

# **GOOD DOG/AKC Marketplace COMMITTEE GUIDELINES**

## **I. PURPOSE:**

In line with the policies and procedures approved by the AMSC Board of Governors, this committee will:

- A. Oversee the Good Dog website for the AMSC, to assure that the Good Dog Miniature Schnauzer breeders advertising as Standard Color Breeders are in fact breeding only the 3 approved colors. In addition, confirm that any breeders advertising that they are a member of the AMSC parent club are in fact members of the club.
- B. Oversee the AKC Marketplace for the AMSC to assure the breeders advertising themselves as members of the parent club are indeed members of the AMSC.

## **II. GOOD DOG PROCEDURE:**

- A. Monthly, review the Good Dog Standard Color Miniature Schnauzer breeders at this link: <https://www.gooddog.com/miniature-schnauzer>
- B. Scroll through the breeders looking for photos of non-standard colored dogs. Skip past any AMSC members. Open each non-AMSC breeder looking for photos of any off-colors and when you scroll to the bottom of the breeder's page, look to see if they are advertising themselves as an AMSC member when they are not. If you are unsure, compare the breeder to our AMSC Roster in the Members section of the website: <https://www.amsc.us/members-log-in/>
- C. If you find a breeder that is breeding off colors, or listing themselves as an AMSC members when they are not, notate the breeders name, their state and what they are breeding i.e. white, liver, parti, blue eyed merles, etc. and if they are not an AMSC member.

Example: Green Flowers Schnauzers, OH – parti, white, is NOT an AMSC member

- D. Type that non-compliant breeder/breeders information into an email addressed to: [breederteam@gooddog.com](mailto:breederteam@gooddog.com)  
Carbon Copy (CC): [secretary@amsc.us](mailto:secretary@amsc.us)

1. This is the email header: Standard Color Breeders - False Claims
2. This is the email body:

After reviewing the Standard Color Miniature Schnauzer breeder listings, I found the following discrepancies. The breeders listed below are breeding NON-Standard colors and/or advertising themselves as AMSC members when they are not. Please forward to your Screening and Compliance Team for their review and action.

3. Then list:

BREEDER/BREEDERS NAME. STATE, COLOR/COLORS Advertised,  
False AMSC member claim

4. Sign the email with:

Your name  
American Miniature Schnauzer Club  
AMSC Good Dog Committee

### **III. AKC MARKETPLACE PROCEDURE:**

- A. Monthly, review the AKC Marketplace Miniature Schnauzer breeders at this link: <http://marketplace.akc.org/parent-club-tool/168/miniature-schnauzer>
- B. Password: 4kCt00!5791
- C. Once inside, you will see a list of Marketplace Breeders who are claiming AMSC membership. Use the checkboxes to verify or deny the claim "Is this user a member of American Miniature Schnauzer Club, Inc.?". Each member's email and Storefront URL is also available. Verify membership status against the Roster and Roster updates received from the Roster Coordinator as needed. Check or uncheck the "Is this user a member of the AMSC?" box as required. A check mark indicates they ARE an AMSC member.
- D. Once you verify AMSC membership status, hit submit and any changes you made will be saved and submitted to the AKC for updates.