



# Santa Ana Valley Kennel Club

*Not My Breed. Not Your Breed. All Breeds.*

## THE SOMBRERO

October 2015

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### Club Business & Announcements

Our next General meeting is

October 13, 2015

7:00 PM

at

Hemopet

11561 Salinaz Avenue

Garden Grove, CA 92643

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**Santa Ana Valley Kennel Club  
Show De-brief  
&  
Halloween Potluck**

**October 13, 2015  
6:30pm**

**(Early so food can be set up and everyone can be in their seats  
with food ready for the meeting to begin at 7:00)**

**In honor of all the hard work everyone did to put on successful show this year,  
our October meeting will not only be our annual show debrief but we will be  
having a Halloween Potluck to celebrate.**

**Please bring your favorite ghoulish treat to share.  
Hoping that everyone who volunteered can make it.**

Meeting Minutes for both the Board and General Membership meetings are  
chronologically filed on our website.

**SAVKC's 2015-2016 Officers & Board**

**Officers**

President.....Dean Langwiser  
Vice President.....Jill Dominguez  
Secretary.....Tammy Porter  
Treasurer .....Jolene Hicks  
AKC Delegate.....Keith Hicks

**Board of Directors**

Awards & Programs.....Chris Porter  
Communications.....Patty Rusko  
Legislation.....Carol Hamilton

Membership.....Burk Hughes  
Performance.....To Be Assigned

**Sunshine Person**

Linda Shramenko [lindarose2@verizon.net](mailto:lindarose2@verizon.net)

**Sergeant of Arms**

Keith Hicks

**Breeder Referral Contact**

Vivian Brown

**Website**

Jill Dominguez

**Newsletter**

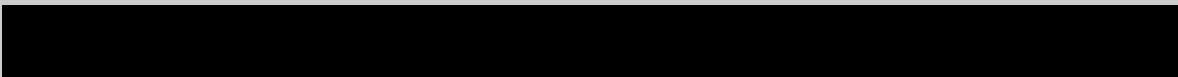
Tammy Porter

**Publicity**

Jill Dominguez

**2015 Show Chair**

Janice McClary





## Upcoming Events

Caring for the Veteran dog Seminar

[Click here for flyer](#)

# As the Wheels Turn - Emergency Preparedness

By Laura Reeves PHA  
Best In Show Daily



Fire. Flood. Tornado. Hurricane. Earthquake. Car accident. Medical emergency.

Anything can happen, has happened and could well happen again. When we have responsibility for the lives of the dogs in our care, this makes planning ahead a vital consideration.

Out here on the West Coast, literally hundreds of thousands of acres are burning down around us. Meanwhile, other areas of the country are flooding, tornadoes are still breaking out and hurricane season is just around the corner.

With all this in mind, it seems an appropriate time to talk about what we can do to be ready at literally a moment's notice to act decisively and rapidly in an emergency.

I have tremendous respect for fire, especially. Growing up in southern Oregon, I helped my dad fight grass fires on friends' and neighbors' properties. He'd worked as a fire lookout in Montana during college and was routinely called for help. I learned a lot from him. And I still found myself quite literally incapacitated when a neighbor, many years ago, blew up his acetylene tank and set our forest on fire.

I was home alone with 10 dogs and no vehicle large enough to carry them all, as my rig happened to be in for repairs. We all survived, but I was bitterly disappointed in my coping skills and learned a lot of very good lessons that night. First and foremost, no matter how trustworthy the dog, in an emergency, put it on a leash!



So, we'll start there. Always have enough leashes on hand, easily accessible, for every single dog on the property or in the vehicle. Never assume even the best dog will be reliable in an emergency. I use slip leads mostly, and some flexileashes with slip collars always attached. If there are 10 dogs on the truck, there are 10 leashes. Period.

Never block ingress and egress routes, either in the truck or at the kennel. If you have to move fast, throwing suitcases out the door because they're in the way will cost invaluable time.

Always have more fire extinguishers than you think you need. Keep them in the truck, in the house, in the kennel, in the RV. They aren't expensive. And, they have an expiration date! Check to be sure they are fully functional.

Label crates. This not only helps insure the right dog gets back to the right crate at the show, but specifically makes it so strangers can identify the dogs in an emergency. While it is more work, it is a good policy to also include owner and contact info on tags on each crate and/or run, both in the truck and at home.

Carry a first aid kit at all times. This can be as basic or extravagant as you desire, but being prepared to deal with triage and treatment of at least minor injuries is imperative.

Insist that every dog on the property or on the truck be microchipped. Keep track of that information! This is an area in which I need to be more vigilant. This helps ensure that any dog who might escape in an emergency is able to be identified and reunited with its family.

Do everything within your power to minimize the potential for emergencies. Be sure vehicles and kennel facilities are well-maintained. You can't control

Mother Nature or crazy people, but you can do your part to make sure the front tire doesn't fly off while going down a mountain at freeway speeds.

Have a plan. I admit to tending toward the paranoid, but I spend a lot of time on the road. I use, perhaps, an inordinate number of those hours rehearsing plans in my head for all contingencies. Most I have never needed to implement. For which I am eternally grateful.

Stay calm. Very easy to say. Much, much harder to do. And I say this from personal experience. Act quickly, keep thinking, don't panic and always, always keep the dogs on leashes.

## Awards & Programs

Reminder to start thinking about your dogs achievements for 2015. SAVKC's Annual Awards Banquet is just around the corner. Be looking for the awards application will be sent out in a blast soon !

Thank You,  
Chris Porter  
SAVKC Awards & Programs Director

## SAVKC Match



## Dog Show Economics

**Who benefits most from dog shows and why puppy mills prosper and show breeders leave. What do YOU want to see changed?**

March 2013 [TheDogPress BLOG!](#)

### **AKC Income Over 60 \$Million Per Year**

Registrations are plummeting but AKC invested in other income sources long ago. From credit cards to kennel supplies, American Kennel Club income is no longer dependant on registrations from show breeders.

That's another story but dog show clubs must not go down the same path or show breeders will become totally irrelevant!

### **Professional Handlers Making Big Bucks**

The annual income of many clients is such that \$100,000 spent promoting a show dog is only a minor deduction for tax savvy backers. Handler income is relevant here because the true pros earn every penny and a big chunk of their income provides a good living for assistants and kennel help. Even so, dog show clubs would be wise not to put all their chips in "the top handlers" game.



## **Dog Show Clubs Struggling**

Dog shows provide income, recreation and friendly competition for dedicated dog enthusiasts. Equally obvious, interest in dog shows and quality purebreds is in serious decline and that inarguable fact shows up in the club treasurer's reports.

By the way, "kennel club" is an outdated anomaly because only a handful of wealthy, well-zoned breeders still have a kennel. It's a bygone era. We must recognize what is happening or everything we know as "the sport of dogs" will collapse. One reason both breeders and dog clubs are barely staying afloat is obvious...

## **Puppy Mills More Prosperous Than Ever**

Demand for quality purebred dogs from show and hobby breeders is practically gone. Puppy mills, dubbed "High Volume Breeders" [ref-link #1] teamed up with Pet Shops and Animal Shelters to distribute their product. Does puppy mill produce add to AKC income? Yes. AKC's PRIME pet shop software [ref-link #2] and decades of collusion with the Hunte puppy mill is paying off handsomely.

## **Show Dog Breeders Can't Compete**

Hobby breeders have no storefront, no TV advertising, no marketing firm. What hobby breeders have instead is huge competition for every \$ of puppy-sales income! Designer Dogs are everywhere but to see top quality purebreds, one must go to 5th Avenue or Rodeo Drive where the ultra-rich display their tasteful acquisitions. If Mr. Public sees a well-bred dog on TV, it's probably on Animal Planet which rarely promotes buying from a responsible breeder.

So if a dog lover wants to buy or breed dogs, he goes newspaper classifieds, the local pet shop, or the AKC website. He doesn't know the difference between commercially-bred purebreds and dogs lovingly and responsibly created by show breeders. Is AKC going to help educate Mr. Public? No way. The site shows blatant puppy mill adverts.

## **Real Dog World Economics**

An average show easily generates \$100,000 for the local economy in food, lodging, gas, and supplies purchased by exhibitors. So why don't

clubs generate comparable income from spectator ticket sales, parking, food concessions, and specialty items sold by club members?

We have only to look at the very profitable Westminster Kennel Club's promotion and "location-location-location"! Urban shows are the most expensive to produce but they generate huge spectator income because that's where people live. Yes, that's a duh! Some exhibitors prefer way out, easily accessible places with acres of big rig parking? Ok... so let's only hold dog shows for professional breeders and handlers. That'll work, if we throw out the original dog show concept which is comparison of breeding stock, public education, spectator gate, etc.

Driving to "the country" could be a great family outing but first they have to know there *is a dog show* and secondly, when and where. What needs to change in order for a kennel club to get breeders and potential puppy buyers together in the same venue?

### **First, Dog Show Awareness**

The most obvious is radio and TV news announcements, even if they have to be purchased. Free or low rates for non-profits apply. Then take another look at Westminster's nearly cost-free use of the internet. There's an old adage dog show clubs seem to have forgotten - you have to spend money to make money.

Are there "take one" flyers with directions, phone numbers, and tidbits about the upcoming dog show in every vet's office, grooming shop, and stores where animal owners might shop? Attach a free admission ticket to the flyers! That person brings family or friends. Are kennel club members trading assignments at the shopping malls, complete with dogs, posters and flyers? Also skate board or kiddie parks where families go? Does everyone within a 50 miles radius know "the dog show is coming!!"? Families look forward to the county fair for weeks. A dog show could generate equal excitement and income.

### **Why Mr. Public Rejects Dog Shows**

We asked potential puppy buyers how they feel about going to a dog show. Over 80% who owned or "would consider" a pedigreed dog said they didn't want a show dog, just a healthy purebred. More than a few thought that dog show breeders were too pretentious, charged too much, and several stated they just wanted a dog "with no strings." On enjoying

the event or puppy shopping at a dog show, survey responses ranged from "inconvenient" and "couldn't find the breed" to "boring" and "I don't understand what they're doing" and "no one had time to talk to me."

A clear majority responded that they saw no reason to go to a dog show when all they wanted was a pet. Show breeders have failed miserably on contrasting the genetic health of responsibly-created puppies to that of commercially-produced stock! If you are waiting on AKC to help, forget it. That would be like shooting your business partner.

When we asked if potential owners would consider Obedience, Agility, Field Trials, dock diving, herding, or other dog activities, most had no knowledge of such events.

Our conclusion was two-fold. Public awareness is key to reaching buyers who might become exhibitors and/or breeders, thus generating income for dog show clubs, and other hobby breeders. The problem is that dog shows offer no incentive for the public to attend and most show participants are harried professionals who have no puppies for sale and thus, no time for puppy-seeker questions.

Read that last paragraph again. How can a dog show generate income if it has no promotion? No entertainment. No public involvement. No exciting events and NO DOGS for sale! No wonder people go to local pet shops! Do you remember the days when breeder-exhibitors set up x-pens and filled them with puppies? When breeders sat proudly by their van, trailer or small motor home (not those intimidating multi-million dollar mansions) and were approachable? When families could chat with show people, learn about specific breeds, and actually go home with a puppy?

What is wrong with that? Don't say breeders have to be careful nowadays? Of what? There's no law against meeting people and talking about what we love. Maybe in some states, disengaged breeders have let laws be passed requiring the buyer to "visit the breeder's place of business?" Well then okay, that's your van or motor home. Let them pet the puppies (they have shots right?), invite shoppers to sit down and get to know each other. Are you getting it? If not, just sit by your phone or computer screen waiting for an inquiry from six states away. YOU let it happen. "Kennel Clubs" let it happen. And AKC let it happen.

## Does Anyone Remember Benched Dog Shows?

Many were held at a local gymnasium, the seldom-used civic auditorium, or the National Guard armory. Today you can rent one of those closed-down small Wal-Mart stores. In fact, in most cities, you can rent a whole mall! Seriously, benched shows always generated spectator income because people were assured of finding dogs on display and someone to talk to. Breeders entered benched shows because they were guaranteed interested customers! Today we have "Meet The Breeds" but too often, there are few participants and little to see as the day wears on. Dog show clubs should consider offering one free entry or some other incentive such as free parking or grooming space to owner-exhibitors who pledge to spend at least four hours doing the meet-and-greet. The lost parking or space income will be more than offset by greater spectator income at the gate.

AKC has devised new show classes to generate extra entry fee income. Problem is, a *Grand Champion* or *Owner Handler* award is of NO interest to the general public. Fortunately Agility has been a virtual gold mine of extra income for clubs. *My Dog Can Do That* involves pet owners in even more companion events which generate income. *Flyball* and *Terrier Races* and *Go To Ground* events are exciting but the sad truth is that spectators are much more enthusiastic than the clubs. Shame on dog show clubs that operate under false pretenses! Is that because professional handlers and judges derive no income or stature from such events? Even *Rally Obedience* is ignored by clubs that would rather moan about loss of income.

TheDogPress is dedicated to maintaining the value of show dogs. I've been honored to do several Judges Education Breed Seminars at St. Jude's Children's Hospital. What a dog event! From sheep herding to circus acts and all breed shows, Memphis welcomes thousands of out-of-towners to the annual St. Jude's event which helps support vital research and allows St. Jude's to say "no child is turned away."

If any handler or judge thinks dog shows were created just to generate income for *them*... please explain why getting a thousand more people through the gate is less important?

One more thing. Clubs, do you let the community know people can see all the breeds on display at Group time? Oh wait, I forgot, there's no

seating. Dog shows are probably the ONLY EVENT that charges admission but doesn't provide a seat with the ticket! Football, high school basketball, dog track, horse track, from local stock car races to the Indy or Daytona 500; buy a ticket, get a seat. You might be in the upper stratosphere of Madison Square Garden but at least you were guaranteed a seat.

**Hello dog club officers and breeder/exhibitors.**

What is your solution to dog show economics? Share what your all-breed or specialty dog show club does to generate more gate. Owner handlers, tell our readers, including the dog clubs, how they can make dog shows better and more profitable.

Breeders, do you send your dogs out with a handler and if so, why? Handlers, how would you improve show venues and club income? Would you be willing to donate just one hour of your day giving a lecture and demonstration on how to show a dog? Junior Handlers, would you be willing to help out for the session? Of *course* the spectators can't learn in an hour but your discourse will light at least one fire. Guaranteed.



### Stay In Touch With Your Club

Santa Ana Valley Kennel Club's Website....For club news and archives

<http://www.savkc.org/>

### Braggs

"Jewel"



Another nice ribbon goes to GCH LARKANGEN'S AMERICAN TRENDY GIRL,  
CGC.. My Swedish Jewel..

Taking 1st AOM at the PNW Regional in Olympia, Washington under prestigious  
breeder Judge Ian Copus.

Shown by our own club member Joseph Berkau..



Jewel at the National competing against 180 beardies.. When all the cuts were made There were 4 left for BOB.. Jewel was in that line-up.. 2 boys and 2 girlst..She showed her heart out With Joseph Berkau and was absolutely amazing to watch the two of them just float around The ring together.. What a Team.. !!! Jewel was awarded Select Bitch under breeder Judge Gail Bishop.. what a week!!!

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"Sahara"





On July 19th "Sahara" (BISS MRBIS MGRCH Allagante Sahara Starfyre, ISWS LCM, EC, SRCX, ASFA FCh, LGRA GRC, CD, RA, ITD, CGC) earned her ISWS Lure Courser of Merit. LCM's are awarded after a Field Championship, are are an additional 300 points earned in lure coursing and at least 4 first placements. Sahara is spoiled rotten by, and yodels order to, Keith & Jolene Hicks

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"Khan"



On Labor Day, "Khan" (UKC Ch Starfyre Gold Ziron ASFA FCh, ISWS IC, ITD, CGC) earned BoB and his ASFA (American Sighthound Field Assn.) Field Championship. Khan is owned and indulged by Keith & Jolene Hicks.

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Congrats to all of you and those who forgot to brag !

Please remember to send in your brags.

Each of you and your dog work hard to earn them,  
so why not be proud and share them with your club ?

### From The Editor

I had a great FIRST brag from someone who has been working for two years plus to have a brag, but unfortunately a club member, who recently resigned is trying to have it taken away. It's so sad to see how mean people can be, especially to fellow club members.



Tammy

Santa Ana Valley Kennel Club | [shwdogz@mac.com](mailto:shwdogz@mac.com) | <http://www.savkc.org>

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For a PDF version of this newsletter please click here: [Sombrero October 2015](#)