



Fetch magazine

March 2008 | Volume 5 Issue 3

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Publisher's Letter

Over the past four years, writers at Fetch Magazine have composed hundreds of articles on the culture of canine companions in Wisconsin. We covered everything from unique product ideas by budding Wisconsin pet entrepreneurs to the serious issues of puppy mills and canine hospice care. You'll continue to read interesting and thought-provoking articles in each monthly issue, but we'd also like to hear about your own personal stories.

In between the covers of this issue you'll find a story of rescue and a personal recount of a dog lover's first night as a pet parent. These are great stories! We want to read more. So.....what's happening in your life? Canine companions driving you crazy? Experiences to share as a foster parent to homeless dogs? Let us know and we'll share the stories with everyone! Visit www.fetchmag.com and click on Features & Articles. You'll find a link on the left side to send us your story.

Did you know that every past article featured in Fetch Magazine is now also housed on www.fetchmag.com? Use the search field called 'Fetch' to look up past articles going all the way back to 2004.

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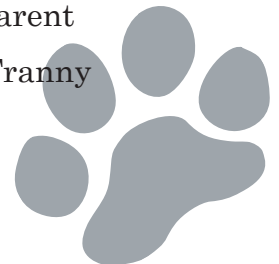
TABLE OF CONTENTS

FEATURES

- 8 Pawty all the Time with Petlane
- 9 Beyond Bad Morning Breath
- 11 Celebrating Year One of Bark N' Scratch Outpost
- 12 Hallbark Edible Easter Egg Hunt
- 13 Saving the Sweet-Tempered Pit Bull
- 14 Variety is Key to a Balanced Diet
- 16 Tips for Choosing the Best Dog Dishes
- 18 Treatment of Intervertebral Disc Disease
- 22 Experiences of a First Time Pet Parent
- 23 Personal Story of Rescuing Miss Franny
- 24 The Basenji
- 30 "No Pet Left Behind" Clinic

COLUMNS / DEPARTMENTS

- 6 Ask the Vet
- 21-20 Coupon Section
- 26 Dogs Around Town
- 27 Breed Rescue Groups
- 28 Event Calendar
- 29 K9 Kids Zone



Ask the VET

Question: What is a wellness exam and how often should my canine companion receive one?

Answer: Regular wellness exams allow your veterinarian to evaluate your pet's general health and become aware of any health problems before they become serious illnesses. Since your pet cannot vocalize his feelings, you must rely on regular physical examinations by a veterinarian and your at-home observations to assess your pet's health. Your veterinarian may also wish to perform diagnostic tests, including blood tests and/or x-rays, to evaluate your pet's health.

Routine blood testing, urinalysis (urine testing) and other tests are recommended

for all pets in their "senior years." Your veterinarian may recommend routine blood testing and urinalysis for younger pets to establish baseline values, which can be used for comparison as pets age.

How often does my pet need a wellness exam?

Every year for a dog is equivalent to five to seven human years, so it is important that your pet receives a wellness exam at least every year, and more often when he enters his senior years. Many aspects of your pet's health can change in a short amount of time, so make sure your pet does not miss even one exam!

Similar to people, pets need to visit the veterinarian more often as they get older in order to prevent and treat illnesses that come with age. Healthy senior dogs should receive a wellness exam and lab testing every six months. Depending on your pet's age and health, your veterinarian will suggest an appropriate physical examination schedule to help keep your pet in tip-top shape.

What can I expect during my pet's wellness examination?

Your veterinarian will request a complete history of your pet's health. Don't forget to mention any unusual behavior that you have noticed in your pet, including:

- Coughing
- Diarrhea
- Eating more than usual
- Excessive drinking of water, panting, scratching or urination
- Vomiting
- Weight gain or weight loss

Your veterinarian will also want to know about your pet's daily behavior, including his diet, how much water he drinks and his exercise routine. Your veterinarian may ask:

- Does your pet have trouble getting up in the morning?
- Does your pet show signs of weakness or unbalance?
- Does your pet show an unwillingness to exercise?

Depending on where you live, your pet's lifestyle and age, and other factors, your veterinarian may also ask about your pet's exposure to fleas, ticks, heartworms and intestinal parasites. He or she will develop an individualized treatment and/or preventative plan to address these issues.

Vital Statistics

Usually at the beginning of the exam, your veterinarian, a veterinary technician or an assistant will take your pet's temperature, pulse, respiration (breathing) rate and body weight. If your pet has lost weight since his last physical exam, he may be experiencing the early stages of metabolic disease, such as kidney disease or diabetes. If your pet has gained weight since his last exam, your veterinarian will work with you to develop an appropriate diet and exercise plan to return your pet to a healthier weight. Weight is an important consideration in your pet's health - an extra two or three pounds could mean the difference between your pet being fit and healthy or obese.

Ears

Your veterinarian may ask if your pet has been shaking his head or scratching at his ears, and if you have noticed an odor coming from your pet's ears. Your pet's ear canals protect his inner ear, but can also become a home for parasites and

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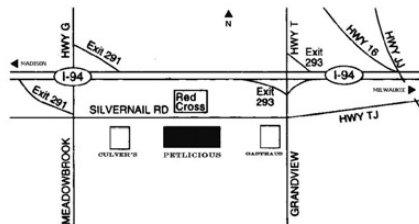
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other foreign objects. Your veterinarian will closely examine your pet's ears to make sure they are healthy.

Eyes

Eye examinations often reveal many health issues, including anemia, infections, glaucoma, cataracts, high blood pressure, jaundice, kidney problems and allergies, in addition to eye injuries and ulcers. Observation of the inner structures and outward appearances of the eyes will be included in an eye examination.

Mouth

Your veterinarian will inspect your pet's gums, teeth, tongue and palate (roof of the mouth) for tartar buildup, dental abnormalities, fractures, loose teeth, tumors, infection and other problems. For example, similar to people, a lack of red or pink color in your pet's gums or lining of his lips could signal anemia. Your veterinarian will discuss the importance of regular at-home and professional teeth cleaning to prevent periodontal disease, which can cause bad breath and tooth loss.

Heart and Lungs

Your veterinarian will use a stethoscope to listen to your pet's heart and lungs for early signs of heart and respiratory disease.

Reproductive Organs

If your pet has not been spayed or neutered, your veterinarian may discuss with you the many health benefits of spaying/neutering beyond just birth control. Your veterinarian will check your pet's reproductive system for swellings, discharges and breast lumps.

Skin

Your pet's skin is his largest organ and a good gauge of his health. Your veterinarian will check your pet's skin and hair for fleas, ticks, other external parasites, tumors and wounds, as well as signs of allergies, infection, warts and tumors.

From Head to Toe

Your veterinarian will feel your pet's abdomen for abnormalities, including enlarged organs, masses or painful areas, to detect problems with the stomach, intestines, kidneys, liver and other organs. Your veterinarian will also examine your pet's legs and feet and the condition of your pet's joints, muscles, lymph nodes and nose.

Your veterinarian may recommend additional testing to diagnose or verify a health problem if he finds any abnormalities during your pet's examination.

Vaccination

Vaccinations are one of the most important preventive measure you can take for the health of your pet. Dogs can be immunized against distemper, hepatitis, leptospirosis, parainfluenza, parvovirus, coronavirus, Bordetella, rabies, and Lyme disease.

How frequently you should have your pet vaccinated against certain diseases

depends on many factors, so talk to your veterinarian to understand what is recommended for your pet's unique environment and lifestyle.

Do not underestimate the importance of taking your pet to the veterinarian for regular wellness examinations. These regular examinations will help your pet live a longer and healthier life, so do your part to care for your furry friend!



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Pawty all the Time!

Pampering pets is big business. Not simply because we cherish our companions, but we go out of our way to find products that make them feel special. At least sixty-three percent of American households have at least one pet, according to a recent Pet Owners Survey conducted by the American Pet Products Manufacturers Association (APPMa). Petlane, founded by CEO Lane Nemeth, is poised to pounce on the multi-billion dollar pet products industry in a big-dog way.

Launched in 2003 as a home-based direct sales company, Petlane is already projecting one million dollars in sales less than five years later. Sales consultants are called "Pet Advisors" and hold "Pawties" where customers are educated about products as well as pet health and safety issues.

Particularly intriguing is Petlane's Pure Woof line of holistic, natural dog food. Oconomowoc resident Linda Franzblau, Team Leader and Regional Manager for the Milwaukee/Madison Petlane area, believes the average dog caretaker needs to know more about the lack of quality dog food in most stores.

"Most consumers think pet food is regulated by the FDA. Not only is it NOT but most food is not produced in FDA (compliant) plants with FDA ingredients," says Linda. She explains that pet foods utilize cheap, filler ingredients that can have an adverse affect on a pet's health and behavior. "Imagine if you only ate fast food all your life," emphasizes Linda, "actually, fast food would be a step up from what most pet stores sell. I teach my customers how to read a pet food label to make educated choices. Most big box pet stores don't have the time to educate their customers, nor do they have a 100% guarantee on their products."

The widespread 2007 pet food recalls created public outrage and motivated pet owners to more closely monitor the dietary staples of their furry companions. Petlane boasts food formulations that are free of by-products and actually derived of proteins that are sourced for human consumption.

Petlane literature also asserts that its pork and chicken ingredients are hormone and antibiotic free. Orchard and herb garden ingredients claim human-grade status, too. According to a November 2007 article in Pet Food Industry Magazine, "Private label pet food manufacturers are appealing to potential customers in the premium segment by tapping into the same trends as their branded counterparts, using better quality or organic ingredients."

The Pure Woof label already has a loyal customer following in addition to impressive industry stats. Nemeth has been quoted as saying that she believes the attention on good pet food will help springboard the success of her company.

Lane Nemeth's business partner and Petlane's veterinary advisor is renowned veterinarian Dr. Laura Pasten. "Dr. Laura" reviews all products before they are accepted into the Petlane line for sale, according to Wendy Roberts, publicist for Petlane. Those products include an impressive array of toys, clothing, grooming aids, leashes, collars, and even a pet seatbelt. In fact, it is Nemeth's intent to get pet owners to understand the importance of restraining their pets when in vehicles. "At thirty miles per hour, a thirty-five pound dog (think Beagle or Schnauzer) is over 1,100 pounds of force," she says. Petlane's canine seatbelt is available in multiple sizes and comes complete with a pep talk (instructions) from the Pet Advisor.

Petlane's direct sales method of reaching pet owners, using their homes as the place of business, translates into superior products at greater values than what is typically available in retail establishments. "I have hundreds of customers who are repeat customers," says Linda Franzblau, "Much of what we sell is consumables - from treats to disposable poop bags. Most

- continued on page 31



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Beyond Bad Morning Breath

Bad dog breath can be avoided with proper dental care

Do you wake up to the familiar, not-so-nice scent of dog breath in your face each morning? Though you're happy to see your dog's chipper face on the side of the bed, waking up to his foul breath may not be the best way to start your day.

Though most of us contribute bad breath to just "being a dog," the reality is there may be some trouble brewing inside your best friend's mouth. Staying on top of dental care may not only be more pleasant for you each morning (or any other time your dog sits next to you with an open mouth), but it will also help him live a much healthier and happier life.

Let's face it, most of us don't routinely care for, or even think about our pet's dental care needs. With good intentions we may buy the tooth brushes and beef or chicken flavored toothpastes, but usually after we use them once or twice they sit in a closet or drawer never to be seen again. Dental care in our pets is one of the most commonly overlooked areas of their overall health care. According to a recent study conducted by the American Animal Hospital Association (AAHA), approximately two-thirds of pet owners do not provide the dental care recommended by veterinarians. In addition, the American Veterinary Dental Society indicates that 80 percent of dogs and 70 percent of cats show signs of oral disease by the age of three.

According to petdental.com, oral disease is one of the most frequently diagnosed health problems for pets, and it's one that can be prevented with regular maintenance. Oral disease begins when bacteria, combined with saliva and food debris becomes caught between the tooth and gum, which can cause plaque formulations that accumulate on the teeth. If left untreated, this bacteria grows in the plaque which eventually turns to tartar. Just as tartar is bad for humans, it's bad for your dog, too. If left untreated, oral disease can lead to serious illness such as heart and kidney disease.

- continued on page 10

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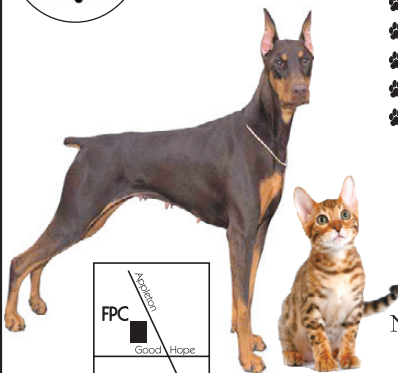
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continued from page 9

Along with bad breath, some common indications of oral disease include a change in eating or chewing habits, pawing at the face or mouth and depression. If you notice this behavior, you should have your dog examined by a veterinarian right away.

Though dogs will routinely require professional medical care for their teeth, the best way to prevent oral disease problems is to begin a dental health routine when the dog is young.

A complete home dental care program, as suggested by petdental.com, includes brushing as well as incorporating healthy food into your dog's diet. Avoid feeding your dog table scraps as this will increase the build up of plaque and tartar. Other veterinary professionals also recommend using dry food as opposed to wet foods for keeping your dog's teeth healthy.

Following are some helpful tips from petdental.com to introduce (and maintain) a brushing routine for your dog:

Step one: Introduce the brushing program gradually and avoid restraining your pet. Keep the brushing sessions short and positive with lots of praise and reassurance throughout the process.

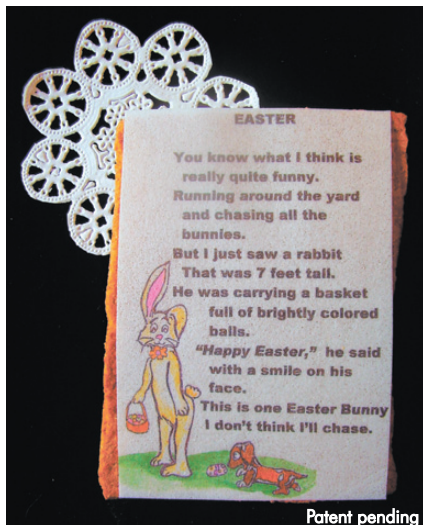
Step two: Dip your finger into beef bouillon water and rub the soaked finger gently over the dog's mouth and teeth, again, make this session short and positive.

Step three: Gradually introduce gauze over the finger and gently scrub the teeth in a circular motion.

Step four: Introduce a soft toothbrush designed for pets, or a sensitive or ultra-soft brush designed for people. Don't use toothpaste designed for people, as it will upset your dog's stomach.

Once you've incorporated the proper food and brushing routine into your dog's life, the more likely he is to have better breath and overall health. Even if you're unable to brush his teeth daily, staying in a good routine will also help reduce costly trips to the vet's office.

Jamie Klinger-Krebs is a freelance writer who writes a regular monthly column "Pet Talk" on <http://www.gmtoday.com>.



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A Quest to Help One... now a Business to Help Many

A quest to find natural means to help her pet live a healthier life led Carrie Marble to open her own pet store, a business that was voted as Milwaukee's 2nd Best Pet Supply Store by visitors to WISN-Channel 12's wisn.com "A-List" and recently celebrated its first anniversary.

"I was very excited to hear about the voting results," said a clearly pleased Carrie Marble, owner of Bark N' Scratch Outpost, 5835 W. Blue Mound Rd. "Since the top winner is in Mukwonago, and there really is no one else above us in Milwaukee, I consider that we're number one here."

Marble said she got the inspiration to start Bark N' Scratch Outpost from her dog Snowbelle Bagwell, a Bichon frise. "She had terrible hot spots, chewed her paws and had crust-stained eyes," said Marble. After expensive trips to many veterinarians, Snowbelle showed no relief and was declining in health.

During her search to help Snowbelle, Marble discovered that a natural high quality diet gave her the comfort she needed. She made such a remarkable turnaround that Snowbelle is featured in advertisements for Northwest Naturals pet food in nationally circulated pet magazines. However, the store that stocked the food that led to Snowbelle's phoenix-like change was some distance away. Marble often became frustrated when her busy schedule prevented her from getting there.

"I was complaining to my husband that I didn't have time to go to the store to get her food, and he said 'Why don't you open a store yourself?' So I did," Marble explained. "I had run businesses with my husband for several years, so I knew what was needed on that end, and I had previous retail and customer service experience, but I was unfamiliar about the field itself."

"I've learned things by going to seminars and discussing animal problems with owners, but I've discovered if you listen to your customers that you can learn a lot," said Marble. "Our customers are self-thinkers who search the Internet for information and then are willing to share

it with other customers and myself. They're thinking outside the box and discover as I did that a natural diet is a means to helping our four-legged friends."

"We take time to answer your questions whereas most vets don't have extensive training in nutrition and some wouldn't be inclined to take the time to suggest alternatives," she explained. "Overall it's a common sense approach to not only helping a dog survive, but thrive."

"We're trying to create an oasis of health for our pets," Marble said. "You'll learn things about your pet by coming here and being treated differently than you would in a big box store."

Bark N' Scratch Outpost carries an extensive line of natural and raw based food products, natural supplements and herbal treatments to address a variety of pet conditions, as well as a line of unique pet supplies and gifts. It offers nail clipping for dogs, cats and rabbits and puppy and dog training by All Paws Dog Training, which specializes in positive, clicker training by owner Beth Madunic.

It will start offering full grooming in the near future, and hosts indoor puppy play time and dog parties during the winter. It also offers litter training for dogs - "a great way to relieve some of the stress

associated with leaving a pet at home while one's away, and perfect for pets with little or no yard, such as condos or apartment dwellers," said Marble.

Bark N' Scratch Outpost is open Monday and Wednesday 10 a.m. - 7 p.m., Thursday, Friday and Saturday 10 a.m. - 6 p.m., Sunday noon-4 p.m. and closed Tuesday. Call 414-444-4110 or visit www.barknscratchoutpost.com for more information.

Daryl L. Skaradzinski and his wife Anne share their home with three dogs. He's General Manager of the Milwaukee Post newspaper, enjoys traveling, camping with their pets, hot, spicy foods and cold beers and is an avid Packers fan.



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Hallbark's Edible Easter Egg Hunt for Dogs



A Fundraiser for Milwaukee County's K9 Search and Rescue Unit

HallBark Gourmet will be holding its third annual Edible Easter Egg Hunt for Dogs, featuring their delicious edible egg-shaped treats, on Saturday, March 22nd. The event will be held at Central Bark Doggy Day Care, 1075 W. Northbranch Drive in Oak Creek, and promises to be a fun-filled morning.

In addition to the Egg Hunt, other events include:

- A Doggie Easter Bonnet Contest
- Prizes, a silent auction and raffle baskets
- A blessing of the dogs ceremony
- A search-and-rescue demo with Milwaukee County's K9 Unit
- A pet photographer
- A doggie fortune booth
- Vendors

HallBark Gourmet is sponsoring the event at the Central Bark Doggy Day Care facility in Oak Creek to raise money for Milwaukee County's K9 Search and Rescue Unit. Some of the K9 Unit's needs are new sheriff badges for the dogs, leads, grooming items, training and recertification. A Humvee confiscated from a drug bust will be on site.

Registration starts at 9:00am. The doggie egg hunt begins at 10:00am with other activities running until 1:00pm. The registration fee is \$10 for the first dog, and \$5 for each additional dog. Participants may pre-register at www.hallbark.com. Those participants who pre-register by March 14th will receive a free bandanna for their dog while supplies last. The event will be held rain or shine.

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Pit Bull Awareness Event

A very special conference, Saving the Sweet-Tempered Pit Bull, will be held on Saturday, March 15 from 9:30a.m. to 4:30p.m. at the Milwaukee Area Domestic Animal Control Commission (MADACC), 3839 West Burnham Street in West Milwaukee. The event includes speakers, demonstrations and innovative programs from nationally recognized groups that have extensive experience helping Pit Bulls and building safe communities. The goal is to raise awareness about Pit Bulls, encourage people to foster and ultimately, adopt more sweet-natured Pit Bulls. Sponsors of the event include MADACC, the Wisconsin Humane Society, ASPCA, Central Bark and Andrew McCabe Insurance Agency.

To register for the event, go to www.wihumane.org or call 414-ANIMALS. The fee is \$10 and includes lunch and refreshments. It is limited to the first 50 people.





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On Two Legs or Four, We Are What We Eat

The article below was written by a fellow dog lover and is not meant to diagnose or prescribe. If your pet has a medical problem, you should consult your veterinarian and ensure that you are informed about all of the ingredients in anything that is offered to your pet for treatment or maintenance. The decision to use, or not to use, any information is the sole responsibility of the reader. Opinions expressed here are those of the author.

When was the last time you enjoyed a bowl of Total or Special K for breakfast? It may have been earlier this week or even as recently as this morning. But when was the last time you ate that cereal exclusively for your breakfast, lunch and dinner? I bet the answer is never! Still, that is the way we feed our dogs. They face the same bowl of the same brand of kibble meal after meal, week after week, year after year because many of us have been convinced that it is the only correct way to feed them.

When was the last time you went to the doctor for a check up and received a stern lecture about laying off those salads or cutting back on your fruits and vegetables? Again, I'm guessing never. After all, fresh fruits and vegetables and a varied diet are essential to our good health. So why does the same not hold true for our four-legged friends? I'm not going to try to convince you to stop feeding kibble. I do

want to encourage you to look more closely at today's commercial canine diets, to start asking more questions, and to incorporate some good old common sense into how we are feeding man's best friend.

Let's take a look at the history of kibble. Pre-packaged commercial dog food was not even "invented" until after World War II. It was brilliant marketing if you think about it, coming up with a way to turn all those previously discarded, worthless bits and pieces not fit for human consumption into pure profit. The strategy stressed convenience, economy and shelf life. To that end, over-processing destroyed what little nutritional value the offal used might have offered in the first place. Previously, dogs had eaten a mixture of table scraps, leftovers, and foods they were able to scavenge from the woods and fields. You may remember your grandparents feeding their dogs in this manner. It was not uncommon for dogs of that era to live to be 18 or 20 years old, despite rarely ever seeing a veterinarian during their entire lives.

Over the intervening decades, the commercial dog food industry has convinced us that people food is terrible for our dogs and that only if they eat from a bag will they be getting a 100% completely balanced

diet. (Their bag, that is. Certainly not their competitors' bags!) Some veterinarians jumped on the bandwagon as well. People food will kill your pet! It is no coincidence that the curricula at many veterinary schools typically offer an average of eight hours of nutrition training over an entire four year program, and the information taught is often provided by the large pet food conglomerates such as Iams, Eukanuba, or Science Diet. And not coincidentally, those same brands often end up being sold out of the eventual offices of those budding vets in training. I am not saying that you should not trust your veterinarian. Many veterinaries have personally sought out more information on proper animal diets and can make recommendations to help you determine the best food for your pets. However, label reading is not that difficult and your companion's nutritional needs are something you can research for yourself.

The Whole Dog Journal is a publication that does not depend on the good will of deep-pocket advertisers. Each year WDJ rates the top 10 dog foods in an unbiased format. Their list is a must-read, as is the article on "Grading Your Dog's Pet Food." Spend a little time researching ingredients of quality foods and you will have the tools you need to begin making educated decisions about what to feed your pets.

What about balance? Let's go back to those three meals a day of Total or Special K, or for that matter last night's dinner. Was it 100% balanced? Most likely it wasn't. Balance is achieved with variety and it is something to be aimed for over time, not within each individual meal. You might have cereal for breakfast, a salad for lunch and a steak for dinner, but over the day you achieved a balanced diet. Variety over time is the key to good, healthy nutrition in the canine world too.

I can hear it now: "Won't my dog get loose stools if I change his food?" If he has been eating the same diet for years, absolutely! Imagine if you had only eaten a bland diet or nothing but Total cereal for every meal for years and then you went out for a big Mexican dinner! You get the idea. If you have been feeding the same diet for years, you will want to transition or add new foods slowly and gradually. Pumpkin can help with the transition. My dogs eat a huge variety of

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foods over week's time, from quality kibble to raw to cottage cheese. They rarely if ever have stool problems although they have been fed this way for years. Even my puppy mill survivor who had eaten the same cheap kibble daily for his entire life tolerates a huge variety of healthy foods in his diet today.

Not sure you are ready to add fruit, veggies, other meats and proteins to your dog's diet? Start with a few healthy baby steps. Dr. Karen Becker, a renowned holistic vet in the Chicago area, teaches at her seminars that if you are feeding a dead diet (meaning a kibble), at the very least add some pumpkin seeds, oils (fish, tuna, flaxseed to name a few), some fish, berries or other healthy 'people food.' Variety is the key. If you do opt to feed only kibble, at least rotate the brands; if your brand is lacking in certain nutrients and you feed only that food for life, your pet will have serious problems down the road. No commercial kibble is as 100% complete as its manufacturer would lead us to believe. Just remember that there are other good, healthy options to feeding kibble, like raw diets or home-cooking for your dog.

Dr. Jodie, veterinary owner of the Animal Doctor has five freezers that are restocked weekly with commercially available raw, balanced diets which have become amazingly popular even in a small conservative community such as Muskego, WI. She uses these diets as part of a program designed to prevent and treat a variety of disorders including obesity and cancer. A growing number of pet supply stores and veterinarians, in addition to some pet groomers and dog trainers are also maintaining a consistent stock of raw and all natural pet diets to help their customers provide a balanced diet for their companions.

Many dogs in today's world are developing allergies. Could feeding the same food from the same protein source day after day, year after year be one of the reasons? Introducing variety helps minimize the risk of allergies developing later in life. Dr. Becker puts it best when she says, "The only people who want you to feed the same one food for the life of your dog are the manufacturers!"

- continued on page 30



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The **Dirt** on Doggie Dishes

There are so many styles of pet dishes out there, it's difficult to choose. If only Fido could tell you his preferences, but he's off sniffing the business end of another pup, leaving you to choose the best dog dishes for him.

Available almost everywhere in some form, what your dog eats out of does deserve some consideration - outside its looks. For example, the most prevalent and affordable material for pet dishes - plastic - is at the center of a controversy. Durable, cheap, colorful and available in infinite shapes and sizes, plastic is a popular material for pet dishes. The plastic critics say the surface is easily scratched and old food gets stuck in the grooves - which harbor germs. As plastic is highly chewable (some chew toys are even made of plastic-like materials leading to understandable confusion) young and enthusiastic dogs are going to create many tooth-shaped ridges. While this is a logical argument especially considering how often (or little) many of us wash our pet dishes - the very prevalence of plastic in pet stores tends to counter the logic. Still, caution may be the better part of valor and plastic may not be the best option. Plus, it tends to be very light and can be pushed around easily by your dog.



Decorative and heavy, ceramic and stoneware bowls are very attractive. They stay in place and can't be chewed (well, never say never). However, these bowls do tend to chip and are usually rather breakable for the house with those young dogs and children. Another consideration is the coating, because ceramics can be porous, they leave you with the same problem of harboring germs as the marred plastics. Manufacturers of ceramic-type bowls recommend regular cleaning, and often.

The bowl with the least amount of negative press is stainless steel. It won't rust. It's not chewable (at least for most pets), it won't chip or shatter and is dishwasher safe (making cleaning easier). The variety with a rubber bottom keeps it from roaming the floor. Its drawbacks? It is still rather light and the dog might tip it over, unless it's weighted or uniquely designed to prevent this. And, a lass, it will be silver.

Cleaning

Cleaning the dog bowl is a major theme

in dish selection. No matter what material the dish is made out of, frequent cleaning is recommended. In fact a number of sources said the bowl should be cleaned daily, or after every meal, which may be surprising. One online source said it was like washing the rest of the family dishes. You wouldn't serve your family a meal on a plate that hadn't been washed. Then again, most of the family doesn't drink out of puddles or eat the garbage. Still, there's something to be said for cleaning the pet dish more frequently. The solution perhaps is to get a dishwasher safe dish and toss it in each night with the other dishes.



Size

The variety of sizes out there correspond pretty logically to the size of dog, but if you have a puppy and want to buy dishes that will last you awhile, here's a tip. Buy a food dish that has room for at least 2 cups of kibble. If you know how big your dog will get, head on over to the dog food bags and checkout the servings size, which will help you be more specific in your choice. As for a water bowl, try for one that's around 1 quart (four cups).

While shallow bowls are great for small dogs and puppies, there are also deep and narrow varieties. These are ideal for dogs with long, floppy ears. The idea is pooch's snout can go into the food, while her ears hang outside the bowl.

Innovations

Now for the fun stuff. If you're away from home, there's automatic water and food feeding dishes with bins attached to the actual bowl. Some are timer fed, while others simply allow the food to fall continuously into the bowl. Interesting idea, but the continuous feeder may not be ideal for a food-centered Labrador retriever.

For the older dog, or extremely tall breeds like Great Danes, there are dish



The Wisconsin Humane Society, Milwaukee Area Domestic Animal Control Commission, Central Bark, McCabe Group Insurance Services and ASPCA invite you to discuss challenges sweet-tempered Pit Bulls face in Milwaukee County. Learn about Sue Sternberg's Training Wheels and Lug Nuts programs and hear from BAD RAP, who worked with the dogs rescued in the Michael Vick case. The program runs 9:30a.m. to 4:30p.m. The \$10 fee includes lunch. **Sign up at www.wihumane.org!**



stands that raise the bowls off the floor. This relieves the pressure on muscles and joints used when the dog is bending to eat off the floor. It also keeps your canine from pushing the bowl all over the floor, although the stands don't appear very tip resistant.

There is a unique solution for the hoover's out there as well. Dogs that eat too fast can have stomach problems (not to mention overeat) so manufacturers have developed bowls that will slow fido down during mealtime. I found two brands: Brake-fast bowl or Eat Better(tm) bowl, both plastic (see what I mean about it being the most prevalent material for dishes) that have raised mounds-like peaks inside the bowl. The dog is forced to eat around the mounds, which is more difficult. The Brake-fast bowl specifically had an online video of a Doberman devouring its food and then eating slower with the new bowl. Very entertaining.

Armed with some knowledge, picking your pet's place setting can be fun and practical.

Emily Refermat is a dog lover and long-time writer who just isn't content without a pen in hand and the prod of a cold nose.



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Symptoms and Treatment of Intervertebral Disc Disease

What is an intervertebral disc?

An intervertebral disc is a shock absorber-like structure located between the vertebral bones to help dissipate the forces placed on the spine. An intervertebral disc is made up of two portions, an outer fibrous portion called the annulus fibrosis and an inner more gelatinous portion called the nucleus pulposus.

Who develops intervertebral disc disease?

Intervertebral disc disease is common in dogs and rare in cats. This disease is one of the most common neurologic disorders seen in dogs. Young to middle-aged dogs are most commonly affected.

Disc degeneration occurs in almost any breed, but small breed dogs are more

commonly affected such as the Beagle, Basset Hound, Pekingese, Cocker Spaniel, Poodle, and Dachshund, which appears more predisposed than any other breed. Intervertebral disc disease can occur in any area of the spinal cord, however eighty percent are seen in the thoracolumbar spine (mid back region) compared to twenty percent seen in the cervical spine (neck).

Why does intervertebral disc disease occur?

As the intervertebral discs age, they lose water and become less able to withstand compressive forces placed on the spine. This is a degenerative process that leads to the discs becoming mineralized (calcified). If the amount of stress placed on the degenerative discs exceeds their ability to handle the force then the discs will be squeezed between the vertebral bones of the spine causing them to bulge or rupture. The bulging or rupture usually occurs in an upward direction into the spinal canal where the spinal cord resides. The signs of intervertebral disc disease then develop either due to the

bulging disc compressing the spinal cord or due to force of the ruptured disc material hitting the spinal cord and interfering with its blood supply.

What are the signs of intervertebral disc disease?

Signs that your pet may be suffering from a disk problem range from pain alone, loss of coordination, difficulty walking and being unable to move their limbs. The greater the spinal cord damage the more severe the clinical signs. Pets with the most severe spinal cord injury from disc disease lose the ability to move and to feel (conscious sensation) their limbs. If the pet has lost pain sensation in the legs, their chances of walking again are about 50% or less. If the pet still has feeling in the limbs, even if they can't move their legs, there is a 75% chance or greater that the animal can walk again if surgery is performed.

What is the treatment for intervertebral disc disease?

Your veterinarian may suspect that your pet is suffering from disc disease based on clinical signs initially; however, in order to prove that a disk is pressing on the spinal cord an X-ray or a myelogram (a special X-ray study) is often necessary. Treatment for intervertebral disc disease is usually dependent upon the severity of clinical signs. Mildly affected animals (animals with pain alone or mild weakness but ability to walk) may be managed with cage confinement and anti-inflammatory medications. Strict confinement is very important to allow for healing of a partially damaged disc. If a pet is not improving or the clinical signs are worsening (unable to stand and walk) then additional diagnostic work-ups, including spinal x-rays and myelogram, are indicated. A CT or MRI is another diagnostic technique that can be used to identify if a ruptured disc is present. During a myelogram a spinal tap is performed and then a contrast agent (dye) is injected around the spinal cord to outline it. A myelogram usually shows where the spinal cord is compressed, and helps the surgeon to know exactly where the surgery should be performed. The surgery (a hemilaminectomy over the thoracolumbar region or a ventral slot over the cervical region of the spinal column) is performed to remove bulging or extruded disk material, relieve the compression on the spinal cord, and give the



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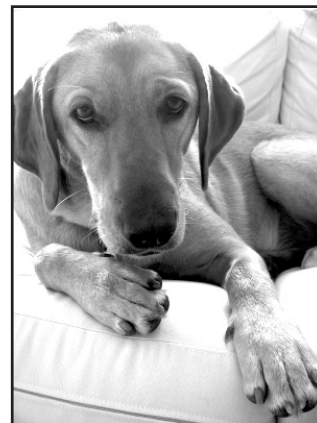
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Sick as a Dog

A personal story of Betty's first night

She was not feeling well. I knew from the stain on the carpet, and the look in her eyes. It's the same look my husband gets the first day of a flu bug: the "don't make me get up and go to work," stare. Only she has four legs and her "work" doesn't include a cubicle, but a nice nap in the sun.

Growing up on a farm where our dog was a cow herder and roamed free all hours of the day, and not having any children yet, being a new pet "parent" to a house dog was a foreign territory as well as language to me. Yes, language, as I'd soon find out. Needless to say, I have caught on quickly.

Betty is a six-year-old Papillon-Terrier mix. At least, that's what we were told, and no one is really sure. She's cute, though, and the most loveable, affectionate animal you'll ever meet. Straight from a puppy mill, to the local rescue and into our family, she has stolen our hearts. At first I was afraid she would be very timid and not adjust to a world outside of puppy-making in a cold barn, but our other rescue, Barney, has clued her in to every toy and fun game around the house.

Anyway, the day of my first doggy flu experience went something like this. At the time, I was working in Fort Atkinson, a 40-minute commute from our condo in East Troy. I left in the morning same as always, with a heartfelt, "I'll miss you," but when returned home that evening, knew something wasn't right. The smell from Betty's crate gave a new meaning to the word "ick!"

The night got progressively worse. Canned pumpkin and green beans weren't making a world of difference and it took me a few attempts to finally figure out that her language of whimpering signaled a trip outside was necessary- IMMEDIATELY, or else! That "else" was a serious mess on the floor.

As I deep cleaned the carpet, again, I thought in my head, again, a thank-you to our friends Steph and Jimmie for the Little Green from Bissell which we received as a wedding gift. How did they know?

I said an inward "thank you" to our friends Steph and Jimmie as I deep cleaned the carpet, again. How did they know that Bissell Little Green was going to be my saving grace soon enough?

When my sister called and asked what I was doing, I told her Betty was "sick as a dog" and needed attention. She laughed. But, Betty needed me, right?

You may be asking where the man of the house was through all of this. Golf league: Need I say more? He loves his dogs, but diarrhea duty didn't sound like an appealing evening activity when I told him the surprise I had found at home. By the time he crept up the driveway later that evening, the messes had been erased from the carpet, I was calm and Betty snuggled on my lap.

He went to bed and I stayed with her all night. She would cry, and I knew to open the door fast and let her out for another potty break. We slept on the couch, moved to the recliner and spent hours rocking and watching Golden Girls DVDs. I gave her some water and small amounts of food to calm her upset tummy.

The next day all was well. We made it through the night with some sleep and shared the couch peacefully. The "bug" was gone as fast as it had set in. Maybe it was something she ate? She is frequently tempted by grass and other strange objects outside and sneaks bites when I'm not looking.

So, the lessons I learned from my first night as a doggy mom: Dogs, like husbands, need hugs and love when they have the flu. I consider this experience to not be in vain, but in preparation for the day my family includes two-legged children, and I've got dogs and kids on my lap. At least I'll know what to do with one of them!

Jennifer Bradley is a freelance journalist who spends her days with her two favorite colleagues, Barney and Betty, two Papillon-mix rescue dogs. She recently started her own blog, The Witty Writer, which can be accessed at www.writerjenbradley.com.

A Relay Race to Get Miss Franny Home

A Story of Rescue & Fostering

It began four months ago with an email forwarded from a fellow canine rescuer. It read as follows:

Special Needs Terrier - "...born without one front leg and another deformed. Owners are in the middle of a divorce. Husband works the river 30 hours on, 30 hours off and wife ran off and left the dog without care in the trailer."

Without hesitation, First Friends Animal Rescue was on it. But this pooch was over 900 miles away. How would we get her to Milwaukee? I began to send emails throughout the network of breed rescues I hope that someone would be able to pick up this terrier in Metropolis, IL. After receiving no replies, I readied myself for the trip. Just then, I was able to connect with a woman named Francis who happened to live close to trailer where the terrier was found. Francis was willing to allow the terrier to stay with her for a week while transportation arrangements were being worked out.

As an ex-limo driver, I immediately opened up the maps in search for major highways going through Metropolis, IL. Once I had a route mapped out, I hit the Internet in hopes of finding dog transports servicing this area. I came across I-57 Dog Transport and quickly posted a note on their message board. After several days of no response and growing worry, I received an email from Lorraine who was driving to Bourbonnais, Illinois from Tennessee and was willing to transport the homeless terrier.

Well, we're getting there. I now have the terrier on her way home but only to Bourbonnais, IL so far. I still needed to get her into southern Wisconsin. I've been rescuing canines for many years in

Wisconsin and have a cabinet full of past files, one of which belonged to Jim and Judy. I asked them if they're willing to briefly foster the terrier while on her journey to Wisconsin. They were more than willing, and as it turned out, they lived only a few blocks away from Lorraine's daughter which made the handoff extremely easy.

Jim and Judy shared their home with the terrier for a night and then drove her to Champaign, IL where the next leg of her journey would begin with Dave. Dave was able to transport the terrier to the border of Wisconsin where First Friends Animal Rescue was able to finally meet this little terrier. As if this meeting wasn't exciting enough, it turned out that our little terrier was not a terrier at all, but a pure bred Chihuahua. Didn't matter to us. We were very excited to finally meet this little one and to help find her a forever home.

As we began the search for this terrier, oops, Chihuahua's new home, one of my rescuers, Celia, offered to become her foster mom. Celia fell in love and could not imagine this Chihuahua leaving her family, so, she made the adoption official and just like that, Miss Franny (named after Francis who started the long journey home) became the official spokes-dog for First Friends Animal Rescue.

We'd like to thank everyone who was involved in Miss Franny's 900 mile journey to her forever home in Wisconsin.

For those of you involved in breed rescue organizations, this story surely warms your heart. For anyone interested in fostering companions as they await adoption, feel free to contact a rescue organization of your choosing.

Penny

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BREED PROFILE:

The Basenji

Basenji: The small wild thing from the bush

That is a literal translation of the word 'basenji' from the African pygmy language. It's also a pretty good translation of a Basenji's personality. These graceful and elegant dogs are not for the faint of heart. Instead they require an owner as spirited and adventurous as they are.

Basenjis are known by a wealth of other names. Originally titled by American and European societies as the Congo Terrier, they're also commonly referred to as the African Barkless Dog. But don't confuse barkless with silent, because he's also referred to as the African Talking Dog. In his native Africa he's known as the witch's dog or M'bwa Mkube M'bwawamwitu, the jumping up and down dog.

To understand the Basenji's unique personality it helps to look at his breeds' origin. Hailing from the Congo region of Africa, which in now Zaire, Basenji's are one of the oldest dogs in the world. Drawings from the tombs of Pharaohs dating back as far as 2700 BC depicted a Basenji-like silhouette lying at the feet of the kings. Nefertiti and Cleopatra were thought to have used these short-coated canines as bedwarmers. While no one is completely sure how they made it into Egypt it's suggested that since Basenji's were so highly prized as hunting dogs by the Pygmy people that they gave them as gifts to the Pharaohs.

Modern day African Tribesmen feel the same about their Basenjis as their ancestors did. One can still see packs of basenjis living around tribal communities today. With speed, endurance and a fearless nature, they are ultimate hunting dogs. A good hunter is considered the most valuable possession, especially in a country where food can be scarce. The term "witches' dogs" for the African dog actually carries a positive connotation, because the more powerful the witch doctor is the more basenjis he owns.

The term 'owned' when speaking of the basenji in Africa is in a very loose sense. These guys are not cuddled up on someone's



Photos courtesy of In-Focus Photography.

couch in front of a warm fire. They actually still live in independent packs in or near the tribe, joining their owners only to hunt or eat. Most dog breeds have been produced by humans, carefully bred for certain physical or behavioral characteristics. Outside of being rewarded with extra food or other perks for being a better hunter, possibly giving a certain dog a mating advantage, Basenji evolution has been free from human intervention. Meaning that the current day Basenji looks and behaves pretty much the way his ancestors did.

The modern American Basenji isn't that far removed from his African relatives, with the breed not even being fully introduced to American and European societies until the mid 1900s. Some breeders still import dogs from Africa to improve the genetic diversity for the rare breed, so being the small wild thing from the bush is never that far removed from a basenji's history.

Most dogs rely on us for food and shelter and deep down want to make us happy. While a Basenji loves its owner, after thousands of years of providing for himself, he doesn't 'need' anyone. He's extremely intelligent and if given the option will be happy to run the household for you. While this requires a firm, 'pack leader' type owner,

any type of negative reinforcement for bad behavior can cost the respect of the dog and he'll stubbornly resist your attempts to 'train.' Most enthusiasts suggest new owners seek out a trainer with breed experience.

Basenjis should never be off leash. Their prey drive will almost always win out and their fearlessness means they will never give up pursuit of that squirrel. More Basenjis die from being hit by a car than from any other cause. That also

means, unless they are raised with them, most of the dogs will see cats and other small animals as prey.

Since they are use to a pack environment, Basenjis love companionship and can make great family pets. While children should be respectful of all dogs, a basenji might not tolerate a child pulling ears and poking eyes as well as some others breeds, and the bad-mannered child could get a correcting nip.

Physically, Basenjis are stunning dogs. Everything about them says elegance. From their sleek coats, to their long legs that carry them in a gazelle-like run. The only thing that breaks the elegant line of





their silhouette is the adorable wrinkles on his forehead that give him an intelligent and inquisitive appearance.

The Basenji's overall grace and independent nature often suggests that they're more like cats than dogs. Like any good feline, Basenjis love the sun and curling up on their owner's favorite chair. They're also fastidiously clean. If he gets dirty or wet, he licks himself clean and he'll do the same for you if he thinks you need it.

Vocally, they aren't as silent as cats. Oh sure, they're called barkless, they might not sound like a Black Lab but they can make a host of other noises. Growls, screams, cries and howls are all part of the basenji's vocabulary. An owner favorite is the 'yodel,' a unique sound they make when they're happy.

Finding out more about this rare little dog can prove to be a challenge, but this is definitely a dog to fully understand before jumping into ownership. In fact most breeders and rescues will want to make sure a potential owner has done their homework before handing over a



pup. Basenjis can have unique medical problems, so it helps to seek out a veterinarian experienced with the breed to answer any questions. Internet searches can help locate breeders, rescues and other enthusiasts, as there are not many locally. They may require the cost of a long distance phone call or a tank of gas for a visit, but in the end their information is priceless. If all else fails keep your eyes peeled at the dog park for that distinctive dog. While Basenji's may not be for everyone, their owners adore their unique personality and would probably be happy to share the ups and downs of sharing a life with a little wild thing from the bush.

Keri Weyenberg has had the good fortune to have spent the majority of her life in the company of canines. She currently shares her home with Sophie, a Golden Retriever, and Rufus the rebel beagle.

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Event Calendar

March 2008

1 Saturday

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When: 9:00am - 2:00pm (only \$15)
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2 Sunday

What: Raw Diet Info Session
Where: Sky Dance Pet Lodge, Dousman
When: 1:00 - 3:00pm (By Paw Naturaw)
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7 Friday

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

What: Agility Fun & Games
Where: For Pet's Sake, Mukwonago
When: 6:30pm (\$6/2 runs)
Info: 1-888-581-9070

8 Saturday

What: Seminar: A Natural Medicine Cabinet for Pets
Where: Central Bark DDC - Oak Creek
When: 1:00 - 2:30pm (\$10 reservations preferred)
Info: teachingdogs@hotmail.com, 414-416-1406

What: Reiki I Class w/ Jeanette
Where: Animal Doctor Annex, Muskego
When: Noon - 4:00pm
Info: 414-422-1300, www.animaldoctormuskego.com

What: Canine Massage by Geri Gordon
Where: Pet Supplies 'N' More, Muskego
When: 2:00 - 4:00pm (\$15/session)
Info: 262-679-6776

What: Wine & Whiskers Wine Tasting & Auction
Where: Elm Grove Woman's Club, Elm Grove
When: 7:00pm - 10:00pm
Info: www.ebhs.org

9 Sunday

What: Animal Communication w/ Rebecca Moravec
Where: Petlicious Dog Biscuit Bakery, Pewaukee
When: Noon - 5:00pm (reservations required)
Info: 262-548-0923, www.petlicious.com

14 Friday

What: Obedience & Rally Run Thrus
Where: Cudahy Kennel Club, St. Francis
When: Gate entries (6:30-7pm), Run thrus 7pm
Info: www.cudahykennelclub.org

What: Obedience Run Thrus
Where: For Pet's Sake, Mukwonago
When: 6:30 pm (Novice), (Open) Follows Novice
Info: 1-888-581-9070

15 Saturday

What: Saving the Sweet-Tempered Pit Bull
Where: MADACC in West Milwaukee
When: 9:30am - 4:30pm (\$10 includes lunch)
Info: 414-Animals or www.wihumane.org

What: Canine Massage
Where: Petlicious Dog Biscuit Bakery, Pewaukee
When: Noon - 4:00pm
Info: 262-548-0923, www.petlicious.com

What: Receive Training Help from Frank Allison APDT
Where: Pet Supplies 'N' More, Muskego
When: 1:30 - 3:00pm (\$20/ind or \$25/dog&handler)
Info: 262-679-6776

What: 2nd Annual HAWS Pet Adopt-a-Thon
Where: HAWS, Waukesha
When: 1:00pm - 5:00pm
Info: www.hawspets.org, 262-542-8851

What: Oshkosh Family Pet Expo (Sat. & Sun.)
Where: Sunnyview Expo Center, Oshkosh
When: 9:00am - 5:00pm
Info: www.oshkoshpetexpo.com

16 Sunday

What: Photos w/ the Easter Bunny by SliderPhoto
Cost: Packages starting at \$21.00
Where: Petlicious Dog Biscuit Bakery, Pewaukee
When: 10:00am - 3:00pm
Info: 262-548-0923, www.petlicious.com

19 Wednesday

What: Animal Communication w/ Rebecca
Where: Animal Doctor Annex, Muskego
When: 2:00pm - 6:00pm
Info: 414-422-1300, www.animaldoctormuskego.com

21 Friday

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

What: Agility Run Thrus
Where: Cudahy Kennel Club, St. Francis
When: Gate entries (6:30-7pm), Run thrus 7pm
Info: www.cudahykennelclub.org

What: AKC Agility Run Thrus
Where: For Pet's Sake, Mukwonago
When: 6:30pm (\$6/5min)
Info: 1-888-581-9070

22 Saturday

What: Reiki II Class w/ Jeanette
Where: Animal Doctor Annex, Muskego
When: Noon - 4:00pm
Info: 414-422-1300, www.animaldoctormuskego.com

What: Basic Animal Communication Class w/ Rebecca Moravec (cost: \$125.00)
Where: Petlicious Dog Biscuit Bakery, Pewaukee
When: 10:00am - 4:00pm (reservations required)
Info: 262-548-0923, www.petlicious.com

What: Edible Easter Egg Hunt
Where: Central Bark DDC in Oak Creek
When: 9:00am - Noon
Info: www.hallbark.com

What: Great American Meatout
Where: North Shore Library, Glendale
When: 1:00 - 3:00pm
Info: www.cufa-wi.org

28 Friday

What: Fun & Games Night
Where: For Pet's Sake, Mukwonago
When: 7:00 pm (\$10)
Info: 1-888-581-9070

30 Sunday

What: April Stools Day (park clean-up event)
Where: Mitchell Park Dog Exercise Area, Brookfield
When: 9:30am - 11:00am
Info: www.petlicious.com or www.ebhs.org

Every Sunday

What: Puppy Social
Where: Best Paw Forward Dog Training
When: 5:45 - 6:15 p.m.
Info: 262-369-3935

What: Puppy Parties
Where: For Pet's Sake, Mukwonago
When: 12:45 p.m. (except holiday weekends)
Info: 1-888-581-9070

Every Monday

What: Conformation Run Thrus
Where: For Pet's Sake, Mukwonago
When: 7:40 pm
Info: 1-888-581-9070

What: Get Your Dog's Nails Trimmed
Where: Pet Supplies 'N' More, Muskego
When: 5:00 - 7:00pm (only \$10)
Info: 262-679-6776 (no appt necessary)

Every Tuesday

What: Puppy Kindergarten Class w/ For Pet's Sake
Where: Petlicious Dog Bakery, Pewaukee
When: 6:30 p.m. & 7:30 p.m. (7 week course)
Info: 262-548-0923, www.petlicious.com

What: Agility/Confidence Drop-in Classes
Where: Teaching Dogs, Oak Creek
When: 7:45pm
Info: 414-416-1406

Every Wednesday

What: Conformation Drop-In Training
Where: Greater Racine Kennel Club, Racine
When: 7:30 p.m.
Info: www.grkc.org

What: Get Your Dog's Nails Trimmed
Where: Pet Supplies 'N' More, Muskego
When: 5:00 - 7:00pm (only \$10)
Info: 262-679-6776 or 262-662-0104

Every Saturday

What: Playtime at the Playground
Where: Puppy Playground, Oak Creek
When: 9:00am - Noon
Info: 414-764-PUPS

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.

K9 Kid Zone - Have Fun with this Coloring Sheet.



Dogs need to visit
the veterinarian *[an animal doctor]*
regularly to stay healthy.

"NO PET LEFT BEHIND" CLINIC

MADACC Gives Lost Pets a Voice with FREE Rabies shot with Pet License Purchase, \$10.00 Microchips and Chance to Comply with State Statute before Late Fee Deadline of April 1st

In an effort to spare lost pets and their owners the heartbreak of never being reunited, Milwaukee Area Domestic Animal Control Commission (MADACC) is hosting a clinic offering FREE rabies shots with purchase of a Milwaukee County pet license for Milwaukee County pet owners. Microchips will also be offered at low-cost for \$10.00, which includes registration. The clinic will be held Saturday, March 29, 2008 at MADACC's facility, 3839 W. Burnham St. in West Milwaukee from 10:00 a.m. to 2:00 p.m.

The clinic is an effort to help the public understand how important a license, ID tag or other form of identification is for ensuring lost animals have a voice. "Without any form of ID, a lost pet can sit in the shelter for days while we try to locate its owner," says Melanie Sobel, executive director of MADACC. "Last year only 15% of stray animals returned to their owners. Making sure your animal can be identified - with a license and/or microchip - is an immediate ticket home for your pet." An average of 8 to 12 million companion animals end up in shelters across the country each year, and without an ID tag, reuniting them with their

owners is difficult, at best. Each year, in fact, 5 to 9 million lost companion animals will need to be euthanized.

Licenses are also a ticket home for lost pets! When stray animals enter MADACC with identification, staff can immediately contact the owner to notify them of their lost pet. Licensed pets entering MADACC also receive emergency care if needed and reduced fees when they come to claim their pet. Microchipping pets is a simple, inexpensive way to permanently identify one's pet and provides less chance that someone will steal someone's pet and get away with it.

In addition, licensing ensures that pets are vaccinated against rabies, provides owner identification for each pet, and provides funds to MADACC for the rescue, shelter and care of stray, mistreated, unwanted, abandoned and injured animals.

Finally, State law requires that all dogs and cats over five months of age be vaccinated against rabies and licensed in their municipality. Cost of pet license varies by municipality and whether the pet is spayed or neutered and ranges from \$10 to \$24. If pet owners' pets have a current rabies vaccination, a rabies certificate must be brought in to purchase a license. A late fee (amount varies by municipality) is charged if a license is purchased after April 1, 2008. Licenses can also be purchased online at www.madacc.com.

For more information, please call 414-649-8640.

Milwaukee Area Domestic Animal Control Commission (MADACC) provides animal regulation and care services which protect the health, public safety and welfare of people and animals in Milwaukee County.

MADACC is centrally located for owners to find and recover their lost pets at 3839 W. Burnham St. in West Milwaukee and is open seven days a week, including evening hours on weekdays. For more information, please call 414-649-8640.

continued from page 15

Last but not least, there is the boredom factor. I know I would quickly grow bored and compromise my health if I had to eat the same thing every day. I enjoy spoiling my dogs but at the same time I want to know they are getting a sound diet with lots of healthy variety. After all, isn't that why we have our companions... to provide for their wellbeing and to make them happy? My dogs eat a broad combination of healthy people food, raw diet, and high quality kibble. Their diet varies daily, keeping them highly motivated eaters right through their senior years. Feeding variety is one of the best ways I know to protect my pets' health and to keep the excitement in their mealtime. And what could be more rewarding than sharing our lives with happy, healthy pets!

Carol Sumbry

I have done sighthound rescue (Greyhound, Whippet and Italian Greyhounds) for over 20 years. A sales food rep in a pet store almost two decades ago talked to me about dog food. Prior to that, like most people, I thought dog food was dog food. Although he was trying to sell me on his food, he did me a great service that day and taught me about label reading and that all food was NOT created equal. About that same time, my adopted dog was diagnosed with early signs of kidney disease. I bought the veterinarian-recommended kidney diet but when I got out to the car with his new food, I noticed that ingredient #1 was peanut hulls... and it was preserved with BHA! How could this be healthy? Since then I have attended numerous seminars by vets, nutritionists and other experts in the field. I read anything and everything I can get my hands on about canine nutrition and have consulted with a wonderful holistic vet, Dr. Jodie in Muskego, WI for additional information. Today I teach basic classes on nutrition and continue to spread the word about the importance of educating ourselves when it comes to food choices for our companion animals!

Find additional resources on researching quality pet diets at www.fetchmag.com.



Check out fetchmag.com today!

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continued from page 8

people increase their second order from the first as they are impressed with the service and quality of product." Pet Advisor Carole Jungbluth, from Franklin, finds that the pets of the Pawty hostess are often the ones choosing the toys. "Your pets get to try out the merchandise," says Carole, while their human companions share stories and discuss issues of concern.

A Pawty can also be used for charitable purposes. Petlane will partner with animal charities to raise funds for shelters and other rescue activities. The Petlane National Charitable Program has gained support from its sales force; to date, Petlane has supported over twenty organizations around the country.

An enthusiastic Franzblau says she loves the Petlane products and income opportunity so much that she sees this as a long-term relationship lasting well into retirement.

Potential clients can contact Franzblau at 262-567-5699 or visit her website at www.petlane.com/petparties. In the Milwaukee area, Carole Jungbluth can be reached via email at crl_blth@yahoo.com (please put Petlane in the subject line). Products can also be purchased online through the corporate website www.petlane.com, and every item has a money-back guarantee. Petlane's website also has a helpful "Parenting your Pet" page with information on a variety of issues concerning dogs, cats, and birds.

Petlane is succeeding and exceeding at the corporate mission: to enhance the lives of pets and those of the people they love.

Deb Voss Quail (aka Mrs. Neulreich) loves dogs and especially writing about them for Fetch. Deb's favorite canine sidekick is Duke, a Cairn terrier, who has a big-dog name and big-dog attitude.

 **Fetch**
magazine

Puppy Playground

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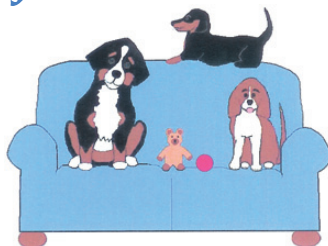
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