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So what do you want out of your investment in social networking? Do you want to raise money? Generate awareness of cruelty issues? Or just let people know about the amazing animals you have for adoption? >>

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32 Green's Gonna Getcha

In the wake of global climate change, the green beast of Hollywood and hippies alike has made a bee-line for the construction industry—and now for your shelter. Find out how to tackle the potentially monstrous task of going green without getting eaten alive.



THE HUMANE SOCIETY
OF THE UNITED STATES



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Patrick McDonnell shares shelter stories; house-soiling cats get a second chance out in the barn; NACA takes a broader view of cats in the community; homeowners go batty (and how you can help); plus more.

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In your space, you passed on your best advice for someone starting out in the animal welfare field.

25 Creature Feature

Rats have been feared and loathed for as long as humans have shared the planet with them, but the domestic rats at your shelter can be spared an unjust reputation with a few factoids and a bit of good PR.

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The MySpace generation won't be young and poor forever, so now's the time to reach them where they live—online. Social networking poses some challenges, but it's an effective way for shelters to build visibility and raise money.



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Feline leukemia and feline immunodeficiency virus are the bad boys of the microbial kitty kingdom, but when is it in your shelter's best interest to test for these diseases? Here's a prescription shelters can use to inoculate the dilemma.

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It's not all fun and games! Playtime for pooches can be more complex than adopters realize. Dr. Patricia McConnell gives some important tips to keep canine play from getting out of hand.

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In Portland, pet owners' passion for pugs is on display at the Oregon Humane Society's eighth annual "Pug Crawl."

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