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REPETITION, CONSISTENCY, AND KINDNESS

Anyone who has ever raised children (or dogs) knows the importance of consistency and repetition. Kids learn good table manners, cleanliness, sharing, and other behaviors only because we remind them over and over again what behavior is expected of them. Indeed, you’ve probably heard yourself saying, “If I told you once, I’ve told you a million times, DON’T DO THAT (i.e., erase your sister, chew with your mouth open, etc.).” What parents are trying to do is develop good habits in their children, and that usually requires seemingly endless repetition until the desired behavior becomes routine and predictable.

So it is with humane education. Kindness to animals and environmental awareness are qualities that are slowly developed and nurtured in children. They are skills that demand both knowledge and action. They are values acquired over time, but also they are values that will last a lifetime. Our challenge is to ensure that humane education is taught effectively so that kindness becomes automatic.

That is why the National Association for Humane and Environmental Education (NAHEE) publishes KIND News. Every month during the school year, many thousands of elementary school teachers distribute individual newsletters to each student in their classes. Contained within are articles on pet care, wildlife issues, games, and activities children can take part in to help animals and the environment. KIND News provides a focal point for class discussions of humane issues. It can also improve reading and writing skills, teach social studies, and even mathematics—pet overpopulation, for instance, is a perfect example of a geometrical progression.

Most importantly, KIND News fosters character development using the time-honored formula parents have used for centuries—consistency and repetition. It arrives month after month. As the child’s reading abilities improve, he or she will move from the junior edition to the senior edition. KIND News is designed for use in the early and intermediate elementary grades when kids are most receptive to learning basic values.

Regardless of whether you have a full-time humane educator on staff or rely on a volunteer, KIND News should be an important component of your program. After all, you probably can’t visit every elementary school class in your town each year let alone conduct monthly visits. But for every teacher sponsored through the KIND News “Adopt-a-Teacher” program, your efforts are multiplied many-fold.

For information on how to get KIND News into your schools, and how to get local businesses to support the “Adopt-a-Teacher” program, contact NAHEE at P.O. Box 362, East Haddam, CT 06423; (203) 454-8666. And remember the importance of consistency and repetition. It bears repeating: Contact NAHEE today.

By William Ann Selotow and Jill Shepherd

Today’s teachers have many demands on their time. They are required during class to teach the basic curriculum subjects—so many minutes per week of each—for example. Plus focus on character development, good citizenship, and environmental education, to name a few topics. They are expected to attend after-school meetings, meet with parents and administrators, and supervise students extra-curricular activities. So don’t be surprised if a teacher responds to your suggestion of additional humane education with something less than unbridled enthusiasm.

The key for humane educators is to help teachers and administrators recognize the links between animal abuse and the areas of the curriculum. Each week in this column, we’ll provide teachers with ideas to integrate animal issues into the classroom. Today’s column will focus on child abuse and other violent behavior.

In a recent issue of the monthly magazine Kind News, two educators describe the problems they encountered integrating humane education into their classes. Following their lead, maybe you can see how the issue of child abuse can easily be woven into the curriculum. By teaching your students to be kind to one another and to all living beings, you’re also preparing them for the future. Kindness is essential for successful life-long learning.

Both compassion and callousness begin at an early age. As parents, pet owners, or teachers, we must talk to children about the connections between child abuse and animal abuse. Educators can more readily identify children who need help. Most importantly, children can be given an opportunity to learn about themselves, others, and their responsibilities. The message is about kindness, sharing, and responsibility.

Moreover, for children—and for teachers—an open forum for discussing animals and animals as models to learn about kindness, sharing, and responsibility. You can encourage students to discuss how animals and their needs, but it will also allow teachers to learn about the quality of the family lives of students. Sadly, where animal abuse is taking place, whether at the hands of parents or children, child abuse is often occurring. Because they may suffer from shame, guilt, and threats by parents, victims of child abuse may not be willing, or able, to talk about it. These children often feel free, however, to discuss how the family pet is treated. By bringing the issue of child abuse to teachers, educators can more readily identify children who need help.

“For a teacher, it’s really about the connections between child abuse and animal abuse,” says Debbie Dael, humane educator for the Washington Humane Society (7319 Georgia Ave., NW, Washington, D.C. 20012). “There is nobody in a violent household who is exempt.”

By Jill Shepherd

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SHELTER SENSE—NOVEMBER 1992

Justifying Humane Education as a Means To Prevent Child Abuse and Other Violence
SF/SPCA STRESSES ANIMAL BEHAVIOR EDUCATION, SEES RESULTS

By Maggie Murphy and Mike Rowell

A

Animal behavior is a hot topic these days, but at the San Francisco SPCA (2500 Sixteenth St., San Francisco, CA 94103), the subject is nothing new. For more than a decade, the Society has worked diligently to promote better understanding between pet owners and their animal companions. Today, the SF/SPCA’s animal behavior department can serve as a model for humane societies across the nation.

The SF/SPCA’s animal behavior department was created in 1983 under the direction of Dr. Ian Dunbar, a veterinarian with a doctorate in animal behavior from the University of California at Berkeley. Dr. Dunbar believed that, even when owners cite other causes for giving up their pets, animals are most often surrendered to shelters for house-soiling, excessive barking, and other common but easily correctable behavior problems. This insight set the stage for an approach to saving animals that was far ahead of its time: keeping pets out of shelters by nipping behavior problems in the bud. The SF/SPCA’s animal behavior department has since been expanded to include weekly dog obedience classes, monthly talks on cat behavior, and periodic college courses on animal behavior at San Francisco State University. Also, thanks to the efforts of 200 pet-loving volunteers, the animals waiting to be adopted in the SF/SPCA shelter are showered with hours of special attention designed to prevent or correct problem behaviors.

Behavior volunteers work with the society’s homeless pets, observing and monitoring their behavior and keeping progress reports on special cases. By evaluating each animal’s temperament, the behaviorists determine what type of home he or she is best suited for. Animal behaviorists provide shelter dogs with obedience training, update animals’ information cards with behavior comments, help train other behavior volunteers, and assist in conducting dog training classes.

In addition, the activities of dog walkers and dog and cat “socializers” are coordinated through the behavior department. These volunteers are crucial to the happiness and well-being of the SF/SPCA’s animals. When shelter dogs see the blue apron of a dog walker volunteer approaching, they often jump up and down in eager anticipation. By taking shelter poohers for frequent strolls, dog walkers fill each dog’s day with exercise, socialization, and love. In addition, dog walkers serve as the eyes and ears of the behavior department, watching for unusual behavior and reporting it.

Do dog and cat socializers play with, pet, brush, and talk to each and every home­less dog and cat? This extra time and attention helps to keep outgoing animals well-socialized. But the SF/SPCA also has a strong commitment to take in very shy cats, bouncy “teenage” canines, and other animals who need to be better-socialized. Behavior department volunteers work one-on-one to help these special animals become more adoptable.

To further enhance the matchmaking process, shelter staffers and volunteer adoption counselors also receive animal behavior training. New pet owners leave with adoption packets stuffed with literature on behavior topics, and written materials are updated periodically to include information about new techniques in the field.

Overall, the SF/SPCA’s animal behavior department exists to ensure that pet partnerships both near and far will be rewarding and lasting relationships. “We’re here for the animals, first and foremost,” says Gutierrez. “But in the end, everybody wins. The owners are pleased with their pets’ behavior, and the pets have good homes with more understanding owners.” It’s gratifying for everyone in the behavior department when we see how things work out as a direct result of our efforts.

Advise Line Is Behavior Program’s Centerpiece

“Every call is important,” says Bob Gutierrez, “but two kinds are especially rewarding to us: those calls where we can prevent people from doing something terrible to an animal, like declawing a cat or giving up a dog, and those calls from people who are ready to give up their pets, but who don’t believe we have helped them fix the problem.”
FEDERAL WILD BIRD BILL SIGNED INTO LAW

The HSUS estimates that for each wild-caught bird delivered safely to a pet store, five die along the way. The American market of wild-caught birds has decimated populations and caused the inhumane treatment and countless deaths of millions of birds. Some species, once common in the wild, have been reduced to remnant, endangered status in as little time as a decade.

The HSUS has urged Americans for years to buy only captive-bred birds as pets. Humane Society International (HSI), the international arm of The HSUS, established a wild-bird rehabilitation center in Honduras, lobbied in Congress, and worked to bring the cruel trade to the public’s attention.

Finally, the hard work of The HSUS and other animal-protection organizations has paid off. On October 25, the Wild Bird Conservation Act was signed into law by President Bush. The Act provides an immediate ban on the import of eight species of birds most at risk due to trade.

One year after enactment, the law will ban the import of all species listed under the appendices of the Conference on International Trade in Endangered Species of Fauna and Flora (CITES). The import of other species may also be banned if their populations are judged by the U.S. Fish and Wildlife Service to be threatened by the trade, or if their import involves cruelty to the birds.

The U.S. Fish and Wildlife Service will also enforce certain criteria on methods used for capture, transport, and maintenance of wild birds not banned. Another provision of the Act establishes the Exotic Bird Conservation Fund, which will provide money collected from penalties, fines, donations, and any additional appropriations for projects to conserve exotic birds in their native countries.

The Act is directed at the pet trade, and birds who are not used as pets, such as ostriches, emus, and ducks, are exempted. The law also exempts non-pet trade uses, such as zoos, research, and cooperative breeding programs.

Finally, the Act does not preempt state laws (such as those of New York and New Jersey) regarding the sale, transfer, or possession of exotic birds. “The U.S. has been the world’s largest importer of wild birds,” says Dr. John Grandy, vice president of wildlife and habitat protection for The HSUS. “The passage of this bill is a significant step towards ending this cruel, destructive, and unnecessary trade.”

Cruelty investigators and other animal sheltering and control professionals are encouraged to refer to the table provided on pages 7-8 when investigating pet shops and individuals involved in the importation, sale, transfer, or possession of exotic birds.

Compiled by Teresa Telecky, Ph.D., associate director of the HSUS Wildlife and Habitat Protection section, the table describes the main provisions of the Wild Bird Conservation Act of 1992.
SECTION OF ACT

Moratoria for Other Species—continued

Call for Information

Petitions

Prohibited Acts

Exemptions

Penalties and Regulations

Conservation Assistance

Appropriations and amounts received for penalties, fines, or forfeiture of property under the Act shall be placed into an Exotic Bird Conservation Fund. The Fund shall be used for conservation of exotic birds in countries of origin, especially to provide funds and technical assistance to countries containing birds subject to trade restrictions, to assist these countries in development and implementation of conservation management programs and law enforcement.

The Secretary shall review opportunities for voluntary programs of labelling birds, certification of breeding facilities and retail outlets, and provision of privately organized or funded technical assistance to individuals affected, and report back to Congress with the results of this review within two years after enactment.

Marking and Record-keeping

The Secretary is authorized to require marking or record-keeping to ensure compliance with the Act for any imported bird, or any other bird that is hatched after enactment and is offered for sale and of a species the export of which from any country of origin is prohibited and that is subject to a high level of illegal trade. The Secretary shall seek to ensure that marking or record-keeping will not deter captive breeding of exotic birds.

Relationship to State Law

The Act shall not preempt state law regarding the sale, transfer, or possession of exotic birds.

SECTION-BY-SECTION SUMMARY

their importation from one or more countries of origin, if (1) the Secretary does not make the findings in Section 6 with respect to the species (except effective CITES implementation); or (2) the country has not developed and implemented management program for birds in trade that ensures both their conservation and humane treatment; and (3) if it is necessary for the conservation of the species or is otherwise consistent with the Act.

Within one month from enactment, the Secretary shall issue a call for information on the wild-bird conservation program of each country that exports birds.

Any person, at any time, may petition to establish or terminate a prohibition, suspension, or quota under the Act, add or remove a species from the list of species approved or import under Section 6, or determine under Section 7 whether a foreign bird-breeding facility is qualified. The Secretary shall rule within 90 days after close of comment period.

It is unlawful to import birds not provided by the Act; to violate regulations pertaining to a prohibition, suspension, or quota pursuant to the Act; or to import a foreign captive-bred bird from a facility not qualified under Section 7. Burden of proof is on the person claiming exemption.

Import permits shall be granted when the Secretary determines that importation of an exotic bird is non-detrimental to the species and is for scientific research, zoological display, or cooperative breeding programs, is administered by an organization that meets the standards developed by the Secretary, and is designed to promote the conservation of the species in the wild by enhancing propagation and survival of the species; or of two personally owned pet birds per year.

Any person who knowingly violates, and any person engaged in business as an importer of exotic birds who violates any provision of the Act, or any permit issued under the Act, may be assessed a civil penalty not exceeding $25,000 for each violation. Lesser penalties apply to other types of violations, depending on whether the violation was knowing or by a person engaged in the importing business ($1,200) or otherwise ($500). Criminal penalties include imprisonment for up to two years. The importation of an exotic bird is deemed to be transportation of wildlife for the purpose of Section 3(a) of the Lacey Act Amendments of 1981.

The keys to successful marketing are to "sell" the concept of spaying and neutering. "Mandy" sports a FIX IT! volunteer T-shirt. The FIX IT! campaign generated so much interest that 577 low-cost spay/neuter vouchers were distributed in just two days.

state federation sponsors "fixed for life" Spay/neuter campaign

Thank you for calling the FIX IT! Spay/Neuter Hotline. Would you like one of our free information packets?

Over 1,200 pet owners in Washington State heard this greeting for the recent week-long promotion. The hotline was the culmination of an unprecedented cooperative effort among humane organizations, veterinarians, and dog and cat interest clubs to get information and assistance for spaying and neutering out to the public.

Two years ago, the Washington State Federation of Animal Care and Control Agencies (26210 Pacific Hwy. So., Suite 135, Kent, WA 98032) conducted a survey to find out the most pressing public information concern among ‘mal welfare agencies in the state. The “winner” was pet overpopulation. Recognizing spaying and neutering as a key to reducing pet overpopulation, the federation decided to focus its resources on a positive, upbeat spay/neuter campaign.

"Euthanasia may be a compelling issue for those of us involved with animal welfare, but the typical pet owner or person who knows what’s in it for them, if they’re going to spend the time and money on a surgical procedure," says Nancy McNelley, president of the federation. “We needed to ‘sell’ the idea of sterilization as a benefit to the pet and the owner.”

The federation began working with Greg Madsen of Sixa Productions, who provided his services pro bono, and the Snohomish County 4-H to produce four animal-protection organizations— at 1 p.m. on Monday, and by 5 p.m. on Wednesday, all the discount coupons were gone. “If we had been able to offer unlimited coupons and operated ten phone lines instead of two, we could have sold out 10,000 packets,” said Prevost.

"A Feline FIXation.” Due to the hard work of the nine-member club, the show was a resounding success, allowing for the donation of $20,000 to the FIX-IT! campaign.

The FIX-IT! program idea was simple, but it took hard work and preparation to coordinate media, volunteer groups, infrastructure, response, training, and record-keeping. The promotion worked like this: pet owners saw one of the advertisements listing the toll-free number, called the number, and were sent an information packet containing a spay/neuter brochure, local humane society information, a $10-off voucher good for a spay/neuter surgery, a listing of veterinarians, and a 20% pet-supply-store discount coupon. Pet owners took the voucher to their veterinarian at the time of surgery and were given a $10 discount off the regular price. Veterinarians later turned in the coupon for reimbursement; some actually donated the money to the federation.

The federation placed paid advertising throughout the state, using TV Guide, local newspapers, television, and radio to get the FIX-IT! message across to over 1.6 million people. The Washington State Veterinary Medical Association (WSVMA) provided paid production for their own public service announcements and 75 veterinary clinics signed up to participate. "We were very impressed with the veterinary community's response," said Chuck Root, DVM, president of WSVMA. "The focus was on spay/neuter surgeries as a health issue, and people knew neutered animals are healthier. It should be a requirement of a complete pet-health-care program, just like vaccinations.

A total of 577 vouchers, redeemable for a $10 rebate from the federation, were given away by telephone volunteers from a variety of dog and cat groups. A number of pet-related businesses and four animal-protection organizations—the Kitsap Humane Society, the Humane Society for Tacoma/Pierce County, King County Animal Control, and SpokAnimal CARE—gave funding to support the program.

According to Kathi Prevost, executive director of the federation, quite a few pet owners in search of vouchers had to be turned away. The telephone lines opened at 1 p.m. on Monday, and by 5 p.m. on Wednesday, all the discount coupons were gone. “If we had been able to offer unlimited coupons and operated ten phone lines instead of two, we could have sold out 10,000 packets,” said Prevost. The program accomplished its goals by using marketing techniques to "sell" the concept of spaying and neutering.

"The keys to successful marketing are to..."
create a desire, to motivate that desire, and to make people act on that desire," says Prevost. The campaign created a desire with information about the benefits of sterilization, made access to service simple and non-threatening by using an 800 number, and prompted action through the limited-time certificate and discounts.

The program was also designed to reach a specific audience—middle income women between the ages of 18 and 34. It was targeted to that audience because the federation’s marketing research indicated that women tend to be the ones responsible for the care of the pet. FIX-IT was designed to offer an incentive for action. The “target marketing” paid off; most of the callers were women in the designated socio-economic group—with some noteworthy exceptions. “One woman called for help spaying her three ‘barn cats,’” says Prevost. “She said she was sick of her husband shooting the kittens with his shotgun every time a cat had a litter. Other callers were in need of help with five or six neighborhood cats they had ‘adopted.’ Some of the stories were pretty tragic—people trying to make ends meet and take care of their animals. “What impressed me the most was how desperate people were for information,” says Prevost. “Most knew they should have spaying or neutering done, but were unaware of the benefits, the cost, or the basic reproductive process of their pets.” Volunteers were able to direct callers on where to obtain sound veterinary advice and send out a WSVMCA cost, or the basic reproductive process of how desperate people were for information, and take care of their animals.

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heated with nothing in them, give off fumes that can cause severe pulmonary congestion and air capillary collapse in birds. That’s why it’s important to educate bird owners to keep their winged companions out of the kitchen and, no matter where the birds are in the house, be cautious about using Teflon.

Last year, the San Antonio Zoo discovered the hard way that Teflon pans are not the only Teflon hazard. In six to eight weeks, the zoo lost thirty birds. They were aware of the toxic potential of Teflon and thought they had taken every precaution to avoid it in the bird area. A supervisor soon discovered, however, that the heat lamps they were using were the culprits. The bulbs were not labeled, nor was the bulb carton, but the box the bulbs came in was clearly labeled, “Teflon-coated to prevent shattering.” Shelters are advised to examine the packaging of their heat lamps before using them in bird areas.

**RESEARCH FIRM BATTLES HUMANE SOCIETY FOR BID**

BioCon, Inc., a biomedical research firm in Rockville, Maryland, created a stir last August when it was asked by the County Council’s Humane Society for Bid on single-horse rescue efforts, including those carried out during sporting events and disasters. Special emphasis will be given to specialized equipment, stress factors, medical emergency care, and quarantilation. The second day’s events will cover group rescue efforts.

Topics to be discussed include the teaching of professionals interested in all phases of equine rescue. Primary goals of the conference include the teaching of practical medical techniques for all types of horse rescue and the scientific consolidation of information to be made available to students, veterinary medical personnel, and agencies.

**NEW MUSIC VIDEO CAN HELP HUMANE EDUCATORS**

Humane educators now have an effective new way to reach junior high school, high school, and even adult audiences with the pet overpopulation message: a three-and-a-half minute music video.

Produced by an all-volunteer, nonprofit group in Pennsylvania called The Spayed Club, “Why Don’t You Love Me?” blends the tragic result of pet overpopulation with the emotion of a moving ballad. “Our feeling was that the public needed to see the whole routine of killing at a typical animal shelter in order to be moved to act to prevent the overpopulation that is the root of... unnecessary euthanasia,” says Joyce Briggs-Hind, a volunteer with The Spayed Club.

The Spayed Club operates a low-cost spay/neuter program for Pennsylvania’s Delaware Valley. Footage for most of the video was filmed at the Harrisburg (Pa.) Area Humane Society, and the song, “Why Don’t You Love Me?”, was written and performed by local musician Dwayne Robinson.

Because the video highlights euthanasia at an animal shelter, The HSUS recommends that the video be used as part of a humane education presentation that emphasizes the connection between the necessity for euthanasia and the need for responsible pet ownership and spaying and neutering.

To order a copy of the video, send a $10 check made payable to The Spayed Club, P.O. Box 1145, Frazer, PA 15331.

First International Conference on Equine Rescue Scheduled

The Santa Barbara Humane Society (5399 Overpass Rd., Santa Barbara, CA 93111) will host the First International Conference on Equine Rescue next February 6-7, 1993, in Santa Barbara.

The meeting will bring personnel from local humane societies and animal-control agencies together with emergency veterinary medical professionals interested in all phases of equine rescue. Primary goals of the conference include the teaching of practical medical techniques for all types of horse rescue and the scientific consolidation of information to be made available to students, veterinary medical personnel, and agencies.

The first day’s events will cover single-horse rescue efforts, including those carried out during sporting events and disasters. Special emphasis will be given to specialized equipment, stress factors, medical emergency care, and quarantilation. The second day’s events will cover group rescue efforts.

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law affects a wide variety of
includes sections on cats (covering
history of legal rights for animals in
America), animal protection organizations,
seizure, theft, hit-and-run accidents,
animals in many situations, the book

This excellent 44-1-page paper

A divorce is final when the latest edition of
protection laws? If the answer is "yes,
back provides the text of many laws
comprehensive reference book you

In addition to a general overview of
laws affecting a wide variety of
animals in many situations, the book
includes sections on cars (covering
cruelty, abandonment, theft, licens-

ANNOUNCEMENTS

OPERATIONS MANAGER-For the new shelter of the Humane Society of USA. Require-
for leadership in patient, sensitive,
receiving, grooming, maintenance, and
judicial decisions. Bachelor's degree in business
or compassionate experience in related field required. Send
resume and salary requirements to George Bateschutz, HSUS, P.O. Box 70620, Salt Lake
City, UT 84175-3059.

ANIMAL CONTROL SUPERVISOR-For the Humane Society of St. Joseph County, Indiana, which handles 10,000 animals annually.
Requires animal control experience and strong supervisory skills. Duties include supervising
human evolution, cruelty investigations, monthly
reports, and vehicle maintenance. Send resume, salary requirements to Mary Wadsworth, Humane
Society of St. Joseph County, 2506 Liberty Dr.,
Mishawaka, IN 46505.

EXECUTIVE DIRECTOR-For the Washington (D.C.) Humane Society. Responsible
for directing progressive organization in its
various programs, including humane law
enforcement, public education, veterinary
and spay/neuter services, adoptions, and two animal
shelters, one a government-contract operation.
Required are excellent communications, public
relations skills, and animal shelter management and
law enforcement experience. Send resume, salary
requirements, references to WHS/SPCA, 7319
Georgia Ave., NW, Washington, D.C. 20012.

DIRECTOR OF ANIMAL CONTROL-For the District of Columbia Animal
Control Agency, operated by the Washington Humane
Society/SPCA under contract. Will direct 35 employees in the operation of full-service shelter
handling, and dealing with youth, and handling a variety of editorial
and clerical assignments. Send resume,
writing sample, and salary requirements to Harris Director of Secondary Education, P.O.
Box 362, East Haddon, CT 06432-0362.

FLORIDA-LICENSED VETERINARIAN-For all services to animals in Central Florida. Will assist director with rabbits and animal
services, programs, and perform emergency care, spay/neuter clinic, and animal identification.
Benefits include paid vacation and holidays, medical/
dental coverage, and retirement benefits. Mail
to Humane Resources Division, P.O.
Box 330, Barton, FL 33830, FAX 305-338-1371.

ANIMAL CARE EXPO '93 provides a showcase of

Pre-Expo Certificate courses

Special Room Rates: $79 plus tax per night.
This is a flat rate, single or double. Call
(800) 327-2110 (national) or (407) 351-1000 (international) to make reservations.

Cost
One low registration fee admits a partici-
pan to the exhibit hall and all education
sessions. (Pre-Expo courses have separate fees.)

Travel Arrangements
Continental Airlines will offer 5% off the lowest applicable fare at the time of booking,
or at least 5% off the coach or first-class fare to Expo participants. Book your flight by calling (800) 538-1207.
Special rates are also available from AVIS for rental cars.
Full-service travel assistance is available through Travel-On Travel Management
Agency by calling (800) 333-1225 (na-
tional) or (301) 350-4450 (international).
Early Registration Deadline: January 15, 1993
Early Registration Fee: $18

Please see the inside back cover for details, and use the handy registration form provided to register for Animal Care Expo '93 and one of three day-long, pre-Expo certificate courses scheduled for March 17.