

The Seeing Eye®

GUIDE

A MAGAZINE FOR FRIENDS OF THE SEEING EYE



INSIDE:
Raising
the Bar

A Seeing Eye Perspective

So, why do we call them Seeing Eye® dogs?

The article by Dorothy Harrison Eustis in *The Saturday Evening Post* about training dogs to guide people who are blind or visually impaired was titled "The Seeing Eye." The title came from Proverbs 20:12, "The hearing ear, and the seeing eye, the Lord hath made even both of them." So it was not a surprise that the first dog trained at Dorothy's dog training school to guide a blind person should be called a "Seeing Eye dog."

The term was unfamiliar, but then again, so was the concept.

When Morris Frank and Buddy arrived in New York City in 1928, it was such a novelty that reporters came to see them – and were so skeptical of the idea of a dog leading a blind man that they challenged Morris to cross the infamous West Street, a bustling waterfront thoroughfare nicknamed "Death Street" because of its many accidents.

It's important to remember that at this time, we didn't even have the long white cane for independent travel. People who were

blind or visually impaired were expected to be led around by relatives or hired assistants – or stay at home or in institutions. Independent travel was thought to be an impossibility.

Morris and Buddy successfully made it across and soon the idea that a person who is blind or visually impaired could travel independently changed the way the public thought about people who were blind, and people with disabilities in general.

For years afterward, The Seeing Eye was the only school training such dogs for the general public, and thus all dogs trained to guide people who are blind were called Seeing Eye dogs. But then other schools, in the United States and across the world, began training their own dogs, and a generic term was needed. First the industry used "dog guide," now "guide dog" is the preferred term.

But, just as not every facial tissue is a Kleenex® tissue, and not every photocopy is a Xerox® copy, not every dog trained to guide a blind person is a Seeing Eye® dog! It is a registered trademark and can only be used for dogs that have been bred, raised, and trained by The Seeing Eye in Morristown, New Jersey. But just as Kleenex and Xerox are such well-known brands that they are sometimes incorrectly and inappropriately used as generic terms, so too with Seeing Eye dogs.

We're proud of our role as the pioneer of the guide dog industry, and our unique name. We protect our trademark from misuse but always tell our graduates to proudly tell whoever asks: "This is my *Seeing Eye* dog! After all, our dogs aren't just generic guide dogs, they are the real thing – they truly are Seeing Eye® dogs."

Sincerely,
James A. Kutsch, Jr.,
The Seeing Eye
President & CEO



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ON THE COVER:

Charlotte Brown, a 2013 graduate of The Seeing Eye, pole vaults at the 2015 Texas High School State Championships. *Photo by Eric Gay / Associated Press.*

Dear Seeing Eye:

I am sending this gift in response to the graduate capital campaign appeal in memory of my four fabulous Seeing Eye dogs and in honor of my current dog, Leona.

My first dog was a German shepherd named Aussi. She loved me beyond measure. Aussi always knew where the seat of power was located, and she thought the seat of power should be mine. She always took me to the office manager's office as though that office belonged to me. The office manager got such a kick out of that, and he loved Aussi. I don't think I appreciated Aussi as much as I should have. I often wish she could come back so we could do it all over again and I could get it right.

Next came Bobby, a big black Lab. He was a gentle soul whom everyone loved. Despite Seeing Eye's instructions to the contrary, I made the terrible mistake of allowing everyone to feed him. I paid for that dearly because he was very difficult to control when we went to a restaurant!

My third dog, Posie, had that special magic that many people speak of when they talk about their third dog. I did an internship as a chaplain one summer at Presbyterian Hospital. Posie always seemed to know when someone needed special attention and comfort. Some people called her Chaplain Posie.

Eudora, a beautiful golden retriever, was my fourth dog. Her name means "good gift." She was given the nickname Euphoria because she was so joyful all the time. I think she aspired to be a musician because for a while, she tried to help me play the piano at church.

Now I have Leona. My classmates nicknamed her Wild Child because when we were meeting different breeds of dog on that first Sunday at The Seeing Eye, Leona was bouncing off the wall. The next day, I had no idea that I had been given the Wild Child because she was as sedate as she could be in her harness. Leona is happy, healthy, and spry. She loves her work; she loves people, and people love her. She even loves our six cats, but I doubt that the feeling is mutual. She is a golden/Lab retriever cross, a strawberry blonde, just what I wanted. My congregation has accorded Leona honorary church membership.

The work you do is exemplary. Nobody does it better.

The Rev. Wanda Ford
Seeing Eye Graduate

Dear Seeing Eye:

When I received the picture of William, born February 4, 2015, I smiled and then I cried as I am doing now writing to you! He is so adorable and what a wonderful life he will have!

My Dad, William Monteverdi, always remembered The Seeing Eye with his donations and drives through Morristown to watch for the dogs. He was always reminding me what a wonderful life a Seeing Eye dog would have.

Marion Monteverdi Roberts

Editor's Note: You can name a Seeing Eye puppy through a donation of \$5,000 or more. For more information, go to www.SeeingEye.org/donate.

Dear Seeing Eye:

I am truly honored to be the recipient of the Edward A. Bragaline Puppy Raiser Scholarship. Being involved with The Seeing Eye has been one of the best experiences of my life; with each of my five puppies it has been as rewarding for me as I am sure it has been for their owners. This fall I am attending University of South Carolina, and I am beyond excited. In my career as a nurse, I am looking forward to the opportunity to improve people's lives. I really appreciate your gift and I plan to buy a computer for college with it. Thank you so much for your generosity.

Molly Snearowski

Charlotte Brown

SOARS TO NEW HEIGHTS



Charlotte Brown, wearing her bronze medal, with Vador. Photo courtesy of Charlotte Brown.

Charlotte Brown was matched with her first Seeing Eye dog, Vador, in June 2013. At the time she was a 16-year-old student at Emory Rains High School. A year earlier, as a sophomore, she had finished eighth in pole vaulting at the Texas High School State Championships, clearing 10 feet 6 inches. As a junior, she would finish tied for fourth at 11 feet. Just like the Olympics, only the top three finishers get to stand on the podium and get medals. As a senior, the state championships in May 2015 would be her last chance.

"I wanted to be on that podium," Charlotte said. "I *had* to be on that podium."

Charlotte made it to the podium. She cleared 11 feet, 6 inches, winning the bronze medal and setting a school record. Earlier this year, she also set school records in the 400 meter dash and as a member of the mile relay team.

The yellow Labrador-golden retriever cross lies on the grass inside the oval track, his job done for the next few hours. Earlier that day he had led his partner from the parking lot into the stadium, and then from the landing pit to the starting line, and finally to the warm-up area where he found a nice place to lie in the sun.

Now his partner is on her own. He watches as she picks up a carbon fiber pole that is 12 feet, 9 inches long. She touches the lid of a chalk container with her toe to make sure she's in the right place – the starting line. At the other end of the track, 81 feet away, a small, high-pitched beeper is tucked into the cushioned padding of the landing pit. The dog can hear it, of course, and so can his partner, but most of the other competitors don't even know it's there.

Then she takes off running. She knows the distance because she counts how many times her left foot lands on the track. At the sixth step, she begins to lower the pole. At the seventh, she plants it. The pole has to be stuck into a box that is less than two feet wide and 8" deep. And of course, his partner can't see it. But by running in a straight line, counting her steps, and listening for the beeps, she nails it.

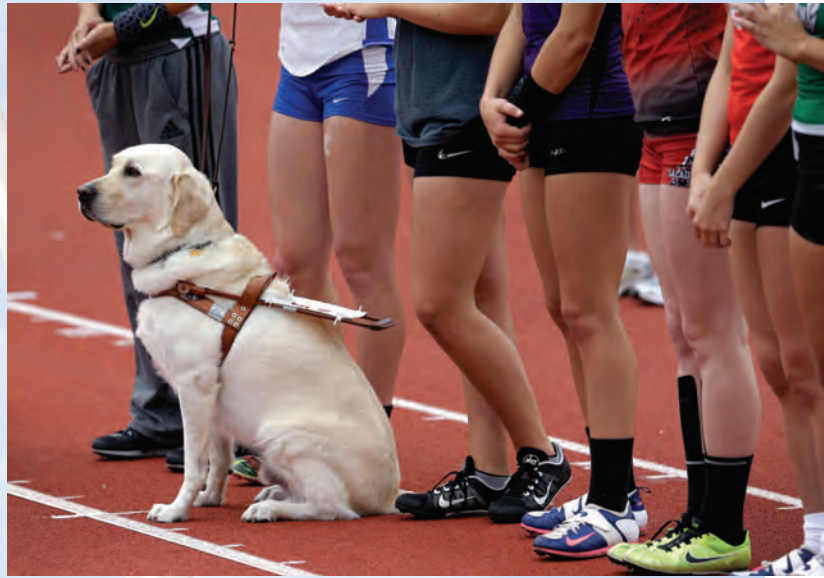
Then she is flying! The pole bending, her legs swinging up until it's like she's hanging completely upside down, her body perpendicular to the ground, the soles of her track shoes facing the sky. Then the pole snaps straight and she releases it, twisting in mid-air, throwing herself over the bar and then falling a distance twice her height into the landing pit. The crowd roars and the dog yawns.

He's seen this so many times before.



Charlotte Brown with Vador at The Seeing Eye.

Vador sits patiently in front of Charlotte Brown and the other participants at the state championships. Photo by Eric Gay / Associated Press.



Her story was featured on countless news outlets, including ESPN, *Sports Illustrated*, *USA Today*, NBC, ABC, Fox News, and the BBC.

Charlotte, who has been running competitively since the age of 6, said she was drawn to pole vaulting precisely because it seemed so challenging – almost reckless – for a blind person to try it.

"I think at the end of the day, what you really have to do, is you have to look fear in the face and you just have to smile," Charlotte told ESPN. "Even if you can't see it."

She is now attending Purdue University on an academic scholarship, majoring in applied exercise and health – and made the track and field team as a walk-on.

Many Seeing Eye students have compared being in class to "boot camp," with an early morning Reveille and several miles of walking every day. For Charlotte, it was a break from her usual rigorous routine, which usually starts with weight training after waking up at 5 a.m.

"Everyone else is standing outside with their dogs at 5:30 in the morning, dragging, waiting for their dogs to finish relieving, and I was Chatty Cathy," she laughed. "I'd be out there socializing and everyone else would still be half asleep, saying, 'Get this crazy girl away from me!'"

Charlotte developed cataracts as an infant, and by middle school she was losing her peripheral vision. In high school, she only had vision in her right eye, and she compared it to looking through a coffee stirrer – and even then, she could no longer discern shapes or colors. But she continued to participate – and win – competitions, despite having to constantly find new ways to adjust to her deteriorating vision.

By senior year, she could no longer see at all.

"The bright side is, I'm already totally blind, so I don't have to figure out another way to vault. I can't get any blinder," she said with a chuckle to a gaggle of reporters after this year's state championships.

"With a Seeing Eye dog, I get to be independent," she said. "I have coaches and teammates who could help me and lead me around, but they've got to focus on what they need to do. I don't want them to worry about me. I can handle it myself."

Charlotte met Vador on her 16th birthday. "Some teenagers get a car for their birthday," she said. "What I wanted had



Charlotte Brown leans back to kiss Vador while on the podium at the conclusion of the state championships. Photo by Eric Gay / Associated Press.

four legs instead of four wheels."

She wanted to get a dog before going to college, because she wanted to adjust to the new method of navigation in familiar surroundings.

"I walk really fast and I take long strides. That was my problem with a cane – I was too fast for it. Tree branches and stop signs are the perfect height for my forehead, and I found a lot of them that way. Now when I walk with people, they're always yelling at me 'Slow down!' Some people have to run to keep up with me," she said. "When people see me walking, they know I'm on a mission."

Raise It Up!

THE SEEING EYE CELEBRATES PUPPY RAISERS



The 2015 Seeing Eye Scholarship recipients.

The Seeing Eye welcomed more than 1,300 people to campus on August 22, 2015, and awarded 55 students with Puppy Raiser Scholarships. All the recipients are college-bound high school seniors who raised at least two puppies for The Seeing Eye, including one during their junior or senior year, and who attended at least 70 percent of their puppy club's meetings and activities. The scholarships are not based on academics, but rather on community service. Each applicant writes an essay about the effect being a puppy raiser has had on his or her life.

There also were presentations by Seeing Eye graduates and staff, and a special ceremony honoring Kathy Daly, the Linda Feinne-Roth Manager of Puppy Development, who would retire a month later. Sandy Clare of the Somerset County (N.J.) Puppy Club was recognized with the 20 Year Leader Award.

Many of the scholarships were made possible by gifts from the Bernice Barbour Foundation, the Anton and Augusta Birkel Foundation, the David M. Crowley Foundation, Fludzinski Foundation, the Bruce J. Heim Foundation, the Hermione Foundation, the Michael J. Kosloski Foundation, the Aaron & Rachel Meyer Foundation, the PETCO Foundation, and the Sandy Hill Foundation, and gifts by or in memory of Josephine Aresty, Edward A. Bragaline, Emma Kate Brunskill, Bernice Delmont, Katherine Ann Engleking, Sally A. Jumper, Toni Stabile, and Vincent Stabile.

If you're interested in raising a puppy for The Seeing Eye, go to our website at <http://www.SeeingEye.org/Raise>.

2015 SCHOLARSHIP RECIPIENTS

Hannah Ambrose
 Amanda Avagliano
 Sienna Castaneda
 Lucian Chown
 Rachel Creedon
 Anna Cressman
 Eryn Darcy
 Brian Deley
 Moira Dugan
 Deanne Edwards
 Paul Ehmann
 Kalli England
 Rebecca Franey
 Hannah Gibbons
 Faith Gorrell
 Rebecca Gorrell
 Elizabeth Nicole Gregorio
 Casey Gregory
 John Heller
 Molly Hennessy
 Aileen Hickey
 Sabrina Huresky
 Veronica Kelly
 Daniel Kinsley
 Devin Kress
 Christina LaRitz
 Eric Lax
 Jason Levine
 Garrett Lukaszek
 Greg Lunger
 Connor McCloskey
 Olivia Mittleman
 Samantha Mohr
 Matthea Newgent
 Hannah O'Brien
 Anna Poet
 Richard Potenza
 Matthew Racine
 Alyssa Rice
 Emma Robinson
 Ana Rogers
 Jessica Rottkamp
 Sydney Sherman
 Kyle Skehan
 Hope Slon
 Lia Sminkey
 Molly Snearowski
 Jenn Spadola
 Jensen Swartz
 Robert Tagliaferro
 Grace Tourville
 Sam Turner
 Ian Ultsh
 Christa Watson
 Delaney Wong



Jay Durnan pats his Seeing Eye dog, a male yellow Labrador retriever named Beck, while speaking to the attendees.



Barbara Connor and Patti Gessner were recognized as the newest members of the "21 Club" — each has raised 21 puppies for The Seeing Eye!

Photo by Michelle Barlak.



Puppy raisers look at photos of their puppies' parents at Family Day.



SEEING EYE CATS?

Two years ago, The Seeing Eye unveiled a viral video of the very first Seeing Eye cat. In the video, we show a calico Maine coon in a mini Seeing Eye harness being trained... and not being very cooperative!

(You can still find it on our Facebook page or at <http://morristowngreen.com/2013/04/01/video-the-first-seeing-eye-cat/>.) As you might imagine from the fact that the video was posted on April 1, 2013, this was an April Fool's joke. We aren't really training cats to guide people...

...but we do have Seeing Eye cats! Two of them, in fact.

Crosby, who is black with white on his chest and paws, and Nash, who is gray with black stripes, joined The Seeing Eye team in spring. The brothers were given to The Seeing Eye by kennel assistant Erin Hensley and were named by instructor Brooke Donaldson as an homage to the Crosby, Stills, Nash & Young song "Our House" ("Our house / is a very, very, very fine house / with two cats in the yard / life used to be so hard").

"The cats arrived when they were just 8 weeks old, so they have grown up at The Seeing Eye," said David Johnson, Director of Instruction and Training. "They're really at home here, and they're completely at ease around dogs. And the staff really love having them around."

The two male cats aren't the first Seeing Eye cats – we previously had a cat named Mikey, and before that, one named Solo. But each of those cats were kept in an office, and students and dogs would come in for socialization. But now, starting with the second week of class, these two cats are, as one student recently joked, "free range" and allowed to roam the main hallway. This makes for a much more realistic conditioning opportunity for the dogs, who might unexpectedly encounter either or both cats in a variety of locations and situations.

"In popular culture, cats and dogs are enemies, yet many of our graduates have cats, or will visit friends or relatives who have cats," explained Seeing Eye President & CEO James A. Kutsch Jr., who also is a graduate of the program. **"The truth is with enough exposure to each other, cats and dogs can learn to live with each other... or even become friends."**

Crosby and Nash do their part to train Seeing Eye dogs



Crosby is a black cat with white on his chest and paws.



Nash is a gray cat with black stripes.



REMEMBERING SANDY NELLIS



Sandy Nellis in the backyard with Loren, a German shepherd she adopted from The Seeing Eye.

Long-time volunteer honored at The Seeing Eye

When long-time Seeing Eye volunteer Sandy Nellis died last year, her friends Jimmy and Janiece Niemann knew there was only one place she would want to hold her memorial service: at The Seeing Eye.

Janiece, who worked with Sandy in the 1970s for Mountain Bell Telephone in Denver, stayed friends with Sandy even after she moved to New Jersey. "Sandy fell in love with New Jersey. She loved the seasons," Janiece recalled.

After Sandy retired, she adopted a German shepherd named Loren from The Seeing Eye, and the dog changed her life, Janiece said. "After Sandy retired, she didn't know where to go, what to do. Loren convinced her that she should spend her time volunteering for The Seeing Eye."

A memorial service for Sandy, hosted by Janiece and Jimmy, was held on The Seeing Eye campus. Friends came from far and wide to share their remembrances of Sandy – and a special guest, Loren, also was in attendance.

In recognition of the Niemanns' generosity, one of the two puppy playrooms at The Seeing Eye's breeding station has been named in Sandy's honor.

"She loved dogs, and she loved The Seeing Eye. She would be honored to be remembered this way," Janiece said.

☆☆ A 'Cool' Gold Award Project! ☆☆

Girl Scout Carley Gould, a candidate for the Girl Scouting Gold Award, gave a presentation this summer in Long Beach Township, New Jersey, on pet summer safety and the importance of not interfering with guide dog teams.

Carley was joined by Seeing Eye Puppy Raiser Area Coordinator Christine Higham, who spoke about The Seeing Eye and collected toys the attendees donated to give to the puppies.

"Fidos, Fahrenheit, and The Seeing Eye on LBI" was presented July 24 at Bay View Park. Attendees learned about the dangers of dogs in hot cars as well as the problems unleashed or out-of-control dogs can pose to guide dog teams. According to a 2011 Seeing Eye® survey of U.S.

guide dog users, 44 percent reported they had been attacked by other dogs, and 83 percent reported instances of aggressive interference. Nearly three-quarters of the reported incidents occurred within a 30-minute walk of the guide dog user's home.

"I chose this project because I wanted to educate the public on the safety of guide dog teams," Carley said. "I had the amazing opportunity to raise a Seeing Eye dog, and it truly stands out as one of the most difficult but rewarding moments of my childhood."

From left, Joni Bakum, event coordinator of Bay View Park; Carley Gould, event organizer; Peter Avangelico, Seeing Eye puppy raiser, with 11-week-old Ralston; Marisa Higham, Seeing Eye puppy raiser, with 5-month-old Zelda; and Officer Megan Keller, Long Beach Township Police Department.



news highlights

A Dandy DECA Donation!

The New Jersey high school chapter of DECA, an international career and technical student organization that prepares high school and college students for careers in marketing, finance, hospitality, and management, raised more than \$26,000 for The Seeing Eye during the 2014-2015 school year in conjunction with The Seeing Eye's Pennies for Puppies program.

At their end-of-year meeting, held June 9 at Kean University, the organization's 2014-2015 officers presented a check in the amount of \$26,424.36 to The Seeing Eye. The amount represented the donations collected from all the state's chapters and at their state conference.

Seeing Eye President & CEO Jim Kutsch, who accepted the check on behalf of the organization, also spoke at the event, telling the gathered students about his many years in business. Prior to joining The Seeing Eye in 2006, Jim was Vice President of Strategic Technology at Convergys Labs, and prior to that, a vice president and later chief information officer at AT&T Universal Card Services.

In gratitude for the organization's generous donation, The Seeing Eye will name a future Seeing Eye dog DECA.

Founded in 1946, more than 10 million students have participated in DECA. Its



alumni include educators, entrepreneurs, school administrators, and business professionals. The New Jersey chapter has more than 8,000 students spread across nearly 120 high schools.

Above: The 2014-2015 officers of the New Jersey high school chapter of DECA present Seeing Eye President & CEO Jim Kutsch with the check.

Left: Seeing Eye President & CEO Jim Kutsch addresses the attendees at DECA's end-of-year meeting.

Photos courtesy of Tom Chmiel / DECA.



TSE, CFC... A-OK!

Are you, or is someone you know, an employee of the federal government? Then you might be looking for an organization to support in the annual Combined Federal Campaign (CFC), the U.S. government's workplace giving program.

We have a suggestion!

The Seeing Eye is an eligible philanthropy under CFC guidelines. If your agency is participating, our CFC ID# is 10330. **If you would like more information about CFC, go to <https://www.opm.gov/combined-federal-campaign/> or email cfc@opm.gov.**

Pennies for Puppies®/Dollars for Dogs® programs

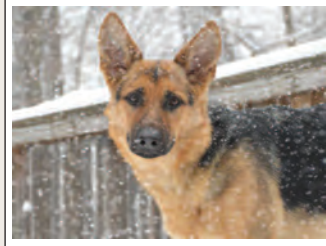
The Seeing Eye offers two programs to help groups that want to raise money for us. Pennies for Puppies is aimed at schools, Boy and Girl Scout troops, and other youth organizations. Dollars for Dogs is for service clubs, senior citizen groups, businesses, and other adult organizations.

For more information about either program, call Pennies for Puppies®/Dollars for Dogs® at (973) 539-4425 or email pennies@seeingeye.org.

'TIS THE SEASON... ...to order your Seeing Eye holiday cards!

We had such a hard time deciding which photo we liked better for this year's holiday card we decided to try something new... and offer two!

On the cover of the first card is a black-and-tan German shepherd in a winter wonderland! Her body is in profile but her head is turned toward you, with an alert look in her deep brown eyes. There's a snow-covered wooden deck railing behind her, and the snow is falling... it looks like she's in a snow globe! The inside of the card has this message printed and embossed in Braille



below: "Peace and love to you this winter season."



On the cover of the second card are two Seeing Eye puppies lying amid seven large boxes wrapped in different patterns and colors: blue, red, green, white, and silver. Lying in front of the boxes is a German shepherd puppy wearing a festive green and red scarf around his neck. A younger puppy, a light yellow Labrador/Golden Retriever cross wearing a red plaid necktie, is sitting behind the German shepherd on one of the colorfully wrapped holiday boxes. The inside

of the card has this message printed and embossed in Braille below: "May you unwrap all the joys of the holiday season!" **You can order the cards (and much more) from The Seeing Eye's online store at SeeingEye.org/store.**

That's a-MAZE-ing!



Ort Farms in Long Valley, New Jersey, has joined The Seeing Eye in a season-long fundraiser, highlighted by The Seeing Eye logo featured in their corn maze! The 8-acre field is mowed into a precise pattern showing a person's left leg and left arm, holding onto the harness handle of a German shepherd. Next to the Seeing Eye team are the words The Seeing Eye.

Ort Farms welcomed a group of Seeing Eye instructors to try out the maze in September, and puppy raisers will be visiting the farm throughout October.

For more information, go to www.OrtFarms.com.



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Fall In Love!

Thanks to our Seeing Eye puppy raisers, who raised more than \$33,000 for The Seeing Eye through their calendar contest! More than 150 photos of Seeing Eye puppies were submitted, including this gorgeous photo of a German shepherd puppy "helping" with leaf collection.

To order your 2016 calendar, go to www.SeeingEye.org/calendar or call us at (973) 539-4425.



Photo by Daniel Paterson/Rutgers University Seeing Eye Puppy Raising Club

The Seeing Eye

President & CEO James A. Kutsch, Jr.
Editor Craig Garretson
Communications Manager

Visit our Website

Email info@SeeingEye.org
Phone 973-539-4425
Fax 973-539-0922
In Canada The Seeing Eye Organization
c/o T8059, STN A
Toronto, ON M5W 3W5
www.SeeingEye.ca

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Seeing Eye® is a registered trademark for guide dogs of The Seeing Eye, Inc., and is its registered service mark for training dogs as guides and instructing visually impaired individuals in their use and care. The Seeing Eye admits and offers students of any race, color, religion, nationality, ethnicity, gender, gender identity, gender expression, sexual orientation or ancestry all the rights, privileges, programs, and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, color, religion, nationality, ethnicity, gender, gender identity, gender expression, sexual orientation or ancestry in administration of its educational policies, admissions policies, scholarship and loan programs, and other school-administered programs.

The Seeing Eye follows the guidelines recommended by the Council of U.S. Dog Guide Schools for the humane care and training of dogs to be guides, and the instruction and graduate services offered to people who are blind or visually impaired.

The Seeing Eye is an accredited member of the International Guide Dog Federation. The mission of The Seeing Eye is to enhance the independence, dignity and self-confidence of people who are blind, through the use of specially trained Seeing Eye dogs.

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