



TATTLE TAILS

MAGRANE PET MEDICAL CENTER / (574) 259-5291 / WINTER 2011/2012

Puppies are **ADORABLE!!**

Puppies are ADORABLE!!! No matter the breed, size, shape or color, it is hard to resist their big eyes, innocent spirit, extra skin, puppy breath, grunting sounds, wobbly legs, cute bark, chubby belly, wiggly tail, clumsy feet, whining dreams and loving wet kisses. But, for all of us who have raised a puppy, that newness can wear off, for some quicker than for others.

Here are some statistics that are not only shocking but sad.

Did you know?

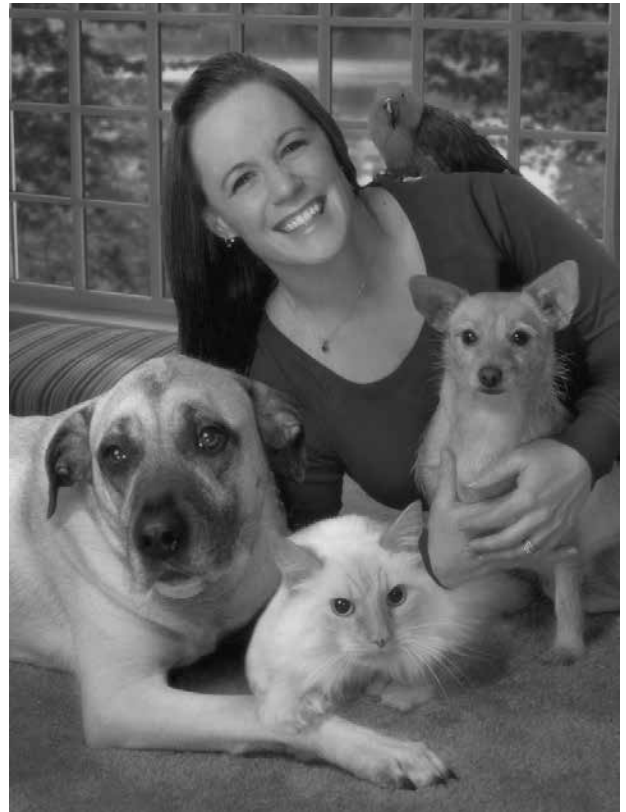
- **40%** of puppies are surrendered after 1 year of ownership!!!
- **60%** are surrendered after 2 years!!!!
- **84%** of pets surrendered to shelters are surrendered because of **preventable and treatable behavior problems!!!!**
- The **#1** cause of death for all dogs 3 years of age and under is behavior related euthanasia.

The American Animal Hospital Association (AAHA) gives us these startling numbers which includes cats.

- The majority of the surrendered dogs (47.7%) and cats (40.3%) were between 5 months and 3 years of age.
- The majority of dogs (37.1%) and cats (30.2%) had been owned from 7 months to 1 year.
- Most dogs (96%) had not received any obedience training.

These numbers are the reason it is so important for your veterinarian to be your first line of defense against behavior problems. We want you to know that we are here to help you prevent problems before they start. To help you learn how to adjust behavior you do not like. To help you build a loving, life long relationship with your pet so it doesn't become a part of those statistics.

Neika Smessaert, RVT is proud to announce her partnership with Victoria Stilwell, from the popular Animal Planet show, *It's Me or the Dog!* Neika is the first and only certified Victoria Stilwell Positively Dog Trainer (VSPDT) in the state of Indiana and the first Registered Veterinary Technician to receive this honor. Neika has been working for Magrane Pet Medical Center for nearly 13 years and has been our on-staff behavior technician for 11 of those years. Neika attended the DOGS! course at Purdue University and was in one of the first classes to graduate from that program. She is a member of APDT (Association of Pet Dog Trainers), MVMA secretary (Michiana Veterinary Medical Association) and regularly attends continuing education in the fields of Veterinary Medicine and Veterinary Behavior.



Neika with Poe, Chuck and Gwen

What is Victoria Stilwell Positively Dog Training (VSPDT)?

VSPDT is a global network of professional, like minded dog trainers whose collective goal is to shape the future of dog training by promoting positive reinforcement methodologies. With a commitment to providing the highest quality humane, reward-based dog training practices, VSPDT helps the public to better understand the domestic dog's mind, to communicate more effectively with their canine companions using positive reinforcement, to foster healthier relationships between dog and owner and to encourage responsible dog ownership.

What is Positive Reinforcement?

New E-Newsletter!

We are proud to announce our new E-Newsletter. We need your email address. Please take time to provide us with your email address the next time you are in the office or call and have us add your e-mail to our list. The online version of Tattle Tails will be available at www.magranepmc.com for you to view and print. We will send you an email notification as soon as the next E-Newsletter becomes available.

Neika Smessaert, RVT and VSPDT believes it is vitally important for owners to give their dogs the opportunities and skills they need to live successfully in a human world. A dog that is given consistent guidance from an early age grows up to be a confident dog. Education brings security, security brings confidence, and a confident dog has no need to show anxiety-based behaviors.

The strongest relationships between dogs and humans are based on cooperation and kindness rather than a human dominance/animal submission methodology which is central to outdated traditional training methods. Positive training helps to establish and maintain a connection that increases trust and therefore creates a stronger bond between dog and owner. If your dog feels good about you, he will be a happier and better-behaved dog.

(continued on page 4)

Ultimately, positive training results in a dog who follows an owner because it wants to rather than following out of fear. Traditional training uses punitive methods to force a dog to behave, often resulting in a 'quick fix' that never truly identifies the root cause of the misbehavior and promotes insecurity.

With Neika's VSPDT partnership come many great opportunities for our clients and their pets. Neika is

THERAPEUTIC LASER: NEW HELP FOR HEALING

Magrane Pet Medical Center has a new class IV therapeutic laser which has been proven effective in treatment of arthritis, neurological conditions, and wound healing. The majority of studies have shown that laser therapy relieves pain and improves motion in animals suffering from arthritis. We now have many tools to help our arthritic patients.

These include:

- Multiple non-steroidal anti-inflammatory medications
- Nutritional glucosamine supplements
- Special diets
- Acupuncture
- Adequan injections
- Class IV laser therapy

With all these treatment options, we can provide relief for most of our pets who suffer from arthritis.

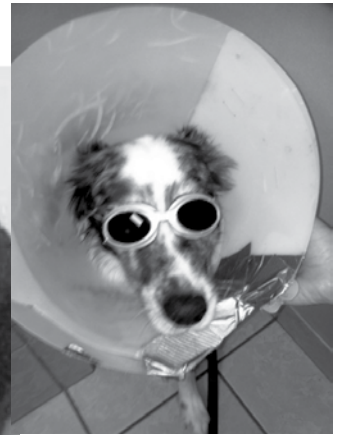
We are also using the class IV therapeutic laser to help speed healing of our orthopedic and surgical patients. One of the most dramatic patients was Elvis Myers.

We had performed major urinary tract reconstructive surgery for Elvis when he was 8 weeks old to relieve complete urinary blockage. Elvis developed excessive granulation tissue at his surgery site approximately 8 years after his original surgery. After revisional surgery was performed by Dr. Neuhoff, the laser was used to heal the wound. Prolific granulation tissue is generally very difficult to treat and requires months to resolve, but with the help of the laser, Elvis was completely healed in a few weeks.

Thorn Gnott is another patient who has been helped with the laser. Thorn suffers from Degenerative Myelopathy. This is a progressive disease in which patients lose their ability to walk and often lose control of urination and stool. Most patients

only survive a few months. Thanks to the laser and some new medication, Thorn has been stable for 8 months and we hope he will have many more.

If you have a pet that is having difficulty walking, come in for an evaluation at MPMC and discuss the ways we can help your pet stay active and happy.



NEW EMPLOYEES

Brandy is “new again” at Magrane. She previously worked as a receptionist from 1995 to 1998. She is thrilled to be working with the pets and their owners again. She and her husband keep busy with her 13-year old son, 5-year old daughter and his 24-year old daughter and 22-year old son. They share their home with their 5-year old cat, Scooter Boots. It is just a matter of time before a new dog becomes part of the family. When Brandy is not working or driving her children to baseball, swimming, or gymnastics, she enjoys the outdoors, growing her own herb garden in the summer, cooking, reading, going on motorcycle rides with her husband and watching the Chicago Cubs with her son. Go Cubbies!



Brandy

Luke

Sarah

Luke joined MPMC in August of 2011. He is currently a student at Indiana University of South Bend working towards his Bachelor of Fine Arts in Drawing and Painting. He has previously worked in multiple vet clinics as well as Potawatomi Zoo and Charles Paddock Zoo. He

has a beagle named Robbie, a cat named Fred, and four birds named Layla, Hamlet, Gerard, and Helena. In his spare time, he enjoys painting, kayaking, mountain biking, and going to concerts!

Sarah joined Magrane in the fall of 2011. She is a volunteer at Pet Refuge helping out with cleaning, adoption events, and agility training. Sarah is also a student at Ivy Tech, studying for a degree in the medical field. She has a six year old pit bull named Capone.

In her spare time she enjoys movies, reading, shopping, and being with friends and family. Welcome Sarah!

F.Y.I.

Veterinarian Schedules

Monday AM
Dr. Niemann

Thursday PM
Dr. Niemann

Monday PM
Dr. Neuhoff
Dr. Niemann
Dr. Logue

Friday AM
Dr. Niemann
Dr. Neuhoff

Tuesday AM
Dr. Doversberger
Dr. Neuhoff

Friday PM
Dr. Logue
Dr. Niemann

Tuesday PM
Dr. Niemann
Dr. Logue

Surgery Schedule
Monday-
Dr. Doversberger
Tuesday-
Dr. Neuhoff

Wednesday AM
Dr. Doversberger

Wednesday-
Dr. Logue

Wednesday PM
Dr. Neuhoff
Dr. Logue

Thursday-
Dr. Niemann
Friday-
Dr. Neuhoff

Thursday AM
Dr. Doversberger

Saturday Hours:
7:30 am - 12:30 pm

Friendly, Fast, and Affordable!

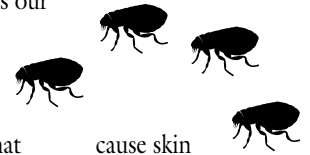
We are matching PET MEDS' online pharmacy prices for 12-month supplies of Heartgard. No more waiting for your pet's preventative to arrive in the mail! Call us at (574) 259-5291 for fast, friendly service!

Mission Statement

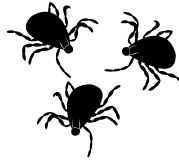
The Magrane Pet Medical Center Health Care Family seeks fulfillment by providing the best medical and surgical care available. We are dedicated to relieving pain and suffering in a compassionate way. The care and education we provide will maintain the highest quality of life for pets, their owners and our community.

Introducing Parastar Plus

We are pleased to announce that we will be carrying Parastar Plus as our recommended flea control. Beginning this winter, it will replace Frontline Plus.



Parastar Plus is a new double-action tick and flea treatment for dogs.



Parastar kills ticks, fleas, and chewing lice that cause skin irritations. These can make life miserable for your dog, as well as potentially transmit life-threatening diseases.

Parastar Plus starts killing ticks in as little as 1 hour, significantly faster than leading flea and tick products that can sometimes take up to 72 hours. Parastar Plus combines two active ingredients for quick-killing, long-lasting action against fleas and ticks. It also kills chewing lice and controls the mites that can cause sarcoptic mange.

It is important to protect your dog against tick borne disease. Ticks carry Lyme disease and Rocky Mountain spotted fever among other diseases. Fleas can cause flea allergy dermatitis and facilitate transmission of bacteria and tapeworms. Chewing lice can cause hair loss, skin irritation, skin infection, and blood loss.



Parastar Plus tubes are designed for convenience. Compared to other products Parastar has less liquid in the tube, making it easier to apply. It is applied on the back of the neck between the shoulder blades.



Parastar is safe for use on dogs and puppies 12 weeks of age or older, and is waterproof.

Thank You

We'd like to thank the following clients for their referrals:

Beth Curtis
Linda Czarnecki
Vonnice Danless
John and Marge Harbison
Linda Horvath
Susan Hutchins
Elizabeth Joo
Sheila Keyser
Jason Kulick
Sara and Bryan Leitenberger
Stephanie and Roger Lisenko
Keith Logue
Carrie Lowe
Nichole Martino
Sarah McCormick
Lucky McFaul
Tracy Megyesi

Joseph Norris
James and Pam Putt
Peggy Randolph
Karen Saverine
Paula Stanage
Kristin Swank
Maura Visconsi
Jena Wiczorek
Jennifer Wilson
Jon Balog
Patricia Biggs
Linda Brooks
Sandy Budd
Ron and Jenni Christiana
Jasmine Coryell
Sharon Carter
Cynthia Cortez
Geoff Davis

Nancy Demske
Laurie and Marshall Dye
Summer King
David and Ann Kline
Kendall Loebbaka
Dennis Meyers
Christine Neal
Kathleen Neuhoff
Mike Neuhoff
Kathy Peak
Michael Ringer
Melissa Stedenstrang
Kin Skupski
Julia Valdivieso

If you made a referral and your name does not appear on this list, please accept our thank you for the referral and our apology for omitting your name.

MAGRANE PET MEDICAL CENTER
3945 Edison Lakes Parkway
Mishawaka, IN 46545-3006
(574) 259-5291
www.magranepmc.com



Presorted Standard
U.S. Postage
PAID
South Bend, IN
Permit No. 318

A Referral Program

Please take advantage of our Client Referral program which works in conjunction with our Feather and Fur Fund. We've developed a "Gift Card" that you can pick up at our office. However, this is a Gift Card that you do not have to pay for! Just pick up several of these cards the next time you are in our clinic. When you refer a friend and give them the card, they will receive a complimentary complete physical exam and Magrane will donate \$20.00 to the Feather and Fur Fund in your name. We appreciate the confidence you've placed in us to care for your pet, and we appreciate each and every referral you send our way.



Friend Us on Facebook

Magrane Pet Medical Center prides itself in staying current with the most up-to-date medicine available for your pet. When it comes to social networking, we want to do the same. However, we can't do this without your help. Please search for and friend Magrane Pet Medical Center on Facebook today and begin networking with our clients and staff. It is a fun way to share stories, pictures, and information with people who have something in common; a unique bond with their pets.



(continued from page 1)

Puppies are ADORABLE!!

re-instituting Puppy Kindergarten Classes and Clicker Training Classes at Magrane after the first of the year! This also allows Neika to continue behavior consultations for dogs and cats with greater scheduling flexibility.

If you want to learn more about Neika, her classes or other services please visit: www.vettechcoach.positively.com or email her at: vettechcoach@positively.com or call our office (574) 259-5291.

Class Information

Puppy class starting January 12, 2012

Thursdays, 6pm-7pm in lobby of Magranes

The class is rotating so your puppy can start anytime, no waiting for the next class session to start. :)

Open to vaccinated puppies 16 weeks and younger (2DHPP and Bordetella)

Kitten Classes

February 1, 8 March 7, 14 April 4, 11 May 2, 9

Open to vaccinated kittens 14 weeks and younger (2 FVRCP and negative FELV/FIV tests)

Clicker Class

Open to any fully vaccinated dogs. Must be pre-registered.

Class 1 - Saturdays, February 11 through March 17 1:30pm - 2:30pm (NO class March 3)

Class 2 - Saturdays, May 5 through June 2 3:30pm - 4:30pm