

# JANUARY NEWS

January 2008

## HAPPY NEW YEAR

We hope everyone had a great Christmas and a Happy New Year. The holiday season passed through mostly uneventfully for the veterinary clinic, with the obligatory snakebite on Christmas day (after lunch luckily) and most calls involving grass seeds or tummy upsets.

On a follow up from last newsletter, Coco, a curly coated retriever bitten by a snake in November, gave birth to 7 lovely puppies only 2 weeks after being treated.

The snakes are still most definitely on the go, with Tom (the dog) and Milak (the cat) both being treated for the second time this season! Some pets never learn.

Equine influenza is still on the back of everybody's mind but has so far been kept from Victoria. This meant a lonely day at the races for Dr. Andrew Jacotine at Mansfield on Boxing Day and Merton on New Years Day with quarantine measures being strictly kept in place. Despite the heat, both events ran smoothly.

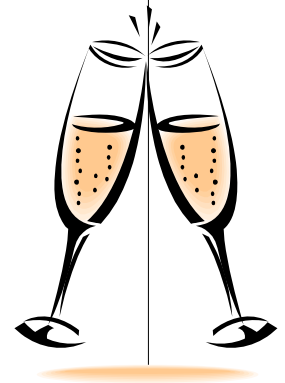
In these extreme temperatures, ensure your pets have plenty of access to fresh water, remember troughs can evaporate rapidly in this heat, and avoid exercise in the heat of the day.

We are now back to our normal opening hours until Australia Day when we will be closed except for emergencies on Monday 28th January.

We would like to take this opportunity to thank all of our clients for a great year in 2007. Coming out of a very tough year in 2006, things are looking a lot brighter with better rainfalls in the past year.

We have also welcomed many new clients this year. Particularly part-timers from Melbourne and hope to sustain an ongoing relationship with them and their pets.

All the best for 2008.

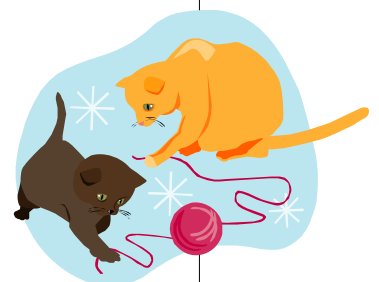


**CUTE KITTENS  
STILL AVAILABLE**

**2 TABBY MALES  
6 weeks old**

**\$100**

**Includes  
microchip,  
first vaccination  
and desexing.**



## Zorro's Breakfast

Zorro, a normally very happy and boisterous Border Collie, came in from his morning walk last month very flat having difficulty walking. All thoughts were immediately on snakebite and the appropriate blood tests were run. All tests came back normal, but Zorro continued to go downhill. His symptoms, however, were not typical of snakebite with no vomiting or diarrhoea, Zorro just became progressively sleepier.

Unsure of the diagnosis at this stage, Zorro was placed on a drip (intravenous fluids) and closely monitored by the veterinary staff. The plan was to repeat blood tests in 2 hours on the assumption that it could be an atypical response to snakebite.

Zorro's owner headed home to check the back yard and paddock for a snake, or anything he might have got into. What he found was the remains of a pet goat who had been euthanased a week earlier and buried in the back paddock. Zorro had found himself a potentially deadly breakfast!

The goat had been injected with an extremely potent anaesthetic agent that is used in large doses for euthanasia. This agent is also active when taken orally.

Fortunately for Zorro he had not consumed a lethal dose and after a very heavy sleep for the day, he made an uneventful recovery.

A reminder to anyone burying pets who have been euthanased that they must be buried at an adequate depth to prevent resurfacing.



## Grass Seeds

We have been seeing an unusually large number of grass seeds this season. Grass seeds can become stuck in all sorts of places but the most common are in the ears and paws. It can be helpful to clip the hair from dogs feet and check paws daily to pull out any offenders before they get in too deep. Ears can be a problem as the grass seeds penetrate around the corner in the ear canal and can only be removed by a special light source called an otoscope and using small forceps.

Grass seeds in other locations include in the eyes, under the third eyelid, in the skin of the abdomen, chest, face or neck. Grass seeds often present as small abscesses or lumps and can be confused with other more sinister problems such as tumours. Sometimes it is very difficult to find the seeds and they can migrate a long way into the body dragging infection along the way. Brush out your pets fur as often as possible during the grass seed season to prevent penetration.

## Pete's story

Bill was a greyhound trainer, was well into his sixties and he looked just like his dog. He had been a client of mine for several years but had very little success on the racetrack. One dog was a particular favorite of Bill's and he was very keen to get it performing better. Physically the dog was in great shape but some blood tests showed mild anemia. Some treatment quickly fixed the anemia and I was confident the dog would perform better at its next start. So when Bill came in for a post race check up, I eagerly asked him how he went. Bill's reply was "he came an ignominious last". After a few more unsuccessful races Bill passed the greyhound onto another trainer and guess what- It won at its next start.

## INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

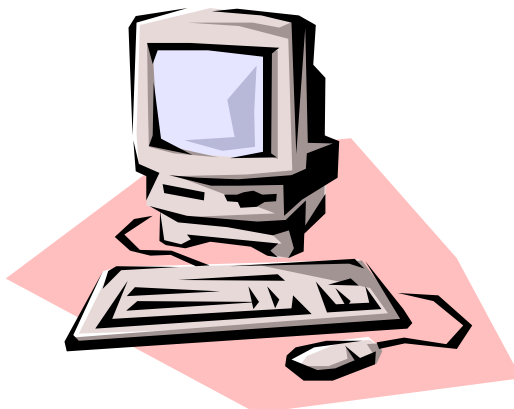
A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety

of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a

simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

## INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column

that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top

customers or vendors.

## INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the



Caption describing picture or graphic.

image near the image.

## MANSFIELD VETERINARY CLINIC

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Mansfield Vic 3722

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E-mail:

Your business tag line here.

We're on the Web!  
example.microsoft.c  
om



*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

## BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to

refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast

meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.