

# PERSEVERANCE AND FOLLOW-THROUGH

## GREENVILLE AND PIEDMONT KENNEL CLUBS' OUTSTANDING SUCCESS, PART 2

BY LINDA AYERS TURNER KNORR



**M**any months of hard work and determination from a team guided by Carolina Foothills Cluster Chair Kris Harner resulted in a great four-day weekend of conformation shows at the Greenville Convention Center in Greenville, South Carolina.

These were the first shows to take place in the South since the pandemic began.

Following the shows, Greenville Kennel Club AKC Delegate Gloria Askins set up a survey of ten questions on Survey Monkey and sent it to the exhibitor list provided by Show Superintendent MBF. Judges Selection Committee Member Sue Dwelly sent it to the judges, and Vendor Chair Tracy Iffland covered the vendors. Harner also included the Stewards' Association, Carolina Dog Show Judges Study Group participants, Cleaning Crews, Greenville Convention Center employees, AKC Delegates, AKC Field Representatives, and MBF employees. The following are the results:

### GREENVILLE CONVENTION CENTER

Greenville, South Carolina July 23-26, 2020



#### COVID SAFETY MEASURES

- Limited entry to 2,000 dogs per day
- Preassigned reserved grooming provided safe space for all exhibitors
- Hand sanitizer available throughout the building
- Masks or face shields required inside the building
- Separate entry and exit gates for all rings
- Distancing required inside and around the rings
- Floor areas in and around rings were marked for distancing
- Extra cleaning of all surfaces—throughout each day
- Minimal handling of armbands, ribbons, etc.

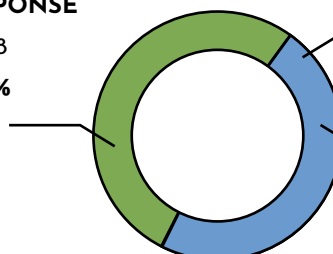
#### SURVEYS SENT TO ALL ATTENDEES TWO WEEKS AFTER THE SHOWS

- Approximately 1,200 Surveys Sent Out

#### NO RESPONSE

628

52%



#### RESPONDED

572

48%

1,288 total attendees

represented in responses

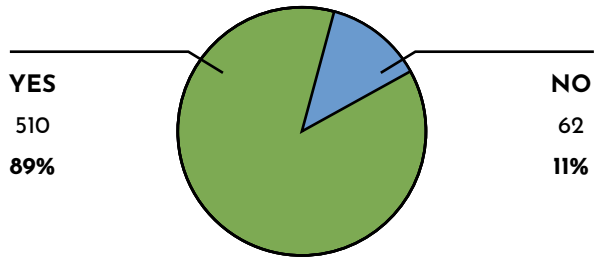
Note: Respondents were asked to tell us how many additional people traveled with them.

Doug Ljungren, AKC Executive Vice President of Sports and Events, expressed his thoughts to me as follows, “As one of the first clusters to be held after the shutdown, the Carolina Foothills Cluster (Greenville and Piedmont Kennel Clubs) played a key role in leading the way back. From their thorough planning and thoughtful execution, to their documented lessons learned and after event survey, they provided valuable insight and learning for other clubs.

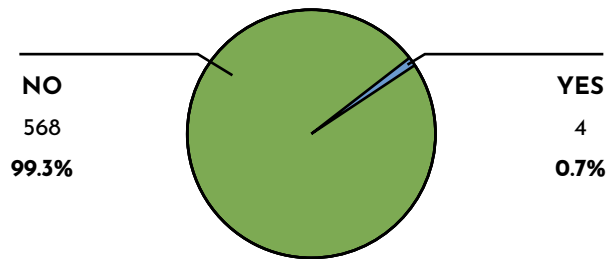
Moving ahead in the face of uncertainty is not easy. These clubs were determined to make this work and they did. The sport and the American Kennel Club congratulate and thank you!”

See what community officials and others you know had to say about the shows:

**WAS THIS YOUR FIRST DOG SHOW WITH COVID RESTRICTIONS IN PLACE?**



**DID YOU OR ANYONE IN YOUR GROUP GET SICK WITH FLU-LIKE SYMPTOMS AFTER ATTENDING OUR EVENT?**



**PROFILE OF FOUR "YES" RESPONDENTS:**

	#1	#2	#3	#4
Which group did the response come from?	Exhibitor	Exhibitor	Exhibitor	Exhibitor
Was this the first dog show since COVID?	Yes	Yes	Yes	Yes
Traveled with others?	1	No	2	No
Did you take a COVID test?	Yes	No	Yes	No
Was it positive?	Yes	N/A	Yes	N/A
Known contact with other positive person?	No	No	No	No
Did you go to another show after our shows?	No	No	No	No
Where did you stay?	Hotel	Hotel	Friend	Hotel
How many times did you eat out?	1	0	0	0
Did you shop at vendors?	Yes	No	No	No
Did you shop in Greenville?	No	No	No	No

I forwarded your survey results (you said I could) to the head of our convention center division. Thought you'd appreciate his comments. Can't thank you enough for your efforts. And FYI, we had no staff health issues. As an aside, one element of their COVID plan that wasn't mentioned is that in addition to limiting entries, they closed the event to the general public. The event organizers took this very seriously and were very diligent on monitoring mask compliance.

**John Wilusz,**  
General Manager,  
Greenville Convention Center

I think that this is very interesting and provides some guidance. Impressive response rate. To me, key takeaways:

- Structure and system is positively received
- Shows this size, well-managed, can be held safely

**Bob McClintock**  
Executive Vice President  
of Convention Centers

Good morning and thank you for this great information. I think you did an amazing job, and went above & beyond to create a safe show. We appreciate your business and your help with the show. Well done! Thank you from all of us at GCC.

**Scott Davis**  
Senior Event Manager,  
Greenville Convention Center

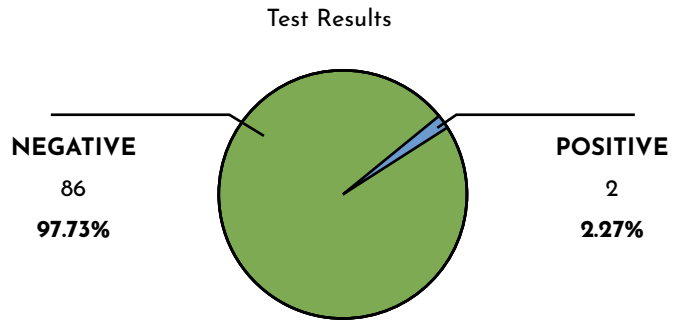
This is incredible info and data...thanks for sharing. Really appreciate all your efforts to make this event successful for both the attendees and the community!

**David Montgomery**  
Vice President of Sales,  
Yeah, That Greenville,  
Visit Greenville SC

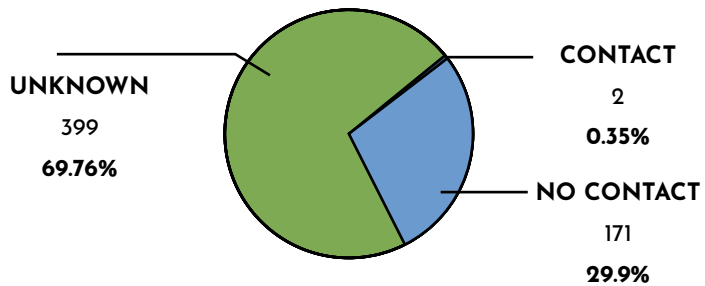
Kris, thank you for sending and for all your hard work. Thank you for posting into social media when you do. This type of data can make a difference with clubs moving forward. Have a great day!

**Guy Fisher**  
AKC Manager of  
Club Development

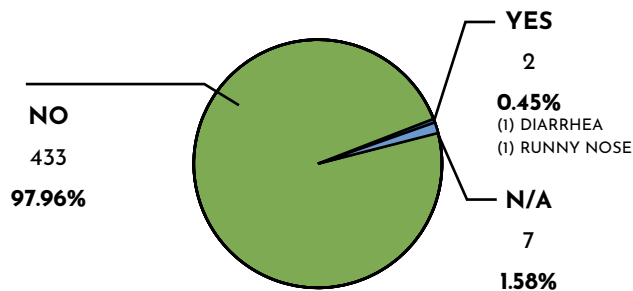
**RESPONDENTS WHO TOOK A COVID TEST AFTER THE SHOWS**



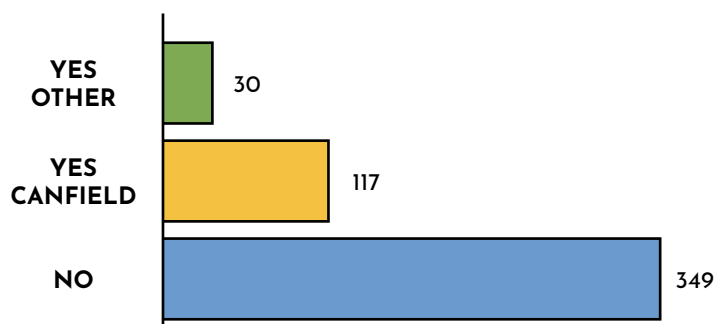
**RESPONDENTS WHO HAD CONTACT W/POSITIVE PERSON BEFORE OR AFTER THE SHOWS**



**DID ANY DOGS GET SICK AFTER OUR SHOW?**



**DID YOU GO TO ANOTHER SHOW AFTER OUR EVENT?**



Thank you for sharing the survey. As always, you work endlessly to ensure the best events for the fancy and possible benefits to the local community. Taking the time to create and interpret a survey only further demonstrates you and your club's commitment.

**Mark Desrosiers**  
AKC Executive Field Rep

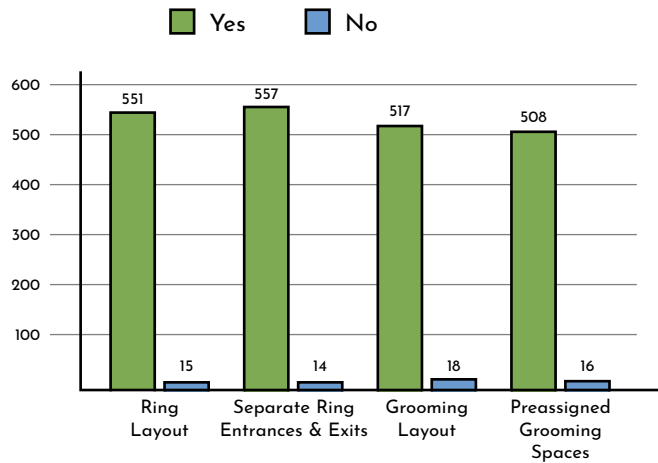
Your positive (48%) response is three times the national average participation on any target marketing survey! I really liked this approach to our customers and hope other cluster committees do something similar.

**Jim Dok**  
AKC Delegate and former AKC Board Member

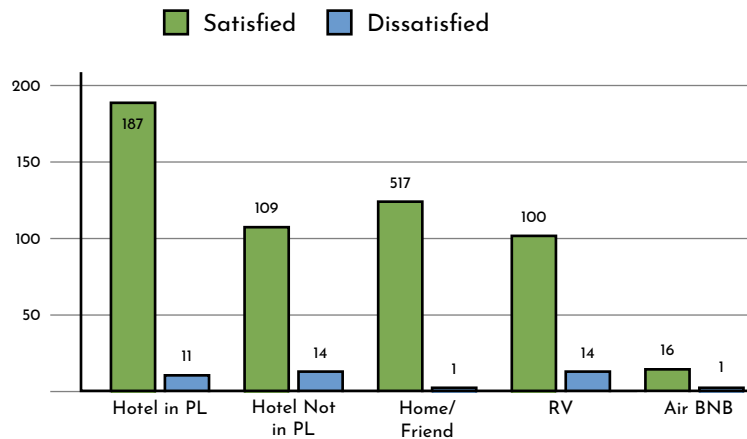
I was pleased to attend the Carolina Foothills Cluster at the end of July in Greenville, South Carolina. Kudos to Cluster Chair Kris Harner and the club members who worked tirelessly to hold a safe and successful event. Especially meaningful was the survey sent out by AKC Delegate Gloria Askins. It has provided excellent feedback for all clubs to learn from moving forward.

**Mari-Beth O'Neill**  
AKC Vice President of Sports Services

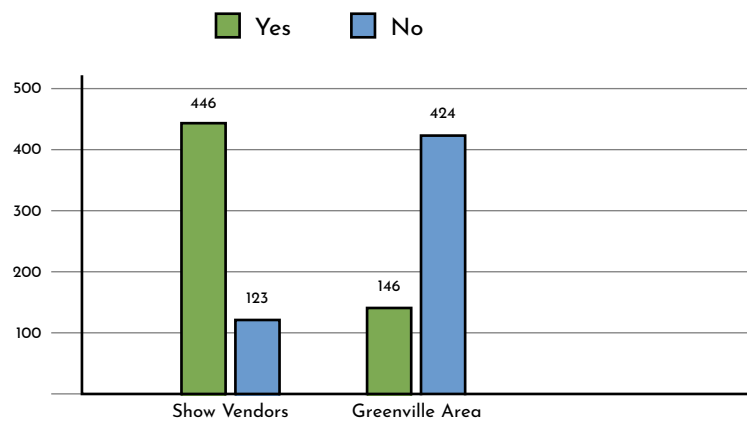
**PLEASE LET US KNOW IF YOU LIKED THE FOLLOWING:**



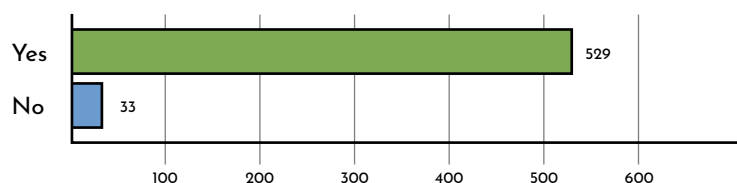
**PLEASE TELL US WHERE YOU STAYED & IF YOU WERE SATISFIED WITH YOUR STAY**



**DID YOU SHOP AT THE FOLLOWING DURING YOUR STAY?**



**DID YOU USE DOG FRIENDLY RESTAURANT LIST / COUPONS DISTRIBUTED BY OUR CLUB DESK?**

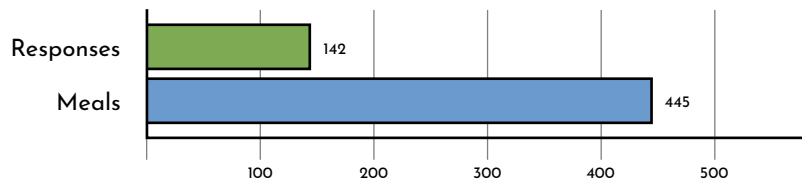




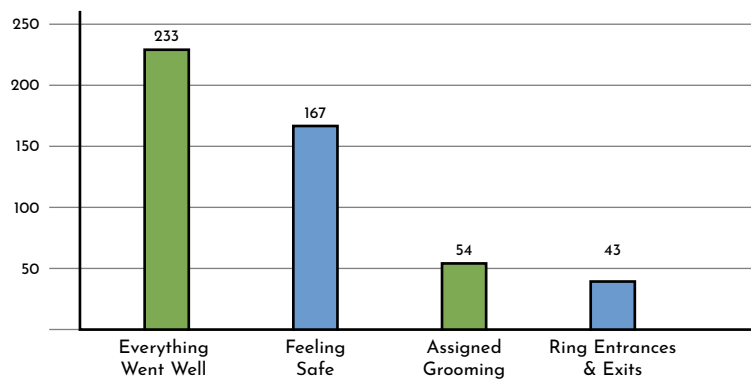
After the positive survey results were in, Carolina Foothills Cluster Chair Kris Harner catches her breath with GCH Alisation Supercalifragilisticexpialidocious Anthem, SWN, "Poppins," and Phantasia Happily Ever After Alisation, "Navi"

*"Coaches preach it endlessly: 'Always finish with the correct follow-through!'"*

**HOW MANY TIMES DID YOU DINE OUT DURING YOUR STAY?**

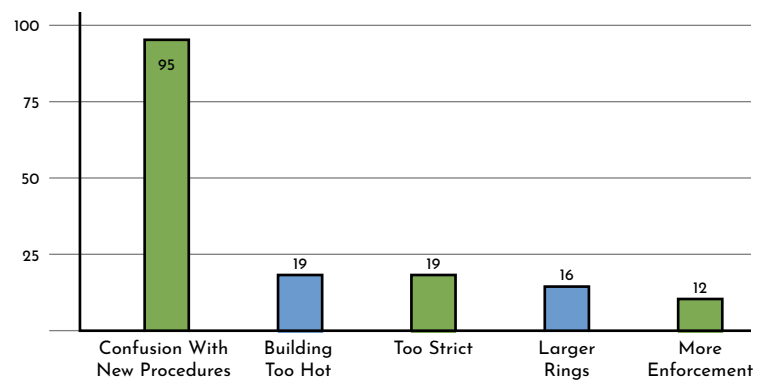


**WHAT WENT WELL**



Greenville Kennel Club AKC Delegate Gloria Askins relaxes at home with GCHB Legacy's Sharp Shooter, "Gunner." Gunner was by her side the whole time Gloria composed the survey and put together the results. Job well done, Gloria and Gunner!

**ROOM FOR IMPROVEMENT**



Tracy Iffland, Vendor Chair, relaxes; all smiles and thankful for exhibitors' support of the vendors. Some of her happy vendors reported sales even exceeding last year. Ch. Carousel The Big Bang of Chindale, aka Sheldon, is her biggest supporter!

**MAJOR TAKEAWAYS**

- New Procedures Were Adequate To Provide A Safe Environment
- We Learned Ways To Help Minimize Confusion Next Time
- We Figured Out How To Improve Survey Questions Next Time
- Promoting Local Restaurants & Shopping Can Be Improved

**Coaches preach it endlessly: "Always finish with the correct follow-through!" Follow-through is a very important aspect in achieving the best possible result in engaging in any action.**

**The Survey was the perfect way to FOLLOW-THROUGH to measure the success of the dog shows. PERSERVERANCE paid off! Was it easy? No. Was it worth it? Absolutely! ■**