© The DogSmith Corporate Brand Standards 2014

The DogSmith®

Brand Standards Manual

Last Printed & Updated Sunday, August 10, 2014

Helping Pets Become Family!

The KittySmith®

Contents

INTRODUCTION 7

Top reasons why we need a brand manual: 8
The DogSmith Brand 8
Measurement and Audit of DogSmith Brand Standards 8
The DogSmith Business Owner as a Company Leader 8

THE DOGSMITH TRADEMARKED LOGO DESCRIPTION 11

Please see our Trademark and Logo Use Manual 11

OFFICE SUPPLIES 12

Business cards 12
This is the Business Owner Card Front 12
This is the Business Owner Card Back 12
Word Fax Header 13
Word Letter Template 13
Quick Books Invoices – 13
Quick Books Estimates 13
Quick Books Statements 13
DogSmith Envelopes 13

COMPANY & CLIENT COMMUNICATION 14

Email Signature – see standard on following page 14
Smart Phone Email Signatures 15
Client Email Response Standard 15
"While you're Away" DogSmith Email and Phone message Auto response 15
DogSmith Pet Care Technician Emails 16
- Voice Mail Message Standard 17
- Standard Voice Mail Greeting Script 17
- DogSmith Telephone Answering Standard 17

DOGSMITH MARKETING SUPPLIES & ADVERTISING 18

DogSmith Educational PowerPoint Presentations 18
Marketing Collateral 18
Print Quality v. Home Print 18
Vehicle Lettering 18
Marketing Giveaways 19

ADVERTISING 20

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Yellow pages 20
Yahoo Local, Google Local 20
ON-LINE ADVERTISEMENT TEXT 20
SOCIAL MEDIA NETWORKING MINIMUM STANDARDS 21
The DogSmith Social Media Graphic or Avatar 21
Twitter 21
Standard Craigslist 22
Website Reciprocal Links 22
Gift Certificate 23

DOGSMITH APPROVED PROFESSIONAL MEMBERSHIPS 23

DOGSMITH'S APPEARANCE AND UNIFORM 23

APPROVED APPAREL 23
FOOT WEAR 23
DOGSMITH BUSINESS OWNERS 23

THE DOGSMITH CLIENT WELCOME STANDARD 24

The DogSmith Welcome Folder - 24
Welcome Bag - 24
Private Training Welcome Folder 24
Private Training Graduation Standard 24
Group Training Welcome Bag 25
Group Training Homework Handouts 25
Group Training Graduation 25

DOGSMITH PET CARE CLIENTS 26

DOGSMITH PET CARE APPROVED SERVICE OFFERINGS 26
While you are away from your home, you can choose from 26
While you are busy at work or with family we can provide 26
DogSmith Extra Care 26
Home Visit consultation Welcome Folder 27
THE DOGSMITH PAL TAG 27
Daily Visit Log Documentation Standards 27
Daily Visit Log Example 28
DogSmith Daily Log Short Hand Notations 28
DogSmith Pet Care Customer Contact Standard 29

DOGSMITH YARD SERVICES 29

Service Card 29
Pet Waste Stations 29
Service Quality 30
DOGSMITH PET WASTE COMMERCIAL QUOTATIONS 30

CANINE RESCUE RESOURCES PROGRAM (CRRP) DOGSMITH OFFERINGS 30

CRRP for "The Rescue Organization" 30

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Monthly volunteer hours 31
"Canine Rescue Resources Program for Adopters" 31
The DogSmith Monthly Puppy Socialization Free Classes 31
Free Puppy Class Tools & Supplies 31
Free Puppy Class Goals 32
Running a Free Puppy Class, skills to cover and class structure 32

DOGSMITH BOARD & TRAIN AND LATCH-KEY SERVICE DELIVERABLES 33

Welcome Folder 33
During Training 34
At the conclusion of the contracted period, each B&T and LK Client will receive: 34

DOGSMITH DOG TRAINING BRAND STANDARDS 35

Group Training Website Listings 35
DogSmith Skill Cards 35
APPROVED DOGSMITH GROUP TRAINING OFFERINGS, ... 35
Puppy Classes 36
Specialty Skill Classes 37
Pet Dog Training Classes 36
Just For Fun Classes! 37

PRIVATE TRAINING & PACKAGE OFFERING 39

One-On-One Behavioral Consultation 39
Pet Dog Selection Consultation 39
Puppy Solutions 39
In-Home Pet Dog Solutions 39
DogSmith Dog Training Board & Train Packages 40
Latch Key Dog Training 40
Puppy Pack 40
DogSmith MTR® Skill Cards 40
Approved DogSmith Skill Cards 40

THE DOGSMITH KEY PHILOSOPHY BRAND STANDARD 41

MTR® 41
ARRF® 41
DOGSMITH ABC CHART 41
THE DOGSMITH TRAINING MECHANICS 41
DOGSMITH BEHAVIOR TECHNICIAN/ANALYST STANDARDS 42
Informed Consent 42
Functional Assessments 42
The DogSmith LAB System (Lifestyle, Antecedents & Management) 43
Behavior Change Program (BCP) Format 45

DOGSMITH SAFETY & SECURITY BRAND STANDARDS 45

Insurance Coverage 45

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

DogSmith Insurance Criteria is 45
Animal Handling & Safety 47
Vaccination Protocols 47
Transporting Pets 47

EVENT MANAGEMENT 48

Vendor participation 48
Silent Auction Certificate 49
Event Activity Offerings 49

HOW TO HANDLE A DOGSMITH PRIVATE TRAINING INQUIRY 49

The Key and Critical Questions to Ask 49
Handling Inappropriate Client Questions 50
Closing the Call with a Scheduled Appointment 51

RECRUITMENT/TRAINING & CERTIFICATION OF PET CARE TECHNICIANS/CONTRACTORS & EMPLOYEES 52

DogSmith Business Protection 52
Recruitment 52
THE DOGSMITH RECRUITMENT ROAD MAP 52
1. RECRUITING EMPLOYEES 52
A. The Minimum Requirements to Schedule a Formal Interview 53
B. The Formal Recruitment Process Employees Only 53
C. The Minimum Requirements to Make a Formal Offer to an employee 54
2. CONTRACTING OUT DOGSMITH PET CARE SERVICES 54
Receipt of a Signed Contract, contractor or employment contract 54
Deliverables, the Employee/Contractor File 55

TRAINING & CERTIFICATION FOR EMPLOYEES & PET CARE CONTRACTORS 55

Three Pet Care Training Options 55
THE DOGSMITH CERTIFICATION CHECK LIST 56
- DogSmith Quality Control Checks 57

THE DOGSMITH POSITIONING STATEMENTS & APPROVED TAG LINES 57

The DogSmith positioning statement is 57
Advertising Statements …. 57

DOGSMITH PRICING STANDARD RECOMMENDATIONS 58

Approved Discount Structure 58

DOGSMITH SOFTWARE 59

DOGSMITH TRAINING CERTIFICATION LEVELS 60

Level 1 – Novice DogSmith CTA 60
Level 2 – Apprentice DogSmith 60
Level 3 – Journeyman DogSmith PDC 60

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Level 4 – Master DogSmith MCBC *61*
DogSmith Continued Education and Certification Annual Requirements *61*
The DogSmith Pledge *62*

THE DOGSMITH 'PUPPY PACK' PROGRAMS **62**

Benefits of Running with the DogSmith Pack *62*
THE DOGSMITH PUPPY PACK PROGRAMS DESCRIPTION 63
Puppy Pack Board & Train 14 day package. *63*
THE DOGSMITH PUPPY SEAL 64

CANINE SLUMBER PARTIES **64**

THE KEY CONCEPT 64
SAFETY PROCEDURES & MINIMUM SERVICES 65
CANINE SLUMBER PARTY SERVICE NON NEGOTIABLE 66

KITTY SMITH SERVICES **67**

THE KEY CONCEPT 67
SAFETY PROCEDURES & MINIMUM SERVICES 67

KITTYSMITH SLUMBER PARTY SERVICE NON NEGOTIABLE 69

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Introduction

Everything we do as a Company impacts what people think of us. From what takes place inside our corporation, to advertising collateral, how we answer our phones, and what is seen and delivered as customer service. Everything from a simple card to a full-blown marketing campaign and our customer greeting - it is all a reflection on The DogSmith brand. So every action, every contact we have with our customers should contribute to our brand and what we stand for. Professional Brand Standards, consistently applied, are what set the great companies apart from the not so great companies. Branding is what turns mere services, products and commodities into something consumers value and are willing to pay for. Our brand creates strong ties with our customers and potential customers to ensure our message is heard above all of the other 'messages' in the marketplace.

CONFIDENTIAL

Establishing and maintaining brand standards contributes greatly to the value of our company as a whole and your individual Business. Properly and consistently using The DogSmith brand in accordance with company standards contributes to the value and worth of each of our businesses. Every time brand standards are properly and consistently used is an investment in the value of your business. Our growth depends on effective branding. A 'brand' will be created whether we try or not. But if we don't control our brand we will end up with a weak, inconsistent image of little value. So the key is to control the brand to create the message we want. So every aspect of branding (marketing, advertising, deliverables, services, uniforms etc.) must be consistent to create a brand that is valuable, memorable and identifiable.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Top reasons why we need a brand manual:

I. To enhance marketing and sales efforts so that effective use of the brand logo, design and expression generate a positive impact.
II. To avoid physical distortions and deviations from the true design and character of our brand.
III. To remind people that behind the brand is a company that is worthy of their trust and confidence.
IV. To ensure clear and consistent use of The DogSmith logos and marks.

The DogSmith Brand

The DogSmith is a local, loving, approachable, trustworthy, fun, friendly and effective professional pet dog training and pet care company. The DogSmith is a company that customers entrust the care and wellbeing of their pet family members, and their homes. The brand is measured by what people know about us and feel about us. Much more than a logo, our brand is our image . . . it's our reputation . . . and it must be managed with great care.

As we are a service company our brand also incorporates minimum brand standards that govern how each individual DogSmith operates and the level of customer service we offer. The DogSmith brand standards also incorporate our key training philosophy, the methods we use for training and the scientific way we approach behavior change programs.

CONFIDENTIAL

Measurement and Audit of DogSmith Brand Standards

Federal Trademark Brand Standards will be audited by DogSmith Business Services at least once per year formally and in an ongoing manner during the course of your business operations

The DogSmith Business Owner as a Company Leader

Communication

a. As a DogSmith company leader it is important to communicate effectively and professionally to your DogSmith employees and contractors.
b. Listen to associate concerns and respond in accordance with our mission, vision & values and our employee handbook.
c. Give and accept constructive and positive feedback or information in a logical and non-judgmental manner.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

d. Support employees by ensuring you communicate to them pertinent information so they can do their jobs to the correct standards.
e. Support employees by maintaining an open door policy. Remember we deliver quality to our customers through quality employees and vendor interactions.

Training

f. Train all employees using DogSmith approved training methods and Train-Test-Train to ensure they are competent.
g. Support employees and contractors through the communication of company policies and brand standards.
h. Train and certify new hire employees and re-certify all employees and contractors annually using company approved manuals and standard operating procedures (SOPs).
i. Document all training with a copy in the employee's files.
j. Continuously develop your own management skills and knowledge so you can increase the capabilities of your team and your.

CONFIDENTIAL

Leadership

k. Lead by example; exemplify our brand standards mission, vision and values.
l. Be the custodian and keeper of DogSmith brand standards and communicate to employees and contractors the importance of our brand standards. Review, but do not issue, the company brand standards manual.
m. Be a light in boosting morale and motivating employees. Encourage and support team spirit.
n. Ensure employees have the proper tools, equipment and training to perform their job in a safe and effective manner.

Recruitment & Retention

o. Recruit the highest quality and caliber of employees and contractors available.
p. Follow company guidelines in terms of interviewing, reference checks and employment processes.
q. Retain employees by creating a fair and empowering work place.
r. Value employees and the unique talents and knowledge they each bring to the workplace.
s. Coach, correct and counsel employees in a productive and fair manner.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

t. Hold 90 day employment reviews and 12 month annual reviews with employees so they are aware of their strengths and relevant development needs.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

The DogSmith Trademarked Logo description

The DogSmith logo is a combination of the text, 'The DogSmith,' the graphic and the block of orange and the text, 'Dog Training and Pet Care.'

Components of the logo can be used separately as identified in this document. The components of the logo cannot be altered in any way in regard to their color, fonts or graphic image without approval. The logo cannot be separated or split into components or have different components added without the approval of DogSmith Business Services.

'The DogSmith' word in written or typed text is always presented with a capital D and a Capital S as one word. The size of the fonts is dependent on how the logo is used. The majority of The DogSmith artwork approved for use can be found in The DogSmith Business Library.

CONFIDENTIAL

Please see our Trademark and Logo Use Manual

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Office Supplies

Business cards

DogSmith Business cards have a standardized front and a standardized back.

This is the Business Owner Card Front

This is the Business Owner Card Back

The back of a business card must be either an approved Life's Abundance Artwork or a $15.00 or $20.00 value Gift Card.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Word Fax Header

All DogSmith fax correspondence must be prepared using The DogSmith Fax template

Word Letter Template

Each Business owners has a letter head template. The template includes the logo, name, and certification, address and contact information.

Quick Books Invoices –

All DogSmith invoices must be prepared in quick books and presented in a quick books PDF file

CONFIDENTIAL

Quick Books Estimates

Quick Book estimates are prepared for clients who want a pricing quotation. The estimates are kept on file so if the client decides in the future to book a service you know what you originally quoted.

Quick Books Statements

The DogSmith statements should have the same look and feel as The DogSmith invoices other than being titled 'statement'. All DogSmith statements must be prepared and presented through QuickBooks

DogSmith Envelopes

All non-window envelopes used for The DogSmith must include the DogSmith logo with your name and address as the return address. The following envelopes must be used for set correspondence.

I. Invoices must be mailed using a window envelope 3.875 x 8.875. This envelope fits the brand standard DogSmith invoice or estimate template

II. Letters must be mailed using a closed envelope 3.875 x 8.875 and reflect the following brand standard.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Company & Client Communication

Email Signature – see standard on following page

All email addresses that end in DogSmith.com or 888DogSmith.com must contain the brand standard DogSmith email signature. The email signature must only contain the following

I. Your full name and DogSmith Certification (Garamond 14)

II. Your AKC title (Garamond 14)

III. Your APDT member number (Garamond 14)

IV. Your DogSmith name (Garamond 18, Black)

V. The script of the services you offer (Garamond 14, Blue)

VI. Subscribe to our DogSmith Newsletter (Garamond 14) with hyperlink

VII. The DogSmith Logo (Email signature file)

VIII. The text –'Each Business Individually Owned & Operated' (Arial 12 bold)

IX. The DogSmith website address (URL) (Garamond 14)

X. The DogSmith toll free number (Garamond 14)

XI. Your local contact number (Garamond 14)

XII. Your local fax number (Garamond 14)

XIII. The 'click-to-call text and icon

XIV. The Life's Abundance text (Times New Roman 14)

See full email graphic on the following page for brand standard layout.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Smart Phone Email Signatures

Blackberry and I-phone signatures must be setup as follows:

XV. Your full name and DogSmith Certification

I. Your DogSmith name

II. The script of the services you offer

III. The text –'Each Business Individually Owned & Operated'

IV. The DogSmith website address

V. The DogSmith toll free number

CONFIDENTIAL

Client Email Response Standard

All client emails must be returned the day of receipt if the email is received before 5 pm. Client email messages received after 6 pm must be returned by Noon the following day.

"While you're Away" DogSmith Email and Phone message Auto response

While you are away from your territory and unable to return emails or phone calls within the standard response times change your phone greeting and set up your email client to automatically respond to incoming emails with the following:

-I am currently away from the office until <date>. If you need immediate assistance please call 1.888.DogSmith (364-7648) and select the DogSmith Business Services extension. Thank you for contacting The DogSmith of <territory>.

Standard DogSmith email signature

If you setup this auto response in outlook you must leave your computer on and receiving emails while you are away. If you will not be leaving your computer

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

on, set up the auto response in your Go Daddy email account (webmail – personal settings-auto reply).

DogSmith Pet Care Technician Emails

If you have employees that are conducting DogSmith by email, any emails going to DogSmith clients, then they must be issued a DogSmith.com email address. This email address can only be used for conducting DogSmith. The email signature standard for a Pet Care Technician is:

XVI. Full name and Title (DogSmith Certified Pet Care Technician)

VI. Your DogSmith name

VII. A link to your pet care reservation system

VIII. The script of the services you offer

IX. The DogSmith Logo

X. The text –'Each Business Individually Owned & Operated'

XI. The DogSmith website address

XII. The DogSmith toll free number

XIII. Your local contact number

XIV. Your local fax number

XV. The Life's Abundance text

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- Voice Mail Message Standard

The telephone number that is linked to the “click to call” button and is the destination for calls forwarded from 888-Dog-Smith must be solely used for conducting DogSmith. No other telephone number can be given to clients, posted or used in any advertising. The 888 number must always be the primary number used in any advertising or marketing campaigns.

- Standard Voice Mail Greeting Script:

Hello and thank you for calling <NAME>, your local DogSmith providing unrivaled Dog Training and Pet Care services. Please leave your name and number and I will return your call as soon as possible. To request one of our services simply visit us at DogSmith.com. Thank you and I look forward to speaking with you soon.

CONFIDENTIAL

- DogSmith Telephone Answering Standard

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. Therefore, make sure there is no excessive background noise and you have the ability to make notes and focus on what the customer is saying to you. Greeting script:

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

If you have an employee with a telephone they are using to conduct DogSmith then they must answer the phone as follows:

Hello this is (Your Name) The DogSmith Pet Care Technician of (DogSmith territory)

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

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 Noon the following day.

DogSmith Marketing Supplies & Advertising

DogSmith Educational PowerPoint Presentations

All PowerPoint presentations given to conduct DogSmith business must be presented using The DogSmith PowerPoint Template.

Marketing Collateral

All collateral used for marketing your business that contains a DogSmith logo must be approved by The DogSmith Business Services. Approved artwork can be found on The DogSmith 'back of house' Business library. If you require a new piece of collateral please email the office for artwork approval and enclose a copy of your requested artwork.

CONFIDENTIAL

Print Quality v. Home Print

Marketing collateral with the exception of the 'Drop-In' client cards, the welcome folder clear label, and the community board telephone sheet flyers must be printed by an approved printer on the approved paper stock. For special projects please consult with The DogSmith Business Services.

Vehicle Lettering

Vinyl lettering for your DogSmith vehicle is recommended. PLEASE HAVE ALL DRAFT ARTWORK APPROVED PRIOT TO PURCHASING IT. Each vehicle design will differ based on the model and make of the vehicle.

Approved components that can be used.

- The DogSmith name
- The DogSmith website and telephone number
- The DogSmith Logo
- Approved Text, Dog Training, Pet Sitting, Dog Walking

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- Approved DogSmith Tag Lines

Marketing Giveaways

The current list of approved marketing giveaways displaying the DogSmith logo includes but other items can be suggested and art designed:

- Fridge and Car Magnets
- Dog flyers
- Bumper Stickers
- Gift Cards
- Pet Waste Bags
- Pens
- Pad folio
- Clickers
- Treat Bags
- Baseball caps
- T-Shirts
- Polo Shirts
- Dog Training Bag

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Advertising

Internet free advertising sites must include 1-888-Dog-Smith as the primary number (where ever possible) and the web address www.DogSmith.com. The vanity version of our telephone number (888-Dog-Smith) must always be accompanied by the actual numbers formatted as: (364-7648).

Yellow pages
DogSmith Dog Training and Pet Care

Your Individual Service Bundle (the products you are licensed to sell)

www.DogSmith.com 1-888-Dog-Smith (364-7648)

CONFIDENTIAL

Yahoo Local, Google Local
DogSmith Dog Training and Pet Care

The DogSmith offering Your Service Bundle

www.DogSmith.com 1-888-Dog-Smith (364-7648)

On-Line Advertisement Text

Got Dog? - Get Training!

Enroll in a DogSmith Puppy Class or a “Drop-In” Dog Obedience class.

Take 5 months to complete an 8 week course.

www.DogSmith.com 1-888-Dog-Smith (364-7648)

For different variations of this ad specific to your need please forward artwork to DogSmith Business Services for approval. Or visit the DogSmith Business Library

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Social Media Networking Minimum Standards

Facebook:
Each Business must have a DogSmith local Facebook Page The name of your group page should be your territory name. The DogSmith Face Book Group Page is for sharing information with your local community. No personal posting should go on your DogSmith Facebook page, and no disparaging remarks or comments about other training methods, people or products. Remember, your customers can see this so it is not the place for posting anything that can be misunderstood or may be interpreted to reflect badly on your . When in doubt, leave it out.

LinkedIn:
Each DogSmith Business must have a LinkedIn professional profile. The DogSmith should join groups in their area relevant to your business development, making connections, networking, learning about new business, events and marketing opportunities.

Merchant Circle:
Each DogSmith Business must have a Merchant Circle account and should network with the local community. The merchant circle blog should contain all DogSmith press releases and official blogs circulated from DogSmith Business Services. The merchant circle page should contain a minimum of two vouchers for your services using the approved pricing strategy found in The DogSmith marketing manual.

CONFIDENTIAL

The DogSmith Social Media Graphic or Avatar.

The avatar or picture on any of the above DogSmith Social Media sites must be either the DogSmith Full logo or the 'Fetch Me a DogSmith' graphic. There are a selection of marketing graphics that can be used and they can be found in the "Knowledge Base"

Twitter:
Each DogSmith must have a professional twitter account that is linked to their DogSmith Facebook page.

The graphic displayed on the professional Twitter account must be either the DogSmith Full logo or the 'Fetch Me a DogSmith' graphic. The DogSmith Twitter account must only be used for DogSmith business 'tweets'.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Standard Craigslist

Advertisement (applicable to other free ad posting sites).

Separate ads in each of the following categories should be continually posted on your local area craigslist and other free ad posting sites. The approved text can be found in the Business Library. The ads should be reactivated every four weeks.

- Dog Training
- In-Home Pet Care
- Dog Walking
- Pet Waste Cleanup

Website Reciprocal Links

Website reciprocal links are an important tool for your local marketing. On each Local DogSmith page you have the ability to collect the following -

Links to “Non-Profit Organizations We Support” “Friends of The DogSmith” and “DogSmith Recommended Service providers.”

CONFIDENTIAL

If you are agreeing to exchange a link with another company please ensure the following:

- Text links only
- The link website should be oriented only, no politics, no religion.
- The website must be family content appropriate
- The website must be professionally developed and with a clean look

The DogSmith text link on their site must read the following

The DogSmith , America’s Dog Training, In-Home Pet Care, Dog Walking & Pet Waste Cleanup , Your Pet Care Expert. www.DogSmith.com 1-888-Dog-Smith (364-7648)

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Gift Certificate

All DogSmith gift certificates must be either $15.00 or $20.00 and printed on the approved gift card stock. Each Gift Certificate must contain a front and a back with the approved art and text.

DogSmith Approved Professional Memberships

Approved organizations using The DogSmith Business Name -

- PPG
- APDT
- PetSit LLC
- Pet Care Services
- American kennel Club
- Association of Animal Behavior Professionals
- DELTA society
- Therapy Dogs International
- APAWS

CONFIDENTIAL

DogSmith's Appearance and Uniform

Approved Apparel

DogSmith Pet Care Technicians should be wearing a DogSmith logo'd shirt and Khaki trousers or shorts.

Foot wear

DogSmith Pet Care Technicians should be wearing flat, enclosed black, brown or white shoes.

DogSmith Business Owners

While conducting any DogSmith business you should be dressed in DogSmith apparel. Your appearance should be neat, clean and professional. DogSmith is

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

defined as any client interaction both canine and human, marketing activities, events and any other DogSmith activity conducted during normal office hours.

The DogSmith Client Welcome Standard

The DogSmith Welcome Folder -

- The DogSmith welcome folder consists of a white standard paper two-pocket portfolio (11.69 x 9.31) with inside pockets and a card slit (Avery 47991 Two-Pocket Portfolio or equivalent) and the 8.5 x 11 DogSmith welcome folder transparent sticker (Avery 18665 Clear Full-Sheet Labels for Inkjet Printers, 8.5 x 11-Inches or equivalent) adhered to the front cover.

Welcome Bag -

- The DogSmith welcome bag is a small, clear plastic tote bag, 9" x 13" with paw prints on it. See individual service listings for the brand standard contents.

CONFIDENTIAL

See details below regarding the brand standards for content of the welcome folder and welcome bag based on the client and the services they are purchasing.

Private Training Welcome Folder

Each Private Training client receives a welcome folder which must, as a minimum, contain:

- A cross selling piece of collateral (In Home Pet Care, etc.)
- Fridge Magnet
- Your business card
- A $15.00 Gift card to pass on to a friend
- A full set of The DogSmith MTR® cards

Private Training Graduation Standard

- Each private training client should receive a graduation certificate when they achieve their goals and a DogSmith PAL Tag.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Group Training Welcome Bag

Each Group Training Customer must receive a welcome bag containing, at a minimum:

- A cross selling piece of collateral (In Home Pet Care, etc.)
- Your card
- A $15.00 Gift card to pass on to a friend
- The DogSmith Skill card printed on white card stock

Group Training Homework Handouts

- A t the end of each lesson the students should receive homework handouts. The MTR® cards are the preference. For skills that do not have DogSmith training cards then the homework handout sheets from the Business library should be used.

CONFIDENTIAL

Group Training Graduation

- Each group training client should receive the correct graduation certificate.
- Each group training client should receive a PAL tag for their dog in the graduation class.
- All participants in a DogSmith group class receive a graduation certificate. If the client wishes to progress to the next course then they must have each skill signed off by The DogSmith as competently achieved.

Optional

A sample of Life's Abundance dog food with the dog food product flyer may be included in the welcome bag or with the graduation certificate.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

DogSmith Pet Care Clients

DogSmith Pet Care Approved Service Offerings

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

1. DogSmith Home Alone Visit - A DogSmith Pet Care Technician visit 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.

CONFIDENTIAL

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

1. DogSmith Doggie 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. DogSmith 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 Extra Care

- 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.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- 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.

Home Visit consultation Welcome Folder

Each new pet care client must be introduced to the company through the complimentary home visit consultation. Each home visit consultation customer will receive a DogSmith welcome folder containing:

- A cross selling piece of collateral (Training, Pet Waste Cleanup etc.)
- A Fridge Magnet
- Your business card with the gift card on the back side
- A single sided rate tariff (not required when using Power Pet Sitter)

CONFIDENTIAL

The DogSmith PAL TAG

Pet Care Service Criteria

PAL tags should be issued and attached to all dogs in the care of a DogSmith, DogSmith Pet Care Technician (DogSmith business owner, contractor or employee). The PAL tag number and pet information should also be entered into the PAL tag data base by the DogSmith Business Owner.

Dog Training Service Criteria

PAL tags are also given out to every client who graduates a DogSmith Dog Training Class or Private training program. Keep a log of the serial number and who you give them to in the clients profile in the Client Data Base Management System.

Daily Visit Log Documentation Standards

The daily visit log must be completed for all pets in the care of a DogSmith when they are staying in their own home. All pets staying in the home of a DogSmith,

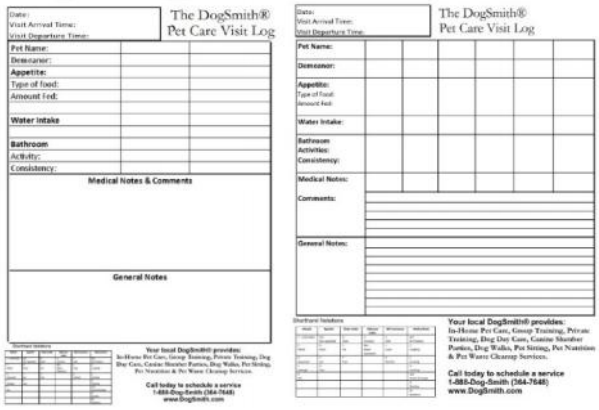
© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

(Canine Slumber, and Board & Train) should have a crate card completed for them three times each day. Daily visit logs should include:

- Each pet's demeanor
- Bathroom habits
- Food intake
- A log of medication administered
- Funny, fuzzy pet observations.
- For DogSmith training clients a daily log of their training activities should be made and emailed to the client using the website software session notes. The master copy of the Daily Log retained by the Pet Care Technician must be kept on file at The Local DogSmith Business office. The following is the standard notations to document the functions listed above:

The Daily Visit Log comes in two versions. 2 Pets and multiple pets

Daily Visit Log Example



DENTIAL

DogSmith Daily Log Short Hand Notations

Attitude	Appetite	Water Intake	Bathroom Habits	BM Consistency	Medical Notes
C - comfortable	N/A Non-applicable	G- Good	U- Urination	S- Solid	N/P- No Problems
P - Playful	G- Good	F- Fair	BM – Bowel movement	L- Loose	C- Coughing

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

D- Depressed	F- Fair	P- Poor		D- Diarrhea	S- Sneezing
L- Lethargic	P- Poor				V- Vomiting
S- Sick					O/D Ocular discharge
					D- Diarrhea
					W- Weakness

CONFIDENTIAL

DogSmith Pet Care Customer Contact Standard

Unless the pet's owner has specifically asked to not receive any communication from The DogSmith during their absence the following minimum communication standard should be made:

- Every second day an email, photo or happy note should be emailed to the client regarding their pets' vacation.

DogSmith Yard Services

Service Card

The DogSmith service card should be left at each DogSmith yard service unless the client has specifically requested that the card not be left (to be determined at the time they sign up for service).

Pet Waste Stations

All pet waste stations must have The DogSmith 'call for service' sticker (1"x 2" poly sticker) affixed over the toll free message telephone number and on the side of each dispenser.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Service Quality

All residential yards are serviced using the double grid system. Commercial properties are quoted and serviced based on a thorough single grid system adapted to the particular property to ensure full cleaning.

If daylight allows, any service complaints are rectified the day the complaint is filed. There is no charge to the client to return and rectify the problem.

DogSmith Pet Waste Commercial Quotations

When quoting a commercial business the following must be included in the quotation packet

- The quotation/service agreement document that includes the quote and the service agreement so the client can sign off of the one document and activate service on the DogSmith letterhead paper.
- A copy of the clients site map with recommended Pet Waste Station Locations
- A minimum of two service options for both

CONFIDENTIAL

Canine Rescue Resources Program (CRRP) DogSmith Offerings

CRRP for "The Rescue Organization"

- Behavioral Assessment Programs – to help rescue dogs find an appropriate home by accurately assessing their suitability for potential adopters.
- Volunteer expertise - DogSmiths volunteer 8 hours each month to help their local animal rescue group rehabilitate special need dogs.
- Dog Handling Seminars - Educate shelter staff to purposely modify unwanted behaviors during daily interactions with rescue dogs.
- FREE Animal Nutrition Seminars for employees.
- FREE Dog Obedience Workshops for employees.
- FREE Animal Enrichment Programs for employees (Open Paw Manual)
- FREE Webinar on Managing Animal Rescue Organizations for employees (DogSmith Business Services)

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Approved presentations are in the Business Library.

Monthly volunteer hours

Each DogSmith has a commitment to volunteer a minimum of 6 hours each month to a 'Not for Profit, No Kill' or "low kill" Pet Rescue Facility. These volunteer hours can be in the following ways:

- Training of dogs
- Foster program
- Training of rescue employees on canine handling skills
- Canine Behavioral Assessments
- FREE 1 hour puppy socialization classes in your territory
- Event support and help, Canine Good Citizen testing, Demonstrations.
- Board of Director support and education

CONFIDENTIAL

"Canine Rescue Resources Program for Adopters"

- FREE monthly Puppy Socialization Classes
- FREE Introduction to Pet Dog Obedience Seminars coordinated with the rescue group
- Discount programs 10% and 20% discount on Group Training Classes based on adoption contract

The DogSmith Monthly Puppy Socialization Free Classes

Each DogSmith must offer a minimum of one, 1 Hour FREE Puppy Socialization classes in their community. The recommendation is one FREE class for every 20 mile radius

These classes must be posted on the FREE group training page a minimum of 4 weeks prior to the last date. The classes must be advertised using a minimum of six Dog Training Telephone Sheet Flyers. The approved flyers can be found in the DogSmith Business library. The standard for each FREE puppy class is:

Free Puppy Class Tools & Supplies

FREE puppy Class – What you need to take-

- 6 DogSmith treat bags to sell
- A selection of treats pre-prepared in zip lock bags

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- 6 puppy welcome bags
- A signup sheet for your next (within a few days – see below) paying class scheduled
- A camera to take pictures to post on face book or email to your clients
- A couple of spare leashes, a squeaky toy, a tennis ball

Free Puppy Class Goals

- Within 14 days of the FREE class The DogSmith must have a puppy class open for enrollment to funnel the FREE class attendees into
- The goal is to have 6 attendees maximum in each class
- Each person is issued the Puppy Promotional Bag containing 1 x puppy socialization brochure, 1 in-home pet care tri-fold, 1 x training tri-fold, 1 x Fridge Magnet
- The class is fast paced and fun. No discussion about clickers, 'YES' or anything scientific about training. The goal is to show owners how puppies play, how to teach a soft mouth, how to lure a sit and a down, how to lure a trick 'spin' and how to desensitize the collar and body parts.
- The goal is to convert 50% of your attendees to a paying puppy class.

CONFIDENTIAL

Running a Free Puppy Class, skills to cover and class structure

- A very quick 3 minute introduction on why puppy class is so important. Topics covered - socialization and bite inhibition
- Show people how to lure a 'sit', have the dogs play for 3 minutes, have owners call or retrieve their puppies and have them 'sit' again. Once they sit have them go play. Repeat this three times
- Explain to owners how to create a 'soft mouth' while they give their dogs treats. Explain the importance of no 'teeth contact' before we work on 'no mouthing'
- Show people how to lure a 'down', have the dogs play for 3 minutes, have owners call or retrieve their puppies and have then 'down' again. Once they 'down' have them go play. Repeat this three times

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- Throw some toys on the floor for the dogs to interact with.
- Have everybody work for a couple of minutes with another dog, play 'pass the puppy'. Everyone gets to have somebody else's puppy 'sit' or 'down', give them treats and stroke them nicely.
- As the dogs play narrate the body language, do the play test by holding a dog's collar and see if other dogs come back to play if the play session appeared a little rough.
- Talk to owners about desensitizing the collar of a dog, have the dogs sit, take the collar and then feed the treat
- Finish the fast paced class by having everyone sit on the floor and put their dogs in a 'down' and while you summarize the class have owners touching all parts of their dog's bodies and giving treats for nice calm behaviors.
- Bring out the puppy class manual signup sheet and solicit enrollment
- Give out the Puppy Welcome Bags
- Take some photos, one of a group and some individual ones (if you have a helper, have them take pictures throughout the session).

CONFIDENTIAL

DogSmith Board & Train and Latch-Key Service Deliverables

Welcome Folder

Each Board & Train (B&T) and Latch-Key (LK) client receives a welcome folder which must, as a minimum, contain:

- The DogSmith Informed Consent
- A cross selling piece of collateral (In Home Pet Care, etc.)
- Fridge Magnet
- Your business card
- A $15.00 Gift card to pass on to a friend

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- The relevant DogSmith Skill card printed on white card stock

During Training

- The training client should receive session notes from the website showing videos of their dogs new skills and session notes

At the conclusion of the contracted period, each B&T and LK Client will receive:

- DogSmith PAL Tag
- A professional hand over and discussion of the completed training program, how to generalize and proof skills and The DogSmith training philosophy.
- Two follow up lessons need to be scheduled with the client and dog at the client's home. These appointments should be approximately after 2 weeks and after 4 weeks of completing the B&T or LK training.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

DogSmith Dog Training Brand Standards

The core product of The DogSmith business is our Dog Training & Dog Behavior Consulting. It is essential that all DogSmith brand standards are followed in terms of service offerings, training philosophy, DogSmith trainer mechanics, DogSmith methodology and the application and use of MTR® and ARRF. ®

Group Training Website Listings

There should be a minimum of three DogSmith group training classes scheduled on the website each month, one of these must be a puppy class,. There should also be a specialist class scheduled each month. Each class scheduled must be posted using the name it is listed by on the website and the description shown on the website.

The classes must be posted three months out and advertised within 4 weeks of the commencement date. Each DogSmith must consistently have a “drop-In” class operating within their territory

DogSmith Skill Cards

Each person attending a DogSmith group class must receive a DogSmith skill cards. When the skill has been competently achieved the skill card is initialed and dated by The DogSmith Trainer. If a client wants to progress to the next level of class they must have all the skills from the previous class completed to the correct standard. We must not dilute the standards required from each course.

CONFIDENTIAL

Approved DogSmith Group Training Offerings,

All DogSmith listed classes on The DogSmith website must be described using the copy below.

Here at The DogSmith we recognize the importance of having a well behaved dog and making your pets part of the family. But we also understand how busy our clients are so we designed the DogSmith “Drop-In" Class just for you. (Courses denoted by (*) are eligible for "Drop-In" enrollment. "Drop-In" enrollment allows you to register and pay for a course while allowing you the flexibility to complete the 8 classes over a 5 month period by attending any of a number of scheduled "drop-in" sessions that fit into your schedule. You will be given a "drop-in" class card that describes the necessary skills required for the course you have enrolled in and provides a record of competency level achieved for each skill. Check with your local DogSmith to find classes eligible for "Drop-in")

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

The DogSmith

Puppy Classes –

For Dogs Under 6 months of age

(6 weeks)

Need to Learn Some Manners?

Small Paw Etiquette-

A beginner class for puppies

We could all use a little help with our manners, right? This 6-week puppy class for dogs less than 6 months old covers the essentials of family life, house training, crate training, puppy biting, basic leash skills and simple obedience cues like sit, down, come, stay, no jumping and watch me. The classes are fun and help build your pup's confidence while socializing it to different dogs and people. We incorporate games and lots of fun into these classes. Be proud of your well-mannered furry family member, call to reserve your spot today!

Start Them Out Right!

FREE Puppy Socialization Class

Get your puppy off to the best start possible. Dog Behavior experts agree, proper puppy socialization is essential to the development of your dog and can prevent many future problems. Our 1-hour FREE Puppy class is for dogs less than 6 months old and will keep you in stitches watching your puppy interact with its classmates. Be sure to bring your camera. You will also see how much fun dog training is as your pup learns critical new skills through play. The class is full of games and exercises plus you will establish some important dog training

The DogSmith

Pet Dog Training Classes –

For Dogs over 6 months of age

(8 weeks)

Teenagers Need Manners Too!

*Teen Dog Etiquette –

For teen dogs that missed puppy training

You may wake up one day to discover that your wonderful, cuddly puppy has turned into a teenage monster, especially if it missed our puppy socialization class. This 8-week curriculum is designed for dogs ranging from 6 to 8 months old that missed the opportunity to attend a puppy class. This is a perfect course for your teen dog that has no obedience, no manners around people and doesn't play well with other dogs. Lessons are fun for both you and your dog. By using games in the learning process we help you teach your dog to be a well-mannered family member. Secure your reservation today before your teen-dog drives you nuts!

It's Never Too Late!

* Pet Dog Etiquette –

For puppies that graduated from a puppy class

This is our 8-week curriculum designed for dogs older than 6 months old who have already graduated from a puppy class. This course focuses on reinforcing the puppy behaviors already learned to make sure they stick. We work on increasing the duration of

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

skills to build on. Space is limited so call today before it's too late!

The DogSmith

Specialty Skill Classes

(6 weeks)

BAH-HUMBUG!

Grumpy Dog –

Teach your Grumpy Dog

Dog-on-Dog Etiquette

Got a grump in the family? Then don't delay getting into our Grumpy Dog class designed for dogs that don't reliably get along with other dogs or struggle with their focus in distracting environments. This class is not for aggressive dogs. For your peace of mind and that of your fellow students, we may have to assess the suitability of your dog prior to attending class. If your dog has a bite history with other dogs or people then please register for a private consultation. In some cases it may be necessary to do some private training prior to joining the Grumpy Dog group class. Sign up now and start getting the grump out of your pooch.

Off With Their Leash!

Off-Leash Etiquette –

A DogSmith Specialty Class

When you've decided to take your dog's training to the next level, our Off-Leash Etiquette class is tailor made for you. This 6-week course focuses on advanced handling for the more serious dog owner who wants the freedom and confidence of being able to control your dog at a

behaviors like sit and stay and we increase the distance your dog will perform skills such as sit, down, come, stay, walk nicely, stand and leave it. You will really be able to impress your friends and family with your polite and well-mannered four legged family member. Classes are incredibly fun for you and your dog and help increase the bond you share. Call today before it's too late.

Show-off Your Canine Good Citizen!

*DogSmith Solutions –

Earn Your Dog's AKC Canine Good Citizen Certificate

You know your dog is well mannered but make it official and show-off to your friends and family. Teach your dog canine citizenship with our comprehensive 8-week curriculum that culminates with the American Kennel Club's Canine Good Citizen (CGC) test. The AKC CGC Program provides an excellent foundation for training in other fun activities such as Rally, Obedience, and Agility and teaches your best friend to be a well-mannered dog that is a joy to live with. When your dog passes the CGC test, the DogSmith evaluator will give you the official documentation to send to the AKC for your certificate and to register your dog's accomplishment. Sign-up today and get started.

The DogSmith

Just For Fun Classes!

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

distance, off-leash. We will focus on off-leash behaviors like out-of-sight stay, distance recall and off-leash heeling. We also teach you, the dog trainer, how to introduce distance into your cues and how to build and proof strong obedience skills. Few things are more satisfying than working with your dog reliably at a distance.

Step Back to the Curb!

Snap-Back Recall –

A DogSmith Specialty Class

For ultimate safety, this 6-week course covers just one skill, a really reliable recall. Gain peace of mind knowing that in an emergency situation your dog will return to you when asked. We begin by teaching the dog a solid response to its name. We will then build on the recall behavior by playing lots of games and reinforcing fast returns to you. As your dog's recall strengthens we practice the recall amidst distractions and then we proof the behavior for reliability. You may only need your recall once but when you need it, it has to work. Register now.

Take Back the Leash!

Walk Nicely –

A DogSmith Specialty Class

Are you tired of your dog pulling and dragging you around by its leash, but you

(6 weeks)

Calling All Hams

Just for Fun Clicks 4 Tricks

If your dog is a natural performer and you like dazzling your friends and family with amazing tricks like spin, play dead, high-five, and take a bow, then our Clicks-4-Tricks course is for you. This fast moving and fun clicker-based class is for owners who want to develop new tricks and behaviors with their dogs. And is a great for any dog. We teach you the skills you need to teach your dog so the sky is the limit in terms of what you can teach your dog to do. Register now.

DogSmith "Just for Fun Agility"

(available at limited DogSmith locations) –

"Just for Fun" agility focuses on FUN! Fun with jumps, tunnels, tables, A-frame and weave poles. This class is a great start if you are not sure about your level of commitment to agility or your dog's suitability for the sport.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

don't need or want a formal, obedience arena style heel? Our Walk-Nicely course is just the thing. This 6-week program focuses on just one skill, walking nicely on a leash. This is a very important skill for you and your dog to master. Dogs that cannot walk nicely on a leash tend to get left at home missing out on the huge benefits of daily exercise and spending quality time with you. Teach your dog this crucial skill so you can both enjoy long and relaxed walks together. Register now.	

CONFIDENTIAL

Private Training & Package Offering

One-On-One Behavioral Consultation – Behavioral consultations are for owners who have dogs with specific behavioral challenges.

Pet Dog Selection Consultation – A 1-hour consultation to assist in a family's choice of suitable breed.

Puppy Solutions – A series of 6 In-Home lessons for you and your new puppy. This course covers the basic puppy skills, puppy development, housetraining and crate training. These services are prepaid to benefit from the discount structure

In-Home Pet Dog Solutions – A series of 8 In-Home lessons for client and their pet dog. This series is customized around the skills the client would like to learn. These services are prepaid to benefit from the discount structure

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

DogSmith Dog Training Board & Train Packages – Client's dog can stay in the home of a Certified Dog Trainer and will receive a minimum of 1 hours training each day. The remainder of the dog's time will be spent with the Dog Trainer managing their new and unwanted behaviors through interaction and play and enjoying a family environment. When the pet dog is picked up at the end of the contract period The DogSmith provides a one hour consultation to the client to explain the skills learned, review the skill card, review the progress and discuss the cue system. A follow-up session is conducted 14 days later at the client's home if the home is less than 40 miles away from the DogSmith.

Latch Key Dog Training - While client is away a DogSmith Certified Dog Trainer can care for their dog in the client's home and train their dog. Alternatively a DogSmith Certified Dog Trainer can visit the client's home daily or on an agreed schedule to train the dog. There is a one hour consultation when you turn the dog over to the client at the conclusion of the contract period where you review the skill card, review the progress and discuss the cue system. The follow-up lesson is conducted 14 days later at the client's home.

CONFIDENTIAL

Puppy Pack – The DogSmith Puppy Pack Program is a complete training program for puppies and can be packaged either as a Board and Train, Latch Key or private lessons. It includes services to drive customer loyalty and to retain the puppy owner as a client for life.

DogSmith MTR® Skill Cards

Each person paying for a DogSmith private lesson, board and train or latch key training must receive a DogSmith skill cards. When the skill has been competently achieved the skill card is initialed and dated by The DogSmith Trainer.

Approved DogSmith Skill Cards

There are three approved DogSmith skill cards

- Small Paw Etiquette – used for puppy classes
- The DogSmith Skill Card – used for Teen Dog Etiquette, Pet Dog & DogSmith Solutions
- Off Leash Etiquette Skill Card - used for The DogSmith specialty class, Off Leash Etiquette

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

The DogSmith Key Philosophy Brand Standard

MTR®

The DogSmith MTR is the foundation of what we believe makes a good pet dog. This tool is designed to help you communicate the important aspects of pet dog ownership to dog owners. The MTR® is also the format that must be used when developing Behavior Change Plans for clients. Skills, tasks and work areas must be identified in their category.

ARRF®

ARRF is the foundation for our DogSmith mechanics and training philosophy.

A = Active Involvement. Active involvement in the learning process is critical. When the student is actively participating, rather than passively observing, greater learning takes place. This applies to both the dog and its owner.

R = Repetition. Newly acquired skills need to be repeated frequently in a variety of contexts to ensure they are robust. This means the skills you and your dog learn will be effective in and around your home and out and about around town. Frequent repetition in various scenarios ensures the skill is truly owned so the student can not only generalize its behaviors in new situations but can also discriminate when appropriate.

CONFIDENTIAL

R = Reward. Positive reinforcements, in the form of rewards for accomplishing skills successfully, are far more effective to ensure learning takes place. Rewards such as food and toys are quickly replaced by life rewards, such as attention and petting, when behaviors are under cue control.

F = Finite Objectives. Clearly defined and attainable objectives make it clear to student and instructor what is to be learned and taught. With clear objectives the student and instructor can easily recognize when a particular skill has been mastered and during the process we train - test - train to ensure our objectives are met.

DogSmith ABC Chart

The DogSmith Behavior Change Program chart details the approved training and behavior change protocols that are permissible for a DogSmith to use.

The DogSmith Training Mechanics

The DogSmith mechanics are the most effective, reliable and easiest way for a pet dog owner to train their dog. Each skill has been developed over its criteria and these must be used at all times by The DogSmith. The DogSmith Brand standard for dog training mechanics is:

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Each criterion is trained in a set of five. If the dog accomplished each of the five correctly then you can push on to the next criterion. If they accomplish less than 3 you must return to the previous criterion. If they achieve 3 or 4 then you stick and repeat that criterion or find a midway point between the current criterion and the next criterion.

DogSmith Behavior Technician/Analyst Standards

Informed Consent

The DogSmith informed consent is a combination of our professional ethics and our liability waiver. There are two versions of The DogSmith Informed Consent, a) Group classes, b) Private clients.

It is important that DogSmiths do not represent themselves with skills they do not have or have not yet acquired. As a DogSmith you must only take on training and behavior cases that are within your DogSmith level of certification. Other cases should first be discussed with Niki Tudge to determine the feasibility of working with Niki's assistance and/or to refer the case to an appropriate Dog Trainer or Behavior Counselor.

CONFIDENTIAL

Functional Assessments

DogSmith Behavior Counseling is conducted using Functional Assessments. The following is the brand standard for FAs:

- Informant Interview. The DogSmith behavior questionnaire must be completed by the client online. In Grumpy Dog Situations the Grumpy Dog Questionnaire is completed by the DogSmith during the informant interview.
- Direct Observation. The direct observation form is where tangible measurable data regarding the target behavior is documented.
- Functional Analysis. The Functional Analysis is a scientific experiment manipulating A's and C's to narrow down the SD's so an accurate contingency statement can be developed.

The approved standardized forms can be found in The DogSmith Business library.

The DogSmith deliverables from each Functional Assessment are:

- Fully completed information interview, direct observation form and functional analysis if needed

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- A 98% confident Contingency Statement
- The completed Client Management, Training and Relationship Plan. This plan details the ABC's, The Client Goal, The Relationship building exercises, The Management Tools and The Training Plan developed in four levels. Each level documents the number of anticipated lessons. Additional Notes, safety concerns, level of commitment and compliance required by the owner and a 'feel good' sentence to motivate the client.

The DogSmith LAB System (Lifestyle, Antecedents & Management)

The DogSmith believes in using the least aversive and least invasive dog training and behavior change methods.

DogSmiths should use the LAB approach to the doctrine of least aversive and least invasive training protocols.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

The LAB System - For Humane and Effective Pet Training and Behavior Consulting

Lifestyle Adjustments L DogNostics DC Career College	**Nutrition** Implement appropriate nutrition, dietary supplements and treats.
	Relationship between family members and the pet Educate owners regarding covert and overt behaviors Implement appropriate play behaviors if a deficit exists Implement a fair and consistent application of environmental and training cues Implement a culture of +R to strengthen and develop the reinforcement history between the owner and their pet
	Health & Wellness Implement games, fun and play that create mental stimulation Implement breed specific physical stimulation exercises In cases of fear, phobia, anxiety or aggression seek veterinarian medical advice to support a behavior change program
Antecedent Arrangement: Setting Events & Motivating Operations A	**Living Environment** Reduce expose to problematic SD's and CS's Manage the pet for "do this" rather than "do not" Implement safety protocols for dangerous behaviors Elicit + CERs through play & fun Implement relaxation protocols **Training Environment** Manage & control +R reinforcement protocols pre, during and post training sessions Manage action prompting behaviors using +R redirection protocols Develop +CERs using primary and secondary reinforcement (play, fun & games) Implement desensitization hierarchies.
Behavior change B	**Operant Conditioning + R/-P and Respondent Conditioning** Train incompatible or alternative behaviors Implement relaxation protocols Reduce the frequency, intensity or duration of an existing problematic behavior Implement desensitization hierarchies Develop +CERs using primary and secondary reinforcement (play, fun & games)

After the implementation of a behavior change program supported by a thorough Functional Assessment if appropriate results are not achieved then.

1. Review and revise where necessary the level of program commitment and compliance from the pet owners and participating pet professionals
2. Revisit the original functional assessment. Analyze the relationship the behavior has with its environment. Revisit and review the relationship between the antecedents/behavior and the behavior/consequences.
3. Secure peer supervision to review the Functional Assessment and provide advice on implementation procedures
4. Secure mentor supervision to review the Functional Assessment and provide advice on implementation procedures
5. Refer to a Veterinary Behaviorist

Designed and developed by Niki Tudge and Angelica Steinker 2014.
Not to be used without permission of the owners

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Behavior Change Program (BCP) Format

The DogSmith brand standard for the formatting and communication of a BCP to clients is using the MTR®

The deliverables for the client are

- The DogSmith MTR® Plan and the Client Management/Training and Relationship Plan found in the Business Library.

DogSmith Safety & Security Brand Standards

Insurance Coverage

Each DogSmith must carry the necessary insurance for their business. The Dog Training insurance is provided by the Pet Professional Guild and the In-Home Pet Care Insurance is provided by PetSit LLC. The DogSmith must purchase the applicable add on packages for In-home Pet Care and Dog Day Care.

CONFIDENTIAL

DogSmith Insurance Criteria is

Insurance Coverage for a DogSmith Business Owner

Each DogSmith Business offers the following services

1. Dog Training, Private and Group performed in different locations.
2. In Home Pet Care, both at the clients home and the home of The DogSmith
3. Pet Waste Cleanup performed for both residential and commercial clients
4. Dog Walking performed in public places

Limits Of Insurance:

- $1,000,000 — Each Occurrence
- $2,000,000 — General Aggregate
- $1,000,000 — Personal and Advertising Injury
- $2,000,000 — Products / Completed Operations Aggregate Limit
- $100,000 — Fire Legal Damage Limit

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- $10,000 — Each Occurrence for loss of pets in your care
- $25,000 — Annual Aggregate for loss of pets in your care
- $1,000 — Each Occurrence Veterinarian Expense Coverage
- $5,000 — Annual Aggregate Veterinarian Expense Coverage
- $2,000 — Lost Key coverage for Re-Keying of customers' homes
- $5,000 — Medical Expense Limit

Special Features that need to be covered in the business Insurance Package

- $10,000 per occurrence / $25,000 annual aggregate for loss to pets in your care, custody and control. This coverage is very important and protects you should a pet you are responsible for be lost, stolen or accidentally injured or killed. This also covers the pet while being transported.
- $2,000 Lost Key Coverage. This would pay for the cost of having new keys and locks installed in a customer's home should you lose their keys. This does not cover the cost of having a locksmith open a door or damage caused to open a door by force.
- $1,000 per occurrence / $5000 annual aggregate for Veterinarian Expense for animals accidentally injured while in your care when there is no negligence on your part.
- Special Personal Property of Others endorsement. This provides you with protection for customer's property in your care, custody or control. Coverage is for $10,000 per occurrence and $25,000 annual aggregate. Cost is a flat $100. This also protects you from negligent acts of your employees that result in loss or damage to property of your customers.
- Bond, The Surety Bond covers employees or independent contractors for up to $10,000 per occurrence and $25,000 annual aggregate for theft of personal property at your client's home. The bond would also apply to incidental helpers. Coverage only applies if it is a criminal act, but there is no requirement for a criminal conviction.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Animal Handling & Safety

The minimum standards for animal handling and safety are:

- No more than two dogs can be walked together at one time
- All Dogs outside their owner's yard or a fenced area approved by the owner, such as a dog park, must be on a leash, unless the owner has specifically given 'off leash' permission in writing to the DogSmith for other approved 'off leash' dog areas.
- All dogs in the care of a DogSmith must have identification tags or collars and be wearing a DogSmith PAL tag.

Vaccination Protocols

- All dogs in the care of a DogSmith must be up to date on all the necessary vaccinations. Rabies, Bordetella and DHPP are mandatory for public and canine health.
- All dogs in the care of a DogSmith must be on a flea and tick preventative.

CONFIDENTIAL

Transporting Pets

- All dogs in the care of a DogSmith in a vehicle must be safely fastened in using either a harness or be in a crate.
- No dogs in the care of a DogSmith may be left unattended in a vehicle. Dogs in the care of a DogSmith may only be in a vehicle while they are being transported from point a, to point b, as approved by the client.
- No dogs (even your own) should be left in any marked DogSmith vehicle; this can create a negative perception of the DogSmith for anyone seeing the dogs left unattended in a marked DogSmith vehicle.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Event Management

Event management is an important component of The DogSmith brand image and marketing goals. There are two components to managing events. Participating in an event as a vendor and working alongside an event manager and being an integral part of the entertainment, support or activity offering.

Vendor participation

As a vendor at an event it is important that The DogSmith image and brand standard be maintained. The vendor tent and equipment should consist of the following

- 10’ x 10’ tent with blue canopy
- 6 foot table
- DogSmith Tablecloth
- DogSmith banner across the back of the tent
- 5 DogSmith yard signs. One posted three feet in front of the back and two sides of the tent to drawer in people. 2 yard signs posted three feet in front of the tent (if allowed).
- The following marketing collateral should be neatly presented on the table:
    - 30 Pet Care Tri-folds in a plastic stand
    - Dog Training Tri-folds in a plastic stand
    - 50 DogSmith Everything Postcards
    - 50 Bumper Stickers
    - 100 Gift Cards in a plastic stand

Each table should have a raffle basket with $30.00 worth of dog toys and treats. Collect cards and entry slips (small cards you create to capture their name, address, telephone number and email address) and put into an attractive bone shaped or doggie themed jar.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Silent Auction Certificate

There is approved Silent Auction Artwork for a Silent auction event:

Event Activity Offerings

Four times each year you should attend events and be on the activity schedule to do one or all of the following

- AKC “CGC” Testing
- 30 Minute Dog Obedience FREE Class
- 15 Minute Trick Class culminating with a Trick competition judged by the event organizers.

CONFIDENTIAL

How to Handle a DogSmith Private Training Inquiry

Most private consultations will come by email or phone. If you receive an email, ask the client for a phone number so you can call them. Once you get the client on the phone you need to gather as much information as you can in about 5 minutes. Never dispense professional advise over the phone, as a professional you have a level of liability. Your goal with the initial call is to seal a confirmed appointment.

The Key and Critical Questions to Ask

1. Do you live in the area? Check the client is within your Business area, or in an area that you are prepared to service. Don’t waste time gathering information to learn later that you cannot help them.
2. How were you referred to us? This will let you know the clients level of ‘buy-in’ to you and your service as well as giving you important marketing information.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

3. What is your dog's name, age and breed? Note this for your record. The age and breed will give you some insight into the caller and their level of frustration. You are also developing a rapport with the client.

4. Who else is living in your home? This information will enable you to prioritize the importance of getting to the home and helping the client, particularly if there is a danger of the dog being relinquished or a danger to a family member.

5. What can I help you with today? Ask how you can help, get the caller to clarify the main issue. Do not take a detailed history, just determine enough information to answer a) is this within your competence level? And b) is there the potential for any danger to yourself?

6. Ask how long this has been a problem and why they are now asking for help? This will give you a lot of information about how serious they are and their level of commitment and potential compliance.

7. Does the dog live indoors or out?

8. Has the dog ever bitten anyone?

CONFIDENTIAL

Handling Inappropriate Client Questions

Always stay in control of the sales process. If you are thrown what you consider an inappropriate question the following is how you should get the call back on track. Never pre-judge a client based on their comments and answers. This does not help the client or help the fate of the dog.

1. Q: How much do you charge?

A: Where do you live? Okay, that's a nice area, and what kind of dog do you have? A Spaniel, oh what a great breed. What is his/her name and how old is he/she? So Peter is 5 years old. What specifically can I help you with? (Now you are back in control of the conversation, you can gather your information and then quote your price when you have developed a rapport).

2. Q: I get that you are "positive trainers" but I don't want to just throw food at my dogs. Do you use shock collars?

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

A: Why don't you tell me your specific problem and I will tell you if it is something I can help you with. At this point you need to determine if this is a client you are prepared to work with and if they are open to looking at different ways, skills and tools.

Closing the Call with a Scheduled Appointment

Explain to the client in a short and professional manner what you do, where you do it and how much you charge.

Example:

DogSmiths are certified, professional Dog Trainers and Behavior Consultants. We make an appointment to visit you and your dog in your home so we can show you & work with you to manage your dog's behavior and achieve your goals. We charge $80.00 per hour and a session does not go over the one hour. If it does then we do not charge you any additional amount. When are you available for us to meet with you (secure date and time)? I am going to email you or can you go to our website and complete the private training form and client Informed Consent form.

CONFIDENTIAL

DogSmiths never ask a customer to call them, nor do we email a customer asking them to call us. We always take control of the communication process and call the client.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Recruitment/Training & Certification of Pet Care Technicians/Contractors & Employees

DogSmith Business Protection

Employees and/or Contractors will need to be Certified Pet Care Technicians. This training is offered through DogNostics. There are three tiers of training programs available to support DogSmiths. Which tier you choose will depend on how much of the training you wish to be involved in delivering?

Recruitment

There are several ways to approach the recruitment of DSPCT.

- Target individuals that you come into contact with during your DogSmith work, rescue group volunteers, shelter workers, veterinarian offices, groomers, smaller less organized pet care service providers and even customers.
- You can advertise in newspapers, Craig's list or community notice boards.

CONFIDENTIAL

Tools Required

A well written job advertisement that stipulates the kind of person you are looking for and the qualifications and experience you require. Let them know that if their application does not meet the job criteria it will not be considered. Only qualified candidates will be responded to.

Deliverables

A short list of potential candidates.

The DogSmith Recruitment Road Map

Employee or contractor? The legal requirements are different.

1. Recruiting Employees

- The coffee talk. Identify the individuals that you think are or might be interested in working for The DogSmith. Invite them for a coffee. Use 30

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

minutes to determine if it is worth investing your time in a more formal discussion:

- How did they arrive, punctually, well presented?
- How did they greet you?
- How did your discussion go, do you have a good feel about them?
- From first impressions would you want them looking after your pets in your home, or your pets in their home?
- Keep the conversation very informal and very relaxed. You will learn more about them that way.

A. The Minimum Requirements to Schedule a Formal Interview

- 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 partner
- They must have access to the internet 24/7
- They must have an email address
- They must have a reliable cell phone
- They must have their own vehicle, reliable and presentable
- They must be available to work
- They must be reliable
- They must be honest
- They must be punctual

CONFIDENTIAL

B. The Formal Recruitment Process Employees Only

This is the minimum standard required for the recruitment of DSPCT

- Schedule a more formal discussion. Plan a quiet place where you can talk and ask them more pertinent questions.
- If you are interviewing a few candidates ask them all the same questions so you are able to contrast and compare.

Tools required

Employment Application form
The Job Description
The interview questions
A quiet location

Deliverables

Confirmation of their interest

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Type of employment they are looking for
Hours they are available

C. The Minimum Requirements to Make a Formal Offer to an employee

- Perform a background check and obtain a minimum of two reference checks
- They must have no criminal record
- They must have no history of drug abuse
- They should be available a minimum of 20 hours per week

2. Contracting out DogSmith Pet Care Services

CONFIDENTIAL

- Schedule an appointment with the contractor & review the work to be contracted out (ensure you meet the necessary legal requirements)
- Present the standard DogSmith contracts. There are two. The contractor agreement and the non-compete, non-solicitation and confidentiality statement.
- Obtain their tax payer information W9
- Consent form for background checks

Deliverables

Receipt of a Signed Contract, contractor or employment contract

- Signed consent form for background checks
- Background checks completed or access to reputable customer references
- When you have a signed contract, contractor agreement and or employment agreement and you have the non-compete, confidentiality and no solicitation document in place then you can register them for DogNostics CPCT program

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Deliverables, the Employee/Contractor File

Contractor	Employee
Consent form for background checks or other customer references Contractor agreement with Appendix A Completed W9 Slumber party checklist if applicable	Completed application form Completed W4 and I9 Signed job description Signed job offer letter Signed Associate handbook New Hire reporting form
Insurance coverage for the new hire	

CONFIDENTIAL

Training & Certification for Employees & Pet Care Contractors

To ensure our internal reality meets and exceeds are external marketing message it is imperative that all DogSmith Pet Care Technicians are trained. They must all be Pet First Aid Certified and have been instructed in DogSmith standard service delivery (as per our DogSmith training video found under pet care in your Knowledge-base) As the business owner you have to ensure that employees and contractors have all the necessary training so they can carry out the DogSmith services according to the DogSmith Brand Standards.

At The DogSmith we also recognize that as a business owner if you want to expand and grow your business you need to develop new employees and then train them. This we recognize is much easier said than done! So to meet the needs of your business we have created a selection of training resources to help you provide your technicians with the necessary skills, knowledge and experience.

Three Pet Care Training Options

1. A Pet First Aid Certification Program. A single module containing three webinars. For the Pet First Aid certification the skill videos and the online test are required.
2. Certified Pet Care Technician Level 1 (New and revised criteria, now only three modules). The only homework required is the open book on-line test.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

For the Pet First Aid certification the skill videos and the online test are required.

3. Certified Pet Care Technician Level 2 (Five modules, the only homework is the open book on-line test. For the Pet First Aid certification the skill videos and the online test are required.

The DogSmith Certification Check List

Employee /Contractor Name:

Business Location:

Business Owner Name:

- E = Employee
- C = Contractor

CONFIDENTIAL

		Yes	Date/s
E & C	Satisfactory back ground check completed	○	
E&C	Signed up for DogNostics CPCT		
E&C	DogNostics CPCT credential		
E	Dog Walk Practical Training Session x 1	○	
E	Home Alone Practical Training Session x 3	○	
E	Pet Taxi Practical Training x 1	○	
E	Lunch & Dinner Break Practical Training x 1	○	
E & C	Power Pet Sitter Training x 1 hour	○	
E & C	Review of DogSmith Brand Standards	○	
E	DogSmith Employee Hand Book Issued and reviewed	○	
E & C	DogSmith Insurance Liability confirmed coverage	○	
E & C	Slumber Party Check List (slumber party contractors only)	○	

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Contractor "On the Job" Training. This will be determined by the services you have specified you are contracting out to them in Appendix A of the signed Contractor Agreement.

- DogSmith Quality Control Checks
- Spot check at least four pet care visits each month to ensure the correct standard of service is being delivered.
- Call four clients each month to inquire if they are satisfied with their in-home pet care service
- Email the pet care service customer survey link to all pet care clients

The DogSmith Positioning Statements & Approved Tag Lines

CONFIDENTIAL

The DogSmith positioning statement is

The DogSmith, Unrivaled Pet Care! Or Your Neighborhood Pet Care Expert!

Advertising Statements ….

…that reflects the emotional aspect of our positioning statement across our core products are:

Dog Training	"Solving Canine Problems One Woof at A Time"
	"Helping Dogs Become Family"!
	"The DogSmith, Teaching You 'Dog Talk' "
	"We Don't Whisper – We Translate!"
	Got Dog? Get Training!
	Got Puppy? Get Training!
	The Dog Training You Need, Whenever You Need It
Pet Care	"You Can Leave Home without Them"
Pet Waste Cleanup	"Get Clean, Go Green"

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Dog Walking "Take Back the Leash"

Puppy Training "Helping Pets Become Family"

DogSmith Pricing Standard Recommendations

To ensure the integrity of all DogSmith pricing each DogSmith will have a published rate sheet. The publish rate sheet will provide for all rates published to the community through the pet care software system and on your DogSmith web pages. To ensure the capture of additional during low periods or to specialized market segments, discounts can be offered in the following ways:

The discount structure ensures we do not reduce our brand value in the market place by offering inconsistent discounts in an inconsistent manner. Pricing is critical to the integrity of our brand>

CONFIDENTIAL

Approved Discount Structure

1. Issuing gift cards to clients, referral partners or as a marketing tool - $15.00 or $20.00
2. Canine Rescue Resource Program approved discounts -
    - 10% discount within 60 days of adopting a dog
    - 20% discount within 7 days of adopting a dog
3. Discounts for Dog Walking Packages based on approved packages and discounted structures-
    - Weekly prepaid 5% discount
    - Monthly prepaid 10% discount
    - Six Month prepaid 20% discount
4. Discounts for Pre-pay Pet Waste Cleanup services
    - 6 month prepay 6% discount
    - 12 month prepay 10% discount

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

5. Discounts for referral partner's clients who use The DogSmith. The referral partner (company) is paid using a $20.00 referral fee (this shouldn't be automatic, good referral partners happily provide referrals for their partners they trust and believe in).
6. Loyalty Programs. Long stay pet care customers.
    - 10 days or more 10% discount
    - 20 days or more 15% discount
7. A client referral is compensated using a $20.00 account credit or $20.00 Gift Card "Refer a Best Friend" Program.
8. Multiple dog discount for group classes (same class sign up)
    - 2 dogs 10% of total price
    - 3 dogs 15% of total price

CONFIDENTIAL

DogSmith Software

The DogSmith uses Power Pet Sitting® for the management and control of its customer data base, service scheduling and customer interface. This is highly interactive software offering clients the ability to schedule their own services, update their own information and stay in touch with their animal's service visits in their absence. The software enables The DogSmith owner to maintain their customer files, profile information, billing information and service information in one location that is internet based and can be accessed from any location. All client bookings must be made and maintained through The Power Pet Sitting Software.

The DogSmith has proprietary software on its website for managing group classes, private training, and dog behavior consulting.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

DogSmith Training Certification Levels

Level 1 – Novice DogSmith CTA

Certified Training Assistant

- Completed Week One of the DogSmith Training Center's Certification Program or has 30 CEU's from approved DogSmith courses on assigned training center approved courses. Mandatory courses are
- DogSmith Mechanics & Training Curriculums
- Teaching Others to Teach
- Canine behavior and social communication
- DogSmith Training Tools and Equipment

A CTA Is qualified to be a Training Assistant for Group Classes only from the service offering list. With 50 CEU's is qualified to teach group classes if the Business Owner is a Master DogSmith

CONFIDENTIAL

Level 2 – Apprentice DogSmith

Business Owner Entry Level Certified Dog Trainer

Certified Dog Trainer

- Completed Week One & Two of the DogSmith Training Center's Certification Program
- Successfully completed all manual assignments and curriculum tests
- APDT Full member ($100.00) per year

CDT is qualified to hold Group Training Sessions and Private Consultations from the DS Service offering List with the exception of Grumpy Dog Classes

Level 3 – Journeyman DogSmith PDC

Pet Dog Counselor (Dog Behavior Consultant)

- Holds the AKC "CGC Evaluator Title
- Is in full compliance with DogSmith Brand Standards
- Has 35 CEU's on assigned topics from DogSmith approved course to include the following:

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- 2 day Aggression workshop
- 3 webinars on a behavior change program case study and successful completion of the test within 4 days of the workshop
- Completed the “Conducting a Functional Assessment” webinar and case study
- Completed the Differential Reinforcement Workshop and successful completion of the test

➢ Has a minimum of 250 hours of group training
➢ Has a minimum of 120 private consultation hours

Level 4 – Master DogSmith MCBC

Master Canine Behavior Counselor

➢ Has completed an additional 25 CEU from approved DogSmith Training/Workshops
➢ Holds The DogNostics Dog Behavior Consulting Diploma or successfully completed The Jean Donaldson Dog Training Academy
➢ Is in full compliance with DogSmith Brand Standards
➢ Has conducted level two of Teaching others to Train

Master Canine Behavior Counselor is qualified to certify a Novice DogSmith Trainer for their own

CONFIDENTIAL

DogSmith Continued Education and Certification Annual Requirements

The DogSmith Business Training Certification remains active for 6 months. If a new Business owner has not opened a fully functioning training business within 6 months then they must attend The DogSmith Certified Dog Trainer course a second time. If a certified DogSmith has not actively operated or working in the business for 6 months then they must recertify before they can service clients.

Each DogSmith Business owner must each year successfully complete 12 continued education units in line with The DogSmith Pledge. DogSmiths that are CPDT certified must complete the necessary CEU’s to maintain their CPDT Certification.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

The DogSmith Pledge

The DogSmith Pledge is signed by each new DogSmith Business Owner and is posted on the bottom of the Business individual page on the website

As a DogSmith professional, I pledge to use my knowledge and skills for the benefit of pet owners and their pets. I will practice my profession conscientiously with dignity, and in keeping with the principles of The DogSmith ethics, mission, vision and values. I accept as a lifelong obligation, the continual improvement of my professional knowledge and competence.

The DogSmith 'Puppy Pack' Programs

Here at the DogSmith we recognize that getting a puppy can be exciting and frustrating. Puppies are delightful, cute, funny and highly entertaining. Unfortunately, they do not come with an owner's manual. We are changing all of that. The DogSmith has developed Puppy Training Programs that provide you with everything you need to train your puppy from "cute and cuddly" through the 'terrible twos" right to "best friend." The Puppy Pack Puppy Training Programs are designed for puppies from 7 weeks to 6 months of age and establish the foundation for the puppy's entire life.

CONFIDENTIAL

The 'Puppy Pack' Puppy Training Goals include housetraining, crate training, bite inhibition (puppy nipping), doggie social skills with people and dogs and some key puppy obedience skills like, 'Sit', 'Down', 'Stand', 'Come', 'Walk nicely', 'let's go', 'leave it', 'name recognition' and 'stay' behaviors.

Benefits of Running with the DogSmith Pack

Each person that enrolls a puppy (less than 6 months of age) into one of the DogSmith Puppy Pack Puppy Training Programs receives a lifetime membership into the DogSmith Puppy Pack, this membership includes:

- The DogSmith Puppy Pack Membership Card
- Monthly DogSmith Newsletter enrollment
- 10% discount on all future DogSmith group dog or puppy training classes
- 10% discount on DogSmith private dog or puppy training
- 10% discount on The DogSmith In-home pet care services at any DogSmith location for the life of the puppy

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

- The DogSmith Puppy Pack Member who refers 4 puppy friends into a DogSmith puppy pack puppy training program will receive a referral credit of $50.00.
- A PAL® Tag and PAL® database registration
- A DogSmith Puppy Pack graduation certificate
- Wholesale pricing on The DogSmith's retail line of Holistic Pet Food & Pet Care Products
- 10% Discount on The DogSmith Weekly Pet waste Cleanup Program
- 5% discount on DogSmith puppy training aids and puppy toys
- AKC Puppy Star Registration & Assessment

The DogSmith Puppy Pack Programs Description

See the full Puppy Pack Training and operational Manual for the complete standards of operation for these three programs.

See the DogSmith Puppy Training Skill card for a full list of the skills covered and the training goal for each skill. You can also review The DogSmith puppy socialization checklist.

CONFIDENTIAL

Puppy Pack Board & Train 14 day package.

The DogSmith 'Puppy Pack' Board and Train option is a 14 day puppy training program that takes place in the home of a certified DogSmith Dog Trainer. The DogSmith takes the puppy through a scheduled 14 day program that begins with puppy crate training & housetraining. Each day new training skills are introduced to the puppy.

Puppy Pack Latch-Key 14 day training program.

The DogSmith Puppy Pack Latch-Key puppy training program takes place in your home. The DogSmith visits your home 3 times each day. This package helps you, under the supervision of a DogSmith, ensure your puppy's housetraining schedule is maintained with 2 visits to the home each day to exercise and 'let out' your puppy. The third visit each day is a puppy training visit. The DogSmith takes the puppy through a scheduled 14-day training program that begins with crate training & housetraining with new skills introduced to the puppy each day.

Puppy Pack In-home Private 14 day training package.

The DogSmith Private In-Home 14 day puppy training package guides you through teaching your puppy all the necessary skills. The DogSmith makes a daily visit to

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

your home to work with your dog and a family member. The DogSmith takes you and your puppy through a scheduled 14 day program that begins with puppy crate training & housetraining. Under the guidance of your DogSmith Dog Trainer a new skill is introduced to your puppy each day with a daily homework assignment for your family to work on.

The DogSmith Puppy Seal

DENTIAL

The DogSmith Puppy Pack Seal is only to be used on approved DogSmith Puppy Pack marketing collateral, DogSmith corporate website and Puppy Pack membership card.

Canine Slumber Parties

The Key concept

DogSmith Canine Slumber parties have been in the market place since 2008. They are the nice alternative to pet boarding in commercial kennels. A Slumber party service is charged based on a 24 hour period.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Slumber Party Departure and Arrival Times (please check with your local DogSmith, times may vary from location to location)

- The slumber check-in time is 12 noon. This is to enable us to prepare for your pet's arrival after our morning departures.
- All arrival and departures are scheduled so we can maintain a happy and stress free environment.
- Our check-out time is 11:00 am. If a pet stays after this time a day care fee may apply.
- For pets checking out after 6:00 pm the additional night's slumber accommodation fee applies.

Safety Procedures & Minimum Services

- All canine slumber party guests must have access to an individual crate.
- Crates are used for safely containing dogs when they cannot be fully supervised. They must also have access to their own toys, food and water.
- Dogs are matched for playtime based on their size and personality.
- No more than four dogs should be playing together at any one time and dogs smaller than 15 pounds should not be in a general group of play with larger dogs.
- Each dogs crate should hold a crate card that tracks their walks, bathroom breaks and appetite. All medication must be tracked as it is administered
- All crates are cleaned with either Trifectant or kennel Sol. Crates are cleaned out daily and disinfected every third day or on the day of departure.
- Pets are provide fresh clean water two times each day and four designated bathroom breaks
- Extra services can be offered to clients for additional charges.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Canine Slumber party Service Non Negotiable

Deal Breakers.

1. All dogs are separated for meal times, irrespective of what the owner's request.
2. No food bags, buckets or containers are taken into communal dog areas. Food is delivered to each crate in a bowl.
3. No dogs are left in outside runs unattended.
4. Small dogs are never put into play groups or crates with large dogs. (unless they are family members and we have written permission)

The definition of a small dog is less than 15 pounds. A medium size dog is 20 to 40 pounds and a large dog is 40 to 75 pounds. An extra-large dog is 75 pounds +

   a. Small dogs are placed together
   b. Medium dogs are placed together
   c. Large dogs and extra-large dogs are placed together

5. Each crate must be securely locked with a cage hook.
6. Water bowls for all guests must be completely full. If there are 2 dogs staying together, they must have 2 water bowls.
7. All boarding guests must have a clean living environment. Pet Waste is picked up within minutes of it being deposited.
8. All crate cards must be completely filled out.
9. All extra service requests are completed on the date listed on the crate card.
10. Each pets eating, defecation and urination status must be updated on the crate card Any animal who has not eaten in 12 hours or who has not urinated/defecated in 24 hours must documented on the daily status sheet and action taken to remedy the situation.
11. All medications are given at the correct time and recorded on the kennel card and in the kennel software.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

Kitty Smith Services

The Key concept

Kitty Smith services are the equivalent feline services to our DogSmith Canine Slumber party. The kitty stays in the home of a certified Pet Care Technician or Kitty Smith. A Kitty Smith service is charged based on a 24 hour period.

Arrival & Departure Times (please check with your local Kitty Smith, times may vary from location to location)

- The check-in time is 12 noon. This is to enable time to prepare for the pet's arrival after morning departures.
- All arrival and departures are scheduled so we can maintain a happy and stress free environment.
- The check-out time is 11:00 am. If a pet stays after this time a day care fee may apply.
- For pets checking out after 6:00 pm the additional night's accommodation fee applies.

CONFIDENTIAL

Safety Procedures & Minimum Services

- Each Kitty is housed in a Kitty condo. In this condo they have a food bowl, a water bowl and a clean Cat Litter Tray and a minimum of one hanging safe cat toy for mental stimulation.
- Each Kitty is provided with a towel for comfort to snuggle in
- Condos must meet the following specification. 36" L X 24" W X 48" H
  Wire Spacing: 1.5" X 6" They must be two shelves.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

CONFIDENTIAL

- Each of the Cat condos must be spaced at least three feet apart, if you have multiple condos and no more than three condos in a room the size of 8 feet by 8 feet to ensure correct circulation.
- All medication must be tracked as it is administered
- All condos are cleaned daily, litter boxes are scooped three times each day and cleaned out thoroughly every third day with Trifectant.
- Cats are provide fresh clean water two times and a small portion of catnip
- Extra services can be offered to clients for additional charges.

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

KittySmith Slumber party Service Non Negotiable

Deal Breakers.

12. All cats are separated from dogs at all times.
13. If a cat has not eaten in 24 hours medical advice must be sought.
14. Each condo must be securely locked with a cage hook.
15. Water bowls for all guests must be completely full.
16. All boarding guests must have a clean living environment.
17. All condo cards must be completely filled out at each daily service
18. All extra service requests are completed on the date listed on the condo card.
19. Each pets eating, defecation and urination status must be updated on the condo card Any animal who has not eaten in 12 hours or who has not urinated/defecated in 24 hours must documented on the daily status sheet and action taken to remedy the situation.
20. All medications are given at the correct time and recorded on the kennel card and in the kennel software.

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014

CONFIDENTIAL

© 2014 DogSmith Business Services. No part of this manual is to be changed, copied or distributed in any way without permission from The DogSmith corporate office. Revised and updated August 10th 2014