



PetLetter

Your Advocate in
the Pet Industry

Winter 2012
Volume 33, Number 1

Letter from the President and CEO



Dear Members of the Pet Industry:

Thank you for supporting PIJAC this past year. We were active from coast to coast, protecting the interests of the pet industry as

it relates to the supply of live animals and raising the standards of care for companion animals. A few of the highlights are listed below: In 2011, PIJAC successfully:

- Worked with PIJAC members to defeat legislation in states such as Montana, Pennsylvania, Tennessee and West Virginia that would have imposed arbitrary limits on the number of dogs that breeders could maintain. Bills such as these seek only to limit the availability of pet dogs, rather than establishing high standards of care supported by the pet industry.
- Supported the repeal of Proposition B in Missouri that would have greatly limited breeding of purebred dogs.
- Helped prevent a live animal sales ban in San Francisco from being introduced.
- Organized a coalition to oppose a live animal sales ban in Irvine, CA.
- Set the stage for positive interaction with Ohio officials and members of the reptile community on legislation banning exotic pets.
- Quarterbacked winning efforts of the pet industry to defeat live animal pet store bans in Amherst, NY and Suffolk County, NY.
- Led a large coalition of companies in Texas that opposed a comprehensive bill limiting the number of dogs a breeder could own; successfully amending the legislation.
- Planned the pet industry's Top to Top Conference, which will unite the pet industry around plans for the future of the industry.

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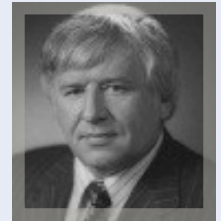
In Memory Of Rolf C. Hagen

Rolf C. Hagen, industry icon, visionary, and pillar of our industry, passed away October 22nd at his home in Montreal, Canada.

He began his career as an apprentice with a fish and pet food company in Germany. He immigrated to Canada in the 1950's and founded Rolf C Hagen, Inc. His vision led to the company's success, becoming a global supplier of pet products with operations in more than a dozen countries.

"Rolf recognized the importance of pets in society. He was one of our industry's strongest advocates for a collaborative industry dedicated to ensuring that the importance of companion animals was not lost in the press of competition," commented Marshall Meyers. "Rolf mentored thousands in our industry and was instrumental in the founding of PIJAC CANADA."

His industry contributions were recognized by the American Pet Products Association when he was inducted into the APPA Hall of Fame in 1999. He received the Lifetime Achievement Award from the Pet Industry Distributors Association in 2004, and an Honorary Lifetime Membership in PIJAC CANADA on his 50th Anniversary in the Canadian pet industry. Rolf C. Hagen is the only person that has received all three honors. Rolf was an active PIJAC USA supporter for more than 30 years. "His enthusiasm, dedication, generosity, love for this industry, and friendship will be sorely missed" said Meyers. [Click here](#) to view Rolf Hagen's obituary from the Montreal Gazette.



San Francisco's "Humane Pet Store" Program

A recommendation by the San Francisco Commission on Animal Control and Welfare that the city adopt an ordinance to ban the sale of pets in San Francisco has received a lukewarm reception from the Board of Supervisors. While San Francisco's legislative body could still take action on the proposal, Supervisors have not demonstrated much enthusiasm for the radical anti-pet proposal. Comments by Supervisors suggest they actually support the public's right to have pets. Now the Commission is entertaining a new idea: rather than mandating that pet stores stop selling pets, they would be encouraged to do so voluntarily. Of course, pet lovers in San Francisco would be deprived of choices about where to responsibly get their pets just as much with a voluntary ban, but that does not seem to trouble the Commission, which has demonstrated a strong bias against pet ownership.

At a November meeting, the Commission considered a proposal to institute a "Humane Pet Store" program, officially recognizing pet stores in the city that decline to sell pets. The proposal included a suggestion to "create an

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PIJAC Legislative & Regulatory News



In 2012, 46 states, Congress and the District of Columbia will hold legislative sessions. Twenty-six states will carry over legislation from 2011. Montana, Nevada, North Dakota and Texas will not convene in 2012. In 2011, PIJAC screened more than 12,000 pet industry-related bills, ordinances, and regulatory proposals, and actively tracked more than 1,200. Below is a synopsis of legislative activity in the last quarter of 2011. To keep up-to-date with the latest legislative and regulatory happenings, visit the [Breaking News](http://www.pijac.org) page of the PIJAC website at www.pijac.org.



California. Assembly Bill 1121, which would have required pet dealers and breeders to provide monthly reports to localities on all dogs they transfer during the reporting period, was vetoed by Governor Brown on October 7, 2011. The Governor's veto message reiterated that "licensing and tracking of dogs is quintessentially a local function". PIJAC urged the Governor to veto this legislation because it would have imposed an unnecessary and unproductive mandate on pet stores. AB 1121 would also have created a "puppy license" for dogs up to one year old, supplementing the existing licensing requirement. Irvine. An ordinance banning retail pet shops from selling dogs and cats, and also banning rodeos, circuses and other animal exhibitions, was adopted by the Irvine City Council on October 11, 2011. PIJAC joined many others to oppose this initiative, which does nothing to improve standards under which dogs, cats and other animals are maintained. Prospective pet owners in Irvine can expect to be deprived of countless choices for a healthy pet as this policy takes effect, and possibly spreads to other anti-pet extremists. Kern County. A proposed ordinance imposing new animal shelter requirements, that may include pet breeders in the definition of "animal shelter", was considered by the county Board of Supervisors at December 2011 meeting. Public testimony raised concerns that the proposed definition was not consistent with existing county regulations so the proposal was held for further study until early 2012.



Maryland.
Cecil County. The Cecil County, MD Board of County Commissioners considered recommendation of the Animal Care & Task Force's changes to the county's animal care laws at a December 20, 2011 meeting. The recommendations include new licensing and inspection requirements for commercial breeding establishments. A micro-chipping incentive was added for individual dog licensees, and the proposal

also provides a license fee schedule for individual dog owners, kennels, catteries and pet shops. For updates on this proposal, check the "Breaking News" page of the PIJAC website.



Michigan. SB 574 imposes new warranty provisions on numerous dog and cat sellers in the state. This legislation provides a list of criteria that makes a cat or dog "unfit for sale" and provides several remedies for purchasers. Provisions of SB 574 are similar to those found in warranty statutes in many other states; however, most pet warranty laws apply only to the retail sale of animals. This bill extends to breeders, pet dealers and others who sell a certain number of dogs and cats to the public per year. SB 574 currently awaits a second reading in the Senate.



Nebraska. The Nebraska Department of Agriculture has proposed a rule-making to amend the "The Commercial Dog and Cat Operator Inspection Act". Several amendments to existing rules are being proposed, including revisions in licensing requirements, substantive standards of care, and animal identification procedures. Two hearings on this proposal were scheduled for early December.



New York.
Albany County. The Albany County, New York Legislature adopted an online "Animal Abuse Registry" ordinance in October 2011. The registry lists individuals residing in Albany who have been convicted of animal abuse crimes, and will be administered by the county's Humane Society. Prior to transferring any pet animal to another person, pet stores and other providers of pet animals will be required to determine that the recipient is not listed on the register. Anyone found in non-compliance of checking the registry before transferring ownership of an animal will be subject to a \$5,000 fine. Suffolk County. The County Legislature adopted the "Puppy and Dog Protection Rating Program"

for pet stores on November 22, 2011. The program rates pet stores on a five "paw" scale to reflect the quality of care provided to puppies and dogs by the pet store as well as sourcing breeders. The measure also provides for the establishment of a Pet Store Rating Criteria Committee to set the criteria and to develop the pet store application form. PIJAC is set to serve on the Criteria Committee.

Ulster County. Proposed Local Law No. 3, which would protect domestic animals from abuse by establishing an online registry of domestic animal abusers, was heard before the Ulster County Council on November 29, 2011. A resolution to adopt the measure was scheduled to occur at one of the Council's December meetings. The proposed law contains a provision which would require "pet sellers" to examine the "Domestic Animal Abuse Registry" prior to sale, exchange or transfer of ownership to confirm that the name of the potential owner of the domestic animal is not listed. PIJAC offered testimony raising several concerns about the pet seller mandate and requested that it be stricken from the proposal. Any violation would result in a \$2,500 fine. For updates on this proposal, check the "Breaking News" page of the PIJAC website.



Ohio. House Bill 108 is currently on its second reading in the House. The bill would subject kennel owners to felony charges for violation of specific provisions of the state's animal cruelty statute, which under provisions of the bill would be applied solely to those engaged in the business of breeding dogs. Ohio carries over legislation to 2012 so PIJAC will continue to monitor the progress of this bill. Senate Bill 130 revises current Ohio dog laws by creating the "Kennel Control Authority" and establishes licensing requirements and standards of care for certain dog breeding kennels, dog retailers, and animal rescues for dogs. This bill also calls for pet stores to provide warranties for dog purchases. SB 130 remains on the Senate Agriculture, Environment & Natural Resources Committee hearing

agenda. "Dangerous Wild Animal" Ban. The Dangerous Wild Animals Work Group, formed at the direction of Governor Kasich, issued its "Executive Summary" in November 2011. The summary provides a list of animals to be banned for ownership and trade in Ohio. The list includes many species of snakes and reptiles common in the pet trade. On November 21-22, 2011, PIJAC President & CEO, Michael Canning, and Director of Government Affairs, Bambi Nicole Osborne, along with Ohio PIJAC member, John Mack of Reptiles by Mack, travelled to Columbus, Ohio and visited 10 Legislator's offices and Governor Kasich's office in response to the work group's recommendations. The "Executive Summary" is expected to be the basis for introduction of new legislation in early 2012.

House Bill 352,

banning the possession of dangerous exotic animals and requiring and person that currently owns such animal(s) to register then with the Ohio Division of Wildlife, has also been introduced. HB 352 is in the House Agriculture and Natural Resources Committee awaiting action.



South Carolina.

Richland County. A proposed ordinance, clarifying sections of the County Code dealing with authority of officers, conditions of impoundment, redemption of animals and owner responsibilities, was heard before the County Council on December 20, 2011. The proposal contains provisions limiting the number of pets per household to three and also prohibits ownership of

various exotic animal species including: constricting snakes, venomous reptiles and lizards over two feet. For the latest status of this proposal, check the "Breaking News" page of the PIJAC website.



Federal.

USDA. The USDA's Animal Plant Health Inspection Service (APHIS) published a proposed rule implementing dog import restrictions. The Service accepted public comment on the proposal until October 31, 2011. Under the proposed rule, dogs imported into the U.S. for resale, research or veterinary treatment must be accompanied by an import permit issued by APHIS. PIJAC submitted comments and is awaiting further action by the Service.



Education News

Congratulations to those who have earned PIJAC Certified Animal Specialist credentials.

AVIAN (CAS)

- William H. Allen, Indio, CA
- Aaron Anderson, Cambrillo, CA
- Sean Asta, Anaheim, CA
- Tatiana Ayala, Los Angeles, CA
- Josh Baker, San Jose, CA
- Angela Barela, Long Beach, CA
- Joshua Bender, Tempe, AZ
- Phillip Benker, Lake Elsinore, CA
- Chrystal Bernard, Vista, CA
- Mary Jo Bernard, San Jose, CA
- Collen Bierman, Canoga Park, CA
- Adam Bishersrieder, Fullerton, CA
- Deana Britt, Concord, CA
- Margaret Brooks, Vallejo, CA
- Jacquelyn S. Cagle, Salinas, CA
- Juan Camacho, Santa Ana, CA
- Amanda Canning, Vista, CA
- Lisette Carrillo, Van Nuys, CA
- Jeff Carter, Yorba Linda, CA
- Adriana Castaneda, Pasadena, CA
- Daniel Ceja, Corona, CA
- Christine Cerrato, Los Angeles, CA
- Scott Allen Chattaway, Anaheim, CA
- Jessica Clingenpeel, Rohnert Park, CA
- Robert Coburn, San Jose, CA
- Christina Connors, Van Nuys, CA
- John Darrah, Oceanside, CA
- Maria Del La Torre, Los Angeles, CA
- Robert Jules DeRegge, Temple City, CA
- Judy Drake, Daly City, CA
- Sean Drake, Castro Valley, CA
- Marvin Dye, Pacifica, CA
- Amberly Foster, Oceano, CA
- Samantha Fousse, Valencia, CA
- Jill Fox, Hummelstown, PA
- Brian Gamsky, Irvine, CA
- Ginger Gardei, San Jose, CA
- Charlie Gardin, San Jose, CA
- Jessica Goutierrez, Martinez, CA
- Susan C. Harter, Fremont, CA
- Breanna Lynn Heath, Escondido, CA
- Melanie Holland, Lake Elsinore, CA
- Da'Shon Howard, Lancaster, CA

- Esmeralda Huerta, Ontario, CA
- Lynn Joseph, Concord, CA
- Cameron Johnson, San Luis Obispo, CA
- Sally Johnson, Antioch, CA
- Rebecca Jones, Hesperia, CA
- Jennifer Kalb, San Juan Capistrano, CA
- Brenda A. Keeney, Riverside, CA
- Megan Kemp, San Ramon, CA
- Megan Koons, Covina, CA
- Kalina Kretowicz, El Cajon, CA
- Brenda Landon, Suisun City, CA
- Everado Jermaine Laurian, Daly City, CA
- Rick Lee, Lake Forest, CA
- Nicole V. Lepe, San Francisco, CA
- Savannah Leppke, Nipomo, CA
- Laura Levesque, Sun City, CA
- Chris Linsday, Anaheim Hills, CA
- Jeffrey M. Longwell, Redding, CA
- Arnoldo Loza, Visalia, CA
- Jim-E Luong, San Jose, CA
- Richard Macias, Bakersfield, CA
- Steven Mafi, Santa Ana, CA
- Anthony Mahlmeister, La Mesa, CA
- Janet Mangini, Clayton, CA
- David Martinez, Los Angeles, CA
- Sean McBride, West Covina, CA
- Mandy McKissick, Iona, CA
- Joshua Aaron Melloy, Campbell, CA
- Fred Mentino, Imperial, CA
- Kelly Marie Miller, Moreno Valley, CA
- Chris Miller, Garden Grove, CA
- Margarita Montejava, Fremont, CA
- Sherry Montooth, Riverside, CA
- Raylene Montoya, Riverside, CA
- Andre Morales, Pico Rivera, CA
- Frank Munoz, Chula Vista, CA
- Karen Mutchler, Vista, CA
- Tanyah Newberne, Pasadena, CA
- Tyler Odekirk, Tempe, AZ
- Thomas Oetzel, San Francisco, CA
- Domenic Parisella Jr., Johnston, RI
- Angelina Pasero, Daly City, CA
- Mary Pashby, Lakeside, CA
- Michelle Nicole Perez, Hacienda Heights, CA
- Patrick Peterson, San Jose, CA
- Candace Pilgrim, Vallejo, CA

- Anjana Neena Rajasekar, Pleasanton, CA
- Ana Ramirez, Redwood City, CA
- Monica Reid, Victorville, CA
- Benito Refresca, Lake Forest, CA
- Tressa Reynolds, Los Angeles, CA
- Nattie Lave Rubio, Rosemead, CA
- Heather Ann Ruelas, Lake Elsinore, CA
- Susan Ruffino, Pleasant Hill, CA
- Cynthia Lorine Ruiz, Fresno, CA
- Jacqueline Sacks, Cambridge, MA
- Lo Saelee, Redding, CA
- Jill Sands, San Carlos, CA
- Marie-Josée Sayce, Jay, ME
- Raymond C. Scarberry, Tempe, AZ
- Kevin Schumaker, Orange, CA
- Jonathan Sevier, Salida, CA
- Andrea C. Smart, Lancaster, CA
- Kenneth Smith II, Kailua-Kona, HI
- Krystina Stanislawski, Riverside, CA
- Dale Stewart, Visalia, CA
- Sandra A. Tercero Gio, Lakewood, CA
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- Cailin Meara Toolan-Rogers, Ontario, CA
- Marlene I. Tovar, San Bernardino, CA
- Georgia Triantafelo, West Allis, WI
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- Jacob Valenzuela, Los Angeles, CA
- Hli Vang, San Francisco, CA
- Alba Vargas, Los Angeles, CA
- Carlos Villicana, Los Angeles, CA
- Marta Wade, Agula Dulce, CA
- Charles O. Wade Jr., Agula Dulce, CA
- Craig Wagner, Saugus, CA
- Victoria Washburn, Johnston, RI
- William R. Woods, La Mesa, CA
- Lindsey C. Wrightsman, Sacramento, CA
- Jolynn Yanniello, Placentia, CA

CANINE (CCS)

- Janet Dilger, Ferdinand, IN

FELINE

- Celena Carlton, Bristol, WI

San Francisco, continued

official 'sign' for qualifying pet stores to post in their store windows." On its face, such a program is remarkably, though perhaps not coincidentally, similar to a national campaign that has been sponsored for some time by the Humane Society of the United States (HSUS). The HSUS "Puppy Friendly Pet Store Pledge" offers pet stores taking the pledge "a free welcome package with an eye-catching sign announcing your pledge to post prominently in your store," according to the HSUS Website. While initially focusing on puppy sales, the campaign includes an offer for pet stores to pledge not to "sell any live animals, including reptiles, birds or fish."

Ostensibly, the motivation behind such efforts to spay-neuter pet stores is to curb the abuses of substandard breeders. Curiously, the critical missing ingredient is any link between the initiative's target (pet stores) and the abused or neglected animals that such a campaign is supposedly seeking to protect. Does this mean that no substandard breeders exist in this country? Surely not. Just as is the case in any profession or industry there will be some who fail to follow acceptable standards. Substandard breeders do exist; as do substandard pet stores...and substandard shelters and rescues. The problem with singling out pet stores is that such a ban, whether mandatory or voluntary, doesn't emphasize high standards of care for pet animals. It just throws the good out with the bad. The fact is that the prevailing research shows there is no source that provides healthier puppies to pet owners than pet stores. Research also demonstrates that the vast majority of shelter animals don't come from pet stores.

Those who are sincerely concerned about the plight of animals kept in poor

conditions should focus efforts on raising the standards of care for such animals, not eliminating responsible options for people who want to bring a healthy and well-socialized pet into the family. That's what PIJAC has been doing for years by supporting high standards of care for animals in the pet trade, including PIJAC's strong support for a recent new law imposing extensive requirements for the care of animals by pet stores in California. And that's precisely what a sponsor of a proposed ban in a New York locality has done. Withdrawing his proposal to prohibit the sale of pets, this legislator instead introduced a measure that would establish a rating system based on the quality of care provided animals by pet stores, as well as the quality of the sources for those animals. To be effective, such a system will require reasonable, objective rating criteria and impartial, qualified inspectors. But the approach being proposed, providing the public better information about the quality of sources for a new pet, is unquestionably the preferable one.

What is the alternative being considered by the San Francisco Commission on Animal Control and Welfare? To simply halt the sale of pets by pet stores? That approach promises to increase the reliance of prospective pet owners on providers that are less responsible, less regulated and less accountable. Because when those pet stores who are doing it right (and there are a lot of them) no longer offer pets to the public, then that opens up a new market for the less scrupulous providers of pets who are applauding the efforts of those such as HSUS and the Commission to end the availability of pets at responsible pet stores throughout the United States.

Member Spotlight



Jim Stout (right) of Coastal Pet Products meets with Ohio Governor John Kasick.



Robert Moran, President & CEO of PetSmart, was recently named in *Fortune Magazine* as one of the top 50 Businesspersons of the Year. Congratulations!

Letter from the President & CEO, continued

PIJAC is already hard at work preparing for the new challenges in 2012. We will be hiring an additional legislative staff member to organize grassroots campaigns aimed at combating legislation at the local level. Your continued support in 2012 will further PIJAC's mission of ensuring the supply of live animals, which is the economic engine of the industry. Your membership directly supports the future success of the pet industry and PIJAC's ability to fight damaging legislation that affects your business.

We thank you in advance for your support and wish you a wonderful 2012!



Welcome to the Pet Industry's Top to Top Conference!

May 3-4, 2012 / Hilton Torrey Pines / La Jolla CA

With exciting networking events such as the Retailer/Distributor/Manufacturer Meeting, and less formal networking events such as Wine Tasting and daily breaks, industry leaders will have plenty of time to discuss what our industry needs to do to move forward. A golf tournament at the world-famous Torrey Pines Golf Course is also planned. Sessions include:



Keynote Address: James Carville and Mary Matalin

With the next presidential election right around the corner, political experts James Carville and Mary Matalin share insights on the impact of

the election, including economic implications, potential hot topic issues within administrations, and the role their pets play in their lives.



Future Forces That Will Change the Pet Industry

Bob Johansen, past President and Distinguished Fellow for The Institute for the Future (ITF), maps out future forces and their impact on the pet industry. The ITF

has a wealth of content knowledge and process derived from nearly 40 years of futures research and advisory work.

With significant changes in the American population, how will your business fare? Future forces such as an aging population, technology, ethnicity, and cultural shifts (i.e.: the DIY spirit) will all affect pet preferences and current business models. This session combines 10-year forecasts with valuable insights to steer your company successfully into the future. Facilitated roundtable discussions offer practical and effective information to maximize new opportunities in your business.



Changing Retail Channels

Brad Weston, EVP and Chief Merchandising Officer at Petco, leads this panel discussion on the ever-changing retail landscape. This session addresses the challenges retailers and suppliers face with changing consumer choices, technology trends that affect the industry, new

sources for pets, and changing supply channels.



Lunch Featuring Author Wesley J. Smith, *A Rat is a Pig is a Dog is a Boy*

Over the past 30 years, the concept of animal rights has been seeping into our culture. All people who love animals and recognize their intrinsic worth can agree that human beings owe animals respect, kindness, and humane care. But Wesley J. Smith argues that we have an obligation to humanity, and that granting "rights" to animals would inevitably diminish human dignity.



The Humane Movement and the Pet Industry: Can the Two Live In the Same Dog House?

Dr. Rollin is one of the leading scholars in animal welfare, animal rights, and animal ethics, and was a major architect of the 1985 U.S. Federal laws protecting laboratory animals. In

this session, Dr. Rollin discusses the humane movement and the pet industry. Can we bridge the gap and work together in the best interest of pets?



Robert Moran
President & CEO
PetSmart



Bob Shipley
President & CEO
Hartz Mountain Corp.



Peter Weinstein
Executive Director
S. Cal. Veterinary
Medical Association

State of the Industry & Town Hall Meeting

Join industry leaders to discuss the state of the industry from a variety of perspectives, including retail, manufacturing, and veterinary. This open forum discussion allows for multiple viewpoints about what keeps industry leaders up at night. Come prepared to discuss the industry issues that matter most to you!

Retailer/Manufacturer/Distributor Meetings

The networking meetings serve as a way for industry executives to work together to better the industry. These meetings are not focused on product, but provide opportunities for leaders to discuss ways to unite the industry, address the challenging issues that face the pet industry, and forge a successful path for the future. Each retailer will hold up to seven 20 minute meetings. Meetings will be determined on a first come, first serve basis.



And more!

We're looking forward to seeing you there!

Register today at pijac.org



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The Pet Industry's Top to Top Conference

May 3-4, 2012
 Hilton Torrey Pines
 La Jolla, CA



Forging the Future Together

With top experts discussing the issues that face the pet industry today, this conference provides the opportunity to set the course for the industry's future.

- Sessions include:
- The State of the Industry & Town Hall Meeting
 - The Changing American Demographic: How Will It Impact the Pet Industry
 - Luncheon Speaker: Author Wesley J. Smith, A Rat is a Pig is a Dog is a Boy
 - Dogs, Cats, and Other Critters: How Trends Affect Your Business
 - The Humane Movement and the Pet Industry: Can the Two Live in the Same Dog House?

- Networking events include:
- Welcome Reception
 - Retailer/Distributor/Manufacturer Meetings
 - Wine Tasting
 - Hospitality Suite
 - Golf Tournament at the world-famous Torrey Pines South course
 - Daily breaks



KEYNOTE SPEAKERS:
 James Carville & Mary Matalin

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 - Nancy Knutson, *Director of Administration*
 - Marshall Meyers, *Senior Advisor*

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