

Imprint - Consumer Profile

Day in the Life

Hue and Mary have been married for 29 years, now. After spending twenty-four of those years dedicated to their three children, they are now grown and have left the house. Their Victorian style home was rather empty when their last child left two years ago, so the couple adopted Maggie, a 4-year-old Border Collie mix.

At first, they were unsure about adopting a companion. For years they had a very active male boxer and everyone in the family loved him, but they were 20 years younger then. The couple knew they wouldn't have the same energy for a dog like that.

When they began thinking about adoption, the two visited the Wisconsin Humane Society. It was here that Hue and Mary fell in love with Maggie, an orange dog. Through the Wisconsin Humane Society's color-coded system, they were able to get a dog that fit their personalities exactly.

Both Mary and Hue are early risers by necessity. Although work doesn't start until 9:00, the two can't help but begin their day at 5:30 a.m. Hue pushes Maggie off the end of their four-poster bed and the two head out for their morning walk through the park next to their house. As he and Maggie wander through the abandoned park, Mary starts her day by watering her plants. She examines her new Japanese maple tree and notices that Maggie has chewed off many of the leaves. She sighs to herself, knowing full well that Maggie will never learn.

When she's finally watered her last hibiscus, she heads to the kitchen to cook breakfast. The water begins to boil for Richard's oatmeal, while Mary contemplates the day's schedule. She's so wrapped up in lesson plans and administrative meetings that she

doesn't realize Hue and Maggie have returned until she feels a long lick on her dangling hand. As always, Maggie is ready for her breakfast and has no qualms giving Mary a friendly reminder.

Mary reaches inside the cabinet and scoops one cup of Iams ProActive Health and drops it in Maggie's dish. As she watches Maggie scarf down her food, Mary wonders if the five pounds Maggie has lost are helping her injured hip. Earlier that year, Maggie had surgery for a severe case of hip dysplasia. It was an expensive surgery, but Richard and Mary thought little of cost and more of possibly losing their lovable girl. There was never a doubt in their mind that the couple had made the right choice. Although, she still wasn't back to normal completely, Mary could see that Maggie was definitely on her way.

When Maggie's finished and Hue is ready to leave, the two get in his Nissan Pathfinder and head off to work. Three days a week, Hue brings Maggie to work with him; one of the perks of being the boss of a small business. As they arrive, Maggie jumps out and greets each employee. She's become quite a loved presence at the company and enjoys every second of the attention. Once she's said her hellos, she plops herself down on her doggie bed in Hue's office. When she finally calms down, Hue rubs her head and the two get ready for the long day ahead.