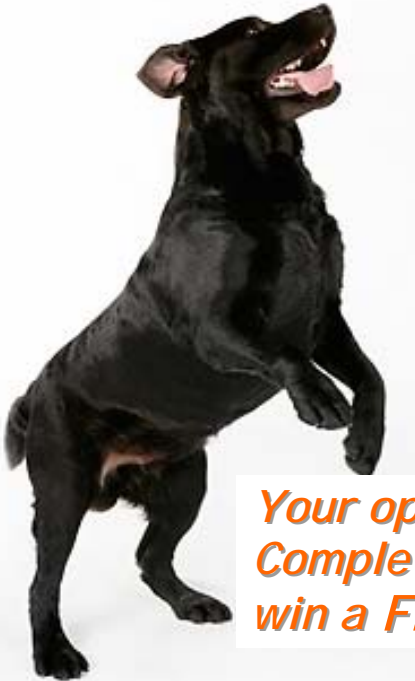




30314 Esperanza • Rancho Santa Margarita, CA 92688
www.MyDoggiesDaycare.com

PRSR STD
 U.S. POSTAGE
 PAID
 PERMIT 36
 RSM



Your opinion counts!
Complete our survey and enter to
win a FREE 5 DAY DAYCARE PASS!

RETURN SERVICE REQUESTED

My Doggies Daycare Customer Satisfaction Survey
 Return to MDD & you will automatically be entered to win a
FREE 5-DAY DAYCARE PASS - a \$135 value!! (Drawing to be held April 30, 2010)

Name: _____

Which of our services have you used?

Daycare *Boarding* *Grooming* *Training* *Bath/Nails/Teeth*

Have you ever encountered any problems at MDD?

Yes _____ No _____

If yes, what was the nature of the problem?

Did staff resolve this problem to your satisfaction?

Yes _____ No _____

Would you like to be contacted about this problem?

Yes _____ No _____

Are there any additional services you would like to see offered at MDD?

Yes _____ No _____

If yes, they are: _____

Do you read the MDD Newsletter? _____

Always _____ Sometimes _____ Never _____

Would you recommend My Doggies Daycare to others?

Yes _____ No _____

Using the scale below, please circle the number that applies to your experience with MDD:

1-poor 2-adequate 3-good 4-great

Cleanliness of facility	1	2	3	4
Promptness of service	1	2	3	4
Friendliness of staff	1	2	3	4
Care given to your dog	1	2	3	4
Staff knowledge	1	2	3	4
Hours of operation	1	2	3	4
Check-in/check-out process	1	2	3	4
Bath/Nails/Teeth services	1	2	3	4
Daycare services	1	2	3	4
Boarding services	1	2	3	4
Grooming services	1	2	3	4
Training services	1	2	3	4
Pricing of our services	1	2	3	4
Specials/coupons offered	1	2	3	4

THANK YOU FOR YOUR PARTICIPATION - WE VALUE YOUR OPINION!

My Doggies Daycare News & More

Summertime brings new additions and talents to our team

Many of you know that Dena (one of our valued employees and Certified Dog Trainer) has been expecting her first child. On February 16th, Wyatt Butler was welcomed into our world, weighing in at 6.8 lbs, and 19". She is enjoying being a mother, and will be back with us soon. Congratulations Dena - we are very happy for you and your family!

And although we all bid a fond farewell to Camden Norman, we have not yet heard any news about the baby; she is due in May. Keep an eye on our "What's New" page on our website for up-to-date information and a photo of her baby once he's arrived.



Dena & Baby Wyatt



Melissa



Jenise

You may have already met these ladies as they work in the office most evenings. During the day, they interact with our canine guests either by playing with them in the play area, or assisting with baths and feedings. Both ladies come to us with canine handling experience. Jenise is soon to receive her certificate as a Certified Dog Trainer and Melissa brings a wealth of knowledge from volunteering in shelters and rescues that place dogs in "forever homes".

Name: *Pilar Brittain*

Title: *Office Manager*

Family: *Married to Jeff and has a 16 year old son*

Born: *Los Angeles*

Pets: *Max, Charger and Fiona (A Basset Hound, A Lab and a Chi-weenie)*

Hobbies: *Loves to go antique and bargain shopping and hanging out with her girlfriends*

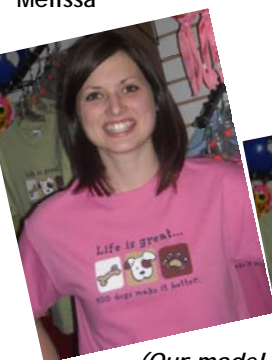
Special talents at MDD:

Stepping into Camden's shoes. Not an easy task, but we think she is doing a great job!

Please welcome her to our "pack".



MDD
T-shirts
have arrived!
Get yours
today for
only
\$12.99



(Our model is Alisa)



Coming Soon!

We are in the process of developing four new video's to promote our various services: daycare, boarding, training and grooming. It's been a lot of fun putting together the scripts; we even did the "voice over's" in a recording studio in Irvine. (Gosh, next we'll be accepting offers for Hollywood!)

We filmed our trainers and groomers "in action" and got some great shots of our canine guests out in the play area. And yes, we even snuck in a few scenes of our parents dropping off their four legged kids. Thanks VERY much to those of you that were brave enough to face the cameras and give us your testimonial!



[Play Video](#)

These videos will be posted on our website, on Facebook and Youtube in mid-April. Be sure to check them out and see if you can spot your favorite canine companion.

Keeping your dog groomed means more than just a bath & blow dry

Most people don't apply the term "groom" to their dog if he isn't a breed that needs a haircut. However, grooming actually refers to a multitude of procedures that keep your dog clean and healthy. Here are the basics that apply to any breed.

Brushing - Always brush your dog *before* a bath, and do it thoroughly. Mats enlarge and become unmanageable when wet. If a mat goes undetected or coat care is neglected, you may have to shave or cut out the mat so that bacteria don't grow between it and the skin and cause a yeast infection. Short-haired dogs will probably only need to be gone over with a curry brush or glove, while medium- to long-coated dogs may require special tools like a slicker, a pin brush, or an undercoat rake. Whatever you use, it must effectively remove loose hair and distribute oils from the skin throughout the coat.

Nails - If left uncared for, nails can grow to enormous lengths, twisting the toe and sometimes even curling into the pads of the foot. Many people hesitate to trim their dog's nails because they are afraid they will hit the "quick" (blood vessel) which results in bleeding. However, the longer you wait in between nail trims, the longer the quick will grow. So you need to keep your dog's nails short by clipping them regularly. To clip the nails, trim a very small amount of nail (like 1/16 of an inch) away with a pair of dog nail clippers. Should you accidentally hit the quick, apply styptic powder or corn starch with a bit of pressure to stop any bleeding.

Ears - A clean ear may contain some wax and shouldn't have any particular smell to it. A few drops of alcohol will dry from the ear canal and kill bacteria, yeast and mites. To clean your dog's ears, apply some ear cleaning solution to a cotton ball and simply wipe dirt and wax away from the inner ear. Don't rub vigorously as to cause sores, and don't travel too far into the ear; both could cause damage. And don't expect your dog to like the process; you may be met with a bit of resistance. When you're done wiping out the ear with a damp cotton ball or cloth, gently dry it out with a dry one. If your dog's ear looks swollen, red, irritated, dark or blackened, shows signs of discharge or sores, or smells really bad, call your veterinarian. This is not normal and could be signaling an infection or disease.

Eyes - Some breeds require more maintenance in this area than others. While it may be a simple matter of pulling eye boogers away from a potentially irritating spot in the corner of the eye, long-haired or white-haired dogs may require special attention to make sure that all gunk is truly out of the coat. There are products made specially for removing "tear stains" from a white coat available in many pet supply stores or catalogs. A healthy eye should be clear and should not show any signs of irritation or unusual discharge. Our groomer can cut hair around the eyes for you, which can cause tear stains (do not try this yourself).



Spring & Summer at MDD is "HIGH SEASON" for boarding



A few things to remember:

Make your boarding reservations early!

If your travel plans change...don't forget to call and reschedule or cancel your boarding dates.

Reservations CANNOT be secured without current immunizations (Rabies, DHLPP & Bordatella). PLEASE understand that not only are these required by Animal Control, they also help to ensure the safety and well-being of the dogs staying at our facility.

MDD has lots of beds, blankets, bowls, toys etc. Please leave Fido's personal belongings at home. If you would like to bring a towel or t-shirt with your household fragrance on it... you are welcome to do so, but be sure to label your article clearly with permanent marker.

It's important to let us know of any allergies, medications, recent surgeries or medical conditions that may affect your dog during his stay.

Clearly label your food and always bring an extra serving or two for unexpected layovers. Individually prepared meals in zip lock bags are ideal.

Remember to bring your coupon - we'll be happy to apply the discount, but you must supply the coupon!

Free 1/2 day of daycare

With any full service groom.

Must present coupon. Limit 1X use. Not valid for boarding stays. Expires 5/31/10

\$5 off

Our FURminator De-shedding treatment

Must present coupon. Limit 1X use. Expires 5/31/10

Buy a 5 day pass & get ...

one nite Free!

Buy a 10 day pass & get ...

two nites Free!

Buy a 20 day pass & get ...

three nights Free!

Must present coupon. Limit 1X use. Expires 5/31/10

Have you tried our FURminator® SHED-LESS Treatment yet? This add-on bath service is only \$15-\$25 and includes a low-shed shampoo followed by an application of deShedding™ solution plus up to 30 minutes of brushing with the FURminator tool. An amazing process that dramatically reduces shedding. *Call today to schedule!*

Training should include socialization

Socialization is a skill that should be practiced throughout a dog's life. Different situations and circumstances can have an effect on a dog and he can transform from being loving and sociable to apprehensive or even threatening. That is why it is vital to include socialization training throughout your dog's life. Allow him to experience numerous situations, different people and other animals.

You can take him to a nearby park or even just call in on friends who have pets. Be sure that your dog has had all of his shots first but remember that it is important for his socialization to meet up with others.

The people who come to your house the most should all know your dog. Anyone who stops by regularly should be encouraged to make friends with him. If possible make sure that your dog has time around many different people as it will make him more comfortable in various situations.

Dogs are naturally pack animals. They lived in the wild in packs and they will reconstruct the pack pecking order in their new circumstances. It is crucial that everyone in the family is seen as a more dominant pack member. You are the alpha dog and your dog is the follower. With socialization, this will carry over to include other humans. That means that when a human speaks the dog listens and obeys.

Socialization should go on throughout the life of your dog. He needs to constantly be subjected to new situations and new people and animals. He will be less apt to develop troubles like biting and fighting if he is well socialized.

Ofcourse one of the best options available to you is to bring your pup to *My Doggies Daycare*. Regular play with other dogs in the daycare will build your dog's confidence and improve his ability to communicate and interact.

It will help prevent shyness, fear, and aggression. Plus, instead of coming home to a dog that has excess energy, your canine friend will be tuckered out... and your house will still be standing!

The staff at MDD are well trained in dog behavior. The dogs that visit us have fun while learning to socialize with other canines, and we will also tell you if we notice any behavioral issues that might need your attention. Our Certified Dog Trainers teach dog behavioral modification during daycare or a boarding stay and can correct many bad habits.

And, just one more reason to socialize your dog; at some point, you will likely need to leave him in the care of another while you travel for vacation, a family emergency, or for business. Even if you usually prefer to take your pup with you everywhere you go, this is not always feasible. If he is well socialized, and familiar with our facility, leaving him will be much easier and less stressful for both of you!



Introducing our...

BOARD & TRAIN

1 Week K-9 Boot Camp

Designed to teach your dog all the basics, plus address all those frustrating behaviors such as:

*Jumping up ~ Pulling & Lunging ~ Barking ~ Chewing ~ Bolting ~ Sit ~ Stay
Down ~ Come ~ Quiet ~ Off Enough ~ On & Off Leash Walking*

We will train your dog one-on-one daily, integrating them into our daycare while focusing on basic obedience, household manners and socialization. We can customize any program to ensure your family will be able to keep up with your dog's new abilities.

Includes: 7 days & nights at MDD, & training sessions each day with a Certified Dog Trainer

New package: \$599

Spring Training Special

There are two reasons why a dog fails to do what he is told:

*Either he is not listening
or he does not understand*

This Home Manners course is designed to develop communication between you and your dog by teaching him how to listen and obey basic commands.

Each package differs slightly according to your needs, but the skills most commonly addressed:

*Attention, sit, stay, coming when called, leave it, go to your place.
Also eliminating jumping on people, leader ship basics and establishing boundaries.*



**5 Training Sessions
5 Full Days of Playtime/Daycare
Plus - One Private In-Home Lesson**

Our best value ever!
Only \$375

*For dogs of all ages. Packages are non-refundable.
Not valid for boarding stays. Limited space available- call today!*



Yes, you should brush your dog's teeth!

According to veterinarians, about 80% of dogs have periodontal disease. Ouch! Brushing your dog's teeth is as important as brushing your own teeth. Yet many parents avoid this task like the plague. Teeth brushing should not be a chore for you or your dog. Instead, it should be an enjoyable time for both of you. If you take things slowly at the beginning and give lots of praise, you and your dog will start looking forward to your brushing sessions. But first, we need to gather together what we will need.

Toothpastes

There are many pet toothpastes on the market today. Make sure you use a pet toothpaste. Toothpastes designed for people can upset your dog's stomach. There are "chicken flavored" toothpastes that may make brushing more appealing to your pet.

Toothbrushes

Use toothbrushes designed specifically for pets - they are smaller, ultra-soft, and have a somewhat different shape. Finger toothbrushes that do not have a handle, but fit over your finger, may be easier for some people to use.

Where to begin

Number one, this should be fun for you and your dog. Be upbeat and take things slowly. Do not overly restrain your dog. Keep sessions short and positive. Be sure to praise your dog throughout the process. First, have your dog get used to the taste of the toothpaste. Let your dog lick some off your finger. Praise your dog when he licks the paste and give a reward (really tasty treat). If your dog does not like the taste of the toothpaste, you may need to try a different kind. Continue this step for a few days or until your dog looks forward to licking the paste.

The next step is to have your dog become comfortable with having something placed against his teeth and gums. Apply a small amount of paste to your finger and gently rub it on one of the large canine teeth in the front of the mouth. These are the easiest teeth for you to get at and will give you some easier practice.

After your dog is used to the toothpaste, and having something applied to his teeth, get him used to the toothbrush you will be using routinely. So, let your dog lick the toothpaste off of the brush so he gets used to the

texture. Again, praise your dog when he licks the paste and give a really great treat or other reward. Continue this step until your dog readily licks the paste off of the brush.

Now your dog is used to the toothbrush and toothpaste and having something in his mouth. So the next step is to start brushing. Talk to your dog in a happy voice during the process and praise your dog at the end. Lift the upper lip gently and place the brush at a 45° angle to the gum line. Gently move the brush back and forth. You do not need to brush the inside surface of the teeth (the side towards the tongue). The movement of the tongue over the inside surfaces keeps them relatively free of plaque. Be sure to praise your dog, end on a good note and give a tasty treat or other great reward.

How often?

Certainly, the more often you brush the better. Always aim for daily dental care for your dog, just as you aim for daily dental care for yourself. The hardest thing about home dental care for dogs is just getting started. Once you have done it for a while, it just becomes part of your daily routine. But, if you are still uncomfortable with the whole process, take advantage of the coupons below and let My Doggies Daycare do it for you!

Studies show that you can add up to five years to your dog's life with regular teeth brushing and non-anesthetic teeth cleaning

Save \$ 10

5 teeth brushings for just \$25

Must present coupon. Valid for up to 3 dogs. Not good with other offers. Expires 5/31/10

\$ 15 off

Non-anesthetic teeth cleaning

Must present coupon. Valid for up to 3 dogs. Not good with other offers. Expires 5/31/10



What are those strange silver pipes connected to the ceiling at My Doggies Daycare? Its part of our custom HVAC system. MDD is the ONLY group play facility in South Orange County that is air conditioned in the summer, and heated in the winter!

(Some facilities advertise that they are, when in fact only portions of their building have a/c or heating.)

MDD is leading the pack! We were the 1st daycare facility in OC to offer:

**1st day free for all new customers • Texturized polyurethane flooring
Fully air conditioned & heated facility • Non- anesthetic teeth cleaning
"Spin the wheel" for great prizes and free services
A temporary home for rescued dogs awaiting adoption**

Keep an eye out for even more "firsts" in 2010!

🐾 Dog Rules

The dog is not allowed in the house. Okay, the dog is allowed in the house, but only in certain rooms. The dog is allowed in all rooms, but has to stay off the furniture. The dog can get on the old furniture only. Fine, the dog is allowed on all the furniture, but is not allowed to sleep with the humans on the bed. Okay, the dog is allowed on the bed, but only by invitation. The dog can sleep on the bed when ever he wants, but not under the covers. The dog can sleep under the covers by invitation only. The dog can sleep under the covers every night. Humans must ask permission to sleep under the covers with the dog.

Did you know...

You can bring your dog to daycare for as little as

\$ 13.50?

(cost of a half day on a 5 day pass)



Search for our canine pals...

E C G G O U A E E Z W S M E E G C Q
 C H A R L E E C M I R M A L N A I W
 K R H R M Y A F N E N F X L O B T W
 C P E E A R J S O B R U T E P R S D
 A C J T G C T R O X Y S K B A I Y A
 J F H A S O D N A N A A O A C E M I
 D W M L N U A H P L H O F N E L V S
 W M X O O T B H A R L E Y N U R M Y
 E Y E O T E O J B U F F Y A E Z O O
 A A E E A E H R E T T O P P K L N K
 K L R N B S E R B S G E O L O N R U
 W G U E D K R E C J S O F G R F O I
 P Y M C A Y Q U H A C I A O O T E T
 H U V J Y H S T K G J N E O C H K H

Anando, Annabelle, Belle, Buffy, Buster, Capone, Cara, Charlee, Chloe, Cooper, Daisy, Emerson, Emma, EmmaGrace, Gabriel, Gretta, Harley, Jack, Jake, Jessie, Logan, Lucy, Max, Monroe, Mystic, Phoebe, Potter, Roxy, Sydney, Turbo, Winston

Does my dog really play during the day?

Yes! Whether your dog is young or old, small or large, timid or shy...we make sure your pooch has a great time at My Doggies Daycare!

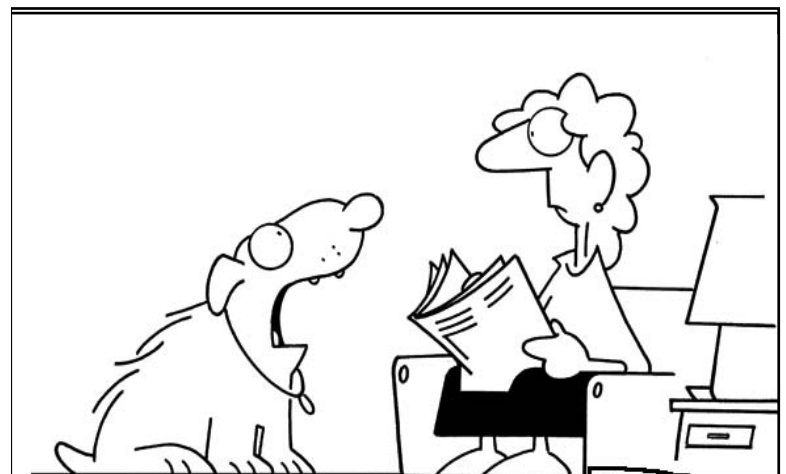


Most of our canine pals are quite rambunctious in the morning, and we have a great time joining in their play. Some will quiet down or take a little nap around lunch time...only to "catch their second wind" in the early afternoon. Others play non-stop, from the moment they arrive until they

hear their name called at the end of the day. Our goal - EVERY DAY - is to make sure your dog feels comfortable and safe, while having the opportunity to socialize and make new friends.

We want your precious baby to LOVE coming to our facility!!

If you haven't had much time to spend with your pet; if he's been a couch potato at home lately; if he's giving you that look of sadness when you walk out the door...why not bring him to MY DOGGIES DAYCARE?



First my ball rolled under the sofa, then my water dish was empty, now the squeaker is broken in my squeaky toy. I've had a horrible morning! Please take me to My Doggies Daycare so I can at least have some fun this afternoon!

Dogs and Light Bulbs

These are the answers from dogs when asked.... "How many dogs does it take to put in a light bulb?"

Golden Retriever: The sun is shining, the day is young, and we've got our whole lives ahead of us, and you're inside worrying about a stupid burned-out light bulb?

Border Collie: Just one. And I'll replace any wiring that's not up to code.

Dachshund: I can't reach the stupid lamp!

Toy Poodle: I'll just blow in the Border collie's ear and he'll do it. By the time he finishes rewiring the house, my nails will be dry.

Rottweiler: Make me.

Shi-tzu: Puh-leeze, dah-ling. Let the servants.

Lab: Oh, me, me!!! Pleeeeeze let me change the light bulb! Can I? Can I? Huh? Huh?

Malamute: Let the Border collie do it. You can feed me while he's busy.

Cocker Spaniel: Why change it? I can still pee on the carpet in the dark.

Doberman Pinscher: While it's dark, I'm going to sleep on the couch.

Mastiff: Mastiffs are NOT afraid of the dark.

Hound Dog: ZZZZZZZZZZZZ ZZZZZZZZZZZZ

Chihuahua: Yo quiero Taco Bulb.

Irish Wolfhound: Can somebody else do it? I've got a hangover.

Pointer: I see it, there it is, there it is, there it is right there.....

Greyhound: It isn't moving. Who cares?

Australian Shepherd: Put all the light bulbs in a little circle...

Old English Sheep Dog: Light bulb? That thing I just ate was a light bulb?

Pomeranian: Dogs do not change light bulbs. People change light bulbs, I am not one of them, so the question is: how long will it be before I can expect light?



Monday Madness

5 day MONDAY daycare pass for only

\$ 100!

Must present coupon. Limit 1X use. Daycare valid on Monday's only. Not valid for boarding, half days or with any other special offer. Expires 5/31/10.



Your dog might not be on Match.com any time soon, but Fido can have his very own social network thanks to **Dogbook on Facebook**.

Your dog is a member of your family so why not have a special place to share photos, join dog groups and even locate the closest dog park?

It's a great way to connect and meet new people who are just like you ... animal lovers, or a way to find a play date for your pet. Dogbook has nearly 800,000 active monthly users

Have an iPhone? Dogbook's recently launched their iPhone application so you can help your tail wagger keep up with his or her social network. It passed 80,000 downloads after just two weeks.

Dogbook Arf Alerts

Report a lost pet or see if there are lost pets in your area. This is a great tool and there is a map indicating where the lost doggies are. You gotta love this!

Groups, Parks and other Dogbook features

Join a group, from breed specific to SPCA groups, and interact with other dog owners.

Add a local dog park on Dogbook. This is a great feature if you're looking for a dog park while you're on the road.

Send a card, add some friends, search for breeds and more on Dogbook. It's more than a social network for dogs; it's a great resource (and sort of fun) for dog owners.

Get started on Dogbook here: <http://apps.facebook.com/dogbook>

Visit My Doggies Daycare on Facebook for weekly training and grooming tips!

 **All I Need To Know About Life I Learned From My Dog...**

If you stare at someone long enough, eventually you'll get what you want. Don't go out without ID. Be direct with people; let them know exactly how you feel by piddling on their shoes. Be aware of when to hold your tongue, and when to use it. Leave room in your schedule for a good nap. Always give people a friendly greeting. A cold nose in the crotch is effective. When you do something wrong, always take responsibility (as soon as you're dragged out from under the bed). If it's not wet and sloppy, it's not a real kiss.

Pets still pampered in a tough economy

Like any good mom, Pam Powell gives a treat to Abby when she's been a good girl. But that's just the beginning of this supermom's spending on her 11-year-old Australian shepherd. There is the vitamin-enriched premium dog food. There are haircuts and nail jobs. There is the \$70-a-month anti-inflammatory medication. And most recently? An orthopedic bed for those creaky hips.

"She is definitely my child," said Powell, who lives in Dove Canyon and estimates she spends as much as \$300 a month on Abby. "People say I'm lavish. I don't think I am. I see a lot of my friends who are a lot more lavish with their pets."

Lavish seems to be the trend in the pet-care industry, which has remained virtually recession-proof even as other retail and service sectors have nosedived.

Spending on pets is expected to reach \$47.7 billion in 2010, a 16 percent jump

since the recession began in December of

2007 and 83 percent more

than even a decade ago, when spending

was \$26 billion.

The tough economy, while it has halted spending on some things, actually has made things more cushy for some pets.

Their companionship often helps Americans get through that layoff or tight budget, said Bob Vetere, president of the American Pet Products Association.

"As times have gotten tough and scary for people, pets are where people find comfort and solace," he said. "Pets don't have bad days. They can't tell you a sad story. They are just there saying, 'Let's play.'"

But there can also be a downside to the poor economy for animals, as job losses and pay cuts force people to give up their pets. The Humane Society has noticed an increase in people bringing animals in during the recession — many because they've been forced to move from a house to an apartment that doesn't allow pets. Their spokesman said,

"A smaller but significant number of people surrender simply because they can't afford an animal's care anymore."



What we spend...

Here is what Americans are expected to spend on pets in 2010:

- Food: \$18.3 billion
- Supplies/over-the-counter medicine: \$11 billion
- Vet care: \$12.8 billion.
- Live animal purchases: \$2.2 billion
- Pet services/grooming and boarding: \$3.5 billion

Source: American Pet Products Association

Refer a friend and receive a FREE day of daycare!



Bringing you... **BETTER VALUE - EVERY DAY!**

- 🐾 Daycare, boarding, training, grooming & doggie boutique all under one roof.
- 🐾 Daycare regularly priced at \$29, compared to other facilities at \$34. (Even less with the purchase of one of our passes!)
- 🐾 FREE first day of daycare so your pooch can become comfortable with us before a boarding stay.
- 🐾 Separate play areas for small dogs & big dogs.
- 🐾 Web cams so you can watch your furry friend while you are away.
- 🐾 Groomer's on-site, experienced in specialty styles and clips for all sizes and breeds.
- 🐾 Certified Dog Trainers ready to help you with obedience training and behavior modification.
- 🐾 Non-anesthetic teeth cleaning to help pro-long your pets life for years.
- 🐾 A customized air conditioning and heating system for the entire facility, not just the lobby.
- 🐾 Certified Health Technicians and Veterinary Technicians on staff and ready to assist if needed.
- 🐾 Romp & play report after each visit so you'll know who your dog plays with & his favorite activity.