

Young entrepreneur spoils your pets rotten

Animal lover tends to furry friends while owners away, unavailable

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Haley Luckanuck knows a thing or two about customer service. The young entrepreneur will do just about anything to appease her clients – whether that means early morning walks, late night feedings, or nail, teeth and ear cleaning. She even manages to take one client out for daily hour-and-a-half jogs, covering the exact route the pup is accustomed to. For Luckanuck, that's what it takes to run a solid business.

After years of experience working with animals, the 16-year-old Waterdown teen decided to start her own pet sitting and dog walking company, Spoiled Rotten.

With clients in the Burlington, Flamborough and Dundas areas, Luckanuck has had one busy summer. "I can only bike so many places," said Luckanuck, who walks each of her four-legged friends in their own surroundings.

Recently, the teen has been approached about franchising the company and is currently looking for some extra help for when the school year resumes. "My friends think it's really cool; they ask me to hire them," she joked.

Luckanuck began working with animals at age 13 while volunteering at the Hamilton Burlington SPCA. She was put in charge of the Louisiana adoption program – dogs and cats that were left homeless after Hurricane Katrina were shipped to the centre and put up for adoption.

There, she learned to assess the personality types of more than 100 dogs that went through the adoption process.

With further experience at a dog grooming facility, an animal hospital, and a Burlington pet hotel, Luckanuck knows a thing or two about her four-legged friends.

With the help of her mom, a business consultant for new start-ups or existing businesses that need help in marketing and sales, Luckanuck made flyers, placed ads and even logoed the family car with the Spoiled Rotten emblem.

Luckanuck says she's received some odd request from pet owners. "Once I had to cut up cow liver and heart and mix it in with dog food, but I've seen grosser things," she said.

With an average of five clients a day and interest in her pet services on the rise, Luckanuck says she's grateful she doesn't have to work a typical part-time job. "I can't work with people," she explained. "But I can work with people in an animal way."

For more information about Spoiled Rotten, visit www.spoiledrottenpetservices.ca.



GONE TO THE DOGS: Haley Luckanuck has her hands full with Nessie, Fossie and Champ. The young entrepreneur operates a local in-home pet care services business, Spoiled Rotten. Photo by Brenda Jefferies • Review