

What's Happening?



HAPPY NEW YEAR

Welcome to the January issue of the *CKC Insider Newsletter*! This issue contains some great tips for keeping your dog warm and safe this winter, as well as an update on the Fairness to Pet

Owners Act. Also be sure to check out where your breed ranks in CKC's 2014 review of most popular dog breeds.

Featured Product

Show your CKC member pride as you wake up with a morning dose of caffeine in a CKC coffee mug. Cozy up to your canine companion, warm up with some steaming hot cocoa, and show your support of the CKC mission to "bring dogs and people together." Order a CKC coffee mug or CKC stainless mug online at ckcusa.com/store.



CKC
Stainless
Mug \$7.50

CKC Coffee
Mug \$3.50



K9 Current Events

The Fairness to Pet Owners Act is a hot topic in the veterinary world. If passed, the bill will require veterinarians to issue a written prescription for medications prior

to selling the medication to pet owners directly, whether the owner requested the prescription or not.

This will give owners the option of purchasing their pet's medications directly from the veterinarian, or having their prescriptions filled at an off-site pharmacy. The law would prohibit veterinarians from requiring pet owners to buy medication from their clinic, charge a fee for writing the prescription, or force owners to sign waivers if filling prescriptions offsite.

If you would like to learn more about this bill, visit ckcusa.com/news for links to additional information resources.

PHOTO CONTEST WINNER

Congratulations,
MOES

Moes is a CKC-registered goldendoodle, owned by Rebekah Barger Barrett

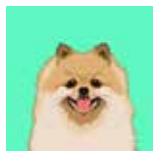
Rebekah will receive a CKC T-shirt and complimentary issue of *everydog* Magazine



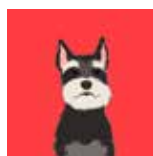
Canine Countdown



MOST POPULAR BREEDS OF 2014 BY GROUP



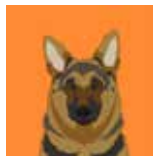
Group 1: **Pomeranian**
Spitz, Nordic, Primitive, Pariah, and Feral Breeds



Group 2: **Boston Terrier**
Molossoids, Mastiffs, Bulldogs, and Bull-and-Terrier Breeds



Group 3: **Miniature Schnauzer**
Pinschers, Schnauzers, and Guardian Breeds



Group 4: **Yorkshire Terrier**
Terriers



Group 5: **Miniature Dachshund**
Dachshunds



Group 6: **Basset Hound**
Scenthound Breeds and Related Breeds



Group 7: **Italian Greyhound**
Sighthound Breeds



Group 8: **Great Pyrenees**
Mountain Dogs, Swiss Mountain Dogs and Swiss Cattle Dogs

Group 9: **German Shepherd**
Pastoral and Stock Dog Breeds

Group 10: **Cocker Spaniel**
Gun Dog Breeds

Group 11: **Chihuahua**
Companion Dogs

Group 12: **Pek-a-poo**
Non-purebred

Mind Games for Dogs
Free Gift

FIRST 100 Special

Beginning January 1, 2015, the first 100 NEW SUBSCRIBERS will receive a FREE copy of Sarah Whitehead's *Mind Games for Dogs* in addition to their subscription.

everydog

That's a **WHOLE** year of *DOG*, plus a free book, for only \$11.99. And for an even better deal, sign up for a two-year subscription at the unbeatable price of \$19.99!



Fido's Fact

Your dog's coat is linked to his ability to hear. LSU professor, Dr. George Strain, is considered to be the leading researcher in congenital deafness in dogs. Although deafness can have many causes, Dr. Strain's research indicates that most instances of congenital deafness are associated with merle (or dapple), spots (in Dalmatians), and piebald patterns. These patterns include large amounts of white on a dog's coat. Dr. Strain's research has shown that the more white present on a dog's coat, especially

around the ears and eyes, the higher the chances are that the dog will have hearing impairments. Learn more about Dr. Strain's work by visiting the LSU Deafness in Dogs and Cats page at <http://www.lsu.edu/deafness/deaf.htm>



Keep your Canine Cozy

Shifts in the seasons trigger joint discomfort in people and pets. This winter, ease your pup's pain with these tips:

Trim nails-Nails that click the floor as the dog walks cause him to shift his weight unnaturally. This results in further stress on damaged joints. Nipping the tip of the nails weekly will alleviate undue stress and pain.

Monitor weight-Excess weight on joints is a recipe for worsening damage and symptoms. As a rule, weight is considered healthy when the dog's ribs can be felt but not seen.

Exercise-Daily low-impact exercise is critical for dogs with joint disease. Exercise strengthens muscles that support and move joints and prevents muscle shrinkage. Strong muscles provide relief to the joints.

Soft warm place to lie-Warmth is soothing to aches, and cushioning in the form of a bed or blanket compensates for cushioning lost between bones and around joints. Providing your pet with a soft bed is a great way to make him comfortable.

Supplement or medicate-Veterinarians can recommend supplements or prescribe medications for mild to severe joint pain. Check with your vet to see which options are available for your dog.



K9 Calendar

JANUARY

Walk Your Pet Month
National Train Your Dog Month

JANUARY 2nd

National Pet Travel Day

JANUARY 14th

National Dress Up Your Pet Day

JANUARY 24th

Change a Pet's Life Day

JANUARY 29th

Seeing-Eye Guide Dog Birthday



February Photo Contest

PUPPY LOVE

February's contest is Puppy Love! Send your pics of your pups showing some love! Submissions are due by February 20, 2015.

Member Spotlight



In this photo, Boston terrier (Casey) meets his dad (Trae) for the first time, at the airport. The photo was submitted by Casey's new grandparents, Joe and Joy. Returning home from a 12-month tour in Afghanistan, Trae was surprised with Casey as a gift. It was love at first sight, and Casey "melted him," the grandparents report. They write, "SSG E7 Trae and his brother 1st Lt Mike are a credit to our country and a blessing to our family." We at CKC are honored to have Casey, his dad, and his family as part of our "pack." We sincerely thank Trae for his sacrifice and service to our country.

Do you have a story or opinion you would like to share with our newsletter readers? Direct questions, comments, or suggestions about our monthly newsletter to insider@ckcusa.com.