

# Marsh View



*"Compassionate, Quality Care  
at Competitive Prices"*

## Veterinary Clinic

620 Jones Drive, Randolph  
920-326-5PET (5738)  
or 920-326-3020

Dr. Jeff Hookstead, Dr. Erin Bloom  
Jennie Braaksma, CVT; Pam Drzonek, Vet. Asst.;  
Amber Lackey, Groomer;

**Hours: Mon., Tues, Thurs., Fri.**

8:00am - 5:00pm

**Wednesdays:** 8:00 am - 7:00 pm

**Saturdays** 8:00 am - 11:00 am

Winter 2013/2014

### Staff Welcome

Oh my, this winter has truly been a tough one with respect to our weather. Hopefully warmer weather is quickly on it's way!

We hope you enjoy this newsletter. Always feel free to contact Rita if you have a pet you would like featured, or if you have a special human interest story you think others would enjoy.

#### Featured Inside:

- Search for Value
- Bad Breath?
- 10,000 Steps.....
- A Word From Our Groomer
- Spring Grooming Specials
- Run for the Paws Results
- 8<sup>th</sup> Annual Coloring Contest
- Senior Citizen Discounts
- Dodge County Humane Society Needs Your Help!
- Dodge County Open House



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1 Discount per Customer

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## The Endless Search for Value

By: Dr. Jeff Hookstead

The Webster dictionary defines value as the "amount of goods, services or money considered to be a fair equivalent for something else. Value may mean something very different to different people. One percent cash back on a rewards credit card may define value for one person while having your server top off your cup of coffee may define value for someone else. Business owners are always striving to find ways to bring more value to their customers. For me, it's about going above and beyond; doing that little something extra which wasn't expected or required.



In the past, we have used this forum to highlight businesses which we have crossed paths with, either in our personal life or through the Marsh View Veterinary Clinic, who have done just that. I would like to personally recognize Phil Luedtke of Luedtke Lumber in Horicon for his help in building insulating inserts for the Dodge County Animal Shelter. Phil donated a significant amount of material and labor to help get that job done. Hats off to Phil and Luedtke Lumber of Horicon for going the extra mile!

Mikah Vosekuil has worked at Dairyland Auto here in Randolph for the past 12 years. As we can all appreciate, this winter has put quite a strain on our cars and those who fix them. Due to circumstances beyond his control, a part for my wife's car did not arrive in time for Mikah to install prior to the shop closing on New Years Eve day. The problem was that Rita needed the car New Year's Day to drive our youngest daughter back to school for a youth camp. Instead of turning the lights off and heading home to get ready to bring in the new year, Mikah stayed and worked on Rita's car until it was done. Another example of someone going the extra mile. Hats off to Mikah and Dairyland Auto of Randolph.

I don't think that it is a coincidence that both of these examples are of small businesses in small towns. There is a perception that we can save a few pennies living in a box store type of world. I don't know if that's true or not, I will let someone else figure that out. What I do know is that at a small business in a small town, more times than not you are going to get the owner, not the manager. Someone who not only is able to, but wants to go the extra

Cont'd on Page 2

## Endless Search for Value Cont'd...

mile for you. Consider that in all the purchases you make throughout the year. The economy is very dynamic, almost an alive entity. Again I won't pretend that I am an economist and understand exactly what it takes to make an economy vibrant. I am pretty sure that huge trade deficits and large stockholder profits are not real good for those working in "Anytown" USA.

## A CLINIC SHOUT OUT

I had just moved to Fox Lake and was looking for a Vet for my dog, Teddy. I feel I made a very good choice and just wanted to let you know and to thank you for the care provided Teddy when he was in for a long, overdue, teeth cleaning. The staff was very caring and professional. Everything was explained to me with respect to procedures including the possible outcomes and costs. He was also due for his shots, and this was done for a price that others quoted for just the teeth cleaning. I have also boarded Teddy with your clinic and again was very pleased with the care provided. Thanks again, *Mike Burica*



## Protect Your Pets This Spring

Purchase 12 doses of  
Heartgard  
and send in for  
a \$12 rebate

Purchase 3 doses of  
Frontline, get 1 free  
Purchase 6 doses of  
Frontline, get 2 Free



Purchase 1 year supply of Heartgard (12 doses) AND 6 month supply of Frontline or Nexgard, and send in for a \$50 Rebate



Dog must be tested negative for Heartworm before purchasing Heartgard. All the products must be same size and purchased all at one time.

## 5<sup>th</sup> Annual Christmas Dinner



We would like to say "Thank you" to all who volunteered or donated food for the 5<sup>th</sup> Annual Christmas Dinner held at the Randolph First Reformed Church on Christmas Day. Due to the generosity of others, we were able to serve **150 meals** on Christmas Day.

**Thank you for making a difference in the lives of others**

## 5<sup>th</sup> Annual "Run For the Paws"

This past Labor Day, the Marsh View Vet Clinic hosted the 5<sup>th</sup> Annual "Run for the Paws" in Randolph. The event consisted of a 5K run/walk, 10K Run and a 1 Mile Fun Run/Walk. This run benefited the Dodge County Humane Society. We were very excited to raise over \$1,500 for the shelter.

We would like to thank the following sponsors for helping with the run/walk:

Marsh View Veterinary Clinic  
Randolph Piggly Wiggly • J-Hawk Aquatic Club  
The Date Safe Project, Inc. • Markesan State Bank  
Randolph Memorials

### Results

#### Overall Winners

#### 10K Run

Men: Jeremy Baszynski 43:46.0  
Women: Rachel Hoffman 46:45.0

#### 5K Run/Walk

Men: Travis Homan 23:17.0  
Women: Jada Donaldson 20:52.0\*

#### 1 Mile Run/Walk

Emily Schliesman - 8:34  
Mclain Dinkel - 8:54  
AJ Litzer - 9:01

**\*New Course Record**

**Please join us on Labor Day 2014**

# Doggie Breath

Erin Bloom, DVM

Dental disease and obesity are two of the most common conditions veterinarians see in dogs and cats. According to the American Veterinary Dental College (AVDC), most dogs and cats have some evidence of periodontal disease by the age of three. Imagine if we didn't brush our teeth for three years (or twenty one if you use the old "1 year is equal to 7 dog years")! Therefore, in honor of Dental Month at Marsh View in February, we've chosen to take a closer look at why "doggie (or kitty)" breath is not normal, and how it is completely preventable.

Bad breath is often the first, and sometimes the only, sign of dental disease. Many dogs and cats still follow the instinct to hide any source of pain that would make them vulnerable in the

wild. Others may resist you when you touch the mouth area, drool or bleed from the mouth, have difficulty eating/chewing, lose their appetite, and/or experience weight loss. Since most pet owners are not getting up close and personal with their pet's mouth, there is often significant disease present by the time we notice these signs. As a result, periodontal disease is usually under-treated, may cause multiple problems within the mouth, and may be associated with damage to internal organs in some patients as they age. These problems may be as minor as gingivitis (red gums), or as severe as weakening and fracture of the jaw bone. Furthermore, studies have shown that bacteria from the mouth can enter the bloodstream and are carried around the body, resulting in microscopic

changes in the heart, liver, and kidneys. All of these conditions are accompanied by some degree of discomfort or pain. Typically, these problems develop slowly, such that signs of discomfort may be confused with behavior of "slowing down" or "getting grumpy" with age. Many owners feel their pet acts younger (more energetic, playing with toys, improved appetite) following a dental procedure.

Prevention and treatment of dental disease in pets is very similar to people. This starts with care at home, such as brushing teeth, as well as appropriate treats/chews/toys, and diets. Eventually, home care by itself is not enough to maintain a healthy mouth, and professional cleanings will be recommended. This involves the same kind of scaling and polishing that we experience when going to the dentist, with a few significant differences. We understand why the procedure is important, and we typically do not need sedation or restraint. Neither is true for our pets. Also, we can tell the dentist when there is discomfort; to ensure that nothing is missed in dogs or cats, our patients require a thorough oral examination as part of a dental scaling procedure. In large part, this is why anesthesia-free dental scaling is not recommended by the AVDC or AVMA (American Veterinary Medical Association). If there are more serious issues to be addressed, additional treatment (such as extractions) can be performed at the same visit as the cleaning, or referral to a board certified veterinary dentist may be offered. In order to provide the best care for your pets,

Marsh View is excited to announce a recent upgrade to our dental equipment to include a new scaler, polisher, and high speed drill! This new machine will allow us to more efficiently and completely provide dental care for your pets!

For more information, please visit [www.avdc.org](http://www.avdc.org), [www.vohc.org](http://www.vohc.org), or call the Marsh View Vet Clinic to schedule a dental exam and consult!



**Now Offering Vectra 3D**  
**A topical flea and tick product**  
**for your dogs**



**Call 920-326-3020**

## A Word From Our Groomer



### Get ready for shedding season!

Shedding season is coming and can be a frustrating time of year when there seems to be more pet hair on your clothes, floors and furniture than on your pets. You can't stop your pet from shedding. The fact is that those clumps of hair all over you and your home are actually part of a natural cycle of hair growth for most pets. New hair grows in, and then old hair is shed out. While hair is lost all year long, the heaviest shedding occurs in the spring as pets get rid of their "winter coat". While you can't prevent shedding, frequent bathing and brushing during shedding season can actually reduce the amount of hair that your pet leaves around the house.

#### Home grooming to reduce shedding



First, thoroughly brush your pet to get rid of as much loose hair as possible. It's a good idea to do this outdoors as the excess hair will be everywhere!

Next, bathe your pet with shampoo (Try to avoid using human shampoo; animals have more sensitive skin than humans.) Massage the shampoo in the coat, and follow with a conditioning rinse.

Towel dry your pet, then brush again to remove dead hair that was loosened by the shampooing. It's best to let your pet air dry as you brush, however, if you choose to use a home hair dryer, put it on the coolest setting so you don't burn your pet's skin. When you think you are finished brushing through the coat, use a steel-pinned comb to make sure that all the knots and dead hair have been removed.

To keep shedding under control, you need to brush and comb weekly. (More often for pets with long coats) Small breeds seem to shed all the time and may require the process year-round.

#### ... Or leave the hair at the salon!

If you don't want to bother with all that work, or if your pet is a very heavy shedder, you may want to take your pet to a professional groomer and leave most of that shedding hair on the salon floor rather than on your carpets and furniture.

Marsh View Veterinary Clinic is now offering a Shedcure treatment which will reduce the amount of hair being shed around your home by as much as 80%! The Shedcure treatment involves all of the steps described above including a deshedding shampoo, an undercoat releasing conditioner and specialized brush to remove the undercoat.

I look forward to seeing you and your pet at the salon!!

#### Take Advantage of our Spring Grooming Specials

## MARCH MADNESS GROOMING SPECIAL

Bring your pet to be groomed in the month of March and receive a

### FREE BARK PARK MEMBERSHIP

1 1/2 Acre Fenced In Park for  
Dogs to Play  
\$25 Value

## Easter Grooming Giveaway

Bring your pet in for a grooming during the Month of April and pick an egg from the Easter Basket for a prize.

Prizes Include: free groomings, pet toys, treats, homemade dog blanket

Call 920-326-3020  
[www.marshviewvetclinic.com](http://www.marshviewvetclinic.com)  
Coupon Expires April 30, 2014

# 10,000 Mile Journey One Step at a Time

Google Maps tell us the distance between Randolph, Wisconsin, and Los Angeles, California is 1250 miles. Imagine walking that distance with your dog. Without question, that would be quite an accomplishment. Now imagine doing it not once, not twice, but five times! Meet Steve Densen and his dog Buddy.



The people of Randolph know Steve and Buddy well. They saw them walking together twice a day, almost every day of the year for the past 14 years. Buddy was born February 1, 1999, at Hillcrest Kennels in Richland

Center. Shortly after that Buddy came to live with Steve where they soon bonded and become inseparable. With Steve living alone it didn't take Buddy long to become Steve's number 1 companion. For the most part Buddy lived a very healthy life. He dealt with seasonal allergies in the fall and probably could have used a new hip at the very end but otherwise Buddy was a creature of habit and soldiered on each and every day.

Steve started walking Buddy at a very young age as a way not only to train him in the most basic commands but also to take some of the "puppy energy" out of him. His philosophy is that a "tired dog is a good dog" and that got Buddy through his adolescent years. Regardless of the weather, day of the week, holiday or not, Steve and Buddy kept to the schedule. Buddy came to know when the morning and afternoon walks were and always become very excited when that time came. Like the postman, milkman or the school bell, you could set your watch to Steve and Buddy's schedule. As Buddy got older he dictated more and more the distance and speed of each walk. On January 29, 2013 Steve was faced with the heartbreaking decision to let Buddy go. In his own words Steve

told me he would not have traded Buddy's love and companionship for anything. Gardening, leisure reading and following local and state sports teams helped keep Steve's mind off of the loss of his companion. In the end, the emptiness was too great and after a short search Steve found Buster, another golden retriever. So with a good pair of shoes and a warm winter coat, Steve is back to walking the streets of Randolph. With a smile on his face, the patience of a saint and love in his heart for his Buster they just may make it another 10,000 miles.

## SPECIAL THANKS

Dr. Hookstead would like to extend a special "Thank You" to all who have had to work outdoors this particularly brutal winter. The harsh cold is difficult for many of us and brings with it concerns about one's safety. So, when you realize that our county workers, mail men and women, farmers, delivery trucks, fire and rescue workers, policemen, all have to be out in this weather to provide for the rest of us, we have to take a moment and simply say "Thank you!" What you do on a daily basis to keep us fed and safe, is truly appreciated.

We would like to say "Thank You!" to our clients. These past 7 years have brought us much joy and happiness to be able to provide care to your pets and farm animals.

As a small business, we are always trying to grow by gaining new clients. However, we truly value the loyalty you have shown us and know that without your continued support, our clinic would not be where we are today.

***THANK YOU,***  
***from all of us at the***  
***Marsh View Veterinary***  
***Clinic***

# Pampered Pets Resort & Spa - Boarding Plan Ahead for



Two Dogs Enjoy Their Playtime

## Spring Break and Summer Vacation 326-3020 or 326-5PET(5738)



### Senior Citizen Discounts

We are very excited to have been offering senior citizen discounts since we opened our doors in 2006. If you are at least 62 years old, call us today to find out how you can save money on your pet's care.



### Trivia Question \*

Your chance to win a  
\$25 Gift Card to Piggly Wiggly

The 1<sup>st</sup> person to call us at  
326-3020 or 326-5PET (5738) after March 19<sup>th</sup> during  
regular office hours with the correct answer to the  
question below.

**How many miles did Steve Denson walk Buddy over  
Buddy's lifetime?**

Last quarter's question: How many years have Dr. Jeff and  
Rita been married? Answer: 25  
Congratulations to Matt Voss

\*To be eligible, you may not have won within the past 12 months.

## 8<sup>th</sup> Annual Coloring Contest

We are excited to announce our 8<sup>th</sup> Annual Coloring Contest. This year's coloring contest is a fun image of a snowman with birds and other animals on him. This contest is open to all Pre-Kindergarten to 5th Grade students in our area. There will be four age groups with prizes given to each age group.

### Age groups are as follows:

- Pre-Kindergarten -
- Kindergarten - 1st Grade
- 2nd Grade - 3rd Grade
- 4th Grade - 5th Grade

### Awards will be given in each age group as follows:

- 1st Place - \$15 Gift Card to Subway
- 2nd Place - \$10 Gift Card to Subway
- 3rd Place - \$5 Gift Card to Subway

The coloring page is located on page 7 of this newsletter and can also be picked up at our clinic. If you would like, you may also make a copy of the coloring page. All entries need to be turned in by March 30, 2014. Winners will be contacted via phone and will be recognized in our next newsletter.

## MARSH VIEW BARK PARK

1 1/2 Acre Fenced In  
Park for Dogs to Play  
**LEASH FREE\***

**Open 365 Days a  
Year  
Dawn to Dusk**

**\$25 Annual Membership**  
Call 920-326-3020  
Or 920-326-5738

# 8<sup>th</sup> Annual Coloring Contest



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

Phone #: \_\_\_\_\_

All Entries need to either dropped off or mailed by March 30, 2014 to the Marsh View Veterinary Clinic, 620 Jones Drive, Randolph WI 53956

**MARCH MADNESS**

Marsh View Veterinary  
Clinic

**FREE**

**Office Visit\***

*For all NEW clients*

Call Today 920-326-3020  
or 920-326-5378

Special Ends March 30, 2014  
Coupon Valued at \$12

*Please present coupon at time of  
service*

\*Discount does not apply to prescriptions, exam and consult, or  
any additional services which may be needed at time of visit.

Look inside for coupons, great educational articles for your pets,  
fun human interest stories and much much more!

**Dodge County Humane Society Needs Your Help!**



Truffles is a black and white female who is just under three years of age and is such a diva. She loves attention and lots of places to cozy up and take one of her many naps. -  
See more at: <http://www.dchs-wi.org/#sthash.0H5KaRyj.dpuf>

**We are in need of Bleach • Postage Stamps • Garbage Bags 13 Gallon • Copy Paper  
Cash Donations • Laundry Detergent • Renuzit adjustable air fresheners  
Paper Towels • Toilet Paper (septic safe) • Morton Water Softener Crystals • Gas Cards  
N6839 State Road 26, Juneau, WI 53039 • 920/386-0000**



**Dodge County Humane Society Open House  
Saturday April 26, 2014 - 11:00 AM – 3:00 PM  
N6839 State Road 26 Juneau, WI 53039**



**Come meet our adoptable animals, our staff and shop our vendor fair featuring many local animal related  
services and vendors,**

**- See more at: <http://www.dchs-wi.org/events.aspx#sthash.tFbsNKT1.dpuf>**