

# PETS Referral Center To You

Your ER and Specialty Partners



Emergency

Surgery

Oncology

Diagnostic Imaging

Exotics

Ophthalmology

Endoscopy



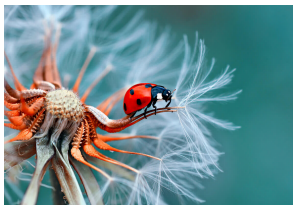
PETS History



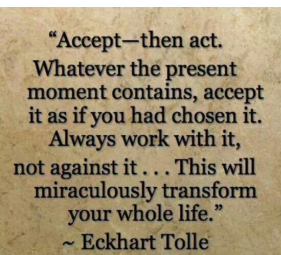
Resources



Meet the Crew



MicroCE--Sx



Comms

## 1048 University into PETS Referral Center

Jessica Treas-Woods, *Hospital Manager*

PETS Referral Center has been serving pets, families, and veterinarians in the Bay Area for more than 45 years, but the story of our hospital begins even earlier. Before becoming a veterinary hospital, our original building at 1048 University Avenue was home to a popular Berkeley music venue known as Mandrake's, a local landmark during the late 1960s and early 1970s.



In 1979, a group of local veterinarians came together to establish the Pet Emergency Treatment Service (PETS), creating a dedicated after-hours emergency hospital for the community. The original hospital occupied just 2,700 square feet and shared the building with neighboring businesses. Many longtime clients still remember the hospital's iconic red doors labeled "Dogs" and "Cats."

A new chapter began in 2003 when Dr. Jim Clark, Dr. Chris Rodi, and veterinary technician Todd Sexton purchased the practice. Their vision was to preserve PETS' community-focused mission while expanding services, strengthening relationships with referring veterinarians, and investing in the hospital's future. Alongside longtime leaders such as Halle Donaldson and Brenda Pane, the team helped transform PETS into a growing emergency and specialty referral center.

As the hospital evolved, so did the services offered. In 2009, oncology and internal medicine were added, and the Pet Emergency Treatment Service officially became PETS Referral Center, a 24/7 emergency and specialty hospital. Ophthalmology followed in 2014, and specialty services continued to expand in response to the needs of patients and referring veterinarians.

Growth also meant more space. In 2017, PETS expanded into a second building, affectionately known as "The Annex," allowing specialty departments and administrative teams room to grow. Additional renovations followed, including major expansions of both the Annex and the original hospital building. By 2024, the combined campus had grown to more than 10,000 square feet dedicated to emergency and specialty veterinary care.

One constant throughout PETS' history has been its ability to adapt while maintaining its core mission. From its beginnings as a small after-hours emergency clinic to the modern referral center it is today, PETS has



**August 11, 1969: Mandrake's, Berkeley: Audition Night: Commander Cody and His Lost Planet Airmen**

According to [the Ward article](#), Cody and The Airmen debuted at audition night at a Berkeley club called [Mandrake's](#), at 1048 University (near San Pablo Avenue). Mandrake's was a little beer joint that generally featured blues and danceable rock. The Cody crew had so many friends from Ann Arbor that they managed to pack the place on a weeknight, so they were immediately booked. While the Cody band was a terrific outfit, it was a fact that Ann Arborites moved to Berkeley with their social life intact, so Cody already had a built in fanbase in Berkeley.

remained committed to providing exceptional patient care, supporting pet owners through difficult moments, and building strong partnerships with referring veterinary practices.

Today, we are proud to continue that tradition and look forward to serving our community for many years to come.

6:22

50%  
SUN

42°

Oakland Tribune

Oakland, California • Sun, Aug 18, 1974

Page 151

MANDRAKE'S POSTED A GOOD-BYE TO ALL ITS FANS AFTER DECISION WAS MADE TO SELL OUT

## There's One Less Place to Party

By ART GEORGE  
Rap-Up Writer

The weather-beaten sign that once proudly billed Joy of Cooking, Commander Cody, Charlie Mousewhite, Muddy Waters, and The Blues Monk now just sadly reads "Good Bye Old Friends."

The corner of Tenth and University in Berkeley seems a little bleak now. Mandrake's has passed from the scene.

It did last weekend, and the last four nights were "like pressing over a valve," according to Mary Moore, Mandrake's owner.

"The bands played their hearts out those nights and people came out of the woodwork just to say goodbye. When we finally closed it up and moved everything out, we all just cried."

"Mandrake's was like an octopus. It was hard to get started and hard to stop. But it grabbed people spiritually. The club had a feeling about it, and people had a feeling about the club. That's a difficult thing to achieve."

"It doesn't seem right not to have it anymore. It was a Berkeley institution and there isn't another place like it."

were Joy of Cooking and Commander Cody. Even after these, and other, groups played to much larger audiences, they returned to play Mandrake's.

The site of Mandrake's will house another club in about a month. It will be owned by Al Chetkauskas, who has been booking bluegrass and rock bands in the Central Post Hall in Richmond in recent months.

But it will not be called Mandrake's. For sentimental and business reasons, Mary is keeping the name. Its musical reputation is known throughout the world, and would be a trademark of quality if another Mandrake's ever opened.

but we closed on Saturday and moved out on Sunday."

She said the club made money only one year, and broke even most of the rest. And though she said many things about Berkeley have changed, musically and socially, since Mandrake's first opened its doors, there was always good support by the community.

"There wasn't enough press support. I'm so sick of hearing about the Venturian Room."

**The Lucky 13 at KDIA**

1. TELL ME SOMETHING GOOD—  
2. FEEL LIKE MAKING  
3. CAN'T GET ENOUGH  
4. I'M SICK OF HEARING ABOUT THE VENTURIAN ROOM

and the Boasting House. We were small, but important."

She said the problem with Mandrake's was that one night the gate would be \$1,000 and the next night \$40, "balancing out to nothing."

"Whenever you run a small club you do it out of love and a tiny little bit of money."

"We sure loved that club but it was no moneymaker."

Chetkauskas plans some renovations for Mandrake's.

"It's probably be a little slicker than Berkeley is used to," he said. "We'll be using mylar and plastic a lot, dress it up, but no fountains."

He sees the club becoming a trading ground for little-known Berkeley talent. "It's hard to book big names into a small club, so we'll be using new bands, giving them a chance to work."

The club's format has not been solidly defined yet. Chetkauskas said it will be a "rock and roll place, with jazz, in which rock and folk will cross."

Mary laughed when she heard how undefined Chetkauskas' plans are. It took her back seven years to the same position she was in when opening Mandrake's.

## Resources for You

### Did You Know?!

"Hookworm infestation may be the future cure for allergies."

- Dr. Tiana Jarvis

### PETS Team Journal Club



### Join the Zoom fun with the PETS crew

You are cordially invited to actively or passively (!) participate in our monthly Journal Club/Topical Rounds.



**Dr. Jarvis**

*Sign up for our  
(emailed) newsletter!*



This is hosted on Zoom one evening per month. We rotate between journal article discussions, specialty topic rounds, and Morbidity & Mortality rounds. The format is quite **informal**, and we always welcome new folks. If you are interested, please zap the QR code, and we will add you to the monthly email invite. **We look forward to seeing some new faces!**

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**Sx Blog-- Lar Par Trifecta**

**Download for your Squad  
(PDF, 210KB)**



## **Face to a Name**

**Lara Rasmussen, DVM, MS**

*Diplomate, American College of  
Veterinary Surgeons*

### **Areas of Special Interest**

Creative GI surgery  
Trauma surgery  
Multimodal anesthesia/analgesia  
Wound Care  
Nothing like a good fracture! :)

**Dr. Razz full bio**

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## **MicroCE from Team Surgery:**

**Dr. Lara Rasmussen, DVM, MS, DACVS**

# Essay to My Compatriots in the Struggle Toward Perfect Radiographs

2nd Round (see June2026 issue)

The taking of radiographs has **haunted me** since I was 17 years old and working as one of two vet techs/assistants for a one-doc-shop in Northern California, **back in the dark ages** before schooling and certification and the standardization of quality those two promise. We used **dip tanks** for processing, so the time it took to produce one film was considerable. When the quality (positioning, exposure) was inadequate for diagnostic purposes, it hurt on so many levels! And the anxiety created by that **fear of failing** on each exposure was **considerable**. That feeling remains with me to this day (don't ask me how long that has been!) ...



... *con't*  
*this article*  
*in full*

## Referral Logistics Like a Pro— The Call

*What do **we** need when **you** need the ER?*

**Picture the scenario** (as your adrenaline climbs)-- 12yr old cat, recumbent and hypothermic w/ respiratory effort presenting at 2pm on Friday. "Save my cat!"

**Your goal**-- basic stabilization and transport to PETS for ongoing support, diagnostics and definitive care.

**First step**-- confirm the owner shares your goal.

**Second step**-- Triage and Dx/Tx sufficient to maintain life while working your transfer plan. (Caveat: if the diagnostic test won't be available until AFTER the pet leaves your hospital, don't spend the time/morbidity/money.)

**Third step**-- Prepare for The Call (yourself / staff member)

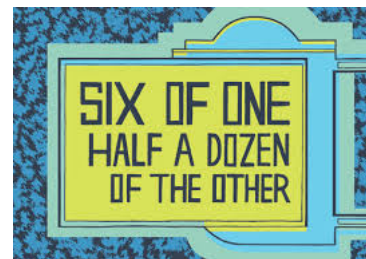
1. Signalment
2. Pertinent Problem List
3. Pertinent Hx and medications
4. Pertinent PE and lab findings
5. Current Treatments

**Fourth step**-- Make The Call 510 548-6684 "Hi, this is Dr. XYZ (or staff representative). I have a (*signalment with problem list*) that needs transfer into your care. May I speak with the ER doctor on duty?"

**Fifth step**-- Present your case (as above)

**Sixth step**-- Gather what YOU need

1. Open to receiving, Y/N?
2. Advanced imaging availability? (Ultrasound, CT)
3. Specialist availability?
4. Cost for care?
5. Recommendations other than transfer to PETS?



## Communications Hub: *Four Fundamentals*

**Communication Mindset**

(Pederson & McGrath Associates Ltd)

You can be **in control with every audience** you encounter. Four fundamental principles:

Content is Key: You must have something **substantial, interesting, new to contribute** to your audience. The individuals in attendance have specific content needs too; it is essential to anticipate the questions they are likely to ask.

The best presentation is a conversation, not testimony: You are part of an interchange of ideas, not a witness on the stand obligated to "just the facts ma'am.". **Talk to your audience.**

Remember who the real audience is: You can maximize the presentation experience by identifying precisely **who is your target audience**. Then you can shape your message and delivery to their expectations and values.

Perception is Reality: If your real audience perceives you to be confident, well-informed, authoritative, etc., then you are—**as far as they are concerned**—confident, well-informed, authoritative... and worth listening to!



## How may I help?

### Mary-Elizabeth Dodd

SPECIALTY COORDINATOR

Mary will assist you with Specialty referral planning (Exotics, Oncology, Ophthalmology, Surgery, Medical Imaging), case coordination, and any questions you may have about PETS specialty services.

**Direct phone:** (510)548-6684 ext 2050

**Email:** mdodd@petsreferralcenter.com

**Office hours:** Mon/Tue/Thur/Fri 7a-5:30pm

*My name is Mary-Elizabeth, and I am the Specialty Coordinator. My role is to assist referring veterinary teams to schedule their patients efficiently with the appropriate PETS team. I ensure our specialists have all necessary records and imaging. Additionally, I facilitate both in-hospital and hospital-to-hospital transfers while coordinating services for Medical imaging (Ultrasound & CT) and mobile cardiology (VetPulse w/ Dr. Justin Williams). I look forward to assisting you and your team to ensure all patients receive the care they deserve.*





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