



## March 2011 – Communiqué

2011 is a big year for all of us at PawZ – September will be our 10<sup>th</sup> Anniversary. There is much to do between now and then as we plan to celebrate this accomplishment with all of you, our valued customers and special friends. We are planning an open house and lots of fun things to do, as always we welcome your ideas to make this a truly special family event.

Speaking of ideas - we sincerely love to get all your positive feedback, words of encouragement and tokens of appreciation; however, we embrace feedback that reminds us that we must continue to evolve through process and self improvement to continue to deliver high quality services.

Did you realize that your feedback resulted in several changes during 2010? Some of these changes resulted in more exterior lighting, Denise processing payments before 7am, thousands of pictures that you have access to on Facebook, Improved Communication of closings on Facebook, Twitter plus Channels 6,8, & 13, Standing Spa appointments for daycare clients only, and our new multi-purpose business cards.

Changes you can't see (YET) include re-decorating the big bedroom, new window treatments in several rooms, new lighting and art work, a new surface in Pen 4, plus new crates & bedding.

### SAFETY FIRST

Due to the increased number of dogs with allergies and stringent diet restrictions we ask that **all dog owners provide their own dog treats and snacks.** Beginning **March 14 milkbones will no longer be provided.** This change will help ensure that each dog is given only HIS or HER own food and greatly reduces the risk of dogs getting something they should not. We remind everyone to **clearly mark your dog's name** on the bag or container; you always have the option of bringing treats or snacks in on a weekly basis.

### COMMUNITY

2010 was a big year for the Paw-zn-around family in terms of community support. We formed our first Official Team "The PawZ Squad" for the Animal Welfare Society's Strut Your Mutt event in Kennebunk Port. With 15 of us we raised well over \$1500 helping them

hit \$60,000 this year. We also sold Red T-shirts with all the profit going to the Wounded Warrior Legacy Foundation of Maine – resulting in a donation of \$238. Many of you also helped support the Animal Food Pantry with your donations of food and other supplies. Additional financial community support was provided through the Biddeford Career Firefighters, Massabesic Hockey Team, and the Mustang Rescue. Give yourselves a pat on the back for supporting all these groups!

Currently with all your help, we are raising funds to support Doberman Rescue Unlimited. We are hoping to raise \$1000 through our gift basket raffles and clinics. We will be holding a second chance drawing of all our non-winning raffle tickets for free daycare.

### SLUMBERING

Our combination boarding/pet-sitting service has grown in popularity. Dog owners like the personal attention for their dogs over the weekends and of course love the care and attention at the daycare all week long. How it works: A boarding reservation is made as well as a reservation between you and a petsitter. This arrangement is private between you and the petsitter. As with all boarding arrangements, payment is made at drop-off to Paw-zn-around for the boarding however, the petsitting portion is a private transaction between you and the petsitter. There are some dogs who are unable to board overnight, generally due to anxiety; therefore a petsitter brings the dog to and from the daycare each day. In these instances the boarding payment is adjusted to a multi-day daycare rate for the entire length of stay. In keeping with our long-standing policy there are no refunds for early returns.



### CELEBRATING

We have so many Daycare Dog Birthday's to celebrate each month and hope we never miss a single one, please remind us if we somehow missed your dog or have the wrong date in our computer. We post all the Birthdays on our Birthday Board and have a special little treat for each of them – and don't they just love it!