



PAW PRINTS

The All American Pet Resort Review



941-661-1175

www.allamericanpetresorts.com

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What's New?

THE ALL AMERICAN PET RESORT ROYAL OAK, as our flag ship resort, is now investigating an electronic check-in process. Essentially, our K9 customers would be outfitted with bar coded identification tags. These tags can then be electronically read upon check-in notifying staff of each pet's preferences for that visit either for daycare, grooming or boarding. If this represents the kind of time savings for the owners that we think, we will implement this process throughout the entire system. Thanks and good luck with your testing Royal Oak.

Contact Royal Oak at 248-554-0100, or info@allamericanpetresortsRO.com



THE LAKESHORE PET RESORT is two years old! Happy Anniversary! In addition to boarding, daycare and grooming, this resort offers specialties. One such specialty is massage. Treating your pet to a massage can facilitate positive, subtle changes in your pets' sociability and health.

Dogs of any age, just

like humans, benefit from the power of touch. Working with puppies is especially important. During the early socialization years, massage develops a more tolerant behavior where puppies learn to accept touching as part of being in the family group. Getting your pup used to being handled means less stressful veterinary visits and grooming sessions. Your pup will absolutely adore it!

Contact Lakeshore at 586-285-5100
info@aapetresorts.com

THE DALLAS PET RESORT now has a Master Groomer on staff, Caysie Ulanowicz. What is a Master Groomer? It's an individual who has successfully completed hours and hours of training in grooming techniques, safe use of grooming tools and has spent hours learning animal behavior. A Master Groomer is also



Jennifer Adas



Caysie Ulanowicz

skilled in providing breed specific and sport cuts and other customer desired cuts and looks. Jim Ezell has spent a long time selecting the proper person for his upscale grooming salon. Now, he and Caysie offer full grooming services to his customers. Additionally, some would say that his resort has gone to the birds. Jim feeds the birds in front of his resort. His customers have remarked that his resort is the most animal friendly place in Dallas!

Stop by or call 469-335-0400.

You can also contact the resort at

info@petresortdallas.com



TOWLES CLUB K9 RESORT in Punta Gorda, FL is a year old! Happy First Anniversary! This resort has been offering, "Water Wednesday" all summer. Water Wednesday is pool play day at this resort. The weather in Florida is conducive to water fun all year round. Pets love to come and play in the pool.

It's a hoot for pet owners to watch the fun as well. Visit their web site for a live video of pets in the pool. Space is limited so call to reserve your pets Water Wednesday today.

Contact this resort at 941-916-9655 or info@towlesclubk9.com

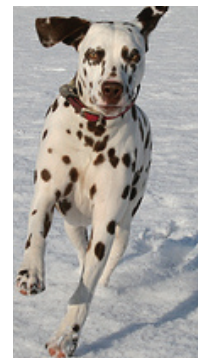
THE PET RESORT @ THE TRIANGLE is specializing in geriatric care. The owner, Anne Robbins, told me that love blooms even in the later years. Recently, the Triangle added Geriatric Group Play. This is where the older dogs get to hang out with one another just as the younger dogs do. They get plenty of pets, love, brushing and lots of time to potty. The atmosphere for the old friends is quiet and serene. The older dogs just hang out together occasionally sniffing, often napping but always wagging and grateful. Recently, two 12 year-old labs, Maggie and Boomer, fell in love instantly when they met at daycare. At first glance, they instantly nuzzled each other and then walked around the resort muzzle to muzzle for the rest of the play time. If there ever was an "Ahhhh" moment, that is it. Older dogs have earned all the love and attention we can give to them. Visit the Triangle with your old friend. He will love you for it.

Contact them at 919-806-8058 or info@petresorttriangle.com

X Marks the Spot!

We think that selecting the proper pet care for your pet while you travel is just as important as selecting the proper sitter for your child. Lately, I have had discussions with a few friends regarding the overall safety of pets left in the care of third parties such as boarding resorts, neighbors and/or house sitters. I put together the following chart to help my friends assess the relative safety of the available choices.

If you have friends or associates who are evaluating the pros and cons of using a quality boarding resort versus “at-home” choices, have them use this chart to help make the decision that is right for their pet. Simply place an “X” by each item as I have done for All American Pet Resorts. Then total the x’s. As they say, the “X” will mark the spot!



CONSIDERATIONS	ALL AMERICAN PET RESORT	AT HOME WITH HOUSE SITTER	NEIGHBORS HOUSE
WHAT KEEPS YOUR PET SAFE FROM ACCIDENTAL ESCAPE	Our resorts are all built for safety with double door and gate systems to ensure that pets cannot accidentally escape from the care givers. In some resorts there are screen doors, fenced front porches and reinforced outdoor fencing. X		
SAFE FROM ACCIDENTAL INGESTION	Pets only ingest measured servings of food provided by skilled Pet Care Professionals and have no ability to get into trash can or hazardous substances of any kind. X		
NUMBER OF HOURS OBSERVED	Our resorts are staffed 24 hours a day with Pet Care Professionals. These professionals do not sleep at the resort even on night-shifts. Instead, they perform pet monitoring, night-time outdoor potty breaks and walks, administer night-time medications and ensure the safety of the pets and the resort. X		
NUMBER OF TIMES OBSERVED	All American Pet Resorts are built so that pets can be observed either by camera or by staff. The work flow of an All American Pet Resort has staff walking through the boarding area numerous times a day and night. Staff is constantly looking at all pets as they progress through their duties. Staff is always there. They do not “forget” to check on your pet or back out of the commitment to keep your pet safe and healthy. X		
SAFETY OF YOUR BELONGINGS	Since pets aren’t left alone for extended periods of time they are less likely to experience stress, boredom or anger. Angry or stressed pets may even become vindictive and destroy some owner belongings. This will not happen when your pet is safe and secure at our resort. X		
CANINE FIRST AID	All of our pet care professionals are trained to recognize pet behavior that may indicate health problems and can perform CPR or administer other non-medical treatments that may make a difference in your pet’s well being. X		
TRAINED PET CARE PROFESSIONAL	Our pet care professionals complete a rigorous training program. Phase 1 - Basic Pet Care, Phase 2 – Advanced Pet Care, Phase 3 – Pet First Aid. X		
EXERCISE	Exercise is critical to the life of a healthy pet. At our resorts we provide Group Play time with other pets of like size, breed, temperament and activity level on soft resilient surfaces. For those pets that are not pet “friendly” we provide one-on-one pet and play where pets are loved, cuddled and enjoy playing ball or tug-of-war with a Professional Pet Care provider. Other activities are available. Be sure to inquire at the resort of your choice. X		
TOTAL		8	



Ahh, the Smell of Pumpkin

Nothing says fall and holidays like the smell of pumpkin pie. Did you know that pumpkin is also a great source of fiber for Fido? We use pumpkin at our resorts as a food additive, to sooth the finicky digestive track of upset pooches. You too can add left over canned pumpkin to your dog’s food for a tasty and healthy treat.

PUMPKIN DROP COOKIES

- | | |
|--------------------------|--------------------------------|
| 1 ½ c. whole wheat flour | 2 egg whites |
| ½ tsp. ground cinnamon | ½ c. solid-pack canned pumpkin |
| ½ tsp. ground nutmeg | ½ c. water |
| 3 Tbs. applesauce | |

Preheat the oven to 400° F. Combine all ingredients in a large bowl and mix together to a cookie dough like consistency. Drop by the teaspoonful, 1 inch apart, onto a greased baking sheet. Bake for 12-15 minutes or until cookies are firm. For harder cookies, turn the oven off and let the cookies sit in the oven overnight. Store in the refrigerator in an airtight container. You will enjoy them too!

It's Cold and Flu Season



Yes, even for your dog. The common cold in dogs is also known as Bordetella. You have probably heard of “kennel cough”. Kennel cough is really a misnomer. Its usage implied that kenneling a pet was responsible for what we now know is simply a common cold or in some instances bronchitis.

The fact is that when two or more dogs get together and swap germs, one of them might indeed be swapping a cold. A simple analogy is children on a playground or in school.

Every parent knows that a child is capable of bringing home a myriad of ailments and germs. It's the same for pets.

Here is what we do to reduce the instances and the communicability of bordetella at our multiple resorts:

Our standard operating procedures require that each pet owner supply proof of vaccination against bordetella and that the vaccination is done either semi-annually or annually depending upon your vet's recommendation. Unfortunately, even with the vaccine your dog may contract bordetella because different strains pop up every year that reduces the vaccines effectiveness. Since this particular virus is airborne, our resorts also exchange the air in the resort constantly using air cleaning products, sophisticated HVAC systems and exhaust fans. If while with us, your dog exhibits signs of a cold, we may administer some over-the-counter cough medicine to make him more comfortable.

Here is what you can do if you see signs of the virus post boarding to make your pet more comfortable while he recovers:

- Clean the air. For a pet with irritated airways, it is important you keep him away from fireplace or cigarette smoke as well as fumes that are generated by common household cleaning substances.
- Add moisture to the air. A humidifier is a great way to do this and the entire family will benefit too.
- Reach for the cough medicine. If your pet is coughing more than once an hour, it is perfectly acceptable to give him a cough suppressant. Use any OTC **except for those containing acetaminophen**, which can be lethal to pets. A safe dosage is 2 teaspoons for a pet weighing over 40 lbs, 1 teaspoon for a 20 lb pet and ½ teaspoon or less for a smaller pet. Some recommended brands are Robitussin Maximum Strength Cough Suppressant and Vicks 44D.
- For scratchy throats we recommend honey in these doses. One teaspoon every 4-6 hours for small-medium sized dogs and one tablespoon every 4-6 hours for medium-large dogs.
- TLC. Be patient, love and comfort him and let him rest.

We do suggest that you watch for any secondary signs of illness that could indicate that your pet has a more serious ailment. If the pet's condition does not improve within a few days, it is time to consult your veterinarian.

In any event, please call us before calling your vet to see if we know of any other pets that boarded or played at our resort that may have been affected. We might be able to save you a bundle on vet bills.

Brush, Brush, Brush

Not every pet requires professional grooming. But every pet does require some form of grooming in order to facilitate overall health. I asked Rob, a Doggie Stylist, what tips he could provide to owners for at-home grooming care. He said, “Simple. Brushing, brushing and more brushing.”

“Why”? I asked.

“These main reasons,” he replied. “Most dogs lose their coat twice a year. Summer and fall. Dogs need their coats brushed regularly to remove old dead hair that accumulates and causes mats and clogs pores. Specialized breeds such as Poodles and Bichons must be brushed and combed frequently in order to avoid matting.”

Brushing also massages and stimulates the skin to produce a more lustrous and healthy coat for a prettier pup. And who doesn't want to look pretty?

Brushing also enables owners to feel the contour of the dog's body. This hands-on time helps owners find changes in the dog's body that may indicate signs of illness or infestation.

The best reason of all is the extra bonding time between owners and their pets. Feel the love!

To help you complete your brushing task, Rob offers these tips. First, he uses a slicker brush for most all types of dogs. He finds that the ones with pineheads on the ends prevent brush burns while freeing mats and smoothing hair. Second, after brushing, run a comb through the hair to find any remaining mats. If you find some, brush some more. All silky coated dogs, terriers and especially double coated dogs will benefit from this technique. For Golden Retrievers, Afghan Hounds, Lhasa Apso, Yorkies and Bearded Collies use the same technique, but try a pin brush. Be careful though. He also warns that owners should not use scissors to remove mats or if your dog is not enjoying the brushing experience, see a trained grooming professional.

There are other types of brushes. For example, bristle brushes work great for Chihuahuas, Pincers, Vizsla's and Weimaraner type breeds. Curry brushes work great on Labs, Great Danes, Dalmatians, Beagles, Pugs and Bull Dogs. He also likes the Under Coat Rake for Bernese Mountain Dogs, Collies, American Eskimos, Samoyeds and other like coats.

Finally, the Furminator. Furminators work well if used properly and can be purchased at most pet stores. They can injure your dog though so use them according to the directions with caution. A good rule of thumb for the Furminator is to only brush 3 times in one spot.

I know that Rob is right. The personal bonding time I had with our dog, Rhoda, during daily brushing sessions strengthened the bond between us like no other pet relationship I have ever had. Commit to brushing your dog. It's quick and priceless.



Why it May be Time to Enter a Pet Franchise

The state of the economy has forced many companies into a downsizing position. Being downsized from your employer, while frightening, offers a huge opportunity—the opportunity to evaluate career options. For many, it is the time to identify and follow a dream. The number of applications submitted to All American Pet Resorts escalated drastically in 2009. Although it is not necessary to enter a franchise in order to follow a dream there are major advantages to opting for a franchise.

First, franchisors offer a proven business model. Although there is a cost to receive the business model you will save money, time, stress and heartache in the long run. New business mistakes are costly. Some mistakes are so costly that the business fails within the first two years.

Second, franchisors offer on-going training and support. As a member of our franchise, a franchisee is in business for himself, not by himself. For All American Pet Resorts, supporting, training and marketing our franchise locations is our number one commitment. As a franchisee develops his resort, he can concentrate on the business of making his customers experience better than any other facility in his market. We, on the other hand concentrate on technology, Search Engine Optimization (SEO), Web presence, advertising and marketing, brand management, competitive edges, new products and services and other brand strengtheners.

Third, President Obama said in an ABC News Report dated October 24, that small businesses are the key to

economic recovery, adding that, if they are going to succeed and grow, they need help. He called on Congress to increase the maximum size of various SBA loans, so that more small business owners can set up shop and grow their operations. He also announced that he'll be taking additional steps through the financial stability plan to make more credit available to the small local and community banks which so many small businesses depend on.

Fourth, franchising is more clearly defined when data support its performance.

The fifth, but not the last, reason is brand recognition. Although All American Pet Resorts is only in four states, we have had customers transfer among our represented states. Recently, a customer from Michigan transferred to Texas. Because of his positive experience in MI, this customer searched out our location in Dallas and is now a happy customer there. And, just the other day, Art Rimbold, the president of All American Pet Resorts, was at a local car dealership in Port Charlotte, FL.

He handed the sales consultant his business card from All American Pet Resorts. The sales consultant immediately recognized our name and stated that his son had recently boarded his dog at one of the franchise locations in Michigan. Now that is the beginning of some great brand recognition!

If you or any friend or relative are ready to realize your dream, please give them a copy of this newsletter or our contact information.

Thanks!



Have You a Dog in Heaven?

Have you a dog in Heaven, Lord?

And do you pat its head?

Does he sit up and beg each night

Before he goes to bed?

Does he look up with shining eyes

When he sees your smiling face?

Does he wag his stubby little tail

When he wants to run a race?

Have you a dog in Heaven, Lord?

Is there room for just one more?

'Cause my little dog died today;

He'll be waiting at your door.

Please take him into Heaven, Lord,

And keep him there for me

Just feed him, pet him, love him, Lord

That's all he'll ask of Thee.

Expansions are planned for Utah, Tennessee, New Jersey, Arizona and Louisiana.

Kathy Kresge
Paw Prints Editor