

THE ANN ARBOR NEWS

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ROBERT CHASE, THE ANN ARBOR NEWS

Linda McCallum, owner of Arbor Dog Daycare, with some of her charges. McCallum has been open at her Washtenaw Avenue business near Platt Road for a couple of weeks.

Yuppie puppies lonely no more

Arbor Dog Daycare is home away from home

RETAIL REPORT

BY MIKE RAMSEY
News Business Reporter

Linda McCallum couldn't stand the idea of leaving her dog at home for 10 hours a day.

She'd been telecommuting at her job with Ford Motor Co. in Dearborn when she got her dog Romeo but was reassigned to a new job that required her to make the real commute.

She needed day care for her dog, and McCallum, 51, also was looking for a way to have her own business.

Thus **Arbor Dog Daycare** was born.

"It was a combination of wanting to do something for myself and the need," she says.

The day care opened Sept. 7 and is adding dogs daily. The fledgling business on Washtenaw Avenue – across from the Whole Foods grocery – is part of a growing industry that caters to the "yuppie puppy."

McCallum, in fact, enlisted the help of Barbara Waldare of DoggieView Daycare. For a fee, Waldare helps set up day cares around the country with a basic system.

Offerings include two to three walks a day, play areas, beds and furniture, toys and agility courses, time-out enclosures for over-excited dogs, separate play areas for different sized dogs, and treats or behavior-modification training with owner permission.

Owners also can check out what their dog is doing via the Internet. The day care is equipped with Web cams.

Dina Cheiman, one of McCallum's first customers, brings her chihuahua to the day care.

"It's just so nice, rather than have him alone all day," said Cheiman, an instructor at Washtenaw Community College whose husband is a pharmacist.

In addition to regular care, the day care will have some retail offerings and offer grooming through a partnership with Groomin' & Cruisin', a mobile operation run from a van.

McCallum started the business while retaining her job at Ford and has financed it with personal credit.

She hopes that the business will eventually have 40 dogs in its care.

Pet owners pay \$24 for a full day and \$12 for a half day. Second dogs from the same owner are \$18 and \$9, respectively. There are package discount deals available for weekly and 20-day users.

Dogs are required to go through a temperament evaluation and vaccination verification before the day care will accept them.

Soon, McCallum plans to offer pickup and drop-off service, brushing, nail clipping, veterinarian appointment drop-offs and evening training courses. She's also considering a football Saturday service.

Address: 3040 Washtenaw Ave., Ann Arbor

Phone: (734) 677-2332

Web: www.arbordogdaycare.com

Hours: Monday-Friday, 7 a.m.-6 p.m.

This commercial lease
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