



## **FOR IMMEDIATE RELEASE**

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## **Heidi Flammang Tapped for Advisory Board of the Leeds School of Business**

### ***Camp Bow Wow Founder Recognized as Visionary Leader in Pet Industry***

**February 10, 2009 – Boulder, CO** – Camp Bow Wow today announced that its Founder and CEO Heidi Flammang has joined the advisory board of the Leeds School of Business at the University of Colorado at Boulder. The Board is an all-volunteer group dedicated to helping the school in its commitment to providing a quality education, creating and disseminating knowledge and supporting the economic drivers of the region, state and nation.

“We are very pleased that Heidi has agreed to join The Board. As an alumna, she brings not only her passion for the school and the university, but also her experience as an extremely successful entrepreneur, said Dean Dennis Ahlburg.

Heidi Flammang is the founder and Chief Executive Officer of Camp Bow Wow, the first and largest dog day care and boarding franchise in North America. Founded in 2000, the Colorado-based company has grown under her leadership to over 200 franchises in 38 states and Canada. Before starting Camp Bow Wow, Ms. Flammang had a career in pharmaceutical sales working with such firms as Bristol-Myers Squibb and Rhone Poulenc. Ms. Flammang has a master’s degree in healthcare administration from the University of Denver and a bachelor’s degree in marketing from the University of Colorado at Boulder. Ms. Flammang resides in Boulder, CO with her husband Jason, daughter Tori, and their two dogs, Raider and Scout.

The Board, formerly known as the Business Advisory Council, was founded more than 25 years ago by former Dean Larry Singell. They hold their biannual meetings on campus at the Koelbel Building in Boulder. Board members have participated in targeted initiatives in corporate relations outreach, fundraising, enrollment and tuition modeling, executive education and branding and communications efforts.

Members of The Board represent alumni, business people and corporate community members. Alumni include Larissa Herda, ’80, President, CEO and Chairwoman, Time Warner Telecom Inc.; Lyndon “Duke” Hanson, MBA ’85, Vice President and Co-Founder of Crocs; Richard Knowlton ’54, President, The Hormel Foundation; Michael Leeds, ’74, President Flight Star (also of the Leeds Family, the school’s namesake); and Jerry McMorris, ’62, former Chairman,

President and CEO of the Rockies. Businesses and corporations represented include Merrill Lynch, Accenture, KPMG, Constellation Wines, Crocs, East West Partners, IBM, Mad Greens, St. Mary Land Exploration, Hitachi Consulting, Key National Finance, Korn Ferry International, Yahoo!, MGM, JP Morgan Chase, Ernst and Young, Morgan Stanley, Ehrhardt Keefe Steiner & Hottman, Baydush Simon Weaver and First Western Trust Company.

**About Camp Bow Wow**

Camp Bow Wow is the premier doggy day care and overnight camp in North America. It's where a dog can be a dog<sup>®</sup>, and is designed to provide the highest levels of fun, safety and service for its campers, and peace of mind for their parents. Since the Boulder, Colo.-based company started franchising in 2003, Camp Bow Wow has sold more than 200 franchises in 38 states, plus one in Canada. As we grow, our simple philosophy remains the same: It's all about the dogs. Visit us on the web at [www.campbowwow.com](http://www.campbowwow.com).

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