

GUIDE TO TAKING YOUR DOG TO WORK

FRIDAY, JUNE 20, 2008



YOUR OFFICE, OR BUST.

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Pet Sitters
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magazine

TYDTWDay[®]

Celebrate a decade of working dogs on Friday, June 20, 2008.

For ten years, businesses around the world have helped homeless dogs in their communities by participating in Pet Sitters International's *Take Your Dog To Work Day*. On Friday, June 20, 2008, pet sitters, animal shelters and businesses of all sizes will come together to recognize the great companions dogs make. If your business is considering participating in *Take Your Dog To Work Day* for the first time, we welcome you to the celebration!

Participants take pride in knowing that this annual event is a positive and proactive way of bringing people and pets together for a greater good. PSI believes that when dogs go to work on this special day, hearts are touched. As a result, homeless dogs—like those in shelters—are adopted. This is your company's opportunity to help shelter animals in your community. Who knows? Your best friend might convince a co-worker to adopt a dog of his or her own!

PSI has created this handy guide containing the basic forms and information your business will need to host a successful *Take Your Dog To Work Day* event. After you download this guide, be sure to visit takeyourdog.com and read these helpful tips:

- Seven Rules for Dog Day Success
- Win Your Boss Over with these Dog Day Facts
- Dog Day FAQ's

Did you know?

Nearly one in five companies allow pets in the workplace.

Source: APPMA (2006)

enter the
2008 PHOTO
contest
& win prizes



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How Your Business can Participate

Step One

Organize an event: Share this guide with your boss or the head of human resources. Ask him or her to consider hosting a *Take Your Dog To Work Day* event on Friday, June 20, 2008. Before you start planning, ask fellow co-workers if there is anyone with serious objections or concerns. For example, you may have co-workers who suffer from severe pet allergies or who are afraid of dogs. If this is the case, don't give up. Instead, consider celebrating by having employees bring pictures of their canine companions or better yet, ask your company to host a fundraiser for an animal shelter in your community.

Step Two

Partner with a shelter. Ask your local shelter or favorite rescue group to join your *TYDTWDay* event. Invite them to bring adoptable pets or information about local adoption opportunities to your place of business. Consider holding a fundraiser to benefit the guest shelter.

Step Three

Ask a professional pet sitter to help. *TYDTWDay* is the perfect opportunity to educate employees about pet adoptions, responsible pet ownership and the benefits of hiring a professional pet sitter. Many PSI members are willing to volunteer some of their time to help coordinate your *TYDTWDay* event. Use PSI's Pet Sitter Locator (www.petsit.com) to find a participating PSI member in your area.

Step Four

Spread the word. Be sure to tell others in your community about this uniquely positive awareness campaign for dogs. The *Take Your Dog To Work Day* Web site (takeyourdog.com) has a free e-mail feature that allows you to tell others in or outside of the office about the day.

Step Five

Register at takeyourdog.com. Every year, PSI receives hundreds of phone calls from journalists and reporters looking to cover *TYDTWDay* stories. Some of the most common questions we receive are: What are the names of companies participating in our broadcast area? What types of businesses are participating this year? Can you give me the name of a company that allows dogs all the time?

PLEASE...help us answer these questions for the local and national media by registering your event and giving PSI permission to provide your company's contact information to the media.

Partnering together...

We can make a difference.

Businesses + Shelters + Pet Sitters = Pet Adoptions

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008



Dog Day Check List

My dog has been...

- Bathed
- Groomed
- Vaccinated (up-to-date)



I am bringing...

- Treats
- Food
- Bowl
- Favorite toy
- Leash
- Blanket, pillow, etc.
- Comfort Zone with D.A.P. (wipes or spray)
- Copy of *Modern Dog* magazine

I am prepared for "accidents" with...

- Paper towels
- Pet-safe disinfectant
- Sanitary bags



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dog
magazine

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008



Take Your Dog to Work Day® Employee Participation Form

Employee Name _____

Department _____

Dog Breed/Mix _____ Gender _____ Age _____

Dog's Name _____

Please Check All That Apply to Your Pet:

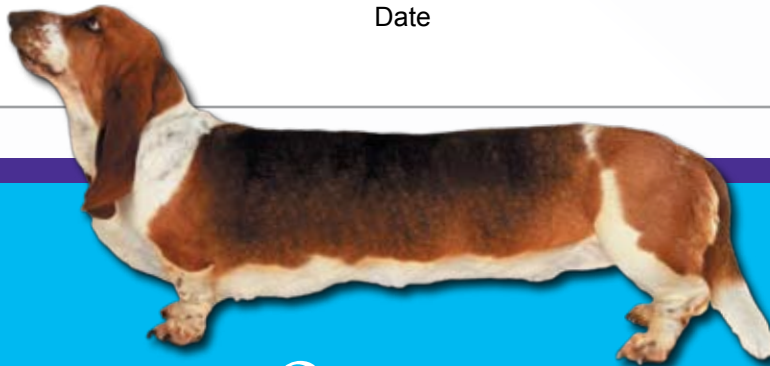
- | | | |
|--|--|---|
| <input type="checkbox"/> Disease Free | <input type="checkbox"/> Non-Aggressive | <input type="checkbox"/> Flea/Tick Free |
| <input type="checkbox"/> Spayed/Neutered | <input type="checkbox"/> Not in Season (for non-neutered female dog) | <input type="checkbox"/> Housebroken |

NOTE: This slip must be signed and returned to your designated Take Your Dog To Work Day® Coordinator in order for you to participate on Friday, June 20.

By signing below, I hereby acknowledge that all information given is true. I agree to abide by the guidelines and rules my company has set forth for Take Your Dog To Work Day®. I agree to be responsible for any and all actions of my pet during our participation and will not hold my company or Pet Sitters International or it's affiliates and sponsors liable for any personal or property damage resulting from participation in 2008 Take Your Dog To Work Day®.

Employee Signature

Date



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How Was YOUR Day?



Submit this form to PSI by July 31, 2008, and your company's *TYDTWDay* event could be featured in an upcoming issue of *The World of Professional Pet Sitting* magazine. The winning submission will also be featured in a post-event press release to your local media! Entries will be judged on creativity, adoption effort and overall company participation and must include at least one 2008 event photo to qualify. Good luck!

About You:

Name _____

Phone _____

E-mail _____

Address _____

City _____

State _____ ZIP _____

About Your Dog:

Dog's name and breed _____

Was your dog adopted from a shelter, humane society or rescue group? Yes No

Facility Name _____

Year Adopted _____

My dog received the following award on *TYDTWDay*

About Your Business:

Company Name _____

Your Job Title _____

Event Organizer _____

Company Address _____

City _____ State _____ ZIP _____

Business Phone _____ Cell Phone _____

Number of Employees _____ How many employees brought their dogs on *TYDTWDay*? _____

About The Event:

Event Highlights _____

Did you partner with any of the following?

Business Professional Pet Sitter Shelter Humane Society Rescue Group

Were any shelter dogs adopted as a result of *TYDTWDay*? Yes No

If so, how many? _____

Photos are appreciated. Participants are encouraged to submit a high resolution (300dpi) image along with this form. Additional event information or photos may be sent by e-mail to dogdayphotos@petsit.com or by mail to: Pet Sitters International, 201 East King St., King, NC 27021, Attn: Dog Day. Please Note: All submissions and photos become the property of Pet Sitters International and may be used in future promotions for *Take Your Dog To Work Day*®.

Thank you for supporting your local shelters through *Take Your Dog To Work Day*!