



NORTH RANCH LIVING

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NORTH RANCH PROFILE WITH SHARON PERRY
THE BARKLEY PET HOTEL AND WESTLAKE VILLAGE ANIMAL HOSPITAL



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Business Beat

Photographed by Marvin Steindler

Westlake Village Animal Hospital and The Barkley Pet Hotel and Day Spa: *Only the best for the coddled cat and the pampered pooch.*

By Jodai Saremi, DPM

October marked the grand re-opening of Westlake Village Animal Hospital (WLV AH) in its new location, and the long-awaited unveiling of The Barkley Pet Hotel and Day Spa. Pet lovers everywhere who need a place to house their furry and feathered companions while they are away on vacation or just working long hours need look no further than The Barkley. And if you're four-legged or feathered friend is feeling under the weather, the WLV Animal Hospital is the premier place to be seen.

When Dr. Daniel Slaton joined Dr. Steven Rosenstein's practice at the Westlake Village Animal Hospital in 2008, a dream was born. The doctors, with the help of Stan Slaton (who came out of retirement to become co-owner and full-time manager of Westlake Village Animal Hospital), put together plans to create the best full-service animal care facilities in the Conejo Valley and Ventura county, bar none. Partnering with Howard Perlmutter, whose design concept was their inspiration in the business of pet care, and hiring two more associate physicians, they built a state-of-the-art animal hospital and a five-star pet hotel on a spacious 32,000 ft² campus across from the Four Seasons Hotel.

The Hospital

Open seven days a week and staffed 24 hours a day, the WLV

Animal Hospital is equipped with features rivaling any winner of the Veterinary Economics Hospital of the Year award. From the isolation wards with micro air filtration for animals with communicable diseases, to the rehab center with under-water treadmills and K-laser™ treatments for post-op wound healing and arthritis, the bells and whistles are numerous. WLV AH boasts a dental treatment room, five general exam rooms, two state-of-the-art surgical suites plus six treatment stations, a full pharmacy and lab, separate canine, feline and exotic animal recovery wards, and an imaging center using digital diagnostic modalities including X-ray and ultrasound, to name a few.

"One of the things we are most proud of is the amount of thought we've put into this hospital," says Stan Slaton. "We even have a bereavement room, specially made to allow grieving families privacy in a warm, caring home-like environment as they say their goodbyes to their pets." The room is in a removed, quiet corner of the building, insulated from the hustle and bustle of the hospital, with its own entrance. Although no one wants to think about this delicate subject, end-of-life arrangements are a necessary part of treating the sick.

The needs of the employees have also been considered, with private sleeping quarters, shower facilities, nicely appointed offices, 27 computer work stations (for paperless documenta-

tion), A-V monitoring sites for convenient supervision of patients, and a lounge. And to make sure everyone satisfies the high demand for quality care, employees go through a background check and must be certified as Level 1 Pet Care Technicians (in both the hospital and at The Barkley).

Visitors to the center are greeted in a beautiful lobby, filled with plants, artistic faux-finish painted columns and natural light from the specially placed skylights ("Sunlight seems to help soothe the animals," says Slaton). As patients wait to be seen, owners can shop in the reception area's retail stores for either designer pet wear (on the Spa side of the lobby) or prescription dog food (on the hospital side). Both the spa and the hospital entrances are equipped with double sets of security doors to prevent accidental escapes.

The Hotel

The Barkley Pet Hotel and Day Spa was the brainchild of Howard Perlmutter, MA, while he was working as a record producer in Los Angeles. As the owner of two Golden Retrievers, he felt the "pet industry was underserved to meet the needs of the consumer."

"My idea was to meet the demands of the consumer while instilling a brand name," Perlmutter says. A native of Ohio, he opened a very successful pet hotel in 2006 in Cleveland as a test run for a bigger, more elaborate master plan in California. Now, as the general manager of the project in Westlake Village, Perlmutter's expertise and in-depth research has made The Barkley an incredible testament to niche marketing. "I figured if it works in Cleveland, it will work anywhere," Perlmutter says. "Though the market would have been more lucrative in Los Angeles or in Las Vegas, the start-up costs and risk would have been greater."

According to Perlmutter, every detail from the ground up was designed with a specific purpose in mind. "The plan is based on service and a budget to maintain the look, feel and perception of a luxury hotel—a mixture of elegance with what I call the 'cuteness' factor," he says.

Hence, the custom-designed, glitzy Hollywood Boulevard and classy Rodeo Drive themed overnight suites compliment the



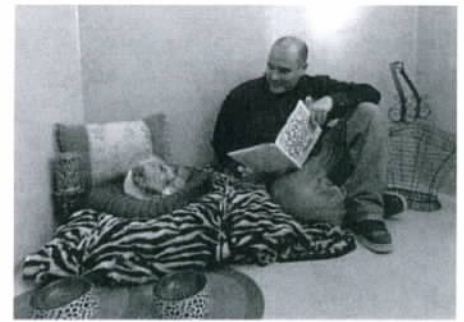
heated Barkley Beach pool and the spa menu, which includes mud masks and pawdicures. Or if your dog is used to an outdoor life, Barkley Park, mimicking New York's Central Park with winding paths, natural lighting and wrought iron gates surrounded by greenery, is available. Owners appreciate the "snout cams" mounted to view their pets' activities, while the dogs live a king's life on couches

or romp through the park-like doggie daycare recreation area. Kitty cats also have cushy accommodations with views of live birds in the aviary, fish swimming in a large saltwater aquarium and constantly changing video screens from their three-room, individually-ventilated condos in Kitty City.

More traditional kennel boarding is also available, with the same attention

to the safety and health of the clients, but at a lower rate. These "Serenity Suites" (\$42.50 a night) and "Leisure Suites" (\$45 a night) are smaller and present a more pared-down look,

whereas, a stay in a Hollywood Star Suite will start at \$82 a night and feature real human furniture accents. Family pets staying in the same suite receive a discount, and rates for cats start at \$33.50. Pet owners can pay extra for a variety of amenities, including cuddle time, bedtime gourmet biscuits, pool recreation, massages and VIP limo rides to McDonald's—but everyone receives a personalized report card upon check-out.



While the Barkley prides itself on providing the safest, most healthy luxury resort environment for all its animal guests, it also offers peace of mind to even the most discerning pet owner. All guests must be up-to-date on their vaccinations, and any participants in group activities are assessed for sociability before being introduced to other dogs. For those who need help, behavior specialist consultations are available through Barkley Academy with PAWSitive Power celebrity dog trainers Vendy Fris and Nichola Bond. If a pet falls ill during their stay, veterinary care is available immediately. Whether you're looking for a safe place to board your pet or you are an indulgent pet parent who wants to lavish your furry companion with special attention, you'll find what you need at The Barkley Pet Hotel and Day Spa.

