

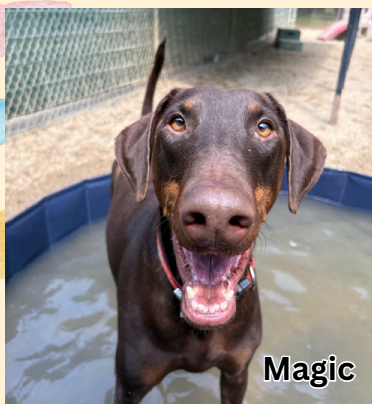


Brookwood News

July 2026

Summer is here, and we're excited to share a few updates! As we continue through our busiest season, we also want to remind everyone to book upcoming reservations as early as possible, especially for weekends and holidays as availability will fill quickly. We don't want to have to turn anyone away!

This month, we're also highlighting Keely's recent trip to Phoenix, where she attended professional training and continuing education courses focused on pet care and industry best practices. We're always looking for ways to grow and improve, and we're excited for her to bring new ideas back to our team. Be sure to check out her feature later in this newsletter to learn more about her experience and what she brought home from the trip!



Magic



Tessa

Hershey



Somerton



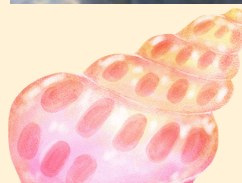
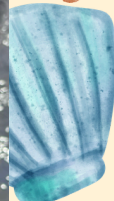
Finn B.



Rizzo



Sisko



Brookwood News

July 2026

Enrichment Spotlight: Special Treats

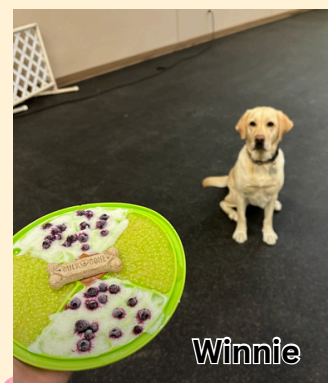
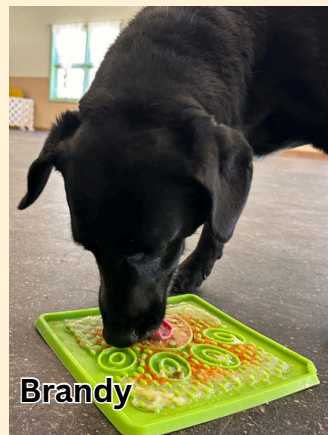
Sometimes a little something extra can make a stay even more enjoyable. Our special treats include favorites like treat balls, lick mats, and other tasty options that give dogs a fun and rewarding break in their day. These treats are selected with enrichment in mind, providing an enjoyable activity while adding a little extra excitement to their stay.

Benefits of Special Treats

- Encourages natural licking and foraging behaviors
- Provides mental stimulation and engagement
- Adds variety and excitement to your dog's day
- Can help promote relaxation and calm behavior
- Offers a rewarding break from the daily routine
- Great for food-motivated dogs
- Helps create positive associations with boarding
- Provides enrichment that can be enjoyed at an individual pace
- Makes special occasions and longer stays feel extra special
- A fun way to add a little extra joy to your dog's visit

Pup Cups

One of our most popular enrichment treats, pup cups are a fun way to add a little extra excitement to your dog's stay. It's an easy way to make your pup's experience even more enjoyable while they're with us.

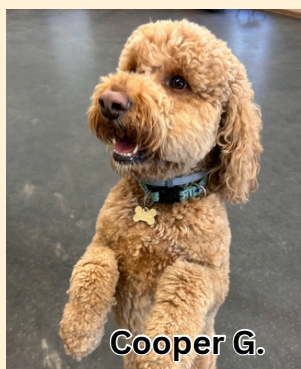


Brookwood News

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Enrichment Spotlight: Staff Time

Some dogs simply enjoy spending extra time with people. Staff Time gives your dog the opportunity to receive one-on-one attention from a staff member outside of their regular daily routine. Whether they prefer cuddles, brushing, playtime, fetch, or simply hanging out with a friendly human, these sessions are tailored to what your dog enjoys most!



Benefits of Staff Time

- Provides dedicated one-on-one attention
- Builds positive relationships with staff members
- Offers individualized enrichment based on each dog's preferences
- Great for dogs who enjoy human interaction
- Can help reduce boredom during longer stays
- Encourages relaxation through calm companionship
- Helpful for dogs who prefer people over group activities
- Creates a more personalized boarding experience
- Allows dogs to engage in activities they enjoy most
- Can help nervous or shy dogs build confidence
- Supports emotional well-being during boarding stays
- Gives dogs extra opportunities for affection and engagement
- Flexible and customizable to the individual dog

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Keely's Trip to Phoenix

At the end of May, I attended the Pet Boarding & Daycare Expo West in Phoenix, Arizona. Featuring educational sessions on business growth, staff training, dog behavior, enrichment programs, and much more, I and other pet care professionals gathered to discuss the latest trends and best practices in the industry. During the expo, a large tradeshow showcased new products and services from kennel equipment and boarding software to enrichment tools. The expo provided numerous valuable networking opportunities, where I was able to connect with fellow professionals, share ideas, and learn ways to improve customer experience and business performance. While there, I also attended a Disease Management Certification course, in which I am now certified in.

During my time in Arizona, I also visited Sedona, which is known for its gorgeous red rock formations and scenic desert landscapes. One of the highlights of the visit was taking a Pink Jeep Tour with my mom on the Broken Arrow Trail. I was able to see famous formations including Submarine Rock and Chicken Point. Our tour guide shared information about the area's geology, history, and wildlife, making the experience exciting and educational! My time in Arizona was enriching in many ways, and I am extremely grateful for the opportunity.



Brookwood News

Meet A Senior Kennel Tech: Natalie!

July 2026

How long have you been part of the Brookwood team?

I started working at Brookwood a little over 4 years ago at the end of April, 2022, and I have been loving every second of it!

What do you love most about your job?

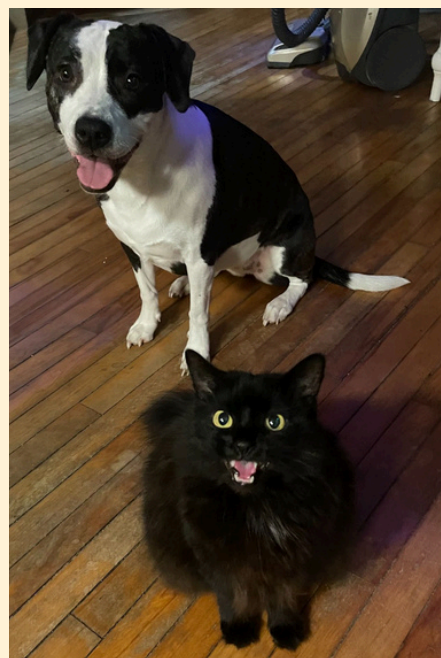
I love getting to meet all the dogs and see so many different breeds that I haven't seen in person before. I also love being able to make a clean and comfortable environment for all the pets. I have learned so much on the job and through college, and it is so much fun being able to use the skills and knowledge I have accumulated; it's a very rewarding job.

Fun Fact About You:

I used to be absolutely terrified of dogs until I was about 6 years old. I would scream and climb up whoever was closest to me in a matter of seconds to get away from them. While at my aunt's wedding, I accidentally pet a golden retriever and realized dogs are awesome! My family got a corgi very shortly after that, and my love for dogs has grown ever since.

Experience, Skills, or Certifications?

- Pack Pro certified in dog body language, customer service basics, and new dog evaluations
- Participated in a canine health, first aid, and CPR class
- Experience with administering medications
- Dog handling skills
- Certified in The Dog Guru "Knowing Dogs 101"
- Certified in The Dog Guru "Knowing Dogs 201"
- I have one term left at SNHU for my bachelor's degree in business administration



Do you have pets at home?

I currently have one dog, a pit mix, named Shinobi (AKA Shooby) and a cat named Symone. They're technically my sister's pets, but I take the role of "cool aunt" very seriously!