



GUIDE DOGS OF AMERICA

Partners



Summer 2014 volume 29 number 3

## GDA Takes You To The Head Of The Class

A little education goes a very long way



School is always in session at Guide Dogs of America — whether it's students coming to attend one of our 28-day classes; future guide dogs learning to work with licensed instructors; or puppies-in-training participating in obedience classes as part of their “early education.”

GDA's dedication to education also reaches far beyond its campus, from speaking engagements to GDA-sponsored events to this newsletter. In this “education” issue, we've included several articles that, for some, will be “refresher courses” and, for others, will be the exploration

of new subjects. There will not be a test, but we hope that you will find the information helpful and educational.

### When You Meet A Blind Person Or Guide Dog Team

Every day and in a myriad of situations, guide dog teams use the skills they've learned to pursue their goals of independence and greater mobility. From city streets to public transportation, office buildings to college campuses, grocery stores to restaurants... and just about anywhere and everywhere, these teams are navigating through a life filled with possibilities, as well as obstacles. Knowing and learning the special considerations to observe when you meet a guide dog team or person who is blind, will help him or her feel more comfortable right from the start. We've assembled the “Golden Rules” to follow and “Helpful Tips” to remember. Keeping these things in mind will earn you high marks. More important, following these simple guidelines will allow guide dog teams to be safe and secure while out enjoying life side by side.

**Head Of The Class** continued on page 2 »

## Puppy Corner

What Every Dog Should Know



Besides giving you a well-mannered, secure dog, obedience training fulfills some crucial needs in your dog's life including exercise, mental stimulation, bonding time and providing him with a “job.”

Some commands, like consistently coming when called, may even save your dog's life.

### Building blocks

- “Come.” This means the dog is to stop what he's doing and return to you...every time. The “Come” command helps you control situations much easier, such as if he should break loose from his leash or rush out the front door. It can also help manage common behavior problems like digging or chasing after something.
- “Sit.” This is an absolutely vital part of the training process. It is useful around the house, on walks, and as an initial step in shaping more advanced obedience behaviors. Teaching a dog “Sit” can also play an important role in managing

**Puppy Corner** continued on page 3 »

## The Golden Rules

**Please Don't Pet, Feed or Distract the Guide Dog.** Even when doing so with the best of intentions, these actions could hinder the safety of the guide dog team.

**Lying Down on the Job.** A guide dog in harness is “working,” even when sitting or lying down. He is trained to know the difference between work-time, when the harness is on, and off-time, when the harness is off.

**Red Light, Green Light.** When it comes to traffic light crossings, it's the handler that listens to the traffic flow and other environmental sounds to decide when it's safe to cross a street. It is then up to the guide dog to determine if the command given should be completed.

**After You.** Remember that guide dog teams always have the right of way!

**Taking Life by the Harness (or Leash).** If the handler looks like he or she needs assistance or is in a dangerous situation, offer aid verbally and with a calm approach. Suddenly grabbing the harness and/or making physical contact can disorient the team and complicate the situation.

**Learning Through Mistakes.** If a guide dog needs to be corrected on something, the handler will use proper and humane verbal reprimands or leash correction techniques taught during their training.

**It's a Guide Dog's Life.** With the passage of the Federal Americans with Disabilities Act and State Laws, guide dog teams are granted the right of access to any public place — restaurants, grocery stores, offices, hospitals, hotels, churches, as well as travel by bus, taxi and airplane.



## Helpful Tips

**Allow Me to Introduce Myself.** When entering a room, identify yourself and, if you know it, use the person's name so he or she knows they are the one being addressed. Also, be sure to let him or her know when you are leaving.

**Back in a Minute.** If you are leaving a blind person alone in an unfamiliar area, provide a point of reference. You can help orient that individual by describing where he or she is in the room or by offering to take his or her hand and providing a tactile point of reference such as a counter, wall or piece of furniture.

**Details, Details.** Make an effort to be verbally descriptive when talking to a blind person. Instead of saying “over there” or “this way,” offer a more detailed or specific direction, such as “10 paces in front of you” or “turn right when the carpet ends.”

**Lending a Helping Elbow.** Instead of extending a helping hand when offering sighted assistance to a blind person, offer your elbow or arm so they can follow your lead. When approaching a person with a guide dog or a cane, to offer assistance always ask which technique works better for them, do they prefer holding on to your elbow or following you with their guide dog.

**Sight Words.** Sayings such as “see you later” or “looking good” are part of everyday conversation. Don't be embarrassed if you use these phrases with a blind person. In fact, he or she will probably use the same type of phrase.

**Being Direct.** When speaking to anyone, it's common courtesy to address that person directly. Extend the same courtesy to someone who is blind. Treat him or her with friendliness and consideration and speak directly to the person, not only to the people they may be with.

## Making The Grade Takes Hard Work And Practice

There are no “cheat sheets” or short cuts for our students or our guide dogs. There is so much each must learn on their way to becoming a working guide dog team. The teamwork begins during the 28 days at GDA that students spend in class learning to work with their guide dogs — but it doesn't end there. The time spent in class is really just the beginning for the new guide dog teams. Once home, the teams continue to practice what they learned at school and to apply those skills to daily life and the exploration of new opportunities.

**Prep School.** Both dog and human must be individually trained before coming together as a team. Before being accepted to the Guide Dogs of America program, applicants must be “experienced, independent cane travelers” through formal Orientation and Mobility (O&M) training.

**Graduate and Post-Graduate Work.** New teams spend 28 days at GDA, but it takes approximately six months to one year for the team to develop a rhythm and trust. Similar to learning to dance, both partners know the steps but it takes time to learn to move as one.

**“Intelligent Disobedience.”** Guide dogs rely on the skills and training of their handlers to tell them when to proceed. If the dog perceives a danger, such as an approaching car or a hole in the street, it will display “intelligent disobedience” and refuse the command. At that point, the blind handler must determine what the danger or obstacle is and wait until it is safe or change the route. Of course, the dog is given lavish praise for a job well done!

**Recess!** Guide dogs are not working 24/7. When they are at home, they are very much just like a pet — playing with the kids, chewing on a (dog-safe) bone or snoozing at their partners' side. 🐾

unwanted behaviors and help to subdue their excitement when necessary.

- “Down.” With this command you are telling your dog to lie down vs. get down (“Off.”) Teaching him to lie down gives you a tool to manage a number of common behavior problems. A dog can’t jump up or grab food from counters or tables while he’s lying down.
- “Stay.” The “Stay” command is essential in training your puppy or dog and is useful in a number of situations. It can keep your dog out from under your feet, or it can save his life by preventing him from running into dangerous situations. This command is best taught after the “Sit” and “Down” positions have been learned.

### Choose Your Words

When teaching obedience to your dog, make sure you and everyone in your family know the correct commands and use them consistently to correct or reinforce a behavior. Commonly confused commands are “Off” and “Down” and “Leave it” and “Drop it.” While the differences may seem subtle, they are actually quite different when it comes to training your dog.

- “Off.” If your dog is jumping up, especially on people, you want him to immediately respond to the “Off” command before anyone gets hurt. “Off” is also useful when your dog jumps onto the bed or other furniture uninvited.
- “Down.” As explained above, “Down” is used when you want the dog to lie down.
- “Leave it.” – If your dog is approaching something he shouldn’t, use the “Leave it” command to prevent him from eating something harmful, or to help save your favorite pair of shoes.
- “Drop it.” If your dog picks up something he shouldn’t use “Drop it.” Like the “Leave it” command, “Drop it” can save your dog from ingesting something that may cause them injury or to stop them from chewing your possessions.

### Everything is “Okay.”

One final command every dog should know is “Okay.” This command releases your dog from any other command you’ve given him.

Let your dog know he is doing a good job and has made you happy with his behavior. An enthusiastic “Good dog!” followed by a rub or pat on the chest will positively reinforce the desired behavior. A well-trained dog will improve your life and his, enhance the bond between the two of you, and ensure his safety.

## Donor Spotlight — Chuck And Debbie Dudley

A chance meeting leads to a gift that lasts beyond a lifetime



It was the well-behaved puppy wearing a yellow Guide Dogs of America puppy-in-training jacket that caught the attention of Chuck and Debbie Dudley at a friend’s party. The couple struck up a conversation with the woman who was raising the puppy for GDA, and the lifelong dog lovers had made a new friend. It was this chance meeting that led to the Dudley’s becoming donors in 2001 and, since 2009, GDA Partners in Trust.

“Going to the Open Houses and seeing what guide dogs do for the visually impaired with only private donations, we couldn’t help but want to make a difference in any way we could,” said Dudley. “Taking the tour of the facility really gives you a feel for what goes on there, and the importance of the work.”

Dudley says he is “a walking advertisement” for GDA and that he takes every opportunity to tell people about the school.

As for taking their financial commitment to the school a step further, “With GDA, you actually know where your donations are going. It means a lot because, even after we’re gone, our Trust will continue to support GDA and change someone’s life by giving them freedom and mobility,” said Dudley.

“We love dogs, and we really love the idea of them being bred and trained to help people,” said Dudley. “Most dogs just want to be loved, and GDA dogs are needed as much as they are loved — and that’s such a perfect combination for woman’s or man’s best friends.”

For information about becoming a Partner in Trust, please contact Rhonda Bissell at (818) 833-6432.

## A Goodbye Wag Of The Tail To Chuck Jordan



GDA Director of Programs Chuck Jordan retired in July. Jordan, who worked at the school for nearly 14 years, first joined GDA in 1995 as Licensed Instructor and was promoted to Manager of the Training Staff in 1999, a position he held until 2002. In 2007, Jordan returned to GDA and has been in his current position since then.

“I will miss all of the wonderful, dedicated people that make this school such a special place,” said Jordan. “The volunteer puppy raisers, staff, supporters, and, of course, the graduates, many of whom I have known since they first applied to GDA, then worked with in class and, finally, had the honor of introducing them with their new partners at graduation ceremonies. This is the end of a 45-year career of working with dogs to improve the lives of others with disabilities. I thank everyone for allowing me to be a part of this wonderful program.”

Please join us in thanking Chuck for his many years of dedicated service to GDA and in wishing him many happy years of retirement.

# What's In A Name?

How GDA's puppies-in-training get their names

Before GDA's volunteer puppy raisers receive their puppies, they are given the letter of the alphabet that was assigned to the litter by the Nursery Department the day the puppies were born and are asked to give the puppy a name that starts with that letter. All names are submitted to the Puppy Department for approval. A puppy cannot be given the same name as another puppy-in-training or of a working guide dog.

So what is in a name? We asked our puppy raisers to share with us how they choose the name of the puppy they are currently raising or most recently raised; here we share several of the many responses we received.

**We are all geeks! Our family is all in the field of science. All of our dogs have been and will be named after famous scientists. Our current puppy's name is "Pavlov."**

— *Christy Binder*

**We chose "Jovia" because it means "happy." We were happy to foster her and we knew she would be happy living with us.**

— *Jeannie and Judd Honadel*

**"Siri" is the lady's voice on the iPhone. You would trust her to get you safely to the nearest coffee shop or to a friend's house. We thought it was a great name for a guide dog.**

— *The Tabor Family*

**We happened to be having dinner at a Chinese restaurant. My wife, being a flight attendant, was flying to Tokyo and Shanghai. She looked across the table and saw me (I am of Korean descent). It all connected.... we named her "Asia." She graduated in April and is now partnered with a wonderful woman.**

— *Rob and Joanna Kim*

**Since I am a children's librarian, my puppies are named after children's or teen book characters. Our last puppy, "Francie," was named after the main character in *A Tree Grows in Brooklyn*.**

— *Ann-Marie Biden*

**We are currently raising two puppies, "Bodie" and "Quorra." Bodie was chosen because we have visited the town of Bodie and thought it was a good strong male name. Quorra was picked because it is an Italian name meaning "heart," and we as puppy raisers raise these puppies from our hearts.**

— *Lorry Rawding*

**I knew I wanted an important name that would reflect her higher calling in life... it didn't seem right to me to give a guide dog a common dog name, so I went to Wikipedia and found "Pallas," the Greek goddess of wisdom. Perfect.**

— *Sylvia White Gallery*

**"Sunshine" is my first GDA pup, and I was looking for a name that captured what that means to me. She brings sunshine into my life each day. I fervently hope that she will graduate and bring sunshine into the life of that very special person who becomes her partner.**

— *Alison Adams*

**I grew up with boats and the name "Sailor" seemed appropriate because it will represent that he will be "navigating" in uncharted territories for his partner should he become a guide dog.**

— *Jennifer Miller*

**We chose the name "Faro" because in Spanish the word is used for such terms as beacon, lighthouse, headlight, and lantern... all things that provide guidance when you are in the dark.**

— *Stacey Kindt*

**The name "Pismo" came from one of my favorite vacation spots, and my two career change dogs at home have names that are beach/water themed. I thought it would be fun to have the ocean, an island and a beach at home.**

— *Denise Brown*

**We gave "Sherman" his name because we loved Peabody and Sherman when we were kids and we live in Sherman Oaks.**

— *Denise Dexter Buckner*

**"Taesha" (pronounced TAE-sha) comes from a Latin word meaning "joy." We knew she would fill our hearts and the hearts of everyone she comes in contact with joy and that she will bring joy to her future partner.**

— *Joan and Dick Freiheit*

**"Roo" is named after the young kangaroo in the *Winnie the Pooh* stories. Our three young girls like any and all things Disney and they wanted to pick a Disney name. Roo seemed like the perfect fit.**

— *The Ugoretz family*

**When thinking of a "B" name, we all agreed that it had to be a unanimous decision. We all liked the simple name "Blue." We dropped the "e" to emphasis the "u" sound. She picked up on her name very quickly and when people comment on what a good looking dog she is we say, "Yes, she's a beautiful yellow, 'Blu' dog!"**

— *The Helgeson Family*

**My current puppy's name is "Tagg." He was named after and in memory of one of Guide Dogs of America's stud dogs. The original Tagg sired many successful working guides and breeders and "little" Tagg is making him proud.**

— *Laurel Schuman*

**"Quest" is on a journey to become a guide dog.**

— *Veda Overy*

**We had a golden named "AU" — the symbol for "gold" in the periodic table of elements. Then we had a yellow lab we named "Mica," meaning "fool's gold." When we found out we were getting a yellow lab we needed a name to go with the theme, and we named her "Amber."**

— *The Dilworth family*

**We named our puppy "Nelix" because we are Star Trek fans, and the Nelix character is very resourceful and smart, and is always helping people (just like our puppy will be doing).**

— *Laura Paxson*

**We live by the beach. We love the water and water sports. "Velzy" is named after a surfer from the '60s.**

— *Georgann Gall and Kelly Byrne*

# Sending Puppies-in-training Off To “College”

GDA puppy raisers prep for “Turn-in”

Turn-in day at GDA is one of the happiest and one of the most heart-tugging days for GDA’s volunteer puppy raisers. The puppies these families, couples and individuals welcomed into their homes and hearts when they were about seven weeks old are heading off to the next step of their training to become a guide dog. These dedicated volunteers have attended countless obedience classes, puppy raiser meetings and GDA functions, and spent part of each day working on basic obedience and socializing their puppies.

Many GDA puppy raisers have raised several dogs, while some are experiencing the pride of turn in for the first time. It’s a day filled with a mix of emotions. We asked a few of our puppy raisers, before they turned in their puppies on July 19, how they felt about this next milestone in their puppies’ life, their responses follow.



Gail Leonard is raising her 19th GDA puppy. Pictured here (from left): Perkins (15), Pawdrik (19), Thompson (18)

## 18 going on 19

Gail Leonard prepared for turning in “Thompson” the same way she has with her puppies-in-training many times... she picked up her next puppy several weeks before. Leonard has been a GDA puppy raiser for about 25 years, and Thompson is the 18th puppy she has raised. She is currently raising her 19th, “Pawdrik.”

“Pretty much the longest I have waited between puppies is a few weeks,” said Leonard.

“When it starts getting close to turn-in time, I call the Puppy Department and ask them if they have a puppy for me. Sometimes, the two overlap for a few weeks.”

As a former school teacher, Leonard sees turn-in day much like she sees advancing her students to the next grade. “I am a teacher, and it’s my job to prepare these puppies for their next step. If I don’t, then I’m not doing my job. By the time turn-in comes around, there is nothing else I can do for Thompson... he’s ready for more of a challenge and I have taken him as far as my ability and knowledge will let him go. It’s time to move on to formal training with GDA’s licensed instructors to enhance his skills and move him along on his path to becoming a guide dog.”

## Just one... Well, maybe another... and another...

After turning in her first puppy, Bobbie Jo Dean thought she was “one and done”... that is until the puppy that she raised graduated and the graduate said to Dean, “Thank you so much. Now I can go to the grocery store by myself.”

Those words resonated with Dean. “These dogs provide independence to their blind partners. How could



Tiffany Brundy finds “Treasure” during training at GDA

I not raise another GDA puppy?”

“Treasure,” the puppy she turned in this July, is the eighth puppy that Dean has raised for GDA. And she plans to raise a ninth. “I’m going to take a little break. Maybe three or four months, although I don’t think it will last that long. The program needs puppy raisers, and this is one of the most rewarding things that I have done.

These days, though, Dean has help from her 17-year-old daughter, Tiffany. “She is just getting better and better with every dog. It is so neat to see her progress.”

“Getting your ‘turn-in’ letter is bittersweet,” said Dean. “It’s heartbreaking because now you know the exact date your dog is leaving you, but it’s an incredible feeling knowing that you have taken your dog this far, now it’s ‘off to college’ for finishing touches. If the dog makes it all the way through formal training, it’s a relatively short time before he is partnered with the person with whom they are going to spend the next eight to 10 years.”



Alyssa and Joshua Yang and puppy-in-training, Duncan, are all smiles

## Raising kids and kids raising puppies

Angela Yang’s kids begged for years to get a puppy. She agreed, but not before deciding that the puppy would be a GDA puppy-in-training and would not be theirs to keep.

After her interview with the area leaders, Yang and her kids spent a lot of time learning all they could about the program. They attended events at GDA, went to the monthly meetings of the puppy raiser group and observed obedience training.

“I wanted to be sure my kids understood the important job they were about to take on,” said Yang. “Every time we attended a meeting or listened to a speaker, we came away with a greater understanding of how much these dogs do for their blind partners.”

Several times during “Duncan’s” training, the Yang family was asked, as are all puppy raisers, “How can you give him up?” Her response reinforced with her children why this puppy had come into their lives. “When people ask I tell them that we went into it knowing that he was going back to GDA. That he wasn’t really ‘our’ puppy. We are fostering him for Guide Dogs of America.”

But knowing all along that one day you are going to give your puppy back doesn’t necessarily make it any easier when the turn-in letter arrives in the mail.

“When I read the ‘time for turn-in’ letter, I got a little teary-eyed,” said Yang. “As the time gets closer I worry about the kids and them having to part with Duncan. My son says, ‘It’s okay, we’ll get another puppy.’ We will, but it will be a month or two before we do.”

Sending Puppies-in-training Off To “College” continued on page 6 »



Puppy-in-training Epic.

### Taking it one puppy at time

First-time puppy raisers Carolyn and John Tyre were not sure they were "dog people." When they started their journey with "Epic," they quickly adapted to life with a puppy-in-training.

"I was looking for a charity to become involved in and one that would be hands-on," said Tyre. "I knew going into this that he is not my dog and so our goal was to do all of the right things and, hopefully, have him lead a blind person one day."

Even so, the day she received her letter Tyre said, "Epic and I sat down in the den. I got out the scrapbook that we have been keeping. I cried and cried, and Epic licked away my tears. My husband, who never calls me during the day, called. I told myself I was going to be really strong, but I wasn't. He came home right away. We had our tears, but then we thought let's enjoy these next four weeks."

When she sees her area leader and if she's not feeling so strong, Tyre says to her, "You didn't tell me it was going to be this hard." The response she gets back, "You'll get another puppy!"

It's something they think about. "We'll probably take some time while Epic is in formal training and see how he's doing. We may decide our house feels too empty without a dog."

## Amazon Gives GDA Something To Smile About



If you are shopping on Amazon, please go through: [smile.amazon.com](https://smile.amazon.com). GDA will receive .5% of your total amount purchased all year (on most items). The first time you visit the site, you will be asked what charity you would like to

support. Type in **Guide Dogs of America**. A drop-down menu will appear. Click on the first option, which will be **International Guiding Eyes, Inc**. Every time you shop Amazon in the future, go through [smile.amazon.com](https://smile.amazon.com); as long as you log in from the same device (computer, smartphone or tablet) you used previously, the site will remember GDA as your charity of choice, and GDA will receive a contribution based on your purchases. If you are shopping from a different device, you will need to choose GDA the first time you use it. Please feel free to share this information with your family, friends and co-workers. Thank you!

## Construction Update

When construction starts on the Phil and Macki Singer Visitor and Education Center, you will be able to watch the progress on the two web cams that have been installed at the building site. To view, go to the GDA homepage ([guidedogsofamerica.org](https://guidedogsofamerica.org)), click on **News and Events** and select **Videos** from the drop down menu.

## Ride For Guides Breaks Its Own Record...Again

The 11th Annual Ride for Guides broke all previous year's records for attendance and money raised. On Sunday, May 18, over 580 riders on 425 bikes departed on a 110-mile round trip to raise money for GDA. Along the way, riders were greeted by graduates, volunteers and lots of puppies-in-training.



Following the ride, a delicious barbecue lunch was served, raffle prizes were drawn, silent auction items were enthusiastically bid on, and a band played on. A heartfelt thank you to everyone who participated, volunteered and worked at this year's ride. We could not do it without each and every one of you and we look forward to seeing all of you again next year.



## In Memory

With sadness, we note the passing of the following guide dogs:

**Fonzee** - Class #341

**Karma** - Class #354

**Hannah** - Class In-home

**Lucas** - Class #337

**Kaiden** - Class #384

**Tucker** - Breeder

# New Employees

Scott West, Office Clerical  
 Carlos Rivera, Weekend Class Chef  
 Jamie Viezbicke, Trainer

## 2014 Raffles

To purchase raffle tickets, use the order form on this page or call GDA at 818-833-6429.



### 2014 Quilt Raffle

"This year's quilt, "Whirlpool Party," was crafted and donated by the Orange County Quilters Guild. The quilt, which measures 52" x 52", features 36

hand-stitched blocks and includes several blocks with intricate embroidered canine designs.

Purchase tickets using the order form on this page and mail it to GDA postmarked by Dec. 3, 2014. Tickets are \$2 each or six for \$10. Drawing to be held on Dec. 13, 2014 at the GDA December puppy raiser holiday party. Winner does not need to be present.



### 2014 Bike Raffle

This year, the GDA motorcycle raffle is for a 2014 Harley-Davidson. The winning ticket will be drawn on Nov. 22 at Guide Dogs of America's

Annual Banquet in Las Vegas. (Winner need not be present to win.) Visit the GDA website ([guidedogsofamerica.org](http://guidedogsofamerica.org)) for additional details and photos. Tickets are \$5 each or five tickets for \$20.

## 2014 Holiday Cards

Peace-ful Puppy



Thank you to each and every one of you who took the time (and the photos) to enter the 4th Annual Holiday Card Contest. They were all

beautiful. It was difficult to choose just one.

The winning photo was taken by GDA puppy raiser Margaret Jackson of puppy-in-training "Major." Outside message: "Peace on Earth." Inside message: "Faith, Hope, Peace and Love"

Holiday cards measure 5" x 7" and are bundled 15 cards (with envelopes) to a pack. Price: \$18 per pack, INCLUDES SHIPPING AND HANDLING. Please use the order form on this page to place your order. Questions? Call (818) 833-6429



## Save the Date

# GDA Las Vegas Charity Event – Nov. 20-22

Be sure to mark your calendars and save the date for the 34th Annual Las Vegas Charity weekend Nov. 20-22. The weekend will kick-off on Thursday, Nov. 20 with the annual Hawgs for Dogs motorcycle ride and annual sporting clay event. Friday morning, foursomes will tee off at Revere Golf Club for the annual golf tournament. The weekend will conclude on Saturday evening with the 34th Annual William W. Winpisinger Charity Banquet at Bally's Hotel & Casino. All details are posted on the GDA website ([guidedogsofamerica.org](http://guidedogsofamerica.org))

## SUMMER 2014 Order Form

Questions? Call (818) 833-6429.

Mail this entire form with your payment.

**Holiday Cards — \$18 per pack** (includes shipping & handling)

2014 Holiday Cards \$

### Raffle Tickets

2014 Quilt Raffle — \$2 per ticket or \$10 for 6 \$

2014 Bike Raffle — \$5 per ticket or \$20 for 5 \$

**TOTAL ENCLOSED \$**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

**Credit Card** (check one)  Visa  MasterCard  Discover  AMEX

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ CVC: \_\_\_\_\_

required for credit card purchase

3-4 digit code

**Check** (make your check payable to **Guide Dogs of America**)

**Mail to:** Guide Dogs of America ATTN: Summer Merchandise Order Form, 13445 Glenoaks Sylmar, CA 91342 **Or use the enclosed envelope.**

Published by: Guide Dogs of America  
 13445 Glenoaks Blvd.  
 Sylmar, CA 91342  
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**GUIDE DOGS  
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13445 Glenoaks Blvd.  
 Sylmar, CA 91342

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 PERMIT NO. 2181



## Make Some Noise For GDA's Silent Auction

The results of GDA's Annual Silent Auction are in, and the total is something to shout about. Conducted exclusively online, this year's auction exceeded its goal of raising \$42,000, which is the cost to sponsor a guide dog team into service.

The online auction ran from June 5 to 15 and featured 270 items auction items, including travel and sports packages, entertainment and gift cards, items for pets, merchandise, jewelry and electronics. More than 1,700 bids were made by participants from across the country who registered for the Silent Auction.

We would like to thank all those involved in making the auction a success, including our incredibly hard working and dedicated volunteers, all those who generously donated auction items and the hundreds of bidders who enthusiastically placed bids and helped us to exceed our goal.

## Pennies For Puppies

Fundraising program for schools and organizations



Guide Dogs of America (GDA) has created *Pennies for Puppies*, to help educate youth in schools, community programs and service organizations about the enormous job that a guide dog has and the role it plays in a blind person's life. The program also encourages the kids to initiate fundraising activities. The money raised will turn pennies into dollars, which in turn will make puppies into partners.

Participants in *Pennies for Puppies* will be provided with educational materials about GDA and its guide dog training program,

including brochures and a video, to help kick-off their individual *Pennies for Puppies* projects. Also included is the GDA logo as many participants like to create a customized canister to collect the donated change.

Fundraising projects can be carried out as a project by a school or organization... or by an individual or small group as a community service project. Every penny makes a difference.

For additional information, visit [guidedogsofamerica.org](http://guidedogsofamerica.org) and click on **How to Help**; from the drop down menu choose **Children: Pennies for Puppies**. If you or someone you know is interested in becoming a member of our *Pennies for Puppies* program, please contact Lorri Bernson at (818) 833-6431 or email at: [LMBernson@guidedogsofamerica.org](mailto:LMBernson@guidedogsofamerica.org)