

SIT, STAY, SMILE

IT'S NOT EASY TO PHOTOGRAPH A PET.

More often than not, most people end up with a blur of fur, a whisker, or the edge of one wing. But Stephen Bobb, 33, has put a new, unique face on pet photography.

Two years ago, Bobb, based in Takoma Park, Md., decided to branch out from wedding photography to something a bit ... furrier. Already using a more candid, documentary-style method in his wedding shots, Bobb was inspired to apply that same technique to pet photography and dubbed his business **FidoJournalism**.

Instead of posing bored little dogs on fluffy cushions, Bobb uses a photojournalistic approach to document pets in their own envi-

ronment. "Photojournalists observe, watch, capture things that are happening," says Bobb. "So I do the same with pets. I use more of a storytelling kind of approach."

Shoots, done mainly at clients' homes, are often eventful, with Bobb running or sprawling on the ground, looking for a unique angle. Somehow, despite the proximity of expensive equipment to claws and slobbery tongues, the photographer usually comes away with nothing worse than a few nose prints on his lenses. And the results are worth the risk. "I just enjoy the creativity that goes with it," he says. "And I'm giving people some nice memories with their pets." 202-329-1670, fidojournalism.com—L.S.

Good Sports

WHEN A PORTUGUESE water dog fell 35 feet over a retaining wall onto a highway, its owner flew all the way from Greece to Maryland for treatment at the **Veterinary Orthopedic Sports Medicine Group** (VOSM). Then there was the dog flown in from South Korea, brought all the way to VOSM for stem cell therapy.

Hunting dogs, police

canines, search and rescue dogs, bomb squad dogs—even Secret Service dogs—VOSM treats them all.

VOSM was founded in 2005 by Drs. Sherman and Debra Canapp to give pets a standard of care equal to that given to humans. "That was our vision," says Sherman Canapp, who modeled the facility after the Johns Hopkins School of

Medicine. "They do [these treatments] on the human side, so why not on the vet side? People want as good medical care for their dog as for their kids."

The sleek, modern interior—with floors covered in rubber so the dogs don't slip—includes everything from a canine gym to a rehabilitation pool to a state-of-the-art Gait Analysis System, which uses sensors to determine whether a dog is healing correctly.

Specialists also build custom braces, prosthetics, and can outfit paralyzed animals with custom-fitted carts to help them get around. And all equipment is human grade. "We do a lot of crazy things that no one else does," says Canapp. 10975 Guilford Rd., Annapolis Junction, Md., 410-418-8446, vetsportsmedicine.com—L.S.



70

Number of U.S. households with a pet in millions. (Up 12 percent since 2002)

72

Percentage of The Bark magazine's surveyed subscribers who regularly sing to their dogs

25

Percentage of dogs in the United States estimated to be overweight