

## Clever K9s Newsletter

Experts in Dog Care

Sept. 2009

In This Issue  
 Upcoming Events  
 Training Tip of the Month  
 Loyalty Points Program  
 Shelter Supply Drive  
 Training Program Updates  
 Dog Massage  
 Daycare/Boarding News

### Upcoming Events

Tues. Sept. 22nd  
 Canine Good Citizens  
 Test  
 Open to all Clever K9s  
 students!

Any dog over the age of  
 6 months can take the  
 test. See if your dog is  
 a Canine Good Citizen!  
 Register on our class  
 calendar.

Sept. 26-27th  
 CPE Sanctioned Agility  
 Trial

We are hosting the  
 very first CPE agility  
 trial being held north of  
 Milwaukee! We need a  
 few volunteers to help  
 out, you will be  
 reimbursed with Clever  
 K9s Bucks for helping  
 out! No experience  
 necessary! It's a great  
 way to experience an  
 agility trial!  
 Call 766-9597 if you can  
 help out!

Oct. 2-4th, 2009  
 USDAA Sanctioned  
 Agility Trial

This trial is held by  
 Wisconsin Agility  
 Company near  
 Hortonville, Wis.

### **TRAINING TIP OF THE MONTH**

#### **Reward Vs. Punishment**

Who would you want to work  
 for? A Good Boss that is  
 predictable, dependable and  
 trustworthy, or a Bad Boss who  
 is unpredictable,  
 undependable and  
 untrustworthy?

That is exactly how your dog is  
 summing you up in his eyes  
 whenever you have an  
 interaction with him.

Undesirable Behavior - my dog  
 is barking at the dog walking  
 down the sidewalk.

Bad Boss - grabs the dog by the  
 collar, shakes him and yells at  
 him to "knock it off". Dog  
 submits, lowers self to ground,  
 ears back. Next time dog sees  
 another dog on sidewalk, barks  
 at him, Bad Boss comes  
 walking up to him, he submits,  
 lowers self to ground and  
 covers. Bad Boss thinks "see,  
 he knows he is bad."

Good Boss - walks up to dog  
 and calls dog name. Dog  
 doesn't respond, Good Boss  
 takes dog by the collar, turns  
 dog away from the sidewalk  
 dog and walks him away until  
 he stops barking. As he stops  
 barking Good Boss tells dog to  
 Sit, then rewards from calm  
 behavior. Then lets dog turn  
 and look back and sidewalk

Hello Nita ,

Wow, summer just flew by...why is it that the warm months go by so fast and the cold months drag on forever?! Oh well, hopefully we'll have a nice long fall! We placed several dogs this summer through our placement program and all the dogs are doing wonderful, which makes us very happy! If you are not familiar with our placement program, you can read all about it on our website. Basically we will help re-home dogs that come to us through our clients. After evaluating the temperament and pinpoint any training/behavioral issues, we foster the dogs until we can find that perfect forever home.

You may have seen our new commercial airing on six Time Warner Cable channels. The commercial and air time came from the Business Accelerator Award that we won earlier this year. The commercial is also on our website in case you don't have cable. You may have seen some new faces working at Clever K9s. Please be patient with our new staff as they learn the ropes, with the many different services we offer there is quite a large learning curve. Todd C. comes to us from from another daycare/boarding business and is also a Veterinarian Assistant. Jessica M. worked at another boarding facility and grew up with lots of dogs, since her father breeds Rottweilers. Jamie T. worked in banking for the last couple years and was very involved with training and showing dogs in 4H.

You may have noticed that on weekends we have some different people that help out, Lisa G. and Adam Z. help cover some night shifts besides their full-time jobs. You may not see me on the floor as much, don't worry, I am still highly involved with care of your dogs everyday, I'm just finally taking some time to catch up on lots of projects and paperwork!



Thank you so much for letting us care for your furry family member, we take our job very seriously and want to ensure that your pet is not only safe, but having a wonderful, positive experience while here. See you soon!

---Nita Woulf, Owner

### **Loyalty Points Program**

Our Loyalty Points program has been a great success! People are getting their account passwords and turning in points already! The program is so easy to use since you don't have to do anything! Once you receive your account password, you can check your balance through our website, and just let us know when you want to turn points in! We do all the work keeping track of your points! Just make sure when you complete a sales transaction at the register that it is under your name.



### **DOUBLE POINTS TUESDAY**

**Any purchases made on TUESDAYS, you will get DOUBLE POINTS!  
 That means for every dollar you spend, you will earn 20 points!!**

psst...did you see our new cool T-shirts? Just turn in 2,500 points, or 1,500 and \$10 for a very cool Life is Good T-shirt with the Clever K9s logo on the back. Adult sizes only, while supplies last.

### **SHELTER SUPPLY DRIVE**

It's time for our annual Supply Drive to help local shelters. We decided to focus our energies on one shelter this fall, since they are in such great need! This small shelter is over-filled to capacity and really needs some help. Click below for their wish list. When you bring something in, you will receive drawing tickets. We will be giving away FREE Training Passes, T-shirts, Leashes, coupons and other fun stuff at the end of the drive!!!  
**NEENAH SHELTER WISH LIST**

We will be accepting supplies now until Sept. 30th, drawings will be held Oct. 1st and winners notified.

### **Training Program Updates**

We are making some class changes after the fall break. Due to the spotty attendance in Saturday classes, we are going to hold off on offering them right now.

--Jessica will be moving to Monday nights to offer Puppy Power and Kids Class.

--Therapy dog classes are moving to Thursday evening at 7:15pm.

dog, again tells to sit and rewards for calm behavior. Dog is now being rewarded for sitting calmly watching dog walk down sidewalk. After repeating this several times, when dog sees a dog on the sidewalk he starts sitting and being calm, since that is the behavior that earns rewards.

Remember - dogs NEVER know that they were bad, they are simply offering appeasing behaviors because the human is upset. A dog will always be a dog, they are the most honest creatures on the planet!

[Join Our Mailing List!](#)

[Quick Links...](#)  
[Our Website](#)

Nita will be resuming the DWI (Dogs With Issues) classes in mid-September. She is receiving specialized training in Sept. and will be implementing the new program for aggressive dogs later in the month, stay tuned for more info.

#### Canine Massage Therapist Available on Tuesdays



We are excited to announce that Stacy Luft, CCMT will be doing canine massage at Clever K9s! She will be available alternating Tuesday evenings by appointment. Fall Special 15" Massage - \$10.00 30" Massage - \$20.00

Canine massage offers the same benefits to our dogs as it does humans i.e. stress reduction, increased range of motion, release of endorphins, decrease tension in muscles. Call (920)766-9597 to make an appointment. Times start at 6:00pm. For more info on Stacy, her website is [www.tranquilpawmassage.com](http://www.tranquilpawmassage.com).

#### Daycare/Boarding News



It is almost time to put the pools away, but the dogs all had a great summer! We went through 66 tennis balls, 300 yogurt frozen treats, and over 200 art projects! We are planning our fall art projects, they will be starting after Labor Day.

WE ARE EXPANDING! Construction will be starting soon on building 20 more small dog suites! It's hard to believe that we need more suites, but we were full for every weekend this summer! Please remember to always book your boarding dates EARLY to ensure a spot! And PLEASE remember to cancel your reservation if plans change!

During the Christmas holiday season this year we will be requiring a credit card on file to reserve boarding spots, as well as on holidays in 2010.

#### Retail Shoppe News

#### Whats New???

We are very excited to be carrying Ark Naturals supplement products! Ark Naturals products are all manufactured in the USA in FDA/OTC and USDA/AFIS facilities. All the ingredients are premium human grade and free of unwanted additives. No artificial additives, dyes, flavorings or preservatives. No sugar, yeast, soy, corn, wheat or irradiation.

Stop in today to try a sample! We are carrying:

Joint "Rescue" Super Strength Chewable  
Gentle Digest  
Happy Traveler  
Royal Coat Express  
Neem "Protect" Shampoo  
Neem "Protect" Spray  
Ears all Right  
Eyes so Bright

and the amazing Breath-Less Plaque Zapper! Just put a packet a day in your dog's water, bye-bye plaque! Much cheaper than having to pay for a vet to give your dog a dental ever year!

#### Other new products.....

Greenie Pill Pockets  
New Zealand Real Meat Treats - Beef, Venison & Lamb  
Australian Leather Tug Toys  
Yummie Chummies Salmon Treats  
Light Up Collars

**\$3.00 Off** Clever K9s Coupon  
Good towards daycare or boarding services.  
(not valid with any other coupons)

Offer Expires: 10/31/09

[Forward email](#)

[SafeUnsubscribe®](#)

This email was sent to [nwoulf@cleverk9s.com](mailto:nwoulf@cleverk9s.com) by [nwoulf@cleverk9s.com](mailto:nwoulf@cleverk9s.com).  
[Update Profile/Email Address](#) | [Instant removal with SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Clever K9s | 2000 Crooks Ave | Kaukauna | WI | 54130