

# Feature

## Pet exercise made simple with Doggy Adventures

Brad Rogerino's business caters to busy owners and their playful dogs by providing outdoor fun for pooches

By Jessica White

Trend Editor

It may often be difficult for busy dog owners with full-time jobs to adequately exercise their pets. A short walk during the evening hours often isn't enough for an energetic and active pooch.

By creating Doggy Adventures, Brad Rogerino of Collingswood hopes to make things a bit easier for both dogs and their humans.

Rogerino has been a dog person throughout his life; he's the current owner of a Labrador mix named Cassidy. Last October, he decided to combine his love for dogs and desire for a home-based business. Doggy Adventures, a dog walking and pet exercise service, was born.

"It's a great service. The dogs love it; it's really good for them," said Rogerino.

Such "doggy day trip" businesses already exist in places like California and Boston, but few, if any, exist in South Jersey.

Since the service is so unique to the area, Doggy Adventures takes clients from all over Camden, Burlington and Gloucester counties; Rogerino will even take dogs in certain areas of Center City Philadelphia.

Potential clients with Doggy Adventures receive a free consultation before services begin. Rogerino meets with both the owners and the dogs to get an idea of the dog's personality.

To participate in the program, dogs must be up-to-date with their vaccines, properly socialized and generally in good health. Rogerino's personal consultation will tailor the workout to the dog's specific needs.

Once services begin, Rogerino goes to his clients' homes and picks up dogs, in groups of two or three. Owners do not have to be home for Rogerino to pick up their dogs; he can let himself in with a copy of the person's house key.

For the excursions, Rogerino usually groups dogs with similar energy levels and exercise needs. As an example, "I group older dogs together. It gives them a nice walk, and it's better for them, too," he said.

All dogs travel in style in a "doggy limo," a black Honda Element adorned with the service's logo and contact information. Inside, the back is lined with a large dog bed to ensure a comfortable journey.

The "doggy limo" takes the pups to area parks to run and play with each other for about an hour and a half, getting their recommended amount of exercise and using up some of their pent up energy.

"Vets think that it's very therapeutic, both mentally and physically," said Rogerino. "It's just an added enlightenment to the dog's day."

If owners approve, dogs are also given treats while they romp with Rogerino.

The benefits of a service like Doggy Adventures go beyond physical activity for dogs.

"Really, it's amazing what it's done for our dog and our own sanity," said Tracy Hirsekorn of Moorestown, who has noticed a positive change in her dog, a Boston terrier/French bulldog mix named Bruno, since she signed him up for Doggy Adventures.

"He's not only getting exercise, he's getting socialized while he's out. It's a great idea," said Hirsekorn.

According to Rogerino, unlike some "doggy day care" centers that cater to working owners, Doggy Adventures is more flexible.

Owners don't have to inconvenience themselves during peak travel times dropping off and picking up their dogs; Rogerino does all that work for them.

"It's fantastic and I don't have to do anything," said Victoria Nichols, Doggy Adventures client and owner of a boisterous Borzoi named Sergei, who loves his exercise time with Rogerino.

"Just the mention of Brad's name sends him into a tailspin," Nichols said.

As the owner of her own dog grooming business in Southampton, Nichols doesn't trust Sergei with just anyone.

"I'm a very particular dog owner," she said.

But, Rogerino won her over with his professionalism and good nature. The fact Sergei took a quick shine to him didn't hurt, either.

"Dogs are a good judge of character,"



Photo courtesy of Brad Rogerino

Brad Rogerino and some of his fellow "adventurers" from Doggy Adventures attended the Animal Orphanage's Woodstock festival in Voorhees

Nichols said. "Sergei loves him, and if the dog likes him, that means something. I'm glad it's working out."

Bill Henderson of Medford, another satisfied Doggy Adventures customer and owner of a standard poodle named Buddy, agrees.

"You can tell [Buddy's] treated well. He's getting a good workout," Henderson said. "I'm definitely happy with the service. [Rogerino's] a good guy."

Henderson has also taken advantage of another one of Doggy Adventure's features: dog sitting.

While owners are away, Rogerino comes over several times a day and checks on their dogs, feeding them and giving them exercise and companionship.

Doggy Adventures operates from "dusk till dawn." As long as the sun is shining, Rogerino will take dogs out for their exercise. Owners can choose the days and

times that fit their schedule and their dog's needs.

As spring arrives and good weather abounds, Rogerino is starting to become busier.

"It's really starting to pick up," he said. And, Rogerino's clients, both human and animal, have a great deal of faith in him.

"I highly trust him," said Hirsekorn, who allows Rogerino to let himself into her home to exercise Bruno two days each week. "We have had no problems; it has been wonderful."

"The relationship I have with my clients and dogs, I love it," Rogerino said. "It's real positive."

For more information about Doggy Adventures, visit [www.doggyadventures.net](http://www.doggyadventures.net), e-mail [doggyadventures@yahoo.com](mailto:doggyadventures@yahoo.com) or call 609-220-8326.

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