Who We Are

Our Strategic Vision

We have a great mission statement that really resonates with us. It does encompass who we are, what we do and how we do it. “Meyer’s is providing experienced based canine education and services to improve the canine/human relationship which gives INSPIRATION to everyone from the pet enthusiast to the pet owner.”

But this is our strategic vision – an expanded understanding of what our mission statement encompasses; who we are and can be more critically followed going into the future and how it completely relates to everything we do in our daily work.

It’s designed to let us all know how we fit into the Meyer story in and what meaning each person brings to the story. It will be used on a regular basis – by everyone – as a guide for who we serve best, how we serve them best, and why it is truly worthwhile to work here.

It is important that we all clearly understand not just our work, but exactly how that impacts our customers and inspires them. We have to know how our actions will improve the relationship, joy 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 are excited about putting this strategic vision down on paper we hope that it brings more clarity to what Meyer’s is about. Thanks for taking the time to read it, and we hope you find your place in the Meyer vision.

Kent and Gwen Meyer
March 2013
Who We Should Serve Best

For most people who own a pet, it is a huge part of their family. If our lives can be compared to a water park with all the different adventures and activities in life, they are the water that runs thru all of it and is a common denominator in all parts. When spending complete one-on-one time with our pets, everything else melts away. Unconditional love, trust and dependence are freely given and our unworthiness keeps us in awe of and enthusiastically obligated to our four legged family members.

Jack and Gretchen are a couple, both on their second marriage, and have a 2 year old Goldendoodle named Molly. They are empty nesters who work. Jack is an administrator and Gretchen is a nurse with flexible hours. Jack has had dogs before and Gretchen loves being a fairly new dog owner. It fills the “water” she was looking for to add their life together. They did a bit of research wanting a low shedding larger breed to keep up with their active life. Both Jack and Gretchen love running and being active so they looked for a breed sturdy enough to do that.

Since Gretchen works in the health care field, she had seen canine therapy dogs around the hospital and thought it would be nice to train Molly to be a therapy dog. Jack had done the basic obedience skills with Molly but Gretchen knew to have a dog with these skills to do therapy work she would need professional help. She would need Molly to be socialized properly and she wanted to start her training as soon as she could. Since their job would have them away from home for long periods at a time she would need a place that could care for Molly while providing her with the training and socialization she needed.

LeeAnn, a loyal client of Meyer’s is friends with Gretchen. In the late fall, LeeAnn and Gretchen were out to lunch one weekend when Gretchen told her about her desire to train Molly to be a therapy dog. LeeAnn invited Gretchen to come with her to Meyer’s annual Photos with Santa and get a chance to see Meyer’s. She was sure that they would be able to get Gretchen on the right track. Gretchen was excited to do so as she wanted to find the perfect place to train and care for her four-legged companion. Gretchen knows how particular LeeAnn is with her two Irish Setters and, if Meyer’s was good enough for her dogs, they would probably be good enough for Molly too!

Gretchen met several staff members at Photos with Santa and was able to go on a wonderful tour and even though there were a lot of people there, the staff spent lots of time with her to answer questions she had. While
there, she also talked to other clients who all said the same things....that no other place in town is as knowledgeable about dogs as the Meyer’s and their staff, that we really cared about their dogs and, that our facility was so professional and that their dogs loved to come here. Gretchen is convinced that she must bring Molly to Meyer’s if she wants her to have the best in training, socializing, cared for, and even grooming. In fact, she has found “platinum” in Meyer’s and looks no further. Molly is soon enrolled in classes where she begins to cultivate a relationship with our trainers and other Meyer staff who are also helping with the classes. Gretchen is able to benefit first hand from the Meyer background and training expertise.

By now, Gretchen and Jack’s confidence has grown in Meyer’s to care for Molly and has enrolled her in doggie daycare. They have also scheduled her first grooming appointment with our expert grooming team. They also are receiving regular newsletters from Meyer’s and reports from both daycare and grooming staff as to how she is doing and suggestions to get Gretchen and Molly to their goals for her well-being and building their relationship. Molly arrives to doggie daycare pulling to the front door barely remembering to use her leash walking skills as she enters. The anticipation of getting to play with her canine friends is just about more than she can stand. Gretchen enters with a smile on her face watching Molly get so excited to be there. The staff is happy to see Molly too, warmly greets Mom and lets her know of today’s activities. Gretchen can now go about providing care to her patients with peace of mind knowing that Molly is happy and learning new skills in the hands of professionals that will help her to reach her ultimate goal of having a dog that is trained, socialized and trustworthy. She also can breathe easier by knowing that at the end of a long work day, she can go home, prop up her feet, and enjoy the companionship of a content dog by her side.

Jack is also excited that we offer full service grooming. He likes Molly’s skin and coat to be kept in good shape and is thankful for the suggestions the grooming team has for diet and a grooming schedule to keep Molly looking her best.

Our best customers, like Jack and Gretchen, are willing to be educated and really want three main things from us: 1) expert advice 2) peace of mind and 3) outstanding service.

**Peace of Mind**

What is “peace of mind”, really? Peace of mind means the ability to *trust*. Our customers want to trust that their dog is in the best hands, getting the best treatment, and having fun. They want to trust that as a dog owner they
are doing the best they can for their dog and it matters. It means being able to relax knowing they do not have to walk the dog owner’s journey alone. In building that trust, we really get to know our customers and their dog. We know what they do and what they like. We congratulate them on personal and professional victories, and we care about their setbacks. In getting to know customers like Jack and Gretchen on this level, we can better anticipate their needs and be ready to serve those needs...even before they ask. We can also recommend services for Molly that they might not be aware of. This keeps her dog in peak health and happiness. The other aspect of peace of mind is that we listen - carefully. And we answer questions with professionalism and courtesy. We take our customers concerns to heart, and want to let them know that we are interested in understanding and solving those concerns more than looking good. If something can be made better, we’re on it! Outstanding service can sound like a marketing term but at Meyer’s we really mean it. The Gretchen’s of the world have a certain expectation - thoughts about how things should go, and the results they really want to see. And it’s our job to deliver consistently and professionally.

**How We Serve Them Best**

We talk about serving a lot. Serving the dog and serving the customer. We serve the customer by educating them but the real serving of the pet means that our customer’s dog is happy. The biggest compliment is when a customer tell us that they think to themselves, “I wish I could be my dog at Meyer’s for a day”. We then know we have served them well. Our goal is to have everything our customers need. But it doesn’t end there. Having options available is good, but it only becomes excellent when those services are delivered in a way that exceeds expectations. In doing that, we must have excellent service, the safest and best products, and trained individuals who are professionally presented. But we also have to have a culture that inspires everyone to think ahead, and to consider what might be important to any particular client. Perhaps it’s just a reassuring phone call or an unexpected gift at checkout...whatever it is, it’s found by paying attention to our customers’ needs and acting in meaningful ways.

**The Worried Grandfather**
Matt and Tracy were expecting for the first time and to their surprise it was going to be twins. They had recently adopted a 2 year old Golden Retriever named Radar. The local rescue group had told them that Radar had some minor social “issues”. They found out that in his former home Radar had been crated most of his young life and not gotten out much. Matt and Tracy had no experience in caring for dogs with “issues” and now that they were expecting, Matt’s dad started to get concerned how Radar would adjust to not one but two new babies. He started asking around and learns from several friends that Meyer’s was the place to go for help. He had heard of them but had never been out to the farm. One friend told them that Kent Meyer was the guy to see; he had helped them with a problematic dog and was confident that he could help them as well. Matt and Tracy found Meyer’s website and was immediately impressed with its professional presentation. They hadn’t expected to see all that Meyer’s could offer them. The grandfather always thought of dog kennels as hole in the wall type places that provided the bare minimums for dogs that and no one else to care for them when their owners traveled. Through the website Tracy is prompted to call and arrange for a private lesson, which grandpa has offered to pay for any training needed. It is explained to Tracy on the phone call what to expect at their first lesson - a time when we could meet their dog, Radar, have their questions answered, establish a plan for Radar’s training program. Matt and Tracy are a little overwhelmed right now with the recent news of twins so grandpa makes the initial call. He is unsure of the questions he needs to ask. The phone rings and a Meyer associate answers, “Thank you for calling Meyer’s...this is ____, how may I help you today.” The grandfather quickly finds that we are very supportive of his decision to setup training for Radar for a fresh start and congratulates him for doing so!

The grandfather feels more comfortable and starts to explain the situation and his worries and Radar and his new grandchildren and if we can help him.

Lifelong Relationships
As you can see, we want to start the relationship on the right footing, so that long term trust can be established. We do this by listening and focusing on them and their needs, reassuring them they are headed in the right direction and we are here to help them. Our best customers become a part of our family, and we become a part of theirs. We’re not just another stop on the to-do list. We care and we know them and the needs of their dogs better than anyone, and they value us for that. We want them to continue being customers through generations of family dogs – customers for life is our goal.
Because Radar is adjusting to his new home and forming opinions, good and bad, it is imperative that Matt and Tracy meets with a trainer soon. Time, especially with babies coming, is of the essence. We want to set Radar up for success with the expansion of his new family. On the day of their first appointment they pull in the parking lot and we were ready.

The Evaluation
They arrived anxiously, but soon was put at ease by the happy, not stress, barking they hear. As soon as they arrived they were greeted like family. They are welcomed with a smile and a handshake. Our facility is clean and the smell of blueberry and clove put them at ease with soft music playing the background.

At this point our receptionist presented Matt and Tracy with her personalized welcome to training binder (which includes the pricing, policies, services, and other useful information). These binders look professional with our logo and colors and have easy to use tabs so that the customer can easily find what they need. This binder also has a list of questions that get them thinking about diet and behavior the Meyer way.

A leadership team member arrives right on time, and spent a few minutes getting to know the family and Radar. She learns that Radar is shy around strangers and offers a few training suggestions to help them until Kent or another one of our trainers comes out to greet them. Matt is impressed that the manager gives Radar his space and doesn’t force an introduction before he is comfortable. Both Matt and Tracy and even Radar start to relax a little. The team member reassures them in their conversation that they have found not only people who care but, that are knowledgeable about dogs, even those with special “issues”. They are given a quick explanation of what we do and why we do it. The manager highlights a few things in the folder and recommends that they may want to consider doggy daycare as a possible future option for Radar.

Next Kent or one of our other trainers enters to greet Radar’s family. They stroll outside to take a walk where both our Meyer trainer can make observations some quick observations about Radar and Matt and Tracy get to see more of what we are about. As they look around they see impeccably groomed grounds where staff members are out playing with dogs performing services requested by their owners.

If Tracy is at one of our facilities that offer doggy daycare she sees the large outside daycare play yards. She sees a happy staff member watching a group of dogs as they frolic with their canine companions. She notices that when two dogs begin to get a little rough with one another the daycare teacher is there to quickly redirect them. She doesn’t see urine or left over
treats on the floor. The equipment is clean and everything has its place, crate doors are all closed neatly. They can tell by the condition of our facility that Radar would be kept safe and healthy.

After meeting with our trainer to find out what goals they have with Radar, a small session is done with results to get Matt and Tracy started. A plan is written out with their first assignments reviewed to make sure they completely understand and the next private lesson is scheduled. The trainer makes sure they have all the tools they need for success. They feel encouraged and go away feeling they are on the road to being ready for the babies arrival and a better relationship with Radar, who had now been renamed Tyler! For additional assistance Tyler is signed up for daycare to help Tracy and Matt with Tyler’s issues and he will start coming the following week.

The Daycare Experience

A Meyer daycare teacher graciously welcome Tracy back and reached to take Tyler’s leash from her. Bruno walked over to the representative and began to sniff out the other dog smells on her pant legs. Tracy thought “Wow, this is great, Tyler is receptive to another person and doggie smells.” Since every dog is evaluated to better understand their temperament, Tracy was assured that there was nothing to worry about. She and the Meyer daycare teacher went over again what the day would entail and suggested that our groomer clip Tyler’s nails while he was here. Tracy is relieved that we can do this for her stating that she is not very comfortable clipping his nails herself especially in her condition.

Tracy left relieved about what the day would bring. Back at home, she was so curious, and called to check in just to make sure Tyler was okay. Our receptionist checked with Tyler’s day camp attendant and came back to the phone with a quick report that all was well and that we looked forward to seeing her this afternoon. In fact, just about 3hrs later, she got an email with a photo of her dog happily playing which also led her to check out Meyer’s Facebook page where she would see the same photo and be able to share the excitement with her friends! “Fantastic!” she thought to herself.

When Tracy came back to pick up her dog that afternoon, she was greeted by our daycare teachers and the smell of blueberry and clove. She was asked about her day. She already felt like she was getting to know Meyer’s, and so far, she really liked everyone she had come into contact with. Our daycare teacher gave her a warm greeting and a total rundown of Tyler’s day. We noticed during the beginning of the day Tyler was a little nervous at first put then began to learn the ropes in the play group. She was asked about scheduling Tyler for a full groom to help with shedding and, if a particular day camp package worked best for her. She
enthusiastically said, “Yes” and the arrangements were made for Tyler for a
groom the next week, to come to doggie day camp five days a week.
Two days later, Matt and Tracy received a thank you note in the mail,
thanking them for being a new client of Meyer’s and for the opportunity for
us to get to know “Tyler”.

Our Services

Much like Tracy’s experience, our regular customers get the same quality
care and services too! All owners can make a simple phone call which gives
them a quick but thorough report as well. We believe in high touch and so
even those customers who have been with us for years can get those
unexpected special notes and extras to let them know we care about them
and to thank them for continuing to entrust the pets with us.
One of the core values that runs through all of our services that some may
not expect but truly value is education we give our customers. We help them
understand their dogs training and nutrition needs, the healthy foods, safe
and healthy toys, treats and chews we offer. We help them become better
owners and feel great about how well they can take care of their dogs.
After a couple weeks of daycare attendance and private lessons, Matt and
Tracy noticed changes in Tyler. He was wagging his tail more at home,
seemed more relaxed and okay in his own skin, he was starting to eat better
after switching him to one of our all-natural dog foods, and was beginning to
walk nicely on the leash. They are amazed at the difference they can already
see in him and she couldn’t be more pleased. Matt and Tracy become a
regular client and begin to take advantage of all of the services Meyer’s
offers. They feel she has found their “other family”. Oh yes, the Meyer’s have
gotten presents for the twins too!

The Benefits Just Keep On Coming

In line with our desire to provide the “high touch” experience for Matt and
Tracy, a few days after Tyler’s first visits, we followed up with Tracy . We
want to hear first-hand her experience is going and if there’s anything we
can do better. We record her feedback in our customer system so that we
can follow up as needed. We also let her know to look for our educational
emails which will contain information about our products and services with
special offers and discounts.
A few months into this new relationship, Tracy is informed about
membership program. With our discounts for members she decides to try it
out. Of course, she loves it since she saves $40 with every 40 day pass she
purchases! We want to make sure every need is handled and anticipated
with excellence and professionalism in a systematic way that builds a long term relationship.

Our Team
To serve our best customers in this way, our team has to be the best. The expectations are high but we have a lot of fun. Our staff is positive, there is a light in their eyes, upbeat and happy, professionally dressed and spoken, and knows what’s expected of them. We are all doing continuing education to keep our skill set fresh and up to date.

Why We Do It & Believe in It
Everyday we get to be a part of something bigger than ourselves. Providing inspiration to dog parents who need it. Getting our message out there. Helping customers learn how to change the course of their relationship with their dogs. Educating the dog owner how to speak “dog”. Making the connection between dog and owner is the goal for us. Many of our clients have rescued dogs, we are able to help solidify that relationship and model appropriate dog/owner boundaries to ensure there will never be return visit to a rescue group...unless it’s another adoption. It’s why we do what we do. Work that changes lives, work that gives inspiration.

Work in Your Strengths
This is much more than a job; it’s a place that fosters personal growth and development. Meyer’s is a place where people with a true passion for dogs can flourish. Our goal is to help position each team member in a role that plays to their strengths, that sets them up to shine...to win. Know yourself well enough to know what you do well, and just as importantly, what you don’t.

Win or Lose as a Team
Our team openly collaborates to create remarkable experiences that positively impacts lives. Everyone on the team is responsible for bringing new ideas, perspectives and solutions to the table. Starting with day one, we want your voice as part of the conversation. Collaboration does not equal positioning and pushing others off the ladder. Rather, collaboration has the ability to benefit your paycheck.

We all use the proper terminology for our services and are well versed in communicating them with prospects and customers alike. In fact every job function is documented and fully systemized. There’s a special “way” we do everything. And we reward our employees for the great work they do. We all
take ownership of our responsibilities and feel great about knowing that our efforts are rewarded.

In a world of chaos and frustration we have the privilege of spending our days doing something we love and sending home healthy happy well adjusted dogs that will be the "stress busters" they were meant to be! We are part of a great team bringing "good" and giving back to those who use our services (and possibly those who don’t). We provide education to the community through training seminars and public engagements and we volunteer our time to help worthy causes.

When It All Runs Right!
Meyer’s runs like a well-oiled machine. No issue can arise that isn’t in the “handbook” and every staff person knows exactly what to do and when to do it.
As the owners we are able to focus on projects of my choosing including making improvements to our facility, enhancing our training services and availability, and community outreach.
I am not constantly cleaning up loose ends left by uninformed or uninterested staff. I am able to offer assistance for staff to continue their education as it relates to dogs and Meyer’s.
Our leadership team is highly trained and diligent. Their job functions are well systemized and smooth running. Our staff truly respects and listens to them. They have the ability to listen and create systems that everyone can clearly understand and follow.
Our ideal facility would be designed with the safety and comfort of every dog that enters our doors. We have several play areas to accommodate the needs of different sizes and life stages of dogs. We have sections of areas to address the different personality types to help each dog have the best stay possible with us.
Our staff has a break room fully equipped with all of the amenities needed to sit and enjoy a warm meal if desired. We also have a multi-media room to create projects and host meetings with different teams of staff.
We have a small sitting area for our clients where they could sit and relax, have refreshments and watch a short video of different services as to why, how ,and what we can do to serve them and their pet’s needs.
Because of what we have created thus far and the history of Meyer’s we are renowned as “the place to be” for all dogs in the area. We consistently win the “Best Of” awards in grooming, lodging and doggie daycare. All our staff are respectful of each other and really are passionate about dogs and desire to learn more about their behavior patterns.
We have a very clear financial picture of the business and are able to see the key performance indicators that let us know things are running well. Because of this Meyer’s is in a position to support multiple charities, both local and abroad.

Our doggie day camp program is very structured and provides many learning and socialization opportunities to dogs that come. We have planned daily activities that are planned out for each month and special events for the dogs and owners to participate in. Our regular attendees learn our way of doing things and what is expected of them. Good behaviors are rewarded with verbal and physical praise. Dogs feel safe and trust their daycare teachers to protect them. We help to curb unwanted behaviors in ways that dog’s understand and that do not scare them.

Our clients book their lodging reservations in advance to be sure they have a spot for their dogs because they trust us and know that we truly care about their dog.

We are viewed as the experts in the community. Veterinarians are confidently refer customers to us who need professional care and advice. Local schools and civic groups ask us to speak to students about dog training and bite prevention.

**Changing Lives**

At Meyer’s our goal to INSPIRE owners to improve the quality of life for dogs and those who love them—we speak for them, we change the trajectory of their lives. We treat dogs with the dignity and respect they deserve. Dogs are full of unconditional love. And it’s our duty to give some of that back and we do so by being their voice to dog owners enhancing their knowledge about how dogs learn, what behaviors are expected from specific breeds, about their grooming and nutritional needs and, so-much-more!

After we got married we quickly purchased both pet care facilities. Between our histories in dogs, we know this is our God given talent and it is clear that this is our purpose for being on earth. It is a gift to teach that has been given to us to share with you and everyone who is led to come here. We want to honor this gift in every business decision we make including supporting our team members so that they are able to reach their full potential at Meyer’s. Additionally, we are here to serve our clients by providing a service led by honest, hard-working individuals that are trustworthy, kind hearted and believe in what we are doing. This type of person is the fuel that drives clients to our door step. When they place their trust in us, it drives us to constantly look for ways to improve. This is Meyer's and we are looking forward to you being part of it!