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A TRUE LOVE STORY....

November 11 signifies the end of WW 1, an important day in history celebrated every year and recognized as Armistice Day. It is also my deceased parents Anniversary. They were married in 1937. My parents were “dirt poor” farmers in North Central Iowa. In early 1945 this Country was battling in World War 2 and almost all of it’s resources were being utilized in the War Effort. Products that we take for granted today were being “rationed” and were hard to get. My Dad was farming with horses and had his name on a list to receive a tractor, with little hope of getting one as most heavy manufacturing was being utilized to make planes and tanks. In the late spring of 1945 Dad received a notice from the local implement dealer that he could come and make arrangements to get a new tractor as his name had finally reached the top of the list. My Dad headed off to the dealers shop. He returned several hours later, not with a new tractor but with a Maytag washing machine. You see, my Mom had been washing for their 4 young children on a scrub board by hand. My Dad in the ultimate Act of Love for my Mom gave up his dream of owning a tractor and instead used his “ration” to purchase that “modern miracle”, a Maytag Washer. A few weeks later the implement dealer, feeling compassion for my Dad delivered a new tractor under cover of night so as none of the neighbors would know that my Dad got the tractor. That fall the war ended and by the next spring my Dad became Modernized and put the 1946 crop in with a tractor.

Now that is a True Love Story. (for the record I was born much later then my 4 siblings)    Rob Hurd, America’s Pet Registry Inc.
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He became aware of just one fact, he was cold. How did he know he was cold? It was the only sensation he had ever known. He did not like it. It was dark, but he realized that dark was the only sensation he had ever known. In fact, his awareness of cold and dark were the only sensations he had any realization of. He did not know what to make of these feelings except to understand that they were unpleasant and he did not like it. He felt a warmth coming from somewhere in the distance. He crawled toward it. He felt so confused. He coughed! Why? Somehow he realized a desperate need to take in air but he could not seem to find any. After the cough he felt air rushing into his lungs. He did not understand it but it was the first pleasant feeling he became aware of. What was this slime he had coughed up? It was in his mouth and nose. In fact, it was all over his body. He did not like it. He wanted it off.

He bumped into the warm thing. It was rough and furry. How did he know it was rough and furry and warm all over? He just knew, that’s all. But it felt good to rub against it and feel warm and to get that gooey stuff off of him. What was that smell that seemed good? It was coming from a bump on this rough, warm wall he was rubbing against. He smelled again and got something on his nose. He liked it! He wanted more of it. He licked the warm, wet stuff that was on the end of the bump. Some more of the same stuff reappeared. Well, he would just lick that off too. That was just good enough to keep doing all day, and besides, he was getting warm and comfortable. He would just latch on to this bump and spend eternity there. Life just didn’t get any better than this.

What was that noise he was hearing? This warm wall with the tasty bump was snoring. He would check that out later. Right now, he might feel like snoring a little himself. As he drifted off to sleep, he tried to figure out how he could experience the warmth, sound, taste, and feel in this black existence he found himself in. He could not remember anything before feeling cold.

He woke up to feeling something cold and slimy crawling over the top of him. What was this thing? Why, it was another him. Or something just like him. It too, was rubbing against this rough wall. Well, it was a big wall so he supposed there was room for another one. But he was not about to share his bump with it.

Okay, here comes another strange sensation. The dark is slowly disappearing. He can not see anything but he knows there is light on the other side of his eyelids. He has been crawling around in the dark for about two weeks now and he keeps bumping into that other thing all the time. He has found several bumps that taste good so he is not so possessive of his bump now. He and the other thing pile on top of each other when they are done nursing and fall to sleep. They sleep about twenty hours per day.

He sees the other thing. He sees the great wall. The great wall looks just like a giant other thing. He assumes he looks just like the other thing. He sees the black fur on the great wall and upon himself. He looks at his brother, but his brother can not see him. He still has his eyelids closed. Two more days and his brother can see. They decide to take a great trip. They are going to go where that noise is coming from. Their curiosity has gotten the better of them. Their world has just expanded from the bumps on the wall to the entire length of the wall, from tip to tail. One day they even go around the end of the wall but soon find that there are no bumps around there. They keep going until they get back to the bump. Their world has just become round. Over the next several weeks, they start to explore their surroundings in the den they live in. By the time their mother wakes up, they have even found the outside door and looked out at the sky and the trees and wondered if they dared to venture out. But the den was safe and they felt secure there.

When the sow awoke, she saw her babies and started to lick them. They liked that sensation and it was soon that the sow ceased being the great wall and became their mother and protector. Mama needed food and water, so she encouraged the cubs to accompany her as she left the den. It was a thrill for the cubs to be able to see the outside world. They romped and played as Mama filled herself with berries and left over acorns and a deer carcass that hunters had shot and then could not find. Life was good. It just did not get any better than this.

Then tragedy struck. Mama crossed the road without looking and was killed by a truck that was passing by. The driver called the Fish and Game and they came to remove the carcass. They found that the sow was nursing two babies, so they went on the hunt for them. They found the den with the two babies waiting for their mother to come.
home. These babies were going to need human help to survive. My aunt’s sister was inclined to mother every wild animal baby that came along so she got the call to become the foster mother for the cubs. This is where Black Bart and I crossed paths.

As a young farm boy, I was fascinated with all the wildlife that I came across on my daily trek to the fields to bring in the milk cows. I was equally fascinated with the bear cubs. I watched them grow until they could be weaned from the bottle and fed a growing ration designed by the fish and game people. I delighted in feeding them and playing with them.

When they reached about 60 pounds, Violet could not keep them both. The local zoo took one of them and Violet kept the other one with a special permit from the authorities. Violet and her husband, Fred owned a tavern in St. Albens, West Virginia. They kept the bear in a pen at the tavern where he became quite the draw for business. The customers were always saving a few bites of their lunch for Black Bart. Unfortunately, they always thought he should wash it down with some of their beer. Bart grew like a weed. But as he grew he also turned brown as black bears are known to do. Due to his size and color, he was often mistaken for a Grizzly.

He learned to beg for food and especially for beer. He would drink pop but he preferred beer. Sometimes, on Saturday night, the customers would get pretty rowdy and so would Bart. They would bring him into the tavern and onto the dance floor where some young fool would try to either dance with him or wrestle with him, I could never tell the difference. Bart became a legend as the stories about him grew. We will relate some of those stories in future articles.

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Solo-Jec® 5 Plus
Campylobacteriosis – Frustrating and Costly to Deal With!

Campylobacteriosis is an infectious diarrheal disease that’s found in both animals and people. Campylobacter can be found in 20 to 30% of dogs or cats with diarrhea, and 10% of the normal dogs or cats in an infected cattery, kennel or humane/rescue kennel. It’s also referred to as “Show Crud” since it’s very common in show dogs.

Transmission to Neonates: is through infected feces and through contaminated food and water. The bacteria are shed in the feces of infected and asymptomatic carriers - many chicken flocks and birds are infected but show no signs of illness. It can also easily be spread through an infected water source or raw meats, especially chicken. Puppies or kittens under six months of age are the most susceptible. Dogs and cats over 6 months are quite resistant to diarrhea, but they may become asymptomatic carriers, which keeps the organism in the cattery or kennel.

Clinical Picture:
Neonates often break with the disease in the weaning period. Clinical signs vary from mild to severe, depending on the stress level of the neonate - you may see loose feces, watery diarrhea or bloody mucoid diarrhea. Unlike many viral infections, puppies and kittens generally do not have a fever, vomit or lose their appetite. This helps you distinguish Campylobacter from Parvovirus.

Treatment: There are many different treatments available that have shown varying amounts of success. You should talk to your veterinarian to find the best option for your dogs. You need to keep them on the medication for a minimum of 21 days to clear Campylobacter - we don’t want to create carriers by stopping treatment too early. In addition to treatment, electrolytes are especially important with any diarrhea to prevent dehydration.

- Antibiotics such as azithromycin (Zithromax) or erythromycin can shorten the duration of symptoms if it’s given early in the illness. Azithromycin (Zithromax) 5 mg/lb daily for 5 days then every 5 days for three treatments. Erythromycin is currently unavailable.
- Cephalexin at 15 mg/lb twice daily has also been used successfully.
- Tylan at 10mg/lb given twice a day can be given orally or mixed in the water, using it as the only water source. You need to keep them on the medication for a minimum of 21 days to clear Campylobacter - we don’t want to create carriers by stopping treatment too early.
- Baytril has been effective, but fluoroquinolones are contraindicated due to the cartilage damage that may occur with long term use in neonates. Avoid using Baytril in puppies and never use it longer than one week in neonates.
- Chloramphenicol has been used effectively in humans, but has not been reliable in dogs.

Whole kennel treatment:
We need to remember there are carriers in the kennel or cattery that are seeding the bacteria to the neonate. In treating the whole kennel, we can target the asymptomatic carriers and eliminate the bacteria out of the kennel.

- Tetracycline in the water can be used with adults, but not the babies or pregnant mothers in the last trimester. Tetracycline should not be used in puppies and kittens because of teeth staining.
- Tylan or LS 50 can be used in the nursery or whelping area. Both can be used in a self medicater for automatic watering systems or added to water bowls.

By understanding the disease and eliminating it from the adult carriers we can control new cases in future puppies or kittens - the goal is no treatment in the next litter!

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Kennel Spotlight * Dec ‘11/ Jan ‘12 • 11
“On With The Show!”...

The Love of Animals...

By Ron Hevener

Over the years, I’ve been lucky enough to know lots of interesting animals. Horses, Dogs, Cats, Wildlife... If they liked people, I had a knack of getting to know them pretty well. When I started my career as an artist, animals were a natural subject for me to explore, and, growing up in Pennsylvania’s Lancaster County farm country, animals — and people who love them — were all around me.

It would be great if we could grow up with a crystal ball and see what life holds for us. It would be fun if we had a friend who could tell us the future. That being said, as I look back on it, even an animal lover like me would shake his head in amusement and dismay if anybody told him there would be not one or two, but many special animals in his life — and he would hear stories of many more from other people who raise, care for and are inspired by animals, too. It’s enough to make us believe that animals and people have a lot more going on than scientists and scholars ever thought... or would like to admit.

I like passion and I like creativity. I certainly like to feel my emotions (good or bad) and I like to explore every natural sense with which we’re born (or which we are able to develop). Watching animals, touching them, playing with them, feeding them, listening to them, looking into their eyes, I feel... truly feel... that their hearts are “in tune” with the rest of themselves. And that’s healthy!

Animals don’t speak a language of words, but, for those who observe and listen, they do very well showing us what they mean. Why would scholars and scientists want us to believe animals aren’t intelligent? I don’t know the answer to that. I do know there are different kinds of intelligence and I know from experience that a “paper degree” we pay for and frame to hang on a wall isn’t the measure of them. It is a measure of our ability to gather and organize information, yes, I would agree with that, and it’s also a measure of our ability to pay for the privilege of getting a diploma in the first place. But, isn’t gathering information and knowing how to apply it the basis of intelligence for even the smallest living cell?

The debate over intelligence seems to be more important to those trying to prove they’ve got it, rather than from those who are secure in themselves. Animals don’t doubt who they are, why they’re here, or where they are going, like we do. Animals just “are”... they’re born mastering the principle of “Be here now” that students of yoga and psychology are struggling to figure out.

When it comes to emotion, animals are honest. When they mate, it’s with all the passion and fire in them. When they mourn, it’s with the sadness of all the heavens and all the earth. When they fear or fight, they give it their all. Animals don’t complicate their lives with politically correct terminology that confuses or denies honest, powerful drives and feelings. They don’t pretend or deceive.

It is often said that we resemble the animals to which we are attracted. Most of us have seen pictures of people and their pets, showing remarkable resemblances of expression, or hair color, or shape. Even though I get around to many public events like horse shows, dog shows, pet expos and things of that nature, I don’t often see much evidence of that. What I do see, however (and I see it often) is a similarity of personality, or spirit, between animals and the people who love them. Every species of animal, and every specialized breed within it, can be described by certain traits or characteristics. If you study the breed standards, you’ll find that different breeds are known for their nobility, or their tenacity, or for their herding, retrieving, or their hunting instincts for example. People who love them are quite often the same. If this is true, then does “something familiar about” the animal attract people who already possess this quality in themselves — or is the characteristic acquired by taking such an animal into their lives?

Many readers know that I raise Collies and the kennel was founded in the early 1940’s. No, I’m not a hundred years old. I inherited the kennel from
a wonderful friend who took me under her wing and taught me about animal husbandry. One of the things she insisted upon was that I join as many dog organizations and associations as possible. As I was filling out an application for the Collie Club in our region of Pennsylvania, there was a question: “Why Collies?” I remember my answer very well: “Because they are always happy. They have a positive outlook on life.” It’s pretty tough to be down in the dumps when you’ve got a dog wanting to romp and play with you. Should we take a tip from the animals we love? Maybe that’s not a bad idea.

If we aspire to better ourselves, to become true of heart and true to our deepest emotions, animals are the most genuine and unaffected examples for us to follow. Few people can show us the way to our own hearts because so few of us are permitted to discover our real selves in today’s society. We live in a social system designed to get us through school and into the tax-paying work force for dead-end jobs as soon as possible. Increasingly (and in spite of the principles of freedom pioneered by Baby Boomers), we don’t live in a system that generally encourages freedom of thought and expression any more. In the past twenty years or so, creative leaders and innovators have been lost to us from bizarre and sinister diseases that no one ever thought possible or disgraced and trampled in the media.

As they fall — like trees being cut down in a forest — their places are filled by others less brilliant. The result is mediocrity in literature, the arts, music and movies... in laws, politics, and education.

When leaders are lost, their secrets and inner light are taken with them. Never again do we hear their voices or bask in their example of life being lived to the fullest. What remains is our search for something greater... a nameless yearning for something emotionally and intellectually real... A need for something to keep our emotions rolling, our souls laughing and our hearts alive. Something that we matter to — anywhere, anyone — in a world becoming more and more difficult for reasonable people to understand.

What remains unchanged — for those who let them speak — is the love of animals.

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Thank you for your support and Best Wishes for a prosperous New Year!
19 Kids and Counting – What Happened to “Three Litters and Spay”?

By Dr. Bramlage, DVM
Revival Animal Health

As I was flipping through the TV channels the other day, I saw the TLC show, 19 Kids and Counting. Wow - not for me! It’s apparent that the same “three litters and spay” idea that has risen in popularity among humane groups has not yet reached humans - but that’s okay!

Personally, I disagree with the idea that a female should have three litters and then be spayed. Certainly, if I have a dam that throws ugly puppies, I will spay her after one litter and especially after two ugly litters. However, if I have an exceptional dam that throws beautiful puppies that typify the breed, I may want five or more litters. It takes 50 puppies to get the puppy that is far above either the bitch or sire, and I want every chance to get that pup! Raising more than three litters is no more of an issue for a dam than it is for a mother that has more than three children.

Another common idea is to skip a breeding. In my opinion, if a mom is in good shape, if we feed her correctly and she has no medical issues, then there is no scientific reason to skip a breeding. In doing so, you may send her into anestrous and stop her cycling. Anestrous (quiet ovaries) is common in wild dogs where only one dominant female cycles, while the rest stay in anestrous. If you skip a breeding in a normal female, you may send her to anestrous for several years.

Older moms do not have an easier time than younger moms at having puppies. I don’t know about you, but my first child was a little stressful! At 53 years of age, I don’t want to go through the sleep deprivation or feeding that is involved with a new child. Using the same logic, why do people think it is easier to age a female for a year before breeding her again? If you like the “seven human years to one dog year” equation, you can see why I cannot add up the math and see the benefits. The stress of a new litter will affect a 7-year-old bitch the same way a new baby will affect a 50-year-old mom.

In my opinion, “three litters and spay” is not only bad for the dog, but it’s also bad for the breed genetics. If the bitch is blessed with beautiful puppies, breed her - pass those genetics to the next generation! If someone tells you you’re over-breeding, just send them to 19 Kids & Counting. It’s doubtful they know which end of the puppy the thermometer goes in anyway.

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The AKC Does So Many Things for Dogs Everywhere

Do you know your litter and dog registration dollars help support dogs everywhere? Do you share with your puppy buyers that their AKC registration fee of $20 has helped the AKC and its affiliates allocate over $30 million dollars to date to support Canine Health Research, Kennel Inspections, Lost Dog Recovery, and Search and Rescue?

If you didn’t know, our new campaign will give you a more in depth look at all the AKC does to support dogs. The AKC has launched a new marketing campaign entitled “Good Things We Do.” This campaign focuses on AKC’s not-for-profit status and the good things the AKC and its affiliates do to support dogs everywhere. Below is a summary of the four key areas highlighted in the campaign.

Canine Health Research

The American Kennel Club, through contributions to its affiliate the AKC Canine Health Foundation (CHF), has donated $20 million to fund sound scientific research to prevent, treat, and cure canine disease. In the early 1990s, the AKC Delegates suggested that the AKC develop an organization that could focus all its efforts on funding health research and education. As a result, AKC CHF was created in 1995. AKC CHF is a charitable organization dedicated to raising funds to support canine health research initiatives.

AKC CHF is also an international organization making grants to veterinary schools and research institutions worldwide. Since its beginning, AKC CHF has allocated over $33 million to canine health research and educational programs. AKC CHF funds four basic areas: the causes and origins of disease; earlier, more accurate diagnoses; more effective treatments; and educational programs so breeders, veterinarians, and owners alike can have the most up-to-date canine health information available to them.

Lost Dog Recovery

AKC Companion Animal Recovery (CAR) offers recovery services 24/7, 365 days-a-year and has reunited over 400,000 lost dogs with their families. Founded in 1995, AKC CAR is the nation’s largest not-for-profit pet identification and recovery service. AKC CAR has over 4 million pets of 35 different species enrolled in the recovery database and has reunited 400,000 pets with their owners. AKC CAR is a leading microchip company, offering high-quality, competitively-priced microchips and the universal ProScan 700 reader to breeders, vets, shelters, pet stores and other pet professionals across the country. AKC CAR is a founding member of the AAHA Universal Pet Microchip Lookup Tool found at petmicrochiplookup.org.

Search and Rescue

The AKC CAR Canine Support and Relief Fund has donated over $3 million to Canine Search and Rescue and pet-related disaster relief and preparedness efforts. Founded after 9/11 to honor and support the K9 Search and Rescue (SAR) teams that worked at the World Trade Center and Pentagon sites, the AKC Canine Support & Relief Fund has grown to support SAR teams across the country. In 2003, the fund expanded to support pet-
related disaster preparedness and relief efforts including significant help after hurricanes Katrina and Rita in 2005. The fund has donated over $3 Million to support these efforts, including over $340,000 this year alone!

Kennel Inspections

The AKC inspects thousands of kennels every year to ensure the safety and welfare of dogs and the integrity of the AKC registry. The AKC is unique among purebred dog registries in that it is the only registry that has a kennel inspections program. These inspections serve as the cornerstone of the AKC registry by demonstrating the AKC’s commitment to the welfare of dogs and ensuring its unparalleled integrity. The goal of AKC inspections is a positive experience through which the AKC Executive Field Agent shares information with breeders about the AKC, about better breeding practices, and about proper documentation that will benefit you, your kennel, your dogs, and the entire pet industry.

You will begin to see the new “Good Things We Do” campaign on litter and dog registration materials as well as on www.akc.org. If you would like to take part in the campaign you can download the “Good Things We Do” screensaver for your computer. For additional information and instructions visit www.akc.org/screensaver

Your litter registration fee helps the AKC and its affiliates do so many things for dogs everywhere.

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We inspect thousands of kennels every year to ensure the safety and welfare of dogs.

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The American Kennel Club, working with its affiliates, is the only not-for-profit registry devoted to the health and well-being of all dogs. To date, breeder and owner registrations have helped us allocate over $30 million to fund programs for the betterment of dogs everywhere.
November 15, 2011

Dear Friends,

We are truly blessed to be part of the pet industry, a growing industry with a very bright future. Please take a minute and allow me to tell you about some exciting developments at The Hunte Corporation, and our plans for future growth and service to the pet industry.

As the economy begins to emerge from a prolonged recession, the future of the puppy industry is encouraging. The Hunte Corporation continues to provide the very best option for the highest quality breeders to market their puppies to the American public. We at Hunte are pleased that quality breeders choose to continue to work with us on the road to prosperity. It is truly encouraging that we're starting to see a few new pet store openings, and I am very pleased to share with you that some large new retail accounts have signed on with The Hunte Corporation.

The Hunte Corporation is committed to continue raising the bar for animal care and breeding, so that our industry can provide the quality puppies that play such an important role in families all across the United States. We plan to continue leading the advancement of America's professional pet breeders through education with our flagship annual Breeders Education Conference. Our next annual conference is planned for September 28 & 29, 2012.

We are committed to fight for the future of our industry, and will do our part to defend it from the challenges posed by animal rights extremist groups. That is why we led the way in forming the Breeders Legal Defense Fund, and that is why we will continue supporting the Fund.

The Hunte Corporation continues to strengthen our management systems and our management team, so that we are in the best position to serve the pet industry in 2012 and beyond. Our management team is the backbone of The Hunte Corporation.

continued on page 20
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It is a highly energized team with a collective level of experience and expertise that is unmatched in the industry. I am pleased to announce the appointment of two Senior Executives on The Hunte Corporation’s management team.

Darrell Offutt has been appointed Vice President and Chief Information Officer. Darrell focuses his considerable information technology experience and management skills to assure that The Hunte Corporation’s technology systems are as efficient and innovative as they can be to meet the future needs of our professional breeder, registry and retailer partners. An important player on our senior management team for over 14 years, Darrell has been responsible for the logistics of The Hunte Corporation’s entire puppy program, from breeder to retailer.

Ryan Boyle has been appointed Vice President for Sales and Operations. In this role, Ryan will continue to supervise sales and marketing and will now be involved in overall company operations. Ryan has been with The Hunte Corporation since 2001 and has hands on experience working in many areas of our business, which will well serve The Hunte Corporation, our breeders and customers in the years ahead.

Despite rumors to the contrary, I am excited to be a part of the pet industry, and to continue leading The Hunte Corporation forward as its Chairman and Chief Executive Officer. I look forward to working with each of you and am committed to the future of The Hunte Corporation serving professional breeders, retailers and the pet industry.

Sincerely,

Andrew P. Hunte
Chairman and CEO

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Merry Christmas from the Hughes Family....

2011 was definitely a big year for the Hughes family with the wedding of Bob’s daughter, Shayla to Eli Stehlik on Sept 10th. They were married in Portland, Maine at the beautiful Portland Headlight (Fort Williams Park) on Cape Elizabeth.

Some of the wedding party & guests included: Bob, Steph, Chadd, Micah, Sheila, Hadley, Jesika, Shaw & Lelah Banta, Trish, Jakob, Jim & Sue Hughes, Doug & Deana Hughes, Val & Corky Stehlik, Dala & Brady Blisard, Easton Fair, Jay Bailey and Roger & Darlene Lambert (Lambriar).

Ohhh! And guess what? Chadd & Micah are expecting too! Congrats!!
Jesika (Hughes) Banta with Lailah...she wants some attention too!

Chadd Hughes & Shayla (Hughes) Stehlik

‘Hey Chadd! Where’s the cowboy hat?’

‘Lailah Jade Banta’
Born June 17th, 2011 to Jesika (Hughes) Banta & Shaw Banta. Jesika (Doug’s daughter) is an RN in the operating room at Freeman Hospital (Joplin). Shaw is a sales rep & breeder relation dept. for Pet Key (see their ad on page 15!)

Now that’s the Shayla we all know and love!

Hadley as ‘Catwoman’ for Halloween!

‘Noah, Lailah & Jobbie’

‘Hey Chadd! Where’s the cowboy hat?’

‘Lailah Jade Banta’

‘Hmmm...let me think about this wish list...’

‘So when do I get to see Santa?’

‘Papa’s girl, Hadley’

‘I’m ready for my close-up, Daddy!’

Jim Hughes.. “what am I going to do with these kids?”
**Advocating for the Beef Community (Part 2)**

**By Ryan Goodman**

I took a quick trip to Petit Jean Mountain last week to visit with other Arkansas Young Cattlemen about becoming better leaders in our community. Daren Williams from NCBA came down and shared a bit about the MBA program and gave tips on media and consumer relations. As members of the beef community we have been facing controversy for quite some time, from several angles. Consumers want to know more about us, our practices, and that we are working to address their concerns. If consumers have a question, it is a topic of concern. Grassroots advocacy is one of our best methods to approach these concerns; meaning each individual needs to share their story.

Story telling always has been, is, and always will be our most effective method of communication. And consumers view individual farmers as a trusted source for information. This is why blogging and community outreach are some of our most important tools when it comes to advocacy.

It all starts with knowing what message we have to share. Consumers want to know the *what* and the *how* - What do we care about and how are we capable of addressing these things. Consumers are not with us 24/7, so unless we share our story they will not learn more about us.

**We need to let consumers know that we care about the safety of our food supply.** In doing this we need to drop the us vs them mind-frame. We’re not 2% producing food for 98%. Rather, we are 2% producing for 100%. Let our audience know we are consumers too. We produce food for ourselves and our families and care just as much about food safety as them.

**We need to let consumers know we care about animal welfare.** Not only is animal care not an option in food safety, but we see it as an obligation. This food ends up in our freezer, our work impacts not only our bottom line, but animal health as well. We set standards for ourselves and must follow these standards better before someone else steps in and sets them for us. We need to let consumers know we care about our environment. Our environment is not only our livelihood, but future generations will also be dependent upon these same resources.

**Cattle producers are sustainable.** Farms that have been operating on the same ground for more than a century are proof of that. But we’re not defending the status quo here. We are making constant progress to reduce our impact on the land and we need to lead by example in these efforts. Each year we are producing more with less.

**We need to let consumers know we care about our health.** Our health is influenced by what we eat, just like every other consumer out there. Only difference between us and most, is that we are producing the beef. So naturally we have a vested interest in our work. Beef is a part of a healthy diet and we need to be familiar with this information so we can sell our product when the conversation comes.

If you even made it to this point in the post, you may be asking how you’ll ever use this information. It’s not all about knowing the facts (actually let’s avoid spouting facts or bragging about our work), but more about knowing what topics are relevant and will resonate with consumers. These topics just brush the surface of the stories we have to share with consumers, but I hope they’ll give you an idea of where to start. I gave you the “what” now you need to give your own “how” and that’s where sharing your own story comes into play.

I have at least one more part to this short-series from my time with Daren Williams. In the next post I’ll share a bit about how to communicate our story and tips on sharing with the media.

(Part 3): In the previous two posts (**Part 1**, **Part 2**), I have discussed tips from my discussion with Daren Williams, Director of Communications with NCBA. Story telling is the most effective method of communication and we have a responsibility to communicate our story of production agriculture to the world.

In Part 2, I gave a challenge to create a 30-second elevator speech. How did you do? Maybe you’re actually in an elevator, or more likely in line at the Wal-Mart register. A conversation comes up and the other leaves a window of opportunity for you to give a plug for yourself and agriculture. What would you say? It is important to have something in mind. Mine would be something simple, along the lines of “I come from a family of Arkansas cattle ranchers who raise the beef that ends up on your plate.” If it looks like someone who may be a social media user, I may add “I also help farmers and ranchers learn to use Facebook and Twitter to bring farm life to town.”

Starting the conversation is only the first step.
Whether the conversation be in a grocery store or in front of a media reporter, you have to keep a specific message in mind. Who is the audience? What questions will be asked? Take time to write down any questions that may be asked in that situation. Keep in mind the message you want to convey. Will your message be relevant or resonate with the audience? Keep your message simple and trimmed to two or three key points. During media interviews think in soundbites and headlines that will be easy to use in a news story.

“It’s always a risk to speak to the press; they are likely to report what you say.”
–Hubert H. Humphrey

The conversation includes more than just your message. The words you say can have an impact on how well the message is received. Groups appealing to consumer emotions are good at painting a picture with using words, and this is something agriculture needs to be observant of as well. Avoid industry lingo when talking with non-Ag consumers. Words like producer or industry may better be replaced with farmer or community. Notice I used “Beef Community” in the post title. Does it paint a different picture compared to “Beef Industry” for non-Ag consumers?

Be careful when using education, facts, and statistics. Remember, consumers trust farmers and ranchers as individuals. They are looking for our stories of food production, not a walking book of statistics and definitions. It is important to know the nutritional power of beef (provides 10 essential nutrients, provides 50% of daily protein in one serving, or 29 lean cuts), but if I want to know these facts, I will make an effort to look em up. It is ok to work them in as a part of your message, but don’t make them your message.

Whatever your message, however you communicate your message, be passionate about it, make it your personal story, and have fun making those connections. If you are truly passionate about being a part of the beef community, in front of a camera or in line at the grocery, sharing your story should come easy.

What did you take from this short-series of posts about advocating about the beef community?
Once upon a time there was a little red hen. She lived with a food activist pig, a tree hugging duck and a bureaucratic fat cat. They all lived in a pretty farm house which the little red hen kept tidy. She worked hard every day but the others never helped. The pig liked to complain, the duck liked to protest and the cat liked to raise unreasonable expectations.

One day the little red hen was working in the garden when she found a grain of corn.

“Who will help me plant this grain of corn?” she asked.

“Not I,” grunted the food activist pig. “It might be genetically modified.”

“Not I,” quacked the tree hugging duck. “It might leave a carbon footprint.”

“Not I,” purred the bureaucratic fat cat. “We might raise some dust.”

So the little red hen picked out a spot and planted the seed.

During the summer the grain ripened in the sun until it turned a golden brown. The little red hen saw the corn was ready to harvest.

“Who will help me cut the corn?” asked the little red hen.

Who will help me cut the corn?” asked the little red hen.

“Not I,” grunted the food activist pig. “You sprayed it with pesticides.”

“Not I,” quacked the tree hugging duck. “Global warming has made it too hot to work.”

“Not I,” purred the bureaucratic fat cat. “You hired the kid next door and that’s against the law.”

“Okay, I’ll do it myself,” said the little red hen.

And she did, working hard in the hot sun to harvest the crop.

“Who will take the grain to the mill, so that it can be ground into cornmeal?” asked the little red hen.

“Not I,” grunted the food activist pig. “The cornmeal won’t be local because the mill’s too far away.”

“Not I,” quacked the tree hugging duck. “The mill uses coal-generated electricity.”

“Not I,” purred the bureaucratic fat cat. “The mill can’t meet proposed emission standards.”

So the little red hen asked the miller to grind it. He sent the bag of cornmeal back to the farm house.

“Who will help me make the cornmeal into bread?” asked the little red hen.

“Not I,” grunted the food activist pig. “That’s processed cornmeal.

“Not I,” quacked the tree hugging duck. “Trees died so that cornmeal could be packaged.”

“Not I,” purred the bureaucratic fat cat. “The stove is old and doesn’t meet Section 4, Paragraph 6, Item 8 of the Oven Reform Act of 2002.”

“Very well,” said the little red hen. “I’ll make the bread myself.”

And it smelled good. The aroma filled the house and the pig, duck and cat came running.

“Who is going to eat this bread?” asked the little red hen.

“I will,” grunted the food activist pig.

“I will,” quacked the tree hugging duck.

“I will,” purred the bureaucratic fat cat.

“Oh no you won’t,” said the little red hen. “You are shallow, unreasonable and tied up in bureaucratic red tape. I’ll eat it myself.”

And she did.

And the pig, duck and cat starved to death.

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Youth Softball Coach hopes to inspire others with his loss

By Clint Mitchell, Marshfield Mail Sports Editor

Danny Truster is an ordinary man. He’s the unassuming, six-foot tall, soft spoken type. He’s a father of six. You can see him around town, or at the youth softball fields coaching his young children, Taylor and Harlie.

You might pass Danny by without a second thought, except for one small feature. He only has one leg. It was a typical August day in 2002. Danny was northbound on Highway 65 when a southbound car came across the median and smashed into his company-leased pick-up truck. That’s when things changed forever for Danny.

“She lost control, came across the median and hit me head on,” he said. “The front tire came through the floor board. The truck was a standard, so the clutch pedal went right down the middle of my foot and crushed it.” Danny climbed out of the passenger side of the truck, thinking he had simply broken his foot. In his typical fashion, immediately after the accident, Danny put his own well-being aside to check on the girl who had hit him.

“That was the only thing that was wrong,” he said. “I thought, ‘oh, I just broke my foot, no big deal.’ So I climbed out and walked over there to her because I thought she was in a lot worse shape than me. And her first words were ‘why did he hit me?’” The young girl in the other car wasn’t blaming Danny. “Another vehicle hit her, and that’s what made her lose control,” Danny said.

Danny was taken to the hospital, where he met Dr. Darrin Talley, who would work on his foot for the next five years. “When I got to the hospital, they put plates and screws in my foot and tried to fix it,” Danny said. “All they were doing, pretty much, was putting a Band-Aid on it. It was a blessing that I had the doctor that I had. He was just on call, I got lucky. He told me it’d be better if I let him cut it off right then. But it was work related, so my boss was with me, and he told the doctor, ‘you do whatever you have to do to fix this boy’s foot.’”

Danny had surgery on his foot every six months for the next five years. They would put plates in, take screws out, and vice-versa. But with each surgery came more fused joints in his foot, leaving him with less and less mobility. He walked with a limp. His knee and lower back hurt him constantly.

“They did a surgery in January of 2007, and in April, the hardware that they put in my foot got infected. My foot swelled up really big, and it drained constantly. It hurt constantly. Then Dr. Talley said, ‘you fought a hell of a fight, but you have a choice to make now.’ He said to me, ‘we either cut your foot off, or the infection gets in your bloodstream and kills you.’”

For Danny, it was an obvious choice, the inevitable conclusion to an uphill battle. “I had five years to prepare for it, but it’s one of those things you just can’t ever really be prepared for.” The amputation wasn’t just difficult on Danny. It was difficult for the doctor who had fought alongside him as well.

“It had been five years with Dr. Talley, so it was more of a friendship,” Danny said. “It bothered him too. When I say it was a friendship, I mean, he was crying. He didn’t want to do it. He said, ‘I feel like I failed you.’ But I told him he had done all he could, and I had no regrets.”

For Danny, the moments immediately following the surgery were the most difficult. He had tried to prepare himself, but admitted that he had failed. He couldn’t bear the thought of looking down to see one less leg. Tears fell from Danny’s eyes when he spoke of asking for his wife, Cory, to come sit by his side. He was emotional talking about how he “cried like a baby” with her for 30 minutes before allowing
himself to see his leg.

“It was hard, but I definitely couldn’t have done it without my family,” he said. “My kids came down, and I was a little worried about how they were going to feel about it. I didn’t want them to be scared of me or anything. But they came down, and I just started making jokes about it. They climbed up in the bed, and it was fine.”

Danny would not allow himself to linger in a past life, or feel sorry for himself. Instead, he focused on all the things he still had in front of him. Danny met Dr. Brant Sutton, who fitted him with his prosthetic. On the first day, Dr. Sutton told Danny to go slow, and take it easy. He told Danny of the long road to recovery, house of rehab and the use of a wheelchair. Danny would have none of it.

Instead, Danny put the prosthetic on, and immediately began to walk with ease, leaving Dr. Sutton amazed. From that point on, Danny’s purpose and his message to others was clear.

“I’m a lot different person that I was before,” he said. “Maybe before, I took a lot of things for granted that I’m not taking for granted now. Now, things are a challenge. I’m still looking for that one thing that I can’t do. I haven’t found it yet.”

Now, Danny visits hospitals to speak with amputees, some of whom are war veterans, and offers his friendship as well as informing them on what to expect post-surgery. “I’ll visit with them for 3 hours and their first question is always, ‘what can I do, and what can’t I do?’ And I say to them, ‘you can do anything you want to do.’”

That’s a message Danny tries to pass on to everyone around him, his kids included. He reminds them that they can be whatever they want to be. He pleads with them to rid their lives of excuses, and let nothing stand in their way.

Danny does all the sporty things he used to do. He hunts, fishes, rides horses and plays on a co-ed softball team. And most importantly, he still coaches his daughters’ softball teams. “I don’t really feel like it’s hard on me out there,” Danny said of coaching. “I know how much they love seeing me out there. I’ve coached them since they were in kindergarten, and they wouldn’t trade that for anything, and neither would I.”

Another message he wants to express? Forgiveness. The girl who hit Danny spent six years thinking she had killed him. Until one day, Danny’s children found her on Facebook, and Danny invited her to lunch. “All she could say was, ‘I’m so, so sorry, I didn’t mean to do this to you,’” Danny said.

“And that helped me let go. I told her that I knew it wasn’t intentional. I knew she didn’t wake up that morning thinking she was going to ruin my life. That’s what I wanted to let her know, that I didn’t resent her for it. It was an unfortunate accident that was out of our hands. I wanted to let her know that I was fine, and she could let go and go on with her life.” Danny let go too.

Now, he will continue to move forward with his life, free of second guesses. He’ll continue to be active and coach his children in sports until he is no longer able. He’ll keep spreading his message of never giving up, and he will keep looking for the one thing in life he can’t do. The next challenge he’d like to face? Buying and riding a Harley Davidson motorcycle. Danny doesn’t consider his life ill-spent. He isn’t bitter about the proverbial hand he was dealt. Quite the contrary, Danny considers his life of great worth if he can share his message with others.

“My wife said maybe that’s why this happened to me,” Danny said, “and I absolutely agree. If I have, or I can help one single person, then all of this has been worth it.”

Editor’s Note: Danny has been part of the pet industry for many years having worked for the former Tracy’s K&J Pets buying puppies and now currently works for the Hunte Corporation of Goodman, Missouri as an agent picking up good, quality puppies for Hunte to sell to families across the nation. ‘Thank You’ to Linda Bean from BeanHill Kennel for sending us this great article!

*Article reprinted with permission from the Marshfield Mail Newspaper, Marshfield, Missouri*
PUPS -- FOREBODING NUMBERS --
DO THE MATH!!!!
By Frank Losey

WARNING: If the PUPS Bill - - which was drafted by the Humane Society of the U.S. (HSUS) - - is enacted into Law, it may affect every single breeder in the U.S who breeds as few as one dog a year. That’s right . . . one dog! And the PUPS Bill could affect you in more than 20 different ways, and would create a “slippery slope” that would inevitably lead to other intended or unintended consequences that may affect all dog owners - - even those who do not intend to breed dogs.

Slowly, quietly, methodically, and behind the scenes, the HSUS has been recruiting more and more co-sponsors for PUPS each week. As of November 11, 2011, there are 135 U.S. Representatives who are on record as being either the Sponsor or Co-Sponsors of PUPS; and 20 U.S. Senators who are also on record as being either the Sponsor or Co-Sponsors of PUPS. The stage is being set by Mr. Pacelle for a full court press for the passage of PUPS. “Signaling” his next move, Mr. Pacelle stated in an E-Mail to the HSUS Members and Supporters that was dated November 11, 2011 - - VETERANS DAY - - “help make 2012 the year to crack down on (“PMs”) once and for all.”

I have said in the past that when the number of sponsors and co-sponsors reach 150 in the House and 34 in the Senate - - slightly more than 1/3 in Both Houses of Congress - - the HSUS will make a full Court Press to bring the PUPS Bill to a vote. It is only a matter of time before the thresholds of “150” and “34” are met - - first in the House, and then in the Senate. That is inevitable unless Members of Congress realize that the HSUS has a “Dark Side” and is not what it has been perceived to be. THAT IS WHY IT IS SO IMPORTANT THAT ALL LETTERS SENT TO MEMBERS OF CONGRESS INCLUDE AN “ATTENTION-GETTING,” FIGURATIVE “LIGHTNING BOLT” IN ORDER TO GRAB THE ATTENTION OF MEMBERS OF CONGRESS WHO ARE “APPROACHABLE” BY THE HSUS, BUT WHO HAVE NOT YET BECOME CO-SPONSORS, AS WELL AS SOME OF THE CURRENT CO-SPONSORS OF THE PUPS BILL WHO MIGHT CONSIDER WITHDRAWING THEIR CO-SPONSORSHIP OF THE PUPS BILL.

Why do I say “approachable?” In March of this year, the HSUS presented its 2010 Legislative Awards to 146 Members of Congress who best supported the HSUS Lobbying Agenda in 2010. Sixty-one (61) of the 110 U.S. Representatives who received the HSUS 2010 Awards are currently sponsors or co-sponsors of the PUPS Bill. That means that if only 15 of the remaining 49 “uncommitted” Representatives who were “honored” by the HSUS were to co-sponsor the PUPS Bill, the “Magic Number” of 150 would be reached. So far, only 14 of the 36 Senators who were honored by the HSUS in March of this year have Sponsored or Co-Sponsored the Companion PUPS Bill in the Senate. Thus, if 14 of the “uncommitted” 22 Senators who were honored by the HSUS in March of this year were to co-sponsor the Senate version of the PUPS Bill, the “Magic Number” of 34 would be reached. Unless a “LIGHTNING BOLT” occurs, both of the 150 and 34 “Magic Numbers” are very attainable no later than early 2012.

So what can be the “LIGHTNING BOLT???” I believe the most effective “LIGHTNING BOLT” WOULD BE A POTENTIAL “SCANDAL” ASSOCIATED WITH THE HSUS, SUCH AS THE ON-GOING INVESTIGATIONS OF THE HSUS AND ITS CURRENT AND FORMER EMPLOYEES BY THREE DIFFERENT FEDERAL AGENCIES - - ONE OF WHICH IS BEING REVIEWED BY THE U.S. OFFICE OF GOVERNMENT ETHICS.

Ideally, the Offices of every Member of Congress need to be “flooded” with E-Mails that call attention to the “Dark Side” of the HSUS, as well as the fact that the HSUS has become the subject of investigations by three separate Federal Agencies. The recommended wording for these E-Mails would read as follows, and may be copied and pasted to E-Mails going to Members of Congress.

********************************************

“Dear Senator/Representative:

No caring American supports the activities of those few “substandard kennels” that do exist. Unfortunately, the Humane Society of the U.S. (HSUS) has mischaracterized and slurrd the activities of thousands of caring breeders by referring to all of them as “puppy mills.” Deceptively, the HSUS has never publicly acknowledged or disclosed the fact that these thousands of breeders are either Licensed and Inspected by the Federal Government, or by the State Government, thousands of caring breeders by referring to all of them as “Hobby and Show Breeders,” as well as breeders of Search and Rescue dogs and breeders of dogs for owners with special needs, such as the blind. Unfortunately, the HSUS’s grotesque distortion of the true facts have worked up so many into a frenzied, false belief that the PUPS Bill will solve the purportedly systemic “problems” that have been “highlighted” by the HSUS, but simply do not exist.

Throughout the History of the U. S., there have been charlatans who have deceived much of the American Public and many Government Officials. By analogy, it took years before the scandal involving Mr. Bernie Madoff exposed the magnitude of his deception - - and so many, in the Government and outside of

continued on pg. 32
The American Canine Association (ACA) was started by breeders to provide the highest level of quality services for professional breeders. Over the last three decades, the canine industry has been through both very good and very tough economic times. ACA’s professional litter registration cost has continually remained at a flat $10 rate for over 25 years with no additional dollars per puppy penalties charged by other companies.

In addition to the low professional breeder litter rates, ACA offers professional breeders: FREE breeding stock registrations; FREE dual registrations for other registries; FREE microchip registration with ACAsip.com; Educational Seminars; Dog Shows; Star Breeder Programs & Awards; Toll Free phone numbers; FREE duplicate puppy applications or registration certificates and much more!

Two dollars ($2) from every professional litter registered with ACA is used to legislatively defend the canine industry on the local, state, and federal levels. From legislative analysis and ACA Action Packs - to “boots on the ground” in capitol buildings - ACA continually works to “Protect Your Future!”

For the consumers that purchase your puppies ACA offers: On-line registration; Toll Free 1-800 numbers; Lifetime lost and found tag protection; No penalty, late fees or time limits on registrations; Free ASK-A-TRAINER for behavior questions; Free ASK-A-VET for health questions; Full pedigree services; Lifetime genetic health tracking; Organized dog shows; Free microchip and tattoo registrations; and both English and Spanish speaking friendly customer service representatives.

The American Canine Association, Inc. has been a proud Top Sponsor of Professional Breeders Associations across the USA for several years!
the Government, blindly trusted and followed his recommendations to their detriment. That is why I am equally concerned that the PUPS Bill is deceptively flawed, and requires a more in-depth review before the Congress moves forward to vote on the PUPS Bill, especially since the three Senior Government Officials listed below have been briefed on the status of on-going investigations in each of their respective Federal Agencies. These investigations involve the allegations of improper activities of the HSUS and their current and former employees. And that is why, I urge you to contact each of the three Government Officials listed below, and ask them to brief you on the nature of the investigations involving the Humane Society of the U.S., and its current and former employees, before the U.S. Congress votes on the PUPS Bill.

U.S. DEPARTMENT OF AGRICULTURE (USDA) - - INSPECTOR GENERAL PHYLLIS K. FONG: Ask about the status of the on-going investigation involving allegations of a “Conflict of Interest” and a “Misuse of Government Position” by Ms. Sarah L. Conant, a former HSUS Litigation Attorney who was a hired by USDA but two days after she resigned her position with the HSUS to become the Chief of the APHIS Enforcement Branch. Also ask about the preliminary review by the U.S. Office of Government Ethics of Ms. Conant’s alleged “Conflict of Interest.”

DEPARTMENT OF JUSTICE - - ASSISTANT U.S. ATTORNEY KEITH MORGAN IN THE OFFICE OF THE U.S. ATTORNEY FOR THE DISTRICT OF COLUMBIA: Ask about the status of the Complaint that he has received concerning the allegations that the Humane Society of the U.S. (HSUS); and its self-described “Lobbying Arm” and “Lobbying Affiliate,” the Humane Society Legislative Fund (HSLF), which has submitted thousands of pages of lobbying documents to the Federal Election Commission; and the Senior Leadership of both the HSUS and the HSLF have violated the Lobbying Disclosure Act of 1995. Despite the fact that the HSUS, the HSLF and the Senior Leadership of those two tax-exempt organizations were required by Law to register with the Clerk of the House of Representatives and with the Secretary of the U.S. Senate because of their thousands of “Lobbying Contacts” with “Covered Executive Branch Officials and “Covered Legislative Branch Officials,” THEY HAVE NEVER DONE SO!

DEPARTMENT OF THE TREASURY - - INSPECTOR GENERAL J. RUSSELL GEORGE: Ask about the inquiries made by at least Eight Members of Congress concerning the “apparent inappropriate activities” of the HSUS and its “tax-exempt status.” Also ask about his response to Senator Lugar that was dated August 24, 2011, in which he stated that “we have recently initiated an audit to determine whether the IRS’s Exempt Organizations function is accurately accounting for referrals of alleged violations of Federal tax law.”

While I personally believe that it is inappropriate for you to support the PUPS Bill, I only ask that you come to your own conclusions after you gather the “all of the facts” from the USDA, the Justice Department and the Treasury Department. In short, the “lessons learned” from blindly following the seemingly logical and persuasive recommendations of Bernie Madoff may very well apply to following the seemingly logical and persuasive recommendations of the Humane Society of the U.S. which is the subject of on-going investigations by three different Federal Agencies, and which has been aggressively lobbying Members of the U.S. Congress to support the passage of the PUPS Bill.

Respectfully Submitted,

***********************************************************************
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Log onto www.house.gov/writerep/

1. To send an E-Mail to your Two Senators,
Log onto www.senate.gov/general/contact_information/senators_cfm.cfm

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From the Humanewatch Team
www.humanewatch.org

We told you recently about how HSUS has contracted extensively with a professional dial-for-dollars firm called the Share Group, even though, year after year, HSUS entered into arrangements whereby it kept pennies on the dollar of the money raised in its name, while the for-profit fundraiser hoarded the lion’s share. Donors’ doggie dollars simply weren’t winding up with animals in need. And HSUS signed off on it.

We flipped over another fundraiser rock, and we’ve uncovered something else startling.

HSUS’s factory-fundraising machine also has contracted with a firm called Donor Services Group (DSG). (For some reason, all of these fundraising outfits have remarkably bland names.)

The Commonwealth of Pennsylvania reached a “consent agreement” with DSG in July, whereby DSG agreed to pay Pennsylvania a fine of $14,000. Why? According to Pennsylvania, DSG’s February reply to a state investigative subpoena “indicated that [DSG] employed individuals who have been convicted by a court of a felony or misdemeanor involving dishonesty or arising from conduct involving charitable solicitation.” According to the settlement, DSG “employed nine (9) individuals who were convicted of felonies or misdemeanors involving dishonesty to solicit monetary contributions from Pennsylvania residents.”

That’s right—a fundraising firm hired by HSUS used criminals who had convictions relating to dishonesty.

That’s not HSUS’s fault, of course, although we’d frown if HSUS continued to do business with this firm. To our knowledge, HSUS is still using DSG’s services—its contract with DSG goes through October 30. And the contract started in November 2009—so it appears possible that convicted criminals were calling up old ladies to try to get some doggie dollars.

What bothers us is that it’s a second firm with a questionable record that HSUS has used. Share Group, you might remember, entered into many settlements over the years with state authorities after charity regulators alleged that the group failed to follow the rules.

What’s more, included in HSUS’s contract with DSG was a copy of a sample script used by the company when fundraising on HSUS’s behalf. When asked by potential donors how much of their contribution goes to HSUS, the DSG caller is supposed to reply, in part:

Trying to estimate what percentage the charity might receive based off our flat fee is difficult since I don’t know all the information about how the Humane Society of the United States budgets fundraising costs, but it could be approximately 40% - 50% over two years.

Really? Because included with the contract is a statement that HSUS will get just 2 percent of the proceeds from DSG’s campaign. That’s right: 98 percent of the money raised goes to DSG. And yet, DSG callers are supposed to tell potential donors that HSUS’s take “could be approximately 40% - 50% over two years.”

And remember: both DSG and HSUS signed off on the contract. According to the contract, HSUS has to approve all scripts, which presumably includes this sample.

Is this honest? Is this legal? We wonder.

Check out the follow-up article on the next page.....
If you haven’t read our articles exploring HSUS’s ties to the professional fundraisers Share Group and Donor Services Group, they’re a good background for the factory-fundraising schemes that the Humane Society of the United States is willingly involved with.

Today we’re exposing another questionable arrangement that HSUS has made with a professional solicitor. Meet Donor Care Center. The first thing you should know about DCC’s ongoing solicitation campaign is that most of the money raised on behalf of the nonprofit HSUS will likely be going into this for-profit’s pockets. According to the contract, HSUS is only supposed to get 0.05 percent of the fundraising proceeds. That’s right—up to 99.95 percent of these charitable donations could wind up enriching a professional solicitor.

Remember, HSUS agrees to this—it signs (and presumably reads) every contract it enters into. And it knows from past experience that loads of donors’ doggie dollars aren’t winding up in animal-care programs. It doesn’t stop there.

We obtained a sample copy of the fundraising script used by DCC when it calls people under HSUS’s banner. Here’s the catch: This professional fundraiser is literally telling people that it’s not asking for money.

“The main reason for my call is not to ask for money,” the script goes. Right—except for the small fact that this is a fundraising campaign. And how the campaign is conducted is a bit unorthodox. DCC asks people to recruit their friends and family to become HSUS members (then they, too, can get solicited by factory fundraisers) and offers to send them a campaign “kit.” Doing this, DCC promises potential donors, “will literally help protect THOUSANDS of animals!”

That would seem to only be true if the money raised actually goes to HSUS. DCC callers are told to say that “it is our best estimate that HSUS will receive at least 50% of the funds raised on this campaign.”

True? We have every reason to be skeptical. A supplemental sheet filed with the DCC/HSUS contract states that 0.05 percent is a “reasonable estimate” of the percentage of the overall revenue that will go to HSUS.

Let’s put it this way: DCC appears to be saying to donors that if you give $100, $50 will go to HSUS—while in reality, just one nickel will. And according to a solicitation report from the Washington Secretary of State’s office, only 35 percent of the money raised in DCC campaigns last year went to charities. In 2009, just 12 percent of the money DCC raised went to charities.

And of course, we have the examples of Share Group and Donor Services Group—fundraising campaigns in which a small fraction of the money raised goes to HSUS. And yet, here’s a fundraising campaign—the main reason of which is “not to ask for money”—promising donors that they can protect “thousands” of animals.

Deceptive? Manipulative?

Perhaps “vintage HSUS” will do.

From the Humanewatch Team at www.humanewatch.org

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“Britches”- photo courtesy of Mary Johnson

Happy Holidays!
Hi Friends,

Mary is in the kitchen making Carmel syrup and stuff for special Christmas gifts. Chewy here taking a chance to get on the picture and word machine to tell you Hi and wish you a Merry Christmas, hope I don’t get caught. This is the 6th year for me to help out writing her letters, but I’ve been helping out at Christmas time since I was a puppy. Mary keeps busy caring for us, (and doing odd human things), so I like to help out when I can, plus it gets me more treats and stuff when she figures it out.

Humans on the moving picture box keeps talking about hard times. I don’t think they know what they’re talking about. They’ve never had to be a dog! I’m always trying to understand humans and guess what’s going on in their mind and it isn’t easy. Plus trying to convince them that I haven’t gotten enough treats or attention is harder than you may realize.

This past year one of my great, great grandbabies has been busy studying and showing in agility and obedience. I am so proud of him! Duh-Dot has started earning her championship; I think she’d do real good in agility too if Mary could figure out how to harness her energy. Now that Gavin has got his Championship he thinks he’s a hot shot and I have to bribe him to help out. Do you know anyone like that?

Daisy and D.D. are new moms and are busy caring for their babies, so they can only help as look outs to make sure we don’t get caught stuffing cards into envelopes, wrapping gifts and you know; doing the joy of Christmas stuff. Hold on, Daisy is sending the warning bark. That was close, still don’t know why Mary is making caramel syrup, she said we weren’t getting any. Do you know why humans do the things they do? It’s a mystery to me and I’ve been studying them all my life.

Duh-Dot has become a wall jumper; she can jump the rock wall. It’s 6 to 7 times taller than us and gets out of our space. She started out jumping to get Kitty, now she plays with Kitty and goes exploring around the big yard. She and Kitty will be able to get the cards to the mailbox, unless she sees a squirrel to chase. Gavin wants to put the stamps on the cards cause it’s like sending you a special kiss when he licks the stamp and the envelopes. Shiloh thinks that would be fun to help do too.

Minni is in charge of picking out the presents and EaBoNey will help her wrap them. We are gonna try to get Duh-Dot to be still long enough to help here too. First, we’ve got to double check Mary’s list. Shiloh and Gavin want to help put on the bow and put them under the tree, I suspect it’s so they can pee on the tree trunk. Boys are so silly sometimes. Do you have anyone silly in your life?

Mary has been telling me things about the past when she was way younger. Her first car was a VW bug. It was her dad’s and he got it in Germany in 1966. When she met Robert, she owned 3 bugs. Most people squish bugs, don’t they? Back then it was Robert’s secret goal to rid his world of VW’s & bring Mary in to the world of Chevy’s. No matter what we are in when we go bye-bye, I like to look out the window and smell the air.

Fun times!! What is your dream go bye-bye ride? There’s the phone, gotta hide!

Earlier, when the grass first started to turn green, Robert reconnected with a long time friend. That friend borrowed one of Mary’s VW Bugs; it was years ago when my mom was real young. That friend got bit by the bug and became an air-cooled VW hippie. This year Robert let his guard down and got bit by the same VW bug. He bought a `67 green bus that is a special camper called a Westie. It goes with Mary’s `67 green beetle. The Hippie friend and Mary helped him get the bus driving again. Then the two of them went to several VW shows. We were left behind with a friend to hang out with us.

Then Robert found another interest on his little box with pictures and words. He was looking at pictures of other VWs because he wanted a double cab pick-up. He found one in Canada, but couldn’t find anyone to bring it to Seattle for him. Then he found one in Oklahoma. I was excited because then he’d have it here and he could spend the day petting me. When I saw it, I realized it should have been buried next to one of Minni’s old dry dog bones. He is more proud of it than D.D. is of her stuffed bear. He’s happy and I am still not getting the extra petting that I was hoping for; at least I’ve got Mary. Have you had any dreams squashed? If it didn’t leave you homeless then it wasn’t all bad. We still have a nice place to hang out waiting ….

Remember there are some new babies here; most are my great great grandbabies. They seem to have my smarts and Gavin’s silliness. Call if you can to come play with them or … Call Mary and see if there is a match to add to your fur-family. I’m sure there is one that will fit perfectly. When they’re gone, then I will get more of Mary’s attention and that is enough to make me smile. Gotta go.

Merry Christmas,
Chewy

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