



Barking Up the Right Tree

Betsy's Boarding House for Pets Flat Gap, Kentucky

Betsy Varney, with help from her husband William, is offering a new, full-service luxury pet facility in Johnson County, Kentucky. The Varney's love for animals and the absence of a local, high-quality pet boarding facility inspired them to pursue this business venture. The business offers doggie day care, pet grooming, dog sitting and long-term boarding for dogs, cats and other small pets. Betsy previously owned and managed a grooming business and holds several degrees, one of which is a Certification of Animal Arts from the Nash Academy in Lexington. William holds a Business Administration degree from Morehead State University. He will provide part-time assistance at the boarding facility.

A loan of \$50,000 from MACED allowed Betsy and her husband to construct a new kennel and energy efficient office space for the business. They were also able to acquire a base inventory of food, toys and general grooming supplies for their customers. The first year of operation was a great success. The Varneys have recruited other family members to help out with the business, so that their clients receive plenty of exercise and attention. Satisfied customers guarantee that there will be repeat business and a steady stream of new customers.

MACED works with people in eastern Kentucky and Central Appalachia to create economic opportunity, strengthen democracy and support the sustainable use of natural resources.

Heather applies the finishing touches to a young client's haircut.

Development Impact

Distressed county business supported

Local ownership supported

10 new jobs created

Regional support for new business development

Energy efficiency promoted



Contact us for information about our enterprise development or other programs.

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