

Press Release:

Leader of the Pack Canine Institute and Serfass Construction Company Announce an Exciting New Construction Project: Leader of the Pack Canine Institute's Second Location in Forks Township, PA

Forks Township, PA – [01/24/2024] – The All-New Leader of the Pack Canine Institute facility is set to be a remarkable 28,000 square foot ground-up construction project, dedicated to providing the ultimate experience for canine companions. This cutting-edge facility will cater to the diverse needs of dog owners, encompassing top-tier amenities for training, dog grooming, doggy daycare, overnight kennels, and even a planned future vet expansion.

Serfass Construction Company, a renowned leader in the construction industry, is thrilled to announce the groundbreaking of an exciting new project – "Leader of the Pack Canine Institute." The company has partnered with esteemed owners John and Lisa McDonald to build a state-of-the-art canine facility, making it their second location in Forks Township, PA.

With the project started in mid-July, construction is quickly moving along and expected to be completed before Summer of 2024. Serfass Construction Company is well known for its commitment to excellence and attention to detail, making them the ideal choice for this ambitious project. The team is excited to be a part of bringing such an innovative and transformative canine facility to the Forks Township community.

Serfass Construction Company has handpicked renowned partners for this project, ensuring the highest standards of expertise and quality. The esteemed architectural firm Fedetz and Martin will lend their creative brilliance to design a facility that not only meets the functional requirements but also boasts an aesthetic that complements the surrounding landscape.

In addition to the architectural prowess, the project will also benefit from the exceptional engineering expertise of CDR Maguire Engineering, ensuring that the facility is built to last and adheres to the highest quality and safety standards.

"We are thrilled to be a part of this remarkable project, 'Leader of the Pack Canine Institute,'" said Matthias Fenstermacher Vice President of Serfass Construction Company. "This cutting-edge facility will be a testament to our commitment to creating spaces that enrich communities and provide exceptional experiences for all members, including our beloved four-legged friends."

John and Lisa McDonald, the visionary owners of "Leader of the Pack Canine Institute," expressed their excitement about this new venture: "Our goal with this facility is to bring our award-winning service to the Eastern end of the Lehigh Valley and beyond. This facility will be like nothing else in the Lehigh Valley, and we couldn't have asked for better partners than Serfass Construction Company. We are confident that their dedication to quality and their passion for innovation will bring our vision to life." Lisa McDonald added "We thank all of our wonderful pet parents for their support, and we look forward to serving many new clients at our second location."

As the construction continues, Leader of the Pack has enjoyed collaborating with the Forks Township community and engaging in a project that will not only elevate the local pet care services but also create new employment opportunities for the area.

Stay tuned for more updates and details as "Leader of the Pack Canine Institute" takes shape. Follow Leader of the Packs Facebook and social media channels to witness the transformation of this canine paradise.

For more information about Serfass Construction Co. Inc., please visit www.serfassconstruction.com
For more information about Leader of the Pack Canine Institute, please visit www.lopci.com

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About Leader of the Pack Canine Institute: Leader of the Pack Canine Institute was founded in 2009 by Lisa and John McDonald. This family-owned business has grown to be the Lehigh Valley's premier full service canine facility providing Professional Dog Training, Grooming, Boarding and Daycare as well as top quality pet supplies. We are proud to serve our clients and treat our guests as if they were our own. Leader of the Pack Canine Institute's franchise program offers an opportunity for dog loving entrepreneurs to join our time tested, proven system in the dynamic market of the Pet Services Industry. Please stop by and see how we are "Creating Happy and Balanced Dogs, One Leader at a Time[®]"

About Serfass Construction Co. Inc.: Serfass Construction Company was founded in 1948 by Elmer Serfass, and remains a family-owned business to this day. The third generation continues to build on the reputation of quality and hard work which was founded over 75 years ago.

Since our inception we have evolved from a small residential remodeling company into one of the premier commercial construction and development firms in Pennsylvania. Serfass Construction has completed thousands of successful projects servicing clients in academic, worship, healthcare, corporate, entertainment, multi-unit residential, industrial, and gaming sectors. Our experienced and motivated staff is always improving on current means and methods to maintain our "Total Quality" approach that clients have come to rely on.

Serfass Facts:

- Established 1948
- Over 2,000 Projects Successfully Completed
- ENR Ranked 2022 Top Contractor
- 3rd Generation Family Business