

Here's What's Goin' On at Mounds

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 608.838.0413, or the Rock County Humane Society at 608.752.5622.

SATURDAYS Noon-4 pm: Country Animal Haven - Adoption Opportunity, Main Shelter: 1755 Williams Dr., Stoughton. Call 608.877.9630 for more information or visit Country Animal Haven online to find out more.

SATURDAYS 10 am-4 pm: Angel's Wish Pet Adoption and Resource 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 email info@angelswish.org.

SUNDAYS 1-4 pm: Angel's Wish Pet Adoption and Resource Center - Pet Microchipping Clinic, \$35/pet, including registration. (These clinics will be the first Sunday of every month.) Call 608.848.4174 for more information.

SATURDAY 9/2, 11 am-1 pm: Mounds Fitchburg - Regular Rescue Booth 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 608.223.9227 or visit Greyhound Pets of America online.

SATURDAY 9/9, 11 am-1 pm: Mounds East - Regular Rescue Booth 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 608.223.9227 or visit Greyhound Pets of America online.

SATURDAY 9/16, 11 am-1 pm: Mounds Middleton - Regular Rescue Booth 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 608.223.9227 or visit Greyhound Pets of America online.

THURSDAY-SUNDAY 9/21-9/24, All Day: All Mounds Locations - Join us in celebrating the Grand Opening of our Sun Prairie location! We'll have great cat and dog food specials at all locations, free giveaways, meet the Mounds Hound at our Sun Prairie location, and live radio remotes with WOLX, Magic 98, and Q106 with food, prizes, and more!

SATURDAY 9/24, 12-4 pm: Badger Kennel Club - The BKC will be holding an open house with general club information, AKC Responsible Dog Ownership information, demos of AKC competition events and more! For more information, call 608.242.8824 or contact info@badgerkennelclub.com.

SATURDAY 9/30, 1-5 pm: Capital Brewery: Dogtoberfest - This event is geared towards people and their dogs, and the public is welcome to bring their own dogs to the event. DCHS will be bringing dogs that are in need of permanent homes to get to interact with the public and hopefully find someone interested in adopting them.

Dogtoberfest 2006

September 30th • 1-5pm @ The Capital Brewery

Free Admission, but Donations are welcome!

- Faye Pietrokowsky, Animal Communicator*
- Costume Contest
- Pet Tricks
- Raffle Prizes
- Dogs Welcome!

*To sign up for Faye's workshop, Call Gayle at 838-0413 xx129 or contact Dawn at mygoldens3@swpl.net



FITCHBURG
5350 King James Way
608.271.1800

JANESVILLE
1725 Lodge Dr.
608.758.9998

MADISON EAST
2110 S. Stoughton Rd.
608.221.0210

MIDDLETON
8311 University Ave.
608.831.3000

SUN PRAIRIE
2422 Montana Ave.
608.825.9800



www.moundspet.com



September 2006

Grand Opening

Mounds-Sun Prairie

September 21-24, 2006

All day, all locations

Live radio remotes with WOLX, Magic 98, and Q106 with food, prizes, and more!

GREAT DEALS
on Cat and Dog Food

Meet the **MOUNDS HOUND**



www.moundspet.com

Ask the Vet!

Q: I just got my first dog and I've often heard people talking about heartworms, but I don't know what they are. We plan on keeping the little guy inside and trying to use a litter box for him. If he's not outside, do I need to worry about heartworms? And what are they?

-Jim



A: Jim, I'd like to congratulate you on your new addition. I assume he must be a small breed or that'll be one large litter box you're using.

Actually, a lot of owners with small and medium breeds ask the question of whether to worry about heartworms or not. Small dogs are actually the most sensitive breeds to the effects of a heartworm infestation. It may only take a few worms to "clog" up the heart and arteries of the lungs. That will cause serious complications and signs of disease, including death. All dogs, regardless of size are susceptible to developing a heartworm infestation. A brief overview of the disease is that heartworms are carried by mosquitoes. Dogs are natural carriers of this parasite and it will take only one bite from an infected mosquito to pass one or several young heartworm larvae. These larvae will thrive in the bloodstream and eventually grow into adult worms that can be as long as a foot in length. They live in the major vessels of the heart and lungs and this is why they got their name. You mentioned that you are planning to keep your pup inside, but most owners will take their dogs out a time or two—to play, go for a walk or even just to travel to someone else's home. Also, mosquitoes have found their way into houses through the opening and closing of doors or holes in screens. Can you be 100 percent sure that there is no way your puppy may be exposed to even one mosquito? The question also arises as to whether we still have heartworms in the area that may be in the mosquitoes. I can say with a resounding "yes" that we are still seeing heartworms and that they are still present here in Wisconsin (and there are no shortages of mosquitoes either). There are still unprotected local dogs that have heartworms, infected dogs being brought into this area (especially from down south), as well as wild canines like foxes and coyotes that support a steady population of heartworm larvae that mosquitoes can tap into. For a more detailed explanation of lifecycle and signs of disease, I recommend that you chat with your veterinarian since I only have a section of the newsletter and there's no room for the whole story.

I would like to make a few comments on prevention though. Treatment, after a dog is already infected, is hard physically on the dog and hard on the pocketbook. Prevention is the key and is really easy to do, and although it may not seem that way at times, is quite economical. Most of the preventions that we use nowadays are once-a-month and most dogs look forward to their heartworm "treat." There are a few dogs that won't readily eat one of the several types of heartworm pills or chewable treats out there and there is yet another option. There is a topical liquid that can be applied to the dog's skin once a month that works against heartworms, fleas and a few skin mites. Be sure to ask your vet which one is the right fit for your dog.

Carla D. Christman, DVM
Healthy Pet Vet Clinic
1440 E. Washington Ave. • 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

Just like toddlers, puppies want to put everything they can in their mouth. They are teething, and many dogs have been bred to have the drive to put things in their mouths. There are a number of ways you can work through your puppy's mouthing period and even drastically reduce it. Try these different methods to see which works best with your puppy...

YELPING

Some people suggest making a "yelping" sound when your puppy nips at you. Sometimes this works, sometimes it doesn't. The theory behind it is that you will make the sound of a litter mate yelping, and then the puppy will know that they bit too hard. It's called "bite inhibition," knowing how hard they can use their teeth during play. If they use their teeth too hard, their playmate yelps and then play is over. Although this can be an effective method, some puppies get overexcited and start nipping even more. They realize they've pushed a button and they think it's fun to get a reaction out of you.

IGNORING

If your puppy is jumping up and nipping, sometimes the best thing to do is ignore. Stand up straight, cross your arms, look up at the ceiling, don't say a word. Of course, if he is using your pant leg as his new tug toy, this may not be the time to ignore...

WATER SQUIRT BOTTLE

Using a squirt bottle is one of my favorite methods for nippy puppies. It seems to be effective in most cases. The squirt becomes a remote correction. You don't have to touch your puppy at all, and since nipping can be a frustrating behavior for us humans to deal with, the sooner we reduce or eliminate it, the more "fun" time we can spend with our pups. There is a trick to using the squirt bottle though. Pick a command you want to use that tells your puppy to stop: Enough, No Bite, Stop, etc. Say the command right before you squirt them. This way they will hear the command and then receive the correction. If you only use the squirt bottle with no command before, you'll end up having to carry a squirt bottle around everywhere you go!

Some breeds actually like the squirt (e.g., water dogs like labradors, etc.) In this case you can add a little bit of white vinegar to the water. Just a small amount, approx. 5-10 percent. They don't like the smell or taste so then it becomes a more effective correction. Three good tips to remember when you are working on correcting your puppy's mouthing behavior.

Whichever method you choose to use when you puppy nips, always remember to then quickly show him what is right. You're showing him that chewing on your hands is wrong, but then how does he know what he is supposed to chew on? So, each time you need to correct him, quickly redirect him to something that is appropriate (and make sure you have plenty of puppy toys around so one is always within your reach!).

Sometimes little puppies (just like little children again!) get overtired. I found that when my puppies would get mouthy they were starting to get overtired. If they nipped and I had to redirect them more than a couple times in a row, I would give them a gentle timeout in their crate. You can even put their toys in their crate with them. Timeouts only need to be for a couple minutes, just enough time to settle themselves down. Nine times out of ten, they ended up falling asleep in

Ask the Trainer...cont.

that short amount of time, so I knew that when they started to nip and get the little "puppy crazies," that they were starting to get overtired.

While your puppy is still young, be sure to take him to a puppy class that offers supervised socialization time with other puppies. The Dog Den also offers Puppy Playgroups twice a week, so they can learn bite inhibition with other puppies and gain more socialization with different people. Good luck with your puppy training!

Tail Wags,

Giene Wicker, Owner • The Dog Den, LLC
Phone: 608-278-PLAY (7529)

Email: info@thedogden.com • website: 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!

Dog Power SUCCESS STORY



Sometimes our Dog Power success stories literally "write themselves." Take, for example, this letter from Mounds customer, Dawn Troyanowski of Black Earth.

Here I am with my best friend Xenamari. This June, Xenamari (was) seven years old. She has been eating Mounds Dog Power since she was a baby. A little over a year ago she

weighed in at 89.9 pounds! My husband and I were concerned that she was too heavy. We want her to live a long, healthy life. We changed her food to Dog Power Senior Formula. This spring when she went to the vet for her annual check-up she weighed 79.5 lbs! WOW, we could hardly believe it! Thanks, Mounds, for helping dogs in different stages of life.

Sincerely,

Dawn Toyanowski

And thank *you*, Dawn, for a terrific Mounds Dog Power success story!

Mounds Employee OF THE MONTH



Mounds is happy to name **Amanda Anacker** as our September Employee of the Month! Amanda is a sales associate at our brand-new Sun Prairie store, and proves that it doesn't take long to make a great impression. She is a hard-working self-starter who keeps a big smile on her face all day long.

Amanda has three areas of expertise: dogs, horses, and practical jokes. She helps to create a fun environment for customers and employees alike, while still pounding away at the everyday grunt work that

Warm & Fuzzy Salute



Volunteer: Nicole Scherer

Organization: The Labrador Connection (TLC Lab Rescue)

Responsibilities: The Labrador Connection is a rescue for homeless labrador retrievers. Nicole is a very active volunteer who not only does home visits, but helps with transports, takes dogs to the vet for medical

check-ups, and helps out at the TLC booth during special events like Mounds' recent Dog Fest. Nicole recently fostered a Hurricane Katrina survivor (Penny, pictured above) and her puppies. These labs came to TLC with multiple health problems and parasites.

Nicole saved one of her puppies by rushing it to the emergency vet in the middle of the night when the pup began to fail.

Nicole does all of this while caring for her own two labs, attending school and working!

Now we know why Nicole has been described as a "tireless advocate for the breed"!

Why Does She Do It? "I love the breed, and there are so many wonderful labs that need help in finding their forever homes."

How to Get Involved? Nicole says volunteers and donations are always needed and appreciated. For more information on The Labrador Connection, visit their website at www.labradorconnection.org.

Send your nominations to:

Warm Fuzzy
Mounds Pet Food Warehouse
2422 Montana Avenue • Sun Prairie, WI 53590
Email: mounds@moundspet.com
FAX: 608.825.4800

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 Triple M FM radio

needs to be done. She works very diligently and is often seen carrying two large bags at once, just to get the job done faster. She was once caught unloading a giant load by herself and when asked if she needed any help, she shrugged and responded, "Nah, I'm almost done," with a big grin.

Amanda is an extremely fast learner and very easily got into the Mounds groove. This, combined with her industrious work ethic, has been a huge help in the opening of the new store. She is a great asset to the company and we hope she'll continue to grow with us! Congratulations!