

JULY 2025



BFFE *Unleashed*

Everything new and noteworthy for BFFE pet parents



NEW DOG WELCOME WEEK IS BACK!



You asked, we listened—New Dog Welcome Week is back July 20-26! New pups get their first full day of Social Group Daycare FREE, the perfect intro to summer daycare or boarding.

Already a customer? Refer a friend and get a free bath as a thank you!

Here's What You Can Expect:

- Gentle Introductions to staff and new dog friends
- Daily Report Cards with updates on play, behavior, and progress
- Extra Support for shy or sensitive pups
- Open Communication—we're here anytime!

BFFE HOSTS INSIGHT CONNEX



This month, we were proud to host over a dozen local business leaders for an INSIGHT Connex Connects (C2) event at our Cockeysville resort.

INSIGHT Connex brings professionals together to build real relationships that fuel business growth—and we're honored to be part of a community that values connection over convention.

During this morning of conversation, coffee, and (of course) a few wagging tails, we explored themes of leadership, adaptability, and resilience—timely topics that resonate deeply in today's fast-changing landscape.

Guests toured our resort, got a behind-the-scenes look at our luxury doggie suites.

We're proud to be a part of a community that values real relationships as the foundation of long-term success. A heartfelt thank you to everyone who joined us, and to Mike Tich and Jim Rafferty for bringing this dynamic group together.

At BFFE, we believe strong businesses are built on strong bonds—and we're honored to be part of this thriving, forward-thinking network.

PAW PAD TRIMS: THE UNSUNG HERO OF A SAFE, SANDY SUMMER

A MESSAGE FROM BFFE'S VP OF MARKETING:

After a fun beach trip, Haley came home with red, irritated paws—and I quickly learned how moisture trapped in fluffy paw pads can lead to painful infections. If your pup loves water, rain, or just messy play, a paw pad trim can make all the difference.

Trims improve airflow, prevent moisture buildup, and keep those sensitive feet clean, dry, and happy. It's a quick, affordable add-on we can do during daycare—and it might just save you (and your dog) from a trip to the vet.

Take it from Haley: dry those paws, trim that fluff, and skip the cone of shame!



MEET THE WOMEN LEADING THE PACK

IN THE
LEAD



The Daily Record
BEST WOMEN-OWNED
BUSINESSES



Spotlight an Exceptional
Women-Owned Business:
Grow Recognition

Our mission is powered by a team of passionate, driven women who bring expertise, empathy, and excellence to every part of your pet's experience.

In honor of being named one of Maryland's Best Women-Owned Businesses, we're proud to introduce you to the inspiring leaders behind the scenes.



Kelly Cullum, Owner & Founder of Best Friends Fur Ever, started the company over 20 years ago with a vision to create a safer, more enriching experience for dogs and the people who love them. Today, her passion and leadership have grown BFFE into two thriving resort locations committed to excellence in pet care.



Mary Steinebrunner, President at Best Friends Fur Ever, brings over a decade of leadership in operations and team development. With a focus on safety, structure, and service, she ensures every BFFE location runs with heart, clarity, and the highest standards of care.



Emily Atkinson, Vice President of Marketing at BFFE, oversees brand strategy, client communication, and community outreach. She focuses on delivering clear, timely messaging that strengthens trust with pet parents and supports BFFE's mission.



Regina Schwind, Human Resources Administrator at BFFE, manages hiring, team support, and workplace compliance across both locations. She plays a key role in building a strong, reliable staff dedicated to delivering exceptional care.



Lindsay Caraballo-Cofield, Resort Administrator at BFFE Cockeysville, oversees daily operations, staff coordination, and client service with a focus on consistency and care. She plays a key role in implementing new processes and service innovations at the resort, helping Cockeysville stay at the forefront of modern pet care.



Ashleigh Bryant, Resort Administrator at BFFE Joppa, has been with the company for 18 years and brings a deep, hands-on understanding of canine behavior and care. Her experience and leadership ensure smooth daily operations and a safe, enriching environment for every dog in her care.



Camille McCain, RSS Supervisor at BFFE, leads the Reservations & Sales team with a focus on organization, responsiveness, and client satisfaction. She ensures every booking, inquiry, and check-in runs smoothly, helping pet parents feel confident and cared for from the very first call.

JOSH SPIEGEL & FARFEL VISIT BFFE



We were thrilled to welcome local radio host Josh Spiegel and his beloved pup Farfel for a behind-the-scenes visit to Best Friends Fur Ever! As part of an exciting collaboration with 98 Rock, Josh and Farfel got the full BFFE experience—from a guided tour of our luxury suites to a sneak peek at our enrichment programs.

Farfel, of course, stole the show (and may have wondered why he wasn't checking in for a stay himself!). We're working on something special with our friends at 98 Rock, so stay tuned—more tail-wagging fun is on the way!

SUMMER KICK-OFF SERIES RECAP

We recently hosted our Summer Kick-Off Series, bringing together our Joppa and Cockeysville teams for two energizing events! These sessions were all about:

- **Leveling Up for Summer Care:**
Preparing our team to deliver top-tier service during the busy summer season.
- **Reinforcing Protocols & Standards:**
Reviewing our care guidelines to ensure consistency, safety, and excellence across both locations.
- **Building Team Unity & Having Fun:**
Because when we connect as a team, your pups feel the difference!

We know that a unified team creates a seamless experience for your dogs—and this team is showing up strong, even during evening hours, to make it happen.



NEW FURIENDS



FEATURED FURIENDS



EGBERT!



LOVIN' BEST FRIENDS FUR EVER?

PLEASE WRITE US A REVIEW!



FIND US ON [GOOGLE](#), [YELP](#), [FACEBOOK](#), AND [INSTAGRAM](#).