

**The DogSmith Training Center**  
**DogSmith In-Home Pet Care Manual ©**

**4/4/2014**

**Niki J Tudge**



## Table of Contents

The DogSmith Nondisclosure Form .....	6
NONDISCLOSURE, NONSOLICITATION AND NONCOMPETITION AGREEMENT .....	6
Knowledge .....	11
In Home Care v Boarding .....	11
DogSmith Boutique Boarding.....	12
The Boutique Boarding, minimum pet care standards are:.....	12
DogSmith On-Site Farm Care.....	13
DogSmith In-Home-Pet Care Core Services .....	14
DogSmith Pet Care Services.....	14
Included in an In Home Service Visit.....	15
Secondary services.....	16
Public Holiday Surcharges.....	16
Payment & Cancellation Fees.....	17
Business forms .....	17
Appearance & Presentation.....	19
Telephone Answering Brand Standard .....	20
DogSmith Brand Standard .....	20
Common Questions Asked By Clients.....	20
The Booking Flow Chart.....	23
The Complimentary Home Visit.....	24
After the Consultation.....	28
The Client Welcome Pack (see the brand standard manual ).....	28
The DogSmith Brand Standard, each visit, The Daily Log must be completed .....	29
Negotiating Client Discounts .....	30
Key Control.....	30
Personal Safety.....	31
Animal handling skills .....	31
Dog Walking Handling Skills.....	31
Visit check List .....	32
First visit .....	32
Each Visit.....	33

Final Visit.....	34
Things of importance to note and observe .....	34
Employee Training& Certification process .....	35
Customer Relation Skills .....	37
Staff Safety & Security .....	39
Animal Behavior & Stress .....	40
Environmental Management .....	41
Record Keeping .....	43
Knowing Your Customers (Canine and Feline).....	44
Vital signs for cats and dogs .....	44
Key Canine Diseases.....	48
Canine Distemper.....	48
Canine Parvovirus .....	49
Canine Viral Hepatitis.....	49
Parainfluenza.....	50
Bordetellosis .....	50
Leptospirosis.....	50
Heartworms;.....	50
RABIES: .....	51
Ringworm .....	52
Canine & Feline Vaccination Chart .....	52
Vaccinations & Administering Medication .....	54
Administering Medications.....	54
Giving a Pill .....	54
Liquid Medication,.....	55
Giving an Injection .....	56
Giving Eye Drops .....	56
Topical Applications .....	57
Giving Ear Drops .....	57
Canine Nutrition.....	58
Parasites .....	62
The Common Internal Parasites .....	63

Common External Parasites .....	64
Training Environment Safety .....	65
What is Caring for Pets? .....	66
Observation and Monitoring .....	67
Looking After the Geriatric Pet .....	68
Animal Handling Tools & Methods.....	69
Animal Handling Methods.....	71
Types of Personalities .....	72
Fearfu .....	72
Submissive .....	72
Happy go Lucky.....	72
Dominant.....	72
Aggressive.....	72
Handling a Dog .....	73
Cat Care .....	73
Cat Behavior .....	74
Spay and Neuter.....	74
Food .....	74
<i>Food and Water Bowls</i> .....	75
Carriers.....	75
Litter Box .....	76
Id Collar .....	76
Toys.....	77
Cat Claw Care .....	77
Health Check Up At Home .....	78
Feeding Schedule .....	79
What to Feed, How Much To Feed.....	79
What Not To Feed.....	80
Treats.....	80
Changing Food.....	81
Fresh Water .....	81
Play For Exercise .....	81

This manual cannot be copied, altered, changed or tampered with in any way without the written permission of DogSmith Services

Home Safety.....	82
Poisonous Materials .....	82
Secure High Places .....	82
Move Danger Out of Reach .....	82
Close Dangerous Places.....	83
Use Caution with Medications.....	83
Protect Animals From Wired .....	83
Conduct a Pet Check.....	84
Symptoms That may Indicate An Emergency .....	84
Pet Sitting & Dog Walking Affiliations.....	87

ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION  
MAY BE REPRODUCED IN ANY FORM  
WITHOUT PERMISSION IN WRITING FROM

© 2006 The DogSmith Training Center

Employees are encouraged to read this manual, but you, as a Licensee owner, are ultimately responsible to ensure that the contents are kept strictly confidential. Failure to do so is a breach of the agreement you have signed with DogSmith Services Inc.

There is a more condensed version for employees and contractors to have on loan. When giving documents to employees or contractors they must sign the following confidentiality agreement.

## The DogSmith Nondisclosure Form

### NONDISCLOSURE, NONSOLICITATION AND NONCOMPETITION AGREEMENT

For Employees and Contractors to sign.

This NONDISCLOSURE, NONSOLICITATION AND NONCOMPETITION AGREEMENT ( the “Agreement” ) is made by the undersigned employee of a DogSmith Licensee, or a director, officer, member or partner of a DogSmith Licensee ( in either case, the “Employee” ) in favor of DogSmith Services., Inc., a Florida corporation, and its successors and assigns ( the “Franchisor” ) , upon the terms and conditions set forth herein.

#### **1. Background.**

(a) Franchisor is the creator and owner of a system (the “System”) for the operation of a dog training and pet care Business. Distinctive characteristics of the System include logo, trade secrets (including proprietary marketing methods), concept, style, confidential operations manuals and operating system.

(b) Franchisor has the right to grant to others a license to operate a DogSmith Business using the System and the Marks, subject to the continuing control by Franchisor of the method of operation of DogSmith Licensees and the quality of the goods and services sold at DogSmith Businesses.

(c) Employee has obtained or may obtain knowledge of the System in connection with his or her association with or employment by a Licensee of Franchisor (the “Employer”), which knowledge obtained or to be obtained by Employee was unknown to him or her prior to said employment and/or the execution of this Agreement, and which knowledge is a prerequisite for Employee’s employment.

(d) Because the protection of the System and the Marks is vital to the continued success of Franchisor and Licensees of Franchisor, Franchisor is unwilling to permit Employer to disclose to Employee the System except upon the terms set forth in this Agreement, including the requirements of confidentiality, nondisclosure, noncompetition and non solicitation as set forth below.

## **2. Ownership of System and Marks.**

Employee acknowledges and agrees that Franchisor is the sole and exclusive owner of all right, title and interest in and to the System and the Marks, and that the System and the Marks shall be used by Employee only in accordance with the terms hereof. Employee shall acquire no right, title or interest in or to the System and the Marks. Employee shall not, directly or indirectly, at any time during or after the term of Employee's employment by or association with a DogSmith Licensee, do or cause to be done any act or thing disputing, attacking, or in any way impairing or intending to impair Franchisor's right, title, or interest in or to the System or the Marks. Employee shall immediately notify Employer of all infringements of the System or the Marks by others that come to Employee's attention and of all challenges to or limitations on Franchisor's use of the System or any of the Marks.

## **3. Non-Competition.**

During the term of Employee's employment by or association with Employer, and for two ( 2 ) years following the termination thereof ( the "Restrictive Period" ) , regardless of the cause of termination, Employee shall not directly or indirectly compete with Franchisor or Employer, whether directly or indirectly; provided, however, that in the event that a court of competent jurisdiction determines that the two-year Restrictive Period is unenforceable, "Restrictive Period" shall mean the term of Employee's employment by or association with Employer, and for a period of one ( 1 ) year following the termination of thereof. For purposes of the preceding sentence, Employee shall be deemed to compete with Franchisor and Employer if any of the following are true:

(a) Employee acquires, develops, owns, operates, maintains or has any interest (including as an owner, partner, director, officer, employee, manager, consultant, shareholder, representative or agent) in any business or Licensee competitive with the goods or services then offered by Franchisor or Employer or that is directly or indirectly engaged in operating a Business that primarily sells dog training and pet care services. This restrictive covenant does not preclude Employee from owning an interest of five percent (5%) or less in a competitive business that is a publicly traded company. The restrictions described in this Section 3( a ) shall apply only with respect to businesses or Licensees located or operating within a 25 mile radius from the Business operated by the Employer, except that there shall be no geographical limitation if the competitive business uses a trade name, service mark or trademark, logotype, product, concept, format or operating system, or any of the foregoing, that is similar to or suggestive of the System or the Marks ( the "Restricted Territory" ) ; provided, however, that in the event that a court of competent jurisdiction determines that the Restricted Territory is unenforceable due to its breadth, "Restricted Territory" shall mean the geographic area comprised by a 15 mile radius from the Business operated by the Employer, except that there shall be no geographical limitation if the competitive business uses a trade name, service mark or trademark, logotype, product, concept, format or operating system, or any of the foregoing, that is similar to or suggestive of the System or the Marks.

(b) Employee diverts or attempts to divert from Franchisor or Employer any business of the kind in which Employee is prohibited from participating in under Section 3(a) above.

#### **4. No solicitation.**

During the term of Employee's employment by or association with Employer, and for two ( 2) years following the termination thereof, regardless of the cause of termination, Employee shall not, directly or indirectly, induce or attempt to induce: ( I ) any employee of Franchisor, Employer or of any other DogSmith Licensee to leave the employ of said party; or ( ii ) any client of Franchisor, Employer or any DogSmith Licensee to transfer their business away from Franchisor, Employer or any other DogSmith Licensee to Employee or any other person that is not then a DogSmith Licensee.

5. Nondisclosure and Confidentiality. To the extent applicable, the System is confidential and proprietary to Franchisor, and Employee shall not at any time, whether during the term of Employee's employment by or association with Employer, or at any time after the termination thereof: ( I ) directly or indirectly divulge or otherwise disclose the System or any part thereof to any person or entity ( other than to Employee's fellow employees, and then only to the extent absolutely necessary for the proper operation of the DogSmith Business and only to those employees who have entered into agreements similar to this Agreement ) without the prior written consent of Franchisor, which may be withheld in Franchisor's sole and absolute discretion; ( ii ) copy, reproduce or otherwise divulge or permit anyone else within Employee's control to copy, reproduce or otherwise divulge any portion of any operating, training or employee manual or similar materials, without the prior written consent of Franchisor, which may be withheld in Franchisor's sole and absolute discretion. Employee shall return all such manuals and similar materials to Employer upon the termination of Employee's employment by or association with Employer.

#### **6. Use of System and Marks.**

At no time during or after the term of Employee's employment by or association with Employer shall Employee use or duplicate the System or the Marks except pursuant to a license from Franchisor; provided, however, that Employee may use the System and the Marks to the extent authorized by Employer in the course of Employee's performance of his or her duties relating to the operation of Employer's DogSmith Business.

#### **7. Reasonableness of Covenants.**

Employee acknowledges and agrees that the covenants described in this Agreement are reasonable both in time and in scope of geographic area and are supported by adequate



consideration. Employee also acknowledges and agrees that he or she possesses sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of these covenants.

## **8. Employment.**

The mere entering into this Agreement by Employee shall not operate so as to require Employer to continue to employ, or otherwise associate itself with, Employee, and Employee hereby represents and warrants to Franchisor and to Employer that Employee has not received any promises or guarantees, implied or express, of such continued employment by or association with Employer. Employee agrees that this Agreement shall be applicable to Employee regardless of whether the termination of his or her employment by or association with Employer occurs at the instance of Employee or Employer and, if at the instance of Employer, regardless of whether the termination was for cause. Employee further agrees that his or her breach of this Agreement shall be grounds for the termination of Employee's employment by or association with Employer.

## **9. Enforcement and Remedies.**

Employee acknowledges and agrees that his or her failure to adhere strictly to the restrictions of this Agreement will cause substantial and irreparable damage to Franchisor and/or Employer and/or other DogSmith Licensees for which there is no adequate remedy at law. Therefore, Employee acknowledges that any violation of the terms and conditions of this Agreement shall give rise to an entitlement to injunctive relief. Franchisor shall be entitled to a restraining order or injunction without bond and without specific proof of irreparable harm and without specific proof of an inadequate remedy at law. Any specific right or remedy set forth in this Agreement shall not be exclusive, but shall be cumulative to other remedies available to Franchisor under this Agreement or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages. The failure of Franchisor to enforce any of the provisions of this Agreement, or any of Franchisor's rights under similar agreements with respect to other Licensees or employees shall not constitute a waiver thereof or otherwise operate to limit any of Franchisor's rights hereunder. The existence of any claim, defense or cause of action that Employee may have against Franchisor or against Employer, regardless of cause or origin, shall not constitute a defense against the enforcement of this Agreement by Franchisor against Employee.

## **Miscellaneous.**

- (a) This Agreement shall be binding upon Employee and his or her heirs,

Personal representatives, successors and assigns, and shall be for the benefit of Franchisor and Employer (Employer being an intended third-party beneficiary hereof) and their respective heirs, personal representatives, successors and assigns.

(b) Time is of the essence of this Agreement and of every term, covenant and condition hereof.

(c) The headings in this Agreement are for convenience only and are not to be construed as a part of this Agreement or in any way defining, limiting or amplifying the provisions hereof.

(d) If Franchisor or Employer retains an attorney or institutes a suit against Employee in any way connected with this Agreement or its enforcement, or to utilize remedies for its breach, they (if prevailing) shall be entitled to recover from Employee reasonable attorneys' fees (not to exceed actual attorneys' fees incurred) and all costs in connection with said enforcement or suit, whether or not suit is filed or, if filed, is prosecuted to judgment.

(e) This Agreement shall be governed by, construed and enforced under the laws of the State of Florida whose courts shall have jurisdiction over any legal proceedings arising out of this Agreement, and Washington County, Florida shall be the place of venue for any such action or proceedings.

(f) The parties agree that each section of this Agreement, including each subsection and portion thereof, is severable. In the event that any section or subsection of this Agreement (or portion thereof) is unenforceable, it shall not affect the enforceability of any other section or subsection and each party to this Agreement stipulates and agrees that the court may impose terms that it deems in its discretion shall make the covenants reasonable in terms of its scope, duration and geographical restraint.

Signed by \_\_\_\_\_






Dated \_\_\_\_\_

## **Knowledge**

By now you understand all about dogs, their physiology, different breeds, their behavior, safety around dogs, body language, diseases and how to care for their mental and physical well being when training them alongside their owners. Because are training methods are effective, fun and kind you will find that most dog owners who pass through your classes or experience your private lessons believe you are the only person that they would want to care for their dog in their absence. They trust the well being of their pet in your caring hands knowing that you would not mentally or physically harm them.

## **In Home Care v Boarding**

Everyone knows about boarding kennels. In-Home-Care however is only now becoming a recognized professional segment of the pet care industry. Many people think of In-Home-Care as their neighbor's child looking after their pets or a friend staying in their home while they are away. We have to promote the benefits of a professional, educated, insured, reliable and affordable DogSmith Technician looking after their homes and their pets. In-Home-Pet Care has several key advantages over boarding a pet because It includes:

-  Walks, play and individual attention lavished on the pet
-  Customized service for the individual pet
-  Home security
-  A stable, known environment
-  Pet Safety & Security

DogSmith Pet Care will provide affordable, reliable, friendly In-Home-Pet Care and Dog Walking services as a positive, stress free alternative for customers when they have to leave their

pets at home. Our overall mission is to eliminate our customers hassles and worries regarding their pets when they go away on business or on vacation or simply when they are away at work 12 hours each day.

### ***DogSmith Boutique Boarding***

DogSmith Boutique Boarding can be offered by DogSmith's in a rural environment that has a minimum of 2 acres of land.

DogSmith Boutique Boarding offers pets an opportunity to spend some time in a country setting. Dogs get to run, play and romp in a safe country environment. The DogSmith Certified Dog Trainer is on hand to oversee the dogs vacation and ensure the dogs remain safe while having fun. DogSmith Boutique Boarding offers loads of personal attention, country walks and lots of mental stimulation.

The intake procedures for DogSmith Boutique Boarding minimum standards are

- Meet and greet clients at the DogSmith location prior to the intake date to determine suitability of the dogs in that particular environment.
- Online reservation form submitted and the Board and Train Liability waiver signed.

### **The Boutique Boarding, minimum pet care standards are:**

- 5 daily supervised outings into a fenced in secure area
- Two meals each day
- A maximum of 5 dogs to be boarding at any given time
- Dogs exercised in groups of size. Less than 30 pounds, less than 60 pounds and larger breeds
- Evening turndown Kong stuffed with an appetizing filling

- Soft beds to sleep on
  - PAL tags on all dogs
- One short leash walk and 1-on-1 time with The DogSmith

### *DogSmith On-Site Farm Care*

Rural DogSmiths certified by DogSmith Services and whom possess the relevant skills can offer DogSmith On-Site Farm Care. A professional DogSmith can care for a farm, feed and check on critters and ensure that all is safe and well in the owner's absence. The DogSmith can care for horses, cattle, goats, sheep, donkeys, ducks, chickens and pigs. An insured and bonded DogSmith visit will include the following in any on-site farm visit:

- Bring in mail and newspaper
- Feed and water animals
- Check the security of buildings and rotate lighting
- Rinse water troughs
- Administer medication/wormers
- General inspection during/after inclement weather

Additional farm services include:

- Horse Training
- Stall clean & pet waste pickup.

## *DogSmith In-Home-Pet Care Core Services*

### **DogSmith Pet Care Services**

While you are away from your home, you can choose from

1. **DogSmith Visit (Home Alone)** - A DogSmith Pet Care Technician visits your pet in your home. A 30 minute visit to entertain, exercise or feed pets while the owner is away. We can also empty and clean litter trays. Available to all domestic pets. 1 to 5 visits per day. 1 Visit is only recommended if connected to an overnight pet sitting agreement or with an animal that has access to a safe outside area. Additional cost per dog over 2 dogs.
2. **DogSmith Sleep Over** – A DogSmith Pet Care Technician stays in your home with your pets. The pet sitter stays at the home of the pet. The service time is agreed with the client but normally starts at 7pm and concludes at 7am.
3. **DogSmith Slumber Party** – Your pet stays in the home of a DogSmith Pet Care Technician. The pet stays at the home of a DogSmith Technician and enjoys the comfort and environment of a private home and family. The rate covers a 24 hour period.



While you are busy at work or with family we can provide

1. **DogSmith Dog Day Care** - Let your dog play while you are away for the day or too busy at home with renovations and contractors. Send your dog to day care in the home of a DogSmith. Your pooch can spend the day hangin' with up to 3 of their pals and learning new skills from a DogSmith certified Pet Care Technician.
2. **DogSmith Lunch Break / Dinner Break** - A 30 minute mid-day (between 10:15 AM & 2:30 PM / 4:00 PM & 8:00 PM) visit to entertain or let a pet into the yard. This is available for dogs and cats.

3. **A Dog Romp** - A 30 minute dog walking session while the owner is at work. Maximum of 2 dogs at one time. Dog walking is also offered as an additional service during a DogSmith Visit and is available in weekly and monthly packages.

### DogSmith VIP Services







- **Extended Play Time** - extended play time is when the client requests that the standard 30 minute visit be extended during a DogSmith Lunch Break or a DogSmith Visit.
- **Administer Medications** - To orally or topically administer medications to a cat or dog. Price is per visit and per number of medications administered.
- **Pet Waste Clean Up** - To scoop and cleanup poop and small trash from the client's yard while the local DogSmith is at the pet's home.
- **Pet Shuttle** - The DogSmith will pick up, deliver and return pet or pets to vet or groomer during any service visit or as a standalone service. If delivery destination is beyond 5 miles or takes longer than 30 minutes, additional fees apply:
- **Never Worry Key Program:** Your house key is kept on file under lock and key in our office; to allow us to access your home to care for your pets should you be delayed in coming home from work. There is a charge for delivering or picking up clients keys from their home.

### Included in an In Home Service Visit

Included in any 30 minute DogSmith Pet Care Technician visit are a range of complimentary services. We offer complimentary mail collection with any service visit but we do not water excessive numbers of plants, clean or do any other tasks. These tasks take us away from our core business, caring for the pet. There are also insurance ramifications if damage occurs while doing other tasks that are not pet care related. Some In- Home-Pet Care insurance companies only cover pet care companies that show 80% of their income from pet related services.

The following are included in any “DogSmith Pet Care Visit” but do not apply to a “DogSmith Dog Romp” or “lunch or Dinner Break” as the pet’s owner is not away for more than a few hours.

### **Secondary services**

-  30 minute visit to the property
-  Collect and deposit mail inside from an on-site mail box
-  Check windows and doors are secure
-  Open and or close drapes
-  Collect and deposit inside the daily newspaper from the front yard or mail box.
-  Water up to 8 house plants placed in up to two locations

### **Public Holiday Surcharges**

A 50% holiday surcharge is applied to each day of service on the following dates

- Christmas: December 24th & 25th
- New Year's : December 31 & January 1st
- Thanksgiving : November 25th & 26th
- Labor Day: September 6th
- Memorial Day: May 31st
- Independence Day: July 4th



## Payment & Cancellation Fees

1. Payment is required with a signed agreement after the complimentary consultation visit and prior to rendering services.
2. Our cancellation fee structure is as follows.
  - A full refund will be provided if cancellation is received at least 8 days prior to scheduled service.
  - 20% cancellation fee will apply if cancellation is received within 2-7 days of scheduled services.
  - 100% cancellation fee will apply if cancellation is received within 48 hours of a scheduled service.
  - 100% cancellation fee will apply if cancellation is received within 7 days of a national holiday.


## Business forms


Overview. These forms are used as a manual system if for any reason the electronic system is down. All forms are available on line where the data is stored. By May 2010 all of these forms and reservation information will be online through the company software system, Power Pet Sitter.





Home Visit Guide. This form is completed at the initial complimentary consultation visit. This form is signed by both the DogSmith Technician and the pet owner. This form familiarizes the DogSmith Technician with the house, the layout of the property, and the whereabouts of equipment that will be used during the In-Home-Care


agreement. It should then be transferred to the electronic version so all data is saved on line






 Pet Profile Forms. This form is completed by the pet owner and is used to collect the necessary information required by the technician to provide a personalized and knowledgeable service to the animals. One profile for each pet is required. This form is part of the pet sitting enquiry form online

 Veterinary Release Form. This form is signed by the pet owner and gives permission to the DogSmith Technician to transport the pet to a veterinarian and to the veterinarian to perform any necessary treatment to the animal while the owners are away. This form is online and part of the pet sitting contract.

 The In Home Pet Care Service Agreement. This form highlights each day of the service agreement and the services each day to be performed. The service prices are included on this form and the daily totals. This form is signed by the DogSmith Technician and the pet owner and forms the basis of the invoice and it also covers all of the necessary legal components of the In-Home-Care agreement. This form is online and is completed on line and emailed back to you.

 DogSmith Shuttle. This form is only completed if, during the service agreement, the pet will utilize a DogSmith Shuttle service. The form covers permission required to take the pet to certain locations with an estimate of the mileage. This form is now online

 Rate List. This is the rate sheet and can be shown to the client during the consultation. You should complete this form with your own pricing.

-  Daily Service Log. This form is used by the DogSmith Technician to log down details of each daily visit. It allows us to give the client, on their return, a good overview of their pet's experience.
-  Key Handling. The key handling form recognizes the agreement made between the DogSmith Technician and the owner in regards to how their keys will be handled during their absence. This form is online and part of the pet sitting contract
-  DogSmith Daily Visit or DogSmith Dog Romp Agreement. This is the service agreement for clients only engaging in a one day service visit while they are at work or a dog walking service.
-  DogSmith Slumber Party. This document has different legal wording. The pet is staying in the home of the DogSmith Technician and there are additional and different liabilities.
-  **The Client Welcome Pack**. The client welcome pack is a combination of all the forms above. The pack is presented to the client prior to the consultation for them to complete or during the consultation when you first meet with the client.

## ***Appearance & Presentation***

The nature of the In-Home-Care Pet Care business is to utilize independent contractors as well as employees to service your clients. Many of these contractors will have other forms of employment; they may even have their own In-Home Pet Care business. One of the key strengths of our business is that we can grow large enough to meet the needs and demands of our clients. Many small In-Home Care and Dog walking services cannot. It is therefore very important that,

while the contractors are servicing our customers, they are easily distinguished as professional DogSmith representatives. The standard appearance is outlined below.

- Khaki trousers or shorts dependant on the climate.
- A DogSmith polo or long sleeved shirt with the approved logo.
- Flat, low heeled enclosed shoes for safety

### **Telephone Answering Brand Standard**

Always answer your phone using The DogSmith standardized greeting.



If you answer your telephone directly every call must be handled in a professional manner. The phone should only be answered when you are in a position to speak directly with a client, no excessive background noise and you have the ability to make notes and focus on what the customer is saying to you. It is better and more professional to allow a call to go to your voice message system if you are not properly prepared to take the call and leave the correct impression

All Client calls must be returned the day the message is left if the call is received before 5pm.

Voice mail messages left after 6pm must be returned by 12 noon the following day.

### **DogSmith Brand Standard**

Hello this is (Your Name) The DogSmith of (DogSmith territory)

### **Common Questions Asked By Clients**

#### **Caller Asks “What Do You Do?”**

I provide pet care in your home, along with basic vacation security and a variety of house-sitting duties.

- 📁 Generally I will come to your home **2-4 times a day** or as needed for a 30 minute visit, however other visit options are also available. During that time I can walk your pet, turn them outside, or exercise them however you prefer. I will play with and groom your pet, as well as feed and water them.
- 📁 And I give the house the appearance of being “lived in” by bringing in the mail, flushing the toilets to change the water, rotating lights, watering plants, and putting out trash.
- 📁 Our rates are
  - \$\_\_\_\_\_ for \_\_\_\_\_ min – which is our **regular** visit.

### **Be sure to mention the benefits!**

The benefits of our services are that your pets stay in familiar surroundings, with familiar diet and exercise. There is no travel trauma, and minimal exposure to possible illness of other animals. I practice high standards of cleanliness, and I strive to leave your home clean and organized so you won't even know I was there other than the visit logs and notes I keep for you every day.

I give personal attention to each of the animals; all of our employees are trained DogSmith Pet Care Technicians who understand what pet care really means. I do have a website available with more information about my services, and that can be found at **www.DogSmith.com**

**Caller asks “Are you bonded and Insured?”**

I am fully insured through \_\_\_\_\_, Our insurance is actual insurance instead of just bonding, so it includes a much broader scope of personal property protection and gives you more security, which is very important when you are choosing an In-Home Pet Care Company.

If you are interested in services, we can set up a meeting at your convenience to go over the details, take a tour of your pet's home, and fill out some paperwork. The consultation is free, and I have openings all throughout the day if you'd like to schedule something.

Would you like to set up the consultation now? You are not required to book service at that time; it's just a good chance to see if it's a good fit and to fill out the paperwork for future vacations. I am free to meet with you on \_\_\_\_\_ or \_\_\_\_\_.....?

### **Do you do overnights/full days?**

These visit options are available, and many clients do ask for them. There is a small extra cost. Most/All of my clients so far have tried visits 2-4 x per day instead and found that it works out perfect for their home. Most pets do not like strangers in their home overnight, and prefer to nap between visits by our DogSmith Technician. But I am available for these longer visits at the posted rates.

Always answer with a professional greeting. NEVER allow kids or spouses to answer any advertised business line, EVER. They don't know the selling points, and can give the impression that you're a housewife/house husband doing this just on the side. Always carry a cell phone. You'll learn this the first time you have to stop at a neighbor's house to call a client. Update

your voice mail frequently – if you don't feel like answering the phone on your day off, change the message so people know. It makes a big difference to new potential clients, who then leave a message instead of calling the competition. Or list what time you expect to answer calls.

### **The Booking Flow Chart**

- a) Client enquires about service either through the DogSmith website (power pet sitter) the 888 –DogSmith toll free number or by calling your local number.
- b) The DogSmith will take down customer name, address and telephone number as with any prospective client and asks them to fill out the pet sitting inquiry form online
- c) The DogSmith Business Owner calls the client and makes an appointment to conduct the complimentary home visit consultation and/or gives out information about the services & prices.
- d) The Home Visit is conducted and the relevant information is taken about the home..



Some clients will confirm dates and even offer payment before you visit them. Other clients will want to meet you first prior to making a commitment on dates or a financial commitment. Either way, when you go to the home visit, be prepared to present an invoice and take the necessary payment.

- e) The contract is forwarded and signed
- f) Pre-payment is taken from the client, check or credit card number.
- g) The In-Home Pet Care reservation is made

- h) Services are rendered
- i) Additional items are billed based on the completed daily service log at the end of the service.

If you use contractors for this service you must make the booking and take the payment as a company to ensure they are covered under your General Liability Policy **Critical Point**

### ***The Complimentary Home Visit***

The Goal is to get a signed service agreement, complete the client documents and become familiar with the home, the pets and the owners. You only have to complete this visit the first time you service a client, it may be the only opportunity you have to spend quality time with the pet owners.

- a) An initial consultation will take from 30 to 60 minutes, but reserve at least 1 hour because sometimes it can be lengthy if the pet owner is overly concerned or inquisitive. Keep open to the fact that the client may decide against hiring you, but run the interview like you are confident that you are the right choice, because you are!
- b) Be positive. Don't say anything bad about fellow Pet Care companies, vets, groomers, etc – focus on referring to good ones only if you have to say anything.



- c) Be cheerful and energetic.
  
- d) Focus on the pets and let them approach you carefully, so do not scare them. If pets retreat from you, let the client know there is no need to “catch” the pet “so you can meet them”. It is sensible to do the consultation with the owners and let the pets become familiar with your voice, smell and disposition. With timid but inquisitive pets, focus on your paperwork, allow them to approach you without pressure, do not watch them or encourage them.
  
- e) Always ask if pets are allowed treats before offering any. Many are not. (Use Life’s Abundance treats). This is a good opportunity to make an introduction to the Healthy Pet Net product range
  
- f) Explain the welcome pack to the client and explain each form. Answer any questions, while you play with the pets. Always keep an eye on a pet you are touching or a pet you are close to if you are not familiar with it and/or it is not familiar with you. Explain the vet release as a form that lets their vet know it is ok for the pet to receive treatment if the pet becomes ill or injured, and make sure you get the clients signature. Include in the welcome packet samples of Life’s Abundance dog food and treats with the product sales sheet.

- g) Explain the legal considerations in the service agreement. I explain that it covers both parties leaving them to have a stress-free time while we care for their animals. It also contains the cancellation schedule in case the client needs to cancel service”. Get a signature on each document.
  
- h) Have them fill out the pet profile form for each pet. Make sure you get a description of each animal if they are similar so there is no mix up later. Let them know they need to indicate “biting” incidents even if they were minor or special circumstances. We need records that are accurate.
  
- I) Complete the service agreement last, after the house tour and all the other forms are completed. The tour is a good tool for showing the client how responsible and thorough you are. This is a great chance to give more information about the company and is a great selling tool. Ask the client to show you where everything is, and walk around with the home guide. If the “tour” lulls, prompt questions like “and where would I find a paper towel”. Keep the tour moving and be sure to ask about all items on the list and don’t be shy about asking for clarification. Calculate the price, advise the client of the service total and have the customer sign the form.
  
- j) Finish up the Home Guide by asking how the client would like you to get into the home. Let them know that two ways to get in should be provided, preferably 2 keys, in case a

visitor walks off with a hidden key or if a key breaks. You can also offer the client the option of a realtor lock box and these can be provided for a fee by the Licensee owner. Make sure that there is a way to get in the home that does not depend on batteries or require electricity. If there is a security system, ask them to let you set it on and turn it off as a practice. Make sure you get the backup code in case the alarm goes off and the security company calls for verification. Remind client to call the security company and let them know that you are the DogSmith Technician for the agreed dates in case of any problems

- k) Test the key or lock box, no matter what. With the key it will help you remember which door(s) it opens. Write down a description of the key on the Home Guide (any characters on it, and description of any keychain). Ask which doors and locks should be locked and kept locked. Check how the client would like the key handled after the service is complete. We can leave the key with a note on the counter specifying the date and time slot of the last visit.
  
- l) Collect payment and discuss payment terms. Write payment in your log right away.
  
- m) Ask the client if they have any questions or can think of anything else. Let them know how to get hold of you if they have questions later. Be sure to emphasize that written changes & notes (especially emails) are more helpful than voice mail messages. Written

documents can be placed right in the client folder and are less likely to be mistaken or misunderstood.

Let the client know that they “will not have to worry” and that you are sure you will have fun with their pets. Let them know anything special you observed or noticed about the pets’ personality (positive things) – like the pet warming up quickly or behaving / listening well or being very relaxed for his/her age. End with a smile, thank you, and firm professional handshake.

### **After the Consultation**

Be motivated to get everything caught up the same day – avoid the temptation to wait until you have more time! All documents should be entered into the DogSmith customer file. Copy the contact information into a second source. I use Outlook as it works with my email. Put the contact phone numbers, especially the clients out of town contact number, into your cell phone. You could even do this as the client is still filling out the paperwork.

### **The Client Welcome Pack (see the brand standard manual )**

The client welcome pack includes all documents necessary for the service you are offering. For each service the relevant service agreement must be completed and signed, pet profile forms must be completed and signed and the key handling agreement must be completed and signed. If the client is using additional services, such as Pet Shuttle, then this must be completed and signed. In all cases the veterinary release form must be completed. When you are preparing for

your home guide consultation, remember to prepare a full welcome pack, have some extra forms on hand in case an eager puppy eats a page. You will need to have pens (DogSmith Logo pens), a calculator and your schedule

The following five forms are non-negotiable. Do not service a client without having on hand:

- 📁 Completed Home Visit Guide
- 📁 A signed Service Agreement relevant to the service you are offering
- 📁 Pet Profile forms with vaccination history recorded
- 📁 Veterinary Agreement Form
- 📁 Key Agreement form
- 📁 Important Note – required for you to service the home professionally and with full insurance coverage. Electronic signature is ok

### **The DogSmith Brand Standard, each visit, The Daily Log must be completed**

The daily visit log should detail, by visit, by day and by date, the activities of each animal. It should note any amusing or concerning behavior, eating and toilet habits, play times, walks and medication details. This log will be used to fully brief your client when they return. The log is also important should the pet's health decline or there be an accident. For insurance purposes the DogSmith Technician will be asked to fill out a report on the pet's demeanor and health prior to the incident, the daily log will help to create a concise report.

## **Negotiating Client Discounts**

Most Pet Sitting companies utilize independent contractors as well as employees. This way they can offer multiple services at multiple locations and manage the delivery of these service contracts. It is normal in this industry to pay an independent contractor 50% of the gross sales from the service. Be careful when discounting clients, it undervalues the work we do in caring for their pets. Discounted rates will affect your profitability and or the profitability of the person delivering the service. In some cases if you discount a service the discount will come from your share of the profit as the DogSmith Technician will expect their full amount for services rendered. Once you pay royalties, taxes operating expenses, and credit card fees you may be left in the red. Your service offerings and packages were developed to offer clients good value while providing your employees with a fair wage and you a fair profit. These packages are great for clients who are away for many days or who are purchasing a day service in multiples. The packages give the client great value for money, show appreciation for their loyalty and will still offer you good profit margins.

## **Key Control**

While we hold the keys for a client's house we are responsible to ensure the safe well being of the keys. You may have several client keys at the same time. Client keys should be labeled with a code that only the DogSmith Technician can identify. They should never state the home address, owner name or telephone number. Keys must never be left in a vehicle or unattended. Realtor lock boxes are a good option for entering a home and can be purchased by the client or for the client. Placing each key on a wrist bungee is a great way to keep a key safe. Don't get

caught out because you leave a clients house and the key is still sitting inside. Always have a clients key attached to your body so you cannot leave it inside the house by mistake. Power Pet Sitter allocates an account number for each client, this number can be used to identify a clients key.

## **Personal Safety**

The personal safety of the DogSmith Technician is of utmost importance. In the event that a DogSmith Technician is uncomfortable dealing with an animal due to a perceived or actual threat then the sitting agreement form covers that eventuality. In most cases, with the correct introduction to the pets by the owner, the visit should be smooth.

## **Animal handling skills**

The unique and strong selling point for DogSmith services is the certification process of all employees and contractors. Most businesses offering Sitting and Dog Walking services have not completed any animal handling or pet care training. These skills are covered in more detail under the training section.

## **Dog Walking Handling Skills**

Dog walking handling skills and the tools available are covered in the training section. However The DogSmith standards is that with a multi-pet family only two dogs are walked at any given

time. In some instances, with large breed dogs, you may limit this to one dog. It is very difficult for a 150 pound person to walk two 150 pound dogs unless they have excellent leash manners. It is also important to know the places in your area where dogs are welcome both on leash and off leash. It is your responsibility to check permit requirements and location rules for dog walking. Always carry dog waste cleanup bags and dispose of them properly. The DogSmith band standard is that dogs are never allowed off leash except for the confines of the clients home or within a securely fenced in area such as a dog park, unless the client has given you written consent to allow their dog off leash in other areas such as a dog beach or dog walk area.

### ***Visit check List***

#### **▪ Reminders**

- Put the keys on yourself not in a pocket.
- BE VERY CAREFUL when opening doors so animals do not escape.

#### **First visit**

- Place PAL tags on all dogs that you are caring for and input the information into the PAL data base.
- Leave a business card with a note asking the client to call you if they get home early.
- Leave a note for any visitors so they know you are looking after the pets
- If you arrive and any external doors are unlocked, call the owner to notify them.



- Check the house for any old pet stains and make a note of them in your daily log.
- Close extra room doors.
- Check to make sure the owner has not inadvertently left any windows open or hazards for the pet.
- Bring in any mail, garbage cans or newspapers
- Inspect the yard, make sure fencing cannot be breached where dogs can escape

### **Each Visit**

- Get mail & newspapers
- Take dogs out, always on leashes
- Allow younger pets to go out first.
- Turn on some back ground music for the pets.
- Check the home temperature to make sure it is comfortable for the pets.
- Check for pet accidents and clean up if necessary.
- Replenish water and wash bowls if necessary.
- Locate and feed pets.
- Water plants placed in agreed position if any.
- Check each pet for obvious signs of stress or decline in health.
- Wipe gooey eyes, ears or bums
- Rotate lights, TV, radio
- Email or call owner if they requested any daily contact.
- Make sure all pets have access to the right areas where there food, water and litter trays are
- Leave mail neatly in the kitchen or where designated by the owner

- Wash all spoons & dishes/cups when finished using
- Close all cabinets & drawers
- Close windows if appropriate
- Lock all kennels, stalls, cages
- Lock all opened doors if they were locked on your arrival
- Turn on outside light if you'll be back at night. Turn off lights in the morning.
- Complete the Daily Visit Log

▪ Periodic

- Check fridge and dispose of any stale, moldy or smelly food items

**Final Visit**

- Clean & empty any accident cleanup tools (buckets, scoops, machines).
- Leave key with note if this was pre-arranged on the service agreement
- Open any room doors you closed

**Things of importance to note and observe**

- The pet is eating and drinking, sometimes this can take 24 - 48 hours if the pet is a little stressed
- Check the pet is urinating and defecating this indicates normal bodily functions
- Cats are not waiting until you arrive to go potty, straining at litter box, or going potty near litter box instead of inside.
- No fish or pets were forgotten by the client, check for small caged animals not on the service agreement

- No leaks, water or gas
- Make sure your card or contact information is visible to housekeepers or other visitors in case of an emergency.
- Make a note of any decisions you feel you have to take regarding the animal and comment why. This will help to update the owner on their return.
- Clean microwave & toilet if used and dirtied.
- Air out house if accidents were cleaned up.
- Spray using provided air fresheners. Keep cleaning products and air fresheners away from litter boxes, pets, pet beds (especially Lysol – it is very toxic). Note - Febreze is not toxic to pets, but don't spray it directly onto them
- Place garbage outside / in garage if at all smelly
- Double check garage door is closed
- Pickup any garbage on lawn if you are outside
- Bring in any boxes, invoices, delivery tags that are not items being returned/sent/paid by client.
- Watch for neighbors or anyone watching you before you use a code or hide any key!

### ***Employee Training & Certification process***

As your business grows you will employ DogSmith Technicians to look after your DogSmith Pet Care clients. It is critical to your business, the Licensee Brand and your clients that your

employees are correctly trained. Employees will need to be given the Pet care Technician Manual for training purposes. This manual is loaned to them and they must sign off on the non-compete and confidentially form.

To be certified as a DogSmith Technician a new employee must undergo the following on-the-job training.


- 2 x1 hour sessions to review the necessary information. canine behavior, canine & feline diseases & medication protocols, Feline care and the Pet Care Technician manual and certification process
- The Pet Care Technician Theory Test. Pass rate of 95%. Results must be kept in the employee file
- 6 Training appointments with The DogSmith. 1 x dog walk, 3 x home alone visits, 1 x pet taxi, 1 Lunch or dinner break
- Complete and sign off on the Pet Care Technician Task Training Sheet
- Conduct 2 Home Visit Consultations with the employee
- Train the employee on the Power Pet Sitter Software
- Review the appearance standard


## DogSmith Brand Standard for Pet Care Technicians


- 21 years of age
- Clean and well presented
- Interested in working with animals
- Lives within an area of your territory
- Recommended by a friend, vendor or business partner
- They must have access to the internet 24/7
- They must have a email address
- They must have a reliable cell phone
- They must have their own vehicle, reliable and presentable
- Available to work


For the full recruitment road map see The DogSmith Brand Standards Manual

### ***Customer Relation Skills***

 Phone skills. The telephone is often the first point of contact you will have with a customer. The phone should be answered promptly and professionally, within three rings. This will reflect on your attitude towards your job and toward the customers' animals. Answer any questions the customer may have, remember to talk to them about the packages and always discuss with the customer why they should choose DogSmith and our unique selling points.

 Communication skills. Customers need to have their say about how their pets will be cared for. Customers need options, want all the information and will feel the need to tell you about every quirk, antic and personality trait of their animal. Listen patiently. This information may seem unnecessary now but will help you to care for their pet.

 **Special Situations.** When you look after pets there is always the possibility that a pet may die while in your care. The owner must be notified immediately unless the pet owner stated otherwise. At the owners instructions the pet can be disposed off. Some owners may insist that the pet is delivered to a veterinary and the body kept cool so the pet can be examined. Wrap the body up in a blanket or towel and then place the body into a plastic bag or box. The container should be leak proof as body fluids can be released. The owner will want to know all the facts. Your daily log can be referred to at this point.

 **Missing or escaped pets,** this is very stressful to the DogSmith Technician. Taking precautions can prevent most escapes.

- i. Doors should always be closed.
- ii. Use leashes properly, most owners have the collars too loose. Check the collar before you walk the dog. A loose collar is easy to slip through if a dog is pulling or reversing to get somewhere. The collar should be tight enough to just put two fingers between the collar and the neck.
- iii. The leash should be correctly fastened to the collar or harness at one end and around the wrist of the care provider. Many dogs have escaped by pulling or jerking quickly and the leash has been pulled from the hand of the care provider.

If a dog or cat does escape, a search of the immediate area should commence immediately. Canvas the area close to the escape first, as time progresses expand the distance. Check back at the animal's home if the escape happened elsewhere. Many pets will head for home. Notify local

shelters, authorities, neighbors, police, and kennels that the pet is missing and give them the chip id number from the pet profile form.

Injured Pets, if a pet is injured while in your care, for minor injuries administer first aid. In other instances the animal will have to be transported to the veterinary office.

### **Staff Safety & Security**

Safety and security are very important. Four basic elements are always found in a workplace that has an effective accident prevention program. Management leads the way by ensuring contractors, employees and vendors focus on safe working practices. The work environment is continually scanned for potential hazards, there are methods to prevent or control existing hazards, and employees and contractors are trained to understand and deal with potential hazards.

- a) Lifting and carrying. Plan the lift, spread the feet, keep your back straight, tuck your chin, and use a smooth motion.
- b) Proper attire. Footwear should be flat and non slip. Jewelry can pose a hazard around animals, it can be easily snagged or caught on the animal
- c) Animal bites can be prevented if you know the correct handling methods and understand your limitations. All employees in the animal care field should be up to date on Tetanus boosters.

- d) Zoonotic Diseases, these are diseases that can be transmitted from animal to man. Rabies is the main concern. All animals being cared for have to be up to date on their rabies vaccination. Roundworms, hookworms, mites, ringworm and toxoplasmosis are other concerns.

### ***Animal Behavior & Stress***

Regardless of how nice it is for the animal to be at home when their owners are away their world has still changed. The schedule is not the same, their family is away and a strange person has entered their life. This can cause an animal stress. Signs of stress are:

- Failure to eat or drink
- Failure to urinate or move bowels.
- Tremors or shaking
- Sitting fearfully in a corner
- Aggressiveness or being protective of their space
- Bloody urine
- Nervousness

To reduce stress, tender loving care goes a long way. Here are some suggestions for reducing stress in pets you care for.

- Sit down near the pet and let it crawl up to you
- Take time for a head pat and kind word



- Call the pet by name
- A toy or a biscuit
- Play soft music
- Follow a regular feed and walk schedule
- Have patience even with difficult animals
- Provide personal attention

Some diseases that are hidden or have not shown any symptoms can become apparent when an animal is stressed. Pets may appear healthy at first and then become quite ill under stressful situations. Because of this sometimes an animal will fall ill within 48 hours of its owner going away.

### ***Environmental Management***

Good environmental management is important when caring for pets, it controls diseases, controls air pollutants, provides beneficial air temperatures and ensures the animals comfort. When conducting the initial home visit it is important to ask the client where they keep their cleaning products in case of a pet accident or spill and how to alter the internal temperature if you need to do so. The following are recommended and will ensure you have everything you need while working at their home

- Air freshener – there are many products on the market now specifically

designed to combat pet odors

- Fabric Freshener - there are many products on the market now specifically designed to combat pet odors
- Pet Stain remover and deodorizer - many of these products can be used safely on all types of surfaces. Make sure you read the labels well before using the product.

As a word of caution, we recommend only using cleaning products that state they are safe around pets. Some of the popular household cleaning products available in the market place have been connected to animal deaths.

Food storage - make sure that dog food and cat food is stored correctly, to prevent spoilage, mold and contact with anything that could potentially harm the pet.

Pets need to be in a well-ventilated environment, this is particularly important with house cats. During a pet sitting service they may remain in the house for several days with windows closed and limited fresh air. The three principles to a good ventilation system are a) fresh air, b) an exhaust system, to remove old air, and c) heating and cooling systems. Requirements change from season to season. Check air temperatures, in the summer check internal humidity levels. The important thing is that air must be kept moving.

Odor control - odors can quickly become overwhelming in a hot humid internal environment if litter boxes are left dirty. Control of the following will prevent odors and keep the home smelling fresh

- Use a good cleaning product
- Keep air moving
- Clean cat litter boxes daily, scoop at each visit
- Keep pets dry
- Store food properly
- Clean pet dishes as you go, don't leave them to accumulate
- Keep sinks clean and drains clear

Pets can be kept clean and healthy by having a good work ethic, use proper cleaning methods, maintain their environment, monitor the pets in your care so action can be taken sooner rather than later should there be a concern or problem.

### **Record Keeping**

Now you are responsible for some else's pet. A daily maintenance record should be completed for both the pets and the home. Use the DogSmith daily log.

The record should include:

- Food, note daily intake and attitude of the pet toward food
- Water, make sure to note the water intake, note if it is limited or excessive
- Elimination, document the pets elimination habits.

- Stools, frequency, consistency (i.e., firm, loose, blood, parasite, mucus)
- Urine, document any unusual color, to dark, orange, excessive odor or blood
- Medications being taken, the time of administering, method, pet's demeanor.

### ***Knowing Your Customers (Canine and Feline)***

#### **Vital signs for cats and dogs**

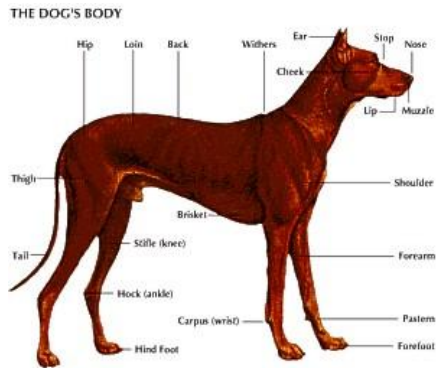
	NORMAL	ABNORMAL
Pulse & Heart Rate	<p>Cats 150 to 200</p> <p>Dogs, small 90 to 120</p> <p>Medium 10 to 110</p> <p>Large 60 to 90</p> <p>Strong and regular beat</p> <p>Synchronized pulse and heart beat</p>	<p>Too rapid</p> <p>Too slow</p> <p>Weak, irregular, hard to locate</p> <p>Pulse and heart not in sync</p>
Respiration	<p>Dogs 10-30 per minute</p> <p>Cats 20-30 per minute</p> <p>Chest wall moves easily</p> <p>Abdomen barely moves, chest wall is site of movement</p>	<p>Unusual noise heard during breathing</p> <p>Breathing requires obvious effort</p> <p>Abdomen is actively involved</p>

Temperature	Between 101 – 102.5 Thermometer almost clean when removed	Temperature below 100 or above 103
Eyes	Bright, moist and clean Centered between the eyelid Pupils equal in size	Dull, sunken, discharge One or both eyes not centered Pupils unequal in size White appears yellow, muddy or bloodshot

Know your breeds - the breed of a dog or cat will play a part in its temperament, its exercise needs and its personality. This information is a necessity for anyone working in the pet care industry. You will not be able to properly care for an animal without these skills.

The American Kennel Club <http://www.akc.org> has a full list of all the breeds they recognize. The lists will give you pictures and all the necessary information about the individual breed standards. There are also some good books available. The Cat Fanciers of America Organization have a website at <http://www.cfainc.org>.

It will be advantageous if you understand some of the basic anatomy of a cat and dog. This helps when making notes, identifying injuries and communicating with the vet or the owner if there is a problem with the animal.

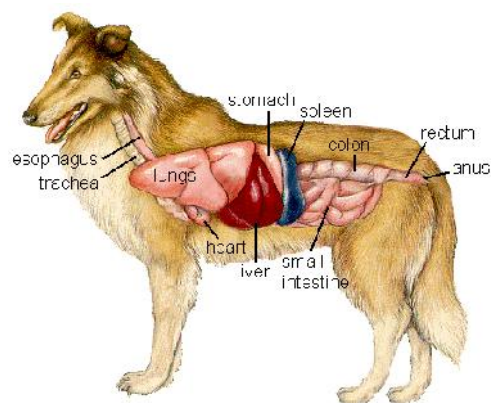


Sourced

from

<http://vetmedicine.about.com/gi/dynamic/offsite.htm?zi=1/XJ&sdn=vetmedicine&zu=http%3A>

[www.lookd.com/dogs/anatomy.html](http://www.lookd.com/dogs/anatomy.html) (August 2006) this website also gives a great overview of each body part and its key function.



## Male Overview

A male dog generally reaches its sexual maturity at about 12 months of age; however this does vary from breed to breed. A male cat reaches its sexual maturity at around 8 months of age. An altered or neutered male has had its testicles surgically removed. It is easy then to note if you are caring for an altered male or not. The personality, excitability levels and general behavior of a male dog not altered may be significantly different to one that has been neutered.

## Female Overview

If a female dog has come into season or is “in heat” you will notice signs of spotting or a small discharge of blood, this may be noted on the dog’s bedding, or on the floor. A heat cycle can last about 3 weeks. Female dogs do not normally come into season before 6 months of age. An important note is that if a female dog comes into season when you are caring for it you should not take the dog out of the owner’s home or leave it unsupervised in the yard. A female dog in season will attract any intact male dog from miles around.

A female cat in season will roll around on the floor and scream as if in pain, she may also be very insistent for attention, crouching down with her tail raised in the air. The feline season can last from 6 to 10 days.

## Key Canine Diseases

### *Mandatory DogSmith Standard Operating Procedure*

All dogs attending group classes must show proof of vaccination against DHLPP, Rabies and have an up-to-date Bordetella vaccination. *Leptospirosis* is a controversial vaccination and, depending on the area of the county, some Vet doctors will not administer it. Consult your State Vet authority for more information

*All animals being cared for as part of DogSmith Pet care program must also have all vaccinations up to date*

**Canine Distemper:** is a disease that suppresses the canine immune system. The virus is discharged in the secretions of infected dogs and is transmitted through the air. Many dogs with distemper die and dogs that survive may suffer permanent neurological problems such as convulsions or muscle twitching. Unvaccinated puppies are at most risk. Canine Distemper is an acute, highly contagious, viral disease affecting dogs, foxes, wolves, mink, raccoons, and ferrets. A few days after exposure to the virus, the animal develops a fever, becomes apathetic, and refuses food and water. Further symptoms include coughing and discharges from the eyes and nose; vomiting and diarrhea; and muscular twitching, posterior paralysis, or convulsions.



**Canine Parvovirus** is caused by a virus that is very stable. The virus can exist in the environment for many years. Main signs include vomiting, diarrhea (often with blood). Canine parvovirus (CPV) was first observed in dogs in 1978, and this virus subsequently became globally distributed. The origin of CPV-2 has not yet been identified, although various hypotheses explaining its derivation and sudden emergence have been proposed. The most widely accepted hypothesis for its emergence is that CPV is derived from similar virus in cats. There is a wide variation in clinical response of dogs to infection with CPV, ranging from mild or unapparent infections in dogs more than 6 months of age to acute fatal disease in puppies less than 6 months of age. The most common signs of enteric CPV infection in most puppies include sudden onset of depression, lethargy and fever, followed within 24 hours by vomiting and usually bloody diarrhea. The diagnosis of canine parvovirus is frequently made by age of pet (usually under 6 months of age), symptoms exhibited, and physical exam. The main cause of death in parvo infected dogs is septicemia.

**Canine Viral Hepatitis** (Infectious Canine Hepatitis or ICH) is an acute viral infection common in young dogs, affecting the liver and inner lining of blood vessels, caused by a virus which is inhaled or ingested by a dog. The Canine Viral Hepatitis targets the liver, kidneys, eyes, and the blood vessels. The most common symptoms: - fever, lack of appetite, vomiting, intense thirst, abdominal tenderness, and hemorrhages. If the fever persists for more than two days, other symptoms become apparent - general signs of distress and an attitude of apathy, followed by a partial or complete loss of appetite, combined with intense thirst and redness of the mouth lining. Puppies between two and six weeks of age have the highest mortality rate.

**Parainfluenza** is caused by a virus which produces a mild respiratory tract infection. It is often associated with other respiratory tract viruses. In combination these viruses are usually transmitted by contact with the nasal secretions of infected dogs. The vaccine to protect against this disease may be combined with other vaccines to offer broader protection.

**Bordetellosis** (Kennel Cough) is caused by bacterium *Bordetella bronchiseptica* which is present in the respiratory tracts of many animals. It is a primary cause of tracheobronchitis (kennel cough) which results in a severe chronic cough. In addition to the cough, some dogs develop a nasal discharge. Transmission most frequently occurs by contact with the nasal secretions of infected dogs. Vaccination is usually accomplished by the use of a nasal spray. There are several effective schedules and methods for administering the vaccine. Your veterinarian will establish a schedule that is best for your dog.

**Leptospirosis** is a bacterial disease that impairs renal (kidney) function and may result in kidney failure. Clinical signs include vomiting, impaired vision, and convulsions. The disease is transmitted by contact with the urine of infected animals or by contact with objects that have been contaminated with the urine of infected animals.

**Heartworms;** The life cycle of the heartworm begins when an infected dog, carrying tiny immature heartworms (*microfilariae*) circulating in its blood, is bitten by a mosquito. The mosquito takes in *microfilariae* (larvae) when it feeds. During the next two-three weeks, the larvae develop within the mosquito into the infective stage. Then the mosquito feeds again, it can transmit infective larvae to the healthy dog. The larvae penetrate the dog's skin and migrate through the tissues and develop over the next few months, eventually reaching the dog's heart

Once in the dog's heart, the worms can grow to as long as 14 inches and cause significant damage to the heart, lungs and other vital organs. If left untreated, heartworm disease can result in death. Symptoms of heartworm are the result of the maturing heartworm larvae and adult heartworms in the heart. The presence of the heartworm in the heart results in irritation of the heart and blood vessel walls causing thickening and blockage of blood flow. Sometimes heartworms can lodge in the liver blood vessels and result in liver failure. Heartworm symptoms in the dog can take years to show up. It usually starts off as a mild cough which most owners dismiss as unimportant but then gradually worsens to include symptoms like fatigue, more severe coughing and breathing difficulties. If left untreated, it will result in the eventual death of the animal. The more heartworms there are in the system the more severe the heartworm symptoms are. If the liver is involved, then other symptoms will include jaundice, loss of appetite and collapse.

## **RABIES:**

### **Zoonotic diseases can be spread from animal to human**

This is the critical vaccination for all pets in your care. Rabies is a deadly disease that can be transmitted from an animal to a human. Rabies is a disease of the central nervous system and is usually transmitted through a bite from a rabid animal. In most states the Rabies vaccination has to be administered by a state registered veterinarian. The animal is issued a tag with the vaccination number on it. Ask for a copy of the animals vaccination records and make sure they are current. Some Vet practices administer rabies as both a 1 year and a 3 year vaccination. Some states mandate a 1 year vaccination license required for dogs. Check with your local state

for the specifics. If a dog bites a human and it is reported, some states require that the animal be confined for a set number of days to monitor if the animal is carrying rabies. Check with your state laws on this. Even if a dog is to be euthanized for aggressive behavior it is still contained for a set period of time. You must always defer to state law.

**Ringworm:** **\*\* Zoonotic** Ringworm is the most common fungal skin infection seen in cats. Contrary to the name, ringworm is not a worm but is caused by a microscopic group of parasitic fungal organisms known as dermatophytes (which means "plants that live on the skin"). Ringworm invades the dead, outer layers of the skin, claws & hair and is highly contagious. It can be passed from cat to cat, dog to cat, cat to dog, cat to human, human to cat, etc. A cat can become infected with ringworm either by direct exposure with an infected animal or via the environment, such as contaminated bedding, grooming equipment, carpet & furniture. The spores are attached to the hairs, which are shed into the environment & can remain infective for up to 13 months.

### Canine & Feline Vaccination Chart

Canine Vaccinations	Feline Vaccinations
<i>Parvovirus</i> A common and deadly viral infection.	<i>Panleukopenia</i> A very contagious viral disease transmitted by airborne or direct contact with objects
<i>Coronavirus</i> A highly contagious viral infection that affects the gastrointestinal tract	<i>Rhinotracheitis</i> Highly contagious upper respiratory disease.

<p><i>Distemper*</i></p> <p>A virus that affects the central nervous system. Easily transmitted from one dog to another or through a contaminated environment</p>	<p><i>Calicivirus Pneumontis</i></p> <p>Produces cold like symptoms in cats.</p> <p>The three diseases above are often given in a single inoculation referred to as FVRCP</p>
<p><i>Hepatitis*</i></p> <p>A virus that affects the liver.</p>	<p><i>Feline Leukemia Virus</i></p> <p>Cats contract his by ingesting the virus, it is easily transmitted through grooming, sneezing and fighting other feline.</p>
<p><i>Leptospirosis*</i></p> <p>An acute infection that spreads through contact with the saliva, urine or nasal secretions. Can be passed from animal to human</p>	<p><i>Feline Infectious Peritonitis</i></p> <p>A complex widespread viral disease.</p>
<p><i>Parainfluenza*</i></p> <p>An organism that has been connected to tracheobronchitis. It attacks the respiratory system</p>	
<p><i>Bordetella</i></p> <p>A bacterium that affects the respiratory system, implicated in the cause of kennel cough</p>	

## **Vaccinations & Administering Medication**

### ***Administering Medications***

It is highly beneficial to know what and how vaccinations and medications are given. You can educate clients and if caring for pets you have the skills to deliver additional services. Many of our pets are on medications for illnesses and diseases. It will be normal for a customer to ask and expect you to be able to administer their pet's medication while they are away. The most common forms of medication are orally administered pills, capsules or liquids. Our normal policy is to administer medications that are orally taken or topically applied to the skin. However some animals, that are diabetic for example, require injections. These are very simple to administer and we will cover the method below.

#### **Giving a Pill**

- The easiest method in our experience is with cream cheese, cheese whiz, peanut butter or something equally as appetizing for the pet. Check with the owner in case the animal has food allergies. Using this method you coat the pill with the yummy and the pet will lap it up.
- With the pet's food. If the owner uses this method then they may insist you do as well. Be mindful if you are feeding multiple animals that the right animal gets the correct medication.
- Placing a pill in the animal's mouth can be difficult at first but easier if you follow the method below.

Method, Sourced from <http://www.Vetpetcare.com/dogpilling.html>. August 2006.

Step 1; Put the pill between the thumb and the index finger. Hold the upper jaw with the thumb and index finger of the other hand.

Step 2; Fold the upper lip over the teeth as you open the mouth. This will reduce the chance of being bitten.

Step 3; Tilt the head upwards. Use your middle finger to slowly open the jaw.

Step 4; Put the pill as far back on the tongue as possible. Immediately close the mouth, keeping your hand over the mouth to ensure the animal swallows.

Step 5; Rub the throat gently or blow on the nose to encourage swallowing.

### **Liquid Medication,**

this is normally provided with a dropper or measuring device.

Step 1; Hold the pets mouth closed with one hand and tilt the head slightly upwards

Step 2; Insert the dropper into the lip fold, back into the cheek picket

Step 3; slowly give the medication and allow the animal's head to tilt down so it can swallow.

It is not safe to squirt liquid into an animal's mouth, this can create gagging and spitting and you will loose most of the medication. It is also stressful and very unpleasant for the animal.

## **Giving an Injection**

Sourced from Drs Foster and Smith August 2006 <http://www.drsfostersmith.com/pic/article.cfm?aid=84>

**Subcutaneous Injections:** Given just beneath the skin. For dogs, the best and least sensitive area is the loose skin over either shoulder. Avoid the area between the shoulder blades. Simply lift the skin, insert the needle, pull back slightly on the syringe plunger to be sure the needle is not in a blood vessel (if it is, blood will enter the syringe as you pull back the plunger), and then administer the Injection. This method is called subcutaneous (under the skin)

**Intramuscular Injections:** Some injections may be given intramuscularly (into the muscle). However, if given the choice, the subcutaneous method described above is the easiest and safest way for you to administer injections. There are certain injections that **must** be given intramuscularly. Have a Vet professional show you how to give an intramuscular vaccine. **We do not expect our service providers to offer this service unless professionally trained to do so.**

## **Intranasal Medication:**

The medication comes with the correct implement to administer the liquid. The liquid is squirted up the nose with the head at a slight tilt It is normal for animals to sneeze or shake their heads after the vaccine is given.

\*With any injectable medication, always use a separate sterile needle and syringe for each injection. Safely dispose of all used syringes and needles \*

## **Giving Eye Drops**

Step 1; Remove any debris from the eye with a warm cloth or cotton ball moistened with water.



Step 2; Check the instructions on the bottle for dosage.

Step 3; Use one hand to hold the bottle between thumb and index and place the other under your dog's jaw to support the head.

Step 4; Tilt the head back and, to prevent blinking, hold the eyelids open.

Step 5; Hold the bottle close to the eye but DON'T touch the surface of the eye.

Step 6; Squeeze the drops onto the eye and once the drops are in, release the head.

**With ointment**, apply 1/4 inch to the lower lid.

Step 7; the dog will blink, spreading the medication over the eye's surface.

## Topical Applications

These can be in the form of an ointment, cream, spray or liquid. Sores should be clean of dirt and excess hair. Medications should be applied evenly in a thin coat. Play with the animal afterward so it does not lick at the medication and the medication has a chance to dry or be absorbed.

## Giving Ear Drops



These come in drops and ointments to be placed into the ear. In some cases the medication will require that you close off the ear with your hand for several seconds to allow the medication to drip into the ear canal. Having knowledge of a dog's ear physiology will help. Note the angle and position of the ear canal

### ***Canine Nutrition***

Research has shown that poor canine nutrition can and does affect canine behavior. Diets high in complex or simple carbohydrates can cause blood sugar spikes. For dogs already agitated or stressed this can compound the problem. As a Dog Trainer you will be asked about canine nutrition. The following is an explanation of **Dog Food Guaranteed Analysis**.

Pet nutritional experts believe that our dogs and cats have the genetic potential to live up to 20 years, yet many of our four legged family members are considered long in the tooth if they reach eleven or twelve. The National Institute of Aging (2006) has stated that the average human life expectancy has almost doubled in the last century mostly due to improvements in nutrition and the control of disease. Maybe it is time to expect the same for our pets. As we demand more from our own food source we should be asking the same tough questions about our pet's food.

Where is our pet food prepared? Is it a USDA certified facility? Are the ingredients cast offs from our food supply chain due to their poor quality or are they human grade quality. Has the food been prepared using chemicals such as BHA and BHT, known carcinogens, and

Ethoxyquin, a rubber stabilizer? Last of all, who from the company, we buy our pet food from, can we talk to for advice and honest answers concerning the nutritional welfare of our pets?

Most people are surprised when they learn that the pet food industry, a multi million-dollar industry, came about during World War II. Cereals and grain, considered waste from factories, was bagged and sold as pet food. The industry then evolved as manufacturers recognized that to ensure animals were not undernourished they would have to incorporate meat into their products; meat that had been rejected from our food supply chain due to its poor nutritional quality, condition or health risk.

### Has much changed?

Before we look at what should be in our pet's food, let us look at what we should not find on the pet food menu.

1. Cereal and Grains such as corn, wheat and soy. Often labeled under several other names. When grouped together they increase the protein allocation in the Guaranteed Analysis. Yet cereals and grains contain allergens. Corn is #3 on the list of allergens affecting pets reported by pet owners and veterinarians
2. By-Products are also indigestible protein sources. Parts of an animal not fit for human consumption such as feet, bones, and hides.

3. Meat and bone meal made from the five D's, dead, diseased, dying, disabled and drugged animal, a policy still practiced today.
4. Preservatives. Chemical preservatives are used to maintain pet food for extended periods, chemicals that can cause cancer such as BHA and BHT.

Many progressive and forward thinking pet food consumers have educated themselves on the "Guaranteed Analysis" of their pet food. Consumers have been guided to look for certain percentages within three categories, Protein, Fat and Fiber. Some consumers are satisfied with their choice in a product if these three components meet the levels recommended by industry professionals.

Would you be happy with food based on a percentage quota of protein if the protein came from a leather shoe, or the fat came from a bowl of cooking oil and the fiber came from peanut shells? Is the guaranteed analysis a good enough guide to ensuring our pet's food is meeting the nutritional requirements of our pets?

So what should be in our Pet's food?

### **Protein**

First our pet's food should not contain any by-products or inferior grains. Protein should come from a high quality, easily digested protein such as chicken meat. The food should

contain fresh vegetables and fruit to provide antioxidants, vitamins and minerals and bioflavonoid to support the immune system.

### **Fiber and Carbohydrates**

Whole brown rice provides an excellent source of highly digestible carbohydrate needed for short-term energy and dietary fiber.

### **Fats**

Chicken fat, catfish meal, flaxseed meal and eggs provide a natural balance of omega-3 and omega-6 fatty acids to promote healthy skin and provide a shiny coat.

There should be no added flavors or coloring. Premium holistic dog foods are made using a method called “Fast Cook”; this ensures all the nutrition from quality ingredients remains in the food. The better pet food manufacturers also make their food in small, frequent batches to avoid using chemical additives or preservatives and to ensure the customer receives the freshest food possible.

Some of the premium pet food manufacturers have also incorporated innovative technology into their food by adding live Probiotics to support the immune system and digestive tract and antioxidants such as grape seed extract, an ingredient sought by many of us for our own consumption.

I buy a product for my pets that not only contains all the above but is also prepared by an APHIS (Animal and Plant Health Inspection Service) certified manufacturer to sell pet food in the European market, a market with more stringent regulations than the U.S for pet food industry.

Does this all make a difference? You bet it does. Remember, your pet eats the same food every day at every meal so what you give them is critical to their health and longevity. Serving your best friend foods full of chemicals, by-products and preservatives would be like letting our children eat at a fast food restaurant 3 times a day 7 days a week. We all know that would be a recipe for nutritional disaster.

## **Parasites**

Parasites can either be internal or external. They can severely affect an animal's physical condition and well being. They can cause internal organ damage and even death. The following are parasites that you may detect when looking after a pet. If you notice any of these during the initial consultation, diplomatically mention it to the owner so it can be taken care of. If you

notice any of these parasites when you are caring for the pet then you may need to seek a Vet for medication.

### ***The Common Internal Parasites.***

Prevention is relatively easy. Daily and monthly medications are easily available.

- Roundworm – a common parasite. They are 2.8 inches long and can be passed in fecal matter.
- Hookworms – Grayish white and are ½ to ¾ “in length. You may see bloody feces.
- Tapeworms – The worm looks like a grain of white rice in the stool. They can also be detected around the anus of the animal.
- Heartworms - A very serious parasite. Symptoms include coughing, labored breathing, weight loss and lack of stamina. If left untreated they will result in death.

There are other less seen internal parasites affecting dogs and cats such as whipworms, esophageal worms, threadworms, kidney worms, bladder worms, lungworms and flukes. Eye worms, protozoa and toxoplasmosis.

Detecting internal parasite can be done through the stool. If they are detected while the animal is in your care then notify the owner. To help prevent spreading the infection

- Pick up and dispose of stools daily

- Never feed pets on the ground
- Prevent animals from eating raw meat
- Control fleas
- Administer the correct drugs at the correct time

### ***Common External Parasites***

- Fleas – small brown wingless insects. The flea is the leading cause of skin disorders in dogs, many dogs react badly to flea bites
- Ticks – A difficult external parasite to control. The two most common ticks are brown dog tick and the American dog tick. The brown tick has been known to carry protozoan parasites. The American dog tick can carry a number of diseases including rocky mountain fever. Lyme disease is also a disorder that can affect both dogs and humans and is spread through the bite of an infected tick
- Lice – Lice can both bite and suck; they are not common on healthy animals and cause skin irritation.
- Mites – certain mites are referred to as “mange”. The two most common mange are
  - Demodectic Mange, symptoms include some hair loss, mild redness and scaling of the skin.
  - Sarcoptic mange or scabies is highly contagious and can be transmitted to humans.
  - Ringworm- This is a fungus which causes hair loss in circular patterns. It can spread over the entire body and is transmittable to humans.



These are the reasons why a “hands on” examination of the pets in your care is important.

### ***Training Environment Safety***

It is your ultimate responsibility to ensure the training environment is safe and free from hazard. This means not only do you have to have the correct protocols for the way the classes and consultations are conducted but you also have to ensure the physical location is safe and free from

- Parasites
- Disease
- Hazardous objects
- Natural hazards

Ensuring all students have the correct vaccinations is just part of the equation to provide a safe and healthy training environment. Another component is making sure, when you first meet students, that you do a peripheral check of their coat, skin and extremities. Safety in term of animal handling is critical. Educate the owner about the suitable training tools that are available, leashes, collars, harnesses and communicate to students the recommended equipment to bring to class.

## *What is Caring for Pets?*

What is caring for pets, to some people this simply means placing down food and water and doing a head count. To us, The DogSmith, caring for pets means so much more. It means we are there for the pets in the absence of their family. We are responsible for

- The physical and nutritional well being of the pet
- We are responsible for their health and safety
- We are responsible for their ongoing medical conditions
- We are responsible to meet their emotional needs
- We are responsible for their environment

To properly care for the pets is a two part process:

Part one is the initial pet screening, using the pet profile form when you first meet the pet. Part two is continually observing and monitoring the pet making a note in the daily log of its behavior. You cannot note if a pet is not acting or looking normal if you do not have a baseline behavior or demeanor. The pet profile form is very important.

1. Initial Pet screening. Read the pet profile form; understand the pet and know its age, its physical condition, and its personality, be aware of any ongoing medical issues. If there is

a problem with the pet it may be too late to then go back and read the pet profile form. At the first visit do a visual check of the animal, its skin, fur, eyes and general demeanor.

- a. Check the fur and condition of the skin
- b. Check the eyes and ears
- c. Look for signs of parasites
- d. Check for any wounds, cuts or scrapes
- e. Note all your findings on your first daily log.
- f. Look for signs of age, stiffness and soreness when sitting or getting up from the floor

### **Observation and Monitoring**

Throughout your daily routine observe and monitor the pets you are caring for. When you are petting or stroking the animal check for any unusual marks, or signs of declining health. Use your first visit observations as your marker. Be aware of the pet's emotional state, look for signs of stress.






Pets with long hair will need more care, brushing, checking for fur balls. Dogs with excessive skin folds may need wiping; in hot weather they can become irritated or sore if moisture collects in the folds.

Animals in different stages of life will require different types of care. Older pets can find it more stressful to be away from their family. They often need more attention and will benefit from more individual attention and care. Failing eye sight and deafness can require more patience and care. Noise levels will affect them in different ways. A thoroughly completed and understood pet profile form will prepare you to care for any animal at any stage of its life.

### **Looking After the Geriatric Pet**

The general health condition of a geriatric pet may be something you need to discuss in a lot more detail with the owner prior to accepting the Pet Sit, Dog Walk Service agreement. In some case an additional charge may need to be made to cover the cost of cleanup. If a Pet's organ system no longer functions property the pets can become incontinent.

Common ailments of an older pet are

-  Deafness or blindness. Take care when approaching or reaching towards a pet, you may startle them causing a nervous reaction
-  Older animals often have poor teeth. They can be a little grumpy if they are irritated by old age aches and pains.
-  Older pets often lose weight more easily, they are more easily stressed and sensitive to changes in their routine or care
-  Geriatric pets, like us, suffer from arthritis. Make sure they have soft bedding available.
-  Urinary incontinence develops in older pets; this can range from dripping to small leaks or total lack of control. They may need frequent bedding changes. Some senior pets

may struggle to get up and lie down. Their joints may be stiff. Older pets do not always need much exercise. However many veterinarians will recommend a 5 minute slow walk each day to keep joints limber.

## Animal Handling Tools & Methods

### Handling Tools

Animal collars need to be comfortable and fit well. You will often have to educate your clients on how a collar should fit. Most dog collars are too loose; this can be dangerous to the dog and will not keep them contained on a leash.

We recommend that collars are either buckle collars or plastic snap buckle collars. Slip collars, either metal or nylon, should not be used when walking a dog, as soon as tension is removed from the leash the animal can pull out of the collar. Animals should also not be left unsupervised in these collars as they can get caught and the animals can choke.



Choke Collar, Slip Collar – Inappropriate	Appropriate Nylon Collar
	

Leashes also come in a variety of shapes and sizes. A 6 foot nylon leash is a good leash for walking a dog. Leather leashes can be rough on the hands. Retractable leashes are popular now for walking dogs as they allow the dog room to roam. We do not recommend these leashes; they can malfunction and damage either you or the dog. A dog can get away from you quickly and become entangled on objects or run into traffic or people on retractable leashes.



Always make sure when you are walking a dog outside its home area that it has identification attached to it and a PAL tag.

Harnesses are also popular for dogs. Harnesses make it easier to walk a large dog as you are not pulling against the neck. They can be complicated to put on a dog if you are not used to them. Make sure you review the method with the owner if you have any questions about how they fit.

Nylon Leash & Collar	Retractable Leash – Not DogSmith Approved
	

Couplers are leashes that attach to a dog's collar and can make it easy to walk two dogs at the same time.

## Animal Handling Methods

To understand how to handle dogs you need to have a basic understanding of the canine communication system. How dogs communicate is how they interact with us and their environment. They cannot speak so we need to be aware of the body language; this tells us a great deal about how the animal is feeling towards us and its environment.

Dogs can give off many signals. These signals are classified into:

- Tactile - sense of touch, dogs engage in close body contact, bumping, mouthing, licking, pawing and scratching.
- Visual - the sense of sight, the dog's eyes and face give off a lot of information.
- Auditory - the sense of hearing, these often reinforce the visual signs they give off.
- Olfactory - the sense of smell, urine marking, dogs do this to communicate information to other dogs.

Antithesis, presented by Charles Darwin, is the principle that a submissive animal presents facial and postural changes that are the opposite of an aggressor. The following is used to understand if a dog is submissive or aggressive.

Aggressive Animal	Submissive Animal
<ul style="list-style-type: none"><li>▪ Attempts to make body appear larger</li><li>▪ Ears turned forward</li><li>▪ Leaning forward</li><li>▪ Staring directly and intently at its opponent</li><li>▪ Tail swiftly effect, sometimes wagging in short slow arcs</li><li>▪ Low growling and barking</li></ul>	<ul style="list-style-type: none"><li>▪ Attempts to make body appear smaller</li><li>▪ Ears pinned back</li><li>▪ Retreating</li><li>▪ Turning its head away from its opponent</li><li>▪ Lowering of the tail, possible tucking it between its legs</li><li>▪ Whining or yelping</li></ul>

## ***Types of Personalities***

There are five general personality types of dogs. As certified dog trainers we know this oversimplifies dog. However, when training Pet Care Technicians, this is a simple way of training technicians on what to look for.

### **Fearful**

This is a very misunderstood personality. A fearful dog will try to get away from you, hide or retreat to its owner. Allow them to approach you. Speak gently to them. Do not approach them head-on or bend over them. Don't send your hand in to stroke them over the head. These are all threatening behaviors to a dog and can be a trigger to a dog snapping.

### **Submissive**

This dog will let anyone or any other dog be in charge. The dog may hang back, roll onto its back or urinate. Approach the dog turning to your side with a soft gentle approach.

### **Happy go Lucky**

They will remind you of an energetic toy. They will look straight at you, they may cock their head back and forth when you talk to them. They will wag and may jump, happy to greet you.

### **Dominant**

This is the most common personality. They will stare you in the face. A male dog may try to urinate on you. A female dog may urinate in front of you. The dog will jump on you trying to paw and control you. It will lick you.

### **Aggressive**

The aggressive dog comes at you full force, it will growl, snarl show teeth bark and bite. The hair on the back of the neck and body stands straight up. The difference in a fearful dog and an aggressive dog is that the fearful dog will try to retreat from you. We will or do not service



aggressive animals. In extreme cases of aggression the signs of a growl, snarl or teeth bearing happen so quickly all you will see is the actual bite. This is a dog that has bitten before with no negative consequence to the dog. Aggressive dogs can be extremely unpredictable.

## **Handling a Dog**

With a submissive dog or a fearful dog, allow the dog to approach you. Bend at your knees and talk gently to the dog. If you are putting a leash on the dog do not approach the dog from over the head, go slowly under the chin and take the collar in your hand and then attach the leash. Be careful not to make loud or sudden movements as you will frighten the dog. Happy go lucky dogs should be treated calmly, almost ignoring them. If you use a voice that is too fast, loud or high pitched you may over excite them. Most dogs are very easy to handle once they trust you. Building trust will take place from the first minute they see you when you enter the home for the home visit. Your body language will communicate your intentions to them. Be no nonsense, calm and professional. They will soon be happy and trusting around you. Just remember that all dogs have the ability to bite. Owners often say “my dog will never bite”. A stimulus that triggers a bite can come at any time. Never put your face near a dog, always show caution and respect the fact that a dog does communicate using its teeth. It cannot speak.

## **Cat Care**

Despite their reputation for being “low maintenance” cats are nonetheless a huge responsibility. You should be familiar with cat behavior and know what to expect. Do your research. Cats are

not like dogs nor should they be expected to be. Make sure you understand cats before making the decision to care for them.

### **Cat Behavior**

Cats are fascinating creatures with very distinctive and instinctive behaviors. They are innately curious. They love to climb. They stalk. They scratch and often mark their territory. There are more than 30 registered breeds as well as mixed breeds that differ in looks and temperament. You should research the different breeds and understand the breed you are caring for. Some are very vocal, like the Siamese. Longhaired cats like the Persian require a great deal of grooming. Breeds such as the Devon Rex are active. Some breeds are also more susceptible to certain health problems, such as the tendency of Persians to develop upper respiratory problems.

### **Spay and Neuter**

According to the 2000 “State of the American Pet” survey of pet owners, nearly one quarter of pet owners have not had their pets spayed or neutered. The most common reason given for not spaying or neutering is they simply haven’t had the time (29 percent). If you are caring for a cat that has not been spayed or neutered ensure you understand from the owners any heat cycles and as most cats we care for will be indoor animals make sure the cats do not have access to the outside.

### **Food**

A cat’s food is the source of all its nutrition and it can have a large impact on his/her health and well being. Cat food labels can tell you a lot about the quality of the food, so you should do a little upfront research. Recommend to clients a food that is 100% nutritionally complete and balanced, from a manufacturer you know and trust (such as Life’s Abundance). If an owner is

changing cat food advise them to make a gradual transition to the new diet over a 7-to-10 day period by adding more of the new food and less of the old until the transition has been completed.

### ***Food and Water Bowls***

Food and water bowls should be easy to clean and heavy enough so they will not tip over. Glass, stainless steel or ceramic bowls are recommended because they can be sterilized. Some cats do not respond well to plastic, so twin, stainless steel bowls in a holder is ideal. Bowls should be washed daily and make sure there is always plenty of clean, fresh water on hand.

### **Carriers**

Cat Carriers come in various styles and materials. They should be large enough so the cat can comfortably stand up and turn around when he/she is full-grown. It should also be well ventilated, secure and easy to clean.

Never transport any animal in a vehicle without it being in a carrier or securely attached. Dogs can be transported using a professional safety car seat belt attached to a harness, not to the collar





## Service Safety Standard

### **Litter Box**

A litter box, cat litter and scoop are all that are needed to supply and service a litter box. The litter box (pan) should be large enough for a full-grown adult cat and deep enough so the cat will not scatter litter around when he/she scratches it. There are various types of “Tidy Cats” brand cat box filler, including conventional clay, scoopable clay, crystals and “Yesterday’s News” a brand of environmentally friendly cat litter ‘made from recycled newspapers. If you are caring for more than one cat, a general rule of thumb is to provide one litter box per cat, plus one extra. Even in a one-cat household, it is a good idea to have a litter box on each floor.

### **Id Collar**

Even an indoor cat should always have some form of ID in case it escapes. Cats can wear a safety collar designed specifically for cats with an up-to-date identification tag in the event he/she escapes outdoors. Make sure the collar is made of flexible or breakaway material to lessen

the likelihood of choking if it becomes entangled in something. Cats can also be micro chipped or tattooed.

## **Toys**

Cats will play with anything that moves rustles, rolls or sways and many of these “toys” are safe items already in the house, such as empty plastic thread spools, unshelled walnuts, cardboard toilet paper tubes or waxed paper balls. A catnip toy or feather is also a good choice. Although cats tend to enjoy playing with string or yarn, these are not recommended as they pose far more threats than benefits.










## **Cat Claw Care**


Clawing is a natural behavior, but one that can be stressful for you if you are watching a cat claw an owner’s furniture. Owners can alter this behavior so that it is performed on an acceptable target. Teaching a cat or kitten to use a scratching post and regularly clipping his/her nails can usually solve the problem of objectionable clawing. (If a cat's claws start snagging - on fabric or on people - it's a good indication that they need clipping.) A veterinarian can show an owner how to clip the nail correctly. Some cats are declawed and this is a very serious and irreversible decision. Owners should discuss their options with a veterinarian before making such a decision. There are other options, including regular trimming of nails or nail covers. A cat will likely allow regular trimming of his/her nails if they are handled from a young age.

## Health Check Up At Home

Monitoring a cat's health is one of the prime responsibilities of Pet Care providers. You should get in the habit of conducting a daily home health check. This can be done during daily petting or grooming.

Things to look for when conducting a health check on a cat.

-  Smooth, thick, shiny coat. Free of lumps, tumors, ticks, fleas, greasiness, dandruff and bare patches.
-  When scanning the body, pay attention to the nose ears and eyes. Nose should be moist and free of discharge or sores. Eyes should be bright and clear without discharge, irritation, discoloration, tearing or cloudiness.
-  No changes in activity level. Make sure the cat is not showing signs of stiffness, pain or limping when walking. Also watch out for excessive panting or changes in breathing patterns when engaging in physical activity.
-  Make sure your cat is getting the proper activity on a daily basis.
-  No evidence of excessive tartar build-up. Pink gums with no redness or swelling, bad breath, sores or growths.
-  Any changes in response to smells, the sound of your voice, tastes; etc. Such changes are often signs that you cat is getting sick.
-  Any changes in normal responsiveness and interaction with people, sleeping or meowing patterns, signs of confusion, disorientation or lethargy.
-  Kittens, cats and senior cats have different nutritional requirements so be sure to provide the cat with food that is appropriate and recommended by the owner.
-  Any changes in appetite or the amount of food and water normally consumed.

 Any changes in elimination habits, including appearance of waste. There should be no signs of pain when your cat urinates or defecates. Anus should be free from swelling, with no evidence of internal parasites (excessive scratching, licking or chewing in this area are signs.)

### **Feeding Schedule**






Consistency is key and cats should be fed at the same time and in the same place each day. Always go by the owner's feeding schedule. You should also use the cat's name in a pleasant tone when feeding him/her. This can help reinforce the cat's name while associating it with a pleasant activity.

### **What to Feed, How Much To Feed**

The nutritional requirements differ by age and size and due to their rapid growth and high energy level, kittens, like babies, need their own specially formulated food. So do senior cats, because their energy requirements are lower but it is still important to maintain lean body mass. The average 7-to-9 pound cat, with normal activity, requires about one eight-ounce measuring cup of dry or semi moist food per day. Always feed to the owner's specification but if you feel the cats are overweight or underweight you can offer advice to the owner in a pleasant and caring manner.

## What Not To Feed

Cats are carnivores with very specific nutrient requirements. Often, out of love, many cat owners will supplement their cat's diet with "people food" or scraps. It's best to avoid feeding the following:

-  Some people food, such as chocolate, can be toxic to cats. Others, including dairy products, can cause digestive upsets in some cats.
-  Because of their need for high levels of protein and other nutrients, never feed a cat an exclusively vegetarian diet.
-  Avoid raw foods, as they can create problems. (Raw eggs can cause a deficiency of the vitamin biotin, which can lead to dermatitis, hair loss, and poor growth; some raw fish can cause a deficiency of the vitamin thiamine; raw meat may contain parasites; and raw liver can cause vitamin A toxicity.)
-  Avoid bones, especially pork or poultry bones, may splinter and lodge in a cat's mouth or throat.
-  Avoid human medications, unless prescribed by a veterinarian, as they can be deadly to cats.

## Treats

If you want to reward a cat with a treat, read the guidelines on the packaging so you do not overindulge the cat. Keep a food and treat log on the daily log so you know how much the cat is eating. Never feed any food or treats to a cat without the owner's permission.



## **Changing Food**




To avoid turning a cat into a finicky eater, try using one cat food exclusively. If an owner wants you to make a transition you should switch foods slowly, such as transitioning from a kitten to an adult food, do so gradually over the course of 7-10 days to avoid digestive upsets.


## **Fresh Water**

Always provide the cats with fresh, clean water daily. Avoid milk or other liquids as they may cause intestinal upsets.

## **Play For Exercise**

In order to stave off extra pounds, cats must burn the calories they consume. The best way to do this is through regular calorie control plus exercise. Exercise is also a great way for you to bond and stimulate the cat's instincts. Toys, perches and cat "trees" can all provide some measure of physical activity. You may also want to initiate some activities with the cat, including:

-  Peek-A-Boo: Crawl behind a doorway or furniture and say the cat's name in a high-pitched voice. When the cat locates you, pet or nuzzle him/her as a reward. Then find a new hiding location and repeat the game.
-  Chase: Flick a crumbled piece of paper or small stuffed mouse across the floor for the cat to chase. Some cats can learn how to fetch and will return for another round.
-  Flashlight: Turn on a flashlight in a darkened room and wave it around so the beam of light "dances" around the room. The cat will likely chase the light (just don't shine it in the cat's eyes.). There are 'laser' lights specifically sold for cat play.

-  Feather toy: Attach a feather toy to a kitty fishing pole. As you move the pole the feather dances in all directions exciting the cat and awakening his natural predatory and pounce behaviors.

## ***Home Safety***

Cats, and especially kittens, are playful, naturally curious creatures. They are always looking for a new place to explore, which can pose certain dangers. Try to think like a cat and be on the lookout for those places and objects that may catch the cat's attention. Keep in mind that they have a lower vantage point than you and may be attracted to things that you do not see when you are standing. Here are some suggestions to keep the cat safe:

### **Poisonous Materials**

Common household materials such as laundry detergent, antifreeze, disinfectants, pesticides, rodent poisons, and insecticides, cleaning fluid, fertilizer and mothballs can be deadly. Store all harmful substances in tightly closed areas where the cat cannot gain access. Keep the cat out of areas that are being cleaned.

### **Secure High Places**

Windows, balconies, upper porches and high decks are all dangerous places. Keep the cat away from these when you are not there to supervise and make sure these places are secured to prevent accidents.

### **Move Danger Out of Reach**

Don't leave nails, needles, staples, push pins, and aluminum can tabs or items such as buttons, string, ribbon, yarn, thread and dental floss where a cat can chew and swallow them. Don't put

used dental floss in exposed trash cans to keep it out of the cat's reach. Store plastic bags where the cat can't get inside them and suffocate or chew or tear them, swallowing bits of plastic.

### **Close Dangerous Places**

Cabinets, dresser drawers and washing machine dryer doors should remain closed at all times as the cat could become trapped inside. Keep toilet lids down too, as cats may play in the water and the lid could close and trap them. Also, residual toilet bowl cleanser left in the bowl is harmful if swallowed.

### **Use Caution with Medications**

You should never give the cat any medications unless under the directions of a veterinarian, as many medications that are used safely in humans can be deadly for cats. Always store prescriptions and over-the-counter medications in a secure cabinet, many human medications, vitamins and diet pills can be potentially lethal, even in small dosages (Just one extra-strength acetaminophen tablet (500mg) can kill a 7 lb. cat.).

### **Protect Animals From Wired**

Make sure electrical wires are covered and that kittens cannot access them to chew.

### **Recognize Poisonous Plants**

Many common household plants such as philodendron, English ivy, dieffenbachia, and caladium are poisonous. Ask the owner if they have any hazardous plants you need to be aware of. For

emergency advise or help The ASPCA National Animal Poison Control Center at 888-4ANI-HELP (888-426-4435). There is a consultation fee.

### **Conduct a Pet Check**

Get in the habit of conducting a “pet check” before leaving the home to make sure that the cat has not accidentally been locked in a closet or empty room.

### **Symptoms That may Indicate An Emergency**

– Unfortunately, even with good care, the cat may not always be in the best of health. Signs that indicate the cat may need veterinary attention:

1. Frequent sneezing or coughing spells
2. Severe diarrhea for more than 24 hours or that’s accompanied by other signs of illness
3. Vomiting for a day
4. Persistent vomiting or vomiting of blood or greenish-yellow bile
5. Labored breathing or panting
6. Straining to urinate or blood in the urine
7. Excessive thirst and urination
8. Acute swelling or body lumps
9. Lameness or pain

**10.** Loss of appetite for two days

**11.** Sudden weight gain or loss

**12.** Red, watery eyes or nasal discharge

**13.** Lying or crouching listlessly

**14.** Failure to groom or use the litter box or other changes in litter box behaviors, including more frequent trips to the litter box

**15.** Hiding in dark places for a long period of time

**16.** Resenting or resisting handling

**17.** Scratching or biting by a normally even-tempered cat

Immediate veterinary care is recommended if the cat encounters any of the following medical emergencies:

**1.** Auto accident

**2.** Heat stroke

**3.** Frostbite

**4.** Poison

**5.** Poisonous plants

**6.** Objects stuck in the mouth

**7.** Electric shock

## 8. Wounds

## 9. Severe falls

Problem	Description/Symptoms	What To Do
Seizures or Convulsions - A seizure is a sudden or uncontrolled spastic type of movement	Animal falls Muscles twitch Animal is wobbly Drooling, mouth open and close rapidly	Protect from injury Record time and duration Contact veterinary
Bloat - Lie threatening, the stomach fills with air and twists (majority of cases are with large, deep chested dogs).	Heavy drooling and panting Retching and vomiting Pacing Depression and shock Distention of body cavity	Take to veterinary immediately
Skin Disorders	Moist oozing Excessive itching or chewing Hard crusty area	Clean thoroughly Keep open to the air Trim hair if coat is heavy
Vomiting & Diarrhea		Examine the products, log, it is not uncommon for dogs to vomit. If the vomit is projected or has blood consult

		a veterinarian.
Poisoning	Excitability, convulsions, ulcers on face or paws, depression, pain or shock	Collect the original container if you can and take to the veterinarian
Dehydration	Excessive loss of water from the body or not enough liquid consumed Saliva is thick and ropy, Tongue and gums are dry	Give small amounts of water, place the animal in a cool areas to reduce panting  In sever cases consult a veterinarian.
Heatstroke – elevated body temperature	Panting, slobbering, vomiting and diarrhea  Hot dry skin  Pale gray lips, gums bright red	Remove animal to the shade  Immerse in cool water. Place ice packs on neck and groin  Give CPR if necessary  Take to veterinarian

### ***Pet Sitting & Dog Walking Affiliations***

There are many sources for referencing pet care and pet care services. Below are a few that were obtained from Petsit.com

The following is sourced from © Happy at Home Pet Sitters, 2005

The two major pet sitter organizations are PSI and NAPPS. .

**NAPPS** (National Assoc of Prof Pet Sitters) <http://www.petsitters.org>

- \$95 per year
- Non-profit organization
- Certification test only is \$125
- Certification materials plus test \$169, but the books are all available on Amazon also (only the video may not be) so you can save money by going that route. Offer “teleconferences”, no extra charge.

**PSI** (Pet Sitters International) <http://www.petsit.com>

- Membership costs around \$130 first year (\$109 renewal)
- Profit organization
- Accreditation materials + test is \$280, and must be renewed periodically (at 3rd year and beyond). Accreditation materials are only available from PSI website, and a list of what is included is not available until you purchase the materials.
- Accreditation test only option is \$80

**PSA** (Pet Sitter Associates LLC): <http://www.petsitllc.com/>

- Is not really an organization that does activities of significance? They do provide group insurance to members. If you buy their insurance you can list yourself as a Member of PSA, which looks good on business cards. They send out a short newsletter also. We recommend this company for Pet Sitting Insurance.



**PUPS Professional United Pet Sitters** <http://www.petsits.com/>

- This organization offers membership and website listing
- They have a good library of information and templates that you can access

***Both organizations NAPPS and PSI, (not PSA)***

- Promote Business Insurers of the Carolinas for insurance.
- Provide some limited file downloading (templates and/or newsletters) with membership.
- Both have annual events. You can attend these conferences as a business expense.
- Both allow you to list the business by Zip code and both are listed near the top of major search engines.

Recommended books for animal care

*Dog Owner's Home Veterinary Handbook*

*Cat Owner's Home Veterinary Handbook pet first aid handbook, if you'd like a simple tag-along guide. Most are pretty basic and good.*