



# ARC NEWS

## 30<sup>th</sup> Anniversary Issue

Winter 2011

*A publication of the Animal Rights Coalition to promote a compassionate world*

### Three Decades of Activism

by Heidi Greger

Jack Weinberger, civil rights and Berkeley free-speech activist, may not have trusted anyone over 30 in the sixties (he's the guy who famously said, "Never trust anyone over 30"), but we can forgive him because he didn't know about a small group of volunteers (most of whom were well over 30, thank you very much!) who started a feisty little organization in 1980 called the Animal Rights Coalition. And now that feisty little organization is bigger and better than ever and celebrating its 30th birthday. Okay, so technically we weren't incorporated until February 1981, but the organization proper was formed 30 years ago in October 1980.

Three decades and still going strong advocating for animals in Minnesota. We think that's pretty impressive and something to celebrate. Since we're heading into our busy tabling and outreach season right now, we're postponing the celebration until April 30th, when we can mark this milestone and celebrate the one year anniversary of our Éthique Nouveau store as well. So stay tuned to the ARC website for details about the upcoming festivities.

In the meantime, we extend a huge and heartfelt thank-you to all the ARC members and volunteers, past and present, over 30 and under, who have worked so hard to make ARC the most successful grassroots, abolitionist animal advocacy organization in Minnesota. You know who you are!

We hope you'll enjoy the reflective look back at our history of animal advocacy and activism in this issue and be excited about all the great things going on to help animals right now.

We trust you'll agree when we say "here's to another 30 years fighting the good fight!" 🐾



#### "Because Animals Matter"

Thanks to a generous donor, we were able to purchase a new backdrop, shown above, for our community outreach at large events and conferences.

This eye-catching banner helped draw hundreds of people into ARC's booth at events this year such as the Twin Cities Pet Expo, GLBT Pride Festival, Education Minnesota Professional Conference, and Twin Cities Book Festival, and conveyed our simple message – that animals matter for their own reasons and should not be used by human beings for profit, pleasure, amusement, or simply because it is our habit to do so.

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## ARC Volunteer Meetings

If you're interested in learning more about the Animal Rights Coalition and our volunteer opportunities, please join us at our weekly Volunteer Meetings. We hold a **Wednesday meeting from 7 to 8 pm** at our combination office and store, located at 317 W 48th St. in Minneapolis.

At the volunteer meetings we discuss current issues and plan upcoming projects. We're friendly and lots of fun, and we'll be happy to help you find your niche. You don't have to be an ARC member to attend these meetings (and you don't have to be a vegetarian or vegan either!).

So get up and get involved! We look forward to seeing you. The animals need your help!

## ARC Online

ARC website: [www.animalrightscoalition.com](http://www.animalrightscoalition.com)

ARC on Facebook: [www.facebook.com/pages/Animal-Rights-Coalition/112542757824](http://www.facebook.com/pages/Animal-Rights-Coalition/112542757824)

Éthique Nouveau: [www.ethiquenouveau.com](http://www.ethiquenouveau.com)

Minneapolis Vegan Meetup: [www.meetup.com/vegan-415/](http://www.meetup.com/vegan-415/)

Cuddle Coats: [www.cuddlecoats.com](http://www.cuddlecoats.com)

End Pound Seizure Minnesota: [www.endpoundseizuremn.org](http://www.endpoundseizuremn.org)

Rhymes With Vegan: [www.rhymeswithvegan.com/](http://www.rhymeswithvegan.com/)

Teaching Compassion: [www.teachingcompassionmn.com/](http://www.teachingcompassionmn.com/)



The Animal Rights Coalition (ARC) is a Twin Cities-based non-profit organization dedicated to ending the suffering, abuse, and exploitation of non-human animals through information, education, and advocacy.

ARC is the oldest and most successful animal rights organization in Minnesota, with over 30 years of helping animals. We advance our goals through community outreach, strategic campaigns and investigations, media outreach, and person-to-person contact, as we strive to fundamentally change how society views and treats all sentient beings.

### ARC News

317 W. 48<sup>th</sup> St.  
Minneapolis, MN 55419  
612-822-6161  
Issue number 80

### ARC Board of Directors

Charlotte Cozzetto, President  
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and Board Member Emeritus  
Lindy Venustus

*Program Director*  
Dallas Rising

*Newsletter Editor*  
Charlotte Cozzetto

*E-newsletter Editor*  
Heidi Greger

## *In Memory and In Honor of*

Thank you to all who remembered a special person or animal with a donation to ARC. Memorial donations were received in memory of:

Gloria Gisselbeck

Joan Way Washburn

Thumper, a beautiful girl

Dana Miller, who cared about all animals

Lori's Elle (her beautiful black cat friend who is now an Angel in Heaven) –

Patricia Peterson

My brother Allen – Sally Mackler

In memory of Cleocatra, who graced the world around her with beauty and sweetness – Anne Barasch

In memory of Glory, my beloved dog. – Anonymous

In memory of Jen Kelly's dog Susie – Kim Culbertson

“She took my heart and ran with it, and I hope she's running still, fast and strong, a piece of my heart bound up with hers forever.” Adapted from “For the Love of a Dog” by Patricia McConnell.

In honor of John Thomasberg's birthday – Richard Ostby

In honor of Jim & Suz Marshall – anonymous

## Look How Far We've Come!

by Vonnie Thomasberg, Co-founder of ARC and Board Member Emeritus

Thirty years ago I couldn't have dreamt about the significant changes that the animal rights movement would undergo. I wish that there was enough time and space to write at length about the changes.

I, like many of you, probably have often felt that we are "getting nowhere," but the fact is that there have been monumental changes for the animals in almost every sector. Most of that has come through perseverance, education, and good old "fire in the belly" by volunteers.

A little background is in order. In the late 70s, many of us were working with the large, moneyed national groups where practically nothing was happening. Most, with some exceptions of course, were sitting on their large treasuries, sending out heartbreaking mailings with graphic pictures to swell their coffers even more without making any difference for the animals. People who were the product of the 60s and 70s social justice movements were used to action and results from their efforts. Thus the Animal Rights Movement was born. Scores of grassroots groups sprung up across the country.

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**"Thirty years ago I couldn't have dreamt about the significant changes that the animal rights movement would undergo."**

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Following are but a few of the changes that have taken place.

Being a vegetarian had its challenges. If you were in a restaurant and asked what they offered that was vegan or vegetarian, you would get a blank stare and then be treated as if you just landed from outer space. And you better like iceberg lettuce salads! There was one vegetarian restaurant in the Twin Cities, the Mud Pie. In order to get tofu, we would take our containers to a place on Kasota Ave. where it was made. That place is closed now, but I have never had tofu that was that good, but on the positive side you can buy tofu in any food store now. We made our own yogurt, seitan, and frozen desserts too.

Fur sales have plummeted. ARC was instrumental in closing down a longtime furrier in the Uptown area. Fur was prevalent then, and now it is not often that you see a fur coat.

People are now willing to admit that their companion animals are part of the family. Thirty years ago your neighbors probably would have avoided you if you held that view.

The decompression chamber was outlawed after a long and arduous fight.



**Vonnie at the March for Animals in Washington, D.C. in June 1990**

Whistleblowers are now coming forward to expose the hideous abuses that take place in laboratories, factory farms, puppy mills, entertainment, and in many other venues. That would not have happened thirty years ago.

Coverage by the media was nonexistent then, no matter what numbers had gathered for protests and marches. The term Animal Rights was never used by the media – ever.

Medical research laboratories had virtually no oversight. There has been improvement because they know they are being watched. In one instance, the University of Minnesota Animal Care Committee, instead of meeting twice a year and never mentioning the animals being used (except for weights and numbers), now meet every two weeks and the care of the animals is discussed. Not perfect, but a change nonetheless. This came about because of pressure from the Animal Rights Coalition. These sorts of changes were taking place across the country.

The entertainment industry has also come under scrutiny and there have been some changes, most particularly in public awareness through education.

These are but a few of the changes that have occurred in the last 30 years.

*Continued on page 4*

## Look How Far We've Come!

*Continued from page 3*

The attitude of people is what will push us forward in our quest for true abolishment of animal exploitation, use, and abuse. We must continue talking and setting an example to all that we come in contact with, as frustrating as that may seem at times.

And never ever apologize for being merciful or caring. So keep up the good fight – it is happening. 🐾

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Editor's Note: In 1985 the animal rights movement celebrated its 10<sup>th</sup> anniversary (*Animal Liberation* by Peter Singer, published in 1975, was said by many to mark the beginning of the modern movement for animal rights).

To commemorate this anniversary, *Animals' Agenda* magazine asked movement leaders their thoughts on the state of the movement. Vonnie was among those interviewed along with Paul Watson, founder of Sea Shepherd; Tom Regan, author of *The Case for Animal Rights*; and several other prominent movement leaders.

It's interesting to note that the following observation made by Vonnie in 1985 is still ringing true today:

“Being very brief about the last decade, I see those years as producing real milestones for the movement. Caring individuals are finding each other, organizing their efforts for change, and finding pride in their feelings.”

To read more about the history of ARC, go to [www.animalrightscoalition.com](http://www.animalrightscoalition.com), click on “About Us,” and then scroll down to the links for *ARC History* and *History of an Activist*. Guaranteed to give you an appreciation for the blood, sweat, and tears that have gone into making ARC the strong activist organization it is today.



**Cleveland Amory, founder of the Fund for Animals. at ARC's first National Animal Rights Conference in September 1981**



**ARC's Bucky Beaver made an appearance on the Nicollet Mall in the early 1980s to inform the public about steel-jaw leghold traps**



**Blockade of entrance to University of Minnesota Bio-Medical Library in the early 1980s to draw attention to the university's psychological experiments on primates**

## Grassroots Activism Made a Movement

by Jim Mason

Congratulations to Animal Rights Coalition for 30 years of sustained local activism for animal rights. You have been and you are a key player in raising consciousness about the plight of animals and in empowering people to take action on their behalf. You must be proud of your activist accomplishments in the Twin Cities as well as your groundbreaking role as one of America's first grassroots groups.

Grassroots groups are the energy of the Animal Rights Movement. Grassroots groups are the cutting edge of the Animal Rights Movement. Just look at the history: When the Movement began to form after the publication of Peter Singer's 1975 book, *Animal Liberation*, Animal Rights Coalition was among the earliest to organize and take action for animals. I remember with fondness and pride being a speaker on farmed-animal cruelties at your first few conferences in the early 1980s. Peter Singer and I had just published our 1980 book, *Animal Factories*, in which we documented in depth the cruelties of factory farming. Factory farming accounts for at least 95 percent of all animal suffering, yet this horrific abuse was largely unknown or ignored by the existing animal-protection organizations of those days. None that I can recall had any kind of program dealing with farmed animals. Even some early animal rights activists didn't know about it and the few who did, didn't want to tackle it. One prominent activist of the day told me in so many words, "Forget about it, it's a mountain. We should stick to things we can win."

Animal Rights Coalition was one of the first to take on that mountain. You invited me to your conferences to give the facts and figures on factory farming. I showed dozens of color slides that showed the insides of factory farms and the conditions under which farmed animals live out their brief lives. The audiences were shocked, appalled, and soon thereafter motivated to swear off animal foods and otherwise take action on behalf of farmed animals. ARC was at the forefront of activism for farmed animals.

Your courage was contagious. Your first steps for farmed animals encouraged other grassroots activists to tackle the issue. It was only a bit later in the 1980's when Farm Sanctuary, Humane Farming Association, and Farm Animal Reform Movement formed to focus on factory farming and other farmed-animal abuses. Now, of course, they have big budgets and large national memberships, but they started out as local grassroots groups. As did People for the Ethical Treatment of Animals.

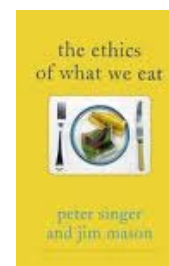


Jim Mason

I remember hanging out with Ingrid Newkirk and Alex Pacheco when they held weekly meetings with a handful of activists in a church basement. They started out on farmed-animal issues: protesting a live poultry market in Washington, D.C. and raised money by selling veggie dogs on the Capitol Mall on weekends. Soon thereafter, PETA went big-time when they exposed the cruelties to monkeys in a biomedical research laboratory in Silver Spring, Maryland.

Congratulations, ARC, for breaking ground for a movement! 🐦

Jim Mason is an author and attorney. His latest book, *The Ethics of What We Eat: Why Our Food Choices Matter* (Rodale Press, 2006), co-authored with ethicist Peter Singer, explores the ethical questions involved in modern food systems.



Mason is author of *An Unnatural Order: The Roots of Our Destruction of Nature* (Lantern Books, 2005) and co-author with Peter Singer of *Animal Factories* (Crown, 1980; rev. ed. 1990). He is a contributor to *In Defence of Animals* (Blackwell's, 2005), edited by Peter Singer. His writings have appeared in *Audubon*, *The New York Times*, *New Scientist*, *Newsday*, *Country Journal*, *Orion Nature Quarterly*, and other publications.

Mason is Secretary and a director of Two Mauds, Inc., a foundation which funds low-cost spay-neuter projects in rural communities in Appalachia and southern states.

## The Future of the Animal Rights Coalition Depends on You

by Dallas Rising

Since I was brought on as the program director for ARC nearly three years ago, ARC's programs, volunteer base, and participation level have all increased dramatically. We have launched and grown programs like Cuddle Coats, VegKins, and Vegan Meetup as well as produced one of the nation's best pieces of literature exposing the humane farming myth. We have opened Éthique Nouveau, an all new completely vegan retail space where all proceeds help support these creative and wide-reaching programs. The store has also become a place where people who care deeply about animals can go to feel understood and connect with others who share their values, which can be hard to find in a world where people who identify as supporters of animal rights are still a minority. And, ARC's name has been regularly mentioned in local media and been represented at national animal rights conferences.

One of the most important things about ARC is the consistency of our message and actions. ARC started out as, and has stayed, an abolitionist animal rights organization – which means that we challenge the dominant conversation that humans have about our relationship with other species. Most people view other animals as *something* for humans to use and own, and we view other animals as moral *persons* who are here for their own reasons and deserving of personal and bodily integrity. So, while we are in fact a multi-issue organization, the truth is that no matter what issue we're talking about, we're having what is essentially the same conversation again and again with people – emphasizing that animals matter in their own right, outside of what they can provide for humans, and it is not right for us to exploit or abuse them for any reason.

But the future of ARC and its success **rests entirely with you**. Yes, you. The person reading these words right now. ARC needs your support, in donations of funds, time, and skills if we're going to be able to continue to advocate effectively for other animals. I am the only staff member at ARC, and I work only part-time.

Our momentum could not have been built or sustained without the generosity of all our numerous donors and volunteers. So, if you agree with ARC's mission and message, please get involved and support your local abolitionist animal rights group. **We need you. The animals need you.** And, if you feel the way we do about animal issues, you could probably benefit from taking actions that align with your values, too. Go ahead: write the check, pick up the phone, send us an e mail. Together we can, and will, continue to deliver justice for the animals with whom we share this planet. 🐾



Dallas speaking at the Plenary Session of the Animal Rights National Conference in Washington D.C in 2009



Dallas delivering furs collected through ARC's Cuddle Coats program to Wildlife Rehabilitation & Release. The furs are used to comfort and aid orphaned, injured, and abused wild animals in their recovery at WRR.

## Shop Your Values!

by Dallas Rising



The Animal Rights Coalition's Éthique Nouveau store is located at 317 W. 48th St. in south Minneapolis. We hope you'll come down, check us out, and do a little shopping to help the animals, as all store profits support our animal advocacy programs.

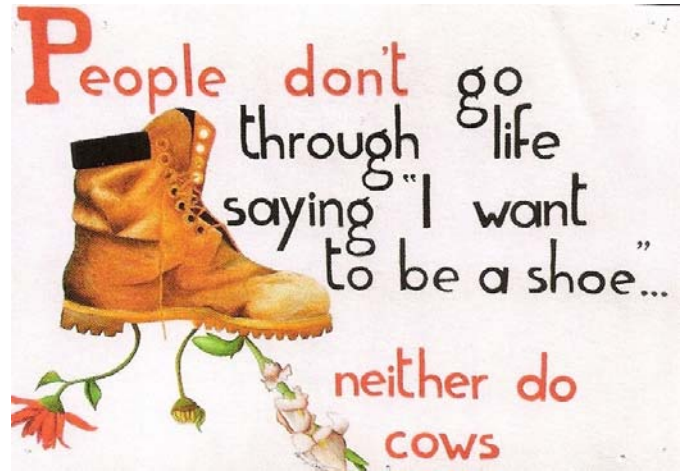
Éthique Nouveau is all about compassion and kindness towards animals. We carry lots of animal-friendly items - and many product lines you won't find anywhere else in the Twin Cities - all vegan (free of animal products / not tested on animals) and kind to both humans and animals.

We have some of the hottest ethical fashion this side of the Mississippi - purses and briefcases, buckles and belts, wallets and iPod cases, ties, t-shirts and hoodies, and some really gorgeous scarves. And men's dress shoes and women's Snug boots from Vegetarian Shoes of England. We also have a great selection of jewelry, much of it by local artists.

Pamper yourself with lip-smacking-good lip gloss, eco-friendly nail polish, body lotions and soaps, perfume, bubble bath and bath salts, men's shaving and grooming products, and yummy soy candles in all sorts of delicious fragrances.

For your inner chef, we have tons of cookbooks in addition to the largest selection of humane children's books in the area and some of the best picks for activist strategy, animal liberation philosophy, and veg parenting available.

Your pup will love our dog treats in a variety of flavors. Plus we have organic catnip and catnip toys to make your kitty's day, and odor-neutralizing candles, crystals, and room spray.



We have lots of buttons, magnets, and bumperstickers - an affordable and colorful way to spread the word about animal liberation, and Ban Pound Seizure gear - dog tees, bandanas, and ID tags - spread the word and protect your furry family members from researchers.

And last but not least, those all-important snack items: vegan mac and cheese mix (a gluten-free variety too!), cheese sauce, and queso, soup mixes, organic vegan fair trade chocolates, vegan jerky, Just Like Honey spread, and rice milk chocolate (the closest thing to vegan milk chocolate). Especially for kids, check out the vegan jelly beans and gummi candy. New food items are being added all the time as we continue to bring you products formerly available only via mail order. 🐾

**BECOME AN ARC MEMBER!** Show your commitment to reducing animal suffering by becoming a member and supporting our work. Your contribution helps us help more animals. Gift memberships are also available.

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Your membership dues are tax deductible. Send your check or money order payable to: Animal Rights Coalition, Inc., 317 W. 48<sup>th</sup> St., Minneapolis, MN 55419.

You can also join online through giveMN.org (<http://givemn.razoo.com/story/Animal-Rights-Coalition>). Check "Add a Designation" on the second screen that pops up after you enter your donation amount and be sure to enter "new membership" in the "Designation" field.

- |                          |        |                       |
|--------------------------|--------|-----------------------|
| <input type="checkbox"/> | \$20   | Annual Membership     |
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| <input type="checkbox"/> | _____  | Other Donation        |

Animal Rights Coalition, Inc.  
317 W. 48th St.  
Minneapolis, MN 55419

stamp

ADDRESS SERVICE REQUESTED

Mark your calendars for Saturday, April 30<sup>th</sup>  
when ARC will be celebrating its 30<sup>th</sup> anniversary  
and Éthique Nouveau's 1<sup>st</sup> anniversary!

Have you signed up to receive ARC's monthly e-newsletter, a quick and easy way to stay updated on ARC campaigns and events?

It's more important than ever to sign up as the newsletter you're reading will be the last printed issue of the ARC newsletter!

Subscribe to Our  
**MAILING LIST!**

To read the current e-newsletter issue online and subscribe to the mailing list, go to the ARC website at [www.animalrightscoalition.com](http://www.animalrightscoalition.com)

