

# BUSINESS PLAN



Endless  
**Pawsibilities**  
SERVICE DOGS

[www.epServiceDogs.com](http://www.epServiceDogs.com)

# MISSION STATEMENT

To provide specifically adapted personalized trained Service Dogs for disabled people, with a focus on residents in the Roaring Fork Valley.



# WHAT IS A SERVICE DOG?

The ADA defines a service animal as any guide dog, signal dog, or other animal individually trained to provide assistance to an individual with a disability. If they meet this definition, animals are considered service animals under the ADA regardless of whether they have been licensed or certified by a state or local government.

Service animals perform some of the functions and tasks that the individual with a disability cannot perform for him or herself. Some examples include:

- Alerting persons with hearing impairments to sounds.
- Pulling wheelchairs or carrying and picking up things for persons with mobility impairments.
- Assisting persons with mobility impairments with balance.

**A service animal is not a pet.**



# OUR MODEL

We raise money through donations & grants to fund the training of service animals. It can cost in excess of ~\$55,000 to raise a service animal, inclusive of all fees. It takes ~1.5 years to breed, train, and match a service animal.

We partner with local and community organizations like Challenge Aspen, Bridging Bionics, and Aspen Strong to source a needy individual in the Roaring Fork Valley. Our training and puppy matching process is highly customized and takes advantage of our proximity to the ultimate individual in need.

We then place a service animal with a disabled person. We re-invest any funds received from the individual into our training program to help offset future costs.

# HOW WE SOURCE NEED WORTHY INDIVIDUALS

- 1) Network with local organizations for disabled people.
- 2) Applications received through our website.
- 3) Nominations or referrals from local community members.

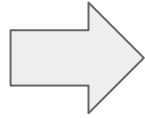


# HOW WE SOURCE PUPPIES

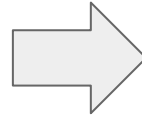
- 1) Network with reputable breeders who health test and breed quality dogs. Preference to breeders who implement Puppy Culture or Avidog protocol (early socialization, starting potty training, crate training, problem prevention, etc)
- 2) Network with local rescues to acquire puppies or young adults with the potential for service work.
- 3) People looking to rehome their puppy or young adult who has the right temperament for service work.

# WHAT IS THE TYPICAL JOURNEY FOR A SERVICE DOG AT A LARGE ORGANIZATION?

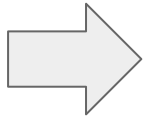
Puppy is born at National training Facility



At 8 weeks, puppy is sent to a “Puppy Raiser” until puppy is 12-18 months old



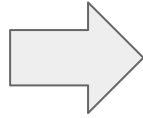
Puppy Raisers are responsible for socializing and training the puppy in its early months of life. This experience is inherently variable and dependent on puppy trainer to do a “good job”



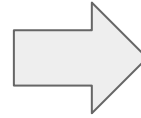
Puppy returns to training facility for “advanced training lasting 5-12 months.

# WHAT IS THE TYPICAL JOURNEY FOR A PUPPY AT EPSD?

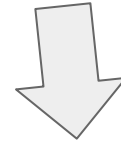
We hand select:  
\*pick of the litter from our breeder network  
\*viable candidates from shelters or mismatched homes



Puppy lives with professional trainer for at least 2 weeks



Puppy goes to live with local, EPSD approved Puppy Raiser. Puppy Raiser continues socialization and basic training through EPDT to ensure the greatest chance of success.



Puppy lives in home with professional trainer through completion of their training. (12-24 months of age)

## **Our Method Ensures:**

- \*Socialization
- \*Manners
- \*Problem prevention
- \*Obedience training
- \*Public access training
- \*Task training

Around 8-15 months old, puppy returns to EPSD's professional trainer for advanced training, public access training, and task work lasting 4-8 months.



# FARRAH'S BIO

Farrah Fry has been training professionally for the past 16 years.

Farrah started out cleaning kennels and walking dogs for Vets and the Humane Society in Ohio. She transitioned to doggie daycare attendant, and trainer at Petco as she worked her way through college (obtaining BAs in Canine Learning Theory and in Psychology) and graduated from National K9 School for Dog Trainers in Columbus, Ohio.

While in college and working multiple dog related jobs, Farrah became a Search & Rescue K9 handler with her German Shepherd Sargent.

Farrah eventually started her own dog training and boarding business in Ohio. In 2011 Farrah was granted a contract with the Department of Defense to supply canine candidates to the military, which she acquired through shelters and mismatched homes.

In 2013, Farrah moved to Aspen and began training dogs all over the Roaring Fork Valley via her business, Endless Pawsibilities Dog Training.

# FARRAH'S CREDENTIALS

- BA Canine Learning Theory - Otterbein College
- BA Psychology - Otterbein College
- Master Dog Trainer program at National K9
- Summer training Guide Dogs for large nonprofit
- Advanced Canine First Aid
- Canine Learning Theory - State Emergency Management
- Cesar Millan workshop
- Canine Learning Theory- Indiana Department of Homeland Security
- K9 Learning Theory, Training, and Behavior Modification for the Working Dog- Brenda Aloff
- Canine Legal Updates & Opinions - Terry Fleck
- Midwest Veterinary Conference - 3 years
- Practical Behavior Information for Veterinary Practitioners - Dr Ian Dunbar
- New Concepts for the Treatment of Dog Aggression: Fighting - Dr Ian Dunbar
- Dog Emotion & Cognition - Brian Hare/ Duke University
- Annual Dog Trainers Conference - Association of Professional Dog Trainers
- Annual Dog Trainers Conference - International Association of Canine Professionals
- And much more!



# WHAT MAKES US DIFFERENT

Networking with breeders instead of having a breeding program allows us to select the best possible candidate based on the characteristics of the pup as seen at 8 weeks old. This should set us up for a higher success rate and lower cost. Selecting young adult dogs should also allow for a higher success rate as we have a better picture of the dog's adult temperament, traits, and potential.

The dog will live in-home, full time, with a professional trainer for their task training, advanced & public access work, (likely even for the whole training process) as opposed to living in a kennel environment like in many other organizations. If puppies are placed with a puppy raiser, they will be required to train with Endless Pawsibilities Dog Training to ensure consistency & compliance.

Sliding scale "fee for service" allows for those with more means to support those with less.

Personalized/ individualized training: We will have the ability to customize the training better than a larger organization. Ex) your larger guide dog organization's dogs are trained to be the person's eyes. They are not trained to retrieve dropped objects which we feel would be greatly beneficial to someone who couldn't see where the dropped object went.

# WHAT MAKES US DIFFERENT CONT...

Focusing on local individuals allows us to make the training more personal by allowing our clients the opportunity to participate in the program through the socialization of puppies, assisting in the training of young dogs, and being a local “face” behind the program.

Participants may also get the opportunity to start training with their dog before it has completed the program, thus starting to build a connection and learn how to be a better handler before they are sent off as a working team.

Farrah’s extensive education and experience in the field allows her to use many different training methods to achieve the desired goals. Many other organizations are limited in their methods and have failed dogs that additional methods could allow for the dog to successfully pass.

## A HELPING PAW



ANNA STONEHOUSE/THE ASPEN TIMES

Rollo wags his tail as he holds his service dog certificate as a mobility assistance dog that he received Thursday afternoon next to his handler, Soren Lindholm, 19. Lindholm was paralyzed after a skiing accident in March 2017. The family reached out to Farrah Fry with Endless Pawsibilities immediately after the accident and received Rollo this July at 8 weeks old from a breeder in Texas with her help and guidance. Rollo had undergone “puppy culture” and temperament tests before being placed with Lindholm. Service dogs are typically trained prior to being placed but Lindholm insisted on training his own service dog and bonding with him from the beginning. The success rate for service dog certification typically ranges from 30 to 50 percent. Soren’s mother, Kathy, said Fry told them it would be a family task to not treat Rollo like a family pet and that “serving Soren is the center of his life.” Distractions, such as petting, can cause injury to the handler and Lindholm said at school he would tell the other students that, “(Rollo’s) a part of me, don’t pay attention to him.”

# HERE'S HOW YOU CAN HELP:

- Donate to support our mission
- Select us as your charity of choice when you shop Amazon Smile
- Sponsor a puppy (\$20,000+)
- Become a volunteer Puppy Raiser
- Business partnerships: reduced or donated Vet care, grooming, donate a percentage of sales, fundraisers...
- Shop our wishlist at Rocky Mountain Pet Shop
- Name a puppy (\$5,000)
- Full-ride scholarship (\$60,000)

