

Strategic Vision:

Almost every business has a mission statement. Unfortunately, once those mission statements are created and shared, they are almost always forgotten, and have little if anything to do with everyone's day-to-day work. Thankfully, this isn't a "mission statement." It's a strategic vision – meaning it can actually be followed into the future. The main difference is that we can all relate to it and act on it with our daily work. It's designed to let us all know how we fit into the Gold Country Pet Resort story in meaningful ways. It will be used on a regular basis – by everyone – as a guide for who we serve best, how we serve them best. It is important that we all clearly understand not just our work, but exactly how that impacts our customer's lives. We have to know how our actions will improve the happiness and quality of life of our customers and their dogs. Not only do we need to know it, we need to communicate it with our actions. We're excited about this vision and we hope you will be too. Thanks for taking the time to read it, and we hope you find your place in it. This vision has been updated to reflect the fluid nature of any business. It is fun to see what we have brought to life from our original vision and how our vision is changing and evolving.

Who we Serve:

We serve clients who want to improve the life of their dogs. Our boarding clients are dogs who often look for our outdoor activities. This means that our staff are busy during the day providing services such as walks, fetches, cuddles and swimming to the dogs. This means our jobs are physically demanding! Every dog gets out of their room Every. Single. Day. Many of them do many services during the summer, so mornings are pretty busy to avoid the heat of the day. This also happens during the winter (though services are usually less during that time). Our clients want to see the pics posted of all the services that we do so that they know without a doubt that we are doing what we say we will do. The motto here is "if you didn't shoot it (with a camera), you didn't do it". This gives our clients peace of mind that we are doing what we say we will do.

We also serve training clients that want a higher level of training. We have spent YEARS learning our craft and proving our program. We handle all types of dogs, from police k9 dogs, to dogs with aggression issue, to service dogs and everything in between. We currently have a trainers school for those who are aspiring trainers. We are moving more and more of our curriculum online to serve that market as it continues to grow. We still have many people who utilize our facility and we do many board and trains. However, to be a trainer at our facility, we only hire people who have completed our program. We do not

train people in house, because our methods took YEARS to acquire. Any trainer that we hire must demonstrate that they have a passion for training so strong that they have invested time in themselves to pursue it, just as we have. That way clients know that their dogs are being handled by top notch skilled trainers...not someone who spent a couple months and is starting out. Our clients take comfort in our ability to handle any situation with skill and precision and the least amount of pressure possible.

We serve clients who want to have fun with their dogs through our many sports and advanced obedience opportunities. Whether it's dock diving, barn hunt, scent work, or Movie Trix, our clients love to have fun with their dogs. We host a club that does Schutzhund (IPO/IGP), with an incredible sports field (opening summer 2024). We attract clients that want to use these facilities which need to be kept in an orderly, clean and appealing fashion.

We also serve clients who are looking for trained dogs. We are starting our lab puppy program where we raise and train fully functional service dogs. Our staff are definitely involved in our puppy raising. This involves, oh my gosh, So. Much. Cleaning. But such incredible puppy breath to balance it out! Our clients are so grateful to get a well trained, well matched service dog or family pet.

Employee Experience

Let's face it. Dogs poop. A lot. And dogs in boarding and not always super friendly. A lot. And then there's the poop...and the mud, and the dirt. Because our facility is an indoor/outdoor facility, the rooms get dirty, the dogs get dirty. 50-65% of any workday is spent cleaning up after the dogs. Great dog care starts with cleaning. It also ends with cleaning! This is the main job of every employee here! And of course, walking dogs, playing fetch, swimming the dogs, and of course working with the occasional litter of new puppies (the best, except also, the most cleaning!)

What the best part of working with the dogs is the experience you get for those people that actually think that they want a career in dogs. Moving dogs, learning to be safe with them, is the foundation to any successful career in the pet industry. More importantly, for those not wanting a career, but needing job while you are say, in school, have kids schedules to work around, etc...we definitely are able to be a bit flexible. Most of our job opportunities involve

mornings and we try to be done by 2:00 p.m. (parents with school age kids can appreciate that!) or students who have afternoon/evening classes. We do have seasonally an evening shift available (especially spring/summer/fall) for feeding and, well you guessed it, scooping some poop/cleaning. We will work as best as we can for school flexibility (we can be pretty flexible in terms of days, and a little flex in terms of hours, but dogs still need feeding, etc...) There are definitely more need for staff on weekends than weekdays which can suck for some. We now have shifts available for one weekend day only (but keep in mind, that means we must hire someone else for the other weekend day, so there are fewer overall hours available per employee under that scenario). We want to get in and get things done and be done early in the day, so you have time to go to school, study, or whatever.

Advancement

We know a lot of people think that they want a career in dogs. I mean, seriously? Puppy breath, easy going awesome dogs that love us unconditionally, who wouldn't? Part of working here means coming to terms with reality in the dog world. It isn't all puppy rainbows! There are AMAZING rewarding pieces. But it's not for everyone. You have to realize, that 65% of the day is CLEANING! The remaining day is being pulled by dogs (yes, we can help with that) on walks, soothing a dog who is stressed and growling at you (by ignoring him so he feels safe!). This is where everyone starts (what we call Housekeeping!).

If you hang through that, and you STILL love ALL dogs (not just your dogs), then this may be a place for you and we will make a place for anyone that truly wants a career in dogs. That's one of the cool things about our business. But before we adjust things on our end to do that, we need a few things. One...show us your awesome work ethic...not just when we are watching, but when we aren't there. That's real ethic. Caring enough about the dogs to ensure that they get what they need, even if we are not right there telling you. That's amazing. Because so many don't. If you can do that, that frees us up to move other parts of our business forward so that we all can advance monetarily. If you can do that, you can move up to guest services and handle the basic day to day needs without supervision, that definitely comes with a pay raise after you complete the training modules associated with that (typically \$3/hour) at day 90.

Think you love this stuff? At six months consider learning how to oversee group social play and think about being the Kennel Lead (there's another raise!). The amount depending on responsibilities you take. What we need to see from you: six months, complete the course designated; what we would like to see from you: that you completed our online training course (Dream Dog package) for your personal dog (on your personal time) which is offered

to every employee that becomes a Guest Services staff. It's not required, but it shows us that you might just be interested in truly learning about dogs. It's free to all Guest Services employees as an employee benefit.

Training...ahh the place everyone thinks they want to be, but so few put in the time to themselves to do what it takes to become a great trainer. First, if you're not good at being a kennel tech, you won't make a trainer. Just being honest. I LOVE running the kennel. I LOVE moving the dogs, hanging with them, taking pics...dogs are my passion. I just don't have enough time in the day to do all of it, so I have to task this out. I admit, dogs are different with me than with most of my staff, because, well, I speak Dog. But that's the point...great trainers, speak dog. It wasn't always easy, but I had the tenacity to learn. If you're hating that, you won't love training, because the magic of training, is taking those hard tough pulling, wild and crazy or excessively shy, that may show you their teeth dogs and showing them what I want them to do. Teaching them another way. My best trainers have always come from my kennel staff. Those who took the time to master that, easily slid into training. If you have had access to our amazing training program, but haven't bothered to train your own dog, well, this is not a good sign that you really want to be a trainer! Training is always about having lots of tools in your toolbox...that takes years to accomplish! If you are offered tools, but aren't taking advantage and investing in yourself, you can't expect others to invest in you.

So, you want to be a trainer: what we need from you: That you became a Kennel Lead: That you have taken advantage of the free online trainings and in person trainings offered to you for your dog. You will have access then to enter Phase 1 of the academy at no cost to you on your one year date (hint, you will have most of the information at six months, and I will help you get a head start if you are truly interested). This is not paid, this is an opportunity for you to show how dog crazy for information you really are. Tuition is waived for Phase 1 for these employees. Phase 2, which is a big part of the academy where people come and intern, will be done primarily via your regular paid duties..this is where we invest in you! There are additional unpaid learning opportunities as well during this phase...but all parts of this phase where you are already paid, you will continue to be paid. Phase 3, the certification is entirely up to you if you want to do. There are some training opportunities without doing it, but there are more training opportunities and higher pay for those that put their time into completing Phase 3 (certification).

Benefits:

	Housekeeping	Guest Services (3 mths)	Kennel Lead (6 mths)	One year	Apprentice Trainer	Certified Trainer
Raise		\$3	DEP	-	Yes, DEP	Yes, with option to add commissions/fee sharing
Sick Time	X	X	X	X	X	X
401K	X	X	X	X	X	X
Access to Online Curriculum; Attend live classes upon completion		X	X	X	X	X
Attending sport classes		X	X	X	X	X
Vacation Time			X	X	X	X
Access to Begin Phase 1 of Training Academy				x		
Access to Phase 2 of Training Academy					X	
Access to Phase 3 of Training Academy					x	