



K-9 COACH

"You and Your Dog Deserve to be a Team"

Dear K-9 Coach Family

I hope that you and your family are doing well and are enjoying this holiday season. I understand that this is a very busy time of year for most families. It certainly is at K-9 Coach!

I wanted to personally write you so that we may share some exciting new developments here. This letter is just a brief introduction to our upcoming changes and additional, detailed information will be forthcoming. **These changes will affect every client who participates in lodging and daycare services.** So, please take a moment to read the following. I trust that you will be as excited about our next chapter as the entire K-9 Coach team.

For almost 20 years, K-9 Coach has evolved in our approach and care for your beloved pups. Over the years, we've become recognized as one of the nation's leading dog training and care facilities. At every turn, we listened to our customer's needs and we worked with them to develop services that would enrich their lives and the lives of their dogs. We continue to listen. We continue to lead. And, today we are proud to announce **The Club at K-9 Coach.**

The Club at K-9 Coach is an exclusive, members-only club providing private access to the incomparable care and lodging services we provide here at K-9 Coach. Club membership is offered at several levels, designed to let you choose the experience and services that are right for your dog and your family. Each level of membership includes our traditional enrichment services so that every member can enjoy individual and customized experiences such as manners, impulse control, settle exercises, swimming, fetch, nosework, agility, fit paws, one-on-one time and care snuggling with their favorite Coach and so much more.

Offering these select, members-only programs means that you will have peace of mind knowing that your dog is safe and healthy; that they are engaged in carefully structured activities that reach both physical and mental exercise goals; that they are paired within small, similar groups of dogs that are companions to them, and enjoy the same activities; and that all the families and clients that come to K-9 Coach share the same vision and mission for their dogs!

Over the next several weeks, we will be sending out electronic newsletters, take-home materials, posting videos and convening customer meet & greet sessions all about The Club: it's levels, activities, benefits and more. We highly encourage our clients to review these materials, so they are prepared for the Club at K-9 Coach.

A few important dates are:

- January 1 – Website Updated with Membership Details & Pricing Structure.
- February 1 – New Pricing Begins (*preexisting reservations honored*).
- February 1 – Daycare Reservations Required.
- February 1 – March 1 – New Program Activities. Complimentary Membership Period.
- March 1 – Membership Requirements Begin.

As always, thank you for entrusting your pups with us. The entire K-9 Coach team is honored to serve our community, our families and their pups. I look forward to hearing from you in the near future.

Amber B. Burckhalter
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