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City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2003-0595 Special Use Permit In Committee

Special Use application submitted by Cynthia A. Bickler d/b/a Club Canine to establish a dog daycare and grooming facility at 9100 W. Greenfield Ave.

Introduced: 9/16/2003

Controlling Body: Safety & Development Committee
Plan Commission

COMMITTEE RECOMMENDATION

File

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
			Barczak	✓			
			Czaplewski				
			Kopplin				
<u>8/3/04</u>			Lajsic	✓			
			Narlock				
		✓	Reinke	✓			
			Sengstock				
			Trudell				
	✓		Vitale	✓			
			Weigel	✓			
			TOTAL	5	1		

SIGNATURE OF COMMITTEE MEMBER (RECORDER)

[Signature]
Chair

Vice-Chair

Member

COMMON COUNCIL ACTION

PLACE ON FILE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
		✓	Barczak	✓			
			Czaplewski	✓			
			Kopplin	✓			
<u>AUG 03 2004</u>	✓		Lajsic	✓			
			Narlock	✓			
			Reinke	✓			
			Sengstock	✓			
			Trudell	✓			
			Vitale	✓			
			Weigel	✓			
			TOTAL	10	1		

COMMITTEES OF THE WEST ALLIS COMMON COUNCIL 2003

ADMINISTRATION AND FINANCE

Chair: Alderperson Czaplewski
V.C.: Alderperson Kopplin
Alderspersons: Barczak
Lajsic
Reinke

ADVISORY

Chair: Alderperson Reinke
V.C.: Alderperson Vitale
Alderspersons: Kopplin
Lajsic
Narlock

LICENSE AND HEALTH

Chair: Alderperson Barczak
V.C.: Alderperson Sengstock
Alderspersons: Kopplin
Trudell
Vitale

SAFETY AND DEVELOPMENT

Chair: Alderperson Lajsic
V.C.: Alderperson Weigel
Alderspersons: Czaplewski
Narlock
Reinke

PUBLIC WORKS

Chair: Alderperson Narlock
V.C.: Alderperson Trudell
Alderspersons: Sengstock
Weigel
Vitale

Planning Application Form

City of West Allis ■ 7525 West Greenfield Avenue, West Allis, Wisconsin 53214
414/302-8460 ■ 414/302-8401 (Fax) ■ <http://www.ci.west-allis.wi.us>

Applicant or Agent for Applicant
 Name Cynthia A. Bickler
 Company Club Canine LLC
 Address 2583 S. 83rd Street
 City West Allis State WI Zip 53219
 Daytime Phone Number 414-541-5913 or 414-559-4468
 Project Name/New Company Name (If applicable) Club Canine LLC

Agent is Representing Owner
Leasee
 Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Daytime Phone Number _____

Check if the above is agent for applicant and complete Agent is Representing Section in upper right of form.
 Agent Address will be used for all official correspondence.

Property Information
 Property Address 9100 W. Greenfield Ave
 Tax Key Number 4420527000
 Current Zoning C-2
 Property Owner Applicant has an accepted offer to purchase property
 Property Owner's Address _____
 Existing Use of Property vacant - was Law office
 Lot Size 0.093 Acres
 Structure Size 1260 sq. ft. Addition _____
 Development cost estimate 0
 Landscaping cost estimate 0
 For multi-tenant buildings, area occupied _____
 Previous Occupant Joseph Martel

Application Type and Fee

Request for Rezoning: \$400.00 (Public Hearing required)
 Existing Zoning: _____ Proposed Zoning: _____

Request for Ordinance Amendment \$400.00

Special Use: \$300.00 (Public Hearing required)

Site, Landscaping, Architectural Reviews

Certified Survey Map: \$125.00 + \$12.25 for first page + \$3.00 for each additional page + \$30.00 County Treasurer

Planned Development District (Public Hearing required)

Residential: \$500.00

Industrial/Commercial: \$500.00

Subdivision Plats: \$125.00 + \$100.00 County Treasurer + \$25.00 for reapproval

Sign: Permit Fee _____

Conceptual Project Review _____

Street or Alley Vacation: \$250.00

Board of Appeals: \$100.00

Attach legal description for Rezoning, Conditional Use or Planned Development District (PDD)

Description of Proposal

Details of proposal; plans of operation; hours of operation; frequency of deliveries to site; number of employees; description of any interior/exterior modifications or additions to be made to property; frequency of customer visits; any outside storage (dumpsters, trucks, materials...); number of parking stalls; screening/buffer type; any other information available.
 PLEASE EXPLAIN IN DETAIL (Attach additional pages if necessary)

Attached Plans Include: (Application is incomplete without required plans, see handout for requirements)

- Site Plan
 Floor Plans
 Elevations
 Signage Plan
 Legal Description
 Certified Survey Map
 Landscaping/Screening Plan
 Grading Plan
 Utility System Plan
 Other _____

Applicant or Agent Signature Cynthia Bickler Date: 9-2-03
 Subscribed and sworn to me this _____ day of September, 2003
 Notary Public: Kristink Reinhardt
 My Commission: 6-17-07



Please make checks payable to:
 City Of West Allis

Please do not write in this box

Application Accepted and Authorized by: _____

Date: _____

Meeting Date: _____

Total Fee: _____

C: Steve Schaefer

CITY CLERK RENIT
 SPECIAL USE PERMIT RENIT
 HC0503002424001 9/10/03 PAID
 PAYOR: CYNTHIA A. BICKLER



**Club
Canine**
LLC

Proposal for
Special Use Permit

9100 West Greenfield Avenue
West Allis WI 53227

Plan Prepared
By
Cynthia A. Bickler
(Private and Confidential)

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Proposal for Club Canine LLC

September 2003

Club Canine will include Dog Daycare, Professional Dog Grooming and Pet Products at the proposed site, 9100 W. Greenfield Avenue, West Allis, Wisconsin.

Cynthia Bickler will lease the office space in the front of the building. Club Canine LLC will be located in the one bedroom apartment directly behind the office space.

This apartment in the building is perfect for the type of daycare the owner would like. There will be no modifications needed at all outside on the property and a few small changes to be made in the building inside.

Outside the yard is completely fenced in. The yard is landscaped very nicely with perennial flowers and bushes all around the fence and a large crabapple tree in the center of the yard. There is also a very large patio. We will have a table and chairs out there, a plastic toy box for toys, water dishes and some agility equipment. The agility equipment will include a tire hanging from the tree, an "A" frame and a tunnel for the dogs to play with. The yard is long and runs along 91st Street, the garage is located at the end of the yard. The garage is constructed out of cement block. It is located between the buildings yard and the residential neighbor on 91st Street. That will keep the neighbors from hearing much if anything.

Inside the apartment will need very minimal changes. A gate will be added to the entrance into the kitchen and a gate between the kitchen and the living room. The gate between the living room and kitchen will serve as a barrier to keep the dogs in the living room. It will only be 3 1/2 feet high to keep the dogs from jumping over, but workers to be able to see customers arriving to the business. The gate in the entrance to the kitchen will be a small child gate, an extra precaution to prevent any dogs from getting loose. The existing bedroom door will be replaced with a Dutch door. This will allow us to leave half of the door open at all times to see in the room, but keep the pets contained with the other half closed. A durable finish will be put on the hardwood floors in the kitchen and the bedroom. There will be occasional accidents inside when new pets are getting used to our routine. But any pet that is not housebroken will not be allowed in the daycare under any circumstances. We will work with pets for a reasonable amount of time. After a reasonable amount of time, if the pet still has a problem we will ask them not to return until the situation is resolved.

This proposal also contains the business plan for Club Canine LLC. Please refer to the business plan for the description of operations for Club Canine LLC.

Club Canines hours of operations will be: Monday - Friday 6:30am until 7:30pm
Saturday 8am - 4pm grooming only

Club Canine will be using General Pet Supply for most of our supply needs for all areas of the business. General Pet Supply will be the only company making deliveries to Club Canine. Deliveries will be once a week. The U.S. Post Office or UPS would deliver any other miscellaneous merchandise.

Club Canine will employ approximately 4 to 6 part-time employee's when the business starts. There will be two employees working during business hours in the beginning. One person in the daycare area and Cindy will be grooming. There will be someone in the daycare area at all times during business hours.

There will be plenty of time when the business opens for Cindy to do the grooming and handle the customers that visit Club Canine throughout the day. The daycare hours will be divided between the part-time employees. Their schedules will be flexible.

Cindy will be doing all grooming and training when the business opens. Cindy's goal is to have one full-time groomer, one daycare employee and herself. Cindy would groom part-time and be involved in the other areas of the business. If the business exceeds expectations Club Canine would expand by adding other locations. This location is going to have the feeling of taking your dog to a friends house. Not dropping your dog off in a garage or warehouse. Most of the other daycare businesses do not have grassy areas for the pets. Here the pets will be dropped off in the kitchen area; the kitchen will be kept basically like an everyday kitchen. To help to understand Club Canine's proposed business here is a typical day for a dog coming to us for daycare...

- 7am Dogs start arriving at daycare. There will be a board with all the dogs' names that will arrive that day and a place to put their leash. Collars will be left on for identification, no choke collars will be allowed. They will be taken to the gated play area
- 10am All dogs will have arrived for daycare. All dogs will go outside (weather permitting) and play. There will be an assortment of toys, agility equipment to play on, and fresh water. The daycare worker will play with the pets and keep them quiet.
- 12pm All dogs will be placed in the "nap area" in crates. After all the mornings activities they will need time to rest and unwind a bit. The dogs will remain in this area until 2pm.
- 2pm Time for all the dogs to go outside again. (weather permitting) The dogs will play until 3pm.
- 3pm Time for the dogs to come into the indoor daycare area. There will also be plenty of toys and beds for the dogs to relax on until it is time for their owners to pick them up. Now the dogs will go home and be ready to relax and enjoy the evening with their owner.

When the owner is grooming she will finish grooming at 4pm so she can greet the customers when they come to pick up their pets from daycare. The grooming pets will arrive every half an hour starting at 7am until about 11am. They will start to go home as the groomer finishes them, usually the pets will start to go home at 1pm. Some customers will leave their pets while they are at work and pick them up when they finish work. It is important to schedule the customer to pick up their pets at different times so the groomer and daycare worker can discuss how their pet's day went. We will also be able to address any problems or concerns we may have about their pet or just tell them how much we enjoyed having their pet.

Not many people have a 9 – 5 job anymore. They go to work early sometimes and work late some days. Club Canine's customers will come and go throughout the day. Speaking from experience, when I have groomed in the past we normally had one customer at a time dropping their dogs off for grooming. And they are in a hurry in the morning! They drop them off quickly and ask when they can pick their pet up. When they come back to pick up their pet is when they spend time talking with us. It will be a little busier in the afternoons at Club Canine. There might be times when we have two customers picking their pets up at the same time.

Club Canine's garbage will be minimal. Club Canine will use the Doggie Dooley system for pet waste. (see supporting documents) No pet waste will be thrown out in the trash. The regular waste containers will be kept in the garage. We will store all of the outdoor equipment such as lawnmower and shovels in the garage. Snow removal will be done immediately after snowstorms or in the morning when we arrive for the day if the snow happens overnight.

The owner will park her vehicle in the garage during business hours. We will need a vehicle on the premises incase we have any emergencies and need to take a dog to the veterinarian. There is approximately 40 feet in front of the business for parking and approximately 110 feet alongside of the building for parking. We will instruct customers to park in the drive of the garage if there is nowhere to park. This will only be for customers dropping off they're pet for daycare or grooming. In the future we plan to add pick up and delivery for customers, which will also cut down on parking concerns. We have the ability to space out the arrival and departure of our customers; this will help keep cars to a minimum.

Any pet that barks too much will not be able to be in the daycare program. We will work with the owners of the barking dogs to find a solution to the problem. Any pet that starts to bark uncontrollably will be put in the grooming area crates. The floor between the basement and the first floor is concrete block, to help minimize the noise. If the barking continues in the grooming area the owners will be called to pick up their pet immediately. Club Canine will not tolerate uncontrollable behavior from any pet in the daycare area or the grooming area.

Uncontrollable behavior includes barking, aggressive behavior, and possessiveness, pets that are not housebroken.

Signs

Below is an example of what we want our sign for the business to look like. For the front of the building we will need to share the sign area with the business that rents out the office. The existing sign is approximately 8' x 3'. That sign can be divided in half so both businesses' can have a sign. There would be no changes to the sign besides paint. We would also like to have a sign on the side of the building on 91st Street for Club Canine only. A flat wood sign 3' x 3' attached to the building. (see cover sheet for colors of logo)



Club
Canine
LLC

A place for your pooch to play and get pampered!
Dog Daycare Professional Grooming Pet Supplies
WEST ALLIS 414.559.4468

Patio

Bedroom

10 x 10

Living Room

14 x 12

Full Bath

Kitchen

11 x 11

1st floor

Office

12 x 10

Stairs

Conference Room

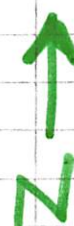
14 x 14

1/2 Bath

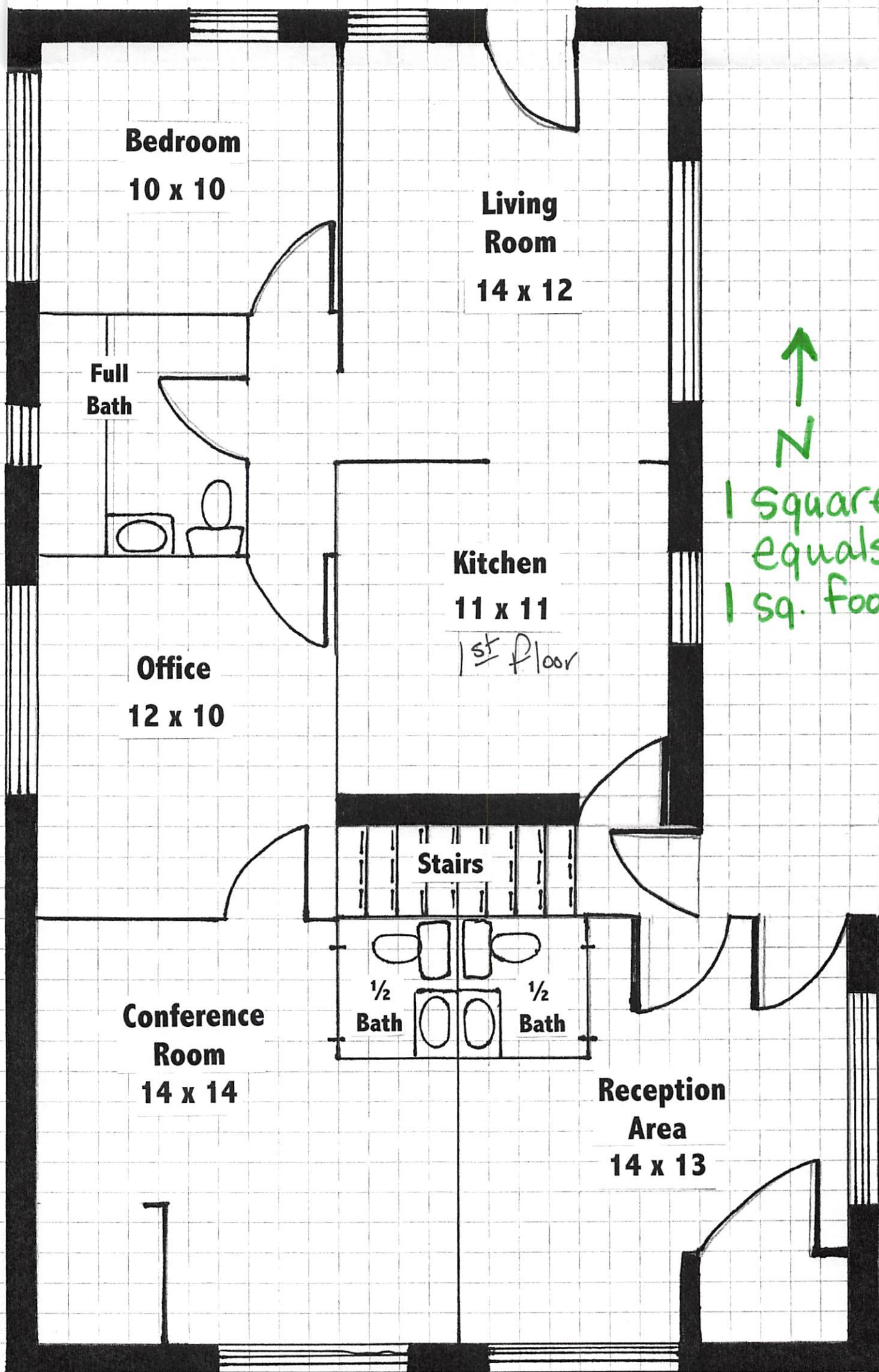
1/2 Bath

Reception Area

14 x 13



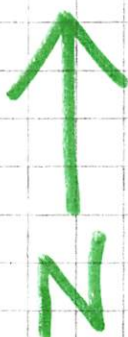
1 square equals 1 sq. foot



1st floor

Garage
12 x 22

Yard
58 x 34

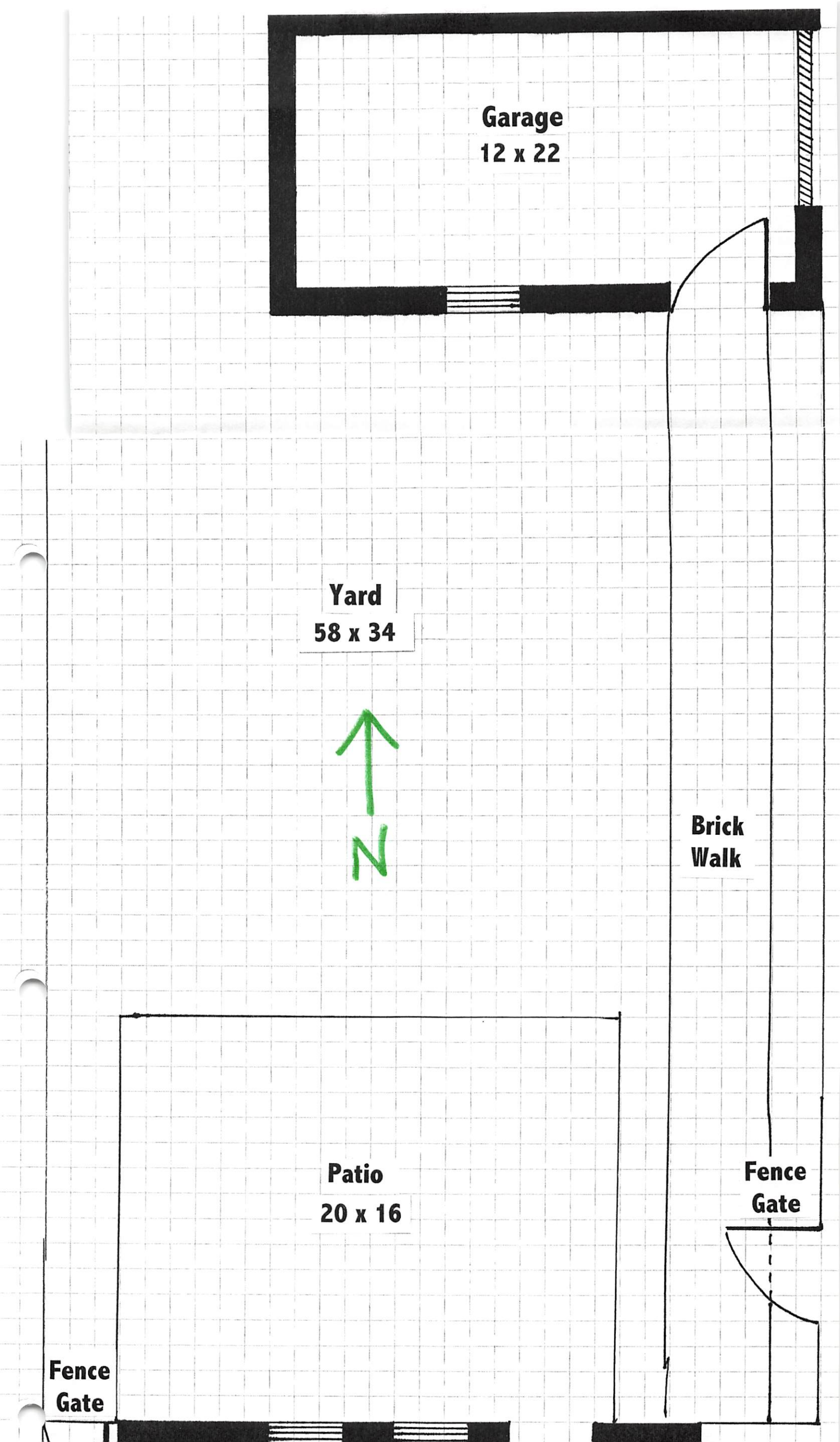


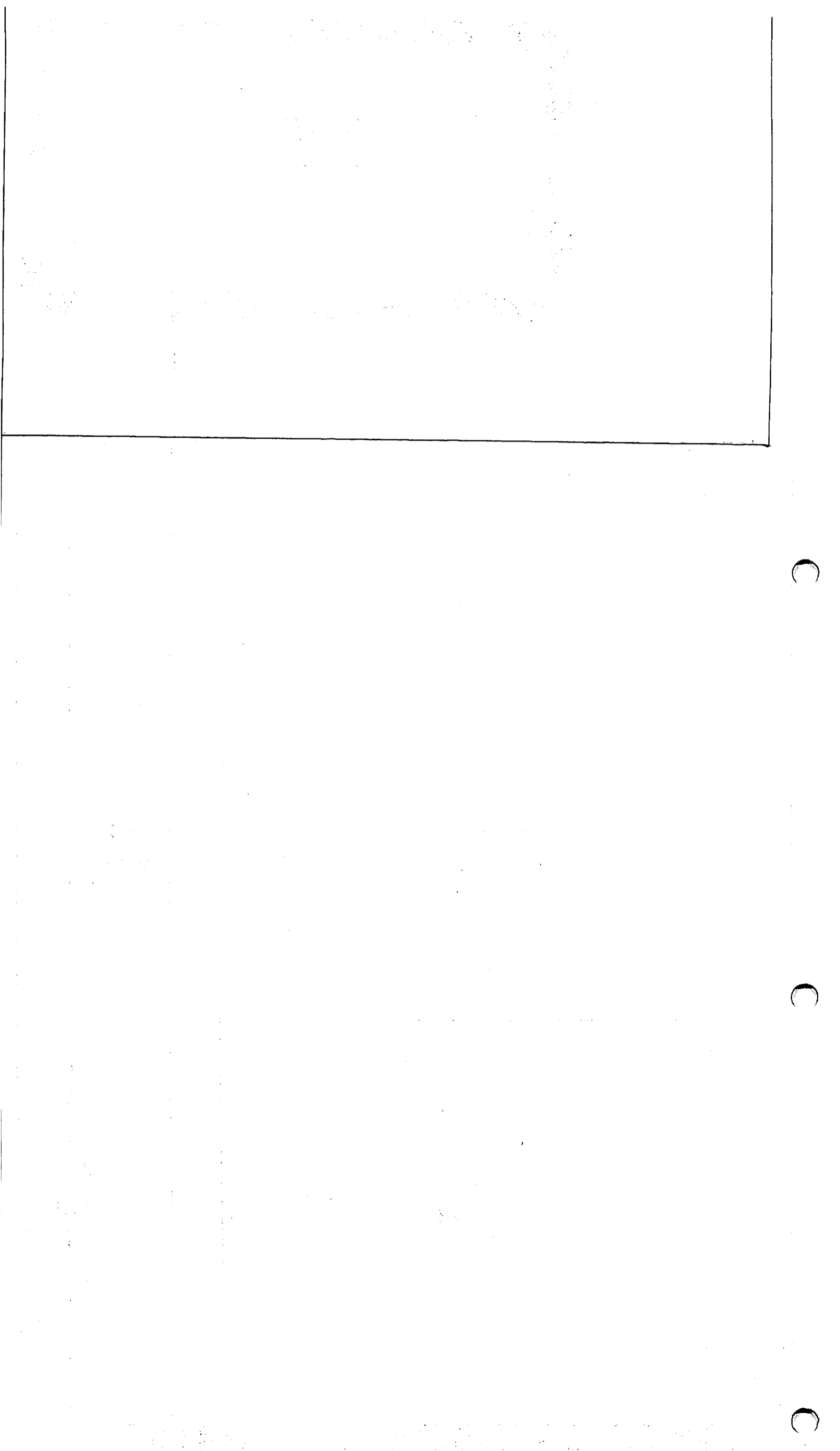
Brick Walk

Patio
20 x 16

Fence Gate

Fence Gate







Club Canine

LLC

BUSINESS PLAN

Cynthia A. Bickler, Proprietor
2583 South 83rd Street
West Allis WI 53219-2423

**Plan prepared
by
Cynthia A Bickler**
(Private and Confidential)

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Executive Summary

Club Canine LLC

Club Canine is a Limited Liability Company established in March of 2003 by Cynthia A. Bickler. It was formed to offer quality professional pet services.

Those services include dog daycare, professional dog grooming and the sale of pet merchandise.

Club Canine is looking for a building in the city of West Allis. The owner was born and raised in West Allis and lives in a home on 83rd Street in West Allis. She is currently an Inkjet Lead Person employed at the Quad Graphics Printing Plant in West Allis. She has worked there for the last nine years. The leadership role she holds now at Quad Graphics will assist her in venture in small business owner. Cynthia has over 22 years of professional dog grooming experience.

The pet industries growth has been increasing at a phenomenal pace. The top American pet supply chain posted a 31 percent increase in one financial quarter this year. They attribute 28 percent of that growth to the addition of pet services like grooming to their business. There is no better time to open a pet business, and best of all, earn a living doing something you love.

This business plan will serve as a guide to developing a profitable company and a reputable business in the West Allis Community.



Part I: Organizational Plan

Club Canine LLC

SUMMARY DESCRIPTION OF THE BUSINESS

Club Canine started as an idea in January of 2003. After 10 years of being out of the dog grooming business I purchased a puppy and saw first hand how the business has changed for the better and how much I miss it. Club Canine will offer Dog Daycare, Professional Dog Grooming, and Pet Merchandise in a "home" like atmosphere.

MISSION

It is Club Canine's goal to provide a safe and nurturing environment for pets. We will make sure that our four-legged clients health and well-being is our priority. We will also offer a full line of products and provide services that fit into our customers busy lifestyles.

BUSINESS MODEL

Club Canine will be unique to the Dog Daycare business in Milwaukee. Along with the basic Daycare facility, we will offer Senior Care in a room that will be much like you average living room. Equipped with sofa's, chair's, a television and music, the Senior Pet will be comfortable and be able to go outside as many times as they need. The Senior Center will also be an ideal place for Special Needs pets. Special Needs would include blind, deaf, extremely shy and handicapped pets.

Club Canine's Boutique will offer everyday pet necessities along with out of the ordinary and top of the line products. We will offer personalized embroidering with the latest technology in computerized embroidery. Our customers will be able to put the name or image of their pet on just about anything. From hats, scarfs, to custom quilts and dog beds the sky's the limit! Each morning our customers will be greeted by the aroma of fresh brewed coffee. We will offer coffee in the morning for a nominal charge.

Our Grooming Salon will be staffed with a professional groomer with over 20 years of experience. We will offer daily brushing for dogs in the Daycare facility at the owners request, for an additional charge.

STRATEGY

Club Canine's strategy is to offer one stop shopping for our customers. As we grow it will be possible to offer obedience training, puppy classes, and agility. Our customers needs will guide our growth strategy. If we surpass our predicted growth Club Canine will look into adding additional locations. Club Canine wants to keep the home like atmosphere.

STRATEGIC RELATIONSHIPS

We will form close relationships with the veterinarians in the area. This will be important to the well being of all the dogs that spend time our facility. It is a must for us to have a good working relationship with the veterinarians in the area. We will need to get vaccination records from the veterinarians, along

with any behavioral information they can offer. We may also inform the pet owners and their veterinarians of any unusual problems or health issues we find during the time the pet spends in daycare facility or in our grooming salon. This will aid our customers in early detection of problems before they may notice.

We also have a relationship with a local artist that does portraits of pets, along with other types of art work. She will place some of her art work in our facility. I believe that this will benefit both parties equally. It will bring both parties business we would not have without the relationship.

Making dog breeders aware of our facility and inviting them to visit will also form important relationships. Most dog breeders are the people that produce quality pets. We would benefit from showing them what a quality facility and services we offer. Club Canine will only send customers to reputable breeders for when they ask for a referral to a breeder.

RISKS

There will always be the risk of a problem arising from the dogs being together in one large area instead of being alone in a kennel type setting. We will have customers sign release forms before their dog will be allowed in the daycare facility. Our release form will be reviewed by a lawyer to make sure we cover all area the company needs to. The owner of Club Canine will be the only person responsible for conducting the Behavior Interview that is required before a pet is allowed in the daycare facility.

All employees will be carefully screened to see if they are able to work well with pets. They will also have a probationary period and will not work in any area alone until the owner is confident they meet all qualifications and have had a review of their performance with the owner.

A. PRODUCTS OR SERVICES

Retail Products:

Club Canine will sell the basic every day pet products: dog food, treats, shampoo, leashes collars brushes and combs. These products will come from the local distributor in the area, General Pet Supply in Milwaukee.

We will also sell specialty items purchased from vendors at dog shows, trade shows and friends in the industry. These items would be things such as reflective collars and leashes, treats from a local pet bakery, custom wood beds and bowl stands made by a local craftsman. There are new products on the market constantly. We will test them and add them to the inventory if the quality is up to Club Canine's standards.

We will use QuickBooks software to track our inventory. It will allow us to maintain supplies at all times. It will also help us track the demands of our customers and have on hand what our customers need at all times without excess inventory.

Services:

DAYCARE Our daycare service will be offered to pets that meet all our requirements. (see supporting documents) Each dog in the daycare program will be in an indoor-outdoor area where the dogs will be able to play and interact with each other. We will provide supervision at all times. There will be toys, agility equipment, fresh water at all times and a secure fenced in area outside for pets to play and potty. In the early afternoon all dogs will have "quiet time" for a couple of hours to unwind and rest. After that it will be play time again and time for the pets to start going home.

SENIOR CARE We will be the only daycare facility in the area to offer Senior Care. Senior Care is unique to the dog daycare business. We will offer a place for the senior pets (generally dogs years and older - but subject to the owners discretion) to relax on a sofa all day if they like! The senior center will be set up like a living room. Sofa's, chairs, coffee tables, ottoman's, televisions and radio and plenty of toys and fresh water. As a pet ages some require more frequent trips outside to urinate. Senior pet owners often get frustrated with a pet that has accidents while they are at work that never had accidents before. The Senior Center will be the perfect place for the senior pet that just lounges around and sleeps most of the day and does not want to be bothered by the younger more energetic dogs in the regular daycare facility. The senior pet will receive a slightly discounted daycare rate.

The Senior Center will also be a area to place any special needs pets. Special needs pets include severely shy or timid pets, blind pets, hearing impaired pets, or handicapped pets. Each pet will be evaluated and placed in the area that best suits that particular pet. Additional charges for special needs pets may apply, it will be at the discretion of Club Canine's owner.

GROOMING SALON This is the owners area of expertise. She provide 22 years of grooming experience in this field. She has groomed for a kennel owner, a veterinarian, a professional dog handler, and grooming salon owner over the course of those 22 years. Working with all of these different types of professionals has given me a good overall view of the pet market, from many different points of view. The education and training she has received in each different type of setting will be invaluable in the venture as owner of Club Canine.

We will offer expert pet grooming at the going rates in our area. We will also be able to offer special services such as show grooming, (for certain breeds) show dog maintenance grooming, special hand drying, daily brushing for daycare dogs and special requests. All special services will be priced hourly according to the time spent on each pet. I have learned over the years that customers may want their pet to look a certain way, and the customer is always right and knows how they want their pet to look. If you don't give the customer what they want... they will go somewhere else.

EMBROIDERY SERVICE Club Canine will have an on site embroidery service. It can be as simple as a monogrammed scarf for a pet to a custom bed with the pets likeness embroidered onto the bed. This will be possible with the Bernina 200E sewing machine, Artista Designer Plus software and a flatbed scanner. We will be able to scan any picture, customer logo, or design, and embroider it for our customers. Our customers needs will drive this part of the business.

We will also offer finished seasonal items in our boutique. Products like Christmas scarfs, simple Halloween outfits, custom beds and many other embroidered products.

B. INTELLECTUAL PROPERTY

Club Canine will be looking into a trademark to protect our logo.

C. LEGAL STRUCTURE

Club Canine is a Limited Liability Company. It was established in March of 2003. (see supporting documents) The owner is Cynthia A. Bickler. The owner will be responsible for the day to day responsibilities of the company as well as the direction the company will take in the future.

D. MANAGEMENT AND PERSONNEL

Management:

When Club Canine opens its doors for business Cynthia Bickler will be in charge of all the day to day operations. Along with dog grooming and pet industry experience she has leadership experience that has been gained through her present job at Quad Graphics as a Inkjet Lead Person. Quad Graphics has a history of bringing up employees from entry level positions to their ultimate potential. They prefer to promote people within the company instead of hiring for leadership roles outside of the company. Quad Graphics lets their employees reach goals they never thought they could reach. Cynthia has taken full advantage of the many classes that Quad Graphics has to offer. (see resume) Cynthia's salary will be driven by the profitability of Club Canine upon start up.

Personnel:

In the beginning of the company we will hire four part-time people. Part-time employees will be paid \$7.00 an hour to start. There will be no benefits for part-time employees.

Club Canine will be open for business from 6:30am until 7:30pm Monday through Friday. Hours for part-time employees will vary. Right now the owner has commitment from 4 people to work at Club Canine when it opens. We will cover the hours the business is open and be flexible for the employee's and the hours they will work.

The employee's duties will include:

- * Helping greet customers that come into the building.
- * Maintaining the noise level of the pets in the daycare facility. Uncontrollable barkers will be isolated and the owners called to pick the dog up.
- * Supervising and playing with the pets. Watching for any aggressive behavior in any of the daycare pets Immediate clean-up after pets in the daycare areas.
- * Checking dogs out from the daycare when the owners come for pick up. Cleaning the daycare area after all the pets have left for the day.

As the business grows our personnel needs will change. In two years we will look to hire 2 extra part-time employees to help in the beginning of the day and one for the end of the day when most of the pets are checking in and checking out of the facility and purchases are being made in the boutique.

We will also look into hiring another dog groomer. The job will start off as part-time and there will be a probationary period of 3 months. If we are happy with the work of the groomer it will become a full time position. The groomer will be self employed and earn 50% of what Club

Canine charges for each dog the groomer grooms.

Groomers will be responsible for:

- *Opening grooming area 15 minutes before the first customer is scheduled to arrive
- *Check-in grooming customers promptly as they arrive
- *Groom pets according to the pets owners directions
- *All pets should be mat free, toenails trimmed, ears cleaned, anal glands expressed when they leave. If something was not able to be done the owner must be notified and a clear explanation of why it was not done give and recorded.
- *Groomer must record grooming information in Club Canines grooming records at the end of each day
- *Groomer must check out all dogs when customer arrives for pick-up
- *Groomer must fill shampoo bottles, wash and dry towels, and clean the grooming area at the end of each day

Having another full time groomer will allow the owner to give more attention to the entire business as it grows. It is the goal of the owner to groom 1 to 2 days a week and devote the rest of the time to maintaining excellence in the business. Also making sure we are meeting our customers needs by spending time with the customers.

All training will be done by the owner. Employees will be trained to be knowledgeable on all the products and services we offer. All grooming calls will be taken by the owner or the groomer. Daycare employees will not be allowed to answer grooming questions or phone calls. Employees will be expected to follow instructions, treat the dogs with kindness, absolutely no physical abuse, and follow all safety rules. All employees will be expected to wear a uniform. We want everyone working at Club Canine to look neat, clean, and easily recognized as an employee of Club Canine by our customers. Denim shirts and cotton T-Shirts with the Club Canine logo will be provided and employees must wear clean and pressed kackhi pants, or shorts or skirts.

E. ACCOUNTING AND LEGAL

Accounting:

Club Canine will use Quickbooks business system. This will help keep the accounting organized and effiecient. The owner will be handling the accounting with the help of an accountant that has been preparing her taxes. Quickbooks will help insure proper tax reporting and help Club Canine keep track of merchandising trends. The accountant will help insure we follow proper tax procedures for small businesses.

Legal:

The owner will hire a lawyer to review and assess the documents for the company to avoid any unnecessary legal problems. We want to offer the best care for our customers with proper protection for the company. The owner has been referred to a lawyer that specializes in small businesses by the Quad Graphics company lawyer. She has met with the company lawyer on several occasions for advice, which is a free service to Quad Graphic employees.

F. INSURANCE

At the present time Club Canine is waiting for several quotes and information on insurance coverage. This will be added to the business plan when a decision is reached on the right insurance company.

G. SECURITY

INTERNAL THEFT

- *Offer customers \$5 if they are not given a receipt
- *Use computer software to keep track of the inventory
- *Owners office will be locked at all times when not in use
- *Office supplies will be kept in the owners office
- *Will offer generous employee discount to discourage stealing

EXTERNAL THEFT

- *Mirrors in the interior of the building
- *Flood lights and motion detect lights outside and in the parking area
- *Plan for alarm system in the future

PART II: Marketing Plan

Club Canine LLC

MARKETING PLAN SUMMARY

The marketing plan for Club Canine will be very basic and low cost as the business starts out. We will use the phone book and local papers as our main avenue for advertising. Being involved in the community will be another way of marketing Club Canine. Also a way to give back to the community that supports our business. We will try to create our own publicity whenever possible and follow the market trends in our industry.

A. TARGET MARKET

Club Canine will focus on two distinct groups. Companion pet owners and potential pet owners. Companion pet owners pamper and care for their pets in all different income ranges. There are also many people that wish to own a pet, but they find that with long hours at their jobs and a busy lifestyle they are not home enough for their pet to have the care and exercise it needs. We will target this group and make them aware of the canine daycare so they can enjoy the benefits of owning a pet and not feel neglectful.

Our customers will be both middle and upper class people of both sex. They range from high school graduates to people that are retired and like to go gambling for the day and need someone to care for their dog while they are away. There are 430,000 potential customers according to the US Census Bureau in Milwaukee County alone. Those potential customers work in Sales, they are Professionals, people in Management, Office Workers as well as people in the Service Industry and Construction Workers.

B. COMPETITION

The Dog Daycare business is fairly new in the pet industry. This new service developed from the needs of pet owners in today's society. In the Milwaukee County area there are only three Dog Daycare facilities. (see supporting documents) What peaked my interest in the daycare business is the response the daycare facilities that are open now have. I visited all the ones in my area, and they were filled close to their capacity when I visited. Two of them I was told are full to capacity on a consistent basis. One in West Allis located in a Veterinarian Hospital was full, but I felt they did not have the appropriate supervision that I would like to see as a daycare operator and a pet owner.

Each daycare facility offers similar services but all in different types of buildings and areas for the pets to interact in. I like the idea of the dogs interacting together instead of in a kennel situation where the dogs are isolated from each other and left alone a majority of the time. I would like to see a more "home like" approach to the daycare facility with a substantial yard outside to play in. I feel that the outdoor areas were inadequate at some of the facilities that I visited. Because Dog Daycare facilities are fairly new most buildings are vacant commercial buildings with little, or no land for outdoor areas suitable for many pets. The daycare facilities

that are open now are the businesses that will be setting the standards for daycare facilities that open in the future.

Pricing at all the daycare facilities are very similar. Club Canine will stay consistent with the average Dog Daycare rate in the Milwaukee County area. (see supporting documents)

C. MARKET/INDUSTRY TRENDS

64 million pets reside in American homes according to the American Pet Products Manufacturers Association. That is an increase of 10 million pets in 10 years. One in three homes have either a cat or a dog. U.S. pet owners will spend an estimated 31 billion dollars to care for, and pamper their pets this year. The pet industry is growing rapidly and with today's fast pace, long hours at work, and hectic lifestyles, people will incorporate canine daycare into their lives. People in today's society are treating their pets like members of the family, not an animal to be kept outside in a doghouse. Hotels are even incorporating daycare facilities in their hotels.

People in the pet industry are opting to build "Pet Resorts" instead of the average Pet Kennel. They are finding that pet owners are taking a closer look at where they are leaving their pets. Pet owners want a place where their pet is going to get the attention that they would receive at home. They are looking for something more than a concrete jungle.

Saving time is becoming more important than saving money to people with busy lives. So being able to do all your shopping in one stop is important. Club Canine will hand out "How are we doing?" self-addressed and stamped postcards (see supporting documents) for customers to give feedback on our services and any ideas they might have. The cards will help us analyze and improve our services. Also they may also help us map out future trends in the industry. Most changes in our industry will come from the needs of our customers. The strong relationships we build with our customers will allow the customer to voice their need.

D. MARKET RESEARCH RESOURCES

The American Pet Products Manufacturers Association Survey from the APPMA released in 2003 showing the growth in pet owners, their spending habits and how it will affect the pet industry

Pet Business monthly magazine that covers pets, products, people in the pet industry, marketing and merchandising ideas.

My Business bimonthly magazine for small business. Covers many important topics for the small business owner including things like ways to reach new target markets, reviews new tools for small business, and covers political issues pertaining to small business.

U.S. Small Business Administration many free publications for small business

U.S. Census Bureau 2000 Census for Milwaukee County Wisconsin. People quick facts and profile of general demographic characteristics.

Milwaukee Journal Sentinel Daily newspaper in Milwaukee Wisconsin. Referenced article: A palace for pets, Monday June 16, 2003 in the business section.

Anatomy of a Business Plan Fifth Edition Pinson --- Dearborn Trade Publishing

Automate Your Business Plan 11.0 Pinson (Out of Your Mind...and Into the Marketplace)

E. METHODS OF SALES AND DISTRIBUTION

The physical location of Club Canine will be an important part of our sales. Our location and our logo will bring in drive-by customers. Word of mouth sales will also be an important part of our sales strategy. A happy customer will spread word of their experiences at Club Canine to family and friends.

Sales of our merchandise will be in the physical building. We will also carry art work from local artists on consignment displayed throughout the facility.

In the future we will incorporate a web site that will describe all of our services and promote our merchandise with the help of "GiGi" the poodle pictured in our logo. The company that Club Canine used for the logo, LogoDesign.com will also be used for our web site design in the future.

F. PROMOTION (ADVERTISING & PUBLICITY) STRATEGY

The first couple of years that Club Canine is in business we will try to do as much of our own advertising as possible. We will however advertise in the Milwaukee One Book, which will be our most expensive advertising venture, but an important one. We will also advertise in the local paper on a weekly basis with a small 1 inch by 3 inch advertisement.

Some of our other important methods of advertising will be having a booth at the local dog shows. We will be able to distribute our advertising materials. Also the mobility of our embroidering equipment will make it possible to make the dog show booth a profitable venture as well. We will be able to make monogrammed handkerchief, leashes, collars and take orders for our larger and more involved projects like beds, quilts etc...

We will also hold photo opportunities for pets during the holidays. Pets can be photographed with Santa, the Easter bunny or their favorite speedskater. Club Canine will hire a photographer on a commission based pay.

Club Canine's logo has eye catching graphics and a professional look. Our logo design will allow us to use the poodle in other advertising ventures as a mascot for Club Canine. We will call her "GiGi" and use her for promotions, merchandising and other advertising.

We will become part of a list of merchants offering discounts through Quad Graphics. It is at no cost to our company. We will offer a 10% discount on merchandise in our store. Quad Graphics distributes this list to their 10,000 employees and also has it on their web site.

We will offer our customers coffee in the morning. It will be served in cups with the Club Canine logo and phone number at a nominal charge. This will save our patrons time in the morning and give our company a good advertising opportunity.

Other advertising and promotions include: store front sign with our logo, brochures, magnets with logo for owners car, clothing with logo for employees and customers to purchase, discount coupons, and referral discounts to people who refer a new customer to us for daycare or grooming.

1. Paid Advertising:

This Week /CNI Publications 1-262-317-4222 1" X 3" weekly ad \$55

The Milwaukee One Book Greg Kraemer 1-262-271-0554

2" X 2 1/2" display ad w/ color 10% down and 12 equal payments a year \$1752
2 bold listings in two other categories

2. Publicity:

Club Canine will have a Grand Opening in February of 2004. Cynthia Bickler and her daughter have been members of the West Allis Speedskating Club for 9 years. Speedskating has been a very important part of the West Allis community for many years. We will offer a chance to meet a celebrity speedskater at our grand opening. Club Canine will put out a press release about the event.

3. Direct Mail:

Direct mailing will all be done in-house and we will compile our own mailing list, avoiding apartment buildings that do not allow pets. We will target specific areas of the city monthly. Club Canine will send postcards with incentives, for example: 10% savings on merchandise. Each mailing will have source codes on the postcard to track the success of the mailing.

Doing it ourselves will save money and also using postcards will save on the postage cost. We will evaluate the effectiveness after a few mailings to see if it attracts new customers.

4. Internet/Web Site:

We will incorporate the use of a web site within 2 years of opening the business. It will include a roving camera in the daycare area so customers can log on and see their pets playing and having fun. It will be one more way for our customers to feel comfortable with our daycare facility. It will also include all of our services and some of the specialty merchandise we have for sale.

5. Community Involvement:

Communities in our area often hold "dog walks". This will be a good opportunity to get involved with the community. We can participate and include our mascot "GiGi" and others dogs in Club Canine. Accessories such as bandana's, backpacks, hats, etc... will be used for the dogs and employees to wear during the dog walk for advertising.

The Wisconsin Humane Society has an annual calendar that includes a list of the sponsors that make donations to the Society. The calendar is distributed throughout Milwaukee and surrounding areas through their sponsors. Club Canine will be a proud sponsor for this worthy cause for animals.

Club Canine will also be a proud sponsor of the West Allis Speedskating Club and participate in holiday parades in West Allis.

G. PRICING

Club Canine will be competitive with the local daycare facilities and groomers in the area of pricing. (see supporting documents) Any specialty grooming done by the owner will be a premium price to compensate for the years of experience in the grooming industry.

H. LOCATION

Club Canine has had an offer to purchase accepted for property at 9100 West Greenfield Avenue in West Allis. This location is close to three major interstates I94, 894 and US45. Also Greenfield Avenue and 92nd Street in West Allis are busy thoroughfares, which will attract potential drive by sales.

The building consists of office space in the front of the building. There is a reception area when entering the building from Greenfield Avenue with a waiting room, a conference room, and an office behind the conference room. The offices are fully furnished with office furniture and a professional phone system. The offices will be leased out when Club Canine starts and will be incorporated into the business when Club Canine reaches capacity. It will become retail space.

The apartment will be converted into the daycare facility, and the basement will be the dog grooming area.

The kitchen area will furnished with a desk to check-in the daycare pets and the grooming pets. A kitchen table and chairs will be provided for customers to fill out any necessary paperwork or wait for their pets that are being picked up. The kitchen cabinets will be used to display merchandise for sale. We will offer coffee in the morning for our customers at a minimal charge. Using the kitchen for our check-in's will provide a comfortable atmosphere for our customers and acquaint them with our merchandise in a familiar home like area.

The archway from the kitchen leading to the living room will have a 3 1/2 foot high gate. This will make the daycare area in view for customers as they arrive. In my past experience it is important for the customers to be able to view all the areas there pets will be in. It makes them comfortable knowing that you have nothing to hide. They can also see what goes on with the other pets which gives customers a sense of comfort when they leave their pet.

The bedroom will be the senior pet area. It will have a dutch door to observe the senior pets at all times. It will also make it possible for the senior pet to get the daycare workers attention when they need to go outside or would like to join the regular daycare area to play. Then when they have had enough they will return to the senior area. The senior area will be furnished with second hand furniture, dog beds, toys, television and music.

A doorway in the living room is where the pets can go outdoors into the yard. It is a fenced in area with a patio, a large shade tree and a grassy area. The outdoor area will be furnished with toys and agility equipment, things like a tire to jump through, an "A" frame and a tunnel to name a few.

The grooming area will be in the basement of the building. In the finished area of the basement is where the grooming stations will be. There is room to have a total of 3 groomers in this area. The area adjacent to the grooming room will be the bathing area. Club Canine will install a tub for the large dogs and use the existing stationary tubs for the small dogs. This will also be the area that the dogs will be dried.

The area behind the fire door will be the "nap" area for the daycare dogs. It will contain crates for the dogs to rest from 12pm to 2pm after morning activities everyday. The owner will have a desk in this area to work from during nap time.

I. TIMING OF MARKET ENTRY

Our goal is to be open in November of 2004. People are finding the advantages of dog daycare and filling the dog care facilities that are now open to capacity. There is a need for more dog daycare facilities in the Milwaukee County area. West Allis is a central location in Milwaukee County and close to major highways.



**Club
Canine**
LLC

Cynthia A. Bickler
2583 S. 83rd Street
West Allis WI 53219-2423

OBJECTIVE

Own a small business in the pet service industry, which will utilize my expertise in dog grooming.

QUALIFICATIONS

I have been a Professional Dog Groomer for 22 years. I have also had experience in handling some book keeping in several different jobs. In my current job at Quad Graphics I am in a leadership position. Quad graphics has a history of letting employees in entry level positions work their way into higher positions in the company. They offer many classes that employees can take advantage of. Quad Graphics has helped me reach goals I may never had without the opportunities they have provided for me. They have helped me grow as an employee and a person, which will carry into my venture as small business owner.

EDUCATION

Graduated from Nathan Hale HS in West Allis, Wisconsin in 1981

Attended Trade School for Professional Dog Grooming in the fall of 1981 for 6months.

RELEVANT EXPERIENCE

- 1982-1983 **Thistlerose Kennels, Greendale Wisconsin**
Responsible for checking in customers, groomings dogs and checking customers out at the end of the day.
- 1983 -1989 **Lucky Dog/Best Care Pet Motel, Waukesha Wisconsin**
Business located in **Associates in Pet Care Veterinarian Clinic**
Responsible for checking in customers, answering the phone, scheduling appointments, grooming dogs, checking out customers at the end of the day. Groomed uncontrollable dogs and cats under anesthetic administered and monitored by a veterinarian at Associates in Pet Care.
- 1990-1992 **Marina Veterinarian Clinic/Dr. Brad Patterson DVM and Madeline Patterson Professional Dog Handler Marina Del Rey, California**
Receptionist for Veterinarian Clinic Responsible for answering phones, scheduling appointments, greeting customers, maintaining client files, filling prescriptions.
On weekends house-sitting and caring for dogs for Dr. Patterson and Madeline Patterson while they were attending dog shows. Responsible for daily care of dogs and grooming show dogs that did not travel to the dog show.
- 1991-1992 **Happy Dog Grooming Camarillo, California**
Part - time grooming to supplement income. Learned many new grooming techniques from the owner of Happy Dog.

OTHER EXPERIENCE

- 1994 - **Quad Graphics 555 South 108th Street West Allis, Wisconsin 53214**
Present Position: Inkjet Lead Person Responsible for troubleshooting inkjet problems on the production floor. Leader of 6 inkjet operators on the "D" Shift.
List of classes completed at Quad Graphics:
Explaining Clearly
Financial Sense
Quad Culture
Communicating Across Personal Differences
Managing Diversity
Building Work Relationships
Active Listening
Leadership Practices Inventory --- 6month Leadership Class
Situational Leadership Class
- 1992-1994 Best Ford 1901 North Mayfair Road Milwaukee, Wisconsin 53226
Position: Night Cashier
Responsible for monies from parts department, body shop, service, new and used car sales, balancing monies at end of day and getting deposit ready for next morning.
- 1986-1999 **Colders Furniture 333 South 108th Street West Allis, Wisconsin 53214**
Worked Part-Time while grooming at Best Care Pet Motel
Responsibilities included working in the office, customer service, delivery desk, answered the phones, Balanced the monies at the end of the day and got deposits ready.

PERSONAL DETAILS

Live in West Allis with my 13 year old Daughter Paige. She has been involved in Speedskating since she was 3 years old. I spend alot of time at my daughters school volunteering and taking her to the Pettit Center. I also enjoy sewing, home repairs, gardening and walking my dog.

References available on request

Sec. 183.0202
Wis. Stats.

State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin limited liability company under Ch. 183 of the Wisconsin statutes:

- Article 1. **Name of the limited liability company:**
Club Canine LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent.**
Cynthia A Bickler
- Article 4. **Street address of the initial registered office.**
2583 S. 83rd Street
West Allis, WI 53219
- Article 5. **Management of the limited liability company shall be vested in:**
Its members
- Article 6. **Name and complete address of each organizer:**
Cynthia A Bickler
2583 S. 83rd Street
West Allis, WI 53219
- Other Information **This document was drafted by:**
Cynthia Bickler
- Signature**
Cynthia A. Bickler
- Contact Information:**
Cynthia A Bickler
2583 S. 83rd Street
West Allis, WI 53219
cptmgn@sbcglobal.net
4145415913
- Date & Time of Receipt**
4/6/2003 8:47:35 PM
- Credit Card Transaction Number**
200346173071

ARTICLES OF ORGANIZATION - Limited Liability Company (Ch. 183)

FILING FEE \$ 130.00

ENDORSEMENT

State of Wisconsin Department of Financial Institutions

EFFECTIVE DATE	Name Check Initials
4/7/2003	JLA

FILED 4/9/2003	Examiner's Initials JLA
	Entity ID Number C056669

DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

DATE OF THIS NOTICE: 04-22-2003
NUMBER OF THIS NOTICE: CP 575 E
EMPLOYER IDENTIFICATION NUMBER: 35-2202107
FORM: SS-4 NOBOD

FOR ASSISTANCE CALL US AT:
1-800-829-0115

OR WRITE TO THE ADDRESS
SHOWN AT THE TOP LEFT.

IF YOU WRITE, ATTACH THE
STUB OF THIS NOTICE.

CLUB CANINE LLC
BICKLER CYNTHIA A SINGLE MEMBER
2583 S 83RD ST
WEST ALLIS WI 53219

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER (EIN)

Thank you for your Form SS-4, Application for Employer Identification Number (EIN). We assigned you EIN 35-2202107. This EIN will identify your business account, tax returns, and documents even if you have no employees. Please keep this notice in your permanent records.

Use your complete name and EIN shown above on all federal tax forms, payments and related correspondence. If you use any variation of your name or EIN, it may cause a delay in processing and may result in incorrect information in your account. It also could cause you to be assigned more than one EIN.

If you want to apply to receive a ruling or a determination letter recognizing your organization as tax exempt, and have not already done so, you should file Form 1023/1024, Application for Recognition of Exemption, with the IRS Ohio Key District Office. Publication 557, Tax Exempt Status for Your Organization, is available at most IRS offices and has details on how you can apply .

Competitor Profile

1. COMPETITOR:

Doggy Daycare Inc.

2. LOCATION:

5780 West Hemlock Street Milwaukee, Wisconsin 53223
420 South 1st Street Milwaukee, Wisconsin 53204
128 Dolphin Court Waukesha, Wisconsin 53186

3. PRODUCTS OR SERVICES OFFERED:

Dog Daycare, Pet Supplies, Grooming, Obedience Classes, Veterinary Services, Canine Cab, Doggy Birthday Parties

4. METHODS OF DISTRIBUTION:

N/A

5. IMAGE:

a. Packaging:

N/A

b. Promotional materials:

Professional, Informative, Appealing

c. Methods of advertising:

Brochures, Phone Book, Booths at State Fair

d. Quality of product or service:

High level of quality

6. PRICING STRUCTURE:

Daycare \$19 a day, Grooming starts at \$25, Birthday Parties \$25 an hour (minimum 3 hrs)

7. BUSINESS HISTORY & CURRENT PERFORMANCE:

Established 1997 Has 3 locations currently. Have always been near full when I have visited.

8. MARKET SHARE (number, types, and location of customers):

See # 2

9. STRENGTHS (the strengths of the competition can become your strengths):

Professional, Clean, Organized, offer many services, large facilities, location

10. WEAKNESSES (looking at the weaknesses of the competition can help you find ways of being unique and of benefiting the customer):

Some locations have small area outside, too much like a kennel

Competitor Profile

1. COMPETITOR:

Canine Care-Alot

2. LOCATION:

4224 West Lincoln Avenue West Milwaukee, Wisconsin 53215

3. PRODUCTS OR SERVICES OFFERED:

Dog Daycare, Pet Supplies, Obedience Classes, Boarding, Transportation, Training

4. METHODS OF DISTRIBUTION:

N/A

5. IMAGE:

a. Packaging:

N/A

b. Promotional materials:

Poor Quality, unprofessional

c. Methods of advertising:

Brochures, Phone Book

d. Quality of product or service:

Minimum quality

6. PRICING STRUCTURE:

Daycare \$19 a day, Boarding 23.50 a day, Grooming: no prices on brochure

7. BUSINESS HISTORY & CURRENT PERFORMANCE:

Established 2001

8. MARKET SHARE (number, types, and location of customers):

See # 2

9. STRENGTHS (the strengths of the competition can become your strengths):

large facilities, location

10. WEAKNESSES (looking at the weaknesses of the competition can help you find ways of being unique and of benefiting the customer):

too much like a kennel, could be more professional



**Club
Canine**
LLC

*A place where
your pooch can
play and get
pampered*

Services Offered

**Quality Day Care
Senior Care
Professional
Grooming
Preferred Pet Supplies
and much more!**

Address 1
Address 2
Address 3

414.559.4468

Mon - Fri 6:30am - 7:30pm

Canine Day Care
Why Day Care?

Does your pet experience separation anxiety while you are away at work?
Display destructive behavior?
Chew your favorite slippers while you are away?
Do you come home to accidents?
And wouldn't it be nice if your dog was ready to relax when you come home from a long stressful day at work?
Your pet will enjoy a fun filled day with supervised play time at Club Canine. In the afternoon all pets will participate in "Nap Time". After their nap it is time to play again until it's time for your pet to go home.

**Outstanding
Senior Care**

It's a fact of life... we all age, even our pets. Some senior pets may not be able to "hold it" while you are away at work like they used to when they were young. They need to be let out more frequently. That is what we are here for. We will help you make your pet's senior years enjoyable. Our Senior Center is just like home. We have set it up just like your living room! (If your pet is not allowed on the furniture, we also offer comfortable beds.) Your pet will be able to enjoy a little TV and their favorite music. They will be away from the rambunctious dogs in our regular day care. But if they want to join in at anytime they are more than welcome!

Club Canine Services

3 pictures will be inserted in here in the future

Long hours at work? Having the carpets shampooed? At Club Canine our staff will supply the love and attention, while your pet gets the exercise it needs!

Blank space for a picture.

Senior Care
When your senior pet has had enough of the young pups and wants to relax, he can go to our senior area and relax. Club Canine caters to the senior pet.

Blank space for a picture.

Professional Grooming by Cindy
I have had over 20 years grooming experience. Call for a quote. Prices based on breed and coat condition.



414.559.4468
**Club
Canine**
LLC



We need your help!
Club Canine wants to know...
How are we doing???

What do you like about Club Canine? Anything you would like to see us change? Anything you would like to see us add? Use the blank space below to tell us how we are doing. We have supplied the stamp, just put it in the mailbox...your input is important to us!



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22



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Place
Stamp
Here

Plac
Star
Here

Club Canine LLC
2583 South 83rd Street
West Allis WI 53219-2423

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West Allis WI 53219-2423

Place
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Here

Plac
Star
Here

Club Canine LLC
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West Allis WI 53219-2423

Club Canine LLC
2583 South 83rd Street
West Allis WI 53219-2423

Welcome to Club Canine!

To better serve our customers we ask that you fill out this survey and return it to us. We want to make sure that we carry the products and offer the services that *you* are looking for!

What brand of dog food do you feed your dog?

Do you have cats at home? ____ What brand of cat food do you feed? _____

What type of dog treats do you purchase? _____

What brand of dog shampoo do you use? _____

Would you like to see merchandise with your specific breed? _____

Are there any other types of services you would like to see *Club Canine* offer?

- ____ Birthday Parties
- ____ Canine Massage
- ____ Dog Walking
- ____ Obedience Classes
- ____ Puppy Classes
- ____ Pick up and Drop off service

Comments _____



**Club
Canine**
LLC

- Dog Daycare
- Professional Grooming
- Pet Products

Have you ever come home from a long day at work and you just want to relax? But the dog wants to play?

Introducing **Club Canine** LLC! A Dog Daycare where your pet can play and get pampered while you are at work.

After a day at **Club Canine** LLC your dog will be ready to relax with you after a busy day at work!

Bring in this postcard and receive 10% off 1 week of Dog Daycare or in stock merchandise

expires 12-30-03

(behavioral assement required before acceptance into daycare program)

24



**Club
Canine**
LLC

- Dog Daycare
- Professional Grooming
- Pet Products

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- Professional Grooming
- Pet Products

Have you ever come home from a long day at work and you just want to relax? But the dog wants to play?

Introducing **Club Canine** LLC! A Dog Daycare where your pet can play and get pampered while you are at work.

After a day at **Club Canine** LLC your dog will be ready to relax with you after a busy day at work!

Bring in this postcard and receive 10% off 1 week of Dog Daycare or in stock merchandise

expires 12-30-03

(behavioral assement required before acceptance into daycare program)

Club Canine
2583 South 83rd Street
West Allis WI 53219-2423

Place
Stamp
Here

Club Canine
2583 South 83rd Street
West Allis WI 53219-2423

Place
Stamp
Here

Potential Customer
123 Any Street
West Allis WI 53219-2423

Potential Customer
123 Any Street
West Allis WI 53219-2423

Club Canine
2583 South 83rd Street
West Allis WI 53219-2423

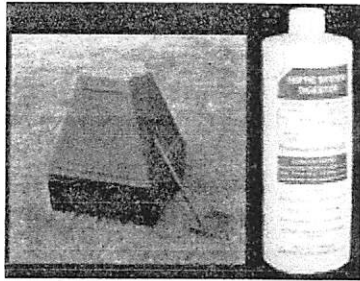
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Doggie Dooley Toilets, Septics, & Pet Waste Disposals

30-Day Money Back Guarantee!

Free Shipping and Handling.

See INFO page for details

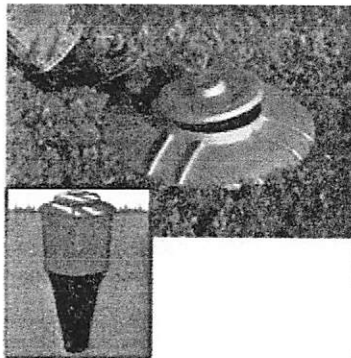
Doggie Dooley Toilets, Septics, and Pet Waste Disposals, install underground, leaving just the cover exposed above ground.

Special Dog Potty Kits and Pet Waste Disposals keep your lawn and play areas hygienic, safe, and odor free for your pets and children.

You and your family will benefit from these underground alternatives. Doggie Dooley Toilets and Doggie Dooley Septics are a practical solution for pet waste disposal. These dog toilets or septic tanks, when treated with Super Digest-It, Digester Powder, or Super Digester work like small septic tanks. An all natural disposal system.

Simply shovel stools into the systems; occasionally add water and the Digester Powder.

[Home](#) > [DOG SUPPLIES](#) > [Outdoor Sanitation](#) > [Doggie Dooley Underground Digesters](#)



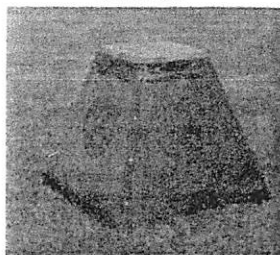
Model 2000



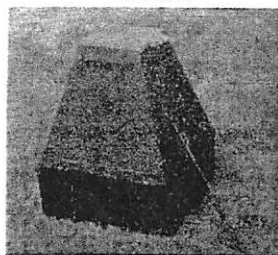
Model 3000



Model 3500

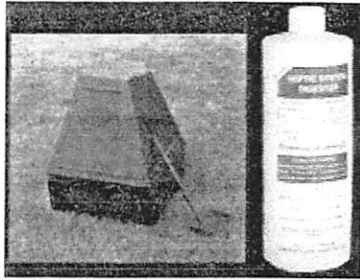


Model 3800



Doggie Dooley Underground Digesters

Doggie Dooley digesters install in the ground to provide quick easy cleanup for any lawn. Works like a home septic system by using enzyme and bacteria action to reduce pet waste into a ground absorbing liquid that does not harm the environment. Operates similarly to a septic tank. Just drop in waste, and add water and digester, and wait for the digester to work. Ideal for most soils, except clay. Each digester model includes installation instructions, and a six-month supply of Doggie Dooley Waste



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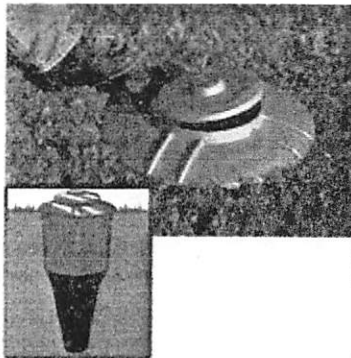
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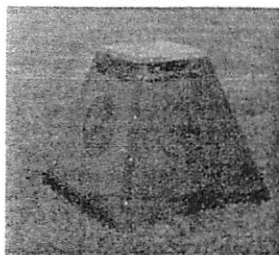
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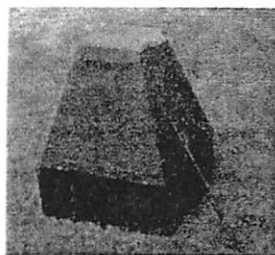
Model 3000



Model 3500



Model 3800



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