



**Bright Eyes & Bushy Tails
Housecall Veterinary Service**

3005 Highway 1 NE
Iowa City, IA 52240
(319) 321-3699 (mobile)
(319) 229-7344 (pager)
November 20, 1998

Dear friends and clients,

Last week one of our first clients called to ask “so, are you guys still in business?” She was curious to hear how we were doing. Her kind inquiry seemed a good excuse for me to learn how to export the names and addresses from our accounting software and create Our First Newsletter (which has 34 recipients).

To answer the question: Yes, we are still in business!

We saw our first appointment on July 12, 1998 (and our second on August 17, 1998), so November marks the end of our first three months. We’ve experienced pretty steady growth, mostly due to word of mouth. As of the middle of November, we’re seeing about four appointments per week.

While it remains to be seen if we’ll make a profit, at this stage it’s clear that our fears of a total and humiliating failure probably won’t be realized.

One of the neat things about our budding practice is that the client base is so diverse. Almost half of our patients have been reptiles, with perhaps one third of those being lizards and two thirds snakes. We’ve also seen two rats, and (of course) dogs and cats. The reptiles make for a pleasant break from the “typical” stream of dogs and cats that we’ve seen in the other practices we’ve worked for. We have been learning a lot as we go, and that’s been a welcome challenge.

The essential aspects of our setup are now mostly complete. We have a full complement of medications, and recently completed the setup of a surgical suite in our basement. Our next project is an in-house laboratory (we currently take our microscope slides to the lab where Allan works to read them).

So, thanks to each of you for supporting us during our first quarter of a year! Our business grows primarily through word of mouth, and we’d be grateful for any additional pets you can refer to us. If you have suggestions for other newsletter topics, just let us know. And as always, don’t hesitate to call us if you have any questions.

Gratefully yours,

Allan L. Berger, DVM, PhD

Jennifer L. Berger, DVM

PS Check out our developing web page at <<http://vetplus.int-med.uiowa.edu/~bebt>>.