

# Our Animals

THE MAGAZINE OF THE SAN FRANCISCO SPCA SUMMER 2012 SFSPCA.ORG





SAN FRANCISCO  
**SPCA**  
144th YEAR  
The San Francisco Society for the  
Prevention of Cruelty to Animals

201 Alabama Street  
San Francisco, CA 94103  
415.554.3000  
Founded April 18, 1868

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**ABOUT THE COVER**

At this year's Bark & Whine Ball auction, Patrick Swift and Peter Williamson won the honor of having their dog Tally on the cover. Tally (short for Antalya, a coastal city in Turkey that they love) is an 8-year-old Belgian Sheepdog. According to Patrick, she is "delightful, incredibly intelligent, and sweet." Congratulations to Patrick, Peter, and Tally.

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» Although we haven't moved, we have a new official mailing address!  
201 Alabama Street, San Francisco, CA 94103

**OUR MISSION**

The mission of the San Francisco SPCA is to save and protect animals, provide care and treatment, advocate for their welfare, and enhance the human-animal bond.

**OUR ENVIRONMENTAL COMMITMENT**

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Co-Presidents' Letter»



Dr. Jennifer Scarlett and Jason Walthall

Photo by Igor Caplan/Be

Prevention, Rescue, and Education

Over the past few issues of Our Animals, we've laid out our plan for the future: to end animal abandonment in San Francisco by 2020. In the most recent issue, we introduced you to our program, "Vision 2020," which outlines the three tenets of how we are going to reach our goal: Prevention, Rescue, and Education.

**PREVENTION.** Our already robust spay/neuter program is still growing. In the past year, we reached the Spanish-speaking market with an amazingly successful spay/neuter campaign. We partnered with Univision for television, radio, and a targeted billboard campaign. This year, we've expanded the Community Cares vaccine and spay/neuter program to a second location: Excelsior-Outer Mission.

**RESCUE.** We are on track to exceed last year's phenomenal adoption numbers. The intake and adoption teams are constantly working to maximize the number of animals we take in and rehome. In addition to our regular traffic, we are driving new adopters with special events like February's "Be Mine" adopt-a-thon. Read more about this innovative event on page 14. We are also expanding our neighborhood outreach efforts – engaging people when and where they are ready to adopt.

**EDUCATION.** Now, and over the next few months, we will be stepping up our advocacy efforts. In April, we launched our anti-puppy-mill campaign. We are taking an unorthodox approach to catching people's attention. We want to make sure people understand how deceptive puppy mill marketing practices can be. Buying a puppy mill dog perpetuates the cruelty that defines the industrial breeding of animals. Read more about the campaign on page 14.

We hope you will share the anti-puppy-mill message with your contacts. We designed the campaign to be viral and to be unforgettable.

Thank you for your support of our mission to end cruelty, misery, and mistreatment of animals. We thank you. They thank you.

Sincerely,

JENNIFER SCARLETT, DVM  
*Co-President*

JASON WALTHALL  
*Co-President*

**W**hen Boomer arrived at the San Francisco SPCA, he was scared and anxious. He spent nearly all of his time hiding, and didn't want humans anywhere near him. Anyone who tried to approach was greeted with hissing, spitting, and swatting.

Boomer was first adopted from the SF SPCA as a kitten in 2009. In October 2011, he was returned because his guardian developed allergies. While Boomer had always been a fearful cat, the behavior he was exhibiting was far beyond the normal anxiety that many cats experience when they first arrive at a shelter.

We gave Boomer some space and time to adjust, hoping that he'd gradually relax as he became accustomed to his new surroundings. After a week, Boomer wasn't showing any signs of improvement. Since he wouldn't tolerate humans near him, it was impossible to work on improving his behavior. Clearly it was time to call in our behavior specialists.

Dr. Jeannine Berger recently joined the SF SPCA as director of behavior resources. She is one of only a handful of veterinarians in the country who is also a board-certified behaviorist. Because of her background, Dr. Berger can determine whether an animal's behavior problems are caused by underlying medical issues.

Dr. Berger's first step was to put Boomer on anti-anxiety medication, which had to be hidden in his food. As the medication took effect, Boomer started showing small signs



Boomer BEFORE treatment

of improvement. He would finally tolerate humans in the same room, which meant our behavior team could start working with him through clicker training and by using treats as motivation. It took months of dedicated work from SF SPCA staff and volunteers before Boomer showed significant improvement. There were several setbacks along the way, including when Boomer was moved to a new cat condo and completely regressed for several weeks. The final breakthrough came when Dr. Berger switched Boomer to a different type of anti-anxiety medication.

By the end of January, Boomer was acting like a normal cat.

Toward the end of Boomer's stay at the shelter, he was our longest-term resident, but we never gave up hope. Our commitment to no-kill is to find loving homes for all dogs and cats, including the ones that may need special attention. There are adopters and homes that are perfect fits for nearly all types of animals –



Boomer AFTER treatment

even scared, fearful cats like Boomer who need extra patience and love.

In February, Boomer finally got his lucky break. A couple who was experienced with cats met Boomer and fell in love.

Boomer's new guardians report that he's adjusting well and will even sleep in the same bed as they do – something that was almost unimaginable when Boomer first arrived at the SF SPCA.

As Boomer settles into his new home, Dr. Berger will continue to work closely with him to monitor his progress, as she does with many of our shelter animals after adoption. Her goal is to eliminate his need for anti-anxiety medication.

Dr. Berger is available for private behavior consultations at the SF SPCA Veterinary Hospital. To learn more, visit [sfspca.org/behavior](http://sfspca.org/behavior).

# Spotlight

## ON THE SIDO PROGRAM

*In 1980, California law did not protect companion animals if their owners' wills directed that they be euthanized. The law treated pets as chattel — objects like furniture or jewelry — rather than as sentient beings. By Laurie MacDougall*

**T**he SF SPCA's Sido Program is designed to ensure your pet's future health and happiness, regardless of what might happen to you. Many people don't have a trusted, willing friend or relative to appoint as a guardian if they die before their pet, and they worry about the fate of their beloved companion. If this is a concern for you or someone you know, the Sido Program could be exactly what you're looking for.

Enrolling cats and dogs in the Sido Program makes certain that when you die, the SF SPCA will immediately take responsibility for each pet, providing exceptional care and attention – including medical care – while we work to place them in a loving home. The program is designed to give every pet guardian peace of mind that didn't exist when it was started 32 years ago.

In 1980, California law did not protect companion animals if their owners' wills directed that they be euthanized. The law treated pets as chattel – objects like furniture or jewelry – rather than as sentient beings. That was the situation that confronted Sido. Sido was a sweet, mixed-breed, 10-year-old dog, delivered to the SF SPCA when her owner died. The woman's will stipulated that Sido be euthanized immediately, probably because she didn't think anyone would care about Sido. That was the only way she could think of to guarantee that Sido wouldn't suffer.



*The SF SPCA's Sido Program guarantees that pets are cared for after their guardians die.*

Her directive that Sido be euthanized was the law of the land, a law that the executor of the will was determined to follow to the letter. However, the SF SPCA objected to the law, and we led the charge to change it.

Everyone who met this lively, loving dog fell under her spell, and joined in the battle to save Sido's life. Over the next six months, an astonishing alliance of people worked tirelessly to

overturn the law. The SF SPCA staff, board of directors, hundreds of volunteers, and thousands of petition-signers and activists worked together toward this end. In an amazing bipartisan effort, all three branches of state government lined up to save Sido's life, culminating in the signing of Senate Bill 2059 by Gov. Jerry Brown on June 16, 1980. The part of the will directing Sido to be euthanized was then overturned. Sido's law was a landmark piece of legislation in the cause of animal rights in California.

The happy ending to Sido's story has meant a happy ending for untold numbers of companion animals throughout California since 1980. This is Sido's legacy: the precedent that if a good home can be found for an animal, it is morally and legally wrong to have the animal euthanized. Even more far-reaching is the impetus Sido provided to the general public's understanding of, and support for, animal rights. Sido lived out her life in a new loving home: the SF SPCA received over 300 adoption offers from all over the country. Sido was adopted by the then-president of the SF SPCA, who had fostered her pending the outcome of the legal efforts.

To learn more about the Sido Program, visit our website at [sfspca.org](http://sfspca.org), or contact Sandy Irber, Planned Giving Manager, at 415.554.3027 or [sirber@sfspca.org](mailto:sirber@sfspca.org).

# Boomer



# art for animals

#### MEET CHILL

Chill wasn't just a random name assigned to a kitty in an intake lineup; instead it was selected as a descriptor of her No. 1 character trait. This big, beautiful 5-year-old lady might look like a diva, but she is anything but. Aside from being super laid-back, Chill is friendly and affectionate. She was a staff favorite on her first trip here, and we were sad to see her come back just five months later after her new guardian fell ill. But the second time is a charm. Chill was adopted again in May.

#### CONTACT

Please visit our website at [sfspca.org/cats](http://sfspca.org/cats) to see photos of our available cats, or call us at 415.522.3500.

#### ABOUT THE ILLUSTRATOR

*Nicole Wong is a scientific illustrator studying at California State University Monterey Bay. Wong is available for private commissions and can be reached at [huangmeilann@gmail.com](mailto:huangmeilann@gmail.com). A percentage of any commission will benefit the SF SPCA.*

# Mobile Clinics:

## Making San Francisco Safe for Pets

“I’ve never heard ‘thank you’ so many times in one day,” says Laura Gretch, Manager of the Community Cares Initiative. “The community has embraced us and shown complete gratitude.” The mobile clinics, which started in Bayview-Hunters Point, and have now expanded to a second location in the Outer Mission, are part of the SF SPCA’s ongoing initiative to tackle outbreaks of canine parvovirus – a highly contagious and often fatal disease – and to educate people about responsible pet guardianship. The program is one of the cornerstones of our strategy to end animal abandonment – proactively reducing the number of surrenders and lowering shelter intake in San Francisco. Since the program’s inception two years ago, the clinics have collectively administered close to 1,000 DHP (distemper-hepatitis-parvovirus) vaccinations and scheduled nearly 400 spay and neuter appointments.

In 2010, the SF SPCA hospital traced the majority of canine patients presenting with parvovirus back to Bayview-Hunters Point,



SF SPCA staff members Lorah Marini, RVT, and Allison Lang examine a client's dog at the Hunters Point vaccine clinic.

a community that adores its pets but suffers a dearth of preventive veterinary care. In fact, there isn’t one veterinary clinic in the entire 94124 ZIP code. Upon discovering the outbreak of parvo, the SF SPCA immediately began bringing its free mobile clinics to Bayview-Hunters Point.

“Often, the clients who come to these clinics have never been to the vet,” says Gretch. Mobile clinic volunteers are trained to let the dog owners know that the SF SPCA is on their side. “We’re here to help them. We’re here to teach them. We’re not here to judge them,” she explains.



Clockwise from top right: Dr. Jean Goh and Veterinary Technician Brianna De Libertis vaccinate a young dog. A young client waits with her dog to see the medical team. Veterinary technicians Sandra Sanabria and Linette Regalado tempt a patient with a treat before vaccination.



While the fundamental purpose of the clinics is to vaccinate as many animals as possible, the next goal is to educate pet owners about the importance of spaying/neutering their companion animals. Volunteers work hard to develop a strong rapport with each client. Once this trust is established, the clients are more likely to take advantage of the SF SPCA’s other services, such as free spay/neuter operations. And do they ever. The SF SPCA is getting closer to breaking the cycle of overpopulation every day – not just for dogs, but cats, too.

Gretch is a fierce champion of the spay and neuter movement, as proven by her tattoo, which reads “spaneuter.” At each clinic, the team of staff and volunteers makes a point to ask dog owners if they’ve seen any stray cats in their neighborhood. More often than not, the answer is yes. This leads to many more feral cat communities being identified so that the SF SPCA’s Community Cats program can swiftly

jump into action, delivering food and TNR (trap-neuter-return) services.

Erika Slovikoski, a behavior and training volunteer who helps out at the mobile vaccine clinics, recognizes the effectiveness of the clinics on spay/neuter practices as well. She notes, “I’ve run into people around the city long after meeting them at a clinic, and we immediately begin to talk about their pet, how their health is, and whether or not they’ve been spayed or neutered. I love that.” The clinics not only drastically reduce parvovirus outbreaks, but also bring together whole communities and encourage responsible pet ownership in the city.

The clinics have recently begun to bring their veterinary services to areas beyond Bayview-Hunters Point. On March 24, a clinic was held in the Outer Mission, where 67 dogs were vaccinated and 26 spay/neuter appointments were booked at the hospital.

In its effort to eliminate parvo outbreaks and pet overpopulation, the SF SPCA shows no signs of stopping until we’ve reached our goal of ending animal abandonment. “I firmly believe that we can do this,” says Gretch, “and these clinics are a primary step.”

By Catharine Lloyd

If you’re interested in volunteering at a free mobile vaccine clinic, or with the Community Cats program, contact Laura Gretch at [lgretch@sfsPCA.org](mailto:lgretch@sfsPCA.org).

# The San Francisco SPCA Launches the Heart of Gold Awards



Wyeth Coulter and Philip Goss, Jason Walthall, and Dr. Jennifer Scarlett  
 Dr. Jennifer Scarlett and Jennifer Jimenez-Cruz  
 Dr. Jennifer Scarlett, Jason Walthall, Carol and Ezra Mersey

► On May 17, we hosted the second annual Heart of Gold Gratitude Reception at the Sir Francis Drake Hotel. The 90 guests enjoyed cocktails, hors d'oeuvres, and a presentation on the exciting progress of Vision 2020, our plan to end animal abandonment in San Francisco by the year 2020.

The program also featured a preview of a new video from our newly launched Anti-Puppy Mill Campaign as well as Animal Assisted Therapy Dog Jack McCoy and his guardian Alison Finnegan Etcheverry. Alison is a third-grade teacher at Dianne Feinstein Elementary School and a five-year veteran of the AAT Program. She shared inspiring stories of how Jack McCoy's "doggie love" and the power of the human-animal bond have helped the students blossom socially, emotionally, and academically.

The annual Gratitude Reception honors donors who contribute \$1,000 or more annually, and this year we launched the first-ever Heart of Gold Awards. We presented the awards in three categories to recognize donors who have made extraordinary contributions to the SF SPCA.

• In the category of Youth Philanthropy, we honored teen entrepreneurs Wyeth Coulter and Philip Goss, who started a pumpkin patch five years ago and have raised more than \$14,000 to help the animals.

- In the category of Society Engagement, we honored Jennifer Jimenez-Cruz, a pro photographer who photographs our shelter animals for the website and helped us create and equip a new photo studio on campus.
- And, we honored Carol and Ezra Mersey in the category of Partnership in Fundraising for hosting an event at One Hawthorne that raised awareness and much-needed funds for Vision 2020.

The Heart of Gold Awards will be presented annually and are based on the following criteria:

- **Youth Philanthropy:** major donors aged 18 and under who contribute \$1,000 or more.
- **Society Engagement:** major donors who support the SPCA in at least three ways: as an adopter, a volunteer, a hospital client, and/or a member of our Legacy Society or Sido Program.
- **Partnership in Fundraising:** major donors who help us educate the community, raise funds, and invite their friends and colleagues to support our mission.

If you have questions regarding joining the Heart of Gold Society or the awards, contact Jill Jacobs, Major Gifts Manager, at 415.522.3549 or [jjacobs@sfsPCA.org](mailto:jjacobs@sfsPCA.org).

Photo © 2012 Lori Cheung [thePetPhotographer.com](http://thePetPhotographer.com).



From left: Emeritus Board Member Austin Hills, Leah Hills, Justin Hills, and Sara Hills.  
 Photo by Drew Altizer Photography

## Bark & Whine Ball Enchants

► It was an enchanted evening on March 22 at the Fort Mason Center Festival Pavilion as patrons and their four-legged friends sashayed down the red carpet in their finest attire at the 16th Annual Bark & Whine Ball. Pooches devoured tasty dog treats from the Bark Bar, compliments of our evening's Presenting Sponsor Purina ONE, while humans enjoyed an eclectic collection of food from McCalls.

Carlos Reyes and his marvelous band provided the musical backdrop to the evening as guests danced away with their furry friends. The ball benefits the Cinderella Fund, which transforms the lives of the medically neediest dogs and cats that arrive at our shelter.

The evening's emcee, Diane Dwyer of NBC Bay Area, lit up the evening with her energy and hilarious stories. Our live auction, guided

by Durwood Zedd, had some thrilling moments with our guests competing for our big-ticket items. A special thanks to our Presenting Media Sponsor, NBC Bay Area. We'd like to recognize and thank our very special friends at Critter Lovers at Work (CLAW) for orchestrating the evening's festivities and for their unwavering support of the San Francisco SPCA. Without the continued support of CLAW, the Cinderella Fund would not be able to thrive. We are forever appreciative.

It was a marvelous and fun evening with a wonderful group of people who filled the pavilion with their warmth, love, and support. The SF SPCA is genuinely grateful to be affiliated with such remarkable individuals who truly believe in our mission and goals.

## Legacy Society Tea



Judith Branch, Beth Crane, Jennifer Chung, Marvin Brook, and Madeline Muldoon.  
 Photo © 2012 Lori Cheung [thePetPhotographer.com](http://thePetPhotographer.com).

► Ninety guests at the 2012 Legacy Society Tea enjoyed Dr. Jeannine Berger's informative presentation on "Pearls of Wisdom about Training." Co-Presidents Jason Walthall and Dr. Jennifer Scarlett joined Dr. Berger for a lively Q&A conversation after Dr. Berger's remarks. The delicious afternoon high tea

was held in the Franciscan Room at the Sir Francis Drake Hotel.

For information about joining the SF SPCA's Legacy Society, contact Sandy Irber, Planned Giving Manager, at 415.554.3027 or [sirber@sfsPCA.org](mailto:sirber@sfsPCA.org).

## Hornblower Presents: Dog Day on the Bay



Sunday, July 22  
 Boards 10 a.m. – 11 a.m.  
 Sails 11 a.m. – 1 p.m.

► Join Hornblower Cruises & Events at the 8th Annual Dog Day on the Bay to benefit the San Francisco SPCA and the Puppy Dog Tales program. This program brings the benefits of the human-animal bond to young readers to improve literacy and encourage a love of

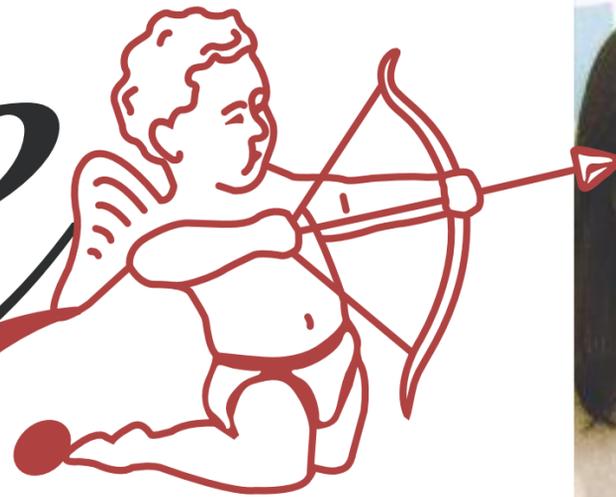
reading in children. This popular fundraiser takes place on a cruise around the Bay.

- Tickets**
- \$125 per adult
  - \$65 per child (ages 4-12)
  - Free for children under 4
  - Dogs sail for free

Tax and gratuity not included. Included in the ticket price are a two-hour cruise, a delicious champagne brunch, a doggie buffet with natural treats, and dancing with your furry friend.

To learn more about the SF SPCA, visit [sfsPCA.org](http://sfsPCA.org). To purchase tickets, visit [dogdayonthebay.com](http://dogdayonthebay.com).

# Be Mine



**T**his past February, we were fortunate to receive a visit from cat behaviorist Jackson Galaxy, thanks to the relationship forged by Daniel Quagliozi, one of our resident cat experts. Jackson, the rising star of Animal Planet's "My Cat From Hell" and author of "CAT DADDY: What the World's Most Incurable Cat Taught Me about Life, Love and Coming Clean," spent an exciting weekend with us at the SF SPCA.

And what perfect timing! February traditionally brings with it rainy weather, Valentine's Day doldrums, and a major dip in animal adoption numbers. The adoption crew was determined not to repeat history and had an idea for an adopt-a-thon brewing when Jackson signed on to lend his celebrity to the mix. In honor of his somewhat rogue image, the "Be Mine" adopt-a-thon was born.

The weekend-long event kicked off with a cocktail party on Friday evening. Jackson, who is as known for his tattoos as he is for his unorthodox approach to cat behavior, was the inspiration for our soiree, "Cats, Tats and Voodoo." We brought in local tattoo hero Ken Een from Frisco Tattoo for the evening to offer \$30 tattoos.

The Flexx Bronco Voodoo Van was stationed in the Adoption Center parking lot, thankfully fortifying our 600-plus guests with delicious, rib-sticking goodness from their celebrated food truck. We had a "Smooch the Pooch" photo booth, our own "Vanna White" running a prize wheel, a dance party in full effect, and many libations served!

The adoptions desk never slowed down, and more than 30 animals found new homes that night.

The next day was equally successful. Jackson graciously hosted seminars for SF SPCA employees and volunteers, sharing insights on the nuances of cat behavior, shelter environments, and simple, effective fixes for problems that we encounter every day. He then took his message to the public at a jam-packed workshop. Over 150 people ventured to our campus on a rainy Saturday for Jackson's seminar and meet-and-greet afterward.

Over the three-day event, more than 100 animals found new homes and over \$5,000 was raised. Thank you to everyone who came out to meet Jackson, adopt a new friend, and boogie with us!



# Two Innovative EDUCATIONAL CAMPAIGNS



See the ad campaign at [bluespringvalleydogs.com](http://bluespringvalleydogs.com)

## Exposing the Cruelty of Puppy Mills

Our educational campaign launched April 18. We are very fortunate to have worked with BBDO San Francisco on the campaign – they provided all of the creative pro bono. To find out more, visit our website at [sfspca.org/nomills](http://sfspca.org/nomills).

As you may know, puppy mills are dog-breeding factories that put profit over the well-being of dogs. Puppies are born into and raised in deplorable conditions; they do not receive basic veterinary care, are under-socialized, and often lack access to adequate food and water. In a recent survey, we were surprised to find that approximately 30 percent of puppies purchased in San Francisco are from puppy mills. So we

want to make sure the public has the facts before buying a puppy. There is a larger societal issue at stake here as well: Many of the puppies bred in the cruel conditions of puppy mills ultimately end up in shelters like ours.

Our hope is that by raising this issue, an educated San Franciscan will make a more informed decision, and that will ultimately break the cycle of puppy mills. Our simple rule of thumb is this: Don't buy online – buy or adopt locally. And if you buy from a breeder, insist on checking out the entire facility, see the puppy you're buying, and check references.

### HOW YOU CAN HELP:

- Educate yourself at [sfspca.org/nomills](http://sfspca.org/nomills)
- Share [bluespringvalleydogs.com](http://bluespringvalleydogs.com)
- Visit our YouTube channel at [youtube.com/sanfranciscospcas](http://youtube.com/sanfranciscospcas) for more videos to share with your friends



Univision television host Kira Vilanova on a visit to the SF SPCA Adoption Center

## Bringing the Spay/Neuter Message to the Spanish-Speaking Community

If you are a Univision/Telefutura viewer or a Recuerdo 100.3 – FM listener, you are likely to have seen our PSA with star Kira Vilanova on TV or heard our commercials on the radio promoting our free spay/neuter month in February. Our partnership with Univision TV and radio was so successful that our free spay/neuter appointments booked up in just two weeks and we carried the offer over into March to meet demand. Thank you to everyone for welcoming the SF SPCA into the Univision familia!

**muchas gracias**

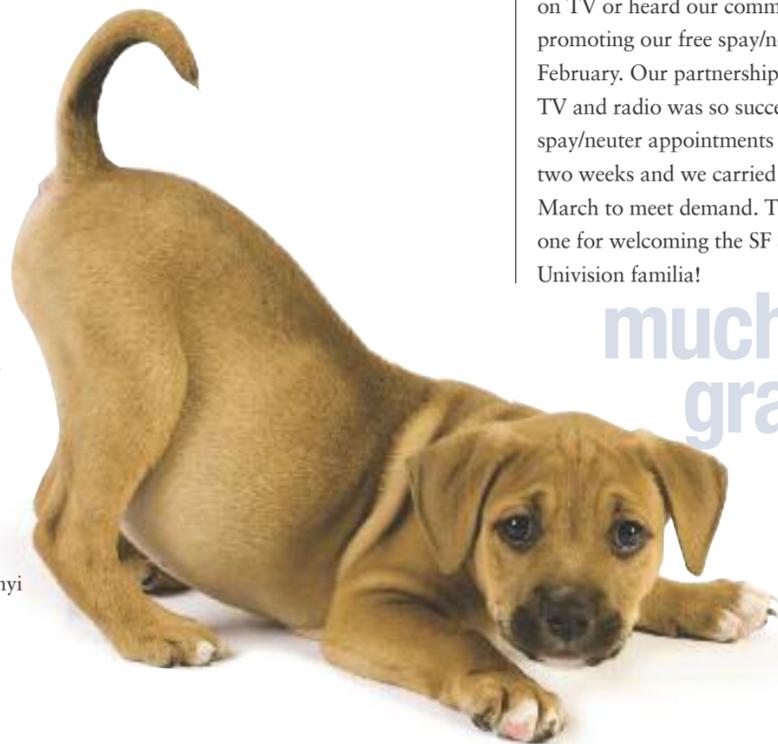


Photo © 2012 Dean Birinyi [djbphoto.com](http://djbphoto.com)



## Busy day? Skip the waiting room!

The San Francisco SPCA is announcing a new drop-off veterinary service!\* For routine care, simply drop your cat or dog at the SF SPCA Veterinary Hospital before 9 a.m. and then pick him or her up before 6 p.m. One of our veterinarians will examine your animal during the day and contact you with any questions or if any unexpected tests or procedures are recommended. No hassle, no waiting!

\*Non-urgent care for patients seen within the last 18 months. Pets over 10 years of age will require veterinarian approval. Deposit and payment in full required.

- **DROP-OFF EXAM FEE:** \$107
- **TO MAKE AN APPOINTMENT:** call 415.554.3030 [sfspca.org/hospital](http://sfspca.org/hospital) 201 Alabama Street



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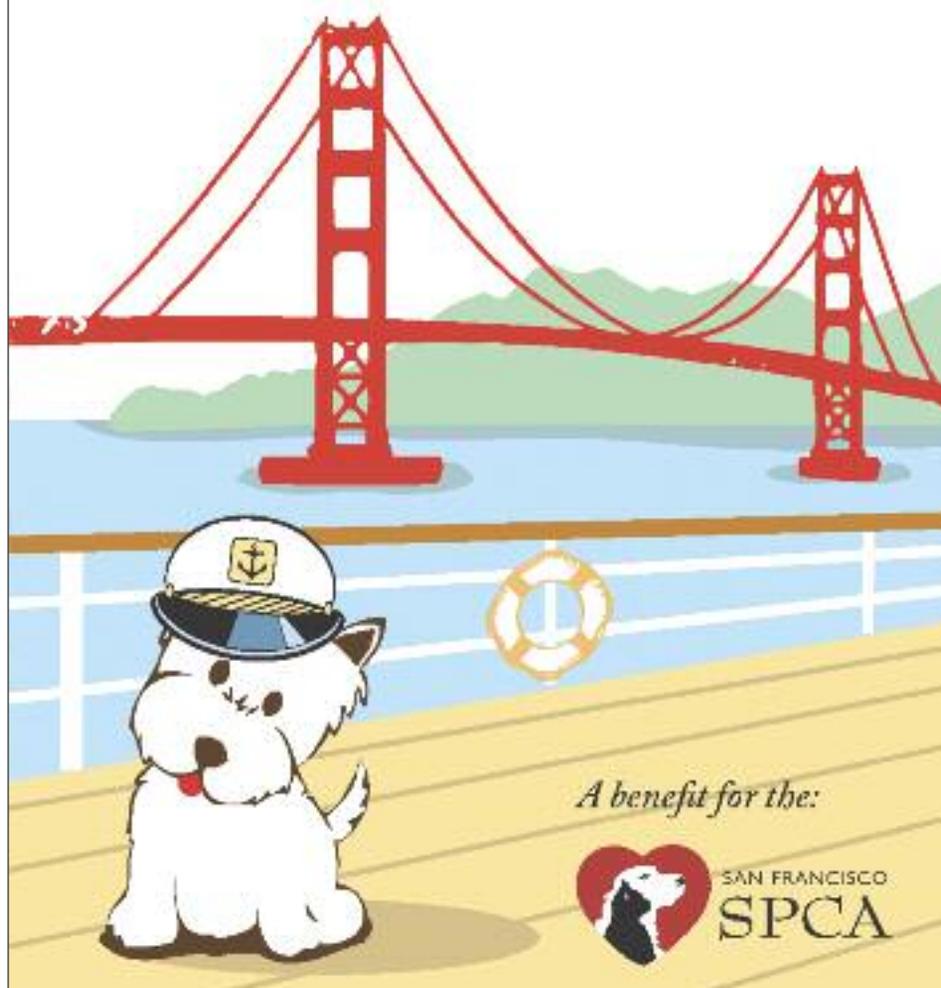
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*Join us for Hornblower Cruises & Events 8th annual*

# DOG DAY ON THE BAY



**Bring your puppy pal and help Hornblower Cruises & Events raise money  
for the San Francisco SPCA's Puppy Dog Tales Reading Program!**

When: Sunday, July 22, 2012

Where: San Francisco Belle – Pier 3, Hornblower Landing

Ticket info: [sfspca.org](http://sfspca.org)