

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, 161 Horizon Dr. #106, 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	2/4/06 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	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 East - Regular rescue booths from Greyhound Pets of America. (see 2/4/06 Fitchburg)
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.

WOLX94.9 Live Broadcast, with Super Prize Machine, good times great oldies 10 am - 2 pm



If you have an adopted pet, bring it to Mounds Fitchburg
Adopted Pet Alumni Reunion
Saturday, **FEBRUARY 11**
10 am-2 pm

- Free People Treats!
- Pet Goodie Bags!
- Pet Portraits!

(Advance Registration not required)

Coming Summer 2006
Mounds Sun Prairie

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



FEBRUARY 2006

People for Pets

Goal \$35,000

HUMANE SOCIETY



10% of Pet Food Sales
in February will be donated to the Humane Society and Satellite Adoption Centers

If you have an adopted pet, bring it to Mounds Fitchburg
Adopted Pet Alumni Reunion
Saturday, 2/11 • 10 am-2 pm
• Free People Treats! • Pet Goodie Bags!
• Pet Portraits!
(Advance Registration not required)



Ask the Vet!

"My 10 year old female cat who seems very healthy, has developed a condition with her eyes. Over the last 2 to 3 months we have noticed that a film will cover her eye from the tear duct area up and outward, sometimes covering just a small amount and other times covering almost the whole eye. She blinks and it will go away. It seems to be there mostly when she is very relaxed. If she gets excited she blinks rapidly and it goes away. She does not appear to be in any pain so we thought maybe it was a cold or something minor that would go away but it has not. This week I have noticed it more just in the edge (tear duct area) extending about 3 millimeters almost every time I look at her. It is very thick and almost looks like skin from the inside of her eye. Her eyes do not appear to be leaky or forming a lot of drainage although there is some every now and then. I am thinking that I need to take her to the vet, but I would like to have some understanding of her condition before I do."

-Diane

Diane,
Eye or ophthalmic problems can be an interesting and sometimes challenging diagnosis to make. If your regular veterinarian is not able to pinpoint the diagnosis, then they will likely refer you to a veterinary Ophthalmologist. Many times they are located in a veterinary school, like here in Madison, but many good sized cities have will also have a number of these specialists available so they are easy to get to.

I wish I could tell you what exactly your cat has, but I am unable to tell based on the description you gave. Is the problem a film or is the structure her third eyelid, also known as the nictitating membrane? Those are two very different things. If it is a film, there may be a tear production problem like "dry eye" going on. If the structure is actually the third eyelid there may be a problem with the eye, but many times it just indicates a general illness, which could be anywhere but in the eye. Besides a good eye exam, your vet will need to do a good physical exam and possibly even some other diagnostic tests like blood work and a urinalysis.

An eye exam will typically consist of looking at all structures of the eye – the inside and the outside of the eye or globe. The vet will also assess the condition of the tissue around the eye called the conjunctiva – the tissue lining the eyelids and also the third eyelid. They will likely check for a corneal ulcer with a special stain called fluorescein. Although having a scratch to the cornea is not a good thing, the stain will show it quickly and easily. Another test that the doctor may do is a Schirmer Tear Test which measure tear production. Inadequate tear production, or "dry eye", is a common cause of eye irritations and films and can be remedied with topical ointments. Some exams may also include a measurement of the globe pressure to check for glaucoma, but not all veterinary clinics have a machine to do this.

With a thorough eye exam and needed diagnostic tests, your veterinarian or the veterinary ophthalmologist should come up with a diagnosis and a good plan for dealing with what is going on.

Carla D. Christman, DVM
Healthy Pet Vet Clinic

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

Pet Dental Health Month

February is Pet Dental Health Month!

Dental health is very important to the wellness of companion animals. When unchecked, oral infections can make their way into your pet's bloodstream and damage their internal organs. There are multiple warning signs that your pet might have an oral health issue. They include:

- Persistent bad breath
- Tartar build-up on the teeth
- Swollen, receding, or bleeding gums
- Fractured or abscessed teeth
- Changes in eating habits

You should check in with your veterinarian if your pet is experiencing any of the above problems as they can be symptoms of a serious dental health issue.

A proper dental health regimen involves three steps. First you should get in the habit of brushing your pet's teeth. This can be a daunting task if you have a very stubborn critter, but there is a simple way to approach it. First, dip your finger in

beef broth for dogs or tuna water for cats. Rub this finger gently over your pets teeth to get them used to the idea of you touching their teeth. Start with short sessions and use positive reinforcement to get your pet excited about getting their teeth cleaned. When this process seems to be going well, wrap your finger in gauze and gently scrub your pets teeth with a slow circular motion. Finally, begin using a soft, pet-specific toothbrush with pet toothpaste. Make it a point to clean your pet's teeth regularly.

The second step involves using toys and treats that are specifically designed to help with oral health. There are now many companies designing products that promote healthy teeth and gums. Suggested products include Petrodex chews, Kongs, Greenies, and other toys and chews that will scrape tartar from your pets teeth as they chomp on them.

Finally, scheduling yearly dental check-ups separate from normal vet visits will help to identify possible oral health issues before they become a larger threat.

Just a little bit of extra dental care can greatly increase your pet's well being. For more information on Pet Dental Health Month, visit www.petdental.com.



WARM FUZZIE SALUTE!

Volunteer: Tammy Rasey

Organization: Labrador Education and Rescue Network (L.E.A.R.N)

Responsibilities: Tammy initially became involved with L.E.A.R.N. after adopting her second lab from them. Since that time she has become an extremely active volunteer within the organization. Tammy was recently named to the Board of Directors and is the Intake Coordinator for most of the state. She fosters and transports dogs, trains volunteers, and conducts home visits for potential adopters and foster homes. Recently, Tammy went to Mississippi to help the animals in need after hurricane Katrina. While Tammy was in Mississippi, she fell in love with a dog there and later was able to track it down to Florida. She flew to Florida to adopt her new friend!

A volunteer who serves well above and beyond the call of duty!

Why Does She Do It? "There are so many animals that need help for so many reasons...it's just my way of helping them...and it's fun!"

How to Get Involved? To find out more about L.E.A.R.N. or to volunteer visit their website at www.labadoption.org or call 847-289-7387

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

Employee of the Month



Courtney James

Mounds is very pleased to recognize Courtney James as our Employee of the Month! Courtney is a Sales Associate at our Mounds Middleton store who is an excellent member of the team; she is a true go-getter with tons of ambition and drive. She is not afraid of any amount of work and is always on time and ready to go each and every day. Courtney is a true triple threat with expertise in both dog and cat care as well as horse care. She tackles any task with a smile and never ever complains. Courtney is very self motivated and can be trusted to find and accomplish tasks without supervision. She is able to identify when there is a job that needs to be done and will jump on it without hesitation. We appreciate Courtney for all of her hard work and take pride in naming her our Employee of the Month!

DOG POWER SUCCESS STORY



Rosie

This month's Dog Power Success Story comes from Tim and Mary Reid of Janesville. Here's what they have to say about our fantastic food.

"We adopted our 6 year old female golden retriever/Chesapeake bay mix from the Lakeland animal shelter in Elkhorn on November 3rd, 05. She was undernourished and extremely timid, shy, and showed very little activity. We started her on Dog Power and within 2 weeks she gained significant weight and her activity has grown to the point of being energetic; walking 2 miles daily, chasing squirrels, running laps, and playing with our 4 children.

"Here is her Christmas picture taken less than 4 weeks after her adoption and starting on Dog Power. She loves it and we love her. Thanks for a such a great product"

We're glad to hear that Rosie is doing well and thank the Reids for their great 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!

Visit Mounds Newly Re-Designed Website!



www.moundspet.com