

**"Until one has loved  
an animal, a part of  
one's soul remains  
unawakened."**  
-Anatole France

## Welcome to the new ESVH newsletter!

Hello fellow pet-lovers, and thanks for signing up for our e-newsletter. We hope that this letter makes it easy for our clients to stay in touch and up to date with all of our latest news and updates. We plan on publishing new letters quarterly, and would love to hear feedback from you! Please send questions, comments, and suggestions to [esvh@esvhospital.com](mailto:esvh@esvhospital.com).

## Check out our new online Pet Portal!

ESVH is excited to announce the arrival of our new online Pet Portal, now available for clients through our website. Pet Portals are private, secure websites where you can:

- Check your pets' health records/vaccination history
- Request an appointment
- Update your account information
- Add photos of your pet

...and much more! For more information, or to sign up for your very own Pet Portal, visit our website at [www.esvhospital.com](http://www.esvhospital.com).

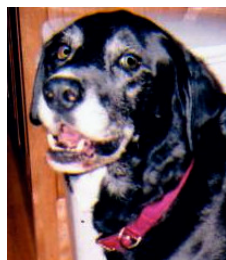
## The Hersman H.E.A.R.T. Fund

The Hersman HEART Fund was founded on the principles of its namesake, Dr. Richard Hersman. The fund was established on September 21, 1998, three days after the passing of Dr. Hersman.

The Hersman HEART Fund is a non-profit foundation with all proceeds directed to medical care for animals in need of treatment. In total, the Fund has helped to save the lives of over 30 dogs and cats. It is important to note that the Fund is not intended to be a shelter. We specifically raise money for the treatment of those animals in need of medical attention. We love what we do and enjoy tremendous satisfaction when we are able to help heal those animals who need us.

If you are interested in making a donation please contact the East Springfield Veterinary Hospital at: 413-739-6389

## Ask Jack!



Dear Jack,

My dog, Bailey, won't give me any peace! Even after lots of attention, exercise, and playtime, he still acts like he hasn't seen me in days. If I'm not paying attention to him he barks, whines, and nudges me until I stop everything to pet him or throw his ball. I love spending time with him, but sometimes I need to focus on other things. I've had him checked by the vet, and he's very healthy. What else can I do?

-Frustrated in West Springfield

Dear Frustrated-

Bailey sounds like my kind of dog; fun-loving and happy, just like me! He sure loves his humans, and thinks that your world should completely revolve around him. I had to learn, and so does he, that, as much as our people love us, we can't always be the center of attention.

The first thing you need to understand is that we dogs thrive on human attention-even the negative kind. It's not that we enjoy being scolded-we don't. But as much as we hate upsetting you, any attention is better than none at all. So whether you're petting Bailey, throwing his ball, or even yelling at him, you are reinforcing his behavior by giving him exactly what he's looking for. We're a pretty smart species (no matter what your cats have told you!), and we catch on very quickly. So as easily as we learned what to do to get your attention, we can learn what not to do as well. Here's the magic word: **ignore**. Ignore all bad behavior, no matter how annoying it may be. When Bailey begins acting out in any way, simply leave the room without saying a word. Return to the room, and repeat, until he lays down and behaves himself, at which point you should praise him with attention and a favorite treat (small pieces of hot dogs are a personal favorite of mine!) or toy, then go right back to what you were doing. Once Bailey realizes that behaving politely is what gets your attention, he's sure to act like a perfect gentleman!

*"Black" Jack Zander is the CEO of ESVH. If you have a question you'd like Jack to answer for you, please email us at [esvh@esvhospital.com](mailto:esvh@esvhospital.com), and we'll be sure to pass it along to him!*

**Fun Facts:**

1. *A cat's nose contains about 200 million scent receptors. Humans only have about 5 million.*
2. *The world record for the most tennis balls held in a dog's mouth is 5, and it is held by a Golden Retriever named Augie.*
3. *A cat's brain is more similar to a human's brain than that of a dog.*

Andrew R.  
Hersman, DVM

William D.  
Anderson, DVM

Denise A.  
Chiminiello, DVM

## East Springfield Veterinary Hospital

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We're on the Web!

[www.esvhospital.com](http://www.esvhospital.com)

### Protect your pets from harmful pests

Summer is here, and in the warm weather months it is more important than ever to keep your pets current on vaccinations and monthly flea/tick/heartworm preventatives. We currently have several money-saving promotions on these products, and offer very competitive prices and discounts for 3, 6, and 12 month supplies of most products. If you'd like to know more about our prices, or are uncertain about your pets' vaccination status, just call us! We're happy to answer any questions you may have.

### Dealing with Injured and Orphaned Wildlife *(From the MSPCA's Living With Wildlife Website)*

In the springtime, concerned people often mistake young animals left alone to be orphaned. What many people do not know is that it is quite common for the young of many mammals and birds to temporarily be left by their parents while the parents are out foraging. Parents conceal their young from predators and only periodically return to the nesting sites to feed and care for the young.

If you find a young wild animal that appears to be orphaned, it is best to leave the animal alone, unless it is facing imminent danger. Wait from a safe distance and observe the animal until one of the parents returns, which could take several hours. If a parent does not return after several hours, keep an eye on the animal and contact a local wildlife rehabilitator.

In the case of baby birds, remember that part of learning to fly comes with being on the ground. What you may think is an orphaned bird may just be a bird learning how to fly! Watch the bird from a safe distance and keep people (especially children) and companion animals away from the baby bird. It may take several hours, but you may be lucky enough to witness the bird learn to fly!

If the bird is in imminent danger, know that it is a myth that touching a baby bird will orphan it, as birds do not have scent glands. Returning a baby bird to its nest will not orphan the bird, but again, should only be done if the baby bird is in imminent danger. If you cannot reach the nest safely or if you cannot find the nest, put the baby bird in a small basket and hang it from a branch as close as possible to where you think the bird's nest is.

An injured wild animal can be very dangerous, and as such, it is best to never approach or try to move or handle an injured wild animal. Contact your local animal control officer via your local police department immediately if you think a wild animal is injured. Without putting yourself in danger, try to make sure the animal is out of danger, and wait until the authorities arrive to help.

For more information, and for helpful links and resources, visit the MSPCA's [Wildlife Resources](#) website.

### Thomas J. O'Connor Animal Control and Adoption Center Featured Adoptable Pet:



#### Michael

Michael is an easygoing guy who is always happy to make new friends! He's laid-back, lovable, and just an all around cool cat.

Michael is FIV positive. FIV, Feline Immunodeficiency Virus, is a feline-specific virus found in many cats that have lived outdoors or who have fought or bred with other FIV positive cats. Cats with FIV can live long, happy lives as long as proper preventative care is provided. Just like humans with HIV, this virus affects a cat's immune system. It is important that cats with FIV live indoors and are not exposed to other cats that may be sick. While it is probably best practice that Michael only live with dogs or other FIV positive cats, plenty of people have both in their households. FIV is transmitted through deep bite wounds, often occurring during breeding or fighting with other stray cats outdoors. Since Michael is so easy-going, we don't feel that he would be aggressive toward other cats, making the risk of spreading FIV to other cats minimal. The shelter is committed to finding this fantastic kitty a home, regardless of his FIV status. Please feel to ask the Adoption Center Staff about this big bundle of love. If you have questions or concerns about FIV in cats, they are happy to help!

questions or concerns about FIV in cats, they are happy to help!  
Thanks for taking the time to learn about sweet Michael!  
*For more information on Michael and many other wonderful pets waiting for their forever homes, please visit:*  
[www.tjoconnoradoptioncenter.com](http://www.tjoconnoradoptioncenter.com), or call (413) 781-1484.

## **ESVH Office Hours**

Monday 8am-9pm  
Tuesday 8am-6pm  
Wednesday 8am-9pm  
Thursday 8am-8pm  
Friday 8am-5pm  
Saturday 8am-2pm

*\*Closed Sundays*