

Find Out Who Your Friends Are

By
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A favorite song of mine talks about how tough times or bad luck often bring opportunities to find out who your friends are. Not the fair weather kind, but those who just quietly support you. No matter what.

Recently, my company had an opportunity to find out who our friends are. In early August, hundreds of calls and emails began to suddenly pour into our office. The messages were all the same; the alarm being sounded by each was identical.

Breeders were alerting us about a critical situation involving the HSUS and a mainstay product we were selling. And they were buying. Had it not been for these friends, these leaders and diligent guardians of the pet industry, we would not have known what was taking place behind the scenes.

As we dug into the problem and developed solutions, it became clear that our friends were our teammates as well. Together we launched a counter attack and made joint decisions that will affect the industry in a positive way. I hope to share with you what we have learned and to make some small contribution to our industry.

Your Message is Being Heard

Dr. Wade and I have been involved in the professional pet industry for two decades. When the 'Animal Rights Alarm' went off at our company, we made a discovery we think you might find interesting. It has to do with the scope of that alarm and who it is reaching.



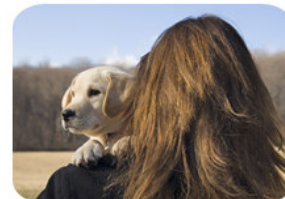
Dr. John Wade & Friend
Microchip ID Systems

We have customers in every state. Thousands of them. They come from all walks of life. They are small, medium and large kennels, they are pet stores, they are groomers, rescues, dog registries, veterinarians, show breeders, disaster teams, universities, USDA licensees, brokers, horse owners, cat fanciers, reptile breeders and more. They all share one thing. Love of the animal. And you might be surprised to know that they also share your passion for stopping the mainline AR movement. They are hearing your

message – they understand the threats to pet ownership and they are listening and reacting when you expose the source of the problem.

Change in the Wind

Over the past few weeks we have talked to many industry leaders, your lobbyists, and the presidents of all major state organizations. The general consensus is that the increased Animal Rights legislative activity is due in large part to the success that breeders are having in fighting the worn out, overplayed “puppy mill” image.



Momentum is in our favor. There is no better way to implode the AR movement than to discredit their accusations. Your dedication to professionalism and to providing America's beloved pets must be showcased with as brilliant a light as possible.

Proactive and Positive

We want to continue to do our part to shine that light; to be proactive and positive. When friends in the industry stepped up to alert us to a problem with our microchip line, we reacted quickly. Alternatives were immediately made available, and privacy was protected. Now we want to do more.

In the spirit of shining a positive light on responsible breeders, we have kicked off these programs:

1) Our website now features a page called 'Selling Your Pets'. It is intended to help breeders.

2) We have posted our first of many 'educational' articles, about the HSUS.

3) **Privacy Flag** -- We are the first company to offer a Privacy Flag for your account. This is an essential step in protecting the breeder and the pet at this time.



4) We launched online Microchip Activation just for your pet buyers. And we give them a small gift on your behalf.

We welcome more ideas!

Find out who your friends are.