

## Top Ten Winter Warnings For Your Dog and Other Pets

With winter well underway, you've probably spent time and energy to winterize your house and your car. But have you thought about winterizing for your dog?

*Severely cold weather brings threats to dog health and safety, and many of these might shock or surprise you.* Here are some of the most serious threats and what you can do to avoid them:

**Severely Dry Skin** – The air in most houses becomes dry during the colder months, depleting moisture from dog skin and fur. A dog whose skin is dry and itchy may habitually scratch or bite at their skin, possibly creating sores or hot spots. To improve skin, coat and circulation, brush your dog vigorously and regularly. Dogs with dry skin may benefit from fatty acid supplements during the winter. Also, dog shampoos formulated with oatmeal can help soothe the dry skin.

**Fire Danger** – Portable space heaters may be handy, but in homes with active dogs and cats they could be deadly. Every year, numerous house fires start with space heaters knocked over by pets. If you choose to use one, make sure it is the type that will shut off automatically when it is tipped.

**Undernourishment and/or Dehydration** – In cold weather, keeping warm requires a lot of energy. If your dog or cat spends a lot of time outside, you'll want to increase their supply of food, particularly protein, to keep them and their fur in tip-top shape. Also, outdoor pets may become dangerously dehydrated if their water freezes solid. A good heated water bowl prevents this problem.

**Chemical Poisoning** – Antifreeze that leaks or spills from your car's radiator can kill dogs and cats alike. They are attracted by the sweet taste of the antifreeze, which almost always results in death of the pet unless treated immediately. Keep antifreeze containers sealed tight and out of reach, and clean spills immediately. Consider using antifreeze that is free of ethylene glycol, the component that makes antifreeze both sweet and toxic.

Chemicals and salts that are used to melt winter ice on sidewalks and roads can also be poisonous. Dogs and cats can pick them up on the pads of their feet during a walk; afterward, licking their paws could cause stomach upset or

*(continued on page 5)*

*From the editor:* My apologies that this newsletter has been delayed in getting to you as I was determined and obligated to finish what was previously known as *The Trade Secrets Book*...and now **IT'S BEEN PRINTED!**

Since so many more valuable solutions were included than originally anticipated, this newly-printed book became more comprehensive and the title was changed to better describe its contents. The revised title is *The Dog Owner's Encyclopedia of Helpful Hints and Trade Secrets*.

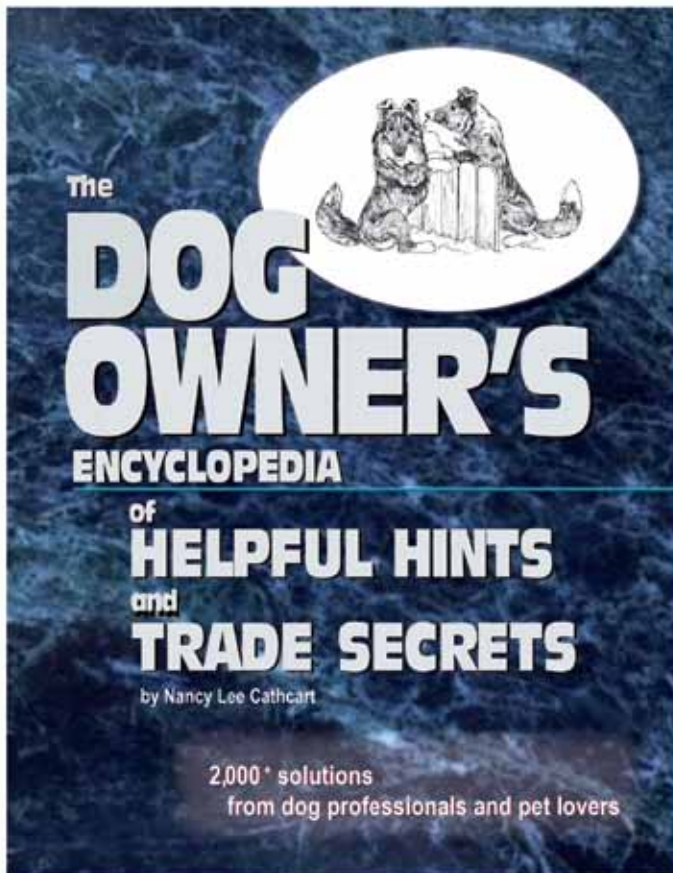
It contains a wealth of information for owners of *all dogs* (show dogs and for beloved pets alike) with almost 2,500 helpful hints in a single well-organized reference book!

Please visit Amazon or visit <http://www.sheltie.com/dogownersbook.html>.

*See next page for the perfect gift  
for each and every  
DOG OWNER!*

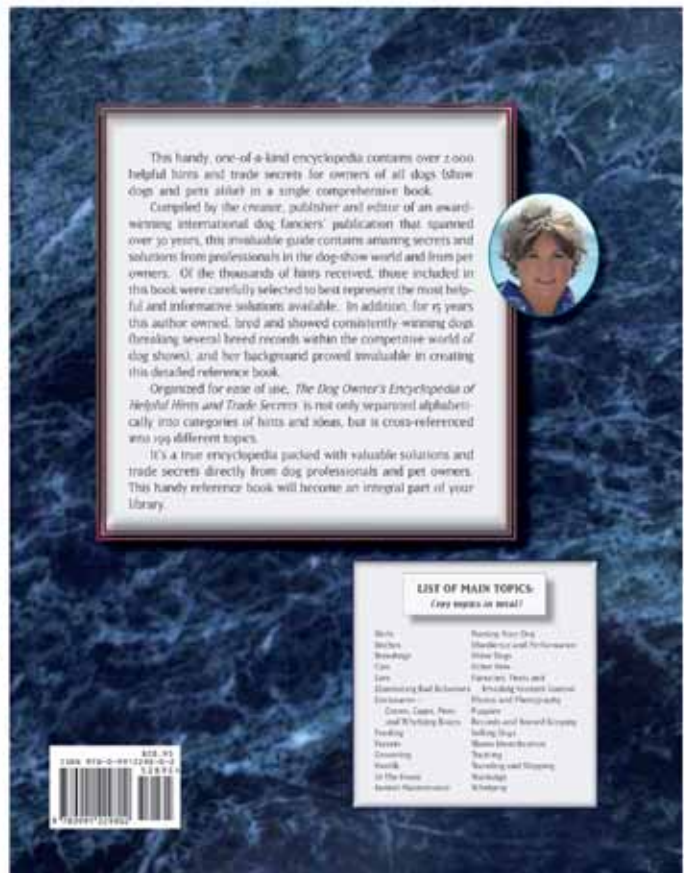
***It's printed & available...***

***...either directly from our website or Amazon!***



FRONT COVER

Printed books are 8 1/2" x 11"



BACK COVER

For a sneak peak, website value rates and/or to purchase please visit — <http://www.sheltie.com/dogownersbook.htm>

Here's a sneak peak at the **Table of Contents (or list of topics)** for the newly-printed reference book titled *The Dog Owner's Encyclopedia of Helpful Hints and Trade Secrets*:

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(199 Topics)

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Whelping Equipment ☐



## When Businesses Go To The Dogs, Everyone Wins

For businesses, the way to the heart of a pet parent just may be through their pets. Even if it means spending a little more or going a little bit out of their way, pet parents are willing to show their loyalty to companies who are loyal to their furry kids.

TripsWithPets.com president and founder Kim Salerno knows first-hand how a business's choice to be pet friendly can influence a pet parent's decisions. "When I lived in Maine, I frequented a fantastic day spa called Salon Freeport, which allowed me to bring my dog Tucker," she notes. "It was a great bonding time for us—a day of beauty with Mom, where he got to lounge and relax on the same table with me while I got a facial. I went back to that spa even at times when Tucker was not with me. They gained my loyalty in part because they made my dog feel welcome and loved."

Salerno is in good company. In a study commissioned by Starwood Hotels in 2003, out of 400 dog owners surveyed, 76 percent said that they were more likely to show loyalty to a hotel brand that was pet friendly—whether they were actually traveling with their pets or not.

There are a lot of pet owners out there. In 2012, 36.5 percent of American households owned dogs and 30.4 percent owned cats, according to the American Veterinary Medical Association, making pet friendly brand loyalty something businesses would do well to consider. Pet parents dream of having the ability to bring their furry kids along with them to shop at their favorite stores, hang out with them as they wait for a car repair, or keep them company while they get their taxes done. Any business that brings this dream closer to a reality can win big with this demographic.

Businesses who open their doors to pets can benefit in more ways than gaining a new source of loyal clients. Being pet friendly builds a positive, caring brand perception. It creates a fun and welcoming atmosphere. And it can create new revenue opportunities in the form of pet friendly products and services. With Americans spending an all-time high of more than \$53 billion on their pets in 2012, the potential for added profit is certainly there.

Business owners who bring their own pets to the workplace can benefit too. Pets are the ultimate welcome mat—it would be hard to find many children or grown-up animal lovers who could resist getting a closer peek at a little furry, friendly face they see in a shop window. Beyond inviting people in, pets are an ice-breaker. They inspire friendly conversation, help build connections between business owners and patrons, and make an establishment truly memorable within the community.

In general, the hotel industry has been one of the most eager to embrace pet friendly practices. Pet friendly hotel chains are increasing in numbers, and many independent and boutique hotels

are going the pet friendly route, with some even offering luxury amenities like massages, grooming spas, gift baskets and pet taxis.

Restaurants have jumped on the bandwagon too. An increasing number of eateries welcome dogs to their outdoor dining areas, with many offering water bowls, dog treats, or even entire separate menus for dogs.

Many non-hospitality businesses have found ways to welcome four-legged friends as well, doing everything from offering water bowls and treats, to providing pet-oriented services and products, to setting aside spaces for pets.

Florida Bank of Commerce CEO Dana Kilborne is a firm believer that being pet friendly is an extension of being a family and community-oriented business. "We're here to serve our community, which is made up of families," she explains. "We don't see ourselves as bankers. We're mothers, fathers, sons and daughters who happen to practice banking. We welcome all well-behaved family members through our doors, and that includes pets." Kilborne believes that, while they may not always be overt, the benefits of being a pet friendly business are very real, both for clients and their pets. "We find that our pet friendly practices help to humanize the otherwise institutional feel of the financial services industry," she notes. "Our personal bankers don't just know our clients by name. They know their pets by name as well. And we've had clients tell us that their pets recognize when they're going to the bank, and look forward to the trip even more than they do!"

Even colleges and universities are seeing the benefits of accommodating pets. Pets can provide comfort and companionship for students who may be far from home, giving them a more positive college experience. Pet friendly policies can also be selling points for students with beloved pets who are on the fence about where they should go. Most colleges allow fish, and many allow reptiles and small rodents. Some allow dogs and cats outright, while others will sometimes agree to work with students to accommodate their dog or cat if asked.

Whether a college, a hotel, or a salon, the bottom line is this: if a business welcomes pets, the people who love them won't be far behind, and that's a good thing for everyone.

TripsWithPets.com is the #1 online resource for pet travel. Named best pet travel site by Consumer Reports, TripsWithPets.com's mission is to offer resources that ensure pets are welcome, happy, and safe while traveling. The website features a directory of pet friendly hotels and accommodations across the United States and Canada, as well as airline & car rental pet policies; pet friendly restaurants, beaches, and events; a user-friendly route search option; pet travel tips; pet travel supplies; and other pet travel resources. □

(*Top Ten Winter Warnings* continued from page 1)

can pick them up on the pads of their feet during a walk; afterward, licking their paws could cause stomach upset or illness. It's best to rinse the pet's paws with lukewarm water as soon as possible after each outing.

**Catastrophic Car Trouble** – Outdoor cats are often drawn to the warmth of a parked car's engine, and may cuddle up beneath the car or inside the engine compartment. They run the risk of serious injury or death if the engine is started, so knock on the hood of your car or honk the horn to warn cats away before you turn the key.

**Tongue Injuries** – In freezing temperatures, metal bowls and buckets pose a threat. Pets' tongues can stick to the cold metal, and animals can injure themselves trying to pull away. For safety's sake, switch to plastic or ceramic-type pet bowls when it's below 32 degrees outside.

**Frostbite Injuries** – Even short-term exposure to temperatures below zero may lead to frostbite of the feet, nose or ears. In these areas the skin might appear red, gray or whitish and could peel. Prevent frostbite by removing ice and snow from paws and fur right away. Balls of ice can form in the areas between the toes and toe-pads; you may want to clip the fur between toe pads to reduce the amount of snow that collects there.

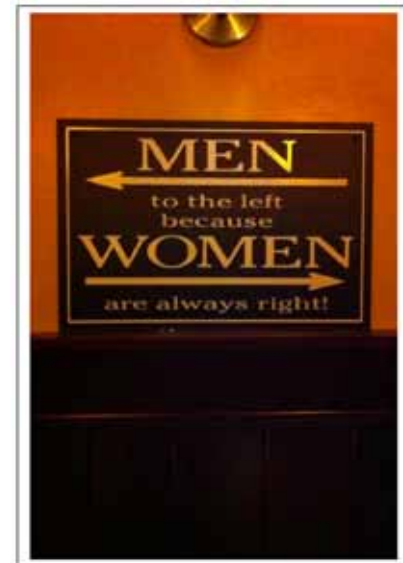
**Hypothermia Alert** – Dogs and cats who lack thick fur coats and have low body fat reserves are generally not suited for cold temperatures. Pets who are old or who have been ill can also be sensitive to winter weather. When it's frigid outside, it is especially important to keep them indoors or to provide a warm shelter outside the house. Consider dressing Lassie in a warm dog sweater or jacket whenever you go for a walk.

**Lost Dogs** – More dogs are reported lost during the winter than any other season, as canines often lose track of scent trails in the snow and can become disoriented. Dogs may also panic during snow storms and run away. When outside a fenced yard, dogs should always be kept on leash and should wear current identification tags.

(*Top Ten Winter Warnings* cont.)

**Killer Wind Chill** – Dogs who spend plenty of time outdoors, even if protected by a doghouse, run a risk of death due to the cold. The doorway of your dog's house should be faced away from the wind or covered. Also, the house should be well-insulated and just big enough for them to stand up, turn around, and lie down inside comfortably. A doghouse that is too big won't contain your dog's body heat and stay warm. For multiple dogs, consider a house large enough to let them cuddle together. □

*I couldn't resist including this...*



—Toonie Tempo

Dear Sheltie fanciers,

*This newsletter is being sent out for FREE to Sheltie fanciers who requested more up-to-date information about Shelties and their activities. Past newsletters are posted on our secure website (www.sheltie.com) under "Newsletter."*

*If you know of someone else who would like to begin receiving this e-mail newsletter, please send us his or her e-mail address to s.pacesetter@sheltie.com.*

*Please e-mail any timely articles which you think should be shared among other dog owners. We accept Specialty show information and contact information, along with timely announcements...such as symposiums and teaching events.*

— Nancy Lee

Visit our secure website ([www.sheltie.com](http://www.sheltie.com)) for:

- *The Dog Owner's Encyclopedia of Helpful Hints and Trade Secrets*
- *Sheltie Pacesetter* back issues (November/December 1983 through SUMMER 2012)  
— Also see our **"BLOW OUT SALE"** for most back issues!
- *"The Telegram"* (previous monthly Sheltie newsletters)  
*Please feel free to download, print and share any of these informative newsletters.*



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