Doggie Day Care Is A New Culture For North Park's Pets

More residents are treating their pets as member of the family

By Alicia C. Graham

Baby-sitting has gone to the dogs. Just ask pet owner John "Mac" McWilliams, who has enrolled all four of his Jack Russells in Plush Puppies Kennel and Day Care Center.

"Two of my dogs are puppies and putting my pets in day care has saved the peace in my neighborhood," says McWilliams. "All four of my dogs receive excellent care and I am learning more about animal behavior, which is tricky when training two puppies at the same time. It's a bonus knowing my four-legged family members are having a great time too."

Cherie Catznelson Plush, also known as Catz Plush, owner of Plush Puppies, picks up McWilliams' four Jack Russells in style, in a stretch Doggie Limousine, at their North Park home. Plush Puppies' services include pick-up and drop-off for dogs before or after their owners go to work. The dogs are not confined to a kennel or run. Instead they are encouraged to play with one another in a fenced-in area throughout the day.

"It's a fun concept, why not enjoy it?" says Plush. "I am out in the yard too, throwing balls, rubbing them down, whatever they want. The dogs that come here are considered family."

New clients like Helen and Jeremy Newlin were impressed by Plush's concept. "We used Plush Puppies services for the first time while on vacation and I was amazed how the dogs were introduced one on one," says Helen Newlin. She and her husband are raising Raven, a black

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William Lopez with Cazmere, a weimaraner.

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SOUTH PARK

It Came — Wiggity Bang — From A South Park Home

New board game, Quelf, is charting national acclaim and sales as inventors plot their next move in gaming

By Nicole Neuhauser

Random has a new name. According to Wiggity Bang Games, that name is Quelf — a new, unique board game targeted for ages "13 to 85.6 billion."

Quelf, a term coined by Jeremy Fifer and Robb Earnest, two of the three co-creators of the game, means anything random or silly that makes you burst out laughing. "Anything that makes us laugh we call a Quelf moment," says Matthew Rivaldi of South Park, CEO of Wiggity Bang Games.

The game itself was, Rivaldi says, derived out of sheer boredom. Unsatisfied with the game selection on store shelves, Fifer, Earnest and Rivaldi, set out to create a board game that would truly entertain, something they could share with family, friends, and the universe in general.

The result was Quelf, which became available in August to Internet stores such as amazon.com, unclesgames.com and boardgames.com. Quelf is also in stock at Gepetto's Workshop toy stores and at Game Towne in Old Town. The game sells for between $28 and $35. "We started with 5,000 games," says Rivaldi. "We're hoping to sell out during December and recap in January for a wider distribution. Wiggity Bang Games also is planning to present in the International Toy Show in February."

What makes Quelf unique," says Rivaldi, "is that you come away from it with a smile, not caring who won or lost. We've heard so many people say, 'I can't believe I saw my brother doing this' or 'I never thought my dad would do that.' The game creates good memories."

What makes Quelf so laugh-out-loud-funny? The way it's designed. Players move their characters around the game board, but must answer questions or act out instructions on printed cards along the way.

The game, made for three to eight players, comes with more than 700 cards in five categories: Roolz, Showbiz, Stuntz, Quizzle and Scatter Brainz. Players must follow the instructions on their card or pay a penalty. The instructions can range from doing the chicken dance and coming up with creative ways to get your leg out of a spring-loaded steel bear trap, to bursting into song every time a certain number is rolled or figuring out how many fingers a one-armed and thumb-less woman has.

Rivaldi, who runs Wiggity Bang Games out of his South Park home and a warehouse in El Cajon, says the company hopes to use Quelf as its flagship product. "There are other board games in development," says Rivaldi. "We're hoping to release a few later in 2006."

So far, Quelf has received a warm welcome. *Upbeat Magazine* calls it "the best board game of 2006," while Game Zombies says, "Often the humor falls flat in games that strive for keeping you laughing — jokes get old and worn out: this did not seem to be a problem in Quelf."

Just watch out for that giant invisible harpoon included with each game. ❖

Quelf inventors, from left, Jeremy Fifer, Matthew Rivaldi and Robb Earnest.