

Citizen Canine Awarded Gold Level Certification by Pet Care Services Association

OAKLAND, Calif., Feb. 2 (SEND2PRESS NEWSWIRE) – In today's flailing economy, if business owners wish to survive, they must find ways to set their services and products apart from the rest. That's just what Citizen Canine – an innovative dog daycare facility and hotel – has done.

Citizen Canine has not only survived, it has thrived and continues to grow by improving its quality of care and services. In fact, this high-end dog hotel recently applied for and was awarded the highest level of dog care and customer service in the field.

This coveted certification was provided to Citizen Canine by the Pet Care Services Association (PCSA, www.petcareservices.org), a non-profit trade association for approximately 3,000 pet care service businesses in the U.S. and around the world.

PCSA has two levels of accreditation – Level I (silver); and Level II (gold). Level II is for facilities that wish to distinguish their business by demonstrating additional services and/or a higher standard level.

The accreditation program contains more than 250 standards in 17 separate areas of pet care facility operations, management and customer service. The standards reflect the views of facility operators, veterinarians, pet owners and humane organizations representing the "state-of-the-art" in animal care and management. Re-certification is required every five years.

"Citizen Canine is very proud to note that receiving this accreditation required no changes in our day-to-day operations and dog care protocols," explains Dana Kleveland, general manager, Citizen Canine. "It's great to be nationally recognized for our efforts and to share this achievement with our clients and canine guests."

Citizen Canine does whatever it takes to make their guests happy. And, they do this not only because they are trained in animal care, but because they are dog owners too. Many staff members have even pursued formal education in dog training and behavior, and can help with training if needed.

"We pride ourselves on our ability to know each guest and to provide individualized care. We take extra time to help new guests settle in; prepare special meals; ensure plenty of exercise and attention; and do tuck-ins to make sure everyone is comfortable in their beds when it's lights out," explains Kleveland. "Citizen Canine treats each canine guest like a member of the family."

Special features offered at Citizen Canine include: high staff-to-dog ratios;

play groups designed for size, age and temperament; spacious outdoor play yards with paw-friendly K9Grass; luxury private suites; and more.

About Citizen Canine:

Tina Merrill, a Stanford MBA graduate traveled often and found it challenging to locate a place that would meet all of her requirements. She searched high and low for a place that was focused on meeting the physical, psychological and social needs of her dogs through a positive reinforcement handling and training environment.

In October 2000, Merrill opened Citizen Canine™ to fulfill a much-needed niche in the Bay Area. Today, Citizen Canine is the only accredited facility in the Oakland area, and one of only five in the entire state of California.

For more information, visit: www.CitizenCanine.net.

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