Professionals in animal control generally agree that sound law enforcement and pet sterilization are two of the keys to curbing the surplus of pets. The third is public education.

As we clarify the goals and programs we want to accomplish in our communities, we must begin to make citizens understand that our goals are in their best interests.

Attractive pamphlets distributed throughout your community are an excellent avenue for communication with the public. "Handouts" can be produced inexpensively and give people an item to take home to remind them of your message.

The first step in producing any printed material is to spend some time thinking about your audience. With materials on responsible pet ownership, you are trying to educate the pet owners who do not understand the importance of licensing, leashing and neutering their pets (and may not be interested).

You are also trying to reach people who are thinking about getting a pet to make sure they understand the commitment involved. Also, you are trying to teach people who simply do not care that responsible pet ownership is part of the law.

Continued on next page
More important, perhaps, you are showing your community that your organization or agency is providing a service to the public and that all citizens benefit from humane pet control. Knowing specifically what you are trying to convey and to whom will make planning and producing your literature much easier.

The materials you hand out should look professional. This includes an attention-getting title and artwork, such as clear photos of wide-eyed, appealing animals. "Invite" people to read your materials with an active but tasteful cover. Pamphlets and advertising materials on all kinds of subjects are put before the public now, and you must compete with these materials to get attention.

One of the most important goals for animal control now is to demonstrate that the new animal control officer is not simply a dogcatcher but a trained professional who uses modern methods to deal with modern problems. Concise, attractive pamphlets can improve your image.

Look for talented artists and writers among your acquaintances and ask them to volunteer to produce text and illustrations. Vocational schools, high school art classes, community art groups and camera clubs are possible sources of volunteers.

Local publications designers or printers may be willing to donate their services to you or give you a reduced rate. Even if you do have to pay a fee for professional help, it can be worthwhile in terms of a quality product. If you buy services, shop around for the best quality at the best price.

The text of your pamphlet must be simple and brief. Pet owners are not interested in theories of animal control -- they want to know quickly what you are asking them to do and why. The tone of the writing should be friendly and straightforward without being "cute." Each pamphlet should have only one main message; avoid overloading your readers with too much information.

Also, reports from local humane groups indicate that pet owners are not moved by the plight of a dogcatcher but a trained professional who uses modern methods to deal with modern problems. Concise, attractive pamphlets can improve your image.

If your community has a second language, be sure to produce a second version of your pamphlet in that language. Los Angeles County Animal Control distributes a pamphlet on pet sterilization and makes the same pamphlet, using the same artwork, available in Spanish.

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Continued from page 1

Should ACOs be armed?

County of San Diego, Dept. of Animal Control, 1104 Azusa, San Diego, CA 92110.

City of Hot Springs, Animal Control, 400 Kimery Lane, Hot Springs, AR 71901.

Should animal control officers carry firearms? SHELTER SENSE asked for comments on this issue from some animal shelter and control facilities.

Emil E. Rains, Director of the San Diego County Department of Animal Control:

"Our officers do not carry weapons...Our supervisors have the capability, as they have a shotgun, immobilizing rifle and pistol in their possession. They have the authority to make the decision when a request is made by a field officer.

"By and large, the public reacts favorably to this policy and believes in it. In the back country areas, there is an occasional disagreement because the complainant expects a fully capable officer at the scene. I consider (our officers) fully capable; and if a weapon is needed to kill an injured animal, the sheriff's deputies are armed and knowledgeable." Rains referred to an incident last spring when Los Angeles City Animal Regulation officers used handcuffs on a citizen at the shelter, and a great deal of publicity resulted. "...In this case, public opinion obviously is poor. This points up the need to consider animal control as animal control, not the police, sheriff or fire department."

John Seales, Director of Animal Control for Hot Springs, AR, where ACOs are armed:

"Animal Control is a three face operation - public service, law enforcement and education 'in a humane atmosphere.'

"As a public service, we answer complaints and solve animal control problems.

"As law enforcement, we enforce the animal control ordinance. The ordinance was not written for the animal because the animal cannot read...it was written for the people who own animals.

"I have learned in the past that picking up the animals and giving warnings do not get the job done. When the officers are dressed in sharp, neat uniforms with side arms, people respect them as law officers, and it puts the officer in command of a situation...

"Enforcement changes attitudes, but is a corrective measure. Education also changes attitudes, but is a preventive measure. A balance of the two is necessary to help solve animal control problems."

Mary E. Henry, Executive Director of Bellingham-Whatcom County Humane Society and SPCA, in Bellingham, WA:

"Our policy is that if a person approached because of an animal related violation is difficult to deal with or displays violent tendencies, we simply back away. The ego of the officer must not be a factor in this instance. A person flagrantly in violation of the law can be dealt with later by assistance from the police or sheriff department...

"If physically attacked, the chances that an officer could be incapacitated or get a weapon to use a gun are pretty slim anyway, and I can conceive of no instance when a person violating an animal ordinance should be shot at.

"Many problem situations or areas are known or can be anticipated. Sometimes just having two officers go together helps a lot. A portable radio is usually carried when an
Summoned.

Henry also commented on the use of sidearms to destroy injured animals. She explains that several suits were brought by animal owners whose injured pets had been destroyed on the scene; the society now has a veterinarian offer an opinion on all injury cases, which eliminates the need for carrying arms in the field.

Keith Howeth, Manager of Animal Control for Peninsula Humane Society, San Mateo, CA.

"Our animal control officers are California state humane officers, and they go through an extensive firearms course with the police department which qualifies them to carry weapons.

"Our officers carry weapons to euthanize seriously injured animals in the field and for their own protection. They do investigate cruelty to animals, and we don't want them in the field unprotected. For example, we are involved in dog fighting situations, and the dog fighters sometimes are armed. "We believe the officers carrying firearms will cause a person who might be armed to think twice before using their own weapon. "Our officers do not carry their guns conspicuously, but firearms are part of the tools of our trade for putting seriously injured animals out of their misery. We also think this will make people look at the officer as an official, and comply with his request to follow the law."

Howeth also said PHS officers will be undergoing psychological testing in addition to firearms training for additional assurance that the weapons will not be abused.

SHELTER SENSE invites readers to send in comments on the issue of animal control officers and humane agents carrying guns. Your comments will appear in a future issue.

The San Francisco SPCA has put into service a new Animal Rescue Unit with funds from a bequest. The vehicle cost $6,300; kennels were $4,050; a portable two-way radio $2,000; emergency and search lights $1,000; a portable 2-way radio $2,000; emergency and search lights $1,000; a public address system $1,000; additional equipment totaled $4,000. The equipment includes everything from inflatable boat to whisk broom -- climbing tools, gas generator, complete tool kit, first aid materials, collapsible gurney and safety gear for officers. The new vehicle allows the SPCA to help animals that previously had to wait for city emergency services. Also, press coverage of rescue assignments has resulted in animals being promptly adopted.

The Academy held its opening sessions in October (see August SHELTER SENSE). One participant, an animal control director from Aspen, CO, has written, "...thank you for making The Academy such a wonderful learning experience, while giving me the benefit of learning from some of the most knowledgeable and enthusiastic people I have ever met...I can give my full support by returning in February and sending my entire staff to the following sessions."

The Academy is a joint project of The HSUS and the University of Alabama Division of Continuing Education's Law Enforcement Academy.

POSITION WANTED - Humane Educator seeks position with progressive animal control agency, humane shelter or humane society. Experience and training in all phases of media contact, public relations and direct public contact. Special skills include publication layout and design, copywriting, original artwork, television, radio and newspaper production, advertising and special events organization. Resume on request from Kathie Prevost, 865 East 24th, Eugene, OR 97405.

POSITION WANTED - Humane Educator. Five years with local humane education organization and humane society, developing specialized materials, newspaper columns, weekly TV show. Holds M. Ed. in Adult Education; developed working local volunteer program for 22 area schools. Interests include photography and human legislation. Illinois state member-representative NAHA. Available late spring-early summer 1980. Resume on request. Jane Hutchison, 1 Fisher's Court, Urbana, IL 61801.

WANTED - Shelter Superintendent. Salary $1,000-$1,300 per month. Responsible for Office Services and Kennel Services; supervise all shelter staff and activities. Requires two years college training in administration or management or equivalent work experience, preferably in animal field. Prefer experience in working with public. Contact San Francisco SPCA, 2500 16th St., San Francisco, CA 94103 - tel. (415) 621-1700.

WANTED - Executive Director for humane society with shelter. Moving into remodeled shelter facility in spring. Supervise staff of 20, including full time veterinarian, cruelty officer and humane educator. Experience in public relations and fundraising necessary. Salary depends on experience. Send resume to Dr. Ray Leupp, President, Board of Directors, Capital Area Humane Society, 1284 Parsons Ave., Columbus, OH 43216.

WANTED - Executive Director for Indianapolis Humane Society. Candidate should have degree in business administration or public relations; have experience in administration, financial management, Program announced.

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communications, fundraising and shelter operation. Director will
be accountable to Board of Directors for overall supervision of
professional and para-professional staff in carrying out
administration, public education and shelter operations.
Salary negotiable based on qualifications. Send resume and
professional references to John S. Thomas, Indianapolis Humane
Society, 7929 N. Michigan Rd., Indianapolis, IN 46268.

WANTED - Kanawha-Charleston Humane Association is seeing a new
executive director. Requires degree in business administration,
accounting, animal sciences or related field and three years
administrative experience -- thorough knowledge of progressive
administration, budgeting, animal welfare and current humane
statutes. Salary negotiable. Contact Dr. William Gregg, 712
MacCorkle Ave., S. Charleston, WV 25303.

For the Young People in Your Lives...

Four to Eight years old
Storex and drawings to color
featuring all kinds of animals.
$1.50 each

Eight to Twelve years old
Published 6 times a year, Kind
is a magazine for young people
who like animals.
Annual Subscription $4

CAREERS
Working With Animals
This 160 page book tells you
everything you've always
wanted to know about animal
careers.
Regular price - $6.95
Special price for Shelter
Sense subscribers - $5.95

MODEL ADOPTION QUESTIONNAIRE
To ensure that your pet adoption is in the best interests of both you and the pet, we ask that you answer
the following questions:

Your Name __________________________ Telephone __________________
Address ____________________________
Do you ___ own? ___ rent? (Landlord's name __________________)
Do you live in ___ city? ___ rural area? ___ house? ___ apartment? ___ mobile home?
What hours is someone usually at home?
Have you had pets in the last five years? __________ What happened to them? __________
Where will your pet spend most of its time?
Sleep?
What kind of animal would you like? Enter kennel number if you have picked out a shelter animal.
Who is your veterinarian?
Do you know the local ordinances pertaining to pet licensing and rabies vaccination?
Are you aware that you are required to have your adopted pet neutered?
Since most shelter animals have unknown medical backgrounds, are you prepared to take your pet for a
complete veterinary exam right away and to provide any necessary medical treatment?
Do you object to our visiting your home sometime in the future?
What are your reasons for getting a pet? _______ companion _______ for children _______ gift
______ guard _______ mouser

When you have completed this form, we would like to discuss your adoption plans with you and assist you
further.
MODEL ADOPTION CONTRACT

THis contract is made between ____________________________ (name(s) of adopter(s)), hereinafter referred to as Adopter(s), on ____________________________ (date). (Your organization) agrees to the following:

1. Adopter(s) agrees to the following:
   a. To give the adopter(s) title, possession and control of the animal(s) for such time as the animal(s) may be kept by the adopter(s).
   b. To refund any fees paid for adopting this animal if the animal proves to be in poor health (as explained in paragraph 2a) and is returned or dies of natural causes. However, no refunds shall be given for any reason after 14 days from the date of this Contract.
   c. To have the animal spayed or neutered at my/our own expense by ____________________________ (date), and after the operation to promptly deliver to ____________________________ (your organization) a signed statement from a veterinarian confirming that the animal has been spayed or neutered.
   d. To provide adequate food, water, shelter, exercise, medical care, and general care for the animal in a devoted and humane manner.

2. In return, Adopter(s) agrees to the following:
   a. To take the animal to the veterinarian within 3 days for a general physical check-up and any necessary vaccinations, medications or other minor treatment, at my/our own expense. If the animal proves to be in such poor health that major treatment is necessary, (I/we) may return the animal for a refund. To obtain a refund, (I/we) must obtain written confirmation of the state of the animal’s health and the necessity for major treatment from the veterinarian and present such confirmation to your organization.
   b. To provide a license for the animal, if required by law, and have the animal vaccinated against rabies, and generally comply with all laws concerning the keeping of a pet animal. If the law does not require the animal to be licensed, (I/we) agree to have the animal wear an identification tag at all times. The tag shall state my/our name, address and telephone number.
   c. To have the animal spayed or neutered at my/our own expense by ____________________________ (date), and after the operation to promptly deliver to ____________________________ (your organization) a signed statement from a veterinarian confirming that the animal has been spayed or neutered.
   d. To provide adequate food, water, shelter, exercise, medical care, and general care for the animal in a devoted and humane manner.

3. If (I/we) specifically agree to keep the animal primarily as an indoor pet; to keep it on or within my/our control at all times and not to let it roam; and to keep the animal as a pet and companion, not for any commercial or utilitarian purpose.

4. If the animal is a dog, (I/we) agree not to keep it chained or permitted it to be used as a guard dog for hire or for other commercial purposes. If the animal is a cat, (I/we) agree to provide it with the humane, elastic-type collar which ____________________________ (Your organization) recommends.

5. (I/we) shall not allow the animal to be used for research purposes.

6. To return the animal to ____________________________ (your organization) if, as Adopter(s), (I/we) no longer desire or am/are unable to keep the animal, and not to sell, trade, give away or abandon the animal. If the animal is lost, (I/we) shall make every effort to recover it.

7. To allow ____________________________ (name of your organization) at any time or times within one year of the date of this contract, to investigate the premises where the animal is kept and to reclaim the animal if, in judgment of the investigator, the animal is not being adequately cared for, if (I/we) have not complied with any provision of this Contract, or if (I/we) have misrepresented any facts to ____________________________ (your organization).

8. To truthfully answer any follow-up questionnaire which ____________________________ (name of your organization) sends (me/us) regarding the animal.

______________________________
(name of your organization)

ADOPTE_ (signature)

By: ____________________________
(signature of staff member)

Address: ____________________________

Telephone: ____________________________

Driver’s License or Other Identification No.

PAWS, PO Box 1037,
Lynnwood, WA 98036.

RESPONSIBLE PET OWNERSHIP COUNCIL,
PO Box 1419,
Portland, OR 97207.

SONOMA COUNTY ANIMAL CONTROL,
4119 Mendocino Ave.,
Santa Rosa, CA 95401.

PAWS,
P.O. Box 1037,
Lynnwood, WA 98036.

Kindness and Responsibility Towards Animal Life

A full-color pamphlet is eye-catching but expensive. One or two colors printed on white or colored paper can be just as appealing but much less costly. Type-setting literature generally makes it more polished; but if you have a good design and a typewriter with large, clear type, printing typed copy can give good results. Also, most office supply stores sell inexpensive pressure-sensitive type which an artistic staff member or volunteer can use effectively.

The Progressive Animal Welfare Society of Lynnwood, WA, distributes this simple but attractive membership pamphlet in black on white paper with typed text and typeset titles:

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4119 Mendocino Ave.,
Santa Rosa, CA 95401.
The Oregon State Health Division has a pamphlet originally published by the Georgia Department of Public Health on the importance of rabies vaccinations. The up-to-date style of the pamphlet invites the reader in a friendly manner to read about the unpleasant but important topic of rabies control.

In an effort to educate new pet owners, the Vancouver Branch of the British Columbia SPCA hands out a folder titled "You Are Now A Proud Owner," with a group of short pamphlets on pet care, municipal animal laws, and the Branch's activities, including their pet identification program, Operation Tattoo.

The next workshop is scheduled for March 21-23, 1980, in Phoenix, AZ. For complete information, contact the HSUS Rocky Mountain Regional Office, 1780 S. Valiera St., Suite 103, Denver, CO 80222.

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Continued on next page
You can make a capture rope from a six-foot, ¼", cotton rope, with a brass harness ring on one end and a brass snap swivel hook on the other, attached with electrical tape. The supplies are available at hardware stores for about $3. This device can be used as a regular leash or livestock lead with the snap. By putting the snap through the ring, you can make a loop to slip around the dog's head without placing your hands in the "bite zone."

Snapping the hook to the ring after passing it through the ring makes a figure-8 rope. This allows you to place the rope around the dog's neck and make it snug by lightly pulling on the rope passing through the ring. After placing the dog in the vehicle, a pull on the rope attached to the snap hook loosens the rope and the animal is free. This keeps your hands out of the "bite zone."

Traps -- Humane box traps are widely available today and come with complete instructions, but removing the trapped animal calls for the same care and caution as other animal handling. An effective plan is to set up the traps in areas where trash is set out for collection, and stay in the area to remove the trapped animals promptly. Early morning and late evening deployment of traps are most effective and safest in terms of protecting the traps from theft.

If you leave a trap for a longer period, check it frequently and make sure the animal is protected from the elements. Also, you can attach a sign to the trap explaining its purpose to keep well-meaning people from releasing the animals. Canned cat food with liver has proved to be an effective lure.

Ladder, Net, Rope, Flashlight -- Have these items on hand for the occasional rescue that calls for their use.

To put a dog into your vehicle, hold the leash or collar in one hand with the flat part of your hand against the back of the dog's ear to control its head. Put your other arm under the dog's stomach and lift it into the vehicle. The proper way to lift a cat is to put one hand under its chest and the other under its hind quarters.

Never pick up either dogs or cats by the scruff of the neck or the skin on any part of the body. Despite the fact that mother animals use this method on tiny kittens and puppies, it is painful for the animals. The old saying about catching more flies with honey than vinegar applies to coaxing reluctant animals to cooperate with you. You cannot explain to them that you are doing the best thing for them -- you can only convince them that they are not in danger with you. Accomplish this by offering a food treat and talking softly without making any sudden moves. Have the patience to allow extra time for "sweet-talking" an animal rather than rushing at it, and making it more frightened and difficult to handle.

Illustration from National Live Trap Corp., Route 1, Box 302, Tomahawk, WI 54487.
These two illustrations provided by Dr. Michael Fox will help you learn how to identify a dog's mood and intentions. When you understand how an animal reacts, you will be better able to handle it with the least stress for both of you.


Nielsen divides the drugs used for chemical capture into two groups: 1) those inducing immobilization by paralyzing the voluntary muscles, such as succinylcholine chloride and nicotine alkaloid, and 2) those inducing immobilization by depressing the central nervous system, including ketamine hydrochloride and xylazine hydrochloride. He points out that the second group are the only humane compounds that should be used for chemical capture.

Murray E. Fowler in his book Restraint and Handling of Wild and Domestic Animals says, "Popular literature and television have promulgated the idea that all one needs to do is point a tranquilizer gun at an animal and it is safely in hand. Some (dog) control programs have experienced up to 50% mortality when using the readily available nicotine alkaloids, especially when the drugs are administered by untrained personnel."

Fowler also says that "...neither curare (which includes succinylcholine chloride) nor nicotine can be recommended as suitable immobilizing agents."

Drugs for immobilizing animals must be purchased through a licensed veterinarian. In a recent letter to The HSUS, the Food and Drug Administration listed the following drugs as approved for animal immobilization: Rompun (dogs), Innovar-Vet (dogs), Ketaset (cats) and Etorphine (N-99) and antidote -- all of which should be used under veterinary supervision.

Some sources of further information are:

A.M. Harthoorn, Chemical Capture of Animals, Ralph Curtis Books, Hollywood, FL.

If chemical capture is absolutely necessary, it is vital that staff be properly trained and that any system used have the support and assistance of a veterinarian who is knowledgeable about chemical capture or other expert in the techniques. However, it should always be regarded as a last resort.

Animal handling in the field is a critical part of your total shelter operation, and an area where haste truly makes waste. Taking the time to do it right will mean less frustration for you and less stress for the animal.

A reminder from SHELTER SENSE that shelters should not let new adopters take their pets home right before the upcoming holidays. New pets often get ignored or mistreated simply because the family is busy with holiday preparations and parties. Pets can be injured or made ill by playing with and chewing on holiday decorations.

Also, you should not allow people to adopt pets as gifts for others. The person who will be responsible for the animal's care must be the one to select the pet and to go through your complete adoption process to ensure that the animal will get a good home.

Holidays bring on warm and caring feelings, but those sentiments must not result in spur-of-the-moment pet adoptions that will result in unhappiness and regret for all concerned later.
The decade of the 1970s has been a vigorous period for the animal sheltering and control field. We have seen two national conferences on the pet overpopulation problem, and we have had the opportunity to attend many regional conferences, training sessions and workshops. We have debated high altitude decompression as a euthanasia method and have even seen it discussed on CBS's "60 Minutes" news program. The chamber has in fact been outlawed in eight states.

Communities that started spay/neuter programs in the early 70s are processing fewer animals in shelters. More veterinarians are being employed by city and county governments as well as humane societies. Animal control agencies and humane groups have experienced new cooperation in some areas and conflicts in others.

New research is demonstrating that cruelty to animals may be intimately related to violent behavior toward people, that it is a serious social issue. And "pet therapy" programs around the country are demonstrating how valuable pet companionship can be to the disadvantaged and lonely.

With these developments behind us, this is the season for fresh resolutions for the 1980s. The next decade presents the prospect of continued inflation and short funds for animal control programs, all too often at the bottom of the priority list. This means that animal professionals must make the most of every dollar -- and every gallon of gasoline.

It is all the more crucial that we direct our efforts toward changing the irresponsible pet owner, the source of our community's animal problems.

This issue of SHELTER SENSE discusses how you can reach pet owners through the use of literature, for many simply do not know the scope of the problem. In the August issue, we talked about the importance of the animal control ordinance and consistent enforcement of its provisions, to deal with people who simply do not care.

Our goal for the coming years is to continue to tell you about the many good ideas that are proving successful in our field. We hope you will continue to share your success stories with us so that we can pass them along to all our readers.

If we do our job well and you continue your sound planning and programs for your communities, I sincerely believe we will see in the next ten years a change for the better in the national attitude toward dog and cat control issues.