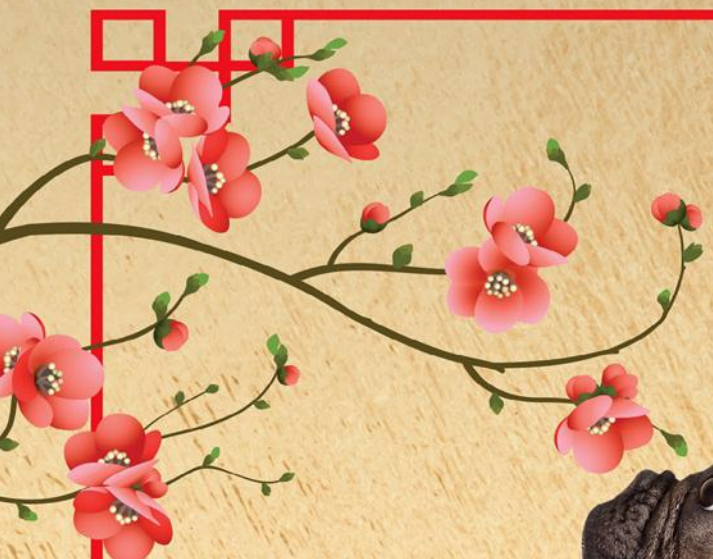


TOP WOMEN

IN THE PET INDUSTRY

2018 Spring

Magazine



YEAR OF THE DOG

**YEAR
OF
YOU**



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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Your free digital download can be found at: www.WomenInThePetIndustry.com/optin-magazine/

To join, please visit www.WomenInThePetIndustry.com is a member site for women working in all categories of the pet industry. Annual dues for membership, \$137.



LOVE RESPECT AND KINDNESS FOR ALL ANIMALS



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!

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



PUBLISHER'S MESSAGE

Celebrating the Year of the Dog and the Year of You is exciting. Though not all of the women profiled in these pages focus solely on the dog, most do in some way and so it's a terrific testament to the great work they are doing to call out this Dog Year for you.

What makes the Top Women in the Pet Industry Magazine special are the profiles of these remarkable women. When you read them, you will be inspired, gain access to their thinking and maybe, if you are looking for it, uncover the secrets to their success.

As we move through this year, why not make it a goal to learn something from one profile a week? What would that do for your own business or life? Just like a dog is, with a bone, be focused on how you can grow and let me know how it goes!

Blessings,
Shawna Schuh
 Publisher, President and
 Chief Pet and People Wrangler



EDITOR'S NOTE

Is it that time already? Hot off the press "Top Women In the Pet Industry Magazine's" Spring/Summer 2018 "Year of the Dog, Year of You" Edition has arrived!

This latest Women In the Pet Industry Network magazine focuses on the Chinese lunar year of 2018 and its special meaning for us as Women in the pet industry. It reflects on the similarities and synergies between humans and their canine pals. Who are we? How do we relate to the Pit Bull? Are we a Chihuahua?

Honest and loyal? Dogs are always true friends and reliable companions.

In China, dogs are still associated with "Wang Cai" meaning "prosperous wealth". Are we honest and loyal? Are we attaining the "Wang Cai" we desire and work towards?

This is where WIPIN steps in. WIPIN makes us "think". How do we arrive at fulfillment in both business and life? I have come to anticipate the timely answer when Shawna's newsletter magically arrives as the "Aha! moment!"

The WIPIN membership alliance is invaluable. It offers its members and friends the opportunity of sharing their experiences as pet business owners, helping each other grow. The WIPIN membership brings forth not only great networking opportunities and experiences but the opportunity of developing close friendships within a family of uniquely different but "like minded" pet people!

WIPIN allows us to support each others goals and contribute to our mutual business and life success.

This latest "Top Woman" issue showcases some amazing WIPIN members that continue to Wow us!

There are new offerings from members like Peggy Hoyt JD from the offices of Hoyt O'Bryan LLC who owns "My Pet Will" and fellow collaborator Jodi Clock, renowned bereavement specialist, author and proprietress of Clock Funeral Home.

These amazing ladies have joined their considerable forces to create a new pet brand: "Pet Friendly.love TM".

(www.petfriendly.love TM) a site dedicated to pet friendly businesses.

These creative dynamo's have also created the "Pet" Bitcoin — an industry "first"!

Lastly, I want to take this opportunity to "Welcome" our New Wipin Members and Magazine participants including a shout out to: Celeste Pfau from "Faux Paws Barktique", Jocelyn Mizrahi from "Boo Dog Lifestyle" and my dear friend Laura Gianna from "G Girl Productions" and more! Welcome!!

Thank you to everyone in the loyal sisterhood that supports this wonderful organization and this important brand for being part of the WIPIN family.

Please reach out and let us know how your "Year of the Dog" is treating you. How are you using your "Women In the Pet Industry" membership to make 2018 your Best year ever!

Licks & Kisses,

Barbara Zawlocki

Proud Wipin Magazine Editor/Member & Publisher Lick Magazine





Are You a Part of the Network?

SPRING 2018 DIRECTORY

**Leaders from nearly every corner of the pet industry are represented in this issue.
Find them here.**

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 Friendships made. Commitments to success reinvigorated.



"I still feel drunk from all the energy at the conference..."

—Elena Volnova of Dog Fashion Spa

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

— Colleen Demling of Pawtopia

To view these movers and shakers in action, click play

NOMINATE PIWY FOR 2018

Nominations are open



**PET INDUSTRY
WOMAN OF
THE YEAR**

<http://bit.ly/PetIndustryWomenoftheYear>

Submissions close August 1, 2018

Questions: Email Michelle@WomenInThePetIndustry.com

PIWY Awards Show
will be in conjunction with
October 2, 2018
Greater Philadelphia Expo Center
Oaks, PA.

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CONGRATULATIONS 2017 Woman of the Year Category Winners!



Top Woman of the Year category winners, pictured from left to right are:
Rebecca Breese, Marci Koski, Gila Kurtz, DVM, Candace D'Agnolo, Mona Straub

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.

RISING STAR CATEGORY WINNER



Rebecca Breese
Pet Hub

ADVOCATE CATEGORY WINNER



Marci Koski
Feline Behavior
Solutions

CORPORATE CATEGORY WINNER



Gila Kurtz
Dog is Good

ENTREPRENEUR CATEGORY WINNER



Candace D'Agnolo
Pet Boss Nation

SOLOPRENEUR CATEGORY WINNER



Mona Straub
Just Fur Fun

If you're feeling inspired by these amazing women, take time now to nominate yourself or a pet industry colleague today for the 2018 Woman of the Year Award.
www.WomenInThePetIndustry.com

2017 FINALISTS



Congratulations to the 2017 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 2017 Conference in Portland, Oregon. The finalists pictured are:

BACK ROW, STANDING FROM LEFT:

- Beke Lubeach,**
Dog Bone Marketing
- Marci Koski,**
Feline Behavior Solutions
- Rebecca Breese,** Pet Hub
- Barbara Zawlocki,**
Lick Magazine
- Kelly Ison,** Einstein Pets
- Peggy Hoyt,** My Pet Will
- Aimee Jurenka,**
Darwin's Natural Pet Products

- Candace D'Agnolo,**
Pet Boss Nation
- Beth Stultz,**
Pet Sitters International
- Ann Marie Hoff,**
Pet Communicator

FRONT ROW, STANDING FROM LEFT:

- Mona Straub,** Just Fur Fun
- Deborah Turner,**
Dean Insurance
- Beth Miller,** Wagtown

- Leanna Gautney,**
Country Critters Pet Sitters
- Gila Kurtz,**
Dog is Good
- Penny Johnson,**
Sturdi Products
- Robin Brogdon,**
Blueprints Veterinary Marketing Group
- Tracy Krulik,**
iSpeakDog
- Jodi Clock,**
Clock Timeless Pets

NOT PICTURED:

- Amy Shojai,**
Amy Shojai Consulting
- Ashley Carestia,**
Bark Fifth Avenue
- Carrie Ann Feinberg,**
Safe Haven Advocate Pet Care
- Dorothy Wills-Raftery,**
FiveSibes
- Kate Jones,**
Platinum Pets USA
- Stacy Pursell,**
The Vet Recruiter

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PIWY ANNOUNCEMENT

PET INDUSTRY WOMAN OF THE YEAR



will be announced at
October 2, 2018

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Greater Philadelphia Expo Center, Oaks, PA



“Year of the Dog,

“What Kind Of Dog Are You Anyway?”

“You know you are a Dog don’t you?”

“Yeah, ‘you’. I’m talking to ‘you’. Don’t tell me ‘no!’”

“You sleep with that damn dog, confide in him.. ‘Who ate that extra piece of cake?’ ‘Not me!’ After all, ‘Who’s he going to tell?’ ‘You feel closer to your pet then you do to your ‘significant other!’”

“Who’s there for you no matter what?”

You girls know that your dog is your truest, closest friend. He certainly is a willing companion no matter where or when you want to go wherever! For some, your dogs are additional children in the household. For some, your dog(s) has/have replaced the human children that have grown up and for the most part “flown the coop!”

For others their “furry children” are the only “children” they have ever known. And for others their dogs undying love, acceptance and adulation competes with the love the human parent feels for their very own flesh and blood children.

Why?

Because Dogs, like GOD, are always there! They are something “Special!”

70 Billion \$ plus Pet Industry Annual Dollars for 2018 SPECIAL.

So since we “usually” cavort with those “like us”.. My question is simple food or “kibble” for thought-- What kind of Dog are “You”!

This is Year of the Dog in the 2018 Chinese Lunar New Year. Wipin has coined it the “Year of You!” so .. Think About It..

There is a reason you are in the pet business. The secret is out of the bag! YOU Really Are a Dog. Aren’t you?

Take a look:

Which Breed fits “your” characteristics?
What Breed is your best friend?
Which do you hang out with?
What Breed do you work with?
Who Do you Love Baby?

**In Business, Friendship and Romance--
What “Dog” Do YOU Put On?**

Check out some of the specific personality characteristics of WIPIN’S Dog Friends listed. These touch on just a few types of dogs within Standardized Breed Categories. These are some of my favorites. Find yours! Have fun! Reflect on the “Year of the Dog” and get in touch with “YOUR Real Dog.” No need for Putting On the Dog. Just BE the Dog You REALLY Are.

Barbara Jayne
Wipin & Lick!

Year of You™



Your Lucky 7 Recognized Dog Breed Categories:



1.) The Sporting Group:

Characteristics/Personalities: Built for swimming. Like to assist hunters in trailing birds and waterfowl. This dog is a team player. Enjoys what he does and does it well! Can be Stubborn. Also powerful, Fast, Intelligent, Aloof at times!

Includes: Spaniels, English Setter, Golden Retriever, Weimaraner



2.) The Hounds:

Characteristics/Personalities: Hounds like the pursuit! They will trail anything from a fox to an escaped con! They "usually" possess great vision and explosive speed.

Includes: Bloodhound, Greyhound, Whippet, Salaki



3.) The Working Group:

Characteristics/Personalities: These dogs enjoy "Punching the proverbial 'Clock'!" They want a Job! From protecting homes, humans, flocks. They like rescue work!! They are Graceful with Power!

Includes: Boxer, Doberman Pinscher, Tibetan Mastiff, Great Dane



4.) The Terriers Group:

Characteristics/Personalities: These Critters are either long legged and built to "Dig out" varmints or short legged going underground to pursue rodents.

The Bull breeds were used for bull baiting and dog fighting in the past but are mostly utilized as companion animals these days. In general, this group has a "Don't screw with me" attitude.

Includes: Bull Terrier, Airedale, Scottish Terrier etc.



5.) The Toys Group:

Characteristics/Personalities: Toy Dogs are small enough to fit comfortably in any human lap. Adored by humans as "Mini-Me's" they are attentive and affectionate and aim to "Please."

They "Work, Work it! Love being the Center of attention and being loved." "Give me the Love!!"

Includes: Chihuahua, Yorkshire Terrier (Yorkie), Toy Fox Terrier, The Pug



6.) The Non -Sporting Group:

Characteristics/Personality: Wet noses, four legs. A "Patchwork" of breeds whose job description and abilities "Defy" the characterization of the other 6 Breed groups. A Rebel mix!

Includes: Dalmatian, Chow Chow, American Eskimo, French Bulldog, Bull Dog, Boston Terrier, Bichon Frise, Chinese Shar Pei, Poodle etc.



7.) The Herding Group:

Characteristics/Personality: Natural Responsiveness, knows how to push others around in a nice way. Works well with human shepherds, highly trainable.

Includes: the Collie, German Shepherd, "Sheltie" (Shetland Sheepdog), Cattle dog.



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LISA BEALS *FITNESS 4 PAWS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

I have made a few social media posts on the Year of the Dog but have not planned anything further at this time

Are you an ACTION taker? Tell a story about something you took action on that worked.

Years ago, I went tandem hang gliding. Did I mention that I'm terrified of heights? Having just turned 40, I was in a rut and I needed to take action to change the course of my life. Impulsively, I signed up for a tandem glide and before I knew it, I had the most frightening and exhilarating moment of my life as I launched 3500 feet off a mountain behind a trained guide. I wouldn't have done it without someone to teach me, lead me and hold my hand a bit. In business, I knew I could only achieve so much on my own and consequently I had to partner with someone to literally drag me off the mountain in order to take massive action. I knew if I wanted to develop the business of my dreams, I would need to partner with someone to mentor me and give me the occasional push forward. I took action by investing money, time and effort in the Flipped Lifestyle Community to help me develop and grow my business. It has given me confidence in my "dog" skills and has also challenged me to develop technical skills. I am looking forward to attending my first Flipped Lifestyle Live Conference in Nashville this fall.



Connect with Lisa:

✉ lisabeals@sbcglobal.net | 🌐 www.caninefitnessandwellness.com | 🐾 @fitness4paws

f/Fitness-4-Paws-Health-Promotions-142398622448486

Do you consider yourself wise? How so, and how have you developed this trait?

Wisdom is a trait I value and pursue. There is much said in the Bible regarding wisdom. Scripture links wisdom to knowledge, happiness, patience, peace and being open to reason. One way I have attempted to gain wisdom is through conversations with my father. As a mechanical engineer, he is meticulous about how he analyzes problems and situations. As avid readers, we enjoy breaking down books, lyrics, and documentaries from religion to sports and everything in between. Wisdom comes from taking the time to read, to listen, to think, to talk, to understand and to sift through details before offering counsel or taking a position. A wise person is careful not only in what he himself believes, but also what he teaches due to the impact of his counsel on others.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

My yearly planning process is always a challenge because of unknown variables that lie in wait. I outline my big goals for the proverbial "New Year" but I also give myself the liberty to change my focus as needed. Unfortunately, I am not a highly organized person. This year I have tried using the Michael Hyatt Full Focus Planner. It requires detail in breaking down goals and rituals and quite honestly has been hard to maintain. However, I much prefer jotting down my ideas and plans by hand in this type of planner vs using some type of App.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I'm not sure how much I believe in "dumb luck." Perhaps I have occasionally been the recipient of luck such as winning \$10 from a scratch off ticket. However, instead



of luck, I consider myself to be prepared to take advantage of the opportunities that come my way. I also work diligently to seek out opportunities that are not as apparent to others and try to stay one step ahead of the crowd. I immensely value education and see it as the foundation for success, not luck.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

My standard statement about cats is "I don't know anything about cats!" My training, both formal and through independent studies, has focused solely on dogs in regards to canine behavior, conditioning and rehabilitation. However, I have a cousin who is involved in horse racing so I do have an interest in learning more about equine massage, acupressure, and kinesiotaping. I believe my skills and knowledge would be more easily transferred to horses than cats.

Dear Dog Pro,

This year marks **dog*tec's 15th anniversary** helping dog pros start, run, and succeed in their businesses. After 15 years, we've decided to update our name to better reflect who we are and what we do. So...

dog*tec is now **dog*biz**

Same people, same mission: To help your business succeed.
Now we'll do that with a new name that's a little more... us.

We've launched a new website to go with our new name. Take a look at www.dogbizsuccess.com, and claim your free *Monthly Minute* subscription full of biz tips and special offers while you're there.

And, as always, if there's anything we can do to help your business succeed, don't hesitate to reach out. We'd love to work with you.

Thank you for celebrating 15 years with us!
Veronica, Gina, and the dogbiz team

www.dogbizsuccess.com
info@dogbizsuccess.com
510.525.2547

VERONICA BOUTELLE *DOG TEC*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

We are. This year of the dog is our 15th anniversary, and we're going big with our celebrations. We've given ourselves a new name, dog*biz, that's more in line with our mission-- to help dog pros succeed in their businesses. And we've just launched a new website to go with the new name.

Are you an ACTION taker? Tell a story about something you took action on that worked.

I served as Director of B&T at the San Francisco SPCA from 2000-2003, with Jean Donaldson's Academy for Dog Trainers as part of my department. (I'm a proud grad myself.) Every year we watched four classes of amazing trainers go out into the world and fail because they didn't know how to run a business. In 2003 I took an action that changed my life-- I started dogbiz (then dogtec) to help trainers and other dog pros fulfill their dreams of working with dogs for a living. I am so grateful to do this work, and to live vicariously through all of our clients' success. It's amazing to think of all the dogs' lives our clients have touched.

Do you consider yourself wise? How so, and how have you developed this trait?

I'm wise to the extent that I'm smart enough to surround myself with incredible people and then strive to create an environment in which their skills and talents and wisdom can thrive.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Gina and I start mid-year. We start with big-picture goals, then choose projects, decide which events to attend, and build

our marketing plan. This year we're trying out Monday.com for tracking.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

Gina and I cut down travel this year to focus on projects, including taking our Dog Walking Academy online to serve more women dog pros. Less travel also means more time in my garden, which I love.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I feel very fortunate to do what I do for a living--helping others make a living helping dogs. I'm grateful for the luck I've had, but am careful not to rely on it. Joyfully attacking hard work is a more reliable path to success.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

Though we call ourselves dogbiz, many of our clients serve other species, most commonly cats, birds, and horses. Less commonly, we have clients who train all sorts of exotics, even one who works with hedgehogs!



What has a customer told you that made your heart sing?

Our favorite R+ is to hear that our clients are making a good living doing what they love. I just had a client this morning email that she's quit her old job and is now making more as a dog trainer than she was in the job she couldn't wait to see in her rearview mirror. This sort of thing is music to our ears at dogbiz.

What opportunity do you wish you had jumped on?

I wish we had taken the Dog Walking Academy online earlier. I hate to think of all the dog walkers whose lives we could have touched by now, who weren't able to attend live. But full-steam ahead now!

Describe your perfect customer in detail.

She is determined to find a way to help as many dogs as possible with her skills, even if it means stepping outside her comfort zone in learning to run a business. She may not be fearless, but she's passionate enough to fight through the fear and reach out for support to pursue that passion for her living.

dog*biz

Connect with Veronica:

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Jodi M. Clock

**End of Life Expert
Certified Pet Loss Professional
Pet Grief Specialist**



I am a consultant, published author, professional speaker, entrepreneur, small business owner, pet lover and Bruce Springsteen fan. My straightforward approach regarding pet end of life care has helped pet death care professionals and pet crematory owners differentiate themselves, save time, money, and avoid costly mistakes.



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Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

In all honesty, no I'm not. Year of the Dog (YOD) in it's truest spirit and by definition, is something I practice and promote on a daily basis. As an end of life expert, to focus on one specific animal, simply just doesn't make sense. I honor, celebrate and respect all pets 365/24/7.

Are you an ACTION taker? Tell a story about something you took action on that worked.

I am an action taker. In my line of work, there is no routine day. This year, however, I found myself taking leadership and guiding both our community along with the owners and pet parents who lost their pets tragically in a kennel fire on March 29, 2018. I orchestrated a disaster recovery from start to finish. No one knew what to do, or where to start, even the fire department. Having been trained for disaster recover, I felt compelled to reach out and offer my expertise. After the property was cleared by the fire department, we had our work cut out for us. Myself, along with the kennel owners and a few care team members from our funeral home walked the premise and drafted the plan. The owners did have records of what pet was in each kennel. It took us three days, to cut down each cage, sift through the rubble and find what remained of each dog. From there, we transported each animal to our crematory, whose pet parent gave us permission to cremate. I reached out to local vendors and had urns donated, along with pet caskets for those pets who parents wanted to bury on their property. Our business donated all

our professional services and the private cremations for each pet. (An over \$12,000 cost)

Do you consider yourself wise? How so, and how have you developed this trait?

Yes – I do consider myself wise. I would not have said “yes” until a few years ago. I have always considered myself to be an old soul, however, I believe that there is something to be said for life experience and age.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Each year, I reflect on not only the past year's experiences, but the entire past and look for the nuggets that will [JC1] help guide me to the future. Kind of a “Back to the Future” model. It's not always about the numbers, it's a bigger picture. Its about continuing to bring value n new and different ways. My fixed cost is typically high; therefore, I seek out creative ways to expand my brand

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

That's easy, continue to follow my passion and listen to my internal compass. As a young child, my parents on a daily basis encouraged me to reach for the stars. They taught me that if I wanted something bad enough, to make a plan, surround yourself with people you can learn from, and go for it. I have always felt that if you believe in yourself, are true to core values, and not afraid to take a calculated risk, you have nothing to regret. It shouldn't matter if it's the Year of the Dog, Year of the Woman, or the Year of You. The opportunities are there and have been there, its up to you, how you choose to respond to it, and what you plan to do with it.



Do you consider yourself lucky? If so, how so and how much do you depend on luck?

No, I don't consider myself lucky. I do however consider myself fortunate, there is a difference.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

There is no segregation regarding pets in end of life care. All animals, domestic or otherwise will at some point, reach their end of life. From a marketing viewpoint, it's letting the pet parents know that you will treat their precious pet with the same dignity and respect in death, as they received in life.

What opportunity do you wish you had jumped on?

Great question. I would say becoming certified in pet palliative care. Pet hospice is real and it's a wonderful option for helping pets have quality in their end days or months.

Describe your perfect customer in detail.

A pet parent who loves their pet and wishes to have their pet cremated privately, and share with me how their furry, feathered or scaled child brought joy to their life



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SERVICES

LESLEY CROSBY *PUPCAKES*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Don't get me wrong, I love the Year of the Dog. For those of us in the pet industry its a fantastic promotional and marketing tool that can be used in so many fun ways, but for me, every year is the Year of the Dog. If there's something I find I need to do just because it's the Year of the Dog, then it's something I should have been doing anyway.

Are you an ACTION taker? Tell a story about something you took action on that worked.

As I grew my grooming clientele it became apparent that there was a need for a caring boarding facility. I talked to my then property manager and was able to secure a location a few doors down from my salon. With only \$1300 I was able to get five kennels and a large play area set up. My husband was just not convinced this was a good idea, but in my heart I knew I was onto something wonderful. Within the first week we had our first boarders and what started as something quaint and small has now turned into fifteen kennels, four luxury boarding suites, a large and small dog day care, and a large outdoor play area. We are very excited to see where we can grow from here.

Do you consider yourself wise? How so, and how have you developed this trait?

Yes and no. Growing up poor has been the greatest asset. Nothing was handed to me. I had to work for everything. Early on I learned the value of hard work, of taking care of what I had, of taking nothing and turning it into something with just a little elbow grease and ingenuity. When I was sixteen my mom suffered a massive stroke and overnight I became her caretaker and protector. We ended up losing everything and spent several months homeless. In 1992 there weren't

many resources available to us. Each day I had to plan how I was going to put a roof over our heads for the night, how I was going to feed us, and how I was going to pay for her medication. I learned quickly to analyze my decisions, to figure out causes and solutions to worse case scenarios, and more importantly, how to avoid them in the first place. It has also given me the strength to turn negatives into positives. I may have only had a "mom" for sixteen years, but I've had a total of 42 years of having a best friend.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

This is my weak spot. I have a continual plan in my head of what I need to do and where I want my business to go; however, getting it onto paper is another story. I can tell anyone who operates like I do...STOP! It's much more beneficial to lay out your yearly plan in a format that works for you and those who work within your business. Every year there are things that I forget and miss out on accomplishing. With new practices I have put into place this year, I'm hoping 2018 is the last year that I start without a plan down on paper.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

Over the past few years I have allowed myself to be bullied by employees, by



competitors, and by other members of my community who didn't believe that a pet based business had any right to be located in the downtown area. While I believe in being forgiving and turning the other cheek, I need to break this cycle. This year I've stepped up to take the alpha dog position. This year I'm dedicated to educating myself, my staff, and setting new precedents for pet care in Eastern Oregon, these changes are going to take Pupcakes to a whole new level. I am woman, hear me bark!

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I don't believe in luck, karma, or destiny. I do, however, believe that you reap what you sow. If you put out negative energy into the world then it's going to come around to bite you. If you put out positive energy then you will reap positive benefits. It's always wonderful when something great and unexpected happens at precisely the right time, but to live your life or run your business on this concept is nothing short of foolishness.



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PET FASHION INDUSTRY

Patterns



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 Cosmopawlitian Pets.*

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- ✓ 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

SERVICES

LAUREN DARR *PET FASHION PROFESSIONALS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Yes! I've taken the Year of the Dog theme as an opportunity to talk about pet fashion in the year of the dog. I've been on radio and written an article for publication on the different facets of what we'll see: colors, styles, moods, etc.

Do you consider yourself wise? How so, and how have you developed this trait?

I don't necessarily consider myself wise, but I do know how to find people and resources that are talented at skills that I'm not and hire them.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

In the last quarter, I have a planner that recaps the year, wraps that up, and looks forward. There are specific overview pages that I keep on my cork board at all times and refer back to monthly.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

For me, the "Year of the Dog" is a reminder to live in the now like my pug dog. Doing that will make this my best year yet whether I'm writing, at the race track with my son, or rubbing Bella's belly!

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I do consider myself lucky, but don't depend on luck. I depend on taking action when opportunity arises.



Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

I've always included a diverse set of pets in my marketing. We don't focus solely on dogs. Advertising and online media is how we spread our message.



What has a customer told you that made your heart sing?

When someone told me that one of my mandala coloring books helped get her through chemo, my heart sang happy tears.

What opportunity do you wish you had jumped on?

Creating Pet Fashion Guild when I first had the idea years before founding the organization.

Describe your perfect customer in detail.

Someone that enjoys creative exercises like coloring and visioning. She wants to gain insight through books and programs because she's thirsty for helpful information.

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SERVICES

CAMILLA GRAY-NELSON *DAIRYDELL*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

I have not yet...but plan a series of videos later in the year.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Well, my motto was "Just Do It!" before Nike decided to use and trademark it! Does that tell you something? Yes, I'm an action person. When I decide to do something, I do it. Usually at 110%. Now, this can have a downside, as sometimes my great ideas don't always pan out and I've lost time and money. But when they work, the payoff is great. I think the difference between dreamers and action takers is courage and grit. My most successful action was expanding my Dairydell Canine business from a sole-proprietor board/train boutique business of 4 dogs/week to a massive complex with boarding for 75 dogs, training for 10 dogs, kennel staff of 20, 5 trainers and management personnel. From scratch in a cow field. We completed the build-out in 2007, 8 weeks before the Crash. Nonetheless, it was the best action and risk I've ever taken and has propelled Dairydell to premier status.

Do you consider yourself wise? How so, and how have you developed this trait?

Because I'm older now and have been at this business for a number of years, I think I can humbly say I have earned some wisdom in the process. The difference between knowledge and wisdom is experience. Hours in the saddle. I think my 28 years of dog training have transformed one into the other. Where I once thought I knew everything and answers were black and white, now I realize that much of reality is a shade of gray. I guess that's the wisdom part.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

I've truly never had a yearly planning process. With a constant goal of helping people succeed with their dogs and supporting them with information and instruction, I can respond to new ideas and projects as they present themselves.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

We are branching into video education and excited about how that will help communicate with our clients with greater clarity and nuance, beginning in this Year of the Dog. As far as the others...for me it's ALWAYS the Year of the Woman and the Year of Me. LOL!!!

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Luck or design? That's always an interesting philosophical question. I was "lucky" to be born to a ranching family. Without it I would not have the depth of animal knowledge that's allowed me to succeed to this level in my field, have the property that allowed the expansion of my "doggie dude ranch." It was hard work, courage, focus and sacrifice that took the raw materials and built my business. I definitely do NOT DEPEND on luck to run or maintain my business. That's up to me and how hard I'm willing to work and stay true to my principles of treating every client as a friend and every dog as my own.



Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We have cats and chickens and other livestock at our location. We use them primarily for distraction training if a client requests it. The other animals are also good examples of how all animals share a common need to be organized, respond to leadership, etc. Clients see them all when they drive into Dairydell.

What has a customer told you that made your heart sing?

Nothing makes me happier than having a client make a point to compliment our staff and our service. I love the quote, "People don't care how much you know until they know how much you care." Lots of places board dogs and train dogs. What sets the best apart from the rest is how they treat people. Our goal is to do that better than anyone, and when a client makes a point to compliment our care and our heart... you can hear me singing from anywhere! Of course, as a trainer when someone tells me that we were their "last hope" and they had thought rehoming or surrender was the only option for their dog, but NOW with our help all is well....that's fulfilling.

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PEGGY HOYT *PET FRIENDLY LOVE*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

The Year of the Dog is the perfect opportunity to draw attention to dogs in particular and pets in general as members of our family, focusing on the human-animal bond. As a newly launched company, the Year of the Dog will be featured in upcoming social media postings.

Are you an ACTION taker? Tell a story about something you took action on that worked.

"Action" is my middle name. I actually have more ideas than I have time to implement. Nineteen years ago, I took action and created my own law firm. Today, that firm continues to grow and thrive. It has opened doors for additional "actions" including the creation of the Center for Animal Advocacy, MyPetWill.com and now, PetFriendly.Love. PetFriendly.Love emerged from the long held idea about creating a social responsible investment opportunity for people who want to invest and do business with pet friendly companies.

Do you consider yourself wise? How so, and how have you developed this trait?

Yes and no. Wisdom comes with age, with taking risks and learning lessons and with being open to learn and experience new things. I'm not done yet, so the wisdom I've acquired to date is still expanding. Every year I get a little wiser.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Each year I set both business and personal goals. I set them for one year, three years and five years. Some planning

I do individually, some I do with business partners, some with executive coaches.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

Every year is the best year yet as I continue to grow, learn and self-actualize. I'll continue to learn, grow, and self-actualize.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Luck is a state of mind. We make our own luck by realizing that "thoughts become things, choose the good ones." I don't depend on luck, I depend on attitude and gratitude.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

All pets are part of our marketing strategy. More families own cats than dogs and all of our pets are valued members of our family. Our diversified message will focus on everyone who loves a pet, of any kind.



What has a customer told you that made your heart sing?

My heart sings when clients and customers ask me, "what will happen to me if something happens to you?" That means they can't imagine a time when we won't be associated.

What opportunity do you wish you had jumped on?

I try and jump on all opportunities, sometimes to my own detriment as there are not enough hours in the day. My biggest regret is I feel like I invented the pet superstore when I was age 10. I envisioned a store where you could buy pet products and rescue animals. I was too young and inexperienced to capitalize on that opportunity. My dad just smiled and patted me on the head, "Good idea, honey."

Describe your perfect customer in detail.

Since we serve different customer groups, each is going to vary. The perfect pet lover customer is one that is genuinely concerned about the treatment of animals in the world. Companies and organizations will also have this same level of care but it will be demonstrated in the way they offer their products and services as well as how they incorporate this human-animal bond value into their business practices.

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STACY PURSELL *THE VET RECRUITER*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Not in business but two of my sons are learning Mandarin Chinese so they talk about the Year of the Dog frequently.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Yes, I am most definitely an "ACTION" taker! I take action every day and am not one to sit on the sidelines. I took action when I started my company, The VET Recruiter, in 2003 (15 years ago) and I take action every day in reaching out to the top talent in the Animal Health, Veterinary and Pet Products Industries to recruit top talent for my client's organizations.

Do you consider yourself wise? How so, and how have you developed this trait?

Yes, I do and I have learned to listen to people more than I talk. By practicing active listening skills I become more wise on a daily basis and I listen to people and observe vs. talking all of the time. You learn more by listening than you do by talking.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

We plan in November and December for the new year with our team and we keep the plan on our desks.



How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

I strive to make every year my "best year yet" and every day I get up with the belief that my best days are in front of me.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I don't believe in luck so I make my own luck by working hard. The harder I work, the luckier I get.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We are marketing our services to companies who make products and services for pets; both cats and dogs and other animals as well. We don't sell products or services for pets but we help companies who make products and services for pets to find top talent which helps their business grow and become more profitable.

What has a customer told you that made your heart sing?

They have used other search consultants but I deliver results and good



customer service so they don't need to use anyone else but me. They also said I'm fun to work with.

What opportunity do you wish you had jumped on?

I wish I had started my business sooner than 2003 because I'm having so much fun!

Describe your perfect customer in detail.

Animal Health, Veterinary and Pet Products companies who have critical hiring needs and who want to hire top talent and help their business grow.

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Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

"Yes, I am capitalizing on this year, I feel 2018 is showing some great growth, and strategically I am being surrounded by like minded individuals. Our

Franchising efforts are beginning to roll and our pet grooming services are busting at the seams. With 5 star reviews we are turning away business left and right!"

Are you an ACTION taker? Tell a story about something you took action on that worked.

Oh Yes! I am a "Action Taker" or opportunist however you want to call it! I believe when opportunity comes knocking you must act fast, example because we offer a mobile service and travel all over I tend to see loose dogs in my day, when I do if possible I spring to action to get the animal safely and back to there home sometimes bringing them with me in my grooming van till the owners can be found!

Do you consider yourself wise? How so, and how have you developed this trait?

I have become very wise in this industry after 37 yrs you have to learn something, I am very open to learning and absorbing other peoples ideas which has helped me



grow over time. And that is why I decided to Franchise my business and to create a turnkey business opportunity that anyone can own.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

We are a family owned business and we all collaborate on our goals, dreams and vision. I am the main visionary but I do discuss this with my family and close friend who helps with the business.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

We will be staying focused, we are launching the philanthropy side of the business model and starting our Rescue Round Up where we partner with local shelters, where we create events to raise money.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I dont believe in luck so my much as I do hard work and my trust in God guiding me in the right direction. I don't depend on Luck at all!

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

Our clientele is predominately dogs however we do have a few Cat clients, Our services are based on the groomers skills, some groomer don't groom cats or other breeds so that will limit the marketing



for that van. We have groomers that can groom dogs, cats, birds, guinea pigs, horses pretty much what ever comes your way haha!!!

What has a customer told you that made your heart sing?

I love when a client lets us know how they care not only about our grooming services but they view as as human too! We love when they recognize the time and care we put into there pets Spaw experience and want to make it a pleasant one!

What opportunity do you wish you had jumped on?

I sometimes wish I would of jumped on the opportunity to go to college and attend Vet school, Helping injured or sick pets has always been a thing for me, I tend to have a good intuition even without testing some call it a gift but sometimes it is a curse.

Describe your perfect customer in detail.

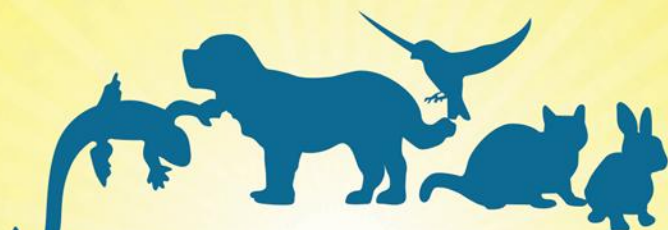
The perfect client is understanding, books there appointment in advance, is reliable and caring.

Connect with Tammy:

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CARMEN RUSTENBECK

INTERNATIONAL BOARDING & PET SERVICES ASSOCIATION

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

I read an article in which a Chinese astrologer noted that "the Dog" is associated with loyalty & intelligence & does his best to protect people of high-integrity & to support their cause. That is what IBPSA is about - protecting the interest of the industry as a whole - to be a steady companion and a collective voice (or bark, as the case may be).

Are you an ACTION taker? Tell a story about something you took action on that worked.

In 2016 IBPSA as part of our business plan had scheduled the release of our association magazine for first quarter of 2018. As 2016 came to a close we realized that the only reason we had not already produced a magazine was fear of failure and cost. I reached out to association supporters, we found a simple way to produce the magazine and at a cost that fit our anticipated budget. Only one way to find out if the magazine would succeed, publish! In the second quarter of 2017 we release our first online magazine and it was a total success. At our annual conference we took our fourth quarter magazine to print and made it part of our conference package. That was so successful that we sold most of our ad space for 2018. We have just published our fifth quarterly magazine - officially our one-year anniversary of the Pet Care Pro. We have not regretted making this



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decision. It has helped us take action on other activities as with each action step we gain more confidence.

Do you consider yourself wise? How so, and how have you developed this trait?

Yes. I surround myself with people who have a shared vision and have knowledge and skill sets I do not have. Like most business owners we all learn that we do not know everything and we cannot do everything that need knowing or completed. In my mind the beginning of wisdom comes when we recognize that we need support on all sides and we are willing to recognize our strengths and weaknesses.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

The Advisory Board and Executive staff plan in the fourth quarter of each year. We look at 3, 5, and 7 year plans. Every quarter we look at what we have accomplished and make any adjustments.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

All of my staff are women. Each of them brings new ideas every month for consideration. This year we are working to bring all of the ideas to implementation. So far we are having fantastic results.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Lucky? No. Blessed? Yes! I have a terrific staff and the inspire me to be a better leader and take risks. It is the team cohesiveness that brings about success - not luck.



Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We support all pets being cared for by pet care service providers so we are always looking for the next cute pet to use in our marketing campaigns.

What has a customer told you that made your heart sing?

Last year at our annual conference a customer thanked me for just listening, and providing needed information to help them get their facility built. They were opening their doors after 10 years of planning. Anytime the association helps a business owner move forward we celebrate as we are here to support pet care service providers.

What opportunity do you wish you had jumped on?

I missed a partnership that in hindsight would have put our educational program in front for the industry.



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SERVICES

SYLVIA WILSON *BARK BUSTERS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

We have this as our theme for this year's conference and are running blogs on the subject.

Are you an ACTION taker? Tell a story about something you took action on that worked.

I am an action taker. I never put off till tomorrow what I can do today. I recently saw a lady struggling with an adolescent dog in the street, I stopped the car and asked if she needed help, she said yes please. I spent a few minutes teaching her dog to walk with her and she hugged me and went happily on her way.

Do you consider yourself wise? How so, and how have you developed this trait?

I am told I am wise and I guess I am. I don't sweat the small stuff and try to always remain calm when all about me are losing their heads. I think this trait came from being in animal welfare for many years.



Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

I create a list and hold a meeting to table my ideas, hear from our team's suggestions. We look at the previous year's results and ways to improve. Love my whiteboard, can see my plan at a glance.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

I believe in the power of positive thinking mixed with hard work, knowing this is the year for us. Our figures are trending way up, this the Year of the Dog, indicating the best year ever.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I do consider myself lucky to have been born in such amazing times, but I firmly believe, the harder you work, the luckier you become. I believe that luck alone is not the answer, you have to work at your business to make it successful.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We focus on dogs when marketing, but we appreciate that animal lovers can be a good source of referrals for our brand. We spread our message through social media and our clients.



What has a customer told you that made your heart sing?

You saved my dog and my marriage, wish I had heard of you earlier.

What opportunity do you wish you had jumped on?

I wish I had entered the pet industry earlier in life. I was in my early forties when I did and love what I do, but how much further forward would I had been if I had entered the industry in my twenties.

Describe your perfect customer in detail.

Our perfect customer is someone who understands that dogs need special understanding, someone who will stay the course while we find a solution and someone who does not easily give up on their pet.

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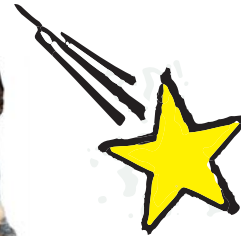
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PRODUCTS

LAURIE ALEXANDER *THE DOGGONE GOOD! CLICKER COMPANY*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Yes. We are using Year of the Dog in our Social Media Campaigns.

Are you an ACTION taker? Tell a story about something you took action on that worked.

We take action EVERY day. Coming up with new Designs, new products, better ways to serve our clients.

Do you consider yourself wise? How so, and how have you developed this trait?

I doubt any wise person actually considers themselves wise. We are all constantly learning.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Jennifer (my right and left hand) and I actually plan every week. We have an objective of the week. We use a computerized task list with both short and long term goals and objectives.



How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

By introducing new and inventive products and designs, finding new markets and taking CARE of our Clients! We believe if we take EXCELLENT care of our people the BEST will follow.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I do consider myself lucky, but I do not depend upon luck.

Where do you think cats and other pets fit in when it comes to your marketing?

Do you focus solely on dogs or are you diversified and how do you spread your message?

Dogs are our primary market, however we LOVE hearing that our products are being used with Dolphins, cats, llamas, pigs, chickens, horses, so FUN to hear where our products help.

What has a customer told you that made your heart sing?

How AMAZING our staff is!



What opportunity do you wish you had jumped on?

Buying a winning lottery ticket.

Describe your perfect customer in detail.

One who let's us know when they are happy with what we have done for them. I even appreciate those who let us know when we have NOT exceeded their expectations, since we can not fix what we do not know about.

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SHANNON BARNARD *K9 BYTES GIFTS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

I think every year should be Year of the Dog! I've been sharing social media posts and created a printable calendar for my customers.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Occasionally a customer will contact me because the Post Office has lost their package. I always send a new package out immediately and have gained pleased, repeat customers.

Do you consider yourself wise? How so, and how have you developed this trait?

I look at new opportunities and product ideas and put them in place if I think they will grow my business.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

I create 90 day plans each quarter. I am part of a mastermind group, which I use to bounce ideas off of and to keep me accountable.

How will you make the Year of the Dog the Year of the Woman



focus solely on dogs or are you diversified and how do you spread your message?

I may lean a little towards dogs, but I also have a lot of loyal cat loving clients. I aim to include cat products and stories in my newsletters and social media posts.

What has a customer told you that made your heart sing?

I love it when a customer takes the time to write or send a picture of their pet. Some of the heartfelt testimonials I've received include: "Thank you! We love your collars!!", "I'd recommend Shannon and her products in a heartbeat. She shipped fast and the packaging was awesome. I loved everything about buying from her and will again.", "K9 Bytes is the best place to purchase cat and dog collars! Lots of soft collars to choose from! And great customer service with a personal touch!"

and the Year of You the best year yet?

I am concentrating on growing my business. What better year than this one?

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I do believe I am lucky. The right people come into my life at the right time. That doesn't mean I just wait for luck to happen. I always put out the intention that the right people are there for me.

Where do you think cats and other pets fit in when it comes to your marketing? Do you

What opportunity do you wish you had jumped on?

I have always wanted to open a dog bakery and boutique. There was a restaurant/bar for sale near me that I could have made it into a (Bar)kery, but did not jump on it.

Describe your perfect customer in detail.

My perfect customer is a passionate animal lover who considers her pets a part of her family. She loves to spoil them and always includes them in holidays and celebrations. She likes to shop for made in the USA products handcrafted by small manufacturers. She appreciates the love I put into my products.

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PRODUCTS

MARIANNE BERTRAND *MUTTLUKS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Absolutely! Muttluks started in 1994, the Year of the Dog. Muttluks is focusing on the Year of the Dog as one of the marketing themes for 2018. We love the "Year of the Dog" and we're hoping it's our best year yet.

Are you an ACTION taker? Tell a story about something you took action on that worked.

On 9/11, Muttluks received a call from the NYPD Canine Unit requesting boots for search and rescue dogs. We stopped everything and focused on delivering every spare boot in the factory to New York. The shipment became history as the only package to cross the Canada/USA border on a day the border was closed. We can't take all the credit though. The shipment was grounded at Toronto Pearson Airport when a Fedex employee took initiative. In a FedEx truck filled with only Muttluks boots and a police escort, she drove to the Canada/USA border. A FedEx truck was waiting on the other side to take the shipment to Ground Zero, not knowing whether the shipment would clear customs or not. The shipment made it to Ground Zero in a record 10-hour ground shipment. We're extremely proud we were able to assist the first responders after that devastating day.

Do you consider yourself wise? How so, and how have you developed this trait?

Yes, I consider myself wise. I feel I developed this quality by making many mistakes and learning the hard way. The school of "hard knocks"!



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Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Our yearly planning process starts with a detailed business plan that covers everything from new product development, to cash flows, and everything in between. We do it in layers and stages, with senior management and the entire staff.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

I consider the "Year of the Dog" the "Year of Muttluks", because Muttluks began in the "Year of the Dog". We expand this to themes of emerging from a home-made business, made in Canada, the history and reputation of the product stemming from the "Year of the Dog", the great wisdom of dogs in general, and the partnership between dogs and people.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

We definitely consider ourselves lucky. Maybe it's because Muttluks has the word "luk" in the middle of it! Setting goals and working diligently towards them breeds good luck. Luck is also a matter of finding the upside in every situation. Seeing every situation as a positive, turns everything into a "win win". What most people consider bad luck, we consider good luck due to our perspective to look at it a different way.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

While Muttluks is a company that caters to dogs, we really do love all pets. Our social media speaks to the relationship between humans and pets in general.



A few of our products like Pawmagik, Nosemagik and Muttsoks can be used for both dogs and cats. We've also diversified to humans as well in our Mantra Mutts line. We have matching human and dog shirts, collectible lapel pins, and Mantra Mutt wisdom cards.

What has a customer told you that made your heart sing?

One of our favourites would have to be "Following Atticus" when they first began their journey of fundraising and hiking with Muttluks. It's an amazing and inspiring story that any dog lover should read about.

What opportunity do you wish you had jumped on?

I really wish we had jumped on internet and social media marketing much sooner than we did. I definitely think we lost opportunities and sales that we'll never know. One of our primary goals is to change this and became much more current with any technological medium and change. We switched to web-based accounting and document storage, and are radically changing our approach to social media and marketing.

Describe your perfect customer in detail.

Our perfect customer is thinking about what they can do for their pet. They're focused on the performance of the product from their pet's perspective. They share the same passion and love as we do not only for pets, but for the natural world as well.



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MARIANNE BUTTNER *PETROSEXUAL*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

For me, everyday of every year is the Year of the Dog! As far back as I can remember I had at least one dog in addition to other pets. I gravitated toward small dogs usually less than 10 pounds. I love big dogs too, and other kinds of pets as well. But, I really always wanted to take my dog with me wherever I went. Small dogs are just more portable, easier to carry, and let's face facts, a lot easier to conceal when necessary. Ah-oh! Did I hit a nerve? HELLO...I'm in the "pet carrier" business. All kidding aside, I love taking my pet with me. And truth be known, most people seem alot happier to see Ollie than they are to see me

Are you an ACTION taker? Tell a story about something you took action on that worked.

"I had not given it that much thought. One day when I was attending a pet retail/wholesale show in South Florida, I was intrigued by a conversation I overheard amongst three different vendors manning booths that were in close proximity to each other. They seemed to be having some fun. They were commenting on beautifully groomed dogs decked out in high fashion apparel. ""Here comes one,"" said one vendor. ""Take a look at that one,"" said another. ""Wow, a true PETROSEXUAL for sure,"" chimed a third. It went on for several more minutes, so I absolutely had to ask

them, ""What exactly is a PETROSEXUAL?"" ""Well you ought to already know,"" one responded, ""because you have one on your arm. "" He was referring to my toy poodle Gizmo in one of my carriers; and Gizmo could not have agreed more! Soon after, I started testing the name imprinted on pet shirts, display signage, etc to get peoples opinion. Being granted my federally registered trademark took more time and more money in legal fees than I had anticipated but it was and still is sooooo worth it!

Do you consider yourself wise? How so, and how have you developed this trait?

Hmmmm, wise is such a little word, but it's meaning can be daunting. I use the word wise to describe others whom I admire but not for myself. I believe I have a healthy self-image, and I do think I make wise decisions. But every once in a while, I make a real doozy! On important decisions I consult with WISE business associates, experts, and friends who can help me sort through the pros and cons. This action allows me to sleep better, with the bonus of having others to blame if things do not go as planned. Lol However, to me thinking of oneself as wise borders on over confidence and conceit. You might as well put a target on your back and wait for the universe to prove you wrong.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

YES...I am lucky! I don't depend on luck, but I am so joyful when it happens. I am also an optimist, so maybe I do attract more luck than most people. Call it what you will...karma, whatever, I just want it to keep on coming! And we all know the old standard reply, "The harder I work, the luckier I get."



What has a customer told you that made your heart sing?

"Me and my dog absolutely love your carrier. As soon as she sees me pick it up, she knows we are going out! And during the day at home she sleeps in it too. At night, of course, she is in bed with me. PETROSEXUAL that name slays me!"

Describe your perfect customer in detail.

Male or female - my carriers are specifically designed to appeal to both genders. Not necessarily young but young in thought. Enjoys traveling with their pet around town or across the globe. Is fashion forward and likes to keep current with new trends. Considers pet to be best friend. Enjoys and can afford to invest in pet care and pet accessories. Pet is small and weighs less than 12 lbs.



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PRODUCTS

JULIANNA CARELLA *TREATIBLES*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

"As far as the Treatibles team is concerned, every year is the Year of the Dog! On February 16 - Chinese New Year - we did proudly share information about Year of the Dog through our social media sites.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Taking action on intuitive ideas is something I have developed over the years. Whereas in my 20s and 30s I had good intuition but could never ascertain which intuitions were accurate, now in my 40s I don't question them anymore, I just act on them! The idea for Treatibles started with an intuition that animals need phytocannabinoids for their best health and wellness.

Do you consider yourself wise? How so, and how have you developed this trait?

See above! With age has come a little wisdom...

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

I work on short and long term goals simultaneously. I allow for the unknown so that we can be responsive to all opportunities. I bounce ideas off my team to make sure they aren't completely nuts.



How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

"2018 marks our 5th anniversary and many milestones. It has always been targeted as an important year for Treatibles. Since our company is 95% women, it is always "Year of the Woman" around here!

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Lucky? Not exactly. Fortunate? Absolutely. I have spent years pouring my blood, sweat and tears into growing Treatibles. Everything from product development to branding to attracting investors to building a dedicated team that supports my vision. We all have the power to create our opportunities and work toward success.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

Our products are meant for a wide range of animals - from hamsters to horses and everything in between. All animals have an endocannabinoid system and will respond to phytocannabinoids. So yes, we are diversified. Although our chews are geared toward dogs, we have customers with rabbits, ferrets, birds, skunks and even farm animals that enjoy them. Our gel caps are even used by some wildlife veterinarians to help panthers. Cats respond well to the Treatibles dropper bottle oils. We are currently developing cat specific chews. Not only do we spread our message through traditional trade and consumer media outlets, we also work with influencers in the blogging and social media world as well as through our social media channels. In addition, we offer special training for our retail customers and



their staff. When they better understand our products and how different animals can reap the benefits, they can better educate their customers.

What has a customer told you that made your heart sing?

The most heartwarming stories that come in often involve animal's recovery after a difficult time or illness, but my favorite thing to hear is when customers tell us their elderly dog is acting like a puppy again.

What opportunity do you wish you had jumped on?

"I once had an opportunity to tandem skydive with a friend that I was not very familiar with, so I passed. It just seemed that I should know someone really well if I was going to jump out of a helicopter attached to them. We have since become very good friends, and we laugh about how I passed up this opportunity 25 years ago. Sadly, I still haven't jumped out of a helicopter.

Describe your perfect customer in detail.

There is no best customer, they are all great! Many different people are connected through their animals, and our customers come in all shapes, sizes, breeds and species.

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KATHY DANDEL-VITCAK *THE BLISSFUL DOG*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Love the concept and I was going to do something...and then it was today.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Yes, I have perfected jumping out of the frying pan and into the fire. But, I prefer to think of it as the old, "Better to beg forgiveness than ask permission." Over 20 years ago I was living in Dallas and happily working for one of the big pet chains. On a whim I took a job as a graphic designer and moved to St. Paul, MN. If I wouldn't have just gone for it I would not have met my husband, started The Blissful Dog or known any of the wonderful people I have met since making that long ago move. And I wouldn't have a pet yak.

Do you consider yourself wise? How so, and how have you developed this trait?

To me, "wise" is reserved for His Holiness the Dalai Lama. Do I have flashes of wisdom? Of course and sometimes I surprise myself. When I am still and listen to that small voice within I am well served with my own inner wisdom. When I take the big, shiny, comfortable steam roller out and squash that small voice...not so much.



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Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Uh, in reality I stand up in the office and say, "Hey ya'll, I've got an idea" and announce my goals. Then I write it down, email my accountant and get to work.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

It already is. Everyday when I wake up with my husband and three sassy little bed dogs, get dressed and walk 200 feet to my office on our 40-acre farm, where I'm greeted by the five office/farm dogs and Ashley and Teri, I know I am slaying.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Yes, very lucky! I was at a dog show once and someone came by selling raffle tickets. As I paid for my ten tickets, I told her to take my business card so she could call me the minute I won, that I was feeling lucky. You guessed it, I won! My phone was ringing and I looked over and saw the raffle table crew all laughing and smiling. I sauntered over, grabbed my cash and went to a jewelry booth and bought something bright and shiny. Tah Dah

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We launched The Blissful Horses last year and just soft-launched The Blissful Cat. I'm interviewing for another team member and will put more focus on both of those lines when I bring someone else onboard.



What has a customer told you that made your heart sing?

Every single day we get reviews and testimonials that make my heart sing. One that stands out was a telephone call, when I answered I could hear tears and before my panic became full blown, a quavering voice told me how grateful they were for Nose Butter! She went on to tell me she never thought her dog would be beautiful again at 13 and to her, he looked like a gorgeous puppy again. Her love for her dog was palpable and I was honored to have been a part of her joy.

What opportunity do you wish you had jumped on?

Years ago before the influencer concept had started and Instagram was brand new a guy who represented an Insta-famous dog called and asked if I wanted to team up with them. I didn't have the cash to spare and regretfully told him no. Today, I wish I had scrounged it up!

Describe your perfect customer in detail.

Perfect retail customer - multi-dog household with mostly flat-faced breeds, active in dog rescue and uber-active on social media. Perfect wholesale customer - orders off the wholesale website in ginormous quantities, pays when they order, gets stock labels, never haggles but negotiates with humor and class and pays with a wire transfer. Plus, they remember my birthday and sent me way cool presents.



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KIM GOLDSWORTHY *DOG ROCKS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Yes, largely through social media.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Action Taker, I do lists to keep focused and on track with the goals of the business for this week, month, quarter, year. It also shows how far I have come. I'm a kind of do it now girl, if there is a call to make, an email to send, minutes to write, updates to send, I aim to do it now or plan for when is achievable. I always do what I say I will so as not to let people down and to show integrity and respect.

Do you consider yourself wise? How so, and how have you developed this trait?

Wise – no. Experienced – yes. I believe in learning from your mistakes, sharing them with others to assist them in not making the same mistakes. I always look for the positive and when making decisions complete a risk assessment that incorporates opportunity cost. I love brain storming in particular as there is always more than one way to skin a cat, as they say. I surround myself with people I respect and trust and often bounce ideas and hurdles of them

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

While I head the US operation, reporting into the UK headquarters, I joined Podium



Pet Products in January so this was very well planned out and easy for me to slot into. So with six months under my belt, I am following their strategic plans, processes and systems and add value and ideas where I can based on my experience and exposure.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

I will continue to grow, through meeting new people, understanding new markets and trends, asking questions, being open to new learnings and ideas. Most of all ensuring a genuine work life balance, that incorporates time for me, my kids and my husband.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I think you make your own luck. If are you are prepared and know your customer (both end and reseller), your product, your business and believe that there is a real opportunity for all parties then it is all about perseverance and seizing the moment.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

Dog Rocks is a product targeted primarily towards dogs as it stops burn patches created from dog pee on your lawn from . Pet Remedy however is UK's leading natural pet calming product and is multi species spanning not only cats and dogs but also birds, horses, rabbits, rodents, etc. Therefore the message spans far more than just cat and dog.



What has a customer told you that made your heart sing?

Every time I hear our products worked on their pets and that they recommend it to others. When resellers tell me our products are selling and believe in the product themselves then convince others of the value of our products

What opportunity do you wish you had jumped on?

With time and resource limitations, you simply can't do everything all at the same time. Personally I wished I had been more pro-active in searching out retailer new vendor portals outside of simply the pet category.

Describe your perfect customer in detail.

My ideal customer is one where we are partnering each other's business. I prefer dealing with people who are decisive, communicative, available and upfront. I don't mind if it's a no or if you have an objection, if you share it, I can work with that and we may still be able to move forward together

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TABITHA HELMS *BIOKLEEN HOME*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

The Year of the Dog allows for us to highlight the amazing support our products offer for all stages of your dog's life. From the early stages of training, the adventures of getting dirty while exploring the world and respect the journey into the elder years, Biokleen non-toxic cleaning products support both your beloved furry friend and you.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Taking action is the best way to focus on moving forward and accomplishing goals. A few years back, we decided that entering the Pet Industry was the right action to take, as many of our loyal customers already use our products for their pet's needs. Seeing the need and want for non-toxic cleaning products, it was both a logical and easy transition.

Do you consider yourself wise? How so, and how have you developed this trait?

I believe that life experiences offer us the opportunity to become wise. My personal journey continues to offer me many lessons, that I hope will help me to become a wise soul. I am a firm believer that if we do not learn from life's lessons, she is kind in offering them again until we grasp the lesson(s).



Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Planning for the upcoming year includes my personal life, professional and travel. Typically, I will begin the process of planning the last quarter of the year for the new year and calendar.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

By focusing on being the best that I can do each day and forgiving any disappointments that happen along the way.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I believe that we are in charge of our own luck, we create both the good and bad that happen in our life.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

Our focus is on all pets that are brought into the family home.



What has a customer told you that made your heart sing?

I love hearing stories that our Bac-Out line has kept the peace in the family, with an animal that has had training issue or for an older pet that was dealing with end of life challenges.

What opportunity do you wish you had jumped on?

More networking and community events. These are such great resources for learning more about needs and hearing stories of what works.

Describe your perfect customer in detail.

The consumer who is aware of the importance of non-toxic cleaning products for their family and home.

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JULIE HOLMES *UNIQUE PET*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

No, I have been focusing on ways to make people come to my booth and have fun at the trade shows. Now that I have done that I need to change my focus to Year of the Dog.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Shawna told me about the Press Room something I had never heard about. I started taking advantage of them at the shows and they have really helped me meet some great new contacts.

Do you consider yourself wise? How so, and how have you developed this trait?

I think of myself as a life losing learner, I am always looking for ways to grow.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

I set business financial goals at the beginning of the year, then quarterly I review to see if I need to pivot or change anything to achieve the numbers. I use monthly goals to keep me on track.

How will you make the Year of the Dog the Year of the Woman

and the Year of You the best year yet?

I will work smart, set intentions and goals, surround myself with amazing people, keep learning and throw in some power poses for good measure.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I think of myself more as blessed. I have had wonderful opportunities that have come my way and have been able to take advantage of them.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We are a all four legged and feathered friend, even throw in the two legged equal opportunity company. Our packaging is one way we share the message, and we are working on ways to connect with the small and feathered friend communities.

What has a customer told you that made your heart sing?

My Favorite Testimonial: The only reason my dog is still with us today! After losing both of our dogs on the same weekend last year, my wife and I took a hiatus from dog ownership. After 10 months we finally broke down and got a new puppy,



Rocky. It had been so long since we had to house train a dog that I forgot what a chore it can be. On several occasions my wife reminded me that the return period at the rescue shelter was still open. Unique bought the dog enough time to get through the difficult period of house training with our inherited (and hated) white carpet still in tact. I'm happy to report that Rocky is still with us and has become a fantastic family pet. Thank you Unique!

What opportunity do you wish you had jumped on?

I jump on most opportunities that come my way so I don't have any I really regret.

Describe your perfect customer in detail.

Someone who loves their pets and home and are excited that they can have both.



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-Charlie

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PRODUCTS

ALINA NASCO *BAYLEE NASCO*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

We make every effort to steer our marketing campaigns towards dog lovers. At Baylee Nasco, every year is Year of the Dog.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Stress can be a huge psychological and physical factor with employees. Factors like insecure job arrangement, insufficient resources and support, and even excessive demands. I make a habit of having real conversation with my employees and truly listen to their needs.

Do you consider yourself wise? How so, and how have you developed this trait?

With age comes wisdom. In my youth, making instant rush decisions was common. Today, I take more time to understand a problem before making a decision.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Always keeping long term goals in mind, my team, which includes the production and marketing manager, and I create flexible short term yearly goals throughout the 2nd quarter for the following year.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

Baylee Nasco is a woman led and driven company geared toward dogs and dog aficionados. I continuously endeavor to better myself. As long as I am learning and growing, every year is the best.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

In my book, diligence and lucky are interchangeable. I am completely dependent on luck aka hard work.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

Baylee Nasco is almost exclusively dog centric. My passion drives my business and I am obsessive over dogs. That said, our marketing efforts are more pet centered featuring both cats and dogs.

What has a customer told you that made your heart sing?

We have struggled to put a good production team in place. When a customer acknowledges our products as "the best", it says volumes to their dedication to craftsmanship. It gives me goose bumps.



What opportunity do you wish you had jumped on?

I have not had to pass on good opportunities. I weigh the risk v. reward and, as long as, I believe the opportunity to be good to moderate, I pounce on it. I have confidence in my ability to challenge my company and myself.

Describe your perfect customer in detail.

The perfect customer takes the time to develop a relationship with their vendors. It is someone who understands the value behind our products and appreciates the workmanship and love we dedicate to their order.

BAYLEE NASCO

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CELESTE PFAU *FAUX PAWS BARKTIQUE*

Are you an ACTION taker? Tell a story about something you took action on that worked.

Taking action can sometimes be risky if you don't do your research first. I learned this at the beginning of my fur baby business. I now try and stay laid back so I can stay focused and at steady state for longevity.

Do you consider yourself wise? How so, and how have you developed this trait?

In my late twenties I was able to procure a brick in mortar for a tanning salon in Pensacola, FL. "The Sunshine State" I went in with no overhead, purchased all equipment, re wired the property to support the equipment and managed to rent a portion of my building to a established hair salon. This made for a very profitable 7 years until the hurricane swept us away. I was wise enough and decided afterwards to sell and walk away. I learned so much through that business about people in general. I had customers that would buy packages come in just to talk during there lunch break and return after work to tan. They became like family.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I've been very fortunate in my life. Am I lucky? I certainly feel that I am. I have been married to an amazing man for 24 years. He has been my rock through the good and the bad. He supports all my endeavors and encourages me the most when I'm having bad days.



Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

There are so many areas in the pet industry that you can delve into. It can quickly become mind boggling. Since I'm an online retailer only, I focus of the fur babies of the woof kind at the moment.

Describe your perfect customer in detail.

Typically any customer is perfect. One that loves what you offer helps me to feel like I'm on the right track to be successful in an ever growing industry.



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PRODUCTS

RHONDA POSTLETHWAIT *ELLA MAE*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

I'm planning to participate in local events and utilize social media to promote the Year of the Dog.

Do you consider yourself wise? How so, and how have you developed this trait?

Yes, because I not only learn from my own mistakes and successes, I learn from others' mistakes and successes.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

I meet by FaceTime monthly with my business mentor to discuss what is currently working and to make tweaks to my current plan and plan for the following year. I use a binder to keep notes and stats.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

The only way to make this the best year yet, is through hard work.



Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

I have attended Pet Expos that focus on pets of all types and sizes, however, my advertising has mostly been for dogs.

What has a customer told you that made your heart sing?

Recently a customer told me that her puppy wears one of my necklaces every day and it makes her happy to see her pet with her own jewelry.

What opportunity do you wish you had jumped on?

I considered starting up a subscription service and decided to wait, but may still start one up this year.

Describe your perfect customer in detail.

My perfect customer not only envisions my necklaces on their pet, they can't imagine their pet without one.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Yes, but I believe luck and gratitude are closely related.



Ella-Mae
Jewelry For Pampered Pets

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FIONA ROBERTSON *NEWFLANDS, LTD*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

We are promoting within New Zealand our products which we then roll out throughout the USA and other countries we work in .

Are you an ACTION taker? Tell a story about something you took action on that worked.

Yes I am !!! when my girl got sick and i couldn't find a good quality fish oil i went and brought one to market for our furbabys including my girl Rosie.

Do you consider yourself wise? How so, and how have you developed this trait?

Wise no but i hope i am increasing in wisdom as i learn i try to make sure i implement my learnings

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

Our yearly planning is ongoing all year we often bend and flex if the opportunity is suitable and works well with our strategy.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

We are promoting to women and by supporting women in our industry as both business women and furbaby owners through our products and our values.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?



Luck is intrinsic and is what you make it i believe to have the best luck you also work at it and do the required work to get you there

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We cater for both cats and dogs and both have high priority in our company and my personal life with haveing 5 of both and 5 horses and sheep :-)

What has a customer told you that made your heart sing?

They loved how improved their furbaby wa since they started using our products we love to know how we help furbabies as this is our aim to make their quality of life the best it can be

What opportunity do you wish you had jumped on?

Business matching in the UAE unfortunately the cashflow has not been there todote.

Describe your perfect customer in detail.

My idea customer loves her furbaby so much that no expense is spared and she will do anything to make sure they have the best quality products to give them the best quality life.



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PRODUCTS

WENDY SCHUCHART *THE GOOD DOG COMPANY PRODUCTS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

No but you have given me an idea. I take ACTION every day and I need to take that action in the direction of utilizing more social media.

Are you an ACTION taker? Tell a story about something you took action on that worked.

I was invited to become a board member of our local performing arts center on the heels of an issue where most board members resigned due to the manager being fired. I stayed neutral and undertook a major fundraiser and kept it alive and was able to successfully bring past board members back to the fundraiser.

Do you consider yourself wise? How so, and how have you developed this trait?

I am wise due to my age, but more importantly I developed this trait through the eyes of my parents. I listened and learned.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

My husband and I review our year right after our annual financials are compiled.



Connect with Wendy:

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f/thegooddogco



How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

Every year we hurdle is the best year yet.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I feel lucky and very grateful to have been born and raised in a great time in our country.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

Honestly, we manufacture more products for dogs but our hemp cat collars are gaining ground. We were fortunate to inherit a maine coon cat when purchasing

our North Carolina house. This cat has taught us that cats demand as much attention and give as much love as dogs.

What has a customer told you that made your heart sing?

A customer wrote us the gratitude upon purchases our natural hemp dog collar. Her dog was experience skin issues and viola our collar helped to heal this issue.

What opportunity do you wish you had jumped on?

My mother who was a nurse wanted me to become a nurse. I regret that I never persued that since I love to help people. Maybe that is why I teach fitness-especially yoga, pilates, and tai chi. This way I can help people not only physically but mentally.

Describe your perfect customer in detail.

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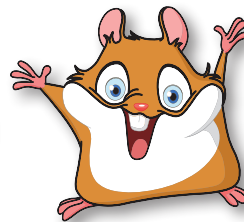
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As owner-operator, it has been my mission to educate and inform as many pet owners as I can on the importance of providing a natural lifestyle and environment for our best friends. I will only sell natural or organic products made from the highest quality ingredients sourced from companies held to the highest of standards. As often as possible, I support other local businesses and work with area animal advocacy groups and community leaders to help better the lives of animals. My staff all share in my passion and dedication to making Healthy Pet Products a fun place to shop and a trustworthy resource for sharing knowledge and pet advice.

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Animal food!



Helping Pets Thrive®

PRODUCTS

TONI SHELASKE *HEALTHY PET PRODUCTS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

I haven't, no reason why.

Are you an ACTION taker? Tell a story about something you took action on that worked.

I am, as a business owner you have to be. I saw an opportunity for business in another part of town and opened a second store. That was seven years ago and the store is thriving!

Do you consider yourself wise? How so, and how have you developed this trait?

I do, I honestly feel this trait was inherited from my parents. My dad had a wise business mind. Always shadowing him wherever he went I think I just learned through osmosis. My Mom was good at reading people, I guess you could say street wise. She and my Dad made we learn for myself which helped me develop it.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

My core group of 8 managers and myself are involved in the planning. I have a basic year guideline in the Procedure manual that we follow. As other things pop up or need tweaking we hash them out.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

Better self care.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I consider myself fortunate.



Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We market to dogs, cats and small animal in all venues. Radio, print, social media, internet and geo-fencing.

What has a customer told you that made your heart sing?

"I love your store and don't know what I would do without it!"

What opportunity do you wish you had jumped on?

I normally jump when I see an opportunity so can't think of any.

Describe your perfect customer in detail.

A sponge in the sense that they absorb and understand our philosophy on health and wellness.

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BROOKE SLOATE *PAWTREE*

Are you an **ACTION** taker? Tell a story about something you took action on that worked.

Yes, I have been described as a highly driven person who is results-oriented. In a smaller company, you tend to wear a lot of hats. For example, with project management, though I always begin with a plan, I am continually learning and iterating throughout the process until the project is complete. I've found that the outcome is always better if you are flexible.

Do you consider yourself wise? How so, and how have you developed this trait?

I consider myself wise to the extent that everything I do, and every product I develop focuses on "doing the right thing" for our pets (and customers). Let me explain, every product that we offer really works to improve that dog or cat's life. I keep up with the trends, and seek out the best, most effective ingredients available. I was taught to "do the right thing" as a child, and that has always served me well!

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

We have an extensive product planning process, with a product pipeline that goes out many years. We are constantly evaluating our launch timing throughout the year, based on need and market trends



Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Yes, I think "luck" plays a role in my life, and I am very grateful for that! However, I believe the choices one makes is what drives their success. I am very thoughtful in the decisions I make both in my professional and personal life. So far, I've enjoyed my journey!

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We love our feline friends at pawTree! Though we initially launched with only products for dogs, we soon added cat products to our portfolio as we know that 50% of dog-owning households also own cats. We wanted to make sure we had the right products available to help cats with their various health issues, just as we did for dogs.

What has a customer told you that made your heart sing?

I LOVE to hear our product success stories! I remember one particular customer who was at their wit's end with their beloved pet. During our initial conversation, they shared the numerous "issues" their dog had (from seasonal allergies to stiff joints and intestinal issues), and how they had "tried everything" to get him well. We came up with a pawTree plan for their pet. Fast forward a few weeks to another conversation where they were ecstatic because their baby was doing so



well – even their vet couldn't believe the transformation! They were so grateful to pawTree and our products for helping their sweet baby. THIS is what makes my heart sing – hearing all the stories of how we're making a real difference in improving the health of our pets, and helping them to thrive! This is at the core of our company mission.

Describe your perfect customer in detail.

Look, I love all of our customers! However the ones I appreciate the most are the ones who put their trust in pawTree and are willing to try the different products we recommend for their pets. Those are the pets that benefit the most in the end. That's why we have a 100% Satisfaction Guarantee. We are 100% confident we can make a difference in your pet's life, or your money back.

Connect with Brooke:

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PRODUCTS

MONA STRAUB *JUST FUR FUN*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Year Of the Dog ...the Year of me. I started with a trunk show that opened doors to brand new markets and avenues. I remind customers it is the year of the dog, focus and reflect on how much joy and love dogs have brought to their world... so, doesn't that 4 legged friend deserve something new and shiny.

Are you an ACTION taker? Tell a story about something you took action on that worked.

Words without Actions get you nowhere. Several years ago I took a leap of faith and ventured back to my product roots into the Horse Show world. Now at least 29 weeks a years I travel the east coast with a trailer behind me. I had know idea how to pull a trailer but, bought one anyway. Now not only can I drive it, I can back it up and park it.

Do you consider yourself wise? How so, and how have you developed this trait?

To consider myself wise would limit me. I instead consider myself a sponge. Always learning, reaching out and sharing what I learn and most importantly, I keep surrounding myself with "Wise" people and learn from them.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

In oct I start looking at the following year and were I want to be. I in picture myself on Dec 31st of the following year, not what

I want but, how my life is. I then work my way back , quarterly , monthly ans weekly of what I have to do to live that vision.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

This is my best year ever,It is the year of the Dog, The year of the Mona, and in Hebrew it is 2018...18 means life. That translates to, Business is up over 60%, personally I have started towards some lifelong dreams.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I am Lucky, I have been blessed with a wonderful Husband that is my rock, lots and lots of adorable 4 legged kids and a fabulous support system of friends and family.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

I don't really do a lot with cat items, but, I do Equine products. I spread the word through shows, social media and advertising in magazines.



What has a customer told you that made your heart sing?

I love my collar I got from you, so I brought my friends to get for their dogs.

What opportunity do you wish you had jumped on?

I try never look back and dwell on what could have been, instead I always try and look forward looking to seize every opportunity.

Describe your perfect customer in detail.

Owns 2-5 dogs, 2 -3 horses, loves to pamper and spoil their 4 legged furry children. Love bling and had at least 1 Platinum or Black card in their wallet.



Connect with Mona:

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What are you looking for?

Written by

Shawna Schuh

As seen in

pets+

June 2018



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How you talk about your team and your customers is pretty telling, and yet, few of us realize how much our words affect our thinking and vice versa.

Let's then, think about where our words come from, and how we can use them to be more effective, gain higher loyalty and make it a ton more fun to do business with us.

Your words come from your beliefs.

As a coach to really smart people it has been proven over and over that people leak their beliefs through their words.

Here's an example:

A woman I know was complaining about someone who works for her. Does this sound familiar? When asked how it was going with one of her team, she said, "Okay, though I think he is lazy." She was telling me that the person (a man in this case) wasn't taking action, wasn't doing what she asked him to quick enough. "He doesn't seem to have the drive I like." She sighed.

Now, let me add a couple of things to this story. First, she was showing me a completed project as proof, but the man had only finished it the day before however she had asked him to do the project several days prior to that. I'll also add this wasn't a time sensitive project.

Many things could be running through your head, like:

People should do what you ask quickly - so she has every right to be unhappy

Or, it could be running through your head,

What's the issue? He got it done, didn't he?

And this is the lesson. Most of us, think mostly about how we perceive things, and what is happening to us.

It is a human thing I admit, but it can hurt you and your relationships more than you know. Because when you are looking for what ISN'T WORKING you will find it over and over. And what you are looking for speaks directly to your beliefs.

If pressed, this woman I'm telling you about would probably tell you things like, "People don't know how to work anymore." or "It's becoming more and more difficult to find good employees" And another thing that leaks her beliefs, "You have to be diligent all the time, or people will take advantage of you.

Her words show us that she is looking for trouble. Can you see that?

If you believe what she said, that "it's hard," that "people are suspicious and want to take advantage of you", then she is looking for those things even when they aren't there.

What can you do to make sure this isn't or doesn't happen to you?

First: Watch your words and those of others. When you become aware of how powerful your words are to your results, you will be amazed.

Then, as you hear yourself saying negative or worrisome things, like, "It's so hard to find good people." Shift right then to a new belief, like, "It's really remarkable how all the good people gravitate to us!"

So check in with your beliefs - do you think (believe) that people are generally good? Or do you think they are generally bad, and need to be watched?

Most of us would probably say we think that others are generally good, so then, the next question, is that what you say and act like?

Here is my belief. Most people want to do good, be good and make a difference. It's my and maybe your responsibility to help them by believing they are doing their best and telling them so.

So what are you looking for? What someone is doing right or what someone is not doing fast enough?

Your words can be life enriching to you and your team and customers, how will you use them?

Email her at shawna@womeninthepetindustry.com

This article originally appeared in the June 2018 edition of PETS+.

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GERALYNN CADA-RAGAN *C&C PAW CO*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

I'd say I'm celebrating the year of the dog! The TV industry and social media has been very good to me this year. My expertise on pet products and how they solve issues for your pets is a great way to assist pet lovers, families and their pets. My calendar is filling up!

Are you an ACTION taker? Tell a story about something you took action on that worked.

When the local paper called regarding a piece on lobbying for more funds to be released to training service animals for veterans, my article was published and read by the people that we needed to hear us as to make a difference. It was a very proud moment for me.

Do you consider yourself wise? How so, and how have you developed this trait?

Wisdom does come with experience. My path to wisdom came through time spent with clients. Being invited into people's homes and lives will certainly elevate your thinking and change your perspective on how to live the best life that you are able to create for yourself.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

My planning process is a success due to the team that I enlist to assist in the planning. It happens in advance. We keep hard copies as well as a digital calendar for reference. I love my team.



How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

By taking chances on ME, my knowledge and expertise, and digging deeply into creative solutions for some of the most comical issues pets face today and for the future.

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

I've always looked at this life as, "the harder I work the luckier I get"

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

It suits dogs and cats best to "all get along together". Most of the families that I've trained for have at least one cat. So I never leave the cat out!!

What has a customer told you that made your heart sing?

That my training methods helped them to shape the Best.Dog.Ever!

What opportunity do you wish you had jumped on?

I feel that everything is about divine timing and I do not regret where I am today.

Describe your perfect customer in detail.

They are healthy, happy, life-loving, pet-centric, educated, outdoorsmen, talented, and giving.

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LAURA PAKIS DAVIS *ACME CANINE*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

No, dog training and care are ongoing so every day should be dogcentric.

Are you an ACTION taker? Tell a story about something you took action on that worked.

My second life had a good deal stacked against me. If I didn't take action and start to believe in myself, I wouldn't have become a business owner or built a boarding and training facility.

Do you consider yourself wise? How so, and how have you developed this trait?

If the definition of wise is having or showing experience, knowledge, and good judgment, I believe I have gained this over the years. Experience, seeking advice, trial and error all came into play for me to develop this trait.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

The end of December, I review the year, set goals for the next year. Then I break down the goals into monthly and weekly tasks. I keep this posted in front of my work station to keep me on task.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

By solidifying the direction of Spike's Dog Blog and pursuing ways to make it profitable.



Do you consider yourself lucky? If so, how so and how much do you depend on luck?

No, I believe in a good work ethic, integrity and compassion.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

I write a dog blog so only include interactions between dogs and other animals in my blogs.

What has a customer told you that made your heart sing?

Thank you so much for the thoughtful card—it meant more than words can express. Thanks too for you help the other

day as we navigated this most difficult situation. Don't know what we would have done without you.

What opportunity do you wish you had jumped on?

Becoming a business woman earlier in life

Describe your perfect customer in detail.

Educated, professional, active, dedicated, compassion, 30-50 year old, who cares about their dog



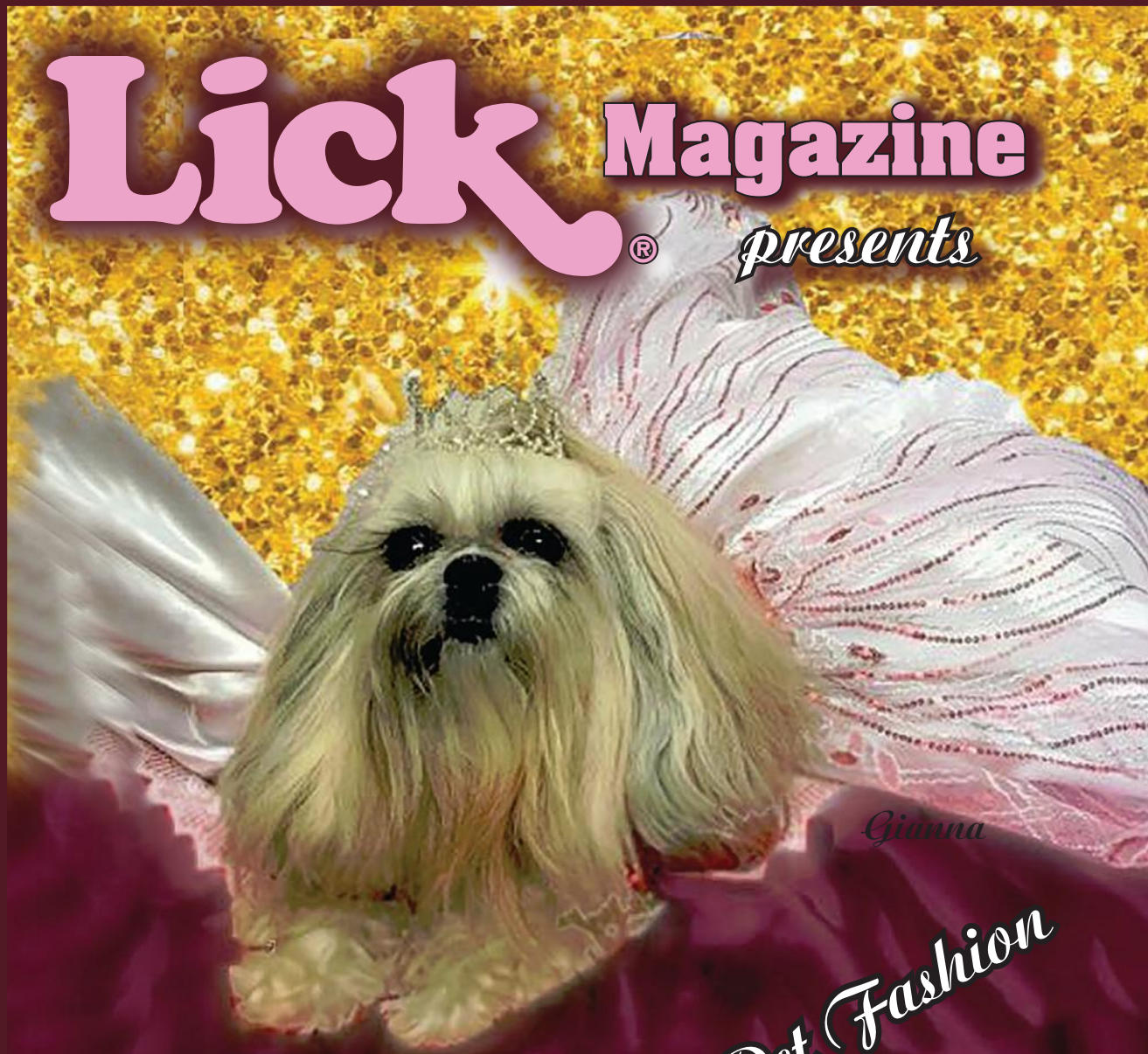
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August 2018

MEDIA & ASSOCIATIONS

LAURA SOUZA *G GIRL PRODUCTIONS*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Yes by raising funds for fur baby rescues and charities all over the country.

Are you an ACTION taker? Tell a story about something you took action on that worked.

I started G girl Productions events in South Florida only with a vision to take it throughout the USA raising funds for rescues and charities.

Do you consider yourself wise? How so, and how have you developed this trait?

I consider myself an ambitious, creative visionary

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

In January my team and I get together to decide what states and charities we will be focusing on for the upcoming year. I keep a planner with all information to refer to on an on-going basis.



Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Yes. I have a wonderful G girl family that supports what my mission is an integral part of what we do. I depend on the goodness of people and I believe that makes me lucky.

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

We focus primarily on dogs however, we do have several cats in our family. We spread our message via TV, radio, you tube, Facebook and Lick Magazine our major media sponsor.

What has a customer told you that made your heart sing?

Barie Yonce of Canine Rescue of Augusta, SC said if it was not for G girl she would have had to close her doors.

What opportunity do you wish you had jumped on?

Nothing

Describe your perfect customer in detail.

A person who follows G girl, supports our vision and supports our charities and rescues.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

I will make the Year of the Dog and Year of the Woman the Year of Me by raising the most money G girl can for as many charities and rescues then previously done.



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coming...

August 2018

MEDIA & ASSOCIATIONS

BARBARA ZAWLOCKI *LICK MAGAZINE*

Are you capitalizing on the Year of the Dog? If so, how? If not, why not?

Yes. I am capitalizing on this synergistic and wonderful "Year of the Dog" by participating in WIPIN'S "Top Women in the Pet Industry 2018 S/S "Year of the Dog, Year of You" Edition as well as being more active in events that raise awareness and revenue for pet rescue.

Are you an ACTION taker? Tell a story about something you took action on that worked.

I have been an action person most of my life but there have been a few important times I have not been able to pinpoint the proper action needed. The biggest action I have ever taken was to jump into the pet industry. But it has been a wonderfully fulfilling jump!

Do you consider yourself wise? How so, and how have you developed this trait?

Sometimes I am wise and sometimes not. When we can see the truth in any situation we can understand and learn from both our positive experiences and our mistakes. It is really living life that makes us wise. If only we had that cumulative knowledge early in life we would all have perfect lives. But then it wouldn't be a journey.

Explain your yearly planning process, when you do it, who you do it with and where you keep your plan to refer to.

I plan a few months before the start of the year. Who do I want to interview and work with, issue content, tentative release dates, etc. but plans do change. We all have to flex with the marketplace. We are forever in a learning and tweaking process in a new digital age.

How will you make the Year of the Dog the Year of the Woman and the Year of You the best year yet?

I believe the "Year of the Dog" is a turning point. I am developing new ideas, new collaborations and giving back to the community. And if the "Year of the Dog" is not the Best year ever then I will just wait for the "Year of the Cat!" Lol!

Do you consider yourself lucky? If so, how so and how much do you depend on luck?

Yes. I have been lucky. Most of my life has been blessed with wonderful people and opportunities. I have had to learn some very difficult lessons late in life but I always look for the silver lining in every circumstance. Even if it rains today, tomorrow can be awash with sunshine. To quote from the Broadway show "Annie" --"Tomorrow, tomorrow is only a day away!"

Where do you think cats and other pets fit in when it comes to your marketing? Do you focus solely on dogs or are you diversified and how do you spread your message?

Lick is about "All" animals. Though it's primary focus has been and continues to be dogs. They just took over! But that is "ok" with me!! I love them All!!!



What has a customer told you that made your heart sing?

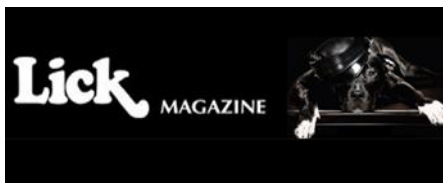
When people I admire compliment my work I am very appreciative and touched by their words. I love to make people happy!

What opportunity do you wish you had jumped on?

For the most part I do not look at past opportunities because they are "past"! Of course, sometimes your past wants to be your future. At the end of the day I think we all wish we had 20/20 hindsight. We could see the future to make the best decisions in the present. But everyday presents new opportunities. So one opportunity lost today makes room for another new opportunity tomorrow.

Describe your perfect customer in detail.

My "perfect" customer is someone who "gets" me and what Lick Magazine stands for and is about. That customer supports my business and vision because my brand can fulfill their expectations and needs.



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