

A pooch's paradise

At Godfrey's — Welcome to Dogdom, where the canine is king

By Carole Simpson

Reading Eagle correspondent

At Godfrey's — Welcome to Dogdom, you can pamper your pooch with anything from upscale Swarovski crystal collars and elegant, wrought-iron pet beds to home-baked biscuit treats, customized doggie gift baskets and dog-grooming service.

The new Brecknock Township business that caters to canines and their owners is the creation of Barbara L. Emmett.

Emmett and her husband, Patrick B. Emmett, live in Cumru Township with their three four-legged best friends, golden retrievers named Tucker, Emma and Godfrey Jackson. Each was adopted from the Delaware Valley Golden Retriever Rescue Inc., Reinholds, Lancaster County.

The business opened July 24 and is named after 5-year-old Godfrey Jackson, the store's unofficial host.

"I always wanted to run my own business," Barbara Emmett, 50, said. "I love gardening and pets, and in the back of my mind I had the idea of opening a floral shop or an upscale pet store, a kind of pet utopia for dogs and their owners."

The couple purchased a three-acre property along New Holland Road in May. The land includes a farmhouse with an 1867 date stone and a renovated barn that houses the pet-retail business and pet-grooming facilities.

"Both my husband and I love animals, especially our dogs," Barbara Emmett said. "I want to provide quality pet products and services that can enhance the lives of pets and their owners. And I want to offer products that look good in the home."

In addition to tile and pottery feeding bowls, customized duvets (quilts), bed linens available in 33 different colors, spa products and frozen yogurt treats, Godfrey's sells other dog-themed items.

Limited-edition watercolor prints of dogs and fashion apparel, many made by regional juried craftsmen, line the counters in the 1,500-square-foot store.

Danish Blue dog plates sell for \$60 per plate while a six-piece cup and saucer set costs \$125; a bottle of Mutt Merlot doggie treats sells for \$15; and a Lulu Jane collection dog bed manufactured by Orrville Pet Products retails for \$190.

Barbara Emmett worked in information technology and hu-



Reading Eagle: Lauren A. Little

In front of her dog tent, Emma models a canine life jacket for owner Barbara L. Emmett, whose shop, Godfrey's — Welcome to Dogdom, recently opened in Brecknock Township.



Barbara L. Emmett, seen with her golden retriever, Godfrey Jackson, hopes dogs and their owners find lots to like in her new business, Godfrey's — Welcome to Dogdom, in Brecknock Township.

man resources for Carpenter Technology Corp. and was an elementary teacher in the Tulpehocken School District.

Her husband is president of Van Bennett Food Co. Inc., a Reading-based, food-specialty

business begun by his late grandparents, Van and Betty Bennett.

"My husband and I were childhood sweethearts and graduated from Wilson High School and Shippensburg State

Godfrey's — Welcome to Dogdom

Address: 4267 New Holland Road, Brecknock Township

Owner: Barbara L. Emmett

Opened: July

Products: Fine gifts for dogs and their owners, including breed-specific art work, clothing, jewelry, custom dog gift baskets, tile and pottery food bowls, place mats, upscale pet beds and homemade Godfrey's Gourmet Biscuits

Services: Home delivery of food and gifts, dog grooming by appointment

Employees: One part-time groomer

Hours: Tuesdays through Fridays, 10 a.m. to 6 p.m.; Saturdays, 10 a.m. to 4 p.m.; Sundays, 11 a.m. to 4 p.m.

Phone: 610-777-5755

Contact information: info@godfreysdogdom.com

College together," Barbara Emmett said.

Although she owns Godfrey's, Barbara Emmett said her husband has given her moral support and guidance in setting up her business. She also attended the Small Business Development Center at Kutztown University.

"My long-range business plan includes adding a playground for dogs, providing dog

training, canine-rehabilitation therapy, dog massage and a holistic veterinary practice," she said. "I also want to offer special events and activities for my customers and their pets."

"While the dogs play, owners can relax in the rocking chairs on our front porch and watch the fun."

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