

TRAP FALLS KENNEL CLUB NEWSLETTER



May-June 2015

TFKC OFFICERS

President: Laura Wells 929-1332
Vice Pres.: Eve Skrabl 732-5939
Corresponding Sec.: Cindy Richardson 381-9490
Recording Sec.: Sue Carter 735-8471
Treasurer: Laura Hovanec 723-4187

www.TRAPFALLS.org

Newsletter Editor

Chris Sweetwood
Email: csweetwood@att.net
AKC Delegate
Chris Sweetwood 877-6157
Canine Legislation Rep.
Jill Bregy

MEETING NOTICE

The next meeting will be August 4, 2015 at Apple Rehab/Shelton Lakes at 7:30 p.m. Board meeting at 6:30 p.m.

CALENDAR 2015

July- Annual Picnic-date and location to be announced-check your e-mail.

August 4- meeting

September 1- meeting

September 26- RDOD

October 6- meeting

November 3- meeting

December- Christmas Party-date to be announced

April 2016 Show

Next year's show will be April 10, 2016 at the Big E and I am looking for volunteers now for obedience and rally, so if you are interested please contact me at csweetwood@att.net or call Dee Vetrano (203) 746-2611.

Chris Sweetwood
2016 Obedience/Rally Chair

A HAND FOR A PAW

Trap Falls KC will be donating \$500.00 in AKC Reunite Microchips to assist Hand for a Paw with their work in the Bridgeport area.

Westport has a new Police K-9

Two-year-old Labrador Retriever "Chase" will soon become the latest K-9 to work with the Westport (CT) Police Department. This is the fourth police K-9 sponsored by Trap Falls Kennel Club.

Photos



Wllslands Imagine Running with the Rebel goes on her first Barn Hunt at the Greenwich Dog Show. She found the rat right away and then went on to climb the hay bales and use the tunnel. It was fun for her and her cheering squad! Submitted by Laura Wells



Cami and Lisa ran 4 agility runs!



Bentley and Lisa qualified for our first leg in Beginner Novice obedience class at our National Specialty in Gettysburg. Bentley passed his Canine Good Citizen Test! Submitted by Lisa K. Peters

AKC Delegate News

AMERICAN KENNEL CLUB ANNOUNCES MULTIPLE NEW HIRES

New York, NY – The American Kennel Club today, is delighted to announce that it has added the following new employees Aimee Ritell, Director Of Marketing; Brandi Hunter, Director Of Public Relations; Davis Alexis, Public Education Administrator; Melanie Rudd, Project Manager; Su Tran, Project Manager; and Susan Zucker, Member and License Club Coordinator.

Aimee Ritell joins AKC as the Director of Marketing. She will play a central role in the development and implementation of numerous customer acquisition strategies, as well as driving engagement.

Brandi Hunter joins AKC as the Director of Public Relations. Hunter will be responsible for the continued development and implementation of proactive media outreach strategies to increase public awareness, relevancy and understanding of the AKC and their good works and programs.

Davis Alexis joins AKC as Public Education Administrator. Davis will develop, administer and enhance Public Education programs to assist clubs, educators and partners promote “Responsible Dog Ownership.”

Melanie Rudd and Su Tran join AKC as Project Managers in Registration and Customer Development. They will be responsible for developing and managing the project plans for new initiatives.

Susan Zucker joins AKC as the Member and License Club Coordinator. In her position, she will help clubs navigate the club approval processes and develop up-to-date bylaws to govern their clubs.

“This is an exciting time for growth within our company,” said Dennis Sprung, President and CEO of the American Kennel Club. “We look forward to the contributions from these talented professionals to add to our continued success.”

Rudd and Tran will be based out of the Raleigh, NC Operations Center, while Hunter, Alexis, Ritell and Zucker will work in the New York headquarters.

AKC EXPANDS ITS DIGITAL FOOTPRINT WITH FOUR NEW MICROSITES

New Training, Government Relations, AKC Gazette, and AKC Family Dog Microsites Launch Today -

New York, NY – The American Kennel Club continues to expand on AKC.org with four new sections dedicated to **Training, Government Relations, AKC Family Dog, and AKC Gazette**. These mobile-optimized, digital content platforms mark the next exciting phase of AKC’s digital transformation and their goal of being the educational and entertainment destination for all dog owners. Each microsite offers resources and information based on AKC’s 130 years of knowledge in a user-friendly way to all dog owners. The [Training microsite](#) provides the general public with helpful tips ranging from basic puppy obedience to more complex behavioral issues, and the ability to search for a local training club in their area. It also introduces users to various training programs that AKC has recently implemented, such as the *Urban Canine Good Citizen* program. AKC Government Relations’ [Legislative Action Center](#) gives people the resources they need to become effective advocates for responsible dog ownership. The [AKC Gazette](#) microsite makes hundreds of years’ worth of information about the sport accessible to the next generation of dog lovers. The [Family Dog](#) microsite offers valuable content to those looking for advice about life with your dog and how to raise a happy, healthy companion.

“We’re excited for this next step in the digital expansion of the AKC,” said Dennis Sprung, President and CEO of the American Kennel Club. “The AKC and its constituent experts possess so much knowledge about all things canine, and this platform allows us to continue reaching owners,

breeders, and everyone in between in a way that's easily accessible."

In addition to the five microsites currently available, AKC's revamped News section akc.org/news is now the premiere destination for content from our clubs and events.

SPECIAL TREATS

So do you enjoy a cool treat on a hot day? Well your dog might also!

I found this recipe online for PB&J Treats:

(Gelatin is the secret ingredient that is made from collagen, the main protein found in animal connective tissue.

Reported benefits of gelatin: aids digestion, improves hair, skin and nails, strengthens bones and joints and helps protect against seizures)

Ingredients:

2 envelope Knox Original Unflavored gelatin

1 cup cold water divided

1 cup creamy unsweetened peanut butter at room temperature

2 tablespoons plus 1 teaspoon maple syrup

1 large ripe banana

1/2 cup raspberries (frozen or fresh)

Directions

Line 8x8 baking pan with parchment or wax paper

In large bowl, sprinkle envelope of gelatin over 1/2 cup of cold water and lightly stir. Let sit for a minute or so to soften.

In the meantime combine peanut butter with maple syrup and other 2/2 cup of water in medium pan. Heat on low heat stirring constantly until all is smooth and well blended. Don't burn the peanut butter.

Pour into bowl of gelatin. Stir all together vigorously until blended.

Thinly slice banana and place slices along bottom of baking pan lined with parchment paper. (Leave some space between slices) scatter raspberries between slices.

Pour peanut butter mixture on top.

Refrigerate at least 3 hours until firm.

Place top on top of baking pan and slice into 1x1 squares, then place into freezer safe container with layer of parchment paper to prevent treats from sticking together.

Cover until

Ready to serve.

Makes 42 treats.

Submitted by Cindy Richardson

AKC LAUNCHES MARKETPLACE FOR CLUBS

New York, NY – The American Kennel Club has launched the initial stage of *AKC Marketplace*, a new platform that will first allow AKC clubs to market and promote themselves directly to dog lovers visiting AKC.org.

Through interactive profile pages, unlimited event listings and email outreach, *AKC Marketplace* will help clubs attract spectators to their events and recruit new members. Later this year, the platform will expand to include breeders, groomers, veterinarians, trainers, and other dog-related service providers.

"AKC continually looks for new ways to help our clubs grow event entries, membership and spectator attendance," said Dennis Sprung, President and CEO, AKC. "With the new *AKC Marketplace*, we'll be doing just that. This platform will drive millions of engaged dog lovers directly to local clubs' profile pages, connecting our resource-filled constituency with owners that are looking for training advice or new events to try with their canine best friend."

Clubs that sign up for *AKC Marketplace* receive:

- A **dedicated club profile page** with the capability to host video, images and more
- A trusted **AKC.org vanity URL** to share when promoting club events
- **Unlimited event listings** to showcase dog shows, trials, tests, community outreach and more. Events will be included the AKC.org **Events** section and **Breed** pages, and targeted to site visitors based on location and interests.
- **Show promotion** in a weekly AKC newsletter
- **Event results promotion** on the AKC.org homepage
- **Targeted email outreach** to new AKC registrants and site visitors in the club's area to drive membership, entries and new people to events.
- **Profile page analytics**, technical assistance and customer service support

Clubs can have unlimited use of *AKC Marketplace* for \$99/year by signing up at marketplace.akc.org

DEADLINE for the July-August 2015 newsletter is August 7, 2015

Editors Comments: Please send photos (Photos **must be sent as jpeg attachments**) directly to me at csweetwood@att.net. Articles should be in MS Word or simply written in your e-mail. Remember to include "TFKC" in the heading or it may never get opened due the high SPAM content these days.