

Give Us Your Paw



When Cooper says, "Give me your paw," Toronto's elite listens.

Forrest Budman. Besi Ashby. Muffie Eaton. These are just a few of the dogs in Deena Cooper's care. Cooper, daughter of the same Cooper that has become a Toronto icon for office furniture, has been steadily building a professional dog training and walking business that caters to some of Toronto's most successful business people and media stars.

Judging from the amount of advertising and the number of flyers stapled onto poles in the neighborhood, the pet care business certainly appears to be on the rise.

This is something that David Foot, author of "Boom, Bust, & Echo," might have predicted by looking at demographic trends - with more and more families moving into the pet acquiring stage to please

the kids, but still busy with extremely demanding careers, it's no wonder that so many of them are turning to outside help with the walking, training, and boarding of their pets. And no one has less time to put in the extra hours needed to raise a happy, healthy and well-trained pet than the people at the top of their fields.

I work with people who appreciate quality and they want the same level of service for their pets that they would want for themselves," explains Deena.

Professional Home Environment

Over the past ten years, Deena has been busy applying the same high standards of professionalism that you'd expect from any well-established business, while still providing the dogs with personal care in a home environment.

Deena started the business after Toronto veterinarian Dr. Martin DeForest (Animal Clinic II) noticed how well-trained her female Rottweiler was, and encouraged her train other dogs. Her business grew by word of mouth, and continues to grow primarily by referral. The business now employs other walkers and pet caregivers, each one selected and personally supervised by Deena.

Results Speak for Themselves

The results speak for themselves: veterinarian Karen Kennedy, of the Leaside Animal Clinic, credits Deena with helping to transform the family pet from 'Harley the Terrible' to 'Harley the Terrific.' Hon. Barnett Danson goes one step further, saying - only partly tongue in cheek - that Deena was instrumental in training the family to bring up the newest member of their family. Clients invariably remark on Deena's intuitive gift in being able to 'read dogs' in remarkably accurate ways.

Deena's Doggie Services offers dog behavioral consultation and obedience training, walking, and bed & breakfast. The company is currently involved in St. John's Ambulance Pet Therapy program and is veterinarian recommended. Deena's Doggie Services has been in business for over ten years, having cared for and trained hundreds of dogs in Forest Hill, Cedarvale and Rosedale. Appointments for consultations can be made by e-mail.