



Canine Executive Officer,  
 Lucie with Lori Myers, owner  
 Every Dog's Day  
 photos by Chris Fritchie



**HAVE YOU EVER** thought, “Boy, it sure would be great to have a dog’s life!” Well, there’s a place in Frisco that may make you green with envy; a place where pooches rule and experience such incredible levels of pampering it even makes human mouths water. Every Dog’s Day is a 24/7 resort and day spa catering exclusively to canines. In fact, as a way to illustrate its commitment to meeting and exceeding the needs of every doggie client (and their parents), the company named Lucie, a Bouvier des Flandres mix, its CEO (Canine Executive Officer).

Every Dog’s Day opened its doors 17 months ago and is already catering to more than 2000 clients, luring them in from as far away as Oklahoma City. “People can tell a difference in their dogs when they stay here. The dogs speak for us,” says Lori Myers, owner of Every Dog’s Day. “People tell us all the time that their dog is excited about coming back. It’s because they’re happy. They’re having a good time. They’re loved and they know they’re loved.”

That passion and love for dogs is something Ms. Myers tapped into when she decided to leave a career in real estate to create, design, operate and own what she calls a “dog utopia on earth.” We created and designed this business on what we didn’t like at other places,” says Ms. Myers. She traveled the country doing re-

search and getting ideas for how to make her business not only successful, but also the best. In fact, Ms. Myers found a way to do at least two things everyone else said could not be done: use real furniture and linens and keep employee-turnover low.

Every Dog’s Day now has 15 employees and most of them have been with the company since it opened. When she needs new employees, Ms. Myers uses dogs during the interview process because she says dogs are great judges of character.

Every suite at Every Dog’s Day, all 87 of them, has a bed specifically designed for pooches; every suite is decorated in a theme, such as the South Beach suite or the End Zone suite with Dallas Cowboy accoutrements. The best suite in the house is the 165-square-foot Presidential suite loaded with a king-size bed, over-stuffed easy chair, flat-screen TV/DVD and a web cam. Pooches’ parents can even pay a little extra to get turndown service with a doggie treat (baked in the on-site bakery) left on the pillow. Music plays in every suite and there’s a water bowl filled with fresh ice water for each guest. Every dog gets six potty breaks per day (the industry standard is one or two per day) and if one of the hotel guests needs to go outside during the middle of the night, that’s not a problem; there is someone on doggie duty around the clock.



## Every Dog's Day Canine Resort & Spa