

The

# COMPANION

*Helen Woodward Animal Center*

OLYMPIC  
INSPIRATION  
THERAPEUTIC  
RIDING SHOW

THE FIRST ANNUAL

## ACES

INTERNATIONAL  
CONFERENCE

ADOPTIONS  
SUCCESS STORIES  
MEET HAILEY

# Friends Available for Adoption

To see other adoptable dogs and cats, visit [animalcenter.org](http://animalcenter.org)



**Jessie**

2.5-year old Pointer blend spayed female. I am a very energetic dog that loves people but needs guidance and a lot of exercise to be the best I can be. If you are looking for an active best friend, I could be the one for you.



**Poppy**

8-year old DSH spayed female. I want nothing more than to hang out with my favorite people in a warm loving home. So, if you're looking for an affectionate, fun loving, feline addition, come meet me and give me a chance to win your heart!



**Rosie**

7-month old Labrador Retriever blend spayed female. I am a young high spirited dog who loves to play with toys. I am smart and fun loving and just need a great friend to teach me how to be the best dog ever!

## Creating a Humane World for Animals and People

Helen Woodward Animal Center is a unique, private, non-profit organization dedicated to saving the lives of animals and enriching the lives of people. For 40 years, our Center has provided humane care and adoption for orphaned animals, as well as animal-centered educational and therapeutic programs for people. The Center is a dynamic, evolving institution that is an agent of change for the animal welfare world. Not only are we operating innovative and beneficial programs for animals and people, but we are teaching others around the world how to successfully market and promote their programs and stop the senseless death of thousands of animals. 🐾

### Don't miss a single issue...

Every issue of Helen Woodward Animal Center's *The Companion* newsletter is filled with stories about the relationship between humans and the animals that we love. Four times each year *The Companion* keeps you informed about how you are helping us fulfill our mission of "people helping animals and animals helping people."



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**Facebook**



Follow us on  
**twitter @hwac**

*SURRENDERED PETS will receive a complete veterinary examination for good health and temperament. A documented history is required for all owner-relinquished animals. Dogs under our care are exercised regularly and cats enjoy comfortable playrooms. Experienced staff screen potential adopters to help clarify needs and ensure a lifelong match. Once an adoption is complete, our staff is available for any assistance to make the transition a success.*

On the cover: Helen Woodward Animal Center adoptable Valerie; Photo by **Brittany & Cristina Cruse**

## The COMPANION

FALL 2012

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# PRESIDENT'S MESSAGE

Dear Friends of the Animals,

It is hard to put into words the excitement and pride I am feeling as I reflect back on the last 2 months of activities here at Helen Woodward Animal Center. It all started with another amazing year of the Surf Dog Surf-A-thon which continues to garner incredible media attention right here in San Diego and around the globe. We were thrilled this year when a German magazine picked up the story and decided to write a long article with photos about our surfing dogs. A new angle this year that was particularly exciting was the fact that Google offered to feature the event live streaming throughout the day, making our event viewable for audiences around the world. SoCal Surf Dogs' very own Gigi Bagaporo was our on-air hostess for the entire day and did a great job sharing all the thrilling moments of the event! We thank our good friends at IAMS for their continued support and commitment to this event, as well.

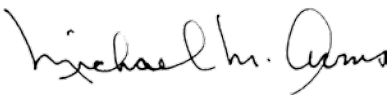
Shortly after Surf Dog ended the team here at Helen Woodward Animal Center had to go into overdrive to complete last minute preparations for our first ever ACES International Conference held at the Bahia Hotel down at Mission Bay. We were honored to have close to 200 guests from animal organizations across the country and around the world who all came together to learn how they could improve the quality of life for orphaned animals. Many were feeling hopeless and frustrated upon their arrival Wednesday night. They had grown tired of seeing so many beautiful animals euthanized and not feeling that there was much they could do about it. When I looked out on those same faces on Saturday morning I knew that something had changed – we had reached them with our words of inspiration and the tangible tools for success that our speakers had provided. They left the conference energized and prepared to make positive changes at their own facility. Whether they learned how to develop their Board, write a grant, or enhance their media relationships, every person who attended the conference felt they had gained some powerful support in their fight against euthanasia and we can't wait for 2013!

Following the conference a group of attendees from Abu Dhabi stayed on another week at the Center for a more in-depth look at our day to day operations. They have hopes of creating a humane education facility in their country. The possibilities of changing the way an entire region of the world views our animal friends is incredibly exciting and we look forward to working closely with them on this tremendous project.

Lastly, I had the distinct honor of presenting Helen Woodward Animal Center's 2012 Humane Award to a phenomenal lady who has done a tremendous amount to enhance the quality of life of orphaned animals in San Diego – Lori Walton. Her passionate commitment to our animal friends was inspiring to us all.

I hope you and your families (furry and otherwise) enjoy the holiday season in a joyful way and please take a moment to remember those orphans who are not so lucky as to be basking in the warmth of a loving family. Your support at this special time of year means so much as we work to find homes for over 1 million orphaned pets during this year's Home 4 the Holidays Campaign.

Yours for the animals,



Michael M. Arms  
President



*We were honored to have close to 200 guests from animal organizations across the country and around the world who all came together to learn how they could improve the quality of life for orphaned animals.*

## GROCERIES FOR YOU GETS GROCERIES FOR ME ... FREE!



Every time you shop at Ralphs and scan your linked Ralphs Rewards Card, Helen Woodward Animal Center will receive up to 4% of your shopping dollars!

**Ralphs REQUIRES everyone UPDATE their Community Rewards organization each term or their contributions will cease.**

So please update or re-enroll HWAC as your choice so your community contributions keep going to animals and people in need!\* Tell your friends and family to link their cards and support Helen Woodward Animal Center for free, too! \*You must re-enroll even if you enrolled as recently as August 2012

**HOW TO RE-ENROLL HWAC as your COMMUNITY REWARDS organization:**

- Log onto [www.ralphs.com](http://www.ralphs.com) and sign-in. Or sign up as a new member.
  - Click on 'My Account' (in the top right hand corner).
  - Click on 'Community Rewards.'
  - Click on 'Edit Community Contribution Program Information.'
  - Choose Helen Woodward Animal Center as your organization.
- It's that easy! Check your register receipts regularly for confirmation.

[animalcenter.org](http://animalcenter.org)



# Adoption Success Stories

*There is no greater joy for all of us here at Helen Woodward Animal Center than to hear back from the families who have adopted our beautiful animals and are eager to share with us how they are adjusting to their new homes.*

By Dr. Dawn Higgins, DPT and Karl Higgins



Hailey

Twelve years ago, a 6 month old puppy is abandoned on the street. For weeks and weeks, she endures abuse, loneliness and desperation. Meals are stolen from garbage cans. Torment and escape are daily challenges.

Finally, she is taken in by a rescue group and brought to Helen Woodward Animal Center. The little girl, Hailey, as she becomes known, is cleaned up, vaccinated and spayed. At last, nutritious meals fill her tummy on a regular schedule. She does not have to fight for dinner.

On a bright February day, into HWAC walks a bright eyed, eager 11 year old girl with her parents. Sitting in the first row of kennels is Hailey, with her droopy right ear, bright eyes and happy smile. In short order, family and dog are within the socialization yard with the family's other pooch, a two year old black lab named Cody. The sounds of happy barks fill the yard. Hailey has a new friend. He's a gentle giant, a loving brother. The young daughter turns to her father and utters the words few dads can resist, "Please dad, can we keep her? Look how well they get along!"

Before the staff can even pull her file, there is conversation with the parents. "This dog is going to need a lot of attention. She has issues. Tell me what you do and how long you are home each day. What is your back yard like?" A very long list of questions follow. Another staffer comes in to interview the prospective adoptive parents. More questions, more answers. Towards the end of this, another family sees Hailey and asks if she is available for adoption. The answer comes back, 'No. I think she has a new family.' The 11 year old girl shouts, 'Hooray!'

Paperwork is completed and Hailey is brought back into the Center office. This time she barks with joy when the new family scoops her up and hugs her tightly. Out to the car she goes and her new brother Cody begins to bark his greeting to her.

As everyone is settling into the SUV, Hailey jumps onto the lap of the mom. Her snout snuggles into the neck of her new mom. She sits on her lap for the entire ride home. As the car door opens in the garage, out Hailey runs, into the two story home. She has covered every inch of the downstairs and outside in a single minute. In a flash, she ascends the stairs, being chased by Cody, the black lab.

On her second day in the new home, a neighbor rings the bell at the gate. A deep growl and bark erupt. The parents look at each other and think of the Lab, but it is not him. Hailey has now assumed the role of protector of the castle. Laughter erupts. 'Well, I guess she's home,' says the dad with a grin. The days pass and stretch into months. But Hailey's old habits return. Strangely, she cowers and tucks her tail each time the father picks up the newspaper from the driveway. She won't come near the paper. Painful thoughts begin to form in the father's mind about his dog's difficult past. The digging starts after a few weeks. Furniture chewing is next.



Cody & Hailey

To make matters worse, the Lab now starts to emulate the behaviors as well. Tempers are frayed... patience is thin. The mom wonders aloud one evening at dinner

if Hailey should go back to the Center. Back and forth the conversation goes. And then the dad makes a decision. "What Hailey needs is unconditional love. She needs to understand we are not giving up on her. She's not going back. Everyone else in her life gave up on her, except Helen Woodward and us. She needs structure and discipline to be sure. But what she needs most is unconditional love. She's staying. But if Hailey got a job it would be nice too, because I'm getting tired of buying new furniture!" And everyone at the table laughs and shakes their head in bemused agreement. It is settled.

And so it occurs that a dog trainer soon starts coming to the home. Hailey and Cody and the family work and work on discipline and reward; structure and obedience. And each

week, there are fewer and fewer cries for attention and incidents of destruction. At last, after months of work, the trainer pronounces graduation. 'She is an awfully good dog,' he says. 'They both are. I hope you have them for a long, long time.' There is happiness and a sense of relief in the home, for all concerned.

The years go by. The daughter leaves for college. Cody succumbs all too quickly to cancer at six years of age. Within weeks a new black lab puppy joins the family. He is named Dutch. Immediately, Hailey assumes the role of mother to Dutch. She teaches him well. They hunt, explore, play and bond. The young mixed breed pup, that was abandoned on the streets, and had such awful memories, has now become the protector instead of the protected. Life has come full circle.

Twelve years have gone by now. Hailey is graying. Her steps have slowed. Her health is not what it used to be. Through it all however, a family has endured. They have strengthened the ties that bond, among all of them. And at its core, is love. There is unconditional love for a young pup from the streets who found a new family and acceptance through HWAC. Let it begin, and end, with you. 🐾

*Thank you Dawn & Karl for sharing your inspiring story. If you have an adoptions story to share, please email Laurel at [Laurelc@animalcenter.org](mailto:Laurelc@animalcenter.org).*


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animalcenter.org



Helen Woodward Animal Center Education Department



**EXPERIENCE FUN HOLIDAY ACTIVITIES FOR KIDS DURING THIS ONE-OF-A-KIND EVENT!**

Children will embark on a holiday adventure featuring crafts, the story of how our twin foals Sunny and Angel saved Christmas, a visit with barn animals, and a personal meeting and photo with Santa Claus! After an hour of holiday magic with Santa and his farm animal helpers, join us at the Sugar Plum Fair for yummy Yuletide treats and unique gift vendors!







**Reserve your family's holiday with Sunny and Angel today!**

**WEEKENDS OF...**

Sat., Dec. 1st – Sun., Dec. 2nd  
 Sat., Dec. 8th – Sun., Dec. 9th  
 Sat., Dec. 15th – Sun., Dec. 16th

**To contact Santa's Shop (aka the Education Department), call 858-756-4117, ext. 318, or email us! [Education@animalcenter.org](mailto:Education@animalcenter.org)**

# ACES International Conference 2012



We are thrilled to announce the amazing success of Helen Woodward Animal Center's first-ever ACES (Animal Center Education Services) International Conference which was held September 27-29 at the Bahia Hotel near Mission Bay with the goal of providing those in the animal welfare industry, both staff and volunteers, with valuable information to help run their organization as a business – a life-saving business.

We have received extensive feedback from the participants and we feel confident that not only did they obtain valuable information and tools that they can take back to their organization to affect immediate change, but they left feeling inspired and hopeful about the future of animal welfare and the role they have to play in building that future.

Whether they were inspired by high-profile speakers like Jill Rappaport from the TODAY show or Senator Andrew Dinniman from Pennsylvania who championed a bill to remove gas chambers for pets from his home state, we believe that all our guests were moved by Mike Arms and his words of inspiration and encouragement and we know that they gained valuable tools in their fight against euthanasia. In addition, our internal speakers covered important topics like fund raising and public relations and gave each participant a flash drive with samples for them to utilize in creating their own materials. We will also continue to be a resource to each of them as they prepare to make these positive changes in their organizations.

We would like to recognize all the wonderful sponsors who made this year's event possible including:

## Founding Sponsor – The IAMS Company

## Title Sponsor – Ark Sciences

Presenting Co-Sponsor – Krystal Multimedia

Presenting Co-Sponsor – Austin Cotton Company LLC

Presenting Co-Sponsor – EU Services

Presenting Co-Sponsor – PetHub

Presenting Co-Sponsor – PETCO Foundation

The 2013 ACES International Conference will be held in San Diego from September 26-28, 2013. We will be adding many new components to the next conference including beginner and advanced tracks and an open forum to draft important



Steve Dale, Michael Arms & Jill Rappaport



Krissie Newman, Michael Arms



Dave Scott, Jill Rappaport



Ark Sciences representatives explain their "Zeuterin" product at the vendor fair.

protocols that can be utilized across our industry. We will be opening registration in December with a special alumni discount for those who participated this year. 🐾

# Olympic Inspiration



Elizabeth with her trophy

On Saturday, October 6th, 2012, friends and family joined students in our Therapeutic Riding program for this year's Riding Show entitled "Olympic Inspiration". With loved ones looking on, students displayed their skills in dressage, jumping, "hurdles", "shot put" and more - there was even a game of horse "soccer"! All our students work so hard at their lessons each week, it was truly a treat to see the skills they have learned over the past year, and President Michael Arms was honored to present each student with a special trophy honoring their amazing achievements.

In coming months, students in the program will have the opportunity to be inspired by the horses and performers in the Valitar horse show, as the producers have generously offered the chance for them to attend a special dress rehearsal viewing. Valitar will also be donating to Helen Woodward Animal Center one dollar from every ticket sold. For more information on the Therapeutic Riding Program, please visit [animalcenter.org/therapeuticriding](http://animalcenter.org/therapeuticriding). 🐾



Go to [Valitar.net](http://Valitar.net) for more information.

## SEND US YOUR ADOPTION SUCCESS STORIES

We'd LOVE to hear how your pets adopted from Helen Woodward Animal Center are fitting into their new home!

EMAIL STORIES AND PICTURES TO



[laurelc@animalcenter.org](mailto:laurelc@animalcenter.org)

OR MAIL TO Attn: Laurel Crump

P.O. Box 64, Rancho Santa Fe, CA 92067

Your story and pictures could be featured in a future issue of the Companion!



## 2012 CALENDAR CONTEST WINNER

Meet Jessie, winner of the 2012 Helen Woodward Animal Center Pet Calendar Contest! Her family Megan and Gerry Wynne say that "Not only is Jessie the most beautiful dog in the world, she is also the most loyal and playful companion who makes us happy every second we are with her." Congratulations Jessie, Megan and Gerry, and thank you for helping us raise funds that will help so many other pets waiting for their forever families!

WATCH FOR NEXT YEAR'S CALENDAR CONTEST AT [ANIMALCENTER.ORG](http://ANIMALCENTER.ORG) IN JULY 2013!



# HELEN WOODWARD ANIMAL CENTER

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## CREATING A HUMANE WORLD FOR ANIMALS AND PEOPLE

### UPCOMING EVENTS

**NOVEMBER 10, 2012**

*HOPE Telethon on KUSI-TV*

**WEEKENDS IN DEC. 2012**

*Sunny & Angel Save Christmas*

**FEBRUARY 10, 2013**

*Puppy Love 5k Run/Walk*

### MISSION STATEMENT

*Helen Woodward Animal Center's passionate belief that animals help people and people help animals through trust, unconditional love, and respect, creates a legacy of caring. Sharing this philosophy with others, the Center inspires and teaches, locally and globally, the importance of the animal-human bond.*



PET FOOD ASSISTANCE PROGRAM FOR ELDERLY & DISABLED PET OWNERS



# HELP PETS IN NEED

**PLEASE DONATE PET FOOD**



## PLANNED GIVING INFORMATION

- I would like to know more about HWAC's pet bequest policy.
- I would like to know more about including HWAC in my will.
- I would like to be invited to an informational bequest luncheon.
- I have already included HWAC in my estate plans.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

*For more information, please detach and return completed form in the provided remit envelope.*