



# A Thankful Message from our family to yours



## **Dreams are possible and can come true!**

Given that this is the time of year we are thankful for everyone and everything wonderful we have in our lives. We wanted to share our story of who we are, what we're about, and our gratitude for the opportunity we had to make our dreams come true through the beautiful south side acreage we own. Over the past 20 years it has been absorbed by the city of Edmonton.

Alec and I were married in 1998, and built the existing house to start our family. 11 months later we were blessed with our first daughter Hanah, and 2 ½ later with our second daughter Abbie. We started out with 2 kitties that came with us from the apartment we moved from in the city, and of course wanted to add a dog or 2 to throw in the mix lol.

I loved my job as a hairstylist working in a salon downtown, but wanted to be close to our 2 young daughters. So, we decided to convert our attached garage into my own personal salon, allowing me to work from home and be with 2 young daughters. Over the past 28 years (WOW how time flies), I've been very fortunate to build wonderful relationships with my hair clients, and because we were crazy animal lovers ourselves with a vast amount of the land and space, a few of my hair clients asked if we could watch their pups while they were on vacation.

All of the sudden, a few of their friends started asking if we could watch their dogs while they were away on vacation. Hmmm, I thought, we may be on to something here. The small group of people that started bringing their dogs to us

loved the space we had available for them to roam and play, but as importantly they greatly appreciated that as animal lovers ourselves we cared for their furry family member with the same love and compassion that they did.

My love for dogs started at a very young age. Growing up, I was fortunate to live by an english golden retriever breeder in the west end of Edmonton. I remember not being able to wait to get home from school, or going over there on Saturdays to help with the puppies and take them for walks.

Caring for animals became such a passion.

After my dad passed in the fall of 2006, I had an ever present and never ending feeling to have our yard full of happy and playful dogs that we could care for and love as our own. I can't explain it, but it was like a never ending whisper was in my ear. After successfully caring for my hair clients pups while they were away, along with this unexplainable burning desire I had to care for other peoples animals, Alec and the girls agreed to open our home, and The Second Pup came to fruition in the summer of 2011.

Some people thought I was a bit crazy, but thankfully, a few didn't and so it began.

A good friend of mine Miranda jumped on board believing in my passion, and launched the dream! The fun we had developing ideas, painting ceilings, putting up awnings that blew away in the wind (lol), provided me with some of the fondest memories. She is one of the best people I know, so I thank you Miranda for believing in me and my dream!

Our very first client was a great friend of mine Carolyn from soccer. She thought it was a great idea, and brought her very sweet pup named Apollo everyday for daycare while she was at work. Given the joy he had when he came through the door to see us, it filled my heart with love, and I knew we were on the right path. Thank you for believing in us my good friend!



## **Apollo - 2012**

The vision was to offer a family friendly environment, with lots of space that the pups could run and play freely. Our initial benchmark for assessing if a pup would fit our facility and environment was whether or not our young daughters could feed and play with them. If they passed that test, we knew could become a part of our Second Pup family.

Mainy people have asked how the name came to be. One day, as we were in the drive though at The Second Cup, we were chatting about names we could call the business, when our youngest daughter Abbie (who was about 8 years old at the time) shouted out, "lets call it The Second Pup mama." We all agreed, and we officially became known as The Second Pup.



### **Hanah, Abbie, Landon, and Layla 2017**

**Thank you Alec, Hanah, and Abbie. We all had to be on board to make this happen, and it's been a blissful journey!**

We started with some core values that are posted on our website, on the fridge, and are still the foundation for everything we do today. Our first and foremost value that guides everything we do, and every decision we make is; "We put the care of your pet above all else". As we continued to grow, and more pups of various size, age, and temperament came, it became apparent that we needed to increase our knowledge and processes in order to truly deliver on this value. So, in order to provide the highest level of care and safety for all the pups we are blessed to look after, we decided to make an ongoing investment in training seminars, workshops, and conferences, along with continual on-line training specific to the dog boarding and daycare industry to ensure we are doing everything we can to achieve our primary objective.

Outside of having the facility we have to operate in, we have always been blessed with wonderful people that are more like family than staff. Their shared passion, love of animals, and commitment to being the best we can be is what truly separates us from the rest. While some have decided to moved on, we will always love them and have a special place in our hearts. We wish them all the best.



### **Janet, Ayse, and Brit 0. - K-9 Lifeline Training Education at Sea (Honduras, Cozumel, Belize) 2015**



## **OUR TEAM**

I can not thank them enough for their honesty, passion, and commitment to our business and the pups we care for. Their enthusiasm is contagious, and eagerness to learn is inspiring. Collectively, we strive daily to educate ourselves on dog behaviour, communication, and socialization, which is without stating the obvious, vitally important in this industry. They are truly committed to providing the highest level of care and customer service to all the families we serve, which ultimately contributes to the overall happiness and well being of the pups and our clients.

We all share a deep passion, and strive to help the pups we care for achieve a calm and relaxed state in our daycare and boarding environment. Our intention is always to do what's best for them, which is why we continue to make investments both in ongoing education and the facility itself to enrich their lives with mental and physical stimulation in a safe, clean, and structured environment. For as long as we were fortunate enough to be able to operate The Second Pup, this will always be the driving force that guides our success.

### **Brit G**

A Puppy Mama for the past 6 years. She is committed, reliable, smart, and has been a key contributor to helping us move into the 21<sup>st</sup> century by setting up our new computer systems, Facebook, social media, and basically anything technical. One of her special characteristics is how thorough she is with any task she takes on, and as such has become one of our resident masters in customer care at the front desk. She absorbs information like crazy, passionate and is diligent on details. Loves all the pups and kitties, and is one of the kindest humans I know.

In addition to all this, she is compassionate, honest, and her insight and vision has been instrumental in helping us grow during the past 6 years she's been a part of The Second Pup family. Brittney recently completed her Degree in Social Work (Congratulations!), but she continues to work with us on Saturdays and holidays. We are so grateful she continues to be a part of our family in any capacity.



**Thank you Brittney G. (and sweet Sulley) for everything, we adore you!**

### **Brit S**

The Puppy Mama Manager, which many of you are very familiar with. She has been a BIG part of our family for the past 4 years. Anyone who knows her knows that she is very passionate, has an endless supply of energy, and is eager to learn all aspects of our business. She keeps me on track with all my many crazy ideas, and goes above and beyond to whatever is needed.

In addition to taking care of the day-to-day operations, she has a huge interest in nutrition and the health of the pups. She is so kind, smart, and always attentive to details of the comforts of each pup; putting coats on when they may be chilly, and is known to throw extra blankets down to make them extra extra comfy. She has the biggest heart, knows all the pups by name and loves them completely, and often will shed a tear with me as we hear of a pup passing from sickness or old age, or just shed a tear. Lol We love her sensitive side



**Brit S. (and Athena & Melody) you are amazing and talented. Thank you for all you do, and for just being you!**



# **Pet Boading and Daycare Expo West (Burbank, CA) 2018 (The Dog Gurus, Doglando, Quiet Dog Daycare)**

## **Cassidy**

A Puppy Mama Supervisor for the past 3 years. She came to us with previous experience, and fit in right away with our pack. Many of you see her at the front end of our operation, and is great at doing multiple things such as: front end customer service, facebook, computer fixing, pack leader, transitional training & structured socials. A true team player and leader.

She has a wonderful sense of calmness that is crucial, and spills over to all of us humans and canines alike. She has an incredible memory, and the uncanny ability to know the name of each pup in a group of 10 doodles that all look the same. She is super talented, smart, reliable, committed, and hard working (energizer bunny she never seems to tire).



**You amaze me Cassidy (and Kai), and we are truly grateful for all you do. Thank you!**

## **Darren**

Affectionately known as my Brother, and Pack Leader of our pups. He has been around since the beginning, and is here first thing in the morning, and then comes back from 3:00 – 6:00 for closing. He is the “fun” dog guy, and the pups love him as much as he loves the dogs! He also helps with on going up keep of everything! Fixing structure, gates, moving rocks, dirt, heavy cement blocks, planting grass, grass, & more grass.

Needless to say he is extremely reliable, and we are very fortunate to have him as part of our Second Pup family.





Thank you Darren for all you do for us!

## Sarah

A Puppy Mama and Pack Leader for the past 2 years. She is a dedicated wife and mother of two wonderful children, and truly wears her heart on her sleeve. She is always looking out to see who needs more cuddles, scratches, and love.

Outside of being one of the most compassionate members of our Second Pup family, she also very artistic, and along with her husband, designed the wall in the green building we expanded to. For anyone that hasn't seen it in one of our Facebook posts, it's a ray of sunshine, just like her.

Sarah will be completing her Canine Massage Course and can offer her services in 2020! We can't wait.





**Thank you Sarah(and GG) for all the love you give, and for always being true to who you are!**

## **Tiffany**

One of the 3 sisters we're blessed to have as part of our Second Pup family (Brit S. and Mariah are her sisters). She will be going on 2 years with us in March of 2020, and is multi-talented, working both as a Pack Leader and at the front end of our operations. She has an extreme passion for the dog industry, along with many other personal interests.

Her kindness, sensitivity, and genuinity shows through in her infectious smile. She is compassionate, caring, and always interested in learning new things. This is evident in the training she undertook to become a Reiki Master, and has become one of our Pup Professors, specializing in Transitional Leash Training, along with being heavily involved in our Socialization classes.



**Tiffany, you are a joy to be around, and I think you found your niche! Thank you for your undying dedication, great work ethic, attitude and sincere desire to learn. You're truly awesome, thank you!**





## **Tiffany, Janet, Heather Beck, Jason Visconi, Sarah, and Cassidy – 3D Workshop (Dealing with Difficult Dogs & Large Field Socialization) – Texas 2019**

### **Mariah**

Rounding out the sisters that are part our Second Pup family is Mariah. She has attended Grant MacEwan, and worked with us part time and full time. She too will be with us going on 2 years in March of 2020, starting at roughly the same time as her sister Tiffany. She is a multi-faceted Pack Leader, working with our Large, Medium, and Small groups.

Talk about jumping in with both feet! Mariah comes in ready for anything! She picks up everything so quickly, which is a testament to her aptitude, and loves all the pups (I often hear her having conversations with them lol).

She's great at keeping whatever pack we have her with active with toys, hula hoops, and other fun games. She's an extremely hard worker, to the point where I never see her sitting (I think that's a Silva-Macdonald trait lol).



**Mariah, you are truly a wonderful person, and we are so fortunate to have you as part of our Second Pup family. Thank you for all that you do!**

## **Kaya**

Kaya is the newest member of The Second Pup family, being with us for less than a year. However, as with Cassidy, she previously worked as a Manager at another dog boarding and daycare facility, so she came to us with a few years of experience. This previous experience and understanding of customer service has allowed her to quickly move into the front end operations, as well as a multi-faceted Pack Leader in our Large, Medium, and Small groups.

Given her eagerness to progress and learn, she has become a Pup Professor, and works in our Transitional Leash Training Program, conducts our Socials, helps with our Instagram and Social Media initiatives, and we will be offering Pup Photography in the very near future.

Her laugh is infectious, and her happy, outgoing personality puts anyone in a good mood.



**Kaya, you are so talented. Thank you for joining us, we are truly blessed to have you.**

## **Krystal**

She has been a part of our Second Pup family on a part time basis for the past couple years. She is one of our valued Pack Leader's, and has been around dogs her entire life. She owns and breeds German Shepards, and as a result brings a great amount of dog specific knowledge and confidence to her pack.





**A true dog lover at heart, and overall great person, thank you Krystal (and Phoenix) for all you do for The Second Pup!**

## **Hanah & Abbie**

Puppy Mama's since 2011 (living in it lol), full time and part time. Growing up with dogs and clients coming to our home, they are a natural fit, and can be thrown into any situation from cleaning, feeding, Pack Leader, and Leash Training. They have both graduated from High School, and Abbie will attending U of A, and playing for the Pandas Soccer Team in the fall of 2020.

Both young ladies have learned so much from all the pups, and wonderful ladies we have employed over the past 8 years. They will always be a part of The Second Pup family, and I appreciate all the patience, love, and support they have given.



**Abbie & Blitz**





## **Hanah and Max**

### **Val**

Also known as the neighbor and my Mom. In addition to helping with the cleaning and yard maintenance, she has taken on the role of our Nana Care, which provides care for pups that need a little extra attention, puppies not fully vaccinated, as well as some of our seniors. She is there 24/7, ready to do what is needed for them. It's just like going to Grama's house.



Thank you Mom (a.k.a. Val) for all your help and support!

### **Rachel**

She is our Groomer extraordinaire, and part time Pack Leader all rolled into one. She joined us just over 6 months ago, and we are delighted to have her as part of our Second Pup family. Rachel is an avid dog lover, with a passion for grooming, and animal care at all levels. Her attention to detail, and commitment to achieving exceptional results aligns perfectly with the mindset and culture we've developed at The Second Pup, which has allowed her to fit in without missing a beat.



You will often see her two pups Zeke and Waffles in the back section jumping the hail bail (both are avid agility lovers).



**Rachel, we are so happy to have you, and thank you for all your flexibility and hard work!**



**Puppy Mamas 2019**



Thank you to all the Second Pup families that we have gotten to know over the past 8 years. We truly love your pup(s) as if they're our own. We are very blessed, and extremely thankful every day for the trust you have given us to care for your furry family member.

With that in mind, from all of us at The Second Pup, we'd like to wish you a Happy Thanksgiving, and please feel free to join us at our Structured Socials so that we can all get to know each other better, and strengthen relationships through the mutual love of your pup(s).



## **Janet and Layla 2019**

**“We all want to be seen, heard, loved, and have a sense of belonging”.**

**As I turn 50 this year in December, this is what I've learned**

### **Our Core Values**

**We put the care of your pet above all else**

**To provide a safe and clean environment**

**Treat each animal with respect and kindness**

**We create a fun and happy experience for our clients**

**We build client trust with open communication, integrity and honesty**



Come Play at our House