



NAPPS Business of the Year Perks

The NAPPS Business of the Year Award is presented to a member who has demonstrated outstanding business practices and vision in maintaining and growing their business. The honor includes:

- Complimentary participation in the 2020 Education and Networking Forum at a site to be announced (inclusive of registration, lodging and transportation)
- Professionally prepared customized public relations press release to local media by the national NAPPS office
- The Kelly's Kanine Pet Services company logo displayed on the NAPPS website for one year
- Recognition of your company in the Professional Pet Sitter Magazine (Winter 2018 issue)
- Recognition of Kelly's Kanine Pet Services company during the 2020 Education and Networking Forum
- Indefinite use of the "NAPPS Pet Sitting Business of the Year 2019" logo

Kelly's Kanine Pet Services Unleashes Quality Care

This Indiana Company Earns NAPPS 2019 Business of the Year Honors

By Arden Moore | Photos by Justin Casterline

Determined, multi-talented and always striving to grow professionally. Those traits aptly describe Kelly Kolodkin, who achieved success in veterinary and human-based pharmaceutical sales and marketing, who survived thyroid cancer, who was a dedicated stay-at-home mom for her two young children and who utilized her diverse skills to launch a successful professional pet sitting business.

In 2003 at the height of her sales and marketing success, the family relocated from Long Island, New York to Carmel, Indiana for two important reasons: to provide care for their son, Trevor, who had a respiratory condition, and because her husband, Michael earned a job promotion that required the move to Indiana.

"My son's health and my husband getting the promotion were the onus of us moving here," says Kolodkin. "I did odd jobs while my kids were young. And five years ago, I found myself floundering a bit."

Kolodkin decided to assess her career options. She realized she could make a difference in bettering the lives of pets. So, in 2014, she launched Kelly's Kanine Pet Services and lives her motto every day: To keep pets happy and well cared for while their parents are away.

"I also always knew that dealing with animals is what makes me happy," she says. "Thus, the birth of Kelly's Kanine Pet Services!"

Her steady achievements in dog training and pet sitting have earned her a new title: NAPPS Business of the Year for 2019.

"This puts the biggest smile on my face," says Kolodkin. "I'm very happy that NAPPS look at quality, not size, in selecting the Business of the Year. "We are small, but we get a lot done for our clients. I'm so blessed to have wonderful support from my family."

When she was diagnosed with thyroid cancer in 2011, she was stunned by the news. She was a mother of two young children. But the treatment was a success.

And so is her pet care business today. "I have a nice group of loyal clients who appreciate how complete I am," she says.

Kolodkin Is A Fan of Learning

She believes in continuing her education. She is a certified member of the Association of Professional Dog Trainers, trained in pet first aid/CPR with Pet Tech, earned "What Color Is Your Dog" dog training certification from renowned trainer Joel Silverman and continues to attend dog training and behavior seminars as time allows. Kolodkin also relies on these key NAPPS resources in her business: Pet Sitter Tool Kit, monthly webinars, NAPPS University, NAPPS Chat message board and ongoing information on ICs and insurance.

She is also candid. In her application for Business of the Year, Kolodkin shared her biggest challenge she overcame: "I contracted my first IC in February 2017 and she seemed like a perfect fit for my business model. After



What People Are Saying About Kelly

Valerie Andres, of Carmel, has trusted Kolodkin to pet sit her miniature Pinscher named Zeke for the past three years. “I trust Kelly with my pet even more than I do some members of my family. Zeke is 13 and has diabetes and therefore, he can’t be at home all day without going out. This is where Kelly came to our rescue. She writes a detailed account in Zeke’s notebook and often sends pictures of him doing cute things. Zeke absolutely adores Kelly!”

Julie Osborne reached out to Kolodkin for her savvy dog training skills for her newly rescued Yorkie-Chihuahua mix named Toto. Toto came with several behavior issues, including barking nonstop and urinating inside the house. Osborne shares the positive impact Kolodkin made in Toto in her blog post entitled, “Old Dogs Can Learn New Tricks.” An excerpt: “From the moment of his adoption, I knew we had a long way to go. Toto’s trainer, Kelly Kolodkin, has been supporting and teaching Toto (and me) every step of the way. Today, Toto is a changed dog. Much calmer and well-behaved, he can now sit on command, wait, leave things and even barks a lot less.”

Shannon Safar, of Carmel, has relied on Kelly’s Kanine Pet Services for more than two years for her dog, Violet, a young Cavalier King Charles spaniel. “With Kelly, there’s peace of mind. Kelly provides a detailed daily journal of our dog’s behaviors, health and mood. Kelly doesn’t leave my home until our dog has eaten her lunch and supplements, along with fresh water, treats and belly rubs. Kelly has a caring nature and genuine love for animals. Violet’s response to seeing Kelly is hilarious. Violet wiggles, talks and sings, ‘ahh rooo uuu!’ They have a special bond.”

seeing her walk some regular client dogs, I felt she was ready for one of my pet-sit clients. After a series of missteps she got annoyed with me. She would be sporadic in letting me know her availability and missed a call with a new client. That was it for me. I had lost trust in her and this is a business built on trust, reliability and relationships.

Kolodkin admits it took time to shake off that experience and to contract another IC — a valuable addition to her business named Bobbi Flexman.

“I feel very lucky to have her because of her experience and dedication to clients and myself,” says Kolodkin.

And she relies on the help from her husband and their mature-beyond-their-years children, Kaila and Trevor.

Armed with the continual stream of mentoring from NAPPS’ various resources, Kolodkin feels better equipped to add the right person to her team. She requires face-to-face interviews with potential ICs and background checks.

Kolodkin is not content with status quo. Among her future goals are to create an entrepreneur/mentor program for people looking to open their own businesses in the pet industry and to develop a speaker program targeted for veterinary technicians.

“I also want to create neighborhood ‘value-added talks’ on various pet topics and to increase the number of ICs as I have a wait list currently for daily dog walks,” she adds.

And she believes in giving back to her community. That’s why her company participates in various local fundraisers for animal group organizations, including the Humane Society for Boone County, the Humane Society of Indianapolis, and the Village of West Clay’s Howl-O-Ween pet parade.

Her parting message: “I believe you should treat people as you like to be treated. Take responsibility if you make a mistake and make it right for your clients and their pets.” ■

Facts About Kelly’s Kanines Pet Services

Location: Zionsville, IN

Established: Fall 2014

Services Provided: Pet sitting, puppy housebreaking training, pet taxi, basic obedience training and daily dog walks.

Staff: Assisted by husband, Michael and their older children, Kaila and Trevor and IC Bobbi Flexman.

Owner: Kelly Kolodkin

Mission statement: “Our mission is to keep pets happy and well-cared for while their parents are away. Happy dog=happy owner=forever friend.”

Member of NAPPS: Since Fall 2014

Website: www.kellyskaninepetservices.com

Facebook: <https://www.facebook.com/kellyskaninepetservices/>

Fun facts about Kelly:

- She grew up in Long Island, NY and would bring home wounded rabbits, birds, and other furry animals to care for and to the veterinary clinic when needed.
- She enjoys live theater and attending her kids’ sporting events.
- She met her future husband, Michael at their 10-year high school reunion at General Douglas MacArthur High School in Levittown, NY.
- The family’s newest dog is a husky mix named Willow, who wandered into her son Trevor’s Eagle Scout outing in April. Willow joins Scootsy, a 10-year-old miniature Schnauzer, and their 25-year-old parrot named Buster.

