

SHANNON BARNARD *OWNER, K9 BYTES*

What is something unique about you that only a few people know?

I kissed a dolphin and I liked it. I got certified to scuba dive in Roatan, Honduras. The first dive after I got certified was a dolphin dive. It was so much fun to dive and touch the dolphins. They have such a personality and sense of humor.

Have you ever been so passionate about a cause that you made waves? If so, what, when, why and how?

I am so excited to be involved with Team Toby's Million Acts of Kindness. Charmaine (Hammond) has created such a positive tour and message teaching kindness, acceptance and respect. I am happy to support this worthy cause. If we all show a little more kindness, the world becomes a better place.

What is your single best "habit for success"?

Practicing gratitude and being thankful.

How did you land in the pet industry and when was that?

I've always enjoyed creating things with my hands. About 12 years ago, I came across a pattern for fabric dog and cat collars. I made a few and offered them to my customers. They loved them and K9 Bytes – Gifts for Pets & Pet Lovers was born. It's a natural fit that incorporates my creative spirit and love of pets.



K9 Bytes
Gifts for Pets & Pet Lovers



Inspiration, motivation and celebration. How do these play out in your business?

It brings me delight to help pet parents celebrate the joy of their pet. Having a product that helps people to express their personality and love of their pets brings great happiness. Receiving pictures and thankful notes from customers is a great inspiration. Finding joy in little things like being in nature when walking my dog is also very motivating.

What is the most vital thing an industry newbie needs to know?

If you have a dream, keep chasing it. Find a coach or mentor to guide you through the phases of your life and business.

What is the next thing you want to learn and why?

I'm working on marketing and positioning my business for greater success. Learning to delegate some of my tasks is going to be key. I want to build my business with a feeling of collaboration and fun.

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