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Verona Street Animal Society, Inc. is a not-for-profit organization that supports Rochester Animal Services.

How can you help us?

Volunteer your time: Whether it's walking, training, bathing, or just socializing with our animals, you'll help enrich their time at the shelter and improve the likelihood of their adoption. Also get involved with fundraisers, off-site promotions, festivals, or helping in the clinic.

Donate needed items:

- Blankets & towels
- Pillowcases
- Collars & leashes
- Heating pads
- Laundry detergent & dish soap
- Sturdy chew toys
- Puzzle feeders
- Stuffed animals
- Pet brushes & shampoo
- Pet carriers and crates
- Pet treats
- Rubbing alcohol
- Hydrogen peroxide
- Cotton swabs
- Cat litter scoopers
- Can openers
- Brooms & dustpans

Celebrate National Animal Shelter Appreciation Week

On November 1, 2009, Animal Services began the week-long celebration of National Animal Shelter Appreciation Week with its annual open house. This year the event featured grooming demonstrations and free nail clippings by K9 Kutz Mobile Grooming, training and behavioral tips from NY Dog Whisperer Sy Potter, readings by our favorite animal communicator Kathy Smith, and tours of the animal shelter and adjacent Mounted Patrol stables. Our friends at Invisible Fence, Camp Bow Wow, and Pet Saver Superstore joined in the fun with informational booths, displays, and giveaways. It wouldn't be a party without a pack of fuzzy mascots including The Grey Wolves' Okwaho, Slider the Muck Dog, Ready Fox from 911, and the inaugural appearance of Chance the Pound Hound. Big Dog Country FM103.5's Stone Hill broadcast live from the shelter and encouraged listeners to come down to meet the animals and get involved. Although only one cat was adopted that day, an estimated number of 200 people visited the center during the event. After the event, WHEC News 10 NBC ran a segment on the evening news, which helped to further promote awareness about Animal Services



▲ Cassi and Lee from Camp Bow Wow



▲ Girl scouts chip in for animals

adoption program and other services. In addition to the promotions and increased traffic through the shelter during the open house, it was also an opportunity to raise some money for the animals. The VSAS received \$350 in donations and merchandise sales and RAS received another \$375 in unsolicited donations. "This event is not intended as a fundraiser," said Director Chris Fitzgerald, "The main purpose is to recognize the admirable, life-saving work that animal shelter workers perform on a daily basis. However, the funds and wish list items received during the open house enable us to enhance the care provided to sheltered animals." The open house is held each year on the first Sunday in November. Mark your calendar for next year.



▲ Mascots consider hair cuts at open house



▲ VSAS & Camp Bow Wow greet visitors



▲ VSAS sold hats, t-shirts, and tote bags



The Frosty Paws Winter Carnival

A CELEBRATION OF FURRY PROPORTIONS

Presented by Invisible Fence Brand

Beads, body painting and exquisite finds. Rare treats and delectable chocolate pools for dipping. Join us for our 2nd Annual Frosty Paws Winter Carnival. An evening of mystic, magical fare awaits you, just in time for Mardi Gras in support of Our Furry Friends.

Now, get off your hindquarters and join us!

- ENJOY:**
- Tasty Carnival treats
 - Great food and wine
 - Silent auction
 - Tarot Card reader
 - Musical entertainment
 - Animal psychic and much more!

WHEN: Saturday, January 23, 2010 / 5:30 - 9:30 PM

WHERE: ARTISANworks, 565 Blossom Road Suite L,
Rochester New York 14610

Visit www.artisanworks.net for information on the venue.

WHAT: Presented by Invisible Fence Brand in conjunction with Verona Street Animal Society to benefit Animal Services.

Tickets on sale now online www.vsas.org:
\$400 groups of ten
\$350 groups of eight
\$50 in advance, \$60 at the door.

For more information, please contact us at 727-2533

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Presented by



**Invisible
Fence** Brand

The Mediation Center

Gold Sponsor



Morgan Stanley



SOYBOY

From The Director's Chair

Whenever I am asked about how things are going at the shelter, my first thought is invariably the cat crisis. We take in around



3,200 cats and 2,800 dogs each year. Dog adoptions have essentially peaked, with virtually all adoptable dogs being placed in permanent homes or being transferred to other animal rescue

organizations. However, cats prove more challenging for a number of reasons. First, very few of the "stray" cats entering the facility are ever reclaimed by owners. Perhaps 50 cats get reclaimed each year compared to around 600 dogs. This disparity suggests that most of these were roaming, trapped, or injured cats or they were not owned or cared for at all. An alternative explanation is that some may be viewed as disposable. When the outdoor cat fails to return, some people assume that the cat has simply moved on or been taken in by a new owner. Sadly, there are owners who will not search for their missing pets and instead they may replace the cat with a new one that someone gives away.

To make up for the lack of owners reclaiming cats, we work with a variety of rescue groups to transfer 600-700 cats into foster homes each year. These rescue groups are invaluable to assisting animal shelters by providing additional outlets and extending the holding periods while permanent homes can be found. The problem is that the rescue groups quickly become as overwhelmed as the shelters. If you are interested in getting involved as a foster home for cats or dogs with special needs, please contact Animal Services at 428-7274.

Another challenge is the seemingly unavoidable upper respiratory infections (URI) that affects cats while at the shelter. I realize that I write about feline URI in almost every issue of this newsletter, but it remains one of our most pressing challenges. Although we do not want the community to think of the Animal Services Center as the place to adopt sick cats, the reality is that most of the cats

will succumb to either a bacterial or viral infection while in our care. Bacterial infections can be treated effectively with a course of antibiotics much like a sinus infection in humans. More commonly, however, the URI is caused by a virus and these illnesses are best "treated" with rest, food, and water much like the human common cold. The problem is that the shelter is not a suitable environment for ensuring rest with its noise, odors, and visitors. Then we all know that it is hard to eat and stay hydrated when we just do not feel well. Factor in the stress of a foreign environment filled with strange cats, barking dogs, and well-intentioned, albeit foreign visitors, all contributing to a cats increased susceptibility to infection and you have a recipe for illness. Additionally, the cats are constantly faced with more germs as new cats enter the facility and as their roommates gradually develop the sniffles. But that's the message here, the cats get the sniffles.

These conditions are neither chronic ones that are going to affect the cats indefinitely, nor are these ailments that are likely to tax an owner's budget. We are talking about colds for cats. Unfortunately, when cats develop colds at the shelter, most are euthanized for the sake of the rest of the cats currently sheltered. This approach to shelter medicine is similar to how veterinarians deal with livestock. The focus is on the herd and not on the individual. Some may think this cruel, but when dealing with the constant influx of new, presumably healthy cats, limited space and resources, and overflowing rescue groups, our efforts to try to protect the shelter population is the only humane option left. That is unless we can find more people willing to open their homes to sniffly cats. We are constantly looking for new people to join our foster program. By doing so, you can help us increase adoptions and reduce the unnecessary euthanasia of otherwise adoptable cats. The VSAS is committed to supporting this program and will help provide in-kind assistance (i.e., litter, food, medicine) to foster homes. Please consider becoming a foster home for cats with URI. Together we can give these companions a second chance at life in a forever home.

*Chris Fitzgerald
Director, Rochester Animal Services
V.P., Verona Street Animal Society*

Vets Wanted
to Help Rochester's Animals.

The City of Rochester is looking for veterinarians interested in providing assistance with the Animal Services spay-neuter program.

For more information contact Chris Fitzgerald: cf1274@cityofrochester.gov or call (585) 428.6998

City of Rochester, New York

Spay And Neuter Your Pets

Call 428-SPAY
Rochester
Animal Services

Robert J. Duffy, Mayor
City of Rochester, NY

Frosty The Hound

Pup got the winter blues? Bored sitting home alone all day while you're at work or even on vacation? Send your pup to camp for 9 hours of play a day!



Premier Doggy Day
and Overnight Camp®

- 🐾 All Day Play, Snooze The Night Away®
- 🐾 Access to Large Indoor & Outdoor Play Areas
- 🐾 Certified Camp Counselors®
- 🐾 Watch Your Pup Live On Camper Web Cams
- 🐾 Climate Controlled Facility
- 🐾 Tasty Campfire Treats
- 🐾 First Day Of Camp Is FREE!

Camp Bow Wow Rochester

85 Mushroom Blvd. Rochester, NY 14623

(585) 613-WAGS

www.campbowwow.com/henrietta

Lhasa Apso Showcase Breed

The Lhasa Apso is a small, hardy breed with a beautiful cloak of hair that parts down their back from head to tail. Their temperament is unique: joyful and mischievous, dignified and aloof. An independent breed, the Lhasa's goal in life is not necessarily to please their master. Popular in the show ring, the breed

also excels at activities that provide constant challenges, such as agility. Lhasas come in many colors from light blonde to black. Black tipping on ears and face are also common.

Bred as indoor watchdogs for hundreds of years, Lhasas can be suspicious of strangers, so early socialization is critical. They thrive living with adults or families with older children, and enjoy regular walks. A long-coated breed, they also require frequent grooming. Many pet owners enjoy keeping their Lhasa in the shorter "puppy cut."

For more information on this breed and others, visit the American Kennel Club at www.akc.org. At this writing, Animal Services has a one-year old, spayed, female, beige Lhasa Apso Showcased Breed Verona Street Animal Society www.vsas.org and white Lhasa Apso named Bella. She was surrendered by an individual



who was moving to a new apartment that does not allow pets. That owner only had Bella for a few months after allegedly finding the dog in a parking lot on Ackerman Street in Rochester.

If you are interested in Bella or other adoptable dogs, please visit the Animal Services Center at 184 Verona Street, call 428-7274 or view adoptable pets online at www.rochesteranimalservices.com



Join us in supporting the
Verona Street Animal Society in
achieving great things for animal
welfare in the City of Rochester.

caring knows
no limits



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1600 Bausch & Lomb Place
Rochester, New York 14604

For more information, contact
Maureen T. Alston at 585.232.6500

Verona Street Animal Society Board of Directors

(New Officers Effective 1/1/2010)

Officers:

Terry Green, President
Kim Stubbe, Vice President
Kim Shimomura, Secretary
Beth Whipple, Treasurer

Directors:

Jennifer Brown
Abby Wade Brugno
Bob Cordaro
Chris Fitzgerald, ex officio
Cheryl Gioia
Lori Harter
Jennifer Johnson
Josh Moscov





Invisible Fence[®] Brand

...from the pioneer in peace of mind

\$100^{OFF*}

Fully Installed Outdoor Solution

Invisible Fence[®] Brand



Tallon & Yawni

We want to take a moment to thank you for your wonderful product and your outstanding personnel. Our dogs are doing great with the new fence...and it has so much to do with your thorough training instructions, your excellent product, and your excellent personnel. From point of sale to delivery and installation of our Invisible Fence Brand solution, the process and the people we have dealt with have been outstanding. All in all, you should be VERY PROUD of your product and the people that work at your organization. In these times, it is quite rare to find such a customer-oriented company that provides a high quality product...and to interface with people that really care about their job and love what they do! Keep up the excellent work...and we will

HIGHLY recommend Invisible Fence Brand to anyone that will listen!
Susan & Bart L

585-271-1700

www.invisiblefence.com

*\$100 off on selected outdoor solutions only. Not valid on prior sales or with other offers or discounts. Terms and conditions apply. Participating dealers only.

Asilomar Animal Statistics July – September 2009

		<u>Dogs</u>	<u>Cats</u>	<u>Total</u>
A	BEGINNING SHELTER COUNT (1/1/2009) INTAKE (Live Dogs & Cats Only)	34	56	90
B	From the Public	405	1016	1421
C	Incoming Transfers from Organizations within Community/Coalition	1	0	1
D	Incoming Transfers from Organizations outside Community/Coalition	0	0	0
E	From Owners/Guardians Requesting Euthanasia	73	65	138
F	<i>Total Intake</i> [B + C + D + E]	479	1081	1560
G	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	48	26	74
H	ADJUSTED TOTAL INTAKE [F minus G]	431	1055	1486
I	ADOPTIONS	119	170	289
J	OUTGOING TRANSFERS to Organizations within Community/Coalition	10	129	139
K	OUTGOING TRANSFERS to Organizations outside Community/Coalition	1	9	10
L	RETURN TO OWNER/GUARDIAN	129	12	141
DOGS & CATS EUTHANIZED				
M	Healthy (Includes Owner/Guardian Requested Euthanasia)	6	105	111
N	Treatable - Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	35	503	538
O	Treatable - Manageable (Includes Owner/Guardian Requested Euthanasia)	23	16	39
P	Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	156	115	271
Q	<i>Total Euthanasia</i> [M + N + O + P]	220	739	959
R	Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	48	26	74
S	ADJUSTED TOTAL EUTHANASIA [Q minus R]	172	713	885
T	SUBTOTAL OUTCOMES [I + J + K + L + S] <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>	431	1033	1464
U	DIED OR LOST IN SHELTER/CARE	2	2	4
V	TOTAL OUTCOMES [T + U] <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>	433	1035	1468
W	ENDING SHELTER COUNT (12/31/2008)	32	76	108

NOTE: Live release rate for dogs and cats from July through September 2009 was 39.55%.

Asilomar data enable all organizations that shelter animals to utilize uniform statistical recordkeeping and facilitate accurate comparisons. For more details, visit www.asilomaraccords.org. These statistics report numbers for dogs and cats only.



Rochester Animal Services temporarily houses approximately 6,500 animals annually. We are committed to reuniting owners with missing pets and to placing animals in new homes; however it is impossible to find homes for all of them. Some animals are euthanized due to illness or injury. Others may display vicious or aggressive temperaments. Currently, the City of Rochester does not authorize the adoption of "pit bulls" from the shelter, so those that are not reclaimed are euthanized. Sadly, many animals are euthanized because there are just far too many stray and unwanted animals in our community and we do not have space and resources to house them all. We must all take responsibility to spay and neuter our pets and to encourage others to do the same. If the number of animals coming in declines, then we can devote more time and energy to those animals we do shelter, we can increase adoptions and redemptions, and decrease unnecessary euthanasia.

The Society Page

Dear Friends and Supporters,

As we enter the final days of 2009, the VSAS gears up for its 2nd annual Frosty Paws Winter Carnival on Saturday



January 23 from 5:30 to 9:30pm at ARTISANworks. This year is going to be bigger and better than our inaugural event and we hope that if you haven't experienced this

mid-winter party for animals, that you make it a point to come out and see what all the excitement is about! We will of course have some favorites from last year, including the tarot card reader, animal psychic, magician, jugglers, and stilt walker. Hypnotic musical features will be around every turn, exotic treats, delectable desserts and then there is the shopping ...oh my, the SHOPPING! Our silent and live auction items will have most attendees clamoring over one another to bid on everything from luxury spa items to unique pet services to fantastic getaways and great sporting event packages. Attendees can buy them at a significant discount, the animals get the money and everybody is happy!!! Now that is a win-win for Rochester's four-legged and two-legged citizens alike!

Although we love the name Frosty Paws Winter Carnival, we believe that we can do better. This year we are looking to find just the perfect name for this annual affair going forward. So if you want a chance to win two tickets to our 2011 event and to be the brainchild behind our new benefit's identity, then WE WANT TO HEAR FROM YOU!!! From a mid-winters night dream to a snow flake ball, we want to hear it all. We know that you have great ideas and we can't wait to find that perfect name! You can email all your name suggestions to vsasinc@gmail.com.

We are always looking for new and unique items for our auction and would love to add to all the splendor, so if you want to donate items or services, please call 727-2533 or email us at vsasinc@gmail.com.

Tickets for this event are available at the Animal Services Center, 184 Verona Street and online at www.vsas.org \$50 in advance or \$60 at the door. We have planned some new magical and mystical surprises that you won't want to miss.

On a personal note, I just want to say that it has been my great pleasure to serve as President of VSAS. Over the past 4 years, I have had the privilege to watch this group grow from its very inception and every individual, from board members to supporters to volunteers, has made this "little group that could" become a big voice for Rochester's animals and as it continues to evolve, so shall we all.

With that, I would like to introduce you to our new 2010 President, Terry Green. Terry came to VSAS in December 2008 with a simple inquiry on how to get involved. Since then he has been nominated to the Board and jumped in head first, taking on a substantial role in our first Frosty Paws Winter Carnival and serving as Walk Chairperson for The Fast & The Furriest™ 2009. Terry is a remarkable individual who has extensive experience on various boards from human services to animal welfare and we are so lucky that he has agreed to take over the reins at VSAS.

As we continue to expand and change, we want to make sure that our newest board members are introduced, so going forward profiles on each of our passionate board members will be highlighted in each of our newsletters. To all of our supporters, Terry will be sharing his thoughts and informing you on VSAS in future editions of this publication, so you can see his first column in our winter 2010 issue.

I will continue to serve on the VSAS board and I will keep hitting the pavement on behalf of Rochester animals and look forward to seeing you all at our Frosty Paws Winter Carnival on Saturday, January 23rd!

Until next time, Jennifer Brown,
President, VSAS

For sponsorship information or to get involved, please call 727-2533 or email us at VSASinc@gmail.com.



The Verona Street News

Rochester Animal Services (RAS) is owned and operated by the City of Rochester. The Verona Street Animal Society is a not-for-profit organization that provides resources necessary to enable RAS to more effectively serve the public's animal care and control, pet sterilization, and pet adoption interests and, in cooperation with the City of Rochester, supports the mission of RAS.

VSAS
P.O. Box 22874
Rochester, NY 14692
585-727-2533
VSASinc@gmail.com