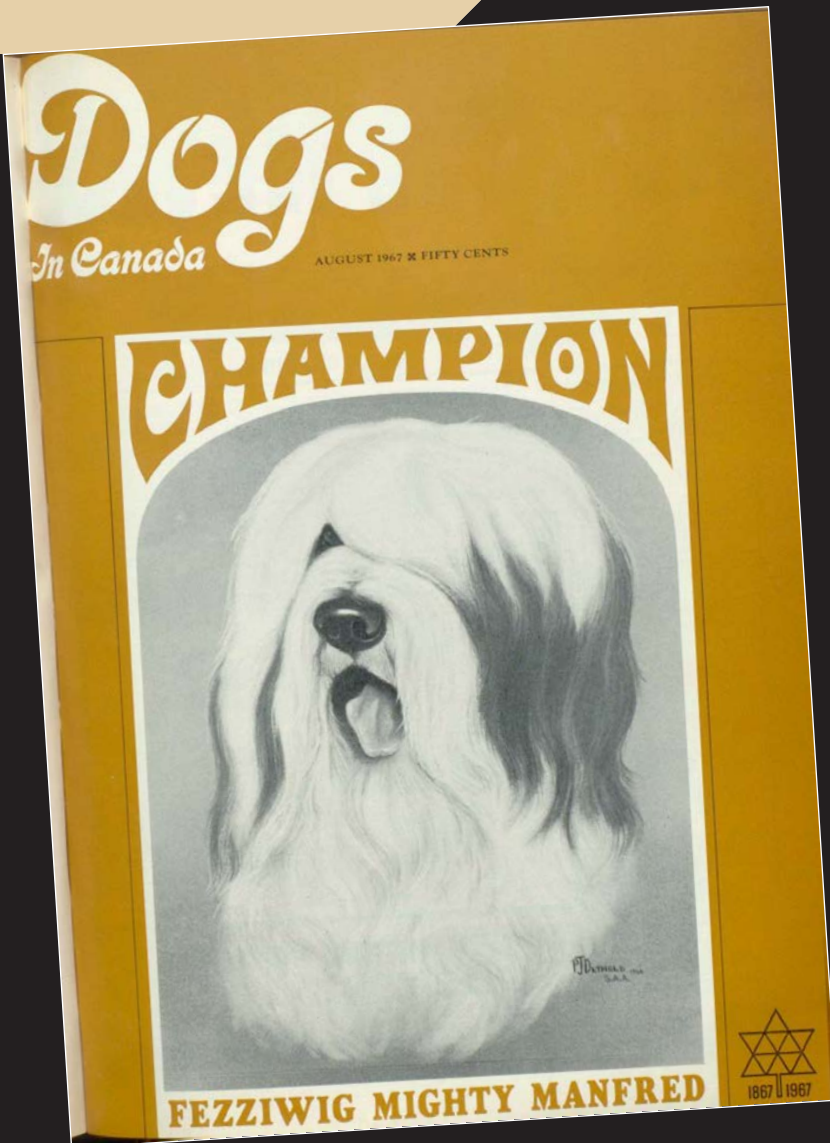




KENNEL AND BENCH

AUGUST 2017

2017 Tattoo Letter is "E"



From our archives:

This issue of
Dogs in Canada
was published in
August, 1967.

The original caption reads:

**CHAMPION
FEZZIWIG MIGHTY MANFRED**

Follow US!



- CKC Launches Digital Advertising Campaign
- IT4YOU Update: Smart Solutions and Better Performance
- Gearing up for the 2017 CKC Election and Referendum
- AKC Sire Verification of Ownership on CKC Litter Application

PLUS MORE ...



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KENNEL AND BENCH

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CKC LAUNCHES DIGITAL ADVERTISING CAMPAIGN



The CKC Communications team is excited to share that CKC is once again investing in advertising in June and July with a goal of generating new interest in our Club and

new visits and awareness of The Puppy List.

To ensure visitors to the Puppy List have information on all CKC member breeders in Canada, we encourage Members to log into My Profile at www.ckc.ca/ckcmemberlogin.aspx, and opt in to have their information displayed online on The Puppy List.

The campaign began in Ontario in June with a full-page ad facing a full-page choosing-the-right-puppy editorial in the transit magazine On the Go, supported by PATH billboard advertising and one week on a big billboard on the Gardiner Expressway. This represented only 8% of the campaign budget.

The next phase of the campaign is an investment in digital advertising. Launched last week in English and French, this innovative campaign includes advertising on Facebook, Instagram and YouTube and targets Canadians who have already shown an interest in dogs through their use of social media, web searches and browser behavior.

Examples of the campaign ads include:

- Rotating ad on Facebook
English: <https://fb.com/1/28OIJb5HfOiVMD7>
French: <https://fb.com/1/2enGzkAtWCSG7oS>
- A video running on Facebook and before YouTube videos:
<https://www.youtube.com/watch?v=lsAHAnCFBTE>

If you have suggestions or concerns, please get in contact with the Communications team through information@ckc.ca.

IT4YOU UPDATE: SMART SOLUTIONS AND BETTER PERFORMANCE

The new CKC IT4YOU computer system, currently in development, promises to provide technology that will bring an improved online experience to CKC Members.

One of the key areas slated for a rethink and upgrade is the online Membership Portal. The capabilities built in to the new platform will allow Members to benefit from:

- Online membership renewal that is quick and simple and can be performed at any time
- Online new membership applications that will help to widen interest and grow our membership
- Improved online help covering a wide variety of topics and available 24/7/365
- Convenient and secure online purchase of CKC goods and services - including:
 - Microchips, implanters and scanners
 - Event Rule Books
 - Complete set of breed standards
 - And more

Finally an important reminder to members that data clean-up is continuing and, as “data” is your Member information, you can help this process by reviewing and updating your Member Profile [here](#).

If you have questions or concerns, please get in touch with CKC by email at information@ckc.ca.

GEARING UP FOR THE 2017 CKC ELECTION AND REFERENDUM

CKC is in Election and Referendum mode and starting November 1, voting CKC members will have the opportunity to vote for a new Board of Directors for 2018 – 2020 and have their say on important amendments to the CKC By-laws.

Before You Vote

It is important to update and verify your contact information in [My Profile](#) to ensure you have your say, your way:

- Select **voting preferences** for online or paper communication
- Ensure we have your **current email address on file** in order to stay up-to-date on all 2017 CKC Election/Referendum details!
- Confirm that we have your **date of birth on file** because, as you know, you must be 19 years old to vote.
- Simply **login to the member site** and **UPDATE MY PROFILE**. You may also contact Membership Services at information@ckc.ca or by calling 416-674-3699 or 1-855-364-7252.

Voting Online Saves Time!

With 60% of members voting electronically in last year’s Referendum, we would like to keep the momentum going and make online voting even easier! More details to follow this summer.

How to Nominate a Board Member

Think you can make a difference on the Board? Know the perfect person to represent your zone? [View the Nomination and Election Overview](#) and fill out a [Nomination Paper](#). **Deadline to file nomination papers is October 1, 2017 @ 5:00 PM.**

Watch this space for more information in the coming weeks!

AKC SIRE VERIFICATION OF OWNERSHIP ON CKC LITTER APPLICATION

We are simplifying the registration process for Canadian breeders using AKC stud dogs for breeding purposes.

Currently, when using AKC-registered sires, Canadian breeders must submit the CKC Litter Application to the AKC for verification of the sire's name, registration number and ownership. The application will then be mailed from the AKC back to the Canadian breeder, unless the AKC is notified to mail the form directly to the CKC.

Going forward, once the litter application has been verified by the AKC, the AKC will forward the application electronically to the CKC for processing, only if a copy of the certified pedigree of the sire (showing a minimum of three (3) generations and the registered name and number for every dog in the pedigree) accompanies the litter application. The CKC will accept an electronic signature or approval stamp from the AKC on these applications.

If a copy of the sire's certified pedigree is already on file with the CKC, a note must be submitted with the litter application to the AKC in order for the application to be forwarded to the CKC. If the AKC receives the litter application without a copy of the sire's certified pedigree, or a note stating the pedigree is already on file with the CKC; the AKC will certify the application and return to the breeder.

This partnership will better assist our breeders with their litter applications sired by AKC-registered dogs.

NOTICE TO CONFORMATION CLUBS RE: LIMITED BREED SHOWS

The following motion regarding Limited Breed Shows at Conformation Shows was passed at the June 2017 Board Meeting:

"THAT, the Policy & Procedures Manual, Chapter VI, Section M be amended by adding a new section to read as follows:

VI. SHOWS & TRIALS

M Conformation Events

ADD NEW

1. Limited Breed Shows
 - a. A Club that has been approved to hold Multiple Shows, on any day of a 2, 3 or 4 day cluster will not be permitted to hold a Limited Breed Show at the same venue.

- b. An All-Breed Club requesting to hold a full group Limited Breed Show must obtain written permission from the Club Secretary or President of any full Group Specialty Club for the same breeds, which operate within 100 miles (160 km) of the venue for the Show(s). All Breed Clubs may hold Limited Breed Shows for specific 'Theme' breeds within CKC recognized Groups. These Limited Breed Shows cannot be for a full CKC recognized Group and must be based on a common thread within the breed specific characteristics. Written permission from Specialty Clubs is not required for Limited Breed Shows.
- c. Clubs holding regular All Breed Conformation Shows without limitations are permitted to hold either 1 Limited Breed Show for 1 full CKC recognized Group, or 1 Limited Breed Show for specific 'Theme' breeds within the CKC recognized groups per day. Clubs approved for more than 1 Limit Show, must include any combination of Limited Group Shows or Limited Breed Shows throughout the 2, 3 or 4 day event.
- d. All Limited Breed Shows must be approved by Shows & Trials Division in consultation with CKC Board member for that particular zone.
- e. Recording fees for all Limited Breed Shows will be the fee applicable to events where the total entry is 126 and over."

This motion is effective immediately. Therefore, Event Date Applications with Limited Breed Shows submitted to the CKC after June 9, 2017 will be approved in accordance with the above-noted policy.

WICKETS FOR PURCHASE

Effective immediately, Wickets will no longer be available for purchase through the Canadian Kennel Club Order Desk.

If you require Wickets, please contact:

Foy Trent Dog Shows
 116 N Ogden St.
 Sturgeon, MO 65284
 Office: 573-687-2101
 Fax: 888-685-8989
www.foytrentdogshows.com

MILESTONES

We regret to announce the passing of the following members. The Canadian Kennel Club wishes to extend condolences to family and friends.

- Alice M. Watt of Lower Truro, Nova Scotia

KENNEL NAMES



The following applications for registration of kennel names have been received by The Canadian Kennel Club. Any objections must be in writing and submitted so as to be received by the Registration Division, Canadian Kennel Club, 200 Ronson Dr, Suite 400, Etobicoke, Ontario M9W 5Z9, on or before **September 30, 2017**. Only objections from breeders with registered kennel names will be considered.

APPLICATIONS FOR REGISTRATION OF KENNEL NAMES

FIRST CHOICE	SECOND CHOICE	THIRD CHOICE	FIRST CHOICE	SECOND CHOICE	THIRD CHOICE
BALLINAKILL	GLENARIFF	BALLINDERRY	KLEE	KLW	
BELLAFIGURA			MAHEEKENS	MAHEY	MGPM
BLUESBROS	BLUEBROS	BLUESBRO	MAKERSMARK	BEAUSTAFF	MARKSTAFF
BYTOWN	OTTAWAVALLEY	TINYPAWS	RIVERCROSS		
CHARIOT	CELESTIAL	NICORDAN	STARKEHAUS	STARKEHAUS	STARKHAUS
CORGIALLYURS	CICELTIC	RHOIBYWYD	TREUERFREUND		
DOXIELUV	LUVNDOXIE		URAJIRO		
GORDONELITE	GORDONNIERE	GORDONNERIE	ZACHARIAS	ANASTASIA	

NEWLY REGISTERED KENNEL NAMES

GRANTED JULY 4, 2017

AILEBLEUE	BELLUS	CCSEYANELEE	CLARITY	MISZTICHOL	MOANA	MYSTICFIRES	PACE
COSMOTOLLERS	DALES	DELRIKCBAY	DENBOKS	PAGEANTPOMS	PASHA	REGALBLACK	SEQINEK
DOXMOR	DRUID	FELICITY	FOXCREEK	SHIBALOVE	SPRUCEHILL	THEWOLFCLAN	TRIPLEC
FRANKIA	FROSTWOOD	FUZZYPUPPY	HUNETH	UAPISHKA	VOMULFHEIM	VOMWALDWEG	VONAMORBACH
ITSCORGITAIL	KLUANEPOINT	KUSTE	LAWSONWOOD	WESTERNROSE	WESTERNRUHAR	WHITEDOVE	WILLOWNOOK
LUCIDITYS	MALLAIG	MANEKI	MANICOUTE	WOOFNWAG			



CANADIAN KENNEL CLUB MISSION STATEMENT

Who We Are

The Canadian Kennel Club is a national, member-based, non-profit organization, incorporated under the Animal Pedigree Act of Canada. It provides registry services for all officially recognized breeds of purebred dogs and provides governance for all CKC approved shows, trials and events. Finally, the CKC is a communication organization informing all people interested in dogs.

Mission

The Canadian Kennel Club will service its membership and the community at large by giving support, understanding, help and guidance in all their canine-related endeavors. CKC will work so that members will be proud of their affiliation. The Club will recognize, promote, and publicize the actions of responsible breeders and owners.

Vision

The Canadian Kennel Club, with its members, will be a dynamic service organization, a recognized authority for purebred dogs, and an advocate for all dogs.

Values

The Canadian Kennel Club will embrace integrity, openness, honesty and compassion in its dealings with all of its members and customers.



AN INFORMATION SUPPLEMENT FROM THE CKC

KENNEL AND BENCH