

PETS PLUS

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• FEB. 2003 •

a newsletter published for supporters of PAWS of East Texas Society, a/k/a PETS, an associate agency member of the American Humane Association

PETS MISSION

To reduce the number of homeless animals in Cherokee County through public awareness and the provision of adequate sanctuary, to passionately promote adoption of healthy, behaviorally-sound animals, to implement an accessible sterilization program, and to provide painless euthanasia when necessary.

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COMMITTEE CHAIRS

Building
Richard Klein

**Shelter Visitation/
Rescue**
Mitch & Paula Kuta

Fundraising
Jennifer Lee, Frances Whiteside

Major Gifts
Cris Neeld

Gearing Up For Golf Rotary tournament to benefit PETS

Heard about the terrific new clubhouse at the Cherokee Country Club? Here's your opportunity to dine in the clubhouse, play golf and help two excellent causes!

Tournament profits will be divided between the Jacksonville Rotary Club scholarship fund and PETS. In addition, the tournament will honor the memory of deceased members of the Jacksonville Rotary Club. The awards ceremony guest emcee will be Channel 7's Mark Scirto.

Trinity Mother Frances Hospital has stepped forward as a major sponsor, with ETMC funding the luncheon. Gardendale Nursing Home has underwritten a \$10,000 hole-in-one prize, plus hole-in-one prizes on all par 3 holes. Gift certificates will be awarded for longest drive and the drive closest to the hole. Cash prizes include \$600 for first

place, \$400 for second, \$300 for third, and \$100 for fourth

(based on a minimum 13-team signup).

The entrance fee is \$75, which includes free soft drinks along the course. If you're a member of Cherokee Country Club and can furnish you own golf cart, your fee is \$50.

If you're not a golfer but want to support this great event, call Doug Young at 903-586-4957 and volunteer to be a "worker bee." Or, sign up to be a hole sponsor...great PR for your business! Doug can also send you a flyer with all the tournament details.



Saturday, April 5th
Shotgun Start 8 a.m. • Lunch to follow

The Story of Hope Local video producer chronicles rescue

Jacksonville video producer Mike Culotta has donated his time, expertise, and equipment to make possible a video describing the true story of Hope, the Labrador some of you saw on Channel 56 in January. Thanks to Mike and to Cris Neeld, who called on her experience as a TV producer/director, for making this project happen both quickly and at no cost to PETS. Thanks for your generosity!

The 7-minute video tracks Hope's abandonment and rescue, the puppies she bore and their fates, and Hope's ultimate spaying and adoption. Unlike most abandonment scenarios, there is a happy ending, thanks to PETS volunteers.

The video is suitable for sixth graders through adults. (Younger children probably wouldn't grasp its message.) PETS offers it for programs in a classroom, a service club, or any place where two or three

gather together with a VCR available. We will send a PETS volunteer to introduce the video and give follow-up remarks.

To schedule a video presentation for your group, or to purchase a video to keep (\$10), please call Cris at 903-586-6857. Need your own video production for business promotion? Call Echo Valley Productions at 903-721-2147.

And again, for this professional tool, thank you, Mike and Cris!

Echo Valley Productions

CUSTOM VIDEO AND AUDIO

Michael Culotta

Post Office Box 768 • Jacksonville, TX
903-721-2147 evp@tyler.net

A COLLECTIVE EFFORT...

*From pro bono to the daily grind,
more sign on for animal welfare*

SERVICES RENDERED

PETS has been the recipient of more professional services. JoAl Sheridan is PETS' pro bono attorney. The Tyler office of Bucher Willis & Ratliff, Consulting Engineers, Planners & Architects, is donating its services at no charge to design the Richard D. Klein Animal Shelter.

On behalf of the animals who will ultimately benefit, PETS gives its heartfelt thanks to JoAl Sheridan of Moak & Sheridan in Jacksonville and to Kevin Newman and Frank Davis of Bucher Willis & Ratliff in Tyler.

GOOD NEWS, BAD NEWS

We're happy that the city has hired a second full-time ACO, Brad White, and a part-timer, Melissa Oliver, but sad to see Danny Johnson go. Due to health reasons, Danny recently resigned his job at our current shelter. An invaluable resource, Danny proved himself to be a devoted,

tireless employee who was on call for three straight months before extra help was hired. Danny's compassionate contributions will be sorely missed.

On a positive note: Melissa has been at the shelter as a temp and has long since proven her love and caring for the animals. Brad White also goes above and beyond in making life better for shelter inhabitants. Thanks, guys, for jumping on board!

ALL-ABOARD!

The PETS Board is proud (and grateful) to welcome new directors, Sheilah O'Heaney of Rusk, and Joe Gracie of Jacksonville. The Board is fortunate to have a diversity of talents and expertise represented in this group of individuals donating valuable time and resources to animal welfare. Sheilah and Joe will serve to further enhance the continued success of the Board.

Web revamp warrants revisit

PETS' presence on the web (www.palswithpaws.com) has recently received a facelift. The result is a user-friendly and enlightening site for pondering and perusing. Designed for even the least web-savvy surfers, the website offers insight into the PETS organization and its goals, construction plans and progress of the Klein Shelter, helpful hints for pet owners, animal welfare topics, and of course, ways to donate.

The most recent addition to the site is a printable application for Texas Animal-Friendly license plates. Not only do these mobile messages make a bold statement about your animal-advocate status, they provide a means to support low-cost spay/neuter programs in Texas. So, log on, fill out...send in!

What else will you find online? Recent news, event calendar, rescue stories, adoption info and e-mail links.

*See for yourself...
Log on...again!*



• www.palswithpaws.com •

We're not greedy...we're needy!

(and we'll be fundraising forever and ever!)

Since you've received this newsletter, you've most likely donated to our cause. But you might want to pass this along to friends and family who haven't.

And okay, we admit it...we encourage double-dipping!

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

\$15 \$25 \$50 \$75 \$100 \$250 Other \$ _____

I would like to volunteer my time...please contact me!

*Your donation may be deductible to the extent permitted by law. Please consult your tax advisor.

Send the above form with your check payable to:

PETS 🐾 300 Commerce Street 🐾 Jacksonville, TX 75766

Or! Donate online with a credit or ATM card at:

www.palswithpaws.com

DONATIONS MADE EASY

While we hope to have 100% PETS participation in Cherokee County, please remind your out-of-county family and friends that they, too, can donate at www.palswithpaws.com. The method is secure. All they need is an ATM or credit card.

At the request of ongoing contributors, monthly bank drafts can be set up by filling out minimal paperwork. Authorize a draft on your checking account by Jacksonville Savings Bank or arrange an internal transfer within Austin Bank, as you prefer. We thank these institutions for offering this service at no charge to PETS.

Don't be a draft dodger...sign up!

We're Swamped...Can You Give Us A Leg-Up?

Thanks to all who have stepped forward to help the animals, but we still need these things!

EDUCATION. Utilizing materials from the American Humane Association or other national groups, get information on animal welfare into Cherokee County schools. Solicit businesses to underwrite the cost of age-appropriate newsletters for the classes. A class' subscription to *KindNews* is only \$25! Surely there are businesses in the county that, if asked, would allot \$25 to send each child in a particular class a newsletter that would state on the cover "brought to you by [name of business]."

EVENT MANAGEMENT. We've got a full calendar of events already slated for 2003. Are you an organizer-extraordinaire? Would you be able to volunteer time for special events and fundraisers? We need people for everything from booth-manning to food prep to party planning. Please...let us put you to work!

FUNDRAISING. What can your group do independently? A great example of a 2002 stand-alone fundraiser was *Hawgs for Dawgs*, which the biker clubs organized on their own. Car washes, benefit performances of plays, and tips day at a fast food restaurant are other examples. Use your imagination and creativity!

PUBLIC RELATIONS. Keep PETS in the forefront of the written press, radio, and television. Schedule our directors for regular follow-up appearances to keep the public informed. Promote national observances such as "Adopt A Shelter Dog" or "Adopt A Shelter Cat" weeks.




GOODS & SERVICES. Does your business offer services or materials that will be needed for construction of the Richard D. Klein Animal Shelter? If you can offer in-kind donations, completion of this much-needed facility will be faster and cheaper, and your business will in turn receive valuable PR exposure...not to mention that warm and fuzzy feeling we all love!


FOSTERING. Would your family consider either being a foster family or underwriting the expenses of someone else who is fostering? The fostering expenses include everything a permanent pet needs: heartworm check, followed by treatment or preventive meds; rabies shot; standard inoculations against disease; food; leash, collar, and ID; and sterilization — everything except the love is expensive! If we could link care-giving fosterers with persons able to underwrite these expenses, many more foster homes could be set up while we await the opening of the Richard D. Klein Shelter.


RESCUE. While we work for the future, don't forget the animals in our current shelter who will not survive to see the Richard D. Klein Animal Shelter. Visit the shelter to photograph animals that rescue groups might accept. E-mail pictures to the appropriate group. Set up transportation. Usually, the rescue group will meet a transporter halfway.


Pick a task and pick up the phone... contact one of our directors (see cover).


OTHER WAYS TO HELP IN 2003:


 Put a TLC (Today's Loose Change) **donation can** where you work. These coins and bill mount up!


 **Save snugglies**...your worn-out blankets, clothes, linens, or rags — anything into which an animal could cuddle. When the new shelter opens, we will need thousands of these. Collection baskets have been placed at vet clinics in Jacksonville and Rusk, and Serena's Pet Care in Jacksonville. If you will manage similar baskets in Alto and Bullard, please let us know!


 Get a **Texas Animal Friendly license plate** for each of your vehicles. The \$25 annual fee for these plates goes into a fund that underwrites low-cost spay/neuter clinics in Texas. What an investment! You can print an application from our website (www.palswithpaws.com), or apply at your local tax office.


 On your next **special occasion**, give a gift to PETS. Instead of accepting gifts on your next birthday or anniversary, ask your family and friends to donate to PETS in your honor.

 **Boycott products** tested on animals. Before you buy cosmetics or household cleaners, check the label...it won't say "We test on animals," but the companies that refuse to test on animals will so state on their products.

 Invite a **PETS speaker** to your club. Or, plan a party in your home and host a **Shower for the Shelter**. PETS can furnish a timely wish list.

 Are you **planning your estate**? Remember PETS! PETS' full name is PAWS of East Texas Society, and it is a Texas non-profit corporation granted 501(c)(3) status by the Internal Revenue Service.

 None of us knows when disaster will strike. If you believe that, after your death, PETS would be an appropriate designee for **memorials** to you, please let your next of kin know your wishes.

 Make a quiet statement...buy and use **spay/neuter stamps** from the U.S. Postal Service.

And, the single most important thing you can do: spay/neuter!

Please don't litter...spay/neuter your own pets. You're not preventing just one litter, but future generations of that litter, which could multiply into the thousands! If you are among those to be applauded and have already altered your pet, consider paying for spay/neuter surgery for an acquaintance who may be on a fixed income.



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Dates to Remember... (mark those calendars!)

TUESDAY • FEB. 25

Spay Day USA (visit www.ddaf.org)
Use Spay/Neuter stamps,
available at your local post office

SATURDAY • APRIL 5

Tee off for PETS!
Rotary Golf Tournament
at Cherokee Country Club
(details on front page)

A special round of a-paws goes to...

Dottie Johannes and Marian Lindsey, a mother/daughter team who is managing the TLC (Today's Loose Change) donation cans

Marshia Walker for working on a membership structure for PETS to be implemented in 2004

Jane Haws for managing collection boxes at the Jacksonville vets and phoning motels, hospitals, and nursing homes to solicit their discarded clean linens as snugglies for the current shelter

Jodie Moore, Jane's great-niece, who is working with Jane to spread the word about the shelter's needs. Jodie would like to promote a PETS project at Nichols Elementary in Jacksonville. If you have a child or grandchild attending Nichols, see if he/she can visit with Jodie about ideas

Paula Kuta, who is taking a time out from her role as PETS board member, speaker, visitation coordinator, shelter visitor, and all-around "I'll take care of that!" person. We will miss her, and will welcome her back when the right time comes.

Jeff and Sissy Austin for opening their home to PETS for a Valentine gala

Julie Robinson and Powder Puff Girl (a rescued Pit Bull) for visiting Ms. Rodriguez' class at East Side in January

Lesa Lindsey, who is designing a database for tracking animals at the Klein Shelter

Jean Clark for writing a grant application and managing a snugglies collection basket at Cherokee Animal Clinic in Rusk

Sheilah O'Heaney for researching juvenile spay/neuter and managing Cleo's Fund

Gray Cleaners, which is again our drop-off point for everything!

Sam and Patsy Hopkins, who have volunteered to foster dogs while they are waiting for rescue groups to arrive



Be Ye Scholarly?

Could you attend just one workshop on behalf of PETS? (At your own expense, as a donation, please).

Be our eyes and ears at one of the many workshops being offered during the **Texas Federation of Humane Societies Conference in Plano on April 27-29**.

Those of you with relatives in the Dallas area could save on hotel fare, strengthen family ties, and do research for our new shelter all in one trip...can't beat that for multi-tasking!

For workshop schedule and signup info, call Frances Whiteside at 903-589-8253.