



August Flyer



New Computer Systems

In July, we announced that we switched to a completely new computer system that handles all point-of-sale activities. Unfortunately, there was insufficient room in the July Flyer to provide all the critical details and outline the numerous changes to our daily operations. This newsletter is dedicated solely to this topic and this column highlights the advantages.

Faster Checkout Experience. Finding your customer account is now faster and easier. Plus, we no longer need to scan items twice to register them with our loyalty program. One scan does it all!

Integration. Our new system fully integrates the in-store and online shopping experience. Our online store is connected to our inventory database and prevents the purchase of an out-of-stock product. You can now collect and redeem rewards when shopping in-store or online. Customer discounts like Military, Big Dog, and Cool Cat will now apply to any online purchase. (All benefits require you to be a registered member of our loyalty program.)

Store Credit. We are now able to offer store credit as an option in-store when exchanging or returning products, which is readily available at your next purchase.

Special Order Handling. Our new system fully automates the special-order process. It prompts staff to ensure special products are added to orders and sends an email to the customer as soon as that item has arrived and is available for pickup.

Increased Reward Opportunities. Besides providing greater flexibility with when you can redeem reward bags and loyalty points, our new system lets us pass on even more money saving programs and offers to you directly from product manufacturers. You will also have new opportunities to earn extra points with our *Monday Madness!* program. Each Monday, a random point multiplier will be applied to every qualifying purchase. Our staff will also be handing out door prizes to random visitors. Don't miss it!

Many additional benefits are coming soon.

Loyalty Program Update

We were able to maintain all features and most conditions of our original loyalty program – The PawPrints Reward Club. However, with any new computer system, some changes are inevitable. This column will review the details and updates to each of our three loyalty program components.

Frequent Buyer. Originally, only products in the dry food, raw food, litter, and CBD categories were covered by a “Buy X – Get 1 Free” program. Our new system allows us to include a variety of products in the canned food, treats, supplies, and supplement categories. For a complete list of participating vendors, please visit our website or our custom mobile app (which also allows you to track both frequent buyer status and points).

Our old system automatically applied your free reward bag as soon as it was earned. Our new system lets you decide when to redeem your reward, and you can do so when shopping online or in-store.

Loyalty Points. Every merchandise purchase not covered by a “Buy X – Get 1 Free program” earns 1 Pawprint for every \$1 spent. Accumulate 500 Pawprints / points and receive a 15% discount off any single transaction. The old system allowed for 90 days to redeem that reward. The new system tracks purchases and rewards in the same way, with two exceptions. The first change is that Pawprints earned are valid for 12 months, where previously they did not expire. The second difference is that once 500 points are earned, the reward does not expire, it remains available until used or until older Pawprints expire (you can monitor points in our mobile app or online store). Each Monday, a secret point multiplier (between 1.25x and 2x) will be applied and posted in-store only. It's our new *Monday Madness!*

Quarterly Awards. Every 90 days, we provide our most loyal customers with a merchandise discount on every purchase made the following quarter. Each January, April, July, and October we announce a new list of “Big Dogs” and “Cool Cats”. This program aspect remains unchanged.

New System Pros / Cons

The new system cannot support our original canned case discount program. However, the new program is better. Buy a minimum of 24 “canned” items (mix and match) and get 10% off all canned items!

In the spirit of transparency, listed below are limitations to our new system.

Detailed customer purchase history is not available (total frequent buyer credits and points did transfer). However, some office computers have the old system installed and can access historical data, if needed. We do ask for patience in these situations.

Only customers who have shopped with us in the past 18 months were migrated. If you are coming back after a hiatus, we can easily create a new account for you.

We can no longer accept personal checks.

The new system will collect sales tax on the original price of each frequent buyer reward bag, due to mandated state laws.

Our new system is primarily indexed on the customer email address field. If we did not have an email address on file for you in the old system, it may take longer to initially find and link your account.

An email address is required to participate in our customer loyalty program and to place a special order. To accurately track and redeem your rewards, the email you register in our mobile app must be the same one we have on file for you in-store.

Training Center

Registration for new class sessions will open on Tuesday, August 2nd, except for Sundays, which will open on August 30th. Please visit our website for more details.

Silverdale Modified Hours

Our Silverdale location now closes at 6:00 pm on Saturdays.

On Monday, August 15th, Silverdale will be open for Curbside Pickup only (no in-store shopping) from 10:00 am – 6:00 pm.

August

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Monday Madness Earn Extra Loyalty Points on instore purchases plus other fun surprises	2 Graduation / Reg* 10a Basic Obed wk 6 11a Intermed Obed wk 6 12p Pup Preschool wk 6 1p CGC wk 6 3:30p Basic Obed wk 6 4:30p Nosework 1 wk 6 5:30p CGC wk 6 6:30p Rally 1 wk 6	3 Graduation 10a AD Explore wk 6 11a Basic Obed wk 6 12p Pre-Agility wk 6 3:30p Comp Obed 1 wk 6 4:30p Rally 2 wk 6 5:30p Nosework 2 wk 6 6:30p Basic Obed wk 6	4 Graduation 3p Basic Obed wk 6 3:30p Nosework 1 wk 6 4p Intermed Obed wk 6 4:30p Comp Obed 2 wk 6 5p Pup Preschool wk 6 5:30p Pre-Agility wk 6 6p Basic Obed wk 6 6:30p Rally 1 wk 6	5 Graduation 12p Rally 1 wk 6 3:30p Basic Obed wk 6 4:30p Heel & Leash wk 6 5:30p Pup Explore wk 6 6:30p Basic Obed wk 6	6 Graduation 10a Pup Preschool wk 6 11a Basic Obed wk 6 12p Pup Explore wk 6 1p Intermed Obed wk 6 2p CGC wk 6 3p Pre-Agility wk 6	7 No Classes No Lessons
8 Monday Madness Earn Extra Loyalty Points on instore purchases plus other fun surprises	9	10	11	12	13	14 12:30p Basic Obed wk 3 1:30p Rally 2 wk 3
15 Monday Madness Earn Extra Loyalty Points on instore purchases plus other fun surprises	16	17	18 CGC Advanced Workshop \$80 includes test 5:00p - 7:00p Test on September 1st	19	20	21 12:30p Basic Obed wk 4 1:30p Rally 2 wk 4
22 Monday Madness Earn Extra Loyalty Points on instore purchases plus other fun surprises	23 Classes Start 3:30p Basic Obed wk 1 4:30p Nosework 1 wk 1 5:30p CGC wk 1 6:30p Rally 1 wk 1	24 Classes Start 3:30p Comp Obed 1 wk 1 4:30p Rally 2 wk 1 5:30p Nosework 2 wk 1 6:30p Basic Obed wk 1	25 Classes Start 3:30p Nosework 1 wk 1 4:30p Comp Obed 2 wk 1 5:30p Pre-Agility wk 1 6:30p Rally 1 wk 1	26	27	28 12:30p Basic Obed wk 5 1:30p Rally 2 wk 5
29 Monday Madness Earn Extra Loyalty Points on instore purchases plus other fun surprises	30 *Registration 3:30p Basic Obed wk 2 4:30p Nosework 1 wk 2 5:30p CGC wk 2 6:30p Rally 1 wk 2	31 3:30p Comp Obed 1 wk 2 4:30p Rally 2 wk 2 5:30p Nosework 2 wk 2 6:30p Basic Obed wk 2	* Registration for all Noel's Tuesday, Wednesday & Thursday classes beginning the week of August 22nd, and Josette's Tuesday, Wednesday, Thursday, Friday, & Saturday classes beginning the week of September 5th, will open up on Tuesday August 2nd . * Registration for Sunday classes starting in September will open on Tuesday August 30th .			Noel Josette

September –tentative

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1 3:30p Nosework 1 wk 2 4:30p Comp Obed 2 wk 2 5:30p Pre-Agility wk 2 6:30p Rally 1 wk 2	2	3	4 Graduation 12:30p Basic Obed wk 6 1:30p Rally 2 wk 6
5 Happy Labor Day Stores Closed	6 Classes Start 10a Basic Obed wk 1 11a Intermed Obed wk 1 12p Pup Preschool wk 1 1p CGC wk 1 3:30p Basic Obed wk 3 4:30p Nosework 1 wk 3 5:30p CGC wk 3 6:30p Rally 1 wk 3	7 Classes Start 10a AD Explore wk 1 11a Basic Obed wk 1 12p Pre-Agility wk 1 3:30p Comp Obed 1 wk 3 4:30p Rally 2 wk 3 5:30p Nosework 2 wk 3 6:30p Basic Obed wk 3	8 Classes Start 3p Basic Obed wk 1 3:30p Nosework 1 wk 3 4p Intermed Obed wk 1 4:30p Comp Obed 2 wk 3 5p Pup Preschool wk 1 5:30p Pre-Agility wk 3 6p Basic Obed wk 1 6:30p Rally 1 wk 3	9 Classes Start 12p Rally 1 wk 1 3:30p Basic Obed wk 1 4:30p Heel & Leash wk 1 5:30p Pup Preschool wk 1 6:30p Basic Obed wk 1	10 10a Pup Preschool wk 1 11a Basic Obed wk 1 12p Pup Explore wk 1 1p Intermed Obed wk 1 2p CGC wk 1 3p Pre-Agility wk 1	11 Classes Start 12:30p Basic Obed wk 1 1:30p Rally 2 wk 1
12 Monday Madness Earn Extra Loyalty Points on instore purchases plus other fun surprises	13 10a Basic Obed wk 2 11a Intermed Obed wk 2 12p Pup Preschool wk 2 1p CGC wk 2 3:30p Basic Obed wk 4 4:30p Nosework 1 wk 4 5:30p CGC wk 4 6:30p Rally 1 wk 4	14 10a AD Explore wk 2 11a Basic Obed wk 2 12p Pre-Agility wk 2 3:30p Comp Obed 1 wk 4 4:30p Rally 2 wk 4 5:30p Nosework 2 wk 4 6:30p Basic Obed wk 4	15 No PupPawisitive Classes 3:30p Nosework 1 wk 4 4:30p Comp Obed 2 wk 4 5:30p Pre-Agility wk 4 6:30p Rally 1 wk 4	16 12p Rally 1 wk 2 3:30p Basic Obed wk 2 4:30p Heel & Leash wk 2 5:30p Pup Preschool wk 2 6:30p Basic Obed wk 2	17 10a Pup Preschool wk 2 11a Basic Obed wk 2 12p Pup Explore wk 2 1p Intermed Obed wk 2 2p CGC wk 2 3p Pre-Agility wk 2	18 12:30p Basic Obed wk 2 1:30p Rally 2 wk 2
19 Monday Madness Earn Extra Loyalty Points on instore purchases plus other fun surprises	20 10a Basic Obed wk 3 11a Intermed Obed wk 3 12p Pup Preschool wk 3 1p CGC wk 3 3:30p Basic Obed wk 5 4:30p Nosework 1 wk 5 5:30p CGC wk 5 6:30p Rally 1 wk 5	21 10a AD Explore wk 3 11a Basic Obed wk 3 12p Pre-Agility wk 3 3:30p Comp Obed 1 wk 5 4:30p Rally 2 wk 5 5:30p Nosework 2 wk 5 6:30p Basic Obed wk 5	22 3p Basic Obed wk 2 3:30p Nosework 1 wk 5 4p Intermed Obed wk 2 4:30p Comp Obed 2 wk 5 5p Pup Preschool wk 2 5:30p Pre-Agility wk 5 6p Basic Obed wk 2 6:30p Rally 1 wk 5	23 12p Rally 1 wk 3 3:30p Basic Obed wk 3 4:30p Heel & Leash wk 3 5:30p Pup Preschool wk 3 6:30p Basic Obed wk 3	24 10a Pup Preschool wk 3 11a Basic Obed wk 3 12p Pup Explore wk 3 1p Intermed Obed wk 3 2p CGC wk 3 3p Pre-Agility wk 3	25 12:30p Basic Obed wk 3 1:30p Rally 2 wk 3
26 Monday Madness Earn Extra Loyalty Points on instore purchases plus other fun surprises	27 Graduation 10a Basic Obed wk 4 11a Intermed Obed wk 4 12p Pup Preschool wk 4 1p CGC wk 4 3:30p Basic Obed wk 6 4:30p Nosework 1 wk 6 5:30p CGC wk 6 6:30p Rally 1 wk 6	28 Graduation 10a AD Explore wk 4 11a Basic Obed wk 4 12p Pre-Agility wk 4 3:30p Comp Obed 1 wk 6 4:30p Rally 2 wk 6 5:30p Nosework 2 wk 6 6:30p Basic Obed wk 6	29 Graduation 3p Basic Obed wk 3 3:30p Nosework 1 wk 6 4p Intermed Obed wk 3 4:30p Comp Obed 2 wk 6 5p Pup Preschool wk 3 5:30p Pre-Agility wk 6 6p Basic Obed wk 3 6:30p Rally 1 wk 6	30 12p Rally 1 wk 4 3:30p Basic Obed wk 4 4:30p Heel & Leash wk 4 5:30p Pup Preschool wk 4 6:30p Basic Obed wk 4		