

L I N E S F R O M L I N D A

Heart AND Soul



David Frei

by Linda Ayers Turner Knorr

A dynamo of effectiveness, David Frei has won the hearts of those who have been privileged to share his enthusiasm and charm. His smile reveals what's inside the man, a soul touched by God and being used in a positive way to accomplish great things to benefit others.

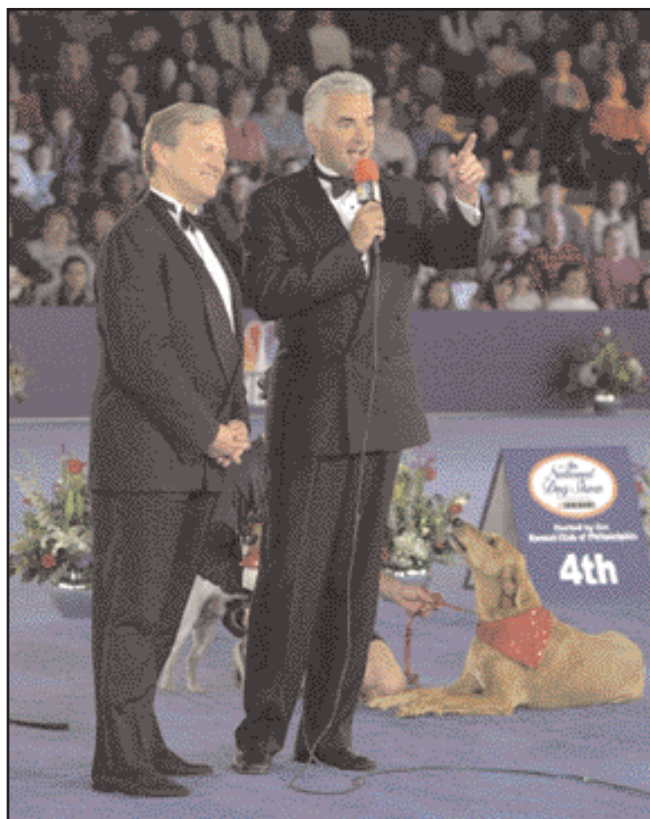
Individuals do many things to reflect great credit on our sport of owning, breeding, exhibiting and judging pure bred dogs. One smile from Hollywood handsome David Frei flashing across America's television screens has the potential to catapult public interest in the dog show world by leaps and bounds.

The NFL, ABC, USA, AKC, NBC, CBS, PBS, FOX, MSNBC, CNN, HBO and WKC are names known to impact the lives of most Americans. We live and breathe talking about the events associated with these simple initials. The resume of David Frei includes each of these familiar abbreviations.

David has the experience and ability to tackle the challenges the controversial dog game presents, so it came as no surprise when the Westminster Kennel Club tapped him to fill the position of Director of Communications formerly held by Tom Bradley.

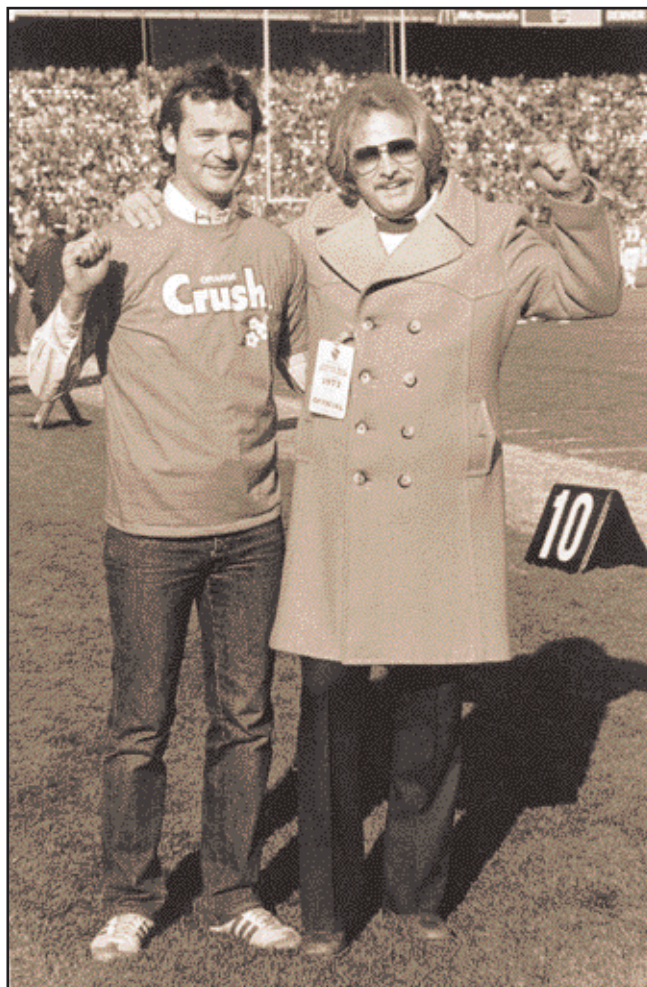
Now the responsibility to carefully protect the cultivated image of the Westminster Kennel Club falls on Frei's shoulders.

David with Partner John O'Hurley at the National Dog Show NBC Thanksgiving.





Fishing with dad at age five.



Wearing one of David's "Orange Crush" shirts, Bill Murray joined David on the sidelines of a Denver Broncos game. How about the hair?

ders. David possesses the talent and savvy to move the club forward in the new era.

David Frei is well-known to mil-

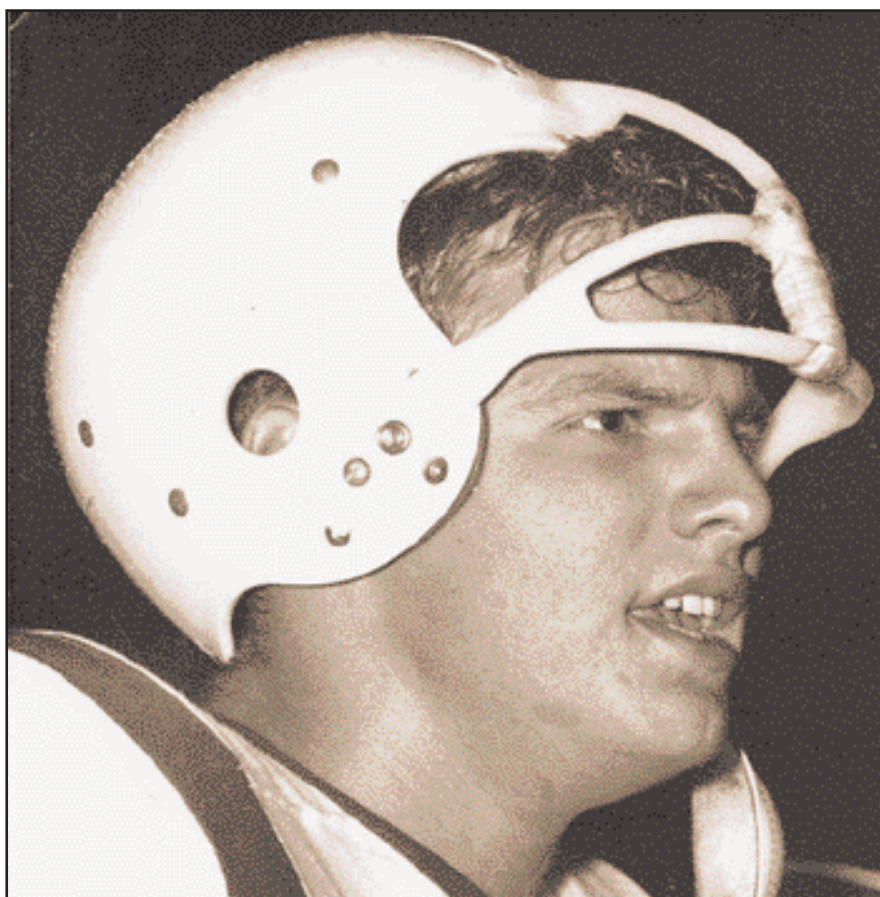
lions of television viewers as the longtime co-host of USA Network's annual telecast of the popular Westminster Kennel Club dog show. Since 1990,

David has co-hosted the Westminster coverage from New York's Madison Square Garden, a live telecast seen by some ten million viewers every year. In connection with that role, he has made many appearances on The Today Show (NBC), Good Morning America (ABC), The Early Show (CBS), Charlie Rose (PBS), National Public Radio, Fox News Channel, MSNBC, CNN and more.

David also co-hosts the NBC television coverage of The National Dog Show every Thanksgiving Day. 2003 marked the second year of the show, hosted by the Kennel Club of Philadelphia. It is the most widely-watched single dog show on television, with an audience of more than twenty million. His co-host is former Seinfeld star, John O'Hurley, who played Mr. Peterman on the perennial Number One sitcom.



Youth baseball coach David Frei (age 21). The FOE Eagles won two championships (David's little brother, Terry, back row and first on left).



Football team captain David Frei. 1966 South Eugene High School.



Super Bowl bound Denver Broncos All-Pro Lyle Alzado with close friend David Frei in 1977.

Influenced by his father and role model Jerry Frei, David's early years revolved around football. David's dad was the Head Coach at the University of Oregon. At South Eugene High School, David was the Captain of the football team. He played guard and linebacker.

David considers Bob Main, the quarterback of that Oregon team, to be his best friend today.

The National Football League later employed both the father and his son. The Denver Broncos hired the elder Frei as Assistant Coach and Director of College Scouting.

After graduating from Oregon State University with a B.S. Degree Animal Science, David took on a Public Relations position with the NFL team. During David's tenure with the Broncos he worked with head coaches John Ralston in 1976 and Red Miller in 1977.

Denver won the AFC Championship in 1977 compiling the best record in team history. Their trip to Super Bowl XII was spoiled when they lost to the Dallas Cowboys. "I still hate the Cowboys!", David reminded me.

"All-Pro right end Lyle Alzado was my best friend on the team. He was the very best player I was ever around in terms of the things that he did in the community, the way he related to kids and fans and everyone. Among my duties was booking all the player appearances, and he was always willing and happy to do anything in the community. He died from brain cancer in 1992, probably the result of steroid abuse, a terrible tragedy. I was interviewed last spring on an ESPN show about him. It just aired this month.

During the Broncos Super Bowl season lots of celebrities would show up on our sidelines. "Orange Crush" was more than soda pop in Denver. It was the nickname of our Defense. Our colors were orange and blue. I created the promotion for our team and made the "Orange Crush" distributor in Denver a very wealthy man.

When I was hired to work for the San Francisco 49ers they promptly had the worst record in their history under Head Coach Pete McCulley. Quite different from the Super Bowl season I had just enjoyed in Denver. We had just traded for OJ Simpson. He was all



Radar and Frosty.

we had and I was spending most of my time with him on our media work.

Later, I was a publicist for ABC Sports in New York, responsible for Monday Night Football, boxing and bowling shows, and a little bit of Wide World of Sports. I wasn't quite ready to move to New York at that time, but I came back twenty years later."

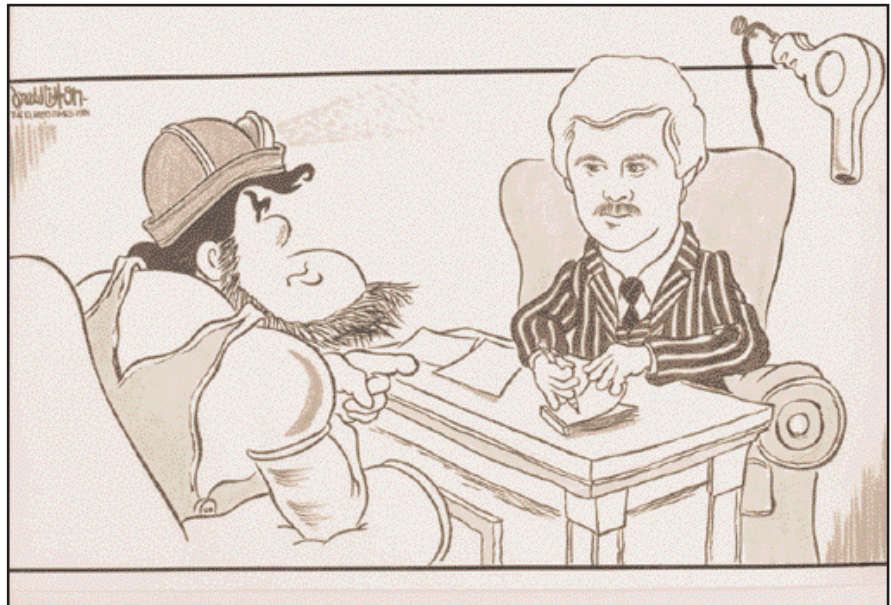
David lived most of his adult life in Seattle where he owned two unique and successful sports bar restaurants. He also operated his own public relations agency, Smiling Dog Communications.

Heart failure claimed the life of Jerry Frei in February of 2002. David's mother, Marian lives in Denver. He has one brother Terry and three sisters Judy, Susan and Nancy.

David coached his younger brother's youth baseball teams and the fourteen and fifteen year old players claimed two city championships for the FOE Eagles in Eugene, Oregon.

Col. Wally Pede was David's early mentor and is credited for his long term interest in our sport. The AKC judge loves to recall Frei's early days and is proud to proclaim that when David was elected President of the Afghan Club of America he was the youngest ever to serve the breed club's top post. In 1995, David chaired the widely acclaimed Afghan Hound World Congress in San Diego. The event hosted more than five hundred fanciers from twenty three countries.

His success as a Breeder-Owner-



A Texas sports page cartoonist took note of David's hairstyle adding a hairdryer to this priceless work of art.



David and Cheri with University of Oregon Football coach Mike Bellotti and David's brother Terry following a memorial service for David's father.

Handler and Judge of Afghan Hounds is quite noteworthy. Ch. Stormhill's Domino Masquerade, "Rader" and his son Ch. Stormhill's Freeze Frame, "Frosty" made history for David as "Frosty" was the first Afghan Hound bred in this country by frozen semen in 1984.

Frei's Ch. Stormhill's Who's Zoomin Who was the Number One Afghan in 1989 retiring as the top-winning female in the history of the breed with twenty All-Breed Best In Show wins. David has enjoyed judging the breed in shows throughout the United States, Europe, Australia and Canada.

Having exhibited Brittany Spaniels in conformation and field trials, he is proudest of the fact that his Brittans Teigh and Belle are registered therapy dogs. Belle's registered name is Ch. Hope's Know-Belle Award JH and Teigh's is Hope's Beau Teigh Award JH. "I put a few of those JH legs on them. It was great fun for us. Belle still points every pigeon that she sees in New York City on our walks."

The most important person in David's life is his wife Cherilyn. Their paths were meant to cross as their passions are the same.

Cherilyn attended East Stroudsburg

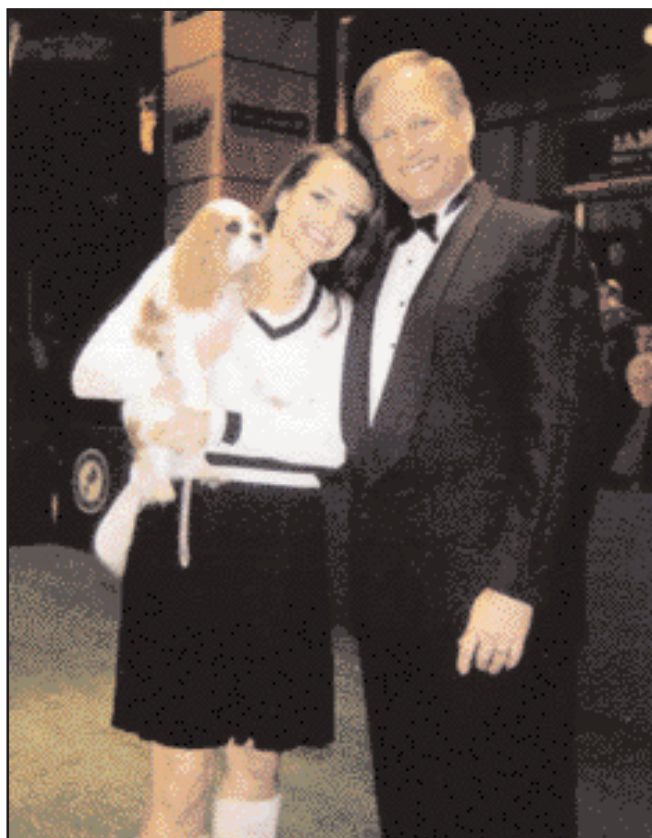


Denver Broncos Defensive Team Leader Tom Jackson and David at the Super Bowl Workout in 1977. The pair share the same birthday.

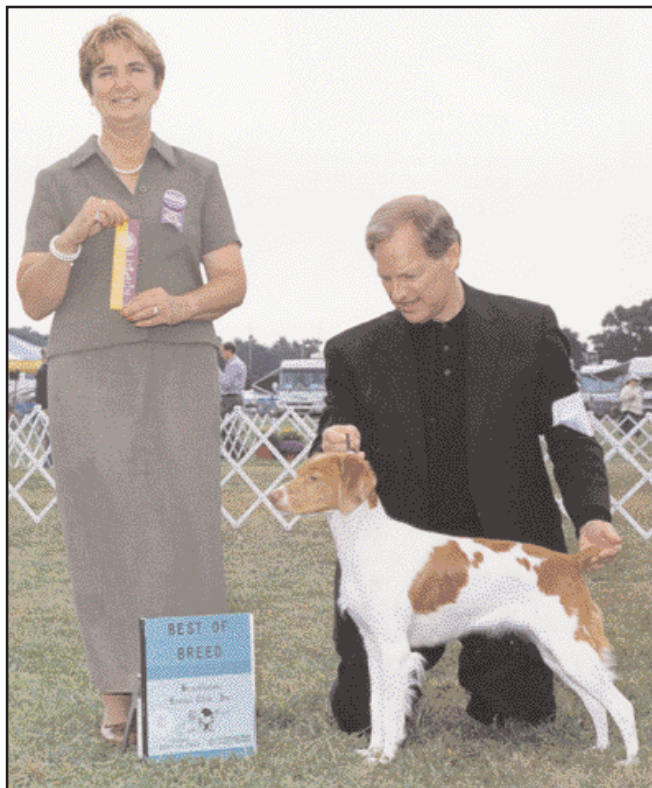
University in Pennsylvania, where she earned her B.S. degree in Environmental Science and Biology. She then earned her M.S. degree in Environmental Chemistry from Washington State University and went on to work for fifteen years as an analytical chemist, new product developer and strategic marketer for Nabisco, Pepsi Cola and Starbucks.

While working for Starbucks in the Seattle area, she began to volunteer in local area hospitals, hospices and nursing homes with her certified therapy dogs. She found a new calling through her volunteer work and decided to return to school, eventually earning her M.A. in Theology from Seattle University in the spring of 2001. After graduation, she served an internship as a chaplain at the VA Hospital in Seattle.

Cherilyn was accepted into a residency program as a chaplain at New York Presbyterian Weill Cornell Medical Center for fall of 2002. In 2002-2003, she specialized in oncology and cardiothoracic pastoral care, and also introduced the use of therapy dogs in the department with her Brittansys. Subsequently, the Department of Pastoral Care asked her to extend her residency and expand her work with animal assisted therapy.



HBO's Sex and the City star Kristen Davis (Charlotte) and her favorite dog show judge.



Best of Breed Ch. Hope's Know - "Belle" adoringly handled by David Frei.

The couple was recruited by Karen Lefrak to volunteer at the Traumatic Brain Rehab Unit at New York's Mount Sinai Hospital. "Our dogs, Teigh and Belle are Delta Society certified Pet Partners. They visit two hospitals. As resident Chaplain at New York Presbyterian Weill Cornell Hospital, Cheri takes one dog with her to work one day a week and I take the other to Mt. Sinai. They are the greatest dogs! Teigh and Belle really are doing God's work. Nursing home residents and hospice patients are also blessed by their weekly visits.

What's inside the soul of David Frei is evidenced by a verse he uses in his daily life. "A faithful friend is the medicine of life and immortality." Ecclesiasticus 6:16

Nominated for two awards this year by the Dog Writers Association of America "The Angel By My Side" published in October of 2002 was co-authored by Mike Lingenfelter and David Frei. The critically acclaimed best seller is about a heroic service dog, a Golden Retriever named Dakota. The book is a true story of a dog who saved a man and a man who saved a dog.

The Preface of the must read book dedicated to his father reveals the man David Frei.

"What lies behind us and what lies before us are tiny matters compared to what lives within us." Ralph Waldo Emerson

"I have truly been blessed to have known Dakota and watched him live. I saw him work his magic, and he worked it on me.

For more than 30 years, I have had a wonderful life in the world of dogs. My dogs have enjoyed competitive success and have worked in animal-assisted therapy, and I have had the honor of being the television co-host on USA Network for the Westminster Kennel Club Dog Show since 1990.

But nothing I have ever done or experienced in dogs has impacted my life like the story of Dakota and Mike. It may or may not change your life, but I hope that it touches you and shows you just how great our lives can be when we share them in a meaningful way with these wonderful dogs. I first met Mike and Dakota in 1999 when I was hired as a public relations consultant for Delta Society, to produce a



Afghan Hound Club of California Specialty AKC Judge David Frei.



Cheri and kids Belle and Teigh - Therapy Dogs Supreme.

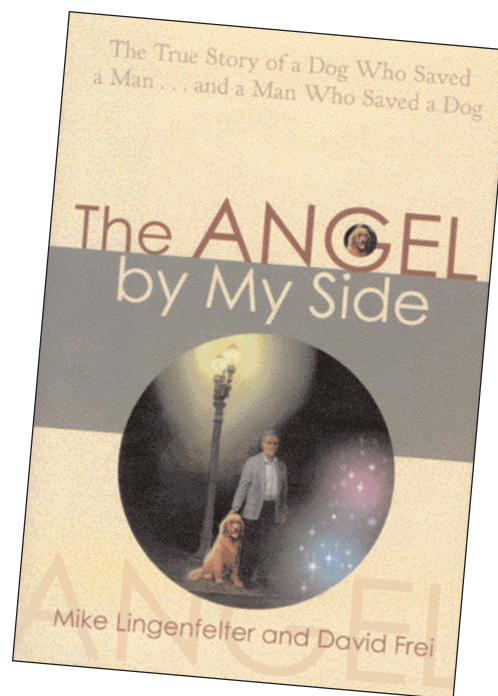
video and handle the publicity for their annual awards for Therapy Animals and Service Dogs of the Year. Mike and Dakota were one of the winning service dog teams, so I flew to Dallas to shoot and produce the story. At the

time, the story had just begun. Dakota was saving Mike's life, virtually every day, and it was a beautiful story to tell.

Little did I know that I was now going to be a part of a very special journey myself. And every step of the



Junior Hunter Award for Versatile Belle.



The Dog Writers Association of America has nominated David's book for two awards this month.

way, I continued to see this lesson: it's not what you teach your dog, it's what you learn from your dog. Dakota was a great teacher and continues to be an inspiration. I am lucky enough to have been touched by him.

I thank Mike for sharing him with me and inviting me to help tell Dakota's story.

I have a lot of people to thank, as well, but I want to start by thanking my own dogs, Teigh and Belle, who teach me about the human-animal bond and unconditional love every day. My life is better because I share it with them.

I'd like to thank all those dog owners who inspired me, making a difference in people's lives by volunteering with their animals in health care facilities and at the site of tragedies such as the World Trade Center and Columbine High School. Susan Stone, Karen Lefrak, Cindy Ehlers, Teoti Anderson, Megan Wolf, Buddy Hayes, Maureen Fredericksen and all of the rest of you out there — you make me want to do more. I hope that this story about Dakota further energizes you and shows people the wonderful things that you do with your animals and with your hearts.

I'd like to thank David Vigliano and Michael Harriott at Vigliano Associates

for believing in us, and all the people at Hay House for helping to make this book a reality.

Thank you to my wife, Cherilyn, whose love for me and dedication to animal assisted therapy has given me a new understanding of my own humanity and my own spirituality.

And most of all, thanks to God for letting me live this life. As scripture tells us in Job 12:7, "But ask the animals, and they will teach you ..." — David Frei

Devoting much of his time for charities gives David great pleasure. He is co-chair and master of ceremonies for the annual Transfiguration School and Church Benefit Dinner in New York's Chinatown. David is a trustee for Take The Lead, a national non-profit foundation providing support for members of the dog show family suffering from terminal disease or life-threatening illness. Already this year in Philadelphia David helped The American Spaniel Club raise \$10,000.00 for their foundation's veterinary scholarships at an art auction he hosted.

In addition, David is a charter member of Morris and Essex Kennel Club and he serves on the board of the Dog Writers Association of America.

Soon Sunday evenings at 9:00 will present a void for devotees of HBO's

acclaimed series "Sex and the City". Before the show airs its final episode this month, we can tune in to catch our own heartthrob David Frei's guest appearance. The role is a perfect fit as David is cast in a part he knows well.

"I play a dog show judge, oddly enough, at a Westminster-esque show where Charlotte (Kristin Davis) shows her Cavalier to me in the Toy Group. I am so taken by her that I hardly look at the dog and she gets the blue ribbon anyway. This is the fifth episode of the final eight of the smash HBO series, scheduled to air February 1. I have invited all the "Sex and The City" girls to come to Westminster this year, but don't know if they will be able to make it. It was great fun and from the experience I am able to make a contribution to Take The Lead."

Many accolades have been given to David, and rightly so. His kindness and generosity of spirit are always present in the remarkable smile that always lights up his face.

Job 12:10 "In His hand is the soul of every living thing" This is David's favorite Bible verse, because in it, he believes, is proof that all living things, including dogs, have souls.

It is written in his book "Dogs smile with their tails". David Frei's smile reveals his Heart and Soul! ■