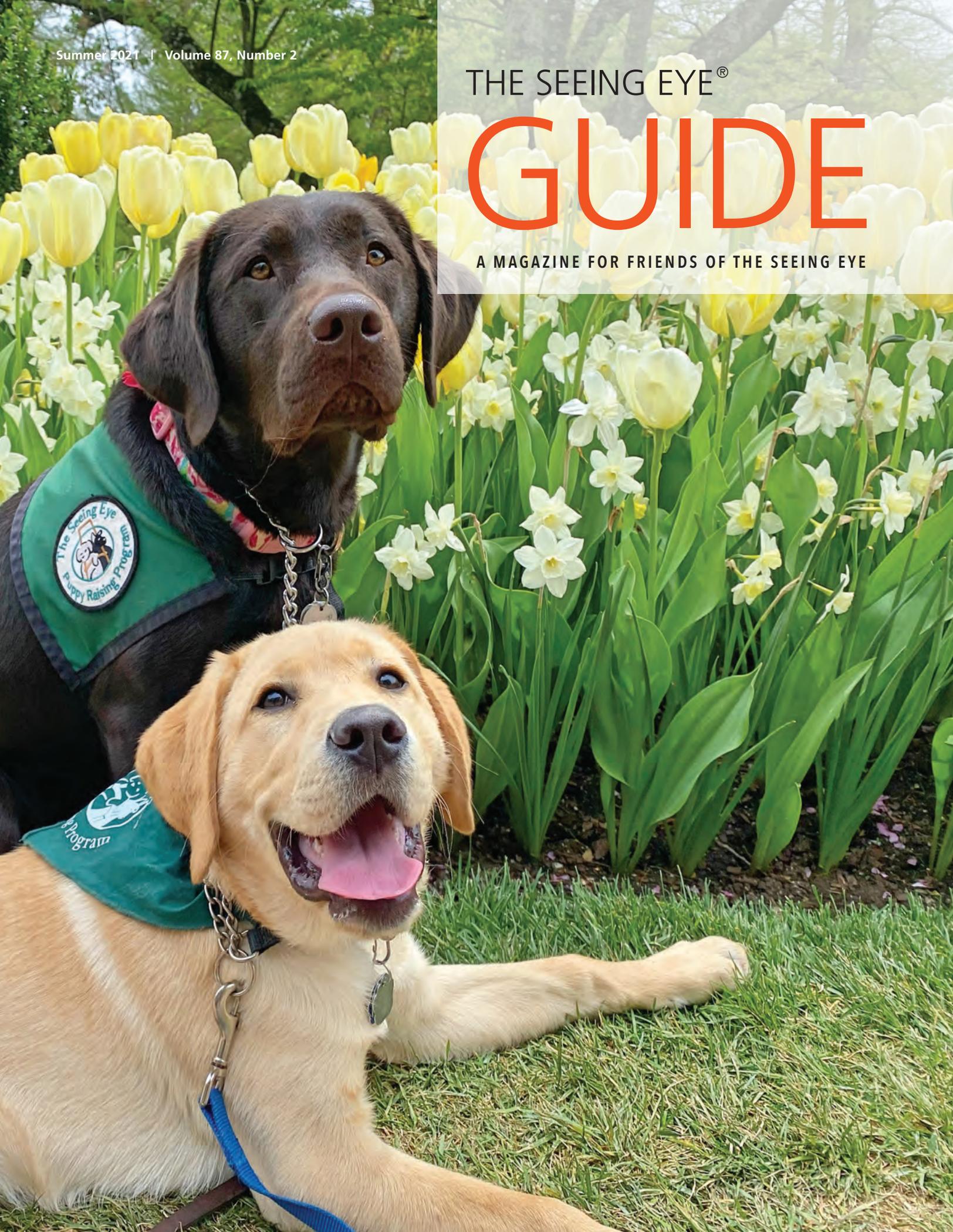


Summer 2021 | Volume 87, Number 2

THE SEEING EYE<sup>®</sup>

# GUIDE

A MAGAZINE FOR FRIENDS OF THE SEEING EYE





## A Seeing Eye Perspective

I hope you're having a happy and healthy summer. Here at The Seeing Eye, we aren't quite back to normal... but we

are nearer to normal. We are still wearing masks while indoors, we are encouraging everyone to be vaccinated, and we are taking every precaution to keep our students, staff, and volunteers as safe as possible.

Between March 2020 and August 2020, we were unable to have students on campus, though we continued to provide follow-up support to graduates. We know there is pent-up demand for additional dogs, and we are gearing up to meet it.

As we prepare for this increased demand, we also must prepare for increased costs. As many of you know from personal experience, costs are rising quickly in a number of areas. Our fiscal year ends in October, so we are in the midst of our budget preparations for 2022, and we are anticipating increased costs for fuel, food, and facilities.

Yet we won't be raising our rates. We haven't done that since the cost of \$150 for a Seeing Eye® dog was initially set. When a first-time student pays his or her tuition, it's not just the cost of the dog, harness, leash, and other equipment. It also includes the cost of round-trip transportation from anywhere in the United States and Canada to our campus in Morristown, New Jersey; room and board for the three weeks they are being instructed in how to use and care for the dog; and follow-

up support for the lifetime of the partnership. Students returning for a replacement dog pay \$50, and military veterans pay just \$1.

Yet we estimate each partnership we create costs approximately \$71,000!

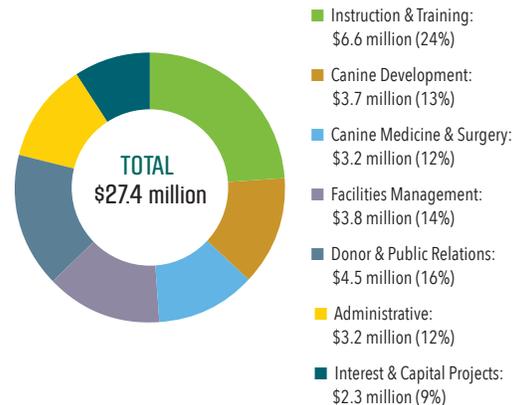
The difference comes from contributions from individuals (21 percent), foundations and corporations (5 percent), legacies and trusts (28 percent), and from a judicious draw on our savings (46 percent). The Seeing Eye does not receive any government or insurance funding.

Where does the money go? About a quarter of it goes to Instruction & Training, which is everything from training dogs to transportation to advocacy for graduates. About 13 percent goes to Canine Development, which covers our Puppy Raising program as well as adoptions, breeding, and genetics. And 12 percent goes to Canine Medicine & Surgery, including the breeding of puppies and veterinary services for dogs in the program. About 14 percent is used on Facilities Management, which is not just maintaining the buildings, grounds, and vehicles, but also housekeeping and food service for students in class. Sixteen percent is used for Donor & Public Relations, which supports educating the public about our program, outreach to media, and communications with graduates, as well as fundraising. Twelve percent goes to Administrative, which includes information technology, human resources, and other support staff. The remaining nine percent is on Interest & Capital Projects, as we make payments on tax-exempt bonds that financed major renovations for the campus.

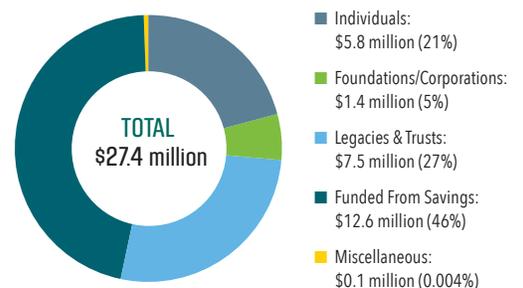
Your generous donations helped sustain us through this difficult time. Thank you for being a part of The Seeing Eye family. Stay well, and safe travels.

**Glenn D. Hoagland**  
President & CEO, The Seeing Eye

### OPERATING EXPENDITURES: FY2021



### SOURCES OF FUNDING: FY2021



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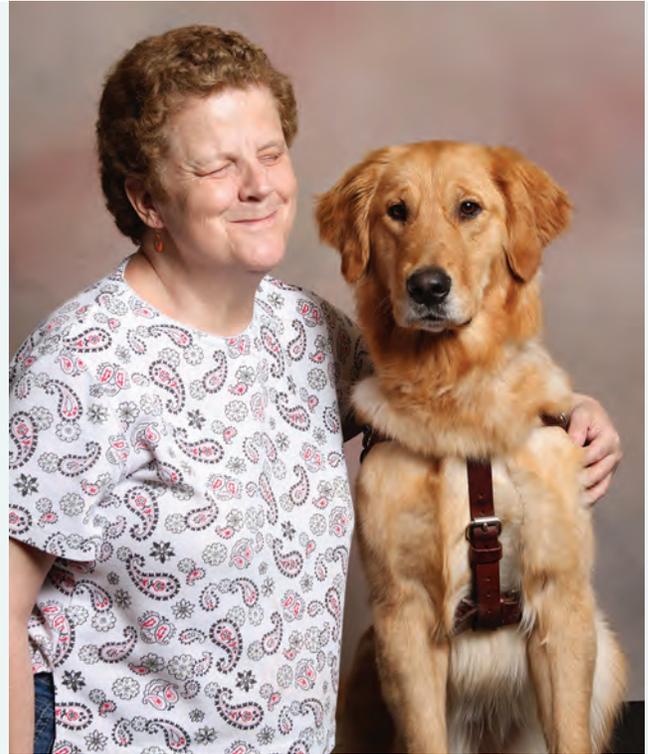
**ON THE COVER:** Zilla, a female chocolate Labrador/golden retriever cross, and Joey, a male yellow Labrador/golden retriever cross, pose in front of a bed of yellow flowers at Longwood Gardens in Chester County, Pennsylvania. Zilla and Joey are being raised by Grace DeRosa and Erin Apollo, respectively, who are members of the Puppy Raisers of the University of Delaware (P. R. O. U. D.). Photo courtesy of Erin Apollo and Grace DeRosa.

## Dear Seeing Eye,

Today I write this with a grateful heart. My being is filled with an overwhelming depth of joy and wonder. Fifty years ago today, June 13, 1971, I embarked on an adventurous journey which continues today. On that day, my first Seeing Eye dog, Faith, a German shepherd/Airedale terrier cross, was presented to me and remained with me in a joyous bond which lasted for nine and one-half years. She was the first of my six Seeing Eye guide dogs who have walked through life with me continuously since then, with partnerships which so far have averaged greater than eight years each. Although each one of these partnerships has brought personalities which have shined brightly and have bestowed me with many precious memories throughout the years, Faith was my teacher. As her name aptly denotes, she engaged me in the wondrous process of learning how to believe unquestionably that she would keep me safe, confident, and happy. She held my life in her paws, and we both knew it. Faith introduced me to the treasures that make the bond between my Seeing Eye dogs and me not only possible, but probable, enabling it to endure over time.

Firstly, there must be complete trust without which this miraculous process could not take place. There must be an almost sacred commitment and determination to successfully negotiate life's share of joys and challenges that will come, firmly embracing the conviction that with work and patience, resolution of difficulties will follow, forging an even deeper cementing of the bond. The most important ingredient that must be mixed generously into this unshakable teamwork is love which never becomes discouraged or tired and remains optimistic and joyful, always sure in the conviction that "we can do this."

There are just so many people to humbly thank. They make miracles happen every second of every day, every time a Seeing Eye dog and its proud owner picks up that beloved harness handle and dance together, doing tasks great and small or just taking a walk to savor God's



gifts. Who can not be enraptured with all that is around us, especially the sound of the pitter-patter of those little paws and the awesome awareness of the presence of our guides who live to love and walk with us. They demand nothing, but deserve everything, for they love us at least two-fold as much as we love them.

I express humble and eternal gratitude to The Seeing Eye donors, puppy raisers, veterinarians, housekeeping staff, kennel staff, office staff, and all who make my training stay at The Seeing Eye school so enjoyable and fulfilling.

To all of my instructors, past and future, this proud and grateful graduate appreciates your time, talent, and treasure, for I know the work you do is a vocation, not merely a job and paycheck. When I entered The Seeing Eye building 50 years ago today, I never looked back. Thank you so much.

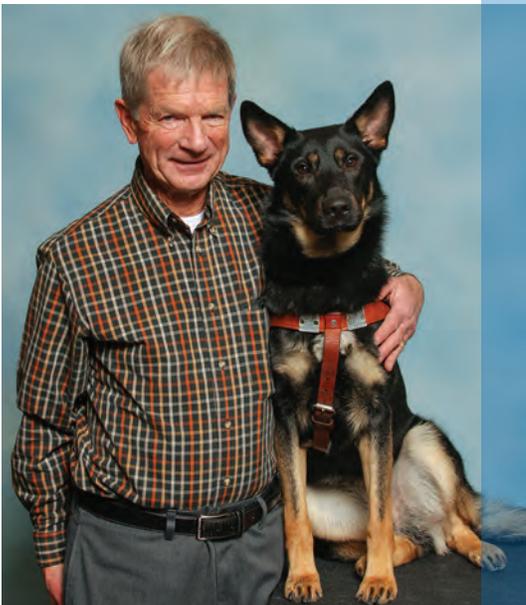
**Mary Anne Lynskey**

*Seeing Eye graduate*

---

*Editor's note: The photo shows Mary Anne with her sixth and current Seeing Eye dog, a golden retriever named Sally.*

From the  
**HOTTEST  
SUMMER**  
to the  
**COLDEST  
WINTER!**



SEEING EYE GRADUATE

# Brian Clark

**As a resident of Calgary, Brian Clark is used to cold. But this summer has been unlike any other for heat!**

Now retired, Brian worked as an accountant, then a teacher, and then as an accountant again, eventually joining Shell Canada as a production accountant for three years, before spending the next 30 years in information technology.

“When my eyesight started to go, I could no longer do the accountant work effectively,” Brian said. “So I switched to IT. I worked 30 years as a blind person in IT. Shell Canada was very supportive. I was very fortunate to work 33 years for the same company.”

Now that he’s retired, Brian still keeps busy. His daily routine includes a two-hour walk with his Seeing Eye dog, a German shepherd named Neely.

“This summer, it’s been quite warm, so we go out early in the morning before it gets too hot,” Brian said. “When we get back, I usually groom her. Then I’ll run errands with my wife and do stuff around the house.”

Brian also enjoys cooking. Jan, his wife of 44 years, started arriving home from work

later in the day in the 1990s as her job was in transition. Brian decided it was a good time to learn how to cook for his family... and to employ his computer science background.

“I stumbled across a cookbook called *Company’s Coming*, and the woman who wrote the series of cookbooks is from Alberta, just up the road here a bit,” Brian said. “The cookbooks were on audio, so I listened to them, and I entered all the ingredients and instructions in a database

I created, and then the database spits out a list of ingredients in a handy shopping list. I have about 600 recipes.”

Brian said his favorite way to cook is to barbecue... even in winter!

“Even when it’s 30 below out, I’ll be out there!” he said. “Sometimes thinking, ‘What am I doing? Why am I out here?’ But I’m committed!”

Brian said one of the advantages of The Seeing Eye is it’s located in New Jersey, where he knows the dogs get to experience all four seasons.

“I needed a dog familiar with working in ice and snow, a dog who knows how to get over the mound of snow between the street and the sidewalk, and in New Jersey in the winter you get that,” Brian said.

Brian said that he began losing his sight due to retinitis pigmentosa, a genetic disorder that causes gradual vision loss, when he was in his late 20s or early 30s. “It was such a gradual decline that I was unaware at the time how much my vision was deteriorating,” he said. “The effect is what they call tunnel vision. Gradually

the area that you can see shrinks, until what you can see is like looking through a little hole.”

By 1982, he was legally blind, and using a cane to navigate Downtown Calgary. But the city was going through a growth spurt at the time, and the constant construction made it difficult to get around.

“One day I was going to run to the bank at lunchtime, and I just couldn’t do it. I couldn’t find a way to the bank with all the construction going on. Finally I turned around went back to my office, and I thought, ‘That’s it. I’m going to get a guide dog.’

“I made a list of all the guide dog schools. I reviewed them all, I read the recommendations, and at the top of the list was The Seeing Eye. I applied, and I was so happy that I was accepted. The Seeing Eye is such a warm and welcoming place. I can’t say enough good things about it.”

Brian was matched with his first Seeing Eye dog, a German shepherd named Argus, in September 1987.

“You have to build a trust with the dog, and I can distinctly remember the first time I felt it,” he said. “I had just gotten home with Argus and I was walking through this park, on a path I had used many times. And Argus stopped and just wouldn’t go forward. And I said ‘come on, let’s go!’ But he just wouldn’t budge. So I went ahead and felt with my foot and there was a big hole in the middle of the path. No barrier around it. Just a big hole the city had decided to dig there. And that dog wasn’t going to let me fall into it.”

Neely is Brian’s fifth Seeing Eye dog.

“Not only is Neely a good guide, but she’s a good friend,” he said. “She’s taking care of me. I can’t say enough about how great it’s been to work with these dogs.”

When Neely is out of harness, “you wouldn’t believe she’s a guide dog,” he said. “The way she carries on, it’s almost like a cartoon character sometimes. When you put the harness on her, though, it’s a total change. She wants to work. We can walk down the street with no fear. I have total trust in her.”

## TERIYAKI CHICKEN SALAD WITH ROTINI À LA BRIAN

### Marinade

¼ c (60 ml) Soy sauce  
1 tsp (5 ml) Granulated sugar  
½ tsp (2 ml) Prepared mustard  
¼ tsp (1 ml) Ginger  
⅛ tsp (0.5 ml) Garlic powder

Stir together in bowl. Add two boneless chicken breasts, turning to coat, and marinate for 20 minutes. Remove chicken and lay on foil lined baking tray. Bake uncovered in 350° F (180° C) oven for about 30 minutes or until tender, brushing with marinade every 10 minutes. Turn once. Let cool, then cut into bite-sized pieces.

Cook 8 ounces (250 g) Rotini pasta in boiling water. While waiting for the water to boil, prepare the dressing.

### Dressing

2 tbsp (30 ml) Vinegar  
1 cup (60 ml) Cooking Oil  
3 tbsp (50 ml) Sugar  
¼ tsp (1 ml) Garlic Salt  
¼ tsp (1 ml) Salt  
⅛ tsp (0.5 ml) Pepper

### Salad

Romaine lettuce or Spinach Leaves  
½ cup (125 ml) Crumbled feta cheese  
⅓ cup (75 ml) Sliced pitted black olives  
2 to 4 tbsp (30-60 ml) Chopped pimento

Arrange lettuce leaves around outer edges of plate and divide pasta among them. Arrange chicken in center. Sprinkle olives, feta cheese, and pimento on chicken.

*Serves two as a full meal or four as side salads*



# Welcome to The Seeing Eye Heritage Society

The Seeing Eye Heritage Society was founded in 1989 to recognize and honor those individuals who have taken the important step of including a legacy gift to The Seeing Eye in their financial portfolios or estate plans. Members of The Heritage Society have recognized the importance of the continuation of our work with people who are blind and visually impaired and have expressed a commitment to that end by planning a gift which will help provide for the future success of the school.

Legacy gifts make up a large portion of the donations received by The Seeing Eye each year, for which we are most grateful. Gifts of this nature secure the future of our mission, providing ongoing services to our graduates and new students.

It is very possible that you are eligible for membership in The Heritage Society, but haven't let us know. If you have created a bequest in your will or trust, or named The Seeing Eye as beneficiary of a charitable trust, a retirement plan, or a life insurance policy, you are eligible to become a member of The Heritage Society! We want very much to be able to say "thank you" and include you in The Heritage Society events.

Please take a moment to inform us of your intention by calling 800-539-4425 ext.1735 or email [donate@SeeingEye.org](mailto:donate@SeeingEye.org).



Across these pages you will see the names of those individuals who have informed us of their extraordinary commitment to enhancing the independence, dignity, and self-confidence of people who are blind through the use of Seeing Eye® dogs by providing for The Seeing Eye in their estate plans. Thank you!

- Helen O. Adams  
Mr. Max E. Adkins  
Ms. Pauline Alexander  
Mrs. Cynthia Allen  
William Allmer  
Jen Armbruster  
Tamara Armstrong  
Ms. Murielle Arseneau  
Mrs. Rhoda Attanasio  
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James & Irene Baranski  
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Ms. Betty Bassett  
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Ms. Sandy Beery  
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Arnold Bowser  
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Mr. Daniel P. Braun  
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Lt. Gen. Robert A. Breitweiser  
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Linnette Whalen & Eric Whalen  
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Ms. Carol A. Derolf  
Mr. & Mrs. Russell S. Young  
Joyce B. Young  
Pamela & Robert Zisner  
Richard & Simone Zoladz  
32 members wish to be anonymous

# Preparing for the Future



## THE FIVE ROBUST STRATEGIES

### 1. Technology

Further leverage assistive technological advancements that help the students and the organization to enhance the guide dog partnership

Invest in organizational IT infrastructure and business process improvements and enhance data collection, accessibility, and analysis for strategic decision-making

### 2. Students

Enhance our human-centric, high touch service to retain and attract a robust applicant pool of qualified and motivated students

### 3. Staff and Volunteers

Attract, retain, and develop the best talent to sustain the promise of our brand and position as a leading guide dog school

### 4. Finances

Ensure adequate financial resources to sustain the delivery of our mission over the long-term

### 5. Brand

Fully embrace, enhance, and differentiate our image, brand, and position

#### *In adapting to the last crisis, The Seeing Eye prepares for the next one*

Remember December 2019? Before masks, vaccinations, and lockdowns. When the only social distancing was at middle school dances. The rapid spread of COVID-19 surprised everyone, and like many other organizations, The Seeing Eye had to quickly adapt to a rapidly changing world.

And it's not the first time, either. The Seeing Eye was founded on January 29, 1929 – and that October, the fledgling organization had to respond to a world-changing stock market crash. Twelve years later, the United States joined World War II and suddenly demand for dogs for military use skyrocketed. In the 1990s, the advent of nearly silent electric cars made street crossings more perilous for people who are blind, who often rely on the sound of traffic to know if it's safe to cross.

We don't know what the next paradigm-changing event will be, but we do know that there will be one. To help prepare for it, The Seeing Eye Leadership Team and Board of Trustees, with input from staff members and graduates, looked at four "what if?" scenarios, and envisioned how The Seeing Eye could respond to them. The scenarios depicted a future where resources are plentiful, and guide dogs are in high demand; one where guide dogs are challenged by a rapidly changing world; another where guide dogs are no longer welcome

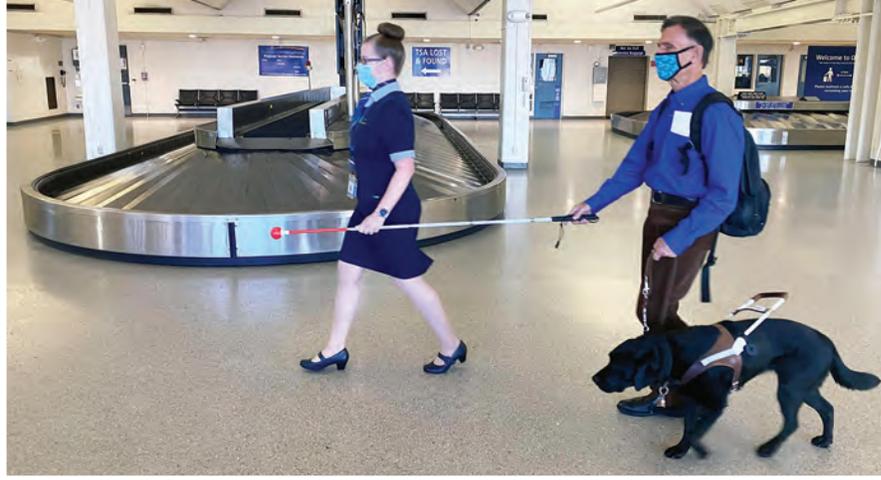
in many areas; and finally, a scenario where technological advances have reduced the need for guide dogs for some, but not all.

"We aren't attempting to predict the future, but rather, we are identifying how to anticipate and best respond to disruptions on a broad, strategic level," explained Glenn Hoagland, President & CEO of The Seeing Eye. "We asked ourselves: If, within the next 15 years, this were to happen, what could we have done in 2021 to be better prepared for it? And we identified five robust strategies that helped us prepare to meet almost any challenge."

The Board of Trustees voted in June to approve the Strategic Plan. The Seeing Eye already is taking steps to implement some of the elements of the plan, such as installing wayfinding technology in the Main House on campus.

"This is personal navigation, similar to a GPS but designed for an individual inside a facility," Glenn said. "Part of our Strategic Plan calls for incorporating into our student instruction emerging technologies that complement the use of a Seeing Eye dog."

The executive summary of the plan can be accessed at [www.SeeingEye.org/strategicplan](http://www.SeeingEye.org/strategicplan).



In a scene from the video, a passenger who is blind is led by a sighted guide through an airport.

*The Seeing Eye joined with California's Guide Dogs for the Blind to create a video to train airline and airport employees in how to assist travelers who are blind or visually impaired.*

"Traveling during the pandemic has been difficult for everyone, but particularly those who are blind or visually impaired, who aren't always aware of temporary signage showing which door to use, stickers on the floor indicating where to stand to maintain proper social distance, and the other changes that we've all become accustomed to over the last 18 months," said Glenn D. Hoagland, President & CEO of The Seeing Eye.

# THIS VIDEO IS REALLY TAKING OFF!

The training video includes how airport and airline personnel, including Transportation Security Administration staff conducting screenings, can assist people who are blind or visually impaired, whether they are using a guide dog or a cane.

*The Seeing Eye and Guide Dogs for the Blind team up on an airline and airport video*



The video was created with input from guide dog users as well as employees from Alaska Airlines, United Airlines, the Port of Oakland, the Port of Newark, and the TSA teams at Oakland International Airport and Newark Liberty International Airport.

"United strives to create an inclusive and accessible environment for our customers, employees and all those we proudly serve," said Jessica Kimbrough, chief diversity, equity, and inclusion officer at United Airlines. "The pandemic has reshaped travel in many ways and working alongside organizations like Guide Dogs for the Blind and The Seeing Eye helps ensure our customers will continue to have a safe and enjoyable experience."

"We are committed to providing the best service to our guests and appreciate the opportunity to work with Guide Dogs for the Blind and The Seeing Eye on this important video," said Wayne Newton, vice president of airport operations and customer service, Alaska Airlines. "This video will be used to train our employees and ensure we are continuing the support of our guests who are blind and visually impaired in the best ways possible."

*To access the video, or an audio-described script of the video, go to <https://www.seeingeye.org/blog/guide-dogs-for-the-blind-and.html>.*

## Online Auction: Thanks For Bidding!

Thank you to all our donors, sponsors, volunteers, and especially bidders for participating in The Seeing Eye's 13th annual online auction in April!

This year's auction raised more than \$100,000, with more than \$80,000 in bids and nearly \$20,000 in sponsorships.

This year's items included jewelry,

handbags, handcrafted items, outings, and much more.

Be on the lookout in spring for next year's online auction!

Thank you to our wonderful sponsors: Kefalas-Pinto Foundation; Grammy's Superheroes LLC; Hardin, Kundla, McKeon & Poletto; Benebones; CocoLuxe; and Gus & Buckys The Bedminster Car Wash.



## A VIRTUAL Pizza Party... WITH REAL PIZZA!

The Seeing Eye held The Dinner Party, a benefit to raise money for our program, for the first time in 2016. It was such a success that we've held annual dinner parties each year since.

Last year's event was turned into a virtual dinner party, coupled with our online auction. We asked our donors to make their own dinners at home, and enjoy it with Seeing Eye President & CEO Glenn Hoagland via Zoom.

And this year, on May 4, we held another virtual dinner party... but this one came with dinner!

Participants were sent a "pizza kit" that included pizza dough (enough for two 12" pizzas), marinara sauce, mozzarella cheese, mushrooms, and pepperoni. Scott Wiener, founder of Scott's Pizza Tours, a monthly columnist for Pizza Today Magazine, and host of "Really Dough" on Amazon Prime, served as the instructor via Zoom as he taught attendees how to turn those ingredients into two freshly made pizzas!

Glenn and Seeing Eye Board of Trustees member Michael Amoruso, who also is a Seeing Eye graduate, were on campus at The Seeing Eye following along with Scott's directions. Michael's Seeing Eye dog, a German shepherd named Inu, was a perfect gentleman... he didn't even snack on the pepperoni!

Next year's Dinner Party is scheduled for May 3, 2022... and we hope will once again be in person.

Special thanks to our sponsors Day Pitney, Susan and Greg Gnall, Morgan Stanley, Adrienne Scott, Sordoni Construction, Michael and Tanis Mittelman, Catherine Kiernan and Bill Van Nostrand, Elenora Benz, Elena Valencia and Scott Wiener of Scott's Pizza Tours.

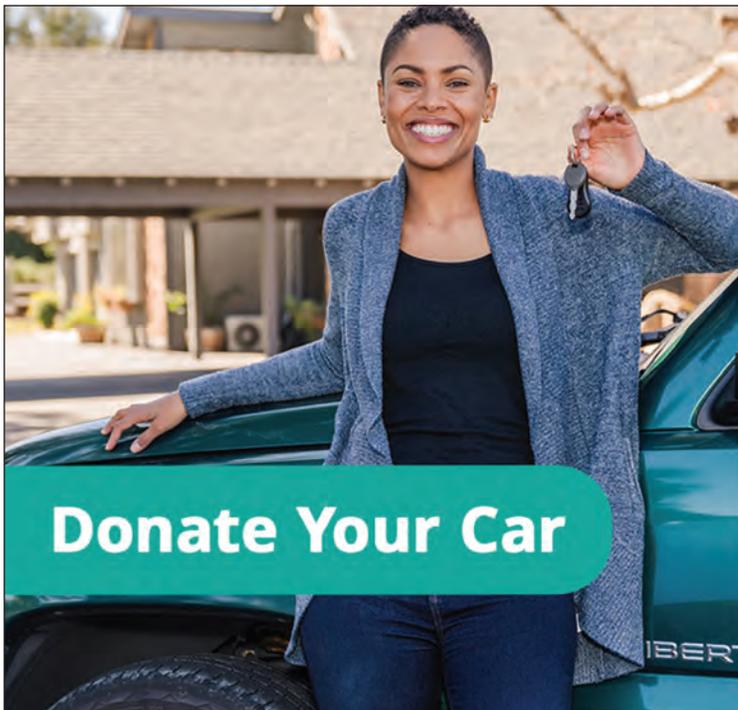
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## There's an Easy Way To Give

Donating is **easy**, the pick-up is **free**, and **your gift is tax-deductible.**

For more information, go to  
<https://careasy.org/nonprofit/The-Seeing-Eye-Inc>



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# Be Like Henry!

Be Like Henry, a non-profit organization based in Mount Laurel, New Jersey, donated 1,500 pounds of dog food to The Seeing Eye. The photo shows Be Like Henry founder Cheryl Pliskin, holding a German shepherd puppy, with Seeing Eye President & CEO Glenn Hoagland outside the Main House of The Seeing Eye. The donation was made in memory of Oz, one of six Seeing Eye puppies raised the Pliskin family. Be Like Henry, named after Cheryl's therapy dog, supports dog-related charities throughout the country. *Thank you, Be Like Henry!*

The Seeing Eye accepts bulk donations of Purina Pro Plan Adult Large Breed Chicken and Rice formula. For more information, call 800-539-4425 or email [info@seeingeye.org](mailto:info@seeingeye.org).



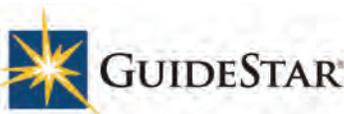
## The Seeing Eye

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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 of 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.