

“Beautiful Jim Key”: Inspiring Change

For those of you who don't recognize the name, “*Beautiful Jim Key*” is a book written by Mim Rivas telling the story of a traveling one-man show involving one exceptional horse. More than that, it tells the story of how in the late 1800s one man's belief in positive reinforcement training helped spur the humane movement forward and change societal perceptions about the treatment of animals.

Dr. William Key and his horse, Jim Key, traveled the country giving thrilling performances and gaining wealth and celebrity along the way. The posters advertising his shows always stated Jim Key was taught with kindness and organizations like the Atlanta Humane Society, Western Pennsylvania Humane Society, and Nashville Humane Society partnered with the duo to help further their own objectives.

Reading this entertaining, educational book about how a horse helped generate national attention for animal welfare inspired me to contemplate the challenges facing animal welfare today. One that has carried on since those early days is finding the financial resources to provide adequate salaries for staff.

According to a recent post on the SAWA listserve, many animal welfare organizations spend more than ½ their annual budgets on salaries. In an environment where every penny counts, reducing your reliance on extra staff and even volunteers can have a significant impact on your bottom line. Many of the features PetPoint provides can do that for you, increasing organizational efficiency and workflow by reducing your dependency on manual processes and human intervention. Some examples of functionality you may not be familiar with include:

1. **Lost and Found Share:** Did you know that by activating the Share option in Lost and Found you can search not only *your* database but also those of neighboring PetPoint shelters for lost and found pets? Using this functionality can bring greater efficiency to your entire animal welfare community.
2. **Care Module:** This new module allows you to track all non-medical care, including behavior modification sessions, volunteer dog walking sessions, ETC. Using this feature can help streamline the daily activities handled by both staff and volunteers.
3. **Barcode Scanners:** The barcode scanner for microchip data entry can help your staff save time and reduces human error caused by entering microchip codes manually.

These are just a few of the ways PetPoint can help you reduce inefficiencies in your daily work. To learn even more efficiency generating and cost saving techniques, one of the great training tools we offer all PetPoint users is the annual PetPoint Summit in Chicago, held this year on September 15 to 17 at the Hyatt Lodge at MacDonald's Campus.

This fall we bring you two information-rich tracks so you can “Master the Basics” and “Advance your PetPoint Potential” through the use of PetPoint Pro, Lite, and Enterprise. Topics will include administrative setup, end-user training, and reporting with special emphasis on redesigns and enhancements in PetPoint.

If nothing else, I hope you take the time to read *Beautiful Jim Key* and learn for yourself what history has to teach.

Did you know?

Registration for the PetPoint Summit in Chicago is open! Whether you're a first time or veteran user, there's a learning experience for everyone, including our popular "Grill the Guru" one-on-one sessions.

To register for the PetPoint Summit visit www.petpoint.com/summits today!

Sincerely,

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