sharon Bourke, 402-391-5069, or e-mail: [omahasb@aol.com](mailto:omahasb@aol.com)**



SATURDAY, AUGUST 3, 2013

Dogfest

PLATTE VALLEY KENNEL CLUB OF  
FREMONT, NEBRASKA

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AUGUST 21, 2013

NEXT

NKC GENERAL MEMBERSHIP  
MEETING

## NKC FUNDRAISER

Gently used dog equipment items  
are needed for  
the Dogfest  
in Fremont, NE  
on Saturday, August 3, 2013

Contact Shelly Rehmeier at 402-779-2080,  
[shellyrehmeier@cox.net](mailto:shellyrehmeier@cox.net)  
if you would like to donate items.

Your contributions are  
greatly appreciated!

All proceeds will go towards the  
NKC Treasury.

## GROWLER ADVERTISING RATES

NKC members: \$10.00 per 1/8<sup>th</sup> of a page,  
\$75.00 for a full page

Non-members: \$15.00 per 1/8<sup>th</sup> of a page  
\$112.50 for a full page

Copy cannot change between issues of the Growler. All  
ads are subject to NKC Board approval.

NKC Members: No charge to advertise the sale  
of used dog equipment.

# TROPHY ROOM



**L'Gacy Easy to Love Ewe (Gracie) – Smooth Collie**

**Owner: Sharon and Scott Dowell**

June, 2013

NKC Herding Trial

Herding Instinct Certificate

---Submitted by Sharon Dowell

## ***Congratulations!!***

## **Herding Trial Report**

**By Barbara Hill, Chair**

We had 12 dogs compete on Saturday and 11 dogs on Sunday. We added the Herding Instinct Test on both days and 16 dogs competed in this event. Several of the dogs ran twice, were evaluated by 2 different judges and were able to earn their Instinct Test Certificate.

**Saturday's High in Trial was Becky Henson and her Border Collie, Peak. Reserve was Jerry Workman and his Border Collie, Jewel. On Sunday, Jerry Workman and Jewel were High in Trial and reserve was Joanne Vaughn and her Bearded Collie, Flo.**

Check out NKC's facebook page for photos: [www.Facebook.com/NebraskaKennelClub](http://www.Facebook.com/NebraskaKennelClub)

A big **THANK YOU** to all who helped at this event! Without you, these events do not happen.



**Becky Henson & Peak Judge Ken Dugan**



**Jerry Workman & Jewel Judge Ken Dugan**

# AKC CHAIRMAN'S REPORT

## June 2013

*-- Creating a New Conversation --*

**New York, NY** – Given that I spent nearly 45 years in the advertising agency business, it shouldn't come as a surprise that one of my favorite TV programs is "Mad Men" – the quintessential show about the advertising business in the 1960s, a time I remember well. One episode involves the proposed demolition of Penn Station and the construction of Madison Square Garden, which at the time was a hotly contested action.

Don Draper, the creative director of the agency, gives a pep talk to the hesitant client from Madison Square Garden, who was battling protestors against the plans to tear down Penn Station and build the Madison Square Garden we all know. Draper's advice was simple, but powerful - "If you don't like what they're saying, change the conversation."

That is certainly timely advice for the American Kennel Club. Today, I will share important steps we have taken to create that new conversation and, in turn, a new understanding of who we are, what we do, the dedication of responsible breeders, and the unique aspects of purebred dogs.

In March, I reported we were committed to strengthening our public outreach, starting with creating an engaging and effective social media platform. Christopher Walker joined us in March to spearhead that effort. His performance has been more like a battering-ram moving us forward with lightning speed. At that time, we had about 100,000 likes on Facebook and about 4,000 engaged participants – and engaged participants is the true measure of the health of a brand.

Now, just 90 days later, we have almost 370,000 likes and 80,000 engaged people. While HSUS has many more likes, they only have 28,000 engaged participants. What does all that mean? Those that are with us are really with us. Supporting the AKC, talking about us, and passing along items from our Facebook page. In addition, we now have a blog which the AKC team created in a couple of hours on Good Friday and the blog has currently received over 130,000 visitors. The last piece of that puzzle is the AKC website. Chris' team is working to make it significantly more user-friendly and interesting, particularly for the general dog-loving public. As they say, "watch this space" for change you will like.

Concurrent with our expansion of AKC's social media presence and outreach, we began an extensive review of public relations/public affairs agencies. The goal of that search was to determine a partner possessing the resources, expertise, and passion to create a new, exciting and engaging dialogue for the AKC. The team included me, Bob Amen, Dennis Sprung, Daryl Hendricks, Lisa Peterson, and was led by Chris Walker. We are very fortunate to have had Bob Amen's guidance throughout the process. His experience, knowledge, and insightful observations were of invaluable help.

The 90-day review started with a field of 19 and included in-person visits, conference calls, interim presentations, and final presentations. The participants covered both large and mid-size companies with a common thread being their strong desire to work with us.

Throughout the process one company stood out at every step and we are pleased to announce that we have unanimously agreed - and have retained Edelman as our new public relations partner, effective immediately.

Edelman is the world's largest public relations firm, with 4800 communication experts in 67 offices worldwide. Edelman combines the power of their size with the nimbleness and innovation we require.

They pioneered the first media tour; they were the first to apply public relations to building consumer brands; they conceived the first corporate citizenship program, and they were the first PR firm to establish a presence on the Web. Each achievement is directly linked to their entrepreneurial culture. Today they represent an impressive roster of global clients, including AstraZeneca, eBay, GE, HP, Microsoft, Shell, Starbucks, and Unilever.

They demonstrated a distinct understanding of our challenges and opportunities; unique capabilities in grassroots communication and mobilization; deep expertise in digital public affairs; effective legislator communication, and strong belief in the mission and work of the AKC. The team we will be working with consists of experts in a variety of disciplines, each with a purebred dog at home—one whose mother is a Breeder of Merit -and the leader of the team was formerly the spokesman for the NRA. The team works from the Edelman New York and Washington, DC offices.

Edelman will be assuming all the duties formerly performed by Rubenstein in addition to new responsibilities for public engagement to communicate our Good Works, promote purebred dogs, destigmatize responsible breeders, help achieve fair legislation, and promote AKC thought leadership.

In addition, Edelman has the experience and the expertise to anticipate, monitor, and respond to news attacks from the opposition or other threats to AKC's reputation 24/7. The key here is "anticipate" – something we will become expert at in short order. We have some other plans, but I believe HSUS and ASPCA are some of the most avid readers of our reports, including this one. So, rather than reading about our plans, they can enjoy experiencing them instead.

One final point. I always admired the writings of Harvard philosopher William James on pragmatism and truth. I was particularly inspired by one thought he had – "Act as if what you do makes a difference. It does." That is good advice for all of us to take to heart. I know you and your clubs are doing interesting and exciting things in support of our Good Works and purebred dogs. We need to know about those efforts and make them part of our new conversation with the public and our legislators. Please, send that information to Stephanie Smith at [SXS2@akc.org](mailto:SXS2@akc.org) and be a part of helping shape the destiny of the AKC and purebred dogs.

Your comments and suggestions are most welcome [atk@akc.org](mailto:atk@akc.org).

Sincerely,

Alan Kalter Chairman

**NOTE:** AKC gave \$10,000 to the tornado victims in Oklahoma.

***---Submitted by Medora Harper, AKC Delegate***

### NKC Standing Committees

Education	Dona Rosales
Growler Editor	Sharon Bourke
Training Director	Barb Hill
Community Outreach	Melody Falcone
NKC/AKC Legislative Liaison	Sandy Orr
Tracking	Shelly Rehmeier
Strategic Planning	Tim Bourke
Meeting Refreshments	Barb Ihle
Specialty Coordinator	Sandy Orr
Web Page Coordinator	Barb Hill
Event Planning	Pat Leyendecker
Constitution	Medora Harper
Ways & Means	Shelly Rehmeier
Facebook	Sharon Dowell

### **NKC** **2013 Calendar of Events**



August 7	Board Meeting
August 21	General Meeting
September 4	Board Meeting
September 18	General Meeting
October 2	Board Meeting
October 16	General Meeting
November 6	Board Meeting
November 10	Tracking Test
November 20	General Meeting
December 4	Board Meeting

*Note: List subject to change*

*--Sharon Bourke, Editor*



**WOOF, WOOF,**

Please contribute gently used dog equipment items for the NKCC fundraising table at the Dogfest on August 3<sup>rd</sup>.

Growlers Gazette  
Nebraska Kennel Club  
c/o Sharon Bourke, Editor  
1026 South 92 Street  
Omaha, NE 68114

FIRST CLASS DATED MATERIAL



**JULY, 2013**