

# PAW PRINTS



The All American Pet Resort Review ❖ March 2009

VOLUME 9 ISSUE 1

## WHAT'S IN A NAME?



Evidently, a lot. Hold on to your hats! The Ritz-Carlton Hotel is demanding that we change the names of our Pet Ritz pet resorts because they feel that we are causing *CONFUSION* with the “ordinary” consumer. While I do not believe that any of our customers are *CONFUSED*, it is helpful to illicit the aid of William Shakespeare. He says it best in this famous quote: *“A rose by any other name would smell as sweet.”*

The meaning most often attributed to this phrase is that when all is said and done, a thing is what it is no matter what it is called. When all is said and done, no matter what the resort name is, we are what we have always been – the provider of the highest quality pet care in the country.

To further support Mr. Shakespeare’s wisdom, we recently conducted our own customer survey in order to determine what is of most value to them. Customers were asked to rate the importance of each of the following feature’s relative to their decision to do business with us.

### “SURVEY SAID:”

	Most Important	Somewhat Important	Least Important
Resort Location	33%	51%	16%
<b>Resort Name</b>	<b>1%</b>	<b>26%</b>	<b>73%</b>
Resort Layout	55%	35%	10%
Suite Sizes	55%	33%	12%
<b>Daycare Program</b>	<b>80%</b>	<b>16%</b>	<b>4%</b>
Cost of Boarding	51%	33%	16%
Cost of Daycare	46%	33%	21%
<b>24-Hour Staffing</b>	<b>82%</b>	<b>9%</b>	<b>9%</b>
<b>Owners &amp; Staff</b>	<b>100%</b>		
Policies/Procedures	68%	26%	6%

No surprise that 100% of respondents stated that owners and staff are most important, followed closely by 24-hour staffing (82%) and a day care program (80%). However, the next highest percentage (73% – least important) solidified our thinking that the name of the resort is the least important of the kennel’s features when customers decide to board their pets at one of our sites. We will continue to survey our customers as we upgrade our services. By doing so, we will ensure that we are delivering the best value in the industry.

### Announcing the new names?

*All American Pet Resort*, formerly Pet Ritz America

*All American Pet Resort Lakeshore Resort*, formerly Pet Ritz Lakeshore Resort






*The Pet Resort @ the Triangle*, formerly Pet Ritz @ the Triangle

*Pet Resort Dallas*, formerly Pet Ritz Dallas

Remember, at the end of the day, we are still what and who we are.

I wanted to begin this quarter’s newsletter with an explanation of our name changes so that there is indeed, no *CONFUSION*. Only the names of the pet resorts have changed. **EVERYTHING ELSE IS STAYING THE SAME.**



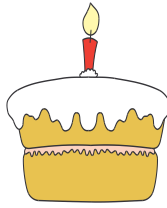
-  The pet resort owners are the SAME.
-  The pet resorts highly trained and qualified pet care professional staff is the SAME.
-  The policies, procedures and practices are the SAME.
-  The hours and services are the SAME.
-  The peace of mind you receive when leaving your beloved pet(s) in our care is the SAME.

## What Else is New in the Franchise System?

Joe Coates and all of the owners of the All American Pet Resort Lakeshore Resort have developed the "Play & Train" concept for his resort visitors. This concept has become very popular. This is where pets that visit for daycare actually receive training according to the wishes of the pet owner. Some Play & Stay visitors need socialization, some need basic obedience, some need help with specific behavior problems and others are ready for advanced training or agility. Whatever the case, pets are in better condition and have better manners when they leave Joe's Play & Train program. Call him today to reserve your pets Play & Train spot: 586-285-5100.



The Pet Resort @ the Triangle is one year old this month. They are having a Customer Appreciation Day party, Saturday, April 4. Come and join the fun. The owners, Bill and Anne Robbins have just reinstalled their out-door canopy. This beautiful addition to their out-door play area will enable pets to enjoy the great out-doors by lowering the ambient temperature approximately 20 degrees during hot summer months. Their Spring Break and summer bookings are in full force, call today to book your daycare and boarding reservations while space is still available: 919-806-8058.



*Happy Birthday to the Triangle!*

The Pet Resort Dallas has just added grooming to its list of exclusive services. Now, pets that enjoy a dip in the fountain, daily Yappy Hour and tons of love at Jim Ezell's pet resort will also go home strutting a new cut, invigorated from a total brush out or smelling fresh from a bath. Some afternoon around 3:00 Central time, when you are feeling tired and haggard from your daily grind, go to [www.allamericanpetresorts.com](http://www.allamericanpetresorts.com), click on "find a location" and then select Pet Resort Dallas. You will find yourself grinning from ear-to-ear as you watch the pets enjoy Yappy Hour. Call today so that your pet does not miss all the fun: 469-335-0400.

All American Pet Resort's Towles Club K9, only open since September of '08 and our model boutique resort, is growing steadily month over month. Amy Towles-Michalski, the owner, has a pet resort that is really unique. First, as a boutique, it is a perfectly scaled down pet resort, which is great in smaller markets. A boutique is also easier to manage, staff and operate. She has also added an out-door pool! Dogs that love the water are having a ball

romping and swimming during their daycare or boarding stay. Amy is also adding some selected retail products to better service her customer's requests. If you live or vacation in sunny south Florida, don't miss Towles Club K9: 941-916-9655.

All American Pet Resort in Royal Oak, Michigan, continues to be our flagship location. They too have installed a large covered canopy in the out-door play area. Pets love to be outside and, with the addition of the canopy, they can enjoy year round outdoor romps. Four staff members at that location have achieved the All American Pet Resort Certification for Trainers. Congratulations! Even in the face of the economy, this resort is actively taking reservations for the summer. If history repeats itself, this resort will fill up fast. Book now: 248-554-0100.

### Low-Fat Carrot Biscuits

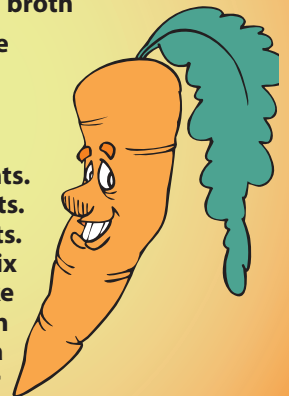
*A great treat for our pudgy pals*

- 4 c. whole wheat flour (more as needed)
- ½ c. oats
- ¼ c. non-fat dry milk
- ½ c. ground carrots (9-10 baby carrots)
- 1 c. non-fat, low salt chicken broth
- ½ c. unsweetened applesauce
- 2 egg whites

Preheat oven to 375° F.





Combine first three ingredients. In food processor, grate carrots. Then add the rest of ingredients. Add to the flour mixture and mix well until batter is sticky like cookie dough. Place teaspoon sized dollops of dough onto a greased cookie sheet. Bake for 15-20 minutes or until tops are brown.

Cool and serve. Arf!



# Responsible Pet Ownership

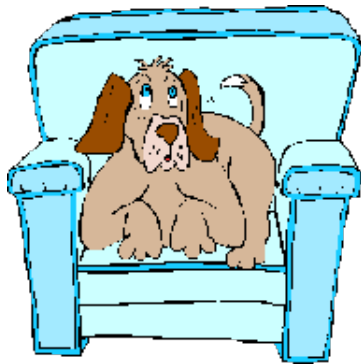
All American Pet Resorts is dedicated to the overall health and wellbeing of America's pets. There are a number of ways that All American supports responsible pet ownership. The primary one is supporting local spay/neuter programs through funding and education. We want to share some startling statistics with you that have been released by the Humane Society of Sarasota, FL.

-  In six short years, one female dog and her offspring can produce 67,000 puppies.
-  For every one person born in the US, there are 45 cats and 15 dogs born.
-  In just seven years, one female cat and her offspring can produce 420,000 kittens.
-  Every 1.5 seconds, an animal is put to death in the US because no one wants him/her.

There will never be enough homes for all of the animals produced every year. This is a sad situation for our precious gifts. As pet resort owners we hear common myths regarding altering pets. Here are some facts, which dispel six of the most common myths.

MYTH 1 My pet will get fat and lazy.

FACT: Medical evidence indicates that females spayed before their first heat are typically healthier than those that are not. Both dogs and cats can be altered as young as 8 weeks of age.



MYTH 2 My children should experience the miracle of birth.

FACT Animals usually give birth at night when children are typically sleeping. A more likely lesson that will be learned is that animals can be created and then discarded as it suits adults. A better life lesson is to learn that by preventing unwanted births, more pets will have permanent homes.

MYTH 3 But my pet is a purebred.

FACT: So is at least one out of every four pets brought to an animal shelter around the country.

MYTH 4 Altered dogs are less protective.

FACT: Altering does not affect a dog's natural instinct to protect home and family.

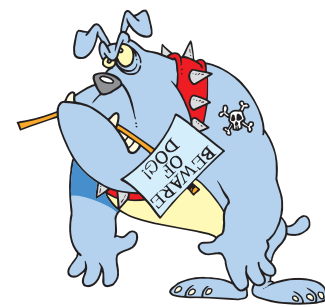
MYTH 5 I don't want my male dog to feel less male.

FACT: Pets have no concept of sexuality.

MYTH 6 But my dog is so special and I want another one just like him.

FACT: Offsprings are not carbon copies. Each pet has its own personality. There is no guarantee that your pet will be duplicated just like there is no child that is an exact copy of a parent.

Please, support your local shelter spay/neuter programs. Be a responsible pet owner by spay/neutering your beloved family pet.



## Should I Consider Franchising in a Down Economy?

Yes, now more than ever. Putting your investments into a working business is a smart strategy in these economic times. Franchising is not a new method of doing business but an old, established, secure way of distributing products and/or services.

Nearly 50% of every retail dollar spent in the U.S. is through franchised businesses. This is impressive when one considers that only about 8% of all businesses are franchised. Franchising as a business system remains the single most popular and successful means of business expansion. Why? Because 80% of all independent new businesses fail in their second year of operation. In contrast, nearly 80% of new franchise start-ups are still in business after their second year in business.

If you are looking for a great business for you, or your adult children that will provide a great lifestyle and leave a lasting impression on your community, our franchise system may be for you.

Please visit our website for more information at [www.allamericanpetresorts.com](http://www.allamericanpetresorts.com).

## A Heartfelt Customer Email to the Owners of The Pet Resort @ the Triangle

Dear Bill and Anne,

I have been meaning to write this email for a while but keep forgetting. I just wanted to write and thank you so much for your love and care of Corey over the past year and your genuine tenderness for our family. Thank you so much for the card and story about the Rainbow Bridge after Corey died. That story will be cherished until we are together again.

We cannot thank you enough for your love. It is evident that you love what you do and it's so warming to us to know that you genuinely care about the pets. We cannot imagine leaving our babies in anyone else's care but yours. I know that you spoiled Corey rotten. Even though he was high maintenance you didn't mind, in fact, you seemed to care for him more.

Thank you also for taking special care of our other baby, Sasha, over the holidays. We were worried that she would feel lonely with Corey gone. Instead, she came home loved and spoiled, which is exactly what she needed in her grief. She is doing very well now although if you say the name "Corey," she perks up as though she is expecting to see him. I have my moments ... like now, where the tears come but I know I will see him again and the depth of my grief shows the depth of my love for him.

Not sure when we will be stopping by again as we don't have any set travel plans for this year yet. Paul is looking for a job so things are on hold. As soon as things change, we will be in touch. Take care and happy puppy watching!

Love,

Gwyn and Paul Olson

This is the kind of relationship that all of the resorts in the All American Pet Resorts system develop with their customers. Visit one of our locations today!

## Animal Advocacy and The Obama Factor



As all America now knows, the Obama family will be welcoming a new member of the family very soon. While that is very exciting for the Obama family, what is really exciting to me is what this focus has done for animal welfare overall. Mr. Obama has decided to adopt a rescued dog rather than contract with a breeder for a puppy. "By adopting a homeless dog, the Obama family is sending a message of hope and change for all the dogs suffering in abusive puppy mills and waiting in animal shelters for a second chance to find a loving home" stated the executive vice president of the US Humane Society.

It is my hope that Mr. Obama and his administration will shine a positive light on other animal related issues by modifying Congressional legislation and by taking regulatory actions in executive agencies in order to further the advocacy and protection of our precious animals.

Mr. Obama has already demonstrated his support by selecting the Humane Society endorsed former Iowa Governor, Tom Vilsack as the next Secretary of Agriculture. This position oversees the Animal Welfare Act, Humane Methods of Slaughter Act and laws to combat animal fighting, puppy mills and other abuses.

Thanks to Oprah and other celebrity investigative efforts, our awareness is heightened. We can no longer ignore the plight of our animals. It says too much about us as a society.

Gandhi's, words say it best. "*The measure of a society is how we care for a need. And sometimes helping an animal in need is truly the reflections of a good society*".

## Some Fun with Grooming

Top 10 reasons why it is more expensive to get your pet groomed than getting your own hair cut.



10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't give you a sanitary trim.
7. Your hairdresser doesn't clean your ears.
6. Your hairdresser doesn't remove boogies from your eyes.
5. You sit still for the hairdresser.
4. Your haircut doesn't include a manicure or pedicure.
3. Your hairdresser only washes and cuts the hair on your head.
2. You don't bite or scratch your hairdresser.
1. The likelihood of you pooping on the hairdresser is pretty slim.

Compliments of Towles Club K9 Resort.