



As a Smiley Dog client and friend, I wanted you to be among the first to know about the next chapter for Smiley Dog. It's time to hand the reins to someone who embraces our values and is dedicated to continuing the personalized service you've come to rely upon and expect.

Please give a warm welcome to Sam Wirsching as he joins the Smiley Dog Family with an inspiring vision for the future. Sam is the founder and owner of Sam's Cats & Dogs, Naturally with locations in Monroe and Everett. In business since 2005, Sam's mission statement and history embodies the same commitment to customer service, education and unbiased advice that you have come to expect from Smiley Dog.

A guardian/parent of 4 dogs (2 pugs, 1 boxer, and 1 terrier-mix), 2 cats, and 2 human kids as well as happily married for 17 years, Sam has been involved in the pet business since 2002. He opened and ran a couple of new locations for a local chain before branching out on his own. When Sam isn't playing with dogs and cats he is an active Rotarian, president of the board at his local food bank, and has served on both the local YMCA and Monroe Public School Foundation boards. Sam believes in Servant Leadership and is looking forward to the opportunity to serving you.

In the coming months, ownership and operations of Smiley Dog will be transitioning to Sam. He and I will be working closely to ensure the excellence you expect from Smiley Dog will continue and ultimately expand. This is an exciting step for Smiley Dog, Sam, and myself. I trust you will find it beneficial as well.

We understand that transitions like this can be challenging, and Sam's is committed to earning your trust. I sincerely hope you will continue to support Smiley Dog as it begins its new chapter guided by our shared approach to Customer Service as outlined on Sam's website:

"Customer service is the most important thing we bring to Sam's. Whether we are helping to solve a problem, finding a gift, ordering a special item, or ringing someone at the till, every action starts with you the customer. We will deliver friendly, prompt service and ask that if there is anything you need (with regards to your pets and pet supplies!) please do not hesitate to ask!"



With Sam's blessing, I will continue to remain available over the next few months on a consulting basis for the business and as an ombudsman for you. You are welcome to reach out to me by email with any questions or problems that may arise during the transition. My new role as troubleshooter will allow us to identify and solve any issues that arise as quickly as possible. You are also welcome to reach out directly to Sam and his team. They are committed to superior customer service and encourage direct feedback from you.

So what does this mean for you?

In the short term, not much will change. I'll be working closely with Sam's during the transition to ensure nothing falls through the cracks. Auto-deliveries will continue as expected, email and phone orders will be responded to promptly, and special order requests will be handled as usual.

Over time, you will likely see a change in the paperwork accompanying your orders as our 2 systems are merged. As that happens, you may also see some price decreases, resulting from Sam's superior purchasing power. Eventually, you'll recognize new faces making your deliveries and new names returning your calls and emails. There may also be more promotions and freebies appearing at your door in the coming months. Stay tuned!

Your voice has been largely responsible for building Smiley Dog's stellar reputation over the past 26 years. We're committed to making this transition as smooth as possible, and your voice remains indispensable. If you encounter an issue or have an idea for improvement in the coming months, please let us know. Your continued support ensures another generation of success and service.

If you'd like more information about our plans, or have questions, please don't hesitate to reach out. I'll be happy to chat by phone or email and updates will be published on the website in the coming weeks.

You can also learn more about Sam's at their website (www.SamsCatsandDogs.com) or Facebook Pages (www.facebook.com/SamsCatsandDogsNaturally and www.facebook.com/SamsCatsandDogsEverett)

It's been a pleasure and privilege getting to know you and your pets, both virtually and in person. It is humbling and gratifying to have played a small part in helping you with advice and assistance. I can't thank you enough for the trust you've placed in us over the years, and am confident you will enjoy a similar experience in the future.

There will always be a very special place in my heart for Smiley Dog and the Smiley Dog Family. Thanks to you, I've been living my dream for the past 26 years. It's been an amazing quarter century and I'm excited to begin the next, despite not quite knowing yet where it will lead!

As always...

Best Woofs-

Craig