

For p&tC Customers Only

## HALF-PRICE MICROCHIPPING

Extended to 30 April – Only \$20!

Every dog and cat in Victoria must by law be microchipped before they can be registered. If you have one that isn't, get on it now, because...

The Lost Dogs Home in conjunction with the National Pet Register is extending their March half-price microchipping special through to 30 April – exclusively for my p&tC customers!

To qualify for this offer just:

- Phone 9329 2755 for a booking any time during normal clinic hours (appointments are essential – no walk-ins please)
- Mention you're a p&tC customer when you book
- Bring a copy of this newsletter when you go for your appointment

The Lost Dogs Home is at:

2 Gracie Street, North Melbourne VIC 3051

## BYE BYE BUNNY

If you're wondering why the Easter Bunny didn't make his usual appearance for pet pics this year – sorry folks, we retrenched him.

So many of you were clamouring for your own custom portraits that we ditched the furball in favour of holding more in-store Studio Sessions. (Get your appointment for the next one *fast* – see details below right.)

But a big thanks to the big bunny for his many years of faithful service!



**Wendy, Georgie and Lilly, co-proprietors of Albert Park's own slice of dog and cat heaven, pets & the city.**

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### Hello fellow students!

No matter how long I'm proud parent to Georgie and Lilly – and proud proprietor of pets & the city – I'll never stop learning new and amazing stuff about our treasured pets and the people that serve them.

### That's why I'm going back to school!

Dog Listener School, that is. See page 3 inside for the full story and a sampler of the things I'm going to be studying.

If you're a bit of a student yourself, this is the issue for you!

In addition to some titbits from my upcoming adventure in doggie psychology, you'll find:

- Your chance to ask your own dog behaviour (or *misbehaviour*) questions.
- Helpful hints about one of the most common behaviour problems dog owners face - or *think* they face.

- Info on a terrific animal re-homing and fostering service we'll be supporting actively in the store.
- Pointers on help for older, arthritic pooches from one of your fellow customers.
- New pet websites, and lots more.

### Plus of course...

For the materialist (or should I say pet-erapist?) in all of us – get the scoop on a heap of covetable new stuff now in the store.

### So get revising!

And don't forget to come in to p&tC and put my new-found Dog Listener knowledge to the test.

Studiously yours,

*Wendy*

## Next photo studio session Furrever Pet Photography at p&tC Saturday-Sunday 5-6 April, 10am – 1pm (By appointment only)



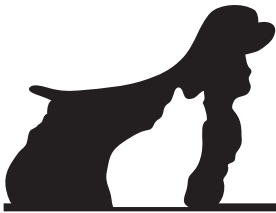
The perfect setting for an unforgettable portrait of your pet!

Pet portraits are on again – and as always, these free sittings will be snapped up faster than a bowl of bikkies! Here's what you'll get...

- A FREE 20 minute photo sitting – this time with your pet lounging on our oh-so-decadent leopard print chaise

- Discounts on prints of all sizes
- Choice of personalised products and gifts featuring your pet's portrait

It's first in best dressed – so call 03 9686 5252 pronto to snaffle your appointment.



# SCHOOL SUPPLIES WERE NEVER THIS MUCH FUN!

While I'm hitting the books, you can hit the store and stock up on the neatest and newest gear for your little learners...

## PLAYTIME

### Rogz Floating Frisbee

Another great one from the guys at Rogz – three holes for easy pick-up in the waves, and brightly coloured so it won't get lost in the sand.



### Kong Water Wubba

No it's not an octopus! But with its long, wetsuit material tentacles, it's great to grab in the water. It floats, it's Kong durable – plus your choice of three fluorescent colours.



### Yeowww! Catnip Toys for Cats

Million-sellers in the US, these are stuffed with the most potent, best grade organic catnip, and will drive your moggie bonkers for up to a year.



## MEALTIME

### Hand-painted "Cat and Dog Design" Bowls

A new range of whimsically decorated bowls in a range of sizes for the smallest to the largest eaters. Can even be personalised for your pet!



### Dogue Dog Bowls

Give your dog a bone – with these pink, blue or red bowls decorated with bone cut-outs around the sides. Look like glass, but they're durable plastic - with heavy bases to prevent tipping.



### Sorry – still out of Cat Greenies...

I know you want them! But they're simply out of stock in Australia, pending a new patent in the US. But never fear – I've tracked down lots of other tasty cat treats so your puss won't feel neglected.

## LOOKING GREAT

### FuzzYard Organic Shampoo & Conditioner

Shiny and clean, all naturally, with organic extracts, free of sulphates and chemicals, and 100% made in Australia.



### Diamante Pendants for Dogs and Cats

Gorgeous, sparkly collar pendants in neat shapes and colours, to make your student stand out from the pack.



### Doggie Badges

For those casual days – assortment of fun collar badges that express your dog's innermost thoughts.



## FEELING GREAT

### Vet's All Natural Raw Foods

A terrific range of raw meat and vegetable food formulations for dogs and cats. The result of years of research and trial by respected Aussie vet Dr. Bruce Syme, they can assist with skin disease, arthritis, obesity and many other ailments. (I can see the difference in Georgie and Lilly already!). Sealed in vac packs for freshness and up to six months shelf life.



### Naturapetics

Natural therapy made from natural plant-based essences, to promote balance and harmony in your animal friends. Fleapetics to repel fleas and insects – Rescuetetics for pets easily spooked – Travelpetics for car, air or sea trips, and more.



## CUTTING GLASS

### Café Cozy Comfort Mats

The perfect accessory for when you and your pooch skive off around town. Faux fur mat with waterproof underside for wet pavement – folds up neatly into its own shoulder bag. Limited stock, in small and medium.



## BACK TO SCHOOL

### X-Mat Pet Training Aid

Create pet-free zones! The X-Mat features passive discomfort bumps that condition your pet to stay away from any area where you place the mat.



## AND FOR THE PROUD PARENTS...

### Walter Says Cat and Dog T-shirts

Walter the Survivor Cat (the car almost won) is the inspiration for these super-comfy, long body, cap sleeve, 100% cotton t-shirts featuring his dog and cat friends with attitude.



### Handmade, Customised Felt Pet Sculptures

Just provide a couple of images (print or digital) of your pet, and in a few weeks you'll get back an adorable, miniature felt sculpture of your baby that fits in the palm of your hand! Call me or come in for more details.



## DOG LISTENER SCHOOL, HERE I COME!

A while back, I was introduced to **Amchien Bonding** - a method of communicating leadership to dogs developed by **Jan Fennell** who spent 15 years watching and learning how canines interact naturally from wild dogs and wolves.

In May, I'm taking her intensive foundation Course in these gentle, mainly non-verbal techniques - so that I can provide practical advice to customers in need.

And **Joanna Meek**, our own local Amchien Bonding disciple, will also be a regular contributor to our newsletter. To start you off - there's one simple but valuable tip below.

### Better yet - ask Joanna yourself!

If you have a dog behaviour dilemma, you can email your questions directly to Joanne at [jo@k9karma.com.au](mailto:jo@k9karma.com.au) Just tell her you're a p&tc customer and she'll answer you directly - plus we'll feature selected Qs&As in each issue.

### The Dog Listener says...

*99% of undesirable behaviour in dogs is the result of a lack of understanding between people and dogs. You need to understand your dog's needs and 'language' - and establish yourself as the calm, consistent leader.*

### To stop a dog pulling on the lead: practice Stop-Start-Change Direction

*Every time your dog moves forward and pulls on the lead, simply turn and walk in the other direction, calling the dog to come with you. If the lead goes tight again, stop start and change direction again. Do this over and over again (it's worth the effort) - until your dog understands that you are the one making the decision about which way to go.*

## A BIT OF ONLINE EDUCATION...

### TOO MUCH TIME ON YOUR PAWS?

As if you're not already wasting enough time on Facebook or MySpace socialising madly across the web world - now your dog can too! Check out these woofers networking sites...

**www.doggysnaps.com** - created by UK charity DogsTrust, this canine caring and sharing site now has over 30,000 doggie members - and was voted one of the best new websites of the year in Britain.

**www.beneful.com.au/dogspace** - closer to home, pet food maker Purina has launched a dogspace of their own. Set up your dogs' profiles and watch them make friends across Australia!

right: Pooch website is an award-winner - Dog Facebook: [www.doggysnaps.com](http://www.doggysnaps.com)

### WHATEVER COULD BE NEXT?

**www.flexpetz.com.au** - it could only come from La La Land! For those who want an occasional pet fix without the permanent responsibility - or want to 'try before they buy' - California-based Flexpetz provides socialised and trained dogs (all rescued or rehomed) for daily and weekly rental. Operating in NY and LA now, they're rolling out to more cities across the world, and plan to open in Sydney by mid-2008.

## A LESSON IN KINDNESS:

### THE ANIMAL REHOMING SERVICE (TARS)

In 1997, Michaela Newell established this free, not-for-profit service to find new homes for "Fur Friends in Need" - without subjecting them to the trauma of the pound or the risk of euthanasia. Since then, she's found homes for over 700 animals - from mice to stallions, but mostly cats and dogs.

TARS eliminates the middleman - compiling photos, descriptions and owner contact details and distributing them weekly via email. All you do is contact the owner directly to start the process.

### You can foster an animal too!

Life events like moving to a nursing home, divorce or eviction often mean people have to find homes for their pets immediately. Foster homes help bridge the gap while a new home is sought, which usually takes around two weeks. If you can't take on a pet permanently, it's a great way to help - and bring a little animal joy into your life for a wee while.

With winter on the way, the number of pets abandoned is on the rise, and TARS will need an increasing number of permanent and foster homes.

If you'd like to get on the TARS email list - adopt or foster a pet - or if you have an animal that needs rehoming - contact Michaela on [michaelanewell@bigpond.com](mailto:michaelanewell@bigpond.com). (Her web site will soon be operational too - [www.tars.org.au](http://www.tars.org.au))

### Looking for a pet to love? Look in our window!

Every two weeks, we'll be featuring a TARS dog or cat that needs a new home. Look for the gold frame displaying the pet's picture and details, and find the new love of your life right here at pets & the city!

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**POOCH WEBSITE IS AWARD-WINNER**

## Dog Facebook

THE canine equivalent of Facebook has been voted one of the best new websites of the year in Britain.

Doggysnaps.com, which was named best social site, has more than 30,000 members with profile pages, or "kennels", for their pooches.

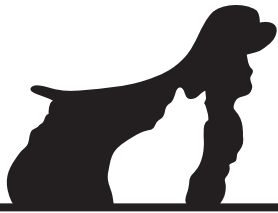
Other Yahoo! Finds of the Year 2007 winners included the best educational site, friendsabroad.co.uk, which puts users in touch with foreign internet pen pals.

Best shopping website was Nigelsecostore.com, while Freerice.com was the best charity site, best travel site was worldreviewer.com, and moveme.com offered the most innovative service.

### ON A MORE SERIOUS NOTE

**www.deathrowpets.net** - in an effort to reduce the appalling number of unwanted cats and dogs destroyed every year, NSW MP Clover Moore is sponsoring legislation to restrict the sale of pets in the state to registered breeders, pounds, animal shelters and vets. Its aim: to eliminate irresponsible over-breeding and careless buying of pets, and the animal tragedies that result.

Check out this site to get a real education on the problem. Where NSW goes, VIC may well follow. (Witness the history of tail docking legislation.)



## BONUS COURSEWORK: ARE YOU SURE IT'S SEPARATION ANXIETY?

### Info courtesy of dog trainer and animal behaviourist Julija at Southern Cross Animal Stars.

Phone: 0431 837 193

Email: [info@southerncrossanimalstars.com.au](mailto:info@southerncrossanimalstars.com.au)

Website: [www.southerncrossanimalstars.com.au](http://www.southerncrossanimalstars.com.au)

Dogs that stress so much when left alone that they chew or claw through fences, doors, window frames or curtains – pull stuffing out of couches – or lick themselves so much that they wear down their skin – are exhibiting what's known as separation anxiety. If your dog displays any of these extreme behaviours, a visit to your vet or an animal behaviourist is definitely in order.

However only a few dogs are actually diagnosed with full-blown separation anxiety. Many more exhibit milder symptoms known as separation related behaviors (SRBs) – for example, pulling washing off of the line, digging holes, whining at the door, barking or pacing. Unfortunately, when you react in any way to

your dog doing things like this (even yelling!) – it's enough reinforcement for your 'pack animal' dog to do it again, again and again.

#### What you should (and shouldn't) do...

- **Don't** give your dog a big goodbye when leaving, a big hello when you get home or pamper him with hugs and kisses because you're sorry! This just signals that something is happening – increases his anxiety or excitement – and encourages tension to build every time you leave.
- **Do** provide your dog with something to do for the first 30 minutes or so after you leave, when he is generally going to be the most active. Hide some food around the yard for a doggie treasure hunt. Rotate his toys. Put a bone in the freezer for a cool treat on hot days.

If you can keep your dog's mind off being bored, then you are well on your way to reducing SRBs.

#### A p&tc customer shares what she's learned

Dear Wendy,

*My dog is a 12 year old German Shepherd – she has arthritis which is very debilitating. She has started seeing the following people, resulting in much improvement to her well-being:*

**Margaret O'Riordan** is a qualified Veterinarian, Animal Acupuncturist and Animal Homeopath. Her details: Margaret O'Riordan, 160 Collins Street Thornbury 3071, Phone 03 9480 1823

*I am also taking my dog to **Scampers** – a pool in Sunbury for hydrotherapy. They offer dog swimming and training and tell me they have had much success with dogs following car accidents, etc. My dog loves it. Their details: Peter & Chris Wood, 480 Settlement Road, Sunbury 3429, Phone 03 9744 3431.*

*I was pleased to have found both of these services, and even more pleased to find that they're doing wonders for my dog!*

*All the best, and thank you for your newsletters! I look forward to receiving them! **Kathryn Donkin***

## PETS OF THE MONTH...



### Ex Show Dog Finds Top Home

When 6 year-old former show dog Banjo proved unable to breed, and the kennel could not give him the attention this beautiful curly coated retriever deserved – Mirte and Damon van der Lugt came to the rescue and brought this big strong mamma's boy into their life. For a big bruiser, Banjo is inexplicably terrified of stairs, bridges and garages. And though he's usually very obedient, he's impossible to move if he doesn't want to! (He once plonked down at the end of St Kilda Pier, and simply couldn't be budged.)

**Banjo's favourite things:** the beach and water water water; retrieving his own ball plus every other dog's, and carrying all back in his mouth at the same time; hiding his head between your legs in the belief that the rest of his enormous body is hidden.



### Domestic (Tabby) Bliss

26 month-old Milo and 24 month-old Otis are best buddies, and the beloved cat family of Jackie Oliver. Though they were meant to be together – Otis was searched out as a companion for RSPCA rescue cat Milo - they each have very different temperaments.

Milo is a little adventurer who explores ceaselessly and relives his adventures noisily in his sleep. (Jackie can tell when he's been under the house next door by the cob webs in his ears.) While Otis prefers to sit in the front door and watch the world go by, or snuggle in under the doona. Still, when it comes to what they really love, they do concur...

**Milo and Otis' favourite things:** playing with Coco the Rag Doll from next door; retail therapy (those shopping bags are the best to play and scoot around the floor in!)



**Class dismissed! See you in the store.**