

DOG
TALK
Diva™

FROM HER LIPS TO DOGS' EARS

P R E S S K I T



*From Her Lips
to Dogs' Ears*



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“In dog training as in life, quiet strength and leadership are often the qualities most predictive of success...”

Camilla Gray-Nelson

- Entrepreneur/Businesswoman
- Media Personality
- Successful Dog Trainer, Breeder & Competitor
- Motivational Speaker



Camilla Gray-Nelson is a dog trainer that proudly calls herself a farmer's daughter. Her “natural” approach to communication, leadership and power has launched her to success not only with dogs—but with a wide and varied human cli-

entele as well. She has taken her farm-girl wisdom to the masses, sharing the secrets of power and influence from the animal world with corporate leaders, women, parents and couples alike. So don't be fooled. Camilla is not just another dog trainer! She is President of Dairydell Inc. and owner of Dairydell Canine, the fastest growing dog training center in Northern California. She's an innovator, a powerful communicator and a woman on a mission.

Camilla coaches, cajoles and commands her audience, teaching important life lessons on leadership and personal empowerment in an unlikely way—through the process of dog training. Drawing upon her years of studying animal behavior, Camilla discusses the subtler side of leadership—why bigger and louder isn't better and how leadership cues can be applied to all of life's important situations. It's a powerful but pragmatic approach designed to help audiences better achieve their goals—with their dogs and in their lives.

Camilla's humor, wit and unique message have led media outlets to her door. Her energy, passion and commitment to teaching “natural leadership” make her one of today's most in-demand speakers.

What clients say

Just like the best movies, Camilla speaks a universal language; one that empowers women & men, dog owners & non-owners alike.

Jan Wahl
Movie Critic, Lecturer
& Entertainment Reporter

As a communication professional I'm always looking for ways to better engage people on behalf of my clients. Camilla's approach to leadership and communication has been invaluable.

Deborah Halbert
President, Big Dawg Communications

I'm a lawyer and know a thing or two about leadership, but when it came to controlling our own dogs, Camilla needed to train us how to win our case at home. Where was Camilla when I was raising my kids?

Len Tillem
KGO Radio Personality
& Practicing Attorney



“Natural leadership doesn’t rely on strength or bravado...”

CAMILLA GRAY-NELSON

Lecture Topics

From Your Lips to Their Ears

Communication strategies for success



“She speaks our language!”

Ladies, Labs & Leadership

Why women have a leg up on the competition

Quiet Please!

Learning to turn down the volume to turn up effectiveness

Leaders vs. Leash Holders

Are you walking the Dog of Life, or is it walking YOU?



“Who’s the Boss? She is!”

Core Strength—We’re not talking Abs!

Finding the leader within you

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Camilla’s Professional Accomplishments

- Consumer Affairs Officer for the U.S. Government
- Founded Dairydell Canine in 1989; training over 9,000 dogs and their owners
- In an economic downturn, has grown her business by 300%
- Science, Business & Public Administration Education



“It’s bliss following a leader!”



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NEWS RELEASE FOR IMMEDIATE RELEASE

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Economic downturn not too "ruff" on local dog business.

Dairydell Canine achieves big gains in tough times

(Petaluma, CA, August 24, 2010)—Ask Camilla Gray-Nelson how business is these days and you might get a surprising answer. Camilla is the owner of Dairydell Canine, Northern California's fastest growing dog training and boarding center. In what some might call a stroke of bad luck, Camilla decided to embark on a multi-million dollar expansion to her business in 2007, just prior to the first signs of the general economic downturn.

"My business plan and growing client base called for expansion and major capital investment. The family's dairy business was already being phased out, and I thought the timing was perfect" she says with a laugh. "Little did I know!"

When the recession hit with full force in 2008, Camilla's dream facility had already been built. Located on a 120-acre former dairy ranch in Petaluma, Dairydell Canine has a 11,000 square foot boarding barn, 25,000 square foot covered sports arena and another 20,000 square foot training and exercise arena. It's a state-of-the-art center and is priced accordingly. Overnight stays in private suites run \$55 per dog and four-week training packages can cost as much as \$3,500. The services are clearly aimed at pampered pooches in homes with discretionary incomes. It's just the kind of professional service to get hammered in tough economic times.

In response to the challenge of expanding at a moment of historic economic contraction, this farmer's daughter claims she had several things in her favor. "First I'm Irish, and for the Irish bad times are just another day. I wasn't raised to whine and frankly didn't have time to wallow." But Gray-Nelson had more than a stubborn attitude to help her. She was positive. "I knew my business model was solid. I knew that if I kept what was working, and was flexible enough to respond to the times with some strategic changes, I could make it."

Gray-Nelson held true to the business' fundamentals but also diversified to incorporate more than the standard dog training and boarding services other competitors were offering. She expanded her business hours to accommodate more commuting dog owners who wanted doggie daycare. She added a beautifully maintained private dog park to draw another customer base; the first of its kind in California. She also established herself as "the" authority for helping women manage the family dog. She created the first dog blog for women: [DogTalkDiva](http://DogTalkDiva.com), and now lectures regularly on the subject of "natural leadership and power." Statistics show her point of differentia-



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tion is well founded. Over 73 percent of all US dog-owning households leave primary dog care responsibilities to the woman of the house.

In addition, Gray-Nelson says she's been brought kicking and screaming into the world of social-media. "Like a lot of people, I'm still not sure I understand it, but even old dogs have to learn new tricks. After dragging my feet and consulting with some very savvy specialists, I knew I had to up my relevancy." Bill Grey of Grey Visual Design has been a key resource and mentor in the process. "There was some foot-dragging at first, but Camilla's a smart businesswoman; she knew she had to do this." In addition to her blog, Gray-Nelson has a robust website www.dairydell.com, a presence on Twitter and the requisite Facebook fan page.

Last but not least, Gray-Nelson is quick to point out that she was a fore-runner in what has now become a trend in businesses vying for their piece of the consumer pie — direct-to-consumer best practices. "That's just a fancy way of saying we must not only meet, but exceed our client's expectations, and that's how I've built my business since the beginning." She now regularly trains staff on the finer points of her brand of customer service. "We greet every customer and dog by name, and consider them our personal friends, not just clients. Like our mission statements says, we treat every client as a friend, and every dog as our own." She's quick to say this is the key driver of her customer's loyalty.

The results are impressive. In 2009, at the deepest point of U.S. economic downturn and with consumer confidence at an all time low, Dairydell Canine sales revenues grew by over 30 percent. (They've grown over 300% since 2007). Over 4,000 dogs have stayed or trained at the new Dairydell facility and the organization continues to add staff positions. Gray-Nelson is currently penning a book on her experiences and is in increasing demand for media appearances and on the lecture circuit. "Growing my business in the face of tough marketplace challenges is a great source of pride – and thankfulness", she adds. "Behind my trademark cheery exterior and positive demeanor, I can't say I haven't been a little scared, but I wouldn't change a thing. And you can take that to the bank!"

For more information on Camilla Gray-Nelson or Dairydell Canine please visit: www.dairydell.com or call (707) 929-3558.

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