



# Animal Legislation and How to Make a Difference

## Speakers

- *Janet Fox Stephens*, WTCA Legislation and National Breed Alliance Committee Chair, professional lobbyist and advocate for legislation that advances the interests of purebred dogs.
- *Patti Strand*, President of the National Animal Interest Alliance (NAIA), dynamic speaker, recognized author, advocate for responsible dog ownership and public policy expert on animal welfare vs animal rights legislation.



# Purpose and Content

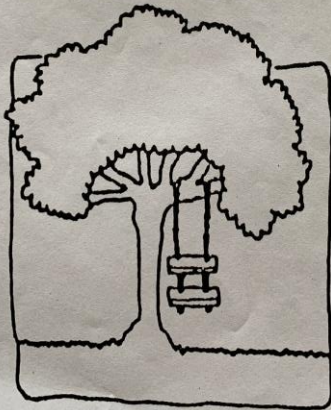
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To provide information and resources on

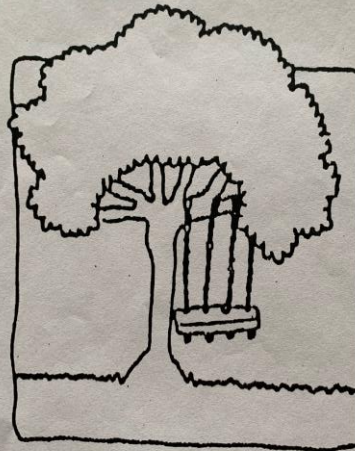
- How legislation is initiated and processed into law
- Why you need to be involved
- How to determine who your elected officials are
- Skills required to be successful in grassroots advocacy
- The importance of developing allies
- Current legislation on the state and federal level.

The Following Materials are  
Provided by  
Janet Fox Stephens,  
WTCA Legislation and National Breed  
Alliance Committee Chair

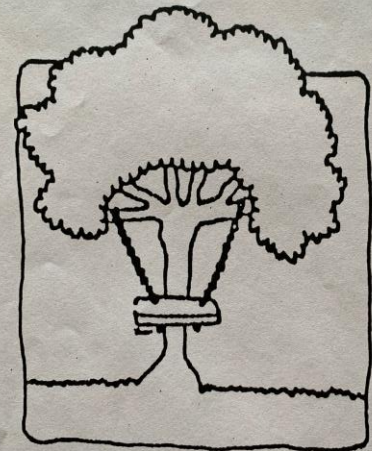
## How a Bill Becomes Law



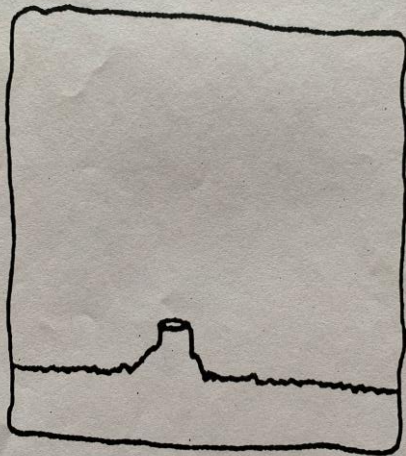
AS INTRODUCED



AS AMENDED IN  
COMMITTEE



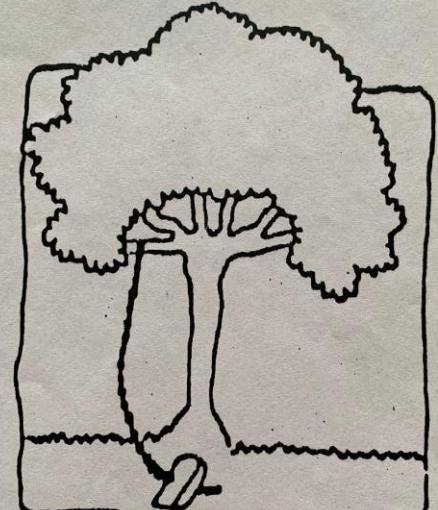
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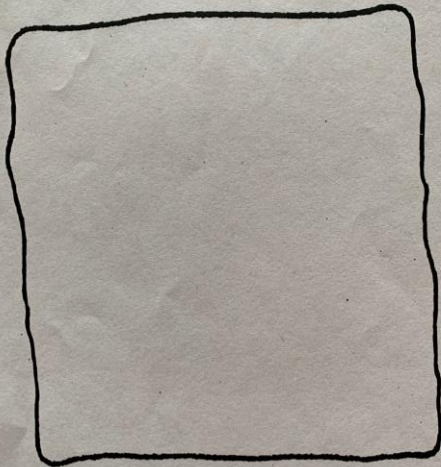
**AS FUNDED BY JOINT  
BUDGET COMMITTEE**



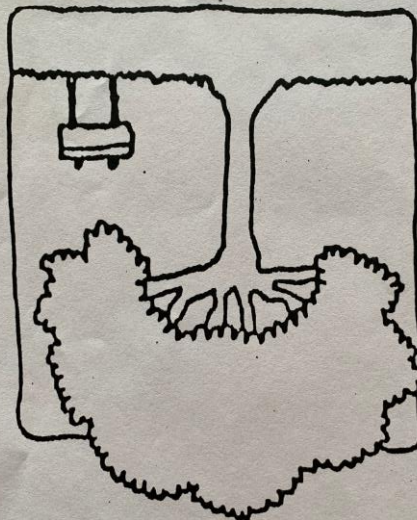
**AS ENACTED**



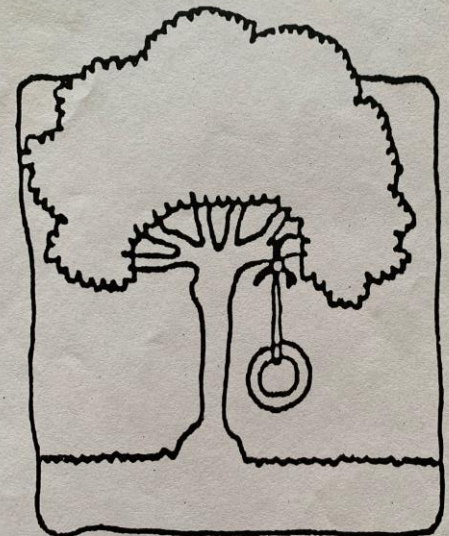
**AS IMPLEMENTED BY  
THE STATE AGENCY**



AS UNDERSTOOD BY  
THE PUBLIC



AS REPORTED BY THE  
MEDIA



WHAT WAS ACTUALLY  
NEEDED

# Communicating Effectively with Your Legislators

Effectively Express Your Message and Differences of Opinion in the Public Policy Arena



## Disagree Diplomatically

### It's easy to get frustrated...

when lawmakers or special interest groups support legislation that infringes on the rights of responsible dog owners and breeders. In order to effectively lobby against harmful laws we must be credible, persuade our elected officials, and demonstrate respect for the legislative process.

### Perceptions of problems...

produce demands for a public policy response. For example, a dog bite incident may lead to calls for banning certain dog breeds. In these situations it is important to focus on educating our elected officials about what strategies are truly effective and how poorly crafted legislation can negatively impact responsible owners.

Remember, our elected officials are trying to do the right thing. This is why it is imperative that responsible dog owners and breeders become a positive resource. The AKC® can provide information and resources, but it's up to you to participate in the legislative process.

### Credibility is based on knowledge

- Familiarize yourself with the proposed law as well as the existing ordinances in your community or state.
- Educate yourself about the specific problem in your community and possible solutions:
  - Is a single irresponsible owner creating a problem?
  - Do current laws already address the issue?

### Persuasion is the Key to Success

- If appropriate, offer an alternative solution; even provide sample ordinances.
- Effective enforcement of existing laws and providing responsible dog ownership education is often the answer. Share AKC public education materials and pursue options for distributing them in your community.

### Respect

- Always be professional and polite in communications with elected officials.
- When you disagree with a position, always focus on persuasive arguments rather than personal criticisms. It is never appropriate to use foul language or derogatory names.
- Remember you represent the purebred dog community when you interact with elected officials.
- Avoid threats and never raise your voice or lose your temper.

## Prepare for Action

### Tips for Success

1. **Follow your local news carefully.** Watch for the kinds of events that may trigger a dog related proposal by your local government. Don't forget to read the public notices section of the local newspaper. This is where important legislative meetings, hearings, and details are usually announced.
2. **Take advantage of local information.** Your city or county courthouse, your public library, the staff or clerk of the local government, and even members of the media are all equipped to answer your legislative questions. Most phone books list numbers of local and state government offices, and many governments send free informational materials.
3. **Familiarize yourself with the local legislative process.** What is involved in getting a proposal passed into law in your area? Are public hearings required before the assembly or city council can vote? Are meetings open to the public?
4. **Know how you can become involved.** How can you get on the agenda to speak at a hearing? Are there rules for speaking? How far in advance are hearings announced, and where are such announcements posted?
5. **Get to know your elected officials.** Learn who they are, what they support, their personal interests, when they were elected and when they come up for re-election. Arrange to meet with your local officials to introduce yourself and your club's interests.
6. **Involve others.** Encourage club members to take an interest in legislative concerns. Share your legislative news with them regularly, so that they will not be surprised if you suddenly need their help. Appoint a Legislative Liaison for your club.
7. **Communicate with other groups.** Talk to groups that share your concern for canine welfare. In addition to other dog clubs, veterinary societies or animal owner groups make valuable allies.



AKC Government Relations Dept.  
8051 Arco Corporate Dr., Ste. 100  
Raleigh, NC 27617  
(919) 816-3720, doglaw@akc.org



# Make Your Contact Count

## Writing a Letter to a Government Official

Writing a letter can be an effective way of making your voice heard in your town, county, state, or in Washington, D.C. To give your correspondence the most impact:



- Address only one issue in each letter.
- Legislators receive a lot of e-mail. If you have time, mail the letter instead. If you e-mail, use the format of a traditional letter.
- Be brief. Keep your letter to one page.
- Be courteous, but make your point and don't be apologetic. If you're angry or feel strongly, you can let that show, but be polite.
- State your specific purpose or position in the first paragraph.
- Refer to specific legislation by number and title.
- Mention if you are a constituent, or identify another connection with the recipient's district.
- State why you support or oppose a particular measure. Don't concede the other side's points, even if you agree with some.
- Personalize your letter. If you must use a form letter, type or write it yourself.

To a Federal Senator:  
The Honorable (name)  
United States Senate  
Washington, D.C. 20510

To a Federal Representative:  
The Honorable (name)  
U.S. House of Representatives  
Washington, D.C. 20515

To a State Senator  
The Honorable (name)  
(state capital address)

To a State Representative:  
The Honorable (name)  
(state capital address)

Dear Senator \_\_\_\_\_:

Dear Congressman or Congresswoman \_\_\_\_\_:

Dear Senator \_\_\_\_\_:

Dear Assemblyman or Assemblywoman \_\_\_\_\_: OR  
Dear Representative \_\_\_\_\_: OR  
Dear Delegate \_\_\_\_\_: (title used in that state)

## Calling a Government Official

When there is no time to write a letter, a phone call to your legislator's office can be effective in delivering a quick, simple message. To give your phone call impact:



- Plan exactly what you want to say before you call.
- When you place your call, ask to speak to that person's staff assistant who handles your issue. If you get to speak to the official, that's a bonus.
- Make your message short and simple. State your name and your main point: "Please vote against Senate Bill 123" and then say why in a few sentences.
- End by repeating your name, where you live, and/or your connection to the legislator's jurisdiction. Give a phone number and offer to provide more information if the legislator requests it.
- If the person who handles your issue is not available, leave your name and phone number. If your call is to support or oppose an upcoming vote, also give your main point as part of the message.
- If you don't know a federal legislator's direct number, call the Capitol switchboard at 202-224-3121 and ask for that Senator or Representative's office.
- Look in the telephone book for listings of government offices to find telephone numbers for state and local officials.
- Follow up with a letter if there is sufficient time.

## Meeting With a Government Official

Meetings with legislators can be a productive way of communicating, although some may be able to meet personally with only a fraction of their constituents. To give your meeting the maximum effect:



- Schedule an appointment in advance.
- Plan, time, and rehearse your comments prior to the meeting.
- Appoint a spokesperson who will do the talking beforehand if you go with a small group. Dress professionally.
- Get to the main point within five minutes.
- Other group members may add comments, but should only do so to reinforce or elaborate on your main point.
- Answer any questions accurately and briefly. If you don't know the answer, say so and offer to follow up.
- End by asking the official to do what you want him or her to do, such as "Will you vote for Senate Bill 150?"
- Leave a one-page statement of your issue and position.
- If you meet with a staff aide instead of the legislator, remember that educating the staff is very important too. Many legislators rely heavily on their staff's advice.
- Follow up with a thank-you letter, answers to any of the legislator's questions that were not handled during the meeting, or any other information you offered to gather for the legislator.

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AMERICAN  
KENNEL CLUB®

# Important Canine Government Relations Websites/Contact information

[www.akc.org/government-relations](http://www.akc.org/government-relations) or [www.akcgr.org](http://www.akcgr.org)

This website includes most topics of interest on legislation and “how-to” to dog owners. Topics include, but are not limited to the following:

- Legislative Alerts
- Legislative Action Center
- Legislative Toolbox
- Legislative Tracking
- AKC Legislative PAC
- Newsletters and
- Position Statements on the Issues

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

Email: [doglaw@akc.org](mailto:doglaw@akc.org) Phone: 919-816-3720

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

# Important Canine Government Relations Websites/Contact information

[www.naiaonline.org](http://www.naiaonline.org) National Animal Interest Alliance (NAIA)

Email: [naia@naiaonline.org](mailto:naia@naiaonline.org) Phone: 503-227-8450

Contacting Legislators, Finding your representatives:

[www.House.gov](http://www.House.gov) ; [www.USA.gov](http://www.USA.gov) ; [www.Congress.gov](http://www.Congress.gov) (click on your state for local officials, also Senators and Reps at the federal level)

WTCA: Janet Fox Stephens [janstep123@aol.com](mailto:janstep123@aol.com) Phone: 303-898-9304

The Following Materials are  
Provided by  
Patti Strand, NAIA President

# Your Animal-Welfare Group in Action

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**NAIA**  
National  
Animal Interest  
Alliance



# About NAIA

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- Founded in 1991.
- Representing a factual, balanced viewpoint.
- Providing resources to raise public awareness, inform honest discourse, and impact legislation.
- Bringing leaders together from diverse animal professions and hobbies to represent mainstream animal welfare views



# Our Mission

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- Promote the welfare of animals.
- Strengthen the human-animal bond.
- Safeguard the rights of responsible animal owners, enthusiasts and professionals through research, public information, and sound public policy.

# Key Areas of Focus

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Resources and Programs



Outreach



Legislative Activity

# 3 Decades of Achievements

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1990s

2000s

2010s

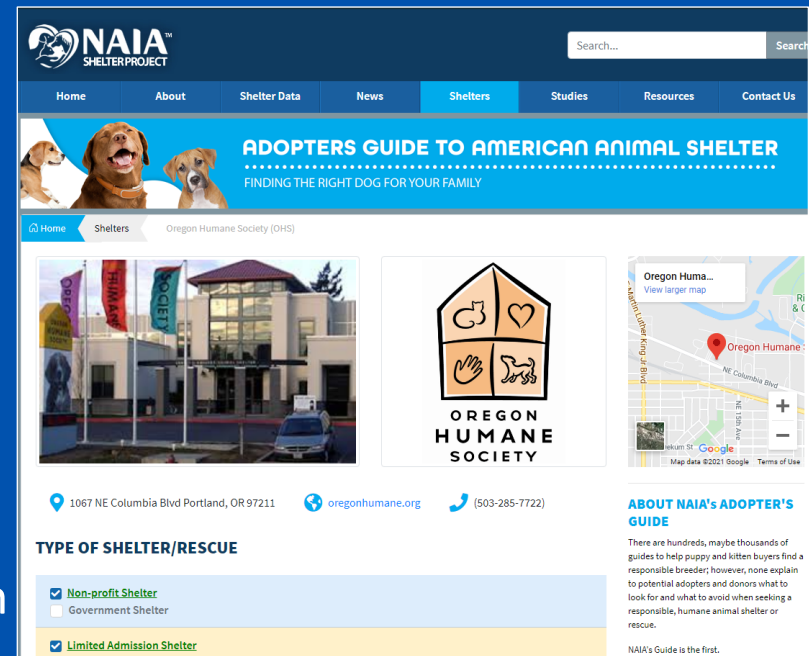




# Resources and Programs

## The Shelter Project

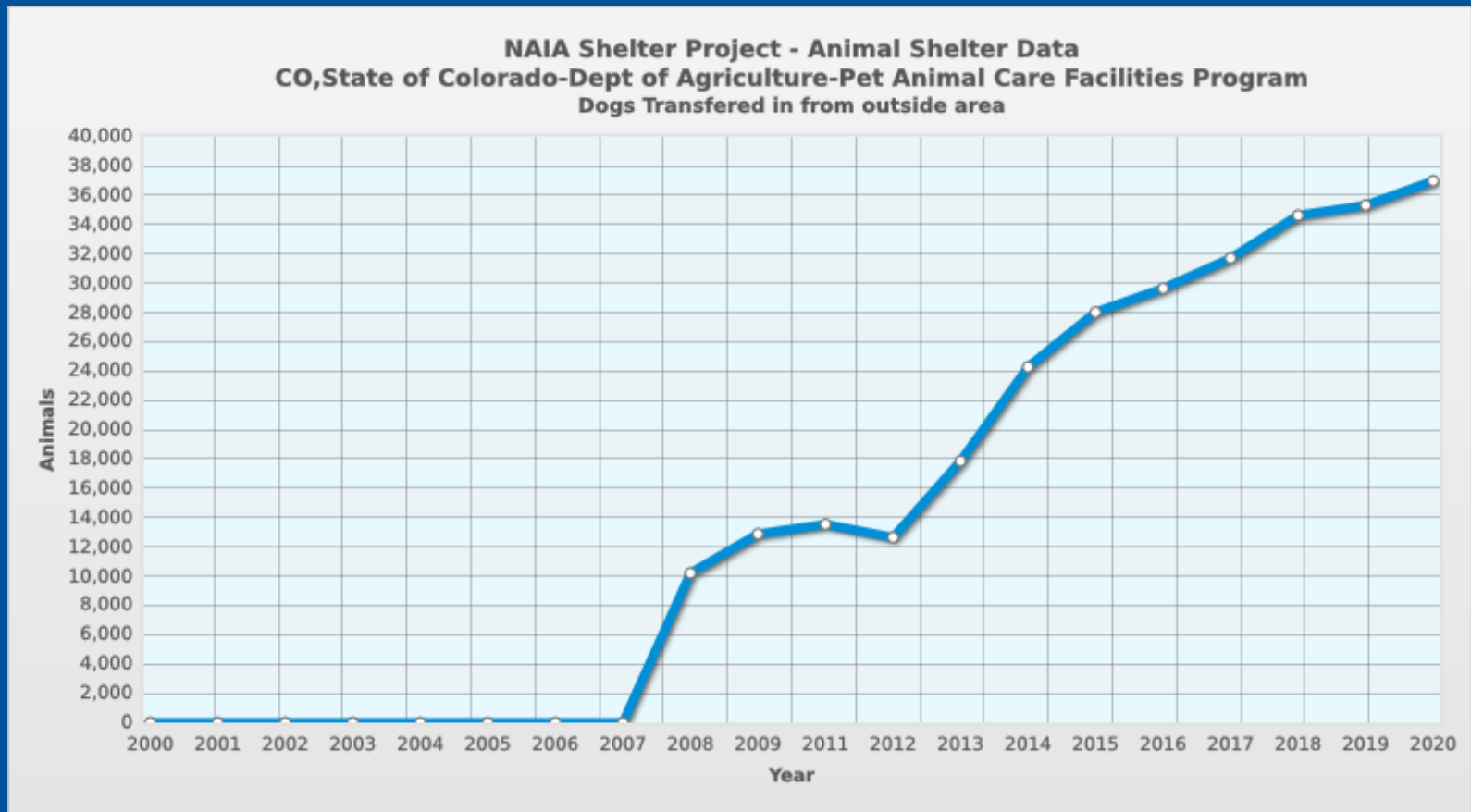
- Then nation's largest public source of shelter data.
- Site redesign scheduled for launch in September 2021.
- Every shelter (approximately 2,500 in our system) will have its own page describing its activities regarding intake and the source of its dogs and cats, adoptions, returns and euthanasia.



# NAIA Shelter Project Data is Invaluable in Legislative Work

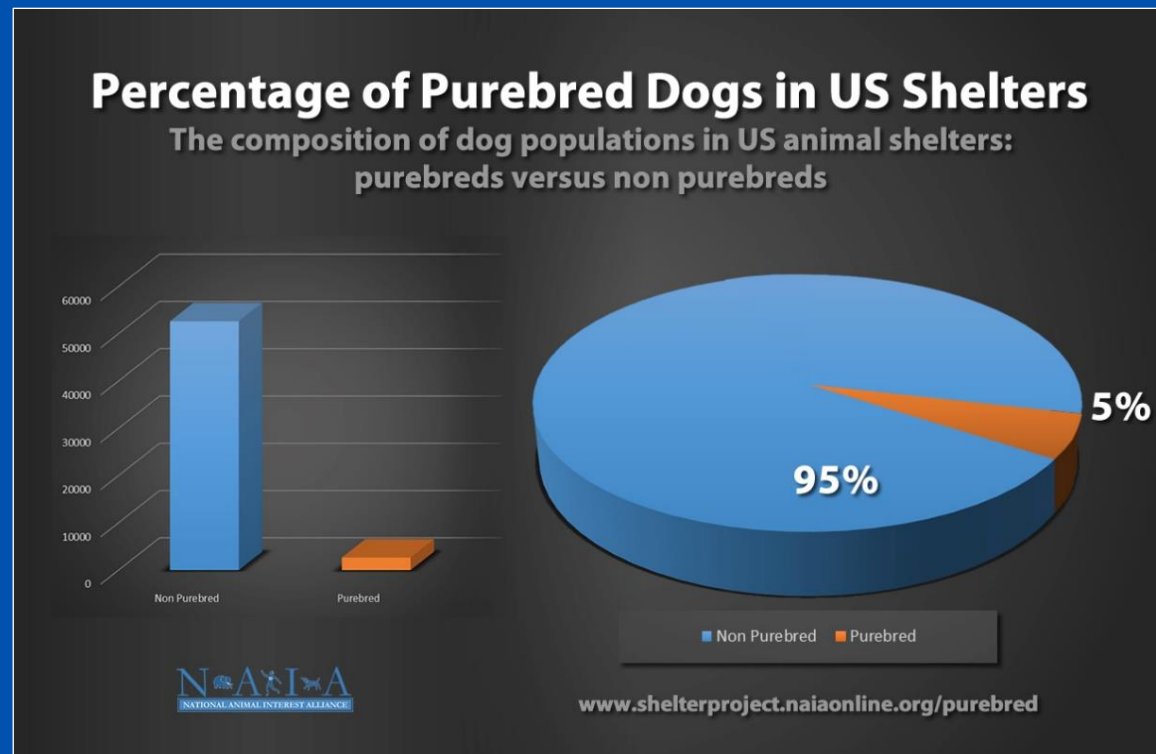
The graph below shows that 36,985 dogs were transferred into Colorado rescues and shelters in 2020 from out of state.

Additional data shows that 19, 293 were less than 4 months old





# Resources and Programs



Conducted the most comprehensive study of shelter dog composition ever done. Validated later by DNA study.

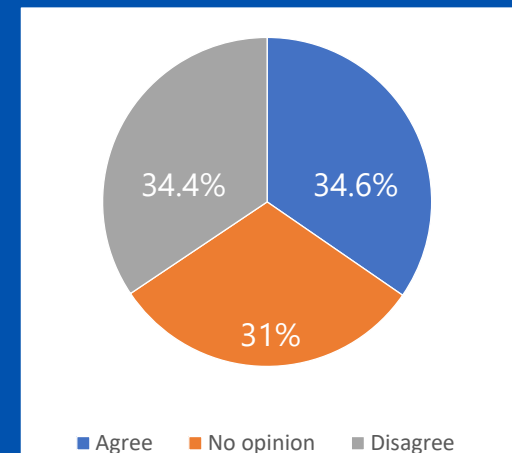


# Resources and Programs

**NAIA conducted original, peer-reviewed study:  
“How outdated perceptions have reshaped the  
dog marketplace.”**

The study shows how misperception about dog overpopulation and other animal welfare issues has changed and continues to change the availability of healthy well- bred dogs with the characteristics sought by the public, namely good health and temperament.

[www.naiaonline.org/uploads/Main\\_Upload\\_Directory/shelterprojectstudyfinal.jpg](http://www.naiaonline.org/uploads/Main_Upload_Directory/shelterprojectstudyfinal.jpg)



The study asked individuals if they agreed “it is okay to purchase dogs instead of adopting them from a rescue or shelter.” The results were shocking.





# Resources and Programs

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## Rehoming program: Homes for Animal Heroes

- Rehoming canine heroes in 15 states through partnerships with research institutions and a comprehensive volunteer foster network.
- Raising awareness about the purpose of animals in research and their life-saving contributions.
- Sharing knowledge of the care and consideration research professionals give to animals.





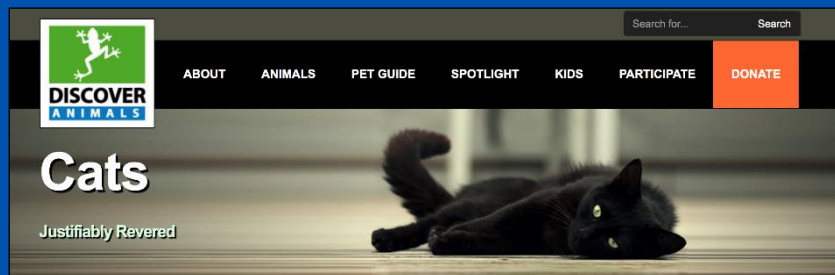
# Resources and Programs

[Naiaonline.org](http://Naiaonline.org)

[NAIATrust.org](http://NAIATrust.org)

[DiscoverAnimals.org](http://DiscoverAnimals.org)

Resource guides and fun facts for children and adults including pet guides.





# Resources and Programs

## Consider the Source

A public awareness program to provide information about widely misunderstood, complex, and often emotionally charged animal issues, while exposing the misinformation and hype that often surrounds them.

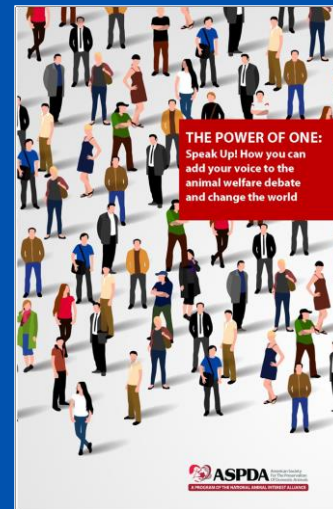




# Resources and Programs

## Advocacy Resources

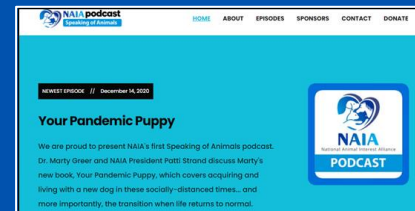
- An advocacy guide written with input from experts in the field of public relations and marketing.
- A booklet for pet owners and breeders to know their rights if a dog warden, or other law enforcement agent comes knocking on at their door.





# Outreach

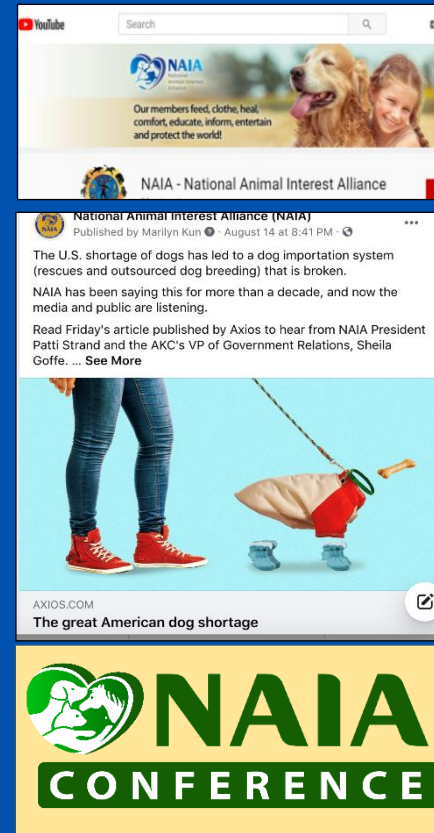
- A digest of weekly animal welfare issues in the news sent to 16,000 subscribers via NAIA Trust's Voter Voice media channel.
- "Speaking of Animals" podcast raising awareness about and interest in current animal issues.
- Podcast hosted by Cindy Buckmaster, PhD, to open discussion about animal research.



# Outreach



- NAIA YouTube channel with 90 new videos including presentations from nationally regarded experts at NAIA conferences.
- Public and private Facebook pages.
- World-class annual national conference focused on animal husbandry training, PR animal Law and on how to preserve the right to own, breed, and show dogs.





# Legislative Activity

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- Initiating needed legislation and regulations;
- Defeating anti-breeder, anti-purebred legislation
- Opposing radical animal rights proposals
- Presenting a balanced, fact-based approach to animal health, welfare and husbandry issues
- Utilizing the top lobbyists at every level of government whenever necessary

**Winning!**





# Legislative Activity

## 1. Reaching our constituents through the [naiatrust.org](http://naiatrust.org) legislative platform.

One-click access to educate and mobilize grassroots advocates.

- Subscribe to our mailing list
- Track a bill in your state
- Learn the names of elected officials
- Get a communications primer
- Find national and regional media outlets



# Join a winning team! Go to [NAIATrust.org](http://NAIATrust.org) and subscribe to our mailing list today

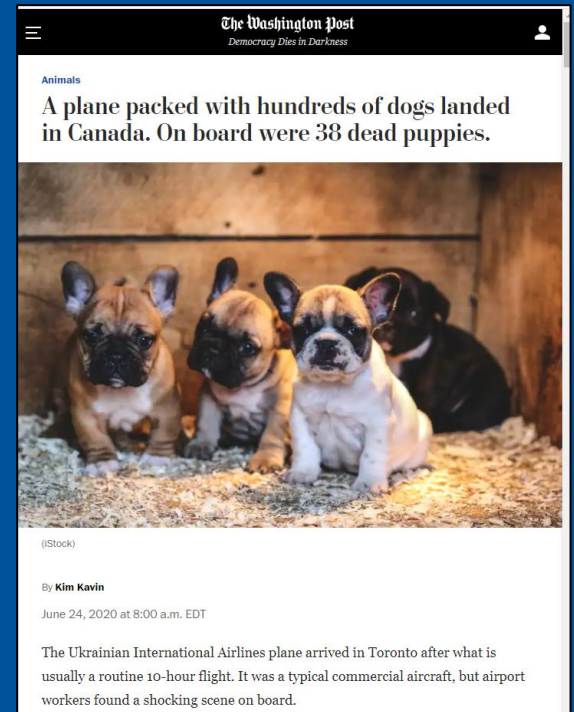


# TODAY'S PRIORITY . . .

2020s



Because the number of U.S. dog breeders is shrinking, some dog breeding has been outsourced to foreign countries. Today, over one million dogs are being imported to the US annually.



# Legislative Activity



NAIA and our partners had language added to the 2018 Farm Bill calling for a federal report estimating the number of dogs entering the US annually.

At the end of 2019, the CDC issued the attached report.

This proof of scope enabled NAIA to launch the federal bill in 2020.

	1,064,796	884,036	1,245,555
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Federal Register / Vol. 84, No. 31 / January 31, 2019 / Notices

TABLE 1—ESTIMATED AVERAGE ANNUAL NUMBERS OF DOGS ENTERING THE UNITED STATES BY COUNTRY AND BY IMMUNIZATION STATUS

	Baseline estimate of dog imports	Best estimate	Lower bound <sup>b</sup>	Upper bound <sup>c</sup>
Airports <sup>a</sup>	700,000	560,000	560,000	840,000
From rabies-free countries	161,000	128,800	128,800	193,200
From CRVV-free countries	235,900	188,720	188,720	283,080
Dogs with rabies vaccination certificates	234,750	187,800	187,800	281,700
Dogs with unimmunized dog permits	620	736	736	1,104
Dogs with DCAs	62	50	50	74
Dogs denied entry	168	134	134	202
From CRVV low-risk countries under new guidance	196,000	128,600	128,600	277,200
Dogs with rabies vaccination certificates	195,910	128,728	128,728	277,092
Dogs with DCAs	48	38	38	58
Dogs denied entry	42	34	34	50
From CRVV high-risk countries	107,100	113,680	113,680	86,520
Dogs with rabies vaccination certificates	106,634	113,307	113,307	85,961
Dogs with DCAs	12	10	10	14
Dogs denied entry	454	363	363	545
Land borders	364,796	324,036	324,036	405,555
Canada-US land borders	122,000	97,600	97,600	146,400
Dogs with rabies vaccination certificates	120,344	96,275	96,275	144,413
Dogs from Canada, other CRVV-free or low-risk countries	119,141	94,350	94,350	143,691
Dogs from high-risk countries	1,203	1,926	1,926	722
Dogs with unimmunized dog permits	1,572	1,258	1,258	1,886
Dogs with DCAs	84	67	67	101
Dogs denied entry	0	0	0	0
Mexico-US land borders	242,796	226,436	226,436	259,155
Dogs with rabies vaccination certificates	241,550	225,400	225,400	257,600
Dogs with DCAs	1,184	947	947	1,420
Dogs denied entry	112	90	90	134
Total	1,064,796	884,036	884,036	1,245,555

<sup>a</sup> DHS/ISCBP field staff provided estimates of the proportions of dogs from (1) rabies-free countries (23%), (2) CRVV-free countries (34%), (3) CRVV low-risk countries under the new guidance, including Mexico and Israel (28%), and (4) CRVV high-risk countries (15%); these countries are considered high-risk under both the previous and new guidance.

<sup>b</sup> For the lower bound estimate, it was assumed that a larger proportion of dogs arrive from high-risk countries than under the new guidance would result in less benefits (reduced costs) from the clarification in guidance. For the lower bound the following proportions are used: (3) CRVV low-risk countries under the new guidance, including Mexico and Israel (23%); (4) CRVV high-risk countries (20%).

<sup>c</sup> For the upper bound estimate, it was assumed that a larger proportion of dogs arrive from countries that will be considered low-risk in the new guidance, which would result in more benefits (reduced costs) from the clarification in guidance. For the upper bound the following proportions are used: (3) CRVV low-risk countries under the new guidance, including Mexico and Israel (33%); (4) high-risk countries (10%).



# Legislative Activity

**The Healthy Dog Importation Act has now been introduced in the U.S. House and Senate**  
**HR. 4239 S. 2597**

1. Clarifies which agencies have authority over dog imports,
2. Requires proper vaccinations, microchips, and health certificates issued by approved veterinarians, and
3. Creates a national database for certificates of veterinary inspection for dogs transported into the United States.





# Legislative Activity

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NAIA is also active and effective at the state and local levels where we play active roles defeating anti-pet legislation like California AB 702 and Oregon initiative IP 13, which would criminalize most breeding practices if passed.

**Say NO to California's AB 702**

- ☒ Seeks solutions to non-existent problems.
- ☒ Unreasonably invades the privacy of DOG and CAT owners.
- ☒ Undermines the continuation of beloved breeds and breeding programs.

**NAIA** Write your state assembly member now!  
National Animal Interest Alliance **MAKE YOUR VOICE HEARD**



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## Take Action Now!



- 1** Go to [NAIATrust.org](http://NAIATrust.org)
- 2** Subscribe to our mailing list to receive our alerts:  
[naiatrust.org/subscribe-to-our-mailing-list/](http://naiatrust.org/subscribe-to-our-mailing-list/)
- 3** Read information about the current bill and campaign:  
[naiatrust.org/current-naia-trust-campaigns/](http://naiatrust.org/current-naia-trust-campaigns/)
- 4** Find the names and contact information of your elected officials (assembly member): [naiatrust.org/find-your-elected-officials/](http://naiatrust.org/find-your-elected-officials/)
- 5** Write to your assembly member and politely tell them why AB 702 is harmful to California pet consumers, to pets, and to you.
- 6** Carbon copy your letter of opposition to the Chairman of the Business and Professions Committee at <https://abp.assembly.ca.gov>
- 7** What to say: Use your personal experience. Explain why this bill is misdirected and why it will be harmful to pets, consumers, and to your breeding program. Avoid rhetoric. Tell your story!

Tips on how to make contact: <https://www.naiatrust.org/understanding-the-basics/>

**MAKE YOUR VOICE HEARD**

# Save the Date for NAIA's Annual Conference

April 22-24, 2022 Tampa Florida

*A Conference for Preservation Breeders*

NAIA conferences are world-class conventions featuring brilliant speakers, cutting edge subjects on topics delivered by recognized experts. Serious dog breeders will eat up this year's program

Visit our FB page and subscribe to our mailing list at [naiatrust.org](http://naiatrust.org) to get the updates as we move closer to the date. For now, mark your calendar!

Join your friends in Tampa this Spring!

# CELEBRATE OUR 30<sup>TH</sup> ANNIVERSARY WITH US

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Celebrate our 30-year anniversary by joining the NAIA and NAIA Trust so we can continue to support you for another 30 years!



# Hundreds of Kennel Clubs Support NAIA Annually

## Here's a short list of our top supporters

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American Boxer Club, Inc.  
American Kennel Club  
American Shetland Sheepdog Assn.  
The Bulldog Club of America, Inc.  
Clackamas Kennel Club, Inc.  
Dog Fanciers Association of Oregon  
Eugene Kennel Club  
The Harrisburg Kennel Club, Inc.  
Labrador Retriever Club of America  
Linn County Kennel Club  
Siberian Husky Club of America  
Whidbey Island Kennel Club, Inc.  
Battle Creek Kennel Club  
Brevard Kennel Club, Inc.

Central New Jersey Hound Club  
Delaware Water Gap Kennel Club  
The Golden Retriever Club of America, Inc.  
Greater St. Louis Shetland Sheepdog Club  
Indiana Collie Club  
Standard Schnauzer Club of America, Inc.  
Springfield Kennel Club, Inc.  
Trinity Valley Kennel Club



# Thank You!

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**Patti Strand, NAIA President**

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

(503) 756-0826

