



THE RWC TEAM

Winter 25/26

CHIEF DOG LOVER - JODIE WANG

Dispatch from Real World Canine

IN THIS ISSUE:

- RECAP OF SEP-NOV
- WELCOME TO CLUB PURPLE
- PET WELLNESS GUARANTEE
- 2026 STAFF EDUCATION

EXCITING THINGS HAPPENING AT RWC

To say the past few months have been fast-paced is an understatement. In the past three months (Sep-Nov), we have:

- Served 4,677 dog day camp and boarding days/nights
- Recoated the roof of our rear building (where the inside play areas, treadmills, grooming and boarding areas are located) to ensure a warm, dry and cosy winter
- Signed a contract to replace the roof of our front building (we were hoping to do a recoat later because this building is newer but November's three days of continuous rains caused a leak, forcing us to make this unplanned expenditure)
- Installed two new slatmills
- Installed a new set of Speed Queen washer/dryer
- Purchased a brand new set of dog play equipment due to arrive in Jan 2026
- Chased down the pool contractor to respond to Code Dept questions, and did the same to the building contractors, who are now in the process of developing calculations for the size of the gas line required for the HVAC system for the building to fulfil the Code Dept's need-to-know
- Introduced our flagship Membership program. You can read more about this later in this issue
- Instituted the first-of-its-kind Pet Wellness Guarantee in the canine care industry. You can read more about it in this issue too
- Hosted the first of a regular (every month or so) series of Open Houses on Nov 30

Our owner Jodie now plans the work year in four quarters, which is why so much got done in the past three months. She is in a group of pet care business owners from all parts of the US and the UK, who meet four times a year to problem-solve, brainstorm, and also to be accountable to each other. We can expect more rapid

progress with this model of working in three-month sprints. Customers can rest assured that all the changes we put in place are for the primary purpose of serving our pack members - four legged and two legged - better. The next quarter will see us looking into ways to improve our “yellow” dog program to better serve the needs of the dogs, while enhancing value for their parents, as well as designing a new program for dogs who really do not like to be around other dogs, have activity or other kinds of restrictions, but whose parents still need someone to care for them during the day while they are at work, or when they are on holiday.

Of course, we are also hoping that in the course of the next three months, some work will start on the pool. As of now, we are waiting for our building contractor to respond to the Code Dept’s quer on how big the gas line for the HVAC to the pool building has to be. Of course, as we know, the Code Dept has decided that it will not look at ANY permit unless ALL permits for any one property are in, so we know they are not looking at our pool permit. What a customer-centered and service-oriented policy!

We have been told that the metal for the building is “out of stock” and “unavailable” until March 2026. This snafu places certain constraints for the construction of the pool (and building), which will occur in three phases.

Phase I –dig the hole for the pool, install the rebar, and install the cement that forms the structural component of the custom pool. This phase is pretty much the only phase that could happen this year but more likely between Jan and March of next year. (see above: Code Dept will not review pool permit if building permit has outstanding questions, and we are well into the holiday season)

Phase II – install building around the pool, including: the footing, floor that surrounds the pool, actual building structure, electrical supply for the building (and items in the building), HVAC (including natural gas supply), lighting inside and out, and power supplies for the pool equipment. This will start in March, and probably take 2 to 3 months.

Phase III – spray the waterproofing inside coating of the pool (gunnite), install the pool equipment, fill the pool with water and run the equipment. The pool has to be filled soon after the gunnite is installed because the water helps with the curing.

So, there it is, folks. You now know as much as I do about the progress of the pool. But it does look possible that the pool will be ready in time for Summer 2026! Rest assured, IT WILL GET DONE. Because we have POOL PARTIES TO THROW!!

RWC CLUB PURPLE MEMBERSHIP

In early November, we launched RWC's Club Purple, a membership program for high-volume users of RWC. The membership plan puts together the most requested and popular add-ons for our most frequent canine members, into a prepaid membership. It introduces an exclusive private Facebook page, which will give members a behind-the-scenes look at everything going on at RWC, as well as training tips, polls, and a monthly "Ask the Trainer" forum, where members can ask questions about their dogs' behavioral issues, and our



trainer Star will answer them. Higher tiers of membership give the owner a 5% discount on all purchases from RWC (applies even to discounted items such as the Black Friday sales), portraits of their dogs in our lobby, and for the very top tier, a birthday or "gotcha"

party, as well as a summer pool party, both parties with four of their best day camp friends. Below is a table showing the benefits of the different membership levels. Please ask our front desk for more information if you are interested. Customers who purchase more than 1 membership (as memberships are per dog), will receive a discount of 8% on all purchases.

Benefit	Silver (20)	Gold (10)	Platinum (5)
Exclusive Private Facebook group with curated content, training tips, behind-the-scenes pictures, PLUS a monthly Ask-the-Trainer forum.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customized RWC collar	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free themed enrichment activity or seasonal treat (2 treats for every 1 activity)	1x/month	2x/month	4x/month
5% discount off purchases	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Portrait of your dog on front building	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gotcha Party once a year	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Swim Party once a year	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

RWC PET WELLNESS GUARANTEE PROGRAM

Customers are hopefully aware by now of RWC's Pet Wellness Guarantee Program, which came into effect Dec 1 2025. Under this program, RWC will pay for vet bills arising from a dog's injury sustained while they are in our care. It includes all bodily injuries, such as scrapes, cuts, bites, whether inflicted by other dogs or as a result of facility conditions or fluke accidents, but excludes viral or bacterial illnesses. (i.e. kennel cough, parasitic infections, etc will NOT be covered) The program covers vet bills of up to \$5000/incident. The fee for the program is \$100/year. If a claim occurs in the course of the year, the owners of the dogs who were party to the incident leading to the claim, will pay \$150/yr the next year. This program is underwritten by a combination of RWC's insurance policy, which includes professional liability, a bailee animal clause, as well as the program fees collected. The reason we instituted this

program is that we have always* covered our pack members' vet bills as a matter of principle. Because of our high standard of care, and our highly trained staff, these incidents happen only rarely. However, if we fail in our duty to watch your dogs carefully, and they get hurt, it is on us to make it right. Of course, we always had the lawyer-crafted boilerplate indemnity waiver language on our terms and conditions of service to protect us from having to live up to this responsibility, as almost every other facility does. But that did not stop us from living up to our responsibility, and taking care of the bills on the few occasions these incidents occurred.

If anyone knows Jodie, they know that she is not one to take “standard practice” as acceptable and right. To her way of thinking, why would someone pay RWC's premium prices for “superior” care and still have to end up footing the bill when an incident happens in which their dog gets hurt? So she went about devising a plan that would minimize the cost to the customer of such events, but also ensure that RWC CAN afford to put up, and stand behind, such an ironclad guarantee.

Let us be clear: this is not a revenue generation exercise. Jodie will be tracking Pet Wellness Guarantee program fees very closely as well as all vet bills paid under this program. They will be tracked separately from the normal financial performance of RWC. The intention is NOT to end up with a big surplus at the end of the year. If there is a big surplus, the plan is to suspend fees for subsequent years. In this way, RWC will maintain a pool of funds available to pay for the cost of incidents, without those incidents being a burden on owners. We have also capped the fee for multi-dog families at \$200/year. As always, customers have the option of waiving the program by indemnifying RWC, and by showing proof of their own pet insurance policy.

RWC Staff Improvements in 2026

At RWC, we believe that continuous improvement is vital to properly serving our customers. In 2026, we have the following staff improvement planned:

- Professional Animal Care Certification Council (PACCC) certification for Jodie as Operator (of Animal Care facility)
- Certified Professional Dog Trainer -KA (CPDT-KA) for Kaylee (Director of Ops) and Star Rose (Trainer)
- PACCC certification for managers (Manager) and boarding technicians (Provider)
- Continued participation in Pet & Boarding Expo courses offered, and training seminars with experienced trainers

• Since Jodie & Angela took over active management in April 2022