



PAW PRINTS

The All American Pet Resort Review



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www.allamericanpetresorts.com

VOLUME 10 ISSUE 1

Calling all Kids Ages 5-10!

ALL AMERICAN PET RESORTS IS SPONSORING A COLORING CONTEST.

Here's how it works. There are two age groups that qualify; 5-7 and 8-10. Entries will be judged commensurate with the ability of the specific age group. Entries can be picked up at the resort nearest you or downloaded from the home page of www.allamericanpetresorts.com

Each entry must be submitted, in person, no later than April 15th to an All American Pet Resort. Entries will be posted in resort lobbies until the end of May.

Each resort's panel of judges will select two winning entries from both age groups. Those winning entries will then be forwarded to All American Pet Resorts headquarters. Another panel of judges will then select one entry in each age group as the final winner. The two winners will each be presented with a check for \$250.00 made out to the charity the winning child selected.

ALL AMERICAN PET RESORTS COLORING CONTEST

AGES: 5-7 AND 8-10

Have your favorite kid pick up an entry and win a chance to donate \$250 to the animal charity of their choice.

Color with crayons, color pencils, paint, glitter, or any other medium of you like. Just be creative, use your imagination and have fun!

Entries will be judged on creativity and originality.



**PICK UP YOUR ENTRY AT
PET RESORT
LAKESHORE**

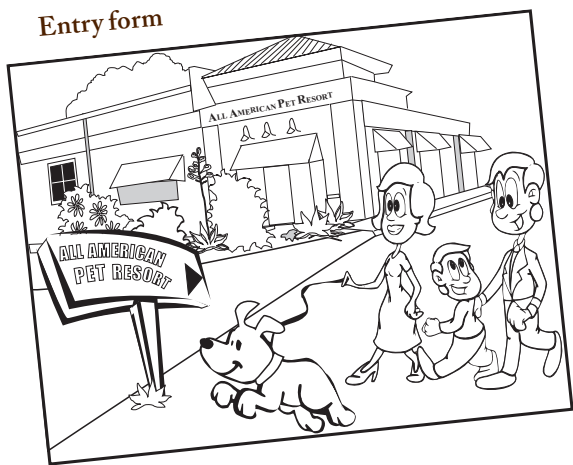
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Entry form



Encourage creativity and have some fun!

Results will be published in local papers and in the next newsletter.

A New Strain of Canine Influenza - ALERT

This new strain of canine influenza originated with equine and recently made the jump to canine. That means that regardless of previous vaccinations, age, breed or sex all dogs may be susceptible. Typical signs include, but are not limited to; a cough, nasal & eye discharge and sneezing. 80% of dogs exposed will show signs within 2-4 days of exposure.

Treatment is not specific but many vets are experiencing success with antibiotics. A new vaccine was just announced specific to this strain of influenza, similar to the H1N1. The canine version is called H3N8. There are several things that you can do to protect your dog from this flu. 1- Talk to your vet about the new vaccine and if offered, get it. 2- Ensure that any pet service provider that you use for any service including grooming, require all pets to have current vaccinations records. 3- Make sure that the facility is clean, free from odor and in good repair as are All American Pet Resorts.

Good News - The Center for Disease Control has stated that there is no current evidence that the strain has been passed to people, so we do not have to worry.



A few issues ago I provided a list of foods that are harmful, and in some cases lethal, to pets. This one just came across my desk. Sugarless gum with Xylitol. Turns out that one piece of sugarless gum causes acute liver and kidney failure.

Ask A Nurse

This is the first of an on-going column where we will address specific questions posed by our readers. Anne Robbins, owner of the Pet Resort @ the Triangle, Durham, NC a registered nurse,



found that many of the maladies her canine friends bring to her resort can be treated using the same medications and techniques that she has used to treat humans. The first question posed is from Bernice Mack, owner of a 10-year old diabetic Cairn Terrier named Sassy.

“Dear Anne. What is the technique you will use to administer the insulin required for my Sassy while staying at an All American Pet Resort?”

“Thanks for the question Bernice. Caring for diabetic pets is one of the strengths of our resorts. All resorts have experienced senior staff that follows the procedure I will explain here. First, the needle is expresses and the inoculation site is thoroughly cleaned.

With Sassy getting insulin shots twice a day my preference is to give the shots in the outer side of the upper shoulder. I like to alternate shoulders to prevent scar tissue build up. I find that the outer shoulder is a bit fatter and provides for extra absorption of the insulin. Sassy will love the gentle rubbing that I do to massage the injection site. This helps disseminate the insulin. Following the shots, I like to observe for about 20 minutes to ensure that there is no hypoglycemia (a drop in sugar level).

If Sassy starts to shake during the observation time, I will assume it is most likely hypoglycemia. If that happens, I will dip my finger into some honey or Karo syrup and then rub some on Sassy’s gums. That will give her almost instant sugar absorption. Then I will call your vet just to inform him of what has transpired and then follow any directions he may offer”.

What’s New in the Franchise?

THE PET RESORT @ THE TRIANGLE is three years old! When we first met Anne and Bill in Beverly Hills, MI, they were long time volunteers for Leader Dog. They have maintained

They have maintained a relationship with the Guide Dog Foundation for the Blind and now assist the organization in their effort to move breeding dogs around the country.



Thanks for assisting this great organization with their very important mission – to enhance the lives of the blind or visually impaired.

TOWLES CLUB K9, in Punta Gorda, FL has already expanded! Amy’s grooming business is so strong that she needed to add another grooming room, bathing, drying area and finishing table. When asked her secret to success, she responded that the way the pet leaves her resort is a direct reflection on the quality of the resort. Her goal is that all departing pets look and smell as good as or better than when they arrived. Amy and her staff also continue Wet Wednesdays when all pets that enjoy daycare get a chance to romp in the pool. Check out Amy’s website for a live look at the fun.

PET RESORT DALLAS Second Anniversary is right around the corner. Jim and Keith Ezell continue to build a strong, customer service based business serving pets in and around the “Parks” area. Jim’s customers are so happy that his business continues to grow an average of 200% per month.



He is looking at expanding his location to include more luxury suites so that more pets can enjoy his resort. Great job, Jim.

ALL AMERICAN PET RESORTS flag ship in Royal Oak has now begun offering pet 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. Getting your pup used to being handled means less stressful veterinary visits and grooming sessions.

Welcome Rick and Pat Ruhland, the proud new owners of the PET RESORT LAKESHORE located in Roseville, MI. Rick recently retired from a 30+ year career at General Motors. Just like many other young retirees, he wondered what he would do next because he sure wasn’t “ready” to slow down. He, just like all the rest of us in this business, is nuts over his pets.

When the opportunity to have a pet resort surfaced – they acted immediately. Rick and Pat have expanded the services of that resort in an effort to better serve their customer base. For example, they now offer 24 hour pick up and drop off, taxi service for home pickup and delivery, Birthdog Parties and more! Visit this resort as soon as you can either on camera or better yet, in person for some fun today.

Introducing Glenn and Melanie Shapiro

They are our newest franchisees. They will be developing their pet resort in Middlesex County, NJ. They hope to open just in time for Thanksgiving.

Congratulations! More to come about the development of this pet resort.



Business Tip of the Day

Pay close attention to delivering exemplary customer service. Lester Wunderman, the founder of Wunderman Worldwide, says that 90 percent of a business’s profit comes from repeat customers and only 10 percent comes from trial or sporadic customers. Reducing service defects by even 5 percent can improve profits potentially by 25 to 85 percent.