

# A Successful Business Woman of Today and a Woman for Today

Heidi Wise, President of Coddled Creatures, LLC has been providing quality “In Home” Pet Sitting, and Training to Northern New Jersey, Rockland and Passaic county pet owners for nearly two decades. Under the tutelage of Heidi Wise, Coddled Creatures “In-Home” Pet Care company has risen to prominence, becoming one of the leading companies in the “In-Home” Pet Care industry. Coddled Creatures has developed a reputation for being a highly respected, well organized and professionally managed “In-Home” pet care services company. Based on a forward leaning business plan, Heidi has been able to nurture and grow Coddled Creatures into a leading edge company always seeming to be at the forefront of innovation in the “In-Home” pet caring market place. Heidi admits her market leadership position is no accident and takes pride in her approach to taking care of pets in their unique but familiar surroundings, their home! Heidi has successfully developed and implemented a well-conceived business strategy that is grounded in pet sensitivities.

Heidi says Coddled Creatures attends to the needs of their “In-Home Pets” and their “parents” as she calls them, 7 days a week, 365 days a year. Heidi has amassed a unique blend of unique programs and pet caring services that once again, demonstrate her passion for bringing innovation to her “In-Home” Pet Care philosophy. Clients can go on line using the company’s web-site, [www.coddledcreatures.com](http://www.coddledcreatures.com) to make reservations for “In-Home” Pet Sitting services, schedule Training sessions, nail clips and baths, and complete transactions with a credit card, all with the click of a mouse. Her Information Technology component is state of the art, and many view Coddled Creatures programs as standard bearers of the “In-Home” pet care industry. Essential pet sensitive information for medications, personal needs specifications and home instructions including parent/owner facts are customized for each “In-Home Pet” and downloaded into Coddled Creatures unique Pet Profiles System. It is another state of the art component of Heidi’s approach to providing professional pet care services for her “In-Home Pets” and their “parents.” Now some clients do ask if Coddled Creatures boards pets in the home of their staff members. This type of service Coddled Creatures is not able to engage in as it is illegal in Bergen County to board a pet in a home for commercial purposes. However Coddled Creatures does offer a wide range of custom visits that provide your pet with the most positive experience pet care experience possible right in the comfort of your home where your pet is the happiest.

Now there is a personal side to Heidi that further illustrates why those who know her best, refer to her as “a Successful Business Woman of Today and a Woman for Today”. Heidi has carved out a

very interesting career background and meshed it with some fascinating hobbies.

After obtaining an Associate Degree in Aviation Science, she launched her professional career as a Certified Flight Instructor. Heidi taught people to fly single engine aircraft, bringing them through their Private Pilot license. From there she went on to become, would you believe, a Commercial Airline Pilot flying for commuter airlines. After many years of flying, Heidi sensed her pilot profession had become routine so she began attending night school to obtain her Bachelor of Science in Business Administration with a major in Accounting. When the President of a busy company sought her out, she embarked on a second career returning to the high end of the accounting profession as a Comptroller, a position she held for eight years. When the President retired in 1994, she decided to pursue yet one more passion of her Life. While growing up, Heidi developed a deep respect and sensitivity for animals, and animal rights. Heidi summoned her entrepreneurial spirit and established Coddled Creatures in order to fulfill her lifelong dream of working for and with animals. The rest is history for this energetic lady. Over the years, Coddled Creatures has allowed her and her associates to care for dogs, cats, birds and many other creatures both big and small. Heidi shares her home with her dog, a 7 year old Pomeranian, named Sugar.

During her free time, which she admits is limited these days, Heidi also has some interesting hobbies which adds to her persona as a “woman for today.” Heidi is a dedicated yoga practitioner, she also enjoys swimming and tennis. Heidi competes in the exciting sport of dog agility with her Pomeranian, Sugar. Sugar holds her excellent title in agility and is a blue ribbon winning dog in the AKC Jumpers division. Heidi’s other less physical hobbies include, the arts, traveling, reading, and attending animal charity fund raisers with her dog Sugar. Sugar has also been featured in Macy’s Ralph Lauren advertisements and on NBC’s Dateline, as well as the reality TV program unwrapping Macy’s. Sugar has participated in Pet Fashion week 2008 in NYC, which raised over \$40,000 for animal charity, and Sugar has had an audition for a Hollywood film. More recently Heidi and Sugar were asked to participate in Responsible Dog Ownership day, sponsored by the American Kennel club, and they were featured on Channel CW11’s morning TV show. In the past Heidi has also spent her free time volunteering. Heidi served as a member of the Mahwah Juvenile Conference Committee (an arm of the family court) for three years and as a volunteer for VIPS (volunteers in protective services, a mentoring program for children at risk) for one year.



Heidi Wise and her dog Sugar

Heidi says she believes it’s important to trust in your instincts, stay focused on your beliefs and act on your passions. Heidi admits she cannot imagine a more agreeable way to make a living than giving TLC to animals of all kinds. She feels very fortunate to be surrounded by a staff of caring, thoroughly professional Pet Care Specialists, Client Services Representatives and a special Information Technology component. Additionally, she reflects on how she attributes much of Coddled Creatures continued success to her two loyal business mentors who have advised her for many years. So, now one can understand why those who know Heidi Wise and her Coddled Creatures Company best, refer to Heidi as: “A Successful Business Woman of Today and a Woman for Today”!