



“Irish Reflections”

Irish Setter Club San Diego



PLACES TO BARK AND SIP



Meeting Notice

Meetings are held on (U.N.O.)
2nd Wed. of the month at:
Allied Gardens Rec Center,
5155 Greenbrier Ave.,
San Diego.
Board Mtgs at 7 p.m.,
followed by a General
Membership Meeting

Next Meetings
are
Sept 9
and
Oct 14
2020

Herb & Eatery

At this casual, dog-friendly counterpart to Herb & Wood, Executive Pastry Chef Adrian Mendoza has created two dog treat varieties—one with flaxseed, short rib, and bone broth, and another with peanut butter and seasonal ingredients, like pumpkin
2210 Kettner Boulevard, Little Italy

The Quartyard

Dogs are welcome in the East Village lot-turned-community-park composed of a beer bar, coffee shop, and canteen, but they can also clock in some off-leash fun at the dog run.
1301 Market Street, East Village

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FROM THE PRESIDENT

STAY SAFE MEMBERS



BARK & SIP

The Wine Pub

Beyond a dog menu on the patio, the Point Loma wine bar hosts Woofers Wednesdays, where diners who bring their pups get 10 percent of their bill donated to Canine Companions for Independence, a nonprofit that trains assistance dogs for people with disabilities.

2907 Shelter Island Drive, Point Loma

Landini's Pizzeria

The Little Italy restaurant hosts its Doggies on the Deck Yappy Hour every first Tuesday of the month with complimentary dog treats, as well as pizza, beer, and wine (for humans). Proceeds from each Yappy Hour raffle benefit a different local dog welfare organization each month.

1827 India Street, Little Italy

In-N-Out Burger

When you order a Double-Double Animal Style, don't forget about your own animal. Ask for the unsalted Puppy Patty—a secret menu item!—for your pooch. Doggy bags are encouraged.

Various Locations

Sprinkles Cupcakes

The dessert pros are sweet on dogs, too. They offer mini sugar-free "pupcakes" topped with yogurt frosting and a bone-shaped sprinkle.

8855 Villa La Jolla Drive, UTC

The Patio on Goldfinch

Pooches aren't relegated to the outdoor patio at this Mission Hills restaurant; dogs and their parents are welcome in the front half of the building. Waiters promptly bring dog treats made in-house from beef trimmings, peanut butter, eggs, and water.

4020 Goldfinch Street, Mission Hills

The Patio on Lamont

Bring your dog to The Patio's original outpost in PB, and you'll receive half off "dogtails," like the Bloodhound or Pomeranian.

4445 Lamont Street, Pacific Beach

Pardon My French

Hillcrest's new French restaurant is *très* dog friendly, with a pup menu that includes eggs, bacon, and chicken breast.

3797 Park Boulevard, Hillcrest

Claire's on Cedros

While you brunch on their Benedicts and "Clairecakes," your dog is treated to house-made biscuits on the breezy patio.

246 North Cedros Avenue, Solana Beach

BARK & SIP

Sally's Fish House & Bar

Dogs can sit, stay, and play at this Manchester Grand Hyatt restaurant, where they'll nibble on treats like carrot peanut-butter muffins and also receive a complimentary tennis ball.

One Market Place, Marina District

Backyard Kitchen & Tap

Sure, they make their own dog treats in house, but the PB eatery also hosts quarterly dog adoption parties with raffle prizes, drink specials (for humans), and goody bags for Fido.

832 Garnet Avenue, Pacific Beach

Woof 'n Rose Winery

The vintners behind this family-owned Ramona winery pay homage to their beloved shepherd-husky and lab in the dog-themed decor and a few of the vintage names, like the 2013 Happy Tails (a merlot-cabernet sauvignon) and the 2012 Puppy Love (a grenache noir-cabernet sauvignon). And unlike most wineries, Woof 'n Rose allows dogs on property.

17073 Garjan Lane, Ramona

The Brew Project

What's better than beer? Puppies and beer! Brew Project's Puppies and Pints event, held on the last Saturday of every month, includes gift basket raffles with puppy toys and treats, beer raffles, and even "pawdicures."

3683 Fifth Avenue, Hillcrest

Encontro North Park

Their new dog offerings read like a pooch's dream menu, including the Mutt Melt (a beef patty with cheese), hot dogs, peanut butter cheddar biscuits, and Pooch Pops, a frozen blend of shredded ice and chicken. Trust us, they'll love it.

3001 University Avenue, North Park

La Jolla Brewing Company

There's the kids' menu (fish and chips, grilled cheese, etc.), and then there's the fur kids' menu. Dogs can dine on burger patties, grilled chicken, and biscuits.

4536 Fay Avenue, La Jolla

Lazy Dog Restaurant & Bar

The name is a dead giveaway—this place is more than just accommodating to four-legged friends. The menu includes an entire set of dishes for dogs, including brown rice, grilled chicken, and a hamburger patty.

202 Camino del Rio North, Mission Valley

Slater's 50/50

You won't be the only one indulging in carnivorous eats. Slater's dog menu turns out the signature 50/50 patty, as well as chicken or bacon strips.

2750 Dewey Road, Liberty Station; 110 Knoll Road, San Marcos

BARK & SIP

Anthony's Fish Grotto

Sit on the peaceful lakeside patio, where pooches can choose from a menu that includes a protein-packed mix of salmon, white fish, and rice.

9530 Murray Drive, La Mesa

Crack Shack

With an all-outdoor space, dogs are allowed anywhere at the chicken- and egg-centric eatery, preferably while munching on one of the house-made treats: a blend of rolled oats, carrot, peanut butter, and agave.

Little Italy

2266 Kettner Boulevard,

Yappy Hour at Hotel Del

Life is anything but ruff for dogs at The Del. Their long-standing Yappy Hour holds court Sundays on the Sun Deck with "dogtail" cocktails for humans (like a Greyhound), and free Evian water and organic treats for dogs.

1500 Orange Avenue, Coronado

THE GREAT IRISH SETTER EPIDEMIC OF 1963

In a [1991 essay](#), the evolutionary biologist Richard Dawkins compared the spread of disease-causing viruses with socially contagious units of culture. He argued that these are passed from human minds to human minds via learning and imitation. Fifteen years earlier, in his book *The Selfish Gene*, Dawkins had named these hypothetical bits of cultural replicators *memes*.

There are, of course, profound differences between the spread of [COVID-19](#) and the popularity of [the infectious tune Old Town Road](#) by Lil Nas X. Yet there are some surprising similarities in the dynamics of epidemics caused by germs, computer bots, and contagious cultural preferences. Take the short-lived enthusiasm for Irish Setters in the United States.

Originally bred as gun dogs, Irish Setters were among the first breed to be recognized by the American Kennel Club when it was organized in 1884. But for the next 80 years, Irish Setters were not particularly popular. In the post-war decades, the number of Irish Setter puppies registered with the AKC languished between 2,000 and 3,500 a year. By 1960, it had fallen to the 27th most popular breed in the United States.

The Irish Setter Epidemic

In the early 1960s, however, the popularity of the breed suddenly began to skyrocket. Between 1963 and 1974, AKC Irish Setter registrations jumped 1,500%, from about 4,000 puppies a year to over 60,000 dogs. And Irish Setters rose from America's 27th most popular canine companion to number three. (Only poodles and German shepherds were more popular.) For a while, Setters were the proverbial "next big thing." But fads are fickle, and the crash began in 1974. By 1986, AKC registrations had dropped 95%, to a little over 3,000 puppies, and the breed fell to 46th in popularity. (Now they rank 77th.)

Dog Breeds as Models of Social Epidemics

Fifteen years ago, the American Kennel Club sent me a very nice present. It was the number of new registrations for each breed for every year between 1927 and 2005 (60 million puppies). In a series of papers, my colleagues and I have used this information to examine how preferences for types of dogs spread across our cultural landscape. Here are some of the questions we have sought to answer

Are Dog Breed Fads Really Social Epidemics?

In some ways they are. For example, dog fads follow the same patterns of growth and decline as disease epidemics. The first stage is *slow growth*. But when the tipping point is hit the second stage begins – *explosive growth*. In the final stage, both disease epidemics and social epidemics *burn out*.

How Common Are Dog Breed Epidemics?

Most of the 170 breeds in our data set never became popular. But when a breed goes viral, the results are spectacular. In the 1960s and 1970s, nine breeds suddenly skyrocketed to fame and then just as suddenly, their popularity collapsed. Annual Old English Sheepdog registrations, for example, jumped 10,000% in 14 years. The boom in Rottweilers was the most impressive. Beginning in 1976, they quickly jumped from 1,400 new puppies a year to 104,000 puppies.

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How Long Do Dog Breed Epidemics Last?

We found that, on average, they last 27 years. Of the 9 breeds with the most pronounced boom-and-bust pattern, the boom phase lasted 14 years and the bust phase 13 years. During the peak of the Irish Setter social epidemic, puppy registrations were doubling every 18 months. (In contrast, as I write this, the doubling time for COVID-19 infections in California is 3 to 4 days.)

Why Do Some Breeds Suddenly Take Off?

In some cases, breed popularity is sparked by a movie. The tipping point for Irish Setters was caused by the release of Walt Disney's Big Red, which starred an Irish Setter. In a study of dog movies released between 1927 and 2004, we found that the 10 most influential movies resulted in an additional 800,000 new puppy registrations for those breeds. (See [The Dog Movie Star Effect: Is It Real?](#))

But most canine fads are not produced by a movie, and most dog movies do not produce a social epidemic. In a [2004 paper](#), Alex Bentley, Matt Hahn and I found that most shifts in the popularity nicely fit a "random drift model" of evolution. In short, breeds get popular mostly by dumb luck coupled with our proclivity to unconsciously copy what other people are doing. This theory also explains a host of other forms of pop culture. These include baby names, top 40 songs, skirt hemlines, and even Neolithic pottery styles.

Do "Better" Breeds Become Popular?

No. We found that breeds with lots of behavior problems were just as likely to become popular as breeds with fewer behavioral issues. And to our surprise, breeds with more genetic problems were more likely to become popular than breeds with fewer inherited disorders. The current craze for French bulldogs, a breed laden with genetic issues, is ample evidence that our choices in dogs often defy rational explanation. (See [Why Do Dog Breeds With Genetic Disorders Suddenly Get Hot?](#))

Why Does A Hot Breed's Popularity Usually Crash?

This is still a bit of a mystery. As a general rule, forms of pop culture that rapidly become popular subsequently show the steepest declines. This has been called, "the logic of fashion cycles." [Jonah Berger](#) of the University of Pennsylvania found that baby names that grew slowly in popularity had lasting power while names that got popular quickly were soon dropped. Using our AKC data,

Labrador Retrievers are the best example of a slow but steady rise to success. They became America's favorite breed in 1991, and after 30 years, they remain our nation's top dog.

Some breeds, including Irish Setters, have characteristics that may facilitate particularly rapid falls from grace. This conclusion is based on dog owner ratings on the University of Pennsylvania's James Serpell's Canine Behavioral Assessment and Research Questionnaire. (You can add your dog to the C-BARQ database [here](#).) Dr. Serpell has found that Irish Setters tend to have some irritating behaviors. They scored high in the C-BARQ categories of Chasing, Escaping/Roaming, Pulling on Leash, Hyperactivity, Food Begging, and Food Stealing. The 1990s fad in Rottweilers suddenly went south when insurance companies started canceling homeowner's policies of Rottweiler owners due to a dramatic increase in fatal attacks attributed to the breed.

Germs and Viruses of the Mind

The differences between the 2020 COVID-19 epidemic and the 1963 Irish Setter epidemic are vast. The epidemics occur on different time scales and geographic scales, and the costs in terms of human suffering are incomparable. But as evidenced by the vagaries of the rises and falls of dog breed popularity, there are similarities between epidemics caused by germs and those caused by viruses of the mind.

The good news that, sooner or later, they all burn out.

Stay safe. Hal Herzog Ph D, Animals and Us, Psychology Today

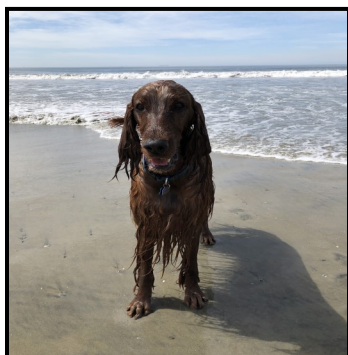
FAREWELL TO ALEXIS HEATH



Long time club members will find it hard to remember a time when Alexis wasn't a member of the Irish Setter Club of San Diego. If she is not a founding member, she is very close. Alexis is a person that personifies the word "member". She has made this club what it is in her many contributions in so many areas. She has served as a board member for many, many years. She is always there to volunteer in whatever capacity she is needed. For our show, she has helped with set up/ take down duties which include loading and unloading her truck with items from the club trailer necessary for the show. She has donated baskets for the raffle and food for the luncheon. She has assisted with trophy donations as well as donating trophies herself for many, many years. She has served as ring steward and probably many more duties that I can't remember. She has been an advocate for our breed by showing in conformation, obedience, and rally, demonstrating the versatility of our beloved Irish. Alexis is starting a new adventure and chapter in her life. She and her husband Bill are moving to Erie, PA. We wish her nothing but blue skies and sunshine in her new home. Hopefully, she will come back for a visit!

The club will miss you, Alexis!!

BRAG



August has been a hot, but rewarding month for Kenzie and me. At the beginning of the month, Kenzie went to the beach for the very first time. She made new friends and has decided that chasing her frisbee into the water is the best fun ever! On August 23rd, Kenzie got her very first QQ towards her agility championship. Only 19 more to go and about 700 speed points! The weekend of the 29th, Kenzie went to her first Rally & Obedience trials. Saturday was Rally only and she got her first leg with a score of 99 and a 1st place. On Sunday, she got her 2nd leg with another 99 and a 2nd place. We also got our 1st leg in Beginner Novice with a score of 198 and a 3rd place. I am so proud of her!

Val Mahoney

FUN WITH SETTERS



From Enrigue Rayon out with Bailey's on evening walks.

ANNOUNCEMENTS



CLUB STORE

Order thru: checkersmom@cox.net

Hats: \$12.00
One size fits all
Stars & Strips & Denim
Fishing Hat

T-Shirts: \$12.00
Small thru XXXL
Dark Green, Light Green

Long Sleeved Shirts: \$18.00
Medium, Large & XXL only
Dark Green, Light Green

Long Sleeved Denim "Setter" Shirts: \$25.00
Blue - Small thru XXXL, no Med
Green - Small thru XXI, no Med

Polo Shirts: \$20.00
Green - XXL
Black - Lrg & XXL

Sweat Shirts: \$25.00
Small thru XXL, no Lrg or XL
Green

Jackets: \$25.00
Large thru XXL
Green

Short Sleeve "Setter" Shirts
Beige - XXL

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BOARD AND GENERAL MEETING MINUTES

IRISH SETTER CLUB OF SAN DIEGO

BOARD MEETING & GENERAL MEETING

No meeting was held on 7.8. or 8.12.20



"it's all about the DOG"

The Office
of
CCRdesigns



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Sept 2020

S U N M O N T U E W E D T H U F R I S A T

		1	2	3	4	5
6	7 Labor Day	8	9 Bd & General Mtg	10	11	12
13	14	15	16	17	18 Rosh Hashana begins	19
20	21	22 First day of Autumn	23	24	25	26
27 Yom Kippur begins	28	29	30			

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Meetings are the 2nd Wed. of the month at: Allied Gardens Rec. Center, 5155 Greenbrier Ave., San Diego, CA 92120 (UNO)

Board Meetings at 7 p.m. (UNO), followed by a General Meeting



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Oct 2020

SUN MON TUE WED THU FRI SAT

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

Indigenous Peoples Day

Bd & General Mtg

18 19 20 21 22 23 24

25 26 27 28 29 30 31

Halloween

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“Irish Reflections”

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Check me out on
www.youtube.com
Irish Setter

WE'RE ON THE WEB
WWW.ISCSD.ORG



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