

Dear friends and colleagues,

Allow me to introduce myself as the new Director of Animal Welfare Relations for Pethealth which you will all know as the provider of PetPoint animal management software, 24PetWatch microchips and the ShelterCare insurance program.

Although I may be new to PetPoint, I am definitely not new to animal welfare. Some of you may know me as past Vice President of Operations at the Humane Society of Boulder Valley where I dedicated the last ten years to animal welfare in Colorado. Others may know me from my years at the American Humane Association, or from shelters in Vermont and New Hampshire. Others still may know me as a canine behavior expert, working with shelters through the Rescue Waggin' project, a position I still hold today.

Needless to say, I've been working with animals and shelters for decades, and I'm both proud and grateful to be part of such a vibrant community of people who share my vision of compassion and humanity for companion animals.

As I begin filling my new shoes here at PetPoint, one of my goals is to open up a dialogue by providing you, the sheltering community, with a regular Friday newsletter on topics that are timely and of interest to us all. My hope is that you will offer your feedback, either in the form of ideas for future discussion or questions around a topic, to enhance our community knowledge and further our own, individual goals.

Today, the exciting news I'd like to share is all about cats. In animal welfare cats are often, unfortunately seen as second class citizens when it comes to ownership and their numbers in shelters, however, last year produced some really great news! For the first time ever, PetPoint published year over year statistics comparing total intakes and outcomes from shelters using PetPoint in both 2011 and 2010.

Last year, cats entering these shelters declined by 5% overall!

Contributing to my optimism regarding the future of our feline friends:

- Adoptions increased 2%;
- Inbound and outbound transfers increased 1% and 6%;
- Return to owners increased 5%;
- Euthanasia decreased a whopping 11%!

How do these numbers compare to your own shelter statistics? Whether your own numbers reflect similar outcomes or not, these are encouraging results and motivating statistics to engage the public and help more cats in your own communities.

Let 2012 be another banner year for cats!

If you haven't already been using these strategies, here are some proven methods to reduce homeless cats in your neighborhood:

- Offer microchip clinics in your community (ask about our new MiniChip and the "pink" campaign in support of the American Breast Cancer Foundation);
- Host events with discounted adoption fees for cats;
- Hold targeted cat spay/neuter clinics—if you're not getting funding for providing spay/neuter services in your community, contact me for leads.

One of the great benefits of being a PetPoint member is having access to important data that can help you spread your message and achieve your goals.

The monthly (and now annual!) PetPoint Report can be your source for great information and I encourage all of you to access and use it. Simply visit www.petpoint.com and click "Get Reports Here" on the main banner.

Best of luck to all of you in the year ahead!

Did you know?

PetPoint shelters report growing acceptance from pet owners who, when being forced to give up their dog due to landlord or insurance policy requirements regarding "bully" breeds are having their dogs tested to prove that no such breed exists in the dogs DNA make-up?

Call us to ask about the Mars DNA test kits offered by Pethealth.

Sincerely,

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