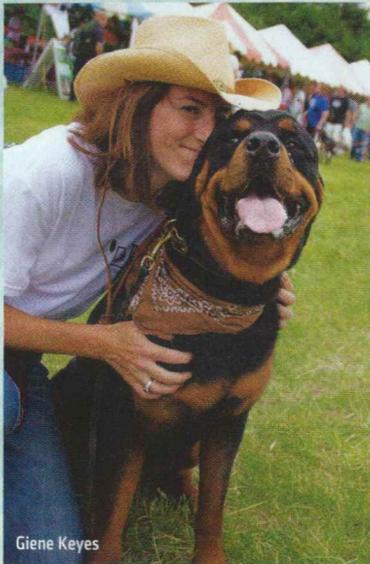


GOLD: Dog Face, LLC

Giene Keyes, Owner | Monticello, Wis.

Achievements: Developing a training model based on positive reinforcement techniques; offering free classes to dogs in shelters, rescue groups and service roles, as well as to dogs of military personnel and children in 4-H.



Giene Keyes

Description: Founded in 2011, Dog Face started as an informal way for Giene Keyes to share what she had learned about training her own dog. The company now spans four locations and has 12 instructors.

What inspired you to start your business? "I love dogs. I feel inspired each day when I spend time with owners, coaching them on how to better understand their dogs. I believe that well-trained dogs live happier and healthier lives with their families. I've always held the idea that if I can make training a dog fun, then the owner or shelter worker or foster family is going to go home inspired, too."

What's your favorite animal? "You are probably expecting me to say dogs. Well, dogs are very high up in the chain ... But last year, I decided to enter the world of owning backyard chickens. If you would have told me then that someone could fall head over heels for a chicken, I'd have thought you were crazy. Well, guess what? I love my chickens. They are so much fun! If I ever win the lottery, my dream is to sit in my backyard with all of my animals (which includes dogs, cats, horses, pot-bellied pigs and yes, chickens) and just enjoy being with them."



The Dog Face team takes part in an educational dog fair.

SILVER: Pawtopia

Colleen Demling, CEO | La Jolla, Calif.

Achievements: Developing customized approaches to training that are best suited to each dog and its owners; focusing on the education of owners, so that they are able to develop and manage new behaviors, as well as address bad habits.

Description: Pawtopia was founded in 2002, and draws on Colleen Demling's more than 6,500 hours of hands-on training experience.



Colleen Demling, right, founder of Pawtopia, appears on "You & Me This Morning" in Chicago.

What do you feel is your biggest contribution to pet owners? "We have developed a real-world, nonjudgmental, flexible and supportive methodology that allows us to customize training solutions to each dog, as well as to the specific needs of each owner or family. This individualized approach makes sure that every dog owner, no matter

what situation they are in, feels valued and empowered, which gives them the inspiration they need to accomplish their training goals. Happy owners, happy dog."

What makes your business a go-to resource for pet owners? "From the start, we wanted to make sure that Pawtopia wasn't just a dog-training company that provided paid services. We wanted to be the go-to resource for pet-owner education."

What's your favorite aspect of the pet industry? "The camaraderie. I have found that whenever I reach out to another business or person in the pet industry, they are always eager to help. I think that is unique to this

BRONZE: Cassio Pet Resort and Training Center

Joy S. Brewster, Owner | Newtown, Conn.

Achievements: Cultivating an excellent reputation as a source of dog-training information; hosting events that raise money for local animal shelters.

Description: Cassio Pet Resort and Training Center was founded in 1965. Obedience training began in 1980. Today, the company offers a variety of classes at its facility, including puppy preschool and water sports.

What inspired you to start your business? "I and my family have been involved with dogs all our lives. I chose to follow the path of being a professional handler of show dogs. At that time, property with a kennel license was required. I was fortunate to locate



Students from Cassio Pet Resort and Training Center demonstrate their skills at a community event.

a properly licensed facility with four inside pens. Cassio has since evolved into a modern, multifaceted business."

What do you wish you had known when you started? "It took me over 20 years as a professional handler to appreciate basic obedience training. If I had the knowledge then that I possess now, life as a professional handler would have been much easier and far less stressful."

How does your business stay competitive? "We are fortunate to enjoy an excellent and longstanding reputation in the area, so word of mouth is our best referral. We are constantly looking through publications and