

SOCIEDAD PROTECTORA DE ANIMALES
DE SAN MIGUEL DE ALLENDE, A.C.



September 2021

Paws & Claws

HOPE, HEALTH, HOMES FOR CATS AND DOGS IN NEED



From the Director

I'm very happy to give you the latest news from SPA DOGS TO DC, our joint venture with volunteer Tammy Belden. Tammy, with Enrique's help, took six S.P.A. dogs to the States in early August. Tammy does a terrific job of scouting for and interviewing potential adopters and following up to make sure that everything is working out after the adoption has been completed. Within a short time after arriving at Tammy's home in the States, Maya, Nuni, Fina, Georgina, and Buffy had been adopted and now Paco has a home! All six have their own families.

Of the dogs that went to the States on this trip, Maya was the longest S.P.A. resident, having been at the S.P.A. for more than 6 years, since she was only 10 weeks old. We owe a tremendous debt of gratitude to Carolyn and David who fostered Maya for the better part of the past year and showered her with love, patience, and lessons for the future. Nuni, another long-term resident on this trip, had been at the S.P.A. for 5 years, since she was 6-1/2 months old. It's extra gratifying when these veterans finally are adopted.

We are so thrilled with the success of SPA Dogs to DC and grateful to all who have worked so hard to make it a success. Thank you!

We have dogs and cats waiting for their forever homes in San Miguel. All our dogs are shown on our website [HERE](#) and all our cats are shown [HERE](#). Is it time for you to bring a new family member in your home?!

-Megan Gabel, General Director

Adoptions

	Dogs	Cats
August	9	5
YTD	25	27

Clinic/Office Hours:

Mon, Wed, Thu, Fri: 9am - 3pm
Tue, Sat (**Discount Days**): 9am - 4pm

Adoptions:

Mon - Sat: 11am - 2pm

Los Pinos 7, Col. Lindavista
San Miguel de Allende,
GTO 37736 Mexico
Ph: 415-152-6124

U.S. Mailing Address:

S.P.A., PMB No. 18
220 N. Zapata Hwy. #11
Laredo, Texas 78043-4464 U.S.A.

Easy Links

Website: www.spasanmiguel.org

Facebook: www.facebook.com/spasanmiguel

Donate and support our fundraisers: www.spasanmiguel.org/fundraisers

(Donate-Sponsor a Casita-Become a Member-Remembrance Tree Leaf)

Dogs available for adoption: www.spasanmiguel.org/adopt-me-dogs/

Cats available for adoption: www.spasanmiguel.org/adopt-me-cats/

Membership questions: MembershipSPA@gmail.com

Casita questions: SPACasita@gmail.com

Foster questions: SPAFosters@gmail.com

See what your donation dollars and pesos support: youtu.be/6grULRHi6Sk

Donate

August Adoptions

Dog adoptions: Buffy, Maya, Paco, Fina, Georgina, Nuni, Coco, Charlie, Samson

Cat adoptions: Carmine, Cezar, Diana, Zain, Malena



[2021 Dog Adoptions](#)

[2021 Cat Adoptions](#)

“Like” our [Facebook page](#) to get the latest news!

September Pets of the Month

By Jayn Corral and Megan Gabel

Tabbies Leo and Lily have similar personalities. About 8 months old, they both get along well with their feline roommates, love to play with toys, and enjoy getting special attention from people. They would do well in a home with other cats or alone where they can be spoiled with undivided attention.



Leo

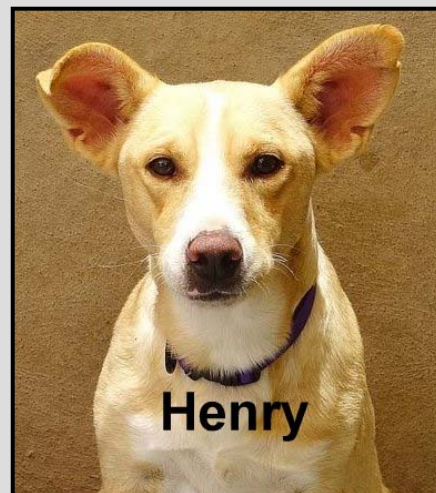


Lily

Medium-sized, about 2 years old, Soleil is a gentle, sweet, beautiful dog. She wags her tail, softly puts her paw in your hand and then switches paws so each can be massaged. She likes going for a walk and does well on a leash. Three-year-old Henry is a small/medium-sized happy, affectionate dog who loves attention and eagerly goes for a walk. He's a playful fella.



Soleil



Henry

All our available cats and dogs are on our website www.spasanmiguel.org - the "Adopt Me" pages. For both, our adoption fee is only 600 pesos and includes all current vaccinations, deworming, and sterilization. Adoption hours at the S.P.A., Los Pinos #7, are Monday-Saturday between 11 and 2. Only one person may enter the S.P.A. for an adoption interview. That person must wear a mask and stay at least 6 feet away from S.P.A. personnel. Questions? Call 415-152-6124 or write info@spasanmiguel.org

Cassie and Her Family

By Megan Gabel



Cassie

Cassie and her daughters, Lilly, Honey, Coco, and Rosie, were at the Canine Control Center, San Miguel's kill shelter. When we showed up looking for dogs to bring into the S.P.A., they had been there for a couple of weeks and their time was running out. We are so pleased to have saved this family!

Mom Cassie is a sweetheart. Medium-sized, about 2 years old, she loves getting attention and enjoys going for walks. She likes to be included with other dogs on a walk. She has a very pretty face and a lovely disposition.

Small, but still growing, her daughters are about 7 months old. They are each playful, affectionate, and love to be cuddled. Rosie was already adopted. We have introduced the other three to a leash and collar and are teaching them about walks on the street. Honey was the bravest, but we needed to carry Lilly and Coco out to the street to give them a head start. For all three, we tossed small pieces of kibble in front of them to entice them to move a few inches forward. They caught on quickly. And now Coco has been adopted!



Honey



Lilly

Meet the rest of this wonderful family at the S.P.A., Los Pinos 7, 415-152-6124. Adoption hours are Monday-Saturday, 11-2. The S.P.A.'s adoption fee for cats and dogs is 600 pesos and includes all current vaccinations, deworming, and sterilization (and more). All our available animals are shown on our website www.spasanmiguel.org

The SPA Dogs to DC Project—A Team Success

By Harry Burrus

I experience a pleasant, warm rush when I read Tammy Belden's posts on the [SPA Dogs to DC](#) Facebook page. It is with great joy that I learn about our S.P.A. dogs being placed with families that appear to be perfect and sensitive to our dogs' nature and history. As S.P.A. vice director, I would like to acknowledge the S.P.A. volunteers and employees who make these journeys possible and contribute daily to the ongoing happiness and health of our animals, all of which makes our dogs so adoptable. These behind-the-scenes contributors who are so happy when our dogs are adopted deserve recognition.

Dr. Omar Córdova, our vet, diligently and with sensitivity, keeps a watchful eye and works to insure the health of our animals. Marlen Mejia, our clinic/office coordinator, tirelessly and with a smile, fills out the necessary paperwork (and there is a lot of it) for such a journey. She also ensures that all our animals' vaccinations are kept current, schedules sterilizations, and jumps in to help in the clinic as does Christina Adenfors, our adoptions/volunteers coordinator. Christina exudes and dispenses kindness and love to the animals. Cirilo, Alex, and Diego feed and keep the animals clean. They keep their eyes open for any changes in behavior to report to the vet. Our S.P.A. director Megan Gabel is very hands-on and is involved daily in all aspects of running and maintaining the shelter. She judiciously selects the dogs for each trip to D.C., not only deciding which dogs would be good to send at a particular time, but also determining whether the chosen dogs would travel well together.

Over the years, so many volunteers eagerly and with kindness have walked our dogs. David Ramsey would have smiled to hear about Maya, the happy dog he walked each time he came, and Steve Goodman and Steven Calkins, I'm sure, are grinning hearing about Nuni, who would enthusiastically welcome anyone who wanted to walk her. Irene Diamant, Sandy Lubin, Teenie Gibson, Mike Svob, Kim Samis, Paul Schiratti, Pat Dobie, David Stambrook, Denis Robert, and Francois Casas (to mention a few) have had the pleasure of walking a variety of our dogs including some that were on this last trip to the States. They are tickled to see these beloved canines progress to forever homes.

It is a pleasure for me to work with such a wonderful group.

THANK YOU, ROSS MACDONALD, FOR HELPING THE S.P.A.!

Waiving or reducing the normal fee for delivery service available through MacDonald Services (www.macdonald-services.com/) is a HUGE benefit to the S.P.A.!

Did you know that:

-the S.P.A. has been around since 1980 and is the only no-kill shelter for cats and dogs in San Miguel?

-we house an average of 100 animals (cats and dogs), providing food, vet care (including vaccinations and sterilization), and shelter for them until they are adopted?

-the S.P.A.'s clinic is a community clinic, open to the public?

-the S.P.A. relies SOLELY on donations to survive—we receive no government support?

Please consider helping us by becoming a member of the S.P.A., sponsoring a casita, and supporting other S.P.A. fundraisers. Our website details our fundraisers here: www.spasanmiguel.org/fundraisers and itemizes how to donate by PayPal, check, or cash. Call us if you have questions: 415-152-6124. Thank you!

Every dollar and peso you donate helps the S.P.A. survive.

HouseSitMexico.com is the online platform where YOU in Mexico can connect with reliable sitters who serve for free, in exchange for a free place to stay



HouseSitMexico.com

PET SITTERS WHEN YOU NEED THEM



“

I LOVE House Sit Mexico. It was always a struggle to find someone that had a proven record to take care of our cats, but it's so easy now.

With this site we can see cat sitters, view their photos and their reviews. It's wonderful! We have used HouseSitMexico three times and would highly recommend them.

- Darlene M

“

Wonderful service!! HouseSitMexico helped me with my listing. I had 6 very qualified candidates within 48hrs. If you need a Mexico house sitter this is the site to use.

- Jenn G

“

Have used this site since its inception (in 2016) and have had awesome results with getting our house sits filled in less that 1 week—and with incredible house sitters! Highly recommended!

- Helen K

www.HouseSitMexico.com

Contact: Admin@HouseSitMexico.com

The only house and pet sitting website exclusively for Mexico

Don't Give Up

By Heidi Wulfers

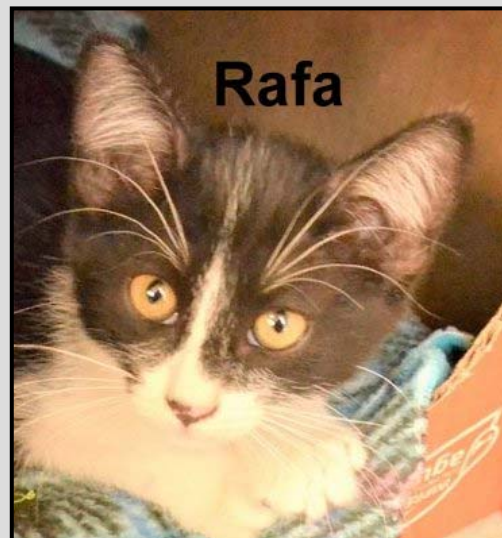
Twenty years ago, I adopted a five-year-old queen cat from a breeder for her beauty. A year later, I added a feral one-year-old cat, without considering how this youngster would adjust to an arrogant queen, and she to her. It was a very rocky adjustment. Even after 12 years together, the two never became friendly. But we never gave up. They were family.

My husband and I moved to San Miguel two years ago. I started volunteering at the S.P.A. and quickly found myself yearning for another cat. However, I had learned a lesson from my adoptions up north. Before adopting, one needs to know what one wants and does not want in a cat. Cats live a long time; we needed to get it right. We decided on our ideal qualifications and proceeded to select Eros. At first, he was frightened by the construction in our neighborhood, startled by every noise. But he trusted us quickly and we never stopped comforting and reassuring him. We didn't give up. He adjusted to the circumstances and, nine months later, we decided he deserved a buddy.

Again, we made a list of desirable traits. This time we were trying to look from Eros's perspective, which was a bit more difficult. Fortunately, I had the opportunity to observe all the cats at the S.P.A., and made a short list of the ones I felt would blend best with Eros and with us. This was a much harder decision than choosing to adopt Eros. From experience, I knew this new resident in our household would have to make the biggest adjustment. We selected a younger cat, Zeus, hoping he would be a good fit.

Although Zeus was, and still is, frightened by my husband and me, he immediately fell in love with Eros. Through mooning adoration and persistent head butting, he slowly broke down Eros's reserve. This was a very easy adjustment as adjustments go. We simply sat back and watched the two of them work things out. It took almost four months for this adjustment to be complete, complete in that they both have a place and know what that place is. Eros is the brave big brother; Zeus is the whining little brother. They sometimes argue, they sometimes push each other around, but mostly they support one another, just like a real family. Now we just need Zeus to learn to trust us. We won't give up.

Integrating a new cat into a household, whether a first cat or an addition to the family, will always require a period of adjustment. With patience and understanding, one can expect eventual success. Time to get your first cat? Or add to your family? Remy and Rafa are particularly easygoing S.P.A. cats. The S.P.A. is located at Los Pinos 7, 415-152-6124. Adoption hours are Monday-Saturday, 11-2. See photos of all our available cats on our website [HERE](#).



Claire and Her Surrogate Family

By Jayn Corral

It was a disparate group of people and circumstances as well as serendipitous timing. As they say, sometimes the truth really is stranger than fiction.

Claire had a rough beginning. Her owner wanted her to bear babies so her own young children could witness “the miracle of birth.” After multiple pregnancies, Claire must have put her foot down and ran away shortly after giving birth. She either left her babies behind or they somehow disappeared.



A passerby spotted Claire in a shed and called a local rescuer who brought her to the S.P.A. Once there, Claire, who was still lactating, was placed under observation for a couple days. Shortly after Claire’s arrival at the S.P.A. in mid-April of this year, another kind soul showed up at the S.P.A. with a box filled with five newborn babies who faced certain death without a mother to feed them. Desperate to give them a chance at life, we wondered if Claire could save them.

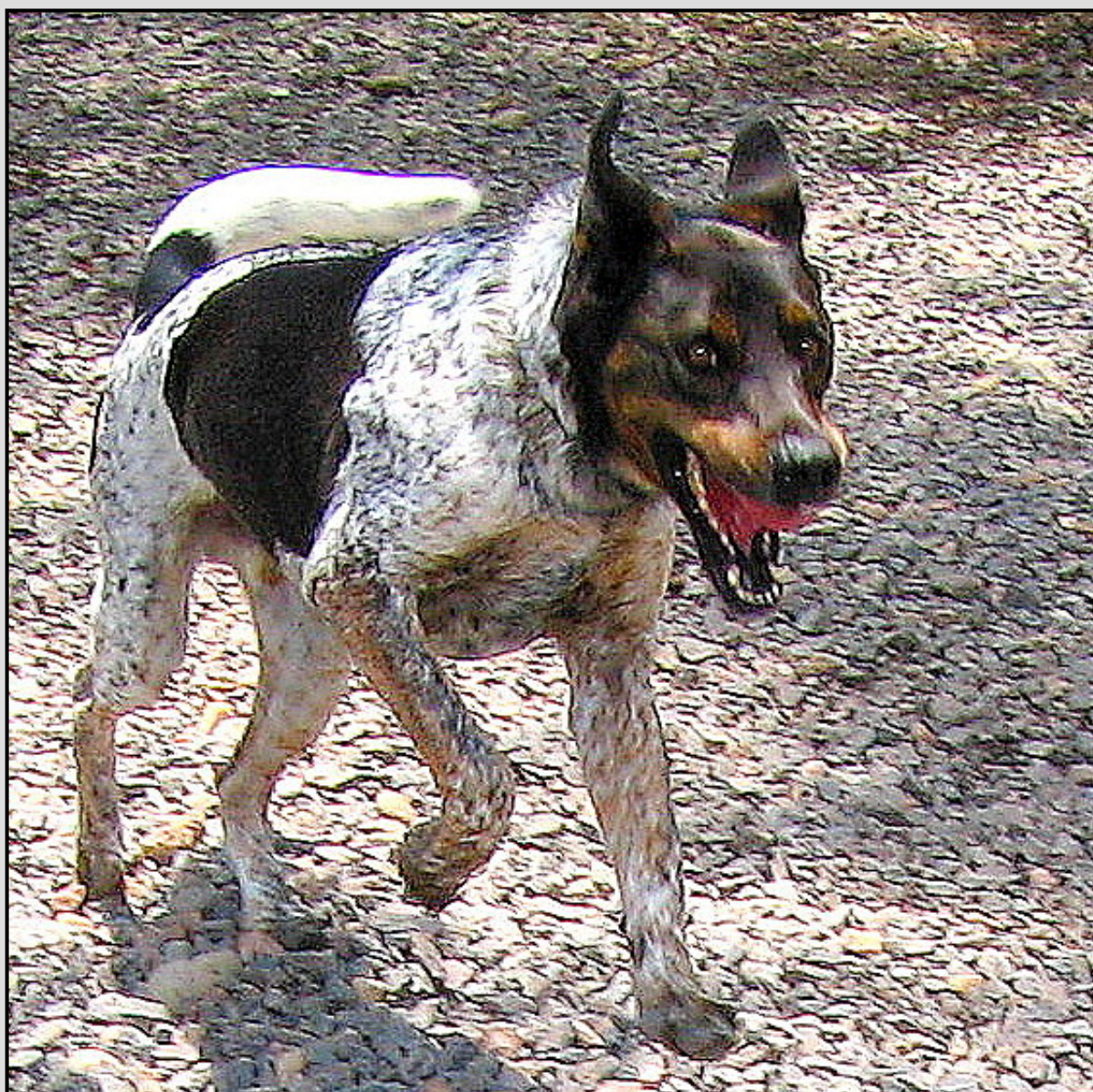
We hoped for the best as we introduced the starving wee ones to Claire. Upon seeing them, her face lit up and, with bright eyes, she happily accepted them as her own. She immediately began feeding and grooming them. Her past experience with motherhood served her well. She already knew how to raise young ones and she did an excellent job with her new brood. Thoroughly and with timely precision, she taught them their coming-of-age lessons.

Weeks went by and the little ones grew and grew, one as beautiful and robust as the next. Claire also knew when it was time for them to go off on their own. After they were separated, Claire was miserable for a few days until she was spayed. After her hormones settled down, she turned into an adorable, loving cat.

She is now almost three years old; a beautiful, petite, all-gray tabby with hints of white on her face and paws. She is glad her child-rearing days are over and is enjoying her new lifestyle. Although she is very happy now, she still misses having a human family. She loves to be held and to sit quietly on laps.

As of this writing, all of her surrogate babies have been adopted to wonderful homes. We wish the same for our sweet, selfless Claire. Adoption hours at the S.P.A., Los Pinos 7, 415-152-6124 are Monday-Saturday, 11-2.

The Poetry of Movement





Sociedad Protectora de Animales
Los Pinos 7, 415-152-6124

Adoptions
Mon.-Sat.
11 AM—2 PM

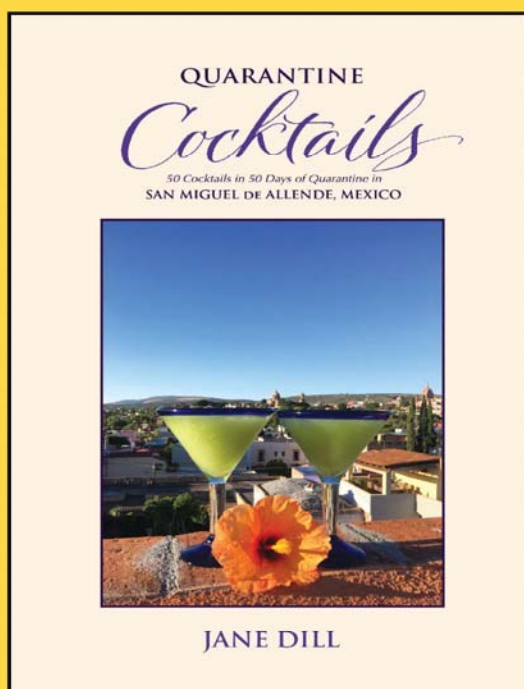
Clinic Hours
Mon., Wed., Thu., Fri.
9 AM—3 PM
Tuesday & Saturday
(discount days)
9 AM—4 PM
By appointment is best.

www.spasanmiguel.org
www.facebook.com/spasanmiguel

The S.P.A.'s clinic is open! The S.P.A. can meet your pet's needs, from routine preventative care to diagnosis and treatment of problems to surgical procedures and more. We have a well-equipped clinic and offer packages to help you save on vaccinations and sterilization. Under the current circumstances, we prefer that no one enters the clinic other than S.P.A. personnel. If critical, only 1 person may enter the S.P.A. with his animal and that person must wear a mask and stay 6 feet (2 meters) away from S.P.A. personnel. Thank you for your consideration in following these rules.

Please call 415-152-6124 for an appointment with our vet, Dr. Omar Córdova.

NOW ON SALE!
QUARANTINE COCKTAILS
*50 Cocktails in 50 Days of Quarantine in
SAN MIGUEL DE ALLENDE, MEXICO*



JANE DILL, the S.P.A.'s volunteer calligrapher for the Remembrance Tree (for 8 years) has written a book! **QUARANTINE COCKTAILS** is a collection of 50 cocktails and "mocktails" developed during the lockdown last spring and posted nightly on Facebook. It's "Quarantine Mixology", improvising and having fun with whatever ingredients you have on hand. Also makes a great gift! Available in SMA at the Galería San Francisco at the Fabrica la Aurora.

ORDER HERE for SMA or Amazon/US:
www.janedill.com/cocktails

Our Daily Supplies Always Need Replenishing

The items below are supplies we replace on a regular basis. Please drop off donations at the S.P.A. during our regular office hours.

- Batteries (AA)
- Brooms
- Cat baskets for kittens/cats to sleep in
- Cat food—Felix canned
- Cat food—Royal Canin Development for cats (soft & dry)
- Cat food—Royal Canin Gastrointestinal for cats (soft & dry)
- Cat food—Royal Canin Babycat Milk (dry powdered milk for kittens)
- Cat food platters (plastic, divided, circular trays)
- Cat litter (we use Petco bulk litter)
- Cat /kitten toys
- Cat scoops for litter
- Cat treats: catnip and other treats
- Cats: Feliway Spray and Feliway Diffuser
- Cleaning supplies: dishwashing soap, bleach, pinol or equivalent
- Dog collars (medium-sized)
- Dog leashes (1" wide)
- Dog food—Pedigree canned adult dog food and puppy food
- Dog food—Royal Canin Puppy Development for young puppies
- Dog sweaters and jackets: all sizes
- Dog toys for puppies and older dogs: heavy-duty balls, ropes, stuffed animals
- Dog treats: biscuits, and other treats (no rawhide or pig's ears)
- Hand sanitizer
- Hand soap (bar)
- Laundry detergent for washing machine (powder)
- Lysol spray (or equivalent)
- Mops (string mops)
- Office supplies: ball point pens (black); Sharpies permanent markers (black fine point); copy paper, laminating sheets, Brother TN450 laser printer cartridge
- Paper goods: paper towels and toilet paper
- Plastic bags: 48 cm x 60 cm (comes in a box) (not zip-lock)
- Plastic bags: 62 cm x 85 cm (comes in a box) (not zip-lock)
- Surgical gloves (size 6.5 and 8.5 preferably brands Protect or Ambiderm)
- Surgical masks
- Squeegees (long-handled floor squeegees – used to clean cage floors)

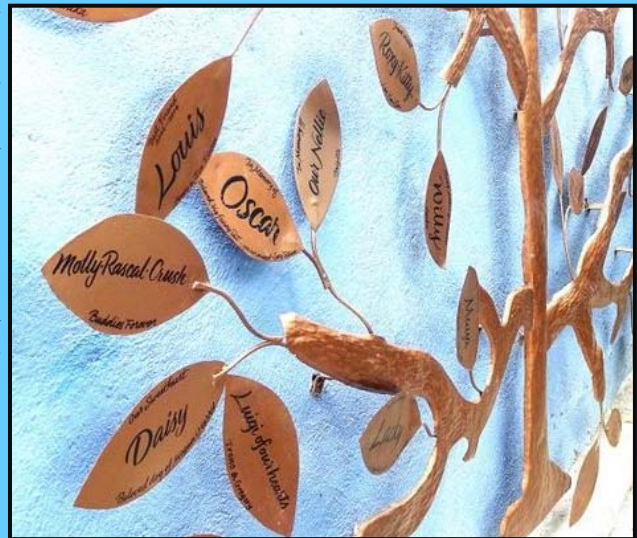
THANK YOU!



The Remembrance Tree exists in a prominent position, right at the inside entrance to the S.P.A. It is a permanent, beautiful, and impressive eight-foot copper-colored structure with branches containing leaves for honoring a departed pet.

Volunteer **Jane Dill** of Jane Dill Design (www.janedill.com) (thank you, Jane!) inscribes on a leaf the pet's name, the owner's name, and a personal message, if desired. The one-time cost of each permanent leaf is \$100 US (or peso equivalent).

To purchase a leaf or learn more, please email: SPARemembranceTree@gmail.com



Sponsor a Kitty or Doggy Casita.

Your generous support will help with the enormous cost of care, food and shelter for our approximately 100 resident cats and dogs waiting for their forever homes.

Only \$30 a month for one year, or about \$1 a day.*



For information on monthly or annual payment options, send us an email at SPACasita@gmail.com

Questions? Call the S.P.A. office: 415-152-6124

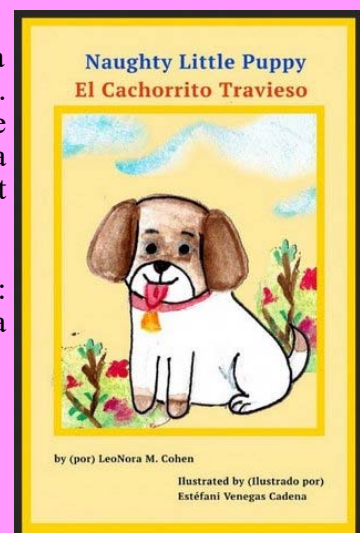
* or peso equivalent

Royalties from Children's Book Will Be Donated to the S.P.A.!

Naughty Little Puppy (El Cachorrito Travieso) by Leonora M. Cohen is a bilingual, charming story about what it means to have a puppy as a pet. Suitable for 5-10 year olds, the story is beautifully illustrated and can be sung to the old folk tune, "Down by the Station Early in the Morning." In a subtle and delightful way, it teaches children how to be responsible pet owners.

To learn more about the book and purchase one (or more), click here: http://leonoracohenbooks.webstarts.com/naughty_little_puppy.html - a great gift for any child who dreams of having a puppy.

The author has generously agreed to donate all royalties from sales to the S.P.A.



Preferred Providers

Our Preferred Providers offer a range of goods and services at a discount to S.P.A. members. Just show your current S.P.A. membership card at the time of purchase to receive the discounts specified below. Please patronize our Preferred Providers as a way of thanking them for their support of the S.P.A.

VETERINARIANS

MVZ RICARDO LOPEZ LANDEROS - Rio Grijalva No. 10 - Nuevo Mexiquito - Ph. 415-152 6977

Hours: Monday-Friday 9am-2pm; 4pm-7pm Saturday 9am-2pm

Consultations - 10%, X-Rays - 10%, Regular Teeth Cleaning - 10%, Vaccinations - 10%

MVZ EDGARDO R. VAZQUEZ OLMOS - Plaza Primavera #16 on Salida a Queretaro - Ph. 415-152 6273

Hours: Monday-Friday 9am-2pm; Saturday 9am-12 noon.

Consultations - 10%

MVZ MICHAEL KRONISH - Salida a Celaya #57 - Ph. 415-185-8185; 415-109-9957

Hours: Monday-Friday 9am-6.30pm; Saturday 9am-2pm.

Consultations - 10%, Routine Vaccinations - 5%, Spaying/Neutering - 5%

MVZ ALMA RUTH MIRANDA - Stirling Dickinson #27 - Ph. 415-152-2341

Hours: Monday-Saturday 9am-6pm

General Surgery - 10%, X-Rays & Ultrasounds 10%, Hospitalization - 10%, Medications - 10%,
Vaccinations - 10%

RETAILERS AND GROOMERS

EL DESPACHO - Las Moras #13 - Colonia Guadiana - Ph. 415-154-7195

Hours: Monday-Saturday 9am-3pm; 5pm-8pm

Food - 5-10%

DUSTY PUPPIES - Guadiana #17A - Colonia Guadiana - Ph. 415-154- 4555.

Hours: Monday-Friday 10am-6pm

Diamond Naturals - Dog/Cat Food - 10%, Regular Teeth Cleaning - 20%, SPA Bath Only - No Clipping -
By Appointment - 10%, Pet Supplies - 10%

Being able to take advantage of our Preferred Providers program is just one benefit of becoming a member of the S.P.A. Members receive a 10% discount off the S.P.A. vet consultation fee every day.

If you are a member or join at the time you adopt, you will receive 10% off of the adoption fee (600 pesos). Please JOIN US! Individual memberships are \$40 US/500 pesos and family memberships (2 person limit) are \$50/600 pesos.

Join online here www.spasanmiguel.org/members/ (via PayPal) or in our office.

Please email MembershipSPA@gmail.com if you have questions.



Eva



Ginger



Ritz



Kahlua

Beautiful Crafts / S.P.A. T-shirts & Caps

Click [HERE](#) to see the Catalogue of Jayn's Crafts AND learn how to place an order for local delivery or pickup (NEW!!). Some examples are shown below. See the catalogue for more!



S.P.A. T-shirts & Caps

Pick up one for yourself, a family member, and as a terrific present!



(Front)



(Back)

Unisex T-shirts: white or black (youth, S, M, L, and XL). This style is perfect for both cat and dog lovers and a meaningful souvenir of San Miguel de Allende!

Women's T-shirts: red, white, or black (S, M, L, and XL).

Men's T-shirts: white or black (M, L, XL, and XXL).



All T-shirts: donation of 200 pesos each.

Caps: red, black or khaki (donation of 150 pesos each).



Rewarding Memberships

Many of you are not just members of the S.P.A., but have also volunteered at, donated to, or even adopted from the S.P.A. Maybe like my wife and I, you have done all of the above. As you know, the S.P.A. is a non-profit that relies solely on donations such as membership dues.

Do you know someone who is an animal lover and not currently an S.P.A. member, but might want to be involved? Become a member? Donate? Would you consider making a suggestion to join our cause? Providing food, shelter, and love to all the animals in our charge is a tall order and we welcome all who might want to help. We want to thank one such person, our newest member, **Chris Dollar** (individual). Welcome Chris! Thank you and thank all of you who are members and supporters. We couldn't do what we do without you.

You can join or renew online via PayPal through our website [HERE](#), in our office (by cash or check), or via other methods (see same website page). Please email MembershipSPA@gmail.com if you have questions. We accept checks for membership dues as follows: (1) by check (U.S. or Mexican) to **Sociedad Protectora de Animales de San Miguel de Allende, A.C.** (full name required by bank); or (2) by U.S. check to San Miguel Community Foundation (*for a U.S. tax receipt*) (mark for S.P.A.). Your membership dues (\$40/500 pesos-individual, \$50/600 pesos-family [2 members]) will help the S.P.A. continue its wonderful work caring for many of the unwanted cats and dogs of San Miguel while they wait for their forever homes.

-Randy

Learn About Us and Our Cats and Dogs

***The S.P.A. is open for adoptions as long as certain precautions are followed. If you come to the S.P.A. with family or friends, only one person will be allowed to enter the S.P.A. to be interviewed for an adoption of a cat or dog. That person must wear a mask and stay at least 6 feet (2 meters) away from S.P.A. personnel. Adoption hours are Monday-Saturday, 11-2.**

***Check our website:** www.spasanmiguel.org for our available cats and dogs (photos, biographies, and videos) ("Adopt Me" pages) and to learn about us and how you can help. Please remember that adopting a shelter animal saves two lives—the one that is adopted and the one we now have room to take in.

***Follow us on Facebook** at www.facebook.com/spasanmiguel, stay up to date, and see our happy albums of success stories—those S.P.A. animals now in forever homes.

EDITOR: Harry Burrus

If you need or want to contact me for any reason regarding Paws & Claws — to submit a story, send a photo, just to make a comment — please email me at SPAPawsandClaws@gmail.com
It would be great to hear from you!

**Advertise in Paws & Claws and reach a large audience of animal lovers and consumers.
 Our rates are reasonable and our readership is large.
 Please don't hesitate to contact me if you have questions.**

Number of Issues	Full Page	Half Page	Quarter Page
1 monthly issue	200 MXN	180 MXN	150 MXN
3 monthly issues	500 MXN	450 MXN	375 MXN
12 monthly issues	1800 MXN	1500 MXN	1300 MXN

**Preferred Providers: ask about our 15% discount.
 To convert to dollars, use current conversion rate.**

