

Show Secretary Options

A Show Secretary is mandatory when having a dog show. Show Secretaries can be a large budget item, so your club needs to make sure it is getting the best and right service for their money. There are some newer hybrid options that might be considered. Options can be dictated by the type of show. ([See Types of Specialty Shows](#)).

Types of Dog Show Secretaries

Club member(s)

Onsite-hired individual secretary

Offsite secretary (services done offsite and all materials sent to a club member)

Big superintendent companies that do All-Breed shows

Club Member(s)

The least expensive option is to have a club member(s) be the show secretary. This is often an independent specialty. The person(s) should have a good knowledge base about the rules of entering and conducting dog shows and be willing to work hard under a deadline as their way of contributing to the club or for a small fee. Remember, the show secretary can not enter or show dogs at the show.

Offsite Dog Show Secretary

Emerging in the marketplace are Dog Show Secretary Services that are “offsite secretaries” combined with a club member. When contracting with one of the offsite secretaries, they will do the premium and send it out (email only is used most today and is less expensive); take entries (mostly electronic); send out entry confirmation and judges schedule; and make catalogs, judges’ books, arm bands and send these to a designated club member by express mail. The club member passes out armbands, gives the judges book to the judge, indicates move ups, and marks an official catalog and signs it. Some offsite secretaries have the club member mail the judges’ book, catalog, and completed sheet to AKC in a provided express envelope. Other secretaries have these materials returned to them, and they send them to AKC. Each offsite secretary has different pricing packages, but in general, they are approximately half the price of big superintendents or the onsite smaller secretaries.

Smaller Onsite Secretaries

If you have this service in your area, these can be workable and economical. However, carefully review how much it is going to cost to have the secretary travel and attend your show, as these costs can get high.

Big Superintendent Companies

These are the superintendents that do the All-Breed shows (MBF, Onofrio, BeRay, Bradshaw, Rau, etc.). They often do the superintendent work for concurrent and designated specialties when held with an All-Breed show. There is a wide variety of pricing, and are often the most expensive secretary services for a specialty.

Below is a list and some details about the hybrid “offsite dog show secretaries” and the smaller dog show secretaries. Of note: secretaries can change their contracts and the information below could change. READ ANY CONTRACT YOU RECEIVE FROM THEM IN DETAIL! Below does not represent a complete list.

If your club is considering an offsite show secretary service but does not have ring equipment, think about borrowing or renting from a specialty club or training center. Also consider purchasing the matting from what the All-Breed Superintendent used and for only one ring, which is not terribly expensive. Depending on your onsite secretary costs, your club may have your matting paid for with the savings in a few years. There is, of course, storage to also consider.

Lori Carver

PO Box 1204

Belchertown, MA 01007

Seabreezedogs@gmail.com

802-338-2857

Lori Carver has done many cocker specialties. She has a very reasonable set fee plus actual cost for printing, postage, and minor supplies.

Susan Gordon Dog Show Secretary Service

gordonshowsec.info, 352-661-3429, Wildwood, Florida

Provides either of these secretary services listed below with online entry services.

\$4.00/dog (no extra cost for sweepstakes) plus minor postage and catalog printing cost

1. Onsite secretary services – added cost per day and travel expenses added to invoice
 2. Complete offsite show secretary services before the show, then needed materials sent to a designated person who marks the catalog, hands out armbands, and sends necessary materials from a checklist to AKC in provided overnight envelope
- Provides premium, entry confirmation, judging program, catalogs, arm bands, judges’ books, and documents to turn into AKC
 - No ring equipment
 - Club responsible for getting ribbons

Wag’s Enterprises Show Secretary Services, Bonnie Wagaman

Showsecretary@wagsenterprises.com, 760-473-5203, Athens, Alabama

\$2.00/ dog for first show, \$1.00/dog for a 2nd show. Plus, cost/page for set up of premium and catalog. Only actual cost for printing and postage.

Provides either of these secretary services listed below with online entry services.

1. Onsite secretary services – cost per day and travel expenses added to invoice
 2. “Show in a Box” - Complete offsite show secretary services before the show. Needed materials sent to a designated person who marks the catalog, hands out armbands, and sends necessary materials from a checklist to AKC in provided overnight envelope
- Provides premium, entry confirmation, judging program, catalogs, arm bands, judges’ books, and documents to turn into AKC.

- No ring equipment
- Club responsible for getting ribbons

Dog Show in a Box, Claudia Sharp

Claudia@dogshowsinaabox.com, 636-235-9617 St. Louis, MO

Minimum cost of \$250 for the first 50 dogs, then \$5.00/dog afterwards.

Provides either of these secretary services listed below with online entry services. When entering online there is a \$3.00 charge.

1. Onsite secretary services – cost per day and travel expenses added to invoice
 2. “Dog Show in a Box” - Complete offsite show secretary services before the show. Needed materials sent to a designated person who marks the catalog, hands out armbands, and sends necessary materials from a checklist to AKC in provided overnight envelope
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 - No ring equipment
 - Club responsible for getting ribbons

Dogzibit, dogzibit.com. see website.

Onsite Secretary

Patricia Shaw, 360-731-7855, Burley, WA, secretary@patriciashawsss.com

- Does have equipment
- Does a lot of performance

Specialty Dog Shows, Michigan

Arden Shaw, 248-851-9729, marden@specialtydogshows.com