



# What's in a Name?

"What's in a name? That which we call a rose  
By any other name would smell as sweet."

ROMEO AND JULIET (II, II, 1-2)

By Leslie Crane Rugg and Eva Saks

**Y**ou love dogs. You love travel. You love adventure. Did you ever think that naming your dog could be a journey in itself? And what could be better than a naming system based on travel?

This approach is tailored to the dog-loving globe-trotter. It's a veritable Michelin Guide to help travel-loving dog-owners christen a new pooch. You can generate trip-related names with a profound personal connection. It's a twofer: you'll enhance your bond with your dog and with your favorite place on the planet, from the Grand Canyon to the Great Wall of China.

This method isn't just about names ("Sit, Istanbul!"); it's about naming. It's about engaging in a creative process of association and exploration, much like travel itself. Your dog means the world to you. Now he's going to mean your favorite part of the world, too.

The key here is to mine your favorite locales for names unique to your experience. Don't settle for the obvious. Sierra and Rio are great names, but enough already. Use the energy of travel to fuel your own imagination. Whether you travel by plane, train or automobile, you can name your pet using this method.

## Planes

Pam is a frequent flyer. She takes her Cavalier on an annual trip to London. Pam loves the theatre, the parks, the museums, the great novels and the royal family. What might Pam's dog be named? Redgrave (for the stage actor), Regent (for the park), Tate (for the gallery), Heathcliff (for the fictional character) or Windsor (for you-know-who). Fly with it! How about Bard (for Shakespeare), Speaker (on a soapbox at Hyde Park), Elgin (for the marbles), Dickens (Victorian classic) or King Charles (to keep the dog in touch with his roots)?

## Trains

Tom is into locomotion. No European travel for him—he wants to see America first. The railroad takes him back in time to the Wild West. Sadly, he can't ride the rails with his beloved Labrador. But he named his dog for his favorite jaunt, making the connection. Is his pet named Prairie, Pullman or Caboose? Cody, Cowgirl or Arrow? Tom's dog embodies a trip through American history—Tom's great passion.

## Automobiles

Amy loves the open road. She's got the top down and the wind in her hair. Her German Shepherd is in the back seat, head up and chest in a harness. For Amy, it's not about the destination; it's about the journey. Does she call her dog Safari, Trek or Cruiser? Freeway, Arvee or Texaco? Destiny, Kismet or Chance? Amy and her pooch get their kicks on Route 66.

## Prepare for Take Off

What do you treasure most from your favorite trip? Is it the tree in Tennessee you climbed with your Coonhound? The cool marble floor of your Venetian palazzo, where you lovingly lolled with your Lhasa Apso? Is it Flagstaff with your Amstaff? A Thai noodle with your poodle? Gambling with your Shar Pei at Mandalay Bay?

When you use this system, you transform your pet into a souvenir of a place you love or an inspiration for a trip you hope to take. Every time you say his name, you reaffirm his identity as part of the landscape of your favorite place.

Let's blast off, Luna. 🚀