



# my doggies daycare

30314 Esperanza • RSM, CA 92688

www.MyDoggiesDaycare.com

949.709.4600

PRSR STD  
U.S. POSTAGE  
PAID  
PERMIT 36  
RSM. CA 92688

RETURN SERVICE REQUESTED



What do these K-9 expressions mean?  
"We want to go to My Doggies Daycare!"

## MDD Summertime Savings!

### DAYCARE

Buy 1 full price daycare, and  
get the 2<sup>nd</sup> dog for

**1/2 price!**

Limit 1X use, not good for boarding stays. Must present coupon. Not valid with any other discounts. Exp 8/1/10

### DAYCARE

Buy a 10 day pass, get a Monday  
**Free!**

Buy a 20 days pass, get 2 Mondays  
**Free!**

Limit 1X use, free Monday's not good for boarding stays or half days. Must present coupon. Not valid with any other discounts. Exp 8/1/10

### BOARDING

Buy a 5 day pass  
get a NIGHT

**Free!**

Limit 1X use, not valid with any other discounts. Must present coupon at time of purchase. Expires 8/1/10

### BOARDING

Stay 10 consecutive  
nights get a DAY

**Free!**

Limit 1X use, not valid with any other discounts or coupons. Must present coupon at time of purchase. Nights must be in the same boarding stay, free day good for boarding or daycare. Exp 8/1/10



# Learn more about our fabulous dog trainers, Dan & Dena



Dan Cicio, Certified Dog Trainer Email: [Dan@Cicio@gmail.com](mailto:Dan@Cicio@gmail.com) or call: 714.351.1645

*"I was very pleased with the work Dan did with Buddy Yaeger. Buddy just turned 2 and was quite precocious. After these training sessions I am able to take him to the dog park and enjoy the time with him there.*

*He was very possessive prior to this and now he and I have the tools to "share the ball" and "drop the ball" when commanded, and not bite anyone's hand in the process. I would definitely recommend your training program to others!"*

*--Andrea Yaeger*

My life without dogs would be incomplete. Those of you who share my feelings know how intensely strong and deeply fulfilling the human/canine bond is. I believe the best way to teach a new behavior is to make it rewarding. I have found that punishing a dog rarely has the effect that we expect, and thus avoid it. The key is generally teaching a dog an alternate, more rewarding behavior.

One of the most important aspects to remember is that all dogs like something different. Rather than using just one style of training, I determine what best motivates a pet (treats, toys, affection) and use this to achieve the desired results. When you work *with* your dog instead of against them, the training process is more effective, rewarding, and fun.

Communication is also one of the requirements for successfully training a dog. We need to focus on learning their language, rather than trying to make them understand ours. Once you reach this point, both you and your dog will understand each other much better, and you will have a happy, well-behaved companion.



Introducing our...

## BOARD & TRAIN

1 Week K-9 Boot Camp

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

**\$599**

*"He is your friend,  
your partner, your  
defender, your dog.  
You are his life, his  
love, his leader. He  
will be yours,  
faithful and true,  
to the last beat  
of his heart. You  
owe it to him to  
be worthy of such  
devotion."*

*"We knew something was going to have to change with Charlie's behavior. Before Dena worked with us and Charlie, I was in constant fear that Charlie was going to bite any new person he came in contact with. But when Dena first came to our home for a consultation, she assured us that she could work with Charlie's behavioral issues.*

*Dena was able to break down Charlie's bad habits and replace his anxiety and fear with productive activities which helped to make him a more confident, calm and happy dog.*

*We appreciated how Dena taught us the difference between excitement and happiness, when to correct behaviors and when to give affection and how to become calm pack leaders.*

*Working with Dena has been a great experience and we are thrilled to finally have a happy and calm dog in Charlie."*

*-Craig and Carrie*



Dena Paschall

Certified Dog Trainer

Email: Dena@

MyDoggiesDaycare.com

or call:

949.293.0227

### I need help with my dog!

*Great! That's what I'm here for. Just send me an email or give me a call and we can schedule a free consultation.*

*What is so great about your training sessions?*

*I work with both you and your dog, one-on-one, to quickly and effectively get the results you're looking for!*

*What about group classes? Shouldn't I just do that instead?*

*One of the reasons I decided to become a dog trainer was because I went to the group classes with my dog and all I learned was how to feed my dog lots of treats. In addition, going to a group class is kind of like going to marriage counseling with 30 other couples. Personally, I feel personal instruction is the only real way for you to learn how to communicate with your dog and deal with their unique behavioral issues.*

*What kind of dogs do you work with?*

*I work with any size or kind of dog. Actually breed has little to do with my techniques. I communicate and train based on what your dog responds to best.*

*What dog behavioral issues can you solve?*

*I can help with the following dog behavioral problems: Aggression/Biting, Fear & Anxiety, Pulling on Leash, Chewing & Destruction, Unsocialized Behavior, Jumping Up, Basic Obedience, Annoying Barking, Mounting & More!*

# The 4 step program to fix your dogs separation anxiety problem

By Shari Young

My Weimaraner developed separation anxiety seemingly for no reason when he was about 7 years old. He would start whining and howling as soon as I left the house, even if my other family members were home. Crichton would actually get anxious (his whole body would shake) at the very first sign of me leaving the house. Typically when I would put my shoes on, turned off the TV or got my keys out. It became a real problem and we knew it was only going to get worse. So I started an in-home training process; it achieved the desired result but took plenty of time and patience.

## Step 1: Canine Separation Anxiety Treatment

Since Crichton was always by my side when I was home I had to slowly teach him that he didn't always need to be close to me. I started out by ignoring his attention seeking behavior (jumping up, barking etc.) and then did some solid practice of his "down stay". Little by little we extended the time and distance we spent apart, until he was happy to be alone for up to 30 minutes. Of course, I made sure we still spent lots of fun time together.

## Step 2

The next step was to get him used to being outside while I was inside. Again we started off with very small periods apart and gradually lengthened the time over a couple of weeks.

If you try this yourself, make sure that you don't just leave your dog outside to get all worked up and stressed. The trick is to start out leaving your dog out for a few seconds, then going out and reuniting before he shows any signs of separation anxiety. Give your dog a treat or dog toy to keep his mind off missing you. **Only initiate contact with your dog when he is calm and quiet.**

## Step 3

The next step in fixing Crichton's separation anxiety problem was to eliminate the distress caused by me getting ready to leave the house for work. What I did was write a list of all the triggers that started his anxiety. I then set about desensitizing him to these triggers. I'd put my shoes on, and not go anywhere. Put my coat on, then sit down to read the paper. Pick up my car keys and just carry them around with me, jangling along as I went about my business. After a while (about 3 weeks) Crichton barely offered a sideways glance at my shenanigans.

## Step 4

When Crichton was completely calm in situations that would have unsettled him in the past, I left the house. At first I just stepped outside, shut the door and came back inside within 20 seconds - before he made a sound. Again this was a slow process, similar to step 2. I extended the time outside the front door and then graduated to starting the car, then driving around the block before I came back inside.

You can provide a tasty treat to your dog on your way out the door, something that he can work on for a while. Crichton's favorite was a frozen Kong stuffed full of peanut butter and a few liver treats; this eventually kept him occupied for hours. Remember that when you return home, **don't make a huge fuss.** I can't stress this enough! Come inside, get changed, pour yourself a nice hot coffee, then greet your calm dog.

It took about 5 weeks to work through and fix Crichton's separation anxiety problem at home. Now, the next hurdle we face is working on this problem at the daycare. If you've ever seen me up in the front office, and then heard a loud pitiful howl from the big dog room - well, that will be Crichton. He seems to think I need to be in the playroom, by his side at all times! Unfortunately the training at home has not carried over to the daycare. But I know if I implement the same steps at MDD, he will overcome his remaining anxieties and be a calmer and happier dog.

**If your K-9 pal suffers from this same behavior - please feel free to talk to me or Dan/Dena, our trainers.**

# Puppy Package

3 training sessions, plus 3 full days of daycare & 1 private in-home lesson

# \$225

Some restrictions apply. Call for more info: 709-4600

## My Doggies Daycare



Includes 5 full days of daycare in our indoor air conditioned playroom

# Summer Training Special

5 Days of Daycare  
5 Training Sessions @ Daycare  
Plus - One Private In-Home Lesson

Limited Time Only: **\$395**

Call today 949.709.4600

Program not valid for boarding stays. Training sessions must coincide with the 5 days of daycare. Prepayment required at time of booking.

## Let the games begin!

Allowing a puppy to play freely every day helps develop its brain connectors. Play is more effective, in terms of learning, when it comes from impulse the dog has on its own. During play, puppies bounce from one action to another fairly quickly.

Wrestling and nipping during play teaches the puppy how to control its biting and intensity in order not to hurt or drive away their play partner.

Puppy play is usually mock fighting, called jaw sparring. This is perfectly fine; they do all the same things they'd do in fighting, but their tail never stops wagging and they keep doing the little play bows to say "just kidding".

If the puppy plays too rough, then the other puppy will yelp or walk away to display his discontent. In order to keep its playmate, the puppy must learn what the other dogs will tolerate. This a very valuable training tool that they can learn only from each other.

**My Doggies Daycare offers a safe environment for your pup to play freely and learn valuable social skills. Take advantage of our \$15 puppy rate and let the games begin!**





# Low Cost Vaccine Clinics

Coming Soon to My Doggies Daycare!

Brought to you by:

Dr. Silvia's Mobile Veterinary Clinic

Keep an eye on our "What's New" page on the website for more information.

[www.MyDoggiesDaycare.com](http://www.MyDoggiesDaycare.com)

## Non-Anesthetic Teeth Cleaning

*What exactly takes place during my dog's treatment?*

My Doggies Daycare takes pride in providing educated technicians to ensure your canine has top-notch, non-anesthetic dental cleanings.

We have partnered with David Donovan of Bite-n-Shiny Dental Care to provide this valuable service to our customers. He is highly educated and well trained in canine dental procedures and has also completed a formal Dental Anatomy Study and hands on field training.

David initially spends time getting to know your dog. It's amazing how well dogs respond to the calming affects of his love and affection. Gently and carefully positioning the dog in his lap, he will perform a full examination of the oral cavity looking for any concerns. If there is any infection or disease, or a tooth needs to be pulled, he will refer you to a veterinarian. Anesthesia is necessary to treat these symptoms as it will be painful for your dog otherwise. You are not charged anything by MDD, and your deposit is fully refundable.

If everything appears healthy, David proceeds by scaling, using a mix of hand scaling and a *Piezo Electric Scaler*, much like the one your dentist probably uses.

After the surface of the tooth is cleaned both above and below the gum line, the teeth are polished using a mechanical polisher and paste. *This process is critical in restoring the smoothness of the enamel.* Without polishing, the surface of the tooth becomes rough and attracts new plaque by creating an "easy to stick to" surface.

The final step is rinsing the mouth with an antibacterial spray to kill all the bacteria that has just been removed from the teeth.

In some cases a dog may be too anxious or high-strung for David to perform the procedure. If this happens, we have also partnered with Dr. Silvia (a licensed veterinarian) who can administer a mild sedative and then perform the teeth cleaning without the dog having undue stress. Non-anesthetic teeth cleaning with sedation is somewhat higher priced than without; but it is still much lower than dental care with anesthesia, and it does include a regular exam at no extra charge.

Our teeth cleaning days are scheduled once a month, and a \$50 deposit is required to confirm your appointment. Space is very limited, so please call or stop by today to secure your spot!

Next two dates are: Saturdays, August 7 or September 11

## Non-Anesthetic Teeth Cleaning

# Save \$5

Off of regular price of \$135. Limit 1X use, valid for up to 3 dogs. Must present coupon at time of appointment, not valid with other discounts. Expires 9/30/10

## We have our winner!

Sarah Crain (pictured here with her big boy Cooper) completed our recent survey and as a result, her name was drawn as the winner of a 5 day pass.

Congratulations!

And thanks to all of you that completed the survey; we value your opinion!





The more they play...  
the more we pay!

MDD gives back to our loyal customers:

**Yuppie Puppy Level**

**\$499-\$999**

**Receive \$15 MDD Doggie Dollars**

**Cool Canine Level**

**\$1000-\$1499**

**Receive \$25 MDD Doggie Dollars**

**Posh Pooch Level**

**\$1500-\$1900**

**Receive \$35 MDD Doggie Dollars**

**Leader of the Pack Level**

**\$2000 and up**

**Receive \$50 MDD Doggie Dollars**

**You do nothing! We keep track of your MDD Doggie Dollars and mail them to you each quarter.**

Note: MDD Doggie Dollars are good towards any services, but not redeemable for cash.



A great time was had by all at our recent event: **"Polo Night with the Dogs"** We'll do it again in late September - hope to see you there!



## Treats can be healthy for your pet!

*"My dog Shilo has a series of health issues. Due to his bad hips, sensitive tummy and skin allergies, I have always hesitated to give him treats. My Vet recommended giving Shilo Glucosamine tablets for his hips but it is such a chore trying to give them to him.*

*I originally tried Dogswell; Duck "Happy Hips" from My Doggies Daycare and Shilo has had phenomenal results. He is up and around like never before.*

*Since then I have tried "Vitality" for his skin allergies and it is remarkable.*

*He rarely scratches and his coat is so health look I never imagined a treat could have enough vitamins to actually make a difference.*

*Bev and Shilo*

VITALITY™ is like a spa treatment for your pet with flaxseed and Vitamins A and E for healthy eyes, skin, coat, and overall health.

VITALITY™ comes in chicken breast treats, duck breast treats & beef liver treats.

Raised without antibiotics, added growth hormones or added steroids. Provides amino acids for muscle development and tone. Available now in the MDD boutique.



# Shedding



## Bathing & Shampoo Therapy

My Doggies Daycare Offers an Array of Therapeutic Shampoo's and Conditioners

*Let us give your canine pal a nice cool bath using our oatmeal shampoo with luxury conditioner. These are designed for dogs with sensitive skin. This is a cooling way to soothe your dog's itchy skin and help control allergies at the same time.*

*For hot spots and severe flaking we also offer aloe medicated shampoo.*

*We have a cherry blossom whitening shampoo to bring back that beautiful white coat, or a deshedding shampoo to help with the undercoat. Combined with our Hydro-surge bathing system, your pooch will go home looking and smelling good!*



Did you know that shedding is the # 1 complaint of pet ownership? Unfortunately it is a fact: dogs & cats shed. There are many products available that claim to eliminate your pets shedding: from special shampoos, to all natural food and even tools especially designed to cut down on excessive shedding. So how does the FURminator compare with the other products on the market?

### Benefits of getting the FURminator Deshedding Treatment

Conventional brushing only removes the loose fur from your pets coat. The FURminator works in a completely different way, and according to their website, their product can eliminate shedding by 90%. Our groomers and bathers will use a combination of the specially formulated anti-shedding shampoo and conditioner which helps to loosen the undercoat, along with the patented FURminator tool. This tools unique stainless steel edge grabs loose undercoat hair and removes it without damaging the pet's topcoat. It's guaranteed to reduce shedding better than any brush, comb or rake and works great on all shedding breeds of dogs (both long and short-haired).

This treatment will bring out your pet's natural oils, leaving a shiny and healthy topcoat. For best results, three treatments spaced out over 4-6 weeks apart are recommended. Call today to schedule a treatment for your favorite canine pal!

### Free night

During your boarding stay with any paid bath or groom

Limit 1 free night and 1X use, boarding clients only. Not valid with any other discounts or coupons. Expires 8/1/10

### Free half day

of daycare with any full groom

Not valid for baths or during a boarding stay. Free 1/2 day must be on the day of the groom. Not good with any other discounts or coupons. Expires 8/1/10

### \$5 off

FURminator Deshedding treatment

Not good with any other discounts or coupons. Expires 8/1/10

# Everyone is a winner!

## MDD Referral Contest

**It's easy! Just  
refer your  
friends & family  
members**



Word of mouth is our very BEST form of advertising. To show our appreciation for all the new clients you send our way – we're giving back!

For any referral you give us, your friends receive a:  
**Free First Day**

And YOU receive a:  
**Free Day & Night!**

In addition, if you're in the top three for the most referrals, you will win a  
**5, 10 or 20 day pass!**

# Win a 5, 10 or 20 day pass!

\*Contest valid for new client referrals received from June 1 thru December 31, 2010. The people that have been referred must write your name on the MDD Application and attend their first paid day of daycare before you will be credited with a free day & night, and before the referral will count toward the contests final tally. Referrals will be tracked weekly and results displayed in our lobby so that you can be aware of who is "leading the pack" on the total amount of referrals. At the end of December, those people in 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place will receive a 20, 10, or 5 day pass respectively to be used at their discretion. In case of a tie, we will have a drawing to determine the winners.