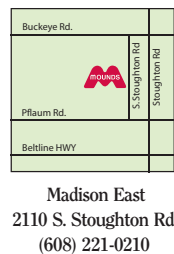
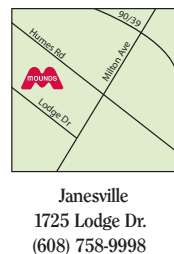
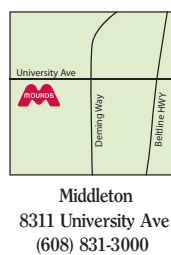
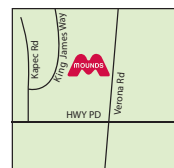
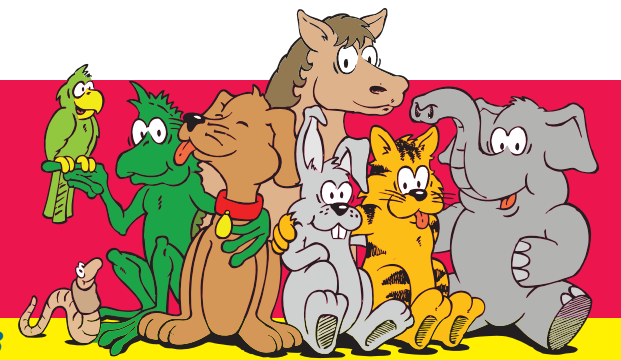


# Here's What's Goin' On at Mounds

<b>EVERY DAY AT:</b>	<b>All Mounds Stores</b> - 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.
<b>SATURDAYS</b> 10am-4pm	<b>Angel's Wish Center</b> - Angel's Wish Center - Adoption Opportunity, 161 Horizon Dr. #106, Verona. For more information on Angel's Wish Center call 608-848-4174, email info@angelswish.org or visit their website at www.angelwish.org. Pet Resource and Adoption Center Hours: Sunday 1pm - 4pm, Saturdays 10am - 4pm.
<b>SUNDAYS</b> 1pm-4pm	<b>Angel's Wish Pet Adoption and Resource Center</b> - Pet Microchipping Clinic, \$20/pet, including registration (These will be the first Sunday of every month.) Call 848-4174 for more information.
<b>Mondays/Fridays</b> 5pm-8pm	<b>Mounds Middleton/Fitchburg/East</b> -The Dane County Humane Society will be selling Raffle tickets for their annual Bark and Wine event.
<b>Saturdays/Sundays</b> 2pm-5pm	<b>Mounds Middleton/Fitchburg/East</b> -The Dane County Humane Society will be selling Raffle tickets for their annual Bark and Wine event.
<b>June 7 Mounds Fitchburg</b>	<b>Regular rescue booth from Greyhound Pets of America.</b> 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.
<b>June 14 Mounds Janesville</b>	<b>Rock County Humane Society</b> has adoptable pets in store as well as information about the humane society and how to get involved.
<b>June 14 Mounds East</b>	<b>Regular rescue booth from Greyhound Pets of America.</b> 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.
<b>June 14 Mounds Sun Prairie</b>	<b>Regular rescue booth from Greyhound Pets of America.</b> 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.
<b>June 14 Mounds Middleton</b>	<b>Dane County Humane Society Mobile Adoptions</b> - With adoptable animal and information on helping out the DCHS.
<b>June 19-22</b>	<b>National Women's Music Festival</b> at the Alliant Energy Center
<b>June 21 Mounds Middleton</b>	<b>Regular rescue booth from Greyhound Pets of America.</b> 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.
<b>June 21 Mounds Sun Prairie</b>	<b>Animal Rescue and Veterinary Support Services</b> will be doing micro-chipping for \$15.00 per dog or cat.
<b>June 22 Mounds Sun Prairie</b>	<b>GRRoW</b> - Golden Retriever Rescue of Wisconsin is a statewide, non-profit organization, dedicated to the rescue, rehabilitation and rehoming of golden retrievers.
<b>June 28 Mounds East</b>	<b>Dane County Humane Society Mobile Adoptions</b> - With adoptable animal and information on helping out the DCHS.
<b>June 28 Mounds Sun Prairie</b>	<b>Columbia County Humane Society</b> - With adoptable animal and information on helping out the CCHS.
<b>July 5 Mounds East</b>	<b>The Lab Connection (TLC)</b> All volunteer network dedicated to re-homing unwanted or abandoned Labrador Retrievers.
<b>July 5 Mounds Janesville</b>	<b>Rock County Humane Society</b> has adoptable pets in store as well as information about the humane society and how to get involved.
<b>July 12 Mounds East</b>	<b>Regular rescue booth from Greyhound Pets of America.</b> 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.
<b>July 12 Mounds Sun Prairie</b>	<b>Regular rescue booth from Greyhound Pets of America.</b> 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.
<b>July 12 Mounds Fitchburg</b>	<b>Dane County Humane Society Mobile Adoptions</b> - With adoptable animal and information on helping out the DCHS.
<b>July 19 Mounds Middleton</b>	<b>Regular rescue booth from Greyhound Pets of America.</b> 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.
<b>July 19 Mounds Sun Prairie</b>	<b>Animal Rescue and Veterinary Support Services</b> will be doing micro-chipping for \$15.00 per dog or cat.
<b>July 20 Mounds Sun Prairie</b>	<b>GRRoW</b> - Golden Retriever Rescue of Wisconsin is a statewide, non-profit organization, dedicated to the rescue, rehabilitation and rehoming of golden retrievers.
<b>July 26 Mounds Sun Prairie</b>	<b>Dane County Humane Society Mobile Adoptions</b> - With adoptable animal and information on helping out the DCHS.
<b>July 27 Mounds Sun Prairie</b>	<b>Columbia County Humane Society</b> - With adoptable animal and information on helping out the CCHS.
<b>Sept. 20 Mounds Sun Prairie</b>	<b>Columbia County Humane Societies Dog Walk</b> - "Marching for Mutts" to support the care of homeless animals.



www.moundspet.com



June/July 2008

# The Dirty Dog Wash

**Saturday August 9th from 10a.m. to 2 Mounds Pet Food Warehouse in Janesville**

Join WJVL's Mike Austin Broadcasting Live



**\$7 Dog Wash \$10 Nail Trim**

All proceeds benefit Rock County Humane Society

www.moundspet.com



## DOG POWER SUCCESS STORY

This story begins in August of 2002. Puggy is my black lab mix. I got him as a puppy in Austin Texas, a day before his owners planned on taking him to the pound. We moved to Janesville, Wisconsin a few months later. Puggy was only 3 years old when one day I felt a lump on his neck. I thought it may be just a swollen lymph node, (or perhaps it was always there, and I just never noticed it before). Nevertheless, I was concerned and kept an eye on it. A week later, it was still there, and thus I took Puggy to his vet. The vet was also very concerned and did a biopsy. The cytology returned later that day with the diagnosis of canine lymphoma - or cancer. Puggy began the first of his 20 weekly chemotherapy treatments the very next day. Every Tuesday morning, I dropped him off at the vet and picked him up in the late afternoon. He had to have blood tests drawn before chemo was started, and if the blood tests showed normal cell count, he began his infusion of the powerful drugs. At the end of the 20 weeks, thankfully Puggy was doing quite well. That is when I decided to start him on a good quality dog food to help strengthening his body. I began feeding him Mounds Dog Power Maintenance. Puggy is now almost 9 years old, and has been cancer-free for the past 6 years. He is healthy, active, and has a hearty appetite. My other dog, Rocky, who is 10 years old also eats Mounds Maintenance. My two cats eat Mounds PurrFect Cat Food and are both pictures of health at ages 7 and 10. Puggy's success story started 6 years ago and was a wake-up call for me to focus more on my pets' nutritional needs. I am thankful to be able to share this happy ending.



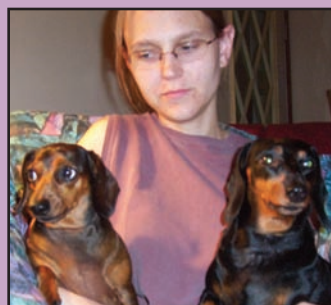
Puggy

If you have a Dog Power, Horse Power, or PurrFect Cat success story, please let us know! If we use it in future newsletters, you will receive a \$20 gift card! Submit your story to [successstory@moundspet.com](mailto:successstory@moundspet.com)

Thanx again!  
Linda Kern



**Volunteers:** Amy and Darin Rhode  
**Organization:** Dachshund Rescue of North America  
**Nominated by:** Karen Burgstede



Dear Mounds,  
"Warm and fuzzy.....that is what the puppies recently rescued by my Daughter, Amy and her husband, Darin, look like. There are five, dropped off by a breeder because they have special needs. One is almost completely blind and the others have different degrees of vision problems.

I can't comprehend how these two young adults both work full time and take care of their own "children", dachshunds, and work tirelessly at rescuing. Oh, did I mention, Amy also goes to school part time. Then the phone rings, and a voice crying on the other end asks if she can please take her dachshund or she will be evicted! Now there is one more to care for and find a forever home.

Yes, all the dogs rescued are rehabilitated if necessary, treated for any medical problems, or just brought up to date, and then the search is on for a "forever home". The dogs are only placed in homes that meet strict guidelines so they are not displaced again. Dachshund Rescue of North America is the organization they work with. They fall in love with so many before they are adopted and it is hard to say good bye.

Amy & Darin have taken in dogs with back problems and are paralyzed, needing special medical care and a lot of TLC. The amount of driving to clinics and transporting rescues is unbelievable to me.

Special days are when the mail or e-mail comes with pictures, cards, or letters, from past adopters and their pets. Amy will call me so bubbly and happy with "remember Oscar or Clinton or Molly or....." Nothing makes her day more than knowing how happy one of her little charges is in his or her new home."

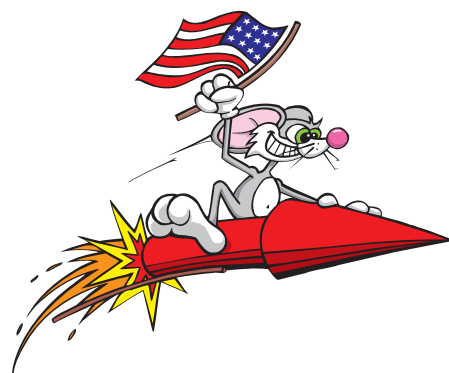
Sincerely,  
Karen Burgstede

Send your nominations to:

**Warm Fuzzy**  
Mounds Pet Food Warehouse  
2422 Montana Ave.  
Sun Prairie, WI 53590  
E-mail: [mounds@moundspet.com](mailto:mounds@moundspet.com)  
Fax: (608) 825-4800

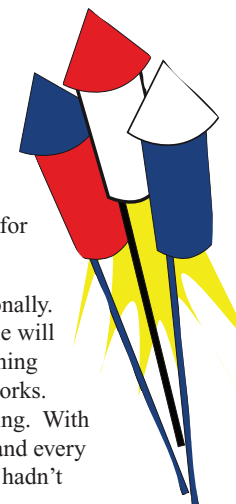
Selected Nominees receive:

- \$100 Mounds gift certificate for their organization
- Profile and Picture in Mounds Newsletter and Website ([www.moundspet.com](http://www.moundspet.com))
- Profile featured on 105.5 MMM



## Fireworks and Thunder Phobia in Dogs

Fireworks during the Fourth of July, and summer thunderstorms can be miserable for dogs, and may lead to sleepless nights for both you and your dog. Some dogs don't seem to mind loud noises, and others respond with many difficult fear induced behaviors. Some dogs may never be completely comfortable with fireworks or thunderstorms, but a lot can be done to make this fear less of a problem for any dog.



Unlike thunderstorms, fireworks are set off intentionally. You can train your dog when you know other people will be shooting fireworks, and you can set up your training location at a distance from the location of the fireworks. This predictability is a powerful advantage in training. With thunderstorms you're at the mercy of the weather, and every storm turns into a training opportunity, even if you hadn't planned on spending the evening with your pooch.

As in dealing with other things that frighten some dogs, your best approach is to work with your dog before you see any signs of fear. Ideally, work with your dog at a distance from the fireworks so the noise will not be loud, but the dog can see that a person is causing the noise. This connection helps many dogs by taking the mystery out of it.

Food treats work with many dogs and games that your dog loves may be even more powerful in helping the dog mentally tune out the noise. When your dog is doing something that they are familiar it takes concentration, their focus is drawn away from the stimulus that may cause them to be afraid.

The more you and your dog train together to make your interactions satisfying and strongly focused, the more powerful these interactions will be in conditioning your dog not to worry about the distant noises. Retrieving, tossing a toy for the dog to catch, or tug-of-war are the kinds of person-and-dog interactions that work as powerful antidotes to fear. Move the interaction between you and your dog a little closer to the fireworks action a bit at a time. Be careful not to progress too quickly so your dog will not be fearful. Judging the dog's state of mind is a delicate process. If you misjudge and advance too rapidly, go back to a distance where the dog shows no fear. Work at that distance a long time before advancing again. Slower is faster in this type of training. Triggering fear is a major setback, so try very hard not to do so.

Preventing a fear from developing is much easier than working through the fear once the dog has made a bad association. Don't leave a dog outdoors alone when someone is going to use fireworks or during a thunder storm. Besides the risk of a fear being created in the dog, many dogs will flee a fenced yard in panic and be lost. If you aren't able to have a full-focus training session, keep your interactions with your dog upbeat, happy and hearty. Don't use a pitying or "babying" voice or touch that gives a dog reason to be afraid. Act happy and confident, and reward your dog for confident behavior. If you act fearful of storms or fireworks, there is a chance that your dog will be able to sense that fear and become fearful himself.

On an entirely medical note, ear infections can make noises painful. Take good care of your dog's ears.

Articles written by:  
**Dr. Carla D. Christman, DVM | Healthy Pet Vet Clinic**  
1440 E. Washington Ave. | Madison, WI 53703  
(608) 294-9494



## EMPLOYEE OF THE MONTH

Dean is a sales associate at our Mounds Fitchburg location. He is hardworking, dedicated and gives his all everyday. He never shies away from tackling a tough or unpopular task. Recently he has been cheerful doing register and helping with the massive task of a store reset. Dean is most knowledgeable about dogs, cats and nutrition. Recently Dean has taken on the cat litter section - which no one else ever wants to do because keeping it stocked involves a lot of heavy lifting. He does a great job keeping it all stocked and looking great. Dean is an all-around champion stocker - tackling the biggest palates without complaining and always rotating foods to make sure the customers get the freshest food. Dean is described by peers as consistent, hard working, dedicated and even when you have to do something you don't really like, you can do it cheerfully. Thanks for all you do Dean we are glad to have you as part of the Mounds team!



Dean Zuba



## ASK THE VET

I have 2 wonderful cats at home, but it seems as though they get very bored during the day while I'm away at work. **Can you recommend some toys that they could play with by themselves?**

Thank you for this question. This is actually something I do discuss with owners in the exam room on a regular basis. I feel that play is an important aspect of a cat's well being. Not only does playing with our feline companions help with simple, "boredom" but also remember that exercise is important for weight control as well as helping to reduce bad behavior. I can't give you specifics on all the toys available, but I will discuss what to look for and how to optimally utilize toys.

Studies have been done that look at the preference of certain toys and also the length and frequency of play sessions. When thinking about alone play, you should try toys that will hone in on activities that are both functional and fun by encouraging your cat's predatory drive. One of the best ways to do this is with toys that will appeal to several different senses (sight, sound). Toys with a subtle smell, either their owner's scent or catnip were preferred in several studies. Toys that make some noise, high pitched sounds like prey would make or crinkling sounds. Cats will very much enjoy toys that appeal to the sense of touch, something they can put in their mouth. It must be very visual and toys that move are some of my cat's favorites. Another plus is a toy that can dispense food or a treat so that play ends up with a reward in the end. I recommend rotating these toys as well on a regular basis to keep you cats' interest at a peak.

Even though your question specifically asked about toys your cat can play with while you're not at home, you should not forget the importance of together play time with your cats. We do know that optimal play times are dusk and dawn, so those are times that you will likely be home spending time with your cat. It's important to know that rotation of the toys during a play session is ideal and can keep your cat interested in play for a longer period of time. Take short breaks (about 5 minutes) between toys to keep your cats' interest. I would recommend encouraging your cat to play with one toy for no more than 10 minutes then take a 5 or 10 minute break, move onto toy number 2, etc. Ideally you should rotate through 3 or 4 toys per day and even using different toys on successive days would model the perfect play day for your cat.

Dr. Carla Christman  
Healthy Pet Veterinary Clinic  
1440 E. Washington Ave.  
Madison, WI 53703  
(608) 294-9494



## New At Mounds...

**Why is Stella & Chewy's the best choice for your pet?**

- ☆ 100% human-grade ingredients
- ☆ organic fruits and vegetables
- ☆ 100% USDA-inspected, free-range meat
- ☆ all meat and poultry is free of hormones and antibiotics
- ☆ 100% grain free
- ☆ no preservatives, no dyes or colorings, and no sugar or salt added
- ☆ natural enzymes and amino acids preserved
- ☆ naturally occurring taurine
- ☆ fortified with vitamins and minerals

Freeze Dried  
And Frozen  
Available in:  
**Chicken**  
**Beef &**  
**Lamb**  
Check out  
thier treats too!

