



THE RWC TEAM

Fall, 2025

CEO - JODIE WANG

Dispatch from Real World Canine

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A NEW LOGO FOR REAL WORLD CANINE

We are excited to unveil our new logo, which reflects Real World Canine's service ethos. Indeed, RWC is here because your dog deserves the best care, the best caretakers, the best activities, the best enrichments, the best fun, and the best love.

I commissioned the new logo using a website called 99designs.com, which basically turns my "assignment" into a competition among designers. I received well over 60 possible design entries, but ended up choosing this one because of the joyful dog in the picture engaged in an activity they love, and the fact that the designer was able to not only fulfill all my requirements, (our slogan, the color) but even better, the designer can tweak our logo to show off our monthly enrichment themes. Check out the following designs!



Above are the dinosaur-themed logo, and our pawlice academy-themed logo. The logo and tag line are currently with the USPTO for trademarking. Our name Real World Canine was already trademarked back in 2022. Keep an eye out for swag featuring our new logo coming soon!

CORPORATE CHANGES AT REAL WORLD CANINE

July and August saw two significant management-level changes at RWC. Our owners Jodie and Angela have decided to separate, dividing their business interests. Angela will focus on her property rental business, and Jodie now owns Real World Canine solely. Angela will, however, see through the completion of the pool, as well as the building around the pool, projects which were delayed due to problems with our contractor and the permitting process.

RWC also parted ways with Brenna, our then-Director of Operations. Taking over her role is Kaylee, who was previously our very capable and successful Operations Manager. She is aided by Ashly, who is now our Asst Director of Operations. Customers will know Ashly as the enthusiastic Enrichment Coordinator, who managed to coax every reluctant dog to participate in the enrichment activity du jour, even if they found it challenging or scary. Rest assured that Ashly will be training new handlers to guide our dogs in enrichment activities with the same love, compassion, and enthusiasm! Kaylee and Ashly are supported by Julia, who remains Assistant Operations Manager. Customers can be confident that all the changes we have implemented are for the goal of improving the quality of our team to serve customers and their dogs even better.

Due to the ongoing high demand for our day camps on some days, RWC has hired multiple new handlers, who are in the process of being trained by our senior staff. We are hopeful that once our new handlers are up to speed and certified, that we will no longer have to turn customers away on our high-demand days.

CONSTRUCTION UPDATE

Our pool contractor finally submitted an updated permit to the Code Dept, after having missed the Department's response back in May due to not forwarding their email or using an auto-responder for their old email address.

Along with other technical clarifications, the Code Department requested that the building that goes around the pool have "architectural features" instead of a flat elevation. So, the building will now have faux windows and trellises.

They have also stated that we need to devote 1% of the project cost to a public amenity, which could be a fountain or a (public) toilet. We declined to do that - there are already homeless people who sometimes relieve themselves on our property, leaving us to do the cleanup. Most likely, we will commission a piece of art sculpture for the front of the facility for the public to enjoy. The latest modifications were for the landscaping, detailing how many and what type of greenery will be planted, as well as a calculation of greenery to the number of parking spots (the "landscape ratio")

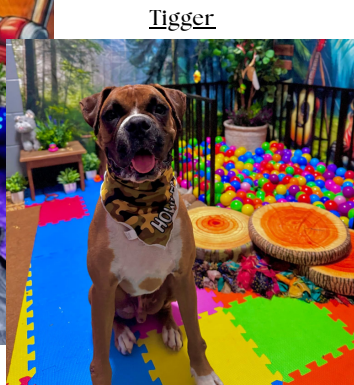
We are keeping our fingers crossed that with this last submission, we will be able to break ground on the pool before winter comes!

REAL LIFE BENEFITS OF ENRICHMENT

Enrichment is a special time between handlers and the dogs they are working with. Each session is planned out for maximum learning and fun! Spending this extra one-on-one time with your pups really helps us get to know their favorite activities and snacks, as well as what really drives them: food, toy, or activity! With this insight, we are able to find ways to best motivate your pup for success with every challenge they face!



Bentley



Tigger

Mr Bentley used to be fearful of most things around him but after doing enrichment activities consistently, he has progressed and grown his confidence! Mr Bentley now explores with a fearless bravery and aplomb when he walks into a new environment! His brother Mr Tigger is new to the family and to RWC, so it is important to get him used to his new routine and make him feel welcomed and loved! He now wiggles and hops all the way to enrichment because he knows it's time for fun!



Penny • Riggs • Riley • Loki

Ms Penny, and Messrs Riggs, Riley and Loki frequently practice new skills and tricks during enrichment. Ms Penny is a quick study and thrives at any task! She takes the time to learn fun new tricks to master! Mr Riggs was once fearful of tunnels and costumes but now he runs right through tunnels with ease and doesn't mind when handlers dress up. Mr Riley's favorite days are sniffing and snack days! He will spend his time nose to the ground and find any hidden object that has a distinct scent to it! Mr Loki loves an obstacle course and will hop any object blocking his way to a cuddle! His speed and agility guide him to a flawless finish!

Mr Joe Bear is a gregarious and happy dog who is always excited to find a toy to play some fetch! His favorite are the squeakers, and while he will FLY to go find them, he will also gently return them. He truly thrives on physical activity! Ms Piper is a big fan of enrichment! She will be right at the door awaiting her turn! Once she is inside, she lets loose and explores every area in detail! She loves when it comes to dress up time as she is always happy to make a fashion statement!



Joe Bear



Raven



Toby O.



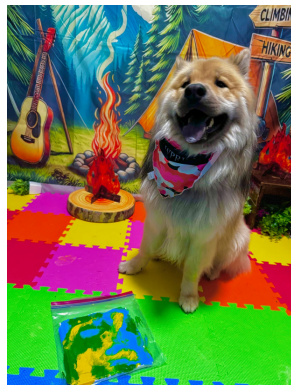
Luna E.



Piper

Ms Raven is an intelligent girl who thrives on mental stimulation! She has difficulty settling at times but once her mind is fulfilled by enrichment, she relaxes and rests with no problem! Mr Toby is as focused as can be and can master any challenge that he comes across! He loves to find new tricks to practice! Ms Luna was not a fan of small spaces or water but has been working on overcoming these fears through enrichment! She now will enter small rooms and tents on her own with a smile and curiosity. She will also walk through small pools and stay focused even with a sprinkler on in the background!

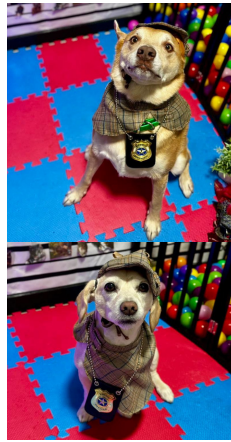
Each enrichment session is an EXPERIENCE for your dog that will vary from things they have been practicing, to all-new activities that they have to problem-solve to figure out!



Elke • Kai

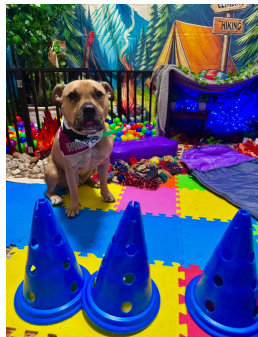
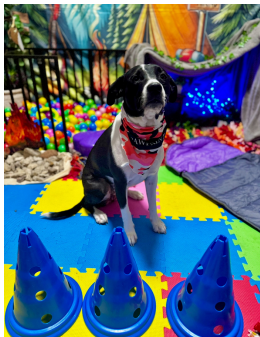
Ms Elke and Mr Kai absolutely love art days! Parents also love seeing their little artists come home with a masterpiece! Incorporating challenges with keepsakes help serve as reminders of how much their fur children love enrichment. It is truly the icing on the cake of improved mood, calmness, and contentment that the dogs derive from enrichment! We love celebrating the achievements of our pack!

Charlie



Trigger

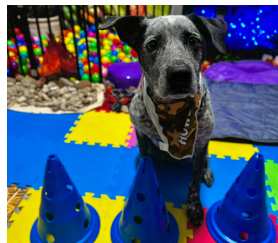
Messrs Trigger and Charlie started doing enrichment activities recently. Since beginning, it has helped with their separation anxiety! Trigger was always nervous without his house mate Charlie, while Charlie worried for Trigger. Now, when they realize it's their (individual) turn, they part happily, and focus their attention on the task at hand! They show deep curiosity in each setup and enjoy sniffing inside the ball pits the most!



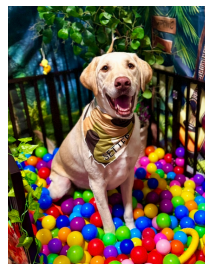
Lulu • Rufus

Ms Lulu is a smart pup with so much enthusiasm! When she is solving puzzles or running an obstacle course, she is in her element! She has learned many new tricks and how to block out distractions and stay focused on her task!

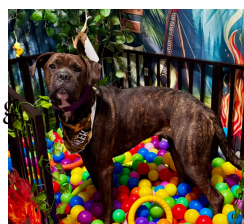
Mr Rufus shows a whole different side to him when he is spending one-on-one time with handlers! He is a pup with a lot of energy but during enrichments, he slows down and makes great achievements with different games! When Rufus is immersed in a sensory session, he enjoys sniffing all the new props and scents!



Pongo



Barney



Coco G

Mr Pongo used to be nervous to come up to the lobby, but the fun of enrichment there has caused him to LOVE walking there, no matter the reason! He enjoys running obstacle courses and being focused! Barney has made leaps of progress when it comes to calming his mind to complete his challenge! He loves doing social enrichment and thrives when he has his friends around for shared fun! Ms Coco is such a sweet girl who was once shy and unsure of new environments. After a few months of enrichment, she now thrives when faced with a new setup to explore! Her confidence is through the roof!