
World Congress, June 28, 2017

Dog Ownership, Global Trends and Government Regulations

**Bob Rowbotham, Chair, Board of Directors
Canadian Kennel Club**



CANADIAN KENNEL CLUB

CLUB CANIN CANADIEN



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CKC was incorporated in 1888 by Agriculture and Agri-Food Canada under the Animal Pedigree Act (APA)

- ⑩ 50,000 registration/year
- ⑩ 20,000 members
- ⑩ 3,000 events/year
- ⑩ 175 recognized breeds
- ⑩ 600 clubs
- ⑩ 1,500 judges (124 All-breed)

pure
devotion

The Canadian Kennel Club has been the primary registry for purebred dogs in Canada for over 125 years. We offer our valued members:

- Advocacy on behalf of dogs and owners
- Important information on canine issues
- Product and service discounts
- Special partner offers and savings

Not already a member? Join today!
Learn how at ckc.ca/membership

 CANADIAN
KENNEL
CLUB
All for the love of dogs.

Animal Pedigree Act (APA)

Passed in Parliament in 1900 to:

1. Promote breed improvement
2. Protect persons who raise and purchase animals

Provides CKC Sole Authority to:

1. Manage a public registry for recognized breeds
2. To issue registration certificates
3. To establish breed standards and rules of eligibility for registration
4. Define what is a purebred



CKC 2015-2018 Strategic Plan

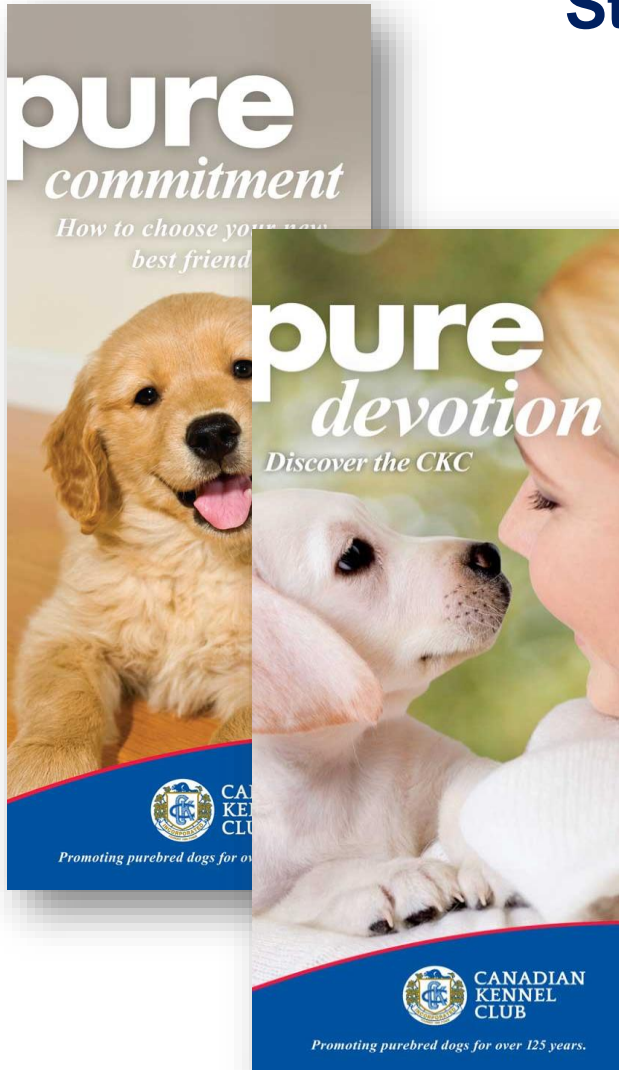
Strategic Imperatives

1. Growth of the Canadian Dog Fancy

2. Enhancing the Member Experience Through Process Improvements

3. Advocacy of Purebred Dogs and the Canadian Kennel Club and All Dogs

4. Health & Well Being of Purebred Dogs



Common Issues

Dog Registrations (2000 to 2017)



Event Entries (2000 to 2017)



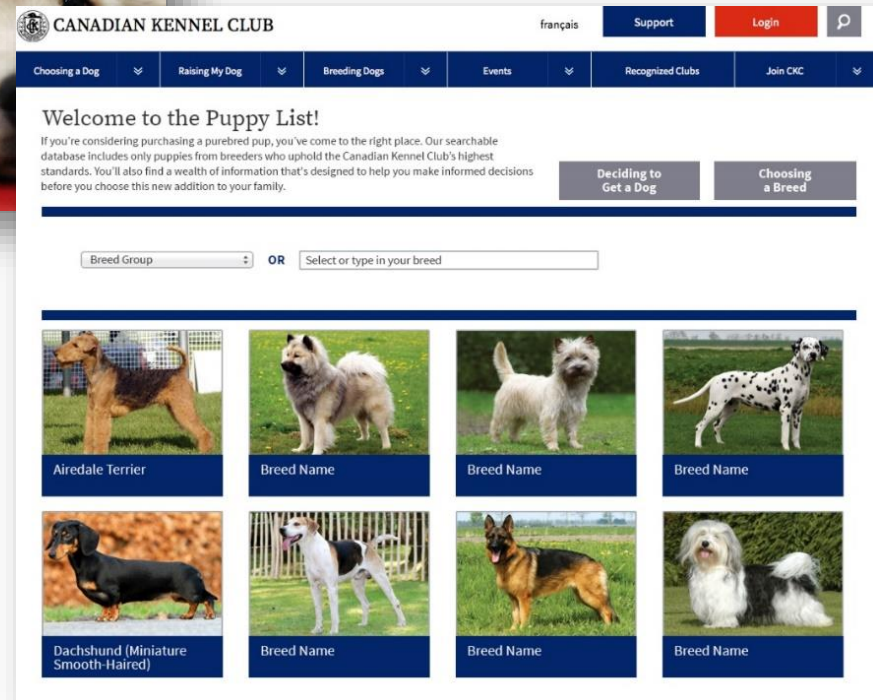
- Declining Volumes
- Breeding Practices
- Competitive Forces
- Globalization
- Aging Membership
- Consumer Demands
- Counterproductive Legislation

Mitigating Strategies

- Improve Service
- Attract New Members
- Diversify
- Increase Awareness
- Update Systems



Breeder listing views on CKC's Puppy List increased by 1,960% between 2014 and 2017





Guiding Principles

This project must serve members and...

1. Enable and Encourage User Self-Service
2. Provide Timely Access to Relevant Information
3. Reduce Bureaucracy
4. Reduce Administrative Costs
5. Grow the Business

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CHRISTINE A JONES - [Log out](#)

[My CKC](#)
[My Profile](#)
[My Dogs](#)
[My Invoices](#)
[Applications ▾](#)
[My Inquiries ▾](#)

GCH ROANEDEN'S POND STAR WC JH

[Print Dog](#)
[Back](#)

[Transfer Dog](#)
[Lease Dog](#)
[Order Duplicate Certificate](#)

CKC Registration Number: BA542598
Litter Registration Number: WN309416BA
Status: Active

Date of Birth: 01/29/2014
Date of Registration: 08/29/2016
Purchase Date: 09/08/2016

Breed: Nova Scotia Duck Tolling Retriever
Group: Sporting
Colour: Golden Red & White

Sex: Male

Recovery

Dog's Call Name: Chumlee
Emergency Contact: [Country Club For Pets](#)

Identification Type: Microchip
Microchip No: 956000008925901

Lineage

Dam: CH ROANEDEN'S PERFECT TEN

Sire: [GCHEX ROANEDEN'S INT'L HARVESTER WC JH](#)

Litters: [Show Litters](#)
Siblings: [Show Siblings](#)

[Pedigree](#)

Contacts	Role
CHRISTINE A JONES	Current Owner
ROBERT E JONES	Co-Owner
CHRISTINE A JONES	Breeder
ROBERT E JONES	Breeder

Applications	Status	Date	Download
Dog Registration	Approved	Apr 3, 2014	Download
4 Generation Pedigree	Approved	Aug 5, 2016	Download
Litter Registration	Approved	Jan 29, 2014	Download

Medical Certificates
[Add Medical Certificate](#)

Points & Titles	Pts	Date Title Awarded	Download
JUNIOR HUNTER	1	Jun 11, 2016	Download
WORKING CERTIFICATE	1	May 26, 2016	Download
GRAND CHAMPION	24	Jun 19, 2015	Download
CHAMPION	11	Nov 30, 2014	Download
GRAND CHAMPION EXCELLENT	49		

Event Results (Compact View)	Date	Discipline	Pts	Status
MILL CREEK RETRIEVER CLUB	Jun 11, 2016	Conformation	1	Official
MOUNTAIN VALLEY RETRIEVER TRAINING CLUB	May 26, 2016	Conformation	1	Official
SARNIA KENNEL CLUB INC.	Jul 4, 2015	Conformation	4	Official
KINGSTON & DISTRICT KENNEL CLUB INC.	Jun 19, 2015	Conformation	3	Official
	Jun 19, 2015	Conformation	4	Official
KINGSTON & DISTRICT KENNEL CLUB INC.	Jun 19, 2015	Conformation	5	Official
ERIE SHORES KENNEL CLUB	Jun 7, 2015	Conformation	3	Official
ERIE SHORES KENNEL CLUB	Jun 7, 2015	Conformation	1	Official
ARNPRIOR CANINE ASSOCIATION	May 9, 2015	Conformation	3	Official
ARNPRIOR CANINE ASSOCIATION	May 9, 2015	Conformation	3	Official

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Page size:

Sample Record

Thank You Canadian Kennel Club

**Bob Rowbotham,
Chair, Board of Directors**

**Lance Novak,
Executive Director**



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