

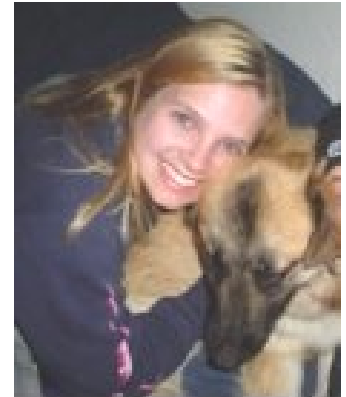
FEBRUARY 2009

## WHAT'S NEW WITH YOUR BEST FRIEND'S FRIEND!

Here we are at the beginning of another great year! With the change of calendar, it's a great time to "paws" and reflect on everything we have to be thankful for. First and foremost, YBFF would like to thank you, our wonderful clientele! We consider it a pleasure and great privilege to spend our days visiting your animal companions. Everyday, your pets brighten our lives, and we hope we return the favor. In 2008, thanks to your continued support and referrals, we have been able to expand our operations. Our team now consists of five fabulous full-time team members and a larger overnight staff. With this new staff, we can fulfill the increased demand for our services, without compromising the best quality of care that you have come to expect from us.

Huge thanks go out to our amazing Courtney, YBFF's Office and Client Relations Manager. All her hard work and dedication keeps our day-to-day operations running smoothly. Janice continues her busy schedule of daily walks and pet sitting, as well as, the busy office work and management of the team. We are also pleased to introduce our three new full-timers: Savannah, Kasey, and Mary. Savannah, our chief daily dog walker, has gained a pack of doggie devotees in the eight months she's been with the company. Kasey and Mary are our new full-time pet sitters., who also assist with daily dog walking. Kasey, who came aboard in July, has proved to be a giant asset to the team. Kasey has impressive experience working with all manner of animals...from small critters, to extensive equine experience caring for her two horses. Mary, who takes care of our evening pet sitting, began at a busy time of year, but has jumped right in and is doing great. Mary has owned nearly every form of small animal from reptiles and birds, to her current pair of beloved mutts. We have also expanded our overnight staff to a group of five. In the past year we have interviewed countless potential team members, speaking to well over a hundred people! We take great pride in choosing the very best people. We do the leg work, so you don't have to! To learn more about your YBFF team, please visit the staff link on our website at: [www.ybffpetcare.com](http://www.ybffpetcare.com).

2008 was a difficult year in terms of the economy. YBFF is very proud to say that we have only raised our prices once in ten years, and that was three years ago. The changes we've made in the past year dealt with being outside our service area, having more than two animals in the same house, cancelation fees, and a last minute booking fee. We understand this is a difficult time for most people's finances, and we are trying hard to keep our pricing at the current level, though further adjustments might become necessary in the future. Thank you again for your continued support. We look forward to caring for your pets in the coming year.



Kasey H. and Tucker



Savannah F. and Cheyenne



Mary D. with Audrey & Obi

## Let Us Help Fido Get Fit!

Due to the hectic lives many people lead today, many pets spend long hours waiting at home, sleeping and eating themselves into obesity. Studies suggest that almost half of all dogs in the US are overweight. This extra fat puts them at greater risk for cancer, cardiovascular disease, diabetes, respiratory problems, joint and skeletal disorders, and early death..

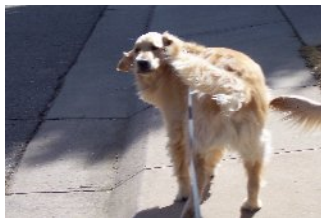
Daily exercise sessions benefit both you and your dog. Exercise needs vary depending on the breed, age and individual traits of the dog, but it's recommended by vets that dogs get at least 20 minutes each day. It is often hard to find the time to give your pet the exercise they need. We would be more than happy to assist you in developing and implementing a regular exercise plan tailor -made for your pet's unique needs.

Here are just a few benefits Fido will gain from daily walks:

- \* Sufficient exercise helps reduce or eliminate common behaviors such as digging, excessive barking, chewing and hyperactivity. Dogs need physical and mental stimulation each day.
- \* Exercise helps prevent boredom and channels the dog's energy in a productive, acceptable direction.
- \* Exercise helps keep pets healthy, agile and limber.
- \* It reduces the incidence of digestive problems and constipation.
- \* It helps prevent depression.
- \* It's a good way to help a timid or fearful dog build confidence and trust.
- \* Exercise promotes healthy rest. A well-exercised dog will be sleepy instead of restless when it's time to relax or go to bed.
- \* Most importantly, exercise is key to weight control.

### Things to Consider Before You Begin an Exercise Plan:

What is the current health of your pet?



Just like humans, it is best to check with your local veterinarian before beginning an exercise routine. Your vet can help you evaluate the most appropriate exercise for the type, size, breed and age of your pet.

The greatest benefit of exercise is acquired cumulatively. In other words, you need to do it on a consistent and regular basis for ultimate benefit.

Remember, If you can't find the time to exercise with your furry friend every day, or are ill or busy, we offer ten minute potty break walks, twenty min, and forty min, or longer walks that can help to keep them happy and active when you are unavailable.

Just a reminder of our referral discount.

For every job you refer, you get \$10 off your next service!

## LET US MAKE YOUR RETURN HOME EASIER...WITH OUR NEW GROCERY DELIVERY SERVICE!

Arriving late from a long trip and don't have time to stop at the store before you get home? No problem!

YBFF is now offering a last day grocery delivery service, for a \$25 fee. Just leave us a limited list of up to fifteen items before you leave, and we'll have your necessities stocked before you return. If interested, please inquire about this service when booking your pet-sitting service, or you can download the form from our website.

We also offer errand and pet chauffer services, when you are too busy, we will gladly help make your day a little smoother. You can also find the necessary forms and information about this on our website.



## Cold Weather Tips for Your Furry Friends

With the recent nice round of weather, it's hard to be realistic that we have two more potential snowy months. Your pet will stay snug and warm with our handy recommendations. The old and the young are particularly sensitive to the cold and more likely to suffer in extreme temperatures. Pay close attention to kittens, puppies, and older cats and dogs in the cold weather and react promptly if you sense discomfort.

Proper nourishment helps a pet endure the vicissitudes of winter. Pets who spend a lot of time outdoors may need to eat more than they do in other seasons because they are expending more energy coping with the cold.

Snow is not a source of drinking water for pets. You still must provide plenty of fresh water when your pet is outdoors.

Change the water several times a day and do not let it freeze. If installed properly and checked regularly, electrically-heated water bowls are an option.

Examine your pet's paws before they come back in the house, do so several times a day if your pet spends most of their day outdoors. To prevent trapped moisture from causing sores, remove any snow or ice packed between the toes of your pet's footpads and wipe their paws. Clip your pet's nails and trim the hair between the toes and on the bottom of the feet. Long nails interfere with your pet's traction on icy surfaces, and hair collects snow that turns to ice balls. Booties can help protect your pet's feet from cold and from road salt and deicing chemicals. Cats may not tolerate booties.

Low humidity and heat from fireplaces can cause dry skin and shedding. Brush your pet frequently to get rid of dead hair and skin and to stimulate oil glands.

When you stock up on essentials like candles and canned goods before a major snowstorm, don't forget pet food and any medications your pet may need. A pet first-aid kit, available at pet supply stores, is a sensible precaution, too.

### YBFF Website Features:

Please check out our website where you can find a full list of services and fees, staff biographies, and much, much more!

On the website you can contact us, book services, and download all applicable forms.

You can browse our fun photo galleries and find links to other great pet services. One of our most recent and most incredible finds is Robert Croley's fabulous mobile grooming service, The Pooch Mobile.

We have recently added a great marketplace feature where you can buy, sell, or trade anything dealing with pets. There is a nominal fee for selling, but if you are trying to find a free home for a pet, the posting is free!

Visit our site today at: [www.ybffpetcare.com](http://www.ybffpetcare.com)

## Presidential Puppy Trivia

In honor of the forthcoming first dog, here are some little-known facts about past presidential pooches:

George Washington had 36 foxhounds, and one was named Sweetlips.

Former President Lyndon Johnson howled with his favorite dog, Yuki, a stray rescued by his daughter, Luci, at a Texas gas station. He also had two Beagles named Him and Her.

Teddy Roosevelt's pit bull, Pete, once ripped off a French ambassador's pants at a White House event.

Franklin D. Roosevelt once spent \$15,000 to have a destroyer return to the Aleutian Islands and retrieve his Scottie, Fala, who had been accidentally left behind.

The first pooch to travel in space was a small mixed breed dog named Laika, who gave her life orbiting the earth in the Russian Sputnik in 1957.

## Fun Feline Facts

Ailurophiles - people who love cats - always want to know more about their favorite pets. Here are some facts about house cats that you might not already know.

Groups of kittens are "kindles," while groups of adult cats are "clowders."

Puss, a cat from England, lived to be 36 in human years: the oldest cat on record.

Sir Isaac Newton invented the cat door.

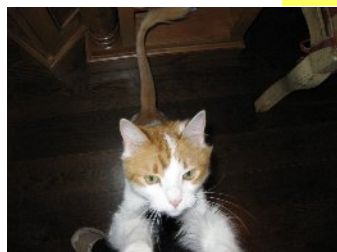
Ancient Egyptians shaved their eyebrows in mourning when their cats died. And if someone killed a cat, he or she could get the death penalty.

Cats rarely meow at other cats. The nearly hundred sounds cats can make are reserved for communicating with humans.

Kittens will start dreaming when they're about one week old.

Researchers have tried mouse-flavored cat food. The cats who were introduced to it refused to eat it. Our cats don't think of themselves as small humans. Rather, they think of us as large cats.

## This Month's Candid Critters Picks



Stuart



Simon & Hemi



Lily

Please feel free to send us articles of interest, events, pictures, or links.

We will review and post information that other pet parents might find interesting or helpful.

We look forward to seeing your furry friends soon!