The National Dog Show
Celebrating 20 Years!

A Thanksgiving Tradition

NOVEMBER 20 & 21, 2021
Welcome to the National Dog Show hosted by the Kennel Club of Philadelphia. On behalf of the members of the Kennel Club of Philadelphia, I thank you for joining us today as we celebrate both the 20th Anniversary of the National Dog Show Presented by Purina® and the Kennel Club's annual showing of purebred dogs in the Philadelphia area. The Kennel Club of Philadelphia had its first purebred show in 1879 and it became an annual event in 1933. The Kennel Club of Philadelphia proudly supports a number of canine-related organizations and has donated over $500,000 to these groups in the past 5 years. On our 20th Anniversary, we have a lot to celebrate!

The National Dog Show Presented by Purina® is broadcast annually on Thanksgiving Day at noon on NBC and has been thrilling dog lovers ever since it began in 2002. We estimate that since then, one quarter of a billion people have watched!

Enjoy the dog show, and let us know about your experience at www.facebook.com/kennelclubofphiladogshows/.

Happy Thanksgiving!

Wayne Ferguson, President
Kennel Club of Philadelphia
### SCHEDULE OF EVENTS

**SUNDAY, NOVEMBER 21, 2021**

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<td>Kennel Club of Philadelphia Group Judging (Hall C)</td>
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<td>5:00 PM</td>
<td>Kennel Club of Philadelphia Best In Show Judging (Hall C)</td>
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<td>12:40 PM</td>
<td>National Anthem Ceremony (Hall C)</td>
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<td>6:00 PM</td>
<td>The National Dog Show Best In Show Judging (Hall C)</td>
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You care about your pet’s needs, and every pet's future. So do we. Nutrition is at the heart of what we do, but it’s not all we do. See our commitment to tailored pet nutrition and increasing pet adoptions at [PURINA.COM/CARES](http://PURINA.COM/CARES).

PURINA TRADEMARKS ARE OWNED BY SOCIÉTÉ DES PRODUITS NESTLÉ S.A.
SHOW DOGS AND GO DOGS!
Watch these amazing “Go Dogs” offer up their incredible canine athletic skills throughout the weekend at the canine performance area next to the Purina booth in Hall B

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For more information on the Purina® Pro Plan® Incredible Dog Challenge visit www.proplan.com and www.carsonevents.com

VISIT THE BENCHING AREA
Check out the benching area where show dogs and handlers prepare for their big moment. Please be sure to ask the dog handler/owner before you pet their dog.

Share your story on why you’re thankful for your dog using #NationalDogShow20

Watch The National Dog Show Presented by Purina®
Thanksgiving Day at noon, November 25, on NBC.
The Biewer Terrier breed has been recognized by the American Kennel Club and will make its national television debut on The National Dog Show Presented by Purina®, on NBC from noon-2:00 p.m. in all time zones following the Macy’s Thanksgiving Day Parade.

The Biewer Terrier, pronounced beaver like the little dam-building animals, is a dedicated, loyal family member and a friend to all they meet. It is not uncommon to be met with a smile from this happy-go-lucky dog. They are descendants of the black and white Yorkshire Terriers, but have a unique tricolor with tan pigments as well. Although not a constant barker, they will alert you to company. With a larger-than-life personality, their lighthearted, childlike, whimsical attitude will keep you entertained for hours. In spite of their small stature, Biewers are hearty and athletic, able to keep up with the best of them on long walks, hikes or competing in the agility ring.
In order to win Best In Show a dog must first be judged the best of many dogs of its same breed competing in the show. Some breeds have more than 100 dogs entered. The winner of the breed moves on to the Group judging.

First in Group
Each of the 209 AKC registered breeds and varieties are assigned to one of seven groups (Sporting, Hound, Working, Terrier, Toy, Non-Sporting, and Herding) representing characteristics and functions for which the breeds were originally bred. By winning the Group competition, that dog joins an elite group of winners of the seven group competitions that go on to compete for the ultimate Best In Show award, the coveted gold and blue ribbon, and to become winner of The National Dog Show.
THE SEVEN GROUPS

Each of the 209 registered breeds and varieties are assigned to one of the seven groups generally representing characteristics and functions for which the breeds were originally bred. The seven group winners compete for Best In Show.

To learn more, visit:
www.NationalDogShow.com
www.akc.org

SPORTING GROUP
The invention of the gun led to the development of the sporting or gun dogs, to aid in hunting upland game birds and waterfowl, performing at the direction of the hunter. While a number of these breeds perform more than one task, it is generally the duty of pointers and setters to point and mark game, for spaniels to flush game, and for retrievers to recover dead and wounded game.

HOUND GROUP
Originally classified as sporting dogs because of their function as hunters, breeds in the Hound Group vary greatly in size, shape and coat. Most of these breeds were developed to hunt somewhat independently of their humans, who usually followed on foot or on horseback as the hounds chased down the prey. This group informally consists of scent hounds, dogs that hunt by tracking a scent, and sight hounds, who spot their game and run it down.

WORKING GROUP
While the uses and appearances of the dogs in the Working Group vary, most are powerfully built and intelligent, performing various tasks for their handlers. These dogs are working farm and draft animals. They guard homes and livestock, serve heroically as police and military dogs, security dogs, guide and service dogs and hunters.

TERRIER GROUP
Almost all of the terriers evolved in the British Isles. The geography of the specific area (water, rocky terrain and more) helped to determine the exact duties of each breed but it usually involved hunting vermin and varmints ranging from rats to badgers to otters and more. These are dogs of great determination, courage and self-confidence, with a great willingness to go to ground in search of their quarry.

TOY GROUP
Toy dogs have been around for centuries, and are bred for one purpose: to be companions for their humans. Many have been bred down from and still resemble their larger cousins. Their small size and portability make them ideal for city dwellers and those with limited space.

NON-SPORTING GROUP
The AKC originally registered dogs as either Sporting or Non-Sporting. Eventually, hounds and terriers were split from the Sporting Group and the Toys and Working dogs were split off from Non-Sporting, with the Herding Group eventually splitting from Working. Today, the Non-Sporting Group is literally every breed that is left, resulting in a wide variety of sizes, shapes, coat, function and history.

HERDING GROUP
Herding is a natural instinct in dogs that is seen in the wild. Humans have used that instinct to their advantage on farms and ranches with herding dogs who have the sole purpose of gathering and moving livestock from one place to another.
# THE BREEDS / GROUP ORDER

**SPORTING**
- English Setter
- Gordon Setter
- Irish Setter
- Irish Red & White Setter
- Pointer
- German Shorthaired Pointer
- Weimaraner
- Vizsla
- Wirehaired Vizsla
- Brittany
- German Wirehaired Pointer
- Wirehaired Pointing Griffon
- Barbet
- Lagotto Romagnolo
- Spinone Italiano
- Flat-Coated Retriever
- Curly-Coated Retriever
- Golden Retriever
- Labrador Retriever
- Chesapeake Bay Retriever
- Nova Scotia Duck Tolling Retriever
- Nederlandse Kooikerhondje
- Irish Water Spaniel
- American Water Spaniel
- Boykin Spaniel
- English Springer Spaniel
- Welsh Springer Spaniel
- Field Spaniel
- Clumber Spaniel
- Sussex Spaniel
- English Cocker Spaniel
- Cocker Spaniel (ASCOB)
- Cocker Spaniel (Parti-Color)
- Cocker Spaniel (Black)

**HOUND**
- Afghan Hound
- Saluki
- Azawakh
- Sloughi
- Ibizan Hound
- Pharaoh Hound
- Cirneco dell’Etna
- Greyhound
- Whippet
- Borzoi
- Scottish Deerhound
- Irish Wolfhound
- American Foxhound
- English Foxhound
- Harrier
- Beagle (15 inch)
- Beagle (13 inch)
- Rhodesian Ridgeback
- Norwegian Elkhound
- Basenji
- Portuguese Podengo Pequeno
- American English Coonhound
- Black and Tan Coonhound
- Bluetick Coonhound
- Redbone Coonhound
- Treeing Walker Coonhound
- Plott
- Bloodhound
- Otterhound
- Petit Basset Griffon Vendéen
- Grand Basset Griffon Vendéen
- Basset Hound
- Dachshund (Smooth)
- Dachshund (Longhaired)
- Dachshund (Wirehaired)

**WORKING**
- Doberman Pinscher
- German Pinscher
- Black Russian Terrier
- Giant Schnauzer
- Standard Schnauzer
- Rottweiler
- Bernese Mountain Dog
- Greater Swiss Mountain Dog
- Alaskan Malamute
- Siberian Husky
- Chinook
- Samoyed
- Akita
- Boxer
- Great Dane
- Bullmastiff
- Mastiff
- Tibetan Mastiff
- Neapolitan Mastiff
- Dogo Argentino
- Cane Corso
- Chópe de Bordeaux
- Boerboel
- Portuguese Water Dog
- Newfoundland
- Leonberger
- Saint Bernard
- Great Pyrenees
- Kuvasz
- Komondor
- Anatolian Shepherd Dog

**TERRIER**
- Airedale Terrier
- Irish Terrier
- Welsh Terrier
- Lakeland Terrier
- Wire Fox Terrier
- Smooth Fox Terrier
- Parson Russell Terrier
- Russell Terrier
- Border Terrier
- Kerry Blue Terrier
- Soft Coated Wheaten Terrier
- Bedlington Terrier
- Manchester Terrier (Standard)
- Rat Terrier
- American Hairless Terrier
- Miniature Schnauzer
- Australian Terrier
- Cairn Terrier
- Scottish Terrier
- Sealyham Terrier
- Cesky Terrier
- West Highland White Terrier
- Skye Terrier
- Dandie Dinmont Terrier
- Glen of Imaal Terrier
- American Staffordshire Terrier
- White Bull Terrier
- Colored Bull Terrier
- Staffordshire Bull Terrier
- Miniature Bull Terrier
- Norwich Terrier

**TOY**
- Italian Greyhound
- Chinese Crested
- Toy Poodle
- Pomeranian
- Smooth Coat Chihuahua
- Long Coat Chihuahua
- Toy Fox Terrier
- Miniature Pinscher
- Toy Manchester Terrier
- Havanese
- Maltese
- Shih Tzu
- Cavalier King Charles Spaniel
- English Toy Spaniel (B&PC)
- English Toy Spaniel (KC&R)
- Japanese Chin
- Papillon
- Silky Terrier
- Yorkshire Terrier
- Biewer Terrier
- Affenpinscher
- Brussels Griffon
- Pug
- Pekingese

**HERDING**
- German Shepherd Dog
- Belgian Laekenois
- Belgian Malinois
- Belgian Sheepdog
- Belgian Tervuren
- Briard
- Berger Picard
- Pyrenean Shepherd
- Collie (Rough)
- Collie (Smooth)
- Shetland Sheepdog
- Australian Shepherd
- Border Collie
- Bearded Collie
- Old English Sheepdog
- Polish Lowland Sheepdog
- Puli
- Pumi
- Canaan Dog
- Australian Cattle Dog
- Bouvier des Flandres
- Beauceron
- Bergamasco
- Entlebucher Mountain Dog
- Norwegian Buhund
- Finnish Lapphund
- Icelandic Sheepdog
- Spanish Water Dog
- Swedish Vallhund
- Cardigan Welsh Corgi
- Pembroke Welsh Corgi
- Tibetan Spaniel
- Tibetan Terrier
- Boston Terrier
- French Bulldog
- Bulldog
- Chinese Shar-Pei
- Chow Chow

**NON-SPORTING**
- Poodle (Standard)
- Poodle (Miniature)
- Bichon Frise
- Coton de Tulear
- Lowchen
- Dalmatian
- Xoloitzcuintli
- Finnish Spitz
- Keeshond
- American Eskimo Dog
- Norwegian Lundehund
- Shiba Inu
- Schipperke
- Lhasa Apso

**TIBETAN**
- Tibetan Spaniel
Despite the upheaval of the global pandemic last year, one thing that we could appreciate was the Thanksgiving Day normalcy for family television audiences as the National Dog Show crowned Claire, the graceful Scottish Deerhound, as Best In Show Champion for 2020.

Claire -- her grandmother won top honors at Westminster ten years ago -- captivated Best In Show judge Karen Wilson of Sperryville, Virginia, who selected her from among seven accomplished showdog finalists out of 538 entries encompassing 173 breeds at the scaled down, pandemic-year show.

A then three-year old, long legged, classic gray Scottish Deerhound, Claire’s impressive pedigree includes grandmother Hickory, the 2011 Best In Show Champion at the Westminster Kennel Club Dog Show in New York City, and mother Chelsea, the Reserve Best In Show (second place) at the 2015 National Dog Show.

Coverage of the show and Claire’s triumphant moments were broadcast to a total holiday audience of more than 25 million on NBC following the Macy’s Thanksgiving Day Parade.

“She is just the picture of elegance,” stated Wilson, a top-tier dog show judge for 28 years. “Her movement was impeccable, just the best example of a Scottish Deerhound.”

Angela Lloyd of Flint Hill, Virginia, has served as handler for all three generations. “Claire has so many wonderful traits,” beamed Lloyd, once an eight year-old junior handler who has been a professional for 24 years. “She embodies the same qualities (as Hickory and Chelsea). She is very similar to her grandmother, especially in the eyes.”
The National Dog Show Presented by Purina® is celebrating 20 years, and today some 30,000 dogs later from the Kennel Club of Philadelphia – a dog show of all things – is an honored family tradition for millions. In an era of many institutional annual TV events from the Academy Awards to World Series games suffering dramatic plunges in ratings, the National Dog Show reached a total audience of 25 million, even in the pandemic year 2020.

William Etling, vice-president corporate public relations Nestle Purina PetCare says if it wasn’t for Jon Miller at NBC the dog show wouldn’t have happened. Miller disagrees, “If it wasn’t for my wife (Janine), it wouldn’t have happened; she’s the genius,” he says.

The real inspiration was the Christopher Guest and Eugene Levy movie Best in Show. After watching the film with friends, Janine suggested a televised version. Miller learned that the oldest dog show in America is actually from Philadelphia. And he loved the

NATIONAL DOG SHOW SUCCESS IS TEAM EFFORT ACROSS THE BOARD

By STEVE DALE

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Miller enthusiastically phoned the real Philadelphia dog show and instantly heard the booming baritone of Wayne Ferguson, longtime President of the Kennel Club of Philadelphia, and show announcer. Ferguson didn’t instantly say “yes”, he needed to be ensured that this TV event – while it can be entertaining – doesn’t poke fun at the expense of dogs or their handlers.

Done. Now, Miller needed a sponsor and reached out to Purina.

While Etling wasn’t personally involved, he says that what sold Purina was the promise to emphasize not only dogs but also the bond they have with us.

So, all parties were in alignment except NBC. Miller needed to convince his boss to pull the trigger and to choose a time slot that made sense. Miller noted that another institution, It’s a Wonderful Life with Jimmy Stewart, was struggling with poor ratings following the Macy’s Thanksgiving Day Parade. Skeptics might ask, “How can anything replace Jimmy Stewart?”

Meanwhile, legendary dog show broadcaster David Frei was teamed with John O’Hurley, from Broadway star to J. Peterman on Seinfeld. Behind the scenes, Carson International – which had experience in the dog world as longtime producers of the Purina® Pro Plan® Incredible Dog Challenge – was chosen.

The first National Dog Show Presented by Purina® aired, and all seemed to go off without a hitch. Miller was only hoping for any rating better than It’s a Wonderful Life. No one expected anything more than that.

Jeff Zucker, then President of NBC personally phoned Miller on the day after Thanksgiving. “I thought, ‘Oh no I’m in trouble; we tanked.’ Turns out the dog show delivered monster ratings, easily winning the time slot and far exceeding anyone’s expectations.

More important, was the instant response from viewers expressing gratitude for family TV, which Miller by now realized was history in the making. “I’m very proud of the fact, after 44 years at NBC, it’s one property that will live far after I am gone,” he says.

Etling credits the entire team working on the show who understand what that famous bumper
Some of these show dogs drink from the toilet, and they all have the same bond with their people as the dog sitting by your side when you watch the show — whether it's a purebred dog or mixed breed — none of that matters.”

Etling adds, “Some broadcast teams have natural chemistry. You can tell they absolutely love what they do and like and respect one another.”

However, Frei says the real credit for 20 years of the never waning and ever-growing popularity of the National Dog Show Presented by Purina® should simply go to the dogs. “Watching dogs simply makes us feel good,” he says. “Yes, we hope to provide interesting information, but mostly — it is what it is — a dog show; it’s the dogs’ show.

As long as dogs are around, I believe this dog show will be,” says Kathy Carson. “Our mission isn’t only to celebrate dogs but also to celebrate our bond with them.”

And that is certainly the philosophy David Frei lives. While few can talk with depth of knowledge as he can about purebred dogs, explaining what a breed was originally bred for or how a dog should look according to the written standard, he’s the first to add, “Even sticker says, “Life is better with a dog.”

If the National Dog Show has a unique look and feel — and every year is a “Year of the Dog,” he credits Carson International, “They get it; no one can show off what dogs are all about as they do,” he adds. The set design is a work of art; dogs have never looked so good on TV.”

“Thanksgiving turned out to be the perfect day for this broadcast,” says Ferguson, “That choice was genius. Dogs help us to feel good and Thanksgiving is a feel good holiday. Being a part of millions of families’ Thanksgiving is incredibly special — and now for more than a single generation. I suppose that makes our dog show a family tradition.”

“The success of the National Dog Show Presented by Purina® has given us the opportunity to bring more of the wonderment of dogs into people’s homes,” Of course, you may think about the real Best In Show dog, which may be the dog you had as a kid growing up or the dog sitting next to you on the couch. We are all the better for having dogs in our lives.”

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Watch The National Dog Show
Presented by Purina®
Thanksgiving Day at noon, November 25, on NBC.

offered Gary Quinn, Vice President, Programming & Owned Properties for NBC Sports, who has played a key management role over the two decades. “The Beverly Hills Dog Show is a staple now on NBC and this year we are introducing National Dog Show Junior on Peacock. I’ve never seen so many smiles on the faces of staffers who work on these shows. Twenty years of smiles.”

For celebrating 20 years, china is the typical gift offer – but for dogs that might not work out so well. Dog biscuits might be a more suitable. “If we’ve demonstrated the bond, the joy of dogs, we’ve done our job,” Carson says.

(Steve Dale is a certified animal behavior consultant, pet book author and contributor to veterinary books, and he speaks around the world about pet behavior. But he never travels on Thanksgiving. He says that day he has a reserved seat in his living room for himself, his wife Robin and terrier/Chihuahua mix Hazel to watch the National Dog Show Presented by Purina®. Even their cat, Roxy, joins the viewing party, demonstrating cats like dog shows too).

A brand new way to watch the National Dog Show you love!

With kid-focused content that’s fun and educational, National Dog Show Junior will combine highlights of the breed judging and Best In Show with features on the science of dogs, junior handlers, dog agility training, and what makes them great pets.

Hosted by:
Matt Iseman, Laurie Hernandez & kid reporter Anna Laible

Streaming on Peacock at 2p ET
& available on demand
20TH ANNIVERSARY: Reflections of John O’Hurley, David Frei and Mary Carillo

Q. What was your very first impression when you heard the idea of The National Dog Show?

David Frei: When I first heard it, I thought, “This is great, we get to get more dogs to more people watching us on television and tell more people about how great these dogs are for our families.”

John O’Hurley: My first impression was a phone call I got from Jon Miller of NBC Sports, who said to me “woof woof.” And that was the beginning for me. He said we’re going to be doing a dog show and we want you to co-host along with David Frei, who is the most knowledgeable man in the world of dogs. And I said, “Oh great, well this further underscores my definition of what a celebrity is. A celebrity gets to do things they have absolutely no business doing.”

Mary Carillo: I thought it was genius. I had seen the mockumentary on which this show is based (Best In Show), and I loved it. The idea that a whole family can sit around and watch it on Thanksgiving Day after the parade, before the football game, made nothing but sense.

There was giggling and smiling and there was the recognition that this was a great idea.

Q. What is the most amazing attribute of what the show has become?

David Frei: That it’s on a great family holiday, and it brings people together in their family unit whether it’s for the turkey or the National Dog Show. Everybody’s got a dog and they’re able to sit at home and watch their dog. I call it the alma mater factor. If you have a Brittany Spaniel, you’re going to sit at home and have a built-in team that you’re going to be pulling for, and that’s the Brittany.

John O’Hurley: I think the fact that this has become a yearly tradition for American families - overseas as well - is rather extraordinary. It is just good, wholesome, family entertainment whether you’re 4 or 94. It’s something that you can watch all together as a family and I think that’s the thing that I’m the proudest of in the way that this has evolved.

Mary Carillo: It’s become a Thanksgiving ritual. People know that it’s coming, they expect it, and it’s part of the celebration of Thanksgiving. You wake up and you’re with your family and start to do your cooking and there’s this great pause in the middle of the day where you get to watch these amazing animals trot by.

Q. The TV/home entertainment landscape has changed so much over the years. Is the National Dog Show good for another 20 years?

David Frei: I think it’s good for another 20 years. We’ve got a lot of dogs, a lot of different breeds and varieties that we can show and that makes it different year to year because we have different competitors.

Mary Carillo: For sure. Look how popular dogs became during
the pandemic. People needed to be loved and hugged and licked and I think dogs more than ever have become part of people’s families and people have really come to understand how much comfort there is in owning a dog. Dogs make you get up in the morning, you have to feed them, walk them, take care of them. So, the National Dog Show reminds people of how great dogs are and how easy it is for dogs to make you smile.

Q. What is your favorite memory with the National Dog Show?

Mary Carillo: I think the first time I got to do the National Dog Show was the most exciting. I’m in the benching area and the groomers and the owners are so friendly, and they can tell how curious you are. They let you get up close and play with them. Invariably, I end up on the floor with them. My favorite memory of the Dog Show is that year after year, when I go home, I will take off the outfit I’ve been wearing at the show and let my own dogs investigate and they smell so many different dogs. Their tails are wagging and it’s like this deep forensic investigation. I love that.

David Frei: Rufus, the colored Bull Terrier who was Best In Show in 2005, is my favorite memory. He was a great show dog and went on to have other big wins, but he also went on to become a very accomplished therapy dog, doing wonderful things for people and families in need and being a part of the community. Rufus had an unending smile. That’s what drew everyone to him right away. Like I said, John and I are not the stars, the dogs are the stars. We’re just their caretakers and getting them in front of the camera.

John O’Hurley: That’s easy. The year that the Irish Setter won Best In Show. And I finally got to turn to my co-host and rub his nose in it. The Irish Setter to me is always the most visually attractive dog in the arena. When you have the blue carpet and the auburn hair, it looks like the redhead that just walked into the cocktail party and all the heads turn.

Q. Is there anything over the years about you and the dog show that has never been brought up?

Mary Carillo: Normally if anyone recognizes me it’s usually because I’ve covered tennis for a long time or I’ve done 15 Olympics, but what’s happened in recent years is that people will come up to me and ask me about their dogs -- who I’ve never met -- and they’ve got it in their heads that I know what I’m talking about at these dog shows. All I’m doing is loving and appreciating them, but they think I’m an expert now. I was at an airport a couple years ago and a woman came up to me and said, “You’re Mary Carillo!” and I said “yeah!” I was coming from a tennis tournament, and I thought they wanted to talk about Roger Federer. She said, “My dog has a freckle on its tongue, is that something I need to worry about?” And I’m asking her
questions and acting like a vet! What the heck do I know? I have a place in the West Village in New York and there are dogs everywhere, and people there don’t recognize me for the Olympics, they recognize me because they know I love Terriers and Golden Retrievers, and there’s something very nice about that.

**Q.** Did you think it would work as a television show or were you unsure?

**David Frei:** I thought it was going to work right away because of the people who were involved in it and because of the dogs. It’s going to be great fun for everybody sitting at home with their dog on the couch next to them on Thanksgiving Day.

**Q.** Other shows like the Emmys, the Oscars, have lost significant audience over the years. The National Dog Show has sustained it’s 20 million-plus total audience for two decades. What is the reason?

**John O’Hurley:** I don’t think people love their actors in the same way they love their dogs. The dogs will never change. They lead with their hearts and wag with their tails.

**David Frei:** Dogs are always going to be the stars. We don’t have to worry about propping someone up, we don’t need to worry about somebody’s script. The dogs are spontaneous, they have fun doing what they’re doing and it’s easy for everybody to relate, whether they’re there in person or watching on television.

**HOW IT HAPPENED: Jon Miller on the concept of The National Dog Show**

**Q.** Did you have second thoughts about going forward when people told you it was a longshot idea 20 years ago?

**A.** No, I didn’t. I felt pretty confident from the very beginning that we had a unique idea, a good concept, and a good property. When I was given the greenlight to put it on following the Macy’s Thanksgiving Day Parade, I knew that we had a pretty good shot. It’s interesting that the internal research people inside NBC were much more skeptical than I was. We were going to do it in a family friendly and entertaining way. We had great talent: David Frei, a real expert, and John O’Hurley, who has a real personality. We had a great sponsor and partner, Purina. We know that people love their dogs, and the things that people care most about outside of their kids are their homes and cars. We already had a lot of success in the motor sports business, and I felt that dogs are a part of people’s families so doing this the way we were going to and making it a family friendly show about everybody’s own dog was the way to go.

**Q.** When did it turn the corner as a TV property?

**A.** I think after the third year when we got the long-term commitment from Purina as well as the long-term commitment internally from NBC, we knew that we had something special here. And by 2005 or 2006, people came to expect it. Movie companies, sponsors, partners, you name it all came to really look forward to it. We had a great partnership with the Kennel Club of Philadelphia, so we knew that we had a solid property then.

**Q.** What is the most amazing attribute of what the show has become?

**A.** The fact that grandparents can sit with their children and grandchildren and watch it every year and be entertained by seeing their family dog there and learning about different dogs. I think we’ve made it a really fun two-hour experience. It goes along perfectly with the Macy’s Thanksgiving Day Parade and the holiday.
The National Dog Show Presented by Purina®
previous program covers. How many do you recognize?
THE KENNEL CLUB OF PHILADELPHIA

WAYNE FERGUSON, today’s show announcer, is President of the Kennel Club of Philadelphia. Wayne has been immersed in the dog world for over 50 years and has bred and shown top Saint Bernards. Through the years he has served as President of the AKC Canine Health Foundation and Director of the University of Pennsylvania’s School of Veterinary Medicine and is President and Show Chairman of the time honored Morris & Essex Kennel Club.

LETTER FROM THE PRESIDENT

Welcome to the 20th annual edition of The National Dog Show Presented by Purina® hosted by The Kennel Club of Philadelphia. We are celebrating our 20th Anniversary of the National Dog Show Presented by Purina® and are so proud of, and grateful for our partnerships.

We continue to build upon our efforts to make our show experience entertaining and educational for all. Our tradition-rich shows are a regional treasure as well as a national phenomenon and a win at Philadelphia is considered one of Dogdom’s greatest achievements.

The Kennel Club of Philadelphia is no newcomer to the dog show world. Since hosting a major dog event in 1876 at the Centennial Exposition, we’ve been at the forefront of the purebred dog world. The KCP and its predecessors have been presenting shows since 1879. Our club predates the American Kennel Club (AKC), which was organized at a meeting of the then Philadelphia Dog Club on September 17th 1884.

We are not only one of America’s oldest continuing sporting events but our annual National Dog Show TV special is the most widely watched canine event in the world, capturing 20 million plus viewers a year with its broadcast on NBC at noon on Thanksgiving Day and an NBC prime time encore presentation the following Saturday.

We hope you enjoy your visit to our shows and return many years to come.

Sincerely, Wayne Ferguson, President

FRANK DEPAULO
SHOW CHAIRMAN

Frank is a long time KCP member and has been Show Chairman since the 2014 KCP shows. As such, he acts as the overall coordinator of the various aspects of the physical staging of the dog shows, including venue and judging ring setup arrangements, the competition schedule and the smooth running of the judging process. Frank is a lifelong dog lover who founded Tahari Kennels in 1979. Since that time, he has bred many Best in Show champions in the Ridgeback, Pointer and Whippet breeds that have carried the Tahari prefix. Frank continues to show and campaign dogs and is an AKC licensed judge. In addition to his role with the KCP, he is a lifetime member of the Lehigh Valley Kennel Club and a long time member of both the Rhodesian Ridgeback Club of The United States and The American Pointer Club in which he has held various positions, including Show Chairman, Board of Directors, Vice President and President. Frank lives in Pennsylvania with his wife Judy and his two daughters.

The American Kennel Club: The Kennel Club of Philadelphia’s National Dog Shows are sanctioned by the AKC, the principal registry for purebred dogs in the United States and the largest registry in the world. Every year, owners register approximately one million dogs with the AKC. The AKC’s Canine Health Foundation is the world’s largest funder of exclusively canine research, with a mission to develop significant resources for basic and applied health programs with emphasis on canine genetics to improve the quality of life for dogs and their owners. The AKC and its affiliate, AKC Companion Animal Recovery, have been crucial in providing long-term care to displaced animals.

WHO’S WHO IN THE KENNEL CLUB OF PHILADELPHIA

OFFICERS
Wayne Ferguson – President
Stanley Broadbent – Vice President and Permanent Ring Steward
Dr. Duane Butherus – Secretary and Chief Ring Steward
Milan D. Lint - Treasurer and Judges Committee

BOARD OF DIRECTORS
Harry Booker – AKC Delegate and Hospitality Chair
William Burland
Frank DePaulo – Show Chair
David Frei – Publicity Chair
Peter Green – Judges Committee
Michael Halstead – Marketing Chair
David Helming
Gregory Kane
Steven Sansone – Vendor Chair
Ron L. Scott – Judges Committee
Eric Tweer
Ann Viklund
Alan Welch – Vendor Committee

MEMBERS
Lisa Burland – Hospitality
Connie Butherus – Trophy Chair
Carol Commerford – Hospitality
Judy DePaulo – Hospitality
Sally Halstead – Hospitality
Peggy Helming – Hospitality
Mari-Beth O’Neill
Cynthia Sansone – Vendor and Hospitality
Debbie Scott – Group Ring Asst. and Hospitality
Beth Sweigart – Group Ring Asst. and Hospitality
BEST IN SHOW
There’s a lot going on here!

By DAVID FREI

After a long day of judging some 2000 or so dogs of about 200+ breeds and varieties at the National Dog Show, we are finally down to the last stop on the schedule before we pack up for the day, head for dinner, and get ready for the next day’s events.

It’s Best In Show, the day’s top award, where the seven group winners come together to compete in the last ring of the day for ribbons and trophies and prestige.

There’s a lot going on here.

To begin, we can call it the “ready ring” (that’s what dog people would probably call it) or the “staging area” (which is what the TV people would probably call it).

The dogs show up here in the ready ring (I am both a dog show guy and a TV guy, but I like “ready ring”) when the time nears. Some of the handlers and the dogs are in this final ready ring often. Some might be here today for the first time, others get here with some varying frequency. Some are happy to get here, some are relieved, some are amazed. They all want it all today.

Often the ready ring can be a respite for the dogs and their handlers after a long day of competition and socializing at the dog show. But they are getting right back to work. Here they get some last-minute grooming touchups, probably a little water (it can be hot under the TV lights), and depending
on the dog, either a pep talk or a calming conversation. Maybe the handler might need some coaching, too. Best In Show is a big deal.

The ring steward, who helps the judge organize and run their ring, may come around and tell everyone what the order of the dogs in the ring will be (usually determined by size and speed, faster dogs at the front of the line, slower dogs at the end so they don’t get in everyone’s way); they will tell them the pattern that the judge wants to see the dog move (the judge will tell them that in the ring as well); and in this case, they will remind them about the camera placement and ask them to play to the camera, or at least be aware of it.

When the magic moment finally comes, the dogs are introduced into the ring, one at a time, so everyone can get their well-deserved share of applause and individual attention for their successful day. And once they are in that ring, the show belongs to the Best In Show judge. But it’s the same for all of the handlers, hoping that their dog will have its moment of divine inspiration when it is their individual turn in front of the judge. The judge will let us all know just which dog that is – today.
ABOUT THE COVER

This year’s program cover was shot in Philadelphia, September 14th. It celebrates this year’s 20th Anniversary of the National Dog Show Presented by Purina®! Twenty amazing years of beautiful dogs, and all the wonderful people that make the National Dog Show come to life every year on NBC, Thanksgiving Day at Noon!

Many thanks to the following for all their great work on this year’s photo shoot:

Simon Bruty – Photography and production director
Mary Carillo, John O’Hurley, David Frei - NBC broadcast hosts
Steve Griffith – Public Relations • All the dog handlers and their beautiful dogs
Standby Stages – Philadelphia PA. • Chef’s Table, Philadelphia

Watch The National Dog Show Presented by Purina®
Thanksgiving Day at noon, November 25, on NBC.
THERAPY DOGS:
CHANGING THE ENERGY IN THE ROOM

By David Frei

When a dog walks into the room, the energy changes. People smile, people talk, people think about things other than any problems they may have. This can only help them feel better.

A Bible scripture says it like this: “A faithful friend is the medicine of life.” And that tells you why therapy dogs work.

I started a therapy dog charity in about 2004 in New York City and called it, appropriately so, “Angel On A Leash.” About four years later, I got my first toy dog, a Cavalier King Charles Spaniel. I named her Angel.

Angel quickly graduated from her therapy dog training class and we went right to work visiting people and children in need in various health care facilities in New York City.

From Angel On A Leash By David Frei (2012):

At the time, Angel On A Leash had just started a pilot program in the Women’s Health unit at the famous Memorial Sloan-Kettering Cancer Center in New York City.

At her size, she fit right into the beds at Memorial Sloan-Kettering with patients who needed her, with women who have been through or were facing major, life-changing surgeries. Often, when we walked into a room, the patient would start to make room in her bed for Angel.

We never knew what we were going to find when we walked into a room. The patient might have been there for a checkup, for treatment, for surgery, or for something else. She may have had her surgery already or may be getting ready for surgery the next day.

Some of the patients were in good spirits, some were hurting, and some were scared. They may have been there before, they may have just checked in, or they may have been there for a week. It was not my job to ask them about any of that. We were there to visit in the moment, to give them something other than the challenges that they may be facing to think about, talk about, smile about.

That is one of the things that dogs are so good at — they live life in the moment. So do cancer patients.

It was obvious in our visits when the outlook was grim or, worse, when someone was getting ready to die.

Often, the room was filled with people and the patient was weak. Often, the patient still wanted to see Angel, or her family may have wanted to get Angel in there to give them all one final smiling moment.

One such night, we walked into a room, and there were at least 12 people in there, breaking hospital rules that were meant to be broken at a time like this, with parents, husband, children, sisters, brothers, grandchildren and friends. Tonight, as always, they all reacted to Angel and that created a little buzz in the room.

I knew the patient from previous visits. “Hi, Reina. You really have a full house tonight. Is this a good time for a visit from us?” That question was really directed at the family, who probably knew best what was right for the moment.

“Yes,” she said softly. “Yes,” said several of the others in the room, and they made a path for us to get to Reina’s side. I could hear lots of sniffles and soft crying. My guess was that they had all been called to Reina’s bedside for a final good-bye.

“Is this Angel?” one of them asked.

“Yes. Did Reina tell you about Angel?” I asked.

“She told us all about her. She loves Angel, and we are so glad you are here for her,” came an answer, kind of the final product of several voices.

“Well, we are glad to be here for her, too,” I said. “Let’s see if we can fit Angel in here.”

I laid down our towel on the bed. I could see a few tubes, and I knew that Reina was fragile and that we needed to be very careful. I set Angel down at Reina’s side. I could hear and see cell-phone cameras shooting away, and I could hear a little more crying, almost happy crying, as they saw Reina reacting to Angel.

Reina smiled, and I took her hand, placing it on Angel’s neck. “How’s that?” I asked. She smiled to indicate that it was just fine. She tried to sit up a little more, but it hurt her. “Just stay right there; we will get her closer,”

Reina didn’t have much strength at that point, and after several minutes I kind of felt that Angel and I should move along and give the family their time with her. I knew she wasn’t going to last much longer.

I said a little prayer for Reina to myself, squeezed her hand gently, and then gathered Angel up. Reina smiled and said thank you and then tried to lean forward to Angel. I moved Angel closer. Reina softly put her hand on Angel’s head, and I lifted Angel up to eye level. Reina softly drew Angel to her and kissed her.

Angel sent Reina off on her final journey by licking her face.

Everyone was crying and I was fighting back tears myself. “Godspeed, sweetie. God loves you, and so does Angel.”
The National Dog Show Therapy Dog Symposium, at Rowan University, the ground-breaking conference that has successfully engaged the growing therapy dog movement, is planning to grow exponentially in 2021, hoping to use the global pandemic as a catalyst for expansion.

The 3rd annual conference is set for Tuesday, November 30, from 10:30 a.m. to 4:30 p.m. (ET) to be held on-site at Rowan University in Glassboro, NJ, and virtually for a national and international audience via livestream.

It is focused on the sharing of information and development of best practices by bringing together therapy dog practitioners, advocates and aspirants from around the country.

Registration is open to the public at http://go.rowan.edu TherapyDogSymposium2021. The cost is $25 for the livestream and $50 at Rowan, including lunch.

The conference is chaired by David Frei, one of the best-known names in the canine world and a leader of the modern therapy dog movement. Frei is the expert analyst for NBC’s National Dog Show Presented by Purina®, broadcast every year on Thanksgiving Day. He is also a founder of the Angel on a Leash therapy dog program. Co-chair is Michele Pich, Assistant Director of the Schreiber Family Pet Therapy Program and adjunct Professor of Law and Justice Studies at Rowan. Pich has been involved in canine rescue and therapy work for many years, including as a charter member of the National Dog Show Therapy Dog Ambassador Team with her own rescue, Vivian, a Staffordshire Terrier mix.

In 2020, while thousands of events and conferences took the year off, the National Dog Show Therapy Dog Symposium persevered by going virtual, attracting over 200 participants from around the country for a day-long immersion into the practice of providing therapy dog services to healthcare institutions and others in need in a COVID-19 world.

The symposium debuted in November 2019 with almost 200 attendees representing nine states and 18 different therapy groups. The conference covered therapy dog work with hospitals, prisoners, the elderly, and the Philadelphia Ronald McDonald House.

Watch The National Dog Show Presented By Purina Thanksgiving Day at Noon, November 25, on NBC.
BEVERLY HILLS DOG SHOW returns in 2022, headlining several days of canine events

NBC’s Beverly Hills Dog Show Presented by Purina® returns in 2022 after taking a pandemic cancellation in 2021. The all-breed dog show, presented by the Kennel Club of Beverly Hills, will take place on Saturday, March 5, as the headliner in a long weekend of canine celebration at the Fairplex in Pomona, CA. The dog show will be taped for presentation on NBC on Sunday, April 10, 2022, 12-2 p.m. (in all time zones).

As in the past, the Kennel Club of Beverly Hills will hold all-breed shows on Saturday (to be presented as NBC’s Beverly Hills Dog Show) and Sunday, March 6. The famed Great Western Terrier Club and a number of specialty shows (featuring one breed only) will be back on Friday.

And while still subject to final approval, the American Kennel Club will present its popular “Meet the Breeds”, a fun and family-friendly event, at the Fairplex for the first time on Saturday and Sunday, in conjunction with the KCBH shows.

Some details are still subject to finalization. For continuing developments, please watch www.kennelclubofbeverlyhills.org

BHKC was established in 1965, and became the host of the television broadcast in 2017.
In Memory of

PAUL CARSON

CEO, Carson International, Inc.

September 5, 1952 - June 5, 2021

One of the original founders and creators of the National Dog Show Presented by Purina®. His love of dogs and creating joy with the Thanksgiving Day broadcast, has now spanned 20 years. He was known and loved for his creativity, hard work and determination ... and that smile! ♥
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