A year ago, we did a study of the dogs received at our shelter during August. The surprising conclusion was that of all stray dogs received that month, 28 percent were purebred. Of all dogs received that month, 22 percent were purebred. As startling as the findings were to us, I suspect they were even more surprising to many involved in the purebred dog world.

After we reported the findings in our magazine, the article was subsequently reprinted in several local and national purebred dog publications, including the "Gazette" of the American Kennel Club. With only one exception, to be discussed later, the

Continued on next page
reaction from the purebred dog world was positive. Employees from
other humane societies wrote or called to request more information
about our study and indicated that we had provided the impetus for
them to undertake similar surveys and tackle the problem.

To verify our findings and determine if there had been any
significant changes, the survey was repeated in August 1986.
Sadly, the picture did not improve. In fact, the total number of
purebred dogs in the shelter increased slightly, by eight
animals. The five most numerous breeds remained the same,
although the number of German shepherds increased by 69 percent.

Five Most Common Breeds of Dogs in Shelter

<table>
<thead>
<tr>
<th>Year</th>
<th>Breed</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985</td>
<td>German shepherd</td>
<td>59</td>
</tr>
<tr>
<td></td>
<td>Labrador retriever</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>Doberman pinscher</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>golden retriever</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>cocker spaniel</td>
<td>24</td>
</tr>
<tr>
<td>1986</td>
<td>German shepherd</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Labrador retriever</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>Doberman pinscher</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>golden retriever</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>cocker spaniel</td>
<td>19</td>
</tr>
</tbody>
</table>

As the statistics below show, there continues to be a problem with
too many purebred dogs. In August 1986,

- 352 purebred dogs were identified from a total of 1,586 dogs
  received (22 percent of all dogs received)
- 46 breeds were represented
- 62 percent were males (219 of 352)
- 38 percent were females (133 of 352)
- 84 percent were strays (297 of 352)
- 16 percent were surrenders (55 of 352)
- 18 percent of surrenders had been spayed or neutered (10 of 55)
- 18 percent of all purebreds (less reclaims) were adopted (43 of 240)
- 70 percent of all purebreds were euthanized (248 of 352)
- 5 percent of surrenders were surrendered with AKC papers (3 of 55)
- 31 percent of all stray dogs received were purebred (297 of 968)
- 9 percent of all surrendered dogs were purebred (55 of 594)

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NAAHE
Introduces a New Direct-Action Campaign

In the spring of 1986, the National Association for the Advance-
ment of Humane Education (NAAHE), a division of The Humane
Society of the United States (HSUS), sponsored "Playing TAG For
Real," a successful program whereby students handed out paper TAGS
to communities to remind adults about the importance of licensing
their pets.

Now, NAAHE is bringing you a new direct-action campaign. As part
of The HSUS' October "Prevent a Litter" month (to be discussed in
detail next month), children nationwide will be participating in
activities designed to help reduce the pet overpopulation problem.

On October 15, classrooms across the nation will hold "Happy No-
Birth-Day" parties to remind everyone that cats and dogs don't
need to give birth to litters. To help in the celebration,
students will release helium balloons with tags attached, telling
people about the importance of spaying and neutering pets. (Note:
Students near water will be asked not to release balloons because
they may be harmful to marine life.)

At each party, students also will make "humane chains" with loops
of paper like those often used to decorate Christmas trees. Each
link in the chain will represent a cat or dog that the students
hope will be spayed or neutered. Students then will post their
humane chains throughout their communities, urging every cat and
dog owner to take a link from them. By taking a link, they will
promise children that they will spay or neuter their pets.

If you are interested in encouraging classrooms to participate in
these October activities, send a self-addressed, stamped envelope
to NAAHE to request a free preview copy of "The Happy No-Birth-Day
Planner." Send your request to NAAHE, P.O. Box 362, East Haddam,
CT 06423.
Fund-raising and membership campaigns are crucial for maintaining strong, active animal-welfare organizations, but many organizations are unsure of how to plan for and activate campaigns. A new edition in a series of "How To" booklets, prepared by The Humane Society of the United States' Companion Animals Section, can help organizations begin or improve such campaigns.

"How to Conduct Fund-Raising and Membership Campaigns" includes 12 pages of text and 12 pages of exhibits concerning the importance of conducting these drives. The booklet describes how to write a convincing letter of appeal, develop a mailing package, gather a mailing list, process donations, use the media, locate information about grants, and more.

To order your copy, send a $2 check or money order to "How To Booklet," The Humane Society of the United States, 2100 L St. N.W., Washington, DC 20037. Specify the title of the booklet and include the order number AC4038.

Other booklets in the series are "How to Establish Spay/Neuter Programs and Clinics (AC4009)," "How to Organize a Humane Society (PM2020)," and "How to Improve your Local Animal Shelter (AC4032)." Single copies also are $2.

Renew your community "poop scoop" campaign with the help of the convenient, disposable, and biodegradable Oops!Scoop.

Made of cardboard for easy folding to pocket size, the Oops!Scoop can be opened and closed by placing a thumb and finger through the cardboard straps on each side of the scoop. As waste is scooped, the box can be closed, locking it inside.

According to Thomas M. Stacy, president of ISE Inc., manufacturer of the product, "Dogs are being banned from public areas primarily because of the dog waste issue. This issue is but one of many requiring more social responsibility ... also neutering, collarizing, licensing, animal abuse, illegal trafficking to research laboratories, and more."

Each set of seven scoops costs $2.99. Vending machines are available from the manufacturer. For more information, contact ISE Inc., Box 35541, Minneapolis, MN 55435; telephone, (612) 942-9320.

Animal shelters can purchase "quality equipment at budget prices" through a new mail order service.

Animal Care Equipment & Services offers products such as Whitney animal handlers and noose poles, car ventilators, pet beds and carriers, pole syringes, therapeutic pet water beds, animal handling gloves, badges, tags, and more. Products are illustrated and described in the firm's catalog, which includes a handy order form.

Animal Care & Equipment Services at Budget Prices

Continued on next page
Guidelines for Pet Housing for the Elderly
Brochures Discuss

To shelters, Boren is selling three stationery styles, each set gift boxed. Style #002 is a set of eight note cards with a tropical bird painted on the front (two each of four different styles). Style #010 is a set of eight note cards that depict a charming cat with a rhinestone on its collar (two each of four different styles). Style #012 is a box of 12 stationery sheets, all the same style. In the sample pictured here, two cats, their tails entwined, sit in the sun beside a flower that has a sparkling rhinestone in the center.

The stationery can be purchased for the following bulk prices:

<table>
<thead>
<tr>
<th>Style</th>
<th>Price per Box</th>
<th>Price for 25-100 Boxes</th>
<th>Price for 100+ Boxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>#002</td>
<td>$8 each</td>
<td>$6 each</td>
<td>$4 each</td>
</tr>
<tr>
<td>#010</td>
<td>$8 each</td>
<td>$6 each</td>
<td>$4 each</td>
</tr>
<tr>
<td>#012</td>
<td>$6 each</td>
<td>$5 each</td>
<td>$4 each</td>
</tr>
</tbody>
</table>

Add an additional 50 cents per box for personalization and handling charges. To order, send check or money order to "Posh Papers," Dept. S, 532 Elm Grove Ave., Providence, RI 02906. For additional information, telephone (401) 331-9873.

The Pet Food Institute is distributing two brochures to help landlords and public housing agencies work with tenants to encourage trouble-free pet ownership. "Housing Happy Pets and Happy People" lists responsibilities of pet owners, tenants, and managers; suggested typical pet rules for a project; and a brief bibliography of publications concerning the benefits of owning pets.

The U.S. Department of Housing and Urban Development (HUD) has issued a final regulation implementing a 1983 federal law which protects the rights of senior and handicapped citizens to own pets in state-supported housing since 1982, reveals few problems with such ownership.

For free copies of the brochures, contact the Pet Food Institute, 1101 Connecticut Ave. N.W., Suite 700, Washington, DC 20036.

A recent HSUS Animal Control Academy graduate credits his rescue of a dog stranded on a high cliff to the Academy training he received.

John Kasuba, animal-control officer for the Presque Isle County Sheriff's Department (Rogers City, MI 49779), attended the May 1987 session of the Academy held in Ann Arbor, Mich., the first national training he's received since being appointed to his position three years ago by the County Board of Commissioners. The month after he graduated, Kasuba was called to the nearby Calcite Quarry after workers discovered what they first believed was a bear cub and later determined was a black Labrador retriever that had toppled off the edge of the quarry onto a ledge 50 feet below.

The floor of the quarry was 100 feet below that mark, said Kasuba.

"Workers were excavating limestone on the bottom of the quarry when they saw the animal," said Kasuba. He said a few of the workers suggested to him a quick solution to the problem, such as shooting the dog. But Kasuba, who said that despite the fact he always had been an animal lover, he was taught more caring and respect for animals at the Academy, insisted on trying to save the dog.

At first he believed the dog was injured and might have to be euthanized. Asking the workers to leave him alone for awhile, he was able to observe the dog moving. Afterwards, workers drove a crane across the quarry floor, and, as a first-time experience, Kasuba was lifted up to the cliff in the crane's basket.

"I was a little nervous," said Kasuba. "When I looked down, it was all rock!" But he was able to coax the dog, which was paralyzed by fear, to move closer to him. He gathered the animal in his arms, placed it in a large nylon bag, and lifted it into the safety of the crane's basket. On the ground and out of the bag, the grateful dog licked Kasuba's boots. This, he said, touched him deeply.

Kasuba found the dog's owners, whom he knows as neighbors, by placing an advertisement and photograph in the community's weekly newspaper. The owners said the dog apparently had slipped from its chain and run out of their yard on the morning it fell from the cliff.

Kasuba, who was a maintenance worker at the County courthouse before his appointment as animal-control officer, said, "The professionalism and experience taught to the participants at the Academy by Bill Smith and staff has become my guidebook...I greatly feel satisfied inside and out from attending the classes in Ann Arbor and recommend them to anyone interested in animal welfare."
First National Competition Seeks Unusual, Pet Tags

The International Society of Animal License Collectors (ISALC) is sponsoring the first national competition for the most unusual or creative 1987 pet tags.

According to Phil Arkow, ISALC award committee chairman, the ISALC, an international network of approximately 200 tag collectors from more than 40 countries, hopes tag manufacturers and municipalities will be more creative in their tag designs, helping to convince the public that licensing and vaccination of pets are important parts of responsible pet ownership.

To qualify for the competition, tags must have been issued in 1987 and must show unusual design, color, shape, or materials. To enter, agencies should send three tag samples by Jan. 15, 1988, to Phil Arkow, Award Committee Chairman, Humane Society of the Pikes Peak Region, 633 S. 8th St., Colorado Springs, CO 80901. Winners will be announced in May 1988 at the ISALC annual meeting in Detroit, Mich.

In summer and early fall, animal-welfare agents respond to calls from frantic citizens who’ve discovered pets enclosed and suffering in automobiles. Some people do not realize how rapidly and dangerously a closed car can heat up, killing pets and children inside. You can help to remind them by using these ideas:

Former HSUS West Coast Regional Office program coordinator Judi Kukulka tested two ideas last summer, with encouraging results. She contacted 17 libraries in Sacramento County, Calif., and spent one day visiting 10 of them to explain the dangers of leaving pets in hot cars. The remaining seven libraries each received a letter of explanation. All the libraries visited agreed to display one of The HSUS’ "Hot Car" posters and to distribute its fliers. Four of the libraries that received a letter also agreed.

Next, Kukulka sent Sacramento County car dealerships a letter, asking them to insert a "Hot Car" flier in the glove compartment or new car warranty package of all new cars sold. Dealerships also were asked to display a "Hot Car" poster in their service areas or showrooms. Many complied, and over 2,800 pieces of literature were shared in this effort. Both projects required minimum time and money to complete.

Last year, Kathy Flood, director of animal care services for Berkeley, Calif. (2013 2nd St., Berkeley, CA 94710), contacted the city’s director of parking enforcement, who agreed to have "Hot Car" fliers placed on all parked cars in the area containing dogs. Flood said 20 enforcement officers checked parked cars throughout the day. Four animal-control officers handed out the fliers, too. Fliers also were displayed in the front office of the animal-control agency.

The Humane Society of the United States (HSUS), as part of its annual "Hot Car" campaign, offers a free set of 500 fliers and posters to local organizations to help them advertise the danger of leaving pets in cars during hot weather. One request per organization is allowed. Send your request in writing to "Hot Car," The HSUS, 2100 L St. N.W., Washington, DC 20037. Allow three weeks for delivery (do not use a post office box number).

* When placing a new collar on a cat, give the animal a catnip toy. The cat may ignore the unfamiliar collar in favor of the toy. By the time the toy is cast aside, the collar likely will be forgotten.

* If an animal’s flea collar is shortened for proper fit, place the leftover piece of collar in the vacuum cleaner bag to rid it of fleas that were vacuumed off the rug and furniture.

* Veterinary Medicine and Small Animal Clinician (May 1984; Vol. 79, No. 5) suggested that an "S" be tattooed near the incision after a spay operation. The mark can show other veterinarians, the public, licensing officials, and animal-control officers that the animal already has been sterilized.●
Computerizing an Animal Shelter: A Consultant's Experience

Recently, I was asked to computerize the dog licensing operations of a local animal shelter. The shelter wanted to improve the percentage of licensed dogs in its jurisdiction, track shelter visits by dogs, and improve license fee accounting. After more than a year of operation, all of the functions have performed well, and the shelter is meeting its goals. More licenses have been sold this year than last, and renewal rates are high.

To help other shelters that may contemplate computerizing their operations, I have compiled the following bits of advice. These guidelines were gleaned from my firm's experience with that shelter and other clients over the years. These are not hard and fast rules. Consider each topic discussed here, and decide how it applies to your unique situation. Usually, most guidelines will apply.

Pick a Consultant with Whom You can Work

First, you should pick a computer consultant whom you trust and with whom you can work. The project will take several months before everything has been tested and is running satisfactorily. Tension may develop between you and your consultant. Choose a consultant with whom you feel you can work comfortably under stressful conditions.

There are several ways to locate a consultant. One of the best is through a referral from a business acquaintance. If the consultant has done a good job for your associate, he or she can probably do the same for you.

Another source of qualified consultants is the Independent Computer Consultant's Association (ICCA), the trade association for computer consulting firms. ICCA has local chapters nationwide with lists of consultants for all types of computer projects. You can reach ICCA by calling (314) 997-4633.

When you locate a consultant, ask to see the statement of capabilities and/or the resumes of the individuals who will work on your project. Look for experience with businesses that are roughly the same size and have the same requirements as your organization. Ask for business references, and talk to the reference contacts.

Determine the following information from these references: Is the consultant technically competent? Is he or she responsive to the client's needs? Are there unresolved program flaws? Is the consultant easy to work with? Is the consultant available to answer the client's questions? Responses to these questions will help you choose a consultant.

Continued on next page
be depending on the computer system. Protect yourself with a legally binding contract.

Provide Real Test Data

Once the programming starts, provide real test data. The only good way to determine if a program will work is to test it with real data. Insist that the consultant give a demonstration with live data on your computer. After the consultant leaves, repeat the demonstration yourself. Be certain that the program works for you and that you can figure out how to run it using only the user manual and your memory.

Read the User Manual

Read the user manual provided for you by your consultant. You must have a manual from which new employees can learn the system, and you can check up on forgotten details. Make sure the manual explains all of the operations of your system. Have it updated if any changes to the system are made. Always look in the manual before calling your consultant with questions.

Document Errors

Before calling your consultant, carefully document any errors or suspect errors that you have encountered. Write down the specific operations that you were performing and all options that you selected. Also write down the exact error message and any numbers that appear with it. If the print screen function works (Shift-PrintScrn), print the screen when you get at the error message. These precautions will help your consultant quickly locate the error and fix it.

Expect errors in the first versions of the system. No programmer is perfect. Nevertheless, your consultant should be responsive to your needs if the program error is interrupting daily operations.

Expect to Pay for Help with Anything Other than the Custom System

Expect to pay the consultant to help you with anything other than the system that he or she has written for you. If you need help with your printer or your word processor, call the store where your bought that item. The consultant probably won't bill you for simple questions, but if you bother that person constantly without reading your user manual or checking with your hardware vendor, he or she may be less eager to assist you with real problems.

Insist on Getting Source Code

If you buy a custom program, insist on getting source code to your system. The source code is the actual program text that makes up your system. If you license a system or have a commercial program modified, this may not be possible. While you have the compiled, executable program that runs on your computer, you probably paid for the source code. Having the source code allows you to modify the system even if, for some reason, you no longer can work with your original consultant.
As mentioned earlier, we received only one negative response to the first article. This person, a purebred dog owner, doubted the validity of our numbers, commenting that "Only someone involved in a breed can recognize a purebred" and wondering why there was "the sudden emphasis on the percentage of 'purebred' animals ...? Why is this small percentage ... more horrendous than the much higher percentage of the mixed breed of dogs?"

We disagree that only someone who breeds a certain type of dog is qualified to recognize a representative of that breed. Obviously one does not have to be a breed authority to recognize a Doberman pinscher, for example. Even assuming a 10 percent error in identification of purebreds, the percentage of the total August dog population identified as purebreds would only decrease from 22 percent to 20 percent. A breed survey recently completed by the SPCA in Santa Cruz, Calif., revealed the top five breeds in the shelter to be (in order) German shepherds, Labrador retrievers, golden retrievers, cocker spaniels, and Doberman pinschers. The order varies a little, but the same breeds comprise the top five.

A person from Washington wrote that "I found the averages to be consistent with the various shelters in Washington State," as did the shelter in Santa Cruz.

How can we not be concerned with "this small percentage" of purebreds when more than one in every five dogs in our shelter is a purebred? We don't consider that a "small" problem. In a single month, this "small" problem cost the lives of 248 purebred dogs in our shelter alone. To the purebred dog fancier who asked this question this may be a small problem. To us, who care for and ultimately kill these animals, it is a tragedy.

Purebreds come from many sources: pet stores (via puppy mills), breeders (both hobby and professional), and owners of purebreds who "just want to have a litter." No single segment of the dog-owning public can be blamed for the surplus purebred problem. Everyone who breeds these dogs is responsible to some degree for the problem. Many owners of purebreds feel their dogs are valuable and rare, so if they breed a litter they can sell them to people clamoring for one of their dogs. Besides, what harm can one just let a litter do? If this were true, we wouldn't have to kill thousands of purebreds every year. With the exception of a few rare breeds, there is no shortage of purebreds.

There are responsible breeders, who produce an occasional litter with champion dogs, who sell the pups at high prices to qualified homes, and who sell non-show-quality pups with spay/neuter requirements. And they follow up on their placements.

Purebreds are glamorous; they are status symbols. How often do you see a mixed breed in television commercials? Most dogs in commercials and ads are purebred goldens, Irish setters, beagles, etc. Purebreds aren't any better or worse than mixed breed dogs, just different. There are advantages to owning a purebred (a better idea of temperament and size, for example), but there are also disadvantages (high prices and genetic problems). What really counts is not the dog's parentage, but its capacity to love. A mixed breed is just as capable of giving love and companionship as is an expensive purebred. I share my home with both a purebred (adopted from the shelter) and two mixed breeds, also adopted from shelters. I love them all, not for how they look, but for what they have given me.

The numbers in our survey represent living, feeling animals. They are not imaginary. For most people seeking a canine companion, it matters not whether the dog's parents were show champions or "Max" and "Lady." Our point in publicizing the problem of purebreds in animal shelters is three-fold:

* to inform the public that there is a surplus of purebred dogs. We don't need amateur breeders to produce any more puppies for us to dispose of. And just because there is a concerned group of people who helps unwanted dogs of certain breeds is not an excuse for breeders to breed even more puppies.
* to let potential adopters know that humane organizations have many purebred dogs in need of good homes. If you think you have to have a purebred, why not adopt one from the animal shelter? You can still compete in AKC obedience competitions, and your adopted purebred will be just as fine a companion as a $300 dog.
* to solicit help from those who claim to love purebred dogs in solving this problem.

We're working to solve this tragedy, but we can't do it alone.

Jane Hutchison is director of communications for the Humane Society of Santa Clara Valley (2530 Lafayette St., Santa Clara, CA 95050).

Cruelty officer needed for growing organization in attractive area. Must be motivated and have administrative ambitions. Competitive salary. Health and pension benefits. Send letter outlining experience, including brief resume, references, and salary history, to Frank Andrews, Orlando Humane Society, 616 Barry St., Orlando, FL 32808.

Shelter manager needed. Immediate opening. Salary, $12,000 plus benefits. Send resume to Personnel Committee, Danville Area Humane Society, P.O. Box 3352, Danville, VA 24540.

Program director needed for society handling approximately 3,000 animals per year. New facility being planned. Must have experience working with animals in a humane or animal-care facility, administrative experience, and public relations skills. Salary commensurate with experience and skills. Send letter and resume, including reference and salary requirements, to Ingham County Humane Society, P.O. Box 10084, Lansing, MI 48901.

Shelter manager wanted. Must have experience in all aspects of kennel management, animal control, euthanasia, and animal welfare. Separate housing provided on grounds. Send resume and salary requirements to Ulster County SPCA, UPO Box 124, Kingston, NY 12401.
As you read this issue's cover article, you'll be reminded about the importance of accurate record keeping for uncovering some very interesting and necessary information about your community's animal shelter and pets. After all, you can only understand your shelter's progress by understanding what exactly it is that you are doing!

Keep accurate, daily records! (I don't know how to say this more clearly.) Gather statistics. You should know the numbers of dogs and cats that are strays, given up by owners, returned to owners, adopted, spayed or neutered, and returned to the shelter. Maintain separate files concerning your cruelty investigations.

By looking at your records, you should be able to see a pattern of the types and numbers of animals your shelter receives. In turn, this pattern can help you understand when and why animals are turned in to the shelter. Records like these can help you to more easily spot troublesome pet owners or questionable animal-related activities.

To say you are too busy to keep records is inexcusable. Of course you are busy. And you're going to continue to be busy until you can find the way to reduce the numbers of cats and dogs entering your shelter. Accurate record keeping will help you to understand where you must improve your programs and begin new ones.