



## PROGRAM SPOTLIGHT PASS T-Shirt



*Contest Winner, Rebecca Sibel, with the judges.*

How would you like to hear about a program that can raise money (with minimal if any cost), involve the public and raise awareness of your organization? Well, that's exactly what Parsippany Animal Supporters Society (PASS) did earlier this year.

Last December, while planning their Country Cook-out, members brainstormed about other fun activities they could include. PASS President Suzanne Griffin came up with the idea for a t-shirt design contest for school children and the winner would be announced at the Cookout, which was held in June 2007. They chose a theme, "Pets Mean Love," and created a flyer to reach the K-5 students. With the cooperation of the Board of Education, PASS created and distributed more than 3,000 flyers that promoted the event and  
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## AWFNJ WEBSITE

We're providing more resources for our members on our website at [www.awfnj.org](http://www.awfnj.org). On our home page, we will regularly feature a website and educational materials that might interest you or your organization. The home page also provides lost and found resources for the general public.

Miss a special notice? Just go to the Resources link on the site to see all prior notices and featured educational materials.

If you have content suggestions for our resources section, please contact [info@awfnj.org](mailto:info@awfnj.org).

## THE DAY THE DOGS STOOD STILL

Could your dog stay still outside for two minutes? Ok, how about with more than 100 other dogs nearby?

Well that's what New Jersey dogs (with help from their owners) attempted to do at Mt. Pleasant's Mutts Mania in September. Unfortunately, they did not beat the Guinness World Record, set in 2005 by 627 canines at a dog show in Berkshire, England. However, the 153 dogs who participated set a record for the Garden State.



And more importantly, Mutts Mania raised more than \$45,000 for Mt. Pleasant Animal Shelter. The event also resulted in adoptions for Mt. Pleasant and other participating shelters.

Perhaps New Jersey can break the record at the 12th Annual Mutts Mania next year? That leaves 10 months to practice!

## MESSAGE FROM THE PRESIDENT

### Niki Dawson

In my Grandmother’s gentle southern way, she would tell the grandkids, “Don’t go minding your neighbor’s business unless your own house is visitin’ ready.” That was her way of telling each of us to worry about our own actions rather than criticizing others.

That expression took on a new meaning to me recently as I watched the news coverage of the California Wildfires. What person in our line of work doesn’t immediately begin wondering how we can help the affected people and animals in such a large-scale disaster? Whether responding to a major catastrophe or pulling together an emergency transport to get one puppy up the coast to a new foster home, we are always at the ready. But what if localized flooding during a rainstorm prevented you from getting home from work one night? Do you have a plan for your own pets? Can your neighbor get into your house to let your dogs out and give your foster cat three different kinds of medication? Do you have a Mutual Aid Agreement with another shelter who can house your shelter’s population if there is a gas leak at your facility?



Whether it’s Hurricane Season, a drought or a water-main break, disasters come in all shapes and sizes. Each of us must have our own plans in place for our families, our personal pets and our agency’s charges. Then these plans need to be revisited repeatedly, tweaked and updated every few months. Every house fire, every strong thunderstorm, every news report is another reminder that we must take care of ourselves before we can take care of other people’s business and before we can respond to another’s disaster. For information on how you can get started, please read our conference information on pages 4-5. We hope to see you there.

### Help Support the AWFNJ

You can help us out with a few clicks of your mouse. Use [www.goodsearch.com](http://www.goodsearch.com) for your online searches, and designate the AWFNJ, and we will receive a direct donation. When purchasing online, you also can use [www.goodshop.com](http://www.goodshop.com) and the AWFNJ will benefit.

It’s a free and easy way to help the AWFNJ.

## PROGRAM SPOTLIGHT

*(Continued from Page 1)*

detailed contest rules. They received more than 80 entries and the committee chose 25 finalists. PASS Volunteer, Carolyn Rossnagel, and two Town Council members picked the winning design drawn by 5th grader, Rebecca Sibel.

Sibel’s design included a dog and a cat but featured a turtle because she had one as a pet. “For her, the turtle was most important,” said PASS Vice President Marcy Poquette. “I would never have thought of having a turtle as the central animal.”

The five-person committee also attracted business support. They found a t-shirt vendor who gave them a discount and the remaining cost was covered by sponsors, including Business Systems of Fairfield and The Cleaning Solution of Morris Plains. So any sales of the shirts, \$15 per shirt, is pure profit for the group. Wal-Mart also donated a \$50 gift card and a basket of beach items, which were given to the contest winner, Sibel.



*The winning design for the t-shirts, which can be purchased on the PASS website [www.pass4pets.org](http://www.pass4pets.org)*

The 5-person committee took about two months to organize the contest and gain sponsors. After the winning design was chosen, it took about a month to get the shirts printed, said Poquette.

In addition to the attention PASS received while promoting the contest, the t-shirts they’ve sold also garner attention for the organization. Members wear them to events and, of course, members of the public can purchase and wear them.

To learn more, contact President Suzanne Griffin at 973-402-7387 box 4 or [info@pass4pets.org](mailto:info@pass4pets.org) and put “PASS T-Shirt contest” in the subject line.



*BT with the Brennan Family (Photo by Donna Easley)*

## **DOG RESCUED AFTER 30 DAYS LOST**

A cross-country journey was not enough excitement for Bent Tail, aka "BT," a stray adopted from Arkansas by a New Jersey family only to escape on his first day with his new family.

BT and his sister, Blaze, spent the first 3 months of their lives on the street until they were picked up by All About Labs rescue in Arkansas. This summer, the Brennans decided to adopt BT, whose sister they had adopted a year earlier. After his arrival in New Jersey, the Brennans decided that the doggy reunion should take place at a neutral location. So they brought the dogs in separate cars to a local school parking lot in Passaic County. They let BT out of the car to meet Blaze but he was not on leash and he started running.

No one is certain how many times he crossed Route 23 but his collar was found in Lincoln Park, NJ after 2 weeks of searching. BT had been missing 30 days until Lois Jobless discovered him hiding under a shed in her backyard one night. He came out, stretched, shook himself off and jumped up on her. He was taken to RBARI (Ramapo-Bergen Animal Refuge), where he was scanned for a microchip. The microchip came back to the Brennans but they were unavailable and he was cared for by a local woman who had helped with the search.

A few days later, BT was finally reunited with the Brennans and Blaze. Miraculously, BT was not harmed during his adventure. "This story is a real testimony to the life-saving potential of microchipping technology when responsible pet guardians and rescuers microchip their pets, and shelters regularly scan for microchips," said Beth Mersten of Best Friends, who helped in the search. "I'm thankful to everyone involved for helping BT get back home safely!"

*Excerpted from story by George DeGiovanni, Best Friends Network (<http://newjersey.bestfriends.org>)*

## **RESOURCES**

Shelters and rescues are always looking for ways to promote their programs and events and - even better - get money.

### **SEVERAL RESOURCES**

- The ASPCA's website designed for animal-welfare organizations: [www.aspcapro.org](http://www.aspcapro.org)
- Craigslist offers a foundation for nonprofits at [www.craigslistfoundation.org](http://www.craigslistfoundation.org)

### **GET MONEY**

Use a reputable company to enable supporters to donate their vehicles. Some companies include: [www.donate-car-for-charity.com](http://www.donate-car-for-charity.com), [www.donateacar.com](http://www.donateacar.com) and [www.donatecarusa.com](http://www.donatecarusa.com). Check out some organizations that have a car donation program:

- [www.donatecarusa.com](http://www.donatecarusa.com) - used by St. Hubert's ([www.sthuberts.org](http://www.sthuberts.org)) and The Hudson County Animal League ([www.hcalnj.org](http://www.hcalnj.org))
- Donation Line, LLC - used by Best Friends Animal Society ([www.bestfriends.org](http://www.bestfriends.org))
- Parsippany Animal Supporters Society ([www.pass4pets.org](http://www.pass4pets.org))

For information on how to apply for grants and other funding, check out these sites:

- Association of Fundraising Professionals at [www.afpnet.org](http://www.afpnet.org)
- Foundation Center at [www.fdcenter.org](http://www.fdcenter.org)

### **GET VOLUNTEERS**

There are several websites that allow you to post your volunteer opportunities for free:

- [www.thevolunteerfamily.org](http://www.thevolunteerfamily.org)
- [www.volunteerway.org](http://www.volunteerway.org)
- [www.volunteermatch.org](http://www.volunteermatch.org)

### **GET THE WORD OUT**

Does your shelter or rescue have an event coming up? Send your event information to The Star Ledger THREE WEEKS IN ADVANCE to: [event@starledger.com](mailto:event@starledger.com) and it will appear in the Friday "Ticket" section FREE.

Check with your local town and newspaper to see whether they will post your event on their website. Some newspaper's websites that will post your events online include:

Gannett Papers have a "Get Published" Section. For example <http://www.dailyrecord.com/apps/pbcs.dll/section?Category=NEWS09>

Create a profile to post events on the NJ tourism website <http://www.state.nj.us/travel/index.html>

# AWFNJ Conference

2008

LEARNING, SHARING,  
UNITY FOR SUCCESS

## SAVE THE DATE!

The AWFNJ conference is scheduled for Friday, February 22 and Saturday, February 23, 2008. The conference will be held at the Woodbridge Sheraton in Iselin, NJ. Complete conference topic and registration information will be available on our website soon at [www.awfnj.org](http://www.awfnj.org).

## KEYNOTE SPEAKER

We are pleased to announce that Gregory Castle will be the keynote speaker for the 2008 conference. Castle is the president of the *No More Homeless Pets in Utah* campaign. This initiative involves animal-welfare and rescue organizations, animal-control officers, veterinarians, schools and animal lovers from across the state in aggressive spay/neuter, adoption and public awareness programs. The goal is to halt the euthanasia of dogs and cats in Utah.



Castle also initiated Utah's *Week for the Animals*. Now in its fourteenth year, the *Week* includes educational and public awareness programs, special discount spay/neuter services, pet-adoption fairs and public-service awards. Supported by the governor, Utah's *Week for the Animals* has become a model for cooperative efforts in the humane community throughout the country.

Castle grew up in England and is a graduate of Cambridge University with a master's degree in philosophy and psychology. His background includes extensive administrative and accounting work for non-profit human services and church organizations.

For more information on the *No More Homeless Pets in Utah* campaign, go to [www.utahpets.org](http://www.utahpets.org).

## UNITY AWARD NOMINATIONS

The AWFNJ is accepting nominations for the 9th annual Scott McVay UNITY Award. The award, named in honor of the former director of the Geraldine Dodge Foundation, recognizes the collaborative efforts of individuals or groups that have made a lasting impact on the welfare of New Jersey's animals. The award carries a \$1,000 honorarium.

Nominations may be made by animal-welfare professionals and the general public. Nominations can be submitted by downloading the forms from the AWFNJ's web site, [www.awfnj.org](http://www.awfnj.org); calling (856) 740-1344; or emailing [unity@awfnj.org](mailto:unity@awfnj.org). The deadline for nominations is January 1, 2008.

The Unity Award will be presented at the AWFNJ's annual conference on February 22, 2008.

Previous winners include Lauren Boerlin, Delsea Regional Middle School, John Queen, People for Animals Neuter Scooter Project, Nina Austenberg of the Humane Society of the United States, St. Hubert's Animal Welfare Center, Maureen Koplow of SHaRE (Shelter and Rescue.), the New Jersey Animal Rights Alliance, Betsy and Jared Saul of Petfinder.com and the Burlington County Feral Cat Initiative.

## HERO TO ANIMALS NOMINATIONS

This award honors people for their individual leadership and accomplishment in the animal-welfare field. Last year's winner was Lauren Dixon, a high school student who testified in front of an Assembly sub-committee in support of a student's right to choose not to dissect animals.



Does your group want extra exposure? Contact us at [info@awfnj.org](mailto:info@awfnj.org) about being a conference exhibitor or sponsor opportunities.

# AWFNJ Conference

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## INTRO - INCIDENT COMMAND SYSTEM

*ICS 100* - Introduces the Incident Command System (ICS) and provides the foundation for higher level ICS training. This course describes the history, features and principles, and organizational structure of the Incident Command System. It also explains the relationship between ICS and the National Incident Management System (NIMS).

ICS 100 and ICS 700 to include but not limited to a mock scenario training lesson. There will be a State Meeting held as well.

## INTRO - NATIONAL INCIDENT MGMT.

*NIMS 700 National Incident Management System, An Intro* - Introduces NIMS and explains the purpose, principles, key components and benefits of NIMS. The course also contains "Planning Activity" screens giving you an opportunity to complete some planning tasks during this course. The planning activity screens are printable so that you can use them after you complete the course.

## ARE YOU READY FOR A DISASTER?

During a disaster, natural or man-made, your agency can easily become overwhelmed. By having an emergency-response plan, you can prevent your shelter, staff and resources from becoming flooded. A little pre-planning can go a long way in helping to make your response, whether it be evacuating or accepting a large number of animals from other affected shelters, the most effective and efficient it can be.

## HOARDING RESCUES FOR SHELTERS

Animal-shelter staff can quickly become overwhelmed by entering the home of a hoarder for the first time. This workshop is designed to introduce front-line staff to the psychology of hoarders, what they can expect to see, hear and smell and how to remain focused on providing a safe, humane rescue of the animals in need. Special equipment needs that reduce the human health hazards also are discussed.

## MEET YOUR MATCH: FELINE-ALITY

In most facilities, adult cats are often overlooked by adopters. How can we help promote our cats?

This workshop focuses on improving environment, investigating adoption fees, promotional ideas, and an introduction to the Feline-ality program. Workshop participants will leave with programs that they can begin the next day, as well as ideas to build into their facilities in the future. Shelters using the ASPCA's Meet Your Match report reduced return rates, better customer service and increased adoptions.



## FERAL CAT TNR CERTIFICATION

Learn how to care for the feral and stray cats in your community and make use of the many resources now available. All steps in setting up a managed colony will be covered, including establishing good community relations, feeding, building and placing shelters, arranging vet care, finding recovery space, safely handling feral cats, and trapping (with an emphasis on conducting a mass trapping of an entire feral colony at once). All workshop attendees will become TNR certified and NYC residents will gain access to no-cost spay/neuter and trap rental. Join the over 1,000 caretakers trained to date!

### Some of Our Conference Speakers:

William Cirone, ACO-ACI  
Todd Cramer, ASPCA  
Scott Giacoppo, Washington Humane Society  
Bryan Kortis, Neighborhood Cats  
Tiffany Mahaffey, ASPCA  
Sherry Woodard, Best Friends Animal Sanctuary

### Other Topics Include:

Pit Bull forum  
Working with the Media

**EASTERN REGIONAL CONFERENCE**

The Association of Professional Humane Educators Eastern Regional Conference will be held 10 a.m. to 3 p.m. on April 30, 2008 at the Women's Humane Society, 3839 Richlieu Road, Bensalem, PA.

**Conference date**

April 30, 2008  
10 a.m. to 3 p.m.

Location  
Bensalem, PA

The event is being held in cooperation with the Greater DelMar-PA Coalition of Humane Educators.

The registration fee is \$15 per-person.

Speakers will be Jane Deming, AHA Director of Humane Education, and Katenna Jones, AHA Humane Educator.

The event is open to anyone in the animal field. For more information and/or the registration form, contact Janice Mininberg at [whsedu@aol.com](mailto:whsedu@aol.com) or 215-750-3100 ext 241. Sponsored by PetsMart Charities.

**Topics:**

- Baby-Ready Pets
- Teachable Moments for Shelter Staff and Volunteers,
- Understanding the Warnings: Safe Handling of Shelter Animals.

**AWFNJ 2007-2008 Board of Directors**

**Niki Dawson**, President, Companion Animal Placement

**Kim Saunders**, Vice President, Petfinder.com

**Joan Mackiewicz**, Secretary, Hudson County Animal League

**Diane O'Donnell**, Treasurer, People for Animals

**Heather Cammisa**, The HSUS

**Ursula Goetz**, Monmouth County SPCA

**Mike Melchionne**, New Jersey Certified Animal Control Officers Association

**Nicole Lewy Drummond**, Mt. Pleasant Animal Shelter

**Anne Ellis**, Noah's Ark

**Nora Parker**, St. Hubert's Animal Welfare Center

**Beth Mersten**, Best Friends Animal Society

**Dr. Carl Sammarco**, NJVMA

Coordinator - Sandra Koehler Lee

**OTHER UPCOMING CONFERENCES**

*December 1 - Prosecuting Reckless Owners and Muzzling Dangerous Dogs*

American Bar Association. This one-day seminar at New York University will examine the constitutionality of canine-profiling. Effective dangerous dog/reckless-owner ordinances and suggested ordinances to protect citizens from dog bites will be discussed as well as a case study of the breed ban in Prince George's County. Speakers include Dr. Randall Lockwood and Ledy VanKavage of the ASPCA. For more information and the registration form, go to <http://www.abanet.org/tips/cle/120107RegionalMeetingAgenda.doc>. For questions call 1-800-238-2667, ext.5610.. Cost is \$100 for ABA members; \$125 for non members.

*December 10 - Self-Defense for Animal Welfare Defensive Tactics Professionals & Career Development Institute*

Learn self-defense techniques specifically designed for Animal Control Officers and Animal Cruelty Investigators. Learn Handcuffing Techniques, Ground Fighting, Takedowns and more. Tuition is \$99. The seminar runs from 9 a.m. to 5 p.m. at the Manasquan Dojo, 56 Union Avenue, Manasquan, NJ. For additional information, go to [www.dtpo.us](http://www.dtpo.us) or contact Chief Instructor Tim Vazquez at 732-309-0822 or [tim@dtpo.us](mailto:tim@dtpo.us).

*December 26-January 18 - Animals, Community and the Law - Lawyers in Defense of Animals (LIDA)*

On-line course with three in-person sessions - Jan. 2, 9, and 16, 2008. Speakers Linda Niedweske, Esq., Isabelle Strauss, Esq. and rescue liaison, Marie Ansari. Case studies introduce basics and recurring issues of community animal law, for example feral (free roaming) cat colonies, "pet" limit laws, hoarding, breed specific legislation and companion animals in housing. Anyone with any undergraduate degree can register at: <http://winter.newark.rutgers.edu>. Application fee and graduate tuition apply. Course Number: 20:834:504:W3:99182. For specific course information, call Isabelle Strauss, 732-255-4696 or [anrtesq@aol.com](mailto:anrtesq@aol.com).

*April 9-11 - Veterinary Forensics Conference*

Presented by the University of Florida William R. Maples Center for Forensic Medicine and the ASPCA. Workshops include: Veterinary Forensic Pathology and Animal Cruelty; Veterinary Forensic Toxicology; Forensics and Fighting Animals. For more information, go to <http://conferences.dce.ufl.edu/vetforensics/>



## MEMBERSHIP APPLICATION

## ORGANIZATION OR INDIVIDUAL INFORMATION

Name of Organization or Individual \_\_\_\_\_

Mailing Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Daytime Fax \_\_\_\_\_

Evening Phone \_\_\_\_\_ Email \_\_\_\_\_

## Membership Type (Please check one category):

- Voting Membership (fee based on organization's budget):
- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| up to \$100,000 — <b>\$40</b>       | \$100,000 - \$150,000 — <b>\$50</b>  |
| \$150,000 - \$200,000 — <b>\$75</b> | \$250,000 - \$350,000 — <b>\$100</b> |
| over \$350,000 — <b>\$150</b>       |                                      |

- Non-Voting Membership (Organization) — **\$25**    Non-Voting Membership (Individual) — **\$15**

## Agency Type (Please check one type):

- Private/Nonprofit     Governmental

## Services Provided (Please check all that apply):

- Animal Control     Education     Animal Sheltering     Foster Care  
 Wildlife Rehabilitation     Off-Site Adoptions     Spay/Neuter     Other

Approximate number of animals handled annually \_\_\_\_\_

Number of Paid Staff \_\_\_\_\_ Number of Volunteers \_\_\_\_\_

Approximate annual budget \_\_\_\_\_

By signing this application, I agree to support the principles and beliefs of the AWFNJ

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Title (if applicable) \_\_\_\_\_

Credit Card (Visa/Mastercard) No. \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_