

**SPECIAL  
POINTS OF  
INTEREST:**

- SMCC show  
wrap-up

**INSIDE  
THIS  
ISSUE**

- Members 2
- Exhibitors 3

**AKC News**

- Gazette 4
- Event Fees 5

**Flyers**

- Chickadee 6
- Celtic Dogs 7
- LRKC 8

- USPS 9

## Message from the President

Our 2011 show is behind us. As Show Chairs and President, Pollie & I, want to thank all of you who pitched in to make this year's show a success. Thank you for taking time off from work, pitching in, working together and doing whatever needed doing. It is this kind of cooperative effort that makes me proud to be President of Vacationland Dog Club.

We have received many cards and emails from both Judges and exhibitors commenting on how well our Clubs worked together to make this year's show enjoyable despite the less than perfect weather.

One letter stands out and I am including it here. As you will see, the quick thinking of a couple of our members turned what could have been a tragic event into a gold star "Atta Boy" for Vacationland Dog Club.

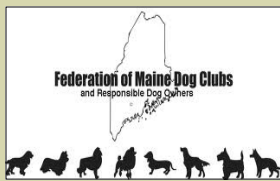
Once again, thank you all for a job well done.

Have a safe and successful summer show season!

*Carroll*



[www.akc.org](http://www.akc.org)



[www.FedMeDogClubs.org](http://www.FedMeDogClubs.org)

## June 10 Banquet—June 15 Meeting

**Board Meeting 7:00 pm**

**General Meeting 7:30 pm**

**LOCATION:**

Barron Center, 1145 Brighton,  
Avenue, Portland, Me, 04103 just

off Maine Turnpike Exit 48  
[Westbrook].

- Treasurer's Report
- Recording Secretary's Report

- Corresponding Secretary's Report
- Cluster Meeting Report
- FMDC Report

# Member Showcase

from member *Claire Marx, Trademarx Irish Setters and Labs ...*

## June 3: Announcing new **AM. CHAMPION BEAUBRIAR'S CELTIC PROMISE "Jillie"**

My Irish Setter "Jillie" has a couple brags! At the Irish Setter club of Central Ct specialty May 15th she was Reserve winners bitch and best bred by in specialty. June 3rd at the Irish Setter Club of New England specialty, she was winners bitch for her third major to finish her championship! She just turned two last week. She received all her points from puppy and bred by classes.

**A BIG Congrats! Claire, from your fellow VDC clubbers!**



*Jillie as a promising puppy with her co-owner & co breeder M. DeChampeau.*

*[Ch. Beaubriar's John Dillinger, CD, JRxCh Beaubriar's Midnight Kiss]*



from member *Elizabeth "Liz" Shampine and junior family member Samantha "Sam" Shampine ...*

## June 4: Lambluv's Decadent Shampine Shag "Maddie"

Our Old English Sheepdog took second in 9-12 month puppy sweeps and first in 9-12 month puppy bitches on June 4th at the Ladies Dog Club show in Wrentham with 13-year-old Samantha Shampine handling. We had a great time! Sam and "Maddie" did great! "Maddie" completely behaved herself all day



long. Sam ended up with a chair, two ribbons and a check for \$4.67!

**An Awesome introduction to showing for one of our new junior club members. Congrats to you all!**



# An Exhibitor's Note of Appreciation

Mrs Charlton Reynolds, Jr  
120 Morse Hill Rd  
Newbury, NH 03255

Dear Pauline,

I wanted to write and thank you, your show committee and your board for our very good first experience coming to your show. I met you briefly after Teri Welch and I returned from dropping off our Norwich Terrier, Jenny, to Rita DeMuse at Tender Touch Veterinary Hospital after she overheated in the ring during judging.

It seemed strange. The day although warm, wasn't affecting other dogs as it did Jenny. She is a seven year old bitch and was in full coat. She had had a large litter of puppies 6 months previously which was hard on her because of her age. Being wintertime she was not getting her usual amount of exercise. These are the only factors I can think of that contributed to her reaction.

It definitely was life threatening and needed to be addressed immediately. The cooler full of ice in the hospitality tent was the first step and from there to Teri's vehicle and the local Vet. Her temperature was 104 which for overheating was not bad. The Vet felt that it had been up around 107 at the show and we got her on ice quick enough so that her kidneys were not at risk.

We left her overnight at the facility. She was rehydrated and given plasma and tested for any other issues that could be forthcoming from overheating. We stopped by the office on the way back to our hotel on Saturday afternoon after Groups. She was totally on the mend and Dr DeMuse was pleased. She still wanted to keep her overnight because all the test results had not been processed and she just wanted to make sure her kidneys were within a normal range.

We were able to pick her up at 9:30 Sunday morning.

On a lighter note, Jenny's half sister, Beebe, who we have just started showing, placed in the Terrier Group both Saturday and Sunday. It was only her third weekend out. We were very pleased with her wins.

Jenny is happily home now and on Amoxi for preventative care. Thank you all again for taking such good care of us at your show. We are very grateful... both man and beast.

Our Best, Nonie and Rink Reynders... Jenny, Beebe and Dacy Reynders

# AKC Delegate News

## Changes in AKC Publications - Frequently Asked Questions

FOR IMMEDIATE RELEASE

Date: May 20, 2011

Contact: AKC Communications

Phone: 212-696-8228

Email: [communications@akc.org](mailto:communications@akc.org)

Dear Delegates,

AKC's Board and management understand your concerns and appreciate all of the input that has been received. Fiduciary responsibility to an organization by its elected Board and officers does often necessitate making unpopular decisions in order to keep that organization financially viable. Given the bottom line numbers, and future projections, this was one of those necessary decisions. What appears below and in the attachment is a FAQ, based on the most common questions asked and issues raised in the week since these changes were first announced.

James Crowley

AKC Exec. Secretary

**Q: What are the facts that led to the decision to cease publishing the printed version of the AKC Gazette?**

A: In the past five years, the printed version of the Gazette has lost 54% of its paid circulation, falling from 50,000 subscribers to just 23,000 today. During that time, numerous subscription promotions were attempted, not one was successful. In fact, the cost of acquiring new subscribers is now greater than the subscription revenue the promotions deliver – which means every new subscriber creates a loss for the Gazette. All market information forecasts the continuation and acceleration of the steep decline in subscriptions.

This unfortunate and unyielding decline in paid subscribers has led to a precipitous decline in advertising revenues. Our circulation base is simply too small to be attractive to most advertisers normally interested in our subscriber audience. During the same five-year period, our advertising revenues declined by 55%. Several significant, long-time advertisers recently cancelled all future plans to advertise in the Gazette. In addition, our printing and distribution costs continue to rise.

We would need a minimum of 76,000 paid subscribers – more than three times our current base - to be financially viable today. After several years of investing in programs attempting to build to that goal, it became painfully and regrettably obvious it was no longer financially feasible to continue the AKC Gazette in printed form.

**Q: What will be included in the new format of the Gazette?**

A: AKC Gazette will include the President's Letter, the Chairman's Report, AKC Updates, Times Past, the Parent Club Breed Columns and the Secretary's Page. There will also be a new enhancement to the online breed columns. Each column will be linked directly to the Parent Club website. This new format will make it easier for Parent Clubs to distribute their breed columns to their membership, should they choose to do so.

**Q: Why isn't a digital version of the Gazette possible?**

A: As much as we would like to be able to provide that, the additional cost of creating a full digital version of the Gazette magazine is not financially viable. The PDF format - given the abbreviated form - is easy to navigate, download, and print wanted pages.

**Q: How will Delegates without e-mail or internet access get all of the official notices required in the Bylaws?**

A: AKC will make sure that everyone has access to this information in some manner. We already have a system in place to mail the Secretary's Page and official notices to the small percentage of Delegates who have not provided AKC with an email address.

**Q: How will Delegates learn about new breeds?**

A: New breed profiles will continue in Family Dog, which Delegates will continue to receive on a complimentary basis. In fact with these changes, we will expand Family Dog content to cover some of the topics that fanciers found most popular in the Gazette, for example, breeding.

**Q: Will there be a Kindle/iPad/Nook version of the GAZETTE?**

A: There are significant development costs involved with these applications, which are currently cost prohibitive. In addition, each provider requires that we charge a subscription fee; which, of course, they would receive a portion of – approximately 30%. Those readers have internet access, so the PDF can be viewed on them for free. It would not be reasonable to assume that a significant number of people would opt to pay for the Gazette on their Kindle when they can view the PDF on it for free.

**Q: Do the Bylaws need to be modified to address this change**

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## Press Releases

Read the most recent news releases from the AKC.

### in the delivery of the Gazette?

A: The Bylaws grant the Board the ability to make this decision and allow for the timely financial impact of the change. The digital format includes the Secretary's Page, which in turn includes all of the notices required in the Bylaws. Here is the section of our Bylaws that addresses this issue:

#### **ARTICLE X SECTION 7.**

The Board shall have supervision and control of the official kennel gazette now called the AKC GAZETTE and shall determine the manner and form in which it shall be published.

#### **Q: Why is a digital version of Family Dog being added?**

A: The addition of a Digital Family Dog will make Family Dog the most widely read dog magazine in the world - in the most efficient way possible. This plan allows AKC to get our very important messages out to 5-6 million people annually and serve as a vital communication tool for the AKC, giving us a greater voice with all dog enthusiasts.

#### **Q: What will be included in the new digital format of Family Dog?**

A: The Digital Family Dog will have all the same content as the print version. In addition, there will be a number of innovative, exciting, and useful extras - including a slide show, video, scrolling ticker tape that links to press announcements, and links to the AKC You Tube Channel, the AKC Online Breeder Classifieds, and other AKC website content.

#### **Q: How does the print version of Family Dog help with our general public outreach?**

A: Family Dog is mailed to 27,000 veterinarians and 23,000

groomers. Family Dog's pass-along factor is 5 in vet's offices and with groomers and 2.5 for subscribers - very good numbers for both our message outreach and our advertisers. Unfortunately, the pass-along rate for the Gazette is low by industry standards. On average it has a total of only two readers per copy - far below what advertisers demand. The addition of the Digital Family Dog will increase the total outreach of our key messages many-fold.

#### **Q: What are the financial considerations involved in this plan?**

A: This plan allows us to provide even more content than we were providing before, to a significantly larger and more diverse audience and at the same time provides a savings to the AKC of \$500,000 annually. It is important for the fancy to know that this decision was not made lightly or without sadness for losing the tradition of the printed magazine. This plan was developed after over a year of due diligence, with review of many options and scenarios. Unfortunately, this essential cut in expenses did include staff reduction of four people in the Publications Department. While regrettable, this action - as well as other recent reductions in staff - is necessary to maintain a financially viable organization.

This decision was made in the best interests of AKC and with focus on the future direction and goals of the corporation. Change can be difficult, but Staff is excited about the future of Family Dog and the opportunity it will give AKC to be the voice for all dogs.

## COMPANION EVENTS



AMERICAN  
KENNEL CLUB®

### FOR IMMEDIATE RELEASE

Date: May 20, 2011

Contact: AKC Communications

Phone: 212-696-8228

Email: [communications@akc.org](mailto:communications@akc.org)

At the April 2011 Board meeting, the Board of Directors approved a change to the recording fees for first entries in agility and rally events. This approved change to the recording fees for agility and rally events will bring the fees equal to those in all other AKC events.

### **The following amendments to the Companion Events regulations will be effective September 1, 2011.**

#### **Regulations for Agility Trials**

**Chapter 1, Section 27. Recording Fees.** At every licensed or member club trial, a recording fee of \$3.50 shall be required

for the first entry of each dog, and \$3.00 for each additional entry of the same dog. (Each day is a separate trial.) Non-regular agility classes do not require a recording fee. When the recording fee is calculated, it does not include withdrawals.

#### **Rally Regulations**

**Chapter 1, Section 5. Recording Fees.** At every licensed or member club rally trial, a recording fee of \$3.50 shall be required for the first entry of each dog and a recording fee of \$3.00 shall be required for each additional entry of the same dog. A marked catalog and all recording fees must be sent to AKC so as to reach its office within seven days after the close of the trial.

Clubs should ensure their trial records and software is updated to correctly calculate the amended recording fees for agility and rally entries.

Sincerely,

Curt Curtis

Assistant Vice President, AKC Companion Events

# Maine's



## “Chickadee Classic”

### Dog Shows

4 Day Event - June 23, 24, 25 & 26, 2011

More Room—More Rings  
Ample Parking—200+ RV spots w/ Power & Water  
Handler Parking by Rings

Breed Outdoors—Obedience & Rally-O Under Cover  
MB-F Superintendent

Cumberland Fair Grounds, Cumberland Maine

*We're closer than you think!*

Just 10 minutes North of Portland  
Exit 63 off Maine Turnpike North

Supported Entries for Dobermans & Brittanys



*Penobscot Valley Kennel Club, Inc*



*Lewiston-Auburn Kennel Club, Inc*

# CANINE EVENTS SATURDAY JULY 16, 2011

## Maine Celtic Celebration July 16, 2011 — Saturday for Canine Events On the Waterfront, Belfast, Maine

TIME: 10:00 AM TO 2:00 PM

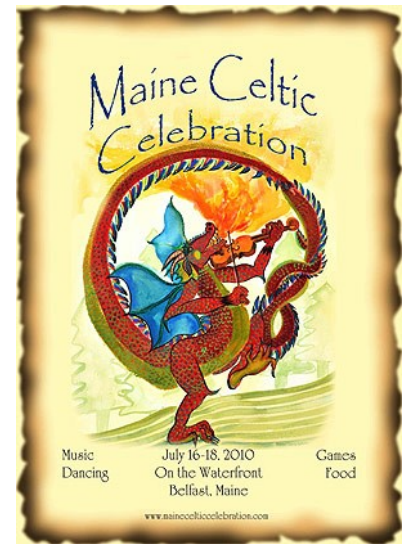
- . COME MEET AND LEARN ABOUT DOGS OF CELTIC ORIGIN - SEE A PARADE OF BREEDS
- . DEMO'S OF DOG SPORTS & ACTIVITIES

ATTENTION: Celtic Dog breed owners - The Maine Celtic Celebration is looking for dogs of Celtic Origin to participate on Saturday July 16, 2011 from 9 am to 2 pm in Belfast Maine. Parade,

Dog breed exhibition, and dog sports demos, hunting, herding, scent hurdles and/or Fly Ball. Please Contact Judy Bayly for more information or to sign up 207-862-3167.

PLUS: A fun dog show for everyone - Ribbons & Prizes \$5.00 covers entry for ALL classes:

- Tallest Dog,
- Smallest Dog,
- Longest Tail,
- Shortest Nose,
- Curliest Coat,
- Best Groomed,
- Best Costume,,
- Best Bark,
- Best Trick,
- Shaggiest Dog,
- Owner/Dog Look-A-Like contest
- Longest sit,
- Longest Down,
- Fastest Recall,
- Simon-Sez obedience,
- Celtic Dog Obstacle Course



COME JOIN THE FUN !!



*Lakes Region Kennel Club  
AKC OB & Rally O Trials  
August 27 & 28, 2011*

**Trial 1 Saturday Morning Starting at 8:00 AM**

**Judges:**

**Obedience - Ms Elizabeth Chase**

**Rally Obedience - Mr. David Mauer**

**Trial 2 Saturday Afternoon Starting at 1:00 PM**

**Judges:**

**Obedience Classes - Mr. David Mauer**

**Rally Obedience - Ms. Elizabeth Chase**

**Trial 3 Sunday Starting at 9:00 AM**

**Judges:**

**Obedience - Ms. Elizabeth Chase**

**Rally Obedience - Mr. David Mauer**

**Place:**

**Brookwood Pet Resort**

**37 Old Boyce Rd.**

**Canterbury, NH 03224**

**All judging will be outside.**

**Mixed Breeds will be Allowed at this Show**

*For more info go to [www.lrkcnh.org](http://www.lrkcnh.org)  
[linsborders@comcast.net](mailto:linsborders@comcast.net) or  
[born2bloom@metrocast.net](mailto:born2bloom@metrocast.net)*

**Premium wi I I be out soon.**

# Owney the Postal Dog + Stamps to the Rescue!

First Day of Issue: July 27, 2011 | Washington, DC 20066

 With this stamp, the U.S. Postal Service commemorates Owney, the canine mascot of the Railway Mail Service. Beloved of clerks on mail-sorting trains at the

end of the nineteenth century, Owney was hailed as a symbol of good luck. Today he is an icon of American postal lore whose story highlights the historical importance of the Railway Mail Service.

The stamp art features a new illustration of Owney by artist Bill Bond of Arlington, Virginia. The illustration depicts Owney in profile, facing left, with many of his famous tags and medals gleaming in the background.

The **Owney the Postal Dog** stamp is being issued as a Forever® stamp. Forever stamps are always equal in value to the current First-Class Mail one-ounce rate.



don their pets, more people will spay or neuter their animals, and fewer animals will suffer.”

Ellen DeGeneres, talk show host, animal advocate and co-owner, HALO, Purely for Pets; Wayne Pacelle, president and CEO, Humane Society of the United States; Betsy Saul, co-founder, [Petfinder.com](http://Petfinder.com), and Jone Bouman, director of communications, American Humane Association’s Film & TV Unit, joined Corbett on stage at the Academy of Television Arts & Sciences to pay tribute to the stamps, the campaign and the cause.

The animals featured on the *Animal Rescue: Adopt a Shelter Pet* commemorative stamps are based on photographs of cats and dogs from shelters and rescue groups — seven from an animal shelter in New Milford, CT — taken by veteran stamp photographer Sally Andersen-Bruce. Derry Noyes was the designer and art director. All were adopted into loving families.


The Postal Service has been issuing social awareness stamps for more than 50 years. Stamp subjects have included a variety of important social issues of the day. Past stamps have highlighted children’s health, literacy, breast cancer awareness, organ and tissue donation, philanthropy and Alzheimer’s awareness.

The stamps were introduced to the public on *The Ellen DeGeneres Show* last month. The Postal Service has been working with DeGeneres and HALO, a holistic pet care company she co-owns, to promote the stamps and the *Stamps to the Rescue* campaign. Created by the Postal Service to provide additional information about the stamps and pet adoption, the campaign includes posters featuring DeGeneres in post offices nationwide as well as an Internet presence at [www.stampstotherescue.com](http://www.stampstotherescue.com).

## 2010 Stamps Encourage Pet Adoption ... One Letter at a Time



“If there was just a modest uptick in the percentage of people acquiring their animals from shelters, we would eliminate the euthanasia of healthy pets in this nation,” said Pacelle, president, Humane Society of the United States. “We hope this new Postal Service awareness campaign will place a stamp of approval on shelter dogs and cats and help us lick the problem of pet overpopulation.”

 **HOLLYWOOD** — The U.S. Postal Service continued a 50-year tradition today [2010] with the dedication of its latest social awareness stamp — *Animal Rescue: Adopt a Shelter Pet*. The 44-cent stamps, on sale nationwide today, feature photographs of five cats and five dogs from animal shelters and rescue groups.

“As a pet owner myself, I find this campaign enormously gratifying. Because of these stamps and the *Stamps to the Rescue* campaign, more people will learn about the plight of shelter animals,” said Joseph Corbett, Postal Service Chief Financial Officer. “More people, we believe, will adopt shelter animals, fewer people will aban-

The Postal Service has been working with the American Humane Association, HALO, Purely for Pets, the Humane Society of the US, and Petfinder.com to promote the *Animal Rescue: Adopt a Shelter Pet* stamps, the *Stamps to the Rescue* campaign and shelter pet adoption as widely as possible.

“These stamps literally will be sending the adoption message into homes and workplaces all over the country,” said Saul, [Petfinder.com](http://Petfinder.com) co-founder. “They have the capacity to really make a difference.”



# VDC MISSION STATEMENT

The purpose of this club is to encourage and promote the raising, general care and training of purebred dogs; to promote harmony, fair play and good sportsmanship in the best interests of purebred dogs; to encourage the novice owner and breeder in his approach to the raising, general care and training of purebred dogs; to assist all members in the showing, breeding and general care and training of their dogs; to assist the general public to understand dogs of all origins and learn to better care for and enjoy them through educational and instructional programs, projects and exhibitions, obedience and field trials, all under the rules and regulations of the **AMERICAN KENNEL CLUB**

## VDC 2011 Officers and Board of Directors

President: Carroll Goodwin  
Vice President: Sandy Bergeron  
Recording Secretary: Peg Dilley  
Corresponding Secretary: Nancy Jensen-Norris  
Treasurer: Teri Welch

Pollie Goodwin, Director  
Barbara Hunt, Director  
Judy Perry, Director  
Claire Marx, Director  
Richard Hendricks, Director

## 2011 Calendar

### January

18 FMDC meeting  
19 Awards Banquet

### February

15 FMDC meeting  
16 General meeting

### March

15 FMDC meeting  
16 General meeting

### April

19 FMDC meeting  
20 General meeting

### May

11 General meeting  
17 FMDC meeting  
18 VDC Show Setup  
19-22 Cluster Show

### June

10 Annual Banquet  
16 General meeting

21 FMDC meeting

### July

No general meeting  
19 FMDC meeting

### August

No general meeting  
15 FMDC meeting

### September

20 FMDC meeting  
21 General meeting

### October

18 FMDC meeting  
19 General meeting

### November

15 FMDC meeting  
16 General meeting

### December

21 FMDC meeting  
21 **Holiday Party**



**VACATIONLAND DOG  
CLUB, INC.**  
FOUNDED 1945

Penny Overton, Editor  
542 Maine St  
New Gloucester, ME 04260-2661

USA 00¢ June stamp

Chickadee Classic

