



The Pet Care Trust News

FIC Program Renewed with Florida Aquarium

The Pet Care Trust has renewed its partnership with The Florida Aquarium to continue the Fish in the Classroom (FIC) program through 2010. Under the terms of the agreement, the Tampa, Florida based public aquarium will provide training for up to 50 teachers to incorporate tropical fish keeping into their classroom curriculum. The Trust provides funding for the training and the World Wide Pet Industry Association (WWPIA) provides certificates to the teachers that they can redeem at local pet stores to purchase aquarium tanks, supplies and fish for use in their classrooms.



Rob Chouinard, CFO of the Trust remarked, "This marks the fourth year that the Trust has been able to influence the lives of elementary school students with the FIC program. More than 5,000 students have enjoyed the fish, tank and supplies in their classrooms during that time. It has been great to see such positive responses."



The Memorandum of Understanding between the Trust and The Florida Aquarium continues a program that was launched in 2006. With the support of the Trust, the American Pet Products Association and the Florida Tropical Fish Farms Association, the Aquarium's education department developed an eight lesson curriculum for elementary school students and a professional teacher development program for elementary teachers

designed to properly train them to maintain a freshwater tank and to teach their students about fish biology and fish keeping.

Since its inception, the Fish in the Classroom program has trained 150 teachers in the greater Tampa Bay area. The day-long training program is conducted at The Florida Aquarium in downtown Tampa. In addition, 256 children and 38 chaperones were able to visit the Aquarium in 2009 thanks to FIC.

Pets in the Classroom Nears Completion

The Pet Care Trust's latest effort to promote pet keeping by America's youth is nearing completion. The Pets in the Classroom (PIC) website offers elementary school teachers an opportunity to receive free supplies to house and care for pets in their classrooms. Building on the success of the Fish in the Classroom program, PIC allows teachers of classes from K-6th grade to select small animals such as guinea pigs and hamsters, reptiles and birds, along with fish, to keep in their classrooms and include in their school curriculum.

"We want to provide an easy way of supporting more diversified pets in the classroom," noted Steve Segner, chairman of the PIC committee. "Through this program we hope to influence the students by instilling compassion and empathy for animals and developing responsible pet care."

Pets in the Classroom will function as a simple, web-based grant program. Teachers and their principals complete an online application that describes their

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Pets in the Classroom Nears Completion (continued)

class and their goals in bringing a pet into the class and the amount of money requested. If the teacher qualifies, a check or coupon will be sent directly to the teacher for the support of the classroom pet. Grants of up to \$200 will be awarded.

The Trust is accepting contributions from pet industry members and the general public to support this important new initiative. You can adopt a classroom for a donation of \$200. Details can be found at www.petcaretrust.org.

The Pet Care Trust will be exhibiting at the Superzoo Expo in Las Vegas, September 15-17, 2009 in booth 3557. A press conference announcing the launch of the program will be held on the demonstration stage at 1 p.m. on Tuesday, September 15. We encourage you to come by the booth to pick up more information on how you can participate in this exciting program.

Trust Presents 10 Sue Busch Memorial Awards

Ten veterinary technicians will find it easier to pay for their education, thanks to the Pet Care Trust. The Sue Busch Memorial Awards provide \$500 scholarships to graduating veterinary technician students nominated by the faculty of U.S. and Canadian Veterinary Technician Schools. One candidate from each school is eligible for the award. The selection criteria include: life interaction with animals, volunteerism for community and animal welfare, participation in college clubs to support animals, and academic achievement.

The recipients of the 2009 Sue Busch Memorial Awards are:

Crystal Madison – The National College System (SD)
Bailey Brewington – Asheville-Buncombe Technical Community College (NC)
Rachel Weidele – Becker College (MA)
Vanessa Padilla – Brevard Community College (FL)
Nadia Sureda – Cosumnes River College (CA)
Mary Beth Boland – Harcum College (PA)
Stacey Zuniga – Northampton Community College (PA)
Christine Fraser – Mercy College (NY)
Kish Mackin Hilmert – North Dakota State University (ND)
Jessica Comolli – Tri County Technical College (SC)

President of The Pet Care Trust Lew Sutton, PetAg Inc. stated, "These ten students represent an elite group of individuals who have expressed an interest in companion animals and displayed a dedication to their practice through community service related to animals. We are proud to offer them this prestigious award and look forward to their future accomplishments in the field of companion animals."

The awards are presented each year in memory of Sue Busch, former publisher of Pet Age magazine and H.H. Backer Associates principal. Ms. Busch was an influential leader in the North American pet industry community for over three decades. She believed that veterinary medical and technician education was a crucial element in the maintenance and assurance of high standards for companion animal health.

PIDA Provides Administrative Support

The Pet Care Trust has a new management team thanks to the board and staff of the Pet Industry Distributors Association. PIDA's staff is handling all administrative duties for the Trust. Steve King, CAE, PIDA's president, will serve as the Trust's executive director. Marci Hickey, CMP, PIDA's Director of Meetings & Member Services, will be the Trust's administrative assistant, assisted by Nina Bull. Amy Chetelat, CAE, will oversee the Trust's financial management.

"I am delighted that the PIDA management staff can assist the Pet Care Trust in carrying out its mission", commented Steve King. "PIDA has long been a supporter of the Trust. Now, with our management assistance, more of the Trust's funds can be directed toward programs like Fish in the Classroom and Pets in the Classroom."

The Trust will share offices with PIDA at 2105 Laurel Bush Rd., Suite 200, Bel Air, MD 21015. The new phone number is 443-640-1060. Mr. King can be reached via e-mail at steve@ksgroup.org.

FIC Travels North to Chicago



The Fish in the Classroom program made its first foray outside of Florida when the Shedd Aquarium in Chicago, Ill hosted a teacher training program in July. Co-hosted by the Big Shoulders Fund with funding support from the Pet Care Trust, 52 elementary school teachers completed the day-long training. The FIC training was part of a week of teacher instruction at the Museum of Science and Industry, the Adler Planetarium and the Shedd Aquarium.

Thomas Zbierski, Director, School Relations for the Big Shoulders Fund wrote, "I just wanted to follow up on the generous donation you [the Pet Care Trust] made to the Big Shoulders schools to provide classroom aquariums. The summer science program just ended and the attendees could not have been happier. Not only did the presenters inspire the participants but each and every one of them was touched by your generous support...and fish everywhere are delighted that they will soon be in the classrooms of our schools. This will certainly be a summer to remember and... the Pet Care Trust "Fish in the Classroom Program" made all the difference indeed."

Big Shoulders Fund-supported schools enroll 25,000 students in 76 elementary schools and 17 high schools in the city of Chicago. As part of the larger educational system, inner-city Catholic schools have proven to be an important resource for children and families that are "at risk" and are facing many challenges in life.

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