

TOP WOMEN

IN THE PET INDUSTRY

2017 Spring

Magazine

Are YOU Capitalizing on the
Growth in the Pet Industry?

Learn from
Top Women
How they are
growing their
businesses.

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Expertise
at this year's
Conference.



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See more inside...



Spring Magazine Collaborators

This magazine is a reflection of the wonderful women in it. The WIPIN magazine you are viewing had been edited, designed and poured over by several remarkable pet women.

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Lick Magazine is the Lux, Multimedia Pet Lifestyle Platform created to Entertain, Inspire and Educate People with a Passion for Pets! Focusing on Celebrity and Consumer Driven Fashionista Trends Lick is born the Ultimate show of Animal Affection and Gratitude. Our Kiss to you!

We hope you will applaud our efforts and Collaborate (See Shawna's "How Well Do You Collaborate?" Pages 10/11 of this issue) to our Mutual Success!

Take a ride on the fun side as we slurp our way into your heart!!

Lick!! & Kisses to "WIPIN!!" Xxx

Barbara

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WIPIN WORKS! SO WORK IT! YOU'RE WORTH IT!

What can you learn from reading profiles of exceptional women in the pet industry? That greatly depends on what you are looking for.

Most people, including me, would pay a great deal to sit at the feet of the successful and get a glimpse into their thinking. With this new edition of the magazine you get to do that digitally and for free. Isn't life grand?

This magazine is designed around a couple of concepts that make it easy to gain much (immeasurable value) from some time (spent absorbing) in its pages.

First: The women represented have either a service or product or do (publish or present?) media inside the pet space. They are DOING it, risking it, living it every day. Right there is an inspiration. Looking at their ads, reading their thoughts, will gain you insights in why they chose this path, and help you remember why you do also.

Second: Sharing insights shaves time off of YOUR learning curve. These women are telling it like it is and giving you lessons, so you can benefit if you comb through the profiles and take notes on what they do, read, and pursue.

How cool is that?

My hope is that you will read it, relish it and use the products and services represented here, after all, after you learn their stories, why would you go anywhere else?

Enjoy and blessings,
Shawna Schuh
 Publisher, President and
 Chief Pet and People Wrangler



WIPIN social media sites

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EDITOR'S NOTE

As I conclude my wonderful experience as Guest Editor of the Spring/Summer 2017 rendition of "Top Women in The Pet Industry Magazine," I offer my sincere thanks and appreciation to ALL of this issues participating members who I have had the pleasure of meeting by email, phone or in the flesh.

My own Membership at WIPIN has been a fabulous and enriching journey from the incredible new friends, associates and clients I have met along the way like Marianne Buttner from "Petosexual Online," to the amazing Lauren Darr from "Left Paw Press," to Dana Humphrey at "Whitegate PR," to the countless membership benefits that Shawna extends to all of us each and every year.

This Spring 2017 "Top Woman" edition centers on the unparalleled growth in the pet sector and a glimpse of women pioneers who have paved the way for others with their contributions to all things "pet"! This issue also showcases contributions by WIPIN Publisher Extraordinaire, Shawna Schuh and "All Words Matter" Owner and Wipin Editor Robbi Hess, as well as member profiles featuring New product offerings from Suzanne Bream's "Emergency Response Button" (at "K9ERB!"), to Mona Straub's New Designer "Equestrian

"Brow Bands" at "Just Fur Fun," to Michelle Volk's New "Noah's Bark All Natural Pet Treats" to Susan Briggs and Charlotte Biggs New "PACC (Professional Animal Care Certification Council)," and so much more!!

As members of "Women In the Pet Industry Network," we are Passionate about what We Create, Innovate and Do! We are in the Pet Industry because we are ALL "Passionate about PETS!!"

"Thank you" to our Publisher Shawna for the opportunity and "Thank you" to WIPIN Contributing Editor "Michelle Aten" who is a delight to behold and amazing at everything she does.

Happy Spring! Happy WIPIN! Happy Pets! Renew your Membership and Invite your Industry friends to Share the Love, Inspiration and Education by being part of the "Women In the Pet Industry Network" Today!! Thank you for your support!!

Barbara Zawlocki

Guest Editor/"Top Women In the Pet Industry Magazine" | Member/Women In the Pet Industry Network | Publisher/Lick Magazine



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SPRING 2017 DIRECTORY

**Leaders from nearly every corner of the pet industry
are represented in this issue. Find Them Here:**

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Women in the Pet Industry Network

2016 WIPIN CONFERENCE

Where connections were made. Ideas ignited.
 Friendships made. Commitments to success reinvigorated.



“I still feel drunk from all the energy at the conference...”

—Elena Volnova of Dog Fashion Spa



To view these movers and shakers in action, click play

“It was truly humbling to meet and network with such amazing and inspiring women!”

— Colleen Demling of Pawtopia

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The theme is Extend Your Expertise.

<https://goo.gl/forms/4FpFMHVAA6zqStsf2>

Stand Out and Be Heard at the WIPIN Conference!

Contact Shawna Schuh at 503-970-5774 or shawna@womeninthepetindustry.com.



Women in the Pet Industry Network

CONGRATULATIONS 2016 Woman of the Year Category Winners!



Top Woman of the Year category winners, pictured from left to right are:
Lesley Crosby, Alisha Navarro, Dani McVety, DVM, Jeni Halliday, Elyse Horvath

Each of the category winners earns bragging rights and can use her win to her best advantage to build on her success. The winners received gifts from colleagues, WIPIN members and conference sponsors. Read more about these women in the following pages.

**ENTREPRENEUR
CATEGORY WINNER**



Lesley Crosby
Pendleton Pupcakes

**CORPORATE
CATEGORY WINNER**



Alisha Navarro
2 Hounds Design

**ADVOCATE
CATEGORY WINNER**



Dani McVety, DVM
Lap of Love
Veterinary Hospice

**RISING STAR
CATEGORY WINNER**



Jeni Halliday
Halli-Loo

**SOLOPRENEUR
CATEGORY WINNER**



Elyse Horvath
Natural Paws

If you're feeling inspired by these amazing women, take time now to nominate yourself or a pet industry colleague today for the 2017 Woman of the Year Award.

www.WomenInThePetIndustry.com



2016 WOMAN OF THE YEAR FINALISTS

**Congratulations to the
2016 Woman of the Year Finalists!**



Many of the WIPIN finalists from the five award categories gathered prior to the Awards Banquet as part of the WIPIN 2016 Conference in Portland, Oregon. The finalists pictured are:

STANDING IN THE BACK ROW FROM LEFT ARE:

Eileen Lambert,
Colorado Pet Pantry

Jeni Halliday, Halli-Loo

Jennifer Williams,
Cuddle Clones

Judy Helm Wright,
Animal Human Connection LLC

Jaime Rowe, Ello Pet Supply

Debbie Hamill, iFetch

Kim Goldsworthy,
HeyRex Limited

Rebecca Deveau-Greene,
JBS-USA

Marci Koski,
Feline Behavior Solutions

Lisa Brambilla,
My Eternal Family Tree LLC

Valerie Perlowitz,
Small Dog Wonders, LLC

Alisha Navarro,
2 Hounds Design

Dani McVety,
Lap of Love Veterinary Hospice

SEATED IN THE FRONT ROW FROM LEFT ARE:

Tania Isenstein, Camp Canine

Elyse Horvath, Natural Paws

Penny Johnson,
Sturdi Products Inn

Lesley Crosby,
Pendleton Pupcakes

Deborah Turner,
Dean Insurance Agency, Inc.

Dorothy Hunter,
Paw's Natural Pet Emporium

Mona Straub, Just Fur Fun

Gila Kurtz, Dog is Good

Alisa Johnson,
Dog on Deployment

NOT PICTURED ARE

Carina Evans,
Dog Rocks, USA LLC

Lauren Darr,
International Assn of Pet
Fashion Professionals

Mary Oquendo,
Pawsitively Pretty

How Well Do You

By Shawna Schuh

By reading this magazine, this article, you are experiencing an act of collaboration. When I write it, and you read it, we're in an act of exchange, even though we aren't in a common space and do this at different times.

Think about that, two people doing something at different times and yet giving and taking. I love that and it's the first step to other ever more collaborative experiences.

Now, I am using collaboration a little loosely, according to Merriam-Webster the definition of collaboration is: to work jointly with others or together especially in an intellectual endeavor

So I extend that to mean anything you learn from anyone. Because that's an intellectual endeavor for sure and at least two people are involved.

As a pet professional you may have realized how often you become isolated, how easy it is to get into your own little community of customers and how safe it is to hang out there. This, you know is less than stellar for business growth, yet so easy to slip into and stay.

On days when that happens to me, I like to do a couple of things to help myself. I share them in hopes of helping you too. Because, as a fellow collaborator, when we hold each other up, we both become better.



As I've traversed this leadership role within this amazing network of pet professionals it's become more and more apparent that doing things by myself is not only less fun, it is less effective in getting the message out about how special WIPIN is.

It could be the same for your pet business. So what if you began to consider yourself a wonderful collaborator, creating an ever better life and business by incorporating others who you can learn from, idea and resource share, and feel valued with?

I bet you can find some amazing prospects for collaboration inside the pages of this magazine. Open your heart, read the stories and take the first step. This could be the start of something big!

Collaborate?



Get a Move Buddy

when you get up, get moving, you increase your energy and you send out a good vibe. In keeping with our collaboration theme — who do you know you can walk with, talk with about new ideas, share stories and hone your thinking with?



Actively Listen

I'm a huge fan of Audible.com and listen to audiobooks daily. Like you reading this, I feel collaborative with every author that has poured their heart and soul into producing a book. They have given their best and I soak it up with relish. If you're wondering how you can fit this in, I do it while cleaning stalls, or in my car, or when I travel. Filling your mind up with new concepts and ideas gives you the edge on the intellectual as well.



Participate

In Women in The Pet Industry Network we have a members only Facebook page that lots of members use to share ideas, ask questions the need answers to and find partners for all sorts of endeavors. If you feel isolated, usually you are only a click away from finding someone to connect with.

PORTLAND, OREGON • SEPTEMBER 25 - 27 2017

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CONFERENCE DETAILS



We Are All About

Growing you and your business through great content and speakers.

No Mean Girls Allowed

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Finalists for Pet Industry Woman of the Year attend and they share their secrets from the finalists!

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WILL YOU HELP US MAKE THIS WORLD A SAFER PLACE FOR PETS?



The Professional Animal Care Certification Council (PACCC) is on a pet safety mission. Pet care professionals in pet lodging, dog daycare, pet sitting, and dog walking who are independently certified by PACCC have successfully demonstrated the highest level of pet care knowledge and safety standards.

Increased awareness of PACCC will bring more certifications and, ultimately, increased pet safety. Will you help us on our mission by simply spreading the word about PACCC to pet parents and pet care providers?

Together, we can make this world #saferinapacc.

PACCC
PROFESSIONAL ANIMAL CARE
CERTIFICATION COUNCIL

**“Certification Pet Parents Can Trust”
LEARN MORE AT PACCERT.ORG**

TOP SERVICES

CHARLOTTE BIGGS & SUSAN BRIGGS

CO-FOUNDERS, PROFESSIONAL ANIMAL CARE CERTIFICATION COUNCIL (PACCC)

How are you and your company capitalizing on the growth of the pet industry?

Charlotte: It's critical that the Professional Animal Care Certification Council (PACCC) capitalize on the growth of the pet industry. PACCC stands alone in the pet care market as the only independent third party certification program for the non-veterinarian care of pets.

This growth in number of pet care service providers such as boarding and daycare facilities, pet sitters and dog walkers increases daily. This is a direct result of the increased pet ownership in our world. At PACCC, we understand that for the vast number of pet owners out there, it is often difficult to know what makes the providers of care different. There is often a perception that if a pet care services business exists that all care is the same. With PACCC certifications, a pet care services provider can now distinguish themselves as being professionally knowledgeable in the breadth of knowledge needed to provide quality care across the areas of care.

What qualities/or habits make you successful?

Susan: I'm an organized planner and surround myself with great people. The PACCC board is comprised of passionate volunteer business owners and we have fun working together.

What forces do you believe "shape" the Pet industry landscape in your niche?

Charlotte: The number one force is the pet owner's perspective of their own pets as being part of the family and their expectation that they be cared for as one of their family. Pets are no longer "just a dog" or "just a cat." There is an increased awareness that how they are treated and cared for has an effect on the pet. Pet owners today want to know that their pet is not only safe and well fed and cared for. They want to know their pet has had social engagement. This could be through dog daycare activities, a dog walk or an individual sitting with them and spending one-on-one time. They want to know that if something is not quite right with their pet while they're gone that someone will notice and take appropriate action.

With PACCC certifications, a pet owner will know that this pet care provider has demonstrated



Charlotte Biggs

the knowledge that they understand the care of the pets from physical care to best practices in off-leash group play to geriatric and special needs. They'll know this person understands what to do in an emergency situation and so much more.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

Susan: Attend industry trade shows regularly, network and be open to collaborations with others.

What's your view on the future of the Pet industry?

Charlotte: The pet industry will continue to grow. The pet care services providers part of the industry has already experienced exponential growth, not just with facility-based businesses, but also in the pet sitting and dog walking areas. And, most recently, with the arrival of the .com section of the provider market such as a rover.com. It will become increasingly important for pet care



Susan Briggs

providers to be able to market themselves via the internet, social media and a number of other ways digitally.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

Susan: I fought getting involved in certification for a year, but it kept coming up during seminars. Thankfully, Charlotte agreed to be a partner in starting PACCC and we knew it was the right time to bring certification to pet care services.

What has been the greatest "blessing" in your life? In your business life?

Charlotte: The greatest blessing in my life has been that I've been surrounded by people (friends, family and colleagues) who support me and my personal and business goals. For that I am so very grateful.

What motivates you in your business life? Is it different than your personal life?

Susan: I'm motivated by the opportunity to help the small business owners that are committed to quality pet care and ensuring they are available to the world's pets that depend on them for care when they can't be at home.

Connect with Charlotte and Susan:

✉ info@paccert.org | 🌐 paccert.org | 📞 212-356-6093 | 🐦 [@paccert](https://twitter.com/paccert) | 📺 [f/paccert](https://www.facebook.com/paccert)



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TOP SERVICES

SUZANNE BREAN

MY LITTLE DOG TRAINING BIZ & K9ERB (EMERGENCY RESPONSE BUTTON)

How are you and your company capitalizing on the growth of the pet industry?

The pet industry continues to skyrocket in growth. We have a lot of first time pet parents who want to learn as much as they can and are interested in training their dogs. There are the older pet parents who are trying to stay independent as long as possible. Our product fits this segment of the population perfectly. The Canine Emergency Response Button allows this group to feel secure living independently longer with the pet being able to help them when a crisis arises.

If your pet (assuming you have a pet) could talk what would he/she tell us about you?

"Mom does an excellent job at communicating with me and the other dogs she works with. She understands what I am saying and is very patient when teaching me and other dogs."

What (in your opinion) are the top 3 things pet owners are looking for in the pet products they buy today?

I feel that the top 3 things that pet owners are looking for in pet products today is durability, location where it is produced and education/entertainment of their pet. Most pet parents now a days are very conscious of the fact that products from foreign countries may be inexpensive but that also comes at the cost of the safety of their pet. They are looking for American made products that are durable. They are also realizing that entertaining and mentally stimulating their pet is very important to their pet's health.

If you could do it all over again. What would you do differently in developing your product or business or company?

As far as my business, I do not think I would do anything differently. As far as the Canine Emergency Response Button, I think I would work harder at doing advertising and obtaining

pre-orders prior to going into production. Cash flow has been my biggest hindrance with the project.

What has surprised you about working in the Pet space?

I am the type of person that when they find something interesting they purchase it or support the advancement of the product. My surprise with the Pet industry has been that most people don't feel that way. They think things are really great ideas but do not back them financially.

What qualities about your pet are qualities you possess?

Dakota is quiet when in public and does his job well. He knows what is expected and portrays himself as confident. These are qualities that I also have.

What is the most exciting thing you have ever done in business?

The most exciting thing I have ever done in business is applying for and receiving a patent for my Canine Emergency Response Button. I felt that was quite an accomplishment.

Do you attend industry trade shows? If so, which one(s) and why? Do you have a "favorite" show?

Thus far, I have only attended one industry trade show. That was the Global Pet Expo. It provided me an opportunity to wander the floor and see new and exciting products that were coming to the market. It also gave



me an opportunity to introduce and educate people on my product.

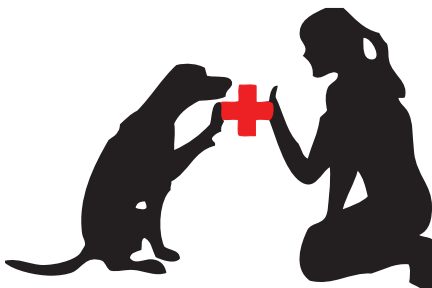
I am hoping to be able to attend Super Zoo in Las Vegas. I hear it is very exciting.

Which of WIPIN's Member Benefits have you found "most" helpful for your business?

For me the WIPIN has been a huge benefit. I am enjoying the comradery and mentorship that occurs within the group. I love the fact that we don't look at each other as competitors but as friends and acquaintances with whom we can share information and education. I have not had an opportunity to take complete advantage of all of the offerings but I definitely will in the future.

How could this network serve you better?

I am still learning the ropes as a business involved in this aspect of the pet industry. I have been a dog trainer for many years and not a manufacturer or reseller of products so this aspect is all completely new to me. I would appreciate more mentorship opportunities.



Connect with Suzanne:

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☎ 541-974-0327 | [f/dogtrainingbiz](https://www.facebook.com/dogtrainingbiz) | [f/k9erb](https://www.facebook.com/k9erb)



Women in the Pet Industry Network



Geralynn Cada - CPDT, AKC CGC

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TOP SERVICES

GERALYNN CADA *C AND C PAW CO & UNLEASHED BY GERALYNN CADA!*

How are you and your company capitalizing on the growth of the pet industry?

2017 has come in strong on the product design and educational front. From testing and reporting on leashes and collars, to educating parents and children how to interact with pets. It has been a full year already and we are not even halfway done with this year yet. I'm grateful for the opportunities and being able to assist the canine kind.

What forces do you believe "shape" the Pet industry landscape in your niche?

A Growing Love for animals in the home. Educational awareness offering the best life for your pets, and ultimately you with all of the research of benefits for human animal health. People, animal rescues, shelters, law enforcement officers, and volunteers who give every day to protect animals.

What's your view on the future of the Pet industry?

It will grow and eventually stabilize as designs and product categories fill themselves out. How much larger will it grow? The sky's the limit.

Who is GERALYNN CADA?

Through tremendous amounts of training experience, I've become man's best friends best friend. My skill set is unique and difficult to duplicate. The information that I have uncovered and share with individuals and companies alike is powerful.



What qualities/or habits make you successful?

Being surrounded by dogs all day. Dogs keep me grounded. Being Grounded and Balanced is Key to a successful life!

What has been the greatest "blessing" in your life? In your business life?

Not to sound cliché but my dogs and my husband have been a blessing in my personal life. In my business life, it seems to be my unending desire to improve the lives of pets and their people, kids too, mixed with an amazing amount of creativity thanks to my family.

Will you be in the pet industry 10 years from now. And why?

This May, I'm celebrating my 40th year as a dog trainer — yes, I was a little person when my skills were mastered. This is an industry that I do not ever want to leave, as it is in my blood and will remain until I do not inhabit the earth anymore.

What is the most exciting thing you have ever done in business?

Delivered Service animals to other countries.

Which of WIPIN's Member Benefits have you found "most" helpful for your business?

Even though I've only just joined WIPIN, there are many benefits that I'm looking forward to digging up and utilizing.

Connect with GERALYNN:

✉ CandCpawco@gmail.com | 🌐 www.CrayonsandCollars.com | 🌐 www.GCUnleashes.com (coming soon)
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Are You Woman of the Year Material?

NOMINATIONS CLOSE MAY 29TH 2017



PORTLAND, OREGON • SEPTEMBER 25 - 27 2017

www.conference.womeninthepetindustry.com

Gratitude Matters

By Robbi Hess

We get so caught up in the busyness of our lives and our businesses that we forget to count our blessings.

I know I am guilty. As a breast cancer survivor, I was told to keep a “gratitude journal” during my treatments. There were times it was hard to find anything to be grateful for and there were days when my only entry for the day was, “the coffee creamer wasn’t curdled.” You take what you can get, right?

At our new River House, we have a sign that hangs in the stairwell. I see it every morning. I read it daily and it puts me in a positive headspace.

The wording from the “Wisdom From The River” plaque, what it means to me and how you can use it.

GO WITH THE FLOW. Sometimes you can’t change the outcome, so you need to breathe through it and let it float away. You can’t control the river, you can’t control other people, you can only control your reactions.

IMMERSE YOURSELF. When you’re in the midst of something, be fully and completely in the moment. During treatments, I didn’t want to “immerse myself.” I wanted to run away. My oncologist said, “focus on one minute, then the next, then the next and you can get through.” Wise words. I immerse myself in whatever I am doing. Whether I am crocheting, reading a book, cooking dinner (an activity I despise!), getting bloodwork or talking with a new client. I don’t think about “what’s next” I focus on “what’s right here.”

STAY CURRENT. Don’t let technology pass you by. This is especially important for entrepreneurs.

SLOW DOWN AND MEANDER. I have stopped rushing. I don’t get as pissed off in traffic. I have determined I will get there when I get there. I taught myself to not let little things spoil my day. I have patience with others – that was a huge one for me. I realize I don’t know what others are struggling with, just as people don’t know what I am struggling with. Rather than rolling my eyes and sighing, I offer a friendly smile.

GO AROUND OBSTACLES. You don’t have to plow through obstacles to get to the other side. Sometimes it’s easier to go around.

BE THOUGHTFUL OF THOSE DOWNSTREAM. This is akin to “keeping your side of the street clean.” Your actions, especially as a business owner, can have a trickle down effect. Make sure what’s trickling isn’t harmful to others. Be thoughtful of those behind you and leave kindness in your wake.

THE BEAUTY IS IN THE JOURNEY. Honestly, this is a difficult concept for me some days, especially when I think of all that breast cancer has taken from me, but I am grateful beyond words that I am still here today. Five years later I have my health, I still get to snuggle my pets, hug my family and see the sunrise. Even when you’re facing challenges, look for the beauty in that section of your journey. Even if it’s miniscule, grab onto it with both hands and hold it close.

GRATITUDE JOURNAL. Keeping a gratitude journal has been an eye-opening exercise. Before I fall asleep I grab my journal and write down at least three things that were great that day: I cooked a kick-ass dinner, I signed a new client, I walked on the treadmill without being winded. When I wake up in the morning, I read what I was grateful for the day before, then I jot down three things I want to have happen that day: I want to finish my book, my pets will have positive outcomes at the vet’s, my kids are coming for dinner. Ending my day with happy thoughts and starting my day with items to look forward to, colors my day and leads to positive outcomes.

Are you overworked and overwhelmed? Drop me an email and ask for a complementary 15-minute Conquer The Overwhelm Session. Robbi@AllWordsMatter.com. Robbi Hess is an award-winning author, breast cancer survivor and long-time solopreneur who is owned by a diva poodle, Henrietta, and two Devox Rex kittens, Ickis and Oblina.



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TOP SERVICES

LESLEY CROSBY *PUPCAKES*

How are you and your company capitalizing on the growth of the pet industry?

We are the first line of defense when it comes to catching possible health issues. We provide exceptional care so that while pet parents work they know they won't come home to a mess. We allow the pet parent to have the flexibility to travel, and we improve pet/pet parent relationships through training. All in all, people want to spend their energy enjoying their pets, not worrying about them, and that's what we do. We take away the worry and provide the peace of mind, and having peace of mind for most, is priceless.

What forces do you believe "shape" the Pet industry landscape in your niche?

The humanization of pets implies a much more intimate relationship between pets and owners. The Millennials are the driving force with the desire to share their favorite brands, styles, and comforts with pets. We are seeing a higher demand for designer labels, spa services, and creative grooming. As more and more Millennials become pet owners we will continue to see the humanization trend grow and evolve to incorporate more and more premium products and services.

What's your view on the future of the Pet industry?

The pet industry has nowhere to go but up. As our relationship with pets has evolved from them being possessions or working animals to actual family members, we will continue to see exponential growth year over year. From creative grooming to birthday parties for pets, we will continue to see a demand for more products and services that integrate the pet into the family unit.

What has been the greatest "blessing" in your life? In your business life?

My husband, Jonathan, has been the greatest blessing in my life. He sacrifices his time, energy, and talents to support me. He never complains, not even when he's cleaning

up poop! He is my rock, my friend, and my soulmate. As for my business life, that would be Dr. Fiona Hillenbrand. She is a local veterinarian who is working with us to acquire her current location so that we can expand and keep growing our business. I will forever be grateful for her faith, kindness, and dedication to our success.

What has been the greatest challenge in your business life? How did you overcome it?

I'm an extremely sensitive person. While this allows me to be compassionate and empathetic, it also causes me to experience great emotional pain. If I don't please everyone I come into contact with. I know it's unrealistic to expect to be able to make everyone happy, and it's something I have to constantly remind myself of. My husband is always telling me I have to develop a thicker skin, but at the same time I'm hesitant to because I feel it's my open heart that has led me to where I am.

What (in your opinion) are the top 3 things pet owners are looking for in the pet products they buy today?

I feel that first and foremost, pet owners are looking for products that will enhance their pet's overall health and well-being. Pet owners seem to be more and more conscious of the limited time we have to spend with each pet and want anything that will assist in prolonging the time they have with their four-legged family members. Secondly, I believe pet owners are looking for quality products that are made of safe materials that will withstand the wear and tear their pet exposes the items to. Thirdly, pet



owners are looking for value. They want to be able to give their pet the very best they can without breaking the bank.

What motivates you in your business life? Is it different than your personal life?

I've always found it to be true that there is more happiness in giving than in receiving. I find making others happy to be one of my biggest motivators in both my personal and business lives. Every day I see and hear about problems others are having, and if I can do something to enhance the quality of their life, or enhance the prosperity of my community, then it makes it worth it to me to keep going, keep growing, and keep giving.

What qualities about your pet are qualities you possess?

Claire is a three pound Chihuahua/Shih Tzu. She has absolutely no idea she is a small dog. I've seen her climb mountains with my husband, fiercely defend her family, and not even run away when she saw a bear in the woods. She is loyal, fearless, and she doesn't let her size deter her. I'm the same...loyal, fearless in both my personal and business lives, and even though I'm physically small in stature and in business, I do not let it deter me. Like Claire, I think big, therefore, I am big.

Connect with Lesley:

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TOP SERVICES

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How are you and your company capitalizing on the growth of the pet industry?

As someone who loves the pet space, I see there is a high need for solopreneurs and small business owners to fully understand the power of marketing and sales. Many people get into this industry thinking passion alone is enough to sustain their business growth.

There is a high need for outstanding knowledge on how one can market their business and have effective sales conversations.

With the growth within the industry, the more I make business owners understand the power and profitability of knowing how to market and sell, the more opportunity there is all the way around.

One of the best ways to position expertise is with a book. Yet, many people in the pet space don't know where to begin with a project of this magnitude. I show them how to take a book to market in the simplest and easiest way possible and how to create opportunity prelaunch and post launch with strategic systems in place.

What forces do you believe "shape" the Pet industry landscape in your niche?

Content marketing is one of the fastest growing segments of marketing for any business regardless of industry. Within the pet space, there is a great need for people to know how to effectively use content to market their businesses. Whether it be with their blog, books, articles, interviews, speaking and training, content is a powerful tool to use to position expertise and grow market share.

What's your view on the future of the Pet industry?

The industry will continue to grow. More and more people view their pets as part of the family. The investments we make into the love and care of our animals is huge. It will continue to grow in ways that can be very profitable to conscious pet space business owners.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

The most important thing you can do as an entrepreneur is treat your business like a business.

Be willing to invest in the right training, resources, team members and consulting. You cannot run a real business like a hobby. It's essential to set up your systems to operate at optimal levels.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

I never planned to work within the pet space. I've rescued pets for many years. It is just something I do. I didn't see this as a way into the pet industry, but it turned out my passion became a huge part of my business model.

I did a fundraiser for one of our rescue dogs who needed major surgery. I utilized strategies for marketing the fundraiser that I have used in other areas of my business.

Yvonne DiVita contacted me about speaking at BlogPaws after she saw what I was doing with the fundraising for Delaney (our rescue). I didn't realize what this one "yes" would do for me or my business.

Not only have I presented at several industry specific conferences as a result of saying yes to Yvonne to speak at BlogPaws, I now consult with private clients in the pet space; those wanting to know how to gain visibility, market their businesses and write books.

If your pet (assuming you have a pet) could talk what would he/she tell us about you?

My momma is a sucker for a good face licking and she spoils the heck out of all the critters at home. She is kind hearted, loves animals of every description. With the right look, we can easily wrap her around our paws or hoofs.



What motivates you in your business life? Is it different than your personal life?

I'm motivated by making a positive difference both personally and professionally. I love living life with passion and energy. I like to shatter stereotypes and do things that others might say is a huge stretch. For example, for my 61st birthday I did a full marathon as a power walker. I had never done a marathon before and thought this would be a great way to celebrate.

I have since then enjoyed participating in numerous distances of races from 5k, 10k, 10 mile and half marathons as a runner.

I love great challenges. Writing quality books and information products in record time is a challenge I very much enjoy especially knowing the content can have an incredibly positive impact on the end user.

Which of WIPIN's Member Benefits have you found "most" helpful for your business?

The greatest benefit for me is the face to face interaction at the conference. I enjoy meeting people outside of online means. It's ironic that I would in that I am an online marketing and yet, I find the face-to-face offers a lot of great opportunity to get to know others on a more personal basis.



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8 Steps Petpreneurs Can Take To Save Time & Make More Money

By Robbi Hess

There is no silver bullet to productivity and organization. Why? Because there is no one-size-fits all solution. Your business is unique. Even if you work in the same company and do virtually the same job, the way your brain is wired means the way you approach tasks and to-dos is unique.

If you're desperate to stop feeling overworked and overwhelmed, here is a recipe to help you do just that.

- 1 COMMIT.** If you're not committing to both gaining (or regaining) control of your schedule and to mastering your tasks, you are poised for failure. Every change you implement in work and life requires commitment. Are you ready?
- 2 PRODUCTIVITY BASELINE.** If you don't know where you're falling off the rails, you won't know how to get back on track. Grab a notebook and diligently track your productivity for an entire week. I find that making notes on paper helps more easily see what you're doing with your day. Write down EVERYthing you do AND how long it takes you: Client phone calls; poking around on Facebook; working on client tasks; daydreaming. If you have a productivity baseline you are on your way to determining where you're most productive and where you're wasting time. For example: Wrote blog post for client X from 9 am to 10:05 am; looked on Pinterest for lunch ideas 10:06 am to 11:30 am, and so on.
- 3 WORK IN BLOCKS.** Studies have shown humans concentrate best in 90-minute increments. Use time blocking to mark this in your calendar — whether paper or virtual. Schedule tasks in 90-minute blocks. Once the 90-minutes are up, take a 15-minute break. If you want to see an example of a time-blocked calendar, drop me an email.
- 4 BE MONO-FOCUSED.** Multi-tasking is not your friend. You get more done when you focus on one task at a time. When task-hopping, your brain doesn't have time to catch up with the switching and you lose valuable time when asking your brain to switch from task to task to task. In your 90-minute time blocked increments, write down ONE to-do item. Focus your attention completely.
- 5 EAT THE ELEPHANT.** If you want to write a book, for example, and you write down, "Write a book." That is a HUGE task and potentially daunting task. Take that task "write a book" and break it into smaller, bite-sized sections. For example, "Write a book" will have the tasks: By January 2018 (you need a deadline); write the outline; write the back cover blurb; determine chapter titles; write a sentence to describe what will be in the chapter. Use time-blocking to chip away at large tasks.
- 6 GET AWAY FROM THE COMPUTER.** You need to get away from the computer and devote at least twenty minutes a day to exercising. You may decide to use the fifteen minute sections in your time block to get moving. Walk the dog. Play with the cat. Get on the treadmill. Do jumping jacks. As a business owner, you're responsible everything, and if you get ill, who will take over? Your health is as important as client tasks. Also, getting your blood flowing gives you renewed vigor for the other tasks you have scheduled.
- 7 DO A DIGITAL DETOX.** I can hear the gasps now! Even if your job involves being on social media for your clients that doesn't mean you have to poke around your Facebook page every five minutes, right? Pick at least one day a week and get away from technology. If you can't do an entire day, choose several hours — and not just those hours when you're sleeping! — to digital detox. I urge my clients to not answer their email before 10 am. It's not easy, I know. I practice what I preach and avoid going online until 10 am — no Facebook, no Twitter, no email. Make note of your digital detox time in your productivity baseline journal.
- 8 PRACTICE THE RULE OF THREE.** Every day pick three projects or tasks to commit to. Focus on accomplishing those. Check them off when they're complete. There is something satisfying in seeing a crossed off task on a to-do list.

Are you overworked and overwhelmed? Drop me an email and ask for a complementary 15-minute Conquer The Overwhelm Session. Robbi@AllWordsMatter.com. Robbi Hess is an award-winning author, breast cancer survivor and long-time solopreneur who is owned by a diva poodle, Henrietta, and two Devox Rex kittens, Ickis and Oblina.



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TOP SERVICES

CAMILLA GRAY-NELSON *DAIRYDELL LLC*

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

My career with animals came about totally by accident. I was raised on a farm and animals were my life growing up. I went to college and had a career but friends kept asking me to help train their dogs. Well, one thing led to another and I ended up in the dog business!

What qualities/or habits make you successful?

I am intensely creative and am always trying to come up with ideas no one else has tried. Of course, you can waste a lot of time and energy on the "fizzles," but some ideas are terrifically successful and they propel you to the head of your field.

I also love helping people. I've made this quality the cornerstone of my business brand.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

I would remind new business entrepreneurs that the business process can be summed up in three steps *in this particular order*: 1. Like me 2. Trust me 3. Pay me.

Find a big pet owner need that you are good at filling, and you have the start of a great business. But then keep your focus on *helping* instead of *profiting*. Customers will like and trust you. When they have a choice of vendors for the same or similar products, they will always choose the one that they like and trust *the most*.

What is the most exciting thing you have ever done in business?

Definitely writing books about my craft. "LIPSTICK AND THE LEASH: Dog Training a Woman's Way" was voted Book of the Year, 2012 by the Dog Writers of America. I received the award at Westminster Dog Show in New York. The idea that I can now reach dog owners all over the world is exhilarating and one of the biggest thrills of my life.



Do you have any favorite pet authorities, pet leaders, company heads or icons?

I always look to creative business and marketing experts for my business inspirations - outside the pet field. I particularly like Malcolm Gladwell (The Tipping Point), Nicholas Boothman (Convince Them in 90 Seconds), Bob Burg and John David Mann (Go-Giver series), Delivering Happiness (Tony Hsieh - Zappos) and Brand Like a Rock Star (Steve Jones.) I think these books should be on every entrepreneur's bookshelf. Alongside the classic, "How to Win Friends and Influence People" by Dale Carnegie, of course!

If your pet (assuming you have a pet) could talk what would he/she tell us about you?

She would say, "OMD!" (She's dyslexic like me) "How can anyone watch so much QVC?? LOL I always have it on in the background in my home office. Hey — who has time to drive to the mall and shop when you're running a business??"

What has been the greatest challenge in your business life? How did you overcome it?

I would say balance. Husbands and families can be the casualties of our success. It's just so easy to let business take over your life.

I turn the computer off at the end of the workday, cook dinner for my husband and we watch TV and check-in after our days.

I have also learned to delegate. One can't be creative or successful if they're burned out. And the people I chose to take over certain tasks have done them admirably. Let it go!

What (in your opinion) are the top 3 things pet owners are looking for in the pet products they buy today?

The demographic of today's pet owners is shifting from baby boomers to millennials. We MUST adjust our pet businesses to meet the needs of the younger dog owners if we want to stay in business!

1. Newer clients want quick, simple solutions. Directions must be 1 - 2 - 3, rather than a paragraph, and solutions-in-a-box are preferable to "you'll need this, this and this to proceed." In our board and train program, instead of billing separately for boarding, training, equipment and classes, we now total it all together and sell "all inclusive" packages, even though the combined ticket price is quite high. Clients appreciate the convenience.
2. They want natural and healthy. Our ranch venue kennel is popular for its fresh air, blue skies and room to run. And, yes, we offer flower essence sprays to calm their dog, focus him for training, and even ease his crate phobia. They sell!
3. Millennials also care about social responsibility, especially within their home communities. Any way we can link Dairydell to a worthy cause helps draw us closer to our clients. I currently donate time each month to help rescue dogs start out on the right paw with their new families.



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VETERINARY HOSPICE
& *In-Home Euthanasia*

TOP SERVICES

DR. DANI MCVETY *LAP OF LOVE*

How are you and your company capitalizing on the growth of the pet industry?

Lap of Love Veterinary Hospice has revolutionized the care of geriatric pets, the end-stage management of terminal illnesses, and the handling of euthanasia within the profession. By perfecting the veterinary hospice concept and proactively bringing euthanasia into the home, we are transforming end of life care from a minute percentage of practice into the valuable, honorable, and dignified experience that it should be.

What forces do you believe "shape" the Pet industry landscape in your niche?

There are two main forces that are shaping the landscape from our perspective: the desire of pet parents to, in fact, be "parents" of their non-human family members, and the desire for a friction-less interaction with a doctor, particularly at the most difficult moments.

What's your view on the future of the Pet industry?

The pet space has never been more incredible than it is now. Our rate of change is exponential and I don't foresee it slowing down any time soon. Pets are not only in our living rooms, they are in our beds! Their importance and status in society is still increasing and frankly, it may grow beyond the importance of other humans in our life.

Who is Lap of Love?

Lap of Love has done more than evolve the way veterinarians practice medicine; we have created a new field within our profession. This emerging veterinary end of life care space benefits every party involved: the patient, the client, and the doctor. A peaceful end of life experience best supports the comfort of the patient, allows the clients to navigate their grief without the burden of guilt, and provides the most supportive environment for doctors. These benefits culminate to unparalleled patient care and promotion of the human-animal bond.



What qualities/or habits make you successful?

Passion, passion, passion... and the drive to implement the plans and vision that come with passion. It's truly that simple. Oh, and the ability to be detached from both the bad and good opinions of those around me.

What has been the greatest "blessing" in your life? In your business life?

On a personal level, my greatest achievement will be raising kind and generous adults that contribute to society's growth. My life will be complete the day my children say to me, "We have always felt loved" and "You set an example, you didn't just talk about it."

Professionally, my greatest blessing is the team I have around me. I have no idea how I got so lucky with them (well, perhaps I do!!). In 2013 I was privileged to be the youngest recipient of the University of Florida College of Veterinary Medicine's Distinguished Young Alumni Award, then the Florida Veterinary Medical Association's President's Award in 2014, and in 2016, I was named Pet Industry Woman of the Year! These are my greatest professional blessings thus far second only to the thank you cards I receive from families I've helped and veterinary students who tell me I've inspired them to keep going.

In the years to come, I hope to say that my greatest professional achievements are having a TED talk titled "Why veterinarians will change the face of human death" and aiding in the lobbying efforts on a federal level for improved end of life care for humans. Lofty goals, yes, but that's what life is about.

Will you be in the pet industry 10 years from now. And why?

Absolutely. Simply put, there's nothing more I would rather do. I cannot wait to see how this pet world evolves!

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

I'm lucky enough to be a doctor in the business world... but I do not have an MBA. I quickly realized, however, that I can learn flow charts, graphs, and financial statements, but there's something not everyone can learn; leadership, inspiration, passion, and the ability to formulate an incredible working environment. And that's what I would tell myself all those years ago; never second guess your ability to learn the skills it will take to grow a business, and to acknowledge the skills that are innately present. After that, it's all about the ability to execute on the plan. And for a passionate entrepreneur, that's the easy part!!

What (in your opinion) are the top 3 things pet owners are looking for in the pet products they buy today?

1. Expert advice.
2. Ease of use.
3. A product that cares about their pet the same way they do. (There are many varying degrees of this.)



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TOP SERVICES

STACY PURSELL *THE VET RECRUITER*

How are you and your company capitalizing on the growth of the pet industry?

I founded The VET Recruiter® the leading executive search and recruitment firm specializing in the Animal Health, Animal Nutrition, Veterinary and Pet Product Industries. We partner with client companies of all sizes, from Fortune 100 companies to small start-ups and veterinary hospitals throughout the United States to help them locate and hire the best talent for their specific needs. Our clients include Animal Health pharmaceutical and vaccine manufacturers, biotechnology companies, diagnostic and capital equipment companies, pet food and pet nutrition companies, feed manufacturers, distribution companies, non profit organizations and associations and both corporate and privately owned veterinary practices.

What forces do you believe "shape" the Pet industry landscape in your niche?

Consumer buying patterns and innovation shape the industry. My niche is focused on finding and landing top talent for difficult to fill positions. We are in a candidate driven marketplace and top talent is hard to find and must be proactively recruited in order to keep up with business demands.

What's your view on the future of the Pet industry?

I'm optimistic and confident that we will continue to see growth and innovation in the Pet Industry.

Who is Stacy Pursell?

Stacy Pursell has dedicated her career to handling executive search and recruitment for the Pet Products, Animal Health and Veterinary Industry. She is a 20 year veteran in executive search and recruiting in the Pet, Animal Health and Veterinary Industries. She is the founder of The VET Recruiter® the leading executive search and recruitment firm specializing in the Animal Health, Animal Nutrition, Veterinary and Pet Product Industries. Stacy was the first recruiter in the United States to specialize in the Pet, Animal Health and Veterinary Industry and has placed more professionals than any other recruiter in the United States in these industries. She is a million dollar producing recruiter and has the highest producing recruitment desk in this space, while also managing a recruitment firm. She is the only Certified Personnel Consultant (CPC) and Certified

Employee Retention Specialist (CERS) in the Pet, Animal Health and Veterinary Industries. She is a wife of 21 years and a mom of 5 kids.

What qualities/or habits make you successful?

My hard work, passion and dedication. There is no one who will outwork me. My mantra is this quote by Will Smith. I live this every day. It all boils down to hard work. I will say it again. There is no one who will outwork me. Ask anyone who knows me.

"The only thing that I see that is distinctly different about me is I'm not afraid to die on a treadmill. I will not be out-worked, period. You might have more talent than me, you might be smarter than me, you might be sexier than me, you might be all of those things you got it on me in nine categories. But if we get on the treadmill together, there's two things: You're getting off first, or I'm going to die. It's really that simple, right?"

You're not going to out-work me. It's such a simple, basic concept. The guy who is willing to hustle the most is going to be the guy that just gets that loose ball. The majority of people who aren't getting the places they want or aren't achieving the things that they want in this business is strictly based on hustle. It's strictly based on being out-worked; it's strictly based on missing crucial opportunities. I say all the time if you stay ready, you ain't gotta get ready."— Will Smith

What has been the greatest "blessing" in your life? In your business life?

In my life it is my family. My husband of almost 21 years and our 5 children. They keep me motivated to work hard every day. In my business it is all the relationships I have built. The relationships I have are most important to me.

Will you be in the pet industry 10 years from now. And why?

Yes, there is no other niche where I would rather be.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

Work harder than you ever imagined you would work. Focus on serving one client at a time and be the best you can be. Do the best job you can do.



Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

It is interesting where life takes us. I grew up rescuing pets as a child and had many pets growing up. I never intended to work in the pet industry. Life brought me here. I was hired to handle executive search and recruitment for Fortune 500 companies and specifically food and beverage companies. Some of my human food companies had pet divisions and my business grew one client at a time from there. In the 1990's I started to move into the pet industry and then it became purposeful. I left one of the world's largest executive search and recruitment firms to start a boutique search firm to focus on the Pet, Animal Health and Veterinary Industries. There was no firm dedicated to the "animal" industry at the time so I started a firm to do that.

What motivates you in your business life? Is it different than your personal life?

What motivates me is to serve my clients and make them happy and to deliver results. In my personal life it is to serve my family and raise good kids who will be productive useful members of our society.



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Women in the Pet Industry Network



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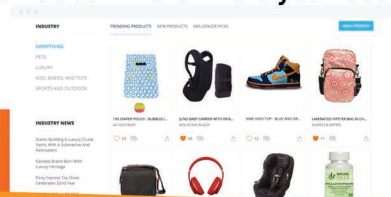
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A TRIBUTE TO PETS...70 BILLION IN PET\$!!!

WHAT IS ALL THE EXCITEMENT ABOUT?

The Excitement is about “PETS”!

The industry that you and I share as members of “Women in the Pet Industry,” is an industry that has “exploded,” survived and thrived despite recession and the emergence of a new and very digitally driven age. The amazing Pet Industry has boomed to levels in the 70 Billion (yes, I said the “B”...word!!) dollar range. And the Pet Industry shows no sign of stopping.

WHY?

The Pet Industry is driven like every industry “to fulfill a need.” And that “need” is just showing the tip of its iceberg. In recent decades, the trend has been away from larger families and family life the way we knew it. The days of “Father Knows Best”, “Donna Reed” and “Leave it to Beaver” are mere memories of a kinder, gentler age where the family was king. The “focus” has gradually become focused on “the individual,” self, aspirations, mission, work



and personal fulfillment. At the same time around the world, there is not a greater sense of spirituality, acceptance and respect of individual differences but a more acute “defining” of differences. And because of all these shifts in life on planet earth, the human need and desire for unconditional love and acceptance has been somewhat lacking...

And thus, in the midst of all this quest for “individuality” and the “separation” of people...In walks...“PETS”...almost like some amazing new invention..

I could say “In walks ‘Dogs’ as we all know dog is God”. But there are also cats and birds and all kinds of other wonderful animals that make up and fill the world and quench the human need and desire for love. It is this very invisible and visible bond that pets provide that is the ultimate catalyst of the blossoming PET Industry and blossoming Pet Industry Revenue Everywhere...

It is the “Unconditional LOVE”, Friendship and Companionship that our Pets provide that has propelled this amazing industry to unearthly numbers. Thus, the emergence of our new friend, companion, family member albeit “child” of a more self involved self aware generation(s) of humans — called — ”PETS!”

“PETS” whether we want to admit it or not fulfill “OUR” need. A need to be loved, even if we choose not to return that love, a desire for a companion that is always eager, willing and able to go wherever we wish to go at a moments notice, and a lifelong and loyal friend, that has no agenda but to appeal to our every wish.

This is the core of the boom in the Pet Industry. PETS love us no matter who we are or what we look like. They love their human whether they live in a castle or a hut. Rich or poor, in sickness and in health (kind of like marriage, but there is no license and no binding commitment on the human end). PETS are god’s perfect invention for the human condition.

The Pet Industry as we know it today, with all its accoutrements, with its luxury pet hotels and pet camps, pet training, baby sitters, kitty wines, diapers, specialty vets, chic playpens, premium strollers, designer clothes, fashion shows, rain booties, specialty pet magazines, videos, pet massage, bath oils, homoeopathic lines, brand foods, supplements, pet yoga?, pet wills, pet caskets, pet cemeteries and more...was born!!

The Pet Industry whatever it was “before” on a simpler level has evolved and boomed to be an extension of ALL brands Human. In fact, many a multizillionaire has left both their mansions and money to their pets!! “The Pet” and the

“Pet Industry,” has become an integral part of the American family and has bloomed into a 70 Billion Dollar Pet Industry that continues to grow...“Hello Kitty”!!

“HELLO”, to our “Women in the Pet Industry”. “What do YOU do?” and “WHY PETS for YOU!! Let me leave you with this beautiful tribute that I include in every issue of my own magazine, entitled “A Tribute to the Dog. This tribute speaks to everyone who loves or has lost a pet everywhere.

“A TRIBUTE TO THE DOG” (1869)

“The best friend a man has in this world may turn against him and become his enemy. His son or daughter that he has reared with loving care may prove ungrateful. Those who are nearest and dearest to us, those whom we trust with our happiness and our good name may become traitors to their faith.

The money that a man has, he may lose. It flies away from him, perhaps when he needs it the most. A man’s reputation may be sacrificed in a moment of ill-considered action.

The people who are prone to fall on their knees to do us honor when success is with us may be the first to throw the stone of malice when failure settles its cloud upon our heads.

The one absolutely unselfish friend that a man can have in this selfish world, the one that never deserts him and the one that never proves ungrateful or treacherous is his dog...

When all other friends desert, he remains. When riches take wings and reputation falls to pieces, he is as constant in his love as the sun in its journey through the heavens..”

And this is why “PETS” are a 70 Billion Dollar Business...

Barbara

a woman in the pet industry

Guest Editor/Top Women in the Pet Industry Magazine

Member/WIPIN & Publisher Lick Magazine



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TOP PRODUCTS

SHANNON BARNARD *K9 BYTES*

How are you and your company capitalizing on the growth of the pet industry?

K9 Bytes offers handcrafted products made in the USA. I think this is becoming more important to pet parents. They want to feed their pets quality treats, show off their personalities through their pets and include their pets in their holiday celebrations.

What forces do you believe "shape" the Pet industry landscape in your niche?

People appreciate Made in the USA products. Being able to develop a relationship with customers and give a personal experience gives smaller companies like K9 Bytes an opportunity to earn loyalty from our customers.

What's your view on the future of the Pet industry?

The pet industry is going to continue to grow. Pets are an integral part of our families. Pet parents are willing to spend money to spoil and pamper their pets.

Who is Shannon Barnard?

I believe the love that I feel for pets shows in the products that I make. I enjoy creating the collars, treats and toys and a part of that passion comes through in the products and packaging.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

Find a good mentor or coach to guide you through your business and provide objective feedback. Learn to delegate.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

I have always enjoyed using my creative outlet to make fun, functional products. I started my web business offering fabric notecards and a variety of other handmade gifts. I came across a pattern for fabric dog and cat collars and thought they would be fun to make. I added them to my line of products and they took off. I realized I had found my niche and re-gearred my whole site and business to be pet oriented. It was the perfect match for my creativity and love of pets.



What motivates you in your business life? Is it different than your personal life?

Bringing joy into the life of pets and pet parents motivates me. It brings me joy to know that they appreciate the love that goes into my products.

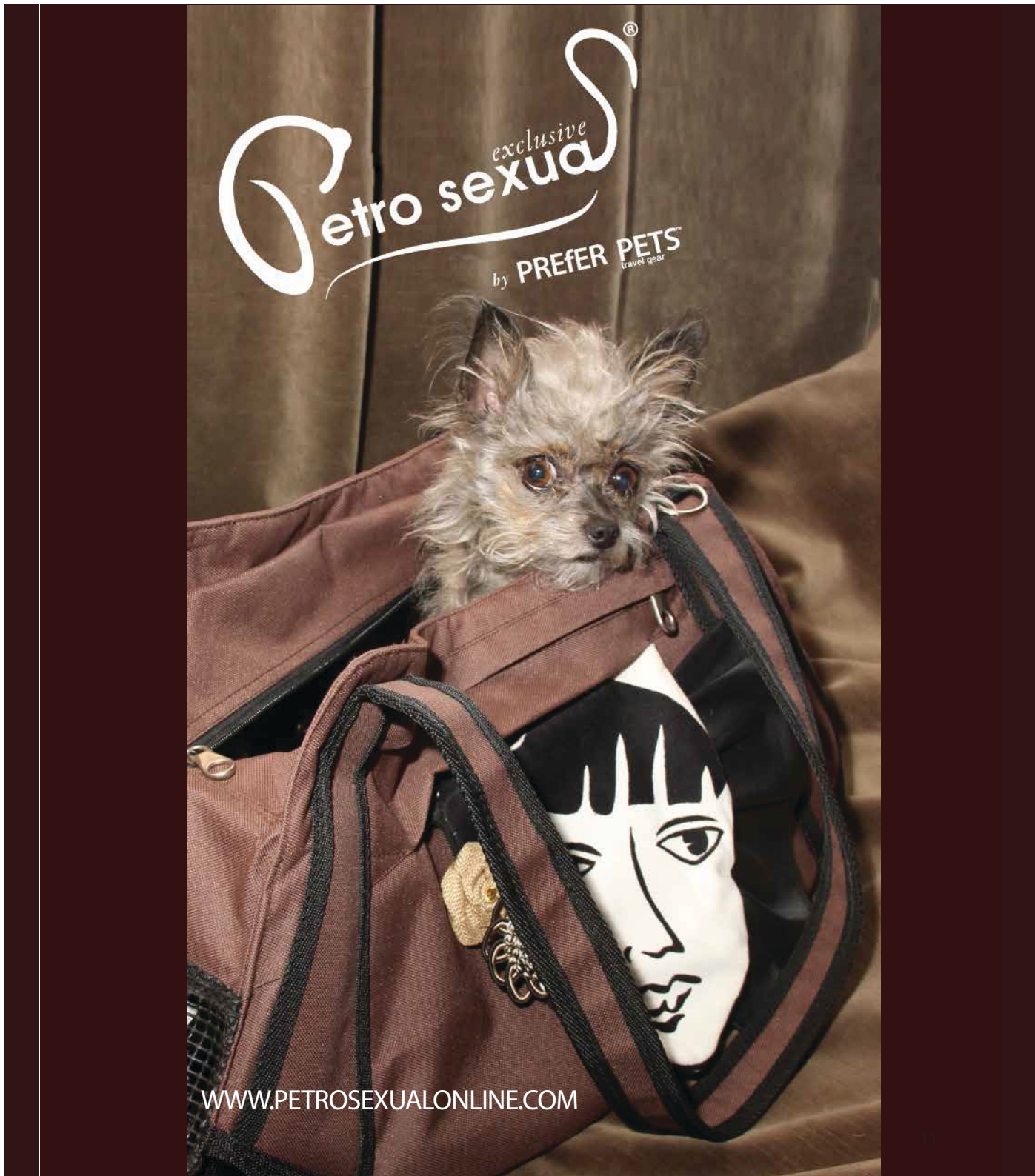
What qualities about your pet are qualities you possess?

I'd like to think that my dog, Rogue and I both possess loyalty, compassion, a sense of playfulness and forgiveness. He's also a little quirky, so I could throw that in too.

Connect with Shannon:

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Women in the Pet Industry Network



TOP PRODUCTS

MARIANNE BUTTNER *PETROSEXUAL ONLINE*

How are you and your company capitalizing on the growth of the pet industry?

I invented a unique product called the PETROSEXUAL Multi Look Multi Purpose Carrier because I was looking for a pet carrier that could easily adapt to create new looks that would match my mood and compliment my wardrobe.

Since I could not find this product in the marketplace, I decided to invent it myself.

As the number of pet owners dramatically expands, so does the number of people traveling with their pets. Thus, the demand for high quality pet travel gear is also growing.

What forces do you believe shape the pet industry landscape in your niche?

With the strong trend towards humanization of pet products and services, the PETROSEXUAL brand is poised to expand into various industry sectors. Of course, we will always retain our core product The PETROSEXUAL Carrier. Our brand has legs... At least "four"... pun intended.

Pet industry insiders used the term as a play on the then popular adjective, "metrosexual" which was ascribed to fashionable and fastidious metropolitan men.

We then expanded our Petrosexual brand to be ascribed not only to cherished pets but their most giving and loving human caretakers as well.

What is your view of the future of the pet industry?

I foresee the pet industry to continue to grow dramatically. The human race is moving ever deeper into the digitized and scientific world. Machines continue to replace humans in the workplace. People feel more alienated from one another. The touch of a furry friend, the warmth of a lick on the face, and the sight of a welcoming tail will be valued more then ever before.

What tips, tricks and/or advice can you offer entrepreneurial women who follow in your footsteps?

Follow your passion. Surround yourself with a trusted circle of honest and knowledgeable people. Keep expanding that circle.

Keep asking for advice. Listen well. Examine your options.

Follow your gut and monitor your emotions.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

I've always been enamored with pets throughout my life. I've had all types of pets (cats, birds, chickens, rabbits, turtles and especially dogs). I usually had at least one pet in tow wherever I went. It was natural progression for me to eventually be part of the pet industry.

By plan or by accident? Actually it was a little of both.

When I made my first carrier I did it for me but in my travels people would often stop to ask me where they could purchase a carrier like mine. And that's how it all began.

If your pet could talk what would he/she tell us about you?

My Oliver (a tiny chihuahua terrier multi-mix), would probably tell you a lot of things I would not admit to, but here are a few relatively harmless reveals:

My mom is a vegetarian but she boils fresh chicken thighs just for me.

Mom takes me in the carrier just about everywhere with her. And, to lots of places where dogs are "supposedly" not allowed. It is not that she is so clever, but that I am sooo good.

PS: We never get kicked out!

Mom trusts my judgement of men. If I don't like a guy, then she doesn't either!



If you could do it all over again... What would you do differently in developing your product or business or company?

I would have moved to the West Hollywood area much sooner because it is such a pet friendly city. In fact, I am working with the West Hollywood Chamber of Commerce to promote west Hollywood as the most pet friendly destination in the country

What qualities about your pet are qualities you possess?

We are both little in stature but with a big heart. We are both tougher than we look.

We both exude style. He looks quirky and I just "am".



Connect with Marianne:

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TOP PRODUCTS

KATHY DANDEL-VITCAK *THE BLISSFUL DOG*

What forces do you believe "shape" the Pet industry landscape in your niche?

For all of us, I believe technology is the proverbial game-changer. Shopping and selling, in all its variations, has changed more dramatically in the last 20 years than in all of history, due to changes in technology. And we've only seen the beginning!

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

In the words of that famous athletic shoe manufacturer... "Just do it!" It is so much more fun to jump, give something a try and then, either revel in your success or say, "Oh, well, at least I tried!" Really, if you have a great idea, go for it!

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

In the mid-1990s I got my first dog (that was mine) and soon left the fashion industry to work for Petsmart. Next I did graphics and layout for niche dog magazines, had a dog show booth and other random dog stuff. Plus, I bred and showed French Bulldogs from



the mid-90s until recently. The Blissful Dog was a one product side business until 4-5 years ago when it exploded. My meandering path was totally by accident, yet obviously part of a bigger plan!

Do you have any favorite pet authorities, pet leaders, company heads or icons?

Actually, I look outside the pet industry to leaders who shake up the world. Steve Jobs, Richard Branson, Jeff Bezos, Mark Constantine and Liz Weir (founders of Lush) for example.

If your pet (assuming you have a pet) could talk what would he/she tell us about you?

Dude, the French Bulldog, would tell you I pay too much attention to the computer and need to go outside more. Gio, the English Toy Spaniel, would tell you I am the most perfect creature who ever graced this earth, because that is how Gio is. Zoe, the Great Pyrenees, would sigh and walk away, shaking her head and muttering under her breath that she has done the best she would with me...

What (in your opinion) are the top 3 things pet owners are looking for in the pet products they buy today?

- #1 - Safe for their pets
- #2 - Products that work
- #3 - Products they feel good about using

What motivates you in your business life? Is it different than your personal life?

Oh yeah, I hear there are people with those mystical personal lives! I am motivated by



the mental picture of every single customer opening the package from us and being absolutely delighted by the initial presentation (and speed of delivery). They use the product on their dog and are thrilled with how well it works. Then they tell everyone who will listen how much better their dog looks and feels. They leave rave reviews and send me bottles of wine and cookies.

If you could do it all over again... What would you do differently in developing your product or business or company?

I would have focused 100% on The Blissful Dog sooner, rather than viewing it as a "side thing."

What qualities about your pet are qualities you possess?

I have French Bulldogs, so tenacity aka stubbornness. I wish I had my Great Pyrenees' dignity and grace.

Connect with Kathy:

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Women in the Pet Industry Network



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TOP PRODUCTS

MELISSA DAVIS *PAWTREE*

How are you and your company capitalizing on the growth of the pet industry?

We have capitalized on the humanization theme with our customized nutrition for pets. We offer higher-quality ingredients and recipes, super healthy and tasty treats, and a wide assortment of supplements that address various issues to help pets thrive, not just survive. It's no longer enough to dump some food in a bowl, we help pet parents find and provide an entire nutrition plan for their pet that's based on the unique needs of each pet.

What forces do you believe "shape" the Pet industry landscape in your niche?

The pet industry is a very passionate industry. People love their pets and treat them like members of their family — this is what we refer to as the "humanization of pets." If it's good for me, it must be good for my pet. This has resulted in new products and services like pet clothing, pet spas, day cares, pet sitters, pet massage, pet acupuncture, and many others — including high quality nutrition products like pawTree.

What's your view on the future of the Pet industry?

We couldn't be more excited and optimistic about the future of the pet industry! Pets bring so much love and happiness into our lives, and there will never be a shortage of people in the world who are looking for love and happiness.

Who is pawTree?

pawTree is unique in that we not only provide high quality nutrition for pets, we also provide a business opportunity for people who love pets. You won't find us in retail stores. You



can only purchase pawTree through one of our independent petPros. Our petPros may be pet professionals who want an additional income stream, moms looking for a way to stay at home, or anyone who is seeking more income and flexibility in their life.

What motivates you in your business life? Is it different than your personal life?

The pawTree vision is "to create a world filled with unconditional love where pets and their people thrive" Our pets love us unconditionally, and we think it is time to give back to them in that same way. Can you imagine a world where everyone treated both pets and people the way our pets treat us? That's what motivates me and the entire pawTree team! The pawTree vision is my personal vision as well. I want to treat every person with love, loyalty and respect.

Do you have any favorite pet authorities, pet leaders, company heads or icons?

My favorite pet industry leader would have to be Roger Morgan, Founder and CEO of pawTree, but not for his expertise in the pet industry. I admire him for his foresight to create an opportunity for anyone who wants to make an income working to help pets. He recognized so many people want to help pets by starting a pet business, but just don't have capital, training or knowledge to make it happen. By marrying direct sales and the pet industry, pawTree helps pets live happier healthier lives and allows pet lovers to create a secondary income stream. He has helped many women pet professionals add a residual income stream to their already existing pet business. Helping women and pets is a win-win in my book.

What has been the greatest "blessing" in your life? In your business life?

One of the greatest blessings in my life was having the courage to jump into the direct sales/network marketing industry 25 years ago. Lots of people thought I was crazy, but I knew I wanted a better life and a chance at making a



residual income. I was actually able to retire both myself and my husband. However, I couldn't stay away from the industry and now I am living my dream working with pawTree. My greatest blessing now comes from seeing one of our independent petPros realize their goals and dreams.

What has been the greatest challenge in your business life? How did you overcome it?

The greatest challenge in my business life has been helping people to overcome their preconceived notions about direct sales. Those opinions are based on past experiences with other companies. I overcome this challenge by being transparent and sharing how pawTree petPros actually work their pawTree business. pawTree is all about establishing a real relationship with a customer, asking questions about that customer's pet's needs, and working with that customer to help their pet live a happy and healthy life.

Which of WIPIN's member benefits have you found "most" helpful for your business?

I love the opportunity to network on the WIPIN Facebook page with other women who are pet entrepreneurs!

Connect with Melissa:

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TOP PRODUCTS

KATHY ELLIS *WOOGIE WHOMPER*

How are you and your company capitalizing on the growth of the pet industry?

Well, we are entering it!! We're just starting out and have one product but have plans for three others once we get momentum.

What forces do you believe "shape" the Pet industry landscape in your niche?

People who love their pets are the biggest driving force. Pet parents are also becoming more and more interested and aware of the products they purchase for their pets. The more they care about the details of products, the better position we're in because the WoogieWhomper is so unique and multi-functional.

What's your view on the future of the Pet industry?

All good. All fun. Bigger and more prosperous as more and more people become pet parents and existing pet parents become more engaged, aware, and interested in the products they're buying.

Who is Woogie Whomper?

The WoogieWhomper is unique in its look and functionality. It's a multi-functional pet product that's a toy or activity, a beautiful Chanel inspired bed, a storage place for all the toys (also known as woogies), a travel suit case and, and an all-day hug!

What qualities/or habits make you successful?

Desire and positive expectation. Plus we have a wonderful ability to attract the perfect team and ideal clients.



Will you be in the pet industry 10 years from now. And why?

Yes! We have so many fun, awesome, wonderful, smart products we're inventing that 10 years will fly by in a nanosecond.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

Keep learning and growing. Read, invest in training/education, network. Find mentors and people who resonate and inspire you — connect with them in some way. Develop the positive habit of focusing on what you want vs. "what is" or what you don't want. Understand it's a process and there's always more to the story. Expect good things to happen.

Find as many things as you can each day to appreciate — make a conscious effort by writing it down. Spend time imagining the perfect team and ideal client. Describe who they are in great detail and then focus on what you want for them and how they can help you. Include them in your daily appreciations. Create a marketing plan you can commit to, can understand and afford, and then commit to it. Always be building your ideal client and prospect list. It's the biggest asset you have. Find ways to stay in touch with your clients.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

It was by plan. We love pets and we love pet people. We've been in the marketing & graphic design business since 1997 so we already know how to run a successful business. We also know a lot about design but product design is different and it's been such fun. Mostly it's about loving pets and getting to do things with and for them. And about pet people. They're just different. They are special and have such joy and love in their hearts. It helps get and keep the momentum of everything.

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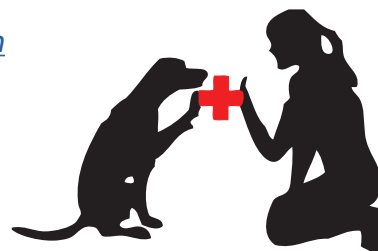
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* - SPINScan Natural. Biokleen Bac-Out(r) Stain & Odor Remover 32oz was the #1 selling SKU for Bath, Kitchen and Others Cleaners Category.

TOP PRODUCTS

TABITHA HELMS *INSIDE SALES & MARKETING EXECUTIVE, BIOKLEEN*

How are you and your company capitalizing on the growth of the pet industry?

Increased demand for high quality pet care, products and active gear is one of the few consumer constants in our economy. Pets are more often than not part of the family. Along with global responsibility in caring for our Earth and the paw-prints we leave behind. Each year, the pet industry continues to grow with this year's forecasted expenditures estimated over 69 billion dollars (APPA). For the past 26 years, Biokleen has been producing plant based cleaning products that scientifically work. The Biokleen Collections are non-toxic and effective. Before the movement in the Pet Industry focused on natural products, Biokleen was already the leader manufacturing the #1 natural household cleaner for pet accidents. The pet industry is indeed a solid fit for our company.

What forces do you believe "shape" the Pet Industry landscape in your niche?

As pet owners are becoming increasingly aware of sustainable living options that include their pets and the health of our planet, they are making choices to purchase plant based cleaning products that are nontoxic. Biokleen's Bac-Out Collection offers a unique blend of live enzyme-producing cultures, citrus extracts and essential oils that work to eliminate the toughest stains and odors, while preventing their returns. Perfect for managing pet challenges during all stages of their lives. As well as those human challenges, that are not always caused by our pets!

Who is Biokleen?

We are a family owned and operated business, and have been since 1989. Biokleen's vision of producing natural and effective cleaners continues today with a passion for innovation, dedication to

performance and a guiding commitment to our planet.

What qualities/or habits make you successful?

My grandmother taught me as a child that we have two ears and one mouth, so we should listen twice as much as we speak. This lesson has guided me over the years, in multiple ways in all aspects of my life. I also manage time well, becoming a certified project manager has supported me throughout many projects and given me the ability to prioritize effectively.

What has been the greatest "blessing" in your life? In your business life?

It truly takes a village/community/team to be successful. The people in my life; from family, friends and coworker help support me in being the best that I can be. They are indeed part of my greatest blessings. And Jackson, my Gordon Setter. We rescued each other in 2006 and I can honestly say he teaches me to be a better human daily.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

Don't be afraid to make mistakes. The best lessons you will ever learn will come from those mistakes. Seek out a mentor. Someone who is a leader in your industry. They will offer you endless opportunities for growth. Another lesson my grandmother taught me,



compassion and gratitude will take you a long way in your life.

Why Pets? What is it about Pets and/or the Pet Industry that too you into this sector of the market? Was it by plan or accident?

Like all great Rescue Stories, Pets picked me! My background is diverse, from working in healthcare, philanthropy and technology. A loyal Biokleen customer since 1998, I joined our team in 2016 and this year is our 1st year entering the Pet Industry. As the majority of our consumers are pet owners and use our Bac-Out Collection for their families' needs, it only seems natural that we enter into the pet industry.

What (in our opinion) are the top 3 things pet owners are looking for in the pet products they buy today?

As a pet owner, my top 3 are; 1) will the product benefit my dog and/or chickens, 2) will they enjoy the products and 3) what type of paw-print are we leaving on the earth.



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TOP PRODUCTS

FIONA ROBERTSON *NEWFLANDS*

How are you and your company capitalizing on the growth of the pet industry?

We are actively developing products focussed on core growth areas. One of these key growth areas being that owners are becoming more aware of preventative health, rather than post-incident health. For example, our fish oil is known to have benefits with essential fatty acids increasing the immune system's ability to function. By having our Hoki oil on the market, we are enabling owners to be proactive about their fur babies health.

What forces do you believe "shape" the Pet industry landscape in your niche?

There is a growing desire from pet owners to improve the quality of life for their animal companions, coupled with an increased awareness and demand to use sustainable, ethical products to achieve this. There is also more awareness around empathy and how people should be treating animals, both their pets and also ensuring animal products used are sustainably sourced.

Another force driving the industry is that more and more people are selecting smaller fur babies (e.g. a Pug as opposed to a Newfoundland). Smaller animals require smaller product sizes, and owners are also looking for products that are more targeting on increasing the quality of their fur babies lives.

What's your view on the future of the Pet industry?

It is growing a platform that is evolving significantly. A pet's role in many homes has changed from a useful device (e.g. working dogs) to a childlike figure or 'fur baby' within a family. Owners are more willing to spend more money on their 'children', rather than a 'piece of machinery', and are actively seeking out boutique products.

Additionally, where it used to be common to buy bulk product (e.g. 25kg of dog biscuits at a time), this is relatively uncommon now. The bulk aspect is vanishing.

Who is Newflands?

Newflands is a pet health supplement company based in New Zealand. We develop and manufacture human grade pet supplements and treats. Each of the products in our range has been developed as a custom solution for a specific

situation for a specific fur baby, providing a solution to their problem and enhancing their wellbeing.

Our strong focus on research and development continues to enhance and grow our product range with new and exciting health solutions.

Newflands is a company that cares about animals. We have a strong set of values that we live up to. Newflands is a brand that signifies love for your pet and is a strategic vehicle for people to change their pet's lives. We educate the world to improve the quality of animal lives through our brand on global basis.

What qualities/or habits make you successful?

The ability to focus on the areas that I am good at and ask for help in the areas I'm not interested in. My immeasurable passion for animals' wellbeing drives me to continue to innovate, and come up with solutions to help pet owners improve the quality of their pets lives. By understanding this, I have been able to surround myself with an awesome team – whether it's the researchers and scientists I work alongside when developing new products, or virtual assistants who are detail oriented, or advisers who can really drill down into my business. It is working collaboratively with this team that makes Newflands and therefore me successful.

What has been the greatest "blessing" in your life? In your business life?

There are so many blessings to be grateful for it's difficult to single out one thing. My beautiful Newfoundland Rosie, who got me started down



this journey. If it hadn't been for her life with me, I would never have brought our first product to market which has enabled me to help fur babies around the world.

Will you be in the pet industry 10 years from now. And why?

As long as I'm alive and kicking, I'm going to be in the pet industry. It's such a huge part of who I am; I'm forever driven to help people and animals.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

- Surround yourself with a really good 'bounce' team – people who you can run your ideas past, who will challenge your thinking and help you implement the nitty gritty.
- Chill out, relax, it's going to get there, and it's going to happen. Things happen at the right time for the right reasons, don't get upset when something doesn't happen when you want it to happen because often it wasn't meant to be. The old saying is true: when one door closes, ten more will open. Often, the ten won't open until the first door closes. Focus on being present, positive and working towards your goals.
- When looking at hiring people, if you have to wait for the right person, wait. You can't put a price on getting the right person. In the pet industry – employ people who have the same values and empathy towards pets as you do.



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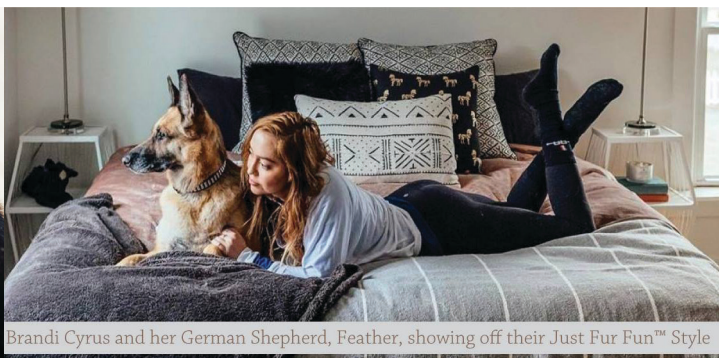
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TOP PRODUCTS

MONA STRAUB *JUST FUR FUN*

How are you and your company capitalizing on the growth of the pet industry?

I am delighted that my company "Just Fur Fun" has added a new division expanding my product availability into yet another sector of the industry. By taking a risk, I am now working in the Equestrian arena providing unique browbands for horses and stylish handmade collars and leashes to the many dogs in the horse world. All this, besides continuing to see growth in my original domestic pet business. I enjoy my new title as "The Dog Collar Lady" to the Equestrian set! I am quite the Exclusive!

What qualities make you successful?

The three "P's" — "Passion"...love of what I do, "Persistence" and "Perseverance"

I never give up!

In life, love and business many people are afraid to take risks. People sometimes ask me "How do you have the balls to do that?" Sometimes you just have to. There is no other choice.

Failure is not an option. In business as in life there are times when you will fall down and scrape your knees.

I just stand up, wipe the blood off and keep walking. I think this innate attitude has set me apart from many other people and businesses and made my business what it is today.

Who is Mona Straub and "Just Fur Fun"?

My company is based on my mission and beliefs. I created a unique product line that people and pets love based on my desire to own a well made and beautifully designed brand that is uniquely "me". This brand works because I work. I put my heart and soul into my product every day. And people can see that. They see the beauty and feel the passion. I believe in what I do and that belief translates from beyond the raw materials. I live my brand.

What are the top three things pet owners are looking for in the pet products they buy today?

In my opinion, the top three things pet owners are looking for are the things I inherently provide through my brand each and every day. Just Fur Fun products are 1.) Unique Products possessing 2.) Quality and Durability and my brands are 3.) "Made in the USA".

My products are handmade and beautifully designed and created. I use the best materials and I am hip to the fact that Americans are yearning to "Support America". What better way than to make my items here at home. I can provide jobs for Americans and extend products to Americans!

If you could do it all over again, would you do anything differently?

Well, I got tremendous enjoyment out of the corporate job I held for many years on every level. But when it was time to go, I didn't look back. I moved into the future, embraced a new industry and worked my a__ off to get to the very happy place I am now. And if I had to do it All over again I would still have to say I enjoyed the road less traveled and my final destination.

If your pet could talk what would he/she/they say about you?

"Damn, I'm lucky!" I have the bestest fur mommie in the whole world!!! Of course I couldn't tell Mona that even if I could talk. Cause then she might think I was a tad spoiled and take away the dinner menu.

Yes, my mom adopted me cause she felt sorry that my days were supposedly numbered.



But once I got to Mona's place I have felt like a king! No point going off to heaven anytime soon. I have heaven right here on earth. "Thanks mom!!" P.S mom spoils all my brothers and sisters too, and I have a bunch of them.

What tips, tricks or advice can you offer entrepreneurial women who follow in your footsteps?

Believe in yourself. Stay the course. Never give up, it is not an option.



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TOP PRODUCTS

KATHY TSAI *PETIQUE*

How are you and your company capitalizing on the growth of the pet industry?

We are aiming towards the goal of making the world a better place. We want to help the environment by slowly making our products not only environmentally friendly, but attractive as well. On top of this, we wanted to help publicize and advocate an organization that helps the animals and the world. Fun fact: If you help the animals, you help the planet!

What forces do you believe "shape" the Pet industry landscape in your niche?

The forces of fashionable, innovative pet products that are both user friendly and pet friendly.

What's your view on the future of the Pet industry?

With the world being more environmentally conscious, I would love to see the Pet Industry find ways to be more earth friendly and to coincide with our planet in making a world a better place to live in. There would also be cooler technology for us to communicate with our pets, for us to create better and effortless relationships and understanding with our furry (or naked) loved ones.

What qualities/or habits make you successful?

My passion for pets, for life and my drive to learn and soak up as much as the world has to offer! I'm always excited to learn new things regardless of how scared I am deep down. I just try to overcome my fears by being persistent and by discovering and improving what I am good at and what my strengths are.

Will you be in the pet industry 10 years from now. And why?

Three words: PETS ARE LIFE! Whether it's business or charitable work, I will always be involved in the pet industry. My dream, and we all know dreams do come true, is for rescues to feel loved and to have a home where they can wake up every day and feel safe. Not only will I be helping animals, but I'm hoping to help people who want to be involved.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

Now here is a story. When I was young, I was never able to own any pets... other than fish. The reason being, my mom was bit by a big dog when she was a little girl and has been traumatized ever since. Funny thing is, when you can't have something, you want it even more. I was obsessed! When I went off to college, I secretly got a dog and a whole new chapter of my life blossomed :) (P.S. My mom is in love with my dog)

What has been the greatest challenge in your business life? How did you overcome it?

The greatest challenge in my business life is most likely still occurring. There is so much to learn in starting a business and



with so many ideas and challenges filling my days, I really have to learn how to optimize my time and make it enjoyable at the same time!

How could this network serve you better?

The Women in the Pet Industry Network means more to me than any other network would. Already from the start, we share a common interest and passion that is a big part of our lives! Not only would this network help me grow, this network will also help me learn. Learn what I need to and want to learn about the pet industry. On top of that, I get to meet new people and learn where these human beings come from, what they have experienced in their life time, and the different cultures and backgrounds that come with them.



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TOP PRODUCTS

MICHELLE VOLK *NOAH'S BARK*

What qualities about your pet are qualities you possess?

The first thing that comes to my mind is, "I wish I was half the person that my dog thinks I am." With that as my foundation, I would like to modify the question slightly to read, ". . .the qualities you strive to possess?". Animals can teach us so much about life. Zeke, Zeus, and Zeph – my three rescues – remind me of what's important every day by the qualities they possess (that I strive to possess) – unconditional love, loyalty, living in the moment, accepting yourself, overcoming fear with love, taking care of your pack, looking at the world through a different lens, and enjoying this earthly journey.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

Noah's Bark was most definitely by plan! I firmly believe that everyone has a calling and purpose on this earth. Mine is to help animals who have been abused, abandoned, or neglected. . .helping those who cannot help themselves. I combined a passion for a healthy, whole-foods based approach to eating with nearly three decades of consulting in the information technology finance and contracting arena, and tossed in my deep love and compassion for animals, to create a company whose sole existence is to be a vessel for me to leave the world a better place. Our products provide all natural, whole-foods based treats for our beloved companions, with a portion of every sale supporting animals in need.

What qualities/or habits make you successful?

Compassion, integrity, commitment, and dedication.



What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

Be authentic. Follow your passion. Listen to your inner voice. Grasp that vulnerability is power. Get up when you fall down. Have courage. Be brave with your life. Embrace who you are. Live deliberately.

What motivates you in your business life? Is it different than your personal life?

One of my pet peeves is to hear people say, "Don't take it personally; it's business." Everything is personal! While clearly there are healthy demarcations between business life and personal life, I do not believe there are demarcations when it comes to motivators in life because what motivates people is a

reflection of character. And, true character does not change when you go from the Boardroom to the dog park. I am motivated by having a positive impact, helping others, and leaving transforming fingerprints along the way. People and animals will remember how you made them feel.

If your pet (assuming you have a pet) could talk what would he/she tell us about you?

That I love them all beyond measure! I care, truly care, about all people and animals. I view life as relationships rather than things. I love and respect all life. I listen. I connect with life and am loyal and committed. My word is golden. I seek to understand rather than to judge. I am a constant and always there. . .no matter what. And, if my dogs did say this, then I know I have lived an abundant, successful, and blessed life.

What has been the greatest challenge in your business life? How did you overcome it?

Riding the emotional roller coaster of a start-up. I haven't overcome it; however, I have mitigated the impact by reminding myself that I'm not in this alone, I have enough light for the step I am on, and I live by faith rather than by sight.



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Women in the Pet Industry Network



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Kathy Vitack / CBO, Chief Bliss Officer, The Blissful Dog

“I’M THRILLED TO BE PART OF WOMEN IN THE PET INDUSTRY NETWORK! AS A RESULT OF JOINING I’VE BEEN INTRODUCED TO SO MANY FABULOUS, FELLOW PET BUSINESS WOMEN. FROM PET PRODUCT DESIGNERS, OPERATIONS MANAGERS TO DOG AND CAT BLOGGERS, IT’S GRRRRREAT NETWORKING AND CONNECTING!”

Dana Humphrey / Owner, Whitegate PR



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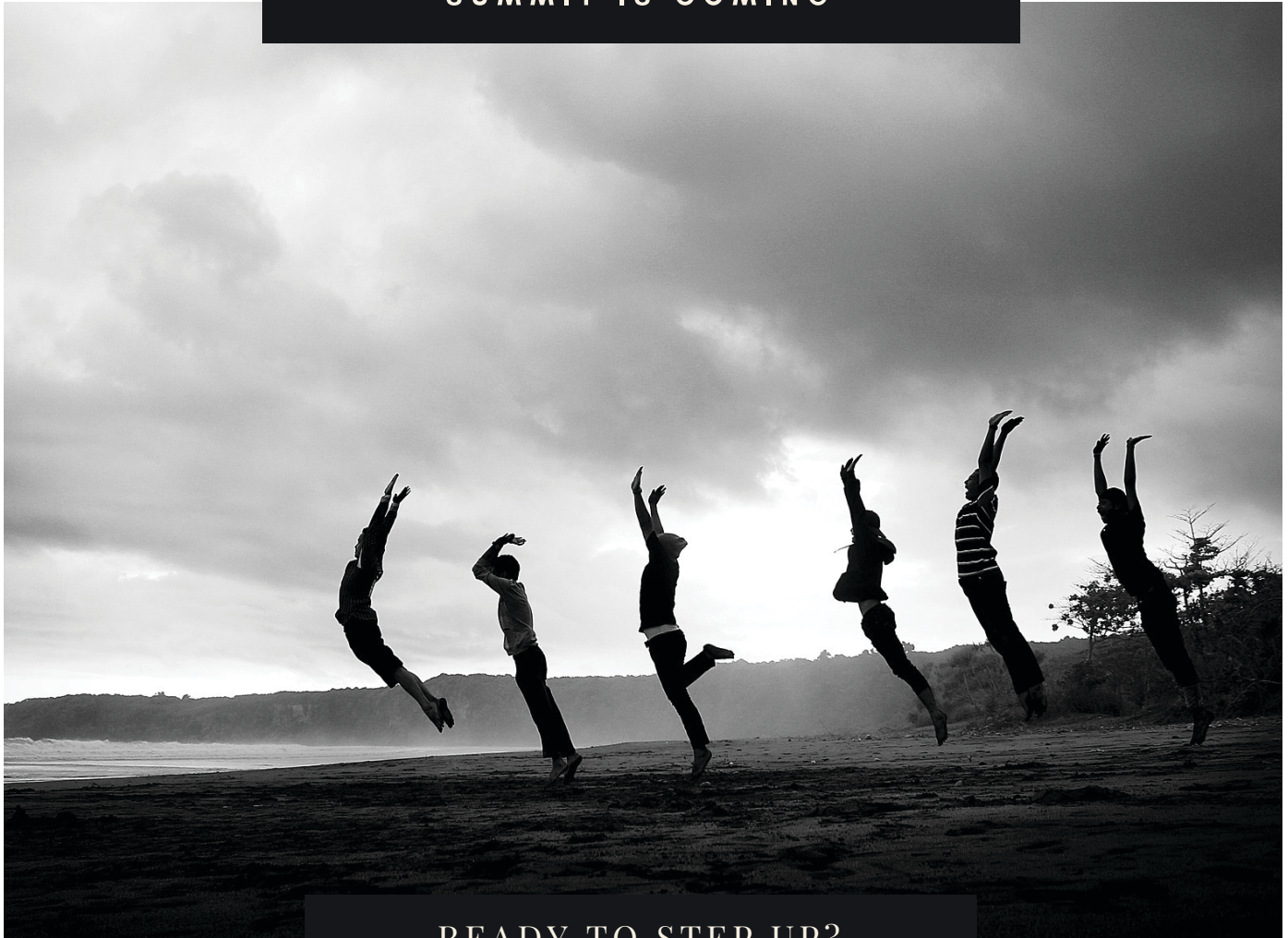
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ARE YOU A PET PIONEER?

By Barbara Zawlocki

The first women in the pet industry paved the way for those of us that follow in their footsteps today. Many led the way not out of desire or plan but out of necessity to invent or create a product they could not find in the marketplace but a product they needed in their daily lives.

These early inventions not only enriched the lives of women in the pet industry and the lives of animals past but ultimately the lives of everyone who has animals today. And the pioneering beat goes on!

I came across one of the industries first woman pioneers quite accidentally while chatting with some of the marketing folk over at "Solid Gold".

"Solid Gold" was a product I remembered from way back in my disco 80's days when I was rescuing junk yard dogs. I remember the impression it made on me the first time I saw that very premium gold package sitting on the shelf at "Centinela Feed" in Beverly Hills, California.

It stood out amongst the more mundane dog food brands. It was no doubt a luxe pet brand all dressed up in its designer foil. It seemed to be the "Dolce Gabbana" of the pet food set!!

And it had a premium designer price to go with its packaging but it was worth every penny!

"Solid Gold" was the first of its kind in the pet food industry — a Super Premium Natural and Holistic pet food brand. One that now, 40 years later is part of the 6 Billion dollar Premium Natural Pet Food sector it helped create.

The woman pioneer behind the "Solid Gold Brand" is one "Ms Sissy Harrington-McGill," now in her 80's but still "hot to trot" in the pet industry she loves.

Sissy, is the inventor and founder of "Solid Gold Hund-N-Flocken," and the premium natural pet food industry sector.

And "How Did It All Start?"

With a Need in the Marketplace...

In the early 1970's, Sissy was following her passion and dream of showing and breeding Champion Great Danes! When she traveled to Germany to buy "Bismark," the son of the World Champion Great Dane of the time; she realized

that the German Danes seemed to be in healthier condition and living longer lives than their American counterparts.

Sissy decided to investigate and brought overseas food samples back to the U.S. for testing. The rest is history. In 1974, she created "Hund-N-Flocken" a special all natural and holistic dog food made with high quality meat proteins and nutrient dense super foods devoid of corn, soy and wheat.

"Hund-N-Flocken" and Sissy were a hit and inspired the Natural Pet Food "Revolution"!!

And Sissy's legacy lives on through "Solid Gold" a company that continues in Sissy's footsteps to inspire, pioneer and innovate within the pet industry.

Though Sissy is now a young "80 something," you can still find her 5 days a week at her pet supply store in San Diego, Ca. offering her lifetime of animal wisdom and the Solid Gold brand to customers.

Sissy has also created the "Heart of Gold Foundation," a non-profit dedicated to the care and protection of animals.

As a member of the "Women In the Pet Industry Network," "What Revolution Can YOU Inspire?"

"Are you a Pioneer in the Pet Industry?" It's Food for Thought. Natural, Super Premium food.

Of course!!

**For More Information on "Solid Gold" visit
www.solidgoldpet.com**





Women in the Pet Industry Network



Pet Fashion Industry Patterns

by
Lauren Darr

Written based on many years of observations of the pet fashion industry, is this uniquely stylish business trend book from International Association of Pet Fashion Professionals founder, Lauren Darr. It's broken into four enlightening sections that provide valuable insights to those seeking an understanding of pet fashion industry developments. These sections include Pet Trends, Lifestyle Trends, Market Trends, and Micro Trends.

Readers will find that this book is a lot of information in a concise, informative, and creative package. Each chapter is artfully named to be remarkable. Titles include *Purr-fect Fashion*, *Chicks Dig It*, *Furbulous Fashion Meets Function*, *Tail Wagging Markets*, *Eco-Fido*, *Paw-er Shopping*, and *Cosmopawlitan Pets*.

Some of the features that you'll find are:

- ✓ Black and white photos of some of the most fashionable cities in the world with interesting factoids about each
- ✓ Fabulous fashion illustrations demonstrating the topic that is discussed in each chapter.
- ✓ Statistics and facts on pets, business, and the pet industry highlighted throughout.

www.PetFashionProfessionals.com

TOP MEDIA AND ASSOCIATIONS

LAUREN DARR *LEFT PAW PRESS & PET FASHION PROFESSIONALS*

How are you and your company capitalizing on the growth of the pet industry?

We are capitalizing on the growth of the pet industry by creating tools that cater to the pet fashion industry that enable pet fashion designers and companies to predict and create more easily. For example, we recently released the "Pet Fashion Industry Patterns" book that is a compilation of predictions of trends (not fads) that are happening in the industry. Later this year, we are launching a series of books, "Dog Breeds Pet Fashion Illustration Encyclopedia" that will be separated into the seven breed groups. These will have illustrations to help designers sketching their ideas and design considerations specific to each breed.

These are not only wonderful tools that streamline the creative process for pet fashion professionals, but offerings from International Association of Pet Fashion Professionals and our publishing imprint Left Paw Press. IAFP also has online programs for pet fashion pros.

What forces do you believe "shape" the Pet industry landscape in your niche?

In the pet fashion niche of the pet industry, there are several things that are shaping the market. The first is the focus on safety and developing products that are not only stylish, but safe. Consumers are also demanding items that are practical in ways that save them both time and money. People are also choosing to have pets instead of children and/or are having fewer children. This means the products that they would have purchased for children are spilling over into the pet marketplace since pets are becoming our 'babies.'

What's your view on the future of the Pet industry?

I can mainly comment on the Pet Fashion segment of the industry. I see the industry as expanding beyond cute little dogs with lavish outfits on runways. Pet fashion is growing into larger dogs and breed-specific designs. And, it is swelling to additional pets such as cats, bunnies, guinea pigs, etc. There are tremendous

opportunities for pet fashion designers and companies that want to increase their reach and specialize in different niches of the pet fashion industry itself.

Will you be in the pet industry 10 years from now. And why?

I can't imagine not being in the pet industry 10 years from now. I can't see a day when I won't have a pug story to write for Left Paw Press or won't be fascinated with the creativity of pet fashion designers that I'll want to talk about for International Association of Pet Fashion Professionals.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

My advice to women following in my footsteps would be to follow your intuition. There will always be times when someone thinks your ideas are 'crazy,' but you have to learn to understand that you are likely one of those people ahead of trends – even when you feel a little out of place for it. And, this means you also need to have patience.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

I've been plumb pug crazy since my first pug rescue at the age of around five. I dressed her up and years later after meandering through a marketing career had the urge to launch the International Association of Pet Fashion Professionals. I don't know that it was part of my original plans, but it was definitely a calling that I couldn't ignore.

What (in your opinion) are the top 3 things pet owners are looking for in the pet products they buy today?

I can really only comment from a pet fashion point of view. What I'm seeing is that people are wanting items that are practical from a time-saving perspective. Another thing that they are looking for is safety features built into the



products. Lastly, I would say that pet owners are also socially conscious and would like to know that what they are buying is not harmful to the environment and is sourced in a fair trade market.

What is the most exciting thing you have ever done in business?

For me, when my book, Lipstick On A Pug, won the 2015 Children's Book of the Year from the Dog Writers Association of America, it was pretty exciting. This was a story that was completely from my heart and was my story of my first fashionista pug, Tuttie, who has been the inspiration for International Association of Pet Fashion Professionals and my publishing imprint



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TOP MEDIA AND ASSOCIATIONS

ROBBI HESS *ALL WORDS MATTER*

How are you and your company capitalizing on the growth of the pet industry?

As a journalist, blogger and time management consultant I see the need for entrepreneurs to spread the word about what they do, what their business is and the need for them to craft their business story. They have their core competencies upon which they focus and I focus on writing their marketing and business story. The time management part of my business: Everyone is busy — too busy and they're overwhelmed. I work with them to combat the busyness, understand why they're overwhelmed and work with them to put strategies in place to make them feel, and be, more in control of their work, their schedules and more importantly their lives.

What forces do you believe "shape" the Pet industry landscape in your niche?

The forces that drive me are my love of pets. I live with my diva poodle, Henrietta, five cats, three reptiles and two ferrets. I know pets. I know writing and words and know how pet professionals need to connect with potential clients through the power of the products they offer and the words I craft for them.

What's your view on the future of the Pet industry?

I think the industry will continue to grow and expand especially as Baby Boomers like me deal with the empty nest and turn our attentions to pampering and spoiling our pets.

Who is Robbi Hess?

Award-winning author, journalist, professional writer, breast cancer survivor, pet parent. My business is unique because I have decades of experience as a journalist, have written several books, have several more in the works and I know the importance of business owners sharing their business story to connect with clients.

What qualities/or habits make you successful?

I learned the hard way how important it is to be in control of your work schedule and to not let work dominate your life. I teach time management and productivity classes because I have lived HAVING to gain control of both to remain a viable solopreneur. My command of words, my journalism background and the fact that I published my own magazine have honed my writing skills.

What has been the greatest "blessing" in your life?

In your business life? Greatest blessing has been surviving breast cancer. I am a five-year thriver. My greatest business blessing was keeping my business running while I underwent surgeries, treatment and recovery — as a solopreneur it was a scary time worrying about all I was facing and knowing I needed to have a business to come back to.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

Time blocking is crucial to "getting it all done." Write down your top three daily priorities. Check them off when you're done. Celebrate that day's successes! Don't check email or get online first thing in the morning. When you check your email first thing, you are letting someone else set your priorities for the day.

If your pet (assuming you have a pet) could talk what would he/she tell us about you?

Henrietta, the diva poodle and the Devon Rex kittens, Ickis and Oblina, would tell you that I am a hugger who focuses on one task at a time. When I'm hugging them, that's all I do. When I am working, that's what I focus on. They know I work so they can have a better, more clothes-filled life!



What motivates you in your business life? Is it different than your personal life?

I am motivated to be a solopreneur because, frankly, I am better as my own boss than I am as an employee. My business life provides me the flexibility to have a full personal life. I missed activities and events when my kids were growing up because of inflexible work schedules. My kids are grown but I don't miss any opportunity to take a couple of hours off to grab a movie or lunch. I'm also motivated to be able to work from home with my beloved pets.

What qualities about your pet are qualities you possess?

I possess Henrietta's enthusiasm for the smallest blessings in life. I also possess Ickis and Oblina's ability to just chill at the end of a work day.

Robbi Hess

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As seen in

pets+

May/June 2017



Stop Being a Manager, Instead, Start Being a Leader!

Written by

Shawna Schuh

When I'm coaching smart, successful leaders and entrepreneurs, I hear a lot of complaining about that owner/leader, "I told them over and over" or "I was showing them how to..." or "Why can't they simply understand how important this is?" And I know immediately that they have turned from leading to managing. It's easy to do inside a thriving pet enterprise. Really, who has time to think? Most of us were never taught, nor think much about the difference. Leaders know that if they set the tone if they share the

vision or goal if they model the behaviors and intentions well, the team will act in like manner. Leading takes longer but the effects are far superior. Just like training an animal, it takes some effort, but it pays off big time. The first step in this process is, of course, you. What environment do you want to create in your pet store? This begins with determining your beliefs about those you hire. Are they right out of school or in school? Are you seeking warm bodies, or are you looking for future leaders? Knowing your beliefs about your team will make the difference between having challenges with low-wage workers or creating a culture of self-managing superstars. Let's break it down — neither is good or bad. However, knowing which you are doing may determine how successful you are with your team.

LEADING: providing guidance or leadership

MANAGING: having executive or supervisory control or authority

Sometimes you must manage or have control or authority. After all, it's your store. However, if you want your team to exhibit superior service you might consider leading them instead. Here are three ways to do this better. 1. Stop telling them and start asking them. Most of us start with, "Here's what you do." Or "It's important you do this exactly like this." For things like computer input, sometimes it is a set path. Mostly though, it's not. Asking more questions involves them, guides them, and helps them have a little skin in the game.

**Start with a simple,
"How would you do this?" to the even better,
"How could you improve this?"**

Asking gets your team thinking and engaging. Then, just like when you work with pets, praise them for their efforts. 2. Focus on goals rather than tasks. If they are doing a task that is organizational or administrative, instead of telling them to focus on the customer more, ask,

“Is what you’re doing getting us closer to our goal?”

Usually, after they think about it, the answer is “no,” or “I’m not sure.” Then getting clear about your end goal is needed. Note: Working toward the goal of pleasing customers above all things usually reaps the highest results. 3. Guide rather than control. You hired this person because he fits your criteria. When you let him know you believe in him, that you trust he will make right decisions, you usually get what you expect. Even using this phrase, “I know you will do what is best for the store.” is a leadership phrase. “Make sure you follow the procedure exactly!” is a management or control phase. Sometimes the best way to shift from managing to leading is to simply ask yourself this question: “Who do I want to be in this situation? Someone who guides and leads or someone who controls?” Since we have control only over ourselves — the answer, I’m sure you’ll agree is obvious. Let me know the best questions you ask your team — I’ll write more about questions in future articles all in hopes of helping you with your pet business.

As a certified speaking professional, an executive coach, master neuro-linguistic programming practitioner and president of Women in the Pet Industry Network, SHAWNA SCHUH helps professionals experience and profit from profound insights about themselves and their business.

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TOP MEDIA AND ASSOCIATIONS

DANA HUMPHREY *WHITEGATE PR*

How are you and your company capitalizing on the growth of the pet industry?

I started my company in 2007, and the pet industry continues to grow year after year.

What forces do you believe "shape" the Pet industry landscape in your niche?

I believe that pet parents needs and wants and desires continue to shape the landscape. As they move towards wanting made in the usa products, eco-friendly products and natural products, we as an industry have to keep up! The companies that listen to their customers usually are the most successful.

What's your view on the future of the Pet industry?

As more millennials are adopting cats, I think there is a big potential for problem solving products in this arena.

Who is Dana Humphrey?

Dana Humphrey is the Lead Publicist & Owner at Whitegate PR, a boutique public relations agency specializing in the pet industry. She also positions herself as a pet expert as "The Pet Lady" and travels coast to coast scouting out the best pet products, brands and pet experts. She is also a professor and program facilitator at FIT, the fashion institute of technology and teaches in the pet product marketing and design department. She was recently awarded by Pet Age Magazine 40 under 40 and Women of Influence. She has traveled to more than 50 countries and lived in five. Currently she resides in Astoria, Queens with her pet frog Prince Charming.



What qualities/or habits make you successful?

I wake up early, and am a self motivator. I workout and take time to meditate and all the rest falls into place! I believe in networking karma and I try to connect as many people as possible.

What has been the greatest "blessing" in your life? In your business life?

I am blessed. When I first started my company Arden Moore not only hired me but introduced and recommended me to many people in her world. I am very grateful for her.

What tips, tricks and/or advice can you offer the entrepreneurial women who follow in your footsteps?

Never niche enough! Find your niche and stick to it. It is better to be the right thing to five people vs. try to be everything to everyone - because you end up being nothing to no one. When I first started my business I did all kinds of PR for consumer products and services from olive oil to music to pets. Once I carved out a niche working with pet product manufacturers, things began to flow.

Why Pets? What is it about Pets and/or the Pet Industry that took you into this sector of the market? Was it by plan or accident?

Pet people are passionate, compassionate and friendly! It's a great industry to work in.

Can you recommend any social media tools, tech tools and/or apps that you find helpful for your business? Favorite industry websites?

I love LinkedIn!



What (in your opinion) are the top 3 things pet owners are looking for in the pet products they buy today?

Quality, if their pet will like it and durability.

What is the most exciting thing you have ever done in business?

Going to Interzoo in Germany with Sturdi Products was an extremely exciting adventure for me last year. Being able to combine my love for international travel with the pet industry. I am looking forward to attending Zoomark in Italy this year with A Pet With Paws.

Do you attend industry trade shows? If so, which one(s) and why? Do you have a "favorite" show?

Yes I attend Global Pet Expo and SuperZoo every year and I host the NYC Re-Tails & Sales Pet Expo with Nancy Hassel each year in New York.

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TOP MEDIA AND ASSOCIATIONS

BARBARA ZAWLOCKI *LICK MAGAZINE*

How are you and your company capitalizing on the growth of the pet industry?

Being in the media and the publishing arena for 30 years working with over 33 very defined niche titles like Andy Warhol's "Interview Magazine" and Conde Nast's "Self" has given me a solid "old school" marketing education. Combine that with my handling of over 400 Luxury brands like Chanel, Guess, Nike, Lexus, Calvin Klein, Absolut Vodka and many many more and my education in client relationships and understanding the nuances of my clients businesses was solidified.

This background, along with the evolution of the pet industry's growing "premium market and luxury sector" enabled me to see a position for my brand in the marketplace. And though my experience is in "people brands," I was able to see my crossover into the pet marketplace and the long term possibilities.

What forces do you believe shape the pet industry landscape in your niche?

I would agree with many of my colleagues who site the "humanization" of pets as an inherent factor in the growth of their businesses.

What's your view on the future of the industry?

We are nearing the 70 Billion mark according to the industry honchos over at "Global Pet Expo" who say that the allotted exhibitor floor space sells out pronto! I think man's fascination with pets is "Just beginning." The fact that as humans we are growing further apart (as countries and people) only enhances the attraction to another species that can extend unending devotion and love.

Why Pets? What is it about pets and the pet industry that took you into this sector of the market? Was it by plan or by accident?

My involvement with pets is quite by accident as my career was set in the fashion and premium Luxury "people" sectors. I loved what I did 100%. I loved my life and all my clients. I lived a very charmed life. But one day, all that changed. Not because I changed. But because the world changed. My industry exploded and people you thought you knew became people you didn't.

The only constant in my life was nature and animals. I could walk down the street and no matter how shitty a day I was having I could instantly be transformed by the wagging tail of the dog walking by. And that's when a light went off and that's when I decided "Pets"!! I love Pets!! And you absolutely have to do what you love!

If your pet could talk what would he/she say about you?

Given the incredible "Welcome home" I have always received from every pet I have had

I would say...they would say "they love me very much". I actually cannot go into my driveway when I return from a trip. When I open the gate...the ensuing whining, barking and jumping leads neighbors to believe that someone is being assaulted on my premises! and then after they have jumped all over me occasionally knocking me down I have actually experienced torn coats and ripped pockets. Ahhhh the price of Love!! Ain't it grand!!

What motivates you in your business life? Is it different than your personal life?

Personal and business are all the same to me. I live business 24 hours a day because I am not in it for the money (though I do wish a wealthy, adoring king charming would cross my path!). I take great joy in creating things big and small whether it be a cheesecake or an ad campaign. I only do things I love (if I can help it)!

What has been the greatest blessing in your life? In your business life?

My greatest blessed is the ability to love people and animals almost unconditionally. So many people cannot love anything but themselves and I



think that is a sad place to be. But "Life is Life"... I have met most of my friends through business and this goes back to the stone age when I was 16 years old and met friends I still have today working in Manhattan for "Mary Quant" the cosmetics icon and inventor of the "mini skirt".

I met another lifer of a friend through "Women In The Pet Industry" and I see the potential for more through the Wipin alliance. Now, if Shawna would start "Men to 'Meet' in the Pet Industry" I would be the first member!

Will you be in the industry 10 years from now?

Where anyone will be 10 years from now god only knows. But I can say that pets will always be a part of my life and creating my own pet magazine has been the greatest love I have ever known.



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Shawna Schuh

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