



under one roof

news from napa humane

“what’s with that red thing?”

We’re sure you’ve noticed our new look...to signal Napa Humane’s changing direction to the world we created a **brand identity to help us communicate our new focus.**

We were fortunate to be introduced to Landor & Associates, a global brand and creative design consultancy based in San Francisco and accepted into their pro-bono program. Landor created an entire new look and feel for Napa Humane.

Our brand identity is simple yet rich. Much of its power comes from the colors selected to represent Napa Humane. The warmth of the red and the orange balanced against the practical black and grey communicates the compassion and strength of our organization.

The red roof element is the most distinctive part of the Napa Humane signature. It is used to communicate the idea that animals and the people of our Napa Valley all live “**under one roof.**” The red roof also acts as a symbol of **connecting animals and people,** representing the impact Napa Humane has in the lives of animals and our work to **inspire people to practice compassion** in their every interaction.

To further the impact of our new logo and the roof symbol, we added the tagline, “Where Compassion Lives” to help us remain ever-mindful of the import of fulfilling our mission and vision.

So join us under the red roof and help to spread the word of compassion for one another and the companion animals that share our world. Together, we make Napa Humane. ^



napa humane’s mobile adoption unit – meet our “gal”

Many of you have seen our **state-of-the-art Mobile Adoption Unit (MAU)** at community events. As in the sailing days of yore, we refer to the unit as a female, and our grand lady is no compact car. She’s 26 feet long, with room for 28 animals to transport and display. A generator provides climate control in all weather conditions, making the unit a most comfortable place to be for animals and humans alike.

Partnering with the Napa County Animal Shelter and rescue groups throughout the Valley, the **MAU helps us actively promote sheltered companion animals as the first choice for those seeking a pet.** In part, the funds to purchase the MAU were raised at our first “Cause for the Paws” event in 2004.

In case of disaster, Napa Humane has developed an emergency action plan for the MAU as she’ll be called to duty and activated for animal evacuation, transportation, and triage in times of crisis.

Spring and summer are the busiest time for our gal. Napa Humane’s staff and volunteers pick up animals at the Napa County Animal Shelter and take them out into the community at any number of events. You may have seen us at the Fourth of July festival in downtown Napa, the Pet Parade and Harvest Festival in St. Helena, or the Blessing of the Animals in Yountville, and, of course, at “Cause for the Paws,” just to name a few.



Visitors, especially children, always enjoy the close up experience the MAU provides. During the colder and rainy times of year, the MAU tries her best to avoid the elements ... truth is, she’s a fair-weathered gal. Now that spring is here she’ll be back out into the community. **Please stop by and say hello, we always enjoy your visits – and you might just end up meeting your new best friend!**

To see our mobile adoption event schedule – and all of the events and activities of Napa Humane, check out our calendar at www.napahumane.org or call 707.255.8118 x202. ^

creating the framework for change

moving beyond bricks and mortar

Dear Friend of Napa Humane,

This year, Napa Humane celebrates its 35th year of serving companion animals in our Napa Valley. Over the years we've seen our share of challenges, but the greatest was in 2002, when both our small shelter and the Napa County Animal Shelter were razed to make way for the Napa County Flood Control Project. Thankfully, our leadership ultimately saw the loss as an opportunity to craft a dynamic new vision for Napa Humane.

After the loss of the shelters, the Napa County Animal Shelter quickly rebuilt. We also began to plan a new shelter adjacent to our Spay/Neuter Clinic – and a capital campaign was launched. But the project at that location was reevaluated when we were offered a land grant of one acre from the County of Napa adjacent to the newly constructed Napa County Animal Shelter. Our plans shifted from an extremely modest facility to one of much grander proportion.

However, that land grant turned out to be only a land lease – and limited to 30 years with an unknown opportunity for renewal. At that point, we were looking at moving forward with an incredibly significant capital improvement on land we would not and could not own. The project stalled, and the capital campaign was suspended.

It was the summer of 2003, just one year after the old shelter was razed, that with deep introspection on the part of the leadership of Napa Humane its first-ever strategic plan was authored. Critical in the process of planning is taking an honest survey of the current landscape and in doing so, a most significant fact was revealed: the Napa County Animal Shelter, opened in October 2002 and built three and one-half times larger than their former shelter and our old shelter combined, was not at capacity.

This was the “breathing room” our organization needed for some much needed retooling if we were to successfully move into the future. We asked the hard questions, struggled through the loss of identity without sheltering, and embarked on a vigorous campaign of shoring up all aspects of the operation – every internal system was subject to review and audit. We emerged a stronger organization, ready to take on the next phase of our growth.

It was also during that time, that our Spay/Neuter Clinic underwent a much needed makeover to create a more functional space and allow for expansion. And, to fulfill the adoption portion of our then mission, we acquired the Mobile Adoption Unit to assist homeless animals in shelters and foster environments find permanent homes.

In 2007, we again turned to the important tool of planning, authoring our second strategic plan – it, too, with very ambitious goals. We have assumed a very broad role in animal welfare in our communities – but it does not include building a traditional sheltering facility.

Simply put, the approach of warehousing homeless animals is, at best, a “band-aid tactic” and does not solve the problem. Building another shelter would be the easy work – the difficult work is keeping animals out of shelters in the first place. And that is what we chose...to use our resources to find and facilitate long-term solutions that allow us to save the most animals in our communities, not just the few we would be able to shelter in a new facility.

Unconventional? Perhaps. But we believe the answer to the problem of homeless, abandoned, and neglected companion animals lies in changing attitudes and practices that lead to irresponsible pet ownership, rather than simply building more cages and kennels. We are fueled, in part, by the fortunate and continuing trend that we began to see beginning in 2002 of a steady decrease in the number of pets surrendered to the Napa County Animal Shelter. We are confident that our current strategic goals will continue to drive those numbers even lower.

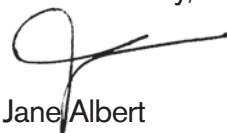
To that end, and in addition to our ever-expanding spay/neuter services, we are proud to initiate innovative and progressive programs and services that will lead us to fulfilling our new vision: ***A humane home for every adoptable companion animal in Napa County.*** And, we are equally proud to share our new mission: ***To promote the welfare of companion animals through protection, advocacy, education, and example.***

We have introduced a bold set of initiatives to help achieve our new vision and refocused our efforts to better assist with all types of issues facing companion animals. We look forward to keeping you abreast of our progress with our new programs and services in the coming months and thank you for your continued support of our work on behalf of companion animals and their people in our communities.

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Most sincerely,



Jane Albert
Executive Director

the people of napa humane



Wendi Piscia and Mimi

At Napa Humane we are proud of our excellent volunteers and professional staff. We think the talents and skills of our paid and volunteer staff are outstanding and we'd like you to get to know us better – perhaps inspiring you to lend your talents to our organization.

In each of our newsletters we will profile a member of the Napa Humane team, beginning with our Program Administrator, Wendi Piscia. We thoroughly enjoy Wendi's energy, enthusiasm, and sincere dedication to the welfare of companion animals – we know you will too!

Q: When did you start working with Napa Humane and why?

My first day on the job at Napa Humane was November 21, 2005. My story is not unlike most who work in the world of animal welfare – simply put, I love animals. Growing up, I wanted to be a veterinarian, but after struggling through basic biology courses I came to the realization that having the initials “DVM” behind my name was not a realistic goal.

I paved another career path by obtaining a MSW (Master in Social Work degree) and began my work in non-profit management. With Napa Humane, I am able to blend my education, training, and management skills with my love for animals to do meaningful work on their behalf.

Q: What does the Napa Humane Program Administrator do?

The short answer: my job is to manage and expand existing programs, and grow new programs and services to meet our mission and strive toward our vision.

The first year and a half of my work was to focus on expanding the services offered at our Spay/Neuter Clinic. In that time, we increased the number of surgeries performed on a daily basis, fine-tuned and expanded our feral cat program, increased our vaccination/microchip clinics, modified our hours to better meet the needs of the public, and grew our Clinic staffing.

I have also expanded our Mobile Adoption Program and will continue to grow it with the goal of taking sheltered animals into the community on a weekly basis. I recently developed the “OPT TO ADOPT” advertisement which features photographs and bios of adoptable animals at the Napa County Animal Shelter as well as posting these animals on various adoption web sites and publications.

This year my concentration is on humane education. In February we held our first in a series of gatherings for the community titled “Bunny Basics,” and in March and April we sponsored classes on orphaned kitten care. All courses are designed to help keep animals in homes and out of shelters and promote humane treatment of companion animals. Future topics will be “Dog Bite Prevention,” “How to Choose the Right Pet for your Family,” and “Problem Solving – Behavior Basics” – there are so many we wish to produce, it is difficult to choose!

My focus is also now turning towards growing our volunteer program. We are now recruiting volunteers to support our current programs and join us as we grow and develop new ones.

Q: What are the best and most difficult aspects about your job?

The best part of my job is the feeling I get for knowing that what we are doing at Napa Humane is making a real difference in the lives of companion animals.

The most difficult, by far, is counseling people who are struggling with the decision of having to re-home or surrender their pet to a shelter and knowing that in almost all situations it likely could have been avoided by correctly choosing the right type or breed of pet and at the right time for one's life circumstances and lifestyle.

Q: How do you spend your “down time?”

My husband and I purchased a home that is a real “fixer” and we now spend most of our free time working on the house. But when we are not we are usually spending time with my family, who also live in Napa, or hanging out with our pets: our cats, Cosmo, Meesie, and Bijou, our dog, Mimi, and rabbit, Finny. ^

ways to give...

**we are very grateful
for every donation**

**made to napa humane to help us
help companion animals.**

Enclosed is an envelope for your use if you would like to make a gift – or, log on to www.napahumane.org to make a secure donation using your credit card (or you may call 707.255.8118 and select extensions 200 or 201 to do so by telephone). And, in each issue of our newsletter we will spotlight a unique alternative to help Napa Humane.

Thank you so very much for your support! ^

a call to action...volunteer!

Each day, the staff and volunteers of Napa Humane strive for excellence with the hope that **every time we touch a life we save a life.**

Are you willing to lend your talent to help us achieve our goals? We have a need for volunteers in all aspects of our programs and for all levels of commitment of time. Please call Wendi Piscia, Program Administrator, at 707.255.8118 x202 to learn more about volunteer opportunities.

Our particular need at this time is help with our upcoming “Cause for the Paws” fund raising event and in assisting with mobile adoption events. We hope you’ll join our team – call Wendi to find out how! ^



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So log on to iGive.com, register to support Napa Humane, and shop with a purpose! ^

napa humane’s “wish list”

Bleach	13-Gallon Trash Bags
Laundry Detergent	Kleenex
Lint Rollers	Toothbrushes
3 oz. Cans Cat Food	Dry-Erase Markers
Wash Cloths (new or used)	Copy Paper
Towels (new or used)	Post-It Notes
Distilled Water	Postage Stamps
Glass Cleaner	1/3 Cut File Folders
Hydrogen Peroxide	Hard-sided Pet Carriers (new or used)

In-kind donations are the “cat’s meow!” Here is a list of items used every day at our Spay/Neuter Clinic – your donations allow us to keep our costs down and, therefore, our fees.

Also a great help to offset the cost of supplies for our Spay/Neuter Clinic...gift cards of any denomination to Target, Staples, Office Depot, Safeway, Wal-Mart, etc.!

Drop your items by our clinic at 3265 California Boulevard in Napa, Monday-Friday 7:30am to 4:30pm. We’d love to meet you and thank you in advance for your help! ^

tail waggin' success

fourth annual "Cause for the paws"

"Cause for the Paws 2007," the fourth annual "Cause" event, was an **amazing success**. "I'm so proud of our achievements, both in guest attendance and with our silent and live auctions which included amazing lots," said Sponsoring Event Chair Darcy Tunt. "The setting in **The Grove at Silverado Resort** was just perfect, and it was ideal for our two-legged guests and four-legged adoptables alike."

Under the oak canopy, 850 guests sipped and savored Napa Valley's finest from **32 beverage and 17 culinary purveyors**. The music of "City Lights" played while visitors browsed among a host of silent auction lot items and visited with adoptable animals from the Napa County Animal Shelter. Our Mobile Adoption Unit hosted six cats and three rabbits and also transported five dogs that thoroughly enjoyed strolling about on the cool, shady grass enjoying kindly pats from guests.



"Cause for the Paws" 2007 - August 26, 2007; The Grove at Silverado Resort, Photos Courtesy of Eric Ryder

Undoubtedly the highlight of the day was the live auction. Auctioneers Richard Pio Roda and NBC11 News anchor Diane Dwyer kept the excitement level high with 11 unique lots. Our most popular lot this year was the "Five Alarm Dinner for Eight" donated by Napa City Firefighters Association, Napa Humane 2007 Board President and wife, Ken and Merrie Quirici and Jessup Cellars. Our sincere thanks go to Napa Humane benefactors Charlie and Karen Rose with their winning bid of \$6,100! Word from the Roses is that they "redeemed" their lot to celebrate Karen's birthday in October.



"Cause for the Paws" 2007 - August 26, 2007; The Grove at Silverado Resort, Photos Courtesy of Eric Ryder

The "Cause" 2007 was generously sponsored by 1801 First, Silverado Resort, Pet Food Express, Benchmark Lending, Biagi Bros., KVON/KVYN, and Round Like A Circle Graphic Design.

"We sincerely thank our guests, donors, sponsors, and volunteers for their generous assistance," Darcy said. **"We are thrilled with the groundswell of support from the community once again for the 2007 "Cause" event and we're happy to report that all of the furry friends in attendance were quickly adopted into loving homes."**

"Cause" 2007 raised \$110,000 for Napa Humane and the "Find My Way Home" microchipping campaign so that all lost or injured companion animals can swiftly be reunited with their families.

"Cause for the Paws" 2008 will take place July 20th again in the beautiful Grove at Silverado Resort. Tickets to this year's event remain \$45 in advance (\$60 the day of the event) and can be purchased online at www.napahumane.org or by calling 707.255.8118 x204. ^

napa humane heroes

With each edition of our newsletter we share with you the story of a Napa Humane hero. These are businesses, individuals, or families who go the extra mile to make a difference in the lives of companion animals in our Napa Valley. We are deeply thankful for our heroes and look forward to introducing you to them – our first spotlight is on our good friends at Pearl.

a pearl of a place



PEARL

1339 Pearl Street, #104
Napa, CA 94559
707.224.9161
www.therestaurantpearl.com

Many of you have enjoyed the culinary delights and the warm neighborhood feel of Napa's Pearl restaurant. But did you know that owners Nickie and Pete Zeller donate 50% of each corkage fee to Napa Humane? It's one more reason to escape the kitchen and treat yourself to a wonderful meal at a place where you're right at home.

Owners Nickie and Pete Zeller are huge dog lovers. They are the proud parents of Sugar, a canine rescue who came to them at a tender seven weeks of age. Some of you may remember Sugar's older brother, Buster, quite a character who was a fixture in the downtown area before he passed – and he is surely missed.

Nickie and Pete have been great supporters of Napa Humane through the years promoting giving in many ways. But perhaps the most creative is their corkage program where they donate half of Pearl's corkage fee to Napa Humane. Here in the wine country, it's common for wine lovers and those involved in the wine industry to bring their own bottle to enhance their dining experience. While Pearl's sports a robust wine list, Nickie and Pete embrace their wine industry patrons and with this practice of charging a very reasonable \$12 and promoting the 50% donation to Napa Humane right on the wine list – everyone wins!

And, when the first "Cause the for Paws" event was in the planning stages in 2004, Nickie and Pete stepped up to help and encouraged others to do the same. Since then, Pearl has served up delectable morsels at each "Cause" event and will be there again in 2008.

Pearl is open for lunch and dinner, Tuesday through Saturday. Nickie and Pete recently celebrated Pearl's 12th anniversary so stop on by to celebrate – and be sure to share your common interest in Napa Humane! ^



Nickie & Pete Zeller, Owners of Pearl, with Sugar

napa humane

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