

BROOKWOOD NEWS

February 2025

How We Show Your Pets Love

Every day is made up of small moments. While playtime and group activities are easy to notice, it's often the quiet, thoughtful details that mean the most to the dogs in our care.

These "little things" are how we build trust, comfort, and a sense of safety.

- Sitting with a nervous dog instead of rushing them
- Speaking softly to dogs who startle easily
- Offering reassurance to dogs who miss home
- Adjusting routines based on how a dog is feeling that day
- Letting shy dogs take things at their own pace
- Giving seniors extra time to move comfortably

Thank you for trusting us with the animals you love. We truly care for them as if they were our own.



Natalie with Buddy B.



Chloe



Keely with Finn B & Magic



Meagan with Finn & Amos

Book now!

February school vacation week is approaching quickly, and spaces are filling fast. If you're planning a stay during the last week of February, we encourage you to book as soon as possible to ensure availability.

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Love Starts With a Clean Safe Environment

A clean environment isn't just about appearances — it's about health, comfort, and peace of mind. We follow consistent cleaning routines throughout the day, everyday. This ensures every dog is cared for in a space that is safe, sanitary, and comfortable.

- Daycare lodgings & water buckets are cleaned & disinfected each night
- Boarding lodgings are cleaned & reset each morning. Deep cleaning & disinfecting happens as soon as the pet is checked out of our care.
- Play yards are scheduled for weekly raking & disinfection. The indoor play space is cleaned nightly when in use.
- Food bowls are washed & sanitized after each meal
- During downtime staff all works together to complete weekly cleaning tasks
- Aerapy UV installed in our HVAC system ensures the air circulating through the building is constantly being sanitized



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Comfort Isn't Optional, It's Essential



Rest is a crucial part of a dog's day. Comfortable bedding and familiar routines help dogs feel settled, secure, and relaxed while they're away from home. Even if it's just for the day, even if it's for a whole month.

- Every lodging is set up thoughtfully with comfort in mind
- Bedding and blankets help provide warmth and a sense of security
- Staff checks bedding regularly throughout the day to ensure dogs remain comfortable
- We have lots of raised cots (kuranda beds), soft beds & blankets, but you're always welcome to send a blanket or t shirt from home!
- Adjustments are made for puppies, seniors, and dogs with special needs



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Mealtimes Are More Than Just Food

Mealtime is an important part of each dog's day and is handled with special care, attention, and precision. Feeding & medication routines are followed carefully to ensure every dog receives exactly what they need, when they need it.

- Diets and portions are followed according to each dog's individual instructions
- Staff take time to prepare meals carefully and double-check details
- Feeding time allows staff to monitor appetite and wellbeing
- Special diets and feeding needs are handled attentively and consistently
- Medications are administered at the correct times and dosages
- Clear communication between staff ensures continuity of care
- Dogs receiving medications are observed closely
- Medical needs are handled calmly and patiently to reduce stress



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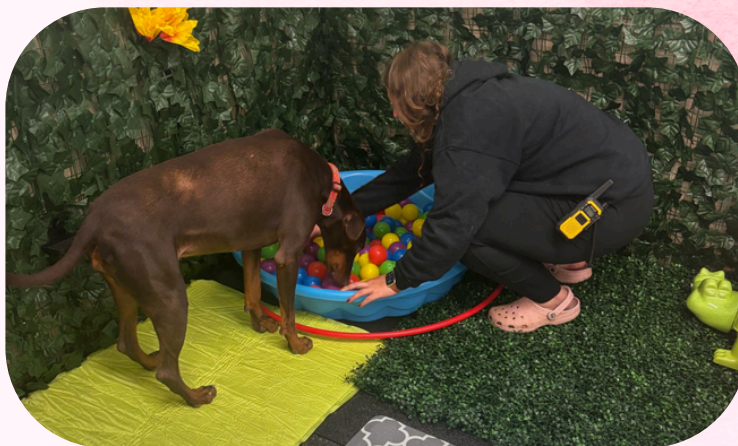
Love is in the Little Things

Individual Attention Matters

- Recognizing when a dog needs space
- Knowing which dogs prefer affection and which prefer calm presence
- Taking time with dogs who need medications or special meals
- Offering enrichment choices based on personality — not convenience
- Adjusting expectations for puppies, seniors, and dogs with medical needs

Care Going Beyond the Basics

- Straightening blankets throughout the day to keep dogs comfortable
- Refreshing water bowls often — not just at scheduled times
- Watching for changes in appetite, energy, or mood
- Taking notes and sharing observations between staff
- Making sure dogs are settled comfortably before leaving for the night



Your Pet is More than Just a Customer

- They're family members
- Their routines are disrupted while their people are away
- They're learning to trust us in a new environment
- They deserve patience, kindness, and understanding



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Meet the Assistant Manager: Emily



Experience, Skills, or Certifications:

The International Dog Trainer School at the Nordic Education Center for Dog Trainers

-Level II Certified Nordic Dog trainer (Ethical dog training basics, intro to dog behavior, dog language, & problem solving.)

-Certified Sensory Enrichment Coach

PackPro Certified:

-12 hour virtual training program in Group Management, Dog Body Language, Customer Service Basics, New Dog Evaluations, Health CPR & First Aid.

-3 day "Petcare Management" masterclass

Fenzi Dog Sports Academy (various classes, work shops, & seminars)

"Optimizing Learning Theory to De-Stress Vet Visits"

-Sophie Liu DVM (video lecture)

"Intro to NASDA Lost Item Recovery"

-Julie Symons (video lecture)

"Whistle Recall"

-Denise Fenzi

"How to Quiet a Barking Dog"

- Amy Cook PhD (video lecture)

"Tricks for Pics!"

- Sara Brueske (video lecture)

"Heeling Building Blocks"

- Petra Ford (video lecture)

"The Lemonade Conference 2022"

- various FDSA instructors (weekend seminar)

"Yes Please! Cooperative Canine Care"

- Deborah Jones & Judy Keller (6 week class)

"Success with Sensitive Dogs"

- various FDSA instructors (saturday seminar)

Dog Guru College (20 hour training program)

"Day Care Counselor" (11.2 hours/ 12 modules)

"Knowing Dogs 101" (4.7 hours/ 8 modules)

"Knowing Dogs 201" (4.1 hours/ 8 modules)

Pet Tech CPR & First Aid Certified



How long have you been part of the Brookwood team?

I first started at Brookwood in 2016. I left in 2019 & returned in 2022.

What do you love most about your job?

Helping a fearful or anxious dog gain confidence & become comfortable.

Do you have pets at home?

I have a foster dog, he is a 7 year old walker hound named Charlie. We share the home with an indoor/outdoor cat: Gabby.

Fun Fact About You:

I have heirloom black krim tomato seeds from a plant I named Gloria. When I plant the seeds of Gloria this spring, it will be her 7th year of growing!