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BR man scoops up dirty business in WBR

By Aaron Williams

A Baton Rouge man is helping to freshen up several residents' yards in West Baton Rouge Parish and surrounding areas.

In February 2008, Johnny McKay, of Baton Rouge, became a franchisee of a business in which clients call upon him to enter their yards and clean up after their pets.

McKay said the pet waste clean up service was something that interested him because he saw the number of dogs in the greater Baton Rouge area and knew that cleaning up after the dogs is a task that many do not enjoy.

"I was really just intrigued with the service once I heard about it," McKay said.

McKay, who is also a real estate agent, said that though he owns the business, he hired a technician to do the work for him while he took care of the behind-the-scenes tasks.

"Honestly, I saw an opportunity to make some money



without doing too much of the work myself," he said.

McKay said that his business services around 15-20 customers per day and he accumulated about \$45,000 last year alone, and hopes to do better in 2010.

McKay said that many people don't understand his business, but he believes it will

begin to catch on soon, as it has already begun catching on in West Baton Rouge.

Matt "Red" Boswell, CEO of the company said he got the idea for cleaning up after others' dogs because "I have a knack for finding things people don't like doing and I do them."

Boswell, who is from Dallas, Texas, said that his business began to grow and expand so much that he began to franchise it out, allowing other entrepreneurs around the country to start doing what McKay and others are doing.

"It's my way of helping people to achieve their own dreams of owning a business," Boswell said.

McKay said that he enjoys the business and said that the job of scooping poop for profit may be dirty, but it's worth it.