



# PROJECT POOCH<sup>®</sup>

**POSITIVE OPPORTUNITIES OBVIOUS CHANGE WITH HOUNDS**

**Winter 2011**

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Project POOCH  
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**Board of Directors:**

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Larry Trott  
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**Volunteer Coordinator:**

Susie Waki

**Web Manager:**

Linda Keast

**Photos:**

Joan Dalton & Nancy Hill

## Dave's Killer Bread awarded "2010 Business Partner of the Year"

For the second consecutive year, Dave's Killer Bread has been selected as our "Business Partner of the Year".

Dave's generosity in 2010 had a huge impact on our program. Dave's Killer Bread was the presenting sponsor for POOCH in the Pub and helped us to raise over \$47,000.

Dave also challenged Willamette Week readers to support Project POOCH by making a matching donation of \$7,000 through the 2010 Willamette Week Give!Guide. Supporters answered the call and donated more than \$20,000.

Dave's generosity doesn't stop there. He regularly visits the youth at Project POOCH and provides encouragement and a great example of how someone can turn their life around.

A big thank you to Dave and all of the great folks at Dave's Killer Bread for their continued support!



## A grateful youth writes

Project POOCH is not just a job working with and rescuing dogs. It has been a place for me to break down barriers of character flaws that I would not have been able to do on my own.

Working with shelter dogs has helped me with compassion and caring for others and my surroundings. The dogs helped me be more aware of my emotions as well. I now know that I have more feelings than just anger or being fine. Now, it's even okay for me to shed tears from time to time.

I've also been able to learn various skills while working at POOCH. I first and foremost have learned quite a bit about handling dogs, grooming, training and general knowledge and care of dogs.

We also do all of the maintenance needs at the kennels and have even remodeled the kennels.

I have also had the opportunity to learn computer skills and various software programs such as Photoshop and Microsoft Excel.

POOCH has also been able to help me with social skills in dealing with people from the public as well as holding conversations with our volunteers that come in periodically to help out with dogs and the guys in the program. Project POOCH has helped make me the person I am today. Without POOCH I don't think I could have even become the respectable, mature individual that I am now. I am forever grateful to be a part of POOCH and how it has helped me as a human being.

*~I.H., Project POOCH Youth*

# From the Executive Director To Our Friends and Supporters

After two years of planning, Project POOCH became the first on-site dog program at a youth correctional facility. The year was 1993. Our mission, as it was in 1993, remains the same: "For youth to learn responsibility, patience, and compassion for all life through working with shelter dogs." The youth in the program have learned that dogs, like children, need consistency, and to be nurtured. Veterinarians, groomers, dog massage therapists, retired teachers, and business people are just a few of the many volunteers throughout the years who have given of their time to teach youth about dogs and careers relating to dogs.



From time to time a paroled youth contacts us to let us know how he is doing. Some youth have had "bumps" along the way — especially gaining employment with a criminal background. However, with the assistance of mentors, youth learn that life never goes smoothly 100% of the time. Decision making skills, bouncing back from adversity, and keeping focused on the future is often discussed with youth by their mentors.

Former POOCH youths are attending college, working with dogs, or serving an apprenticeship in the trades.

Our latest project, a dog training center, will be dedicated this summer. We give thanks to the following donors for making this project possible: Karen M. Schroth Charitable Foundation, Frank and Julie Jungers, Bill Royal, The Autzen Foundation, Margaret Ann Moore, David Gibler, Sue Ruonala, and Craig and Cherie Cline.

The youths work with their dogs daily teaching them basic obedience skills and how to pass the Canine Good Citizenship test so that we can increase our adoption numbers. It is through the generosity of individuals, businesses and foundations that we are able to continue our work.

In gratitude,  
*Jean Dalton*



The newly remodeled dog training center nears completion.

.....  
**Please consider making a donation to support Project POOCH**

Enclosed is my donation of \$25 \_\_\_ \$50 \_\_\_ \$100 \_\_\_ \$250 \_\_\_ \$500 \_\_\_ \$1,000 \_\_\_ Other \$ \_\_\_

**CONTACT INFORMATION:**

Name: \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

- Check Enclosed     Credit Card    Please circle one    Visa    Mastercard    Discover
- Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ 3 Digit Code \_\_\_\_\_
- My company matching donation form is enclosed
- Please contact me for other donor options (bequests, endowments, remembrance in will, vehicle donation)

*Project POOCH is a nonprofit 501(c)(3). All donations are tax deductible for the fullest extent of the law. Contact your tax advisor for more details.*

Please send your donation to:  
Project POOCH  
PO Box 305  
Lake Oswego, OR 97034  
503-697-0623  
Or donate with a credit card at  
[www.pooch.org](http://www.pooch.org)

## POOCH in the Pub is a howling success!

On November 18, Project POOCH celebrated our 17th Anniversary with the 4<sup>th</sup> Annual POOCH in the Pub auction fundraiser at the Tiffany Center in downtown Portland. This year, the event was sponsored by our good friends at Dave's Killer Bread. Long time Project POOCH supporter Kate Davis was our emcee for the evening while auctioneer J. Vincent got guests bidding on some amazing live auction items. During the silent auction, our guests were entertained with the easy listening sounds of popular Portland musician Jay Bird Koder. At the end of the evening everyone left the celebration with a delicious loaf of Dave's Killer Bread and great auction items.

Through the generosity of our guests, donors, sponsors and volunteers, we raised over \$47,000 to support the youth and dogs at Project POOCH!

A special thank you to our event sponsors: Dave's Killer Bread, VCA West Linn Animal Hospital, OnPoint Community Credit Union, PETCO Foundation, Widmer Brothers, Impact Printing, Lithex Printing Solutions, The Parkway Veterinary Hospital, New Deal Vodka, Barefoot Wine and Bubbly, Whole Foods Market, Dan Ruediger of Ameriprise Financial, Postcard Mania and channelBOOST.

We also want to thank all of the businesses and individuals who donated items for the auctions. We could not have done it without your support!



Michelle, Shelby & Amber PIP Volunteers



Ruthie and Fred Carter



Tracy Lucas and Mark Oronzio



Volunteer Carolyn Filsinger



Rachel from our sponsor, Barefoot Wine & Bubbly



Lyn & Ladd at the Dave's Killer Bread Booth

We would like to acknowledge the following businesses and individuals who donated to our auction and made **POOCH in the Pub** at huge success!

5th Element Acupuncture	<b>Dan Ruediger - Ameriprise Financial</b>	Island Tanning
Academy of Modern Martial Arts	Dante Cohen	Kells Irish Pub Portland
Adelsheim Vineyard	<b>Dave's Killer Bread</b>	<b>Lithtex Printing</b>
Al's Garden Center	De Ponte Cellars	Jan McComb
Albion Inn	Deschutes Brewery	Jess Bronk
Alpha Broadcasting	Disneyland Resorts	Joslyn House
Amber May	Dog Club of West Linn	Joy Orcutt
Ansje Ferguson	Dogs Dig It Dog Daycare	Kellee Beaudry
Archery Summit Winery	Domaine Serene	Kettle Foods
Ardiri Winery & Vineyards	Donny Clardy	Kinder's Cakes
Arthur Vandembark & Halina Offner	Dorothy Wilcox	Kings Raven Winery
Artisan Custom Framing & Gallery	Doug & Sharlene Erickson	Kookoolan Farms
ASA Custom Jewelry	Dream Cakes	Lake Oswego Fire Department
Atlantis Casino Resort Spa	Earth Dog	Lakewood Theatre Company
Ayres Hotels	Eco Car Wash	Lamm Photography
Ayres Vineyard	Elephant's Delicatessen	Lange Estate Winery
Baker & Spice Bakery	Elizabeth Guevin	Laurelwood Brewing
<b>Barefoot Wine &amp; Bubbly</b>	Elk Cove Vineyards	Lauren McCall
Benihana	Estelle & Jens Fromm	Little Gym of Lake Oswego
Best Buy	Fireside Motel	Lloyd Center Ice Rink
Betsy's Pet Sitting	First Class Carpet Care	Lucia Fine Jewelers
Big Paw Designs	Flying Pie Pizzeria	Marilyn Palmer
Black Helmet Apparel	Four Legged Photo	Mark Kowalski
Blush Beauty Bar	Fox 12 Oregon	Mark Spencer Hotel
Broadway Rose Theatre Company	Framed by Design	Mary Hunter & Marty Park
Buddies Flowers	Gary & Carolyn Filsinger	Meriwether's Restaurant
Build a Bear	Gina & Richard Clemmer	Miles Investigations
Bullwinkle's Family Fun Center	Glamour Nails	Mill Casino & Hotel
Candy Ultra Lounge	Grand Central Bakery	Mo's Restaurant
CenterCal Properties	Grand Central Bowl	Modern Dog Magazine
<b>channelBOOST</b>	Grand Hotel Bridgeport	Momo Sushi & Grill
Cheesecake Factory	Green Dog Pet Supply	Monks Gate Vineyard
Cherie Cline	Hawaii Ocean Sports	Moxie for Hair
Club Sport Oregon	Heal Small Animal Massage	Mutt Lynch Winery
Coles Environmental Consulting	Hog Wild Toys	Nails City
Columbia Sportswear	Honeywood Wines	Naked Winery
Cookies by Design	Hot Diggity Dog Pet Sitting	Namaste Vineyards
Crystal Cavern	Hotel Lucia	Natural Balance
Cupcake Jones	Hotel Monaco Portland	<b>New Deal Vodka</b>
Curves of Lake Oswego	Hotel Monaco Seattle	Noah's Arf
Daedalus Cellars	IM=X Pilates	Nutro Company
	<b>Impact Printing</b>	Octopus Ink Tattoo
	InBark Dog Park	

*Bolded donor names were our event sponsors*

**OnPoint Community Credit Union**

Oregon Culinary Institute  
Oregon Paranormal Investigations  
Oregon Shakespeare Festival  
Oregon Zoo  
Oxford Hotel  
Panera Bread Company  
Panther Creek Cellar  
Pastini Pastaria  
Paul Gilligan  
Pearl Bakery  
Peet's Coffee & Tea  
Pegge Tone

**PETCO Foundation**

Pets Are Talking  
Photo Lab Lake Oswego  
Portland Art Museum  
Portland Center Stage  
Portland Japanese Garden  
Portland Spirit  
Portland Trail Blazers  
Portraits of Love  
Priscilla Burley  
Pumpkin Ridge Golf Club  
Puppy Love by the Sea  
Rebba's Dog Cookies  
RedTail Golf Center  
Rocky Mountain Ministries  
Rose 's Windows  
Roxanne Thomas  
Ruffwear  
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Saint Cupcake  
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Simple Pleasures Gift Baskets  
Skamania Lodge  
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Transcendent Touch Massage  
Tru Awakenings  
Two Tarts Bakery  
Uncorked NW Wine Tours  
**VCA West Linn Animal Hospital**  
Voodoo Doughnuts  
Walnut City Wineworks  
Wanderlust Tours  
Westside Dance & Gymnastics  
**Whole Foods Market**  
**Widmer Brothers**  
Wildhorse Resort Casino  
Willamette Valley Soaring Club  
Winderlea Vineyard & Winery  
World Forestry Center  
Yamrick, June & Michael  
Your True Nature  
Zimmer Family

*We encourage you to show your support and visit the businesses who donated to our fundraiser.*

*It's civic-minded businesses like these that help us to continue the work we do to make our communities a better place to live.*

# Thank You!

## Tom Lang awarded Liberty Mutual Foundation Chairman's Service Award

Tom Lang was recently honored with the Liberty Mutual Foundation 2010 Chairman's Service Award for the volunteer work he does at Project POOCH. As a recipient of the award, the Liberty Mutual Foundation will donate \$10,000 to Project POOCH.



*Tom Lang on a dog walk at POOCH*

Tom mentors the youth at Project POOCH by providing them with a positive male role model. Tom's dedication and reliability demonstrates that adults (especially males) can be trustworthy, kind and giving. Often the youths just need an adult they can talk with who will simply listen. Sometimes, a youth might be holding on to something that is bothering him and will seek Tom out to just listen.

Most of the youths in our program are incarcerated for five or more years and may have very little family support or financial resources once they are released from corrections. Tom works with local churches to raise scholarship money and transitional funds that will help the youths when they return to their communities.

Tom has been a part of Project POOCH for over seven years. He works tirelessly to promote our program in the community. He volunteers with the youths, provides personal financial contributions, serves on our Board of Directors, and is also a Project POOCH dog adopter. Adopting a Project POOCH dog validates the work the youth do in the program.

Tom truly "walks the talk" and makes a difference in the community by mentoring youth and helping to give them a second chance at a new life.

## Happy trails for Callie Mae

When I heard about Project POOCH, I had been two years without a dog and I was ready for a new trail buddy. At POOCH I found Ashley - a yellow lab mix with a gentle spirit. Soon she came to visit me and the resident cat. While the cat wasn't completely on board with this plan, the visit was a success and a part of my heart went back to the Project POOCH kennel with Ashley while she worked on passing her CGC. Then, in August, she was mine to bring home.

Ashley and I had numerous good chats over the next few days including a new name. She's a sweet girl with lots of charm so she is now Callie Mae - Callie Calamity, Miss C, Calcium, C-Maezing.

We discussed the need for her to learn to be a dog. She talked to me about being a calm leader with consistency. Callie Mae's friends at POOCH took her in and got her on the road to health and confidence and I needed to continue that work. At first, Callie Mae was nervous seeing other people on walks and defensive with other dogs. Now I have to say to her, 'Not everyone wants dog kisses!'

Callie Mae is my favorite running partner, hiking buddy, snow tunneler, fly hunter, movie snuggler, and landscaper (ah, dogs). We've had adventures on Mt Hood, in Forest Park, running beside the Deschutes, hiking in Colorado, and everywhere we go everyone loves Callie Mae.

Thanks to Project POOCH for taking her in and giving her a second chance. She'd like to say that she loves chasing her ball in the backyard, hunting for the squeaky shark, touching noses with the kitty, and exploring new trails.



*Julie & Callie Mae on an adventure. (Submitted photo)*

Woof! Julie & Callie Mae

## Thank you so much for your generous support in 2010!

**PLATINUM PAWS - \$10,000+**

Autzen Foundation  
 Bland Family Foundation  
 Dalton, Joan  
 Dave's Killer Bread  
 Dream Envision Foundation  
 Karen Schroth Foundation  
 Meyer Memorial Trust  
 Robinson, Richard  
 Willamette Week Give!Guide Donors

**GOLD PAWS - \$5,000 - \$9,999**

Charles D. Allis Project POOCH Fund  
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 Robert & Marsha Randall Charitable Trust  
 Sean Nicholas Michael Shockey Foundation  
 WHH Foundation  
 Willamette Week Give Guide Donors

**SILVER PAWS - \$1,000 - \$4,999**

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 Lang, Thomas - Liberty Mutual Foundation  
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 Pound, Rachael  
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**BRONZE PAWS - \$500 - \$999**

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 Anderson, Sarah  
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 Brakke-Pound, Liane  
 Brakke-Pound, Rutherford  
 Bray, Kathleen  
 Braza, Jerry  
 Breed, Crisann  
 Bridle, Ellen  
 Briggs, Joyce  
 Brinton, Russell  
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 Yamrick, June & Michael  
 Yandell, Eric



*In addition, we want to thank all of the individuals who donated to Project POOCH through the Willamette Week Give!Guide, Global Giving, Network For Good, United Way and corporate employee giving campaigns in 2010 who may not be individually recognized in this list.*

*We have attempted to include every donor for 2010. If we missed your name, please let us know.*

## Volunteers helping POOCH



Linda Albert & Sharlene Erickson volunteer cashiers at POOCH in the Pub.



On a recent trip to help youth with resume writing, Dave Waki, returns to a joyful greeting from his dog Tucker.



Tom Steinhoff, owner of The Puppy Playhouse in Sherwood, helps foster Project POOCH dogs at his doggie day-care.



Petrea Hagen-Gilden helps youths prepare for taking the Pet Care Technician test.

## POOCH youths helping dogs



Thanks to a donation to our scholarship fund, a former POOCH youth studied to become a canine massage therapist..

Keira, a Project POOCH dog, gets a well deserved massage to help reduce kennel stress.

*You may not remember me but I was in Project POOCH back in 1998-1999. I am married and haven't touched a drop of alcohol or drugs since I've been out. I've been out 11 years and have been clean, haven't been to jail; not even a ticket. I just wanted to say thanks for Project POOCH and helping me be the man I am today. And, saving my life.*

*~Allen former POOCH Youth*

*With the guidance of a Certified Professional Dog Trainer, Project POOCH youths work with their dogs daily and practice positive reinforcement and behavior modification.*

*Pictured on the right is Marlei, who no longer jumps on people and has learned to sit patiently for a treat from her trainer.*



Project POOCH, Inc.  
PO Box 305  
Lake Oswego, OR 97034

NON PROFIT ORGANIZATION  
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PERMIT NO. 2004

RETURNED SERVICE REQUESTED

My name is Rocky



Adopt Me!  
You and I will be  
forever grateful.



**A BIG THANK YOU** from  
the youths and dogs at Project  
POOCH to the Willamette Week,  
Dave's Killer Bread, and all of  
the donors who helped Project  
POOCH raise over \$20,000 in the  
Willamette Week Give!Guide to  
support our program needs in  
2011!

