

Here's what's goin' on at



EVERY DAY AT:		All Mounds Stores - Humane Society Satellite Adoption Centers. See cats and/or small animals daily in their living quarters at these Mounds locations. Volunteers needed! Call the Dane County Humane Society at 838-0413, or the Rock County Humane Society at 608-752-5622.
SATURDAYS	Noon-4:00pm	Country Animal Haven -Adoption Opportunity, Main Shelter 1755 Williams Dr. Stoughton, call 608-877-9630 for more information or visit http://countryanimalhaven.org to find out more.
SATURDAYS	Noon-4pm	Angel's Wish Center - Angel's Wish Center - Adoption Opportunity, 163 Paoli Street, Verona. For more information on adoption events at the Angel's Wish Center, please call 608-848-4174 or E-mail: info@angelswish.org .
SUNDAYS	1pm- 4pm	Angel's Wish Pet Adoption and Resource Center - Pet Microchipping Clinic, \$35/pet, including registration (These will be the first Sunday of every month.) Call 848-4174 for more information.
SATURDAY	1/7/06 10am- 2pm	Ferret Mardi Gras IV, 2006 - The Ferret Nook is in the planning stages for the next Mardi Gras. If you are interested in helping with the plans, please give us a call at 608-423-3315. Mounds Fitchburg - Regular Rescue booths from Greyhound Pets of America. Meet adoptable greyhounds, fill out an adoption application, and learn about volunteering or fostering a retired racing Greyhound. For more information call 223-9227 or visit www.gpawisconsin.org
SATURDAY	1/14/06 10am- 2pm	Mounds East - Regular rescue booths from Greyhound Pets of America. (see 1/7/06 Fitchburg)
SATURDAY	2/4/06 11am- 1pm	Mounds East - WWQM 106.3fm broadcasting live for People for Pets. Join the fun in this Humane Society Fundraiser.
SATURDAY	2/11/06 10am- 2pm	Mounds Fitchburg - WOLX 94.9 broadcasting live for Pople for Pets. Join the fun in this Humane Society Fundraiser.
SATURDAY	2/11/06 11am- 2pm	Mounds Janesville - WJVL and Austyn Ryggs broadcasting live to raise funds during People for Pets for the Rock County Humane Society.
SATURDAY	2/18/06 11am- 1pm	Mounds Middleton - WJJO 94.1fm broadcasting live for People for Pets. Join in the fun in this Humane Society Fundraiser.

COMING IN FEBRUARY 2006



**"PEOPLE FOR PETS"
HUMANE SOCIETY FUNDRAISER**

10% of All Pet Food Sales in February Will Be Donated to the Rock and Dane County Humane Societies and Satellite Adoption Centers

Adoption Reunion Saturday, February 11th. 10 am - 2 pm at Mounds Fitchburg.

Reunion for pets adopted from DCHS or any other shelter or rescue organization. Bring in your shelter/rescue pet and get a free Polaroid of you and your pet, and free people and pet treats.

MADISON EAST
2110 S. Stoughton Rd.
221-0210
MIDDLETON
Hwy. 14 West
831-3000

M-F 8 am - 8 pm
Sat 8 am - 6 pm
Sun 10 am - 5 pm
M-F 8 am - 8 pm
Sat 8 am - 6 pm
Sun 10 am - 5 pm



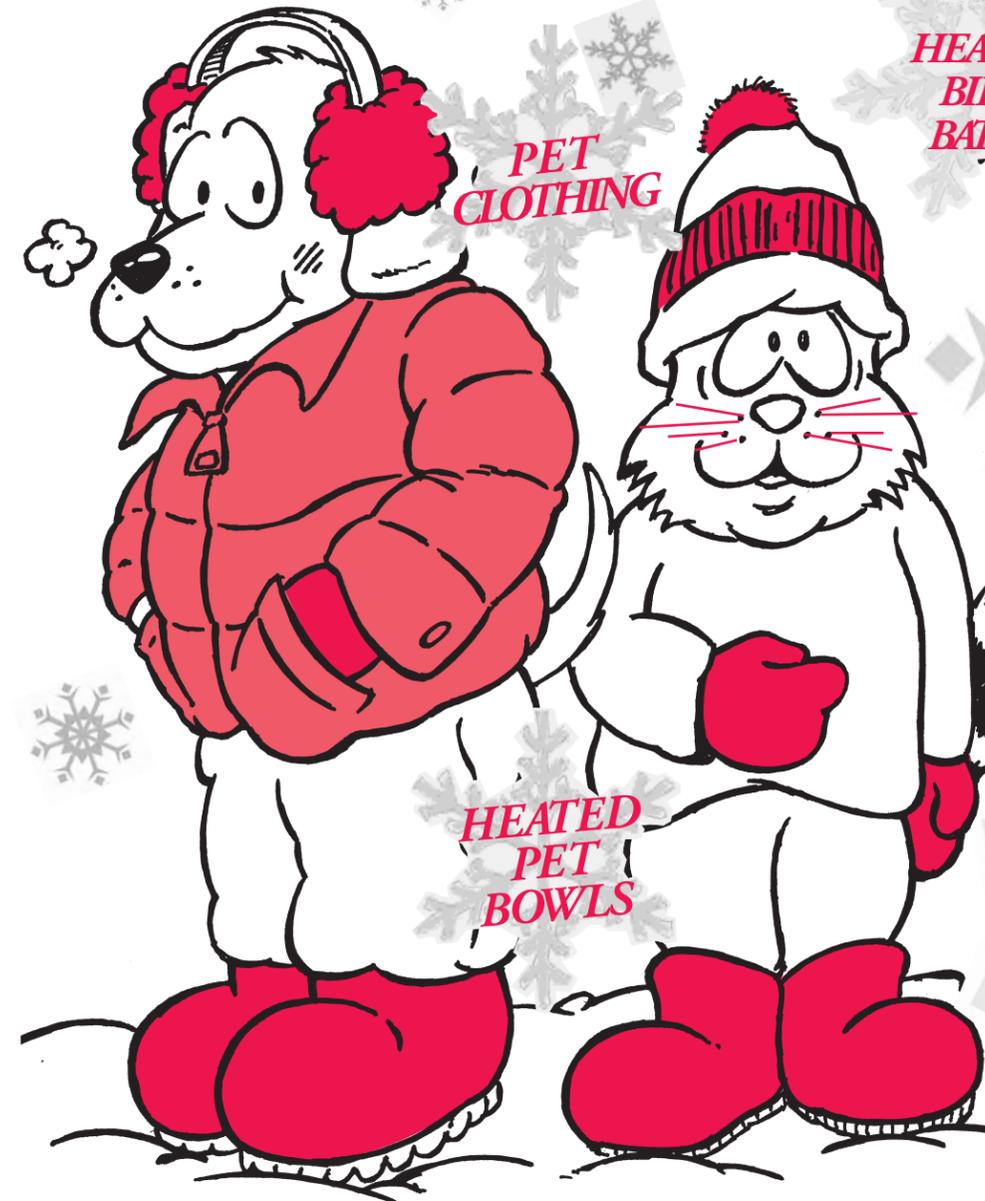
FITCHBURG (off of Verona Rd.)
5350 King James Way
271-1800
JANESVILLE (behind Ground Round)
1725 Lodge Dr.
758-9998
www.moundspet.com

M-F 9 am - 8 pm
Sat 8 am - 6 pm
Sun 10 am - 5 pm
M-F 9 am - 8 pm
Sat 9 am - 6 pm
Sun 10 am - 5 pm



JANUARY 2006

**Brrrrr...
It's Cold Outside...
Be Ready with
"Winter Survival Gear"
from Mounds!**





Ask the Vet!

-Hello. We have a neutered 4 year old cat. Recently, he has been displaying "inappropriate sexual behavior" with blankets. If he is neutered, why does he do this? Thank you for any information you can provide us with.

I'd love to say I have an answer for this problem of yours, but I just don't! I get frequent questions as to why dogs are doing this, and most of the time it has nothing to do mating. In fact, my own older dominate FEMALE dog likes to 'hump' one of my cats and especially puppies she comes across. Mating? No it is all a dominance display. Most cats are not likely to show this kind of behavior as a dominance display, but then again, cats never read the books or follow the rules.

What other reasons could he be doing this for? With some research I found that some cats learn to perform this action as an attention-seeking behavior. They do the action and they get attention, so they learn to do that when they want attention. For some cats (and dogs and people too) even attention that causes someone to get mad and yell or give correction is attention. Good or bad response doesn't matter - they just crave the interaction. If this is the cause, you can try to correct the display by ignoring the cat altogether. Reward the cat for appropriate actions as soon as you

can. Eventually the undesirable blanket games are forgotten because they do not provide the reward (attention) that the cat was seeking.

Another explanation for the behavior is that your cat may see it as a calming action when he is a little stressed or anxious, or maybe he just likes the action. The kneading behavior that we see is often a carryover from when cats were kittens and nursing. It kneaded to release milk which was a very rewarding experience. Adult cats usually knead when they are relaxed and happy, but they may also do it when they are stressed and use it as a coping mechanism. This sexual behavior may be your cats "kneading" reaction.

You did mention that your cat was neutered, but one very rare possibility is that if there were any problems with the surgery and only one testicle was found and removed, he may still have some testosterone and sexual drive. I have seen this once in a cat that was still spraying after neutering. It turns out that only one testicle had descended and was removed. He did much better after we went on a "hunt" and found the other in his abdomen. If you suspect this, there is a blood test that can be used to look for higher levels of testosterone than expected for an altered cat. As I said before, this is rarer than a behavioral cause, but I thought I'd mention it.

Carla D. Christman, DVM
Healthy Pet Vet Clinic
1440 East Washington Ave.
Madison, WI 53703
(608) 294-9494

If you have a question for the vet, email it to: askthvet@moundspet.com. If we use your question, you'll receive a \$20 Mounds gift certificate!

Ask The Trainer

Hi Mark -
"Our dog Kaiser is extremely intelligent and eager to learn, but we've hit some stumbling blocks with advanced training. There's no possibility for classes of any sort because Kaiser exhibits "anti-social" behavior.

He is doing extremely well with walking nicely. He "sits," "downs," and "stays" on command within 2 seconds every time. He will sit with a milk-bone on his nose for up to three minutes waiting for "okay!" and then catches it. He'll come and touch my hand when I say "touch" from any distance, whether he can see me or not, no matter how busy he is, even pushing doors open to get to me. And all of this he'll do no matter who tells him to, even my sister. A couple of things we still reinforce fairly often with treats but for most things praise is enough.

He will not retrieve. He will run, grab, lie down, and chew or run, grab, drop, and come back. If he still wants to play he'll bring the toy and push it into your hand but if he decides the game is over, that's that. Before working on this I want to teach him "take it", "hold it", and "give it". I can take things from his mouth but nothing can make him drop it voluntarily if a human is within 5 feet. He just will not hold things and puts up quite the argument if I try to gently close his mouth around even his favorite toy.

Thanks so much!
Leah"

Hi Leah,
From your email it is very clear that you have done a lot of work with Kaiser and he has learned some wonderful training skills - great work!! You didn't mention what kind of dog Kaiser is in your email and that is an important thing to keep in mind because certain skills are much more difficult for different breeds than others. I am guessing from the sounds of this that he is a non-sporting breed dog (my guess is a herding dog breed). But, you clearly have a dog that is a quick learner that is willing to try to learn some new things and here are my tips to work on both of those skills:

For Retrieving: It sounds like there is no trouble teaching your dog to actually go and get the ball but the problem lies in the bringing back part. There are a few different things you can try. Teaching your dog the cues Take, Drop, and Hold will be a great way to work on this. To teach these, get a great toy that your dog will enjoy to play with, maybe even a second great toy, and definitely some great treats. Wave the toy in the air or wiggle it on the ground to get your dog's interest in it. The second he picks

up the toy in his mouth, say "Take it, Good Dog" and then let him keep the toy for a bit as a reward. After a few seconds, whip out either the second toy or a treat (whichever is more motivating to your dog) and wiggle that out in the air near your dog's mouth if possible. Your dog will open their mouth to get this second item and the first toy will fall out of his mouth, say "Drop" (or "Give," which ever word you like better) and "Good Dog" and let him eat the treat or have the second toy. Repeat a few times and then end the training for the day with your dog still wanting more and still interested. Repeat for a few days then try to wean the need for the treat or second toy out and add in some movement. Throw the first toy and wait for your dog to go out and get it. The second they put the ball in their mouth, start **running away from him** so he chases after you with the ball in his mouth (dogs hold items in their mouth more when chasing something as opposed to running towards a still object). When he reaches you, show him the second ball or treat and ask him for a Drop on cue. As soon as he listens and responds, either toss the ball again or give him the treat as a reward. If he doesn't drop or doesn't come close enough to you (or as my dog would do, drop the ball and the second I reached for it, he'd pick it up again) then walk away from your dog and go inside - game over and try again later. Over time he will learn the game only continues if he plays by your rules and drops willingly for you. To work more on teaching hold, try tossing the toy and saying take as usual. When Kaiser picks up the item, give him a lot of positive feedback as long as the item stays in his mouth. The second Kaiser 'spits out' the item or starts to chew on it or something other than just holding it in his mouth, stop the positive feedback and completely ignore him - be very still and non-interesting. Over time, Kaiser will learn that holding the ball gets more attention than spitting it out right away. When Kaiser gets to a point where he will hold the toy in his mouth for about 30 seconds continuously, you can start adding in the drop cue to this practice as well.

Hope those tips get you off to a great start - they are both great fun to play with your dog and help an active thinker like Kaiser flex his mental muscle. Have a Happy Holiday season and please don't hesitate to contact us for more help and direction!

Beth

Beth M. Rauch MS CPDT
Teacher's Pet Training Academy LLC
Master's Veterinary Science
Certified Pet Dog Trainer
Association of Pet Dog Trainers Wisconsin Greeter
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beth@teacherspettraining.com
608-442-9184

If you have a question for the trainer, email it to: askthetrainer@moundspet.com. If we use your question you'll receive a \$20 Mounds gift certificate and 10% off your first class!

DOGPOWER SUCCESS STORY



Martha



Willy



Marley



Jack

If ONE Mounds Dog Power Success Story is good, then it just stands to reason that FOUR stories are *FOUR* times as good! That's what we have this month thanks to Tom Wolfram of Milton.

Tom has four dogs, all rescues, including Martha, a Shepherd Retriever mix, Jack, a Newfoundland, Marley an English Mastiff and Willy, a Saint Bernard. And they're all fed Mounds Dog Power.

"I like to find one food for all four and stick to it," says Tom. "They all really like their Dog Power, tolerate it very well, are very healthy, active and have good coats!"

Tom adds that he likes the price of Dog Power too, "...the brand I fed before was pretty expensive, I find Dog Power to be very reasonably priced."

Would Tom recommend Mounds Dog Power?

"You bet!!"

Well, Tom, best of luck with your "healthy herd" and thanks for this month's Dog Power Success Story!



If you have a Dog Power, Horse Power or Purr Fect Cat success story, please let us know. If we use it in future newsletters, you will receive a \$20 Mounds gift certificate!

Employee of the Month



Cheryl Ryan

This month, Mounds is proud to recognize Part Time Sales Associate Cheryl Ryan as our January employee of the month. While she is still relatively new to our Fitchburg store, Cheryl has quickly shown herself to be an exemplary employee. She has a perpetual smile and is known to tackle any task she's given with enthusiasm. She has a wide knowledge base, but training her three horses has made her specialty equine care. She recently did an incredible job helping to cover the equine department when our resident expert was on vacation. She is incredibly detail oriented and precise in her work and doesn't ever shy away from hard work or tedious work. Cheryl shows us all that a positive outlook will go a long way towards making the day a lot more fun. We thank Cheryl for all of her hard work and congratulate her for being our January Employee of the Month!



This month, we have a very special Warm Fuzzie Salute. It seems that there has been a growing number of philanthropic youths in our community. In the past few months there have been several children who have held parties asking for donations rather than gifts. These young altruists' willingness to waive any presents in order to help out the Dane County Humane Society sets a great example for us all. Here is a list of just a few of the kind hearts who have held donation parties:

Larissa Walder
Emily Teall
Lauren Smith
Dianne Treichel
Emma Sheahan

Colin Davis
Emily Quinn-Gruber
Mary Wagner
Anya Wolterman

How to get involved: It's simple! Just ask your local humane society or rescue group for a list of their needs. You can find a list of local rescue groups on our website at www.moundspet.com. Include the rescue groups need list in party invitations and attendees will bring gifts for your local charity. This selfless act goes a long way towards helping out animals in need of homes!

Send your nominations to:
Warm Fuzzy
Mounds Pet Food Warehouse
8311 University Avenue
Middleton, WI 53562
E-mail: mounds@moundspet.com
Fax: (608) 827-2433

Selected Nominees receive:
• \$100 Mounds gift certificate for their organization
• Profile and Picture in Mounds Newsletter and Website (www.moundspet.com)
• Profile featured on 105.5 MMM

1/2 Price Cat Adoptions At the Dane County Humane Society

In recognition of your support for Mounds Pet Food Warehouse, the Dane County Humane Society is offering you a half-price adult (6 months or older) cat adoption through March 31, 2006. Bring this coupon to the Dane County Humane Society or any Mounds Satellite Adoption Center location to receive the discount. All adoption procedures still apply. For more information call (608) 838-0413 ext. 0.



5132 Voges Road Madison, WI 53718
www.giveshelter.org

PLEASE photocopy and share this coupon.