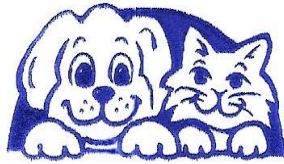


PARKSIDE ANIMAL HOSPITAL e-NEWSLETTER

Kaye Wigginton, D.V.M.
Rita Ruple, D.V.M.
Sandy Krall, D.V.M.
Deidra Blackmon, D.V.M.



1780 Rufe Snow Drive
Keller, Texas 76248
817-281-1111
FAX: 817-281-2917

WELCOME to the 28th edition of the PARKSIDE ANIMAL HOSPITAL monthly e-Newsletter

January 2011, Vol. 4, No. 1

Look forward to health care tips and information, services available for your pet; product rebates/promotions and much more, coordinating with the Parkside Animal Hospital website: www.parksideanimalhospital.com

Seen recently at Parkside Animal Hospital:



Ginger Bengi Coco Kitty Astro Oreo



Bear CoCo Seymour Dusty Marley Buffy



LOA Bumper Maya Zoe Bruno Macey Mr. Bunny



Yoda Frank Stupie Buzz Sugar LOA Mark

Book NOW for grooming.. available space filling fast! Custom color artwork possible, see Brittany.

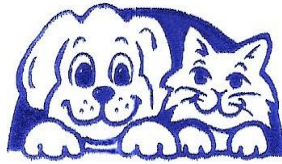
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31 DAYS TO A BETTER DOG....

Have a new puppy or a new dog of any age in your home? Or would you like a refresher course in manners for a long-time pet? Fun and helpful suggestions follow:

1. Schedule a visit to your vet to make sure your pet is healthy and current on all vaccinations.
2. Invest in a good set of baby gates to keep your puppy/pet from getting into trouble in your house or escaping from it.
3. Get a variety of age and size-appropriate toys for your pet, but only leave four or five down and only when you can monitor play, so that parts of toys aren't chewed off and ingested. Rotate toys regularly so your pet doesn't get bored.
4. Begin crate training using positive techniques. Aside from helping with house training, crate trained dogs are less stressed when they need to be confined due to an illness or during transport.
5. Look for training and socialization experiences for your pet, but make sure they are current on vaccinations prior to beginning.
6. Puppy proof your home particularly from his eye level.. and recheck often as your pet grows bigger and more active.
7. For a multi-person household, create a list of behaviors you are working on and the corresponding cue words. Your pet will learn faster if everyone stays on the same page with goals and cue words or commands.
8. As you socialize your pet, visit Parkside periodically so your pet learns it is a great place to be.
9. Food stuffed heavy-duty chew toys (like Kongs) are a great way to keep your puppy occupied. Be sure to monitor pets as they play with toys.
10. Reinforce the "four-on-the-floor" rule. It may be cute now for a little puppy to jump up on people, but this quickly gets annoying and can be dangerous for people and pets as your pet grows.
11. Get your pet used to being handled right away. Gently play with paws, ears, tail, head and body while rewarding him with treats or getting to play with a favorite toy. A dog who is comfortable being handled will find veterinary and grooming visits much less stressful.
12. If you have children in the house or who come visit, make sure they understand how to play properly with your pet. Do not allow any roughhousing which can increase mouthy and nippy behavior.
13. Visit dog-friendly stores with your pet. Some businesses that typically allow dogs include home improvement stores, garden nurseries and pet-supply stores. Make sure your pet stays current on vaccinations, and remains safely leashed at all times.
14. Teach your dog the "name game".. call your dog's name in a happy, excited tone of voice and reward him when he looks at you. Wait until he is no longer paying attention, and repeat. This game teaches your dog to pay attention to his name.
15. Vary the rewards. Every dog is different, so have the family make a list of what your dog enjoys.. try to use a mix of food and non-food rewards, such as toys, praise, brushing or getting to go outside. Every dog's list of favorites will be unique.
16. Some coffee shops and restaurants with outdoor areas allow you to sit out with your dog.. to enjoy an outing and a latte with your pet.
17. Use feeding times to train the SIT and WAIT commands. Ask your pet to SIT before you place the food bowl down and ask him to WAIT before you allow him to walk over to the bowl and begin eating.
18. Choose a marker signal. A marker can be a sound like the one a clicker makes, or a word such a YES! Pair this signal with a treat, toy or other reward early on. Eventually when you phase out the reward item, the dog will understand that the marker signal means he did something right.
19. Start teaching your pet to walk on leash right away.. but start without the leash. Practice in a safely enclosed yard by keeping some treats in your hand by your leg, and rewarding your pet for walking close to you. Gradually work up to hiding the treats and rewarding your pet for voluntarily following you closely.

(continued)

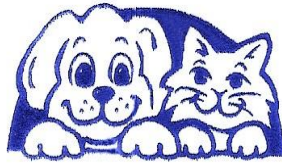
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20. Get your children involved with tricks training. Tricks are fun and low stress since they are not among the critical skills a dog needs to know.
21. Visit local parks where you know children will be. Even if you have children, the more children your puppy has good experiences with, the better. Take walks and find parks with a variety of people, sights and sounds.. but take care to make sure your pet is not overwhelmed.
22. Make sure everyone in your household is aware of attention-seeking behaviors, such as whining, jumping up, barking, pawing, licking, nudging, pushing and even stealing. Your whole family, particularly children, should be aware of these behaviors and know to ignore them.
23. Toddlers in your home? Teach your pet to do a DOWN-STAY whenever your toddler is in a high chair. You can even teach your toddler to give the hand sigal for DOWN or SIT and toss the pet a treat.
24. Teach your pet to target your hand and teach this to your children as well. This way the dog learns that when he greets people, he is positioning his head by their hands rather than by their heads.
25. Choose puppy classes over dog parks. You don't have control over the kinds of dogs at dog parks, nor their behavior, nor whether they are disease and parasite free. Young puppies may also find the activity overwhelming. A good alternative is to find friends who have dogs with good temperaments (who are current on vaccinations as well as heartworm preventative/de-wormer), and arrange play dates.
26. Encourage your pet to learn to SETTLE. If there is nap time in your household for the children, it can also be a nap time for the dog as well. Offer your pet a food-stuffed toy or a chew in his crate or on a dog bed. This reinforces calm, quiet behavior.
27. Houstraining troubles? Make sure you are monitoring your pet's intake of food and water, and exercise schedule. Most pets eliminate right after they eat, play and wake up.
28. Is your pet getting enough exercise? Every pet has different needs so research the energy levels of your dog's breed to breed mix. In addition to walking, exercise may include throwing a toy in the backyard and teaching FETCH.
29. Cement the recall or COME command through games. Play "round-robin recalls" by having different members of the family call your pet and as the pet comes to them and is rewarded, have the next person call, and so on. You can also play "hide and seek" in your house or yard and reward your dog for finding you.
30. Once your pet is doing well with practicing behaviors like SIT, STAY and DOWN, take him outside in areas with more distractions to practice these skills. This will help to "proof" these desired behaviors.
31. GOOD JOB!! Treat yourself and your pet by having fun time to build your relationship. Go on a hike, play fetch in a park, or visit the pet store to get a new toy and a social visit.

At all times, keep your pet safe. Skills should be practiced in a safely fenced/enclosed area and your dog should always be kept on leash when you are not in an enclosed area. Keep training sessions **short** and **fun**. The best methods reward good behavior and ignore bad behavior.



PET PORTALS COMING SOON!

Watch for exciting news.. Pet Portals coming soon to the Parkside Animal Hospital website!

Soon you can:

- **Check your pet's vaccination and exam status**
- **Request prescription refills**
- **Request appointments**
- **Send updated contact information**

Your FREE Pet Portal will be available within the next 30 days. In order to have on-line access to manage your pet's health, we will need your email address. Please contact Parkside Animal Hospital reception staff soon.

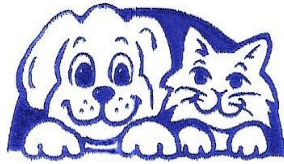
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CHAMPAGNE TASTE?? From the case histories of a national pet-insurance company, here is a list of household items recently scarfed down by pets (dogs and cats).. and what is cost to remove them:

Doll's head	\$1,014	Threaded needle	\$2,328
Glove	\$1,138	Ribbon/gift wrap.....	\$2,437
Lobster tail	\$1,309	Dental floss	\$3,589
Corncob	\$1,915	Kitchen towel	\$3,738

Have you considered pet insurance? Brochures of the top 6 companies offering pet insurance for dogs and cats are available in our office. We encourage you to see brochures, obtain free on-line quotes and research options for your pet.

Tip of the month: Never hold a cat and a dustbuster at the same time.



New cat or kitten in your household?

- Make sure to clean the litter box every day. Not fun, but cats are particular about their litter box, so keeping it fresh will encourage your cat to use the litter box instead of inappropriate/undesired areas.
- Cats' scratching is a habit that owners might not always appreciate. Cats scratch as a way to stretch, exercise, mark territory and shed the outer layers of their claws. Best to provide a scratching post for your cat to use, rather than your couch or chair. You might rub catnip on it to make it more attractive to your cat. If your cat insists on a piece of furniture, you might apply double-stick tape on that area to help discourage scratching of undesired targets.
- Cats love play, too! Providing play toys for your pet will be enjoyable for your cat and for you.
- Schedule a visit to your veterinarian to make sure your cat is healthy, current on vaccinations and provided with Revolution monthly. Cats need protection for heartworms and parasites, too!



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