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SPLEASH



TAIL CHASERS, LLC

GIVE ME THE SPLEASH™ FACTS
THE NEED TO KNOW ABOUT PATENT
PENDING SPLEASH™

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1. SPLEASH™ attaches to standard rope, nylon, or leather leashes. (Leash not included)
2. SPLEASH™ loads 6-8 inches from the loop-end of any standard leash.
3. SPLEASH™ holds up to 12-oz of fresh drinking water.
4. SPLEASH™ weighs 8 oz empty.
5. SPLEASH™ measures 162mm x 160mm x 68mm
6. SPLEASH™ can spray water over 14 feet.
7. SPLEASH™ features removable, snap-on/pop-off flip open cup for drinking.
8. SPLEASH™ gives a comfort grip with easy pull trigger.
9. SPLEASH™ has a built-in water funnel feature for easy return of unused water to SPLEASH™
10. SPLEASH™ CAM Features easy press release buttons to quickly load and unload the leash.
11. SPLEASH™ CAM Features colored dots to aid in correct installation of leash.
12. SPLEASH™ CAM mechanism has no slip feature to lock in the thinnest leash.
13. SPLEASH™ Water Plug includes safety tab to keep attached to SPLEASH™ while filling.
14. SPLEASH™ your Leash™ in under 30 seconds to walk with your BFF (Best Furry Friend.)
15. SPLEASH™ is easy to clean.

-END-



TAIL CHASERS, LLC

ANNOUNCES CONTEST:
"WISH I HAD A SPLEASH™!"

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As part of the roll-out of Tail Chasers, LLC's invention **SPLEASH™**, a contest: **"Wish I had a SPLEASH™!"** will be held September 20-27, 2020. Winners will be announced on September 27, 2020 and will receive one of the first SPLEASH™.

Tail Chasers, LLC is a woman-owned small business, founded by Kerry Cooke and daughter Kat Cooke with a focus on making life better through innovation for BFFs (Best Furry Friends) and their two-legged companions. Fall 2020 will be a monumental time of celebration for the mother-daughter team as they roll-out their invention **SPLEASH™**, the mobile hydration station integrated into a handle attachment for leashes set to evolve dog-walks from here forward.

"SPLEASH™ was conceived on a walk with my daughter and co-founder Kat Cooke," said Tail Chasers, LLC, founder, Kerry Cooke. "Managing all the pieces: extra water, keys, cell phone, bags, collapsible dog bowls, all while keeping peace in the kingdom was a bit like being in a circus act." Days later, walking away from the search with an empty cart she shares, "My daughter and I started concepting and SPLEASH™ was born."

"Wish I had a SPLEASH™!" Contestants will share stories of when they might have said, **"Wish I had a SPLEASH™!"** Stories will begin with, "There I was walking my dog..." and finish with "Wish I had a SPLEASH™." Winners will be one of a few categories: "SPLEASH-tastic: Most Creative," "Tail-Wagging: Funniest," "Tales from the Dog Park: Most Outrageous," "Star-Spangled: Most Heroic," and "Yes! You Most Definitely Needed a SPLEASH!"

The contest opens on Kerry Cooke's birthday and entries can be made via video or typed. Pictures are strongly encouraged (does not have to be of the moment in the story, can be a picture of the BFF (Best Furry Friend) and their human). Each category's winner will receive a free **SPLEASH™**. Entries can be made (Instagram: [@spleash_your_leash](https://www.instagram.com/spleash_your_leash) Facebook: [@TailChasersLLC](https://www.facebook.com/TailChasersLLC) Twitter: [@TailChasersLLC](https://twitter.com/TailChasersLLC)) and will be judged on the night of September 26, 2020. Winners will be announced on September 27, 2020.

"We at Tail Chasers, LLC, are focused on creating products that make life easier and more enjoyable for humans and their Best Furry Friends (BFF). We thought it would be fitting if we opened our conversation for our patent-pending invention with some innovation. What better way to celebrate than a contest?"

Every year, a portion of the surplus funds generated by sales of **SPLEASH™** will result in a donation toward a domestic abuse support organization that works with dogs. **SPLEASH™** is launching Fall 2020 and will sell for \$34.99 on www.spleash.com. The big debut of **SPLEASH™** will be at The Association of Professional Dog Trainers (APDT) International Virtual Conference October 21-22, 2020. On Monday, September 14, 2020, the Cooke's were happy to announce **SPLEASH™** pre-orders.

-END-

SPLEASH

Splash®



SPLEASH® is the creation of entrepreneur, mom, and marketing expert Kerry Cooke.

Kerry and her daughter Katherine were walking their three dogs in the heat of the California summer when they realized what a process it was to gather and manage all the equipment needed for a safe walk. Kerry knew there had to be an easier way. She searched for a product to meet her needs, and when she didn't find one, she decided to create it herself. By combining the refreshing spray qualities of a water gun with the stability and control of a leash handle, Kerry was able to solve all of her walking worries.

Dogs hold a special place in Kerry's heart. A trauma survivor, Kerry found healing and hope through dogs and other service animals. She sees SPLEASH as a way to give back to the community that supported her through her darkest times. Therefore, a portion of all proceeds goes to PetPartners.org to fund therapy dog teams who sit with children who have to testify in court.

SPLEASH

January 28, 2021

IN DEPTH INTERVIEW WITH KERRY COOKE FOUNDER OF TAILCHASERS® AND INVENTOR OF SPLEASH®

Kerry Cooke has always been a dog lover, and it was her mission to make dog walking safer, more manageable, and altogether more friendly that led to the invention of SPLEASH™. In addition to wanting to create a versatile product that would benefit every dog owner, Kerry also wanted to give back to women experiencing domestic violence, which is why every year a portion of the surplus funds generated by sales of SPLEASH™ will result in a donation towards a domestic abuse support organization that works with dogs.

We sat down with Kerry to find out more about her journey; how SPLEASH™ can make everyone a better neighbor; and why supporting domestic abuse victims is so important to her.

Where did the idea for SPLEASH™ originally come from?

I've been a dog lover for as long as I can remember. When I was in a position financially to have more than one dog, I rescued three dogs in pretty short order. I used to struggle to walk them as a group, but through a lot of trial-and-error, I managed to walk them multiple times daily without many meltdowns.

As they started to age and pass, I rescued a few more dogs. At times, I was walking five dogs at once (not recommended for the faint of heart). This was a trial by fire. The youngest one is the biggest we've had to wrangle and her fur is pure black, a real struggle in the Southern California sun. I realized that in order to walk her safely I needed a way to keep her hydrated without making it harder than usual to juggle the other leashes.

One day, an off-leash dog approached us while we were out on a walk. In that moment, I didn't know what to do because strange dogs made mine nervous and I wanted to avoid a conflict at all costs. I began to reflect on my mobile hydration idea, and I wondered if it was possible to use it as a deterrent as well. Something to keep off-leash dogs from making contact with my pack. With some fancy maneuvering I managed to avoid the stray dog and made my way home.

As soon as I got home I took to Google searching for mobile spray bottles for dog leashes, and to my surprise, found nothing. I ordered a 12-pack of cheap squirt guns, duct-taped one to my leash, and out we went. It worked like magic. What's more, while I had the squirt gun taped to my leash, I started to discover all the other amazing uses for it and SPLEASH™ was born.

SPLEASH

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For as long as I can remember I have wanted to be around dogs. I used to drive my mom crazy wanting to visit the pet store in the mall to see and pet all the puppies. I think because I am the youngest of five children, I felt a desire to love and care for something younger than myself. There is also a feeling of unconditional love that draws me towards dogs. As a military brat, to say my childhood was of a transient nature would be an understatement. Growing up as the "perpetual new-kid-in-class," it was challenging to navigate the politics of each new school and feel a sense of belonging. I think the root of my desire now to always come home to a dog's unconditional love has to do with belonging. After a lifetime of making new friends, I now share a roof with my BFFs (Best Furry Friends).

Dogs are also a great early warning system, sure half the time they're just barking at the mailman, but I like the idea that they'll give our family a head's up when there's someone in our "territory."

We hear you talk about dog walking etiquette a lot. What are the main things you wish dog walkers would do to remain respectful to those around them?

When you walk a dog you are trying to direct the attention of an independent being -- with your language as its second language -- towards a direction and speed that you (hopefully) control. That in and of itself is complicated. If you are walking multiple dogs, you can add even more independent minds to that equation, all with different agendas.

Cooperation of fellow dog walkers is necessary and polite. Here is what I recommend:

Cooperation of fellow dog walkers is necessary and polite. Here is what I recommend:

- Just as your pup can sense things miles away using visual and olfactory cues, the dog walker needs to plan ahead. If you turn a corner and see that someone is walking a dog 25-yards ahead on the same sidewalk, take a quick look at the person walking them. Are they smiling and looking carefree? Do they look nervous? Are they walking more than one dog? Did they just blurt out a cuss word? Assess the situation quickly. In most situations, a person walking more than one dog should get the instant right of way. It is a lot more difficult to turn a pack of 2-5 dogs, than to turn one.
- If your dog gets aggressive or is anxious towards other dogs, consider these things:
 - A parked car is your best friend. If you can't quickly change direction, try to block the field of vision of your dog using a parked car. Slowly advance on one side of the car, as the other dog walker passes on the other side of the street. This is a great way to keep the dogs a safe distance apart.
 - If you have a dog-aggressive BFF (Best Furry Friend) take the responsibility to turn around and go another direction if possible.
 - Call out to the other owner, "Do not come any closer to my dog. My dog is dog-aggressive. Please help me maintain distance between our dogs for their safety."
- Be a good neighbor: no one likes burned spots or messes on their lawn. Try to direct your pup to relieve themselves only on the grass belt or common areas of the neighborhood and always clean-up afterwards. If your pup does go on the neighbor's grass use your SPLEASH™ to spray it down with water. This will dilute the urine and help reduce the burned grass.

SPLEASH

There's a serious side to SPLEASH™. Could you tell us more about why you donate a portion of all SPLEASH™ profits to training dogs for women who have experienced domestic abuse?

I am a survivor of domestic abuse. The experience changed me in so many ways, but perhaps one of the more lasting impacts is my reliance on dogs for emotional support. Beyond unconditional love they provide a sense of true companionship and understanding... a dog will always do their best to ensure your happiness, and I think that is a lovely concept.

It takes a lot of money to raise a puppy and to train it properly. I wanted to honor somebody I know whose life was taken as a result of domestic violence by donating a portion of surplus funds to place trained dogs with survivors of domestic violence in her name. The ultimate goal is to provide a portion of surplus funds to the foundation and place dogs with as many survivors as we can each year.

If you or someone you care about is a victim of domestic abuse, please reach out to <https://www.thehotline.org/> for anonymous help.

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GIA Dedicates Statue to Father of Modern Gemology – Richard T. Liddicoat

Carlsbad, CA, – Telling an audience of hundreds, "Today we are witnessing a once-in-a-lifetime opportunity" to honor the man who "is the personification of GIA – who *is* GIA," William E. Boyajian, President of the Gemological Institute of America began the ceremony dedicating [a life-sized statue of Richard T. Liddicoat](#) at the front entrance of GIA's world headquarters here.

The 400 pound bronze sculpture of [GIA's](#)



[chairman](#), internationally regarded as "the father of modern gemology," was unveiled by Boyajian and sculptor Michael Clary, Supervisor of Gemological Services at GIA's Gem Trade Laboratory in Carlsbad, shortly after another unique event, GIA's first-ever formal worldwide graduation ceremony.

In his remarks, Boyajian commended Mr. Liddicoat's lifetime of work and achievements, and pointed out, "One of the greatest things I've ever heard said about Mr. Liddicoat is that he doesn't know how great he really is." GIA's president went on to say, "His spirit embodies everything that is great about GIA." Boyajian also presented Mr. Liddicoat with a traditional gold GIA pin set with a .75-carat diamond.

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Mr. Liddicoat said, "[I am really flattered and delighted that this statue will be in a position to greet everyone as they enter this beautiful building.](#)" He said he was proud of "the importance and influence of GIA in the industry." and of the "opportunity for us to continue to grow in influence." He made special mention of the roles of both past GIA President Glenn Nord and current President Boyajian for their contributions to GIA's development.

Closely watched by family members, friends, and hundreds of GIA graduates and staff members, many of whom struggled to hold back tears of admiration and appreciation, Mr. Liddicoat added, "This is a truly a nonprofit organization that works for the benefit of the jewelry industry and the people who work in it. I am delighted to see what has happened here and to think of what is still ahead."

Sculptor Michael Clary thanked Boyajian, GIA Gem Trade Laboratory Chief-Executive-Officer Thomas Yonelunas, and former director of strategic planning Dr. Vince Manson "for helping to make it possible" to design and complete the sculpture over a four-year period. Clary pointed out that he designed the statue to show Mr. Liddicoat holding the "Handbook of Gem Identification" – the first gemological book he authored. He turned to Mr. Liddicoat and said, "It's a pleasure to honor you with this sculpture."

[Mr. Liddicoat](#) began his remarkable career with GIA in 1940 after earning a B.S. degree in geology, and an M.S. degree in mineralogy, both from the University of Michigan. He later earned an M.S. in meteorology from the California Institute of Technology. Mr. Liddicoat is the author of some of the jewelry industry's most widely read and respected books, including *The GIA Diamond Dictionary* and the *Jewelers Manual*. He played a major role in the development of course materials offered by GIA, especially in diamond and cultured-pearl grading and evaluation.

A detailed report on Mr. Liddicoat's illustrious lifetime of achievements and contributions to GIA and the gem and jewelry industry, will be available on GIA's Web site shortly.

Posted: June 10, 2000


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Berg, Cohen And Green Brothers Combine Contribution For Display Case at GIA Carlsbad

Four leaders in the gem and jewelry industry recently donated a combined sum of \$100,000 to the Gemological Institute of America (GIA) to sponsor a display case inside GIA Carlsbad's Mikimoto Rotunda. Contributors include Lee Berg, president of Lee Michaels Fine Jewelry; brothers Russell Cohen, chairman and co-chief executive officer of Carlyle & Co. Jewelers and John Cohen, president and co-chief executive officer of Carlyle & Co. Jewelers; and Robert Green, chairman of Lux, Bond & Green.

Their contribution was applied toward GIA's New World Headquarters Campaign, which offers individual and corporate sponsors the opportunity to permanently associate their name with GIA while contributing to the Carlsbad or New York facilities and securing the future of the industry.

The display case is one of six at GIA Carlsbad that houses gems and jewelry on loan from around the world. All four agreed that their contribution was to further GIA's mission to ensure the public trust by educating and serving the gem and jewelry industry worldwide.


"I can't imagine there being a jewelry industry without GIA," said Berg. "It's the educational arm that ensures the educational process of the industry and the confidence of the consumer and it's the research arm of our industry."

Green said, "GIA is the foremost backbone of the industry for technical support. No one else can do it. GIA also creates credibility for jewelry and precious stones and educates jewelers so they can properly represent what they are selling."

"My brother and I believe that GIA is such an important educational institute for the industry and feel that all segments of the industry should support GIA," Russell Cohen added. "We've supported GIA in one way or another over the years and we started sending sales associates through training 30-plus years ago. Training has created a much more professional associate and I think it has definitely given us a competitive advantage. Our greatest asset is our sales associate."

For more information about the New World Headquarters Campaign, or to make a donation, please call Jim Littman, chief development officer, toll-free within the U.S., (800) 421-7250 ext. 4144. Outside the U.S., call (760) 603-4144, or fax (760) 603-4199.

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Gems & Gemology Receives Prestigious Golden Circle Award For The Eleventh Time

Gems & Gemology (G&G), the Gemological Institute of America's quarterly journal has won second place in the 1999 Gold Circle Awards for the category "Peer-Reviewed Journals." The eleventh Gold Circle Award G&G has received in the last eight years, it reaffirms the journal's position as one of the leading technical publications in the United States.

The prestigious Gold Circle award recognizes excellence in nonprofit communications, and has been presented by the Communication Section of the American Society of Association Executives (ASAE) for more than 20 years.

"The award is a testimony to the staff of Gems & Gemology and to the many authors, section editors and reviewers who contribute to every issue," commented G&G Editor Alice Keller.

The award was based on the submission of two consecutive issues of the journal in the same year, in this case, the Fall and Winter 1998 issues. The feature article in the Fall issue investigated the effect of cut proportions on the brilliance of the standard round-brilliant-cut diamond. This timely article, which took on one of the most complex and controversial issues in the diamond industry, was actually reviewed by 10 experts from all over the world, who represented different areas of the industry. One of the few attempts to quantify brilliance ever published, this article was voted the most valuable article for 1998 by readers of the journal.

The lead article in the Winter 1998 G&G was a comprehensive analysis of blue diamonds among the rarest and most distinctive of gems studied at the GIA Gem Trade Laboratory over a period of several years.

G&G was recently honored at a reception for Gold Circle Award winners during ASAE's Management and Technology Conference in Indianapolis, IN.

To obtain a copy of Gems & Gemology or a subscription, please telephone (800) 421-7250 ext. 7142 within the U.S. and Canada, or (760) 603-4000 ext. 7142, or fax at (760) 603-4595. The annual subscription rate is \$69.95 within the U.S. and \$80 elsewhere. Discounts apply for current GIA students and members of GIA Alumni and Associates.

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Louis Glick Diamond Corporation Supports GIA

Louis Glick Diamond Corporation recently contributed \$125,000 to the Gemological Institute of America's (GIA's) *New World Headquarters Campaign*, supporting the development of GIA Carlsbad, California, world headquarters and Robert Mouawad campus. In recognition of the donation, GIA has named a gemology classroom at its world headquarters the "Louis Glick Diamond Corporation" classroom.

Glick's contribution will help support GIA's ability to keep up with technology, help provide course development, educational videos, personal instruction, and a wide array of equipment including microscopes, spectrometers, scales, benches, casting systems and specialized lighting and grading equipment used by students in the six-month Graduate Gemologist program.

"Consumer fairness is enhanced by GIA," said Louis Glick, chief executive officer and associate executive at Louis Glick Diamond Corporation. "And with a rapidly changing world, GIA must keep up with all of the new technology used by the trade."

In addition, Glick said that he supports GIA because its grading report compels dealers to serve the public fairly and that because of this, those legitimate dealers have a fair chance to make the sale properly. "GIA protects the consumer and the dealer – and gives us an opportunity to compete fairly in the marketplace," Glick said.

GIA's New World Headquarters Campaign offers individual and corporate sponsors the opportunity to permanently associate their name with GIA while contribute to the Carlsbad and New York facilities and securing the future of the industry.

For more information about the *New World Headquarters Campaign*, or to make a donation, please call Jim Littman, chief Development officer, toll-free within the U.S. and Canada, (800) 421-7250 ext. 4144. Outside the U.S., call (760) 603-4144, or fax (760) 603-4199. Also visit GIA Online at <AHREF="http://www.gia.edu" target=_blank>www.gia.edu.

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Thoughts from the President: Introducing GIA's New Web Site

Going somewhat against conventional wisdom, I've never encouraged GIA staff to use pat answers for what I refer to as our "who-we-are" and "what-we-do" questions.

Admittedly, for the sake of convenience, the Institute has crafted certain key phrases: "research, education, and gemological laboratory services" or "discover, impart, and apply" - but there's no tidy sound bite that truly captures what we do.

After all, we also develop precision instruments, manage the world's largest gemological library, advise government and international agencies, and, as in the recent GE-processed diamonds issue, have been asked to serve as an impartial mediator between corporate giants, the trade, and the consuming public.

To my mind, there has never actually been a shortcut to understanding what GIA does - until now.

Yesterday afternoon, a colleague at the Institute reported that we'd "gone live." And instantly I knew what he was referring to. After months of hard work, a dedicated team of GIA staff and consultants had finished Phase 1 of our new Web site.

When you next visit us at www.gia.edu you'll see a completely revised and updated site. A dynamic new "window" upon the myriad activities and events that take place each day at the Institute.

With GIA's departments taking a much more active role in the provision of content for their respective sections of the site, there is - perhaps now - an easier way to understand the breadth of our nonprofit mission.

And so, I want to use this opportunity to cordially invite you to look around our site. Get to know who we are - and come back as often as you can.

[Excerpted from [GIA Insider Volume 2, Issue 5](#)]

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Sony Product Launch Web Copy



Your Home For Fun on the Internet

Finally, a more convenient way to enjoy the [best](#) of the Internet. Introducing the Sony e Villa Network Entertainment Center--a convenient and powerful entertainment device designed specifically to change your view of the Internet. It comes multimedia ready with convenient preset channels that make listening to Internet radio and MP3s, watching news clips and movie trailers, and sharing photos and videos easy and fun.

Unlike a computer, you can see more and scroll less with the FD Trinitron® portrait display, plus enjoy virtually no boot-up time as well as automatic software management. Now you can easily navigate the web, e Villa channels and email, leaving you free to have more fun. Plus, it comes conveniently bundled with an [online service](#), eliminating the need to find an ISP. It is easy to listen to streaming jazz, rock, news and other Internet radio formats and download and play MP3s. You can watch news video clips and music videos, preview movie trailers, plus view and share photos and MPEG-1 videos with friends and family.

Multimedia Ready - Being entertained on the Internet is easy with convenient multimedia [plug-in support](#), built-in stereo speakers and an audio output jack. Listen to music and streaming radio, view videos and more. Connect the e Villa Network Entertainment Center to your home stereo and you can broadcast Internet music and radio throughout your house.

15" (14" viewable) FD Trinitron® Portrait Display - An FD Trinitron® portrait display delivers high-resolution quality viewing. The unique portrait orientation allows you to see up to a 1/3 larger image area on web pages, which means less scrolling.

Automatic Software Management - Software is conveniently pre-loaded and maintained for you automatically. No more hassles loading operating software, updating plug-ins or adding device drivers. Plus, you can connect with [compatible](#) USB printers and zip drives without loading software-just plug them in.

Convenient Offline Mode - Daily automatic updates let you read and compose email and access customized content such as weather, news and movie times and more off-line with a touch of a button - all the while leaving your phone line open. An e-mail indicator light signals when you have e-mail waiting for you, so you can read it off-line. Of course, you can go online whenever you want to get the latest, refreshed information.

Four Unique Users - Each online account allows for up to four people to have private email addresses, cookies, bookmarks and preferences. An easy-to-navigate intuitive interface is great for both beginners and power users.

Memory Stick® Media Slot - Using Memory Stick® media (sold separately in 8, 16, 32, 64 and 128MB sizes) and the built-in Memory Stick® media slot, you can store and transfer digital photos, music and videos and other data from equipped still cameras, camcorders, handhelds and computers.

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