

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 Angel's Wish Center call 608-848-4174 or email info@angelswish.org or visit their website at www.angelswish.org . Pet Resource and Adoption Center Hours: Sunday 1pm - 4 pm, Wednesdays 4 pm - 8 pm, Saturdays 10 am - 4 pm
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	3/4/06 10am- 2pm	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	3/11/06 10am- 2pm	Mounds East - Regular rescue booths from Greyhound Pets of America. (see 2/4/06 Fitchburg)
SATURDAY	3/18,25 4/1	Mounds Madison Locations - House Rabbit Education Event. (see front cover for details)
SATURDAY	3/25/06 8am- 12pm	Madison Area Dog Parks - Spring Dog Park Clean-Up! Help to clean up our Madison area dog parks in preparation for Springtime activity. Contact Pete Blawat for more information (608) 244-2484
SATURDAY	3/25/06 12pm-4pm	Dane County Humane Society - Feline Fiesta! Formerly known as Mardi Paws, Feline Fiesta is an event just for cat lovers! Animal Photography, pet psychic readings, and educational presentations are just a few of the planned activities. For more information, visit www.giveshelter.org
THURS-SAT.	4/20-22	Alliant Energy Center-27th Annual Midwest Horse Fair - (see below for details)
FRI-SUN	5/5-7	Dairyland Classic All Breed Dog Shows and Annual Obedience Trial - More than 2200 dogs, representing over 135 breeds shown each day. The public is encouraged to attend all activities and information on how to keep your dog healthy, training information and a wide variety of hard-to-find dog-related items will also be available from more than 30 vendors.
SUNDAY	6/11/06 10am- 3pm	Alliant Energy Center s Willow Island-Mounds Dog Fest 2006 A Dog s Day In Paradise - Mounds annual outdoor pet festival. More information coming soon.



MARCH 2006

Celebrate Spring



**Leashes!
Collars!**

**Pooper
Scoopers!
Toys!**



Mark Your Calendars

to come visit the Mounds Horse and Tack Booth at

The 27th Annual Midwest Horse Fair

April 20, 21 & 22, 2006

at The Alliant Energy Center, Madison, WI

Awesome specials on all leather goods, vet wrap, and fly sprays available only at the Horse Fair.

We will be giving away 250 pounds of Horse Power every 2 hours. Stop by our booth to register to win.

Cutest Foal Contest!

Mounds is looking for the cutest 2006 foal! Drop off a picture of your cutest foal at our Midwest Horse Fair booth or at our Fitchburg Horse and Track Shop through May 1st.

If your foal is chosen as the cutest, you can win a year's supply* of Platform Mare and Foal feed, as well as a fantastic new foal kit and a \$50 Mounds Gift Card.

10 runners up will receive \$20 gift cards!

Contact Kathye Dunn at our Fitchburg Horse and Track Shop for more information!

*Twenty-Four - 50lb Bags



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

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

COMING SUMMER 2006, SUN PRAIRIE
www.moundspet.com



Ask the Vet!

Q: A friend told me that Greenies are killing dogs and I shouldn't use them. Are they poisonous?
-Tony

A: The concerns about Greenies aren't that they are poisonous, but that they serve as a choking risk. There have been reports of dogs that have died from an obstruction of the throat that ultimately was discovered to be a large chunk of Greenie. A lot of these dogs have been smaller dogs, but certainly any size dogs will be at risk. Another problem that has been reported is the fracturing (breaking) of teeth that have led to complications such as infections or severe pain. Teeth that are fractured often need a root canal or to be removed.

So does this mean they you shouldn't use Greenies? No, not necessarily. There have been many more reports of dogs being killed by choking on chicken necks or other bones as part of a "natural" raw diet. There have also been reports of dogs choking on just about everything – toys (both dog and human), rocks and sticks, kibbled food, and the list goes on and on. The real answer lies in that owners cannot assume that anything is 100% safe, anything may become a potential foreign body. When you allow your pet to

chew on a Greenie, rawhide, bone, toys (even those soft ones), paper products, sticks, or ANYTHING, make sure you know how they've been chewing through it. Is it coming off in small chunks? Have they devoured it in record time, allowing for the possibility that it might be in large chunks? Have they been chewing on it for two hours and it is all in one piece? If there are potentially large chunks, watch for signs of a foreign body - vomiting, painful abdomen, lethargy, inappetence or constipation. If you suspect that there may be a problem get your dog to your vet or the emergency clinic (we recommend VES) immediately. It may be the difference between life and death. Fractured teeth aren't as much as an emergency, but should be seen and dealt with as soon as possible.

Since a problem like this can happen without any warning, it is also good to make sure that you have an emergency fund of cash, or insurance coverage to help cover costs. A typical emergency foreign body removal will likely cost you \$1000 - \$3000 dollars. As I said earlier – it may even be something you least expect that causes a problem, so just avoiding chew toys is not your only protection. Be safe, be aware.

Carla D. Christman, DVM
Healthy Pet Vet Clinic
1440 E. Washington Avenue
Madison, WI 53703
608-294-9494

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!

Ask the Trainer

Barking!

There are many different reasons why dogs bark. "Hey! There's a dog outside, don't you see it!?" "Hey! There's a leaf blowing in the wind!" "Hey! Give me that tennis ball!" Since there are different reasons why dogs bark, there are also different ways to stop or prevent it.

If your dog is barking at you, he is probably doing it for attention (give me that treat, pet me, feed me, etc.). The simplest way to stop your dog from "demand" barking is to simply ignore him. It is the most effective way, but also the hardest way for us humans! When our dogs bark, we want to immediately bark back – Quiet! Enough! No Bark! However, when we bark back at our dogs, we are giving them attention. Even though it is negative attention, it is still attention. Ignoring them when they bark will help stop or reduce the barking. Turn your head away. Look up towards the ceiling. Don't say a word. When your dog has been quiet for a moment, look back down at him and calmly praise him. If he continues to bark keep your arms folded, head up and just walk away. Ignore him for a minute or two. Depriving our dogs of our attention is sometimes the best punishment!

When your dog is barking at something other than you (a dog outside, someone at the door, barking because he's bored), there are other things we can do. I have 3 black Labs and I personally like it when they bark at something strange outside or someone at the door. However, when I have told them "Enough," that means that their job is over and they can stop barking. It didn't happen overnight though! When your dog is barking at something outside, it is difficult to simply tell them to stop barking.

They will think, okay, but that squirrel is still out there! Give them your command (Enough, Quiet, etc.) and then immediately show them something else to do. Redirect their behavior to something that is appropriate.

When your dog barks at something out the window, tell him "Enough" and then call or lure him away from what he is barking at. You can use a treat or favorite toy to lure your dog. Go all the way up to him, show him the treat, and guide him away from what he's barking at. Encourage your dog while you are luring him away "This way, good boy, good dog". Once he is focused on you, ask him for a simple "sit" and then give him the treat. This way your dog understands he gets rewarded for coming to you and sitting. We don't want our dogs to think they bark at the window and then get a treat. That is where the "sit" comes in to play. It's quick and simple and shows your dog he is getting rewarded for doing something you asked him to do. If you call your dog away from the window when you are across the room this may not work. Example – your dog barks out the window, you call him from across the room, he doesn't come. Your dog has just learned that when you call him he doesn't need to come! But, if you go all the way up to your dog and call him once you are right next to him, you are also establishing a reliable recall and a dog that listens to you the first time you ask him to do something! By conditioning your dog to come to you (luring him towards you, away from the window) when he sees something outside gradually you will have a dog that gives an alert bark, waits for your command and then comes to you and sits. Nice dog!

Giene Wicker, Owner
The Dog Den, LLC
Phone: 608-278-PLAY (7529)
Email: giene@thedogden.com
Web Site: www.thedogden.com

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!



WARM & FUZZY SALUTE

Volunteer: Anna Bezruki
Organization: Angel's Wish, Inc.
Responsibilities: Anna is a youth volunteer who has been working with

Angel's Wish; a Wisconsin based non-profit coalition for animals, for over three years.

For the first two years, Anna was a regular at Saturday adoption events at the Angel's Wish Center helping prepare and clean cages, pricing items for the gift shop, assisting with office chores, helping the photographer and working with the animals awaiting adoption. Each year she exceeded 100 hours of volunteer service and was awarded the President's Gold Award for Student Volunteer Service to our community. Unfortunately, Anna has been quite ill for the past year and a half and unable to work at the center or even attend school on a regular basis. Rather than give up her commitment to homeless animals, Anna has taken on foster kittens to care for in her home and helped teach Youth Volunteer Basic Training sessions. Again this year, despite her illness, Anna has exceeded 100 hours and will be nominated for the Presidents Gold Award!

Why Does She Do It? "...I always feel joy seeing them (newly adopted animals) going to a permanent, loving home.... It makes my heart glad to know that one less animal is homeless."

How to get Involved? For more information on Angels Wish, Inc. call 608-848-4174 or visit their website at www.angelswish.org

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



Rachel Mishler

Mounds is pleased to recognize Rachel Mishler as our March Employee of the Month! Rachel is a part-time sales associate at our Janesville store. She always comes to work with a smile on her face and a great positive attitude. Rachel has a very busy schedule. In addition to attending high school full-time, she is involved with the school newspaper. Nonetheless, she always comes to work full of energy and enthusiasm.

Cats and horses are Rachel's specialty, but she will gladly find an answer to any potential pet problems she is presented with. She always stays busy and completes her tasks to the best of her ability. She's constantly looking for opportunities to help out and make life easier for customers and co-workers alike. Mounds is very happy to have Rachel on our staff and appreciate all of her hard work!



DOG POWER SUCCESS STORY



As usual when it comes to "singing the praises" of Mounds very own Dog Power and Purrfect Cat Food, our customers do it better than we ever could. Here's the perfect example from Allen and Darlene DeZeeuw of Janesville.

Dear Mounds Dog Power Success Story:

My husband and I had decided to get a new dog again after 20 years. We like the West Highland Terriers and as you well know the allergies they have can send you to the bank if their food is not proper. I spent more money on dog foods that would send this poor little creature into a complete itch for days on end. Let alone the ingredients, palatability is also a big thing for this breed since they will not eat just anything. Either they like it or they don't. After approximately 6-8 brand changes in 13 months, a local breeder who has beautiful Scottish Terriers recommended I try your Dog Power and WOW!, can't keep him away from the bowl, nice coat and no more itching, and the price is at least 25% less.

.....don't let the expensive stuff fool you with all the "foo-foo" ingredients. Mounds Dog Power is the best!

Glad we could help, and thank you for this month's Mounds 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!



Easter is Coming...Please Think Twice About Buying a Bunny... Consider Adopting One Instead!

Volunteers with adoptable rabbits from the House Rabbit Society will be on hand on the following Saturdays at all Dane County Mounds Locations to answer all of your rabbit adoption and care questions.

- 11 a.m. to 3 p.m. • Saturday, March 25th
- Saturday, April 1st • Saturday, April 8th