



With persistence and a nonjudgmental attitude, The HSUS's Amanda Arrington persuades people to free dogs from their chains.

A Dog's **BEST** Friend

For this advocate, it's all in the approach

In an earlier era, Amanda Arrington might have made a terrific door-to-door vacuum cleaner saleswoman. She's got plenty of persistence and a firm belief in her wares.

But what Arrington is selling as she knocks on doors in the Durham, N.C., area is the idea of better lives for dogs stuck outside on chains.

The North Carolina state director for The HSUS since last May, she also directs the Coalition to Unchain Dogs, a citizens group of 40 volunteers who've built enough backyard fences to help more than 150 animals.

Founded in 2006 after Arrington moved to the Tar Heel State from her native east Texas, the coalition initially consisted of Arrington and her husband. Though

people in her adopted state showed more concern about animals than she'd seen back home, some neighborhoods had dogs chained at nearly every house. Carrying a flier with her name and phone number on Saturday mornings, Arrington began the old-fashioned way—by knocking on doors.

At first, she recalls, she drew skeptical and puzzled reactions from the crime-ridden communities where “the people are just as forgotten as the animals are,” she says. “Nobody really comes into those neighborhoods to work. And so the fact that I kept returning really shocked people, but I think that that helped, because they saw I was serious about it.” Some residents assumed

Arrington was an enforcement officer who might fine them or take their animals away, but she assured them that she only wanted them to take better care of their pets.

Even if she sees a dog in a horrific situation, Arrington focuses on the positive when she first approaches the owner—perhaps commenting on how great the dog's coat looks. “I don't want to go in and say, ‘You're a bad person, you're doing a bad thing. Change,’” she says. “I want to kind of build some commonality and let them know I'm not there to get them into trouble.”

In the beginning, weeks often went by before people opened their doors just enough “to where I could leave them information and introduce myself,” Arrington says. When she first visited a pit bull breeder named Rodney one morning last year, he was none too happy about being woken up and became defensive when Arrington tried to persuade him to provide more care for his dogs.

One of the dogs had no shelter from the heat and was panting on a short chain, so Arrington offered to put up a tarp. Rodney resisted at first but relented when she told him it was free. Then he “literally pulled up a chair, opened up a Coke, and sat there and watched me—and was just really a big smart-aleck about it,” Arrington says.

But Arrington went back the next weekend with some dewormer for the dogs, who looked a bit thin. In subsequent visits she and Rodney struck up a friendship, and he started seeing his dogs differently. “Over time I connected with him and talked to him a lot and convinced him to spay and neuter his dogs, which is a huge deal, because he did breed pit bulls,” she says. “He did want the fence, and he wanted to do better for them, and started seeing the light about what he was contributing to and how dogs were living on the chain.”

Rodney's transformation is so complete that he's now a volunteer for the coalition, helping deliver food and accompanying Arrington to areas where he's more

100+
No. of U.S. communities
that have banned
or restricted tethering

a part of the community than she is. “So he kind of gives me an ‘in’ sometimes where I wouldn’t have it otherwise,” she says.

In her new position with The HSUS, Arrington is taking her grassroots efforts to the statehouse. The Coalition to Unchain

Dogs helped enact stronger tethering restrictions in Durham and Orange counties, and Arrington plans to push for a statewide tethering law this year. The proposal will likely put a time limit on chaining and allow local jurisdictions to adopt even stricter reg-

ulations, she says. Though a similar bill died within 24 hours a couple of years ago, Arrington is optimistic this time: “We have a lot more people interested in this issue and a lot more momentum.”

—James Hettinger

There Ought to Be a **LAW** . . . and here’s how to get one passed

Persistent chaining isolates dogs, invites health problems, and encourages aggressive behavior. Recognizing this, communities nationwide are passing anti-tethering ordinances—and Adam Goldfarb is there to help.

“It’s so important to make the point that our pets should be treated as members of the family,” says the director of The HSUS’s Pets at Risk program, which offers expertise and encouragement to communities seeking to ban or restrict chaining. “Dogs are pack animals. That long-term isolation is so tragic that it makes me want to get involved and help those dogs.”

More than 100 jurisdictions in 30-plus states have passed anti-tethering legislation. Goldfarb is optimistic about expansion of these efforts, which draw significant attention from officials because they address both humane treatment of animals and community safety. His



Adam Goldfarb helps break the chains.

efforts recently helped boost a successful push for chaining restrictions in Frederick County, Md., when he met with advocates and officials, helped draft legislation, and testified at a county hearing. “You could tell that when he spoke, they listened,” says Terri Rutter, president and founder of Justice for Dogs, a local anti-chaining group that

has worked with Goldfarb on several legislative efforts. Goldfarb’s work often involves calculating political feasibility. In Frederick County, for example, he and Rutter initially drafted a total ban on chaining, but the county commissioners and animal control director decided a time limit would address the worst situations. The new restrictions prohibit chaining for a total of more than 10 hours in a 24-hour period.

It’s a solid start in a traditionally rural county now experiencing suburban sprawl. “Five years ago, this [bill] never would have passed,” says Goldfarb. “Even though a lot can happen to a dog in 10 hours, it’s such a huge step forward.”

If you want to make similar changes in your own community, check out the following tips from Goldfarb and other experts:

► **LEARN THE ISSUES** Download The HSUS’s free step-by-step guide to passing a chaining ordinance—*A Dog’s Life: Chaining and Your Community*—online at humanesociety.org/chainingkit. Other resources include helpinganimals.com, dogsdeseverbetter.org, and unchainyourdog.org. Read *The Public Safety and Humane Implications of Persistently Tethering Domestic Dogs*, available for download at the Animal Protection of New Mexico’s website, apnm.org.

► **SWEAT THE DETAILS** Consider how extensive you want your chaining law to be. Ordinances that ban chaining during a particular time of day are generally easier to enforce than those that merely limit the number of hours a dog may be chained. Communities can also consider restricting the type and weight of the chain and specifying a minimum space requirement for outdoor enclosures.

► **BUILD A TEAM** Your coalition should include animal control officers, community leaders, veterinarians, public safety officials, humane societies, senior citizens’ groups, and child safety advocates. Consider broadening the group to include organizations with tangential concerns. Neighborhood organizations, for example, might want to help limit chaining because chained dogs are notorious nuisance barkers; anti-crime groups might be interested because chaining is sometimes associated with drug houses and gang activity.

► **MASTER THE GAME** Get to know your local lawmakers and work with them to understand the legislative process. And if you get nervous addressing a public hearing or buttonholing a county commissioner, it may help to remember that your efforts could make a difference in a lonely life.



Tethering can result in neck sores, embedded chains, and even strangulation.



Weeks after California Sen. Dean Florez took the helm of the state Senate's new Committee on Food and Agriculture, he introduced legislation to ban the tail docking of dairy cows.

Rethinking the **Politics of Food**

Growing up in California's Central Valley, state Senate Majority Leader Dean Florez watched as many small farms gave way to bigger companies more interested in making money than caring for their land and animals. He also watched as Big Agriculture grew into an influential political force at the expense of animal welfare, the climate, and consumers.

But in 2008, Florez saw the people of his state push back. An HSUS undercover investigation of the Westland/Hallmark slaughter plant in Chino—which documented the entry of meat from brutalized downer cattle into the national school lunch program—outraged the public and prompted sweeping reforms. Voters overwhelmingly passed Proposition 2, setting the stage for freeing millions of farm animals from confinement in tiny cages by 2015. “It was a wakeup call for California,” says Florez, a Democrat from Shafter.

As chairman of the new Senate Committee on Food and Agriculture, Florez intends to help turn the tables back to the consumer and generate the change his constituents crave. Reflecting his belief that access to safe and healthy food is a funda-

mental right, the reorganized committee calls on California citizens to delve beyond the traditional production issues and address sustainable farming and food safety and security.



Dean Florez

“The small farmer isn't there anymore; everybody seems to have sold their small dairy and moved to Newport Beach,” says Florez. “We've seen a huge rise in large [concentrated animal feeding operations] in our area. ... I've seen this even in one of our larger cities, Bakersfield, where we have 312,000 residents, and we've seen the area surrounding Bakersfield now produce something like 387,000 cows at

these large megadairies.”

Hoping California's food policies will set an example for the rest of the nation, Florez has also emphasized the need for more attention to animal welfare. At a press conference announcing the committee's new direction, HSUS president and CEO Wayne Pacelle underscored the point: More government oversight could have prevented the conditions filmed at the Chino slaughterhouse and saved the \$1 billion the industry and federal government spent in the wake of the ensuing national beef recall.

The passage of Prop 2 proves the public seeks a balance between the production and cost of food and animal welfare, the environment, and food security. “I think under Senator Florez's leadership,” Pacelle said, “we'll have that balance.”

At oversight hearings at the state Capitol, the committee plans to hear testimony regarding the integrity of organic food and the use of organic fertilizers, the public health impacts of nontherapeutic use of antibiotics in the food supply, the risks of *E. coli* contamination in leafy green produce, and the improvement of farm animal welfare. The other members of the committee are Republicans Abel Maldonado and Dennis Hollingsworth and Democrats Loni Hancock and Fran Pavley.

Florez intends to pursue legislation to implement a comprehensive food inspection program and eliminate milk industry subsidies that have no consumer benefit. “I'd like to take it back to ... where the consumer is really the driver of our agricultural policy,” he says, “and not the other way around.” — *Andy MacAlpine*

Raids and Reform for Animal Fighting Victims

A rescuer cradles one of 225 birds found during a raid of an Olive Branch, Miss., cockfighting training operation. It was the first of two busts The HSUS assisted with in January; a week later in Nipomo, Calif., nearly 1,000 birds were found in what was reported to be one of the biggest raids in state history. The anemic penalties in the Mississippi case—the owner faces a maximum \$100 fine and 100 days in jail—point to the need to strengthen the state's cockfighting laws. Though cockfighting is a felony in 38 states, Mississippi classifies it as a misdemeanor and does not outlaw related activities such as possession of fighting birds. Ranking Mississippi as next-to-last in the country for its cockfighting penalties, The HSUS has targeted the state as one of several in need of legislative remedies.



An Online Revolution for Animals

The challenge was daunting: Start with an underdog budget and find a way to reach tens of millions of people with a message of change. Persuade them to donate whatever extra dollars they have and to flock to the polls in support of the cause. Do it all in a matter of months.

No, we're not talking about the Obama campaign. But the movement to pass California's Prevention of Farm Animal Cruelty Act, known as Proposition 2, followed similar principles, enlisting visionaries and harnessing technology to galvanize the nation.

One supporter was HSUS consultant Joe Trippi, a political strategist who changed the face of politics while serving as Howard Dean's campaign manager in the 2004 presidential election. His trailblazing use of the Internet helped Dean raise more money—mostly through small donations—than any previous Democratic presidential campaign.

In this interview with HSUS executive vice president Michael Markarian, Trippi, a longtime animal welfare advocate who with his wife runs a sanctuary in Maryland that includes many four-legged Hurricane Katrina refugees, reflects on the implications of a victory that will free more than 20 million animals from intensive confinement by 2015.



Q: Prop 2 was a state campaign that took on national significance. Would that have been possible 10 years ago?

TRIPPI: The short answer is no. While millions of animal welfare activists existed 10 years ago just as they exist now, the tools to empower, organize, and leverage these communities have only become available recently. When we needed more money to keep our ads on the air, we turned to our online community and told them the truth about our funding dilemma, and they delivered in a huge way.

It was a truly amazing movement—hundreds of thousands of people around the country joining together and standing up for animals and animal welfare. It wasn't hard to make the case to the national community. They knew the stakes: A win would protect millions of farm animals in California and lay the foundation for similar reform around the

country. This wasn't about convincing these supporters that Prop 2 was important; the key was giving them the tools they needed to take action. It was about empowerment.

Q: What lessons can we take away for future campaigns?

TRIPPI: The animal rights movement needs to continue to think big. There is no stopping what a unified, passionate movement of people can do for this cause. We need to continue to empower people, grow our ranks, and have impact, state by state and federally.

We learned how powerful our message is. It brought people together from across California—Democrats and Republicans, Independents and Greens, farmers and city-dwellers, young and old. By the numbers, Proposition 2 is officially the most popular citizens' initiative ever in California history.

Q: What technologies were particularly helpful, and what should we expect in the future?

TRIPPI: The bulk of our fundraising took place through e-mail, which is the old standard of online fundraising and organizing and remains an important medium. That said, we can no longer build an online movement just through e-mail; the Internet is dispersed and users' online communications habits vary greatly. So we communicated effectively in a variety of ways—Twitter, Facebook, and Web videos, for example. And we implemented tools that let

our supporters organize, fundraise, and take action on their own—through personal fundraising pages, personal event creation, group creation, and the like. For example, utilizing these tools, our \$20/20 campaign (get 20 friends to donate \$20 to save 20 million animals) was a huge success.

The future remains with empowerment tools and user-generated content. Imagine just five years ago, when the Dean campaign took off, we didn't even have YouTube, didn't



have Facebook. Tools that leverage communities' collective energy, that give them direct power to take action, create content, and make change—that

will be the direction of this technology. And clearly, mobile platforms [including iPhone and BlackBerry apps and Twitter] will be a big part of it.

Q: Can the community that was generated during the Prop 2 campaign be applied again at the national level?

TRIPPI: Yes. I think the Proposition 2 campaign has opened a door. An important part of the online movement was national. The Prop 2 community wasn't energized by Prop 2 just because of California—it was activated by what it meant to millions of animals and by what it could mean for similar initiatives nationwide. This is just the beginning.

OPPOSITE PAGE, TOP: MEDIA/BAKERY; BOTTOM: FAHEY PHOTOGRAPHY. THIS PAGE, TOP: TRIPPI/MULTIMEDIA; BOTTOM: PAUL TURNER/THE HSUS





People driving past a Petland rally in St. Paul, Minn., gave a boost to demonstrators, honking horns and signaling their thumbs up.

Pressure Mounts Against Petland

Sometimes what you don't know can't hurt you. But that doesn't mean it isn't hurting someone else.

That was the message during a national day of action in early January, when animal advocates across the country demonstrated at 22 Petland stores after an eight-month HSUS investigation linked some of the chain's suppliers to puppy mills, inhumane mass breeding facilities that confine large numbers of dogs in squalid conditions.

"A lot of the time, people just don't know what a puppy mill is," says Karen Ankerstar, a rally organizer in Sarasota, Fla., describing a passerby who decided to head with his son to a local animal shelter after learning more about the connection between pet stores and large-scale breeders. The lack of awareness extended beyond customers, when someone identifying himself as a Petland employee asked those attending the rally, "What's a puppy mill?"

As animal advocates turned up the heat in the wake of the investigation, released last November, campaigns already under way picked up new momentum. In Plano, Texas, where Texans Exposing Petland has been holding rallies every Saturday since the

grand opening of a local store in October, the day of action helped increase turnout by more than five-fold. "We had 40-plus [people] the week after the national day," says founding member Dr. John Pippin, who's worked for years to end the sale of puppy mill dogs at the five Petland stores in the Dallas-Fort Worth area. "New supporters will make our weekly demos much larger."

In response to the public pressure, Pet-

land has borrowed from an old playbook, attempting to distract from the real issue by demanding proof that is already available on The HSUS's investigation video and through publicly accessible inspection reports. This winter, police seized several pets from the West Virginia home of a Petland manager whose Great Dane was found chained beside a doghouse, frozen to death. The same manager had been in the news after the investigation broke, assuring customers about Petland's high standards. Although the store has since fired the man, the incident hardly inspires confidence in the company's claims. If Petland can't screen its own managers' animal care standards, it's clear it can't adequately screen all its puppy suppliers either.

Undaunted by the stonewalling, The HSUS continues its efforts to expose the cruel reality behind pet store puppies, collaborating with animal lovers around the country. One advocate, Carla Wilson, worked in her teens at a pet store where truckloads of puppies arrived in the night. Today, she demonstrates at the Petland in Altamonte Springs, Fla., using the opportunity to promote shelter adoptions. "We don't know when we're reaching people," she says. "We're planting seeds."

— Hillary Twining

➤ VISIT humanesociety.org/puppymills.

An investigation by Wayne County (N.C.) Animal Control and The HSUS into a Mount Olive, N.C., puppy mill culminated Feb. 6 with the rescue of 283 dogs from Thornton's Kennels. Mostly Lhasa apsos, shih tzus, Chihuahuas, Yorkies, and other small breeds, the dogs were found trapped amid typically gruesome puppy mill conditions—housed in barren wire cages inside cold, poorly ventilated barns and outhouses and in dire need of veterinary care and human kindness. Many were emaciated, dirty, and suffering from untreated lacerations, severely matted fur, and serious skin and eye infections. But instead of being sold to unsuspecting buyers through the classifieds and over the Internet, all of the dogs were surrendered by the owner to Wayne County authorities, who then turned them over to The HSUS.



YAYS & NAYS

✔ A growing number of experts are promoting the benefits of reducing or eliminating meat consumption. Chicago health commissioner **Dr. Terry Mason** is urging listeners of his weekly radio show to switch to a vegetarian diet, even if for just a month. The **Johns Hopkins Bloomberg School of Public Health** continues to promote its Meatless Monday campaign, and **Germany's federal environmental agency** is asking consumers to cut back on meat to reduce the country's greenhouse gas emissions. Now, thanks to **7-Eleven**, anyone in New York, New Jersey, or Pennsylvania will have an easy time finding healthy, humane meals on the go; the franchise perhaps best known for its hot dog and taquito cuisine is introducing vegan black bean burritos, lentil and spinach burritos, and a falafel platter to its 600 stores in those states.



✘ Officials in two Michigan counties showed abysmal judgment when, despite protests from local animal advocates, they voted to continue releasing unadopted shelter pets to an animal dealer that resells some of the animals to research laboratories and euthanizes the rest by gassing them. In January, the **Gratiot County Board of Commissioners** and **Montcalm County Board of Commissioners** elected



to renew their contracts with R&R Research, continuing the practice of "pound seizure" that most of the nation's shelters ended decades ago. Gratiot extended its contract by five years; as a concession to protesters, Montcalm renewed its contract for six months so a "blue ribbon" committee can study the matter.

Both counties have been turning over animals to R&R Research for decades, making them two of a handful of Michigan counties that deny their moral duty to provide havens for their communities' homeless pets.

✔ When **Arkansas Attorney General Dustin McDaniel** spoke in January about his push for stronger animal cruelty laws, he had some choice words for cockfighting supporters who'd been sending messages of opposition to their lawmakers. "When they e-mail you looking for you to help them in their cruel, criminal, gambling-based blood sport, just refer them to me," he said, according to a report by the Associated Press. "We'll see what we can do about putting an exhibit sticker on their e-mails for trial." With support from The HSUS, McDaniel helped shepherd a bill through the legislature that makes Arkansas the 38th state to enact felony-level cockfighting penalties. Also under the new statute, a first offense of aggravated cruelty against a dog, cat, or horse is now a Class D felony. McDaniel plans to dedicate \$250,000 from the state Consumer Education and Enforcement Fund to help law enforcement officials learn to identify animal cruelty. "This really brings Arkansas into the 21st century in terms of how violent animal abuse and cruelty should be handled," says Ann Chynoweth, senior director of The HSUS's Animal Cruelty

and Fighting Campaign. Four states—Idaho, Mississippi, North Dakota, and South Dakota—have yet to pass felony animal cruelty legislation.

✘ In the aftermath of the largest beef recall in U.S. history, most people saw California's ban on the slaughter of sick and disabled farm animals as a common-sense, humane measure. But the meat industry's trade groups only saw red. In December, the **National Meat Association** filed a lawsuit in U.S. District Court to overturn the ban, and the **American Meat Institute** aims to broaden the action. California's law on the slaughter of downer cattle, pigs, sheep, and goats is intended to prevent abuse of these animals and keep diseased meat out of the human food supply. But instead of urging animal agribusiness to clean up its act, the NMA and AMI would rather spend their time in court, attempting to remove these important protections for animals and people.

✔ National bagel chain **Bruegger's Bakery-Café** began using only cage-free eggs at its five bakeries in the District of Columbia and Virginia. This move expanded the company's commitment to reducing its reliance on battery cage eggs—after working with The HSUS, it instituted cage-free egg policies in its Wisconsin, Vermont, and Western Massachusetts locations in 2007. As more businesses like Bruegger's turn their backs on the cruelty of confining birds in barren wire crates, battery cages will eventually become a shameful relic of the past.



✘ Dead starlings rained down on Franklin Township, N.J., in January after the **USDA's Wildlife Services** targeted a large flock that a nearby farmer deemed a nuisance. The poison, DRC-1339, can take up to three days to kill, causing prolonged suffering to any birds who ingest it. What's more, local media sources reported that the USDA failed to give Franklin officials adequate notice of the culling program; shocked residents were left to clean up the corpses. In response to the killings,



The HSUS urged incoming Agriculture Secretary Tom Vilsack to take a fresh look at the Wildlife Services program and put aside these inhumane tactics. "It's time for USDA to move away from the business-as-usual lethal control that has dominated wildlife conflict policies and procedures," says John W. Grandy, Ph.D., senior vice president of The HSUS's Wildlife and Habitat Protection section.

Making a Truce with Mother Goose

Humane methods help communities and geese coexist



Every April, Susan Woolridge addles eggs. She's not making breakfast—she's practicing population control.

It's a humane solution to a problem plaguing communities where closely cropped turfgrass surrounds neighborhood watering holes: the prolific droppings of geese who thrive on life in the 'burbs.

"It was like beachfront property," says Woolridge of the nests dotting the Olney, Md., development where she and a team of volunteers first gathered in 2005 to coat eggs with oil to prevent them from hatching. "[The geese] were all so close to each other."

For years, the birds spent summers in a pond in Woolridge's neighborhood less than a mile away. By 2004, the flock had grown to 140 animals, drawing complaints and prompting the homeowners association's board of directors to have some killed.

"We found out too late to stop it," says Maggie Brasted, director of The HSUS's Urban Wildlife Conflict Resolution program. Along with horrified residents, she had to stand by and watch while 100 geese were gassed on the spot.

The Canada goose's ubiquity in recreational areas and residential developments has fueled fiery debates in towns across America. Or rather, their poop has.

Once decimated by hunting and habitat loss, the giant Canada goose rebounded after the federal government found a wild flock in the 1960s and started breeding the birds and relocating them throughout the U.S. Unlike their ancestors, these captive-bred animals don't fly north in the summer to their Arctic breeding range, hanging around instead in community parks and picnic areas.

The resulting complaints are usually related to aesthetics. But in January, an emergency landing in the Hudson River highlighted a more unusual problem after a plane leaving New York's LaGuardia Airport collided with a flock of Canada geese. On nearby Rikers Island—in LaGuardia's flight path and home to a New York City prison—



HSUS staff have long urged the prison authority to implement humane deterrents to the geese there, to no avail; lethal roundups have instead been the weapon of choice.

The quick fix often just paves the way for more geese, and Brasted hopes authorities will now recognize the need for a comprehensive plan. "Fortunately, the humane ways of dealing with birds happen to be the most effective in the long term," she says.

Following the model touted by Virginia-based GeesePeace, The HSUS advocates several strategies for controlling geese populations. Nontoxic repellents make grass unsavory, border collies and humane "scare" devices keep the animals away, and native plants obscure shorelines, making geese feel less safe from predators. Residents are also discouraged from feeding the birds. "The more your property resembles a golf course, the more the geese will consider it nirvana," says Brasted.

To suppress a flock's numbers, most humane geese programs also employ seasonal egg addling or, more recently, a contraceptive drug known as OvoControl. "If the geese have no goslings to care for, they have no need to stick around for the summer molt," says GeesePeace founder David Feld. "They leave as soon as breeding season is over, and you have no problem."

Brasted's Maryland group, Montgomery County GeesePeace, has addled 4,000 eggs from 875 nests in the past eight years. In 2005, Brasted brought addling to Olney and got to work ensuring the flock would never grow out of control again.

The geese now have local politics on their side as well. After joining the homeowners association's board, Woolridge found a management company that agreed that lethal roundups weren't necessary. And the community has adopted a more tolerant attitude. The goose truce endures.

—Arna Cohen

▶ **THE HSUS** recently introduced an online Canada goose egg addling course; the next training will take place in February 2010. Learn more at humansociety.org/wildlife and humansociety.org/university.