

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 10/7, 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.

WEDNESDAY 10/11: Boston Market Fundraising Feast - The second Wednesday of each month until the end of the year (October 11, November 8 and December 13), Boston Market will be dishing out support for the Dane County Humane Society. The Fundraising Feast benefits DCHS by donating a percentage of the profit from that evening. Make sure you tell the cashier that you are there for the Dane County Humane Society Fundraising Feast!

SATURDAY 10/14, 10 am-12 pm: Dane County Humane Society - Canine Safety for Kids! Children are encouraged to attend this workshop to learn

how to prevent dog bites. Attendees will learn if and when they should approach a dog, how to safely approach a dog and what to do if approached by an unknown dog with no owner present. Handicap awareness will also be discussed. The \$5.00 per person admission fee benefits DCHS. Please pre-register by calling the DCHS Education Coordinator at 608.838.0413 ext. 115.

SATURDAY-SUNDAY 10/14-10/15, 1-5 pm: Dane County Humane Society - Asia Vought, Animal Communicator. See Below.

SATURDAY 10/14, 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 10/21, 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.

MONDAY 10/23, 4:30-6 pm: Mounds East - Q106 Van Stop. Sign up to win Madison Country Music Award (MCMA) tickets.

WEDNESDAY 10/25, 4:30-6 pm: Mounds Middleton - Q106 Van Stop. Sign up to win Madison Country Music Award (MCMA) tickets.

SUNDAY 10/29, 11 am-1 pm: All Mounds Locations - It's Howl-ween time again! Come celebrate Halloween with your critters at Mounds! We'll have cider, cookies, treats for your pet, and costume contests! Costumes will be judged at noon.

TUESDAY 10/31, 4:30-6 pm: Mounds Fitchburg - Q106 Van Stop. Sign up to win Madison Country Music Award (MCMA) tickets.



October 2006

October is FOR THE BIRDS at Mounds!

Be Sure to Visit Our Wild Bird Department for All Your Wild Bird Needs, Including:
Seed • Suet • Feeders • Bird Baths • Accessories and Lots More!



www.moundspet.com



Sunday, October 15th, 2006

Have you ever wondered what your cat, dog or horse was thinking? Would you like to deepen your relationship with your animal companions? During this basic animal communication class, Asia will help you open the gate that connects you and your animals. You will be amazed at the level of understanding that animals have about themselves and about you!

Asia has worked internationally on radio shows, been featured in magazines (the cover story in *Women* in November 2007), and on Channel 27 and Channel 5 news shows in Madison. She has also keynoted at the Midwest Horse Fair, the Oshkosh Pet Expo, and watch for her at the Green Bay Pet Expo 2007.

The workshop is scheduled for Saturday and Sunday, October 14 and 15, 1-5 p.m., at Dane County Humane Society. The cost is \$150 if registered by October 1; or \$185 if registered after October 1. This fee must be prepaid and includes snacks. Fees are refundable if cancellation is received within a two-week notice. There will also be private readings available on Friday, October 13. Pre-paid cost is \$80 for a half-hour and \$130 for one hour. There is a \$5 discount if you are registered for the Basic Animal Communication class. To register, contact Jane at 608.438.ASIA or asiavoight@aol.com.



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

Ask the Vet!

Q: I have a 10-year-old pug that seems to not be able to hold in his bowel movements. He goes down steps and it just comes out. He even just lets it go when he's sleeping. Does this sound like any kind of a bad medical problem or just his age? He didn't seem to start it until after he had surgery to clean and remove teeth. Could this be why it's happening? HELP!
-Leslie



A: Dear Leslie, from what you've mentioned in your question, I would guess that your dog has developed some fecal incontinence. Typically, owners will notice that their dog is having "accidents" with stool just falling out of them. Some owners may confuse this problem with a break in housebreaking, but unfortunately a dog with this problem has no control over "holding it" anymore. There are a number of different reasons that this may develop, and from what you've written about, I cannot tell you specifically why your dog developed this problem.

One cause of this incontinence is when there is damage to the muscle that surrounds the anus. This may happen after a traumatic injury to that area, after surgery to remove anal sacs, or because of a large mass very near the anus. Another cause may be damage to the nerves that supply the muscles of this area. Again some form of trauma may have occurred, but mostly commonly there is problem with pinching of the nerves when they leave the spinal canal. This may be due to a deformation of the vertebra in the pelvis or a tumor located near the spinal cord compressing on the nerves. Radiographs or an MRI of the backbone are needed to make this diagnosis. Although not common in the small breeds, another possibility is an atrophy, or breakdown, of the nerve fibers resulting in irreversible nerve damage. This condition is often seen in some of the larger breeds, especially German Shepherds.

I doubt that the dental had anything to do with the problems you are seeing. If there are no obvious masses near the anus, or recent surgery in that area, you should discuss having a work-up done with your dog. If there are no abnormalities seen on bloodwork or radiographs, then your vet may recommend a referral to have an MRI done to look for a problem that may respond to surgical correction. If there has been some recent surgery or trauma to the area around the anus this may be a temporary condition as muscle tone returns. Please discuss this with your vet to see if this is a likely possibility or if you should still consider a full work-up.

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

Fetch it, boy! Go get the stick! Seems like retrieving a stick or ball is something that comes naturally to a dog—not just comes naturally, but something they enjoy doing and actually live for! Many dogs love to fetch, in fact, I have two of them. My black labradors will bring the ball back to you over and over (and over and over!) again. Water or land, my arm will tire way before Utah or Buster will!

Labradors, retrievers, and water dogs of all sorts have retrieving in their blood. It is usually pretty easy to teach one of these pups to run after a ball and bring it back. But, not all breeds are as excited. A hound dog may look at you like, "You threw it, you can go get it!" Or, a terrier may watch you throw the ball, but then start to dig a hole looking for a varmint.

Retrieving, although a simple concept, has many different parts to actually learning how to do it. #1 – The dog has to watch where you threw it. #2 – They have to run after it. #3 – They have to put it in their mouth. #4 – They have to carry it in their mouth back to you. #5 – They have to drop it in your hand or in front of you. #6 – They have to want to do it again, making it into a game brings much faster results.

1. GET YOUR DOG'S ATTENTION with the ball. Wave it around and act like it's something really exciting!

2. THROW THE BALL, but not far. When you first start training a dog to do anything, remember to take baby steps. Throw it or roll it only a few feet in front of you. When he starts to go after it, quietly encourage him. You don't want to make too much noise at this point because he might just turn around to see what you're all excited about!

3. THROW A BIG PARTY when he puts it in his mouth for even a second. Yippee!! What a good dog!! This is usually the hardest part, getting him to put it in his mouth. Once you've got him to do that, you're halfway there!

4. CARRY IT BACK TO YOU... Hmm, not so easy either. In the beginning stages, I would throw it and then let your dog run around with his prized possession for a while. Make him think that the ball he just "caught" is something wonderful and once he's got it, it's his. You can even play around with him, pretending you can't get the ball away from him. If you have a dog that doesn't always put it in his mouth, playing the "I-can't-get-what-you-have" game always works well. This will make him want to get the ball each time.

At this point you can do a couple different things. I don't ask the dog to bring it back to me during the first few days, I physically take it out of his mouth, while giving my "drop it" command at the same time. Since he thinks this is his special toy, the second it is out of his mouth he will want it back—that's when you can throw it again. Doing this (over and over and over) turns him into a dog that will love to retrieve. If you can get your dog to love the retrieval part, you can get your dog to bring it back to you—because they'll understand the game is that they have to bring it back to you, in order for you to throw it again!

5. DROPPING IT IN YOUR HAND or in front of you. If your dog at this point thinks it's fun to hold onto the ball, you can do a couple different things to encourage him to give it back. You can show him that you have something of equal or greater value to him, in exchange for the ball. Tell your dog to "bring it here" (clap your hands, run a few feet away from him to encourage him to run toward you) and then as he

Ask the Trainer...cont.

comes running toward you, you can show him that you have a treat. Put the treat right next to his nose and as he goes to open his mouth for the treat, say "drop it." Or, if the ball is much more fun than a treat, show him that you have a second ball instead of a treat!

When your dog is learning to fetch, make sure that his tennis balls are only out during the time when you are working on retrieving. Remember to keep it fun and keep the sessions short. Always end a training session with your dog wanting more! This is how you turn your dog into a tennis ball freak, just like mine.

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!

You Can Help!

The Rock County Humane Society has recently seized 44 Siberian huskies from a bad situation. They do not currently have space to accommodate this many dogs and need your help ASAP to house and care for them. Please mobilize your forces and contact them to see what you can do to help with this serious situation. The dogs are dirty, some are filthy, some are thin, but they have been people friendly and are handleable for bathing and other care needs. Some dogs do have hook worm but are generally in good health considering their situation. It seems they have been grouped so most get along with others. They desperately need your help! The shelter phone number is 608-752-5622 and it is answered between 8 am and 5 pm. Please consider supporting them as best you can!

And don't forget the Dane County Humane Society! They are still reeling from the pit bull influx and can also use your help. Contact the shelter at (608) 838-0413 to see how you can help.

Mounds Employee OF THE MONTH



This month Mounds is especially proud to recognize **Connie Petrick**, Sales Manager, as our employee of the month. Who better to sing her praises than our Vice President Mary Jansma?

"We nominate Connie Petrick as employee of the month. She has been with Mounds since December 1999. I remember this because we were in the midst of the busy Christmas season

in the stores, and poor Connie, (like all the management staff hired at Mounds) was sent to each Mounds location to do a "tour of duty." This is not an optimum time to gain any insight or training from fellow management staff, as everyone is just trying hard in their own stores to keep up with ordering, stocking shelves and last, but not

Warm & Fuzzy Salute



Volunteer: Joan Sweeney
Organization: Wisconsin Rottweiler Rescue, Inc.

Responsibilities: Joan started Wisconsin Rottweiler Rescue, Inc. in 1994.

Joan's focus has primarily been with rottweilers, but she has also rescued pit bulls.

Joan emphasizes that Wisconsin Rottweiler Rescue has never been a foster organization.

"Myself and one other person take care of the dogs until they are adopted, they are not placed in a foster home. We can, and often have, accommodated up to thirty dogs at one time!"

Joan also points out that many of her rottweilers come from private homes or shelters and that she has probably taken care of up to 2,600 dogs since she started the rescue!

Why Does She Do It? Joan says that she has been involved with Rottweilers long before they became such a popular breed. Joan regrets that their popularity led to a lot of people owning Rottweilers that probably shouldn't have.

"They are a loyal, courageous, and protective breed, whose behavior can be misinterpreted as aggressive. Rottweilers are not for everybody!"

I personally love the breed and cannot turn my back on those dogs that for whatever reason can no longer be cared for by their owners."

How to Get Involved? Donations of cash or gift cards are always welcome and may be sent to or dropped off at:

Dr. Carla D. Christman
Healthy Pet Vet Clinic
1440 E. Washington Ave. • Madison, WI 53703
608.294.9494

For more information visit: www.wirottrescue.org

<p>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</p>	<p>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</p>
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least, keep the customers going through the checkouts without delay! Now it is six years later and Connie, through hard work, dedication, and a wonderful way with customers and employees now oversees the operations of five Mounds Pet Food locations.

"She has always had a love for animals and really enjoys people; that combined with her great work ethic and charismatic leadership style is a great recipe for her continued success. Oh, and of course she has many four-legged critters at home. Her home is host to her faithful rescue pit bull named Daisy as well as several rescued cats. She enjoys the outdoors, working on her yard, and has recently begun taking horse riding lessons. Hmmmm, is there a 1,200-pound four-hoofed vegetarian in her future?"

Thanks again, Connie, for all of your hard work!