



BPW BUSINESS SPOTLIGHT: UNDERDOGS

CapeWomenOnline has teamed up with BPW Lower Cape Cod to bring you the stories of Cape Women at work. Our featured business owner is Jaime Burge, whose recognition of a gap in the market led to a rather unusual but much appreciated business!

There's No Need to Fear, Underdogs is Here!

by Patricia Monahan

Are you pooped after a long day at work? Is your yard full of doggie-do land-mines? Do you worry what your kids will pick up when they play outdoors? Well, have no fear, Underdogs is here!



Meet Jaime Burge, owner of Cape Cod Underdogs Pet Waste Removal. Jaime is a current BPW member and a past president. She lives in Orleans with her husband and two sons, ages 5 and 7.

Besides her jobs as wife and mom, Jaime also runs SeaMist Event Planning, a full-service wedding and event planning business. In addition to all that, Jaime recently undertook the ownership of Underdogs!

Founded in 2006 by her friend Dana Medeiros, Cape Cod Underdogs has found a unique niche in the pet care market. While they don't (at least not at this time) take your pampered pooch for a walk, they do make walking in your yard a bit safer.

What's the scoop? "I can pick up my own pet's poop for free," you might say. "What do Cape Cod Underdogs do and why should I hire someone else to do it?"

Cape Cod Underdogs Pet Waste Removal does just what their name suggests. They come to your home and remove pet waste from your yard and transport it to an approved waste removal facility.



Pet waste can be dangerous as it carries parasites and bacteria that are harmful to both pets and humans. Even in the winter months, the parasites continue to live in the soil.

Thinking of tossing that poop in the woods? Think again. Those same pesky germs can move! They can travel back into your yard through water run-off and a good gust of wind will carry them through the air.

The waste also attracts rodents, flies and other animals that may carry disease onto your property. It's best to get it off the ground and away from your property in a timely fashion.

Aside from just handling the dirty work, Jaime and her employees are trained to observe your pets waste for any abnormalities and notify you immediately of anything that might signal a problem with your dog's health.

Like many entrepreneurs on Cape Cod, Jaime found herself dealing with a very seasonal population while running her SeaMist Event Planning business. She wanted to tap into something lucrative that served the local, year-round population without losing precious time with her family.

One of her biggest challenges has been getting the word out that pet waste removal actually is a business that exists. In addition to word of mouth, Jaime has added a logo on her vehicle and hands out business cards to try and reach out to the community. When asked how business is doing, she smiles and says, "It's Picking Up!"

Her love of animals and the outdoors has made this a perfect fit for Jaime. She has one dog of her own (and happily shares those pick-up duties with her family!) She has donated time with the Animal Rescue League and donates Gift Certificates to local charities.



While you will never hear Jaime say her work is glamorous, she does enjoy the flexibility it gives her to be with her family.

No contract is needed for residential accounts. The cost starts at a mere \$12/week. That's less than an average family spends on take out coffee each week!

Check out the Underdogs website at <http://capecodunderdogs.com> and give it a try.

What do you have to lose – other than the excess waste?

Patricia Monahan is a regular contributor to CapeWomenOnline magazine. She is currently the Accounting Supervisor at Vacation Resorts International in Hyannis and current Treasurer of the Lower Cape BPW. She is a mom of three and resides in Brewster.



BUSINESS AND PROFESSIONAL
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To achieve equity for all women in the workplace through advocacy, education and information.

BPW Lower Cape Cod meets on the second Tuesday of each month from September through June at various restaurants around the Lower Cape Cod.

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