

## Spring 2008

*Helping Animals*

*Helping People*

*Helping the  
Community*

*For over 100 Years  
1907-2008*

### Hours:

Monday-Friday 10am-5pm

Saturday 10am-4pm

115 Featherbed Lane  
Winchester, VA 22601

**540.662.8616**

[www.winchesterspca.org](http://www.winchesterspca.org)  
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**SPCA - Society for the Prevention  
of Cruelty to Animals**

Serving the City of Winchester,  
Frederick & Clarke Counties

## A Message From the Board: Help Animals As A Cyber-Activist

*Dr. Bobby Bonometti, SPCA President*

This new section of our SPCA newsletter will be used to allow a member of your Board of Directors to communicate with our membership on topics that they believe will be of interest and importance to SPCA members.



Before getting to the theme of my article, I'd like to thank all of our wonderful staff,

volunteers, SPCA members and Directors for their compassionate dedication in helping to promote animal welfare, and especially for caring for the many animals that we shelter. There are some very exciting projects underway at your SPCA, including new facilities, construction of much-needed dog runs, our recently launched Thrift Shop, and our H.A.L.L. of Fame and Junior H.A.L.L. programs to recognize animal welfare leaders in our community.

We cannot successfully accomplish our main mission of placing our shelter animals in good, loving homes without the continued support of all of our caring members. Please continue to be an advocate for the SPCA with your friends, relatives, and work associates. Let them know about the wonderful animals that we are caring for that need good homes. Encourage them to join with you by becoming members of the SPCA. And always help to promote animal welfare in all you do and say in life.

Let me turn to the main theme of my article – becoming a Cyber-Activist for animal welfare. First of all, **what exactly is a "cyber-activist?"** In a nutshell, a cyber-activist is someone who supports a cause by using the Internet to promote it and lobby for it. In the past, activism typically

involved reading about issues and then making phone calls and/or writing letters to support the cause, as well as attending events such as rallies. These activities generally required a fair amount of time from the activist and incurred modest costs (postage, for example) to heavier costs (e.g., travel and lodging to attend a rally). The Internet, and particularly the services of Web sites and e-mail, has transformed the way people can support the causes they care about. Furthermore, activism can be accomplished faster, easier and at little or no cost to the activist himself or herself. The many animal rights and welfare organization across our country almost all now have programs to enable and empower their constituents to be effective and efficient cyber-activists.

**How does a typical cyber-activism event work?** People who want to support a cause that they are passionate about can visit Web sites of organizations that champion that cause. Those Web sites often have a section that highlights current issues and campaigns that the cyber-activist can support. A few clicks of the mouse will enable the site visitor to read about a particular issue and to learn about ways that they can engage to support the cause. Many Web sites also provide a way for the cyber-activist to immediately participate in the campaign in ways such as sending an e-mail to corporate or government officials, signing an online petition, and providing advice such as products or companies to boycott. Often, the process is automated to make it fast and easy for the cyber-activist to participate. For example, petitions or draft letters are usually written for you, and the activist can accept them as is and send them to an appropriate official. Most sites specify that by adding personalized comments to

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the basic letter or petition that their organization has provided makes your appeal much more powerful. By entering a few items of personal information such as your name, home town and state, and e-mail address, the organization's Web server has everything it needs to deliver your letter or petition for you. The whole process is quick, easy, and costs you *nothing* (beyond the cost of your monthly Internet access fee that you already are paying to your ISP).

But wait...there's more! Cyber-activists can elect to receive **automatic e-mail alerts** from the organization's Web server, enabling them to become part of an army of champions that are notified each time a hot issue arises. In fact, you can even choose to have the organization's Web server "remember you" so that each time you participate in a campaign your information is automatically entered for you. So after receiving an alert e-mail, you simply need to click on the link it contains to get immediately to the appropriate Web page to take action, and then click on a button (typically labeled "Send My Message") to have your letter or petition sent. It's that easy! In fact, in cases where your letter is being sent to elected officials (such as your U.S. Representatives and Senators), the organization's Web server typically looks up your elected officials based on the home address you have entered, and sends your message to their official offices. With literally two clicks of your mouse, you have

quickly and almost effortlessly championed a cause that you are passionate about.

**How can you get started as a cyber-activist?** Visit your favorite animal welfare Web site, or if you don't know any just "google" using search terms such as "animal welfare organizations." Many sites will give you a choice of signing-up to receive e-mail alerts. I personally think that is the easiest way to **get, and stay involved**. We will also put links on our SPCA Web site to help point you to a number of animal welfare organizations.

I have been a cyber-activist for animal welfare issues for a number of years now, and I can tell you that it doesn't take much time or effort but **it does make a big difference**. I typically spend 5 or 10 minutes a few times a week to participate in the latest campaigns. It is certainly rewarding to know that you have contributed your voice on important animal welfare issues such as ending the cruel annual slaughter of baby seals by Canadian hunters, and eliminating barbaric practices in the farming industry, and promoting spay/neuter programs in our communities.

It's easy and it is so very important. I hope you will join me as a cyber-activist and work together to promote justice and compassionate treatment for all animals everywhere. And I'll look forward to seeing you in cyber-space!

## H.A.L.L. of Fame Award Given to Barry Lee and Chris Mitchell

Barry Lee from WINC FM and Comcast and Chris Mitchell from Q102 were honored with the SPCA H.A.L.L. of Fame award. Barry has been a long time supporter of the SPCA and other animal shelters in the area. He has served on our board, and gives monthly time on his radio and TV for all the shelters in the area to promote animals and events. He also hosted our first Diva Night. Barry always gets his family pets from the SPCA.

Chris Mitchell has "taken one for the team" several times. He locked himself in a dog crate at the mall for several hours to promote animal awareness and our Paw Fest. He auctioned off a Tickle Me Elmo on his show to raise money for the shelter. He broadcasted in front of Wal-mart, in the rain, for 3 hours to promote another Paw Fest. Then he made the ultimate sacrifice by agreeing to be a Diva at this year's Divas, Delicacies and Debauchery Night. If you go to our website at [www.winchesterspca.org](http://www.winchesterspca.org) and click on Divas there are pictures of Chris dressed as Cleopatra.

The Winchester SPCA is forever grateful for these two people who use their local fame to promote the welfare of animals. They truly belong in the Winchester SPCA H.A.L.L. of Fame.

## 3rd Annual First Bank Paw Fest Scheduled for September

The date for the 3rd annual First Bank Paw Fest has been scheduled. September 27th will be the date for this yearly event. This year's event should be even better. As always we will have games for the kids, contests for your pets, the rat race (that's right we are asking you to join the rat race), food, music, vendors and other non-profit organizations. This year's band will be Muddogz. They are a great band that does classic rock and jazz. As always we will be having the best dressed contest for pets. This is a great event for families and pets. Bring your kids, dogs, cats or whatever you have to be a part of the fun.

## Come to the Thrift Shop

The SPCA Thrift Shop is up and running. We have a lot of wonderful items donated to the store. All proceeds will benefit our animals. It is located at 501 S. Cameron St. The phone number is 540-450-2710.

The hours are Tuesday -Friday 10-6, Saturday & Sunday 10-4. Come on down and see what treasures you can find. Don't forget to tell all your friends.

## Summertime Hints

It's great that the summer weather is coming back. After a winter of cold and ice the warm sun feels great. However, this is a time to be careful with our pets. Always remember that in the summer the temperature in a car can reach 175 degrees in a short period of time. At 125 degrees a pet could die in 10 minutes. Even leaving the window open does not help that much. If you leave the window open wide enough to make a difference your pet could be stolen or jump out. The best advice is to leave your pet at home. If you leave your dog outside while at home make sure it has access to plenty of water and shade. The warm weather can be a lot of fun but we still have to watch out for our beloved pets.

## Diva Night Was A Great Success

The fifth annual Divas, Delicacies and Debauchery was our most successful one to date. It was held at the Winchester Old Town Center. We had over 160 people there. There were several wonderful items auctioned off such as diamond and pearl earrings and ring. We also had two Waterford crystal lamps. There were several silent auction items as well from picture frames to a cruise trip. This years Divas did a great job. They were Cortney Maddox, Chuck Fetty, Brian Bircher, Scott Cullers, Bruce Downing and Chris Mitchell from Q102. Judges Ben Swartz (Last years Diva Winner), Pat Kirby from Anna Quinn Jewelers and Cyndi Solenberger of Solenberger Hardware had a hard time deciding who should be the 2008 reigning Diva. In the end it was Bruce Downing who won the title. Our Emcee, Tracy Hulver did a terrific job keeping things moving. Of course, for the third year in a row, Sadie was there working the crowd. The Winchester SPCA would like to thank the people and companies

who supported this event. They are: The Adams Company, Murphy Beverage, AES Limo Service, Norvac Lock, Alpine Sanitation, Nutro Products, Anna Quinn Jewelers, Olive Garden, Apple Anne's Antiques, Patton's Furniture, Applegate Antiques & Art Gallery, Paul Lewis Insurance, Arabella, Piccadilly Printers, Back, Face & Body Place, Red Lobster, BK Office Supplies, Riley Capitol Management, Black Dog Coffee, Rock Harbor Golf Course, Colony Insurance, Ross's Carpets, Crawford Electronics, Royal Crown Bottling, Cruise Resources, Rugs Direct, Culligan Water, Russell's Roofing, Dixie Beverage Company, Scarpa Alta, Downtown Dog, Schering-Plough, Duc Pond Motorsports, Sharon Stine & Associates, First Bank, Shenandoah Discovery Museum, George Glaize, Shenandoah Fine Chocolates, GNC Antiques, Shenandoah Primitives, Grand Home Furnishings, A Sign Place, Grand Rental Station, Stonewall Arms, Grove's Harley Davidson, Tastefully Simple, Incredible Flying



Objects, UPS Store, Integrity Mortgage, Valley Furniture, Angela Lee-Leeway Graphic Design, Virginia Two-Way, Kathye Stratton of Long & Foster, Wal-Mart, Lost Dog Bed & Breakfast, Wilkins Shoes, The Mint, Your Confection Connection, Bob & Ginny Bonometti of Soar Higher, Danny McFarland, Dale Nichols, Keller Nichols, Dave Owings, Ron & Anne Shickle and Bill Pierson. Without their support the event would not be such a success. The SPCA is forever grateful for the way this community continues to help us fulfill our mission.

## What Do We Need?

Many times people ask us at the SPCA, "besides money what do you need?" We have printed up a list of items that we need on a daily basis. They include: cat litter, dry or canned cat or kitten food, dry or canned dog or puppy food, Pine Sol, liquid dish detergent, laundry detergent, bleach, any other cleaning supplies, blankets, towels, sheets, cat toys, dog toys, rawhides, and dog treats. If you have the opportunity to pick up some of these items we could always use them. Rather than throw out those old blankets, towels or sheets, bring them to the shelter. They make great beds for the animals.

## Come on a New England Cruise for the SPCA

The SPCA is still working with Steve Shafran of Cruise Resources, for a Royal Caribbean Cruise to Canada and New England. The cruise departs Baltimore October 2nd and for the next nine days you will visit Portland, Maine, Bar Harbor, Maine, Saint John, Nb(Bay of Fundy), Halifax, Nova Scotia, Boston, Massachusetts and then return to Baltimore on October 11th. You will travel in comfort in the beautiful state rooms that are available. Spend 9 glorious days traveling though New England and Canada while helping the animals at the Winchester SPCA. For more information you can call Steven Shafran at Cruise Resources. His number is 540-542-0066. His e-mail address is [cruiseresources1@aol.com](mailto:cruiseresources1@aol.com). You can also contact the Winchester SPCA at 540-662-8616.

## SPCA Annual May Meeting

The annual May meeting to elect board members will be on Tuesday, May 20th at 6:30 P.M. It will be held at Castiglia's Restaurant which is at 2100 S. Pleasant Valley Dr. in the Martins shopping center. The awards and elections will begin at 7:30 P.M. This year's board members up for re-election are Marsha Genthner, Bunny Jackson, Lynn Unger and John Trueblood. Those seeking to fill the current openings are Steve Shafran, Karen Schmitt, Dale Nichols and Robin Casey. Additionally, we will be voting on a by-law amendment to change the number of board members from the current 15 to a maximum of 20. Come and have dinner with us and be involved in the election of new board members and proposed by-law change. If you wish to attend the meeting please contact the SPCA at 540-662-8616 by May 12, 2008.

## The Second Annual Grove's Harley- Davidson Thunder Meets Lightning

This year's Grove's Harley-Davidson Thunder Meets Lightning is scheduled for July 26th. This is an event you do not want to miss. Once again this year we will have music, food, the Corvette Club, a moon bounce for kids, the Dale Earnhardt Jr. Corvette, jugglers, a fire truck pull and much much more.

## We Honor Our Young Animal Lovers

We would like to thank all the young animal lovers of our community. We would especially like to recognize Grace Nyberg ( in picture), Harrison Ashby Hatcher, Michael Roberson and Dimitri Smith for their desire to sacrifice to help the SPCA. Each of them have had a birthday party and in lieu of getting gifts they have asked people to bring donations for the SPCA. We have taken their picture, gave them a certificate and now are mentioning them in our newsletter. We would also like to thank Tara Teets and Sierra Cheshire for the articles they wrote in the Winchester Star's Junior Gazette about the SPCA and the thrift store. Additionally, the SPCA has created a Junior H.A.L.L. Of Fame award. Just like the other H.A.L.L. Of Fame award it is designed to recognize youth under

the age of 18 who make sacrifices to help animals and the mission of the SPCA. Like the adult H.A.L.L. Of Fame any member of the SPCA can nominate someone for the award.



### The Current SPCA Staff

William Wood – Executive Director  
Margo Bach – Office Manager  
Ken Fisher – Kennel Manager  
Della Shepherd – Office Assistant  
Karen Carnahan – Kennel Attendant  
Wendy Snyder – Kennel Attendant  
Laura Alger – Kennel Attendant  
Rebekah Abrell – Kennel Attendant

### The Current Board of Directors

Robert Bonometti – President  
Bunny Jackson – Vice President  
Jennifer Green – Secretary  
Steve Shotton – Treasurer  
Lisa Bridgforth, Marsha Genthner, Libby Ingham,  
Lenny Millholland, Jackie Pennington, Bill Pierson,  
Dove Sobczynski, Margie Sobczynski, John Trueblood and  
Lynn Unger completes the current board.

115 Featherbed Lane  
Winchester, VA 22601

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**SPCA**



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