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One way to beat the recession: bet on the dogs

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By: Pat McGonigle



Henrietta, N.Y. - Lee Wilson admits that there are some days when his job doesn't even feel like work.

"You have to love dogs to do this," he says while petting three small dogs playing at his feet.

Wilson loves his job and is thrilled with how his first year of business has gone as the owner of [Camp Bow Wow](#) in Henrietta.

"I hesitate to use the word recession proof," Wilson says. "But we did open in a recession and things are going well. I'm very pleased with our growth at this point."

Wilson and his wife Dana run the day-to-day operations of "Camp Bow Wow".

It's a national franchise with just over one hundred locations across the country but this is the first in the Rochester area.

Wilson stresses that "Camp Bow Wow" is not like a kennel. The emphasis is on play for these pooches. The dogs have an active day filled with activities with other dogs.

"It really is like camp," Wilson says. "We aim to live our brand every day."

The front office is decked out in a log-cabin theme to help create the summer camp feel of the business. Wilson says getting dogs to run around with other dogs is very important.

"They have a need to do that, just like we have a need to socialize with other people," Wilson said.

Day camp costs \$25 and it's \$38 per night for dogs to stay overnight. It's free to try for a day and "Camp Bow Wow" utilizes webcams so you can keep an eye on your dog wherever you are.

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