

# All About Pets



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# Traveling with pets is more popular than ever

Today's pets are increasingly on the go. Individuals and families planning to travel are increasingly choosing to take their pets along with them.

A survey by the American Pet Products Association found people spent \$69.51 billion on pets in 2017. A large chunk of spending — around \$6 billion — was directed toward pet accommodations and boarding. Statistics Canada

says that Canadians spent more than \$8 billion on pet-related items in 2017, and about half of that spending was on veterinary and other pet services.

Pet owners have options regarding pet care when leaving home for business or pleasure. Pet owners can hire pet sitters, leave the pet with a friend or family member, arrange for boarding, or bring their pets along with them.

Nowadays, millions of pet owners are taking their pets with them when they travel. To meet the demand, everything from hotels to Airbnb accommodations to airlines are enabling people to bring companion animals along. Some major airports offer pet-relief areas and even Amtrak rail service recently started letting small pets on board.

Certain facilities charge fees to bring pets along.

Such fees typically range between \$100 and \$200. Some pet-friendly places even offer special perks, such as staff that takes the pets for walks when the owners are away from their rooms. The Kimpton hotel chain does not charge pet fees and also offers free pet beds, water bowls and treats, making it easy for customers to travel with their companion animals.

If pets are coming along for the ride, flight or stay, pet owners should brush up on these pet travel tips.

- **Obtain a health certificate.** Schedule a visit to the vet and have them offer a health certificate listing immunizations and the state of the pet's health. Many airlines, hotels, pet care centers, and border crossing authorities will require such proof of pet wellness.

- **Research local vets.** Find a vet or animal hospital near the hotel or city where you will be staying. In the event of an emergency, you'll know where



to go.

- **Plan for pit stops.** Give pets time to stretch their legs and take bathroom breaks. Try to take breaks every two to three hours.

- **Vet the transportation service.** Check the train or plane policy for bringing pets along. In addition, look into the history of transporting pets, keeping an eye out for any incidents of pets being lost or injured.

- **Bring a crate or carrier along.** Many pets feel safe and secure in crates, and hotels or airlines may require pets be contained when unattended. So be sure to bring a crate when traveling with a pet.

- **Contact the tourism board.** Ask a local tourism board about local pet-friendly accommodations and restaurants.

Traveling with pets allows the entire family to enjoy time away from home.

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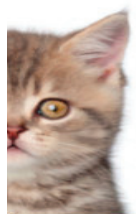
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## Most popular dog names

What you call your pup is an important decision. Be sure you put some creative thought into what you're bound to yell out your door every day. Naming your dog should be a fun experience that involves the whole family.

There is no real rush in naming your dog, but the sooner you can start adding his or her name to your commands, the better. You may find that you want to change your puppy's name a few days in. This is totally normal! Find a name that fits your pup's personality and breed, even if it takes you a bit of extra time. Here are some tips when settling on a name for your newest addition:

### Consider the breed

Some names are just made for certain breeds. Calling your bulldog Bully, for example, is an easy way to go. Consider the names of any famous or TV dogs. Rin Tin Tin for a German

shepherd or Lassie for a collie.

### Consider demeanor

Calling your new energetic puppy Slowpoke, may not be the best idea unless you're going for humor. Watch your puppy's behavior to pick up on subtle attitudes or habits. How they behave may actually make naming them much easier than you expected. This method can guide your decision-making process and help you end up with the perfect name for your new furry friend.

### Avoid names that sound like commands

Puppies have much easier times of learning and assimilating to your family if his name doesn't sound like a command that is being given. Try not to confuse your puppy with these types of names, so they will clearly understand any commands you try to give them.

## How to choose pets based on your lifestyle



Getting a pet can seem like a fabulous idea in the heat of the moment when puppy dog eyes are blinking back from a cage or when a cuddly hamster peeks out from his hiding spot and makes kids swoon. Even though pets can make wonderful companions, 6.3 million pets enter United

States shelters nationwide every year, according to the ASPCA. In addition, around 80,000 cats and dogs entered shelters in Canada in 2021, according to Humane Canada. Such figures suggest companion animals are not suitable to every animal lover's lifestyle.

Though many shelter pets find new homes, one of the ways to reduce the number of surrendered pets is to avoid impulse decisions. A careful consideration of lifestyle can ensure potential pet owners find an animal they're fully capable of caring for.

- **Consider time constraints.** People can be honest about their schedules and how pets can fit in. A busy executive who works 12-hour days and travels often may not be able to have a high-maintenance pet. Animals that do not require much interaction, such as aquarium fish or reptiles, may be better fits.

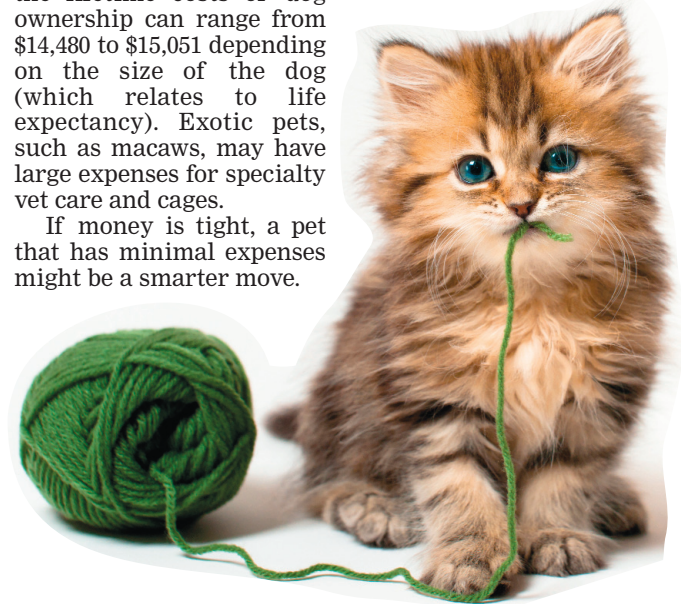
- **Consider your interests.** It can be beneficial to

find a pet who aligns with one's interests and hobbies, as this can make the connection even stronger. A person who likes to hike may benefit from a pet that can handle long periods traversing the great outdoors.

- **Factor in budget.** Pets can be expensive. The American Kennel Club says the lifetime costs of dog ownership can range from \$14,480 to \$15,051 depending on the size of the dog (which relates to life expectancy). Exotic pets, such as macaws, may have large expenses for specialty vet care and cages.

If money is tight, a pet that has minimal expenses might be a smarter move.

Lifestyle should be a major consideration when deciding if the time is right to introduce a pet into a home. A pet who aligns with the household dynamic can increase the likelihood of a successful pet-owner relationship.



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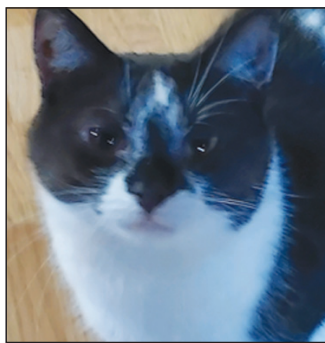
# WALL OF FAME



**Albie & Chimi**  
Mukwonago



**Ariel**  
Waukesha



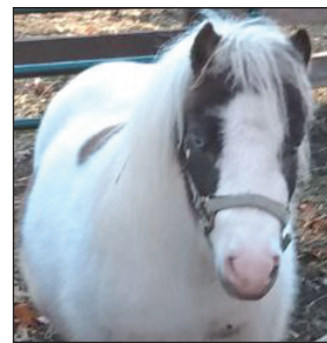
**Bandit**  
Menomonee Falls



**Beau**  
Waukesha



**Betsy**  
Oconomowoc



**Blaze**  
Princeton



**Brutus**  
Waukesha



**Buddy**  
Waukesha



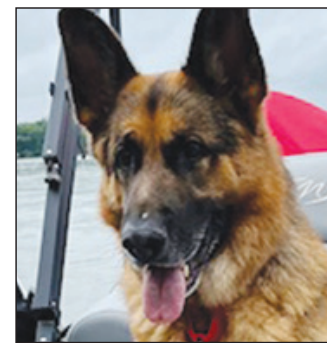
**Button**  
Brookfield



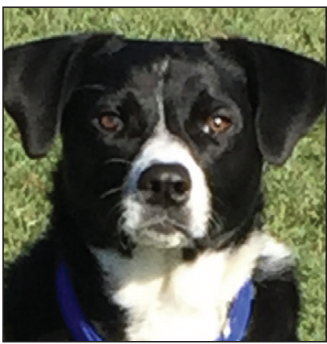
**Carlee**  
Pewaukee



**Charlie Daniels**  
Markesan



**Chase**  
Waukesha



**Chevy**  
Waukesha



**Clarence**  
Waukesha



**Coda**  
Waukesha



**Cody**  
Menomonee Falls



**Cody**  
Waukesha



**Colonel Mustard**  
Waukesha



**Cookie III**  
Mequon



**Cooper**  
Waukesha



**Duke**  
Waukesha



**Eli**  
Pewaukee



**Fergie**  
Muskego



**Foo Bear & Brownie**  
Waukesha



# WALL OF FAME



**Gibbs**  
Oconomowoc



**Gracie**  
Waukesha



**Gracie**  
Waukesha



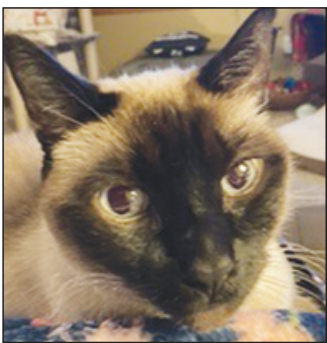
**Gus**  
Princeton



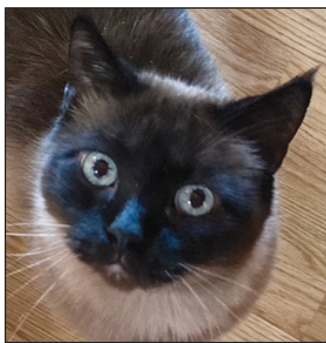
**Gypsy**  
Menomonee Falls



**Jack Frost**  
Brookfield



**Khan**  
Waukesha



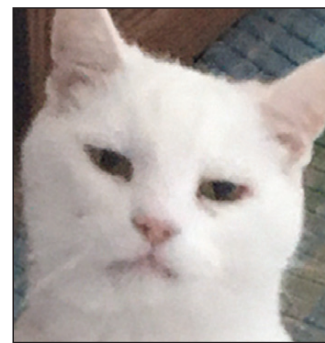
**Kubla**  
Waukesha



**Lillie**  
Waukesha



**Lincoln**  
Waukesha



**Little Man**  
Menomonee Falls



**Lucky**  
Menomonee Falls



**Lucy**  
Waukesha



**Lulu**  
Waukesha



**Macy**  
Oconomowoc



**Maddie**  
Oconomowoc



**Mex**  
Milwaukee



**Mila**  
Waukesha



**Morty**  
Waukesha



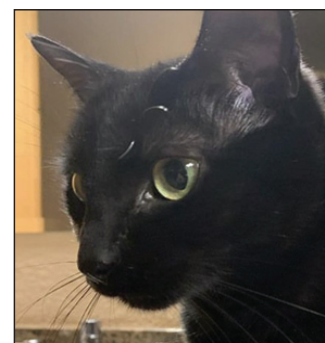
**Ms Belle**



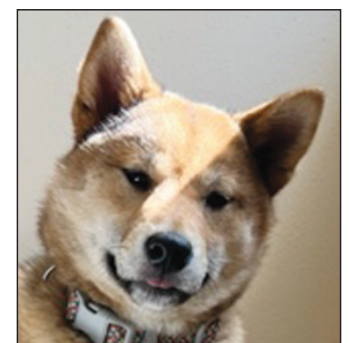
**Murphy**  
Waukesha



**Murray**  
Waukesha



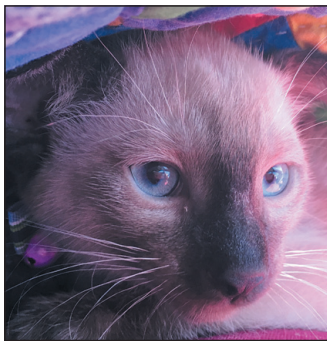
**Nakia**  
Pewaukee



**Nala**  
Waukesha



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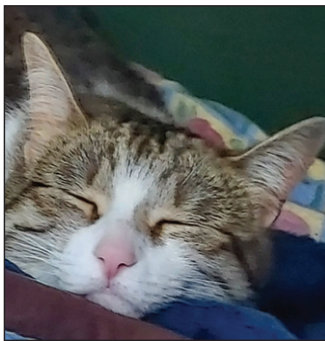
**NiBBles**  
Waukesha



**Nora, Peeta & Tara**  
Muskego



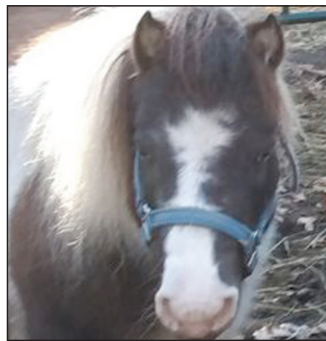
**Nugget**



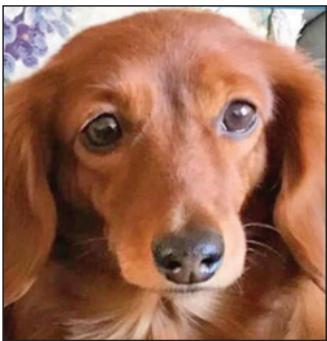
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Menomonee Falls



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Wisconsin Rapids



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**Pixie**  
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**Pixie**  
Muskego



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Waukesha



**Reba**  
Big Bend



**Rhyleigh**  
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**Sadie**  
West Allis



**Sadie**  
Mequon



**Shiloh**  
Menomonee Falls



**Sleuthing**  
Pewaukee



**Tater**  
Waukesha



**Thor**  
Princeton



**Tigar**  
Waukesha



**Toby**  
Elm Grove



**Wallace**  
Waukesha



**Walle**  
Eagle



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# Prepare pets for Fourth of July festivities

Many people are eager for Independence Day celebrations in early summer. There is much to be excited about, as festivities often begin in the afternoon with barbecues and pool parties, and commence late at night after fireworks shows that light up the night sky. Still, not everyone enjoys the extra noise and busy nature of July 4th parties, particularly furry members of the family.

Animal control services often report an increase in lost animals between July 4th and July 6th. That's because the excitement of the holiday puts pets out of their comfort zones.

While pet owners need not cancel their July 4th plans, they should take heed of the many ways to keep their pets safe during the festivities.

## Update identification

Be sure prior to any July 4th events that pets are wearing collars with cur-

rent identification information. If an address or phone number has changed since the last time you updated microchip records, be sure to check the account is current.

## Be careful with alcoholic drinks

Party hosts typically serve beer, wine and cocktails. Alcoholic beverages have the potential to poison pets, says the ASPCA. Animals can become very intoxicated, severely depressed or go into comas if they drink alcohol. Keep spirited drinks well out of reach.

## Check with the vet

Many pets are prone to anxiety from loud noises, such as thunderstorms and fireworks, and lots of commotion — something that occurs in spades come July 4th. Some veterinarians recommend a small course of anti-anxiety medication or a sedative to help pets

cope with the stimuli.

## Create a quiet space

Allow pets to ride out the day in their comfortable, quiet and cozy retreats. If necessary, create a space in an interior room. Cover the pet crate with a blanket and offer favorite toys or bedding to create a soothing environment.

## Place notes on doors and gates

While it's best to keep pets in a locked room away from the fray, some pets like to socialize with guests and are not bothered by noises. However, alert guests with notes posted on doors and fence gates to check to make sure pets are not trying to escape behind them. All doors should be closed firmly when entering or exiting.

Pets need to be protected during summertime parties like Independence Day celebrations.



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# Brick and Mortar still going strong after 18 years!

New owner of End of the Leash says Brick and Mortar is still the place to be after 18 years!

End of the Leash, a premier pet supply store offering the highest quality of nutrition available for cats and dogs, has been in Mukwonago for 18 years. The store was founded in 2005 by Susie Bower, who took it from a small space in downtown Mukwonago to an 8000 sf anchor store in a retail plaza in 2015 and has become a household name to pet lovers in the surrounding area.

Recently, the company was purchased by Summer Street, one of Susie's first customers back in 2005. Street says about Bower, "I met her right when she was starting out, and her philosophies and beliefs were exactly what I believed in". Says Street, "The pet industry has changed so much. For a long time, Kibble has been King, and before the invention of kibble, dogs and cats were fed whatever their families ate, which included high amounts

of animal muscle and organs. We are seeing people return to a more protein-based diet, with a huge emphasis on raw, ancestral diets"

Over the last 30 years, the pet industry has grown over 400% into a \$120 billion marketplace, emphasizing the changing relationship between humans and their companion animals. Our culture has evolved and pets are recognized as important family members and are treated as such. This shift shows no sign of stopping, and even during the pandemic, the pet industry remained strong. End of the Leash pivoted as well to help fit the needs of our customers, scurrying to establish curbside pickup and local delivery as the lock downs started. These convenience services are still in place as we work to accommodate as many customers as we can Mukwonago and surrounding cities.

End of the Leash has always been of the mindset that good nutrition is the

foundation for a healthy, long life for our pets. Says Street, "One of the main reasons I purchased End of the Leash was to continue the legacy that Susie started, and one that Mukwonago and surrounding areas has embraced. I want to be part of a community that cares about their pets as much as I do." Street and her husband have a family of dogs, horses, cats, and chickens and are heavily invested in keeping a brick-and-mortar store that can offer customers better, fresher options than they can get at the online megastores.

And do not forget the benefit of live customer service. Street "We have a staff of 15 people with an average tenure of 12 years working for End of the Leash. The product knowledge and personal experience of the staff cannot be matched by any online store. As an online consumer myself, I can say this with complete confidence.

However, the new owner understands

that to remain competitive with the big box stores, we must talk about the cost. Street says, "I'm not afraid to discuss the expense of high-quality nutrition, and to demonstrate the savings that you incur when providing a quality diet. I am aggressively working on keeping End of the Leash competitive with other non-local options. I will be providing exciting new products that are made in Wisconsin, produced with the highest standards, but due to location, can offer an excellent price point for our customers without compromising quality".

At End of the Leash, it's always pets first. Street wants to offer an oasis in the midst of a staggering number of products available today. "I want everyone to feel confident that when they buy something at our store, it's going to be a healthy option for their animal family. I will not sell anything in my store that I wouldn't feed to my own pack."

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