

Celebrating Beauty GROOM & BOARD Honors the Winners of Its Second “Celebration of Facilities” Contest

By Karen Long MacLeod

When we speak of beauty, we often speak of superficial characteristics that are obvious to the eye. But true beauty is more profound than that. True beauty is based on integrity and compassion.

Therefore, it takes more than an attractive architectural design and a handful of decorative touches to make a pet-care facility beautiful. It takes an efficient floor plan, attractive yet durable materials, professional-quality equipment and even a touch of whimsy—which, in combination, help a facility convey feelings of comfort and warmth as well as professionalism.

With this in mind, we launched our second “Celebration of Facilities” contest, the first and only program designed to recognize the most beautiful pet grooming salons, mobile grooming vans and boarding kennels in the United States. We encouraged you to brag about your pet care facilities—and you did. Your response to this contest—in terms of the number of participants (30 entries in all), the quality of the entries and the wide range of creative approaches depicted—was impressive.

Our panel of judges (see page 22) evaluated entries on the basis of their exterior design and landscaping, eye-catching signage, interior layout and choice of materials, professional-quality equipment, use of distinctive style or theme, maintenance of a safe environment for animal guests, and overall professional, customer-friendly appearance.

In the next several pages, we showcase the winners of our “Celebration of Facilities 2001” contest:

Pampered Paws Mobile Grooming Spa (San Diego), in the mobile grooming van category.

Shell’s Dog Design (Newbury, Ohio), in the category for grooming shops that groom up to 25 dogs per day.

Wag’n Tails Pet Resort (Lansing, Mich.), in the category for boarding kennels that maintain up to 49 runs/enclosures.

PETSuites (Erlanger, Ky.), in the category for boarding kennels that maintain 50 or more runs/enclosures.

Each winner received a beautiful cultured granite plaque; a check for \$500, underwritten by Cardinal Laboratories Inc. (Azusa, Calif.) and Coastal Pet Products Inc. (Alliance, Ohio), the generous sponsors of our “Celebration of Facilities 2001” contest; and at least \$50 worth of products from each sponsor.

Large Boarding Kennel: PETSuites
Erlanger, Ky.
PETSuites of America L.L.C., Owner.
Joseph Mason, Majority Owner and Managing Partner

Designed by Greg Tilsley of Tisley and Associates, Architect.

“Our design draws inspiration from Kentucky’s world-renowned horse farms: a dark green gabled roof, white vertical siding, traditional Palladian windows and rooftop cupolas.

“The building is organized around a light-filled two-story lobby with picture windows to the boarding and grooming areas. The largest window overlooks the dog boarding area: an indoor park with a natural rock fountain and pond; six custom-designed townhouses, each with paddle fan, toddler bed, wrought iron gate and cable television; and 108 tow-room suites.

“Our cat boarding area features 20 oversized four-level cat condos, each with a window perch or a fish tank, plus two exhaust fans. Two 80-gallon fish tanks, along with exterior bird feeders, help amuse our feline friends.

“We also have five large play areas outside.

“Our grooming complex includes three functional rooms: one each for styling, bathing and drying.

“Throughout our facility, you will hear soft music and view gallery-quality artwork. –
Joseph Mason