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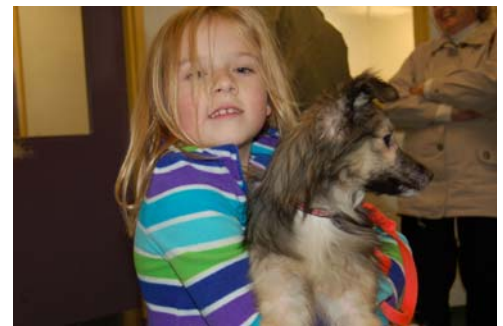
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The Verona Street Animal Society, Inc. is a not-for-profit organization that supports Rochester Animal Services.

Sat. June 27
The Fast &
The Furiest!
See page 6 for more
information!

Community Shows Appreciation at Open House

On Sunday November 2, 2008, Animal Services opened its doors early to visitors who wanted to adopt a pet or just show their support. The annual open house was the kick off to National Animal Shelter Appreciation Week. In addition to extending hours on Sunday, RAS offered a \$20 discount on cat and dog adoptions throughout the week. There was also a microchip identification clinic, a groomer providing nail trimmings, animal communicator readings, RPD K9 dog demonstration, and tours of the animal shelter and the adjoining Mounted Patrol stables. It was an opportunity for the community to learn about the important roles that animal shelters provide.



RAS employees attend State forum

In October, a group of seven Animal Services employees attended the Empire State Animal Protection Forum at Woodcliff Hotel and Spa. The keynote speaker was Annemarie Lucas, Supervisory Special Investigator for Humane Law Enforcement at the American ASPCA. Ms. Lucas has become a recognizable spokesperson for the ASPCA through her work on the Animal Planet's reality series Animal Precinct. Conference topics included adoption promotions, the role of dog control officers, grant writing, spay and neuter programs, media and public relations, stress reduction in the shelter, increasing dog licensing, safe animal handling, among others.

"We wanted to take advantage of the location for this year's conference," said Director Chris Fitzgerald. With the assistance provided by the NY Humane Association, RAS was able to send a large group. "These types of conferences generally involve travel, so it was nice to have such relevant topics presented right here in our area," said Fitzgerald.



Jonelle Lang, Paul Huertas, Annemarie Lucas, Jeff Leusch, Michelle Colbert, Denise Lybrand, Luis Rodriguez

How can you help?

Volunteer your time:

Whether it's walking, bathing, or just socializing with our animals, you'll help enrich their time at the shelter and improve the likelihood of their adoption!

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



Much has happened since our last installment of this newsletter. In October, the Empire State Animal Protection Forum was held here in Monroe County. A group of us attended the two-day conference at Woodcliff Resort and Spa and had the chance to interact with animal care and control and humane society professionals, veterinarians, attorneys, and animal behaviorists from throughout New York State. The workshops and seminars covered a variety of topics that made the conference worthwhile for

our Animal Care Technicians, Animal Control Officers, Shelter Manager, and yes, for the Director too.

Also in October, Animal Services received its first in a series of visits from representatives from Cornell University's Maddie's Shelter Medicine Program. The Cornell team visits various shelters throughout the country to provide evaluation, feedback, and guidelines for improving care and husbandry. Their goals are to improve the quality of life for shelter pets, to decrease shelter deaths, to increase adoptions, while creating a pool of veterinarians who are well-versed in shelter medicine, including those who specialize in the field. At their initial visit, Cornell's veterinarians helped identify areas of improvement in cleaning and disinfecting practices and recommended a new pain and anesthetic protocol for use in our spay neuter clinic. Upon their return,

the program's animal behaviorist provided suggestions for improving our temperament evaluation used in screening dogs for adoption. We have additional visits scheduled to focus on providing enrichment for animals in our care.

In November, we celebrated National Animal Shelter Appreciation Week with our annual open house. Once again, this small, cozy event was successful in drawing attention to the important, life-saving, and challenging work that animal shelter employees perform on a daily basis.

In December, The Verona Street Animal Society amended its by-laws to expand the board to include eleven directors. Four board vacancies were filled leaving just one vacant board position. The new directors include Abby Wade Brugno, Bob Cordaro, Terry Green, and Jennifer Johnson.


In January, The Verona Street Animal Society held the Frosty Paws Winter Carnival to help raise funds for Animal Services programs. This was a new event for the group and we were all thrilled with the results. Everyone seemed to enjoy the venue, ARTISANworks, along with the food, music, live and silent auctions, and carnival-themed entertainers.

As co-event director for The Fast & The Furriest™ 10K Race & 1-Mile Dog Walk, I have been working on plans for the June event since late fall. Last year's event was a success despite a change in starting time and the early morning downpours. This year, the race begins at 8AM followed by the dog walk at 8:15AM. There will be refreshments, music, and a variety of vendors and exhibitors on hand in Brown Square Park to give the event a mini-festival feel. We will provide awards to top finishers (overall, masters, and age groups) and to the top three individuals who bring in the most pledges. Register today by submitting the form included on page 6 or online at www.ACTIVE.com.

Both the race and the walk require large numbers of volunteers to run smoothly. Assignments include pre-event brochure distribution, race marshals, walk marshals, split timers, registration, and parking. Please contact us if you are interested in getting involved with this event as a volunteer or sponsor to raise funds and awareness for the Verona Street Animal Society and Rochester Animal Services.

Chris Fitzgerald, Director of 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) 428.6898

City of Rochester, New York



Spay and Neuter Your Pets

Call 428-SPAY / Rochester Animal Services



On January 24, 2009, as part of Pet Transformation Month, Hill's Pet Nutrition provided an opportunity for people across the country to change a pet's life by welcoming a shelter pet into their homes for free. For this national initiative to help save shelter pets, Hill's Pet Nutrition subsidized the first ten adoptions at each of 300 participating shelters nationwide. Rochester Animal Services was one of those shelters.

Dozens of eager potential adopters gathered outside of the shelter before the facility opened. Animal Services staff and volunteers managed the crowd by employing a number system. That helped them keep track of which individuals would be offered the free adoptions once doors opened.

Although Saturdays are routinely busy times for shelter traffic and adoptions, this promotion brought record numbers out. Six dogs and two cats were adopted out at no cost to the adopters. Hills reimbursed the shelter \$80 for each adoption.

"I am so overwhelmed by the commitment to shelters demonstrated by Hills," said Director Chris Fitzgerald. "Between the shelter pet food donations, sponsorship of events, and promotions like this, and the Second Chance Contest, this one company is making a huge impact for shelter animals."

Prevent Pet Overpopulation

**Spay and neuter your pets.
For information about RAS's
Low Income Spay/Neuter
Program, call 428-SPAY.**



WWW.SOYBOY.COM



Tofu, Tofu Raviolis, Tempeh,
Meat Alternatives



HELP HILLS SAVE 1 MILLION PETS, TOGETHER

Tell your friends to share their heart-warming stories about giving their pets a Second Chance for Love. As you know, a few heartfelt words about how they adopted their pets and how that experience changed their life can encourage others to adopt. Visit www.Hillspet.com for more information.

Breed of the Month



Ragdoll

The Ragdoll cat is a large breed, best known for its easygoing and mellow disposition. They have long, thick fur coats and markings that resemble a Siamese. There are four marking patterns: bi-color, van, mitted and pointed. They also usually come in one of six colors: seal, blue, chocolate, lilac, red, and cream. Points may be solid, lynx, or tortoise shell. Visit the Rochester Animal Shelter to find a **Ragdoll**. For more information on this breed and others, visit the Cat Fancier's Association at www.cfainc.org.



**RAS offers
certification class
and book for
only \$25.**

**Call 428-7274
to enroll.**

Because of the overabundance of adoptable cats at Rochester Animal Services, RAS is allowing families to adopt **two cats, for the price of one!** What a great way to bring extra joy to your home.

Adopt a cat or kitten and get the second free.





Jennifer Brown Louisa and Louis Perticone



Stilt walker added to carnival theme



Rochester Juggling Club thrills



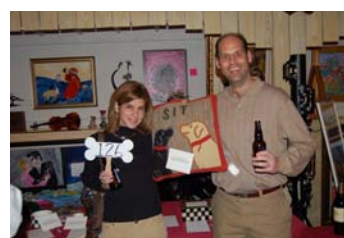
Local musicians helped provide ambiance



Chris Fitzgerald and Jennifer Johnson



Silent auction items displayed



Beth and Mark Ehmann show off their winnings

Local Storage Company Aids Shelter

Most visitors to the Animal Services Center would not take notice or consider the absence of adequate storage for supplies and materials used by the agency. However volunteer Patti Mistretta was intimately aware of the need for more space to accommodate the training crates, pet carriers, and mounds of linens used for bedding. Last fall, Patti was exploring options for additional storage space for such supplies when she contacted John Chaffee of Storage Mobility of Rochester. Mr. Chaffee expressed willingness to donate a Portable On Demand Storage (PODS) container and he made arrangements for delivery and placement with Director Chris Fitzgerald. "It is always refreshing to meet people in our community who are interested in giving their time or services to assist with our mission. This represents a great example of both an individual (Patti) and a company (Storage Mobility of Rochester) collaborating for our benefit," said Fitzgerald.

Animal Services goes through a lot of sheets, towels, and blankets as you might imagine when trying to provide bedding for over 6,000 dogs and cats annually. The PODS container has enabled the shelter to keep a larger supply of bedding on hand without compromising hallways and fire egress. The PODS container also enables the shelter staff to stock pile cages and carriers that are required for emergency preparedness plans.



	<u>Dogs</u>	<u>Cats</u>	<u>Total</u>
A BEGINNING SHELTER COUNT (7/1/2008)	24	31	55
INTAKE (Live Dogs & Cats Only)			
B From the Public	841	1529	2370
C Incoming Transfers from Organizations within Community/Coalition	0	0	0
D Incoming Transfers from Organizations outside Community/Coalition	0	0	0
E From Owners/Guardians Requesting Euthanasia	210	162	372
F <i>Total Intake [B + C + D + E]</i>	1051	1691	2742
G Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	102	58	160
H ADJUSTED TOTAL INTAKE [F minus G]	949	1633	2582
I ADOPTIONS	253	259	512
J OUTGOING TRANSFERS to Organizations within Community/Coalition	32	212	244
K OUTGOING TRANSFERS to Organizations outside Community/Coalition	10	62	72
L RETURN TO OWNER/GUARDIAN	294	22	316
DOGS & CATS EUTHANIZED			
M Healthy (Includes Owner/Guardian Requested Euthanasia)	16	95	111
N Treatable - Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	37	597	634
O Treatable - Manageable (Includes Owner/Guardian Requested Euthanasia)	32	26	58
P Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	271	234	505
Q <i>Total Euthanasia [M + N + O + P]</i>	356	952	1308
R Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	102	58	160
S ADJUSTED TOTAL EUTHANASIA [Q minus R]	254	894	1148
T SUBTOTAL OUTCOMES [I + J + K + L + S]	843	1449	2292
<i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>			
U DIED OR LOST IN SHELTER/CARE	7	20	27
V TOTAL OUTCOMES [T + U]	850	1469	2319
<i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>			
W ENDING SHELTER COUNT (12/31/2008)	22	40	62

NOTE: Live release rate for dogs and cats from July through December 2008 was 49.9%.



Official pet food of
 Rochester Animal Services
www.hillspet.com

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 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 euthanasia.

Don't Miss The 2009 Third Annual The Fast & The Furriest™ 10K Road Race & 1-Mile Dog Walk



**To Benefit The
Verona Street Animal Society**

Date: Saturday, June 27th, 2009

Time: 7:00 AM Registration
8:00 AM Race start
8:15 AM Dog Walk start

Place: Rochester Animal Services,
184 Verona Street, Near Brown Square Park

Awards: Top 3 male/female finishers overall
Awards for top 3 in each age group
Prizes to top 3 pledge earners

Fees: \$18 if received before June 25, 2009
\$20 Race Day
Walkers: \$10, Children under 5 are free.
Free t-shirts for all registered runners and
for walkers with \$20 or more in pledges.

Please make checks payable to:

Verona Street Animal Society, P.O. Box 22874 Rochester, NY 14692

*DONATIONS GRACIOUSLY ACCEPTED for our ANIMAL FRIENDS
(Toys, linens, 6 ft. leashes, treats, etc.)

Contact: Chris Fitzgerald (585) 727-2533

Visit us at www.vsas.org or register online at active.com



**FLEET FEET
Sports**

Name: _____ Address: _____ Email: _____

City: _____ State: _____ Zip: _____ Phone: _____ DOB: _____

T-shirt size: S M L XL Age: _____ Gender: M ___ F ___ Race: 10K ___ 1 Mile Dog Walk ___

Amount Enclosed: \$18 ___ \$20 ___ \$10 ___ I can't participate, but would like to donate \$ _____



All race participants must read and sign the following disclaimer: I, the undersigned, wish to participate in The Fast And The Furriest™ 10K Race or 1-Mile Dog Walk on June 27, 2009 in Rochester, NY. By my signature, I hereby state that: I am in good physical condition and am properly trained to complete the race/walk, I agree to abide by the decision of a race official as that decision relates to my ability to safely complete the run/walk. I assume all risks associated with running/walking in this event including, but not limited to: injury and/or death as a result of falls; contact with other participants; the effects of weather, including high heat or humidity; and the conditions of the course, all risks being known and appreciated by me. Having read and understood this waiver and knowing these facts and in consideration of the Race organizers having accepted my entry, I and everyone entitled to act on my behalf, knowingly and voluntarily hereby release the Verona Animal Street Society, Rochester Animal Services, the City of Rochester, Yellow Jacket Racing, Fleet Feet Sports, and all other Race sponsors from any claims, lawsuits, proceedings or liabilities of any kind arising out of my participation in this event. I also grant the organizers full permission to use any photographs, videotapes, motion pictures, or recordings, or any other record of this event for any other purpose.

Signature or Runner/Walker or Guardian: _____

Dear Friends and Supporters,

This year started off with a bang for the Verona Street Animal Society with the launch of the inaugural Change a Pet's Life Day on Saturday January 24th. To commemorate the first annual holiday, Rochester Animal Services and VSAS teamed up with Hill's Pet Nutrition to help find loving homes for cats and dogs. Three hundred shelters from across the country took part in this national free adoption day that encouraged people to change a pet's life through opening up their hearts and homes. That Saturday morning began with an unprecedented number of visitors lining up outside the shelter before it even opened, resulting in one of the busiest days that Rochester Animal Services has ever seen.

As the day continued, the celebration did too. The Verona Street Animal Society held the first Annual Frosty Paws Winter Carnival from 5:30 to 9:30 pm at Artisan Works. Over 200 attendees came out to support Rochester's four-legged citizens and to enjoy an evening of mystical and magical fare. Attendees dined on unique carnival style grazing stations, tasted wines from Constellation Brands, beers from High Falls Brewery, and listened to talented local musicians who filled the one of a kind space.

Those looking to shop also had quite an opportunity, with both silent and live auctions filled with an array of goods and services. A one-week time share anywhere in the world for the rest of your life, coveted sports memorabilia, rare wine selections, spa services and even pet and home goods from MacKenzie-Childs, brought in much needed support for the shelters programs.

There was also a live spay/neuter auction that resulted in sponsorship of over 50 surgeries. Consider that in six short years, one female dog and her offspring can be the source of 67,000 puppies and in seven years, one cat and her young can produce 420,000 kittens. Now take that and multiply it by 50. That's how many lives were saved by the generous sponsors, so thank you!!!

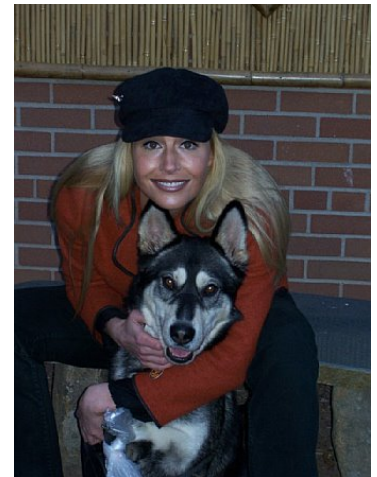
In addition to all the fundraising that went on, supporters were also able to enjoy other worldly services including local animal communicator/pet psychic Kathy Smith and Tarot Card reader Pauline Hoffmann, who came in from Buffalo for the event. Both of these gifted individuals had lines all night for their special insights. Jugglers, a woman on stilts and even a magician, strolled throughout the exceptional rooms, performing and charming patrons.

It is to our great delight that with our first event of the year, we raised over \$20,000 to support Rochester's animals and we can't wait to do it again! So now all of us at the Verona Street Animal Society and Rochester Animal Services are gearing up for The Fast & The Furriest™ 10K Race & 1-Mile Dog Walk on Saturday June 27. This is our third annual run and walk to raise funds in support of the spay/neuter program at the Animal Services Center. Whether you are interested in participating as a runner, walker, sponsor, or volunteer, your involvement can help Rochester Animal Services control pet overpopulation and enhance shelter care. Together we can make a difference.

To see more on these events or to learn how you can help, please visit www.vsas.org, email us at vsasinc@gmail.com or call 727-2533. If you would like to volunteer at the shelter, please visit www.rochesteranimalservices.com to download a volunteer application. From everyone at VSAS, Rochester Animal Services and of course, the continuing residents at the shelter, thanks for your continued support!

Hope to see you on Saturday June 27th for The Fast and The Furriest™!

Until next time,
Jennifer Brown
President, VSAS



Verona Street News



Contributors:

Jennifer Brown
Chris Fitzgerald

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
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