

GREETINGS FROM THE MONMOUTH COUNTY SPCA



The Monmouth County SPCA's brand new Homeward Bound Adoption Center at the Freehold Raceway Mall, one of the first pet adoption centers in a major US mall, is thriving thanks to your support. It is helping to promote responsible pet ownership and showing that adoption is the smart way to bring an animal into your home. After all, if we are going to advocate against puppy mills and irresponsible breeders, we need to provide a viable alternative to reinforce that message. When people step into our mall adoption center and hear what we are doing, the response is overwhelmingly positive.



IN THIS ISSUE

MCSPCA Directory	2
Pup Nups	2
Fur Ball 2012	3
Grateful Dog Walk	4-5
It's Cool To Be Kind	6
Dog Walk Registration	7
Upcoming Events	8

Rescuing "at risk" puppies from the South and Puerto Rico is

meeting demand in Monmouth County while also helping alleviate problems in source communities. Recently I had the opportunity to visit some partner shelters. I witnessed firsthand committed volunteers who have, with limited funding and virtually no formed municipal support, animal welfare organizations, established basic, open-air sheltering facilities, and implemented practical medical protocols consistent with our own. Together we are forging partnerships that address larger issues in animal welfare.

We could not continue to carry out our mission without the incredible support of people like you. More than 7,700 of you made gifts to our organization last year, and we are on track to involve even more of you this year. On behalf of the employees, volunteers and, of course, the animals, I thank you for your continued support of our mission.

& Cloard

Jerry Rosenthal, Interim Executive Director





STAY CONNECTED! of facebook.com/MonmouthCountySPCA of @TheMCSPCA

DIRECTORY

Monmouth County SPCA Homeward Bound Adoption Centers

260 Wall Street, PO Box 93 Eatontown, New Jersey 07724 Telephone: 732.542.0040 Fax: 732.542.4552 Website: www.monmouthcountyspca.org HOURS OF OPERATION Monday - Friday, 1PM-5PM Saturday & Sunday, 12PM-5PM

Freehold Raceway Mall Lower Level 3710 Route 9 Freehold, New Jersey 07728 Telephone: 732.637.1960 HOURS OF OPERATION Monday - Saturday, 10AM-9:30PM Sunday, 11AM-7PM

MCSPCA Vogel Spay/Neuter Clinic

Appointments: 732.542.3125 Fax: 732.542.4552 Vaccine Clinic every Friday, 10:30AM-2PM No appointment necessary.

Maureen O'Brien Cats & Dogs Thrift Store

NEW HOURS: Wednesday-Saturday, 10AM-5PM Closed on Sunday, Monday & Tuesday Donations accepted during business hours 732.542.5342

Dog Obedience Training

Positive, rewards-based training to help your dog become a good family companion. Registration: 732.542.5467

Humane Law Enforcement Division

Chief Victor "Buddy" Amato: 732.542.0040

Board of Trustees

Daran Haber, MD- Acting President Harvey Greller- Vice President Christopher Nalbandian- Treasurer Josephine Joel-Secretary Pamela Knauer, Esq. David Kelley Alene Opatut, VMD Kim Ruane, MBA Laura Saker Jerry Rosenthal- Interim Executive Director

SERVICES & PROGRAMS

- Animal Shelter
- Bereavement Counseling
- Cruelty Investigations
- Dog Obedience Training
- Flea & Tick Products
- Humane Education Program
- Humane Law Enforcement
- Lost & Found
- Low Cost Spay/Neuter Clinic Please call 732.542.0040 to learn

more about any of our

services and programs.

- Pet Adoptions
- Sponsor-A-Pet • Thrift Store
- Vaccine Clinic
- Volunteer Program
- Wildlife Rescue Referrals

Pup Nups

The MCSPCA was honored to be a part of the Guinness Book of World Record's Most Expensive Pet Wedding on July 12, where Animal Fair pet expert Wendy Diamond offered the paw of her rescued pup **Baby Hope** to be wed in fuzzy MUTTrimony.



The groom was chosen through a nationwide contest, and we decided to enter one of our adoptables. As a senior dog with some associated health problems, we hoped that Sporty Spice might benefit from a little extra promotion.

While Sporty didn't win the girl, he did find his "forever home" shortly before the big event. He also finished in the Top 10, earning him a coveted spot as flower dog in the doggie bridal party.

The PUPtuals were held in loving memory of Baby Hope's older stepsister Lucky, who recently passed away after her fight with cancer. At \$158,187.26, all of the vendor services provided were donated to benefit

the Lucky Diamond Critical Care Ward at the Humane Society of New York, named in Lucky's honor.

Please scan the QR code to the right with your smartphone to check out photos from the event on Wendy's Facebook page.

MCSPCA Freehold Update



Our brand new Homeward Bound Adoption Center at the Freehold Raceway Mall has been open every Thursday-Sunday since April 26th, and has already saved the lives of more than 200 puppies and 100 kittens. The Center features a wide variety of items for people and pets, and will be open seven days a week starting this Fall- just in time for holiday shopping!

These kids enjoy a "Reading

to Your Dog" demonstration

with one of our Humane

Education volunteers Kathy

Wilson and her dog Lilly.



Interim Executive Director Jerry Rosenthal celebrates our very first Freehold adoption.



A Sato puppy waits for his new family at our Freehold Adoption Center.

i ni hit

EAT, DRINK • PLAY GAMES • SAVE LIVES!

On April 21st, almost 300 quests joined us to EAT, DRINK - PLAY GAMES - SAVE LIVES! The event was a howling success and we are thrilled to announce that this year's Fur Ball raised more than \$115,000 for the homeless animals in our care- \$30,000 from the 50/50 alone!

SPECIAL THANKS TO:

Host Tamsen Fadal of Pix 11 Morning News. Musical guests Brian Kirk & the Jirks. Corporate Sponsors Barnside Veterinary Hospital, Oakhurst Veterinary Hospital, and Red Bank Veterinary Hospital. Diamond Paw Sponsor Merrill Lynch Wealth Management, BLT Group. Very special thanks to Bruce Springsteen and Landau Management, Square Melon Communications, Victor Bubadias, Natalie Markova, and the amazing staff at Encore Event Center in Freehold for making this event a success!











Fast Fact: An unsprayed female cat may have three to seven kittens every four months.



Monmouth County SPCA & Homeward Bound Adoption Center at the Freehold Raceway Mall













TONS TO DO AND SEE THIS YEAR:

- WOOFstock-themed music and activities
- Vendors & shopping for people & pets
- Live music by The Wag
- Say hello to ELWOOD, winner of the 2007 World's Ugliest Dog Contest
- HUGE 50/50 Raffle last year's winner took home over \$20,000!!
- Rescue groups and pet info booths
- Games and activities for the kids
- On-site adoptions
- Canine PUPtuals Wedding Chapel
- Highly anticipated Costume Contest
- Sponsored veterinary seminars
- Food & refreshments for people & pets
- BRAND NEW demos, contests & more
- Also new- AN EXTRA HOUR of fun!

Turn to page 7 to register through the mail or SCAN THE **OR CODE BELOW TO REGISTER ONLINE!**



saturda OCTOBER 61 10 am-3 pm **BROOKDALE COMMUNITY COLLEGE IN LINCROFT, NEW JERSEY** a leash, throw on some tie-dye, and join the Monmouth **THE PAWTICULARS:**

County SPCA, with Corporate Partner Red Bank Veterinary Hospital, for our largest fundraising event of the year!

Last year's Walk was a tremendous success, attracting close to 2,000 people and their pets, and raising more than \$120,000 for the homeless animals in our care!

Want to see YOUR DOG in the logo next year? Register online and set up your FREE fundraising webpage, then collect pledges from friends and family on behalf of your dog. You don't even have to attend the Walk to gualify!

Collect the most pledges and your dog will be featured as the 2013 Honorary Chairdog for next year's Walk. Walk as little or as much as you'd like. It's not about how many miles you log, but the impact you'll have on the lives of thousands of homeless animals throughout Monmouth County.

Last year's Top Fundraisers AJ & Melissa Sfarra raised more than \$7,600 for the animals in our largest TOP DOG competition to date, and now their dog **Pinot** is featured on t-shirts, bandanas, flyers, postcards, banners and billboards throughout Monmouth County!



WIN FOUR TICKETS AND E STREET **LOUNGE PASSES TO BRUCE SPRINGSTEEN'S** WRECKING BALL WORLD TOUR PERFORMANCE

In addition to the chance to have YOUR DOG featured in our 2013 Dog Walk & Pet Fair logo, we are adding a second competition to the event this year!

Collect the most pledges for the Walk as of **NOON on Friday**, September 14 and win FOUR tickets and ESL passes to Bruce Springsteen and the E Street Band's performance in East Rutherford, NJ at MetLife Stadium on Wednesday, September 19, 2012! Please visit our Facebook page at facebook.com/MonmouthCountySPCA for complete rules and details.





Fast Fact: A dog's nose has about 4 times as many scent cells as a cat's and 14 times more than a human's.

Anyone attending the event with a dog (walking or not) must raise a minimum of \$25 in pledges, or pay \$30 admission at the door.

All dogs MUST have current rabies tag, license, or proof of rabies vaccinations on the day of the Walk in order to enter.

All dogs will receive a 2012 Dog Walk Doggie Bandana to wear during the event as proof of registration.

Raise \$50 or more in pledges and receive a 2012 Dog Walk Collectable T-Shirt at the Walk.

Registration forms and pledge money must be received by NOON on Friday, October 5th to be eligible for Top Fundraising Prizes.







RBVH Pet First Aid Lecture a Success



A very special thank you to Red Bank Veterinary Hospital for presenting a lecture on Pet First Aid in our Homeward Bound Adoption Center **RBVH Community Room** on Friday, July 13th. Both Dr. Rosanna Scali and Dr. Melissa Marshall gave a phenomenal presentation full of

tips to help pet owners identify emergency symptoms in their dogs and cats. Thank you to everyone who was able to join us!

It's Cool To Be Kind



Bear Foundation and the Cowles Charitable Trust, our Humane Education program has blossomed and grown. Volunteer team members and Pet Therapy dogs visit with children of all ages at schools, libraries and youth groups to educate and raise awareness through a new presentation, It's Cool To Be Kind. Topics include the importance of pet

Thanks to generous grants from Build-A-

care and safety, spaying and neutering your pets, and promoting the humane treatment of animals to their family and friends.

The MCSPCA held our first ever PET **CLUB** this summer, where children experienced fun activities including arts & crafts, sing-along's, wildlife lessons, pet therapy dog interaction and most importantly, the joy of being surrounded by other children who share their love of animals.

For more information about our Humane Ed program, please contact Volunteer Coordinator Perri Blind via email at perri@monmouthcountyspca.org or call 732.440.1527.



Behavior Training

The Monmouth County SPCA was awarded a PEDIGREE Foundation 2011 Innovation Grant of \$25,000 that enabled us to hire two additional part-time behavior trainers, ensuring full coverage every day of the week. We have also used the grant to purchase training items, including treat dispensers, clickers, and special harnesses for training larger dogs.



Gracie (left) came to us from another shelter and was adopted after four months, but surrendered a year later due to divorce. She was adopted soon after, but was returned again after one week because she did not get along with their puppy. Our behavior trainers got Gracie into regular playgroups with dogs of all sizes and ages, and worked on her behavior using the 'leave it' command.

She was adopted a month later, but returned within a week for chasing the family cat. Her training protocol was revised to include more basic obedience and crate training, and a note was placed in her file to ensure she was adopted to a family without cats.

Gracie was now suffering from anxiety after being adopted and returned so many times, so she was placed on medication to help ensure her training and next adoption would be successful.

Gracie was finally adopted through a special process due to her history of returns. A dog-to-dog meeting was held at the adopter's home to help the family understand her medications and recommendations for further training. Gracie is currently doing very well in her new home!

How to Litter Train Your Kitten

Properly training your kitten to use a litter box is essential in helping the little fur ball adjust to their new surroundings.

Make sure the little box is small enough for your kitten to jump in and out of easily. Place the box in a clean, relatively guiet and easily



accessible location, away from their food and water. If you have more than one cat or kitten, you may want to consider a separate litter box for each.

Start by placing your kitten into the litter box. If they do not try to dig, gently take one of their paws and show them how. Never punish your kitten for having an accident. Let them sniff the soiled spot, then take them directly to the litter box. This will help them associate the litter box with going to the bathroom.

It is very important to keep their litter box clean. Scoop out soiled litter daily, and change the entire box weekly. Clean up accidents right away with a half and half solution of white vinegar and water. This will help to eliminate the odor and hopefully prevent your kitten from returning to that spot.

Patience is the key to successful litter box training. Best of luck to you and your new fuzzy family member!



REGISTRATION FORM 2012

WALKING THE WALK?

am WALKING TO SAVE LIVES as a: TEAM MEMBER INDIVIDUA

BRINGING A DOG? ANYONE ATTENDING THE EVENT WI

- Collect or donate a minimum of \$25 prior to the event
- Register at the door on the day of the event for \$30.
- Registration is PER DOG. All dogs will receive a "Grateful" Doggie Bandana at the event. Collect a minimum of \$50 in pledges and receive a 2012 Commerciative Dog Walk T-Shirt.

Dogs must be at least 6 months old & younger than 10 years old.

DOGS MUST BE UP TO DATE ON ALL SHOTS IN ORDER TO ENTER. lease make sure to bring a current rabies tag, license, or proof of rables vaccination with you on the day of the event.

QUESTIONS? stephanie@monmouthcountyspca.org 732.440.1558 MCSPCADOGVALK.ORG

6 Fast Fact: An estimated 1 million dogs in the US have been named the primary beneficiary in their owner's will.

BROOKDALE COMMUNITY COLLEGE IN LINCROFT, NEW JERSEY

PLEASE DETACH AND SUBMIT FORM WITH PAYMENT TO: MCSPCA DOG WALK - PO BOX 93 - EATONTOWN - NJ 07724

SAVE TIME AND REGISTER ONLINE AT MCSPCADOGWALK.ORG



PAYMENT OPTIONS

- Enclosed is a check in the amount of \$..... made payable to the MCSPCA.
- Please charge my: ■VISA ■MASTERCARD ■DISCOVER for the amount of \$.

Fast Fact: With patience and understanding, you can teach any old dog new tricks.





A NOT-FOR-PROFIT ORGANIZATION

260 Wall Street Eatontown, NJ 07724



GRATEFUL DOG WALK & PET FAIR 50/50 RAFFLE

LAST YEAR'S WINNER WENT HOME WITH OVER \$20,000!

DRAWING: Saturday, October 6th at 2:45PM during our 19th Annual Grateful Dog Walk & Pet Fair (winner need not be present).

TURN TO THE CENTER OF THIS NEWSLETTER FOR YOUR CHANCE TO WIN!

 Additional raffle tickets will be available for purchase at the following locations:

 • MCSPCA Eatontown
 • MCSPCA Freehold
 • Vogel Spay/Neuter Clinic
 • Maureen O'Brien Cats & Dogs Thrift Store

 • 2012 "Grateful" Dog Walk & Pet Fair
 • Visit MONMOUTHCOUNTYSPCA.ORG for a complete list

UPCOMING EVENTS

MCSPCA 19th Annual

"Grateful" Dog Walk & Pet Fair When: Saturday, October 6 from 10AM-3PM

Where: Brookdale Community College in Lincroft, NJ Turn to page 4 for more info, page 7 to register through the mail, or register online at MCSPCADOGWALK.ORG.

HSUSNJ Animal Welfare Legislation Seminar

When: Saturday, October 20 at 10AM Where: MCSPCA Community Room HSUSNJ State Director Kathleen Schatzmann speaks about current legislation and issues that affect animal welfare.

NASCAR's Cory Joyce Meet-and-Greet and Costume Contest

When: Saturday, October 27 Where: MCSPCA Eatontown Adoption Center Visit our website for details!

JSRC 19th Annual Trick or Trot 5K Race, Fitness Walk & Pet Walk

When: Sunday, October 28 at 9:30AM Where: Seven President's Park in Long Branch, NJ People & pets costume parade, fun for the kids, food, refreshments & MORE! For more info, visit JSRC.org.

MCSPCA Home for the Holidays

When: Saturday, December 1 Where: MCSPCA Eatontown Adoption Center Join us this holiday season in celebrating the miracles of new homes, new lives and new loves that happen every day at our Homeward Bound Adoption Center.

MCSPCA Valentine's Brunch- All They Need is LOVE

When: Sunday, February 10 at 11AM

Where: McLoone's Pier House at Pier Village in Long Branch, NJ With or without a sweetheart this event is a great way to share your love with the homeless animals cared for by the MCSPCA.

MCSPCA 2nd Annual Fur Ball

When: Saturday, April 20, 2013 from 6PM-11PM Where: Encore Event Center at iPlay America in Freehold, NJ Live music by Brian Kirk & the Jirks, open bar, great food, and a huge auction followed by laser tag, go carts, boardwalk games, rides and more!



For more info about upcoming events, please scan the QR code with your smartphone or visit the EVENTS section of our website at MONMOUTHCOUNTYSPCA.ORG

PHOTO CREDITS: All of the photos used in this newsletter are courtesy of AnimalFair.com, RBVH-nj.net, Victor Bubadias Photography, Natalie Markova Photography and Ken McKeel Photography.