



FORT WAYNE NEWSPAPERS and FortWayne.com

2010 READERS' PICKS BEST OF...



WINNER FOR PET CARE/KENNEL

Pampered pets' people prefer Pooch Parlor

In an increasingly service-driven economy, Pooch Parlor is a paws-down winner among dog owners.

Vickie Bailey-Moon and her staff understand the meaning of service; their efforts have been rewarded through Readers' Picks as tops in Pet Care/Kennel for three consecutive years.

"Clients trust us, which is why we've continued to grow," said Bailey-Moon, who founded the business in 2003.

"We try to address every issue and aspect the client might need or want, and even have a comment card they can fill out," she said.

"I'm also selective in hiring groomers," she noted. "They have to care."

The staff has years of combined experience.

And because each has a pet of her own, they understand the special relationship between dog and owner.

"Our own dogs are everything to us. So we know what they need and how to treat them," said Bailey-Moon. "For us,



PHOTO BY KIM CHIN

Pooch Parlor is a paws-down winner among dogs and their owners.

this is not a job but a passion."

In addition to grooming — pets are hand-bathed — Pooch Parlor offers fashions, treats and accessories for the pampered pet.

Lupine collars, leads and harnesses share space with soft carriers, toys and beds. A monthly spa package offers a selection of specialty shampoos.

In fact, the Pooch Parlor is all things

Pooch Parlor
3704 N. Clinton St.
(260) 471-4440
pooch-parlor.com.
Hours: 7 a.m.-6 p.m. Mon.,
Thur., 7 a.m.-4 p.m. Tues., Wed.,
Fri., Sat.

canine, from framed wall posters and prints to a ceiling border that encircles the rooms.

It's about puppy love.

"We love and treat animals that come in as our own, and love helping out rescues when they need us," said groomer Tara Fields.

"And we love making clients happy," said groomer Kathy Fruchey. "When clients and their pets are happy, we're happy. It's so rewarding."

The team is grateful for the award, and thanks all who voted for Pooch Parlor.