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 and Horst H. Backer (D. 1984)

EDITORIAL & BUSINESS OFFICES

18 S. Michigan Ave., Suite 1100
 Chicago, IL 60603-3233
 Phone: 312-578-1818 Fax: 312-578-1819
 E-mail: petage@hhbacker.com
 Web site: www.petage.com

ADVERTISING SALES OFFICES

East (CT, MA, MD, NY)
 Glenn Karaban
 Phone: 212-840-0660 Fax: 212-944-1884
 E-mail: gkaraban@karabarmediaservices.com

East (DC, DE, IN, ME, MI, NH, NJ, OH, PA, RI, VA, VT, WA)
 Hillary Smith
 Phone: 212-840-0660 Fax: 212-944-1884
 E-mail: hsmith@karabarmediaservices.com

South/Central (AL, AR, FL, GA, IA, KS, KY, LA, MN,
 MO, MS, NC, ND, NE, OK, SC, SD, TN, TX, WI)
 Charley Collins
 Phone: 817-735-9880 Fax: 817-735-8152
 E-mail: charleycollins@charter.net

West/International (AK, AZ, CA, CO, HI, ID, IL, MT,
 NM, NV, OR, UT, WA, WY, all international)
 Richard Wartell
 Phone: 707-456-9200 Fax: 815-371-0757
 E-mail: rwartell@wrtime.com

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Stand Up for Pet Sales



Two years ago, we warned you that pet sales—and puppy sales in particular—were under unprecedented attack. Today, we are sorry to say that the situation is even worse. Measures to ban retail pet sales are not just coming faster, they're succeeding more often: Thirteen localities in eight states have passed retail pet sale bans, and three have done so in just the last six months. As of this writing, the cities of San Francisco, Irvine, Calif., and St. Louis were considering retail pet sales bans as well.

You can bet that well-financed organizations with strong anti-pet store agendas, such as the Humane Society of the United States, the American Society for the Prevention of Cruelty to Animals and People for the Ethical Treatment of Animals, are behind most of these bans.

The trouble is, these restrictive laws won't just cripple stores that sell animals. They will cripple all pet retail outlets, and all the vendors who supply them. After all, it's pretty hard to sell kibble and collars to someone who can't get the dog he wants, or pellets and filters to someone who doesn't have fish.

We simply cannot afford to sit idly by and say, "Let the other guy deal with it." We must stand up on behalf of responsible pet ownership as well as the right to sell live animals. We must stand beside our colleagues—and even our competitors—in support of the Pet Industry Joint Advisory Council, which has been a tireless advocate for the pet industry for more than 40 years.

Supporting PIJAC probably costs less than you think. Annual dues for independent retailers start at \$60 based on gross sales, but average \$350 to \$660. That works out to less than \$2 a day, which is about what you'd pay for a cup of regular coffee at your favorite coffee shop. Individual pet owners can join for just \$25 per year. Surely, that's within our means.

For more information about joining PIJAC, or about promoting membership through a campaign similar to the successful one launched recently by Lone Star Pet Supply Inc. and Coastal Pet Products Inc. (see "New Member Drive for PIJAC," page 6), contact Mike Canning at 202-452-1525 or mcanning@pijac.org.

Karen Long MacLeod
 Associate Publisher/Editor in Chief