

PRESS RELEASE

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For Immediate Release

Dog Trainer and Day Care Expert Offers Educational DVD Series On Starting a Dog Daycare Business and Operation

Bend, Oregon, April 1, 2007—Walk into *Dancin' Woofs Compassionate Dog Daycare* and you might imagine that you have just stumbled into the audition waiting room of a doggie casting call that reads: Seeking Central Oregon dogs for frolicking good fun. All sizes and breeds welcome; willingness to play—or to at least watch—helpful. Wear your best wag. Infectious personalities welcome. Comedy/improv skills a plus. Please prepare 16 bars of favorite barking act and be prepared NOT to perform. What? Not Perform?

Yes, believe it or not, it is possible to have 30 to 40 dogs in one room that are all being...well...dogs, and to have not one bark among them. It is a sight...or better said, a sound to behold. How is this possible you might ask? While seeing is believing the answer to that very question glides off the tongue of Mare Shey, owner and operator of *Dancin' Woofs*, as she explains, “they do what you expect them to do and will follow your lead as long as you are clear, consistent, compassionate and act with authority.” That makes sense. After all, dogs ARE pack animals and all pack animals need a leader.

But more than being a leader of her pack at her dog training and day care center, Shey also takes the lead in her community as the “go to” expert in the field of dog day care operation. A veteran of the industry, Shey has been running *Dancin' Woofs* together with her husband, Doug for seven years. During this time she has mastered every doggone detail of daycare operation and brings this cache of valuable information to the fore of doggie daycare lore in her new DVD/workbook series titled *Operating a Fun, Safe & Profitable Dog Daycare*. “After visiting 20 plus daycares I realized that a lot of owners could benefit from my comprehensive approach to this growing field,” said Shey. “I have an extensive background in education, risk management and dog behavior all of which can help the folks who are just starting out or who want to excel in their business.”

From beginning to end, Shey shares an infectious enthusiasm for her chosen field as she covers topics ranging from basic start-up considerations, including costs and facility set up, to marketing and advertising tips that will help build vet referrals and client loyalty. Beyond imparting valuable business insights, Shey approaches the details of her daily operation from a holistic perspective. This view is apparent time and again as she emphasizes practices and policies that foster the well-being and safety of her dog pack as

well as that of her employees. “As an owner and manager, it is important to embrace the needs of your employees, the dogs and clients,” She explains. “This is a place where I want all of us to look forward to working and playing together on a daily basis.”

A quick-start guide, Shey’s DVD/workbook series, offers insights that she has gained through years of reading, working and hands-on experience—insights on topics ranging from breed restrictions to temperament testing, to big dog/little dog interactions. (Yep, if it looks like a dog, smells like a dog and acts like a dog, it must not be a rabbit.) This perception, while completely apparent to a human, may not be obvious to a large dog, as Shey adeptly points out. With humorous insights and a twinkle in her eye, that intimates a confidence of knowledge, Shey imparts a wealth of practical information that is certain to help you bypass the hurdles that inexperience can present as you start your own dog daycare business. The course’s 68-page workbook is also a handy reference guide complete with important forms and information that will help you, your clients and their dogs (doggie report cards included), make the most of their daycare experience.

Last, but certainly not least, throughout her video presentation and workbook Shey consistently reminds her viewers/readers of the many personal and professional benefits to be gained when you consider your new dog day care through the eyes of your greatest and most valuable asset—your pack.

For information on how to obtain a copy of
“Operating A Fun, Safe & Profitable Dog Daycare,”
please contact Dancin’ Woofs Dog Daycare 541-312-3766 Mare@dancinwoofs.com or
Dancinwoofs.com <http://www.dancinwoofs.com/Daycare/dog-daycare-DVD.asp>

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