

# PAW PRINTS



The All American Pet Resort Review ❖ April 2008

## WHAT'S NEW IN THE FRANCHISE?

### PLENTY!

**1<sup>st</sup>** We have expanded our concept to include Boutique size facilities. Boutique facilities are: less expensive to develop and staff, can offer much more specialized services and may be able to charge more! All of our facilities are "high touch," but a boutique is higher touch still.

Our first Boutique is TOWLES CLUB K-9 RESORT right here in Punta Gorda—conveniently located on Highway 17, 1/4 mile from I-75 in Towles Plaza Two. Construction begins in April and the projected opening is 4<sup>th</sup> quarter of this year.

**2<sup>nd</sup>** Pet Ritz America, Royal Oak, MI continues to grow its revenue at an astounding 7% month over month in the hardest hit economy in the nation.

Congratulations to the management team there – Ryan Prater, Cliff Bienko, Dawn Richardson and Rob Richardson.

**3<sup>rd</sup>** Pet Ritz Lakeshore saw a profit in their 6th month of operation. Joe Coates and his team have done a great job leveraging their contacts with local sports and media personalities for extensive advertising and promotion. Joe is also a natural philanthropist and has been influential in helping with local pet adoptions. Joe's next site, Pet Ritz Lake Orion, is on the drawing board and targeted to open in the fall.

Pet Ritz @ The Triangle in Durham, NC opened on March 1. Bill and Anne Robbins prefaced their opening with TV and radio ads surrounding the Westminster Dog Show. Consequently, they had pets checking in on the very first day! How great was that? Congratulations Bill and Anne!

Expansion plans for 2008 and 2009 include Salt Lake City, UT; Orlando, FL; Minneapolis, MN; Portland, OR and Charlotte, NC.

Pet Ritz Dallas will open in May.

## AKC'S 2007 LIST OF MOST POPULAR BREEDS IN THE U.S.



## Would you Eat Your Dog's Food?

### I CAN HEAR YOUR ANSWERS NOW.

"Not on a bet!" "No way, no how!" "Not if my life depended on it." Now, I'm not suggesting that you chow down in your dog's bowl. But if you wouldn't eat your dog's food, maybe you're feeding your dog the wrong food. In the boarding experience, we encourage our customers to allow us to feed our selected food to the pets in our care. Here is why.

The food that we have selected is manufactured by Eagle Pack Super Premium Pet Food. Eagle Pack pioneered the all-natural nutritional approach to pet food preparation in the early 1980's. Recognizing that dogs and cats are carnivores, they created breakthrough formulas that positioned animal proteins as the first listed ingredients, not fillers such as corn or soy. Eagle Pack's mission mirrors ours with a

focus on the overall health and wellness for every pet.

Eagle Pack formulas include over 60 nutrients in each formula. The more ingredients available, the easier it is to select a natural combination of those ingredients to get the perfect balance of protein, fat, carbohydrate, vitamin, mineral and amino acid levels for a given formula. Most formulas are made with meat passed for human consumption. Imagine a dog food based on USDA approved range fed lamb along with rice and other whole grains. Whole grains for your pet do exactly what they do for us. They provide carbohydrates for energy and fiber, which promotes normal digestive tract, functions.



**INGREDIENTS:** Lamb Meal, Ground Brown Rice, Ground White Rice, Ground Yellow Corn, Chicken Meal, Dried Beet Pulp, Chicken Fat (Preserved With Natural Mixed Tocopherols), Oatmeal, Anchovy & Sardine Meals, Flaxseed, Brewers Dried Yeast, Menhaden Fish Oil, Dried Egg Product, Wheat Germ Meal, Salt, Potassium Chloride, Inulin, Glucosamine Hydrochloride, Yucca Schidigera Extract, Beta-Carotene, DL-Methionine, Vitamin A Acetate, Vitamin D3 Supplement, Vitamin E Supplement, Riboflavin Supplement, Vitamin B12 Supplement, d-Pantothenic Acid, Niacin Supplement, Choline Chloride, Pyridoxine Hydrochloride, Thiamine Mononitrate, Folic Acid, Ascorbic Acid, Biotin, Lecithin, Rosemary Extract, Inositol, Kelp, Polysaccharide Complexes of Zinc, Iron, Manganese, Copper and Cobalt, Potassium Iodate, Sodium Selenite, Lactobacillus acidophilus, Lactobacillus casei, Enterococcus faecium, B. subtilis, Bacillus licheniformis, Bacillus coagulans, Aspergillus oryzae and Aspergillus niger.

**GUARANTEED ANALYSIS**  
 Crude Protein . . . Min. 23.0%  
 Crude Fat . . . . . Min. 12.0%  
 Crude Fiber . . . . . Max. 3.5%  
 Moisture . . . . . Max. 10.0%  
 Calcium . . . . . Min. 1.5%  
 Phosphorus . . . . . Min. 1.0%  
 Vitamin A . . . . . Min. 22,000 IU/kg.  
 Vitamin E . . . . . Min. 165 IU/kg.  
 \*Ascorbic Acid (Vitamin C) . . . . . Min. 30 mg/kg.  
 \*Beta-Carotene . . . . . Min. 5.0 mg/kg.  
 \*DHA . . . . . Min. 0.1%  
 \*Omega 6 . . . . . Min. 2.1%  
 \*Omega 3 . . . . . Min. 0.65%  
 \*Glucosamine . . . . . Min. 41 mg/cup  
 ME . . . . . 377 Kcal/cup

The next time you shop for your dog's food, be sure to read the label carefully. This label is from the food we serve in our facilities. It shows the proper balance of protein, fat and fiber. Use it as your food selection guideline, and who knows, the next time you need a midnight snack, check out the dog's bowl.

## Interesting Facts About Franchises

Franchising is not a new method of doing business but an old, established, secure way of distributing products and/or services. 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.

Franchising provides employment for at least 10% of a state's private sector workforce in every state except New York. The average per state is 15.3%. Employment generated by franchised businesses grew by 12.6% while employment generated by all business grew by only 3.5% and payroll grew 21.6% vs. 15.4%.\*

# Obedience Training is One of the Best Gifts You can Give Your Dog



## THE NUMBER 1 REASON WHY OUR SHELTERS ARE FLOODED WITH UNWANTED PETS IS DUE TO BAD BEHAVIOR.

Dogs are pack animals by nature and are genetically prepared to live in a structured society within which they hold a place. The key for us is to be the pack leader and teach the dog his place within the pack. If we do not demonstrate leadership, the dog will try to take over. Some dogs become aggressive if placed into the leadership role. To avoid this and be the benevolent leader here are a few basic rules to follow:

**CONTROL SPACE.** Do not step over the dog lying in the doorway. Instruct the dog to move out of your way. Do this by issuing a single word command such as "Move" and then gently leading the dog to a designated area, that will be considered "his spot." You may have to demonstrate this command to the dog several times. The key is patience.

Dogs should not go out of a door before you. Once again, instruct the dog with a single word command such as "Sit," "Stay," or "Wait," while you exit the door first. Once out the door, issue another single word command "Okay" or "Here" which is the dog's

signal that it is okay to follow.

**EAT FIRST.** Feed the dog after the family eats. Place the dog in his designated spot and issue a single word command "Stay" or "Down." Once the dog is in the position you have commanded, sit down to eat your dinner.

If the dog arises and approaches the table, patiently get up and return the dog to the original designated area. Issue the same exact single word command that you did the first time.

## Beware of Dog



Upon entering the little country store, the stranger noticed a sign saying "DANGER, BEWARE OF DOG!" posted on the glass door. Inside he noticed a harmless old hound dog asleep on the floor beside the cash register. He asked the store manager, "Is THAT the dog folks are supposed to beware of?"

"Yep, that's him," he replied.

The stranger couldn't help but be amused. "That certainly doesn't look like a dangerous dog to me. Why in the world would you post that sign?"

"Because," the owner replied, "before I posted that sign, people kept tripping over him."

## Six Reasons to Buy a Franchise

According to the U.S. Department of Commerce

- Although only 8% of businesses are franchises, they represent 40% of all retail sales in the U.S.
- Nearly 50% of every retail dollar spent in the U.S. is through franchised businesses.
- Consumers prefer nationally recognized businesses 2 to 1.
- Proven methods are most often better than trial and error.
- A franchise is usually easier to sell and has a higher value than an independent business.
- The synergy of a group of people, all contributing ideas and motivation, is a benefit to each individual.

This also may take several times to reinforce. However, you will enjoy uninterrupted eating if you are patient and take the time necessary for the dog to get this very important social skill.

**CONTROL VALUABLE PROPERTY.** If your dog is not allowed on the furniture, issue a single word command "Off" as soon as you see your dog on it. If the dog does not get off the furniture put him on a lead and usher him off of it, again, to his designated spot. You may want to designate several spots throughout your home that will be the dog's specific place, because he really wants to be with you. This may have to be done several times before a determined couch potato will get it.

The rules of thumb are:

**🐾 First, be a patient benevolent leader.** There is no reason for cruelty or harshness. Remember, the dog only wants to please you.

**🐾 Second, keep commands simple.**

**🐾 Third, be consistent with the commands, desired actions and designated spots.**

**🐾 Finally, be repetitive until the desired behavior is immediate.** Then you will enjoy life with a well-behaved member of your family.

## Tell Us What You'd Like to Read More About

Our goal is to provide an entertaining and informative Newsletter. Please E-mail your suggestions:

[DogsR\\_1@allamericanpetresorts.com](mailto:DogsR_1@allamericanpetresorts.com)

Some ideas might include:

General Pet Care Tips

Seasonal Pet Care Tips

News Related Pet Stories, Issues, Concerns

Franchise System Growth and Economic Performance

Business Tips

Fun Stories and Jokes

Pet Photo Contest

Other Suggestions

## Lessons I've Learned from Dogs



This article appeared in My Business December/January 2007 issue. It struck the "how true" cord with us so we wanted to share it with you. The author writes that he has lived with

dogs for most of his life. Dogs have played different roles in his life: friend, therapist, surrogate sibling, surrogate child, worker and best of all, teacher. I can really relate to his portrayal of dog involvement.

Indeed, by watching and observing the dog, we can learn many lessons. Here are just a few:

- Always greet customers with excitement and enthusiasm, even when you just saw them a few minutes ago.
- Do not confuse your tail as a goal worth chasing.
- Get the sleep you need to have a great day.
- Always be ready to play when the opportunity arises. You'll feel better and think more creatively.
- Do not be afraid to get dirty!
- When the big folks are feasting, if you know how to work things, you will be able to feast too.

- Barking a lot is annoying, so do not do it often. That way, when you do bark, people will spring to attention.
- The more you show that you don't need a leash, the less you have to wear it. Conversely, if you're always tugging on the leash, you'll always have to wear it.
- The joy is digging the hole, not burying the bone. But it is reassuring to know there are a few bones hidden.
- Biting someone never leads to anything good.
- Continuously learning new tricks keeps you young.
- Fool your masters into thinking they are in charge.