

A Boy & His Dog *Or, isn't it great to do the right thing?*

This spring, Greg Leone at JK Capital found a stray terrier-mix puppy wandering around the company's office building in Jonesboro, Arkansas. The dog had a collar, but no tags or other identification.

When he brought the pup into the JK-North America offices, Nina Neuschuetz, Director of Marketing, decided that they would try to find the pup's original owner or find her a good home themselves. Nina and Geoff Mukhtar, JK Marketing Communications Manager, then took the pup to a vet so that she could be scanned for an I.D. microchip, as well as get rid of her fleas.

The pup didn't have a microchip, so an ad was placed in the newspaper and on Craigslist to try and find her owner. When no one called to claim the puppy, they decided to find a good home for her, rather than just send her off to the local shelter. Nobody could stand the thought of this lovable pup being placed in a cage without all the attention they had given her.

First, the marketing team had to get permission to keep the dog temporarily in their office and department. That was the easy part, as Nina had also fallen in love with the pup the team nicknamed, "Mac". Nina said. "We went to the pet store to get her a dish for food and water, a leash, some proper food and treats, a blanket and – of course – toys! We waited a few more days for someone to claim her. During this time, I took her home every night. When nobody contacted us, we put up flyers around the office to see if anyone wanted to adopt her. Within hours of posting the flyer, James Simkowiak from our factory in the assembly department came by. He said that he had a dachshund, but it was an older dog and he was looking for a puppy for his six-year-old son. As we watched the puppy leave with her new owner, there was a definite mood change within the department. We were glad that she had found a home where she could be loved and showered with attention, but we also felt sad because of our loss."

Geoff reports that the puppy is now called Misty and is enjoying her new family, and her new best friend, Cody. ■



Thanks to a lucky twist of fate & the kindness of the folks at JK-North America, former stray puppy "Misty" has a new family & a good pal in Cody Simkowiak, whose dad is on the factory staff.

Has your salon or company done the right thing for your community? Let me know, and you may be featured in an upcoming issue of Island Sun Times!



Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.

