



Fetch magazine

January/February | Volume 2 Issue 1



A Pug's Life
Germantown's First Canine Officer
Training Dogs with Disabilities
Estate Planning for Your Canine Companion
Is Pet Insurance Right For You?
Readership Survey Page 29



We have a name for people who treat their dogs like children. Customer.

There are people who give their dogs commands and those who give them back rubs. There are dogs who are told to stay off the couch and those with a chair at the table. And there are some who believe a dog is a companion and others who call him friend.

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Publisher's Letter

Welcome to our first anniversary edition. It is a big step when a local magazine can clear the one-year hurdle...and it's from the overwhelming support of our advertisers and 10,000 plus readers that we're still around and increasing our presence in southeast Wisconsin.

We hope it was easier to find a copy of this issue, as an additional 5,000 copies are now made available through 50 new locations in southeast Wisconsin - bringing our total to over 200 locations. We still encourage you to support this magazine with a subscription for only \$14/year. You'll receive eight issues sent directly to your house...therefore, never missing an event, useful training techniques, or sales promotions offered by our advertisers.

One of the fun areas of this magazine is to showcase photos of your four-legged family members so send in your favorite pooch pics for our "Dogs Around Town" page and let everyone else see the big, small, furry, lazy, active, crazy, lovable canine living in your house. We're especially interested in photos of the following breeds: Airedale Terrier, Beagle, Border Collie, Great Dane, Shih Tzu, German Shepherd, and Basset Hound.

We also want to make sure that as we grow, we continue to provide the type of information you need to experience all that a relationship with your canine companion can offer...modern health options, training exercises, local gatherings, and area businesses that want to share with you their products and services. Help us understand how we're doing and what we still need to do. A Readership Survey is enclosed on page 29. Please take a few minutes to fill out this form and submit back to us for your chance at winning a \$50 gift certificate to a local pet boutique.

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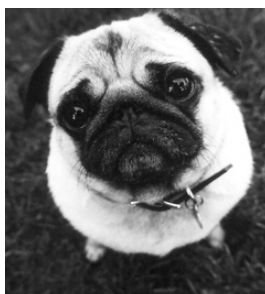
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Ask the VET

Q: Is an annual veterinary checkup really necessary?

A: The following is a true story from a veterinarian at the Wisconsin Veterinary Medical Association. It is an account of a young adult Collie named Jesse and the importance of annual veterinary checkups.

Jesse, you lucky dog! Another close call for Jesse

Jesse is one lucky dog. At 2 ½ years of age, Jesse was abandoned, but later adopted by Tom and Vicki. Jesse, who is now eight, has been with Tom and Vicki ever since. Vicki says Jesse's temperament just couldn't be any sweeter, even though she's been through a lot for a young dog.

Not only had Jesse been abandoned, but she also developed severe allergies that resulted in her becoming practically hairless. Baldness can be tough on a Collie's self-image (especially when her three rescued Collie stepsiblings all

sport the luxurious, long, silky manes typical of the breed). Through proper medication and diet, she regained her gorgeous coat. Although the medication she takes does make her hungry and thirsty, Jesse looks and feels better than ever. While Jesse's severe allergies were irritating and even humiliating, they were not life threatening.

Lady Luck watched over Jesse for the next several years. But recently Jesse developed another problem. A fresh snowfall, an alert owner, and a routine exam worked together to keep a serious condition from developing into a life-threatening one.

The morning of her annual check-up, Vicki and Jesse strolled to the veterinary clinic enjoying the fresh snowfall. Approaching the clinic, Jesse stopped to relieve herself (typical of most dogs when they smell all those wonderful odors only a dog could love!). A pinkish-yellow puddle appeared against the white snow. Vicki made a note to mention it to the doctor.

During Jesse's examination, Vicki indicated Jesse had been acting perfectly normal, eating drinking and romping about, like always. There was no reason to think she had any illness.

Jesse looked normal, too, but her medical record indicated she had lost weight. She was due for a urine and fecal check. The returned urinalysis showed hematuria (blood in the urine), and a bladder infection (cystitis).

But the veterinarian sensed that this was something more than just a typical bladder infection. Why had Jesse lost so much weight? Suspicious, the doctor scheduled Jesse for radiographs (x-rays) to see if there was something more going on in the bladder. The x-rays showed an abnormal bladder wall, thickened with areas that looked like growths called polyps, not at all normal.

Jesse was scheduled immediately for an ultrasound of the bladder, which revealed the entire lining of the bladder was filled with polyps. Vicki was dismayed! She had expected Jesse to receive a glowing report card but now things were not looking good for Jesse.

The doctor cautiously explained that a common cause of bladder wall abnormalities like this can be a transitional cell carcinoma, a bladder cancer. Vicki prepared herself for the possibility her sweet pal, Jesse, may have cancer.

A biopsy of the bladder was performed to get a definitive diagnosis. When the results came back, the owners were overjoyed with the good news: no cancer. The news was the best they could have hoped for at this point. Jesse had a bacterial infection with a very severe inflammatory process. Her condition was serious but it could still be treated before any real damage occurred.

Left untreated, Jesse's cystitis could have worked its way up into the kidneys causing permanent and potentially life-threatening kidney damage. Had Tom and Vicki not been committed about taking Jesse in for her annual physical, her cystitis could have gone unnoticed until it affected the kidneys. At that point, it is extremely difficult to treat, and can become life threatening.

Yes, Jesse remains a lucky dog. She was treated and today she is healthy and active. She has to be; she has three stepsiblings Collies to keep in line. (As part of a family that fosters rescued Collies, Jesse's job is to help socialize the others to get them ready for adoption.)

Tom and Vicki are lucky too, they still have the pet they cherish and they have enriched their lives by helping other Collies find loving homes.

Jesse continues to thrive, love and be loved by her devoted family.

The Wisconsin Veterinary Medical Association (WVMA) is the professional association for veterinarians in the state. It was founded in 1915 and has more than 2,050 members, representing more than 90 percent of the veterinarians in Wisconsin. The WVMA assists veterinarians in improving and protecting animal well-being, public health, and agriculture.

This column is not intended to replace regular veterinary care. If you have questions regarding the information presented in this article, contact Ask the Vet, your personal Veterinarian, or a clinic in your area.

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Ask the Trainer

Question: How can I reduce the possibility of my child being bitten by our dog?

Answer: Every year, more than 4.7 million Americans are bitten by dogs, with children requiring medical attention at three times the rate of adults. Below are some tips for parents:

1. Do not allow your child to discipline your dog. Children under the age of roughly 12 years are seen by dogs as below them in the pack structure, due to their height and voice. Therefore, scolding the family dog can result in a snap, or possibly a bite. Adults should correct the dog's behavior, not young children.

2. Never leave a young child or baby alone with your dog. It is a myth that only unfamiliar dogs are dangerous. Most bites come from the family dog.

3. Do not allow your child to feed a dog, unsupervised. The fact that your dog has shown no food aggression in the past is not a guarantee it won't in the future.

4. Do not allow your child to pull on the dog's collar. Dogs resist being pulled on the collar by someone they perceive as "lower in the pack." Attempts to pull the dog will be met with resistance, and eventually lead to a bite.

5. Children without adult supervision should not walk a dog. There are certain important techniques that must be learned before anyone can walk a dog successfully. Dog fights (and bites) can result if a child cannot control a dog on leash.

6. Do not allow your child to play aggressive games with your dog. Wrestling, tug of war, or any game that encourages rambunctious behavior will eventually lead to your child getting scratched or bitten. Adults must set appropriate limits for the dog's behavior, not the child's.

7. Teach your dog to be submissive, and to respond to verbal commands. All dogs can be trained to respond to their owner's voice. It's never too late to get control of a dog that has unpredictable behavior.

Jackie Reuning is a professional Behavioral Therapist and Trainer with Bark Busters, the world's largest dog training company. Her office in Oconomowoc can be reached at 1-877-280-7100, or at www.barkbusters.com. They also have available an internationally acclaimed training video, called "Dally Says", which teaches children how not to be bitten by a dog.



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To Insure or not to Insure?

Conflicting views on pet insurance keep owners guessing.

Most of us who have pets know the feeling of being slapped with a huge bill after visiting the vet's office. Whether the procedure is as simple as an annual check-up or something more serious, visiting the doctor is never a small expense. As good pet owners we do what's necessary to provide the best possible care we can for our pets, but often times money becomes the deciding factor in how far we'll go. What if we could change that? The truth is, you can.

Pet insurance is a concept that isn't exactly new, but hasn't exactly caught on for every pet owner. Depending on whom you ask, pet insurance can be a great benefit or it can be a complete waste of time, so deciding if it's right for you can be a bit puzzling.

Some sources report that the pet insurance industry is on a fast-paced growth cycle of nearly 45 percent per year (according to insure.com), while others say these statistics are a bit far-fetched since a very small amount of pet owners are actually utilizing insurance services in vet clinics. In fact, in a quick survey of six Milwaukee-area vet clinics, all said they do have clients who utilize pet insurance services, but only in small amounts - maybe two out of 10 clients.

"My general impression is that pet insurance has simply never caught on very well," explained Dr. Keith Collins, owner of Animal Eye Specialists in Waukesha. "I have an occasional client who comes in with an insurance form they wish for me to sign. This may happen once a month, but since we see about 600 cases a month this is a very small frequency."

However some clinics, like Advanced Vet Care Clinic in Milwaukee, offers its own form of insurance. Here every

client is asked to pre-pay a fee of \$130, after this fee, owners are required to pay only 25 percent of any procedure. Though many clients do utilize this insurance for future visits, others simply

choose to pay as they go since the cost of a general visit may not cost \$130. At the Brown Deer Animal Hospital, doctors see few clients who utilize pet insurance services, however the clinic does enjoy dealing with clients who do utilize insurance services since decisions can be based more on a pet's medical needs rather than on what owners can afford.

How it works

According to the Wisconsin Veterinary Medical Association (WVMA), pet insurance, unlike human insurance, is considered property or casualty insurance. Submitting claims to receive payment lies solely with pet owners. In essence, with most pet insurance companies, you pay the bill in full at the clinic, and then submit the claim form to the insurance company for payment.

There are a handful of pet insurance companies to choose from as far as pet insurance plans go, but knowing what you're buying is of paramount importance. Reading the fine print and understanding what you're buying will save you many headaches in the long run if you decide to take the insurance route.

Currently Veterinary Pet Insurance (VPI) is one of the largest, and most accredited pet insurance companies, but there are many, many more to choose from. Companies such as VPI offer various plans and services for a monthly or annual fee. Many animal shelters, like the Wisconsin Humane Society in Milwaukee, provide programs such as Shelter Care, for a limited amount of time to those who adopt pets. Many clinics find that pet owners who receive insurance plans like Shelter Care, do like the services and often-times do decide to continue on with the insurance once the free trial expires.

Finding the pros & cons

The Internet is a priceless tool in researching the pros and cons of pet insurance. Various companies will provide online quotes as to what it would cost to cover your pet, and what your plan will cover. This is one of the most beneficial tools to determine if pet insurance is right for you because breed, age of your pet and even where you live might determine the cost and coverage in your plan. If this cost exceeds what you determine you might spend on your pet's health care needs per year or per month, then perhaps pet insurance isn't necessarily the way to go.

According to a recent Consumer Reports finding, when those who utilize pet insurance add up the cost of premiums, deductibles, co-payments, unreimbursed costs and exclusions, pet insurance is no bargain. Consumer Reports managing editor, Kim Kleman, stated in the report that pet insurance is such a bad deal, that those worried about having enough money to keep their pets healthy would benefit more from starting a savings account. That way money is available when it's needed, and if not, it the money goes back in your pocket.

On the other hand, having pet insurance can ease your mind if trouble arises with your pet. For instance, insuring an 8-year-old border collie through VPI would cost approximately \$306 per year - or about \$25.50 per month. With the company's "Superior Plan" over 6,400 medical problems and conditions related to accident injuries, poisonings and illnesses (including cancer) are covered up to a maximum of \$4,500 per accident or illness and a maximum benefit of \$14,000 per policy term with a \$50 deductible per incident. If you've ever had the unfortunate luck to know what illnesses such as cancer cost, pet insurance could be a great benefit in helping you pay for things during a difficult time. However, if your pet stays healthy and accident free for most of its life, you may be spending more money on insurance than you need too.

The bottom line in deciding whether pet insurance is worth your hard earned dollar is to ask yourself if something happens to my pet in the future, will I be prepared? If difficult medical

decisions regarding your pet would be made more on what's in your pocket book rather than what is in your pet's best interest, then insurance may just be your answer.

Jamie Klinger-Krebs is a freelance writer and avid animal lover who lives in Jefferson County with her husband, two dogs and two cats. Having been around animals her entire life, Jamie can't imagine what life would be like without "four-legged" kids to keep life interesting.

Helpful pet insurance web sites:
 Veterinary Pet Insurance (VPI) - www.petinsurance.com
 PetCare Pet Insurance - www.petcareinsurance.com
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A Little **EXTRA** Help Now and Then



Imagine driving into work one morning to find fire trucks with lights flashing and firemen pouring water on a building that is half-gone and still burning? Imagine this is your own first business started from scratch 3 1/2 years ago in a storefront you had remodeled from the floors up. On the morning of July 13, 2004, DonnaMae Straseski, owner of Fancy Paws Dog Grooming, drove into Cudahy for work only to find the business she had put her heart into was gone.

As DonnaMae stood there that morning, crying, watching the business burn, she never imagined the uplift-

ing support that would appear in the following weeks. The help came from a variety of people. At the request of her fiancé, Jeff Hahn, the demolition crew searched for client information that had been in a metal box. The crew spread out the remains of the building and searched until they found it. Customers, who knew of no other way to reach her, mailed donations using the address of the burned building. DonnaMae's sister, Marie, brother, Ed and Sparky, the owner of Sparky's Tap, held a fundraiser for her. The owner of the burned building called her within a few days about another building he owned a block or so from the previous location. Jeff worked all day at his construction job and then nights on the new location. And, these are just some of the ways people helped. Due to support and hard work, Fancy Paws reopened on August 17, 2004, less than a month after the fire.

What would cause such an outpouring of support? Spend some time talking to her and DonnaMae is someone you want to be friends with, someone you would love to sit down with to share a cup of coffee and conversation, and someone who genuinely cares for others. Meeting with DonnaMae one day, she had just finished responding to a frantic telephone call. The customer, who couldn't drive, had accidentally cut the quick while trimming her dog's toe-

nails and it was bleeding everywhere. DonnaMae went to the owner's home and was able to take care of the bleeding. She also makes home visits to groom the dogs of her elderly customers that find it difficult to drive or who have elderly dogs that aren't easily transported. While she can't make that a practice since she is so busy at the shop, DonnaMae says, "everyone needs a little extra help now and then. I especially know that since the fire."

DonnaMae's philosophy on her business is "Anyone can walk into the shop once. But to become repeat customers, it is not only the haircut you give the dog. You treat the dogs like your own. Spend quality time with the dogs while they are there. You build a relationship with the dogs and the clients see that." This was certainly evidenced by Seymour, a gray poodle, who immediately after DonnaMae placed him on the grooming table, reached up to her and proceeded to shower her with kisses. Six other content faces watched from their crates with big, doggy eyes. Bows were in their hair, and washed, brushed coats gleamed in the sunny afternoon.

So, business has resumed at Fancy Paws Dog Grooming. There are so many people DonnaMae wants to thank including "the best clientele in the world", her friends, family, fiancé, and the Cudahy community. After the fire, there were times when it was hard. "You feel as if you don't want to or as if you can't, but with all the support from friends, clients and community you have to start over again."

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Marie Tubbin loves spending time with her two best buddies, her husband, Mike and her dog, Louie. She met Mike at Burger King and Louie at HAWS and considers those two of the luckiest days of her life.

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Liabilities or Possibilities

Imagine if you will that you are a pup, newly arrived in this world. You will spend your next three weeks, among other activities, awaiting the completion of parts of your anatomy that will allow you to experience your world through sight and sound. Now imagine that you are about 3 weeks old, but your world remains a silent one. You cannot hear the mewlings and rustlings of your littermates, or the approach of your caregivers. You learn to startle when your eyes pick up peripheral images of hands darting toward you, or someone suddenly behind you, because your ears didn't alert you to their presence. But no one suspects anything. They think you're just more nervous and high-strung than your siblings.

Eight weeks have now passed since your mother delivered you to this world. You find yourself in your adoptive home. Children dart around you, coming up from behind without warning, grabbing, dragging, pulling. You become wary of any movements around you and your startle response grows stronger and faster. Adults wave towels and jackets in your face to get your attention, thinking you're just a stupid, stubborn pup. In actuality you're terrified of this aggressive world that you can make little sense of. Of course, you don't know your perception of the world is compromised. You only know that your environment appears painful, unsafe and unpredictable. You are spanked for your stubbornness, locked in a closet for punishment, and finally end up in a shelter because you're apparently untrainable. Here you sit in a wire pen for days, in a frightening place full of movement, strange scents and other anxious and terrified dogs. No one, not one single person, has ever imagined you might be deaf!

This is not altogether an imaginary story, elements of it are quite real for many dogs who are hearing impaired, and the story is similar for sight-impaired animals. Hundreds of thou-



Diesel was fostered and adopted by the Dittmer family (Penny) from HAWS (Humane Animal Welfare Society) on August 21st, 2004. Diesel is a five month old deaf Australian Cattle Dog/mix.

sands of cases of deafness and blindness occur in dogs worldwide each year. While some breeds are genetically prone to these disabilities, they can be found in any breed, and may also result from infection, injury, aging and other factors. The fate of these animals is dire; many end up in shelters and most are euthanized.

The reality is that such dogs are no different than dogs without disabilities in terms of their intelligence, ability to learn and problem solve, and potential for companionship. And with a little effort it can be surprisingly easy to accommodate their special needs to bring out their best.

What You Can Do

If you suspect sight or hearing impairment in your dog, your first step is your veterinarian. Indeed, any behavior issues should first be discussed with your veterinarian to make sure there is no underlying medical cause.

Next, and possibly the most significant and helpful thing you can do to facilitate a favorable outcome, is to realize that the issue (blindness, deafness) is separate from the individual. An individual, whether dog or person, should never be labeled; they are not their issue, and separating them from it makes it easier for us to focus on the issue rather than pitying the individual. Indeed, our role as the owner (or caregiver, or guardian) of a dog with disabilities should be one of coach and cheerleader, helping our dogs adjust as quickly as possible to the challenges of the disability. This builds the animals' confidence, self-esteem and generally improves mental and physical health when the stress of coping is reduced by having options for lifestyle and behavior.

Coping Skills

These dogs are not brain-damaged and they don't need to become aggressive, as many often do simply to protect themselves. On the contrary, dogs have some brilliant compensatory mechanisms that humans don't, for example, cognitive mapping, which enables them to maintain a mental picture of their territory. Most blind dogs develop a remarkably good mental map of their environment. Caregivers can provide extra cues to help them get around until their mental maps are established.

- continued on page 24

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Looking for **Love** or Maybe Just a **Good Time**?

If you're searching for love this Valentine's season, then do we have the event for you. On Sunday, February 6th the Alliance of Wisconsin Animal Rehoming Efforts, or AWARE, will be holding its first annual Pet Expo at the Four Points Sheraton Hotel at 4747 S. Howell Avenue, near Mitchell International Airport. One of the highlights of the event will be the parade of rescues, where over 50 adoptable pets will strut the stage and onlookers can hear their background, details on personality and where they can apply to bring home the pet of their dreams.

Already in a lasting relationship? There are plenty of activities for you folks too. Over 150 vendors will be onsite selling a wide array of products for the pet enthusiast. Animals will be available for viewing and, of course, petting. As if dogs and cats aren't enough, expo goes will get to experience rats, bunnies, hedgehogs, birds and entire reptile room dedicated to our scaly friends. If you ever thought about a more unique companion, this is the place to go.

Like any good day out, don't forget to see a show. Cheer for your favorite fly-ball and agility racer, sit in the audience as our feathered friends swoop overhead during the avian educational talk, or perhaps watch in awe at the super scent-sensitive snouts of the MPD Canine Drug Sniffing Unit demonstration. Whether it's before or after the performances don't miss the book signing by famed author and animal advocate Jim Willis, whose works include *Pieces of My Heart-Writing Inspired by Animals and Nature*, *"The Bassett Chronicles"* and *"How Could You?"*.

Educational seminars will be held on a variety of subjects. Trainers, behaviorists and veterinarians will be available to answer questions and advise on how to make living with our four-legged friends easier. While regulations prevent owners from bringing their own companion animals, a special entrance is available for those wanting to take advantage of the low cost micro chipping or pose for the pet photographer.

Can't find a sitter? This is a family-centered event where kids are welcomed. It's also family affordable with ticket prices for adults just \$5.00, kids ten and under are only \$3.00 and parking is free. For less than the price of an afternoon matinee you can expose your youngsters to the needs of different sorts of critters and the importance of compassion towards all living creatures.

"The motivation for the expo", says Pet Expo manager Penny Romasko "is to raise public awareness and showcase all the terrific, adoptable animals available in Wisconsin". AWARE is a coalition of over 125 shelter and rescue groups working together to help homeless animals find families and to try to prevent the ever-increasing numbers. They encourage prospective pet owners to consider shelter animals and with nearly 6 million homeless pets being put down a year in the United States, there's a lot of work to do.

The mission of AWARE is to foster cooperative relationships among animal welfare organizations and improve the lives of companion animals in Wisconsin through adoption, wellness, advocacy, rescue and education. For more information on AWARE's mission or how they can help you find the "pet of your dreams", check out their website at www.aware-wi.com. Then come to the expo on February 6th, it's a one of a kind event in the Milwaukee area and they're hoping that 5,000 pet-lovers will attend to learn, pet and play with their favorite subject. So spend a Sunday with your family and friends supporting a worthy cause, having loads of fun and maybe meet a new best friend. Hope to see you there!

In addition to being an avid dog lover, **Keri Meyer** has spent several years in the veterinary field, currently as Assistant Hospital Manager at the Wisconsin Veterinary Referral Center.



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BREED PROFILE:

The Pug

A Pug's Life Playful Pugs can be the perfect partner

No question - this pooch packs a punch when it comes to expression, energy, and enthusiasm.

"They really are like little people. I can't explain it," said Wanda Dobrogowski, who, along with her husband, Paul, owns and breeds Pugs at their home in Brookfield. "Each one has its own personality."

Kathy Getter knows Pugs are special, and tries not to sound like she's bragging about their intelligent quotient. But of course, she does.

"They are very smart without showing it off," said Getter, a dog groomer in Muskego. "They all have a funny personality. Funny quirky."

Some sum up the Pug's appearance as funny quirky, too. No disrespect, of course. The ideal petite Pug (they should weigh only 14 to 18 pounds) is described as "square" and "cobby" - compact and well proportioned. Pugs wear a fine, smooth glossy coat - in colors of silver, black, or apricot-fawn. Yes, they do shed, but what dog doesn't?

"They are perfect for me," said Getter, the groomer who, ironically appreciates the Pug's "wash and wear" quality after coming home from her job shampooing and scissoring.

It's the face - soft wrinkles, deep buttons, character lines - that has become the most distinguishing characteristic of this popular pooch - without question.

"Pug dogs - they say they're the ones who have the most expressive faces - almost like a human's expressions," Dobrogowski said.

Undoubtedly, many Pug enthusiasts were first drawn to breed because of the dog's appearance. But it's the Pugs' even-tempered demeanor and unique personalities that seal the deal for many.

"They're great companions. There's nothing like a Pug," Dobrogowski said.

Pugs can be homebodies, more than content on finding a warm spot in the living room - preferably in someone's lap - and being with their pack.

"Most pugs are just happy to sniff around a little bit and visit with other people and other dogs," Getter said.

On the other hand, it's not unheard of to find a Pug with buckets of energy to burn.

"You're going to find plenty of Pugs that do go out and like to just go, go, go," Getter said.

Racing around yards, fetching tennis balls or chasing playmates into corners and wrestling them to the ground.

Some of those playmates can even be other dogs.

"Pugs are a great kids' dog - they gravitate toward them all the time," Getter said.

Along with that energy and exercise must come some caution. The Pug, built with the abbreviated, flat face, doesn't always breathe as well to cool them down sufficiently, Getter said.

Pug owners know it. Even some Pugs know it - and appreciate what a good air conditioning system can do for them.

"They can over do it, before they know any better," Getter said. "You just have to call a time out, so they can rest if they are in a cool area. The owner does have to be there to help."

Maybe even lift them into a tub filled with cool water to bring down their body temperature, in some cases.



Sunbathing in a warm, toasty yard or a patio is one thing, but in cold weather, most Pugs want nothing to do with that ice and snow and slop. "They come out to do their business and that's it - no heavy activity for them," Getter said.

Pugs are sometimes prone to eye injuries or eye problems - in part because "they're not built with a snout," Dobrogowski said.

"They can easily walk into bushes and scratch their eyes," she said.

Because of the Pugs size, they can be known as "go everywhere" travelers - even canoeing, as Getter found out years ago when she and her husband were rolling down a river in Alabama. Trying to tie the canoe to a pier as the river was rising, Getter accidentally fell overboard and went under the rushing water momentarily.

Before she and husband knew it, their Pug at the time, Elliott, decided to take his own actions.





"He leaped out of the canoe trying to save me," Getter remembered fondly with a grin. Soon, the adventure turned as Getter and her husband needed to act fast to rescue the petite Elliott, who was quickly being carried off by the strong river currents.

The Great Lakes Pug Club does its own type of rescues - aside from its other fun, social activities with Pug enthusiasts in Wisconsin and northern Illinois.

Each year, the club rescues dozens of Pugs who have been surrendered to an area humane society. The group has volunteers who acts as foster families and bring them back to health and update any medical needs, Dobrogowski said. The group monitors the dogs' behaviors and learns about its mannerisms to understand what type of owner and family would best fit this individual dog.

Through its web site (www.geocities.com/glpugclub/), as well as other connections within the Pug community, the group hopes to match these Pugs with loving owners. If you asked the Pugs, they'd request the same without hesitation - except they'd prefer owners with cozy living rooms and air-conditioned homes.

An avid dog lover, Milwaukee native and accomplished freelance writer, **Mark Edmund** has spent the better part of his life with canine companions.

If you are interested in learning more about this breed, contact your local Breed Rescue Group, Humane Society, or Training Club.



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The Legal Beagle

Estate Planning Goes to the Dogs. Taking Time This New Year To Provide a Lifetime of Security for Your Dog

I cannot recall the name of the gray-bearded, pudgy black dog whose eyes pleaded for my attention that day on my canine companion volunteer shift at the Dane County Humane Society. But, as I reached through the metal wire to comfort the old dog, I found the story of his life memorialized on the simple white index card attached to the front of the cage. The gray-bearded dog was a twelve-year-old male black Labrador retriever who was surrendered for adoption after the death of his owner left no one to care for him. Now, despite a life that was full of the love of his human companion, the old dog's future depended upon the generosity of some kind

soul to adopt him - an unlikely scenario given that he would have only a few years left to offer his unconditional love. In the eyes of the gray-bearded dog, I found not only sorrow and confusion but also an important lesson about my responsibility as a pet owner.

Until that day, it never dawned on me that my pets could outlive me. After all, given the short life span of most pets, it is statistically unlikely that the death of a pet owner might result in the homelessness of a much-beloved family pet. But those odds did not matter to the little gray-bearded dog. Sadly, the gray-bearded dog is not alone. Although as many as 33.9 million households in the United States own dogs and 28.3 million households own cats, studies reveal that only between 12% and 27% of pet owners include pets in their wills. See Beyer, Gerry W., "Estate Planning for Pets," Vol. 15, No. 4 Probate & Property (July/August 2001). As a dedicated pet owner, the thought of including my pets

in my estate plan never crossed my mind either, that is, until the reality of my ignorance stared me in the face. Fortunately, a nationwide trend toward estate planning for pets has raised public awareness and proves that estate planning is, quite literally, going to the dogs.

There are many ways that pet owners can provide for their pets beyond the grave such as: naming a new guardian for their pets in a will, giving a trusted caregiver a conditional gift of money to provide for the care of pets, or carrying a wallet alert card with the names and phone numbers of emergency pet caregivers. At a minimum, pet owners should make informal arrangements with a trusted family member or friend to step into their shoes immediately as the guardian for their pets in the event of their death.

Some pet owners may even choose to set up a trust for the benefit of their pets, which allows the pet owner not only to designate a new guardian but also to provide the means for the guardian to care for the pets. Although trusts for the benefit of pets have been historically unenforceable, many states now recognize pets as integral members of their human families with laws that specifically validate trusts for pets. Currently, Alaska, Arizona, Colorado, Florida, Illinois, Iowa, Kansas, Maine, Michigan, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oregon, Tennessee, Utah, Washington and Wyoming have adopted this key legislation, which ensures that a trust created for the benefit of a pet will be enforceable. Additionally, Delaware, Minnesota, Oklahoma, Pennsylvania, Rhode Island, Virginia and West Virginia have pet trust legislation pending.

In Wisconsin, pet owners may create an "honorary trust" for the care of their pets; however, pet trusts are not specifically validated by any legislation. Therefore, pet owners wishing to establish a pet trust must be careful to choose a trustee who is honest, reliable and trustworthy because in Wisconsin it is unclear whether there is a legal remedy in the event that trust proceeds are not used for the benefit of the pet. As pet owners, we should support legislation to secure the provisions we make for pets in our estate plans. In the meantime, until

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Wisconsin has joined the ranks of other progressive states that specifically validate pet trusts, pet owners should still honor the unconditional love of their pets by remembering to provide for them in their estate plans.

I never had the heart to inquire about the fate of the gray-bearded dog. I prefer to imagine that a loving family who filled his final years with boundless joy quickly adopted him. Even now, the possibility that he may have met a less-noble fate is heartbreaking. In his honor, I have provided for my pets in my own estate plan.

For more information about estate planning for pets, call your personal estate planning attorney or visit the Humane Society of the United States online at www.hsus.org/petsinwills.

Megan A. Senatori practices civil litigation at the Capitol Square Office of DeWitt, Ross & Stevens, S.C. She is an adjunct faculty member at the University of Wisconsin Law School where she teaches a course in animal law. Megan is a Co-Founder and Director of Wisconsin United for Furry Friends ("WUFF"), a non-profit animal welfare organization dedicated to creating a community of care for companion animals in Wisconsin through collaboration, coalition building and compassion.

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Dogs typically trained for police work include German shepherds most often, but also Belgian Malinois, which are also sheepherding dogs, and sometimes Labrador retrievers.

Male dogs are used more often in police training due to their valuable breeding. Female dogs can be used, but it's rare to find one suited for police work training.

Officer Jeff Schnell of the Germantown Police Department recently helped swear in Bosco, a 2-year-old German shepherd as the first canine officer the village has had.



Schnell said female dogs are typically more "hyper" and male dogs are easier to train.

Bosco was bred in Germany and came to the Steinig Tal Kennels in Campbellsport, Wis.

Police dogs are often imported from Europe for several reasons. There are fewer medical problems because of quality, their breeding is more controlled, they are more readily available than in the U.S. and they are more cost effective.

Because the dogs started training in Europe, more often their American handlers use foreign commands. In Bosco's case, Schnell uses commands in German. Schnell said he didn't know any German before he met the dog, but now he knows approximately 25 commands that are used most often with his partner.

"He's trilingual," Schnell joked. "He knows dog, German and English."

In October, Bosco was deployed to Winnebago County to search a work-release house. He located the smell of marijuana on clothing in two of three inmate lockers.

"The residual smell was still there," Schnell said. "That scent will stay for a while."

Training courses usually focuses on tracking, obedience, agility, box search, muzzle fighting, evidence search, building search, area search, muzzle search and control work. Bosco learned these techniques and the art of detection search at the Steinig Tal Kennel in Campbellsport, Wis. He learned how to detect drugs in vehicles, buildings, luggage, schools, parcels and in the ground.

Bosco was trained to sniff out cocaine, marijuana, methamphetamine and heroine. To him, it's all a game. When he

locates the scent of a drug, he is rewarded with a rolled up towel toy, sometimes covered with a scent. The toy was used to train Bosco since he was a few weeks old.

While Wisconsin law does not require dogs to receive annual training, some dogs have refresher courses with their handlers.

Bosco receives daily training from Schnell and attends weekly training classes through the Steinig Tal Kennel.

"The more you train, the better that tool is," Germantown Police Chief Peter Hoell said.

Hoell said Bosco was purchased solely through private donations and would continue to be paid for through gifts because the village budget has been frozen since 2003. Police dogs usually cost around \$10,000.

"Right now we're not soliciting for donations, but people are still coming forward with monetary support," Schnell said.

Among several cities in Southeastern Wisconsin, K-9 units assist police and fire personnel in many situations. Cities that have K-9 units currently include Jackson, Greenfield, Glendale, Franklin, New Berlin and Mount Pleasant. Several counties utilize K-9 units and share them with neighboring communities: Dane, Jefferson, Milwaukee, Waukesha and Walworth counties.

As accomplished freelance writer, **Rebecca Hart Levine** has served Southeastern Wisconsin for the last nine years. She lives with her husband and son in Menomonee Falls and they share a shepherd mix they rescued from the Wisconsin Humane Society in 2003. She has owned canine companions all her life.

The All American Dog



Dave Bate with his dear Beagle mix "Bridget" were North American Champions in NADAC agility last year.

They can be found in millions of homes throughout the United States. They have been called "mutts," "curs," "Heinz 57s" and "all Americans". They come in all different sizes, colors, coat types and personalities. But no matter what you call them, the dogs that are produced from more than one breed have often been considered second class citizens

First off, technically, a mixed breed is the offspring of two different purebreds. The mating of a purebred and a mixed breed results in a litter of Mongrels. And, if both parents are either mixed breeds or mongrels, the pups are Mutts. However, more commonly the term mixed breed is used for a dog that is two or more different breeds.

The lack of respect that these dogs sometimes receive may be because of the misconception that purebred dogs are more intelligent than a dog of mixed ancestry. The truth of the matter is that a mixed breed can be just as smart, agile, talented and loved as a purebred.

Many people who own mixed breed dogs believe that they can't participate in sports or obedience. The good news is they can compete. Also there are organ-

izations that will give recognition to "All American" dogs.

The American Kennel Club, even though this is an organization dedicated to purebreds, offers the Canine Good Citizen test for purebreds as well as mixed breed dogs. The CGC title is not an actual AKC title but any dog and owner team that passes the ten-point test can receive a

certificate. The good news from AKC is that more insurance companies and even hotels are recognizing that a CGC-titled dog is a sign of a trained dog.

The American Mixed Breed Obedience Registration (www.amborusa.org) and Mixed Breed Dog Club of America (www.mbdca.org) are two organizations formed to improve opportunities for mixed-breed dogs. They offer titling in obedience, tracking and agility. Both organizations are alike in the fact that they support mixed-breed dogs and their owners. They require any registered dog to be spayed or neutered, as they do not support the breeding of mixed breeds.

The United Kennel Club (www.ukc-dogs.org) allows non-purebreds to register and compete in their performance events but again the dog must be spayed or neutered.

For those agility lovers the North America Dog Agility Council (www.nadac.com), Australian Shepherd Club of America (www.asca.org) and United States Dog Agility Association welcome non-purebreds to compete along with the purebreds.

Therapy Dogs International (www.tdi-dog.org), Therapy Dogs Inc (www.therapydogs.com) and Delta Society (www.deltasociety.org) will certify any breed or mix of dog that can meet their qualifications for becoming a therapy dog. This can be a very rewarding past time for both dog and handler.

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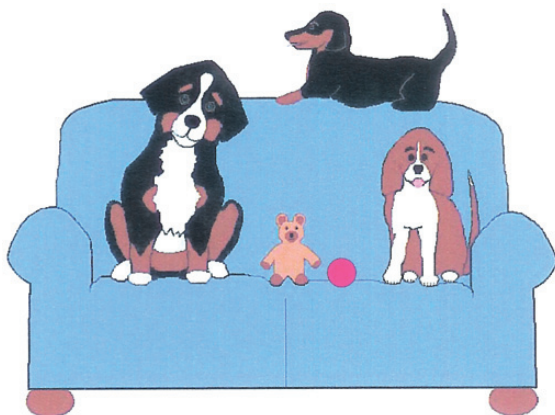
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The North American Flyball Association (www.flyball.org) treats all dogs and mixes the same for their sport of flyball. The highest award they offer is named after "Hobbes" a mixed breed. Flyball is a relay sport where a dog runs down a lane of four jumps, hits a box that releases a ball, and then returns back down the lane. This can be an addicting game for almost any dog. Refer back to the July/August 2004 issue of Fetch Magazine for more information on flyball.

Have you heard of dancing with your dog? Yes, Canine Freestyle Federation, Inc. (www.canine-freestyle.org) and the World Canine Freestyle Organization (www.worldcaninefreestyle.org) has a number of different divisions of this sport in which the dogs can also get titles. The handler and dog do a variety of obedience moves and tricks that are set to music to achieve titles. Even dogs that are more limited physically can do a fun routine.

There are also plenty of sports and fun activities that you can get involved in that may not give you a title or a ribbon but provide a wonderful outlet for your dog. How about teaching your dog carting so you can walk in parades? Let your dog run a lure course for exercise or scootering, which can provide great exercise for both you and your dog.

So you have a mutt? Good for you!

Patti Muraczewski is a certified pet dog trainer who has been instructing dog owners for over 25 years. She teaches the course "Man's Best Friend Made Better" at WCTC. Her school "For Pet's Sake" features training for practical obedience, show obedience and canine sports.



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K9 Kid Zone

Hey Kids! This word search was created just for you. Find and circle the words listed below.

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W Q C I X G D B M N C I N C I E S C R M
C J K E N N E L E X D B D C R P S V G U
A D W B S Z I I C R L X V I A A M O C V
L O U Q R T D F E U Z W C C Z P E A O H
L G P I N E R H M R X A N B Q C P L H V
N S J I B O E Y O Q N A Q T D K A P V C
A I L O R U I D V K M U Y F I A K K M W
M V X N C M G T E E S C B G D Z G I Z K
E D I P I H S N A M W O H S R O I N U J
E R I S I P N P A R E N T A G E F P Y N
Z I B T T E M I F Z T M M P W A E L T T
U L A R L B C Z A M E S A B W D S L I P
S H U C V J F G S A S T I D I W R L L E
U N L W Q P S K T D R Z S G L P G I I P
K U G I Y K D X N W L L R V E R G M G O
B V T E D Q G N W G B E J W V R W J A V
N L C J T H W K E W E C W E V U S H O I
B P D K P D J L K Z B X X P H W B W X E

AGILITY
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BREED
CALL NAME
CHAMPION
DAM
DOGS
HERDING

JUNIOR SHOWMANSHIP
KENNEL
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Key on page 25

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Because dogs rely more on their eyes than their ears for sending and receiving messages, hand signals work well for communicating with hearing impaired animals. Some have even been taught American Sign Language (ASL). Though deaf from birth, some dogs learn up to 50 signs by the time they reach 5-6 years of age.

Equipment

While much equipment used with disabled dogs is similar to that used for animals without disabilities, there are some unique items. Small bells, for example, can be worn by all animals in the home, including the humans, to help the blind dog locate other members of the household. The sound can be reassuring and prevent startling. Pipe leashes, which are rigid leashes made from PVC plumbing pipe, help to direct the dog more clearly.

A training wand or stick, fashioned from hardwood dowels or wands from mini or Venetian blinds also serves to teach directional cues for side-to-side movements. Vibrating collars (not the same as a shock collar) gives hearing-impaired dogs tactile signals and can prevent startling by approaches from behind. Finally, an identification collar embroidered with a message about the dog's impairment may give rescuers the information they need to minimize stress and trauma for a lost dog who

finds himself in unfamiliar territory with limited resources to make sense of it all.

Method

While positive punishment is inappropriate in working with any animal, it is especially devastating to a dog whose impairments prevent him from making the associations demanded of a training situation. Many of these dogs are already stressed and insecure, positive punishment will only amplify aggressive and depressed behaviors. Seek out trainers who understand the reinforcement and punishment aspects of operant learning, and who will gently and patiently help the dog work through issues with reward-based methods. Clicker training is excellent for such dogs. Touch or light markers can substitute for the click.

Why a Class for Dogs with Disabilities? What is taught and why?

Training is essential to an impaired animal's safety. Blind dogs, for example, are at a greater risk of injury from objects unseen. Deaf dogs may not hear cars coming up behind them. One of the more important skills for a blind dog to learn is to slow down on command. This allows the dog to avoid obstacles and helps him to collect himself if he becomes disoriented.

Being in the company of others who share and work through the same issues can be highly supportive and empowering. There are only a limited number of trainers in southeast Wisconsin who have experience and desire to work with disabled canines. A "Dogs With Disabilities" class brings together people and dogs with similar needs, and is specifically designed to satisfy those needs. Specific commands such as "Easy" (slow down on command), "All Clear" (OK to run, no obstacles near), and a fail-safe recall are all taught.

In these classes, techniques are also taught to modify the dog's environment, making it safer and more predictable. Scenting obstacles with essential oils, marking the edges of stairs with contrasting tape, and use of halogen bulbs to provide whiter, brighter light in areas frequented by the dog are just a

few of many examples. And of course a fenced yard, providing a secure off-leash exercise area, is essential.

Possibilities

Abundant success stories demonstrate how impaired dogs overcome their disabilities with support from their caregivers. Numerous websites, books and organizations provide information and assistance. The world is increasingly open to these dogs, with CGC and therapy dog credentials only two of the possibilities. Imagine the poignancy of a blind therapy dog giving comfort and joy to children who share her disability. The heart and spirit are uplifted at the thought! Just . . . imagine!

If you'd like information on our Dogs with Disabilities class, or wish to register, please contact Kindness Canine Behavior Consultants at 262-569-1050.

References:

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Becker, S.C., 1997. Living with a Deaf Dog. Cincinnati: Susan Cope Becker.

Judkins, L., 2004. "Special Considerations for Owners of Deaf Dogs," at www.deaf-dogs.org. Deaf Dog Education Action Fund.

Levin, C.D., 2003. Living with Blind Dogs. Oregon City: Lantern Publications.

Website www.deafdogs.org, 2004. "DDEAF FAQ's." Deaf Dog Education Action Fund.

Claudeen E. Mc Auliffe is an applied animal behaviorist and author. She holds a Master's degree in Education from the University of Wisconsin-Milwaukee, and is a Level 2 Tellington TTouch practitioner. She owns and operates Kindness Canine Behavior Consultants in Oconomowoc, providing classes and private consultations.

Patricia Arnold-Mora is a clicker trainer and active in greyhound rescue. She is completing her internship program with Kindness Canine Behavior Consultants, leading to certification as a pet dog trainer.



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www.mwcr.org

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Michele Ambrose
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rescue@mwdr.org
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BREED: **D**almatian

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loveadal@yahoo.com
www.dalrescue.net

Save Our Spots Dalmatian Rescue, Inc
Lori Holz
Greater Milwaukee Area
414-365-2679
sosdalrescue@core.com
sosdalrescue.com

BREED: **D**oberman Pinscher

Wisconsin Doberman Rescue, Inc.
Pam Haefner
Wauwatosa, WI (Covering WI)
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www.wi-doberescue.org

BREED: **G**erman Shepherd

Jo Aschauer
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yur_rltr@execpc.com or
gsdrsq@hotmail.com
www.gsraw.com

Karen Frank
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gshepherd@gsk9r.org
www.gsk9r.org
(ccow@ticon.net)

BREED: **G**olden Retriever

Michelle Demarest
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www.GRRoW.org

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BREED: **R**ottweiler

Wisconsin Rottweiler Rescue
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BREED: **S**hih Tzu

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shihtzuwi@yahoo.com
www.geocities.com/shihtzuwi/ or
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BREED: **W**estie

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BREED: **Y**orkshire Terrier

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Judi Iding
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judii2000@yahoo.com

The Breed Rescue Groups listed in Fetch Magazine are provided as an informational resource only. We believe that you should feel comfortable with your chosen Group. Therefore, before supporting or adopting from a listed Group, we urge you to contact and meet with their representatives to gain a better understanding of their practice standards and philosophies.

Groups are not screened on an individual basis. However, Groups that receive numerous complaints or quality inquiries will be asked to furnish evidence of credibility.

Word Search Answer Key

A S L S E Y K B M W X E N G V S T A W Z
O N D E R B E R U P C S N O V R M A C K
W Q C I X G D B M N C I N C I E S C R M
C J K E N N E L E X D B D C R P S V G U
A D W B S Z I I C R L X V I A M O C V
L O U Q R T D F E U Z W C C Z P E A O H
L G P I N E R H M R X A N B Q C P L H V
N S J I B O E Y O Q N A Q T D K A P V C
A I L O R U I D V K M U Y F I A K K M W
M V X N C M G T E E S C B G D Z G I Z K
E D I P I H S N A M W O H S R O I N U J
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U L A R L B C Z A M E S A B W D S L I P
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N L C J T H W K E W E C W E V U S H O I
B P D K P D J L K Z B X X P H W B W X E

Event Calendar

January | February 2005

January

6 Thursday

What: Start of: Life Skills for Puppies 8-20 weeks
Who: Kindness Canine Behavior Consultants
When: 6:30-8:30pm
Where: 105 W Wisconsin Ave, Oconomowoc
Info: 262-569-1050, info@kindnessk9.com

7 Friday

What: Pet Nutrition Network - A group to help others that feed raw/natural diets or use holistic methods. Let's share our knowledge and experiences.
When: 7:00 pm - 8:00 pm
Where: Pet Supplies 'N' More, Muskego
Info: 262-679-6776 Free. Come join the fun.

What: "So You Want to Get a Dog:" problem avoidance class for prospective dog owners
Who: Kindness Canine Behavior Consultants
When: 7-9pm
Where: 105 W Wisconsin Ave, Oconomowoc
Info: 262-569-1050, info@kindnessk9.com

9 Sunday

What: Intro. to the Tellington TTouch 11am-3pm
What: Start of: Teaching Dogs with Disabilities 4-5pm
What: Start of: Companion Assistance Training 5:30-6:30pm
Who: Kindness Canine Behavior Consultants
Where: 105 W Wisconsin Ave, Oconomowoc
Info: 262-569-1050, info@kindnessk9.com

14 Friday

What: Raw food seminar with author Beth Taylor (See Spot Live Longer)
When: 5:00 pm - 7:00ish Please register.
Where: Pet Supplies 'N' More, Muskego
Info: 262-679-6776 \$10.00 Class size limited.

15 Saturday

What: Pet Nutrition Lecture - Don Buss will share his knowledge about pet food and the differences and what they can mean for your pet.
When: 9:00 am - 10:30ish Please register.
Where: Pet Supplies 'N' More, Muskego
Info: 262-679-6776 Free. Class size limited.

What: Canine Massage by Doug Arthur
Where: Petlicious Dog Bakery
When: 10-4
Info: 262-548-0923, www.petlicious.com

16 Sunday

What: Golden Retriever Rescue
Where: Petlicious Dog Bakery
When: 12-2
Info: 262-548-0923, www.petlicious.com

23 Sunday

What: Tellington TTouch Part 2 (cont. of Intro./Jan 9)
Who: Kindness Canine Behavior Consultants
When: 11am-3pm
Where: 105 W Wisconsin Ave, Oconomowoc
Info: 262-569-1050, info@kindnessk9.com

28 Friday

What: Yappy Hour - Help Thor Celebrate his 12th B-day
Where: Petlicious Dog Bakery
When: 6:30 - 7:30 (reservations required)
Info: 262-548-0923, www.petlicious.com

29 Saturday

What: Valentine Day Photo's - Mindworks Photography
When: 10:00 am - 4:00 pm
Where: Pet Supplies 'N' More, Muskego
Info: 262-679-6776 Appointments fill up fast so call early.

30 Sunday

What: Valentine Day Photo's - Mindworks Photography
When: 10:00am-2:00pm
Where: Pet Supplies 'N' More, Muskego
Info: 262-679-6776 Appointments fill up fast so call early.

What: Animal Communication w/ Rebecca Moravec
Where: Petlicious Dog Bakery
When: 12-5 - reservations required
Info: 262-548-0923, www.petlicious.com

February

5 Saturday

What: Flyball Mock Tournament/Fun Match
Who: Milwaukee Dog Training Club
When: 10:00 a.m. - 4:00 p.m.
Where: Western Waukesha Dog Training Club, Ixonia
Info: 414-961-6163 www.milwaukeedog.com

11 Friday

What: Yappy Hour
Where: Petlicious Dog Biscuit Bakery
When: 6:30 to 7:30 - reservations required
Info: 262-548-0923, www.petlicious.com

What: Dog Nutrition Network - A group to help others that feed raw/natural diets or use holistic methods. Let's share our knowledge and experiences.
When: 7:00 pm - 8:00 pm
Where: Pet Supplies 'N' More, Muskego
Info: 262-679-6776 Free. Come join the fun.

12 Saturday

What: Valentine's Day Pictures by SliderPhoto
When: 10:00 - 4:00 Call for appointment.
Where: Dynamic Pet Palace, Hartford
Info: 262-673-6911 www.sliderphoto.com

What: Canine Massage for Valentines Day
Where: Petlicious Dog Bakery
When: 10-4 Pamper your Pooch with a K-9 Massage
Info: 262-548-0923, www.petlicious.com

13 Sunday

What: Valentines Day Photos by SliderPhoto
Where: Petlicious Dog Bakery
When: 10-4 (reservations required)
Info: 262-548-0923, www.petlicious.com

17 Thursday

What: Start of: Life Skills for Puppies 8-20 weeks
Who: Kindness Canine Behavior Consultants
When: 6:30-8:30pm
Where: 105 W Wisconsin Ave, Oconomowoc
Info: 262-569-1050, info@kindnessk9.com

19 Saturday

What: Golden Retriever Rescue
Where: Petlicious Dog Bakery
When: 12-2
Info: 262-548-0923, www.petlicious.com

20 Sunday

What: Animal Communication & Reiki I w/ Rebecca Moravec
Where: Petlicious Dog Bakery
When: 12-5 (Comm) 5-9 (Reiki) - reservations required
Info: 262-548-0923, www.petlicious.com

What: Tellington TTouch Part 3
Who: Kindness Canine Behavior Consultants
When: 9am - 5pm
Where: 105 W Wisconsin Ave, Oconomowoc
Info: 262-569-1050, info@kindnessk9.com

21 Monday

What: Reiki I- w/ Rebecca Moravec
Where: Petlicious Dog Bakery
When: 5-9 - reservations required
Info: 262-548-0923, www.petlicious.com

25 Friday

What: Yappy Hour
Where: Petlicious Dog Biscuit Bakery
When: 6:30 to 7:30 - reservations required
Info: 262-548-0923, www.petlicious.com

26 Saturday

What: Easter/Spring Photo's - Mindworks Photography
When: 10:00 am - 4:00 pm
Where: Pet Supplies 'N' More, Muskego
Info: 262-679-6776 Appointments fill up fast so call early.

27 Sunday

What: Easter/Spring Photo's - Mindworks Photography
When: 10:00 am - 2:00 pm
Where: Pet Supplies 'N' More, Muskego
Info: 262-679-6776 Appointments fill up fast so call early.

Pet T.V. & Radio

Every Thursday

Who: Amiable Dog Training with Amy Ammen
What: T.V. Show 6:00 p.m.
Where: Channel 14 (MATA/MCM)

Every Saturday

Who: "Your Family Pet" with Amy Ammen
What: Radio Show 9:00 a.m. - 9:30 a.m.
Where: WRRD 540am The Word
Info: Hear expert interviews and pet-related news.

Who: Amiable Dog Training with Amy Ammen
What: T.V. Show 10:30 a.m.
Where: Channel 14 (MATA/MCM)

Every Sunday

Who: "The Everything Pet Show" with Amy Ammen
What: 1:00 p.m. - 1:30 p.m. 414-799-1234
Where: WEMP AM 1250 Live call-in show
Info: Hear expert interviews and pet-related news.

The information for the Event Calendar is provided to Fetch Magazine by many sources and is accurate at the time of printing. We encourage you to call ahead to confirm event details.

Do you have a dog-friendly event that needs to be listed? We'll be happy to add it to our Event Calendar. Send us an email at info@fetchmag.com with the following details: What, When, Where, and Contact Info.

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s Around Town

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D



Izzy Tom & Allison, Cedarburg



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Zelda Gilroy Karen & Paul



Teddie Bear & Hunter
Michelle, Bay View



Lacey & Cooper David & Laura, Bob & Mina, Wauwatosa



Honey Bear Dennis



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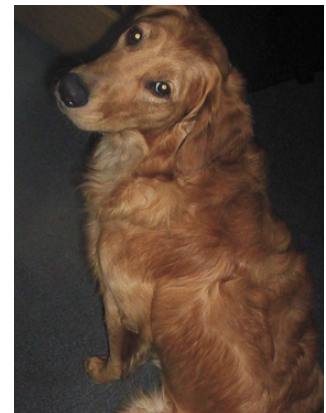
Honey Dennis, Waukesha
28 Fetch Magazine | January/February 2005



Bruno Pat, Hartland



Phoenix The Szesny Family,
West Allis



Max LyAnne

What do you think of **Fetch Magazine**? Let us know!!

Please take a few minutes to complete our survey so we can find ways to make this publication even better. As a thank you, we're offering our full year subscription at a 30% discount...only \$10 for a year of issues sent directly to your home. If interested sign up at the end of this questionnaire.

1. How often do you read Fetch Magazine?

- ☐ Every issue, cover to cover
- ☐ Every issue, select articles
- ☐ Occasionally, cover to cover
- ☐ Occasionally, select articles
- ☐ Rarely
- ☐ Never

2. How many people, including you, read your copy of Fetch Magazine? (Include co-workers, members of your household, neighbors, relatives, etc.)

- ☐ Just me
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

3. How much time do you spend reading each issue of Fetch Magazine?

- ☐ Less than 15 minutes
- ☐ 15-30 minutes
- ☐ Over 30 minutes

4. How long do you keep an issue before discarding it?

- ☐ Less than one week
- ☐ 1-2 weeks
- ☐ 2-4 weeks
- ☐ I keep most issues for later reference

5. Have you ever read the advertisements?

- ☐ Yes
- ☐ No

6. Have you ever sought additional information on an advertiser in Fetch Magazine?

- ☐ Yes
- ☐ No

7. Have you ever purchased a product or service advertised in Fetch Magazine?

- ☐ Yes
- ☐ No

8. When you purchase a product or service advertised in Fetch Magazine, do you mention where you saw their ad?

- ☐ Yes
- ☐ No
- ☐ Haven't responded to any advertisements yet.

9. Do you find the advertisements to be helpful and informative?

- ☐ Yes
- ☐ No

10. Which products or services listed below are you likely to purchase or consider purchasing in the next 12 months? (check all that apply)

- ☐ Dog Day Care
- ☐ Gifts for Dog Lovers
- ☐ Training Class
- ☐ Boarding Facility
- ☐ Pet Photography
- ☐ Pet Sitting
- ☐ Dog Massage
- ☐ Pet Waste Removal Service
- ☐ Vacation Spot the Accept Dogs
- ☐ Dog Attire
- ☐ Natural Dog Treats
- ☐ Grooming
- ☐ Other _____

11. Approximately how much do you spend on your dog(s) in one year, including food and veterinary expenses?

- ☐ Under \$500
- ☐ \$500-\$1,000
- ☐ Over \$1,000

12. Would you consider Fetch Magazine your primary source for information on canine issues in Wisconsin?

- ☐ Yes
- ☐ No, name of other source _____

13. Have you ever reviewed the Event Calendar for events that interest you?

- ☐ Yes
- ☐ No

14. Have you ever attended events listed in the Events Calendar?

- ☐ Yes
- ☐ No

15. Please rate Fetch Magazine in each of the following general areas? (Choose only one answer for each area.)

	Good	Fair	Poor
Range of topics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of writing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Usefulness of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of advertisements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Where did you pick up your this copy of Fetch Magazine?

Tell us about yourself:

Age: ☐ under 18 ☐ 18-34 ☐ 35-65 ☐ 66+

Sex: ☐ female ☐ male

Household Income: (optional)

- ☐ under \$30,000/year
- ☐ \$30,000-\$70,000/year
- ☐ \$70,000/year +

What is the postal zip code of your home address? _____

Number of dogs at home? _____

Interested in taking advantage of our thank you gift...a full year subscription to Fetch Magazine delivered right to your door? As a paid subscriber, you are also entered for a chance to win a \$50 gift certificate bi-monthly to a local pet boutique.

To subscribe, provide your mailing address below and enclose a check or money order for \$10.

Name: _____

Address: _____

City, ST, Zip: _____

Clip out this page and mail to:

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Sunday 11-3
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Pull starts at 11am. Spectators welcome.
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Free Valentine Toy
Limit 1 with purchase
Good Feb. 1 - 28th, 2005

For Additional Coupons and information
please check our website at www.a1petsupply.com

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**FREE 2 lbs Sportsmix
biscuit mix or match.**

While supplies last, no rainchecks.
One coupon per day.
Expires February 6, 2005.

Interested in learning more about canine CPR, food options, etc.? Interested in talking with other raw/natural pet food users? Classes and meetings are held regularly. Call for a schedule and more information.

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Innova, JJ Fud Raw,
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January 22 & 23, 2005

Midwest Airlines Center - Milwaukee, WI

8:30 am - 6:00 pm

New!! Back to Back All Breed Shows & Obedience Trials

- See over 1,200 dogs representing over 125 different breeds in action.
- Talk to breeders and handlers about your favorite breed.
- Visit over 55 exhibitors offering the latest in pet products, services and supplies.
- Bring the family for a day of fun and entertainment •

Admission: Adults - \$8.00

Children under 12 - \$4.00

Judging starts at 8:30 am and continues throughout the day. For a judging schedule see the January 19th Milwaukee Journal Sentinel or after January 14th visit: www.royjonesdogshows.com

Notice: The only dogs allowed in the building are those entered in the show.

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"LEAVING ON A JET PLANE"

- ✿ Three visits/day with a 30 minute walk for dogs.
- ✿ Overnight with 2 - 30 minute walks for dogs.

Cats, Fish and Reptiles

- ✿ One visit per day.

Service Areas

Milwaukee/ Greenfield/ Oak Creek/ New Berlin/ Wauwatosa/ Brookfield/ Whitefish Bay/ Shorewood

Please e-mail resumes for on-call pet sitting/belly tickling employment opportunities to milwaukeepetsitters.com in the above service areas and other surrounding areas of Milwaukee.