

STRETCHING THE POINT

Arf! Pet Care: All creatures, all the time

BY ALLAN C. HANRAHAN



Jennifer and Jonathan Register walk Mackenzie during one of the company's several thousand dog walks.

TESS GOLDBLATT

Jonathan and Jennifer Register founded their business, Arf! Pet Care, "out of our own frustration," says Jonathan, in order to find consistent, professional care when needed for their labrador retriever/American staffordshire terrier mix, named Mackenzie.

So in April, 2008, Arf! Pet Care was carefully created by the young college graduates. By October, the company was up and running, accepting "clients" from the animal world—limited at present to "dogs, cats, fish and a few birds."

However," says Jennifer, "Our sitters have experience with all sorts of animals."

"We have 12 part-time sitters—professionally trained," says Jonathan, and those staff members enable Arf! Pet Care to offer services including dog walks, pet visits, in-home overnight sitting, in-home private boarding, yard cleanup and home care, and a pet "taxi." That is, they will either keep the pet at their own home, visit each day to exercise and feed the pet, do any necessary cleanup or home care, serve as a "taxi" service for the pet or "sit" at the pet's home. "We are bonded and insured, our sitters undergo a criminal background

check, and all references have been called," says Jonathan.

In fact, there really doesn't need to be a pet involved; their company will "sit" just the house.

The Registers' staff, are all "animal-loving individuals who are professional, reliable, trustworthy, intelligent, fun and from all walks of life—students, vet assistants and technicians, military spouses, professionals, retirees and senior citizens," says Jonathan.

In addition to these services, guaranteed by Jonathan and Jennifer to be exceptional, there is free in-home consultation (with the sitter), emergency backup sitters, timely communication, reliability and availability. They are available every hour of the day, every day of the year. Plus, there is the intangible but oh-so-important "peace of mind" factor.

Looking toward the future, Jonathan confides that there is a big push to partner with associations and corporations in offering Arf! Pet Care services as an employees' benefits perquisite.

Because of the nature of their business, "Our website is our storefront," both agreed, and a visit to the site will impress the viewer. "We are as professional as possible," they add.

The young entrepreneurs are natives of Newport News and have known one another since age 14, although Jonathan graduated from Woodside High School, while Jennifer graduated

Continued on page 14



Port Warwick Dental Arts Thanks You for Giving Children a Reason to Smile

Dear Hampton Roads "Smiles for Life" Participants,

It was a pleasure meeting you through our recent Smiles for Life fundraiser. Thank you for allowing us to brighten your smile and, in so doing, brighten the lives of children in our community and across the country, some of whom don't always have a lot of reasons to smile.



Thanks to you, our efforts were a great success. Together we raised \$12,000 for Children's Hospital of The King's Daughters and the Smiles for Life Foundation.

We also want to thank you for the chance to share our unique philosophy of care with you. Our practice can provide you and your loved ones with comprehensive dental care in so many ways, and we would love to get to know you better!

Again, thanks for your support, Hampton Roads—and the chance to brighten your smile.



Warmest regards,
Lisa Marie Samaha, DDS, PC and my exceptional team

Fellow, Academy of General Dentistry
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