

PETA's Gift & Estate Planning Club

# Augustus club



## Ingrid's message

I hope 2005 is going well for all of our Augustus Club members. You've made such a special commitment to PETA's programs, and I am excited to tell you about some new aspects of them.

In this issue, you'll read about our new "Veg Advantage" program and our work with restaurants and food-service professionals to expand their offerings to include vegan items. We are providing information on the health, environmental, and ethical benefits of offering vegan selections, and we make businesses aware of the amazing variety of vegetarian and vegan products available (everything from faux shrimp to vegan cheesecake).

One of the things that we love about this program is its domino effect. Chefs get to use their creativity and explore a whole new culinary terrain. Customers are presented with a wider selection of offerings that are free of cholesterol and animal fat, and restaurant owners

increase their client base. Every link in the chain is a win for animals.

A program like Veg Advantage provides us with a nice counterbalance to some of our other work, in which we face tremendous obstacles. For example, following our undercover investigations of factory farms, we inevitably face furious allegations from the abusers caught on tape, the challenge of getting the video footage aired on news stations (which often decline to show footage that they deem "too graphic"), and difficult legal hurdles in our attempts to get cruelty charges against the perpetrators.

You will also read about The Carol Holub Library and some of the fine people who make it one of PETA's strongest assets. Containing almost every important book on animal rights and subscriptions to all the major periodicals on animal issues as well as periodicals about animal-abusing industries, PETA's is

## The PETA Advantage

*Bolstering our commitment with fresh ideas*

the most comprehensive animal rights library in the world.

Our researchers use the library to do in-depth study when submitting comments affecting governmental animal protection policies. When controversial issues break in the media, we can prepare a presentation at a moment's notice to ensure that the animals' side gets heard. Our cruelty caseworkers have access to crucial information on animals' needs and behaviors for use in their cases.

In addition to all of these services, the Library Department helps maintain the high quality of PETA's written materials, all of which are sent to our library staff for editing and proofreading.

The Carol Holub Library is a PETA department that most people don't hear about outside the organization, but it's absolutely vital to everything we do, and I hope you'll enjoy this inside look.

# PETA's Veg Advantage:

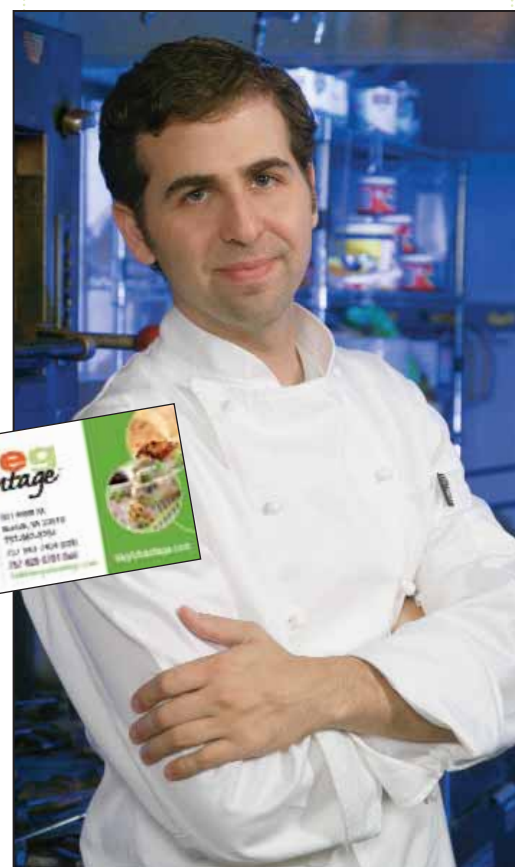
## How about some vegan "bratwurst" and vegan "cheesecake" to tickle the taste buds?

Since PETA's inception, we have achieved unprecedented progress each year for animals whose lives are ruined and snatched away from them on factory farms and in slaughterhouses. Using diverse methods, from undercover investigations to billboards to our "too-hot-to-keep-on-the-shelves" vegetarian starter kit, we are providing people with all the information and resources that they need to make compassionate decisions to help animals and themselves.

One of our newest initiatives is our "Veg Advantage" program, which is traveling to cities around the U.S. The program features PETA's professionally trained vegan chef, Tal Ronnen, who gives free presentations (complete with food tastings) to restaurant owners, restaurant suppliers, and food-service managers (e.g., for schools and universities), demonstrating that they can expand their customer base and increase profits by offering vegan options.

Our aim is to put to rest once and for all the notion that vegan options mean baked potatoes and steamed veggies. At the presentations, which have already been held in Milwaukee, Dallas, Nashville, and Denver, Tal provides samples of the latest crop of vegan foods now available to the food-service industry along with information on how and where to get them. He

features barbecue "meatballs," soy cheese pizza with veggie sausage and veggie pepperoni, peppered "beef" "quesadillas," and "chicken" piccata with white wine and lemon caper sauce.



We know the program is working when we hear from attendees such as the Milwaukee restaurant chef who was delighted to add vegan "ribs" and vegan "bratwurst" to her menu!

In addition to numerous independent restaurant owners, attendees have included representatives

from the 13th largest restaurant chain in the U.S., a public school system, the executive chef from an enormous business center in Dallas, and a catering company in Nashville that services country music venues as well as all the films shot in Nashville.

Tal is a graduate of the prestigious Natural Gourmet Cookery School in New York City—a culinary institute specializing in vegetarian and vegan cuisine. "My goal is to make vegan foods as appealing as possible to the movers and shakers in the food-service industry," says Tal.

"I'm very excited by the responses we've had so far. It's fun to watch the buyers and restaurant owners at the tastings. Some of them seem a little skeptical at first. Then, when they start tasting the food, you can see a little look of surprise on their faces. Pretty soon, they're turning to other people saying, 'Have you tried this? You gotta try it!' That's always really gratifying."

This spring, Tal will be presenting at the National Restaurant Association conference, which is the largest food-service show in the world and is attended by top executives from all the major restaurant chains.

In addition to restaurants and large food-service providers, Tal regularly fields inquiries from individuals who provide food service for smaller organizations, ranging from a South Carolina church school to a Los Angeles girls club. All are seeking ways

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Another exciting aspect of Tal's efforts is our new Web site VegCooking.com. Please take a look when you have a moment. The site includes helpful and informative features such as the following:

- A Q&A column with chef Robin Robertson (author of 10 popular vegetarian cookbooks)
- Interviews with prominent vegetarian chefs

butter or using soy milk instead of cow's milk in the mashed potatoes.

Numerous newspapers have run articles about the Web site and have printed our suggestions. Tal also gave a vegan holiday cooking demonstration during a television appearance in Richmond, Va., and provided recipes to newspapers to include in their holiday features. Let's hope there were lots of well-fed vegetarians over the holidays!



to provide healthy vegan options, and we love helping these individuals effect such positive change in their communities.

Near our headquarters, our staff has been enjoying the results of Tal's work with restaurants in Hampton Roads, Va. Ten restaurants in our neighborhood have enthusiastically taken up our offer to work with them on creative vegan menu items. Of those, several Italian restaurants now offer soy cheese on their pizzas, one now has vegan gelato and vegan cheesecake, a Southern-style restaurant has added vegan biscuits and gravy, and an ice cream parlor even offers vegan ice cream cakes!

- A guide to vegetarian bed & breakfast inns
- Reviews of vegetarian restaurants
- Delicious recipes
- New vegetarian product spotlights
- Cookbook suggestions
- Links to factsheets, articles, and videos with extensive information on factory farming

Of course, one of the most popular sections during the holiday season was our feature on "veggie visitors." On some days, more than 800 people visited this section, where any nervous meat-eating host could find suggestions on how to make easy changes in recipes to accommodate vegetarian and vegan guests, such as swapping margarine for

Also featured on VegCooking.com is our new "Pledge 2B Veg" feature, in which we invite people to sign up online to try a vegan diet for 30 days. Participants receive PETA's special "Pledge 2B Veg" pack—complete with a vegetarian starter kit, coupons for delicious vegan foods, easy recipes that the whole family will love, and colorful stickers to remind participants to "stick to it." You can also participate by becoming a "pledge recruiter" and signing up friends and family.

By constantly updating and improving the VegCooking.com site, Tal keeps his technology skills sharp. A true Renaissance man, Tal began his career at PETA in the Information Technology

Department. After years of helping with the organization's computer needs, Tal switched gears and brought to fruition his lifelong dream of combining his love of cooking with his passion for animal rights—hence the genesis of Veg Advantage and VegCooking.com. Without a doubt, it is a three-way win for Tal, PETA, and animals!



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**Remember that you can send in your questions, suggestions, poems, recipes, and ideas to exchange with your fellow Augustus Club members through the A.C. Members' Exchange.**

You can send your submissions by mail to: **PETA/A.C. Members' Exchange, 501 Front St., Norfolk, VA 23510, Attn.: Planned Giving.** Or you can visit **AugustusClub.org** and click on the A.C. Members' Exchange link to enter your information. We ask that you include your name and address, although we will not print your name if you request anonymity. We will try to print as many submissions as possible.

## PETA's Carol Holub Library: An Invaluable Animal Rights Resource

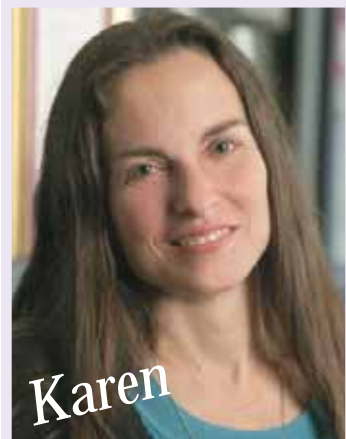
Nestled on the third floor of PETA's Norfolk, Va., headquarters, overlooking the Elizabeth River, The Carol Holub Library is a quiet oasis amidst the hustle and bustle of the day-to-day operations of the world's largest animal rights organization. It is where PETA staff, students, researchers, activists, and reporters come to gather information about animal rights issues and PETA.

Named in honor of fellow

Augustus Club member Carol Holub, whose generous support enabled the library to undergo major renovations and upgrades in 1998, the library is home to an extensive collection of approximately 3,500 books, 200 periodical titles, and thousands of files on a wide range of animal rights topics, as well as exhaustive archives of PETA's activities and campaigns.

Director Karen Porreca is at the helm of the library, overseeing the acquisition and organization of resources. Karen created PETA's library back in 1987 and has overseen its growth from a small bookcase, a few boxes of magazines, and several filing cabinets to the largest collection of its kind.

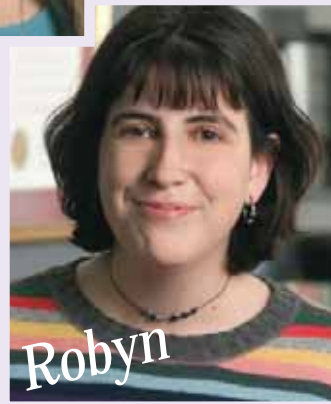
In addition to her duties as librarian, Karen also heads up PETA's editing staff, whose sharp eyes edit almost every word that PETA publishes in order to communicate the message of compassionate living as clearly and effectively as possible. "The editors do a



Karen

wonderful job of making sure that PETA's written materials are professional, clear, accurate, and compelling," Karen says.

A linguist and former English teacher, Karen's advice is indispensable to the PETA staffers and scholars who depend on the library to further the cause of animal rights. Her commitment to animals is unquestioned and was demonstrated once again when she made a truly generous financial gift to PETA from the proceeds of the recent sale of her house. It was a special gift from a



Robyn

special person who also happens to be our treasured librarian!

One of the dedicated people Karen is fortunate to have at her side these days is Library Manager Robyn Wade. Robyn monitors coverage of PETA's campaigns and animal rights-related issues in newspapers and other periodicals and compiles a daily electronic digest to keep staff informed of up-to-the-minute news and information.

After studying photojournalism and religion, Robyn came to PETA in 2002 as an intern and was soon hired as a library assistant. "I love what I do," she says. "In any social movement it is very important to know what is happening on both sides of the battle. We provide

information that covers various animal issues to the entire staff so that when we are speaking to the public, our arguments are both factual and timely. The library is also a resource for students (many very new to the movement) working on animal rights projects."

The Carol Holub Library was not just built by people who love animals, it was built for people who love animals. It is open to the public five days a week, and Karen, Robyn, and the rest of the library staff are always happy to assist people who can't visit in person as well.



### PETA's 25th Anniversary Gala—Save That Date!

PETA celebrates its 25th anniversary this year, and to commemorate the occasion, we will be holding a spectacular fundraising gala on **September 10, 2005, in Los Angeles**. Highlights will include vegan cuisine from many of the top vegan restaurants and chefs in the country, a star-studded award presentation, and exciting entertainment by some of the generous and kind celebrities who support PETA's campaigns.

More information on the gala will be included in future issues of this newsletter.

You can also visit our special Web site **PETA25.com** for more details and ticket information as it becomes available.

We hope you'll be able to join us for this memorable evening!

# Your Special Ones

## Animals You Have Saved

### Cutie Bhutani

After arriving unannounced at the back door eight years ago, Cutie Bhutani has made a profound impact on his caregiver.

He has beautiful raccoon stripes, a big, long tail, and an orange-colored tummy, which he loves having cuddled. His favorite napping position is on his back with all four legs stretched out and the tips of his front paws curled up. Little does he know that he started his caregiver down the road to becoming an animal rights activist, including working diligently to obtain signatures that helped pass the first state legislative ban in Florida on gestation crates for pigs. His caregiver says,

"I am so happy that my Cutie adopted me and changed my life around."



### Charlie, Buddy, Homer, and Jethro (From left to right)

#### Peggy Dessin Day

Augustus Club member Peggy Dessin Day considers herself lucky. This impressive quartet all arrived in her home by way of different circumstances. Most were abandoned, and some needed immediate medical attention. However, thanks to Peggy's spirit, love, and determination, she now has a very active and handsome family to keep her busy.

Each has his own unique personality. Charlie is the charismatic one and just enjoys being around everyone. He is also the heavyweight, weighing in at 74 pounds. Buddy is the latest addition to the family and loves to snuggle up to Peggy as closely as possible and "hum" a short lullaby to her each night, despite having no front teeth!



Homer has a form of immune system malfunction but seems quite content in spite of it. He is the oldest and, being the opinionated one, has rewarded Peggy by having his name brought before the city council by her neighbor as a "nuisance barker."

Last but not least, there is Jethro, the very aloof and slightly haughty one. He is considered the protector of the bunch and does his nightly patrol of the grounds for any raccoons that might be sneaking around. He does tolerate Homer's grabbing him by the ears and dragging him around the floor, even though he outweighs Homer by 20 pounds!

**We invite you to send in photos of your animal companions. Please remember to enclose the following:**

- a note giving us permission to use the picture in the newsletter
- your name and address
- your animal's name and age
- the story of how you came to care for this individual and something about his or her unique personality and favorite activities

If you would like to have your name printed, please state this in your letter or note. Otherwise, to protect your privacy, we will not print your name.

Please send your pictures to **PETA, Augustus Club, 501 Front St., Norfolk, VA 23510.**

Thank you!