

# HSSV *friends*

News from Humane Society Silicon Valley

Fall 2009



***HSSV Launches Homeward Bound Program!***

# The President's Desk



## Dear HSSV Friends

As 2009 draws to a close, there is so much to celebrate for the animals of Silicon Valley! What started out as a vision to build the world's first Animal Community Center is now a reality – a place of hope for the homeless animals in our community and a gathering place for pet lovers everywhere.

As the first Animal Community Center (ACC) in the country, our new center is a striking model of humane animal care and community involvement right in the heart of Silicon Valley. No longer are we on the perimeter of peoples' lives, in a place where no one wants to visit us. The ACC, with its strong community center component, attracts a new entourage of families, individuals, volunteers, corporate and community groups to help us in our work.

Now we are providing supportive services, classes, and opportunities for bonding that are helping to stem the tide of owner-surrendered pets. My heart soars when people in our dog park tell me about their dog's change in behavior now that he's getting more exercise, or how a dog adopted at HSSV has blossomed through love, dedication and some fun at A Dog's Life doggie daycare. I love seeing cats flourish that couldn't have been handled if living in a 2' x 3' cage at the old facility. I also love that HSSV's Education Team is now reaching more students, because they are coming here instead of our having to travel to different schools.

In March, in the true spirit that defines Silicon Valley, the HSSV board of directors agreed to make additional gifts to the building campaign to make sure that every dollar given to support the new center would be matched dollar for dollar up to \$1.2 million! This generous match is available through the end of December 2009. I hope you will consider making a gift to show your support for our building and our bold new approach to animal sheltering through community involvement. This is your opportunity to be a part of an innovative, life-saving change in our community. Your investment in HSSV's future will not only support our critical mission to save and enhance lives but help us fulfill our vision to become a model facility of humane care and community involvement for shelters across the nation.

We hope to see you down at HSSV's Animal Community Center soon!

*Christine Benninger*  
**Christine Benninger, President**



## Our Mission Is To Save and Enhance Lives

Humane Society Silicon Valley (HSSV) offers high-quality adoptions, medical care, pet care services and educational programs to enhance the human-animal bond.

*HSSV is an independent, nonprofit organization. We are not governed by or affiliated with the Humane Society of the United States (HSUS) or the American SPCA (ASPCA) and receive no funding from these organizations.*

If you would like to help, a donation envelope is enclosed in this newsletter, or visit [www.hssv.org](http://www.hssv.org) to make a donation online.

## Our Animal Community Center Is Open Every Day

<b><u>Adoptions</u></b> <b><u>Lost and Found</u></b>	<b><u>Whole Pets Store</u></b>	<b><u>Medical Center</u></b>
Monday – Friday: 10:30 am – 8:00 pm <i>(last appt. 7:00 pm)</i> Saturday – Sunday: 10:00 am – 7:00 pm <i>(last appt. 6:00 pm)</i> 408.262.2133 x 150	Monday – Friday: 10:30 am – 7:30 pm Saturday: 10:00 am – 6:30 pm Sunday: 10:00 am – 6:00 pm 408.262.2133 x 164	<b><u>Vaccinations/ Microchipping</u></b> Monday – Friday: 9:00 am – 6:00 pm Saturday: 9:00 am – 5:00 pm 408.262.2133 x 108
<b><u>PETCO Satellite Adoption Center</u></b>	<b><u>Grooming, Boarding, Daycare</u></b>	<b><u>Spay/Neuter:</u></b>
Monday – Sunday: 10 am – 7 pm <i>(last appt. 6:00 pm)</i> 408.370.2732	Monday – Friday: 7:00 am – 7:00 pm Saturday – Sunday: 9:00 am – 5:00 pm 408.946.3647	Monday – Saturday: (By appt. only) 408.262.2133 x 108
		<b><u>Dog Training Classes</u></b>
		Monday - Sunday Hours vary 408.946.3647

## Board of Directors

**Chair:**  
Melissa Dyr Dahl  
**Vice-Chair:**  
Sue Diekman  
**Treasurer:**  
Geoffrey Powell  
**Secretary:**  
Sue Levy

## Board Members

Leonard Almalech  
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Shellie McLean Fry  
Arlene Morris  
Linda Netsch  
Carol Novello

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John Diekman  
Judy Kleinberg  
Judy Marcus  
Betty Moore  
Gordon Moore  
Kate Mulligan  
Nathan Oliveira  
Tara VanDerveer  
Steve Wozniak

## Humane Society Silicon Valley

901 Ames Avenue, Milpitas, CA 95035-6326  
(408) 262-2133 [www.hssv.org](http://www.hssv.org)

# Shop And Help Save Animals' Lives!

This holiday season, you can shop for your friends and family members and help us care for homeless animals at the same time!

- **CaféGive.com** is an organization that has recruited well-known companies such as Borders, Gap, Doctors Foster and Smith and Shoebuy.com, where a great percentage of each purchase comes back to HSSV.
- The new **FETCH! Program** at HSSV is the most convenient way for folks with animals to pre-order their pet food, litter, etc. from **HSSV's Whole Pets Store** – send your form, we'll put your order together and have it ready when you stop by to pick it up!

Visit our online shopping store at <http://www.hssv.org/shop> (see right) and start planning how your holiday (and every day!) shopping can help us, literally, to save animals' lives.



If you've admired the beautiful artwork by **Sonya Paz** and **Ron Burns** that adorns the walls of our dog adoption rooms, now you can purchase items in our Whole Pets Store featuring the same images! Paz offers cards, prints, magnets and other memorable gift items adorned with the same artwork she created for our dog adoption rooms.

Burns offers a print of Zeke, one of our shelter dogs that he painted, which hangs in our Medical Center Learning Alcove. When you order a limited edition of the Zeke painting, HSSV gets 10% from the sale! Visit <http://hssv.org/ronburns> to learn about Zeke's story and how it inspired Ron to paint Zeke's portrait. 🐾

## Shop! Save! Support!

Join us at HSSV and support the animals!



**Holiday Animal Arts & Crafts Faire at HSSV**  
Bring your kids, family, friends and pets to Humane Society Silicon Valley's first-ever Holiday Animal Arts & Crafts Faire featuring dozens of vendors selling quality animal-themed arts & craft gifts for pets and people. Get your pet's photo taken with "Santa Paws."

Saturday, December 5, 2009

[Learn more and browse vendors ▶](#)



Pet Identification Tags meet style with original and durable Pet ID Tags from Dog Tag Art. These colorful pieces of fashion (and sometimes humor... i.e. "beware of owner" tag) are "crowdsourced" from artists located throughout the U.S. and abroad. This fun site has hundreds of original pieces that are quickly personalized for your pet. Now you can purchase a stylish pet tag and stand out from the pack by helping Humane Society Silicon Valley.

Enter the coupon code 'HSSV1' to get a discount and generate a donation for Humane Society Silicon Valley.

[Visit DogTagArt.com today ▶](#)



Browse a variety of online departments for items like shoes, clothing, jewelry and much much more and a percentage of every dollar you spend goes to benefit HSSV! Simply go to [cafegive.com](http://cafegive.com) and in the upper-right hand corner click to change your cause to support HSSV. Then simply shop!

[Take a tour of CafeGive.com today ▶](#)



Each and every piece of Silpada Designs Jewelry is, in its own way, one of a kind. Individual Silpada artisans meticulously render each unique Silpada Designs creation and incorporate only the absolute finest .925 Sterling Silver. Through the end of the year, 30% of every purchase you make will benefit the animals at HSSV!

[Find something special today! ▶](#)



Show everyone your favorite organization by sporting HSSV gear! Get hats for every two-legged and four-legged family member, jackets, mugs, notepads, mousepads and much more! Style a rockin' logo and support our pets at the same time!

[Visit our online store for all of your HSSV logo-wear ▶](#)

## WHOLE PETS

Whole Pets has services and products designed to make your life easier and your pet happier.

### This Month's Featured Products & Services

#### ▶ Fetch! Program **NEW!**

Too busy to go shopping for your pet's groceries? Let us "Fetch!" it for you and have it ready for you to pick up when you get here.

#### ▶ HSSV Calendar

By purchasing this beautiful calendar, you help us fulfill our mission to save and enhance lives.

#### ▶ HSSV Gift Card

Can't think of what to get that someone who has everything? Get them an HSSV gift card

#### ▶ HSSV Water Bottle

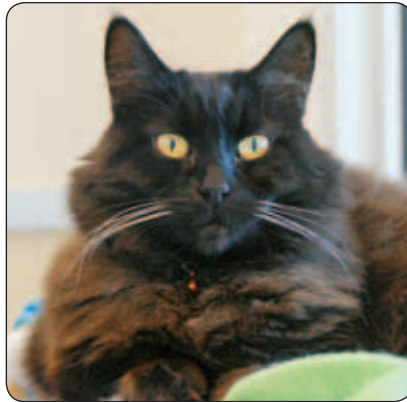
Quench your thirst or your pets thirst and know everytime you take a drink that you support HSSV.

#### ▶ Kitty Cot™

Your cats will be entertained for hours watching the world outside or comfortably sleeping.

# New Adoption Program Helps Place Long Term Animal Guests In Their Forever Homes

HSSV has launched an exciting new adoption program to help some of our most difficult to place animals find their forever homes. The Homeward Bound Adoption Scholarship Program helps place animals that have been available for adoption for 100 days or longer with the ideal family.



Cindy

The Homeward Bound Program highlights these longer term animal guests with brightly colored signs on their habitats identifying them as part of the program, and announces that their adoption fee has been sponsored in full by Humane Society Silicon Valley.

"The inspiration for Homeward Bound was to find a way to draw attention to our harder to place, but often favorite animal guests and get them into the loving homes in which they belong," says Nichole Boudreau, director of customer relations for HSSV.

Since two-thirds of the incoming animals at HSSV are cats, it's no wonder that cats comprise a majority of the Homeward Bound animals.

"During kitten season, many of our adult cats often go unnoticed," Boudreau explains. "As a result, we have wonderful adult cats waiting twice as long to find their ideal home."

That was the case for Cindy, a one-and-a-half-year-old black cat that had been at HSSV for seven months before being matched with her purrfect family. Despite her gorgeous silky fur, sparkling gold eyes and pleasant



Teeka

disposition, Cindy was overlooked by potential adopters who favored cute and cuddly kittens that came in a variety of different colors. HSSV was also inundated with many black cats and kittens all in need of good homes. Cindy blended in with the crowd, and with her quiet demeanor, didn't demand attention from passersby.

Ellia, a striking 2 1/2 year-old tabby with inquisitive green eyes, was a guest at HSSV for 11 months before she was adopted. Affectionate on her own terms, Ellia required an experienced cat-owner who would know when to leave her alone. Boudreau says it was important for prospective adopters to

look beyond Ellia's good looks and understand her personality quirks.

"Ellia was a great cat but she wasn't a cat suitable for families with small children or first-time cat adopters. We wanted to find an experienced family where Ellia would thrive and we did," Boudreau explains.

Teeka and Canelita, two bonded Chihuahua mix dogs ages 4 1/2 and 5 1/2, were very friendly, but it was challenging to find a family willing to adopt both of them. Being of mixed breed, Teeka and Canelita were also larger than most Chihuahua's. Potential adopters looking for a pint size Chihuahua to carry around thought they were too big. After six months, Teeka and Canelita were adopted into an ideal home where their new family thought they were the perfect size.



Canelita



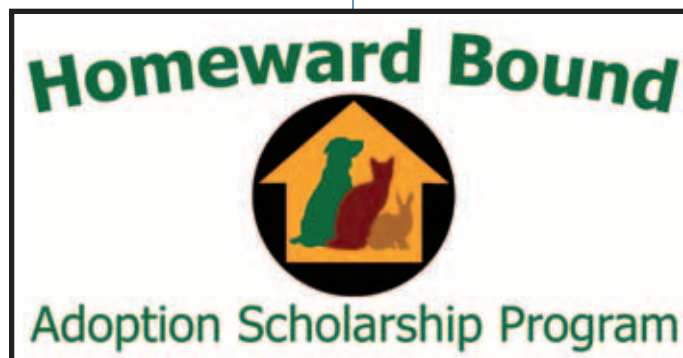
Ellia

"The Homeward Bound program looks for the ideal home for these special animal guests because we want to make sure we're placing these pets in a home where they can be successful and loved for who they are."

In the first month of the program 20 animals with a length of stay ranging from 3 1/2 months to nearly one year have been matched up with their ideal families. As of this writing, none of the animals in the Homeward Bound Program have been returned. According to those families that have adopted animals in the Homeward Bound

Program, the waived adoption fee was not "the deciding factor" in their decision to adopt. Declares Boudreau: "The Homeward Bound Program shows that there's someone this program is another tool to help us match these pets with their ideal families."

There are currently 13 animals in the Homeward Bound program. If you have room in your heart for one of these special animals, please contact the adoption department today at 408.262.2133 ext. 150. Or, if you would like to make a donation to sponsor an animal's adoption, please contact our development department at 408.262.2133 ext. 132. 🐾



# Walk 'n Wag a Waggin' Success!

A record number of participants turned out for our 7th Annual Walk 'n held at our new Animal Community Center on October 5. More than 800 people and hundreds of dogs attended the walk-a-thon, which raised more than \$113,000 for homeless animals in our care.

This was the first year the event was held at our Animal Community Center, which opened in Milpitas in April 2009. **HSSV President Christine Benninger** welcomed walkers and invited them to check out all the programs and services. "Go inside and visit our center and meet the animals whose lives you've helped save. Every step and every dollar raised today helps save an animal's life," Benninger said, noting later that all animals available for adoption are kept until they are found loving homes, no matter how long it takes.

**Milpitas Mayor Bob Livengood** was also on hand to greet walkers and declared, "Today, Milpitas has gone to the dogs!"

After the three-mile walk around Milpitas, walkers and their dogs returned to HSSV where they browsed vendor booths, checked out the dog park, tried their hand at dog agility, listened to live music performed by **Ruthie and the Gents** and participated in dog look-a-like and dog costume contests. **Radio DJ's Bill and Marla** from **mix 106.5** and **Meteorologist Craig Herrera** from **NBC Bay Area** hammed it up as the masters of ceremonies. 🐾



HSSV Board Member Arlene Morris and Willow



Gabriela and Roberto Cordero with Goldie



The Case Family and friends wear matching shirts in memory of Chakotay, adopted from HSSV



Mariselva Plancarte and Sonia Martinez with Bella, Archie and Barkley



Milpitas Mayor Bob Livengood, HSSV President Christine Benninger, HSSV Board Chair Melissa Dyrdaahl, and YAB Member Chelsea Nichols with dogs Lily and Bess



HSSV Board Treasurer Geoff Powell with his wife Verity and Bailey



## Top Hat & Tails is the Theme for HSSV's Gala Fundraiser: The Fur Ball 2010

Break out your finest "threads" for HSSV's gala fundraiser: The Fur Ball 2010. This year's "Top Hat & Tails" themed-event will be held at Great America's Centennial Lot on Saturday, April 17, 2010 from 6:00-11:00 P.M.

The Fur Ball is an elegant, exclusive, and high-profile affair. It is HSSV's biggest fundraising event of the year. With nearly 350 guests and their animal companions in attendance, last year's event was a soaring success -- raising more than \$375,000! These funds enable us to continue providing exceptional care to the thousands of dogs, cats, and bunnies who pass through our doors each year, looking for a second chance.

Featuring Silicon Valley's "glitterati" and their animal companions, guests will enjoy wine tasting from notable wineries and exceptional meals from award-winning Bay Area restaurants. Throughout the evening, attendees can bid on an array of prized silent and live auctions items. Dinner is followed by entertaining live music and dancing. And yes, dogs are welcome on the dance floor!

We hope you'll join us for The Fur Ball 2010! To purchase tickets or inquire about sponsorship opportunities, please contact Robert Armbrust, Event Manager (408.262.2133, ext. 131). Ticket prices: \$250 (Individuals) or \$2,500 (Tables of 10). 🐾

# Protect Your Dog From Canine Influenza

**By Dr. Julia Lewis  
Director of Animal  
Welfare**

We have all heard about the dangers of the swine flu (influenza H1N1 virus). Now, there is a new canine influenza virus (H3N8) that has the potential to spread throughout the dog population.

Canine influenza spreads the same way that human flu spreads, through direct contact (licking, nuzzling); through the air (from coughs and sneezes); and through contaminated surfaces (dog park lawns, owner pant legs, etc.). About 80 percent of dogs that will contract this flu experience the following symptoms: yellow or green nasal discharge, a soft painful cough (lasting up to a month), fever, malaise, lethargy, and loss of appetite. About 20% of symptomatic dogs will develop more severe infections such as hemorrhagic pneumonia (bleeding in the lungs) or secondary bacterial pneumonia, bronchitis. The mortality rate is about 8 percent.

All dogs are susceptible, regardless of age or breed. As with people, there is currently no specific treatment for canine influenza except supportive care, which can range from general home care with nutrition supplementation to hospitalization in intensive care. Unfortunately, the most virus is shed in dogs in the 2-4 day incubation period, before they actually show clinical signs of disease. This means you won't be able to keep your dog from coming into contact with a dog spreading the virus because there are no outward clinical signs at this time.

The FDA has approved a vaccine for canine H3N8 influenza virus. While the vaccine WILL NOT prevent a dog from becoming infected, like the human vaccine, it can reduce the severity of the disease, thereby reducing the length of time that a dog is sick and decrease shedding of the virus, which helps to reduce the transmission of the virus. No side effects have been reported.

If your dog has close contact with other dogs such as in a dog park, grooming or boarding center, or you



*Dr. Julia Lewis examines a shelter guest*

have contact with dogs of unknown health status like here at work, you should seriously consider vaccinating your dog. This vaccine is not considered a core vaccine so there is currently no requirement for getting your dog vaccinated. Also, this virus is not currently actively spreading through our region and there is no prediction that it will spread.

The initial vaccination is a two shot series given two-four weeks apart, and then once yearly. The canine influenza vaccine will soon be available at our Medical Center for \$25.00. No appointment is necessary.

### Canine influenza virus – New dog virus at a glance

#### **All dogs are susceptible**

- 80% of infected dogs get sick
- 20% of infected dogs get seriously ill
- 8% of infected dogs die
- No specific treatment – supportive care

#### **Vaccine available – new and conditionally approved by FDA**

- No reported side effects as of now
- Two-shot series then yearly

#### **Advantage to vaccination**

- Decreases severity of infection reducing duration of illness
- Decreases shedding of virus in infected dogs reducing spread of virus

#### **Disadvantage to vaccination**

- Cost
- Not currently prevalent in our area

# Is Your Dog A Candidate For Doggie Daycare?



**By Keith Uchida,  
President and Owner of  
"A DOG'S LIFE"**

One of the fastest-growing trends in the pet services industry is the emergence of doggie daycares and dog sitters. Those of you with dogs may be asking: "Why should I bring my dog to doggie daycare, and is my dog even a good candidate for doggie daycare?"

## **Daycare Offers Dogs Mental and Physical Stimulation**

Dogs are social animals that require mental, social and physical stimulation. Just like people, dogs can get into mischief, become sedentary or even become depressed if they have too little stimulation. Many dog breeds such as sporting dogs, working dogs and dogs such as terriers were bred to do a job, whether it is herding livestock, pest control, etc. They thrive in environments that provide stimulation that gets their mind and bodies working. Just like children who are always looking for activities, dogs left alone at home are BORED. Stuffed animals, nylon chew bones, the backyard, laundry room or garage are poor substitutes for two- and four-legged companions to spend their time with all day. Dogs that are bored often end up displaying many undesirable behaviors such as digging, nuisance barking and chewing.

## **Is Doggie Daycare Right for My Dog?**

So how do you know if your dog is a good candidate for daycare? Ask yourself these questions:

- Does my dog spend a lot of time home alone?
- Does my dog get into mischief when left alone during the work day?
- Does my dog need more stimulation to prevent him/her from being too hyper when I am at home?
- Does the current exercise regime for my dog not seem to tire him out?
- Can my dog benefit from more socialization with other dogs and strangers?

If you answered "yes" to most of these questions, then there is another set of questions to ask yourself:

- Is my dog friendly to people and other dogs?
- Is my dog five months old or older?
- Can my dog handle the physical exertion of daycare?
- Is my dog current with all of their vaccinations?
- Can I fit the cost of daycare into my budget?

If you answered "yes" to all of these questions then you are ready to take the next step and select a reputable daycare that you can fit into your commute.

## **Selecting a Daycare**

I recommend asking your friends and co-workers what daycare they

use, or logging onto the Internet to find out what customers think about a particular daycare. Not all daycares are alike. Some daycares offer a very structured boot camp approach, utilizing both indoor and outdoor space; others are strictly indoors and some are happy to let the dogs run around and do their own thing. At A DOG'S LIFE, our philosophy is built around a structured day – much like a kindergarten class is for young children. Our Playgroup Leaders lead your dog through a structured day of dog and people socialization, exercise, play, one-on-one care and training, and a little rest and relaxation during naptime. Our custom indoor/outdoor daycare facilities are divided into separate play areas for small dogs, medium dogs, and large dogs. All dogs have regular access to play outdoors and can even take a dip in the pooch pool on warm days. You can check up on your dog during the day through our web camera and your dog will even get a report card.

## **Meet and Greet**

Most daycares will provide a free temperament evaluation for your dog. It usually takes 45-60 minutes where a dog expert will observe your dog in different daycare situations to determine if your dog displays indicators in his behavior that demonstrate he will be successful in a daycare environment. The list of indicators include: Does your dog get along with other dogs, does he play nicely, does he read other dogs responses to "let's play"/"I don't want to play". What's his level of stress to a new place without Mommy or Daddy and new dogs?

Many people never introduce their dog to daycare because their dog growls at other dogs when they are walking on leash. Many dogs have this barrier frustration behavior but are fine playing off leash with other dogs. Other dogs are not dog friendly for a number of reasons and would not enjoy daycare. The daycare center should be able to discern from their evaluation which category your dog fits into.

While not all dogs are suited for daycare, my advice is to give it a try. Choose a daycare that offers an introductory package for you and your dog to see if daycare is something that benefits your dog. The daycare you choose should give you feedback on your dog's experience and make appropriate recommendations to you. Eventually after a number of visits they should be able to tell you if your dog is enjoying his daycare visits. Finally if your dog is not excited to attend daycare after a few times and has gotten used to the routine, he is trying to tell you something. Not all daycares are the same, so many dogs can be happy or successful at one daycare and not another. It is important for you to know the needs of you and your dog and pick a daycare that is willing to work with your dog to make daycare a beneficial place for the life of your dog.

At A DOG'S LIFE in Milpitas, clients can take special pride in knowing that a portion of all daycare proceeds go back to Humane Society Silicon Valley to save and enhance the lives of animals in need. 🌸



*Marian Brondial, with A DOG'S LIFE, gives some love to a doggie daycare client.*

# HSSV Board Elects Three New Members, New Chair and Vice Chair

HSSV's board of directors has some new faces. Arlene Morris, Linda Netsch and Carol Novello recently joined our board. Melissa Dyrdaahl was elected Chair and Sue Diekman, Vice Chair. Geoff Powell will continue as Treasurer and Sue Levy as Secretary. Outgoing board President Kate Mulligan and board member Kara Berg have joined HSSV's honorary board.

"We are pleased to welcome these talented women to the board," says Christine Benninger, HSSV president. "Their love for animals, combined with their strong business skills and philanthropic commitment to our life-saving work will be invaluable as we complete the building campaign for our new Animal Community Center that we opened seven months ago in Milpitas."

"I am thrilled to be working with such an accomplished team of professionals and look forward to having Arlene, Linda and Carol on our board," Dyrdaahl says. "With their diverse backgrounds and proven leadership skills, our newest board members join us at an exciting time as we establish HSSV as the premier Animal Community Center in the country."



*Melissa Dyrdaahl with Trio and Tango*

Declares Netsch: "It is a privilege to join the board of Humane Society Silicon Valley and to support the outstanding staff of this organization. The values of HSSV are on display in the new facility, from the cage-less and comfortable animal living areas to the certified environmentally 'green' design of the facility. Innovative approaches to educate and involve the community in the goals of eliminating pet homelessness and celebrating the human-animal bond demonstrate the creativity, talent, and dedication of an exceptional group of people who inspire me."

## Carol Novello

Carol Novello recently retired from Intuit, Inc., where she worked for more than 10 years, and held various positions including Vice President/General Manager of Quickbooks Online

Edition, Vice President of Marketing for QuickBooks, and Vice President/General Manager of Quicken/QuickBooks Checks and Forms. Her longest-held position was as President of the MasterBuilder software division where she led a 300-person organization and managed overall profit and loss including product development, product management, marketing, operations, sales, and technical support and service. She led the turn-around to bring the \$20 million division to profitability and orchestrated its divestiture. Carol received her M.B.A. from the Harvard Graduate School of Business, and her BA degree, cum laude, in Economics and English from Dickinson College.



*Carol Novello*



*Arlene Morris*

## Arlene Morris

Arlene Morris is President and CEO of Affymax, Inc., in Palo Alto, a 180-person publicly held firm conducting research and development of therapeutic peptides. In 2006, she led the company through a successful IPO, netting \$96 million. Arlene holds a BA degree in Biology and Chemistry from Carlow College. She also attended Graduate studies classes in Marketing and Finance at Western New England College.

"Humane Society Silicon Valley is a leader in saving

animals' lives and the new Animal Community Center represents an extraordinary breakthrough in how animals can be successfully placed in new homes," Morris explains. "It was hard to resist the opportunity to participate with such a unique organization."

## Linda Netsch

Linda Netsch is the Founder of Align Consulting, advising clients in preparing for and conducting critical negotiation projects. She also leads seminars on negotiation and managing difficult conversations for government and business professionals in the U.S., Europe, Australia, Latin America, and the Middle East. She is a lecturer at Harvard Law School, Stanford Law School and Hass School of Business. Linda holds a J.D. degree cum laude from Harvard Law School and a B.S. in Molecular Biology from the University of Wisconsin.



*Linda Netsch*

"I am thrilled to join the HSSV board of directors," Novello says. "Our new Animal Community Center strengthens the foundation of human-animal relationships by teaching people about animals, their needs, and the important contributions they make to society. I was so impressed with the extraordinary vision and leadership of Chris Benninger and her staff that I knew this was an organization of outstanding caliber in which I wanted to become more involved." 🐾

# Celebrate Your Child's Birthday with a Party at our Animal Community Center!

If your kids are party animals, why not throw them the purr-fect birthday at Humane Society Silicon Valley? Birthday parties are available Monday-Saturday at our Animal Community Center for children ages 5 and up. The maximum number of children per party is 12 and the cost is \$250.

During your child's three-hour celebration, HSSV education staff will share true stories about animals who have stayed at our center, engage children in fun learning activities, and take kids on a tour of our beautiful Animal Community Center where they'll meet adorable dogs, cats and rabbits.

"So many parents tell me that they were pleasantly surprised how educational their daughter's/son's birthday party was," says Jaime Allen, director of education programs for HSSV. "We strive to teach skills like responsibility, compassion and respect in a safe, supportive and fun environment. Birthday parties are a great way to show support for the animals, learn about pet care and have fun while you're doing it."

All guests receive a special "doggie bag" from HSSV at the end of the party. Parents supply refreshments and cake; we supply the learning and fun!

For more information, visit <http://www.hssv.org/education.html> or contact Jamie Haupt at 408.262.2133 x137 or [jhaupt@hssv.org](mailto:jhaupt@hssv.org). 🐾



## HSSV Education Department Gets Donation from P.A.L.S. Foundation

Thanks to a generous donation from the P.A.L.S. Foundation, HSSV's Education Department will offer 20 scholarships to underprivileged students from KIPP/Heartwood Academy and KIPP San Jose Collegiate School to attend its Compassion In Action (CIA) community service learning program.

Students will learn about dogs, cats and rabbits, and work on service projects to help homeless animals at our Animal Community Center. Topics range from dog behavior and communication, cat overpopulation, rabbit behavior and handling, and how to serve as catalysts for change in our community.

"We believe that these hands-on experiences with animals will make issues like cat overpopulation, adoption, and responsible pet ownership relevant and meaningful for teenagers in our community and inspire them to help make the world a better place for animals," Says Jaime Allen, director of education programs at HSSV.

Since October 2008, 95% of the students in the CIA program have reported that they have a greater sense of responsibility to their community after completing the program. While only 43% of students joined CIA because they wanted to develop or build new skills, after the program, a surprising 77% said they did learn new skills, such as "learning how to read a dog," and "how to talk to new people." 🐾



CIA student Kevin cuddles  
Spencer the cat

## Making an Impact in the Future



By  
Bridget  
Keenan,  
Director of  
Development

This week I finalized my trust, and now I have great peace of mind. As a trustee of my departed sister's complicated estate, I learned how important it was to have my own wishes carried out as easily as possible. Having already enrolled my pets in HSSV's Pet Guardianship Program, I now had a plan for my pets' (and any future pets') future care at HSSV specified in my trust, in case of emergency. But just as important, I solidified my plans for leaving a legacy to HSSV, setting aside a gift that I know will be used in a meaningful way.

I'm not wealthy by any means; I work in fundraising for a nonprofit and will likely do so for quite a while, so my "estate" won't be large. But by giving a gift to HSSV's Operational Fund when I'm gone, I'll be able to continue my work for the animals I love through an organization I believe in. Long after I'm gone, I'll still help provide food and shelter to dogs, cats, and rabbits. I'll save lives through Regional Rescue. I'll help find homes for our older "Golden Pets". I'll spay and neuter animals. And I'll educate classrooms full of children on how to be responsible pet-owners, and the importance of compassion toward animals.

Although I hope that my gift will be put into use later rather than sooner, I'm excited that I can benefit HSSV and the important work that this organization does in our community even after I'm gone.

For more information on leaving a legacy to HSSV, please visit [www.hssv.org/donate\\_willsbequests.html](http://www.hssv.org/donate_willsbequests.html); if you'd like more information on HSSV's Pet Guardianship Program, where you can plan for your pet's future in case of emergency, please visit [www.hssv.org/donate\\_guardianship.html](http://www.hssv.org/donate_guardianship.html). You can also call Bridget Keenan at 408-262-2133 ext. 133 for more information on these programs. And if you are interested in the best way to make a particular gift to benefit HSSV, and you don't have your own professional advisor, we can assist you in contacting one who is like-minded in your love of animals. Happy planning!

# Milpitas Chamber Hosts Fur-Friendly Mixer at Animal Community Center

Members of the Milpitas Chamber of Commerce gathered at Humane Society Silicon Valley for their usual Chamber mixer. But the typical 'meet and greet' was anything but ordinary. As they swapped business cards, networked, sipped wine and nibbled on hors d'oeuvres, the unique setting allowed them to meet some furry friends available for adoption at our Animal Community Center and learn about our programs and services.

"This is such a great facility and I'm so excited to have our mixer here," declared Chamber President Jeanne Serpa who explored the cat adoption galleria with fellow Chamber Director Robin Benitez and Executive Director Gaye Morando. "I love cats and it's wonderful to see them in such nice rooms while they're waiting to be adopted." Serpa and fellow cat lover Vice Mayor Pete McHugh made donations of \$175 each to sponsor adoptions of cats in HSSV's Homeward Bound program. The program waives the adoption fee for animals that have been at the center for 100 days or longer. These are typically adult cats and dogs that are often overlooked as families tend to gravitate toward younger animals. "These are wonderful cats and they deserve a home," McHugh said.

"Wow" and "Fantastic" were words echoed throughout the evening by many Chamber members as small groups of them headed off with HSSV's Bridget Keenan who gave them a behind-the-scenes tour through our facility which features a Spay/Neuter Medical Center, Whole Pets Store, Doggie Daycare, Boarding, Grooming and Training Center, a Dog Park, Education Center and Adoption Galleria.

## Have Your Event at HSSV!

HSSV rents out space to groups that want to hold meetings, luncheons or other events at the center. HSSV's Education Center offers state-of-the-art equipment, which is ideal for a training class, seminar, or a corporate event.



HSSV President Christine Benninger, her dog Lily and Milpitas Vice Mayor Pete McHugh

Rental is \$400 for each four-hour block, including kitchen facilities. There's also a Community Center room that can be rented for \$300 for a four-hour block that is ideal for a private party or special event.

"We've had kids have their birthday parties here and one woman even had her 50th birthday party at the center," said Jeanne Wu, HSSV's vice president of human resources and volunteer programs. Wu says there are special rates for non-profit organizations. Groups interested in having their event at the Animal Community Center can visit [http://www.hssv.org/org\\_rooms.html](http://www.hssv.org/org_rooms.html) or contact Wu at 408.262.2133 ext. 182.

"Our motto is: Meetings don't have to be boring," Wu said. 🐾

*Women from the Chamber check out friendly felines in the community cat room.*

*Pictured left to right: Chamber Director Robin Benitez, Chamber President Jeanne Serpa and Chamber Executive Director Gaye Morando.*



# Save the Date

## HSSV Holiday "Animal Arts" Craft Faire

Saturday, December 5, 2009  
Animal Community Center  
901 Ames Avenue, Milpitas  
10:00 AM to 5:00 PM  
Free admission  
Celebrate the Magic  
of the Human-Animal Bond

Bring your kids, family, friends and pets to Humane Society Silicon Valley's first-ever Holiday "Animal Arts" Craft Faire featuring dozens of vendors selling quality animal-themed arts & craft gifts for pets and people.

- Buy a gift for the animal-lover in your life – buy a gift for the animal you love!
- Enjoy tastes of the season in our food court
- Sip mulled wine while listening to holiday music
- Crafts for kids and face painting
- Get your pet's photo taken with "Santa Paws."

For more information visit [hssv.org/artncraft](http://hssv.org/artncraft), or contact Jeanne Wu at 408.262.2133 ext. 182 or [Jeanne.wu@hssv.org](mailto:Jeanne.wu@hssv.org)



## HSSV Paw'er Hour

Animal Community Center  
901 Ames Avenue, Milpitas  
Come and get a behind-the-scenes talk and tour of our new center!  
For dates and times, visit [www.hssv.org](http://www.hssv.org) or call 408.262.2133 ext. 131.

## HSSV Companion Animal Loss Support Group

Meetings: First Tuesday of each month  
6:30-7:30 PM  
Animal Community Center  
901 Ames Avenue, Milpitas  
For more information, contact Beth Ward at [beth.ward@hssv.org](mailto:beth.ward@hssv.org) or at 408.262.2133 ext. 178.

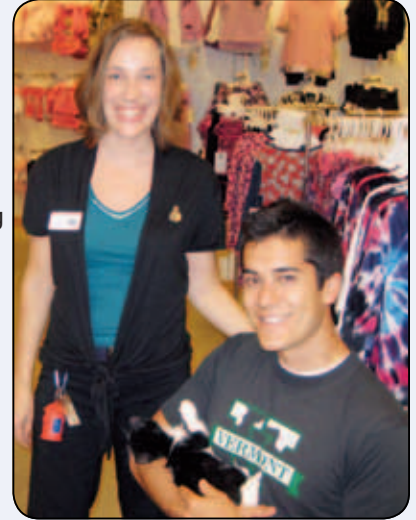
# Two Paws Up



**Two Paws Up to Bloomingdale's** for kindly honoring Humane Society Silicon Valley (HSSV) as one of the 12 benefactors of The Shopping Benefit fundraising event. Held at their Stanford and San Francisco stores on October 29, 2009, HSSV raised funds for the shelter animals and gained visibility with new pet lovers about our Animal Community Center's purpose, services and location.

At Bloomingdale's Stanford Mall, HSSV held on-site adoptions of dogs and kittens, while pet owners took advantage of free professional photo sessions from **Elley Ho Photography**. The evening ended with an enlightening presentation and demonstration on dog behavior and training by HSSV expert, **Lisa Perreault**. Dog owners and pets delighted in learning new commands such as "learn down" and "nose-to-hand."

We're proud to report six animals were adopted at this event including this adorable kitten named "Bob." Adopted by Melanie Carpenter and Bradley Whitworth, he is pictured here relaxing peacefully in his new owner's arms.



HSSV's Rachel Deichman and Bradley Whitworth with his adopted kitten "Bob"

## Two Paws Up to The YMCA of Silicon Valley-El Camino Branch in Mountain View

for donating stacks of new towels to our shelter animal guests. The towel drive was spearheaded by **HSSV Volunteer Donna Gandour** who also volunteers at the YMCA. She asked Juan Gomez if the Y could donate some used towels and he gave her six giant bags of towels for HSSV. "I thought it was great that one non-profit jumped into action to help another," Gandour remarked, adding "and they both have 'Silicon Valley' in their names." Thanks Donna!



Juan Gomez, Facilities Director and Jeanette Somo, Group Exercise Coordinator

## Two Paws Up to college student

**Khanh Truong**, who raised more than \$350 to help HSSV's animals by designing and implementing a benefit show in Milpitas on her summer vacation. This is Khanh's second benefit concert for HSSV animals. Last year, her concert raised enough money to buy six Kuranda beds for center dogs. This year, she named her concert "Puppy Love," and in her own words, "I wanted to dedicate my summer to doing something meaningful, and the benefit show was a fun way to support the animals while bringing together young adults to cooperate and learn about the cause." Thanks, Khanh!



Khanh Truong



901 Ames Avenue  
 Milpitas, CA 95035-6326

*Humane Society Silicon Valley is an independent nonprofit organization and does not receive funding from any national humane organizations.*

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**Visit Our Medical Center**

- Spay and neuter surgery (by appointment)
- Vaccinations & Microchipping
- DNA, FELV, FIV & Heartworm Testing

**Open Mon. – Fri. 9 am - 6 pm and Sat. 9 am - 5 pm**

**Pet Guardianship**  
*Secure Your Pet's Future*

When you enroll in HSSV's Pet Guardianship program, you can take comfort knowing that your animal companion will be cared for even after you're gone.  
 Call 408.262.2133 ext. 133



**Help My Animal Friends**

**Donate Your Vehicle!**



**www.hssv.org**

**408.262.2133 ext. 132**

**HUMANE SOCIETY SILICON VALLEY**

**Whole Pets Store**

Every sale supports our mission to save and enhance lives

**Whole Pets carries the latest:**

- Human-grade pet food
- Humane pet products
- Plush toys and training aides
- Pet care books
- Nutritional supplements
- Bedding & crates

**Whole Pets Store Hours**  
 Monday - Friday 10:30 AM - 7:00 PM  
 Saturday 10:00 AM - 6:00 PM  
 Sunday 10:00 AM - 6:00 PM

408-262-2133 x184