A Business Plan for Pit Bull Perfect: Uncovering, Restoring and Healing the Image of the American Pit Bull Terrier through Education and Rescue

by
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Final Project
Presented to the Faculty of the Graduate School of Saint Mary-of-the-Woods College in Partial Fulfillment of the Requirements for the Degree of Master of Leadership Development

Saint Mary-of-the-Woods College 8/27/2011
Appendix III - Forms

Signature Page

Saint Mary-of-the-Woods College
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Date  10/06/2011

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Executive Summary

The American Pit Bull Terrier was, at one time, America's favorite breed of dog, often referred to as the "nanny dog" because of their love for children. They were used in military endeavors in World War II, business logos and on television shows, in part because of their stable temperament, intelligence, and their amicable and loving nature. In the past forty decades these animals have gained notoriety as a villainous breed of dog due to the media's influence, popularity among unscrupulous owners, declining popularity among responsible owners, breed bans, political influence, commercial influence and reliance on the reports of injured parties as a source of truth. The American Pit Bull Terrier is the number one bred dog in the United States with these dogs estimated to comprise 30-40% of the total dog population. Many of these dogs find themselves at shelters where 93% of them will be euthanized (Happy Pit Bull, 2011).

Education and rescue organizations are needed for these dogs.

Pit Bull Perfect (PBP) rescue will rescue and save pit bull dogs from kill shelters in a 40-mile radius of Marshall, IL. Their aim will be to uncover, restore and heal the image of the American Pit Bull Terrier through education and rescue. They will provide foster families for these dogs and will provide a thirty-day evaluation for the dog before adopting the dog to a family. The dog will receive: a spay/neuter, all vaccinations, rabies shot, HW test, certification in basic obedience, passing of a temperament test (by an American Temperament Testing Society registered tester), socialization around people of all types, socialization around other animals, socialization in numerous situations, and a microchip through 24 hour pet watch™. In addition to rescuing pit bull type dogs, they will also engage in providing educational programs on kindness to animals, bite prevention, and pit bull advocacy to shelters, schools, law enforcement agencies, animal control agencies and other interested parties.
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Problem Statement

All over America, American Pit Bull Terriers, American Staffordshire Terriers and any
dog showing a likeness to the American Pit Bull Terrier, are being euthanized simply for being
born the wrong breed. These animals face a most certain death should they find themselves in a
city or county animal shelter. The population of pit bulls is 40% to 60% in shelters with the
national average being 33% (Happy Pit Bull, 2011). Walk in to any shelter and one will see the
truth in these words. As a local example, the Terre Haute Humane Society gives one an idea of
what other shelters must be like. One will see pit bull faces staring out from small, cramped, and
closed off kennels with sad eyes that have been glazed over in a salvaging effort to protect
themselves. For most of these dogs, the only crime they committed was being born resembling
the notorious pit bull.

Of the 4,000 to 6,000 identified shelters in the United States, 75% of the them euthanize
anything coming in that is identified as a pit bull or pit bull mix without giving them a remote
chance at being adopted. In truth, it does not matter if the dog is truly a pit bull. As the National
Canine Research Council (2011) has said "the term Pit-bull does not refer to a single or
recognized breed of dog, but rather to a genetically diverse group of dogs". The process of breed
identification in shelters is arbitrary and done by shelter employees who are not experts on
canine morphology. While the national euthanasia rate for all breeds of dogs in shelters remains
around 60% (ASPCA, 2011), the average euthanasia rate of dogs identified as pit bulls is 93% (Happy Pit Bull, 2011). This means that for every 100 pit bulls entering a shelter, only 7 will
make it out with their life. This startling and saddening statistic even includes dogs that are
reclaimed by their owners (Happy Pit Bull, 2011).

American Pit Bull Terriers are currently the number one bred dog in the United States
(Pit Bull Advocate 101, 2011). Most of the dogs are not being bred by reputable breeders but by
people dubbed "backyard breeders" (PBRC, 2011). These dogs often end up in homes where the owners are irresponsible, lazy or downright vicious (Happy Pit bull, 2011). There is an estimated average of 3 million American Pit Bull Terriers in the United States. For every one of these dogs that is placed in a loving "forever" home, 599 will be euthanized (Pit Bull Advocate 101, 2011). Many owners adopting pit bull puppies end up relinquishing the animals to shelters before their second birthday on account that they did not have the necessary information about the breed or the drive to put in the required amount of work to raise a happy and well-behaved pit bull. Pit bull type dogs require knowledge of the breed and specialized care, as they are working dogs. Plus, a pit bull owner is almost inevitably forced to defend the breed due to the reputation they have all over the world.

The passing of the Animal Welfare Act of 1976 meant that dog fighting was illegal in all fifty states. Being the breed that was used most commonly in dogfights, their reputation started to decline (Delise, 2007). Public attitudes about these dogs began to "parallel attitudes towards the dog's most publicized use" (NCRC, 2011), which was dog fighting. A healthy dose of sympathy should have been afforded to them, being true victims in every sense of the word. Instead of sympathy, they began to become vilified and sensationalized into a dangerous and vicious animal. As pit bulls gained notoriety, criminals and would be dogfighters became more and more attracted to the breed. The public became obsessed with anything and everything "pit bull" and stories began to be reported with half-truths and outright lies (Delise, 2007). The claims of injured parties, while to be respected and empathized with, began to become a reliable source of factual information about canine behavior and about bite incidences themselves. While, realistically, these individuals were not experts on canine behavior. Owners of these dogs that attacked averted blame by claiming these dogs to be "family dogs" that never showed any
signs of aggression. These dogs were most likely resident dogs. "Dogs maintained exclusively on chains, in kennels or in yards; and/or acquired for guarding, fighting, intimidation, etc; and/or rarely interacting with human beings as companions, cannot be defined as family dogs" but are instead conceptually referred to as "resident" dogs (Delise, 2007).

These images and stories are unfairly treated as facts and have been stored in the collective unconscious minds of Americans, turning a regular, normal dog breed into some sort of monster. Politicians are enacting breed specific bans as a way to pacify the fear that has been generated by the media. They ignore and refute the scientific evidence of canine experts and act as though they have acquired the total sum of knowledge necessary to solve the complex problem of canine aggression. In order to understand the complexities of aggression in our canine companions and to prevent attacks from happening, it is important that the world starts looking to the experts on canine behavior for help. Somewhere along the way, human beings have lost touch with their role in the interdependent relationship that has existed between canine and man. They have forgotten that their role is to lead canine companions, to show them what is acceptable behavior and to rear them into secure and trusting animals. While forgetting this, they have blamed an entire breed for their misalignment with canines.

American Pit Bull Terriers have a reputation that is muddled in half-truths and blatant lies touted by the media, injured parties, pit bull owners, dog fighters, politicians, commercial providers (landlords and insurance companies), and numerous other self-proclaimed experts on canine behavior. This is despite the testimony of real canine experts (Delise, 2007). Despite the efforts of hundreds, if not thousands, of animal advocacy groups, these dogs reputation remains mostly unchanged. Cities and counties are still enacting breed bans against them and most people still fear them. Just say the breed's name in a crowded room and one will see the stifled
emotional responses from almost every human being in the room. It is obvious that a solution for this problem is of utmost importance. Not only is it needed to protect these dogs but also it is needed to remind human beings of their role as assertive leaders for all canines. As long as we single out a breed as the problem we cannot even begin to adopt a solution.

It will be demonstrated that these dogs are in desperate need of another ally and advocate. The Midwest will be the area of targeted assistance. In the specific area of Marshall, IL, there is not a pit bull specific rescue in a 40-mile radius (Petfinder, 2011). Not only is there a need for another organization to step and save lives, but also there is a great need for advocacy and education about the breed, responsible pet ownership, kindness to animals and bite prevention.

A summation of breed identification, breed descriptors, and qualities will be delivered, along with a brief history of the American Pit Bull Terrier and a brief analysis of their stigmatization over the past forty years. A business plan for a non-profit animal rescue and advocacy group call Pit Bull Perfect will be presented in hopes of assisting the world in seeing the truth about pit bulls.

Identification of the American Pit Bull Terrier

It is important to delineate the breeds in which this paper will focus on. There are many dogs that are identified as "pit bull" type dogs. The following paper will be focused on the following breed and breed mixes: American Pit Bull Terrier, American Staffordshire Terrier, Staffordshire Bull Terrier and any dog identified as pit bull mixes. A brief account of each breed will follow. Following that, a brief history of the American Pit Bull Terrier's origins will be given, followed by their history in the United States of America and then an analysis of the stigmatization of the breed will following shortly thereafter.
Different associations recognize the three aforementioned breeds across the world. The American Dog Breeders Association (ADBA) and the United Kennel Club (UKC) (PBRC, 2011) recognize the American Pit Bull Terrier (APBT). The American Staffordshire Terrier (AST) has the same lineage as the American Pit Bull Terrier but is further removed from the fighting lines. They were removed from the dog-fighting arena in the 1930's (PBRC, 2011). In 1936 the AKC opened up to a few of these formerly known American Pit Bull Terriers and allowed them to be recognized by the AKC. The only breed of dog that can be identified as an AST is one that is registered with the AKC, therefore shelters should not identify a dog as an AST unless they know that it has been registered. An AST can be registered as an AST with the AKC and an APBT with the UKC but a registered APBT with the UKC cannot be registered as an AST with the AKC. Staffordshire Bull Terriers are popular in England and not seen as much here in the United States. The AKC and the UKC recognize the breed Staffordshire Bull Terrier (PBRC, 2011). These dog breeds are not easily delineated from one another.

According to United Kennel Club (2011), APBTs can look very different from one another. They range in size from 30 to 70 pounds. The APBT has been historically bred for working purposes and not for appearance's sake. "The American Pit Bull Terrier is a medium sized, solidly built, short coated dog with smooth, well-defined musculature" (UKC, 2011). They are very powerful and very athletic for a medium sized, short and stout dog. They have a medium length head with a broad, flat skull and a wide, deep muzzle. They come in all different color and color patterns. Backyard breeders have altered the appearance of the breed because they breed with relative indifference to the breed standard. As a result, they tend to be slightly larger in stature. These animals bred by inexperienced breeders are often the animals that end up
in shelters. The American Staffordshire Terrier is the same dog with slight differences not easily recognized.

The American Staffordshire Terrier (AST) has very few differences in appearance. They tend to be on the stockier side when compared with APBTs. The AKC (2011) states that they "should have strength that is unusual for his size, soundness, balance, a strong powerful head and well muscled body and courage that is proverbial". If the dog has a red nose is seen as a fault and it is a sure sign that the dog could be identified as an APBT. These dogs have the same ancestors and it is difficult to tell the breeds apart.

The Staffordshire Bull Terrier (SBT) is popular in England and is much shorter and closer to the ground. These dogs weigh quite a bit less than the other breeds. They are usually 24 to 38 pounds (UKC, 2011). They are very similar in appearance but perhaps the most easily recognized out of the three breeds due to the differences in size and stature.

According to Stratton, an American Pit Bull Terrier expert (1981), one of the biggest differences between the American Pit Bull Terrier and the American Staffordshire Terrier is a temperamental difference rather than one that can be seen with the eye. The trait that is seen more prominently in the APBT is that of gameness. Stratton (1981) writes "thus, gameness became an important quality. Gameness is actually an oversimplification that involves a variety of traits mainly enthusiasm for fighting contact [with other dogs] (winning or losing), endurance, resistance to shock and the ability to tolerate pain" (p. 41). So gameness is a trait that means these dogs will not back down and once engaged in a task they will not quit. While Stratton places emphasis on the fighting aspect of gameness, it not the most apt description as gameness basically means that dogs will continue to engage in a task despite external stimuli. It is a trait of tenacity and dedication to finish a task, even if this task is fighting another dog. It is very
important to note here that just because pit bulls are game, Jack Russell terriers are also game, does not mean that they are aggressive to human beings. Since ASTs are further removed from their dog fighting history, gameness is a not a trait that they are bred for and thereby it is not seen as much in ASTs as it is in APBTs.

According to Stratton (1981) pit bull dogs have excellent temperaments. They are enthusiastic, intelligent, strong, agile, have a stable disposition, a comic personality and a quiet nature. "One of the things that is mentioned so often is the "lift" that one gets just from being around a Bulldog. Something about their natural enthusiasm and zest for life is obviously contagious. Strange as it may seem, one of the most engaging traits of the breed is its gentle disposition. I suppose one of the things that makes the good disposition appreciated so much is the knowledge we all have that the Bulldog asleep in our lap is the same dog that would fearlessly attack a bear or a lion and give him all he could handle" (p. 36, Stratton, 1981). They are also known to have great fighting ability.

While the fighting aspect may be particularly troublesome to people, and at the root of their foul reputation, they were bred to do this since the early 1800s. These dogs do not back down from a fight with another animal. While they may not start a fight, they will finish and as such, pit bull owners need to be educated about the breed and about prevention of dogfights. There are various levels of aggression and a normal pit bull is not dog aggressive but will engage if another dog starts the fight. They are fiercely loyal to human beings and if anything they have a high bite inhibition due to the way they were bred.

These dogs all have the same ancestors and it is very difficult to tell them apart. For the purposes of this paper, dogs identified by shelter employees and/or volunteers of Pit Bull Perfect
will be called pit bulls. Further, throughout the course of this paper they will be called pit bulls, keeping in mind that these two words reference dogs with a whole host of genetic differences.

**History of the American Pit Bull Terrier**
The history of the American Pit Bull Terrier started in the British Isles in the early 1800s (Dont Bully My Breed, 2011). Individuals started by mixing bulldogs and terriers in hopes of getting a dog with "the tenacity and drive of terriers, combined with the athletic build and strength of the bull dog" (Dont Bully My Breed, 2011). They wanted the dog to be the ultimate dog for bull baiting, a popular sport during this time period. Bull baiting was a sport where people tied down a bull and allowed the dogs to attack, subdue and sometimes kill the bull. They claimed that it tenderized the meat and subdued the animal for slaughter. They also used the hybrid dog to pit against rats.

When bull baiting became illegal in 1835, they started pitting the dogs against each other. They began breeding dogs that gave them many of the traits that pit bull advocates love about the breed. "Though tenacious and determined in battle, the dogs developed an undying love and devotion towards all humans long with a very high bit inhibition. This was done through selection breeding and culling practices. Handlers had to be sure that while in the midst of fighting another dog that they could be able to enter the pit and pull the dogs apart if need be, without being bitten themselves. If a dog redirected on a handler during a match, that dog was usually culled" (Dont bully my breed, 2011). Merriam-Webster defines cull as "to reduce or control the size of (as a herd) by removal (as by hunting) of especially weaker animals; also: to hunt or kill (animals) as a means of population control". In this circumstance, it means that they would kill the dog, taking them out of the genetic pool. Those showing aggression towards any human being, sometimes called "man-biters, were killed and taken out of the genetic stock."
Human aggression was not and is not acceptable of any dog breed but specifically not in the pit bull. Ambassadors of this breed should be friendly and open to all human beings.

Before the civil war, citizens from the British Isles immigrated to the United States and brought these dogs with them. Even with their history, they were given quite a different lot in life in America. Large pioneer families owned APBTs because of their love for children (Dont bully my breed, 2011). They were used to protect families from wild animals and to catch wild dogs. While they were beginning to be recognized for companionship, they continued to be used as a working dog. The very same traits that make them good working dogs also make them dogs that require more care and maintenance than do other breeds.

Shortly thereafter, these dogs started to become solely companion animals. The breed was known to be tenacious, courageous, and loyal. They began to be used as a symbol for the American people. They were used often in the media and even in logos for businesses. They were used in World War I propaganda and in several military endeavors. Sergeant Stubby was the only dog to be promoted to sergeant through combat and is the most decorated dog in military history. These dogs served as icons for the American people. Several famous names owned pit bulls during this time period, including: Helen Keller, Humphrey Bogart, Woodrow Wilson and Fred Astaire. Petey the pit bull was the trusted sidekick of the Little Rascals (Dont bully my breed, 2011).

The pit bull was considered a family dog until the 1970s. In 1976 the Animal Welfare Act was passed and it meant that crossing state lines with dog, with intent to fight the dog, became a federal offense in all fifty states (Dont bully my breed, 2011). Dog fighting became a hot topic. The media used this to introduce the "pit bull" or pit bull type dog as the villain instead of the victim. Pit bulls, for various reasons, one being their tenacity, were and are the dog of
choice among professional and "street" fighters. "Massive misinformation" began to be spread by the media and other sources about the pit bull (Dont Bully My Breed, 2011).

There are really three integral forces that stigmatized the pit bull. The media was the initial force that really shaped the image of the pit bull as being innately vicious and dangerous. The second factor that molded the pit bull's image was politicians feigning to be experts on pit bulls. They started enacting breed specific legislation that meant whole communities were banned from owning any dogs that were arbitrarily identified as pit bulls. While looking for a way to combat the rising fear, perhaps with benevolent intent, politicians have left responsible pit bull owners with devastating consequences. If one considers the following statistic, in 1996 the "odds of dying from a dog attack during the year 1996 were 1 in 11,534,087, while the odds of being struck by lightning during the same year were 1 in 4,210,857" (p. 100, Delise, 2007). It light of this statistic, it does not seem necessary to ban an entire breed of dog for something that is statistically improbable of happening in the first place. The third contributing factor was the criminals buying these dogs who had malevolent intentions for these dogs. These owners used these dogs for guarding purposes, for dog fighting, and to increase their overall tough guy status. It was these three forces that influenced public policy, American's opinions, commercial providers and insurance companies to disown and ban this breed of dog. These dogs have been called "time bombs on legs" (Time, 1987), the "pit bull friend and killer" (Sports Illustrated, 1987), and as having "an instinct for the kill" (People, 1987).

**Creating a monster: The media's influence**

The media was and continues to be the most influencing factor in creating and maintaining the vilified, monstrous image of the pit bull. The media purposefully capitalizes on the fear that they created about the American Pit Bull Terrier. Sensationalism and motivation to
sell copies and get viewers has led to creating fear of these dogs and proliferating the problem of
canine attacks. These dogs, who were already victims of dog fighting, became victims of another
type. The root of the problem started with the media's reporting of the facts as they saw fit.
(Delise, 2007 & Boucher, 2011). The media has done nothing and continues to do nothing in an
effort to prevent problems of aggression in our canine companions. They, in fact, in their
ignorance and drive to sell, have proliferated violence in our communities and exacerbated the
problem to such an extreme that one could go as far to say that without the media the monster of
the pit bull would not exist.

It all started right after the Animal Welfare Act was passed. The media started
sensationalizing and glorifying the "sport" of dog fighting. Magazine articles on the topic
abounded during that year and years to follow. Publications like Harper's and Esquire published
articles that could have had an intent to educate the American public on dog fighting but it also
served as a how to guide in the world of dog fighting. Would be dog fighters read these articles
and saw potential for something personally profitable. Pit Bull ownership started to increase
among unscrupulous owners with malicious intent. The problem with making a dog look like an
intimidating and fierce animal is that it makes the dog breed vulnerable to criminals. If you make
an activity criminal, all it does is serve to make it more attractive to criminals. As their reputation
came into question the ownership by responsible owners started to decrease as well making it a
two-fold problem (Boucher, 2011). Dog fighting was not the only thing proliferating at the time
as an endless string of articles with misinformation about the breed continued to hit newsstands.

According to Boucher (2011), in 1986 there were more than 350 articles published about
pit bulls in the United States. The media never missed an opportunity to utilize the pit bull
hysteria to its benefit. The public started overreacting to anything pit bull and it is demonstrated
clearly by this excerpt from Delise (2007): "One man who was "attacked" in 1986 did not assess the temperament of the pit bull by the dog which allegedly attacked him, but rather by the image of the pit bull as portrayed by the media. The "attack" occurred when his neighbor's pit bull came near the man's daughter, when he kicked the dog away, apparently the dog snapped at him. He easily warded off the dog with his foot and no injuries occurred. But it was reported by the media that the man "escaped serious injury." He was quoted as saying, "the pit bull has the same instincts as a panther and should be treated as such. Some say, if you train it enough, maybe it can become a pet. Well, so can a rattlesnake. But in the meantime, they're killing people, ripping their throats out." This comment came from a man who fended off an "attacking" pit bull with only his foot" (p. 97). Other such "attacks" were and continue to be reported with the media emphasizing individual's accounts as veritable sources of fact.

People began fearing that the true family pit bull, one residing within the confines of the home, would turn on them. They started having their pet pit bulls euthanized. Breed bans started making their appearance on the scene. This meant that in certain communities one could not legally own anything that was arbitrarily decided by law enforcement officials, with no training in breed identification, to be a pit bull. "With each passing year, the stories became even more melodramatic--often and horribly couple with vivid and brutal dramatizations of dog fights--with the dogs negatively stigmatized as "walking time bombs," "lethal weapons," or simple "somehow different" from other dogs" (Boucher, p. 31, 2011). If there were attacks from other breeds, the media did not report it. Boucher reports that in 1987 a "pit bull" attack was reported in over 400 newspapers. An attack similar but with another breed of dog was not reported at all, not even by the local paper. "By far, if a dog bites, attacks, mauls or kills a human, it may or may not make the local news, but if a "pit bull" is involved, it is a nationwide headline" (p. 32, Boucher, 2011).
The media, upon their collective realization that pit bulls sold papers and grabbed viewers, began styling the facts to suit their purposes. The facts they claimed have clearly been proven to be nothing more than myths that gave stories the extra lure they needed to sell papers and entice viewers. Perhaps not malicious in intent, the media has capitalized on the fear of the American public and sensationalized a mere dog breed. During this time period there were many anatomical differences cited by the media about the pit bull. These myths painted a portrait that the pit bull was somehow different from other dogs. The two most often cited differences are that the pit bull has a locking jaw and that the Pit Bull has a biting power (measured in psi or pounds per square inch of force) of 1200 psi, 1800 psi, 2000 psi, and even 2600 psi (Delise, 2007). Neither one of these so called and reported abilities is true despite the fact that they now exist in the collective consciousness of the American public and are often cited as fact nonetheless.

"The first anatomical claim to fame about the Pit bull was the myth of the locking jaws. This theory suggests that the Pit bull has a unique jaw and dental structure which allows it to "lock" onto their victim" (p. 108, Delise, 2007). Pit bulls do have a trait that comes from their bulldog ancestry, which enables them to exhibit tenacity and to persevere in their grip. It does not mean that once they grab a hold of something that their jaws lock like a door. All dogs have traits that are breed specific and the tenacious hold of a pit bull is one such trait. However, the "locking jaw" sounds ominous, threatening and it has the ability to capture attention while preying on fear based, exaggerated claims and half-truths twisted to suit their purposes. Articles in the 1980's started toting this around as a fact. There are no scientific studies that show that there is any significant difference between the jaw of a pit bull terrier and any other dog.

"Research on the functional morphology of the jaws of various dog breeds conducted by Dr. I.
Lehr Brisbin of the University of Georgia showed that: "There were no mechanical or morphological differences between the jaws of American Pit Bull Terriers and those of any of the other comparable breeds of dogs which we studied. In addition, we found that the American Pit Bull Terriers did not have any unique mechanism that would allow these dogs to lock their jaws"" (p. 109-110, Delise, 2007).

The other one that continues to proliferate is that of the bite force of a pit bull. "A disturbing number of newspaper reporters, attorneys, politicians, physicians, and testosterone driven websites discussing Pit bulls advance outrageous claims of Pit bull biting power in terms of psi" (p. 110, Delise, 2007). Sources were quoted as saying these dogs had psi (pounds per square inch) of 1200, 1600, 2000 and even 2600 were completely false. Dr. Brady Barr of National Geographic's Dangerous Encounters did a series of bite pressure tests with different species of animals and the American Pit Bull Terrier was on the list. What he found was the following: "A German Shepherd Dog, American Pit Bull Terrier (APBT), and Rottweiler were tested using a bite sleeve equipped with a specialized computer instrument. The APBT had the least amount of pressure of the 3 dogs tested. The tests indicated the following psi: wild dogs: 310 lbs, lions: 600 lbs, white sharks: 600 lbs, hyenas: 1000 lbs, snapping turtles: 1000 lbs, and crocodiles: 2500 lbs" (Dogfacts, 2011).

The fact that the media has cited the pit bull as having a bite force of greater than 1200 psi is a false assertion. As Dr. Brady Barr demonstrated, sharks do not even have a bit pressure greater than 600. It was poor media reporting and the purposeful false reporting of "facts" that truly created a monster in the public limelight. The media has the ability to help save lives but by propagating falsehoods they are doing nothing but creating a bigger problem and assuring that the real problems are never addressed or solved.
Other myths have been identified by the media and have even been proliferated by politicians and reported in courtroom settings. Myths and statements saying that the pit bull is impervious to pain and that they cannot be warded off when attacking have no basis in reality. Pit bull terriers have a trait that is called gameness (which is typically not found in an American Staffordshire terrier due to the removal from the fighting scene of this breed). Gameness simply means that they will continue to stick to a task despite the conditions they may have to endure to finish. It is a trait of a working dog. While considering their history as fighting dogs, the dogs that were bred were those dogs that did not back down even when they were hurt. Pit bull dogs do seem to have a higher tolerance for pain but a claim that they do not feel pain is false and goes against the natural mechanisms that nature bestowed on all animals. They are tenacious in their pursuits, whether it is an agility course or a dogfight. This can make them more dangerous if they were to attack or get into a dogfight. It does not, however, justify stigmatizing an entire breed.

Another myth that is propagated by individuals and the media is that animal aggression equates to human aggression. This is not a true statement. Pit bulls may inherently possess some dog aggression due to their history in dog fighting. Dog aggression ranges from no aggression to highly aggressive to all animals. It is a fact that when most pit bulls are challenged by another dog, they will not back down and they will engage in fighting. This is a normal trait for the pit bull. This is part of what is called gameness. This is a trait that was and is encouraged by dogfighters. So these dogs may display some aggression towards other dogs, specifically dogs of the same sex. However, human aggression is never an acceptable trait in any dog. In fact, pit bulls have a much higher bite inhibition than do other dogs due to the history that they possess. If a dog was used for dog fighting he had to be able to discern, even in the midst of a fight, the
difference between the other dog and a human being. If a human being got into the dog-fighting ring then the dog needed to be able to control itself if the human was to try and separate the animals. If a dog showed any human aggression, historically, they were culled and not used for breeding purposes. Additionally, the temperament of the APBT is that of complete openness and friendliness towards all human beings. If an APBT or an AST is showing any aggression towards a human being it is not a good sign. According to an anonymous source whose father fought dogs, these dogs are "broken" and should be immediately put down due to the danger they present to human beings.

Another myth that has been introduced to the American public is one that was used to enact a breed specific legislation in the city of Denver. It was said that "pit bull attacks are like shark attacks" as evidence to enact a breed specific legislation to ban pit bull dogs from the city limits. This is absolutely a false statement and it was recorded in court documents as if it were factual (Delise, 2007). "Statements comparing Pit bulls to sharks tap into a primal human fear of being attacked and eaten by large predators. These references are emotionally charged, attention-getting devices, capable of frightening a large segment of the public into believing that they are more likely to be killed by a roaming land shark (Pit bull) than by driving to work in the morning. A jittery public sighs in relief when politicians tell them not to fear, for they have the problem within their grasp. They have legislation which will rid the streets of these menaces, soothing the very fear they helped to create" (p. 115, Delise, 2007).

Other myths that are popularly believed and cited are: pit bulls attack without warning, pit bulls are unprovoked, pit bulls are like "ticking time bombs" (Delise, 2007), and they attack unlike any other dog. Usually these attacks that are reported as "unprovoked" are done so by negligent owners who do not hold any responsibility in understanding canine behavior or by an
owner too caught up in the hustle and bustle of daily life to take note of their animal's behavior. These owners fail to notice these signs and wish to deflect any personal responsibility. "Contrary to what the media and most owners of attacking dogs would have you believe, severe/fatal attacks by Pit bulls are usually the end result of an escalation of a series of obvious aggressive behaviors" (p. 118, Delise, 2007). Very few dogs just attack one day. There are signs of aggression and warnings usually way before an attack occurs. The popularly held belief that pit bulls just snap one day is a falsehood. Really, the culpability needs to lay at the feet of the owners whose negligence and/or ignorance to see these signals led to the attack. Really and truly, responsible pet owners dogs do not attack.

The problem in reporting is that the media is relying the information given by injured parties to give the complete picture. They are trusting that the injured parties are actually giving an accurate summation of the events that transpired. These people are not canine experts. Part of the problem may be that individuals who get attacked are not adept at reading dog body language. People seem to be under the impression that it is acceptable to go up to any dog but it is not. It is actually quite dangerous to approach an unknown dog.

The media seems to have lost the ability to report the whole story. They report the story as it is given from an unknown source, and they do not report or search for mitigating circumstances. Often in the 1800's these circumstances were reported. Circumstances like: teasing and taunting the dog, the dog was neglected or abused, sick or starving were reported in the papers, too. Dogs that attack today are being reported as "family pets" but in actuality these are dogs that have been chained up outside for their whole lives and have had little socialization with anybody. Dogs are social creatures and have real social needs that if left unmet can be psychologically damaging and end up in fatal consequences for human beings.
Dogs that have or will attack are not dogs that are curled up in beds with human beings at night. These are dogs that are not even given the chance to learn the skills necessary to interact appropriately with human beings. Not to mention most of these dogs are unaltered, unexercised, uncared for, neglected, mistreated, forgotten about animals that were set up to fail from the very beginning. "No owner is going to admit a Pit bull attacked a child because it was kept on a heavy logging chain for five years, bred two times a year, was worm-infested and parasite-ridden, was teased by children and lived a miserable, lonely existence in the far corner of the backyard. The owner is going to tell police that the dog never showed any signs of aggressiveness. And if owners' comments are unreliable, media accounts of these events are even more so as they are all too content to describe these dogs as “family pets” and print the abusive owners' cries of ignorance and denial" (p. 118, Delise, 2007).

When the media describes these dogs as pit bulls they are often misleading the dogs true breed. The media will monger for that fear and will sensationalize to get people to pay attention. The word pit bull sells. Not only does the media loosely apply the breed of the dog in an attack as a pit bull but they completely omit when any other breed attacks. "The media (and others) repeatedly give no recognition to breeds in multiple dog attacks unless they are of Pit bull or Rottweiler descent, even when it is proven the non-Pit bull or non-Rottweiler dogs participated in the attack. To demonstrate how single-minded the media is in reporting breeds, and how inaccurate statistics can be on dog attacks: In the past four years alone (2002–2005), eleven dogs involved in fatal attacks with no Pit bull characteristics were counted as Pit bulls, while their "true" breeds were not reported, and three dogs that were clearly not Rottweilers were identified as Rottweilers. Even more distressing is that in the media’s haste to report Pit bull or Rottweiler attacks, three human deaths were attributed to dogs (two cases were reported to be Pit bull
attacks and one case was reported to be a Rottweiler attack) when, in reality, the cause of death of these individuals was later determined to be from causes other than dog bites" (p. 120, Delise, 2007). The media has influenced a whole other host of self-reported experts on dog attacks and dog aggression and it has ended up the hands of politicians looking for a way to combat the problem that the media created.

**Politicians influence**

Politicians are by no means exempt from perpetuating the bad reputation of the pit bull type dog. In an effort to decrease dog bite incidences, which are incredibly rare, and decrease fatal attacks, they started to enact breed specific legislation. This simple band-aid of a solution does nothing to address the real problems that underlie bite cases. It is a feel good legislation that pacifies the American public from the hysteria the media has created. "The Centers for Disease Control (CDC) report Dog Bite-Related Fatalities From 1979–1988, released in September 1989, would seal the fate of the Pit bulls with pseudo- statistics. The CDC breed "statistics" were actually numbers derived largely from newspaper stories and from the media’s identification of dogs involved in attacks. The report then discussed canine aggression almost exclusively from a focus of breed. Factors such as the function of the dog (guarding/fighting/breeding), reproductive status, sex of dog, victim behavior, and owner behavior were not addressed" (p. 99, Delise, 2007). It has been shown that the media is not reporting facts and thereby cannot be considered a reliable source of information. In those times and the times that we are facing today the owner is not held personally accountable and this is part of the problem and the solution may lie in responsible pet ownership.

"Laws banning Pit bulls were introduced by another element that entered into the pit bull debate during the 1980s, disseminating misinformation and unproven claims while
manipulating the fear fostered by the media: The Politician. We would like to believe that our laws are passed based on scientific data, proven theories or the testimony and evidence provided by, if not the majority, at least a respectable number of experts or professionals. This has never been the case with breed specific-legislation or the decision by officials to ban or restrict particular breeds of dogs. Experts are rarely consulted and even when they are invited to speak, their testimonies are more often than not discarded in favor of newspaper headlines or the emotional testimonies of a few victims" (p. 102, Delise, 2007). Despite the testimonies of canine experts, veterinarians, human society personal, animal behaviorists, and breed clubs, politicians are deliberately choosing to disregard true academic evidence in place of increasing their personal and financial worth. These words from politicians and the anatomical differences claims are exactly what criminals would say and it is making the breed ever more popular among the wrong people.

Denver was not the only city to enact a BSL. At the end of the 20th century there were more than 200+ communities that banned pit bull type dogs. These bans meant that authorities could enter your home and arbitrarily identify your dog as a pit bull. They then can proceed to tell you that you can move out of the county/city to keep your dog. If you do not take them out of the city, then they will confiscate your dog against your will and euthanize them. It is unconstitutional that law enforcement officials, with no training, can arbitrarily identify someone's dog as pit bull, seize their property and take a sentient being's life. A story reported by Delise (2007) tells the story of girl who lived with the confines of Denver, Colorado. One day animal control knocked on her door and identified her dogs as pit bulls and told her the options. She was living with her ailing and older mother at the time but decided to move outside of the city limits anyways, to save her animals' lives. She visited her mother frequently. One day she
decided to bring the dogs with her to visit her mother thinking it would be okay because they did not reside in the confines of the city. Animal control showed up and confiscated her dogs, despite the fact that she moved out of Denver. They euthanized her dogs anyways.

These bans are punishing responsible pet owners. If a criminal does own a dog, they are less likely to make it known to law enforcement agencies. They already do not care if it is illegal. If the police do confiscate and euthanize their dog, they will merely seek out a new dog to take its place. While this is startling in and of itself, there are over 26 other breeds that are identified as "dangerous" and banned in places, too.

Politicians such as: Kory Nelson (Denver, CO), Michael Bryant (Ontario, Canada), Virginia (Ginger) Rugai (Chicago, IL), Rep. Paul Wesselhoft (Moore, OK), and Peter Vallone Jr. (Astoria, NY) are all claiming to be canine experts. They can be found discussing the history, anatomy, nature and temperament of the pit bull. We have politicians right here in Vigo County who have been quoted in the newspapers saying one of these days a pit bull is going to kill a child. "The only problem is all these “Pit bull experts” have other full-time jobs—as politicians. Yet, somehow they have managed to acquire the sum total of knowledge about dog breeds, canine behavior, epidemiology (the study of dog bites), canine population statistics, Pit bull history, Pit bull temperament, Pit bull anatomy, and Pit bull aggression. Not only have they acquired all this knowledge, but they have analyzed it and discovered the solution to canine aggression which has eluded full time canine experts throughout the last century" (p. 104, Delise, 2007). These politicians, coupled with the media's ever-ready presence, set the stage for these dogs to become victims in so many different ways.

Without advocates on their side, these dogs do not stand a chance. They are being bought and stolen by people who do not care about the breed and do not care about the dog but only how
the dog increases their own personal status. They are being targeted and vilified by the media without any factual basis for their claims. Dogs that are not even pit bull type dogs are being identified as such so that the media can capitalize on the stories that are "worth" reporting. They are being euthanized nationwide at an alarming rate because responsible owners are scared of them without knowing the facts and because some shelters even believe they are doing the dogs a favor so they do not get adopted into the wrong hands. Being a pit bull owner comes with more responsibility than owning any other kind of dog. There is a unique opportunity to repair the relationship between man and canine. Specifically, there is an opportunity to save a breed of dog that is worth saving. The upcoming business plan will be for a pit bull rescue and advocacy group lovingly called, Pit Bull Perfect, in Marshall, IL, zip code 62441. Next, will be the developing of the business plan for Pit Bull Perfect.

**Business Description and Budget**

Pit Bull Perfect (PBP) rescue will aim to save/rescue pit bull dogs from high kill shelters in a 40-mile radius from Marshall, IL, zip code 62441. The mission statement for PBP rescue will be: the aim is to uncover, restore, and heal the image of the American Pit Bull Terrier through education and rescue. PBP rescue will start out as a small foster based dog rescue organization and expand from there. They will work with a network of experienced pit bull handlers and families placing them into foster homes where they can await their forever homes. They will have multiple education programs, with the first one being developed geared towards teaching children and adults to be kind to animals, which has been shown to positively impact communities in their treatment of animals and of one another (Boucher, 2011). Other education programs will be geared towards bite prevention and pit bull education and advocacy.
In the next 6 months, Jessica Hoffman will secure a piece of property on which she and her family will reside in Marshall, IL. She will attain a home in the country on 10-15 acres, or more, of land. The grounds will contain a home with a large fenced in backyard, which Ms. Hoffman intends on having built to contain her dogs away from any Pit Bull Perfect rescue dogs.

Pit Bull Perfect will start off with three foster families, one including Ms. Hoffman. It is anticipated that PBP will save and place 20 dogs in forever homes the first year. The start-up costs for the first year will be 100,000 dollars and will include: five outdoor kennels with attached dog runs; doghouses with dog bowls, toys, blankets and food; Heartguard™ and Frontline™ for 20 dogs; antibiotics; leashes, collars and training collars for 20 dogs; at least 20 crates; the rescue fee to the shelter they were pulled from; cleaning supplies; laundry detergent; washer and dryer; a pole barn, desk, chairs and couches; office supplies; and a large fenced in area with picnic table, doghouse and benches. It anticipated that start up costs would come from an anonymous source. A woman has been identified who has a trust fund is interested in assisting with the start up process. With the submission of this proposal to the individual, this idea will be further explore. In addition, after the business has been started, grant funding will be a serious consideration.

The pole barn will be 20 feet by 50 feet and will be home to Pit Bull Perfect rescue. It is estimated that it will cost 60 dollars per square foot of the building. Using this as an estimate, the whole building will cost around 60,000 dollars. This includes all electrical, plumbing and lighting needs. It is anticipated that the building will be close enough to Ms. Hoffman’s home that it will be able to utilize the septic system of the home. This pole barn area will include a reception area, a meet and greet area for potential adopters, which will serve a dual purpose as a socialization and training room, a bathroom, a laundry room, a tub room/emergency room area.
for cleaning and caring for the dogs, a small office room, and storage space. PBP will purchase a washer and dryer, couches, chairs, desks, and other office supplies as well which will be estimated at 5,000 dollars. The size of this pole barn ensures that if expansion becomes necessary, it will be large enough to be conducive to such an expansion. PBP will not utilize all of the space in the beginning phases.

The outdoor kennels will cost approximately 5,000 dollars. These kennels will be to the side of the pole barn/adoption center. These outdoor kennels will have a concrete five feet by eight feet area where the doghouse, blankets, food and water dishes and toys will be placed. There will be an eight feet tall fence around this area. There will be an exit at the back of the kennel and it will lead out into a five by 20 dog run where they dog will be able to use the bathroom and get exercise. There will be concrete poured at the base of the fencing to ensure the dogs cannot dig out and the fencing will be eight feet tall and angled so that the dog cannot climb the fence. These kennels and runs will be at least two feet away from each other so each dog has a little bit of peace and quiet to themselves. At this time, before they can actually house any dogs it will become necessary to obtain a kennel license through the Illinois Department of Agriculture. This application process is fairly easy to attain.

To obtain a kennel license through the state of Illinois it is necessary to first register the assumed business name within the county. Before applying for a kennel license one must have already done this and so PBP would want to register the name Pit Bull Perfect rescue through Clark County. There is an application that must be filled out and a fee of 25 dollars must be paid to obtain the kennel license. The application asks for a bank reference and two professional or business references. It asks for the hours and days of the week that animals are to be offered for adoption. Then, it continues to seek information about the building and premises, general care of
animals, animals in transit, health of animals upon their release, and about record keeping. After submission of the application, the Illinois Department of Agriculture will call PBP rescue and make an appointment for a preliminary inspection of the grounds and to answer any questions. The grounds must be ready for inspection prior to filing for a kennel license.

The yard in front of the adoption center will serve as a meet and greet area when the weather, as an exercise area for the dogs residing on the property, as a socialization area and a training area. This area will be an area of 50 by 100 feet with concrete poured at the base of the fencing and an angled eight feet tall fence. Inside it will include a doghouse, a picnic table and two benches for visitors. Tall trees will surround the fenced in area to provide shade in the summer and protection from the elements. The cost of such an area would be approximately 5,000 dollars. In addition PBP will purchase a small tractor that will be used to maintain the grounds and that will cost approximately 10,000 dollars. At this point, the costs are estimated to be at 85,000 dollars. This leaves 15,000 dollars for additional needs.

The additional needs that 15,000 dollars will meet will the recurring costs of PBP. PBP will pay a rescue fee to shelters of no greater than 50 dollars per dog. This will make the yearly rescue fees for 20 dogs at 1,000 dollars. Dog food will need to be purchased for the dogs residing on the property of PBP. One 40-pound bag of dog food can feed a medium sized dog for a month. Since, there will be five dogs on property at all times, it is estimated that PBP will need five 40-pound bags of dog food at 30 dollars a bag. This puts the monthly costs at 150 dollars and the yearly cost at 1800 dollars. Dog food for foster dogs will be bought at the foster's expense.

Each dog will need some medical care, which may include vaccinations, spay/neuters, emergency vetting, and unforeseen vetting costs. They can purchase a seven-way vaccination
from Rural King for $4.99. This vaccination is a yearly vaccination and thereby would cost 100
dollars for twenty dogs. A licensed veterinarian can only administer rabies vaccinations and the
cost would be 15 dollars per vaccination, which would put the cost at 300 dollars. This is a
generous estimate as most of the dogs will come to PBP already vaccinated. Most dogs will
come spayed/neutered but PBP will include in their budget enough money to spay/neuter 20 dogs
at 35 dollars each. This puts the yearly cost at 700 dollars. This cost will also include a first dose
of Frontline™ and Heartguard™. Heartguard™ costs six to ten dollars per dose, dependent on
the size of the dog. This puts the cost of the first dose at 200 dollars for 20 dogs. Frontline™
costs approximately 15 dollars per dose, which puts the cost of a dose for 20 dogs at 300 dollars
for the first year. After the first dose of these items, it will be up to the foster to provide them to
the animals. Penicillin is a common antibiotic that can be used as an injection for dogs presenting
with bordetella (commonly known as kennel cough). It can be bought at Rural King for 14
dollars and it would be enough to dose five dogs for three to four days. PBP will buy enough to
treat five dogs one time each month. That puts the cost for antibiotics at 168 dollars per year.
PBP will have an emergency-vetting fund of 5,000 dollars. PBP will also microchip all animals
and it is anticipated that the cost for a microchip from 24 hour Pet Watch will be 20 dollars. This
will put the cost up to 400 dollars for 20 dogs. The yearly costs for food and medical are 9,968
dollars. This leaves 5,032 dollars left for additional costs. PBP will use additional money for
travel to and from educational programs; to fund and develop the educational programs; to buy a
refrigerator and cleaning supplies; pay utilities for the property, and any other costs that PBP
may inquire during the year. Before the actual construction begins, a few legalities will be
necessary to fulfill.
The state of Illinois requires that there be three board members or directors (Illinois Legal Aid, 2010) before the organization is ready to incorporate. Jessica Hoffman would serve as one member and then two other members would be identified. Since Ms. Hoffman has connections through various other animal shelters, she anticipates that it will not be difficult finding others to serve. Two identified people as possibilities are: Sheryl Shaver and Chalene Salyers. Ms. Hoffman will select individuals for consideration as board members. There will be an application process for members but Ms. Hoffman will be looking for individuals who have a strong commitment to animal welfare. Individuals who have experience with nonprofit organizations, specifically animal nonprofits, will be considered first. Ms. Hoffman would like to have a veterinarian, a lawyer, and a business manager on the board.

The job description of a board member will be as follows: A member of the Board of Directors of Pit Bull Perfect rescue should be dedicated to uncovering, restoring and healing the image of the American Pit Bull Terrier through education and rescue. A board appointment lasts three years. The Board is involved with writing policy, fund raising, membership recruitment, and education. Members are expected to attend all board meetings and be involved in committee work. A member is expected to spend an average of five to ten hours a month fulfilling board duties. This includes monthly meetings. Each member is expected to chair a committee or actively participate in fundraising, membership, volunteering, finance, executive committee, foster recruitment, or education. A Board member will be required to attend at least three events yearly. Board members are expected to participate in ensuring the economic health of Pit Bull Perfect. Participating in fundraising activities or seeking long-term support through bequests or endowments can accomplish this task. Board members will be advocates of the breed in all ways.
After a few board members have been identified and a commitment has been made, it is necessary to fill out the application to incorporate through the State of Illinois nonprofit Corporation. Then, they can obtain an Employer Identification Number (EIN), which can be done at www.irs.gov/businesses/small. A number will be granted right after the application is completed. After this is completed the board members will draft their bylaws. This is best handled through a lawyer and it is necessary for the group to attain a lawyer for multiple purposes. The board members will be actively seeking out other individuals for recruitment on the board of directors. Also, an executive director should be considered at this time. This person will have experience in managing a shelter. At this time it is possible that Ms. Hoffman will step down from the board to fill this spot either permanently or as interim director. In order to receive some of the tax benefits of having a nonprofit status with the IRS, PBP will file for 501(c)3 status.

According to the IRS (2010), PBP would qualify for exempt status because they will have an aim to prevent cruelty to animals. There are many ways an organization can qualify for such status but aiming to prevent cruelty to animals is one of them. A cornerstone of Pit Bull Perfect will be to save pit bulls from certain death at kill shelters in a 40-mile radius of zip code 62441. Another goal will be to educate the public to prevent cruelty to all animals with an emphasis on the pit bull breed.

Forms that are required by the Internal Revenue Service are "Form 1023, Application for Recognition of Exemption (under section 501(c)3 of the Internal Revenue Code, including notice 1382, changes for Form 1023, Form 1024, Application for Recognition of Exemption Under Section 501(a)" (IRS.gov). Then the IRS requires organizing documents.
Organizing documents include: "a Conformed copy of your organization’s Articles of Incorporation (and the Certificate of Incorporation if available), Articles of Association, Trust indenture, Constitution or other enabling documents. If the organization does not have an organizing document, it will not qualify for exemption" (p. 4, IRS, 2010). Since PBP will have bylaws at this point, they will be included as well. PBP will have a description of activities and financial data that will be able to be submitted at this time.

PBP will be pulling dogs from shelters that are facing certain euthanasia. PBP will only save and rescue adult pit bull dogs, over one year old, which test heartworm negative. They will only be pulling dogs that pass a strict temperament test and have shown no signs of aggression towards people. Experienced dog handlers, led by Ms. Jessica Hoffman, will go to shelters in the area to assess potential candidates for rescue. These dogs will have to pass a temperament test. PBP will use a temperament test that the Terre Haute Humane Society utilizes. It has items on it that assess how the dogs act around food, other animals, other adults, children, toys, rawhides and numerous other stimulus. It also assesses how dogs act when one pulls on their tail, steps on their feet, gives them a hug, and messes with their ears and teeth. Pit bull dogs that pass their tests will be considered. PBP will bring props and other dogs for the temperament test. It is not within the temperament of the pit bull to be weary of human beings or be aggressive at all to human beings. They should be open and friendly to all humans. It has been shown that the pit bull breed can have a certain level of aggression towards other animals. PBP will possibly accept some dogs that show some aggression to other same sex dogs. Neutering and spaying these dogs and providing secure and safe environments will assist these dogs with that problem. There are varying levels of dog aggression and PBP will assure that the dogs will be placed in foster families that are best suited for their needs. PBP will ask that the dogs being rescued be fully
vetted before leaving the shelter. This includes: being spayed/neutered, heartworm tested,
vaccinated with a bordetella vaccination and a 7-way vaccination, dewormed, HW tested and a
rabies shot. PBP will pay up to fifty dollars to rescue an animal.

Once PBP has custody of a dog, it will be held in one of Ms. Hoffman's kennels for a
period of two weeks. This will give the dog a chance to decompress from the stressful
environment that it came from. It will also serve to give the team of volunteers a time to assess
the true personality of the dog and to ensure the dog is physically and psychologically healthy.
Upon their arrival, they will receive a dose of Heartguard™, some Frontline™, and an injection
of penicillin (if they are showing signs of kennel cough). Kennel cough is an upper respiratory
infection that can be caused by a virus or bacteria. Kennel cough runs rampant in shelters
nationwide and most dogs coming from shelters have been exposed. Specifically speaking for the
Terre Haute Humane Society, kennel cough is very prevalent and most dogs leaving the shelter
end up having to be on antibiotics. For the first four to five days, the dogs will have quiet time.
Unless they are really sick, volunteers will only spend time loving and feeding them. After the
first five days, the dogs will receive a bath. During this two-week period volunteers will really be
able to assess the dog fully and determine the best foster home for the dog.

Once the dogs ends up in a foster family, it will have an additional two to three weeks
where it will be unavailable for adoption. The foster family will have this time to socialize and
train the dog. The dog will be exposed to a variety of situations, variety of people and variety of
animals. The dog will also attend basic obedience classes at PBP. These two steps will give PBP
every opportunity to get to know the dog and be able to match the dog with a perfect family. In
total, it will give volunteers and foster families a month to assess the dog and get it into a
condition where it can be an ambassador for the breed. Education opportunities will start to be present for PBP and they will capitalize on all such opportunities.

There are several different education programs that PBP rescue will offer with the aim to demonstrate the true temperament of the dog to people in the Midwest. The first of such programs will be modeled after Safe Humane Chicago (SHC). Ms. Hoffman will visit SHC and become trained in utilizing the model for training and educational events in the Midwest. "The Safe Humane Model is an "unprecedented community-wide alliance and collaboration of non-traditional partners." The objective is to create safe, more humane neighborhoods and to combat violence through the promotion of compassionate care and respect for animals as well as one another. Using schools, churches and community groups, comprehensive humane programs target those neighborhoods that are most directly affected by violence on a regular basis and are sorely in need of resources that can enable them to proactively alter the climate of their immediate environment. Community members are provided with the training necessary to educate the public about responsible pet ownership and how this responsibly relates to the overall safety of communities" (p. 153, Boucher, 2011). The first program that is set up will be modeled after this and will utilize rescue pit bull type dogs. "Safe Humane messages with at least a dozen Safe Humane ambassador dogs and their handlers. The local ambassador dogs are key to successful outreach. Some are at-risk-type dogs themselves, rescued from abusive situations. All of them meet and greet people and other animals, demonstrate good manners and remarkable skills, and even perform public service (p. 153, Boucher, 2011). The first such class will be for kids and will teach children how to be kind to animals, about responsible pet ownership, about appropriate ways to approach animals, about bite prevention, and discuss why animal abuse and
dog fighting is inhumane. The dogs participating in the programs will serve as a marketing tool for the educational programs and for adoption of pit bulls.

**Market Strategies**

There is not a large market for pit bulls in the United States. These dogs are being overbred and for every 600 pit bulls out there, only one makes it into a loving home (Pit Bull Advocate 101, 2011). This means that dogs that find their way to PBP will have to be housed and kept, potentially, for a long time. There is an unending influx of dogs coming into shelters and so it is the goal of PBP to also address the societal causes by utilizing education programs.

PBP will be a no kill rescue, which means we will not euthanize unless the dogs are sick and/or too aggressive to place in forever homes. Since the dogs will have already passed a temperament test in a stressful environment, PBP should only have to euthanize in the case that one of the pit bulls gets really sick. Ultimately founder, Jessica Hoffman, will make these decisions. In the experience of some shelter workers at the Terre Haute Humane Society, pit bull dogs are the dogs that most often are euthanized and the most difficult to adopt or place in rescues. PBP will make these dogs marketable in several different ways. Firstly, discussing the cost of an adoptable dog is important.

A pit bull dog will be priced at 300 dollars for adoption. This price is intended to cover some of the costs of caring for the animal while in rescue. It will also include: a spay/neuter, all vaccinations, rabies shot, HW test, certification in basic obedience, passing of a temperament test (by an American Temperament Testing Society registered tester), socialization around people of all types, socialization around other animals, socialization in numerous situations, and a microchip through 24 hour pet watch.
It is through some of these things that PBP will be able to differentiate from other shelters/rescues. Animals coming from shelter environments are often not well socialized and have been in a stressful environment for a long time. These dogs often present with no basic obedience training, unless a former owner has taught it to them. Most shelters do not include a rabies vaccination either. Adopting a dog from a shelter can be a very unknown process and usually shelter employees are so overwhelmed that they cannot spend too much time with the animals themselves. Thereby, any person adopting cannot really be certain about the type of animal they are going to be receiving.

PBP will have a veterinarian who will charge reduced costs for any vetting necessary. The Terre Haute Humane Society is able to get a rabies shot/HW test/spay or neuter for a cost of 45 dollars from the participating veterinarians. PBP will be able to get similar prices. PBP will make sure that the 300 dollars covers all their vetting costs and then will use volunteers to do the obedience training, temperament testing and socialization.

PBP will utilize petfinder.com to post our animals and make them viewable to all individuals in the United States. PBP will have a volunteer with technology education make a website for our rescue. They will also have him/her make a technology plan for our organization. They will make a fan page on Facebook and an organization page on Facebook. PBP will have a hyperlink available with the application to adopt being available to download and submit electronically.

The application process is very thorough in order to ensure that individuals adopting are up to the task of caring for a pit bull and being an advocate for the breed. The application will be available online and available for submission through email/fax. The application will be modeled after the Terre Haute Humane Society's application. PBP will require a background check on all
applicants to eliminate any individuals who have been arrested for animal cruelty, dog fighting, negligence or any other animal related charges. PBP will require an interview, a home visit, veterinarian checks for all animals, landlord checks and other processes. They will have a network of volunteers all over the country in order to assist with home visits. This network will be established through connections with other rescues and shelters in the next six months.

Once the application has been approved, a volunteer or foster family will work on educating the family on adopting a pit bull. Educational materials will be provided as well as going the general specificities of the breed. An example of something a new pit bull owner will need to know is that they can never take their dog to a dog park and let them off lead. People need to have a familiarity with the breed so that they can further perpetuate an image of a family pit bull. Once the dog has been adopted it will be the responsibility of PBP to get the animal to their new family. The foster families and/or other volunteers will fund transportation. It is a common practice that transportation be a volunteer funded activity. Most rescue-based organizations have individuals that volunteer to drive dogs to their new homes.

Also, looking at different pit bull specific rescues will be valuable. It is the plans of Ms. Hoffman to visit some pit bull rescues in Illinois and Indiana to learn about their education programs and their fundraising engagements. Safe Humane Chicago has an excellent model for educational programs (Boucher, 2011). Don't Bully My Breed is located in Chicago, IL and have a very good reputation. Indy Pit Crew in Indianapolis, IN is an education/advocacy group who could provide very good information. Casa Del Toro Pit Bull Rescue is located in Indianapolis and would be able to inform about the process of maintaining a successful pit bull rescue.

Another way that PBP will market their dogs will be through educational and outreach programs. For the time being these programs are going to be fairly vague. Education and
Outreach programs considered are on the following topics: teaching children how to be kind to animals (specifically in more rural, socioeconomically disadvantaged areas); teaching adults and families how to be kind to animals; bite prevention programs in schools; pit bull advocacy and education classes based on The Pit Bull Placebo (Delise, 2007) and other research from the National Canine Research Council (for shelter employees, police agencies, governmental agencies, general public, and other interested parties); and responsible pet ownership. PBP will bring pit bull dogs to these educational outreaches and utilize it is an opportunity to advocate for the breed. The handlers of these dogs will be knowledgeable about canine behavior, be advanced in their training and have a strong relationship with the animal. PBP will only use dogs that can truly be ambassadors for the breed. These will be dogs that have passed temperament tests and have been with PBP for over 6 months. These dogs will be very well socialized, have a calm demeanor, be tolerant of all people and animals and have been certified in advanced training classes. It is through their education that PBP hopes to advocate for the breed and educate people on the falsehoods that are being perpetuated by the media and politicians.

PBP will promote the organization through several outlets. They will hold adoption events all around Indiana and Illinois. They will become well known through the placement of well-behaved and temperamentally stable pit bull dogs. They will utilize education events as opportunities to advertise their rescue. They will take an oath to be ambassadors for the breed wherever they go. At this point, it is necessary to also examine some of the competitors for donor dollars and competitors with similar animals. They will look at a forty-mile radius around Marshall, IL.
Competitive Analysis

There are seven shelters in a 40-mile radius of Marshall, IL. These shelters may be in direct competition for donor dollars. Shelters often have a contractual agreement with the city or county in which they reside. Pit Bull Perfect will not act as a municipal type facility in any way whatsoever as it will not be attempting to gain funding through taxpayers money. In that way, PBP will not be in direct competition for those dollars. Due to the negative stereotype that plagues the pit bull, the local shelters will be more attractive to some donors. However, people in the animal rights community have an understanding that rescues are saving dogs that would otherwise be euthanized and this may make it very attractive to donors. Pit bull rescues have trouble-gaining donors but it is not impossible. The shelters in the surrounding area will be a source of competition for donor dollars and for the adoption of animals. They also offer animals at a lower price than PBP will offer. There is the Edgar County Humane Society (Paris, IL), the Terre Haute Humane Society (Terre Haute, IN), the Humane Society of Sullivan County (Sullivan, IN), Parke-Vermillion Humane Society (Clinton, IN), Crawford County Humane Society (Robinson, IL), Clark County Pound (West Union, IL) and the Clay County Humane Society (Brazil, IN). It was difficult for the author to find out information on all of these shelters but it will be reported what each shelter offers for adopted animals on the shelters information was attained.

The Clark County Pound is the closest to Marshall, IL and does not have a high adoption rate. They get all stray animals from Clark County and have a high euthanasia rate. They only have two open days where they are only open for four hours. Their adoption fee is 58 dollars and this includes a spay/neuter, seven-way vaccination, and a microchip. They allow rescuers to pull from them for a 25-dollar fee but require that rescuers wait for two weeks to give the dog a chance at adoption. This a place that we could potentially pull from but would not serve as any
direct competition for the PBP because we will offer unique services and attract a different crowd of people than PBP.

The Terre Haute Humane Society is about twenty miles away from Marshall, IL. They are a non-profit organization but they have a contract with the city of Terre Haute and Vigo County. They have a low euthanasia rate and send most of their dogs to rescue (approximately 75% according to the board of directors). They are open seven days a week and thirty-six hours a week. They offer dogs and puppies for the price of 125 dollars. They offer all cats and kittens for 85 dollars. All animals are vaccinated, spayed/neutered, micro chipped, combo tested (for feline leukemia and FIV for cats), HW tested (for dogs) and dewormed. It is possible that we could pull from this shelter.

The Humane Society of Sullivan County has several really interesting marketing tactics. Dogs are 100 dollars. Puppies are 150 dollars. All cats over one years of age are 35 dollars and kittens are 75 dollars. These animals are micro chipped, spay/neutered, and vaccinated (all except rabies). They have something called the Lonely Hearts Club and it is dogs that have been there over 45 days are reduced to 55 dollars. Prime Time animals are animals that are over five years old and are only 55 dollars (for dogs). Senior citizens receive a 15% discount and they have a PALS program where senior citizens can adopt a cat for free. We could look at some of their marketing techniques to assist us in offering special deals too.

The next few shelters do not offer anything out of the ordinary. The Parke-Vermillion County Shelter has dogs/puppies available for adoption for 110 dollars, kittens for 50 dollars, cats (one to five) for 20 dollars, and cats older than five for ten dollars. This includes spay/neuter and vaccinations. Crawford County Humane Society has dogs available for adoption for 80 dollars and cats for 60 dollars and this does not include spay/neuter but does include vaccinations
and deworming. The Clay County Humane Society offers dogs/puppies for 95 dollars plus ten dollars per vaccination received and cats for 50 dollars plus 10 dollars for each vaccination. It does include a spay/neuter. All of these shelters are potential competition but PBP will be offering a specific breed of animal and will have differentiated their animals in many ways.

**Design and Development plan**

It will be important for Pit Bull Perfect to have a design and development plan. What will be outlined here is a general idea of what will need to be done in order to get this non-profit organization started.

It is very important in the beginning to create a liability waiver and application for all volunteers and fosters of PBP. Creating this waiver is of utmost important to assure that volunteers know the risk of being around dogs and that fosters understand the risks that they may be taking on by introducing a pit bull dog into their homes. Also necessary will be guidelines for volunteers and guidelines for fosters and fostering animals. Once these things are accomplished PBP will set up a volunteer orientation where all pertinent information about volunteering is covered.

The volunteer orientation will be held at the adoption center in Marshall, IL. The board of directors will be present for the very first volunteer orientation and this will be part of their job description. The format will be as follows: an introduction to the rescue; passing out of volunteer applications (also available online) and liability waivers; educational piece where people will learn all about pit bulls; different areas of volunteerism explained; and sign up sheets for fostering. Volunteers will be able to help in many areas. They can help with incoming dogs in providing quality of life for them. They can volunteer by cleaning or maintaining the grounds. They can volunteer for fostering. Fostering will require extra training areas in order for the
families to be very well educated about the breed that they will have residing in their homes. Individuals can also volunteer to help out with the educational programs.

PBP will start creating programs for the educational centerpiece quite early, as it is a way to advocate for the breed and to adopt out animals. PBP will be ultra choosy in which they select to be ambassadors for the breed, both human and dog alike. PBP will want a human being that is calm, relaxed, persuasive, friendly, open, and able to gracefully tolerate the attitudes of people who are not educated about the breed. PBP will select dogs that are of the best temperament possible. If a dog selected by PBP fails at an event it would have devastating consequences for the breed's reputation. Much care will be taken in selecting the dog. Volunteers will work to create programs on subjects previously discussed in this plan. The education program will be managed and directed by Ms. Jessica Hoffman.

Next PBP will start making contracts with organizations that will be able to provide services for the dogs. PBP will need a contract with a food company, preferably a holistic, organic food company, so that all fosters and volunteers will be feeding the dogs the same food. They will form a contract with a pharmaceutical company who will be able to provide them with vaccinations, antibiotics, Heartworm tests and other pharmaceutical necessities at low cost. The Terre Haute Humane Society gets their vaccinations through Butler Pharmaceuticals at low cost. Most of the dogs pulled will have had some sort of vaccinations so it is possible that this could be a minimal cost. They will also need a contract with Heartguard™ and Frontline™ so that they can keep out animals safe from heartworms and free of ticks and fleas. Lastly, we will need to find a veterinarian willing to donate some of his time or provide us with reduced cost vetting.

There will be other items that are going to need to be acquired. Dog kennels will either need to be bought or donated. Dog leashes, collars and prong collars will be necessary. The dogs
will need food dishes, toys and treats. Dogs will need things to chew on. Dog beds will be needed. Towels, wash cloths, bleach, cleaning supplies, laundry detergent, a washer and dryer, dog shampoo, nail trimmers, cotton balls and many other odds and ends will be needed. PBP can contact local grocery stores and pet stores to see if they can donate items or sell them at reduced cost. When PBP gets the word out that they need donations, these things could come in by donations. A nice wish list can be set up on all of the WebPages. PBP can also do a donation drive in the middle of Terre Haute to attain these items. Next, PBP will need to set up a technology plan.

PBP will want to have a technology plan in place. They will utilize Petpoint, an animal management system that makes tracking animals very easy. This is probably quite costly. We will want to set up a Facebook page and a website. Finally, they will want to set up a webpage so that people can also search for them and see their available animals online. They will then be ready to start pulling the animals. The process for pulling animals has been previously outlined in this paper. In taking this project on, there may be a great deal of risk associated with doing so.

PBP could end housing pit bull dogs for long periods of time and this could take up space where they could potentially put another animal. They will ensure this does not happen by taking every step possible to get these dogs adopted. This project requires a lot of money with very little promise of any financial gain. It is hoped that donations, fundraisers, and the help of volunteers will keep PBP at minimal risk for financial loss. Funding could prove to be a difficult area to overcome but the founder will learn how to write grants, as will other volunteers and their efforts will prove fruitful to PBP.
Conclusion

The American Pit Bull Terrier is in desperate need of an advocate and ally to speak on their behalf. All across the country, these dogs are entering shelters and being euthanized simply because of their physical characteristics. These animals, having already been victimized by dog fighters, have been targeted and capitalized upon by the media. These dogs are not any different than any other breed of dog but with their increasing status as a dangerous dog, criminals are attracted to them. The problem boils down to the responsibility of the owners. A resident dog does not constitute a family pet and the dogs that attack are not those that are sleeping in beds with children. Politicians aim to solve the problem through breed bans, which are costly and ineffective at solving the problem. Pit Bull Perfect aims to uncover, restore and heal the image of the American Pit Bull through education and rescue.
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