

ON THE ROAD

A small, scruffy brown dog with a pink harness is sitting on a red rug. The dog is looking directly at the camera. In the background, there is a vast canyon landscape under a blue sky with white clouds. The dog's fur is a mix of brown and tan, and its ears are floppy. The pink harness is a simple, flat strap design. The red rug is a thick, textured material. The canyon in the background has layered rock formations in shades of brown and orange.

**FREE GUIDE TO PROFESSIONAL
CANINE VACATIONING**

BY JULIE FRYMAN, KPA CTP, CBATI

PRE-TRIP PLANNING

- How many crates do you have?
- What kind of vehicle will you be taking?
- How many dogs can you handle?
- Will you have an assistant?
- What dates are you considering? (always have a backup)
- Are the places you are traveling to guaranteed dog-friendly and open on those dates?
- Where will you be staying each night?
- Where/what will you doing for meals?
- What is your budget for the trip?
- How much do you need to charge to break even or make a profit?





TRAVELER REQUIREMENTS (RECOMMENDED)

These are the guidelines our company uses to ensure a healthy and happy experience for all of the dogs on our trips

1. Up to date on vaccinations + clean fecal test from vet
2. Comfortable in the crate
3. Comfortable in the car
4. Able to walk nicely with and around other dogs on a leash
5. Has a reinforcement history with trainers on the trip
6. Above average recall in distracting environments
7. Good manners around strangers and their dogs, on and off leash (e.g. dog parks, restaurants, etc)
8. Comfortable and confident around other dogs on the trip

DOG PACKING LIST

This is nice to give to the parents to ensure there is not miscommunication about how much 'stuff' to send

- Proof of up to date vaccines + clean fecal report
 - Up to date on flea/tick meds
- Blanket(s) or towel(s) for crates - *weather dependent*
- ___ days of food in individual Ziplocks labelled with dog's name
- Any supplements or medication clearly labelled with instructions
- Harness (labelled with name)
- Emergency Contact information is up to date in company system
- Optional: Hairbrush -- *recommended for longer hair dogs*
- Optional: 1 sweater, jacket, or raincoat -- *recommended for small dogs*



TRAINER PACKING LIST

Obviously every trip is different, but this is what WE take on our trips.

The blanks are for # of dogs.

- ____ Water Bowls
- ____ Food Bowls
- ____ Crates, strapped down/secured
- A ton of treats
- A ton of poop bags
- Scissors
- Wet wipes
- Dog shampoo
- Ear cleaner
- Flea spray for bedding
- Treat pouches
- 1-2 leashes per dog
- Long leashes
- Canine First Aid Kit
- Extra special food/toppers for dogs who won't eat
- Long lasting chews
- Pumpkin, canned or powdered *for upset tummies*
- Cleaning supplies
- Extra water
- Optional items: high quality camera, camping chairs/hammock, board games, WiFi hotspot, enrichment feeders



POST TRIP POSSIBILITIES

- **Client Picture Gifts**
 - Mugs/Tumblers
 - Post-cards from the dogs
 - High Quality Prints
- ***During and After:* Daily social media posts with location tags**
 - Tag, mention, and share with clients and encourage them to do the same
- **Daily video of what the dogs did throughout the day**
 - There are apps that will do this for you; they even add music and text
- **Use photos and recordings for online group classes or presentation opportunities**
 - Capture: body language, portraits, candid, walking/playing with other dogs, setups, sleeping arrangements, management examples, training sessions, nice/fancy trainer photos
- **High quality photos make great:**
 - Mailers
 - Online Ads
 - Announcements
 - Studio prints





Be more dog-like. Adventure boldly!

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