



The Splash !

The Official Newsletter of The Association of Canine Water Therapy

Dedicated to and Inspired by the Dogs in our Lives

Volume 1, Issue 2

August 2005

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President's Message



**IS
THIS
YOU?**

Feel like burying your head in the sand ?

Those of us working in or considering working in the field of Canine Water Therapy have some real concerns... this is a field that is growing without standards, relevant training, and certifications.

I've been surprised by the number of pool owners who are afraid of being 'exposed to the authorities'... what an eye opener this has been for me and a true picture of where this profession is at today.

I admit, some of the laws surrounding who can and can not touch a dog seem to border on ridiculous but, these laws are not something to run from. Their intent is to protect people and dogs in the absence of rules and regulations. Instead of becoming a victim to the law, let's step up to build and define our pro-

fession. Let us help to inspire new laws that make sense and do what they are intended to do.

Last quarter, we started to build our own Code of Ethics and Professional Standards. See our article regarding this evolving process on page 2 and see the Meeting Highlights on page 4.

This is where you can help!

Go to www.caninewatertherapy.com and click on the menu item labeled "CODE OF ETHICS" and send in your thoughts, concerns and ideas on the form provided. You can remain anonymous. You do NOT need to be a member. List what is important to you as a guardian, client, therapist, veterinarian, pool owner. These will be the standards set to protect our dogs and their people. I KNOW you have an opinion here... Let's hear it !!!

Thank you for your continued support and dedication to the dogs in our lives.

Cindy

Editor's note: See page 17 for some of Cindy's ideas and thoughts on defining our profession!

Join the A.C.W.T.?

Please help support this Association and join today!
(see page 21 for the application to join)



The Splash !

Help develop the ACWT Code of Ethics

By Lisa Van Horn, Standards of Care Committee Chairman

Developing a Code of Ethics and Professional Conduct

The Association of Canine Water Therapy is in the process of developing a Code of Ethics and Professional Conduct for member practitioners and pool owners. The process was initiated at the Quarterly Association Meeting held June 20, 2005 (see page 4 for highlights from the meeting). An explanation of what a code does, what it looks like and a proposal for developing one for the ACWT was presented. Members were led in a brainstorming session in which the core components of the developing code were born.

In an effort to gather as much input as possible from both members and interested individuals, a forum for comments and suggestions was established on the ACWT website. A preliminary draft, arising from the initial brainstorming session and resulting comments, was posted in early July for continued scrutiny. Comments are still being accepted for a short time. It is planned to bring a final draft to the membership for voting in October 2005 (see page 3 for *Preliminary Working Draft of the ACWT Code of Ethics and Professional Conduct*).

The question posed was "What are the most important ethical components that should be included in the ACWT Code of Ethics and Professional Conduct?"

Our intent is to create a Code of Ethics and Professional Conduct to set forth aspirations and guidelines for ACWT members of all levels to provide outstanding service. It is the hope of the ACWT that the Code will also provide dog owners with the confidence that ACWT members are knowledgeable, caring and conscientious professionals.

Get your comments in now! Email us at ethics@caninewatertherapy.com. Be sure to make your voice heard in this process. You have worked hard to create your place within the developing field of canine water therapy. Those aspects of the work most important to you should be represented in the Code of Ethics for our industry.

OFFICERS AND COMMITTEE MEMBERS

President

Cindy Horsfall

Vice President (website)

Cathy Gallagher

Secretary

Sandy Fisher

Treasurer

Cindy Horsfall

Newsletter Editor

Sandy Fisher

Standards of Care Committee

Lisa Van Horn

Political Committee

Megan Anderson

Social Events and Meetings

Teri Sahn

Melissa Barran



The Association of Canine Water Therapy

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Sequim, WA 98382

www.caninewatertherapy.com



Mission Statement:

The Association of Canine Water Therapy is dedicated to advancing the safe practices of canine water therapy through education, establishing industry standards and building a network of support.

Vision Statement:

To be an Association that inspires us all to come together as a profession, to build standards for our work and to bring opportunities to further our skills.



The Splash !

Preliminary Draft of the ACWT Code of Ethics and Professional Conduct

As a practicing member of the Association of Canine Water Therapy (ACWT), I will strive to:

- * Inform the client of the type and scope of service or treatment, what to expect, and the fees, prior to providing any service or treatment. Represent honestly the benefits and limitations of offered services and products.
- * Represent my qualifications honestly, including educational achievements and professional affiliations, and provide only those services that I am qualified to perform safely and competently.
- * Continue professional development by reading relevant material; attending conferences, workshops and seminars; and pursuing other educational opportunities.
- * Recommend a client to seek an appropriate qualified professional when I recognize a condition in a dog that requires further assessment, or is beyond my scope of practice or ability.
- * Respect the confidentiality of information obtained in the course of professional service, unless otherwise agreed upon in advance.
- * Provide a clean and safe environment appropriate to the type of service and consistent with local public health requirements and industry standards. Take appropriate measures to ensure the safety, comfort and privacy of both human and canine client. Provide appropriate guidance to self-swim clients on safety and precautions to observe while using the facility.
- * Treat all dogs and clients with respect, taking into account their physical and psychological well-being. Avoid any discrimination on the basis of race, ethnicity, breed, gender, sexual orientation, social class, age, disability, religion, or political beliefs. Use only positive reinforcement measures with canine clients,
- * Relate to colleagues with integrity, respect, courtesy, fairness, and good faith. Refrain from making unfounded statements that may damage the reputation of colleagues, or the reputation of other disciplines or their practitioners.

Anyone having any questions or concerns regarding the professional practice of a member may contact the Association of Canine Water Therapy at ethics@caninewatertherapy.com.



Order ACWT Merchandise!

Tank tops, t-shirts, dog shirts,
mugs, beer steins, tiles, tote bags
and much more!

Visit:

www.cafepress.com/acwt



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June 2005 Meeting Highlights

Association of Canine Water Therapy Quarterly Meeting held June 20, 2005 at Heavenly Spa in Fall City, WA

Members in Attendance: Cindy Horsfall, Sandy Fisher, Doris Kopp, Teri Sahn with Leo and Honey, Melissa Barran, Karen Theusen, Lisa Van Horn, Cathy Gallagher, Carol Swindaman, Tonita Fernandez with Darby and Sir Riley, Patricia Cool, Michele Lang, Beth Meyer, Dawn Farmer, Anita Gehring, Megan Anderson, Cindy Hill, Cindy Hickman

New Members: Ann Schurman and Rebecca Berni

Guests: Lola Michelin and Brad Cassiday (from Northwest School of Animal Massage) and Lynne Smith (from The Balanced Companion)

chips and salsa, marinated mozzarella and tomatoes, pasta salad and a freshly barbecued pizza grilled by Teri.



MEETING
6:00 - 7:00 PM

letter.

*Sheila Palme's products which she sent and which were on display at the meeting. We all enjoyed reviewing her quality products and she'll have an article in the next Newsletter to explain them further.

*Lisa Van Horn for her work on the evenings Code of Ethics discussion.

We started the meeting with drawings for prizes: Tonita Fernandez won a bag of truffles and a dog cookie and Cindy Hickman won a Tuffies water toy (Cindy has agreed to test this new toy in her pool and write a Sink or Swim report on it for our Newsletter.)



SOCIAL HOUR
5:00 - 6:00 PM

Thanks to Teri Sahn and Melissa Barran for arranging the refreshments and setting up. There were some wonderful refreshments provided including brie and crackers, teriyaki chicken, fresh fruit and vegetables, chocolate covered strawberries,

Meeting called to order by President Cindy Horsfall. Cindy thanked the following members for their contributions:

*Sandy Fisher for her work on the Newsletter and new member packets. Also, thanks for providing the prizes that will be given away throughout the night and providing the gift basket for our guest speaker.

*Teri Sahn and Melissa Barran for picking up and arranging the refreshments.

*Tonita Fernandez for her work on the Non-Member database and arranging the evening's guest speaker.

*Anita Gehring for the work she did on the Links page on the ACWT's website.

*Doris Kopp for allowing her daughter, Sandy Fisher, the time off from her job to print the newsletter and work on new member packages

*All those who contributed to the News-



CODE OF ETHICS
DISCUSSION

Lisa Van Horn, our Ethics Committee Chairman, was very well organized with her presentation. We collaboratively began the work to develop the ACWT Code of Ethics. The draft language that came out of that meeting will be posted shortly for review and comment. We would like

(Continued on page 5)

Disclaimer

This newsletter and its contents are owned by The Association of Canine Water Therapy (ACWT) - unless otherwise noted. NOTHING from this newsletter may be used without our written permission. We have taken great measures to ensure the accuracy of the information contained, however, articles, links, photos, recipes, forum postings and text contained are intended to be informational only and do not constitute endorsements, training guidance, examples or instructions. The presence of members in our directories represents only that these companies, organizations, institutions, or individuals are members in good standing of the ACWT. ACWT does not endorse these members and makes no representations, warranties or guarantees as to, and assumes no responsibility for, the products or services provided by these members. ACWT expressly disclaims all liability for damages of any kind arising out of the use or performance of the products or services provided by these members. Nothing in our website or this newsletter is intended to replace diagnosis or treatment from a veterinarian or other licensed professional. The ACWT does not assume any legal responsibility. Readers should always consult their veterinarian for specific diagnosis and treatment.



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June 2005 Meeting Highlights cont.

(Continued from page 4)

to continue to collect comments and suggestions from both members and those who feel a stake in the work we do—clients, other canine health professionals, or any interested individuals. Our end goal is to have a Code of Ethics adopted by ACWT members in Fall 2005. This is a very exciting time for our industry and an exciting opportunity to be involved in setting the safe standards and ethics of our practice. Please contribute any ideas you have on our website or write to ethics@caninewatertherapy.com

A Call for Volunteers

Cindy asked for volunteers who would like to help in build our Association:

- *Anita stepped up and offered to be our links manager and help build our website – yeah !!!
- *Cathy Gallagher and Michele Lang have offered to work with the Washington Animal Massage Association to identify/ further current laws and trends for our state – yeah !!!
- *Carol Swindaman offered to plan the next meeting – set 10/17/05 – yeah !!!

Note: There is a list of needs on our website (see menu item Board/Committee Needs)... Please review and help where you can. Thank you

More Drawings for Prizes: Megan Anderson won a ceramic dog bowl filled with truffles and dog biscuits and Michele Lang won a doggie water toy (another



report we get to look forward to for our Sink or Swim report on water toys presented in the newsletter).



SPECIAL GUEST SPEAKER
7:00 - 8:30 PM

Lynne Smith from The Balanced Companion gave a wonderful hands-on presentation on TTouch. Thanks to Tonita Fernandez for bringing her dogs Darby and Sir Riley as demonstrators. TTouch is a non-invasive modality and is performed with the intent of assisting the dog to achieve the highest level of function, both physically and emotionally.



TTouch can be used to calm anxious dogs before entry to the pool and also we will be able to take what we learn into the water and apply it to the canine client. Canine guardians can use the techniques at home before and after swim sessions. This modality is something that all canine guardians, pool owners and canine water specialists will be able to use on their own animals, and with their canine clients. Our instructor Lynne Smith took an

interest in holistic modalities in 1990 for herself as well as her animal companions. It is when she became a Dynamite products rep in 1991 that she really began on her journey to learn more about the many forms of holistic health care for her critters and canines alike. On this journey of wellness she was introduced to TTouch. She began learning how to use TTouch to improve the health and behavior of her dogs, cats, and birds. She became a certified TTouch practitioner in 2003. Lynne is continuing her education and will be certified as a TTeam practitioner that will enable her to work on equines.

Sandy presented Lynne Smith with a wonderful gift basket and applauded...

Drawing for final Prize: Carol Swindaman won an ACWT dog collar.

Next ACWT Meeting

When:

Monday, October 17, 2005
5:00-6:00 pm ~ Social Hour
6:00-7:00 pm ~ Meeting
7:00-9:00 pm ~ Orthopedics Lecture

Where:

Heavenly Spa
Fall City, WA

Who:

Members of all levels
are invited to join in

Meeting Agenda:

Code of Ethics

Speail Guest Speaker:

Dr. Ken Jacobson of Redwood Animal Hospital in Redmond, WA will speak on common orthopedic surgeries and their rehab potentials in water therapy.
www.redwoodah.com

*Food and Beverages
will be provided*



The Splash !

Meet our new ACWT Vice President

**Mother Nurture:
An Introduction to
our New Vice President**



**by Cathy Gallagher, LMP,
SAMP, CIMT/I**

An exhale. A sigh. It's the sign that the water, the warmth and the massage have begun to take effect. I listen for it in every session but especially so on this particular day. My client has come to me for his final session before he dies.

Bear is a thirteen year old German Shepherd/Malamute mix who suffers from Degenerative Myelopathy. His guardians had been searching over the past year for some way to nurture him during his decline. When they finally find us a mere two weeks prior to this session, they are relieved to be able to comfort him at last.

Together, we work to lift Bear into the spa. The hundred-pound body which he can no longer lift is supported by the water, comforted by its warmth. His muscles no longer hold any tension and he simply floats. His head rests on my shoulder and he sighs.

He's ready to go. It's time.

While it is always hard to say goodbye, this session brings home the powerful reason why I do what I do. It's all about nurturing. The warmth. The water. The massage. They're all simply tools used to comfort and nurture.

To be perfectly honest, I wouldn't have believed you if you'd told me five years ago that I would one day become an animal massage therapist. I truly didn't even know such a thing existed. I was quite happy living my dream life: a wonderful husband, three beautiful children and a job as a writer, editor and content manager for the number one news, information and entertainment website on the Internet. I was able to work from home to be with my kids, while also traveling the country, meeting interesting people and watching my stock options explode. Then the Internet bubble burst and I was left searching for a new dream job.

Through a long and varied exploration of careers opportunities, I realized that where I really wanted to devote my time was to use my mothering nature, which eventually led to my enrollment at Brenneke School of Massage. After graduating, I split my working time between a physical therapy office and working at a developmental preschool (which inspired me to become certified in infant/child massage). Still, I felt as though I wasn't quite doing what I was meant to do. That's when I saw an ad for a new dog spa opening in Fall City. It took only one session in the water for me to be convinced – this was it! – and I haven't looked back since.

In addition to the warm-water work I do with small animals, I have a pri-

vate “people” practice where I specialize in bodywork for children with special needs. I also teach massage classes, including an aquatic bodywork course I developed for the Northwest School of Animal Massage. My organizational and design skills have been called into play as well over the past few months since I was elected president of the Washington Animal Massage Association. Now, as your vice-president, I am able to make use of my creativity and my background in website content management.

I'm excited to have the opportunity to be a part of this wonderful new organization and provide information for both the animal wellness industry and the pet-loving community at large. Together, we can share our knowledge and experiences to build an informative and supportive base of information on our website. By reaching out to veterinarians, healthcare practitioners and each other, we can build a team to nurture the wellness of animals.

I'd love to hear your experiences! You don't have to be a wonderful writer or an expert in your field to share information. Please send me a note to introduce yourself via email to vicepresident@caninewatertherapy.com



Canine Flotation Devices

What I like in a Canine Flotation Device for Therapy work...

by Cindy Horsfall

A dog will usually arrive at your pool in order to regain full range of motion, to build confidence, to build muscle and strength. I personally don't often use a flotation device as I want to be able to support the dog, feel his movement and have access to his entire body for massage, however, for those dogs who don't need this hands on approach, a floatation device MUST first and foremost be of utmost comfort and not impose on the dog's full range of motion.

The most common poor design flaw that I see is the flotation device that restricts the forward movement of the shoulder.

The other important characteristic of a good flotation device is one that inspires confidence. In canine water therapy, we often are in need of nurturing confidence and the spirit of a dog who has 'given up' ... the last thing we need is a flotation device that rides up in back (like the ones with only one strap under the body) or that cuts into the belly (like the ones without a protective belly flap), or where the belly flap rides back (like the ones where the belly flaps don't have proper guides for the 2 straps).

Finally – we need a flotation device that is easy to put on and take off. We are often in the middle of a session and need to be able to put this device on quickly ... or perhaps we want to take it off quickly to assess movement or work the muscles in a different way... the plastic quick release buck-

les are wonderful... as opposed to the flotation devices where one has to place the front feet through little holes... or the ones that zip down the back.... we don't usually have that kind of time to put one of those contraptions on.

Our needs will be slightly different than the needs of the boat owner looking to secure his pup from drowning – our needs are most importantly to not restrict movement, to be comfortable, to fit well and to be easy to put on and take off...

I'm sure there are many on the market that would work well ... but these are the 2 that I have used recently most often...

RUFF WEAR

K-9 Float Coat - Canine Life Jacket



In addition to the flotation features, this PFD has reflective trim for visibility and a practical assistance handle for helping your dog. Rock Lockster® release buckles allow for easy removal -- even when the dog is soaked or reluctant to cooperate.

Other features:

- * Durable, high-visibility 1,680-denier ballistic nylon fabric.
- * Variable thickness buoyancy cells. Reflective trim for low light visibility.
- * Ergonomic cut for fit, safety and mobility
- * Rock Lockster® side release buckles

- * Concealed D-ring attachment point
- * Low profile handle up top for assisting dog

Outward Hound - The Safe and Secure Life Jacket for dogs



This design allows for fast size adjustments and a flexible comfortable fit. A high performance dog flotation device, providing flotation and ultimate buoyancy.

Other features:

- * Quickly adjusted for a good fit, with quick-release buckles.
- * Water repellent neoprene and cordura nylon construction provides warmth and protection from abrasion.
- * Fits under the belly to keep it securely in place.
- * Convenient top grab handle for easy rescue by hand or boat hook.

We would love to hear from you!
If you have found a flotation device that you like or don't like, please write in and let us know!
We'll post your findings in our next publication.



Example of what not to use as a Canine Flotation Device!!!



Member Pool Spotlight



3000 sq. ft. of Tender Loving
Care in Calgary, Canada!

Two separate 5000 mile cross country trips with two large dogs-best friends in pursuit of adventure, soul searching, desperate for answers - launched Pawsitively Pooched. We both had major changes in our lives and moved from Western Canada to the East Coast of Canada, which in itself was a culture shock but a welcome one.

First we should tell you how we met and maybe you will understand how fate enters into this story. We met in Spanish class at Mount Royal College five years ago and we had both worked in the veterinarian industry. We seemed to be placed together at various times but never seeking each other out. Carrie left to attend pre-vet classes at the University of PEI and Brenda took over her position at the Veterinary Clinic, this time keep-



Brenda, Cooper, Carrie and Heidi

ing in touch. This forged a special friendship and when Brenda felt she needed to make a change in her life, she left for PEI to complete a Diploma as a Veterinary Assistant. This was to be a turning point in both our lives.

When we look back we realize that this is something that has always been in our future but that we were not at a place where we were able to take the plunge. Our families tell stories of our bonds with animals at a very young age. Brenda's mom tells a story about waiting for Brenda to come home from school for lunch and becoming concerned as the clock was ticking and it was time for her to go back to school. She then looked up and sees her across the park. Brenda had a cat under her arm, a dog that was limping at her feet, and was stopping to talk to the birds in the trees. Animals were always top priority. She took the family dog into the bathtub with her weekly so he could play and swim. Brenda was always the one in the family and neighborhood to care for the health and recreational well being of the pets.

Carrie also demonstrated her connection with animals at a young age. At the youthful age of three she decided that she was fed up with life and was leaving to live with the animals in the forest. She packed her cat and dog in her baby carriage and walked up the country road to her new desired life. She knew the importance then of animals as friends and confidants. This was likely the time in her life that forged her desire to care and provide for the four legged friends that had given her so much. She also had a strong fascination with water and ani-

mals at the tender age of two. It was a regular occurrence for her to toss them into the water to see how well they could swim. Looking back, it was definitely not beneficial to the family pets.



Cooper and Heidi

Reminiscing, Pawsitively Pooched began with a phone call in spring of 2003, where we discussed our dreams and ideas. What really cemented the business was when Heidi had to undergo cruciate surgery in January 2004 and we knew from that moment that we needed to create a facility to help others through the emotional and physical turmoil that both Carrie and Heidi had to endure.

Shortly after Heidi's surgery; PEI was hit with the worst snowstorm they had experienced in five years. We spent three hours digging a tunnel off our patio so that we could carry Heidi outside to go to the bathroom. She was limited to a three foot leash and was only able to walk in a circle around Carrie, three times a day. Care-free happy Heidi was confined and isolated from all that she knew. She grew more and more depressed as time dragged on.

We still needed more for Heidi's recovery but there were no options in PEI that we could access. We had a

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Member Pool Spotlight cont.

3000 sq. ft. of Tender Loving Care in Calgary, Canada! cont.

(Continued from page 8)



Heidi: 2 days after her second cruciate repair

very long four weeks of post operative care, filled with spiritual and mental mayhem only to discover that Heidi needed to undergo surgery again. Devastation set in. Brenda had assisted in this surgery as well, which was such a relief to Carrie to know that Heidi would be unconditionally cared for. In order to ensure Heidi had the best post operative care, Carrie moved to her parent's home so Heidi was not enticed by Cooper to play, for one wrong move could mean surgery again. Cooper desperately missed his best friend. In order for Heidi to avoid another rough recovery we discovered the benefits of swimming and spent many days in the slowly warming ocean to encourage Heidi to swim. When Heidi regained her strength we finalized our plans and in August of 2004, we made the final trip across Eastern Canada to Calgary. Now the excitement began!

We knew we wanted to open the business but how to go about getting it was a whole new world for us. Business plans, realtors, investors, bankers, lawyers, and seeking the ideal location. There was so much to do and we still had to work for a living.

We picked every brain and were grateful to those that shared their experiences. Everyone was so helpful and excited for us. The location was found and the demolition began and that in itself was therapeutic. The location was full of offices, carpet, and many walls that needed to be taken down. Our families were incredible. Carrie's mom was unrecognizable at times as all we could see was a form covered with dry wall dust. Tammy, Brenda's sister swung a mean sledgehammer and had those walls down in no time. The phrase power off, power on, was bellowed out so many times by Carrie's dad as he disconnected light fixtures that we went to sleep hearing his voice. Everyone was amazing.



Brenda and Carrie, ready to make the first hole in the wall

Of course with every endeavor there comes the never-ending bureaucratic paperwork but we weathered it all and all the required permits. Every time we were at the site we were able to visualize the completed picture. The kennel room, the daycare room, the staff kitchen, the office, the reception area, *the piece de la resistance*, (the pool), all put together meant that our dream of Pawsitively Pooched was coming true. We were able to incorporate all facets of our ideas into the

business: a doggy day care, grooming, obedience training, pet first aid and water therapy.

We have projected opening August 1st, and that is approaching like wild fire. Our hearts were beating so fast when the construction crew called and told us to bring the dogs to place their paw prints in the freshly poured cement surrounding the pool. Two days later the pool was cemented into the ground. There are no words to describe the overwhelming excitement that we felt.

We are looking forward to the day our doors open and the first dog is swimming in the pool. With the construction coming to an end, our endeavor seems so surreal to us at times. We started with a dream and it is now our reality. Some days we are flying and some days we are crying but we are firm in our decision to do this and cannot wait to provide the care and service we know we were born to bestow on our canine friends.



Thank you to Heidi and Cooper, our greatest gifts and inspirations, and to all our family and friends, new and old. We never could have done it without you.

Brenda Williams and Carrie Smith

Editors Note: This article was written 2 months prior to the publication of this newsletter. We now have exciting news about Brenda and Carrie's successful Grand Opening! See page 13.



The Splash !

Supporting Business Spotlight

Sam's Dog Hut™



Sam's Dog Hut was inspired by our Collie, "Lena Marie".



Lena Marie was a special godsend to our family. She was in and out of humane societies three times and we were her fourth family. We were very fortunate and truly blessed with an angelic companion. She is the mascot for our business and continues to live as reflected in our various advertisements, flyers, address labels, cd's, etc. As Lena Marie grew older, she developed incontinence and loss of bladder control problems. She inspired us to create a medical product which is how the Female Doggie Diaper was first originated. Our product gave her a better quality of life and continues with many dogs, young and old, with various medical issues. Our business makes us feel rewarded

and a sense of accomplishment is achieved every day that we manufacture our products, knowing they are giving dogs a prolonged and better quality of life and a peace of mind for their owners as well. "Owners can be in control of a dogs' lack-of-control".

Sam's Dog Hut was established in 1999 and is a manufacturer and wholesaler for doggie wrap products. Sheila & Dave Palme are the owners of the business which, as stated above, started out with the Female Doggie Wrap products for the first four years and then added the Male Doggie Wrap products in 2000.

The Swimwear Doggie Wrap products were added to our product line in 2000 and in 2004, we have added the Rehab Doggie Wrap products.

The Swimwear Doggie Wrap products consist of a lycra-spandex material with cording around the tail hole and a cord lock to trap in most feces and urine from entering into and con-

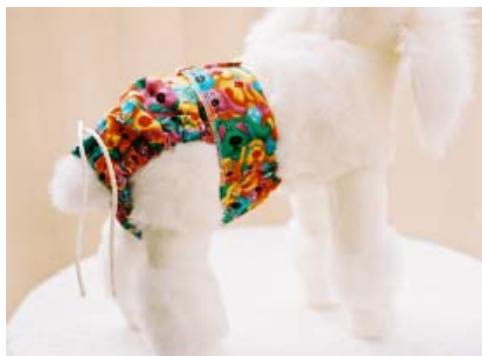


Swimwear Doggie Wrap

taminating rehab pools and underwater treadmills.

The Rehab Doggie Wrap products basically use the same design concept, but consist of a cotton/polyester material and are to be used on-land during various rehab and therapy sessions. The results of using both of these product lines have been very

positive and beneficial for most rehab facilities. They are reusable & washable products. They are also a simple product concept and are very user-



Rehab Doggie Wrap

friendly for most therapists, specialists and rehab users.

Sam's Dog Hut will continue to grow and add new medical, health and safety products because we care. We feel that each day, every dog should have the best quality of life...for they are well-deserving creatures. Their loyalty, devotion, love and affection are never-ending. We, as business owners, owe it to our dogs to enjoy life to its fullest.

Swimwear Doggie Wraps range in price from \$13.99 to \$26.99 and come in 2 colors (royal blue and black).

Rehab Doggie Wraps range in price from \$11.99 to \$20.99 and come in a variety of stylish colors and prints.

Both are available in sizes XXS (1-2 lbs) to 5XL (157-187 lbs).

**Sam's Dog Hut
653 Pine Ridge
Prescott, WI 54021
Toll Free: 888-908-4888**

Tread On Me!

By Carmen Kolz

Canine Underwater Treadmill.com



Carmen is a member of the ACWT and has agreed to write a quarterly column for our readers on her Treadmill Business and its stories. She will also be online and available in our Treadmill FORUM for questions and support. Carmen practices in Dayton, Ohio and her contact information can be found in our therapist directory.

Hope



When Hope was hit by a car, the black Labrador retriever mix could barely move her back legs. She would drag her hindquarters behind her or her owner Sue Langenhornst would lift her hips with a sling allowing Hope's legs to dangle.

Today, Hope trots like she did before the accident. Her hind legs move smoothly with the rest of her body in Carmen Kolz's Canine Underwater Treadmill. The system, a large stainless steel and tempered glass box, works like a human treadmill at the bottom of a shallow pool. The water provides buoyancy, resistance and therapeutic heat for dogs who have lost muscle and strength due to accidents, sports injuries, paralysis, surgery or ailments such as arthritis and hip dysplasia.

The treatment was the subject of two articles in the *Journal of the American Veterinary Medical Association*. The articles said hydrotherapy increases blood flow, improves range of motion, and reduces the chances of a repeat of the same injury.

Water has been used for decades to help humans and horses recover from injury and surgery, Kolz said, but dogs have traditionally been put on cage rest. Limited movement after surgery can cause muscle atrophy, loss of strength and limit range of motion.

Langenhornst said that happened to Hope. The car accident left her paralyzed. After surgery, Hope was on cage rest for three months. Langenhornst was told to walk her to build up her strength once the cage rest ended, but Hope couldn't stand on her hind legs.

"We didn't get very far," Langenhornst said. She sought acupuncture treatments and Hope was able to stand for short periods of time. Her

workouts on the underwater treadmill have allowed her to walk, with a slight wobble, on her own.

The treadmill fills with enough water to support any sized dog. The moving belt allows the dog to walk or trot on all four legs while the water provides resistance and support for the injured limb. The water is heated to 85 degrees, and filtered and chlorinated.

Workout time depends on the dog's level of fitness. Kolz said she always consults the dog's veterinarian to ensure there aren't health problems that could be aggravated by the treadmill.

Kolz has been involved in the healing &

teaching Arts for nearly 30 years. She is a certified Nursing Assistant and life-skills trainer and has completed coursework in Animal Communication and Animal Health Care. Kolz has trained over 400 pet owners in Europe and the U.S. to use the ancient techniques of *Health-full Touch*. And has been featured in British newspapers, British and Irish magazines, on Irish radio, in the *Dayton Daily News* and on Dayton Channels 2 and 40.

The Canine Underwater Treadmill is located at 7266 Far Hills Ave., Centerville, OH. Appointments - 937-684-5921. Also at this location is Dr. Sue Rogers-Swaney, DVM who offers veterinary acupuncture and Chinese Herbal Medicine. Appointments - 937-433-2202 and Jean Pavlakos, PT who offers canine rehabilitation. Appointments - 937-287-9519.

"...hydrotherapy increases blood flow, improves range of motion, and reduces the chances of a repeat of the same injury."



The Splash !

Some Dog Hair Floats...Some Dog Hair Sinks...

*A Day In The Life
Of A Pool Owner/Cleaner!*

by **Melissa Barran**
of **SplashDog Spa**

I never in a million years thought I would become an expert on dog hair and fur. And not just any expert – oh no. I’ve become an expert on which dog hair floats and which dog hair sinks. And you think you have an exciting life.



Picture this. It’s SplashDog’s grand opening and I’m ready to open the doors. The facility, the pool, and the staff are all ready to accept clients. The phone starts to ring and our first client is a golden retriever.

The session went great! Upon conclusion the guardian, therapist and pup leave the pool deck area to book their next appointment. I’m still

poolside, knowing I need to spruce the pool area up just a little before the next client comes in. A LITTLE BIT? Oh my gosh. Fur everywhere! On the edge of the pool, on the circulation intake device at the bottom of the pool, floating on top of the water and in the pool skimmer basket – there is Golden fur EVERYWHERE! Now I have to really jump into action to

clean up the area, and I have to do it fast! What do I do?

I grab my trusty hand skimmer and begin the back and forth process of picking up as much of the Golden Fleece as I can. OK, that’s good, now to the skimmer built into the side of the pool. I empty the catch basket, which prevents hair and any other large debris from entering the main filter system. Then I turn off the circulation pump, which releases the hair from the intake grid. Almost done with a minute to spare – I quickly wipe off the pool edge with a towel and it looks like new. Whew, just in time for the next client. I did it!

The next client was going to be easy – at least that’s what I thought. A dog with short hair – a black lab. All I can tell you is when that pup left the pool I could not see the white fiberglass bottom of the pool. It looked like a huge etch-a-sketch board with all those black particles filling the screen! You see, lab fur sinks - unlike the Golden fur, which floats. This fur went to the bottom like little tiny sinking ships.

*“You see, lab fur sinks -
unlike the Golden fur,
which floats.”*

And this is just the tip of the tail. You have your German Shepherds, Pugs, Whippets, Rottweilers, Bernese

Mountain Dogs, Great Danes, Mutts and Old English Sheep Dogs, just to name a few. I can hardly wait until next week...we have an Irish Wolfhound coming in for therapy. Maybe someday we will be fortunate enough to have a Chinese Crested in as a client and I can actually take a break.

So here is the deal. To get your PhD in Hairology, you need to understand

that in our business, hair and fur pool management is a whole discipline unto itself. But, I do have some tips for you if it’s your turn to clean the pool.

Hairology 101:

- *Ask your clients to brush their canine friend before coming to your facility.
- *Hand skim after every appointment.
- *Clean out the in-pool skimmer basket after every appointment.
- *I recently purchased a Pool Buster to make quick work of vacuuming the bottom of the pool at the end of an appointment. Pool Busters are battery operated and cost about \$200. They are well worth the money!
- *If you have a pool with air jets, place them on high between appointments. That will help kick up the hair so you can skim it off the top.
- *Backflush or change your filter as needed.
- *Keep all the hair and fur you have collected and knit yourself a nice sweater for the winter – just kidding!



Teri Sahn of Heavenly Spa displaying a filter clogged with dog hair.



The Splash !

Update on the Member Pool Spotlight

Pawsitively Pooched Ltd.



We Did It!

On August 1st, Brenda and Carrie opened Pawsitively Pooched. Here is



an email that Carrie sent out: "Hi Everyone! I am writing to let you all know that Brenda and I have officially been open for four days and things are going phenomenal! People are so excited

by what we are doing! The response has been so overwhelming. We are getting up at 4:30 to be at work by 5:30 and done work at 7:00. We are exhausted but so excited!"

Pawsitively Pooched Ltd.

Carrie Smith

Brenda Williams

728 Northmount Dr. NW

Calgary, Alberta, Canada

Phone: 403-241-5030

Carries@caninewatertherapy.com

Brendaw@caninewatertherapy.com

www.pawsitivelypooched.com

Sink Or Swim!

Rating Canine Water Toys

Brodie Fisher has been swimming with Cindy Horsfall at La Paw Spa since his CCL surgery in July 2003. He loves toys therefore, he will be testing a new canine water toy each quarter. In this issue, he will be reviewing the...

Tuffie's Soft Dog Toy

Tuffie's is billed as the "World's Tuff-est Soft Dog Toy". Tuffies toys are made from 1 layer of soft fleece to allow for easy chewing and 2 layers of ballistic, industrial grade coated denier nylon in the center. All three layers are bonded and sewn together to make one Tuff Layer. Tuffies are assembled with 7 seams. 4 seams hold the product together and then a layer of nylon is added to cover the assembly stitching and 3 more seams are added. Each toy is stuffed with safe, non toxic fiber and has a protective pouch around each squeaker as an added safety measure in the unlikely event your dog gets to the core.

Brodie really enjoyed retrieving this toy and it held up to his chewing in between swims. However, during his one hour session, the toy got extremely soaked and very heavy making it harder for him to carry the toy through the water. After numerous sessions, the toy has held up very well but I haven't allowed him to play outside of the swim session so I cannot attest to whether it holds up to normal play and chewing. I purchased the three pack from QVC, which is not as decorated as the Tuffies that you see in the store (no fancy patterns) and only the Rumble Ring was tested. I would only recommend that this toy be used for short swim sessions.



Brodie rates this toy...

SINK!!



Best Price online: Set of 3 Tuffies Squeak Durable Pet Toys (left)
www.qvc.com ~ Item Number M11445 ~ Price \$20.00 (\$4.72 S/H)
Manufacturer's website: www.mydogtoy.com



Marketing Scents

“Post Card” Business Card Works Wonders The Power of the Testimonial

**by Charlie Comstock
of Synchronicity**

Word of mouth advertising is the best form of promotion you can have for your business. Using the words from your happy customers, in the form of testimonials in your promotional materials allow you the opportunity to share these individual experiences of your specific service with potential clients.

Keep a running list of comments and feedback your clients have provided to you. This could be something as simple as a complement they made to you after a treatment, a note written on a letter of thanks, feedback from a sign-in sheet you maintain on your premises, an email sent to you, etc.

Make it a point to ask your clients if you can use their comment. This statement can sometimes fosters additional feedback for your own growth as well as potential “copy” for your headlines and “feature” statements.

As your list of testimonials grows, you will have a “living” resource of potential copy points for your promotional material. You may be surprised at the range of comments you will generate from your clients. Something you may take for granted just might be the very reason certain clients choose to patronize your business.

Copy points that may be features unique to you and your business may

include:

- * Your specific business location
- * Your credentials
- * Previous vocations or hobbies
- * Affiliations to vocational and business organizations
- * Your Staff and their credentials and skills
- * Your facility
- * Special treatments you offer
- * Special rates for specific services or programs
- * Unique tools or equipment you utilize
- * Additional products you may offer onsite or through a CO-OP

You do not have to use all of the words originally provided by your clients. Matter of fact, the more you can condense the statement to the “essence” of the original intent the better your message is conveyed.

In my first article I focused on building your database of customers and prospects – the heart of your “marketing center.” Now that you have a formalized system for not only capturing and maintaining critical contacts, you now have a system to insure that you are building a file of marketing support material for your flyers, post cards, web site, etc.

Together with your copy and database you are probably ready to upgrade your business card or flyer. By creating a headline that in just a few words states your mission statement, followed by a sentence describing your unique services with bullet points itemizing your standard and individualized services and products, and accompanied with an invitation to call

and visit, and closing with all pertinent contact information.

Be certain to have 3 to 4 different images to help inform the reader of your services. With the advent of powerful graphics programs, you do not have to have perfect images, but the better the subject matter and the focus are two critical factors that make a standard promotional piece come alive with information.

There are many resources available today to help you print and even mail out our promotional tools to your customers and prospects. A few services offer departments that can design your card once they receive your copy and images. You may already have access to a graphic designer to assemble and prepare a digital file that can be readily accepted by printing facilities. If you do not have someone preparing your material, or do not choose to prepare the design yourself, there are a few printing firms that will provide free design services for you, two of them are listed below.

One of the most effective and primary promotional tools you can create for your business is a business card the size of a standard post card.

ThePrintGuide.com is an online buying service that has ranked the top 10 post card/business card printers (see listing on next page). The services provided by these printers vary to the degree of turnaround timing once they receive your art and your final proof with an average of 2 to 3 weeks.

Some of these firms also offer complete mailing services. All you have to do is provide them with a copy of your mailing list in digital format

(Continued on page 15)

“Something you may take for granted just might be the very reason certain clients choose to patronize your business.”



The Splash !

Marketing Scents cont.

(Continued from page 14)

such as an Excel file. They will take your names and either label or imprint addresses directly onto the card, meter the appropriate amount postage, usually for a carrier route presort, and drop at the post office. Amazingly enough, the postage fee you may pay could be lower than if you were to

take to the post office and mail yourself. This is due to the presort savings the mailing house can take advantage of. One printer I have enjoyed working with for the past 4 years is:

ADG
www.adgprinting.com
800-342-3282

They offer free design services and once the art has been finalized and approved, it can take 7 to 10 days for the printing. Print times will vary among the printers. The technology of printing has improved to the point that you can pretty much expect the same degree of high quality printing from any printer.

ThePrintGuide.com's Guide to Online Buying Listing the top 10 recommended printers for 4-color post cards and business cards.

(www.theprintguide.com/linkcreate.asp?catid=10000)

The Guide's Pick

Ad-Graphics

Great Pricing on Postcards printed full color both sides.
500: \$79.95; 1,000: \$89.95 w/coupon code PG6466.

Mailing & addressing: 1,000: \$105.00
www.ad-graphics.com ~ 800-342-3282

More Recommended Suppliers

Top Knotch

www.topknotch.com ~ 905-624-5400

Koolprint

Free design services and free shipping
www.koolprint.com ~ 888-352-1800

Color K Graphics

www.colorkgraphics.com ~ 866.326.5675

Pure Postcards

Offers design services
www.purepostcards.com ~ 866-413-1562

PsPrint

www.pspprint.com ~ 800.511.2009

PrintingFor Less.com

www.printingforless.com ~ 800-930-6040

MyMarketingStop.com

Offers design services
www.mymarketingstop.com ~ 800-691-7867

48hourprint.com

www.48hourprint.com ~ 800-844-0599

PrintDirectforLess.com

www.printdirectforless.com ~ 800-301-8870

ACWT Logo Available For Your Use!



Do you have a website for your Water Therapy business?
Do you have printed literature, including brochures and business cards, advertising your Water Therapy business?

Be sure to let everyone know about your membership in the Association of Canine Water Therapy by including the ACWT logo.

Visit the Members Only section of the ACWT website.

Also available in this section: Exclusive access to the online version of *The Splash* And instructions to get your valuable Member Discounts and to use the Forums.

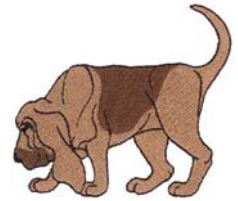


The Splash !



Sniff This!

~A Look at Products NEW to our Industry~



Swim Snood Ear Cover for Swimming Dogs



Dr. Regina Schwab of Pamplin Animal Wellness Services, Pamplin, VA asked DogLeggs to design The Swim Snood for dogs receiving swim therapy that are constant head shakers. The results were immediate...the dogs stopped shaking their heads. The Swim Snood is constructed of 3mm neoprene with Velcro® closure/adjustment. The Swim Snood is available in sizes to fit all dogs. \$32.95 ea. To order: 1-800-313-1218 ~ www.dogleggs.com

Editor's Note: We've personally seen therapists use the following handy items... sections of nylon stockings to create tubes for the smaller breeds... and common fat scrunchies used in pony tails to tie Cocker Spaniel ears back

Also available...



DogLeggs® (at left): An attractive, therapeutic treatment for the calluses, soreness, swelling, lameness and arthritis that cause many dogs to suffer. Your dog's rough calluses become soft and supple. DogLeggs® prevent the wearing away of the elbow hair. The aching of arthritis is lessened and movement enhanced by the gentle warmth from the Malden Mills Polar Fleece used in DogLeggs®.

External Fixator Covers: External fixators are often used to repair fractures in dogs and cats. After the initial post-operative period, where a substantial bandage is required for swelling, all that is needed for the fixator is a protective covering to keep the patient from self-mutilation and to protect floors and furniture from scuffing, as well as protecting the incision and pin tracts from contamination.

Hock Socks: Often used for callused, irritated hock area on dogs. Provides the same protections and warmth to the joint as DogLeggs®.

Buddy Bag®: At home: Perfect for treating your pet's aches and pains safely and comfortably! In the veterinary clinic: The perfect heat restorer for post operative or critical care (non-electric solution for heat therapy).

DogLeggs Snood®: An attractive protective cover for your dog's head and is helpful in the prevention of damage to the surgical site and bandaging.

Booties and TheraPaw™: Paw protection in custom and standard sizes.

Most products are custom made for your dog!



The Splash !

Ideas and Thoughts for Defining our Profession

Perhaps we could offer different levels of the work?

One thought, as we work toward defining our profession, is to set different levels of canine water therapy - with standards for each - so that our clients can pick the canine swim center that is right for them. For example:

Swim Status – where pools follow safety standards and offer a clean, healthy and safe environment and pool for exercise and fun. Assistance may be given in swimming but no medical advice or therapy work is offered.

Massage Status – where the warm water is used to enhance the benefits of massage, where people might seek out emotional help and a more nurturing and heart centered approach. Swimming would be used as exercise or a release but no physical therapy or medical claims to be made.

Physical Therapy Status – where warm water is used by trained physical therapists and might offer a more regimented program for rehab.

Veterinarian Status – where treadmills and pools are used for diagnosis and rehabilitation with a medical slant to the picture.

This is just one suggestion...but let's think outside the box...let's rise to the challenge and define our profession and make it safe.

Please send in your thoughts and ideas to help define our profession!

I'd love to hear from you. Please write to me at cindy@caninewatertherapy.com

From Nelson Mandela's Inaugural Speech:

Our deepest fear is not that we are inadequate,
Our deepest fear is that we are powerful beyond measure.
It is our light, not our darkness that frightens us.

We ask our selves 'Who am I to be brilliant, gorgeous,
Talented and fabulous??'
Actually, who are you NOT to be??
You are a child of God.

Your playing small doesn't serve the world,
There's nothing enlightened about shrinking so that
Other people won't feel inadequate around you.

We are born to make manifest the Glory of God that is within us,
It is not just in SOME of us,
It is in EVERYONE,

**And as we let our light shine, we unconsciously give other People permission to do the same,
As we are liberated from fear, our presence automatically liberates others.**



The Splash !

Members Corner

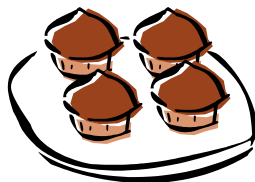
This page is for Members to submit photos, recipes, poems, quotes, testimonials, thoughts, etc.

Please submit to: newsletter@caninewatertherapy.com

K9 LUV MUFFINS

Submitted by Tonita Fernandez

- 1 pound turkey
- 1 large egg
- ¼ cup milk
- ¾ cup rolled oats
- 8 oz tomato or spaghetti sauce
- 4 tblsp chopped parsley
- 1 tblsp crushed garlic



Preheat oven to 375 degrees. Spray muffin pans with non-stick spray. Combine all ingredients in a mixing bowl. Scoop into muffin pans. Bake 30-40 minutes. Cool and store in the refrigerator.

Note: You may substitute a rectangle pan for the muffin pan to create a mutt-loaf if you prefer.

For extra spoiling (why not) frost the muffins with room temperature cream cheese and top with grated cheese. Doggies drool for these delights.

"For the animal shall not be measured by man. In a world older and more complete than ours they move finished and complete, gifted with extensions of the senses we have lost or never attained, living by voices we shall never hear. They are not brethren, they are not underlings; they are other nations, caught with ourselves in the net of life and time, fellow prisoners of the splendour and travail of the earth." – *The Outermost House, Henry Beston*

What does Canine Water Therapy mean to you?



Please share your pictures of what Canine Water Therapy means to you and your dogs!

Submit to newsletter@caninewatertherapy.com.



Waggin' Tails

Doggie Potato Chips

No salt and much lower in fat, but your dog will love them!

- 1 cup potato, sliced fairly thin
- 2 tablespoons olive oil
- Brush slices with olive oil.
- Arrange on baking sheets.
- Bake at 425 degrees till soft.

If your dog doesn't like them, you can eat them!




SINGLES AD!

SINGLE BLACK FEMALE seeks male companionship, ethnicity unimportant. I'm a very good looking girl who LOVES to play. I love long walks in the woods, riding in your pickup truck, hunting, camping and fishing trips, cozy winter nights lying by the fire. Candlelight dinners will have me eating out of your hand. I'll be at the front door when you get home from work, wearing only what nature gave me. Call (404) 875-6420 and ask for Daisy, I'll be waiting.....

Over 15,000 men found themselves talking to the Atlanta Humane Society about an 8-week-old black Labrador Retriever.

Rubber Duckie Dog Bath Robe



Freshly bathed dogs will love the cozy, warm feeling of this new Rubber Duckie Gingham/Terry Dog Bathrobe. Hooded bathrobe is made of ultra soft, absorbent white cotton terry trimmed in sunny gingham. The back features a cheerful, puffed vinyl rubber ducky appliqué. Velcro® tabs and a gingham belt provide a secure and comfortable fit. Machine washable. Size based on length of dog from neck to tail:
 XSMALL fits dogs to 8": \$16.99; SMALL fits dogs to 12": \$16.99; MEDIUM fits dogs to 16": \$17.99; LARGE fits dogs to 20": \$18.99; XLARGE fits dogs to 24": \$19.99
 Matching Dog Spa Doggie Toy: \$9.99

Available from www.pawshop.com.



The Splash !

Upcoming Training Opportunities

The Heart of Canine Water Therapy - Level 1 Training ~ Instructor: Cindy Horsfall, LMP, SAMP, CWP

September 25-29, 2005 (Sunday at 3pm to Thursday at 11am) ~ in WA State **(SOLD OUT)**

March 26-30, 2006 (Sunday at 3pm to Thursday at 11am) ~ in WA State **(ONLY 1 SPACE LEFT)**

May 7-11, 2006 (Sunday at 3pm to Thursday at 11am) ~ in WA State

July 30-August 3, 2006 (Sunday at 3pm to Thursday at 11am) ~ in WA State

The Heart of Canine Water Therapy - Level 2 Training ~ Instructor: Cindy Horsfall, LMP, SAMP, CWP

June 18-22, 2006 (Sunday at 3pm to Thursday at 11am) ~ in WA State

September 24-28, 2006 (Sunday at 3pm to Thursday at 11am) ~ in WA State

Deepening Our Connection ~ An exploration of the interspecies/intraspecies connection in water and on land...

Instructor: Cindy Horsfall, LMP, SAMP, CWP

November 10-15, 2005 ~ The Island of Hawaii **(ONLY 1 SPACE LEFT)**

For more information on any of the above training opportunities, visit www.lapawspa.com

Canine Aquatic Bodywork~ Instructor: Cathy Gallagher, LMP, SAMP

September 23-24, 2005 (9:00 am to 4:00 pm each day) ~ in WA State

For more information, visit the NW School of Animal Massage website at www.nwsam.com

Member Discounts!

FACILITY MEMBER DISCOUNTS

GET YOUR NEW POOL AT FLORIDA NORTH!!! This is a great pool... And Bob and Dick at Florida North are offering members at the POOL LEVEL a \$500.00 discount on their already reasonably priced SWIM SPA!!! WOW. Check out these products at www.floridanorth.com. Our friends Dan and Bob at Florida North are there to help you – just give them your ACWT POOL membership # and start preparing for your new pool or spa. Email or call them at 1-800-505-SWIM (7946).

GET ALL YOUR POOL SUPPLIES at a HUGE SAVINGS!!! Call our friends Phil Miller and Jim at Amerimerc and get a 15% discount on their already low, low prices on everything you need. These guys are dog lovers and they are so excited to help the ACWT and the world of water therapy for dogs. Check out their websites at www.aqua-poolwarehouse.com and www.amerimerc.com. When you are ready to order – call Phil at 1-877-891-7665 with your ACWT Pool Membership # and start saving money today!!!

ALL LEVEL MEMBER DISCOUNTS

INNOVATIVE HEALTH ALTERNATIVES for the Water (and Air!) are now yours at www.ewater.com. Fred Van Liew has graciously offered discounts to ALL of our MEMBERS of up to 25% on his product line. We put an Etower in all of our pools and they are AMAZING!!! Upon receiving your MEMBERSHIP APPLICATION, we will send you the referral link that will get you our generous professional discount pricing.

AN EXTENSIVE LINE OF FUN THINGS! Can be found at "All PETS GO TO HEAVEN" and they are offering every single member of the ACWT a 10% discount! Thank you Teri!!! Go to www.allpetsgotoheaven.com and enjoy shopping!!!

MEMBER DISCOUNTS!

DO YOU HAVE A SPECIAL EVENT PLANNED AT YOUR POOL?

DO YOU KNOW OF A SPECIAL TRAINING OPPORTUNITY?

PLEASE LET US KNOW SO THAT WE CAN INCLUDE IT IN A FUTURE ISSUE OF THE SPLASH!



The Splash !



MEMBERSHIP APPLICATION

Your Name Date

Business Name Website Address

Type of Business

Services that you provide

Address

Email Address Phone Number(s)

Check the Level of Membership you are applying for below:
If you need additional information on any level, please visit www.caninewatertherapy.com.

- | | |
|---|-------------------------|
| <input type="checkbox"/> Pool/Treadmill/Facility Owner ~ \$175 | Amount Enclosed: |
| <input type="checkbox"/> For Directory purposes, check this box if you also work in the water | _____ |
| <input type="checkbox"/> For Member Benefit purposes, check this box if you are also a veterinarian | _____ |
| <input type="checkbox"/> Therapists/Swim Assistants/Students ~ \$75 | _____ |
| <input type="checkbox"/> Supporting Veterinarians ~ \$55 | _____ |
| <input type="checkbox"/> Supporting Businesses ~ \$45 | _____ |
| <input type="checkbox"/> Supporting Friends ~ \$30 | _____ |

Additional Services Available (check all that apply):

- Your own email account/web-mail box ~ \$25
If you chose this option, list 2 preferences (ie: chorsfall@caninewatertherapy.com) for your email address below:

- Your own custom webpage (as a subpage of the ACWT website) ~ \$150
If you are choosing this option, we will send you a packet to get you started on your own custom webpage.
- The Splash, ACWT's quarterly Newsletter, printed and mailed to you ~ \$25
The Splash is made available to members free via the website. Check this option if you would prefer to have the 4 issues published in your membership term in printed format and mailed to you.
- Additional contribution to benefit our organization (any amount) _____

TOTAL AMOUNT ENCLOSED: _____

**(while supplies last)*

Page 1 of 2



The Splash !

The 5 Levels of A.C.W.T. Membership

- ◆ All levels of membership will enjoy receiving and will have the option to contribute to our Newsletter “The Splash!” A fun newsletter full of interesting articles and the latest and greatest for our industry.
- ◆ All levels of membership will have an option to buy their own web sub-page and/or email account.
- ◆ All levels of membership will enjoy exclusive member only discounts that can easily pay for your dues.

BESIDES THE ABOVE, EACH LEVEL OF MEMBERSHIP ALSO INCLUDES....

Facility Owners -Pool/Treadmill Canine Therapy-Introductory Price for Annual Dues (US\$) is \$175.00

- ◆ Your membership includes your listing in our widely distributed directories.
- ◆ You will save money with our exclusive discounts from major suppliers in our industry –offered to this level of membership only.
- ◆ As a member, you will have use of our dynamic member LOGO in your literature.
- ◆ If you are also a therapist, you will also enjoy a complimentary dual listing.
- ◆ If you are also a veterinarian, you will get a special # to participate in our vet-only forums.
- ◆ Enjoy networking with your colleagues around the world via our member-only forums.
- ◆ Share information on water maintenance, valuable marketing tips and business support.
- ◆ Our open forums and available information will be a resource for your clients.

Regular-Therapists/Students of the Work-Introductory Price for Annual Dues (US\$) is \$75.00

- ◆ Your membership includes your listing in our widely distributed directory.
- ◆ As a member, you will have use of our dynamic member LOGO in your literature.
- ◆ Expand your education and training.
- ◆ Enjoy networking with your colleagues around the world via our member-only forums.
- ◆ This Association is a professional group of individuals who are dedicated to becoming the best that they can be.
- ◆ Get your questions asked and answered; expand your learning with our web community of like minded people.
- ◆ Our open forums and available information will be a resource for your clients.
- ◆ You will also enjoy receiving, and contributing to, our Newsletter “The Splash”.
- ◆ If you are considering buying a pool/treadmill or operating a facility yourself someday, you may consider upgrading your membership to the Facility Level where you will experience all these benefits plus valuable pool-member discounts and support.

Supporting Veterinarians-Introductory Price for Annual Dues (US\$) is \$55.00

- ◆ Includes your listing in our Supporting Veterinarian Directory and in our Newsletter.
- ◆ Your membership will instantly open yourself up to a network of potential clients who seek the best care for their animals.
- ◆ You will also have access to information and our directories of pools and therapists in your area so that you can educate and refer your clients.
- ◆ We will have a private forum for veterinarians only so that you can network with your colleagues.

Supporting Businesses-Introductory Price for Annual Dues (US\$) is \$45.00

- ◆ Includes your listing in our Supporting Businesses Directory and in our Newsletter.
- ◆ Our members are a unique group and your membership will instantly open yourself to this network of potential customers.

Supporting Friends-Introductory Price for Annual Dues (US\$) is \$30.00

- ◆ For those who love animals and who also may be clients of this work, your membership will give you access to a network of people on our community website who are dedicated to helping you.
- ◆ Get your questions asked and answered in our forums and enjoy the extensive information available on our site.

And finally, as a member, you get to enjoy the fact that you are helping to support a worthy organization, dedicated to the world of animal health care. Thank you!



Member Directory

MEMBER POOLS & TREADMILLS

All Dogs Pool & Spa

(opening Fall of 2005)
Owner: Megan Anderson
Business Phone: 360-659-4688
Location: Tulalip, WA
Email: alldogs@northwestmail.com
Website: coming soon...

AquaDog Spa

Owner: Cindy Hickman
Business Phone: 253-630-3340
Location: Kent-Covington Area, WA
Email: cindy-hickman@hotmail.com
Website: www.aquadogspa.com

Art's Canine Swim Spa

(actual name tba...opening soon)
Owner: Karen Theusen
Business Phone: coming soon...
Location: Bellingham, WA
Email: karentheusen@hotmail.com
Website: coming soon...

Happy Tails Resort & Spa

Owner: Beth Meyer
Business Phone: 253-939-3494
Location: Auburn, WA
Email: beth@happytailsresort.com
Website: www.happytailsresort.com

Heavenly Spa

Owner: Teri Sahn
Business Phone: 425-222-7221
Location: Fall City, WA
Email: teri@allpetsgotoheaven.com
Website: www.allpetsgotoheaven.com

La Paw Spa

Owner: Cindy Horsfall
Business Phone: 425-222-9663
Location: Fall City & Edmonds, WA
Email: cindy@lapawspa.com
Website: www.lapawspa.com

K9 Aquatics

(opening in 2006)
Owner: Sandy Fisher & Doris Kopp
Business Phone: coming soon...
Location: Sammamish, WA
Email: info@k9aquatics.com
Website: www.k9aquatics.com

Pampered Paw Swim Spa

Owner: Tonita Fernandez
Business Phone: 360-802-4986
Location: Enumclaw, WA
Email: tonita@pamperedpawswimspa.com
Website: www.pamperedpawswimspa.com

Paws To Swim

Owner: Deborah Logerfo
Business Phone: 804-749-4972
Location: Rockville, VA
Email: pawstoswim@verizon.net
Website: www.pawstoswim.com

Pawsitively Pooched, Ltd.

Owner: Carrie Smith & Brenda Williams
Business Phone: 403-241-5030
Location: Calgary, Canada
Email: carries@caninewatertherapy.com & brendaw@caninewatertherapy.com
Website: coming soon...

Sit, Stay, Swim

(opening Fall of 2005)
Owner: Judith Huff and Cherie Hogland
Business Phone: 804-749-4972
Location: Rockford, IL
Email: jkhuff@insightbb.com & chogland@aol.com
Website: coming soon...

SplashDog Spa

Owner: Melissa Barran
Business Phone: 206-546-5309
Location: Edmonds, WA
Email: topdog@splashdogspa.com
Website: www.splashdogspa.com

The Boston Dog Spa

(actual name tba...opening in Spring 2006)
Owner: Pamela Tewes
Business Phone: coming soon...
Location: Massachusetts
Email: ptewes@caninewatertherapy.com
Website: coming soon...

The Dog Run, NYC

Owner: Stacy Alldredge & Mary Connelly
Business Phone: 212-414-2500
Location: New York, NY
Email: thedogrun_nyc@msn.com
Website: www.thedogrun-nyc.com

MEMBER THERAPISTS, CANINE SWIM SPECIALISTS & STUDENTS OF THE WORK

Stacy Alldredge

Company: The Dog Run, NYC
Business Phone: 212-414-2500
Location: New York, NY
Email: thedogrun_nyc@msn.com
Website: www.thedogrun-nyc.com

Megan Anderson

Company: All Dogs Pool & Spa
Business Phone: 360-659-4688
Location: Tulalip, WA
Email: alldogs@northwestmail.net

Patricia Cool

Company: New facility coming soon
Location: Granite Falls, WA

Tonita Fernandez

Company: Pampered Paw Swim Spa
Business Phone: 360-802-4986
Location: Enumclaw, WA
Email: tonita@pamperedpawswimspa.com

Cathy Gallagher, LMP, SAMP

Business Phone: 425-222-7221
Location: Heavenly Spa, WA
Email: Cathy.Gallagher@att.net

Eva Gellert-Pine

Company: New facility coming soon
Location: Dacula, GA

J Linn Black Henline, LMP, SAMP

Company: JLinn
Business Phone: 425-673-9573
Location: SplashDog Spa, WA
Email: jlinn@jlinn.net
Website: www.jlinn.net

Cindy Hickman

Company: AquaDog Spa
Business Phone: 253-630-3340
Location: Kent-Covington Area, WA
Email: cindy-hickman@hotmail.com

Melody Horne

Company: New facility coming soon
Location: New Durham, NH

(Continued on page 25)



Member Directory

MEMBER THERAPISTS, CANINE SWIM SPECIALISTS & STUDENTS OF THE WORK

(continued)

(Continued from page 24)

Cindy Horsfall, LMP, SAMP, CWP

Company: La Paw Spa
Business Phone: 425-222-9663
Location: Fall City & Edmonds, WA
Email: cindy@lapawspa.com
Website: www.lapawspa.com

Cherie Hogland

Company: Sit, Stay, Swim
Business Phone: 804-749-4972
Location: Rockford, IL
Email: jkhuff@insightbb.com

Judith Huff

Company: Sit, Stay, Swim
Business Phone: 804-749-4972
Location: Rockford, IL
Email: chogland@aol.com

Carmen Kolz

Company: Canine Underwater Treadmill, LLC
Business Phone: 937-684-5921
Location: Dayton, OH
Email: ckolz@aol.com
Website: www.canineunderwatertreadmill.com

Debbie LaMonica, LMP, SAMP

Company: Andante Bodyworks
Business Phone: 425-231-0235
Location: SplashDog Spa, WA
Email: vivacewhippets@comcast.net

Michele Lang, LMP, SAMP

Company: Creature Comforts
Business Phone: 425-753-6008
Location: SplashDog Spa, WA
Email: Michele@creaturecomfortsmassage.com
Website: www.creaturecomfortsmassage.com

Barbara Lierson

Company: New facility coming soon
Location: Renton, WA

Deborah Logerfo

Company: Paws to Swim
Business Phone: 804-749-4972
Location: Rockville, VA
Email: pawstoswim@verizon.net
Website: www.pawstoswim.com

Diane Mayer

Company: New facility coming soon
Location: Wilmington, DE

Beth M. Meyer

Company: Happy Tails Resort & Spa
Business Phone: 253-939-3494
Location: Auburn, WA
Email: beth@happytailsresort.com
Website: www.happytailsresort.com

Michelle Moran

Company: New facility coming soon
Location: Cedar Rapids, IA

Karen Rowan

Company: New facility coming soon
Location: Indian Trail, NC

Denny Seabright

Company: New facility coming soon
Location: Winchester, VA

Carrie Smith

Company: Pawsitively Pooched, Ltd.
Business Phone: 403-241-5030
Location: Calgary, Canada
Email: carries@caninewatertherapy.com
Website: www.pamperedpawswimspa.com

Carol Swindaman

Business Phone: 425-222-7221
Location: Heavenly Spa, WA
Email: spawcs@gte.net

Pamela Tewes

Company: New facility coming soon
Location: West Roxbury, MA

Cathy Toner

Company: New facility coming soon
Location: Wilmington, DE

Gina Whipkey

Company: New facility coming soon
Location: Bend, OR

Alison White

Company: New facility coming soon
Location: Orange County, CA

Brenda Williams

Company: Pawsitively Pooched, Ltd.
Business Phone: 403-241-5030
Location: Calgary, Canada
Email: brendaw@caninewatertherapy.com
Website: www.pamperedpawswimspa.com

SUPPORTING VETERINARIANS

Animal Healing Center

On Staff: Dr. Larry Siegler
Business Phone: 425-885-5400
Location: Redmond, WA
Website: www.animalhealingcenter.com

Puget Sound Animal Hospital for Surgery, P.S.

On Staff: Dr. Mark Engen & Dr. Byron Misseghers
Business Phone: 425-827-5686
Location: Kirkland, WA

SUPPORTING BUSINESSES

Fur Haven Canine Camp

A unique boarding experience
Owner: Mary DeFillippo
Business Phone: 425-290-2255
Location: Snohomish, WA
Email: maryfurtherhaven@earthlink.net

Mystic Mountain Retreat

Specializing in special needs pets
Owner: Cindy Hill
Business Phone: 360-794-6388
Location: Monroe, WA
Email: mysticmountainretreat@hotmail.com
Website: www.mysticmountainretreat.com

Sam's Dog Hut

Doggie Wraps and Swimwear
Owner: Sheila Palme
Business Phone: 715-262-4566
Location: Prescott, WI
Email: samsdoghut@centurytel.net

(Continued on page 26)



The Splash !

Member Directory cont.

SUPPORTING BUSINESSES

(continued)

(Continued from page 25)

Pension Design & Administration, Inc.

Retirement plan consulting & admin.

Owner: Doris Kopp

Business Phone: 425-688-8220

Location: Bellevue, WA

Email: doris@pensiondesign.com

Synchronicity

All facets of marketing communications

Owner: Charlie Comstock

Business Phone: 360-461-3155

Location: can service anyone, anywhere

Email: ccomstock@direcway.com

Puppy Manners

The most popular puppy class in Seattle

Owner: Becky Bishop

Business Phone: 425-482-1057

Location: Woodinville, WA

Email: becky@pupptomanners.com

Website: www.pupptomanners.com

The Lodge at Cardiff's

A Canine Country Club and Spa

Dog suites on 20 acres

Owner: Susan Von Beck

Business Phone: 425-788-8449

Location: Duvall, WA

Email: Hunterdonfarms@aol.com

Website: www.lapawspa.com/thelodge



SUPPORTING FRIENDS

Lisa Van Horn and Dugan

Catherine Lisa VanCamp

Lisa and Uncle Bookney

Jean and John Horsfall

Gretchen and Gunther

Julie Hess and Annie

Sedalana Shepherds

Kristin and Cooper

Carrie and Owen

Ann Schurman

Anita Gehring

Rebeca Berni

Bella Wright

Kathe Roat



*See a complete listing
with more details at:*

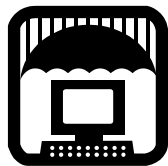
In The Next Issue...



The FINAL ACWT
Code of Ethics
and Professional Conduct



Sink Or Swim...
Rating the
Pooch Tube



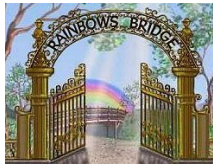
Insurance Options
for our Industry



Sniff This...
Underwater Camera
from Pentax!



Member Pool Spotlight...
Pampered Paw Swim Spa
in Enumclaw, WA



All Pets Go To Heaven...
honoring our dearly departed

If you would like to receive a printed version of this newsletter, mail a check for \$25 (for four quarterly issues) to:
ACWT, 325 E. Washington St., #237, Sequim, WA 98382