

# The Happy Puppy Update

## November 2012



### Trillium Dog Fanciers Show

Thank you to everyone who stopped by to visit us at the Trillium Dog Fanciers' Show in Lindsay this past weekend. We so enjoyed seeing everyone, their dogs & especially the puppy kisses!

### Upcoming Show

We will be attending the Caledon Kennel Association Championship Dog Show on November 23, 24 & 25, 2012 at the Orangeville Agriculture Building in Orangeville, Ontario! Hope to see many of you there.

### Facebook

One of our Golden Retriever breeder clients came by the booth this past weekend with his puppy named Alice. He then tagged our FB page with a post about the visit: "Alice got to meet the Windy Willows Pet Services team. Rachelle is the creator of the Happy Puppy Training Kit, that I send home with puppies. It's a great tool to get pups off on the right foot in their new homes." We really appreciate the exposure Rob and the hits on the website went up 60% from our highest ever for one day. *Thanks very much!!!*



### Testimonial

The following comment was then posted under Rob's post: "I'm a puppy owner, and the kit was full of training tips and things Jonesy needs to know. Also, was a great booklet on dog behavior and how to "read" them. If it keeps one puppy from being "neglected" in training then the cost is well worth it."

### Turning A Corner

I have heard that when you launch a new business, you keep plugging away until, one day, you can actually feel the change and find yourself at the next level. We're pleased to say that now, 6 months after the launch, we believe we are now at the next level. There is now product recognition, we are getting positive feedback and being recognized as a positive force in the industry. Our network of people in the industry continues to grow, thanks to everyone for being so receptive and embracing our concept. In the future, as our sales continue to climb, we'll be able to reduce the cost per unit and be able to pass those savings onto our clients.



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### Retailers

Helmutter's Pet Supply in Toronto is now carrying our Kits! Here's a picture of our display for the store. How exciting! MillerTime Shepherds in Sterling, Massachusetts, USA also carries the Kit in their shop and we now have interest from other shops.



### Training Facilities

We have been getting inquiries from some training facilities wondering how we can integrate The Happy Puppy Training Kit into their own puppy classes. That's very exciting for us and I hope to work out some great working models with them in the near future. I'm very flexible as it's all about getting it out there!

### Winner For November

Heather Orr...you are winner of this month's contest! Windy Willows Pet Services will cover the shipping charges for your next order of The Happy Puppy Training Kit to your home. Congrats!



*The Happy Puppy Training Kit*  
[www.windywillowspetservices.ca](http://www.windywillowspetservices.ca)

