

March 4, 2009

The San Francisco SPCA  
Celebrates 140 Years  
of Caring & Service





*The Mission  
of The San Francisco SPCA  
is to save and protect animals,  
provide care and treatment,  
advocate for their welfare,  
and enhance the human-animal bond.*



SAN FRANCISCO  
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**Dear Friends,**

To paraphrase Charles Dickens: this is the best of times and the worst of times! It's a time of hope for The SF/SPCA, symbolized by the Leanne B. Roberts Animal Care Center, and the renewal and rededication of our mission to provide lifesaving care and rehabilitation for companion animals, either with homes or without. At the same time, the current economic climate makes this a period of great uncertainty and apprehension. Nevertheless, as we gather tonight for the final event of our 140th Anniversary celebrations, we can look back proudly. Since 1868, The SF/SPCA has been tested time and again, but we have always lived up to the trust placed in us by the community of San Francisco and its animals. At the same time, I believe we can look to the future with confidence, and that the values at the heart of The SF/SPCA — caring, compassion, and service — will prevail.

Tonight we are honoring a group of individuals who epitomize these values. For 20 years Critter Lovers At Work (CLAW) has dedicated itself to transforming the lives of homeless cats and dogs who desperately need medical help. Through a series of innovative fundraising events initiated by CLAW — Holiday Windows, the Bark & Whine Ball, Hats Off — they have raised well over \$800,000 for the Cinderella Fund, which assists The SF/SPCA in providing veterinary assistance for suffering animals: from delicate surgery of all kinds, to providing a set of wheels for a dog's no-longer-functioning back legs. CLAW represents the power of ideals put into practice, and on behalf of the animals whose lives they have touched so profoundly, we thank them.

For 140 years The SF/SPCA has been sustained by all of its volunteers and supporters. We owe them a debt of gratitude that is impossible to measure. The millions of animals whose lives have been saved, and will continue to be saved, are a monument to their devotion to the mission of this organization.

At present, The SF/SPCA provides support for cats and dogs from the beginning of their lives — our Foster Care Program — to the end — our Hospice Program — and every stage in between. In this way we affirm that every animal's life is precious and worthy of our care and protection. This is our promise for today and our vision for the future. Thank you all for joining us on this journey of hope.

Yours very sincerely,

Jan McHough-Smith  
*President*



## Dear Friends,

Tonight's special occasion marks the conclusion of The SF/SPCA's 140th Anniversary celebrations. It also signals the beginning of the public phase of the Leanne B. Roberts Animal Care Center capital campaign.

We are proud to report that, thanks to the dedication of the Roberts Family and the extraordinary generosity of many other donors, \$22.1 million of the cost of construction of the Leanne Roberts Center has been met. The goal of the final phase of the capital campaign is to raise the remaining \$7.8 million needed to fully fund this magnificent facility, so that the legacy of The SF/SPCA — care, compassion, and visionary leadership — will continue. Sharon Bradford and Belinda Levenson, capital campaign co-chairs, are committed to completing The SF/SPCA's State of the Heart campaign by June, 2010.

This evening, however, we are celebrating our first 140 years. Critter Lovers At Work (CLAW), an all-volunteer group, has been an integral part of The SF/SPCA's fundraising efforts for twenty-one of those years. They have worked tirelessly to provide funds for homeless cats and dogs who are in need of extraordinary medical care through the Cinderella Fund. In the course of their remarkable work, CLAW has raised well over \$800,000, all of which has gone to alleviate the suffering of these needy animals.

CLAW's deep commitment to the Society's mission has expressed itself in several inventive fundraising enterprises: the first Holiday Windows Outreach Adoption event was launched by CLAW at Gumps Department Store in 1989; in 2007 Holiday Windows reached a milestone — the 4,000th animal to find a loving home at this venue! Hats Off is a sparkling, stylish event with a serious purpose, and probably CLAW's most original venture is the Bark & Whine Ball, eagerly anticipated each year by two-legged and four-legged party animals alike! This year, CLAW graciously agreed to forgo the Ball in order for The SF/SPCA to celebrate its 140th anniversary with this special dinner. As a mark of our gratitude and esteem, the proceeds from tonight's Live Auction will support the Cinderella Fund.

We salute the members of CLAW for the countless lives they have saved by their altruism and humanity.

Yours sincerely,

Catherine B. Brown

Board Chair

## THE SAN FRANCISCO SPCA'S

*140<sup>th</sup>*  
*Anniversary Celebration*  
*March 4, 2009*



SAN FRANCISCO  
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OUR EVENING'S MASTER OF CEREMONIES

*Doug McConnell*

Doug McConnell, co-founder and host of OpenRoad.TV, The Traveler's Video Guide to the American West, has spent a lifetime exploring the open roads of the American West and beyond, both personally and professionally. From 1993 to 2008, he was the host and senior editor of KRON Television's, "Bay Area Backroads," the longest-running and most popular regional television series in northern California. Prior to joining "Backroads," Doug hosted, reported and produced many other series, specials and news reports for KPIX Television in San Francisco, KING Television in Seattle, KAKM Public Television in Anchorage, PBS and CBS nationally, the Discovery Channel and Animal Planet nationally and internationally, and numerous other broadcast and cable outlets. He's received many regional Emmys and other television awards, been recognized nationally and locally for his work, including with the prestigious Harold Gilliam Award for environmental reporting in Northern California.



OUR EVENING'S SPECIAL GUEST

*Victoria Stilwell*



Born and raised in Wimbledon, England, Victoria Stilwell is one of the world's most recognized and respected dog trainers. She is best known for her role as the host of Animal Planet's hit TV series *It's Me or the Dog*, through which she is able to share her insight and passion for positive, reward-based dog training and as a judge on CBS's *Greatest American Dog*. By reaching audiences in over 30 countries, Stilwell helps counsel families on their pet problems.

In the early 1990s, Stilwell began her career in pet training when she created her own successful dog-walking company and immediately recognized the need for qualified professionals to help her clients with the training process. While pursuing a successful acting career (working in London's West End as well as in numerous films, TV series, commercials and voiceovers), she expanded her focus to dog training by working with some of Britain's most respected positive-reinforcement dog trainers and behaviorists.

Stilwell is passionate about using positive reinforcement training methods that enhance a dog's ability to learn while increasing confidence, resulting in a healthy, well-adjusted pet. She is firmly against the use of forceful, dominance-based training techniques which often result in 'quick fixes' but ultimately cause more long-term harm than good.

## *Ambassadors for Animals*

by Jill Kramer with Paul Glassner

The one-time project began innocently enough.

In 1987, Dr. Bernard Kramer, a San Francisco SPCA Board member, asked Bob Leitstein, the General Manager of Gump's, if the store could do something for the animals at The SF/SPCA. Bob came up with the idea of having SF/SPCA cats and dogs in specially decorated windows.

A wonderful suggestion on paper, quite the chore in reality. Indoors, each window needed air conditioning plus easy access for SF/SPCA staff to take care of the animals. Outdoors, although there would be signage, the windows needed "explainers," docents to keep the line of spectators moving, ask people not to tap on the glass, and, most important, tell onlookers that the animals were available for adoption. Prospective "parents" would be directed to an SF/SPCA screening desk inside the store; we didn't want animals to become surprise gifts, for example.

That's how CLAW, Critter Lovers At Work, was born. When my husband told me about the plan, I gathered a group of fellow (besotted) animal lovers to serve as ambassadors for the animals. We set up all-day schedules of three-hour shifts — and I warned our volunteers that neither rain nor cold (or both) could keep us from our appointed rounds.

True, it was a national first, but none of us expected such an enthusiastic response. While Gump's could get crowded during the holidays, they'd never seen throngs like this. The store soon put stanchions out front to corral the masses. Chartered buses began delivering hordes of tourists. The lines of people doubled, then tripled, then quadrupled, as if people were waiting for a fantastic ride at Disneyland.

The animal-adoring spirit spilled even beyond the sidewalk. I was there to see a truck double-park right in front of the store on terribly busy Post Street. Ignoring the honks from vehicles behind, out stepped the driver, a diminutive lady who hoisted a fair-sized dog up onto her shoulders and walked him up and down the full length of the store windows so he could see over the heads of those in line (which she could not). She then put him back in the truck and drove away.

A lot of animals got great homes, a lot of people learned about The SF/SPCA, and a lot of money was raised. Other stores nationwide asked The SF/SPCA for a how-to manual.

My friends and I met again, this time to formally organize ourselves as Critter Lovers At Work. Our purpose: to raise public awareness and support for The SF/SPCA — and to have fun doing it. Flush with our first success, we planned an event all our own, the Great San Francisco SPCA Cat and Dog Fair, an entire weekend's worth of activity centered around animals.

For this, we needed a very large indoor space, which we found in the form of a pier at Ft. Mason. Preparations took months.

And we took a risk: we invited people to bring their dogs. With an entire pier available, there was plenty of room, all of which, we hoped, would be regarded by the animals as

neutral territory. We had dog walkers and a brigade of pooper scoopers at the ready. The SF/SPCA supplied animal behavior staff in case of any dog disagreements. And at all times there was at least one veterinarian in the house. Still, behind the scenes we were biting our nails. Would it work?

It worked beautifully. Hundreds of people came, and the dogs were great. We had dog agility races, we showed old movies with animal themes, we had pet-food as well as people-food vendors. Photographers took pet portraits. We sold T-shirts and mugs.

We had canine contests for longest tail, shortest legs, dog/human look-alike contest, best howl. And we made sure that every dog that attended got a blue ribbon. They were all in first place.

Exhausted yet energized, we decided to narrow our focus to get the most mileage — biggest fundraising impact — from our efforts. We zeroed in on our Fair's patron party.

This became the Bark and Whine Ball, a formal affair to include dogs. Likely another national first: Black tie and real tails! Again we located a welcoming venue, an elegant hall, and we offered fabulous food for people and pooches along with valet dog walking. And again, we felt a bit nervous. Dogs romping on a large pier was one thing, but dogs mingling among men in tuxedos and women in high heels? Was that a good idea?

It was a wonderful experience. Many SF/SPCA adoptees showed up, and everyone was so busy being enchanted by the charm of the four-legged attendees that hardly anyone paid attention to what the humans were wearing. The dogs took it all in stride, behaving beautifully, and their playful presence made it easy for strangers to strike up conversations. One year a woman started dancing with her dog, an activity since adopted by other party goers, and now part of the Bark and Whine tradition. As we'd hoped, after several years the event outgrew its space, and we will soon be searching for a third, even larger location. (A pier, perhaps?) Among the guests at the 2008 Bark and Whine Ball (our 13th): Bob Leitstein, the retail store executive, now retired, who probably had no idea where his helpful deed would lead.

Meantime, CLAW also created a new daytime get-together, a bit lower-key, Hats Off, a lunch and fashion show centered on millinery, yet for the benefit of The SF/SPCA. Like the Bark and Whine Ball, Hats Off (now past its 7th year) features an auction that has proven quite profitable for The SF/SPCA's Cinderella animals. Nancy Trogman, CLAW's current president, is one of my original co-conspirators.

Ironically, my husband, who served on The SF/SPCA's Board for ?? years, is allergic to both cats and dogs, so we can't have a companion animal at home. (We tried!) Both of us still love animals. Thankfully, through its lively social occasions, CLAW has given us numerous opportunities to get close to as many pets as possible. I now have a great many four-footed friends as well as quite a few new, two-legged ones. And I am bursting with pride as our little, all-volunteer organization moves into its third decade of service to animals at The SF/SPCA.



# Tonight's Program

6:00 P ☞ SPONSORS RECEPTION

7:00 P ☞ COCKTAIL RECEPTION

7:45 P ☞ DINNER

8:00 P ☞ WELCOME

8:10 P ☞ OPENING REMARKS

8:20 P ☞ VICTORIA STILWELL

8:35 P ☞ VIDEO PRESENTATION

8:55 P ☞ Live Auction

# Live Auction Items

*On the back of this program you will find your assigned auction paddle number.*

## Westminster Kennel Club 134<sup>th</sup> Annual Dog Show Package

2 tickets to attend the 2010 Westminster Dog Show *in* New York City

Round Trip Air Fare for 2

Weekend Hotel Stay

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# Tonight's Menu

## AMUSE

### The Russian Egg

*Savory Custard in an eggshell with caviar*

## FIRST COURSE

### Butter Lettuce, Asparagus & Citrus Salad

*Butter lettuce cup, peeled asparagus, pink grapefruit, radicchio, and citrus vinaigrette*

## ENTRÉE

### Beef Two Ways

*3 oz Filet Mignon with Shallot, Jam & Chanterelles on a celery root & potato mousseline  
&  
Beef Rillettes garnished with a Cippolini Onion and a Red Wine Sauce*

## DESSERT

### First Flight

*Goat cheese fondue with spiced apple, roasted walnuts & Pan de Mie*

### Second Flight

*Coconut Pannacotta with Strawberry coulis & a Chocolate Straw*

### Third Flight

*Espresso-Filled Dunces Caps on Chopped Pistachios*

## TEA

## COFFEE

## ACME ARTISAN BREADS

## SWEET BUTTER



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Birthday, SPCA!

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