



**PROGRAM SPOTLIGHT:
 PETFINDER GOES MOBILE**



Get info on adoptable pets from your phone

Homeless pets are again getting a high-tech helping hand from Petfinder.com.

Just as Petfinder revolutionized adoptions by putting shelter pets on the Internet back in 1995, it's now bringing rescue groups into the age of mobile information—so even the most isolated rural shelter can market its pets via cell phones, BlackBerrys and iPhones.

Users who enter m.petfinder.com into their mobile device's browser will arrive at a search tool specially designed for a handheld's smaller screen. As on the regular Petfinder, you can search for pets by zip code, age, gender and size.

(Program Spotlight continued on Page 5)

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AWFNJ CONFERENCE 2009

Planning for the next Animal Welfare Federation Annual Conference is in full swing and we think you'll be pleased with the 2009 version of this important event. Mark your calendars and set your schedules now to be sure you don't miss it! We're switching to a weekend format this time out—Saturday and Sunday, March 21 and 22— to ensure that everyone can arrange to attend at least one day.

And, we're off to college! Rutgers, The State University of New Jersey, has agreed to host our once-a-

year gathering at its well-appointed New Brunswick campus. The upcoming event, the largest educational and training forum for our colleagues in the State, will make use of comfortable classrooms for workshops as well as ample space for general sessions and expanded exhibit area. The school's dining facility will prepare the luncheons and we're especially excited that we'll also have access to Rutgers' large barn to hold hands-on large animal handling training.



This dog loved the 2008 conference

(AWFNJ Conference continued on Page 4)

Help Support the AWFNJ

Share this newsletter and tell your friends!

People can conveniently join the AWFNJ or donate online through our website at www.awfnj.org

MESSAGE FROM THE PRESIDENT

Niki Dawson

Dear Readers,

People look forward to fall for many reasons: sending the kids back to school, football games, cool nights and colorful mums. I suspect our readers look forward to the first signs of kitten season winding down – that one day when you realize that you didn't get a single litter in!



At AWFNJ, fall is when our planning swings into full gear for our annual conference. We look forward to researching the best and brightest speakers from around the country and bringing them to you! Check out our in depth story on our exciting new venue this year. We look forward to working with our new partner to bring you the best conference ever.

Speaking of partnerships, over the last year or so, I have been one of those volunteers you hear about who helps drive dogs from over-crowded shelters in the South to their new shelters in the Northeast. The emails usually start on Tuesday, asking for volunteers to drive as many dogs as their cars will hold for a leg up the turnpike. Sometimes, foster homes are needed overnight to break up the trip. It only takes a few hours of my time and there is a great camaraderie among volunteers who find themselves waiting in Turnpike rest areas for their dogs. We stand around with our coffee cups, hatchbacks up, crates in the back (a dead giveaway of a rescuer), comparing war stories, or just talking about our own pets. When the previous leg of the transport pulls up, everyone gathers around to see if it's their dogs – the ones they'll take on the next leg of their trip to a forever home.

These transports usually save the lives fluffy, golden puppies – retriever or lab types, hounds and terrier puppies, that we simply don't see in New Jersey. But, as I got more involved, I also started seeing more toy breeds, teenage shepherd mixes, and older mixed breeds that were benefiting from the same rescue network once almost exclusively serving puppies. It made me wonder if those of us in NJ are doing all that we can to transfer animals out of our own high-volume animal control facilities and into our local rescues. While shelters in southern states have recognized how to tap into the power of rescues and the animal loving public to save lives, we should all remember the shelters right here in NJ who have overcrowded runs filled with many nice mixed breeds, too. I urge animal control facilities to develop lifesaving agreements with local rescue agencies. While the success of a shelter's lifesaving might have been judged previously by adoption rates alone, the success of transfer programs has added a new measurable component in the reduction of euthanasia. Each of these numbers, adoptions and transfers to rescue, reflect success in the number of lives saved and should each be celebrated as an achievement with donors and supporters. Working cooperatively, I'm certain that together we can find it in our hearts to save New Jersey's animals first.

Have Something to Say?

Is your organization doing something special to help animals?
Have a great fundraising idea?
Want to spotlight a wonderful volunteer or staff person?

Well, we want to hear from you!



Submit stories, suggestions or photos to info@awfnj.org

AWFNJ 2008-2009 Board of Directors

Niki Dawson, President, Companion Animal Placement
Kim Saunders, Vice President, Petfinder.com
Joan Mackiewicz, Secretary, Hudson County Animal League
Nicole Lewy Drummond, Treasurer, Mt. Pleasant Animal Shelter
Heather Cammissa, The HSUS
Todd Cramer, ASPCA
Nora Parker, St. Hubert's Animal Welfare Center
Beth Mersten, Best Friends Animal Society
Dr. Carl Sammarco, NJVMA
Sue Cosby, Animal Welfare Association of NJ
Annie Trinkle, Animal Alliance

Advisory Board

Ursula Goetz, Monmouth County SPCA
Mike Melchionne, New Jersey Certified Animal Control Officers

AWFNJ SEEKS VOLUNTEERS

AWFNJ INTERN is being sought for a 4-6 hour weekly commitment for a 2-month, unpaid internship (with the possibility to extend through the fall/winter). The intern will be responsible for helping with program coordination, distribution of materials, event planning and general projects.

Most of the job can be performed remotely but because there will be NJ events, the applicant should be within reasonable driving distance. This is a great resume building opportunity! Applicants can send a cover letter and resume by fax to (909) 740-1346 or email info@awfnj.org.

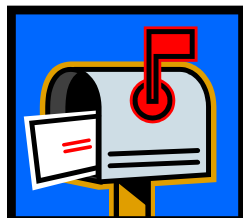
CONFERENCE 2009 volunteers are needed to help us plan and coordinate next year's conference. Volunteers are needed for a variety of jobs on an as-needed basis to make phone calls, assist in general correspondence and other duties until the conference. We also can use volunteers in the following committees: Sponsor—help us fundraise by obtaining sponsorships. Speakers—provide input on speakers and topics and help with communications with speakers. Publicity—help us promote the conference.

If you are interested, please contact info@awfnj.org or (856) 740-1344.

ATTENTION:

The AWFNJ has a new mailing address! Please update your records to include the update!

AWFNJ
PO Box 73
Lakehurst, NJ 08733



AWFNJ VOLUNTEER WORKSHOP

Animal lovers and animal-welfare agencies learned how to establish and maintain successful volunteer programs to improve the lives of homeless pets at a workshop on September 25. This informative seminar was held at St. Hubert's Animal Welfare Center in Madison.



The workshop, hosted by the Animal Welfare Federation of New Jersey (AWFNJ), focused on how residents can create a "Friends" program to assist their local animal shelter and how existing organizations can improve and expand their current volunteer programs. Admission was \$20 and all proceeds benefit the AWFNJ.

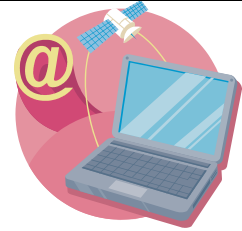
Attendees learned how to create and maintain a relationship with municipal agencies; navigate the administrative process of establishing a nonprofit; recruit volunteers and evaluate and improve volunteer programs.

Lynn Lawson is the founder of Second Chance for Animals Inc. (SCFA) a 10 year old non-profit that currently supports the Franklin Township Animal Shelter (FTAS) in Somerset, NJ. Lynn began the organization with 6 volunteers and no prior experience on how to attract, develop, manage or incorporate an organization. SCFA's partnership with the shelter provides the shelter with its volunteers, fundraising, marketing, off-site adoptions, and primary spay/neuter funding, as well as augmenting the shelter's budget for various needs. Since the creation of SCFA the organization has been instrumental in raising adoption fees (originally \$5), implementing basic vaccinations and testing of all animals, microchipping of all animals, spaying or neutering of animals prior to adoption, offsite adoptions, and the funding/building of a new animal shelter paid for by the township. Lynn shared her experience with the class and offered advice on how to navigate some of the difficulties you may encounter on your way to creating a similar type of organization.

The seminar was a success and we look forward to working with Lynn Lawson in the future. The AWFNJ thanks Lynn for her participation in this event.

NEW LOOK FOR AWFNJ'S WEBSITE

If you haven't been to the AWFNJ's website recently, you are in for a surprise. Our website has received a total makeover and most importantly the redesign includes some special features that benefit members. On the site you will find handy links to action alerts, local and national educational opportunities for animal welfare professionals and more.



On the new site, member organizations have the ability to create their own job postings and events directly online, making it quick and easy for you to get information to the animal loving public and other professionals in the field. All you will need is the site ID and password for your organization. Member ID's and passwords have been issued to all existing members. If you have not received yours, please contact us at info@awfnj.org and we will be sure to get the information to you quickly.

AWFNJ CONFERENCE 2009 continued...

"With the rising costs associated with holding our conference at the traditional hotel/meeting centers, the expenses involved in providing affordable training and networking opportunities in our field have become prohibitive," said Niki Dawson, AWFNJ President. "The opportunity to hold the 2009 Conference at Rutgers provides us a superb venue and will enable us to offer the same high quality speakers and programs without increasing the cost to attendees. Corraling costs without sacrificing quality presented a dilemma as we began planning and the move to Rutgers is the perfect solution."

All of us in animal welfare are usually overburdened and overworked and frequently underfunded and understaffed. In prioritizing our tasks and making the best use of limited resources, we tend to think we simply can't afford the time and money to attend a conference. The reality is that we really can't afford NOT to take advantage of the opportunity to do so once a year. What we learn from the experts and from each other, not to mention the networking/partnering "bonuses" the conference presents, is essential to enhancing the quality of life for the animals who rely on us. Each individual's effort in attending is a valuable investment in the future for New Jersey's companion animal population.

If you've never attended before, please trust us--being a part of the AWFNJ Conference is educational, enriching, energizing and DOABLE! Start your own planning now. Schedule the dates and get creative in "financing" attendance. A full conference registration covers both days--but you can send a different representative on each day. Talk with your donors--you may find folks who would be pleased to sponsor you. Or, enlist lots of people: Using last year's price (which we sincerely hope we might be able to reduce this year) of \$150 for full conference registration you could tell supporters: "full conference registration is only \$150--so if 15 people would give just \$10, we could send two staff people or volunteers to participate in these valuable seminars!" A local service organization might be willing to sponsor your attendance in return for a guest talk at one of their meetings--they are always looking for local representatives of the community to come in and talk about what they do. At \$150, spread over the course of the year, we're talking about just 41 cents a day--aren't all the animals who will depend on you in the coming year worth it? And to those who might argue that every dime should go toward direct animal care, remind them that this relatively small investment goes a long way toward improving the overall quality of your operations and all the animals and people in your communities.

Every single one of our colleagues has something to gain and something to give by participating. Together we can make Conference '09 the best ever and the voice speaking for New Jersey's animals the strongest ever! We look forward to seeing you in March and will keep you up to date on conference details in the coming months.

PROGRAM SPOTLIGHT

(Continued from Page 1)

There are new features as well: If you see a pet you like, you can use the "Click to Call" button to contact the rescue group without typing in the phone number. And the "Send to a Friend" feature lets you forward an entire list of search results or a specific pet to a pal's e-mail or cell phone. There's also a "Full Internet Site" button that will take you to the Petfinder you'd see on your desktop computer, complete with Happy Tails, blog, pet-care tips and more.

Petfinder Mobile not only lets adopters search for pets on the go, it also offers a great new way for adoption advocates to spread the word about shelter pets. See someone gazing at puppies in a pet-store window? Grab your cell and show them some of the equally adorable pups in their local shelter. Likewise, if your friend is thinking of buying from a breeder, you can now send profiles of adoptable pets to her cell phone or e-mail with one click.



Now you can see adoptable pets like this on your phone.

Shelter workers can also tell visitors that, if they don't see the right pet for them, they can use their phone or PDA to check back for new pets any time, anywhere -

and when the perfect pet arrives, they don't need to wait to get back to their desk to contact the shelter. Because when it comes to getting rescued pets into loving homes, any help from modern technology is welcome!

AWFNJ'S SUCCESSFUL FUNDRAISERS

The AWFNJ raised more than \$2,000 through two unique fundraising events.

Animal and country/southern rock lovers enjoyed a performance by Who's Your Daddy at Cryan's Ale House and Restaurant in early June.



Joe Dawson of Who's Your Daddy performs at Cryans

The event was the first concert benefit for the AWFNJ and raised about \$500 through donations, tickets and a silent auction.



Animal lovers at Cryans

Participants got to learn a few line dances from AWFNJ President Niki Dawson,

who also sings vocals in the band. Also in June, the AWFNJ's Run for the Money campaign raised \$1,000 thanks to the efforts of three Jersey City women.

Scotty Eckert, Natalia Carmo, and Helen Clark ran up 4,650 feet of Mount Washington as part of the Mount Washington Road Race in New Hampshire. With a peak that rises 6,288 feet, Mt. Washington is the highest mountain in the northeastern United States and known for its unpredictable weather conditions.

The women solicited sponsorship for this race to help promote the AWFNJ and raise money. They all completed the race and Eckert received second place in her age group.

Please visit our website at www.awfnj.org

for important legislative updates



EDUCATION & NETWORKING

October 24-26, 2008

NO MORE HOMELESS PETS CONFERENCE

With a focus on both tried and true lifesaving programs as well as exciting, cutting-edge approaches in grassroots animal welfare, this is one event you can't afford to miss! Be inspired by great speakers from across the country, including Holly Sizemore (executive director of No More Homeless Pets in Utah), Cimeron Morrissey (Animal Planet Cat Hero of the Year and founder of Project Bay Cat), Cynthia Bathurst (principal director and co-founder of Safe Humane Chicago) and Mike Arms (president of Helen Woodward Animal Center). You'll also have the opportunity to meet Paul Berry (executive director of Best Friends) and keynote speaker Michael Mountain (president of Best Friends). Join us to learn more about fighting puppy mills and pet stores, saving cats in your community, helping bully breeds, raising money for your organization, increasing adoptions, reaching people with your spay/neuter message, city planning, and more!

Presented by Best Friends Animal Society at Alexis Park Resort Hotel, Las Vegas, Nevada. Go to http://www.bestfriends.org/homorehomelesspets/conference_oct08.cfm for more information and online registration.

December 9-10, 2008

RECEPTION AND CONFERENCE

Come celebrate the 25th Anniversary of the Center for Non-Profits. On December 9th in New Brunswick, NJ, there will be an evening reception hosted by Johnson & Johnson. On December 10th in Jamesburg, NJ, there will be a full-day conference, featuring:

- Inspiring and thought-provoking sessions
- Engaging, enlightening plenary speakers and session presenters
- Breakout tracks focusing on practical AND visionary topics
- Presentation of awards to honor individuals and organizations of distinction
- An upbeat celebration of the non-profit community, its partners and champions.

More details will be announced on their website at www.njnonprofits.org.

PROGRAM SPOTLIGHT: The Passaic County Mobile Spay Neuter Coalition

How many times a day do you find yourself trying to convince someone that spaying or neutering his or her pet would solve a host of health and behavioral problems? How many times a day do you hear the response "I can't afford it" or "I don't have a car"? These answers frustrate animal welfare workers every day. Many low-income families want to do the right thing by altering their pets but lack the resources to do so. Local animal shelters and rescue groups don't always have the funding to offer low-cost alternatives or the resources to offer transportation services. That's where the Neuter Commuter comes in. The Passaic County Mobile Spay Neuter Coalition has a new mobile clinic consisting of a Chevy pick-up truck and trailer that is complete with a state-of-the-art veterinary surgical suite. Most of the work of the Neuter Commuter is to serve low-cost spay neuter for individual pet owners. However, rescue groups across the state may take advantage of the clinic to spay and neuter pets that are currently in rescue and waiting adoptive homes.

Story continued on Page 7





Zootoo.com -- the leading networking site and resource for all pet lovers -- launched the Second Annual Zootoo.com Shelter Makeover Contest on September 18, 2008. The grand prize in this contest, which will end on May 1, 2009, is a shelter makeover valued at up to \$1 million*. 19 runners-up will share awards totaling \$195,000.

Over 1,000 animal shelters across America participated in the First Annual Zootoo.com Shelter Makeover, which was won by Stray Rescue of St. Louis located in St. Louis, MO. To become one of the twenty Semifinalists in the competition, shelters must ask their supporters to register and earn points by being active on Zootoo.com, contributing reviews of pet products and services, sharing opinions and advice, bringing other pet lovers into the community and more. To learn more, visit www.zootoo.com/makeover.

The Passaic County Mobile Spay Neuter Coalition

Continued from Page 6

The rescue group (or joint forces of multiple groups) are required to secure a staging area (holding area for the pets going into and coming out of surgery - like a local VFW or firehouse), recruit a local veterinarian (the Neuter Commuter may be able to provide a veterinarian and cost would depend on distance traveled), and have approximately 25 pets to alter. This can be a great option for a large feral cat colony as well. For more information on how you can join forces with the Neuter Commuter and help spay and neuter pets in your community, please contact the Neuter Commuter at info@neutercommuter.com.

ANIMAL CAREER: ACO/ACI

In order to become an Animal Control Officer (ACO) or Animal Cruelty Investigator (ACI) for a New Jersey municipality, one must complete a specialized, state-approved training program. The first step would be to take the state approved "ACO Certification Course," which is currently offered at four colleges: Camden County, Ocean County, Morris County and Kean College. Those interested in registering for courses should contact the individual admissions offices regarding course dates and application procedures.

In addition, the Career Development Institute offers both the ACO and the ACI certification courses.

The ACO class is a minimum of 45 hours, plus a 20-hour ride along requirement with a currently certified Animal Control Officer. After successful completion of the ACO course, one must apply to the New Jersey Department of Health and Senior Services for ACO certification.

Once certified an individual must be appointed by a municipality and given the authority to perform the duties of an ACO.

To be certified as an ACI, one must first be a certified ACO, then complete the ACI training and finally be appointed by a municipality to act in that capacity.

For more information:

Career Development Institute (CDI)

(732) 821-6997; www.cditraining.org;
jsaccenti@cditraining.org

NJ Animal Control Officers Association

(609) 597-1000 ext. 8525; www.njcacoa.org;
animal@twp.stafford.nj.us

Kean University (Union, NJ)

(908) 737-7100; www.kean.edu

Ocean County College (Toms River, NJ)

(732) 255-0400; www.ocean.edu

Morris County College (Randolph, NJ)

(973) 328-5100; www.ccm.edu

Camden County College (Blackwood, NJ)

(856) 338-1817 ext. 4200;

www.camdencc.edu

PAWS FOR THOUGHT:

- 2009 CONFERENCE
- PETFINDER GOES MOBILE
- AWFNJ NEW ADDRESS

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