



VERONA STREET NEWS

A Joint Publication of the Verona Street Animal Society & Rochester Animal Services

SUMMER 2013

Verona Street Animal Society, Inc. is a not-for-profit organization that supports Rochester Animal Services.

Event Achieves New Heights for Animals

On June 8, 2013, the City of Rochester and the Verona Street Animal Society (VSAS) held their most successful shelter fundraiser to date.

In 2012, the event grossed \$47,000. This year's goal was \$60,000. Due in part to some changes related to online fundraising and the promotion of team fundraising, VSAS raised over \$70,000.

The Fast & The Furriest® 2013 attracted over 500 registered runners and 300 walkers. Adoptions included 16 dogs, nine cats, two rabbits, and a bearded dragon. New this year was the free rabies vaccination and \$20 microchip identification clinic which was in high demand. The clinic administered 143 rabies vaccinations and implanted 63 microchips during a two-hour period.

The 10K drew record numbers to kick off the event at 8 am on Plymouth Avenue with event emcee J.P. Hastings from FM 100.5 The Drive. Greg Selke took the top prize for the men with a time of 34:18. Shelby Herman was the top finisher for the women at 43:11.

Just 15 minutes after the 10K start, the 5K began around the corner on Brown Street. The 5K is an out-and-back route that shares its finish line with the 10K. Joe Weber was the male winner at 18:08 and Lindsay Piraino was the female winner at 20:31.

Runners finished amidst a crowd of cheering friends and family. Travis Fitch belted out the acoustic rock in Brown Square Park until race results were finalized and awards were presented. Race Awards Sponsor and President of Monroe Veterinary Associates, Dr. Paul Black joined event director Chris Fitzgerald to present awards to the top finishers.

Co-emcee Nikki Rudd from WHEC News 10 NBC helped start the dog walk at 10:30 am along Verona Street. Over 300 registered walkers paraded their canine companions around the neighborhood led by RAS volunteers with happy shelter dogs available for adoption.

The pet contests continue to be a crowd pleaser as everyone gathered around the stage to see who would be crowned the furriest dog, and the dogs with the best smile, best wag, best trick, an uncanny resemblance to the owner, and the fastest hot dog bobber. Top fundraising awards were presented to Carol Giotto (\$2,198.50), Caitlin Demtschenko (\$1,955), and Suzie Kopitzki (\$1,155). The top fundraising team was Team Hattie at \$3,873.

Save the date for The Fast & The Furriest® on Saturday June 7, 2014. If you are interested in helping with event planning, volunteering, or sponsorship for next year, contact VSAS at VSASinc@gmail.com or 585-727-2533.



Photo: Matthew Bernius & Andrea Basso

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Happy Tails - Pippi

My name is Sam and I adopted my #1 girl, Pippi (aka Darla/#6, adopted 6/6/12), from Verona Street last June and she is amazing! Pippi goes everywhere with her mama (thanks to her new stroller!) and she is so well-behaved and smart. She enjoys spending time with her extended family too, who love to spoil her when she visits. We just celebrated Pippi's 7th birthday and are looking forward to many more wonderful years with the Princess of the family. Thanks to Animal Services and the Verona Street Animal Society for introducing me to my best friend and awesome daughter!



KEEP YOUR DOG SAFE & LICENSED

City residents can apply for a dog license at the City Clerk's Office
30 Church St. Room 100A



QUESTIONS? Call 311
www.cityofrochester.com
Outside the City call
(585) 428-5990

Art: John Hawk

TO APPLY FOR A DOG LICENSE, CITY RESIDENTS CAN

- (1) Mail the following information to the address below:
 - A copy of the rabies certificate
 - Proof that dog was spayed or neutered
 - Check or money order for \$8.50 (spayed or neutered) or \$20.50 (not spayed or neutered)
 - Provide us with your name, address and telephone number

Or

- (2) Visit the City Clerk's Office at City Hall, 30 Church Street, Room 100A with the information listed above



Thomas S. Richards, Mayor
City of Rochester, NY

HOW CAN YOU HELP?

Have you adopted an animal from Rochester Animal Services? Tell us your story. You can submit your adoption story at [facebook.com/VeronaStAnimalSociety](https://www.facebook.com/VeronaStAnimalSociety) or email to AnimalServices@cityofrochester.gov.



Be a **COOL** pet owner!

When the temperature goes up, leave your pet at home!

- Leaving your pet in a hot car for even a short period of time can be very dangerous.
- Even with all the windows cracked, the temperature of a car's interior can quickly rise to deadly levels.
- Pets do not sweat the way we do; they cannot cool their bodies efficiently in hot temperatures.
- When overheated, pets can go into shock, leading to irreversible organ failure and death.
- If you think you will need to leave your pet in a car, even for a few minutes, leave them safely at home instead. They will be happy to see you when you return!

photos courtesy of GM



Vehicle heat studies prove the danger of leaving pets in parked cars, where temperatures can be more than 40 degrees higher than outside.

Questions? Call 311 • www.rochesteranimalservices.com



 Thomas S. Richards, Mayor
City of Rochester, NY



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Thomas S. Richards, Mayor
City of Rochester, NY

Art: John Hawk

The Director's Cut



Animal Services is the City of Rochester's animal care and control agency. Its authority stems from State laws regarding dog licensing, dog control, and dangerous dogs. Over the years, the City of Rochester has expanded its animal-related services. What was once the City Pound is now the Animal Services Center.

Through local ordinances, Animal Services has extended its services to include regulation of cats and other animals kept as pets. At some point

during its history, Animal Services began providing courtesy services such as the pick-up of surrendered pets from residences throughout the city and the removal of nuisance wildlife. In 2004, we began offering spay and neuter surgeries for cats and dogs of low-income pet owners.

Over the years, it has become expected that Animal Services will provide some solution to all manner of animal concerns. In some cases, we have been doing more than our resources can accommodate. We are making changes to improve processes and streamline functions. Some service reductions may be necessary to enable Animal Services to focus on its core responsibilities of care and regulation for companion animals. However I think it is important to recognize that many of the challenges facing agencies such as ours result from human actions. Much like graduation rates that are not solely the responsibility of the school district and crime rates that cannot be reduced by the police department alone, animal care and control agencies need help from the community to address the challenges and to make positive impacts.

Animal shelters are often compared and judged based on their live release rates, which is the number of adoptions, returns to owners and transfers to other animal welfare organizations divided by the total intakes. Our live release rate is creeping slowly up from less than 30% in 2000 to approximately 50% as of 2013. So about half of the cats and dogs entering our care will be released alive and the other half will be humanely euthanized. That may seem like a failure on our part, but it is not. We are working everyday to save lives and celebrating every success. We had another great year for adoptions with 859 dogs and 745 cats finding new homes. Additionally, 428 dogs were returned to their owners and we transferred 873 animals to other organizations. It has taken a lot of hard work and dedication by our employees, volunteers, support network, and the Verona Street Animal Society to make the strides that we have. However, there remains much room for improvement and we need the community to be part of the solution.

So what am I getting at? How can the community help? Well, if you consider that our agency is taking in thousands of animals that are roaming, abandoned, lost, injured, unwanted or causing public safety concerns, there may be alternatives to impoundment at a municipal shelter. You can help us reduce our intakes so that we can focus more attention and resources on the pets that truly need our help.

Prevent your pets from roaming by keeping them properly restrained or confined. Yes, cats too. Although many contend that cats need to roam freely for their wellbeing and because of their natural hunting drive, it does not take animal care professionals many days on the job to realize that the cat struck by a car or the ones that ingested engine coolant or got stuck in the fan belt would have been much happier confined to a safe home.

Make sure your pets are wearing identification tags at all times. State law requires dogs to be licensed and wearing their tag but we recommend using another tag with your pets name and phone number so that your neighbors can contact you if they should find your pet. Doing so will prevent your pet from ever entering a shelter.

When pets exhibit undesirable behaviors, consult a veterinarian and/or behavior specialist about possible modification. If the corrective measures do not work, try contacting local rescue organizations that may be able to provide such special care or attention before placing into a new home. If you are moving out of town, consider taking the pet to a high-live release rate shelter or rescue in the new community.

Train your dog and socialize it with other people and dogs. Provide exercise. Dogs that are well trained, socialized, and exhausted from the day's activities, generally are not involved with dog bite incidents resulting in impoundment for rabies observation and confinement. Additionally, such dogs that are trained and socialized are far more likely to be adopted into new homes. Many of the dogs entering our care have not received such attention. They may be unfamiliar with leash walking and may have spent most of their lives tethered outside. For social animals like dogs, this deprivation manifests into aggression, so it is no wonder that many of the dogs entering our care are found to be unsuitable candidates for adoption. They come to us without training and socialization and we are judged on our ability to adopt them out.

The situation with cats is similar; many are feral or community cats that may not have been socialized or may have reverted to wild behaviors in the absence of a caregiver. Such cats are not suitable for placement in most home environments. Other cats arrive healthy and social but quickly develop respiratory infections related to the stressful shelter environment and constant passing of germs on our hands and clothes.

If Animal Services continues to be viewed as solution for every animal concern, we are going to continue to struggle with saving lives. We need to focus on saving the lives of the pets that find their way to us. We need pet owners to take responsibility for their charges; get them spayed and neutered; have them vaccinated; provide the training, socialization and attention that they need. We need the community to help us by advocating on our behalf, adopting from shelters and rescue groups, getting involved as a volunteer or donor, or joining a VSAS committee. Together we can save more lives.

Chris Fitzgerald
Director, Rochester Animal Services

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Art: Ben Smith

Photos: Matthew Bernius & Andrea Basso

Shelter Asilomar Stats

	Dogs	Cats	Total
A BEGINNING SHELTER COUNT (7/1/2012) INTAKE (Live Dogs & Cats Only)	63	123	186
B From the Public	3020	2646	5666
C Incoming Transfers from Organizations within Community/Coalition	0	0	0
D Incoming Transfers from Organizations outside Community/Coalition	0	0	0
E From Owners/Guardians Requesting Euthanasia	144	63	207
F Total Intake $[B + C + D + E]$	3164	2709	5873
G Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	52	20	72
H ADJUSTED TOTAL INTAKE [F minus G]	3112	2689	5801
I ADOPTIONS	833	743	1576
J OUTGOING TRANSFERS to Organizations within Community/Coalition	141	332	473
K OUTGOING TRANSFERS to Organizations outside Community/Coalition	145	220	365
L RETURN TO OWNER/GUARDIAN	430	24	454
DOGS & CATS EUTHANIZED			
M Healthy (Includes Owner/Guardian Requested Euthanasia)	767	706	1473
N Treatable - Rehabilitatable (Includes Owner/Guardian Requested Euthanasia)	281	461	742
O Treatable - Manageable (Includes Owner/Guardian Requested Euthanasia)	18	22	40
P Unhealthy & Untreatable (Includes Owner/Guardian Requested Euthanasia)	529	195	724
Q Total Euthanasia $[M + N + O + P]$	1595	1384	2979
R Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)	53	20	73
S ADJUSTED TOTAL EUTHANASIA [Q minus R]	1542	1364	2906
T SUBTOTAL OUTCOMES $[I + J + K + L + S]$ <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>	3091	2683	5774
U DIED OR LOST IN SHELTER/CARE	7	41	48
V TOTAL OUTCOMES [T + U] <i>Excludes Owner/Guardian Requested Euthanasia (Unhealthy & Untreatable Only)</i>	3098	2724	5822
W ENDING SHELTER COUNT (06/30/2013)	76	85	161

NOTE: Live release rate for dogs and cats from July 1, 2012 through June 30, 2013 was 49.67%.



**Official pet food of
Rochester Animal Services
www.hillspet.com**

Asilomar data enable all organizations that shelter animals to utilize uniform statistical recordkeeping and facilitate accurate comparisons. For more details, visit www.asilomaraccords.org. These statistics include numbers for dogs and cats only.

Rochester Animal Services temporarily houses approximately 6,000 animals annually. We are committed to reuniting owners with missing pets and to placing animals in new homes; however it is impossible to find homes for all of them. Some animals are euthanized due to illness or injury. Others may display vicious or aggressive behaviors. Sadly, many animals are euthanized because there are more stray and unwanted animals in our community than our space and resources will accommodate. We must all take responsibility to spay and neuter our pets and to encourage others to do the same. If the number of animal intakes declines, then we can devote more time and energy to those animals we do shelter, we can increase adoptions and redemptions, and reduce or eliminate unnecessary euthanasia.

How Can You Help?

- ▶ Adopt from a shelter or rescue organization
- ▶ Spay and neuter your pets
- ▶ Volunteer at RAS
- ▶ Join a VSAS sub-committee
- ▶ Foster a special needs or other adoptable pet
- ▶ Donate money or in-kind items
- ▶ Like us www.facebook.com/VeronaStAnimalSociety
- ▶ Follow us at twitter.com/VSAS_RAS
- ▶ Promote RAS and VSAS among friends and acquaintances
- ▶ Register for The Fast & The Furriest® or attend our other events

Volunteer Corner

RAS recruits volunteers on an ongoing basis to assist shelter operations with cleaning and laundry duties, walking and socializing with dogs, visiting with cats, clinic support, customer service, data entry, offsite adoptions and community outreach. If you are interested in getting involved as an RAS volunteer, come down to 184 Verona Street or visit www.rochesteranimalservices.com and submit an application.

There are also volunteer opportunities with the Verona Street Animal Society (VSAS). Email VSASinc@gmail.com if you are interested in helping the Friends group with marketing, advertising, communications, or fundraising.

Animal Services Wish List:

- Canned cat & dog food*
- Collars & leashes
- Liquid laundry detergent
- Liquid dish soap
- Sturdy chew toys
- Puzzle feeders
- Cat toys
- Pet brushes
- Pet shampoo
- Pet carriers & crates
- Pet treats
- Can openers
- Cat litter scoopers
- Rubbing alcohol
- Heating pads

*RAS feeds Hills Science Diet pet foods and requests any donated dry or canned food be Science Diet to ensure the consistency and avoid gastric upset associated with changing diets.





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and Rochester Animal Services

I want to help VSAS support Animal Services!

I recognize the public safety, education, and life-saving functions and programs provided by Animal Services and the limited funding available. Therefore, I know that my financial support will help expand existing programs and services to save even more lives.

Please accept my enclosed gift of:

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

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Verona Street Animal Society

P.O. Box 22874

Rochester, NY 14692

www.VSAS.org

* VSAS is a 501(c)(3) tax exempt organization and your contribution is tax deductible.

Summer 2013

THANKS



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How to keep your pet safe during the Dog Days of Summer

The “dog days of summer” refers to the hot, sultry stretch of time from July through August. It wasn’t named that because the dogs were doing more panting than usual, as you might think. It was coined as such by the Romans in early times because during that period of summer, Sirius, the Dog Star, rose at the same time as the sun. That celestial sync no longer occurs due to the gradual shift in the orientation of the Earth’s axis of rotation, but the name has stuck.

As we are in the midst of the dog days of summer, be aware of how the heat affects your pets. Pets do not sweat like humans and cannot cool their bodies in heat as well. Pet breeds with snub noses, very young and senior pets are at higher risk. When the temperatures rise, you need to take measures to assure that they do not overheat which could lead to heatstroke and death. Heatstroke symptoms to look for include lethargy, drooling, fever, vomiting and collapsing. Get your pet to the vet right away if you think they have heatstroke.

The following are some steps to take to ensure your pet’s safety during the long summer days.

- ▶ Never leave your pets alone inside a hot car. Even on cooler days, it is not safe. A car’s temperature will rise about 40°F in an hour at 72°F. Most of that temperature rise is during the first 30 minutes. A car can reach 120°F in just a few minutes on a hot day. Cracking your car windows does not keep the car from heating up. Parking in the shade can still lead to a pet having heatstroke. Leaving the car running with the air conditioning is not a guarantee of your pet’s safety. Noxious fumes could build up. The best thing is to leave your pets at home on hot summer days.
- ▶ When there is extreme heat and humidity, do not leave your pets outside alone. Even in the shade they are at risk for heatstroke. If your dog is in the sun for an extended amount of time, consider applying dog sunscreen. Allow your pets access to cool spots in the house that don’t get much sun.

- ▶ Make sure your pets are well hydrated. Keep your cat and dog water bowls refreshed more frequently when it is hot.
- ▶ Provide ways for your pets to cool off. Add ice cubes to their water or position fans near their beds. Dogs love toys stuffed with frozen peanut butter!
- ▶ Schedule exercise in the cooler morning and evening hours with your pets. Avoid walking your dog or playing with your cat during the hottest times, which is generally mid-day to late afternoon.
- ▶ Stay off hot asphalt/black top/pavement, sand and sidewalks. Animal paws can burn on these hot surfaces. When the air temperature is 87°F, asphalt can be 143°F. At 125°F, skin can be damaged in 60 seconds. Press the back of your hand to the surface for 7 seconds to test how comfortable it will be for your pet to walk there.
- ▶ Keeping your pet well groomed will help ensure their comfort in the summer and reduce skin problems. Dogs can get haircuts, but keep their fur at least an inch long to protect them from the sun. Brush your dog regularly. Cats with a brushed, tangle-free coat will stay cooler also.

Summer can be a fun season for you and your pet and with these tips you can make sure you both enjoy it safely!



Art: Jennifer Cisney

President's Message



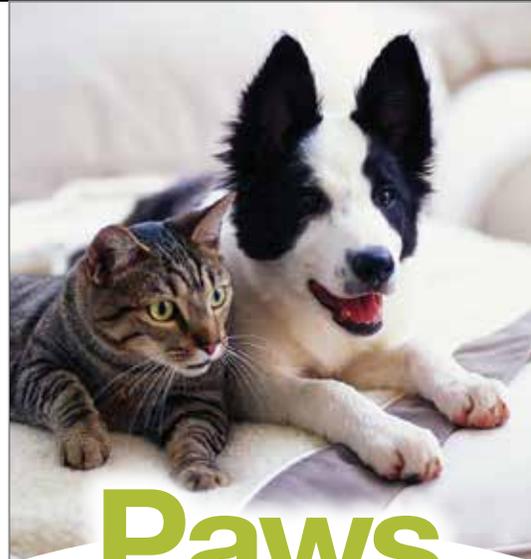
I'm baaaack....Well hello again Rochester animal supporters. It's me, Jennifer Brown, former President, Founder and fellow animal lover. I have just taken on the role of Acting President due to the recent resignation of former President Kim Shimomura. I first want to say that Kim, who has been a strong and passionate board member since 2009, will be missed greatly and although circumstances are pulling her away from the board right now, we are grateful to still have her involved in key areas and projects. Among her many accomplishments with VSAS, most notable was Kim's effort to create Frenchy's Fund. This fund is instrumental in providing life saving medical care for special needs residents at Rochester Animal Services. So thank you Kim for all that you have done at VSAS.

Let's turn now to The Fast & The Furriest®, which just celebrated its 7th successful year and highest grossing event to date! A big THANK YOU to all who attended, supported, volunteered and spread the word. We grossed over \$70,000 and couldn't be happier as those funds will provide significant support for expanding and enhancing the programs of Animal Services. Even a few showers couldn't keep the masses away with an all-time record number of attendees. For more information, see our cover story on page one.

This summer we are also working with the City of Rochester and the Animal Farm Foundation to establish two play yards as part of the shelter enrichment program for shelter dogs. In our ongoing effort to increase live releases, enrichment programs have shown tremendous benefits and drastic increases to adoptions. Happy and fulfilled; mentally, emotionally and physically stimulated dogs are generally more adoptable. Unhappy, frustrated, or bored dogs do not present well in their kennels and potential adopters will be put off by their kennel-induced behaviors. It is well established that enrichment helps to counter these behaviors by making the dogs' experiences more fulfilling, therefore reducing anxiety behaviors, improving socialization and manners and providing basic training. We here at VSAS and RAS want to give the animals every possible chance to find their forever homes. We will keep you updated as to the status of this life changing program.

Please continue to spread the word about Rochester Animal Services and let's work together to make 2014 another record year for adoptions.

Thanks,
Jennifer Brown, Sasha and former RAS resident extraordinaire, Nanook



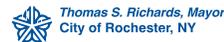
Paws and think...

...about how you can help
Rochester's furry friends:
Adopt ■ Foster ■ Volunteer ■ Donate

The Verona Street Animal Society, Inc. is a non-profit organization that was established to raise funds and promote awareness for Rochester Animal Services. We can't succeed in this crucial mission without your support. Visit:
www.facebook.com/VeronaStAnimalSociety
www.VSAS.org



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Art: John Hawk

VERONA STREET NEWS

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Rochester Animal Services (RAS) is owned and operated by the City of Rochester. The Verona Street Animal Society is a not-for-profit organization that provides resources necessary to enable RAS to more effectively serve the public's animal care and control, pet sterilization, and pet adoption interests and, in cooperation with the City of Rochester, supports the mission of RAS.

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