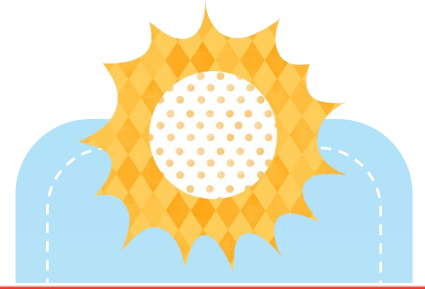


# June Newsletter



## Warm, wet Spring - expect ticks!

Ticks are everywhere, we see more out in the open spaces but can see them in town too! Ticks carry lots of diseases that can make your pets VERY sick. Diseases like Rocky Mountain Spotted Fever, Lyme Disease, which are life-long infections! We can also see tick paralysis and tick fevers.

There are many ways to prevent tick infestations. Flea and tick collars in general are effective only a few inches away from the collar itself...leaving hind ends exposed. Our recommendations are monthly topical oil or monthly oral preventatives.

It takes 24 hours for disease to be transmitted by ticks, much less than that to kill them or prevent them from attaching.

## Heat Stroke Happens FAST!

Heat stroke is elevation of body temperature due to heat and an inability to cool. A pet's temperature can go over 105 with activity in warm weather if they are not prepared for it.

- DO NOT leave kids or pets in cars for ANY length of time! A warm day can turn your car into an oven in a matter of minutes!
- Acclimate your pets to exercise in cooler morning and evening temperatures before taking them out in the heat of the day
- Short nosed breeds are at higher risk for heat stroke. Air is cooled through the nose...short nose = less cooling. Outside time and activity should be very limited and happen in the cooler times.
- Pets should have access to water and shade on hot summer days.

### Signs of heat stroke:

- lethargy, weakness, inability to stand, vomiting, seizures

**If you suspect your pet is having heat stroke CALL ASAP!**

Gently cool your pet with lukewarm water onto ears, bottoms of feet.

If you cool too much or too quickly, pets can go into shock.

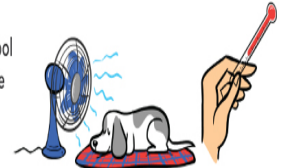
## Snakes are out!

Keep your pets close to you when walking. Use extra caution on trails in the cooler hours as snakes will warm themselves on rocks. If you live in snake areas, keep woodpiles clear to prevent interactions. Even with a vaccination, a snake bite is an emergency!

## in case of **HEATSTROKE:**

### WHAT TO DO:

**DO** move your pet to a shaded/cool environment. If possible, determine their temperature and record it.



**DO** cool the body by wetting your pet down and placing a fan on them or exposing them to a breeze.



**DO** take your pet to the nearest veterinary facility immediately.

### WHAT NOT TO DO:

**DON'T** use very cold water or ice for cooling.



**DON'T** over-cool your pet's body.

**DON'T** force water down your pet's mouth, but do have fresh water available for them.



**DON'T** leave your pet unattended.

*A note about **DOGS WITH SHORT FACES:*** Brachycephalic dogs, like pugs and boxers, are the most likely candidates for heatstroke due to the structure of their airways and the inability of passing air quickly over the tongue through panting to keep their bodies cool.



### Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

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This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

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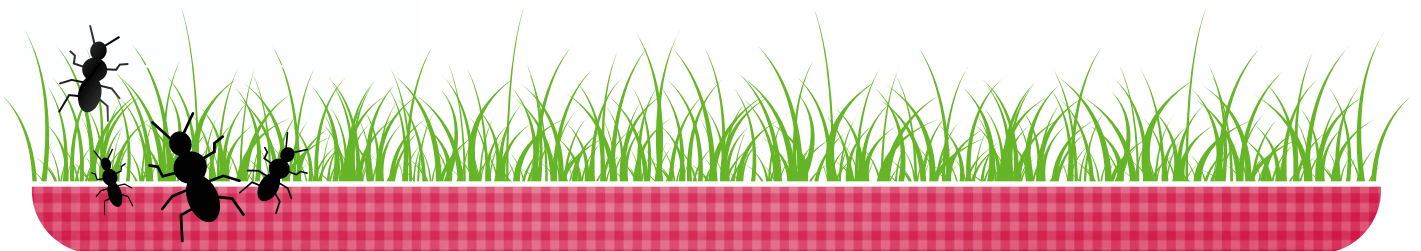
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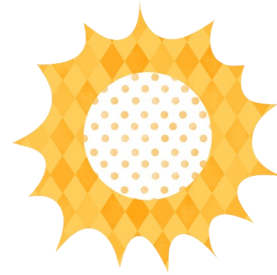
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*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

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This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

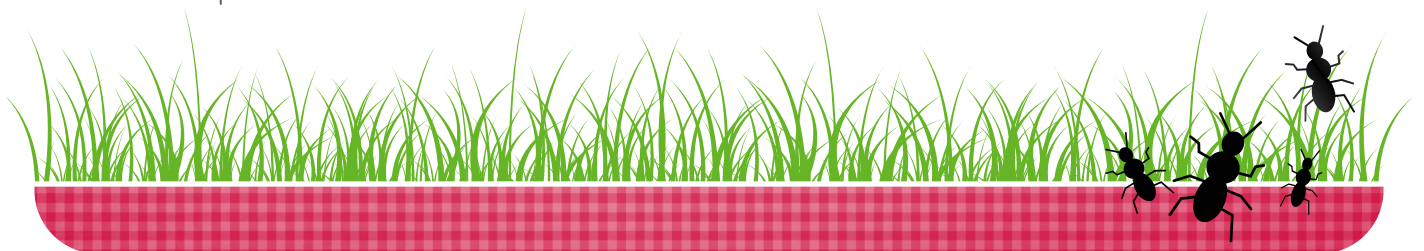
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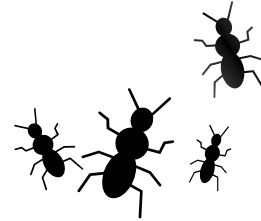
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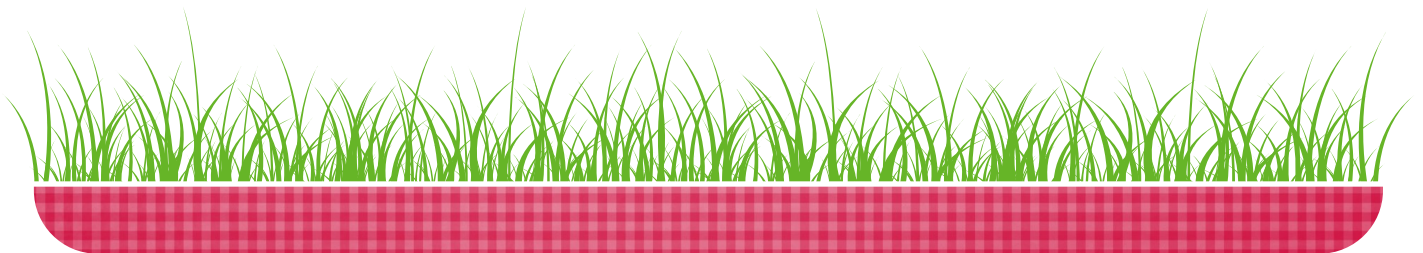
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*Caption describing picture or graphic*

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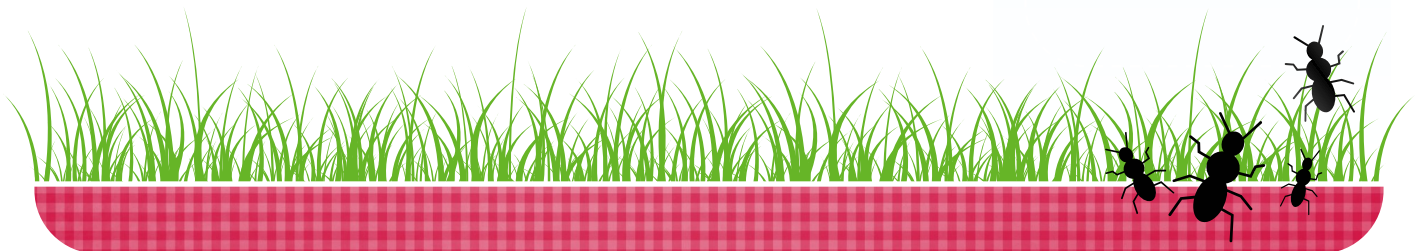
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## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

Your Name  
Your Address Line 1  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
E-mail: someone@example.com

PLEASE  
PLACE  
STAMP  
HERE

Mailing Address Line 1  
Mailing Address Line 2  
Mailing Address Line 3  
Mailing Address Line 4  
Mailing Address Line 5

