



A Pledge for the Pups

Pet store adopts a humane business model

Joe Seneshale was aware of the horrors of puppy mills, but he was sure the purebred dogs sold from his pet stores in Gillette and Rock Springs, Wyo., were not products of these inhumane mass breeding facilities.

After all, he got his pups from what he believed to be a reputable broker. He requested names and USDA license numbers of individual breeders, and he called many of them to ask about their dogs. Puppy mills wouldn't happen to him, he thought.

But doubt began to creep in when some customers complained about sick puppies bought from Joe's Pet Depot stores. He started paying attention to HSUS television ads. He started wondering, "You never know until you actually go down there," he says. "But I didn't have the time or money to go down and check [them out]."

What he did know was that he didn't want to do business that way. So when The HSUS's John Moyer called last spring to pitch the Puppy Friendly Pet Stores pledge—in which store owners agree to take a stand against puppy mills by not selling puppies—

Seneshale decided to take the plunge.

His signature marked a new milestone. Nearly 2,000 pet stores nationwide had joined the program, but Seneshale was the first to actively work with Moyer to discontinue commercial puppy sales and convert to supporting shelter pet adoptions.

Moyer, outreach coordinator for The HSUS's Stop Puppy Mills campaign, kicked into high gear, contacting nearby rescues and shelters to set up adoption partnerships. The City/County Animal Shelter in Gillette got on board immediately, but Rock Springs shelters were reluctant to work with Seneshale because of his past. So Moyer called the City of Green River Animal Control shelter, 15 miles away. Shelter supervisor Tracy Wyant was concerned about her minuscule staff juggling the twice-monthly adoption events but ultimately realized, "That's one more venue I could showcase adoptable animals."

In October, Joe's Pet Depots "reopened" to successful results: one dog was adopted from the Gillette store that day, while a cat found a home in Rock Springs. Several

more were adopted back at the shelters by people who had met them in the stores. The events are so popular that Lydia Holmes, a Green River animal control officer who manages the new program, has found people awaiting her arrival. Store staff, too, have joined the enthusiasm, grooming the dogs and conducting personal PR campaigns for a couple of cats.

The conversion, along with stronger emphasis on grooming and boarding, has generated enough new income to keep the stores profitable. Some of that new business has come from customers who previously refused to shop there.

Moyer is optimistic this precedent will reverberate throughout the industry. In fact, other store owners have been calling Seneshale for advice, including two in Chicago who have been selling dogs for 30 years.

— Arna Cohen

➤ **FOR A STATE-BY-STATE** list of stores that have signed the Puppy Friendly Pet Stores pledge, visit humanesociety.org/puppystores.

Nearing Home

Federal government commits to retiring research chimps to Louisiana sanctuary

The news was good but not good enough, as far as chimpanzee advocates were concerned. After being experimented on for decades at the New Iberia Research Center in Louisiana—where a 2009 HSUS investigation revealed disturbing conditions—110 chimps got a reprieve in September from the National Institutes of Health: The federal agency’s director, Francis Collins, called HSUS president and CEO Wayne Pacelle to say all of them would be declared “permanently ineligible for research” and moved out of New Iberia. A lucky 10 would go to the government-funded Chimp Haven sanctuary in Keithville, La. But the rest would end up in cages at another lab, the Texas Biomedical Research Institute.

“It’s not just the facilities, it’s the culture,” says Kathleen Conlee, HSUS vice president for animal research issues. “Their mission is biomedical research, including research using chimpanzees.”

Concerned, Chimp Haven and The HSUS entered into discussions with NIH. The sanctuary determined that it has room for around 50 of the chimps in existing facilities. NIH committed to sending as many chimpanzees as possible to

Chimp Haven and started working with sanctuary staff, The HSUS, and others to secure that kind of retirement for all 110 chimpanzees. One possible home: Chimp Haven has a partially built expansion, abandoned in 2005 when Hurricane Katrina inflated materials prices and sent the construction crew to repair storm damage elsewhere. If that building is completed and enlarged, Chimp Haven would have space for all the chimps.

The tentative deadline for the chimpanzees to be moved is August, since that’s the month NIH’s contract with New Iberia expires, and the agency has announced it won’t be renewing the agreement. Those animals sent to Chimp Haven’s 5 acres of woods will enjoy a radically different life. “Suddenly they have the freedom to make choices,” says Karen Allen, Chimp Haven’s national advancement director. “... They can decide who they want to hang out with or whether they want to be alone. They can decide what they want to eat [or] whether to sleep under the stars. [They] ... always have access to the outdoors. ... They can live without any fear.”

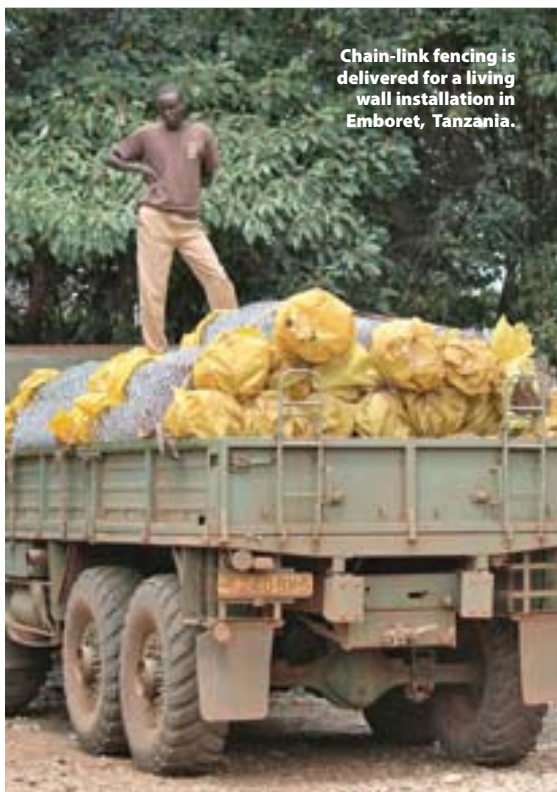
— Karen E. Lange

“Suddenly they have the freedom to make choices.”

— KAREN ALLEN, CHIMP HAVEN



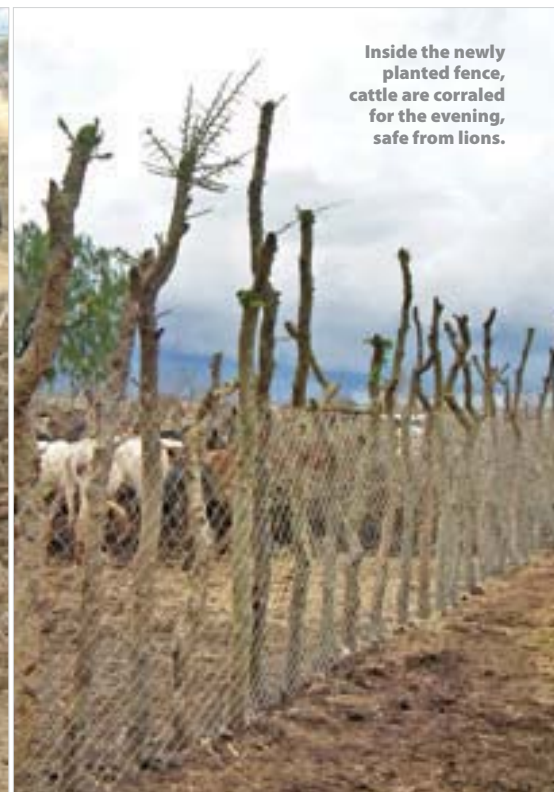
At New Iberia Research Center in Louisiana (left), a 2009 HSUS investigation found routine mistreatment of research chimps, many forced to live in isolation. At Chimp Haven, also in Louisiana (right), chimps retired from research and other captive situations live in groups, can explore the outdoors, and use tools such as leaves to fish for ants.



Chain-link fencing is delivered for a living wall installation in Emboret, Tanzania.



The fencing is attached to posts made from African myrrh cuttings.



Inside the newly planted fence, cattle are corralled for the evening, safe from lions.

Good Fences

“Living walls” help herders protect cattle from lions

It's a rude awakening. Startled out of sleep by noise from their cattle corral, herdersmen on East Africa's Maasai Steppe must search for a flashlight—if they have one—then venture into the darkness to possibly confront a lion, a predator four to five times heavier than a wolf and a good deal more deadly. Often, as they rush to protect their livestock, they stumble across the carcass of a freshly killed cow or bull, representing a big chunk of their family's wealth. Panicked by the attack, their other cattle have usually broken out and rushed off into the night.

Retaliation is swift and broad. In the past, herders might have set out with a spear in search of a single lion. But these days, it's more common for Maasai to lace the cattle carcass with poison, then wait for the lion to return to eat. Entire prides are wiped out.

“A lion that eats cattle is a dead lion,” says Humane Society International program manager Mike Skuja.

Now, a project funded by HSI and other partners is helping to protect lions near northern Tanzania's Tarangire National Park by safeguarding cattle with stronger corrals.

Traditional corrals, or bomas, made of thorny acacia branches, used to be enough to keep lions away. But with nomadic families more and more settled and herders moving to cities for jobs, it's

a heavy burden for those who remain on the range to walk farther and farther to gather acacia that has been over-cut or lost to drought. Elders sometimes hire people to fix bomas. Otherwise they fall into disrepair.

Working with Maasai communities, the nonprofit African People & Wildlife Fund is planting cuttings of a quick-growing spiny tree called *Commiphora africana* (African myrrh) as living rot- and termite-resistant posts for bomas. Galvanized steel chain link is then stretched to create a fence lions can't penetrate or jump. Each household contributes labor and 25 percent of the cost of the chain link, with donors like HSI covering the rest. So far HSI has paid for four “living walls” in the village of Emboret.

Families with the fences can now sleep soundly at night: The new bomas have reduced livestock attacks by more than 60 percent in one area and lion killings by 75 percent—from as many as eight a year to just two, says Laly Lichtenfeld, executive director of the African People & Wildlife Fund. The group can't put them in fast enough to meet Maasai demand.

“Living walls made the society to be free and to let lions roam around,” says Elvis Kismir, a Maasai who works for the fund. “This means that the number of lions will increase again.” — *Karen E. Lange*

SIGNS OF THE TIMES



The Los Angeles City Council voted 12-2 in November to prohibit city pet stores from selling cats, dogs, and rabbits acquired from commercial breeders. Los Angeles becomes the largest of 24 U.S. cities that have passed similar bans shutting their pet store markets to large-scale breeding facilities. Elizabeth Oreck, national manager of puppy mills initiatives for Best Friends Animal Society and a key player in the legislative effort, praises the law as a significant step in reducing shelter pet euthanasia rates.



Speaking at a city council meeting, the city manager of Hermiston, Ore., made it clear he adamantly opposes a proposal to build a horse slaughter plant. "I do not believe that project is anything but detrimental to the long-term development and image of this community," said Ed Brookshier, "and I believe it has very significant land use problems associated with it." Local newspaper *East Oregonian* lauded Brookshier for his stand.



The Turkish government withdrew a proposal that had sparked nationwide protests by thousands of animal advocates and pet owners in October. The measure would have removed stray cats and dogs from urban streets and placed them in "natural life parks" where officials said they would receive food, shelter, and veterinary care. Advocates feared the habitats would become dumping grounds, and pet owners also objected to restrictions on the breed and number of pets that households could own.



When longtime HSUS supporter Peter Schwartz decided to have his will prepared, he devoted considerable thought and research narrowing down the beneficiaries to several causes. For Peter, "choosing The HSUS was an easy decision because of the organization's ongoing advocacy on behalf of the myriad creatures with whom we share this planet. I am confident that my bequest will be implemented to reduce the instances of animal suffering and improve the condition of all animals."

To learn more about how you can create your lasting legacy for animals, please call 800-808-7858 or visit humanesociety.org/legacy.



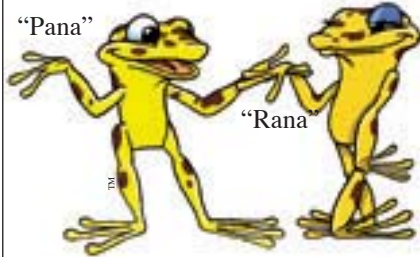
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Front Lines



KICKING OUT CRUELTY

North Dakota's animal cruelty laws are among the nation's weakest: Defacing a building with graffiti can be a felony, but drowning a kitten is merely a misdemeanor. The HSUS-supported Measure 5 on the 2012 ballot would have corrected that inequity, imposing felony charges for maliciously maiming or killing a cat, dog, or horse. While the measure fell short—defeated by groups who, despite specific exemptions, saw it as a threat to the state's farming and ranching industries—supporters and opponents agree a stronger, more comprehensive law is needed, sparking hopes the legislature will accomplish what the election couldn't. — *Arna Cohen*

ABOVE & BEYOND

Texas sergeant shepherds landmark case

It began with a tip, with The HSUS's John Goodwin showing a Galveston police sergeant and two assistant district attorneys an advertisement in a national cockfighting magazine that offered roosters for sale in nearby Santa Fe, Texas.

It ended three months and one undercover transaction later, with a raid of the property and felony charges for the owner.

"It really opened all the officers' eyes out there," Sgt. Joel Caldwell says. "I've been conducting animal cruelty investigations for about 13 years now, and we really were not aware of the scope, of there being a problem that large in Galveston County."

For his role in overseeing the operation, Caldwell received one of seven Humane Law Enforcement Awards bestowed by The HSUS in 2012. Now in their fourth year, the awards honored everything from an online investigation into illegal wildlife trafficking to the raid of a now-defunct Florida "sanctuary," which led to the rescue of a staggering 697 cats.


The Galveston investigation, which uncovered more than 350 fighting roosters, marked the first time an officer had used a new anti-cockfighting law in Texas—a mea-

sure The HSUS helped pass in 2011, making it illegal to breed roosters for fighting.

Caldwell is no stranger to helping animals. The Galveston City animal services unit he helped create has successfully worked for an anti-tethering ordinance, a low-cost spay/neuter program, and a new fee structure for registering pets: It now costs \$50 to register an unaltered animal, but just \$4 for an altered one. In February, he hosted a forum about improving animal welfare.

"Some people are just naturally animal people, and I think I'm one of those guys," Caldwell says. "As a matter of fact, as I'm sitting here talking to you, I've got three cats and four dogs at my feet. So I've just always enjoyed the companionship of animals."

"I've seen that there's very little resources in law enforcement that's put towards this—and luckily a lot of that's changed over the last decade. I think that the job that we're doing with animal cruelty investigations now is probably about 10 times better than it was a decade ago. But just the personal satisfaction of helping animals is what I get out of it." — *Michael Sharp*

A close-up photograph of a young girl with long, dark hair, looking directly at the camera with a gentle expression. She is holding a light-colored dog, possibly a Chihuahua, which has striking blue eyes and is wearing a metal chain collar. The girl is wearing a red shirt. The background is slightly blurred, showing other people in a setting that appears to be an outdoor or semi-outdoor clinic.

□ ON THE IPAD:

View a bonus feature with additional images.

▶ At humanesociety.org/video: Watch a video about the Philippines program.

A Girl and Her Dog

"You could just see the bond that she had with her dog," says HSUS photographer and senior video producer Frank Loftus of the girl he spotted crossing a field toward an open-air clinic in Bohol. Visibly excited to partake in the spay/neuter and vaccination event, she waited patiently for care from vets trained by Humane Society International. As the program to humanely curb street dog populations reduces rabies cases and dog bites in the Philippines, adoptions are on the rise. "Everyone we saw," says Loftus, "was so proud to help their dog and be a part of it."



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kind NEWS



Susan Atherton, Jessica Moment

BENEFIT CO-CHAIRS

INTRODUCTIONS: Atherton (above, at right), a veteran of the enterprise software and cloud computing industries, has chaired The HSUS's National Council, while also working with the Humane Society Legislative Fund, American Red Cross, and World Wildlife Fund. Moment (left), also a National Council member, owns Philanthro-

pist, a San Francisco clothing boutique that donates its profits to Bay Area charities.

JOINING FORCES: The two teamed this September to co-chair a San Francisco event benefiting the HSUS Animal Rescue Team. With the area facing a 63 percent chance of a 6.7 or greater magnitude quake within 30 years, both want to ensure pets are part of regional disaster planning. "It's not if, but when, in terms of our next earthquake," Moment says. "And we're constantly thinking about ... being prepared."

BY THEIR SIDES: Moment has a rescue cat named Chloe and a Bernese mountain dog named Hanna—both of whom have been known to steal a piece of her pillow at night. Atherton adopted Simba, a shih tzu rescued from a Missouri puppy mill one day before he was scheduled to be shot. "I am so lucky to have found him and proud to have rescued him from an otherwise sad life," she says. "He is truly my best friend."

PASSIONS: For Atherton, it's combating puppy mills and adopting rescue animals like Simba. "I've always loved animals, and I've always felt like they are vulnerable and the only things that can protect them are people." For Moment, it's factory farming; noting the pork industry's growing rejection of gestation crates, she says: "I just never thought ... we would be in the place that we're in right now, and I really think it's because of the strength of HSUS and ... the team there." — Michael Sharp



QUOTED

“This nonprofit is a force for progress, and shows no signs of slowing down,”

VegNews editors concluded in a note naming The HSUS as their choice for Nonprofit of the Year. The honor came as part of the magazine's annual Veggie Awards, in which readers and editors pick their favorites in categories from restaurants to farm sanctuaries to websites. Noting HSUS successes against puppy mills, horse soring, and hound hunting, the editors singled out the Farm Animal Protection Campaign's progress getting food companies to eliminate inhumane gestation crates from their supply chains: "The team behind these incredible advances ... is an unstoppable machine."



DREW ALTIZER/SFWIRE