



PETSMART Charities Quarterly

News for and about our animal welfare partners Spring 2009

▲ Join us for a national conference on cats. Attend workshops and network with others who work to save cats' lives. See pages 2 and 3.

PETSMART Charities
Feline Forum
 Practices and New Perspectives

September 24-26, 2009

Marriott Chicago O'Hare
 8535 West Higgins Road
 Chicago, Illinois 60631

Early bird Deadline
 July 31, 2009

See more details inside.

Together We
 Save Lives

Adoptions through
 PetSmart Charities®
 Adoption Centers
 as of
 April 1, 2009

3,716,388

Spring National Adoption Event Approaching

On May 1-3, all 1,112 PetSmart® stores in the U.S. and Canada will be participating in the PetSmart Charities® Spring National Adoption Event. This event has a goal of finding homes for 13,800 homeless pets.

All new Pet Parents will receive a free "Welcome to Pet Parenthood" guide from PetSmart, which includes information about caring for a new pet as well as valuable savings offers on products and services.

To help promote it, the event will be featured on-line through multiple web sites, a search engine campaign, endorsement radio and multiple e-mail communications.

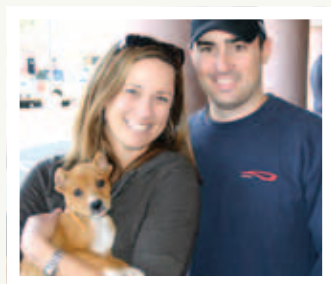
And best of all, from April 27-May 3, all Adoption Partners will receive increased Adoption Rewards – \$25 for each pet adopted!

This event will also be promoted through radio, newspaper and TV advertising aimed at 17.5 million households, all produced by PetSmart.

If you are interested in being a part of this event, please contact the Store Manager where you normally participate. If you have any other questions, please contact Anita Garcia, manager of adoptions, at 1-800-738-1385 x2884.



Hill's Adoption Event Wrap-Up: Valentine's Weekend "Second Chance for Love" is a Success!



▲ Christine and Tom Hoye of Phoenix adopted their new pup from AZ Cocker Rescue at PetSmart #0161 in Tempe, Ariz.

On Valentine's Day weekend, thousands of pets got a "Second Chance for Love" during this inaugural U.S. event. The goal was to adopt 13,500 pets and that goal was well exceeded, thanks to your efforts. During the three days, 14,395 pets found lifelong, loving homes.

The event was sponsored by Hill's Pet Nutrition, Inc. who provided all new Pet Parents with "The Guide for Lifelong Health" and contributed \$50,000 to PetSmart Charities for the event. With four adoption events on the calendar for 2009, the Valentine's weekend event was a great way to kick it all off!



Is your shelter prepared for "disaster season"?

With warmer weather on the horizon, it's time to start planning for the wildfire, flood and hurricane season. Although disasters can strike at any time, the months of June through October have historically been the busiest for PetSmart Charities' Emergency Relief assistance.

That's why PetSmart Charities encourages every animal welfare agency to think about what they can do to minimize the effects that a disaster could have on their animals and day-to-day operations.

Think about supplies (especially wire and plastic kennels) that you should have on hand, the staff and volunteer support you'd need,

the costs you'd accrue, and your shelter's evacuation plan.

If you had to evacuate, where would the animals go? How would they get there? How much time would you need to move all the animals to safety? Would you have enough people to help? These are some of the questions to consider before disaster strikes.

For tips on how to prepare your shelter for a disaster, check out the PetSmart Charities' free webinar about emergency preparedness by visiting <http://petsmartcharities.webex.com>, then clicking on Recorded Sessions on the left-hand side of the screen, then looking for "Animal Emergency Response, Funding and Preparedness."



National Conference Includes 30+ Workshops Aimed at Saving and Improving the Lives of Homeless Cats



September 24-26, 2009

Marriott Chicago O'Hare
8535 West Higgins Road
Chicago, Illinois 60631

**Early bird registration fee:
only \$100 (through July 31)**

Registration fee: \$135
(beginning August 1)

Affordable hotel rates ...
just \$119 per night at
this centrally located
destination near Chicago
O'Hare Airport, the EL train
& downtown Chicago

No extra cost for conference
materials, social and
networking events,
continental breakfast, lunch
and break-time snacks!

Feline Forum: Practices and New Perspectives September 24-26, 2009, Chicago

How can shelters reduce feline stress and keep cats healthy and happy? What are the keys to a successful trap/neuter/release program? How can animal welfare agencies successfully market cats to adopters and find them lifelong, loving homes? Where is the money to support high-volume spay/neuter programs?

For three days this fall, hundreds of professionals and volunteers from the animal welfare community will convene to focus on the unique and ever-growing needs of homeless cats. With workshop information provided by subject-matter experts and numerous opportunities to network and share best practices, this forum will prove invaluable for anyone who works with or advocates for cats.

Humans first domesticated the curious and captivating cat thousands of years ago. Today, however, millions of homeless cats end up in animal shelters or with rescue agencies every year, and in some communities, feline euthanasia rates exceed 90 percent. Countless other feral, stray and abandoned cats struggle to survive every day. How can we who work on behalf of cats in need do more, and better, to save and improve the lives of this remarkable species? What will it take to re-elevate the status of cats in modern-day society, and how can we lead by example?

With six tracks and 36 workshops presented by subject-matter experts – and a targeted focus on the needs of felines – the conference provides a unique and valuable learning opportunity. "Feline Forum: Practices and New Perspectives" also provides the chance

to network and share ideas with leading practitioners and colleagues in the animal-welfare community and learn best practices that have proven results.

"We encourage anyone who works on behalf of homeless cats to attend because we will address the key issues affecting cats in our shelters and in our communities," said PetSmart Charities Executive Director Susana Della Maddalena. "The primary goal of this conference is to provide tools and information so that people who care for cats in need can do an even better job and save more lives."

Register at www.petsmartcharities.org/felineforum between April 1 and July 31 for the early bird rate of \$100. Beginning August 1, registration is \$135. The fee includes workshop materials; continental breakfast and lunch on conference days; refreshments during breaks; and two evening events ideal for networking with other cat advocates.

Participants in "Feline Forum: Practices and New Perspectives" will leave this conference armed with new ideas and knowledge that they can put into practice in their communities to help homeless cats. Equally important will be the renewed inspiration for their mission gained from networking and learning from like-minded cat experts, veterinarians, caretakers and advocates.

Don't delay! Reserve your place at this ground-breaking conference. We look forward to seeing you there!

www.petsmartcharities.org/felineforum

National Conference Includes 30+ Workshops Aimed at Saving and Improving the Lives of Homeless Cats

FELINE FORUM: Exciting Workshops All About Cats Taught by Leading Practitioners

Presented by PetSmart Charities,® "Feline Forum: Practices and New Perspectives" features 36 conference workshops that turn the spotlight solely on the special needs of homeless cats across North America. Presenters are nationally recognized, leading practitioners, veterinarians and animal welfare experts. Participants can select from a wide range of workshops in six tracks:

Ferals – Covers topics from start-up of a TNR, including funding to working with the well-intentioned but sometimes challenging public.

Adoptions/Marketing – Focus on creative venues and techniques for expanding and enhancing the quality of cat placements.

Shelter Issues – "Keeping Shelter Cats Healthy and Happy" is a five-part series with practical methods that will work in the face of stress, disease outbreaks and economic challenges. Participation in workshops after key presentations help agencies apply what they have learned.

Keeping Cats in their Homes – Experts address behavioral challenges unique to cats and how to enhance the quality of cat placements.

Social Issues – From new messaging and ways to communicate to legislation and understanding the human side of hoarding.

Saving Cats Now and in the Future – Models and methods for targeting and financing spay/neuter for free-roaming cats and those in low-income neighborhoods.

For a complete list of workshops with descriptions, the list of presenters and their biographies and the event schedule, go to www.petsmartcharities.org/felineforum

Topics and Tracks

Just a few of the workshop topics include:

- Bringing the Community Together on TNR
- Improving Your Cat Space for Adopters and Felines
- Keeping Shelter Cats Happy and Healthy: Feline Stress Basics
- Re-Branding Felix: Crafting New Messages for Success
- Working with Colony Caretakers
- Practical Guidelines for Handling Hoarding Cases in Your Shelter

Plus, get key information on how to open and sustain a high-volume spay/neuter clinic for cats. Learn where to find funds to support your cat sterilization program and find out what it takes to start a feline foster care program...and much more!



2009 Presenter List

Jeannine Alexander, Program Manager,
PetSmart Charities, Phoenix, Ariz.

Bonney Brown, Executive Director,
Nevada Humane Society, Reno, Nev.

Elizabeth (Liz) Cava, Outreach Director,
FixNation, Los Angeles, Calif.

Richard DuCharme, Executive Director/
Founder, First Coast No More Homeless
Pets, Jacksonville, Fla.

Liz Finch, Manager, No More Homeless
Pets, Best Friends Animal Society, Kanab,
Utah

Brenda Griffin, DVM, MS, DACVIM,
Director of Clinical Programs, Maddie's
Shelter Medicine Program, Dept. of
Population Medicine & Diagnostic Sciences,
College of Veterinary Medicine, Cornell
University, Ithaca, N.Y.

Katherine Hall, Director, Research and
Outreach, KittiCo Cat Rescue, Dallas,
Texas

Sharon Harvey, Executive Director,
Cleveland Animal Protective League,
Cleveland, Ohio

Kate Hurley, DVM, Director, UC Davis
Koret Shelter Medicine Program, Davis,
Calif.

Kit Jenkins, Program Manager for Agency
Enhancement, PetSmart Charities, Phoenix,
Ariz.

Bryan Kortis, Executive Director,
Neighborhood Cats, New York, N.Y.

Pamela (Pam) Johnson-Bennett, CAAB,
Cat Behavior Associates, LLC, Nashville,
Tenn.

Stacy LeBaron, President, Merrimack
River Feline Rescue Society, Salisbury,
Mass.

Julie Levy, DVM, PhD, DACVIM, Professor
of Small Animal Internal Medicine, College
of Veterinary Medicine, University of
Florida, Gainesville, Fla.

Quita Mazzina, Executive Director,
Humane Alliance of WNC, Inc. Asheville,
N.C.

Donna Mlinek, Feline Programs Manager,
Dumb Friends League, Denver, Colo.

Carol Moulton, Senior Program Manager,
PetSmart Charities, Seattle, Wash.

Karn Myers, Co-Founder, Best Friends
Catnippers and FixNation, Inc., Los
Angeles, Calif.

Kim Noetzel, Communications Manager,
PetSmart Charities, Inc. Phoenix, Ariz.

Celia Orr, Director, Spay Neuter
Programs, KittiCo Cat Rescue, Dallas,
Texas

Steven E. Pitt, D.O., Clinical Associate
Professor of Psychiatry, University of
Arizona Health Sciences Center, Phoenix,
Ariz.

Linda Reider, Director of Animal Welfare,
Michigan Humane Society, Detroit, Mich.

Sheila Segurson D'Arpino, DVM,
DACVB, Senior Applied Animal Behaviorist,
Animal Rescue League of Boston, Boston,
Mass.

Julie Schmaltz, Senior Program Manager,
PetSmart Charities, Inc., Phoenix, Ariz.

Holly Sizemore, Executive Director, No
More Homeless Pets in Utah, Salt Lake
City, Utah

Margaret Slater, DVM, Ph.D., Senior
Director of Epidemiology, ASPCA, Urbana,
Ill.

Aimee St. Arnaud, Program Manager,
PetSmart Charities, Perrysburg, Ohio

Emily Stone, Public Affairs Manager, Dumb
Friends League, Denver, Colo.

Bert Troughton, MSW, Senior Director
Community Outreach, ASPCA, New
Gloucester, Maine

Lisa Tudor, Executive Director and
founder, Indy Feral, Indianapolis, Ind.

Ledy VanKavage, Esq., Senior Legislative
Analyst, Best Friends, Maryville, Ill.

Emily Weiss, PhD, CAAB, Senior Director,
Shelter Research and Development,
ASPCA, Benton, Kan.

Julie White, Executive Director, Feral Cat
Spay/Neuter Project, Lynnwood, Wash.

Puppy mills, hoarders heighten need for emergency relief

What types of disasters harm the most pets? Hurricanes, wildfires and floods come to mind, but there is another category of disasters – man-made – that also severely affects innocent animals.

"A man-made disaster can be summed up in a few words – puppy mills and pet hoarders," said PetSmart Charities® Manager of Emergency Grants Barbara Fought. "It's remarkable to think that one person can have the same negative impact on pets as a raging wildfire or record flood."

One week in February proved just how significant man-made disasters can be. In the span of five days, officials in two states raided two separate puppy mills, rescuing more than 500 sick, neglected and pregnant dogs.

It began on February 6 in Goldsboro, N.C. Wayne County Animal Control officers raided a puppy mill where dogs were allegedly being bred for sale over the internet. More than 300 neglected dogs including Lhasa Apsos, Shih-Tzus and Chihuahuas were taken from the property. Many were reportedly emaciated and had untreated lacerations, severely matted fur and obvious skin and eye infections. Despite freezing temperatures, the dogs had been housed in unheated cages inside unventilated barns and outhouses.

Then on February 11, the White County Sheriff's Department in Sparta, Tenn., carried out a similar raid. Rescuers at the scene of another puppy mill found Poodles, Jack Russell terriers, Pomeranians, Dachshunds, Shih Tzus, Chihuahuas, Boston terriers and Pekinese, all less than 20 pounds and in bad shape. The dogs reportedly suffered from mange, worms, poor teeth and skin conditions.

In both cases, a PetSmart Charities Emergency Relief Waggin' vehicle provided



▲ Two of the dogs rescued from an alleged puppy mill in Goldsboro, N.C., where PetSmart Charities dispatched its Emergency Relief Waggin'® vehicle.

support for the animals and their rescuers. Each 53-foot vehicle arrived with 16 tons of pet food and supplies on board, including wire crates, bedding, bowls and leashes as well as supplies for the rescue team of specially trained volunteers. The truckload is valued at \$60,000, and all the supplies become the property of the requesting shelter or agency.

In addition to the most recent cases in North Carolina and Tennessee, PetSmart Charities has in the last 24 months deployed its Emergency Relief Waggin' vehicles to Hillsville, Va., Hickman County, Tenn., Parkersburg, W. Va., and Tucson, Ariz., to assist more than 3,750 dogs and puppies affected by puppy mill and hoarding situations.

"That is more than 3,700 suffering animals in the span of about two years, and those represent only the cases we know about," said PetSmart Charities Executive Director Susana Della Maddalena. "Our goal is to provide as much emergency relief support as possible so the animal victims can know what it's like to be well fed, comfortable, clean and cared for properly. Our hope is that over time, the animals rescued from puppy mills and hoarders can be rehabilitated and placed into the lifelong, loving homes they deserve."

For emergency-relief assistance, call Barbara Fought at 1-800-738-1385, ext. 2840 or email bafought@petsmartcharities.org.



Adoption Partner Survey Follow-Up

The Adoptions Team would like to thank all of the Adoption Partners that participated in the Adoption Partner Update Survey. The information that your agency provided will be used to update PetSmart Charities' records and inform future programs!

New-Store Process for Adoption Partners:

If you are interested in partnering with a new store that is opening in your area, the first step in the process is to visit <http://Adoptions.PetSmart.com/> and view the Program Preview. Then, submit the Online Interest Form at the end of the video. All agencies that submit the Online Interest Form will be considered for the new location. To check for new stores opening in your area, please visit <http://customer-support.petsmart.com/grand-openings/>.



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Monica Neal
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Brenda Najera
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For emergency relief:

Barbara Fought
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For conference sponsorships, agency program coaching and Canadian grants:

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For spay/neuter capacity-building grants:

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For webinar/blog information:

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For the In-Store Adoptions program:

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For adoption rewards:

Patricia Lerma
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For Rescue Waggin' information:

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Lifesaving Volunteers



Janet Rogers

Merrimack River
Feline Rescue Society
Salisbury, Mass.

At the Merrimack River Feline Rescue Society (MRFRS), Janet Rogers makes things happen. A retired teacher, Janet now serves as the volunteer coordinator, managing a staff of approximately 90 volunteers who care for the 30-65 cats at the shelter.

"She's an amazing lady," said Liz Pease, director of operations for MRFRS. "She does a little bit of everything, from fostering older kitties who need more help to making curtains for our office. She takes care of everyone, from cats to humans."

Although training and managing the schedules of so many volunteers is a tremendous task, Janet handles it with grace and patience. Since 2002, she has been volunteering with MRFRS and she has been the volunteer coordinator for the last three years. Every volunteer application has been reviewed by Janet, and more than 250 volunteers help out at the shelter. But when a shift isn't filled, it's Janet who comes in and makes sure the chores get done. When there's a snowstorm, it's Janet who makes sure that someone will feed the cats, and that someone is often her.

In addition to coordinating shelter volunteers, Janet offers her own home for cats who need a change of scenery. She specializes in working with older and shy cats who are having a hard time adjusting to shelter life and cats who need hospice foster care. She has transformed many cats from listless and depressed to robust and healthy – and ready to find the perfect new home!

"Janet plays an absolutely invaluable role at MRFRS and we couldn't manage without her or the countless volunteers she recruits, trains and supervises," Pease said. "She is someone who keeps the day-to-day operations going strong so we can fulfill our mission."



Debbie Reindl

Animal Welfare Association
Voorhees, N.J.

Debbie Reindl is a dedicated volunteer turned foster care coordinator at the Animal Welfare Association (AWA) in Voorhees, N.J. When Susan Cosby, executive director of AWA, asked her to step in and lead the foster care coordination efforts, Debbie took that assignment and ran with it. Now 50 percent of all pets who come to AWA go through foster care, greatly increasing shelter capacity and AWA's impact on the community.

"With Debbie working so hard to find foster homes for our animals, we've been able to reach out to our local county shelter and offer to take every single healthy kitten that came in under 16 weeks, no questions asked," said Cosby. "No kitten from the County shelter was turned away, and we have about 100 kittens a month going through foster care. The difference for our community is amazing."

Debbie's work has helped save the lives of hundreds of animals, particularly neonatal kittens. She hit the ground running and almost single-handedly more than doubled the number of kittens saved compared to the previous year. Debbie screens new foster parents and reaches out to all 350 foster parents when a new animal enters the shelter, taking time to call interested foster parents personally. Her talent for organization, networking and promotion combined with her passion for saving lives is very apparent. Because of her efforts, a donor pledged \$10,000 in support of the foster care program.

The Animal Welfare Association does not have a lot of space to care for homeless pets, with only 28 dog kennels and one cat room. Always at capacity, the shelter would be unable to accept more animals without Debbie's efforts. "In 2008, we were able to find homes for 757 more cats and dogs than the previous year," Cosby said. "There would be no way to reach those numbers if not for the foster care program."

Lisa Ross, adoption intake supervisor at AWA, works closely with Debbie. "She is absolutely wonderful," says Ross. "Even though she has a full time job in addition to her volunteer work, she is always on top of the situation. You can always count on her to get right to work taking care of our animals."



Honoring Your Volunteers

Volunteers are the backbone of any nonprofit organization. Part of the joy that comes from working in animal welfare is getting to know these hardworking and dedicated individuals who give so much of themselves to help pets.

Even though animal welfare volunteers receive so much love and gratitude back from the animals they care for, they still appreciate receiving recognition from their peers.

One way your organization can reward its volunteers is to nominate these individuals for the PetSmart Charities® Lifesaving Volunteer award. This is a very special way to recognize volunteers who go above and beyond to help your agency fulfill its mission. Go to the Web site listed below to find the Lifesaving Volunteer submission form. You can submit the story of the nominee's contribution to your agency and why he or she deserves this award. Submissions are accepted throughout the year, and winners picked quarterly.



Like the volunteers honored above, Lifesaving Volunteers will be included in the *PetSmart Charities Quarterly* newsletter with an article and a photo. They will also earn their agency a one-time \$500 award! So let your volunteers truly know how much they are appreciated – submit their story and photo today.



http://www.petsmartcharities.org/animal-welfare/Lifesaving_volunteers.php



Calendar of Events

April: Recycle for Life

Purchase recycled and refilled ink cartridges and ink laser cartridges, and for every cartridge you buy PetSmart Charities® will receive a \$2-\$5 donation to help save homeless pets. Visit www.recyclingforpets.com today. You can also help by recycling used inkjet cartridges and cellular phones. Visit http://www.petsmart.com/global/storelocator/store_locator.jsp or your local PetSmart® store and look for the PetSmart Charities recycling display for a free postage-paid, pre-addressed envelope. PetSmart Charities will receive up to \$5 for every cartridge or phone recycled. Plus, you will help save the environment!

April 28-May 25

Help save homeless cats and kittens by purchasing Fresh Step® cat litter during the month of May. When you buy a 21-pound box of Fresh Step Scoopable Clumping Cat Litter, \$1 is donated to help kittens and cats find lifelong loving homes, for a maximum donation of \$75,000.

May 1-3

Spring National Adoption Weekend
US: Sponsored by Purina® Pro Plan,™ Tidy Cats® and PetSmart. Adopt a new pet and receive a FREE bag of Pro Plan food (valued up to \$13.99) for your new dog or cat and save more than \$200 on products and services from Pro Plan and PetSmart. Purina donated \$200,000 to help save homeless pets.

Canada: Sponsored by PetSmart. Adopt a new pet and receive a pet parenthood guide with more than \$140 worth of savings on products and services at PetSmart.

May 6-26

Spring 2009 Just A Buck, Change Their Luck™ (Canada and online)

This annual campaign raises funds for animal welfare agencies in Canada. Artwork by the Canadian artist Ron Berg will appear on T-shirts, mouse pads and tote bags.

May 26-June 29

"Whiskas® Happy Homes"
Help PetSmart Charities and Whiskas find happy homes for cats. For every \$10 of Whiskas Purrfectly™ and All Natural Temptations® products purchased, Whiskas will donate \$5 to PetSmart Charities, for a maximum donation of \$75,000.



Charity Navigator designates PetSmart Charities® as a Four Star charity, its highest ranking for efficient use of donations. (www.charitynavigator.org)

Conferences

PetSmart Charities believes in professionalizing the field of animal welfare. In the next few months, we're sponsoring training events at:

Colorado Animal Control spring conference

Denver, Colo. • 4/20-24

Green Chimneys humane education conference

Brewster, N.Y. • 4/24-25

New England Federation of Humane Societies annual conference

Manchester, N.H. • 4/27-29

Canadian Federation of Humane Societies annual conference

Ottawa, Ontario • 4/30-5/3

National Animal Control Association (NACA) annual conference

St. Louis, Mo. • 5/28-30


Montreal: Companion Animal Bylaws for the 21st Century

Montreal, Quebec • 5/28

Prairie States Animal Welfare conference

Moline, Ill. • 6/15-6/16

Mississippi MS-SPAN annual spay/neuter conference

Raymond, Miss. • 6/20 

Webinars – Shelter Medicine Series

Disease, sanitation, vaccinations and general health are all serious concerns for the animals in your care. To help get you more information on these topics, PetSmart Charities has partnered with the Koret Shelter Medicine Program at the UC Davis School of Veterinary Medicine.

During the last two years, Dr. Sandra Newbury has presented monthly webinars on aspects of shelter medicine. All of these webinars were recorded and are available for viewing in the PetSmart Charities archives. There are currently more than 25 recorded webinars in this series in the library. Previous webinar topics include daily rounds, infectious diseases and sanitation, just to name just a few. These webinars are all packed with information and tips to help create the safest environment for all animals.

Animal welfare organizations can access recorded webinars by visiting <http://petsmartcharities.webex.com>, then clicking Recorded Sessions on the left. For technical issues or to be placed on an email notification list for new sessions notifications, please email pciprograms@ssg.petsmart.com. 