Positive identification of dogs is one of the most important kinds of record-keeping for any kennel. Without a good system of permanent identification, the growing problem of recovering stolen or lost dogs becomes an almost impossible task. It is also valuable for keeping an accurate record of breeding stock and pups.

One of the most successful methods of identification is tattooing. More than 27,000 dogs and 8,000 cats have been identified with ear tattoos at the Purina Pet Care Center.

Tattoo inks or pastes contain insoluble pigments that will not react with blood or tissues. Black ink is most commonly used for light-skinned animals, however green ink is legible on both light and dark skin.

**Using the Vibrator Tattoo**

Vibrator tattoos used with animals are similar to those used to tattoo humans. The vibrator unit is used like a pencil to write safely under the skin. A bundle of 5 to 10 needles penetrates the top layer of skin at a high speed with the ink going under the skin through hundreds of tiny holes. The needles cause very little discomfort. Adult dogs may often resist because of the noise of the vibrator. It is best used with puppies under five weeks of age or for tattooing the flanks of older dogs.

**Tattooing is a simple procedure:**

Have ready the vibrator, ink, scissors or a pair of hair clippers, and a soft cloth for cleaning up.

Clip the hair from the underside of the ear, or the part of the flank that will be tattooed. The ear is generally the most satisfactory place for a tattoo, but dogs that will later have their ears cropped or adult dogs who object to the noise of the vibrator should probably be tattooed on the flank.

Adjust the tattooer so the needles barely penetrate the outer layer of skin. If the needles penetrate the skin too deeply, the tattooer will not move smoothly.

Place the clipped ear over one finger to support the area to be tattooed. Dip the tattoo needles in the ink, then make the first letter or number in the ear, as with a pen. If the needles are sharp and correctly adjusted, the motion should be free-flowing.

After making the first character, clean the ear to check the mark. If it is not dense and black, the needles did not have enough ink on them, or they did not penetrate deeply enough.

When the tattoo is complete, clean the ear and check for accuracy by wiping excess ink away from the mark.

Neatness is important, because tattooing cannot be easily removed. Small letters will expand as a puppy grows.

**Clamp-type Tattoo Units**

Clamp-type tattooers are less expensive than vibrators, are safe and easy to use. They are particularly effective for dogs who would object to the noise of a vibrator. Pins arranged in the shape of numbers or letters pierce the ear, and ink is absorbed through the holes.

Have the tattooer, ink, the dog’s record card, and either swabs for applying the ink, or a soft cloth to clean fingers.

Assemble the letters and numbers to form the desired combination, and check for accuracy before punching them on a blank card. Then enter them on the dog’s record card.

Clean or clip the dog’s ear and apply the ink to the ear with a swab and your thumb.

Clamp the ear, then rub the ink into the holes to help the ink penetrate. Do not clean the ear.

A well-done tattoo will remain visible for the lifetime of a dog.

Note: Possible sources for either the vibrator or clamp-type tattooing unit may be any local shop selling tattoo supplies or pet supply firms.

**Registries**

A tattoo is useless unless it is registered with a tattoo registry. Each registry has its own tattooing coding system and its own fee schedule. American greyhound breeders use an excellent system: by eight weeks, each greyhound has been tattooed with numbers and letters assigned by the registering body, the National Tatoos.
Microchip Identification

A computer microchip is another method of positive identification for the individual dog. The microchip, made of biochemical glass, is about the size of a grain of rice. It contains a ten-digit number which is and remains individual for every dog.

A veterinarian implants the chip under the skin between the shoulders of the dog. The procedure is fast, easy and practically painless. The chip implant has undergone five years of medical testing and has been found to be completely safe.

The microchip has a life span of 25 years and dogs can be implanted beginning at six weeks of age.

To identify a dog with a microchip, veterinarians, humane societies, local breed clubs and animal research facilities equipped with hand-held scanners simply pass them over the dog’s shoulders and the number will be displayed on the scanner.

The dog’s microchip number cannot be altered and is controlled by a central microchip registry, INFOPET.

The limitation of the microchip implant concerns the person who finds a lost or stolen dog. That person must be knowledgeable enough to assume that perhaps the dog has a microchip implant and take the dog to a veterinarian or shelter equipped with a scanner.

The microchip does present another option for identifying dogs, and the individual dog owner has to decide what method is preferable for his or her particular situation.

INFOPET, 5137 N. Clarleton, Suite 110, Agoura, CA 91301 (800) INFOPET

Taking the Stink out of Skunk

The news has traveled far: Scientists nationwide are claiming a homemade recipe can give you peace of mind if your pet has an unpleasant encounter with a skunk... of course there’s still folks who prefer tomato juice or vinegar.

Forget tomato juice, it just doesn’t work, Division of Wildlife researcher Tom Beck said while looking over a recipe.

He wasn’t talking about a bloody Mary.

Beck’s dog recently rolled around in the remnants of a skunk that had been dead for two weeks. “There’s nothing that smells much worse,” he said.

Instead of banishing his dog outside for the night, Beck tried a chemical concoction of hydrogen peroxide, baking soda and liquid soap. The combination apparently neutralizes organic compounds that cause the foul-smelling odor.

“It really works,” Beck said. He found the recipe in Wildlife Control Technology magazine.

The formula is a safe, fast and cheap skunk deodorant that was developed by chemist Paul Krebaum of Lisle, IL when a colleague’s cat was in dire need of a cure. The recipe includes:

One quart of 3 percent hydrogen peroxide

One-fourth cup baking soda

One teaspoon liquid soap

Skunk essence is made of sulfur molecules, Krebaum explained in the article. The materials in the recipe, when mixed together, form an alkaline peroxide, which chemically changes the skunk essence into sulfonic acid; a completely odorless chemical. The soap breaks down the oily skunk essence, making it more susceptible to the other chemicals.
Allergies are hypersensitive reactions by the body of the dog to foreign substances or organisms. Anything that provokes an allergic reaction is called an allergen. The source for the allergen can be just about anything ranging from plants to carpets to feeding dishes. In order to treat an allergy, the allergen must be identified. This can be a complex process requiring time and patience. The reward of successful treatment is providing a more comfortable life for the pet.

Pet owners expect their dogs to scratch themselves now and then. However, excessive and persistent scratching, licking, biting and hair loss may be signs of an allergy. As the allergy starts to itch, the dog starts to scratch, lick, bite, chew or rub. This behavior intensifies as the itching continues. Hair is lost, the skin reddens and secondary infections may develop. At the first sign of intensive scratching orbiting, a prompt trip to the veterinarian is needed to identify and treat the problem.

**The Most Common Allergies**

Flea bite allergy is the most common allergy affecting dogs. Contact, inhalant and food are other common allergies. In some instances, a highly allergic pet may have several allergies simultaneously.

**Flea Allergy**

Flea allergy occurs when the dog is exposed to flea saliva as the flea bites. The saliva acts as an allergen and can cause intense itching. Hair loss and skin infections are other signs of flea allergy.

In most parts of the country, the problem is seasonal. It is most severe in summer and fall in areas of the country that have cold winters. In warm climates where fleas are year round, flea allergy is a year-round problem. It tends to intensify during the warmer months in these areas.

Controlling fleas is essential in managing this type of allergy. Even if you do not observe fleas on your pet, a flea allergy may occur. Both the pet and its environment must be treated. Flea collars may provide a small measure of control. However, some pets are allergic to the collars. Flea powders, sprays, shampoos and dips can help rid pets of fleas. Always read and follow label instructions.

Because fleas spend most of their life cycle off the animal, the environment must be treated with sprays and foggers. Outdoor areas frequented by the pet should be sprayed or fogged. Thorough cleaning and vacuuming may help control flea infestation within the house. However, a professional exterminator may be needed to control heavy infestations.

Veterinarians may recommend treatment with small amounts of corticosteroids to give some affected pets relief during the flea season.

**Inhalant Allergies**

Inhalant allergies result from the inhalation of allergens such as pollen from trees, ragweed, grass and other plants, house dust and mold. There seems to be a genetic predisposition to this allergy among dogs. This type of allergy usually starts between the dog’s first through third year.

Treatment involves attempting to identify and, if possible, remove the offending allergen. Other treatments include hypo-sensitization or low doses of steroids. Once the allergen is identified, hyposensitization involves injecting more concentrated amounts of the offending allergen into the pet over a period of time. This series is followed by periodic boosters. Individual responses to this treatment vary according to the pet. However, many pets...
can successfully be sensitized to give them relief or to reduce the amount of steroids needed to keep them comfortable. Long-term treatment with steroids is usually avoided because they can produce serious side effects.

**Contact Allergies**

Contact allergies are caused by a pet’s physical contact with an offending substance. Thin-coated or hairless areas are usually affected. Among the most common allergens are soaps, insecticides, wool nylon carpets, paint, wood preservatives, poison ivy or oak and pollens or grass. Some pets may be allergic to plastic feeding dishes.

In the case of certain plants and/or geographic locations, inhalant or contact allergies may be seasonal.

Identifying the offending substance is critical. If this is accomplished, try to eliminate it from the pet’s environment. Your veterinarian can recommend appropriate treatment for skin lesions and to help relieve the itching.

**Food Allergies**

Some pets develop allergies to food, although this is relatively rare. A food allergy results from an abnormal reaction to an ingredient found in a pet food. Food allergies usually appear as skin problems or as gastrointestinal upsets. However, a variety of diseases have similar signs. Consequently other causes should be excluded before the diet is blamed.

Most affected pets have been fed the food over a period of months or years. The allergy develops over time with repeated exposure to the same ingredient. Changing from one pet food to another is not the answer because many of these diets contain similar ingredients.

No food source is non-allergenic. The only foods that can be considered hypoallergenic are those which the pet has never eaten before, since allergies usually occur in pets exposed to an offending ingredient in previous diets.

Your veterinarian will probably recommend special diets in order to be certain that diet is the cause of the allergy and to identify the ingredient to which the pet is allergic.

Because dietary restriction is the only way to isolate the offending ingredient, it is essential to keep the pet on the special diet. Providing rawhide chews or feeding snacks, treats, table scraps or letting the pet eat another animal’s food should not be allowed. Once the ingredient to which the pet is allergic is identified, an appropriate diet can be recommended.

**The Not-So-Common Allergies**

In addition to the common allergies, there are rare allergies requiring veterinary diagnosis and treatment. They include:

- **Hormonal hypersensitivity** - the pet becomes allergic to its own hormones.
- **Parasitic hypersensitivity** - in addition to fleas, dogs maybe become allergic to other parasites. They can become allergic to tick bites in much the same way they become allergic to flea saliva. They can even become allergic to their own intestinal parasites. The skin becomes itchy just as with food and inhalant allergies.
- **Autoimmune diseases** - the body becomes allergic to certain of its own body components. These diseases usually require long term treatment.

**In Summary**

Determining the cause of an allergy begins with a detailed medical history of the pet including age, breed and sex, diet and environment, previous medical problems, history associated with the itching and a complete physical examination.

Once a tentative diagnosis is made, treatment can be attempted. The goal of the treatment is to control the symptoms. This can be done by avoiding the cause of the allergy, once it has been identified. If avoidance is not possible, medications or a series of injections to force the body not to react to the allergen may be beneficial.
What’s Heaven Like?

A man and his dog were walking along a road. The man was enjoying the scenery, when it suddenly occurred to him that he was dead. He remembered dying, and that the dog had been dead for years. He wondered where the road was leading them. After a while they came to a high, white stone wall along one side of the road. It looked like fine marble. At the top of a long hill it was broken by a tall arch, that glowed in the sunlight. When he was standing before it he saw a magnificent gate in the arch that looked like mother of pearl, and the street that led to the gate looked like pure gold.

He and the dog walked toward the gate, and as he got closer he saw a man at a desk to one side. When he was close enough he called out, “Excuse me, where are we?” “This is heaven, sir,” the man answered. “Wow! Would you happen to have some water?” the man asked. “Of course, sir. Come right in and I’ll have some ice water brought right up.”

The man gestured, and the gate began to open. “Can my dog come in too?” the traveler asked. “I’m sorry, sir, but we don’t accept pets.” The man thought a moment and then turned back toward the road and continued the way he had been going.

After another long walk, and at the top of another long hill, he came to a dirt road, which led through a farm gate that looked as if it had never been closed. There was no fence. As he approached the gate he saw a man inside, leaning against a tree and reading a book. “Excuse me” he called to the reader, “Do you have any water?” “Yeah, sure, there’s a pump over there.” The traveler pointed to a place that couldn’t be seen from outside the gate. “Come on in.” “How about my friend here?” the traveler gestured to the dog. “There should be a bowl by the pump.”

They went through the gate and, sure enough, there was an old-fashioned hand pump with a bowl beside it. The traveler filled the bowl and took a long drink himself. Then he gave some to the dog. When they were full, he and the dog walked back toward the man, who was standing by then, waiting for them. “What do you call this place?” the traveler asked. “This is heaven,” was the answer. “Well, that’s confusing,” the traveler said. “The man down the road said that was heaven too.” “Oh, you mean the place with the gold streets and pearly gates? Nope. That’s hell.” “Doesn’t it make you mad for them to use your name like that?” “Now I can see how you might think so, but we’re just happy that they screen out the folks who’ll leave their dogs behind”.

E-mailed from John M. Reid
AVMA Animal Facts
From the American Veterinary Medical Association

QUESTION: Ear problems are common in dogs. Are there any universal signs that should alert you to the fact that your dog may have an ear problem and need to have its ears examined?

ANSWER: In almost every type of canine ear problem, owners report having seen their dogs shake their heads, scratch the ear or attempt to gain relief by rubbing their ear against the floor or furnishings. You may notice that the ear is red and has a smelly brown waxy deposit in it.

QUESTION: I caught our puppy as she tried to pick up a pin in her mouth. It made me wonder what you should do if your pet swallows something sharp, like a pin or needle?

ANSWER: Don’t try home remedies to try to get the sharp object to pass through the pet’s digestive system. Sharp objects, such as a pin, can easily lodge in the soft tissue. Your veterinarian can quickly locate the object with X-rays and, if needed, remove it surgically.

QUESTION: Our male dog has not been neutered and is very aggressive to other male dogs. We don’t want trouble with our neighbors. Would having him neutered help?

ANSWER: Although neutering in most cases helps to temper male aggression, obedience training and keeping your dog leashed and under control when outdoors are also essential elements to preventing dog fights and injuries that could turn into lawsuits.

QUESTION: is it true that puppies should not be exposed to stressful situations between 8 to 11 weeks of age because they are prone to developing phobias at that age?

ANSWER: Yes. Puppies are particularly impressionable at this age. It is also the time when puppies should learn about people and the outside world. If an experience causes panic, calmly remove the puppy from the situation without babying or you’ll make matters worse.

QUESTION: our dog has a recurring ear problem. Would the medication be more effective if we cleaned out his ears before we applied the ear medication?

ANSWER: Usually a dirty ear can hinder the medication’s effectiveness, but cases differ, so consult your veterinarian about specific ear care for your dog. Ear problems often recur because dog owners think the problem is cured and prematurely stop the medication.

If you your getng informed and entertaind your reading Bird Dog & Retriever News

QUESTION: It is our understanding that skin disease in dogs is fairly common. Will the over-the-counter cortisone ointment for my skin problem also clear up my dog’s skin problem?

ANSWER: Your veterinarian, who has the expertise, is the one to diagnose and prescribe treatment. Diagnosis can be difficult because there are so many types of skin disease and causes. The cause must be found and eliminated for the prescribed treatment to be truly effective.

QUESTION: Our male dog has not been neutered and is very aggressive to other male dogs. We don’t want trouble with our neighbors. Would having him neutered help?

ANSWER: Although neutering in most cases helps to temper male aggression, obedience training and keeping your dog leashed and under control when outdoors are also essential elements to preventing dog fights and injuries that could turn into lawsuits.
Update: Wisconsin Breeder Bills Advance

[Thursday, October 29, 2009]

The Wisconsin State Assembly unanimously passed Assembly Bill 250 on Tuesday, October 27. Senate Bill 208 has been referred to the Joint Committee on Finance. Scroll down for more information on these bills.

The American Kennel Club will continue to monitor this legislation and provide updates as they become available.

The Wisconsin Legislature is scheduled to consider Assembly Bill 250 and Senate Bill 208 on Tuesday, October 27. These bills have been significantly amended to require reasonable standards of care for all who sell over 25 dogs per year, as well as animal rescues and shelters. AB 250 excludes from the definition anyone who sells 25 or more dogs in a year if those dogs result from three litters or less. The AKC appreciates the significant effort made to protect the health of dogs, as well as ensuring both hobby and commercial breeders are included in the regulatory process.

Though the bills differ slightly, they will require:

* Animal shelters, animal control facilities, dog breeders, dog breeding facilities, dog dealers, and out-of-state dog dealers to be licensed. “Dog breeder” is defined as anyone who breeds, raises, and sells 25 or more dogs in a year.

* Inspection of facilities prior to licensure, and once every two years thereafter. Inspections may occur any time during normal business hours.

* Licensees to adhere to prescribed standards of care, including sufficient food and water, providing veterinary care, and providing proper enclosures for dogs.

* Licensees to keep detailed records regarding each dog kept on licensed premises.

* The Department of Agriculture to establish an advisory committee to assist in writing rules made pursuant to the bills. This advisory committee will be comprised of a variety of members, including small and large-volume breeders and a representative of a dog sporting association.

We remain concerned, however, about several provisions. We are concerned about the overreach of the Department of Agriculture, Trade and Consumer Protection (DATCP) in attempting to regulate dog breeders, requiring them to keep records of each dog sold and to hire inspectors to monitor them.

How You Can Get Involved:

* Contact your state legislators. Let them know that you appreciate the numerous reasonable changes that have been made to Assembly Bill 250 and Senate Bill 208 and politely express any other concerns you have with the bills.

Las Vegas to Consider Mandatory Spay/Neuter Ordinance

The committee designated by the Las Vegas City Council to review a proposed mandatory spay/neuter ordinance will hold its first meeting on November 3rd. The committee is comprised of a variety of members, including small and large-volume breeders and a representative of the city’s animal control agency.

We also recommend that a grandfather or warning provision be included, so that breeders will be given an opportunity to obtain a license and come into compliance with the new law prior to being fined or imprisoned.

How You Can Get Involved:

* Contact your state legislators. Let them know that you appreciate the numerous reasonable changes that have been made to Assembly Bill 250 and Senate Bill 208 and politely express any other concerns you have with the bills.

To find the names and contact information for your Representative and Senator, visit the Wisconsin State Legislature’s web site.

For more information, contact the AKC Government Relations Department at (919) 816-3720 or doglaw@akc.org

Las Vegas City Council Committee Meeting

Tuesday, November 3rd
9am
City Council Chambers
400 Stewart Avenue
Las Vegas, NV 89101
City Council Members on the Committee: Stavros S. Anthony & Ricki Y. Barlow

Provisions of the Ordinance

* All dogs and cats over the age of 4 months must be spayed or neutered unless the owner qualifies for one of the following exemptions:
  - holds a valid dog fancier, cat fancier permit, breeder permit or professional animal handler permit
  - the dog is used by a law enforcement agency as a law enforcement dog
  - the dog is used by a search and rescue agency for search and rescue activities

  + Please note that many search and rescue dogs are privately owned and would not be exempt under the current proposal
  - The dog is a service animal such as a guide animal, hearing animal, assistance animal, seizure alert animal or social/therapy animal
  - The dog is being used by a pound, shelter, humane society or similar organization, whether public or private, the principal purpose of which is securing the adoption of dogs or cats, provided that such organization has a policy and rules requiring the spaying or neutering of all dogs and cats placed for adoption

  * All puppies or kittens born to dogs and cats that have not been spayed/neutered as required will be forfeited and may be given to the local shelter for adoption

  - This is a particularly puzzling provision if the goal is to reduce the number of animals in the shelter. Why would the city confiscate puppies and kittens who would likely find good homes without their interference? A fine would be understandable, but confiscation is unreasonable.

  * Fines for violation
    - $250 for a first offense
    - $500 for a second offense
    - $1000 for a third offense

    + These fines are outrageously high and will likely force some owners to surrender their pets

    + The fine is reduced by 80% if the animal is sterilized within 30 days, however as these surgeries themselves cost hundreds of dollars, that does not help individuals who cannot afford the fine

  * Impounded dogs or cats that are intact, but whose owners do not qualify for one of the above exemptions must be sterilized prior to release

    + The current wording of this section seems to mandate that animal control perform the sterilization, and would deny owners the ability to take the animal to a veterinarian of their own choosing

    * Provides that impounded animals be kept for only 72 hours

    - Three days is a short time frame, especially as it is not specified that these are business days. A family on vacation for a long weekend may return home to find their pet has been impounded and adopted out to someone else

    + Requires that impounded animals be microchipped and that the owner pay for the microchipping prior to release

    - This only adds to the fees owners are required to pay for reclaiming their animal

    - No fee for this service is specified

    - The ordinance does not require the microchip be enrolled with a national registry. The implantation of the chip does not help recover the animal, only enrollment with a national registry will provide the owner’s contact information

  * Pet Stores are required to provide the following information to Department of Detention and Enforcement

    - The name and residence address of the buyer

    - The address of the location where the dog or cat will reside, if not the same as the buyer’s address

    - The breed and approximate age

    - A description, including principal colors

    + Failure to provide this information shall be grounds for non-renewal of, or disciplinary action against, a business license

    + It is unreasonable to require a business to violate their customer’s privacy in this manner

    + Since many shoppers may not reside within the city, it will create burdensome paperwork that in many cases will be useless
May cause shoppers to choose pet stores that are not within the Las Vegas City limits, costing those stores business.

Will increase costs for stores when they have to sterilize any animals that may be over 4 months of age.

May in fact deter these stores from selling older animals.

The Silver State Kennel Club is working with the city council to address their concerns with the ordinance. Legislative Liaison Ken Sondej who can be reached at 4winds@viawest.net is coordinating speakers for the committee meeting. You can also contact the AKC Government Relations Department at doglaw@akc.org for additional information. Thank you your attention to this important issue.

Chairman’s Report
November 2009

-- New Canine Partners Program Welcomes Mixed-Breed Dogs into the World of AKC --

For the past 125 years, the American Kennel Club® has been the only organized group of dog lovers providing millions of pure-bred dogs and their owners with engaging, lasting and just plain fun ways to celebrate the canine-human bond. AKC programs span the entire spectrum—from highly competitive events to basic training, from funding research that advances canine health to returning lost dogs home safely—the overall well-being of dogs is the theme that runs consistently throughout all our efforts.

Purebred enthusiasts, by sharing their love of dogs with each other, have sprouted thousands of dog clubs throughout the country. These club members, a dedicated group of volunteers who rally around common goals promoting responsible breeding and dog ownership are the rich soil that all AKC programs grow and thrive from.

Now, we are pleased to be able to extend many of the benefits of AKC affiliation to a whole new audience—mixed breed owners. These millions of dog lovers will now be able to do more with their pets by enjoying the excitement of canine competition and accessing a myriad of other AKC resources and services.

I hope you will join me in encouraging the mixed-breed dog owners that you know to visit www.akccaninepartners.org and enroll in AKC Canine Partners. For the $35 enrollment fee, owners will receive benefits including AKC CAR lifetime enrollment, a free AKC collar tag, and a one-year subscription to AKC Family Dog magazine. Come next spring they can participate in stand-alone Agility, Obedience and Rally events. By providing these services to dog owners we can help educate them about living better lives with their dogs, and by including a certificate of recognition and decal with their enrollment, we can enable them to proudly display their association with an organization that stands for responsible dog ownership and canine welfare.

So far, the program is being enthusiastically embraced by the fancy with more than 300 AKC-affiliated clubs–Upper Snake Valley Dog Training Club, Inc. in Idaho being the first—having applied to include mixed-breed classes in an upcoming event. Equally encouraging are the more than 1,150 dogs that have already enrolled in just the first month of the program.

Please help us extend the welcome mat to our mixed-breed friends by encouraging enrollment in AKC Canine Partners and by adding mixed-breed classes to your club’s upcoming stand-alone companion events. The program will bring many like-minded people together—those who share our passion for dogs and our commitment to responsible dog ownership, those with the power and desire to contribute to their communities via locally-based clubs and those who embody the AKC mission of being a powerful voice that is “the dog’s champion” in every way.

Sincerely,
Ron Menaker
Chairman
NSSF Launches Improved Web Site

NEWTOWN, Conn. -- The National Shooting Sports Foundation proudly announces the launch of an improved, redesigned Web site -- the organization’s hub for providing timely news and educational materials to industry members and consumers.

The site, www.nssf.org, has undergone its first redesign in five years to improve navigation, maximize multi-media offerings and integrate social media tools such as Twitter, Facebook and blogs.

The new Web site will go live today, Friday, December 11, and NSSF invites regular and new visitors to check it out.

“The Internet is a key messaging and marketing tool in today’s world. Our site had been performing extremely well. However, the site was long overdue for a redesign and needed to match our new branding initiative,” said Mark Thomas, NSSF’s managing director, marketing communications. “I am extremely pleased with how our in-house new media staff took all the input from our research, membership and staff and turned this into a robust site that will better serve our membership for the near future.”

Basing its redesign efforts on Web metrics and survey feedback from users, NSSF focused on these key elements . . .

* Coordinating the Web site with NSSF’s overall brand look and feel.
* Uniting all NSSF programs under the NSSF umbrella.
* Improving navigation so that most information can be obtained in three clicks or less.
* Allowing for increased multi-media presentations produced in NSSF’s new video studio.
* Making it easier to stay connected with NSSF through social media tools and by signing up to receive newsletters, press releases, legislative alerts and blog posts via RSS and e-mail.
* Improving site search functionality.

The site’s main categories are Industry, Shooting, Hunting and Safety, where all of NSSF’s many programs and services can be found.

An improved Online Newsroom serves as an excellent source of story ideas and background information on firearms issues that media can utilize in their stories.

NSSF reminds visitors that they can accomplish the following on the new Web site . . .

* Become an NSSF member
* Learn about the firearms and ammunition industry
* View and order educational literature and videos
* Order industry research
* Learn about locations where you can go shooting and hunting
* Contact your legislators about important firearms-related bills that affect the industry
* Find jobs in the industry
* Read the latest news affecting the industry

Take a spin on the redesigned NSSF Web site at www.nssf.org.

About NSSF

The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 5,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen’s organizations and publishers. For more information, log on to www.nssf.org

Supreme Court Refuses to Hear Case Against Gun Maker

NEWTOWN, Conn. -- The U.S. Supreme Court on Monday handed Beretta U.S.A. and the firearms industry another victory by rejecting the Brady Center’s appeal of Adames v. Beretta U.S.A. Corporation challenging the constitutionality of the Protection of Lawful Commerce in Arms Act (PLCAA).

The PLCAA is the 2005 federal law passed by Congress in response to the flood of reckless lawsuits brought by the Brady Center on behalf of anti-gun mayors seeking to hold members of the firearms industry liable for the criminal or unlawful misuse of their products.

This is now the third time this year the Supreme Court has denied a challenge to the PLCAA backed by the Brady Center. In March 2009, the Brady Center was also involved in the appeals of Lawson v. Beretta and City of New York v. Beretta, both of which the Supreme Court refused to hear. Monday’s Supreme Court decision in the Adames case is another stinging setback to the Brady Center on behalf of anti-gun mayors seeking to hold members of the firearms industry liable for the criminal or unlawful misuse of their products.

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