

# Business

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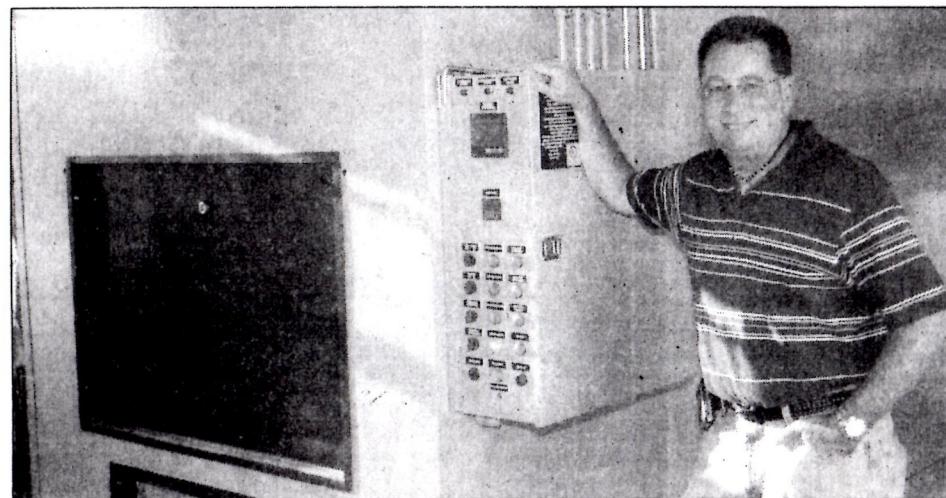
McMINNVILLE, TENNESSEE

## PET CREMATION A SUCCESSFUL BUSINESS

If you're like me, you may have thought about coming up with an amazing invention that would make millions of dollars. Or you may have thought about starting your own business with the dream of becoming wildly successful, but just couldn't put your finger on an idea that would work.

It's with these thoughts in mind, I want to bring you the story of Morrison resident Mike Giglio. Avid readers of Business Pulse will remember it was five years ago when I first told you about Mike and his unique new business Companions Forever, Pet Cremation Services.

Mike had toyed with the idea of starting a pet cremation service for several years



**It's been five years for Mike Giglio and Companions Forever Pet Cremation Services. This unique business has flourished since it opened in July 2009. It can be reached at 815-8550. Mike is pictured next to his crematory machine.**

when the economic downtown forced his hand. He was laid off from his plant when the recession hit and that convinced him to take his plan from the drawing board and make it a reality.

He opened Companions Forever in July 2009 and has performed well over 4,000 cremations for pet owners throughout Middle Tennessee since that time. Mike currently serves 28 veterinary clinics, all within a 50-mile radius of his business in Morrison.

"It's amazing how many people still have that original article," said Mike referring to his first write-up in Business Pulse. "They will come in with the story and the newspaper will be yellow and frayed from where they stuck

it in a drawer for all of these years knowing they would need it one day."

Companions Forever has certainly kept Mike busy. On Friday, for example, he traveled from Smithville to Murfreesboro to Shelbyville to Tullahoma to Winchester to visit vets and pick up animals for cremation.

"Just when you think you've seen it all, something else will come up," said Mike. "It truly is incredible what some people will do for their pets."

Mike said one of his Friday stops was at a lake where a lady was having her dog euthanized due to chronic health problems. The euthanization was being done by a mobile vet, and the lake was chosen as the spot because

the dog had loved to swim and run around that site during its younger days.

"That one is definitely a first for me," said Mike. "But it shows the love some people have for their pets. They will take their dog to the vet before they take themselves to the hospital."

Mike says it's his goal to provide a compassionate service for all pet owners, not just dog owners. During his first five years, he has performed cremations on birds, cats, rabbits, and a llama, gerbil and wolf. He says his cremation machine is not large enough to accommodate horses.

"If it's under 250 pounds, I have the equipment to handle it," said Mike.

There are several different types of urns for pet owners to choose from, and the urns come with laser engraving. A small patch of the pet's hair is also preserved.

For all the folks like me who have strained their brain to come up with a promising business idea, Mike is proof that opportunities exist outside of opening a Mexican restaurant. The editors of Business Pulse applaud his creativity in developing an original business concept with staying power. If you'd like to reach Mike for more information, the phone number is 815-8550.