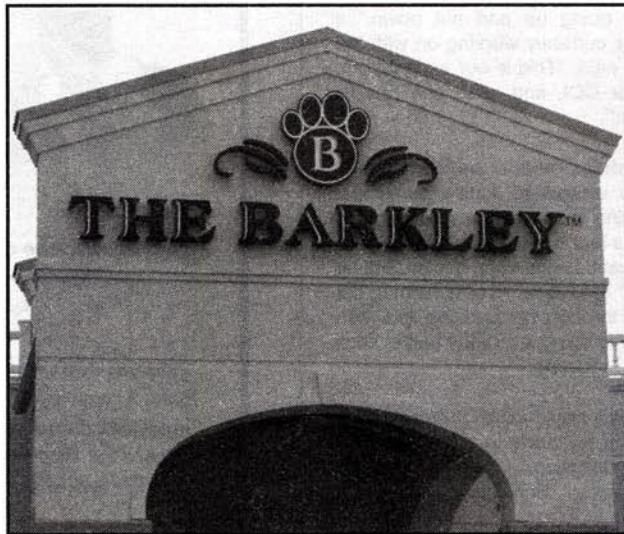


# The Cleveland Canine

FREE!!

## Pampered Pooches Love The Barkley

By Karen Uthe Semancik



The song "Hotel California" says you can check out any time you like but you can never leave. Well, if you check Brutus in to The Barkley, he may never WANT to leave! With room service from Hyde Park, facials, "pawdicures" and his own stretch limousine, who could blame him?

Opening in February 2007, The Barkley Pet Hotel & Day Spa is truly a one-of-a-kind facility in Northeast Ohio. President and CEO Howard Perlmutter spent more than five years and \$4.5 million to create this 15,000-square-foot, state-of-the-art facility situated on three acres in Orange Village. From the floor tiles to the ventilation system to the 24-hour "snoutcam" (webcam) service, Howard's pawprint—er handprint—is on every square inch.

"I spent two years visiting other luxury pet hotels all over the country, and from those visits and research, out came the 'best of the best' in The Barkley," says Howard. "I couldn't find a well-known brand name, so I decided to develop my own," he adds.

And through his years of research, the former disc jockey and music industry executive found out that 61% of Cleveland-area dog owners had never boarded their pets before. There was nothing out there that they were comfortable with, and Howard hopes The Barkley has changed that mindset. With amenities such as linen service, flat-screen TVs (showing Animal Planet), an indoor pool and the best animal-care team available - 24 hours a day - it'd be dog-gone hard not to change your mind.

A Certified Pet Care Technician, Howard himself has two Golden Retrievers, Barkley, 2, and Bailey, 5. In fact, namesake Barkley recently celebrated his birthday with a "barkday" party at dad's hotel, complete with cake and party hats. Barkley's four-legged mom, dad and littermates were all present.

And if a vacation isn't in your immediate future, not to worry... you don't have to be a hotel guest to take advantage of The Barkley's other services.

There's the day spa, grooming salon, wellness center, daycare, hydrotherapy treadmill (one of only three in the area), indoor pool, training with Canine University and acupuncture services. There's even a high-end boutique featuring spa products and Louis Vuitton collars if you want to do a little shopping for Izzy while she's getting her snout cleaned out or tear stains removed.

And for all you cat owners, don't despair. The Barkley offers its "Kitty City" private cat condos, complete with bird feeder or aquarium views.

As pet owners are spending \$35 billion a year on their fur kids, and the number of licensed pets is double the number of children under age 18, Howard believes The Barkley is the wave of the future. And speaking of the future, his ultimate goal is to expand into other cities such as Detroit, Columbus and Toronto, yet remain a privately held company to ensure quality care.

Besides barkday parties, clients are making reservations for nutrimonies (doggie weddings), yappy hours and bark mitzvahs. Speaking of reservations, The Barkley is already sold out certain weeks this year, and is even booking rooms for the 2008 holiday season. Canine suite prices range from \$24/night for pups and small breeds, or \$29/night for larger breeds for standard suites, to \$65/night for the executive poolside suite. Amenities and services can be added to fit your pet's needs. The Barkley also offers special handling for pups and seniors.

"The best part of the job is the feeling you get when a pet guest runs back to you when the owner comes to pick him up," says Howard. "The worst part is losing sleep to make sure every one of my pet guests is happy. My personal life has definitely suffered," he laughs.

The Barkley Pet Hotel & Day Spa is located at 27349 Miles Road in Orange Village. For reservations, call (440) 248-BARK (2275), or log on to: [www.thebarkleypethotel.com](http://www.thebarkleypethotel.com) for more information. Although the facility is supervised 24 hours a day, its public hours are 7am-7pm Monday through Friday, 9am-5pm Saturdays and 11am-4pm Sundays.

