



Louisiana Small Business Development Center at Greater New Orleans Region

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Serving Assumption, Jefferson, LaFourche, Orleans, Plaquemine, St. Bernard, St. Charles, St. James, St. John the Baptist, and Terrebonne Parishes

Dog Guard of South Louisiana, LLC 536 Highway 308, Thibodaux, LA 70301



Aaron Robinson, owner, Dog Guard of South Louisiana

LSBDC at GNOR Services Given to Client

- marketing Assistance
- assistance with SEBD certification
- provided entrepreneurial training
- logo and signage development

Economic Impact

- successful start-up
- sales exceed projections

Aaron Robinson's love of animals and his desire to own his own business led him to start Dog Guard of South Louisiana, LLC in December of 2007. Dog Guard installs underground "fencing systems," which along with a pet collar wired with a receiver keeps animals in their yards. A dual zone function in the collar gradually provides small corrections to warn a pet not to leave.

"Starting my own business was very scary in the beginning. Even though I have 25 years of management experience, I didn't know where to begin, how to get my licenses and permits, or who to talk to. Luckily, one of my friends told me about the Louisiana Small Business Development Center (LSBDC) at Greater New Orleans Region. My LSBDC consultant Sue Arcement guided me through the initial process of setting up my company."

LSBDC consultant Sue Arcement also helped Robinson become certified under the Small & Emerging Business (SEBD) program offered by LED. The SEBD program helped Robinson pay for signage for his trailer, which he says is the best "moving billboard" he's ever had.

Arcement also assisted Robinson with marketing, logo and business card design. Robinson's wife, Kathy, who helps with the business, attended a 10 session entrepreneurial course. Within a year, Robinson's business has exceeded expectations. Despite the impact of hurricanes Gustav and Ike on the Bayou Parishes, Dog Guard continues to thrive.

"I have recommended LSBDC to other friends interested in starting their own businesses. It's an invaluable resource for small business owners," praised Robinson.



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