

# TOP WOMEN

## IN THE PET INDUSTRY

*2017 Winter*

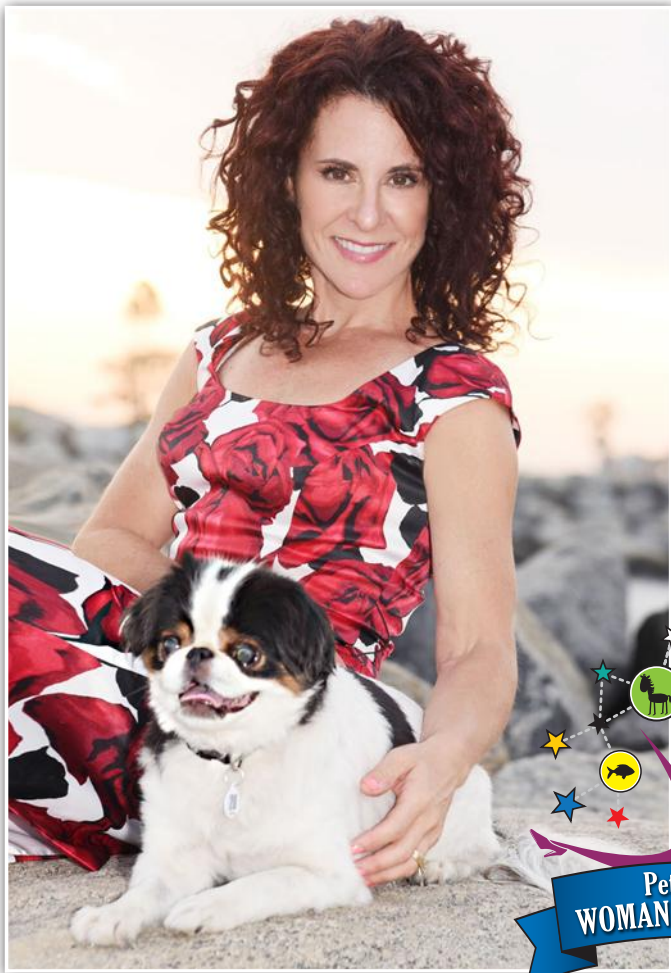
*Magazine*

Meet the  
Category  
Winners &  
25 Finalists  
inside!





## 2017 WOMAN OF THE YEAR



### ON THE COVER

Gila Kurtz is a serial entrepreneur who found her deepest passion in working with dogs and their people. She is a Co-Founder and Co-Owner of Dog is Good, a lifestyle brand for dog lovers. The company creates original messaging and design for a broad array of products to celebrate and “share the unique joy one feels living life with Dog”. Along with her husband, Jon Kurtz, Gila has turned her love for dogs into a thriving business and highly recognizable brand.

She is the bestselling author of *Fur Covered Wisdom...A Dog Can Change the Way You See the World*, which quickly became a #1 International Best Seller on Amazon in both the Pet and Self-Help Categories

Gila is a compelling teacher and speaks professionally on life lessons, business development and entrepreneurship, leadership, and parenting strategies...inspired by Dog. Additionally, she is the recipient of several business awards including recognition as one of the top 25 Women of Influence in the pet industry and is the recipient of the Woman of the Year award by the Women in the Pet Industry Network for 2017.

Gila is a master of “Bliss-ipline”, loves her active lifestyle, and is #1 fan to her daughter Abby.

### Winter Winners’ 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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To join, please visit [www.WomenInThePetIndustry.com](http://www.WomenInThePetIndustry.com) is a member site for women working in all categories of the pet industry. Annual dues for membership, \$137.

# EXTEND YOUR EXPERTISE BY READING THIS MAGAZINE!

Winners; we love them, we are inspired by them and we ARE them!

Each of the women profiled and featured in this issue are doing remarkable things. You'll read about all sorts of businesses and all sorts of amazing women.

Each year we feature on the cover our new Pet Industry Woman of the Year, the other four winners of categories and the outstanding women who are finalists. Each year I'm inspired by their stories and triumphs and how they think, believe and live.

What is also apparent is that they are mirrors for the rest of us. Each woman who steps up to give of their talents to this crazy great pet space shares similar characteristics; You are giving, you are passionate, you are savvy and your heart is infused with pet love as surely as your clothes are infused with pet hair.

I applaud you as I applaud the women in these pages, for making a difference and giving the world some of the light you shine so brightly.

Enjoy these women, and I hope that next year you'll be in these pages again, as a reader, or more importantly as one profiled doing amazing things.

It's an honor to serve you,

Blessings,

*Shawna Schuk*  




## EDITOR'S NOTE

It's hard to believe that Thanksgiving is around the corner and the gift of another Holiday season will soon be here. We have a lot to be "thankful" for.

The Annual "Women in the Pet Industry Network" Conference and Awards Show was held in beautiful Portland, Oregon this past September and was a whirlwind of meeting new friends, reconnecting with old associates and having a bit of down-home fun while learning from some of the industries brightest and "Best". We were amazed, inspired and motivated by the sheer number of talented women in our midst.

A Special "Thank you" to All the "Women In the Pet Industry Network" Conference Attendee's and Finalists and a Hearty Congratulations to our Illustrious Wipin Winners!

Gila Kurtz, from "Dog is Good," was named the all round winner and "Top Dog" (so to say), as Wipin "Woman of the Year" as well as Top woman in the "Corporate" category.

Marci Koski of "Feline Behavioral Solutions" won Top Woman in the "Advocacy" Category.

Candace D' Agnolo of "Pet Boss" won Top Woman in the "Entrepreneur" Category.

Rebecca Breese of "Pet Hub" won the Top Woman in the "Rising Star" Category.

Mona Straub at "Just Fur Fun" won the Top Woman in the "Solopreneur" Category.

Congratulations again Ladies! Thank you to All. Great Job! Great show!

And for those of us who did not take home a prize remember that at Wipin and through life.. It is what you put forth every day in thought and deed that makes you who you are . Each of us is special in her own way."We Are ALL Winners!"

Happy Holidays! Here's to a great 2018!

Love,

Barbara | Publisher/Lick Magazine

Editor Wipin and Happy Member of Woman In The Pet Industry Network!

## A Showcase of Sharing Posts from WIPIN Members' Facebook Group



**Q: Tonua Williams** *Hi Everyone, I have a Global Pet exhibitor question. If you were participating in the New Product Showcase was your booth near the showcase section or elsewhere? If in the showcase area did you fare well there?*

**A: Candace D'Agnolo** *Definitely do the new product showcase. I don't think it matters where your booth is in relation. But I will say that in the two shows I did that because I paid for the extra marketing I got clients from it that made it worth it.*

**Q: Carrie Hughes** *I need some opinions. But first, does anyone have this product of ours: It is called Paws Aboard Doggy Boat Ladder. Please message me if you or someone you know has one of these!*

**A: Dorothy Wills-Raferly** *I do not have it, but as a former boat owner, what a great idea!*

**Q: Julie Buzby** *Hi WIPIN Wonders! Do any of you have experience with selling on Amazon? I would be SUPER grateful if you would be willing to chat with me if you do! We're considering the pros and cons of opening that sales channel for our product — ToeGrips for Dogs. Thank you in advance!*

**A: Carrie Hughes** *We still do business with Amazon. We have a seller central and a vendor central account. I'd be happy to help you if I can — chughes@fidopetproducts.com*

**Q: Jodi Perkins Clock** *Just literally getting back into the flow of work since WIPIN. That was the 1st of 3 conferences. I wanted to thank each of you for your insight and energy. I look forward to a great year of uplifting each other and continued growth.*

**A: Beth Cherryholmes Miller** *Great to meet you, Jodi. I look forward to working together.*

**Q: Tracy Krulik** *Hi ladies — I'm looking to consult with someone who can help me monetize a website and, perhaps, also teach me about SEO and social media optimization. I know that some of you do this, so I'd love to chat with you if you have some time available. TIA!*

**A: Lisa Fimberg** *Hi Tracy, I am happy to talk to you as well if you haven't found what you are looking for. I do make money from ads on my magazine and most of my traffic comes from search.. I also just added a social media component to my services to my magazine. <http://petpav.com/> Happy to talk to see if it is a fit!*



# Women In The Pet Industry Network

Looking for Leaders!

## ARE YOU ONE?

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# WINTER 2017 DIRECTORY

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

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# Women in the Pet Industry Network

## 2017 WIPIN CONFERENCE

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



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

—Elena Volnova of Dog Fashion Spa

“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

# Speaker Submissions are open!

Position yourself as an expert!  
Promote Leadership of  
Women in the Pet Industry

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**WIPIN 2018**



Apply here:  
<https://goo.gl/forms/egTW4E5c4O81nezG3>

As seen in

**pets+**

Sep/Oct 2017



# LEADERSHIP OF SELF IS THE FIRST STEP TO SUCCESS

Written by

*Shawna Schuh*

There is a horse trek that the Appaloosa Horse Club of America puts on every year. A group of courageous souls ride 100 miles over the path the Nes Piece traversed to evade the calvary. They do 100 miles every year for 13 years.

I just completed the first leg and it was my first time.  
What an adventure!

There were a few leadership lessons along the way that can help you run your pet business better, heck, it will even help you be a better person I bet.

Asking yourself this question is the first step:

## **WHO DO I WANT TO BE IN THIS SITUATION?**

Please note how important of a question this is.

When all the riders got on their horses on day one, there was much excitement, fear, nervousness and anxiety. After all, we were going to ride 20 miles that day, through uncharted country in the heat of July just as the American Indians did 140 years ago.

Some people nervously got up and got on. Their horse prancing and circling, upsetting those around them and getting agitated as we waited for the start.

Some people gathered in groups so they could help and depend on each other. These horses either stood together or bumped into each other and later became what they call, “herd bound” and could barely ride without keeping the group in sight.

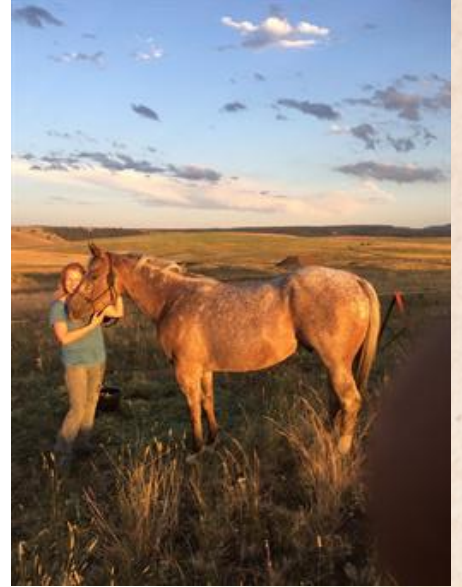
Some people were completely unprepared for the journey and it showed. Their equipment loose or falling off, their horses out of shape and ungroomed.

Some people, regardless of who was around them had a quiet confidence, had all that they needed and seemed to exude an energy of calmness that helped their mount and others relax.

And I thought — That’s who I want to be. That calm, collected and prepared leader. So I followed them, and my ride was outstanding. Not only that day but all five days of this amazing adventure.

The other people? I think each person had the ride they set themselves up for and here is the secret I’m sharing with you.





If only they had asked themselves this question prior to going:  
**WHO DO I WANT TO BE IN THIS SITUATION?**

You can do this for your pet business when dealing with customers, especially unhappy ones. Prior to meeting with suppliers, and before any live event or expo.

When you ask yourself: Who do I want to be in this situation? The answer will determine your outcome because you have control of who you will be, regardless of how others choose to be or react.

This is how you create an exceptional experience. Before going into any situation, meeting, call, buying trip, whatever, take a moment and ask: Who do I want to be in this?

If you want success, you'll lead yourself in this way more and more and then others will gravitate to you in abundance and the ride we call business will be exceptional every time.



**Email her at [shawna@womeninthepetindustry.com](mailto:shawna@womeninthepetindustry.com)**

This article originally appeared in the Sep-Oct 2017 edition of PETS+.



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Women in the Pet Industry Network

## 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](http://www.WomenInThePetIndustry.com)



## 2017 WOMAN OF THE YEAR 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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# 2017 WOMAN OF THE YEAR



## GILA KURTZ *DOG IS GOOD*

### *You are on Shark Tank. Why should the Sharks support your business?*

Dog is Good is built on three solid pillars of wholesale, retail, and licensing. As a lifestyle brand for dog lovers, we are offered in numerous retail verticals that include pet, gift, resort, hospitality, travel, outdoor retail, convenience stores, grocery, and specialty locations. Dog is Good has become to dog lovers what Harley Davidson is to motorcycle enthusiasts. We have seen significant growth in year over year sales and maintain lean operations to get the job done.

### *What do you wish you would have known starting out?*

I wish I had known to hire forward and prepare a solid infrastructure to grow into right out of the gate. In hindsight, I wish I had better clarity of what success looked like to me so I could have pursued the business with a more balanced approach through delegation to team members so that I could stay focused in my “area of genius”

### *The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

To have a solid rock-star sales team who share my passion, enthusiasm, and discipline to grow sales.

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

Put yourself first. You can't serve your business or others well if you are depleted-SELF CARE!

### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Quality in product and service solidify long-term customer relations

### *What quality sets you or your product apart from the rest of the market?*

Our messaging. It is our ability to connect instantly with our customer and evoke an immediate emotional response. Additionally, our growing licensing program and ability to grow in multiple markets also set us apart. To further set us apart, we are working on the release of a 4th pillar to offer services, membership programs, and introduce new passive revenue income streams.

### *How are you capitalizing on the phenomenal growth of the pet industry?*

We capitalize on the deepening relationship that people have with their pets. We have seen the dog go from the back yard, into the bedroom, and now most everywhere we go. People have truly shifted how they share their lives with dogs. Dog is Good speaks to who the dog lover is as a person and provides them with a way to share their love of Dog with the rest of the world.

### *What is one habit or routine that you do that you consider your most successful?*

My morning routine is very structured. I wake up early everyday. I spend 20 minutes meditating, write in my journal on points



around my vision, my personal desires, my gratitude for life, and set my intention for my behavior during the day ahead. I then work out with intensity and then walk the dogs. I spend the first 3 hours of every day on the phone focused on sales calls. I protect that morning time and schedule anything else after those critical revenue generating activities.

### *Who/What is your top inspiration for your pet business?*

The inspiration behind what I do is my deep desire to share Fur Covered Wisdom with the rest of the world. Every action I take in my business is with the purpose of sharing our message.

### *Your significant other hates your pet. Who stays? Who goes?*

I think we all know the answer to that question.

### *What motivates you to get out of bed and face the world everyday?*

A quote by Horace Mann: “We should all be ashamed to die before making a difference in the lives of others”



### Connect with Gila:

✉ [gila@dogisgood.com](mailto:gila@dogisgood.com) | 🌐 [www.dogisgood.com](http://www.dogisgood.com) | 🐦 [@dogisgood](https://twitter.com/dogisgood) | 📘 [f/dogisgood](https://facebook.com/dogisgood)



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## 2017 ADVOCATE WINNER



### MARCI KOSKI *FELINE BEHAVIOR SOLUTIONS*

#### *You are on Shark Tank. Why should the Sharks support your business?*

Do Sharks care about cats? If so, they should definitely support my business. My business is all about customized service that helps kitties and their people overcome behavior issues. My goal is to keep cats in homes and out of shelters, thus reducing the number of cats euthanized due to behavior problems that could have been resolved. I have low overhead costs, a streamlined service process for my clients, and positive results. I have demonstrated success through client testimonials (the humans, not the cats...although if cats could write, I'm sure they would tell me they are happy with my services, too). And, because I don't manufacture a physical product (not yet, at least!) I'm able to meet my business and personal needs through consultations and online information products alone. Yes, I'm a small business. But that's how I roll – helping one cat at a time!

#### *What do you wish you would have known starting out?*

I wish I had known that I have more control over my business than I first realized. When I first started I was offering services that were labor-intensive and not efficient to produce. With time, I was able to streamline my consultation process in a way that was easier and faster for me to execute, and more easy for my clients to follow. It's much better now! So, whenever I have something that gets in my way, I give myself permission to say "hey – this is my business, and if I don't

like the way something is being done, I have the freedom to change it!" I think that it's sometimes hard for people to change course and abandon what they once felt was a good idea. But success is all about finding better ways of doing things – it's all about flow. Give yourself permission to do what you love and do it well.

*The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

Can I have a clone? Because a clone would be super helpful. Two Marci's are better than one, I say.

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

Establishing a business takes time, so be patient. Be patient with the process as well as yourself!

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. I cannot sacrifice quality. Sometimes my clients' lives depend on it. If someone is not able to resolve their cat's behavior problem because I half-assed my advice and they up surrendering their cat to a shelter, that's my fault. My clients depend on me for the advice I give their guardians. I don't think I could live with myself if I thought I hadn't done my best to help a cat who wasn't happy about something, and that cat was euthanized as a result. I am committed to caring about my clients at least as much as their guardians do, so I do everything I can to



make sure that I give cat guardians the best advice for them to achieve success. It's not just about saying "add another litter box"; it's all about saying "let's figure out a way to keep your cat in your home." There are a lot of ways to do this, and it's up to me to figure out what is right for my human and feline clients.

*What quality sets you or your product apart from the rest of the market?*

I have a unique set of qualifications that most cat behavior consultants don't have. I worked for the US Fish and Wildlife Service for over ten years as an endangered species biologist, I worked for the San Diego Wild Animal Park as an overnight camping tour guide, and I have a doctorate in Fishery and Wildlife Biology. So, I have a strong academic background and lots of practical experience, as well. My consultation practice is very science-based, and I'm not really into the whole "cat-whisperer" thing. That implies that I have some type of ability that my clients don't have, and that's not true! I teach my clients everything they need to know to better meet the needs of their cats; if I can do it, so can they. Also, I have purple hair. Most cat behaviorists don't have that, either!



Connect with Marci:

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## BRINGING PROFITS TO PET BUSINESSES



**Hi, I'm Candace, The Pet Boss Coach!**

I've been where you are. Wanting more sales and money. Wanting to work less and enjoy my time away. Looking for solutions. What I've learned over the years is that you have to be smart, create systems, have support and look at the data. By having the tips and tricks that I've used to bring millions into my business, I'll help you achieve your goals faster!

**We're better together.**

**INVENTORY PLANNING - SALES FORECASTING - PRIVATE & GROUP COACHING - GOAL SETTING**

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Join our Facebook Group: Pet Boss Nation - Retailers, Manufacturers + Service Providers

# 2017 ENTREPRENEUR WINNER



## CANDACE D'AGNOLO *PET BOSS NATION*

*You are on Shark Tank. Why should the Sharks support your business?*

Because they believe in supporting local businesses and setting them up for success. Main street USA and mom & pop businesses can thrive, they just sometimes need support, guidance and a “shark” of their own.

*What do you wish you would have known starting out?*

I trusted people to help me and I didn't inspect what I expected. I wish I would have developed strong systems and double checked what was going on.

*The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

The ability to stay focused!

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

Never be afraid. You're your biggest critic and biggest asset!

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Time/Expediency. The world moves quickly. Jump on your ideas and move forward!



*What quality sets you or your product apart from the rest of the market?*

There's an art and science to business, we help balance the both to increase profit & improve cash flow.

*How are you capitalizing on the phenomenal growth of the pet industry?*

Trying to be seen and heard as much as possible, bringing together pet professionals and encouraging communication within the industry.

*What is one habit or routine that you do that you consider your most successful?*

Constantly moving! Always keep going!

*Who/What is your top inspiration for your pet business?*

Coaching and consulting made a huge impact to my experience as a business owner, so I wanted to inspire and bring new opportunities to the pet industry.

*Your significant other hates your pet. Who stays? Who goes?*

They wouldn't even have become a significant other, ha!

*When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

I had family guidance which was actually really beneficial but it only went so far. Once I found a consultant who focused on my business type, I got on the path to true success. Then when I found sources that were different business models, it really expanded my mind.

**Connect with Candace:**

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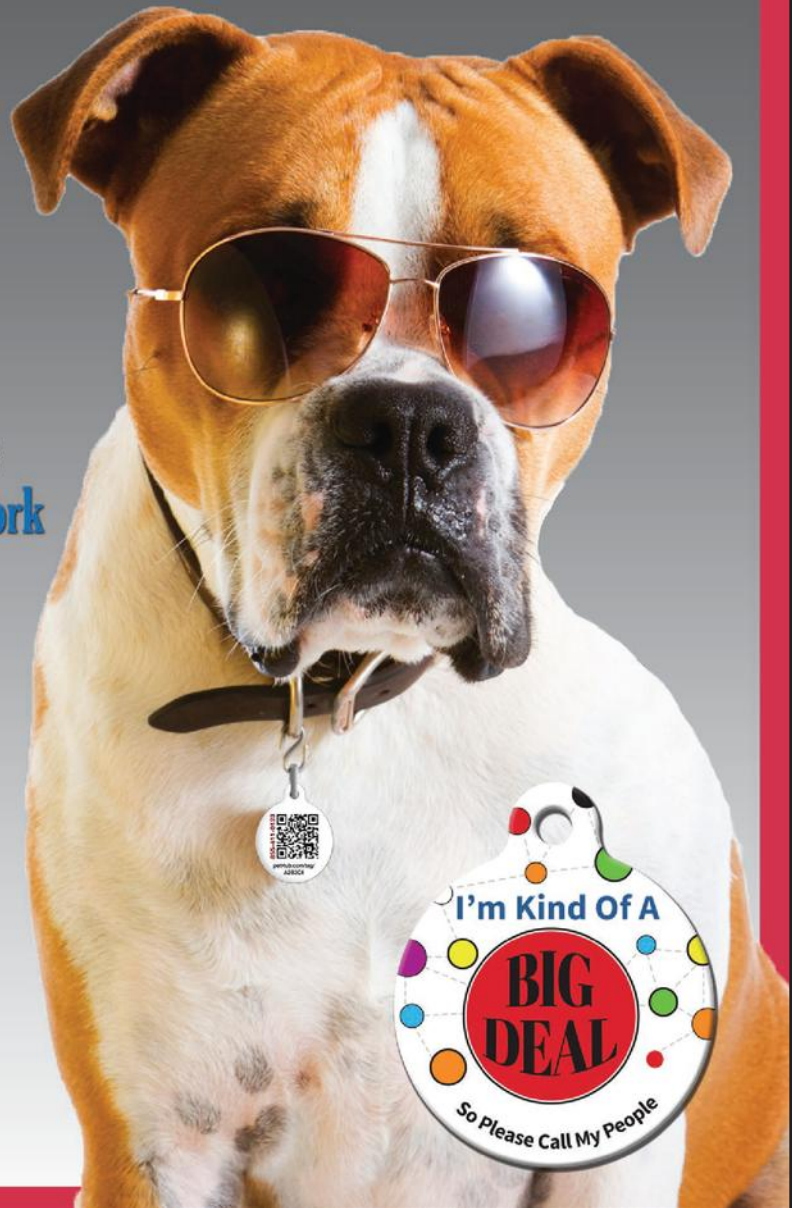
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## 2017 RISING STAR WINNER



### REBECCA BREESE *PET HUB*

#### *You are on Shark Tank. Why should the Sharks support your business?*

PetHub, Inc., has been a leading innovator in the digital pet ID tag and pet emergency products space for over seven years. Our award-winning technology has a proven track record of getting lost pets home fast — 96% of PetHub recovered pets are home in less than 24 hours, and less than 2% ever enter a shelter. In the last two years, Powered by PetHub Licensing has helped improve animal licensing services for dozens of municipalities. Since the beginning of 2017, PetHub has experienced a nearly 400% growth in user acquisition and continues to grow rapidly as more and more municipalities partner with us.

#### *What do you wish you would have known starting out?*

I wish that I had known that critiques come in many different forms and are key to your success. Doubt and critiques are apart of any creative and development process: they come from within, from those close to you, and even unsolicited. It is important to sort through them, no matter how painful it might be, to discover true suggestions that will help you succeed versus those that are just noise. It can be difficult to hear anything that seems to misunderstand your passion. But, sometimes, when you are too close to the project, an outside view can help overcome blinders in your vision. Critiques will be hard to hear, but in the end will actually help take your business to the next level.

#### *The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

My wish would be for government animal services to no longer have the red tape that they have to overcome on a constant basis and to be able to successfully accomplish what they are looking to do for their communities without the constant roadblocks of bureaucracy. At PetHub, I believe that we

have the best clients in the industry and that they are people who want to bring the best resources available to their communities. Unfortunately, for some of them a lot of red tape and fear of change from other areas of their organization, prevents innovation from happening.

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

“Learn everything you can about the businesses and the people that are in your space. Many people don’t believe this, but I am actually a very shy person, and not a huge fan of large groups, even though I enjoy presenting workshops and meeting new people. I learned very quickly that, if I wanted to be successful, I needed to get over this. Unfortunately this is not a fear that can be changed overnight. So, I started with researching people on the internet, to learn everything about them to give me the courage to walk up to them and say “Hello, my name is Rebecca, and I really like what you are doing.” Continually researching the people and the businesses that I not only interact with, but also others that are in the space, keeps me up to date on what is happening in my industry and trends that could impact my work. Knowing about shifts in the industry ahead of time can reduce any negative impact or help capitalize on a positive influence. It can also help you avoid making social mistakes, as well as provide conversation starters when networking. No



matter what industry you are in, relationships play a major factor in how successful you are in business. Remembering the little things, not just birthday’s (everyone with a pitch remembers these), but setting aside 30 mins every week, to write 1 or 2 cards to clients, potential clients, and others in the industry can make a big impact. A note to congratulate them on awards won, “get well soon” when you’ve heard they are under the weather, or “Hey, I saw this article and it made me think of you” — I found outreach opportunities like these really impact people: they remember the care I took and they appreciate it. If you have readable handwriting, WRITE out the note. This may sound dated to some, but I believe because people are writing fewer letters that require being mailed with a stamp, my taking the time to send written note (as opposed to an email) is part of what makes it memorable.

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. We work in an industry creating products and services for a family member (typically a furry, four-legged family member, but a family member). I personally would not be able to sleep at night if I knowingly put a product into the marketplace that could cause harm simply because I was not willing to spend additional money on production.



#### Connect with Rebecca:

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# 2017 SOLOPRENEUR WINNER



## MONA STRAUB *JUST FUR FUN*

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

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

### *What qualities make you successful?*

The three “P’s” — “Passion”...love of what I do, “Persistence” and “Perseverance”

I never give up!

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

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

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

### *Who is Mona Straub and “Just Fur Fun”?*

My company is based on my mission and beliefs. I created a unique product line that people and pets love based on my desire to own a well made and beautifully designed brand that is uniquely “me”. This brand works because I work. I put my heart and soul into my product every day. And people can see that. They see the beauty and feel the

passion. I believe in what I do and that belief translates from beyond the raw materials. I live my brand.

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

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

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

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

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

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

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

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



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

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

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



### Connect with Mona:

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Robin is an author, consultant, and expert on dogs! She has been teaching families how to train dogs for over 20 years. Her book, *All About Dog Daycare*, is the number one reference on opening a dog daycare and *Off-Leash Dog Play*, co-authored by Susan Briggs, is the key reference on supervising dogs in playgroups.

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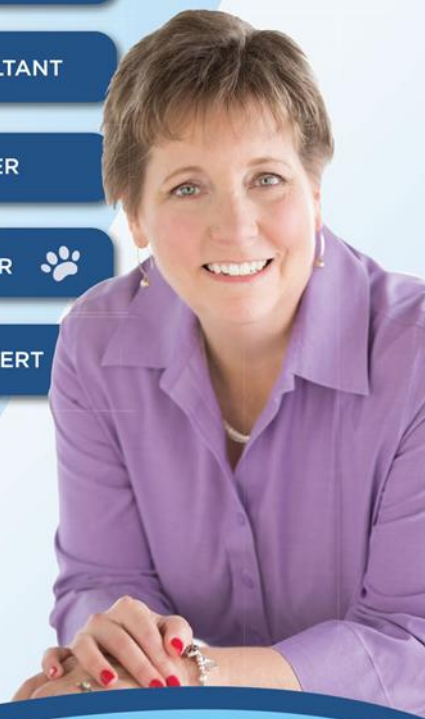
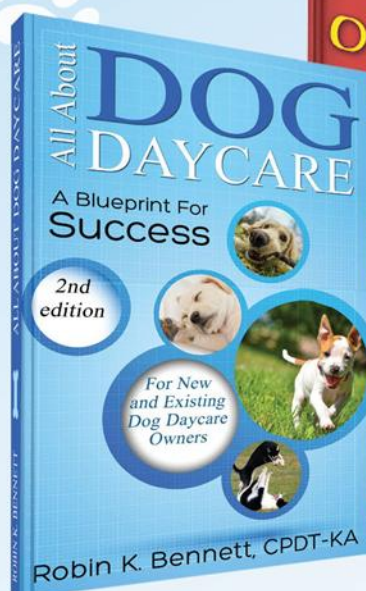
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## TOP SERVICES

### ROBIN BENNETT *THE DOG GURUS*

*You are on Shark Tank. Why should the Sharks support your business?*

To help grow the company because our dogs deserve to have professional care by industry experts who can keep the dogs safe and happy

*What do you wish you would have known starting out?*

I would need to outsource sooner!

*The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

Have our rebrand finished and our new website up and running

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

Outsource, outsource, outsource. Be brave and willing to stand out.

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Excellence is important. I want good quality in all I do

*What quality sets you or your product apart from the rest of the market?*

Being kind to all people, elevating care quality above all (for people and dogs), having fun while making your business sustainable and profitable

*How are you capitalizing on the phenomenal growth of the pet industry?*

Expanding our reach, combining brands to make one super awesome brand that will enable us to help more businesses



*What is one habit or routine that you do that you consider your most successful?*

Morning quiet time and planning

*Who/What is your top inspiration for your pet business?*

Making life better for dogs

*Your significant other hates your pet. Who stays? Who goes?*

Would never happen. :)

*What motivates you to get out of bed and face the world everyday?*

Making the world a better place. Earning money so I can give it away to help others

*When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

Not when I started. But now I have lots of them...some in person and some virtual. I would want them to emulate leadership, understanding, care and trend setting

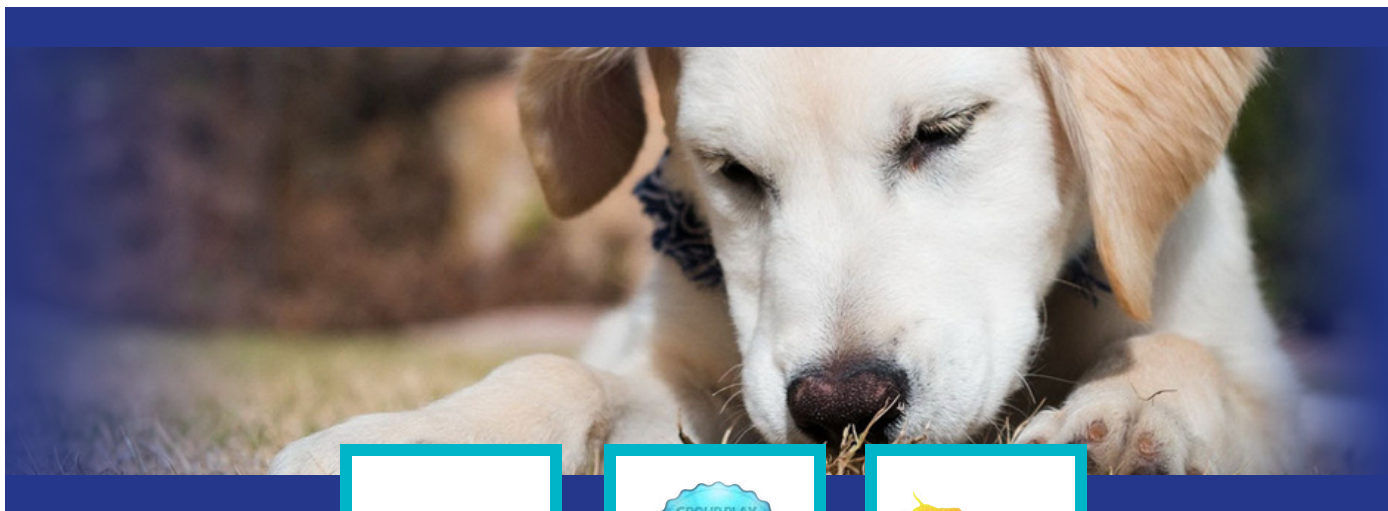
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## TOP SERVICES

### SUSAN BRIGGS *CRYSTAL CANINE*

***You are on Shark Tank. Why should the Sharks support your business?***

History of annual revenue growth with programs created to easily scale.

***What do you wish you would have known starting out?***

Value of setting boundaries in my calendar for self-care, work and business growth time

***The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?***

Marketing guru to reach my target audience and triple my list size

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

Place a priority on balancing your time working in and on your business plus your personal lifestyle

***You are working on your business project. Pick the one you would NOT sacrifice. Explain why?***

Quality. Aligns best with my brand and values; quality comes first



***What quality sets you or your product apart from the rest of the market?***

Our promise to bring new business trends and innovation to pet service businesses

***How are you capitalizing on the phenomenal growth of the pet industry?***

Identifying gaps in customized courses and business guides that are available in the pet space

***What is one habit or routine that you do that you consider your most successful?***

My day starts with meditation so I feel calm and grounded to start each day

***Who/What is your top inspiration for your pet business?***

The pets that deserve high quality care from professionals when they can't be with their parents

***Your significant other hates your pet. Who stays? Who goes?***

The pet stays...Bill is allergic to cats and lived with mine for over 5 years. We only had one trip to the hospital when he had trouble breathing

***What motivates you to get out of bed and face the world everyday?***

You never know the person you may talk to or reach that day that will change the life of pets for the better

***When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?***

I did not have a mentor and would have loved to have someone to guide me through the many mistakes that I made in my first business.



**Connect with Susan:**

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## TOP SERVICES

### JODI M. CLOCK, CPLP *JODI M. CLOCK, CPLP*

#### *You are on Shark Tank. Why should the Sharks support your business?*

Clock Timeless Pets, provides a pet death care solution, which promise pet parents three things. The first, being the ability to cremate, bury, and memorialize their furry, feathered or reptile family member, in a dignified and respectful manor. Secondly, pet parents will have peace of mind in knowing, that the remains returned to them, are those of their cherished pet. Finally, pet grief support for the family, and pets within the home who lost their companion, are included in our services.

#### *What do you wish you would have known starting out?*

That business to consumer (pet parent) was an easier entry into market vs. business to business (veterinary clinic).

#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

The financial resources to purchase the equipment, to become more efficient & scale larger.

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

Listen to your intuition. If you understand your niche inside and out, remember you are the expert!

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Quality of service or product can and will set you apart from the rest.

#### *What quality sets you or your product apart from the rest of the market?*

Total transparency.



#### *How are you capitalizing on the phenomenal growth of the pet industry?*

Three things: 1) providing a positive death care experience with options available for pet parents, 2) validating that pet grief is real on both the human and pet level, 3) actively working on a national level to implement self imposed standards within an unregulated industry, that there is much fraud in.

#### *What is one habit or routine that you do that you consider your most successful?*

Look outside myself and collaborate with others.



#### *Who/What is your top inspiration for your pet business?*

Max, my sheltie. Upon his death, the only options available were burial, disposal or rendering in our area. This was not an acceptable option.

#### *Your significant other hates your pet. Who stays? Who goes?*

They both stay. Both need to learn to play well together. The pet was no secret going in, therefore you need to figure it out.

#### *What motivates you to get out of bed and face the world everyday?*

Making a difference in the world.

#### *When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

Of course! I also had a life coach. They both were brutally honest. You learn to take constructive criticism and realize that it's not personal, it's business. They forced me to look beyond the moment and always encouraged doing the right thing.

#### **Connect with Jodi:**

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## TOP SERVICES

### LESLEY CROSBY *PUPCAKES*

#### *You are on Shark Tank. Why should the Sharks support your business?*

They wouldn't just be supporting my business, they would be supporting a community. I always look for ways I can enhance my community, whether it is donating to our local humane societies, providing grooming and boarding services for the City of Pendleton Police Department K-9 officers, assisting low income families with vet bills, or supporting tourism revenue by providing day care for pet owners who wish to take in the sights. It's really quite simple; pets make people happy, happy people make for positive communities, and positive communities make for a better world.

#### *What do you wish you would have known starting out?*

When you're just starting out you're excited, full of energy, passion, and driven to succeed. You start looking for employees that have the same dynamic personality and you can tell they're just as excited, passionate and loyal to you and your business as you are...NOT! I wish I would have known how extremely difficult it is to find and keep good help. It seems these days everyone wants the paycheck but they don't want to do the job. Attrition has become an almost crippling factor for my business. I wish I would have known this so that I could have prepared differently for it. It's also emotionally taxing to build relationships with employees and then lose them for one reason or another. It has been a difficult journey learning this the hard way.



#### Connect with Lesley:

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#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

I would wish for the ability to be able to create a successful work/life balance.

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

Invest in an attorney from the beginning. It may save your business and your sanity in the long run.

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Cost and time are subject to each person's interpretation. Some people believe that the more they pay the better the product they're getting. For some if they pay less than they're getting the best value. Then other folks believe if you take longer you must do the best job possible, but others may think you're wasting their valuable time. However, a job well done is indisputable. I really don't care what a person thinks about what I charge or the amount of time I take. What I care about is that they're happy with the quality of the job I did. Those are the people who appreciate what I do and who will keep coming back because they know they can't get the same quality anywhere else.

#### *What quality sets you or your product apart from the rest of the market?*

Competency. I consume every piece of pet knowledge I can get my hands on. Whether I'm studying the latest veterinary medicine articles or researching products that will benefit my customers. They come to me and expect me to be an expert on caring for their pet. I think sometimes the perceived cost of making a vet appointment to ask simple pet care questions can be intimidating. However, it's easy to walk into a groomer and ask for



advice without having to worry about a costly bill. My customers rely on my ability to direct them to other pet professionals for any specialized care, and to assist them in picking out the best products for their pets. Please note, that when it comes to medical questions and issues, I don't play around. As a groomer it would be unethical and illegal for me to try and diagnose and suggest treatment for a medical problem. I always make sure for medical concerns to refer my customer to their vet immediately, and they respect that.

#### *How are you capitalizing on the phenomenal growth of the pet industry?*

"Pets are no longer simple possessions. They are family, and just like we want the best for our two-legged family members we also want the best for the four-legged ones. Pet owners are looking to treat their pets in ways that show their appreciation for their love and companionship. No one wants a simple bath anymore, they want a luxury spa treatment. This means offering upgrades such as exfoliating mud masks, fizzy paw tablets, hot oil treatments, long lasting scent and softness, and creative coloring to name just a few. We also want our pets to be with us as long as possible so that means having preventative care such as anesthesia free dental cleanings and identity microchipping readily available.

\*Please check with an attorney as to state laws before implementing new practices such as dental cleaning and microchipping."



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## TOP SERVICES

### JENNIFER GENTRY *KENNEL CONNECTIONS*

#### *You are on Shark Tank. Why should the Sharks support your business?*

We have been in business for twenty-five years and have grown year over year. We have a solid foundation and a proven record along with fantastic staff. The Sharks would be investing in a solid company.

#### *What do you wish you would have known starting out?*

I didn't start the company, but when I joined nine years ago, I had some prior experience in the industry from the retail side, but I knew nothing of the pet care side facility side of things. Our company sells software to help manage boarding, grooming, daycare, pet sitting, and training facilities. I learned as I went, visiting facilities to train them on our software. The only thing that would have helped me may have been some prior experience working in a facility.

#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

This is a tough question. I would have to say more time in a day.

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

Never look back. Keep pushing forward, learning as you go from any mistakes you may have made.

#### *You are working on your business project. Pick the one you would NOT*

#### *sacrifice. Explain why?*

Quality. Without quality, your product can fail. You can work with cost and time but quality can't be sacrificed. It will wind up costing you more in the long run.

#### *What quality sets you or your product apart from the rest of the market?*

Dedication. I have been dedicated to my job and the company I work for from day one. I will put in the time it takes to get my work done; I'm not out the door at 5:00 PM. I work when work needs to be done. I am proud of our company, our employees, and our software and care about our customers.

#### *How are you capitalizing on the phenomenal growth of the pet industry?*

The pet industry does not seem to be slowing down and we aren't either. We keep making updates to our software to meet the needs of the ever changing and growing market. We take our customers suggestions into consideration when adding new features to our software to be sure we meet their needs.

#### *What is one habit or routine that you do that you consider your most successful?*

One habit that sometimes annoys my friends and family is checking my e-mail. I have all my work e-mail go to my phone after hours and take care of things that are urgent, no matter the time. If I'm awake, I do work when needed. I find that our customers appreciate that. I also have a habit of pitching in where needed in the company. That helped



prove my dedication to the company and facilitated my move from Training Director to Chief Operating Officer several years ago.

#### *Who/What is your top inspiration for your pet business?*

I have met so many fantastic women and men in this industry. I truly can not pick one person.

#### *Your significant other hates your pet. Who stays? Who goes?*

He wouldn't be my significant other if he didn't like animals. My dogs and my cat are family to me and I could never get rid of them to make someone else happy.

#### *What motivates you to get out of bed and face the world everyday?*

People and animals are my motivation. I love both and I feel happiest when helping other.

#### *When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

The founder of our company was my mentor. He has always encouraged me to be the best I can be and shows that he values all the employees in the company. I couldn't ask for a better employer.



Connect with Jennifer:

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## TOP SERVICES

### TEIJA HEIKKILA *NATIONAL KENNEL SALES*

*You are on Shark Tank. Why should the Sharks support your business?*

We make millionaires out of pet care facility owners.

*What do you wish you would have known starting out?*

How fractionated this industry is.

*The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

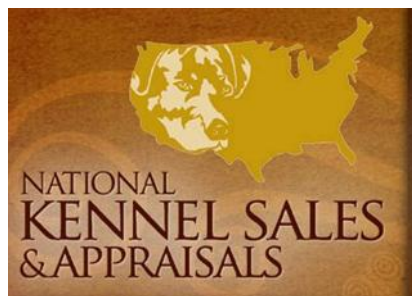
Sorry, don't believe in genies. The harder I work, the 'luckier' I appear to be.

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

Learn about BUSINESS and surround yourself with people more successful than you.

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Drives everything else.



*What quality sets you or your product apart from the rest of the market?*

We are experts in our field.

*How are you capitalizing on the phenomenal growth of the pet industry?*

We are selling a high number of businesses and making a lot of \$\$ for our clients. Working with corporate buyers so our larger clients have a market to exit.

*What is one habit or routine that you do that you consider your most successful?*

Have a 'I should not do' list. Continuously evaluate the business model. Be tough but flexible.

*Who/What is your top inspiration for your pet business?*

We don't have a pet business, we're an M&A Firm for the industry.

*Your significant other hates your pet. Who stays? Who goes?*

Significant other. Never sacrifice human relations.

*What motivates you to get out of bed and face the world everyday?*

Wow, if you need motivation to get out of bed, re-evaluate your life! I love mine :-).



*When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

I surrounded myself with highly powerful women business owners outside of our industry who have built formidable enterprises.

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# Women in the Pet Industry Network

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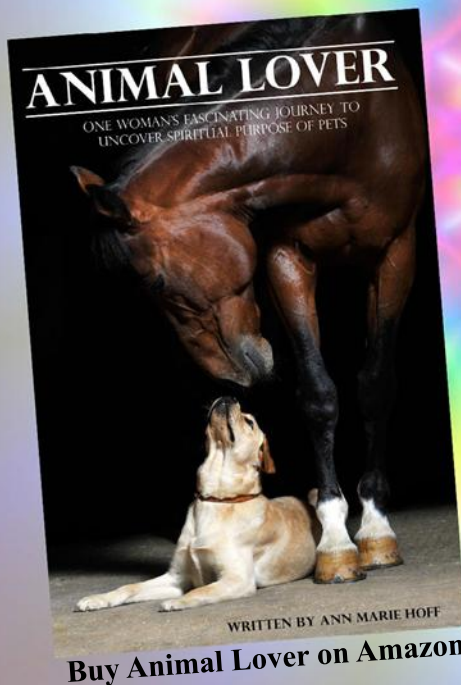
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## TOP SERVICES

### ANN MARIE HOFF *ANIMAL COMMUNICATOR*

***You are on Shark Tank. Why should the Sharks support your business?***

Because of my excellence, ability and passion to make a difference in the world.

***What do you wish you would have known starting out?***

That I always could talk to animals, I just needed to believe that.

***The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?***

That everyone would know how much animal communication can change relationships with pets.

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

Trust your instincts, but relegate your ego to the sidelines.

***You are working on your business project. Pick the one you would NOT sacrifice. Explain why?***

Quality. If I would not excel at what I do, I would be doing something else. Mediocrity doesn't change the world.

***What quality sets you or your product apart from the rest of the market?***

The ability to communicate what pets think in concise and relatable ways.

***How are you capitalizing on the phenomenal growth of the pet industry?***

Confirming that pets are family by sharing what they think and feel.

***What is one habit or routine that you do that you consider your most successful?***

Treating everyone with dignity and love.



***Who/What is your top inspiration for your pet business?***

Sonja Chocquette and other intuitives who have led the way.

***Your significant other hates your pet. Who stays? Who goes?***

My pets are family. I wouldn't be involved with someone who doesn't understand that.

***What motivates you to get out of bed and face the world everyday?***

That I am changing the world for pets and there is a lot of work left to do.

***When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?***

I had mentors in sales, but not an intuitive medium or animal communicator. Because of that, I have had to create my own business template.

**Connect with Ann Marie:**

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## TOP SERVICES

### PEGGY HOYT *MY PET WILL*

#### *You are on Shark Tank. Why should the Sharks support your business?*

The Sharks should support PetWill because it is a one-of-a kind product that every pet lover MUST have. The stand alone Pet Trust legal in all 50 states and DC, stainless steel identification tag with custom link and an Online Pet Profile make this product uniquely distinct from anything else available today.

#### *What do you wish you would have known starting out?*

More than 500,000 loved pets are euthanized annually because their pet parents did not have a plan for them. A PetWill can prevent this needless act of cruelty.

#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

That every pet owner in America was responsible and created a PetWill Pet Trust for their pet.

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

Follow your passion, be grateful, and trust the Universe. "Thoughts become things."

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Your product has to be a reflection of you and your company. It has to be great.

#### *What quality sets you or your product apart from the rest of the market?*

There is only one PetWill Pet Trust. Our passion.



#### Connect with Peggy:

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#### *How are you capitalizing on the phenomenal growth of the pet industry?*

In so many ways. I see opportunity every where I turn. From pet services to pet products. People love their pets and its so great to be part of an industry that has so much love in it.

#### *What is one habit or routine that you do that you consider your most successful?*

Staying balanced. Work hard, play hard, sleep 8 hours, eat and drink well.

#### *Who/What is your top inspiration for your pet business?*

The women of WIPIN. They are such an amazing group of women that give me energy and motivation.

#### *Your significant other hates your pet. Who stays? Who goes?*

The SO definitely goes. I would not have an SO that didn't love my pets. Thankfully, mine does.

#### *What motivates you to get out of bed and face the world everyday?*

I want the devil to say, "Oh hell, she's up!" And, my critters need to pee (and eat.)

#### *When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

I never had one true mentor. I do have a team of mentors/friends who keep me inspired, motivated and lift me up when I'm down.



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& *In-Home Euthanasia*

## TOP SERVICES

### DR. DANI MCVETY *LAP OF LOVE*

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

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

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

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

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

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

*Who is Lap of Love?*

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

**Connect with Dani:**

✉ [DrDani@lapoflove.com](mailto:DrDani@lapoflove.com) | 🌐 [www.LapofLove.com](http://www.LapofLove.com) | 🐦 [@LapofLove](https://twitter.com/LapofLove) | 📺 [f/LapofLove](https://www.facebook.com/LapofLove)

*What qualities/or habits make you successful?*

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

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

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

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

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

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

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



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

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

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

Expert advice.

Ease of use.

A product that cares about their pet the same way they do. (There are many varying degrees of this.)





# Women in the Pet Industry Network



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## TOP SERVICES

### STACY PURSELL *THE VET RECRUITER*

*You are on Shark Tank. Why should the Sharks support your business?*

We are the fastest growing executive search and recruitment firm in the Animal Health, Veterinary and Pet Products Industries.

*What do you wish you would have known starting out?*

To get better at delegating tasks sooner

*The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

Duplicate myself. I’m trying to get better at creating more time freedom in my life.

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

Work hard and hustle.

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Quality and results are everything. We have built our business on quality and results.

*What quality sets you or your product apart from the rest of the market?*

Taking the time to listen to clients and producing results.

*How are you capitalizing on the phenomenal growth of the pet industry?*

Working hard and networking to connect with as many people as possible.

*What is one habit or routine that you do that you consider your most successful?*

I work harder than anyone else I know.

*Who/What is your top inspiration for your pet business?*

My family. I’m motivated to provide a good quality of life for them and to make them proud.

*Your significant other hates your pet. Who stays? Who goes?*

Everyone stays! Fortunately my husband loves our pets.



*What motivates you to get out of bed and face the world everyday?*

I am self motivated and driven. I go to fun every day rather than work. My work is fun!

*When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

I’ve had numerous people I’ve looked up to and learned from.



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## TOP SERVICES

### TAMMY RODGERS *PUPARAZZI MOBILE PET SPAW*

#### *You are on Shark Tank. Why should the Sharks support your business?*

Why should the Sharks support Puparazzi? I mean Who doesn't like pets? Pets are family, they require care just like your children do. More often than not your family pet is snuggled up to you when you're sleeping, sitting on the couch, riding shotgun in the front seat, kisses when you're sick or giving you extra cuddles when you're having a bad day. After all they do for you why not treat your 4 legged companion to a Spaw Day just for them in the comfort of being close to Home. With Puparazzi we give you the opportunity to do what you love! To offer quality care to other clients 4 legged children. To be your own business owner, to build lasting relationships with your clientele and to be there when their pets have their first groom & to offer comfort in their last groom before they head over to the Rainbow Bridge. This Mobile Pet Grooming Business will be growing more rapidly in the coming years, with Franchise opportunities to expand in all 50 states. Why pick Puparazzi? Because I believe that our business provides quality work to our clientele at an affordable price & we treat your pet as if it was our OWN!

#### *What do you wish you would have known starting out?*

If there was one thing I wish I would have known prior to starting my business is that it is rare to find people that share the same passion, the same drive and the same work ethic that you would want to be instilled in a day to day basis when running your own franchise. Although I am very fortunate to have the wonderful entrepreneurs that have taken on this Franchise opportunity with



Puparazzi this has been one subject in which I wish I would have been more knowledgeable in the very beginning as this has been a hurdle we have had to overcome.

#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

I would love to have an unlimited marketing fund.

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

Lead with your heart and to have the best top notch customer service. Love what you do!!!

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. For My Business I choose Quality because Quality can't be bought or rushed. Every animal in which I encounter is different, some may require a little more TLC, a little more patience, maybe they want an extra treat, or a little quite time away from the extra pets in the house. Their experience in my mobile van is their Spaw day, it's their time to relax, to be pampered & to be shown by their owners just how much they are loved & adored. It doesn't matter if it's their 1st or their 20th time each experience will be done with the same quality work in which I would provide my own animals, and everyone knows my babies are spoiled!

#### *What quality sets you or your product apart from the rest of the market?*

A quality that sets us apart from others in the same field as us would be The time in which we give back. This quality is one in which we pride ourselves in. We help local rescues & donate our time & money to make sure each pet knows that they are loved. When we can't give financially, we are there emotionally. We invest ourselves in the lives of our Clients, pets & rescues. This quality



is one in which can't be taught or bought it comes from the heart.

#### *How are you capitalizing on the phenomenal growth of the pet industry?*

Puparazzi contributes to the growth of the pet industry by the customer service we provide to our clientele, thru that we are creating our own brand. With time we hope that Puparazzi will expand into all 50 states. We build our business on the personal relationships we have with our clients. We believe having a strong foundation from the beginning will impact the growth overall in this growing business.

#### *What is one habit or routine that you do that you consider your most successful?*

Our most successful habit/routine that we are very proud of is the ability of giving back. No task is too big or too small for us to handle. We have spent many volunteer hours giving back to our Local communities, local rescues, animal shelters, and most recently offering pet washes & nail trimmings for a small donation where all proceeds went directly to help a dear friend with the relief of medical expenses. We don't ask for anything in return but to help spread the word if there is a fundraiser in which we are attending or supporting.

#### Connect with Tammy:

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Pricing For Profit Workshop

**February 13, 2018**  
Productivity Workshop

**October 2-4, 2018**  
IBPSA Pet Care Services  
Educational Conference & Trade Show

## TOP SERVICES

### CARMEN RUSTENBECK

*INTERNATIONAL BOARDING & PET SERVICES ASSOCIATION (IBPSA)*

***You are on Shark Tank. Why should the Sharks support your business?***

As pet ownership has increased so has the need for quality pet care services providers. Unlike the veterinarian industry, there is virtually no university level training for this specific industry. Most of the industry education comes from associations, for-profit educational/consulting businesses, and on the job training. The mission of International Boarding & Pet Services Association (IBPSA) is to continually provide current educational resources, standards, and best practices through certification and accreditation, using learning systems and methods that reinforce commitment to quality pet care services. IBPSA is focused on owners of small and medium sized pet care services businesses, helping them grow and prosper through the business life cycle. This focus on business needs creates a growth pattern for IBPSA as we build newer educational programs to help not only our members but the industry at large. Due to a constantly changing business environment we do not see a slowdown in growth potential in the foreseeable future.

***What do you wish you would have known starting out?***

That we had taken better advantage of the services offered through the Small Business Administration.

***The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?***

To find an investor that shared our vision, and was passionate about the care of pets.

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

Start each day with intention. Know your strengths & weaknesses. Celebrate every success.

***You are working on your business project. Pick the one you would NOT sacrifice. Explain why?***

Quality. IBPSA's reputation is based on quality of work. From the choice of which educational products to develop to which instructor will present, quality is our first concern. Sometimes cost for quality will cause us not to bring a program forward but we are never influenced by expediency. We have built trust within the community because of the quality of programs we bring – to stop that focus would be to break trust.

***What quality sets you or your product apart from the rest of the market?***

Our products/programs are developed by industry professionals who are at the top of their field. We collaborate with these industry experts to find sustainable solutions for the industry. Our programs are built so that we can adapt to different audiences as needed.

***How are you capitalizing on the phenomenal growth of the pet industry?***

We are focused on meeting the needs of the small business owner. What are their pain points and how can we address them? IBPSA is focused on the future of the industry where we are constantly looking for opportunities to help our industry succeed.

***What is one habit or routine that you do that you consider your most successful?***

Look outside the industry. We always look at other service industries to see what programs have worked and how we can adapt those programs to fit the pet care services industry.

***Who/What is your top inspiration for your pet business?***

Pet care services providers are the inspiration that keeps IBPSA going. These



business owners love their work and we love helping them be successful at it.

***When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?***

When IBPSA was started we had an advisory committee. The committee functioned as mentors to the organization helping us to avoid common mistakes that can happen when starting a not for profit. Each of those individuals served as a mentor in their own way to our founder. It is important to have a person or group of people that can listen and advise on best next steps.

**Connect with Carmen:**

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# Women in the Pet Industry Network

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### Common Myths about Dogs It's the breed

*Toronto banned Pit Bulls and any dogs that have features in common with Pit Bulls. They now have no injuries from Pit Bulls but dog bites have increased to the highest level ever.*

### It's the owner

*Training, environment, health, genetics and the dogs emotional stability are all a part of the dogs personality.*

### My dog would never bite

*All injuries are not bites, there may be a scratch that gets infected, a greeting that goes wrong resulting in a fall, circumstances out of your control or knowledge. Any dog will bite in self defense to think otherwise is dangerous.*

### My dog loves everyone

*Unfortunately dogs don't love everyone maybe your dog has not been introduced to that one person yet.*

### All dogs love me

*What if you happen to look like the person who has treated the dog very bad in past?*

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## TOP SERVICES

### DEBORAH TURNER *CANINE LIABILITY DEAN INSURANCE*

#### *You are on Shark Tank. Why should the Sharks support your business?*

If this evening you have company over and one of the guests trip over your dog and are badly injured. A neighbor leaves the fence open and your dog goes for a walk scares a child who in their haste to get away steps into a hole and breaks a bone. Your dog has never harmed anything in its life and most dogs won't but if there is no coverage in your other policies you could be out hundreds of thousands of dollars. Every day dogs, who are not aggressive or vicious or a dangerous breed, are causing injuries to an adults, children and other animals. The canine liability was designed to fill that gap! The program is unique it is a fully automated process from the time you enter your dog's name to having a policy in your hand can take less than 14 minutes. The coverage is tailored to cover bites, scratches, tripping a person, scarring a person or even causing a car accident by being in the road. Unlike many policies there is no deductible, the limits can go as high as \$300,000 coverage is on and off premises so your dog can travel with you anywhere in the United States and the protection follows.

#### *What do you wish you would have known starting out?*

In a letter to myself I would write that you will make it and to stop doubting that you will. To plan on paying twice of what has been budgeted. To follow my gut, every single time I have not it has ended up costing me in more ways than just financially. I tell myself to stop saying that I cannot do certain tasks and just learn how to do them, I would be far ahead of where I am now.

#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

My dream would be to know if the major life decisions I am making are the right ones.

Owning a business is not just about you, t several families depend on me to make a living. I would be devastated to turn the ship in the wrong direction with no plan B. I am also the only breadwinner in my family so my lifestyle for the next 20 or 30 years depends on getting this right. People think that business owners have it easy but it isn't there is a lot of decisions that may seem unfair but it is the only choice.

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

Plan on putting twice as much money, time and effort you think it will take. It is very hard to continue to work on something 7 years out and it still has not grown to the size it should have but if you believe in what you are doing just keep taking that next step.

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. They each have merit and they do not operate in a vacuum. You can't knowingly send out poor quality products, but if the cost and time make it impossible then your need to review your goals and back into what you can do in the time and money allotted.

#### *What quality sets you or your product apart from the rest of the market?*

There is literally no one else selling this product at this price and quality in the United States. I has been designed to protect what



Insured's would expect to be covered the pricing has been reduced once in recognition of the loss ratios. We recently introduced a new policy form that is incredibly broad coverage.

#### *What is one habit or routine that you do that you consider your most successful?*

I am very persistent, I will keep looking until I find what I need or I am convinced that there is no solution. But usually there is a solution it just may look different than your original vision. In the early fifties there was a show called Captain Kangaroo one of the characters was Mr Green Jeans, he had a song that could or maybe is my theme song. If you hear something enough times you can come to believe it and I watched that show at any opportunity.

#### *Who/What is your top inspiration for your pet business?*

It an amazing feeling when people tell you that you literally saved their mother's life by providing the insurance she needed to keep her pup. I get wonderful testimonials they are very heartfelt. Often they will mention that not only did the policy fit what they needed but that when they called I was able to calm them down.



#### Connect with Deborah:

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## TOP SERVICES

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with alicia

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Alicia started The DIY Dog Mom in 2015 after realizing she did almost everything for her dogs herself with a focus on holistic wellness. From making dog treats and cooking their meals to creating all-natural flea/tick spray and other DIY projects, she strives to create a natural home that benefits dogs and humans. She also helps pet industry professionals by providing courses and free resources for bloggers and businesses.



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## TOP PRODUCTS

### LAURIE ALEXANDER *THE DOGGONE GOOD! CLICKER COMPANY*

*You are on Shark Tank. Why should the Sharks support your business?*

I would never subject myself to 'THE Sharks :-)

*What do you wish you would have known starting out?*

That the internet would become such a factor. I would have purchased a lot of domain names

*The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

Who wouldn't wish for a pile of money? It can't buy happiness, but it does make things easier.

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

Do what you LOVE. It is still WORK, but it makes it much more enjoyable.

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. You do not have to explain yourself or your product if you provide a top quality product.



*What quality sets you or your product apart from the rest of the market?*

We private label (YOUR LOGO) on almost all of our top quality products.

*How are you capitalizing on the phenomenal growth of the pet industry?*

We are along for the ride. We work primarily with pet & animal trainers. As their business grows so do we.

*What is one habit or routine that you do that you consider your most successful?*

My work ethic.

*Who/What is your top inspiration for your pet business?*

Chardonnay! My soon to be 14 year old Lhasa Apso!

*Your significant other hates your pet. Who stays? Who goes?*

You do not get to be significant in my world unless you love pets!

*What motivates you to get out of bed and face the world everyday?*

I am grateful for every day, no motivation needed.



**Connect with Laurie:**

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## TOP PRODUCTS

### SHANNON BARNARD *K9BYTES*

*You are on Shark Tank. Why should the Sharks support your business?*

The passion I have for pets and my products shines through.

*What do you wish you would have known starting out?*

I can't, nor do I need to do everything myself. It's o.k. to ask for help.

*The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

The secret to curing pet cancer so that no pet parent will lose their beloved pet to cancer again

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

Hire a coach or mentor and don't be afraid to take their advice, but always be true to yourself.

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Without a quality product, I don't see the point of the project.

*What quality sets you or your product apart from the rest of the market?*

The personal attention I give to each order and customer.

*How are you capitalizing on the phenomenal growth of the pet industry?*

Providing a useful product in fun patterns so pet parents can express the joy and love of their pets

*What is one habit or routine that you do that you consider your most successful?*

Starting my day with a meditation. I'm on a 500+ day in a row streak.

*Who/What is your top inspiration for your pet business?*

My dog & clients. Receiving notes from clients letting me know they love my products inspires me



*Your significant other hates your pet. Who stays? Who goes?*

My pet stays. Thankfully my hubby loves Rogue as much as I do.

*What motivates you to get out of bed and face the world everyday?*

First, my dog. And I love making a product that brings joy to pets and their parents.

*When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

I wish I'd had one to remind me to always believe in myself, not be afraid of change & to delegate



**Connect with Shannon:**

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# TOP PRODUCTS

## SUZANNE BREAN *MY LITTLE DOG TRAINING BUSINESS*

### *You are on Shark Tank. Why should the Sharks support your business?*

This product would fit many pet related industries. It will work for Service Dogs, but also the elderly who have pets and want to maintain their independence. This produce will work for those who are snow birds and travel in their RV. Anywhere this is power and cell service it can be used to summon help. With the ease of programming numbers and recording a new message it can easily be updated with each new travel location.

### *What do you wish you would have known starting out?*

The issue surrounding marketing of the produce to make it successful more quickly.

### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

One Million Dollars! oohh, you didn't mean that. Okay, Everyone that needs the button would buy it.

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

Put aside the money to attend shows such as Super Zoo and Global Pet Expo

### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Having a product that works and last will encourage others to spread the word about the product and how well it works.

### *What quality sets you or your product apart from the rest of the market?*

The versatility of the product. It can be used by so many different categories of people and animals.

### *How are you capitalizing on the phenomenal growth of the pet industry?*

I am capitalizing by the production of this product and building my dog training business

### *What is one habit or routine that you do that you consider your most successful?*

Customer service and rapport with clients, both current and future

### *Who/What is your top inspiration for your pet business?*

I would have to say doggie doorbells. We tested this concept using them before moving forward with this product.



### *Your significant other hates your pet. Who stays? Who goes?*

Spouse. I currently am dealing with this exact situation.

### *What motivates you to get out of bed and face the world everyday?*

Working with dogs. Without I wouldn't get up.

### *When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

I didn't really have a mentor per say for this product. But I did have support from the people who were helping me manufacture and develop the product.

### Connect with Suzanne:

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## TOP PRODUCTS

### KATHY DANDEL VITCAK *THE BLISSFUL DOG*

***You are on Shark Tank. Why should the Sharks support your business?***

Because everyone loves their dog! The Blissful Dog products help our customer's dogs look good and feel good. And that's what it is all about!

***What do you wish you would have known starting out?***

To focus 100% on The Blissful Dog from the beginning.

***The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?***

I could say something all lofty and inspired, but IRL it would be a HUGE sack of cold, hard cash

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

#1 Bootstrap! #2 Don't hire anyone until you think you're gonna die #3 Follow your gut #4 Have fun

***You are working on your business project. Pick the one you would NOT sacrifice. Explain why?***

Quality. Nothing else matters if the quality is not there.

***What quality sets you or your product apart from the rest of the market?***

My 30+ years of immersion in pet industry/dog world

***How are you capitalizing on the phenomenal growth of the pet industry?***

Expanding our product line

***What is one habit or routine that you do that you consider your most successful?***

My utter lack of being able to establish a routine

***Who/What is your top inspiration for your pet business?***

Lush Cosmetics, they have a vision and they nail it every single day

***Your significant other hates your pet. Who stays? Who goes?***

He would not BE my significant other if he hated my pet! Boom!



***What motivates you to get out of bed and face the world everyday?***

#1 Dogs need to go out #2 Can't wait to see what adventures the day will bring

***When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?***

Years ago I had a mentor who taught me so much, he was caring, fair, tough. Just what I needed at that time. I still refer to lessons he taught me.



**Connect with Kathy:**

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## TOP PRODUCTS

### KATHY ELLIS *WOOGIE WHOMPER*

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

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

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

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

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

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

#### *Who is Woogie Whomper?*

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

#### *What qualities/or habits make you successful?*

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



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

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

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

Keep learning and growing. Read, invest in training/education, network. Find mentors and people who resonate and inspire you — connect with them in some way. Develop the positive habit of focusing on what you want vs. "what is" or what you don't want.

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

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

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

**WOOGIE**  
**WHOMPER**  
For the most loved pets in the world.

#### Connect with Kathy:

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# A Pet with Paws®

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## TOP PRODUCTS

### ANN GREENBERG *A PET WITH PAWS®*

#### *You are on Shark Tank. Why should the Sharks support your business?*

The Sharks should support A Pet with Paws because we have intellectual property, verification of concept, production, distribution and social proof. An increasing number of pet owners are traveling with their pets. The first challenge pet owners face is the bulkiness of having a pet carrier with attached wheels. This creates a few problems. First, 2 wheel carriers place the pet in an angled and anxiety provoking position. Second, the 4 wheel carriers can only be moved in a forward or backward motion, thereby restricting the pet owner's option of picking up the pet carrier, placing it over the shoulder and continuing their journey. The solution lies in our Pet-Trek®, a patent pending 4-spinner-wheel folding trolley with a removable pet carrier. It's designed to work seamlessly with our pet carriers, making it easy and effortless for pet parents to travel with their small pets anywhere at any anytime. Simply open, unfold the Pet-Trek® and slide the carrier down the handle. Upon arrival at the destination, lift the carrier off the handle and fold up the Pet-Trek®.

#### *What do you wish you would have known starting out?*

That there is no such thing as an overnight success. Creating a profitable and successful business requires a lot of time, effort, tenacity and willingness to do whatever it takes in order to create a prosperous business.

#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

To accomplish my goal of providing the ultimate solution for anxiety free pet travel.

**A Pet with Paws®**

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

Follow your passion, research the marketplace to ascertain if your product fills a need or void. Analyze your competition and determine how and why your product is better and different. Understand you will make mistakes in your business, learn from them, they are your secret teachers.

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. I will not sacrifice the quality of my products. You can have orders ready to fill, but if the quality is not there, you create a constant problem of returned merchandise. This starts the snowball effect of losing customers you have worked so hard to gain, as well as their confidence in your company. If you start with a product that has excellent quality and design, you create a happy and satisfied customer who will purchase your products again and again.

#### *What quality sets you or your product apart from the rest of the market?*

Our commitment to create chic, sustainable, innovative and anxiety free pet travel products for both the pet parent and their pet.

#### *How are you capitalizing on the phenomenal growth of the pet industry?*

By creating innovative solutions that fulfill our commitment in solving the pet travel challenges for both the pet parent and their pets.

#### *What is one habit or routine that you do that you consider your most successful?*

My daily meditation, I took a course in transcendental meditation over 30 years ago. It helps keep me stay grounded in dealing with the stress, challenges and obstacles in my business.



#### *Who/What is your top inspiration for your pet business?*

My inspiration is Florence Scovel Shinn. Her work has always provided me the faith, belief and commitment to my business.

#### *What motivates you to get out of bed and face the world everyday?*

I love and believe in my business and it's the products. I look forward to providing pet parents and their pets with stylish, innovative and sustainable products and solutions.

#### *When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

I wish I had been fortunate enough to have had a mentor in the pet industry. I segued from my handbag company into the pet industry. I would have appreciated the help and guidance through the challenges earlier in my business. I still think I could benefit by having a mentor.

#### Connect with Ann:

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# Women in the Pet Industry Network



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TOUGH ON DIRT, GENTLER ON THE EARTH

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NO ANIMAL TESTING OR INGREDIENTS	MADE WITH 100% RENEWABLE ENERGY OFFSETS	FAMILY OWNED AND OPERATED SINCE 1989	ULTRA CONCENTRATED FOR LESS WASTE, MORE SAVINGS	100% WATER OFFSET THROUGH B-E-F.ORG	MADE IN THE U.S.A.

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

## TOP PRODUCTS

### TABITHA HELMS *BIOKLEEN*

***You are on Shark Tank. Why should the Sharks support your business?***

Our products actually work at removing stains and preventing their return, we are one of the few companies that continue to be family owned and operated and our products, “Clean for Good”.

***What do you wish you would have known starting out?***

Mistakes are learning opportunities.

***The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?***

Free overnight shipping/freight.

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

Be yourself.

***You are working on your business project. Pick the one you would NOT sacrifice. Explain why?***

Quality. Without quality, it will not matter how much money and time you bring to the project.

***What quality sets you or your product apart from the rest of the market?***

Our ingredients.

***How are you capitalizing on the phenomenal growth of the pet industry?***

By offering the best waste management products available to the industry.



***What is one habit or routine that you do that you consider your most successful?***

Staying up to date on the industry.

***Who/What is your top inspiration for your pet business?***

Our Biokleen Team.

***Your significant other hates your pet. Who stays? Who goes?***

Dating, my dog is a great judge of character as to who I continue to date or not.

***What motivates you to get out of bed and face the world everyday?***

Being healthy and creating the life that I want.

***When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?***

Yes. Having a mentor has been incredibly helpful to me. They offered a different perspective and pushed me in areas I needed a gentle nudge in.

**biokleen®**

TOUGH ON DIRT, GENTLER ON THE EARTH

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# Sadie went over *The Rainbow Bridge*



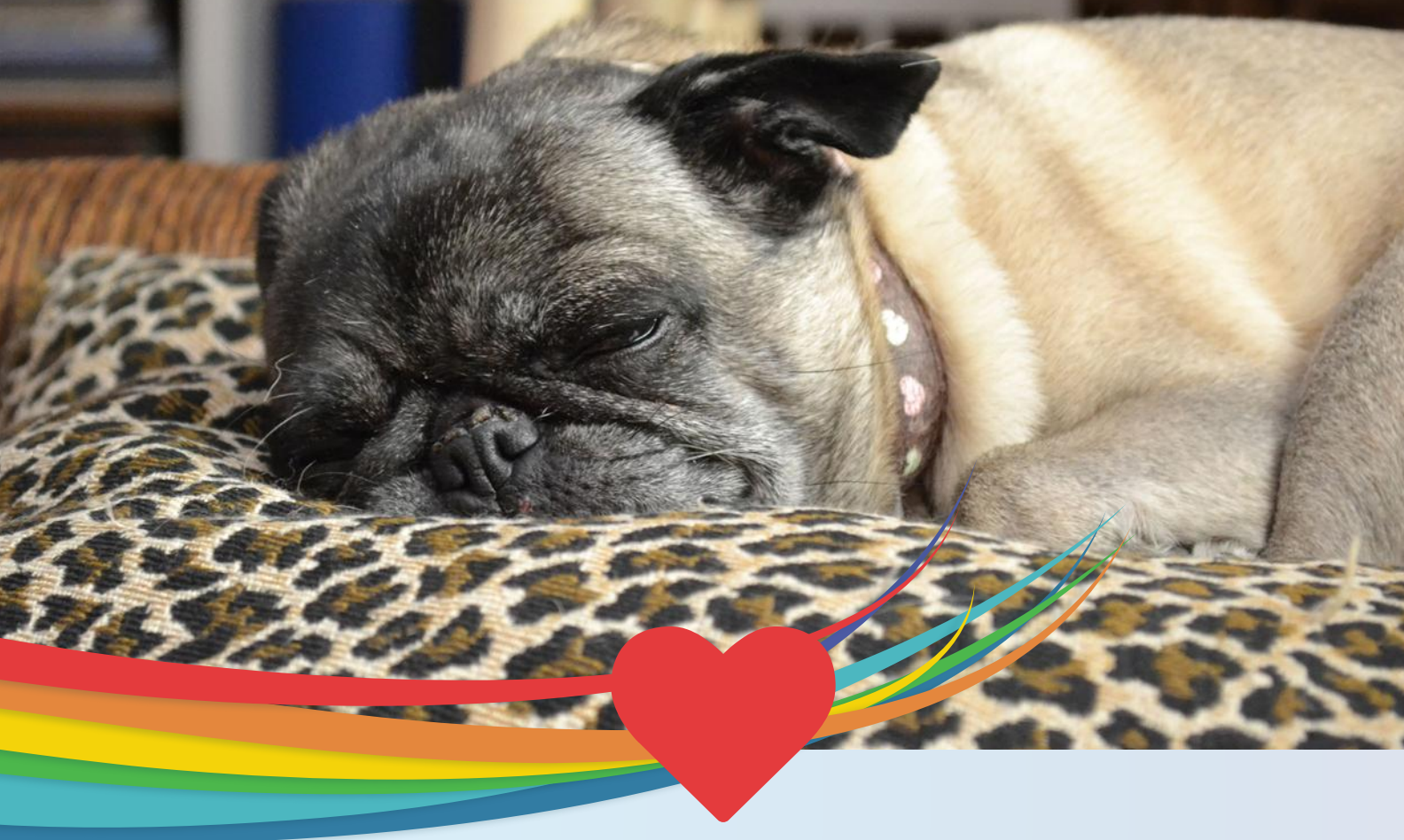
I chose her time of death. I used to feel guilty about it. She was a 16 year old pug who lived a long and full life and ended up with cancer. It wasn't prudent to operate, her quality of life was so small. She had been deaf for two years and was blind out of one eye and could hardly see out of the other. But oh could she snuggle. She loved to be anywhere I was. My husband says she would search the house sniffing for me when I was gone. So much that he would get her blanket and put it in his office and she would settle down to nap. I feel guilty that I waited so long to make the decision to lay her to rest.

What happens after your dog dies? Especially when you procrastinated letting her go because you just "Couldn't let her go?" When you finally do make the decision to end her life with the most

gentle of passings... Thank you, Lap of Love...it's sort of a relief. I didn't realize how much pain she was really in. I didn't realize that it was me hanging on and that she was ready to go! Those of you who have lost pets, know the look they give you when it's time. Eventually the guilt over planning her death seems to lift.

What comes next? What do you do when people stop talking about her? She is still my baby. We have two cats, but it's not the same. I have had other pets who have died, and their collars/tags hang all together in the house. I have a bracelet made from my cat, Spaz' collar - He lived for 19 years. I guess I have luck with longevity in my pets lives. Must be all the good food and loves. Don't be afraid to talk about her, it brings me joy.





I have Sadie's leash and halter hanging in the laundry room next to the door. The sign on the door that says "Leave the lights on for Sadie." remains. It took me a year to get rid of her toys, they sat in a small crate and gathered dust until October 13th, her 1 year Rainbow Anniversary. I washed them and stored her two favorite ones in my treasures drawer and gave the rest away.

I still wonder if I should be filling her bowl every day when I feed the cats in the morning. I can hear the tink tink of her collar sometimes in the house. I look for her when I come in the door. I don't know if this will ever go away. It's okay to keep the memories of your loved pets alive. It's ok with me if you share your favorite memories of her with me. I won't break. I got her when she was about 8

weeks old. She was so small, she fit in my purse. For awhile. Then she grew out of that, or maybe I did. I took her everywhere with us. It's ok that she is still everywhere in our memories.

So if your friends loses a pet, don't look the other way. Hug them, tell them a story you remember of the pet. If you come across a picture of the pet, send it to them. Sadie may not be with us physically anymore, but she continues to live on in our hearts.

*Love,*  
*Sadie's Mom*

Smart Animal Training Systems'

# PetTutor<sup>®</sup>



[www.pettutor.biz](http://www.pettutor.biz)

## TOP PRODUCTS

### AMANDA HESSEL *PET TUTOR®*

*You are on Shark Tank. Why should the Sharks support your business?*

Pet Tutor® uses smart technology to change unwanted behaviors in pets using positive reinforcement training all while deepening the owner/pet relationship.

*What do you wish you would have known starting out?*

Beware of the distraction of bright shiny ideas.

*The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

The love of exercise, it will fuel all the rest.

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

Surround yourself early with an abundance of successful people and seek their council and listen.

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Quality, because never do you hear “ I am so sorry our quality standards are very high”, people expect it.

*What quality sets you or your product apart from the rest of the market?*

We continually listen to our customers and never stop adapting our product to answer their needs.

*How are you capitalizing on the phenomenal growth of the pet industry?*

Quenching the thirst for positive innovative ways to train animals instead of using force or punishment.

*What is one habit or routine that you do that you consider your most successful?*

Taking long walks with a good friend, taking turns sharing our blessings in our lives.



*Who/What is your top inspiration for your pet business?*

My business partner and his pursuit to offer pet parents positive technology to help reduce unwanted behaviour.

*Your significant other hates your pet. Who stays? Who goes?*

LOL..he would of never made it past the first date.

*What motivates you to get out of bed and face the world everyday?*

My granddaughter Sabine, I want to be to a good example.



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# Women in the Pet Industry Network



**WE TACKLE TINKLE**

uniquē pet care | [www.uniquemm.com](http://www.uniquemm.com)

## TOP PRODUCTS

### JULIE HOLMES *UNIQUE PET*

***You are on Shark Tank. Why should the Sharks support your business?***

Because we make a great product that really does solve problems safely and effectively and easily.

***What do you wish you would have known starting out?***

Sales is the true heartbeat of the company. It is easy to get caught up in other things running a business, but sales is what makes it all happen.

***The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?***

A phenomenal sales team for all our divisions.

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

Have a great passion for your product, that will always drive you forward.

***You are working on your business project. Pick the one you would NOT sacrifice. Explain why?***

Quality. We want to always make sure we have the very best product.

***What quality sets you or your product apart from the rest of the market?***

We use the very best ingredients in our products to make sure they work safely and effectively.

***How are you capitalizing on the phenomenal growth of the pet industry?***

We work to keep our product the best one out there, and have had new fresh packaging to keep the customers engaged. Networking with this great group of Wipin women has been very helpful to be able to share ideas and contacts and all work together to benefit all of us.

***What is one habit or routine that you do that you consider your most successful?***

I have a great morning ritual starting with a master mind call at 6:15 am, 5:15 for my west coast friends, with several people that gets my mind active and ideas flowing I also set weekly goals and am accountable to these people each week.

***Who/What is your top inspiration for your pet business?***

Our customers, we want to be problem solvers for them and their pets. We don't want any pet to get turned over to a shelter because their accidents have created a problem for the owner.



***Your significant other hates your pet. Who stays? Who goes?***

They wouldn't make it to significant other useless they were an animal lover.

***What motivates you to get out of bed and face the world everyday.***

I have a zest for life and look forward to seeing what fun new things each day brings.

***When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?***

My Father, he is the founder of our business and has always had amazing passion for our products and how they solve problems for our customers. His passion is contagious to me and all of our team.



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# Women in the Pet Industry Network

## Sturdi Products

[www.SturdiProducts.com](http://www.SturdiProducts.com)

*for traveling pets and their people!*

Developed with a focus on pet travel, emergency preparedness planning and pet show exhibition, Sturdi Products manufactures uniquely designed and top quality pet products for cats and dogs.



Flex-height Pet Carriers



Pop-up Shelters

Incognito

email: [sales@sturdiproducts.com](mailto:sales@sturdiproducts.com)  
 US toll free: (800) 779-8193  
 International: 1 (253) 884-2368

## TOP PRODUCTS

### PENNY JOHNSON *STURDI PRODUCTS*

#### *You are on Shark Tank. Why should the Sharks support your business?*

Sturdi has enjoyed a steady upward sales growth over the last 2 decades within their core products lines of carriers and pop - up kennels. The Sturdi team that helps make the company profitable is solid and growing. Profit margins are good, and the company has an excellent reputation for listening to their customers. The corporate leadership is nationally recognized as influential in the pet products manufacturing arena and the uniquely designed award winning durable and attractive products have withstood the test of time.

#### *What do you wish you would have known starting out?*

I wish we'd known that managing the company's sku offerings (inventory!) is one of the most important pieces of manufacturing. Keeping a healthy inventory of core products in a few colors is more important than adding that trendy new color. If you don't have it, you can't sell it. Keep your inventory manageable.

#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

I wish for an abundance of capital so I can immediately finish our new headquarters/warehouse, implement all the new projects on the horizon and hire more people!

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

Convert your dreams to reality by formulating a plan. Define your ultimate long-term goal(s). 5 year plans work best for me. Set realistic short-term goals (weekly to monthly) that leads to the long-term goal. If you work the plan and make needed adjustments along the way, you will succeed. Be tenacious. Do not give up.

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Quality most certainly, because that is one of the reasons that we enjoy the loyalty of so many of our customers. Our customers depend on Sturdi to provide safe and durable products that last a long time. I believe, even though there is a multitude of all sorts of low cost pet products on the market, people will circle back to spending a little more for a quality product for their pets.

#### *What quality sets you or your product apart from the rest of the market?*

Again, it's our responsibility to continue to manufacture safe, dependable and uniquely designed products for the traveling pet. We believe that our products can lessen the stress on pets and their people when on the road, in the air or in the show halls and hotels. Sturdi is committed to listening to their customers and as a manufacturer, can adapt, improve and introduce new products quickly.

#### *What is one habit or routine that you do that you consider your most successful?*

Taking control of my own "fuel" by nourishing my body daily with good food and supplements. I eat protein first and drink lots of water. It has taken me decades to put my health first, but now that I have been consistent for a few years, I feel the payoff with better health and more energy!

#### *Who/What is your top inspiration for your pet business?*

Rich van Engers, the founder of Sturdi, taught me about the business of manufacturing. Through the most personal and professional challenges, Rich never gives up. His tenacity has been an inspiration to me. Rich and I love our dog Ringo Star, a Pembroke Welsh Corgi who came into our lives about 4 years ago. Ringo has taught me so much about unconditional love. He makes



me smile and laugh many times throughout the day and inspires me to be a better person.

#### *Your significant other hates your pet. Who stays? Who goes?*

I could not be with anyone who "hated" my pet. That person would quickly become "insignificant" to me.

#### *What motivates you to get out of bed and face the world everyday?*

Perhaps it's simply the smell of good coffee brewing and the promise of that hour of quiet time that is all mine, but what is the most likely motivator is Ringo licking my face and wanting a hug first thing in the morning.

**Sturdi Products**  
www.SturdiProducts.com

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# DARWIN'S<sup>TM</sup>

## Natural Pet Products

Try Our Premium Raw Food 10 lbs. for \$14.95  
when you try our auto-ship program

Includes an assortment of our premium raw pet food meals - free-range and cage-free meats (with organic vegetables in our dog meals). The first thing you may notice is how much more your dog or cat enjoys eating. After a few days, you may notice how much more energy your pet has. You will see improvements in your pet's overall health, as it becomes stronger and better able to fight off disease.

Introductory Offer For New Customers  
<http://bit.ly/2AnnwgS>





## TOP PRODUCTS

### AIMEE JURENKA *DARWIN'S NATURAL PET PRODUCTS*

***You are on Shark Tank. Why should the Sharks support your business?***

We will never be on Shark Tank because our founder, Gary Tashjian, will never sell off pieces of the company due to fear of losing quality control of the products.

***What do you wish you would have known starting out?***

That there is an amazing community of pet professionals that are willing to connect and share. If you need advice for your pet career just ask. You will be shocked by all the people that offer help.

***The magic genie has granted you a "single wish" that "you believe" could change your life and Darwin's. What would that wish be?***

That we would have more resources. There are so many cool things to do and not enough time or talent to do them.

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

Find your jam. Figure out what piece of the business you are best at and then hire out the other pieces. Having great teammates will make all the difference when working on projects.

***You are working on your business project. Pick the one you & Darwin's would NOT sacrifice. WHY?***



Quality. The main reason I am proud to work at Darwin's is their commitment to quality. Now we do stumble at times when we try new things, but we always go back and correct them, even when it takes more resources than we expected.

***What quality sets you or your product apart from the rest of the market?***

Easy! The quality of the ingredients we source along with the freshness of our food. There is not a fresher product available commercially.

***How are you capitalizing on the phenomenal growth of the pet industry?***

I am part of Darwin's first official Marketing Department. We attempting to expand out digital footprint by publishing

useful content about pet nutrition. We hope to expand the number of animals that are being feed properly thereby improving the quality of life for them and their humans.

***What is one habit or routine that you do that you consider your most successful?***

Suit up and show up. No matter what, I am present to learn and work. Even if I have no idea what I am doing yet or feel that I already have things taken care of. My willingness has been the key to my success.

***Who/What is your top inspiration for your pet career?***

Dr. William Falconer DVM; he is a holistic vet that has loads of knowledge, but still is approachable. I am hoping to be the same as I my expertise grow.

***Your significant other hates your pet. Who stays? Who goes?***

I would never be with anyone that "HATES" pets. It would show me how little joy they have and would not make it past a first date.

**DARWIN'S**  
Natural Pet Products

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# Women in the Pet Industry Network

## BAYLEE NASCO®



At Baylee Nasco, we manufacture premium dog beds that exude luxury, originality and comfort. Every piece is tailored to your dog's or cat's needs, and created to fit the experience you want for your animal and home.

VISIT OUR WEBSITE AT [BAYLEENASCO.COM](http://BAYLEENASCO.COM)  
TO VIEW OUR LARGE SELECTION OF CUSTOM PRODUCTS.



-Charlie

### CUSTOMIZABLE PRODUCTS

	BLANKET
	CUDDLE POUCH
	LOUNGE
	PILLOW
	RECTANGLE
	SOFA
	BAGEL

# TOP PRODUCTS

## ALINA NASCO *BAYLEE NASCO*

### *You are on Shark Tank. Why should the Sharks support your business?*

The first question the “Sharks” always ask is about sales. What are your sales? Although I understand the importance of sales, I have always tried to focus on the customer experience. Having said that, it’s important for every entrepreneur to have knowledge of their revenues, expenses, manufacturing costs, profits, etc. Especially, if you are going to have to articulate a growth plan to a group of investors. I’m sure the “Sharks” look for preparedness and you always have to be cognizant of showing (or exuding) confidence in yourself.

### *What do you wish you would have known starting out?*

In retrospect, when I first began manufacturing pet beds, I would have invested less in inventory. In my specific case, I would have tried to be more aware of variety of the fabrics I was purchasing. I believe we all have a little designer in us. There are many gorgeous fabrics.

### *The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

Knowledge, one thing that can never be taken away and the one thing you can never have enough of.

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

Organizing a quality team will ultimately lead to your success and that of your business.

### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Cost. The impact of cost controls a lot of variables including quality and time. One needs to practice discipline with cost when

developing a new or overhauling an old project. In my opinion, we are still in a very price conscious economy. Will the project be for a mass market or niche. The market will only bear so much for a product.

### *What quality sets you or your product apart from the rest of the market?*

I consider family values sets me apart from my competitors. It is the core of my customer experience philosophy. I want my clients to have as trouble free an experience as possible. I guarantee all our workmanship and find a solution to all or our customer’s concerns. Although all our products are made to order, I understand the store has already made the sale. I strive to deliver each order in a timely manner and as expected. I don’t like to use of the word customers. I much prefer to think of them as friends. I make an effort to learn their names and make the experience more personable.

### *How are you capitalizing on the phenomenal growth of the pet industry?*

I find myself diversifying and broadening our product selection because of the growth in the pet industry. Clients push us to manufacture new items for their stores. Having a made in USA product still means a great deal to the people we deal with.

### *What is one habit or routine that you do that you consider your most successful?*

I schedule my responsibilities throughout the day so I can better focus on each task. After my morning coffee, I start the day with emails, followed by a production meeting. I usually end the day with phone calls and follow-ups. Routine keeps me organized and more productive both at work and home.

## BAYLEE NASCO



### *Who/What is your top inspiration for your pet business?*

My parents are my biggest inspiration. They’ve owned their own business for over 40 years. I grew up in a small business environment. With their support and my fancy for my furry companions, I was able to launch my own small business in the pet industry. My dreams come true everyday thanks to them.

### *When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

I did not have the advantage of having a mentor in my professional career. If I did, I suppose I would have tapped into their experience in marketing. I am always trying to refine the ways we attain new customers. Perhaps a mentor would help refine our brand identity, define a vision, offer friendly and unbiased counsel. A mentor should present a more objective perspective on both me and my business. I certainly hope those who have or have had a mentor took advantage of what I consider a luxury. Having honest constructive and free feedback is priceless.

### Connect with Alina:

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# Women in the Pet Industry Network

## Puppy Mama



## TOP PRODUCTS

### THERESA PIASTA *PUPPY MAMA*

#### *You are on Shark Tank. Why should the Sharks support your business?*

“Dogs of any age heal us and bring incredible joy to our lives. Puppy Mama is leveraging technology to help a vast community of dog moms share with one another and promote a joyful pet-friendly lifestyle.

Our web application gives puppy mamas a safe place to share, connect with one another, effortlessly schedule fun meet ups with their friends, and rate businesses, travel services, and hotels to advocate for a more pup-friendly world. <https://app.puppymama.com>

We are growing into other areas of ‘dog mom lifestyle’ with the Puppy Mama e-commerce store <https://shop.puppymama.com> and with fresh editorial content and video interviews on PAWLITICO <https://www.puppymama.com/blog> and Cosmopawlitan <https://shop.puppymama.com/blogs/cosmopawlitan>.”

#### *The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?*

The ability to grow the puppy mama team.



Puppy Mama

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

Follow your passion - creativity and idea generation will come naturally if you do.

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Our goal is to positively impact the lives of puppy mamas around the world; therefore, building quality products to solve their problems is key.

#### *What quality sets you or your product apart from the rest of the market?*

Many of our tech competitors focus on the dog; we focus on women who love their dog.

#### *How are you capitalizing on the phenomenal growth of the pet industry?*

Dog moms around the world are posting passionately on social media (including Instagram). We are leveraging social media to connect with users and to learn from them.

#### *What is one habit or routine that you do that you consider your most successful?*

Maintain determination

#### *Who/What is your top inspiration for your pet business?*

After numerous years struggling to overcome the painful illness incurred during my military service, I met Waffles, an angel



puppy who helped me survive the most difficult year of my life. Despite all of the obstacles I have had to overcome throughout the years, battling PTSD was my Everest. My Waffles, a 13-pound ball of furry puppy happiness, was there every moment to help me get through significant pain. She comforted me when I needed it most, and never failed to put a smile on my face. Her love is contagious - she spreads laughter and happiness to anyone she meets. She reminds me every day to embrace life and search for love and joy. She is the inspiration of Puppy Mama.

#### *What motivates you to get out of bed and face the world everyday?*

I've learned firsthand how powerful canine therapy can be; building a business linked with this passion has been an incredibly rewarding experience.

#### Connect with Theresa:

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 f/[PuppyMamaCommunity](https://www.facebook.com/PuppyMamaCommunity)



*Ella-Mae*  
Jewelry For Pampered Pets

“Security” the dog (on the right) is wearing “The Baron”, which features clear rhinestone components alongside magnetite colored crystals.

“Pearl” (on the left), is wearing “Charity”, which features a flower with a clear rhinestone, vanilla pearls and lilac colored A/B crystals. Ella-Mae donates 50% of the sale price of “Charity” to rescues.

Dog Necklaces are available in even sizes 8” to 24” with custom sizes at no additional charge. Dog Necklaces Prices range from \$30. to \$50. depending on size. Add \$25. for matching owner bracelets.

Ella-Mae designs jewelry (necklaces) for pampered pets and bracelets for the owners who pamper them. Our lines are named after Royalty and The Virtues.

[info@ella-mae.com](mailto:info@ella-mae.com) | [www.ella-mae.com](http://www.ella-mae.com) | 225-975-3585

## TOP PRODUCTS

### RHONDA POSTLETHWAIT *ELLA-MAE*

***You are on Shark Tank. Why should the Sharks support your business?***

As the pet industry grows, fashion for our pets is becoming an extension of fashion for ourselves.

***What do you wish you would have known starting out?***

Small successes, repeated over time, are better than a big opportunity too soon.

***The magic genie has granted you a “single wish” that “you believe” could change your life and business. What would that wish be?***

The ability to recognize valuable opportunities before they happen.

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

Never underestimate the value of social media.

***You are working on your business project. Pick the one you would NOT sacrifice. Explain why?***

Quality. Customers will return for a quality product and will remember to tell others about the piece that fell apart.

***What quality sets you or your product apart from the rest of the market?***

I listen to my customers and try to give them the looks they desire, while producing a product that is safe for their pets.

***How are you capitalizing on the phenomenal growth of the pet industry?***

I'm learning how to market using social media.

***What is one habit or routine that you do that you consider your most successful?***

I am always designing. I keep a “work in progress” on my design table at all times.

***Who/What is your top inspiration for your pet business?***

Current fashion and jewelry trends for humans. If we are wearing it today, our pets will be wearing it tomorrow.



***What motivates you to get out of bed and face the world everyday?***

The excitement of knowing that I get to create my own future.

***When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?***

While I did not have a mentor, I do have successful women in business who I go to for advice on occasion.



*Ella-Mae*  
Jewelry For Pampered Pets

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Women in the Pet Industry Network

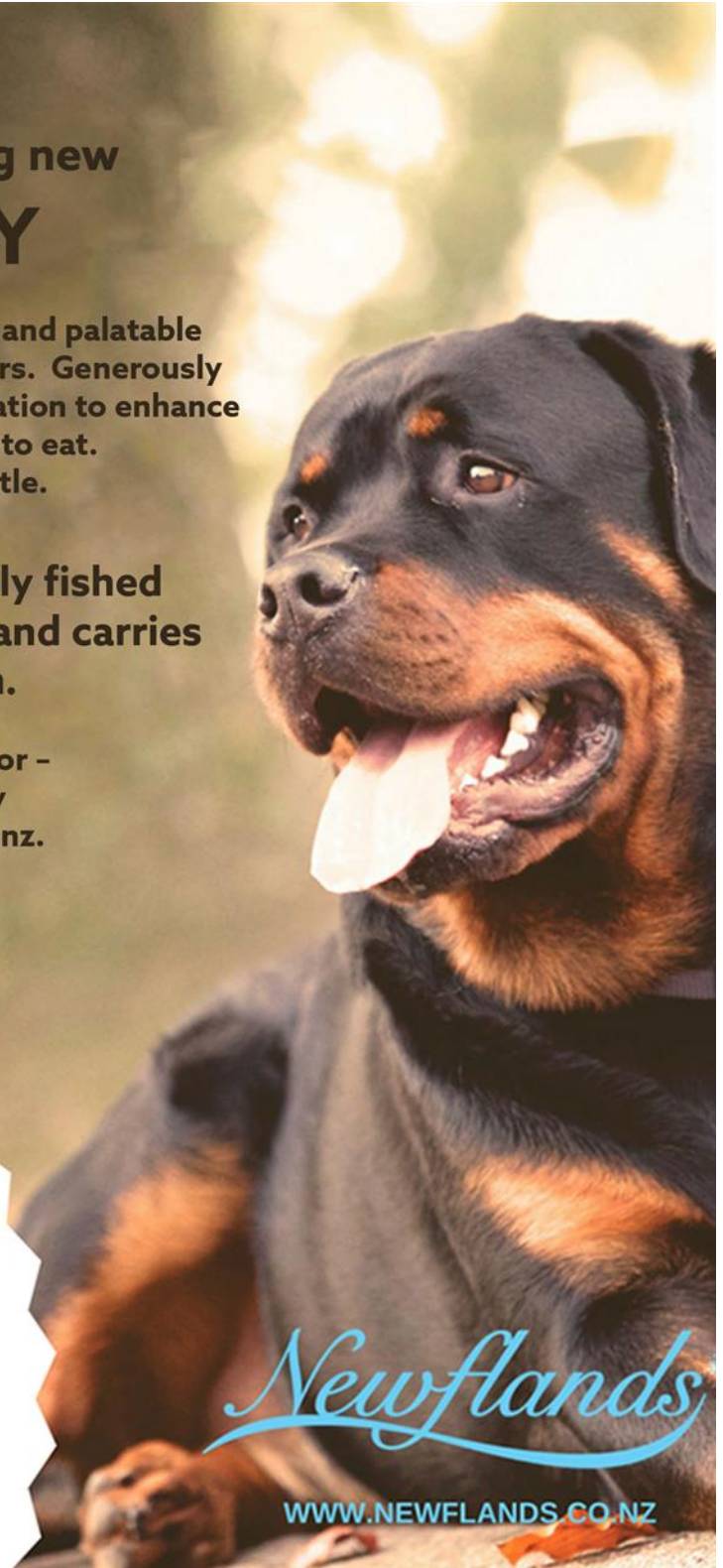
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## TOP PRODUCTS

### FIONA ROBERTSON *NEWFLANDS*

*You are on Shark Tank. Why should the Sharks support your business?*

Because it is unique and very niche.

*What do you wish you would have known starting out?*

How to utilise online marketing effectively.

*The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

Amazing Cashflow.

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

Get a mentor who understands your view point and has strengths where you are weak.

*You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. Because I value the fact that our products do what they say they will and we have top quality products.

*What quality sets you or your product apart from the rest of the market?*

Our main ingredients can only be sourced in NZ and our knowledge around our ingredients, the sustainability and harvesting is unparalleled along with individually, brilliantly designed products for specific cases and knowledge of our industry combine to make the amazing brand and company Newflands.

*How are you capitalizing on the phenomenal growth of the pet industry?*

By working collaboratively with a number of companies to further our reach.



*What is one habit or routine that you do that you consider your most successful?*

Start and end everyday with hugs from my Fur-babies.

*Who/What is your top inspiration for your pet business?*

Rosie my girl with DCM who got me in to this and who I adore still even though she has crossed rainbow bridge sometime ago, if it wasn't for her I wouldn't be helping other fur babies around the world.



*Your significant other hates your pet. Who stays? Who goes?*

Significant other goes the fur-baby stays - plenty more fish in the sea.

*What motivates you to get out of bed and face the world everyday?*

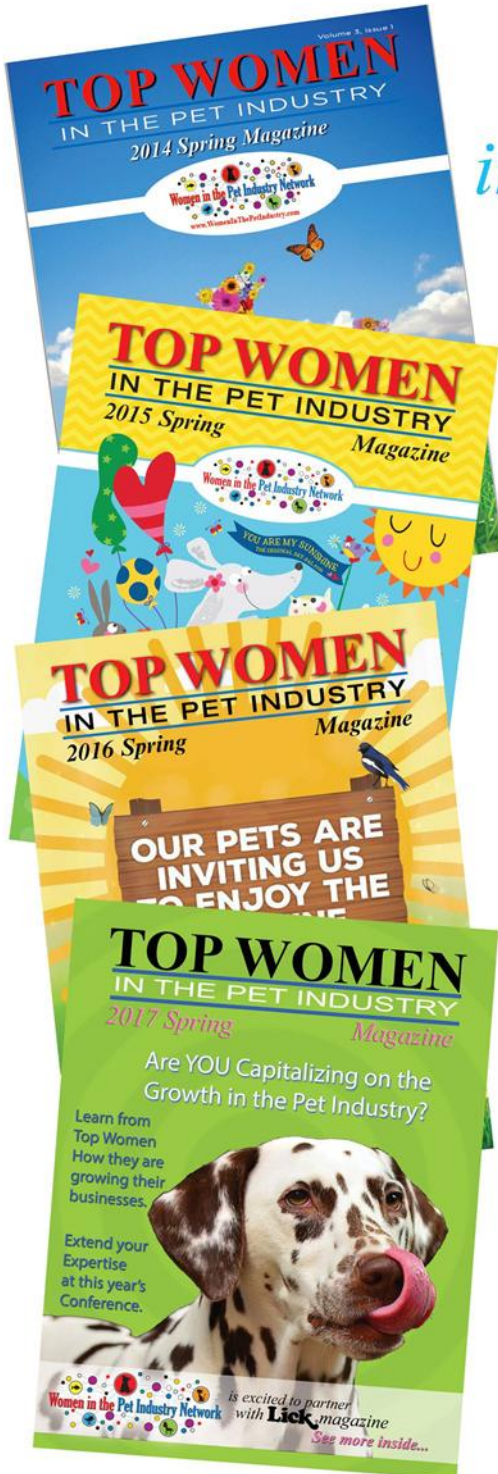
My passion to help fur-babies around the globe.

*When you started in biz, did you have a mentor? If so what was that like? If not what would you have wanted in one?*

No it would have been good to have someone who understood our industry as I did and could see the potential.

**Connect with Fiona:**

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# How will I know it's time?

## Helping you determine the right end of life choice for your beloved friend

**By Dr. Dani McVety**

Co-Founder, Lap of Love Veterinary Hospice

I have heard from countless pet owners that the death of their pet was worse than the death of their own parents. This might sound blasphemous to some, but to others it's reality. Making the decision to euthanize a pet can feel gut-wrenching, murderous, and immoral. Families feel like they are letting their pet down or that they are the cause of their best friend's death. Nothing is further from the truth. We forget that euthanasia is a gift, something that, when used appropriately and timely, prevents further physical suffering for the pet and emotional suffering of the family. Making the actual decision is the hardest part of the experience and I'm asked on a daily basis, "Doc, how will I know when it's time?" Let me shed some light on this difficult, and most important, discussion.

There is not one perfect moment when euthanasia is supposed to occur (unless the pet is truly suffering, something we are trying to prevent in the first place). Rather, there is a subjective time period in which euthanasia is an appropriate decision to make. This time period could be hours, days, weeks, or even months. Before this subjective period of time veterinarians will refuse to euthanize a pet because a good quality of life still exists. After this period, however, we may push for euthanasia due to obvious sustained suffering. During this middle subjective time however, euthanasia may not be your only decision, but it is certainly a good one. This is the time in which no veterinarian will refuse to euthanize and we will gently guide you through the process, even it takes some time though hospice care. Some owners need time to come to terms with the decline of their pet while others want to prevent any unnecessary suffering at all. Everyone is different, just like every pet is different. After all, pet owners know their pet better than anyone, even the vet!

**Quality  
of life  
exists**

**Subjective and  
dependant on  
family's wishes**

**Suffering**

## PAIN AND ANXIETY

Pain is one of the most important topics that we discuss in veterinary hospice care. Many professionals believe that carnivorous animals, such as cats and dogs, do not “hide” their pain, rather pain simply doesn’t bother them the same way it bothers humans. Animals do not have an emotional attachment to their pain like we do. Humans react to the diagnosis of cancer much differently than Fluffy does! Fluffy doesn’t know she has a terminal illness, it bothers us more than it bothers her. This is vastly different than prey animals like rabbits or guinea pigs, who must hide their pain to prevent carnivorous attacks. The main point is that you should not be concerned about your pet hiding her pain, but rather about preventing further pain in the first place; some disease processes are quite sufferable during the end-of-life process and your veterinarian can guide you through what you risk by waiting too long to say goodbye. If you’re interested in learning more about pain and suffering in pets, grab Temple Grandin’s book “Animals in Translation” and read chapter 5.

When discussing the decision to euthanize, we should be just as concerned about anxiety in our pet as we are about pain. Frankly, anxiety is worse than pain in animals. Think about the last time your dog went to the vet. How was his behavior? Was he nervous in the exam room? Did he give you that look that said “this is terrible!”? Now think back to when he last hurt himself, perhaps scraping his paw or straining a muscle after running too hard. My dog rarely looks as distraught when she’s in pain as she does when she is anxious. It’s the same for animals that are dying. For example, many end-stage arthritis canine patients begin panting, pacing, whining, and/or crying, but many of these symptoms are due to anxiety. This is akin to being stung by a bee but not seeing the bee itself; you may be more anxious at the lack of knowledge of the origin of the pain (and therefore about the unknown duration or potential augmentation by more bees) instead of strictly the pain alone. Due to hormonal fluctuations and other factors, these signs of anxiety usually appear worse at night. The body is telling the carnivorous dog that he is no longer at the top of the food chain; he has been demoted and if he lies down, he will become someone else’s dinner. Anti-anxiety medications can sometimes work for but for pets that are at this stage, the end is usually near.

## WAITING TOO LONG

An interesting trend that we did not expect when starting our veterinary hospice practice is that the more times families experience the loss of a pet, the sooner they make the decision to euthanize. Owners experiencing the decline or terminal illness of a pet for the first time will generally wait until the very end to make that difficult decision. They are fearful of doing it too soon and giving up without a good fight. Afterwards, however, most of these owners regret waiting too long. They reflect back on the past days, weeks, or months, and feel guilty for putting their pet through those numerous trips to the vet or uncomfortable medical procedures that did not improve their pet’s quality of life. The next time they witness the decline of a pet, they are much more likely to make the decision at the beginning of the decline instead of the end.

## WHAT ABOUT A NATURAL DEATH?

Yes, there are those pets that peacefully fall asleep and pass naturally on their own, but just as in humans, this type of peaceful death is rare. Many owners fear their pet “passing alone” while others do not. Occasionally we are asked to help families through the natural dying process with their pet. For different reasons, these families are against euthanasia. We explain everything we possibly can, from how a natural death may look, how long it may take, what their pet may experience, etc. Inevitably, almost all of these families regret doing this. Most of them comment afterwards “I wish I would not have done that, I wish she didn’t have to suffer.” A natural death can be difficult to watch, especially for someone that is non-medically oriented. To an extent, we can talk other humans through physical pain or discomfort, but there is no comforting a pet that is suffering. Families take this guilt difficultly and we do our very best to not only readily suggest euthanasia when appropriate, but prepare families for a “worst-case” scenario should they chose to wait. (Of course death is nothing to be fearful of and if your pet does happen to pass on his or her own, it is certainly not a bad thing; it happens in nature all the time!)

## WEIGH YOUR OPTIONS CAREFULLY

If the most important thing to you is waiting until the last possible minute to say goodbye to your baby, you will most likely be facing an emergency, stress-filled, sufferable condition for your pet. It may not be peaceful and you may regret waiting too long. If a peaceful, calm, loving, family-oriented, in-home end of life experience is what you wish for your pet, then you will probably need to make the decision a little sooner than you want. Making that decision should not be about ceasing any suffering that has already occurred, but about preventing suffering from occurring in the first place. Above all, our pets do not deserve to hurt, they deserve the best medicine has to offer!



## Women in the Pet Industry Network

# 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 *Cosmopawlitan Pets*.

Some of the features that you'll find are:

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

[www.PetFashionProfessionals.com](http://www.PetFashionProfessionals.com)

## TOP MEDIA & ASSOCIATIONS & NONPROFITS

### LAUREN DARR *PET FASHION PROFESSIONALS*

***You are on Shark Tank. Why should the Sharks support your business?***

The Sharks should support my business because pet fashion is a highly niched program in a growing industry.

***What do you wish you would have known starting out?***

Starting out, I wish I would have known more about technology and online functionality.

***The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?***

Cloning myself? I could have one focused on business and the other on my son's racing and school.

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

Be solution-focused yourself and ask that of your team - it heads many problems off at the pass.

***You are working on your business project. Pick the one you would NOT sacrifice. Explain why?***

Quality. Pet fashion requires exquisite attention to detail and I expect that from myself on projects

***What quality sets you or your product apart from the rest of the market?***

IAPFP is focused on creating educational tools and programs not available elsewhere

***How are you capitalizing on the phenomenal growth of the pet industry?***

By creating educational books and programs to help others grow their pet fashion businesses

***What is one habit or routine that you do that you consider your most successful?***

Organization - I can be a little extreme with organizing, but it has proven to be one of the smartest things for me to be able to juggle so much

***Who/What is your top inspiration for your pet business?***

My first rescue pug White Pines Tuttie who I used to dress up and put lipstick on has been my main driver and inspiration. I want to show the world the bonds that can be created between pet parents and pets through pet fashion.

***Your significant other hates your pet. Who stays? Who goes?***

Significant other goes... it's like having a kid they don't like... I made the commitment to my little one first.



**Connect with Lauren:**

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## TOP MEDIA & ASSOCIATIONS & NONPROFITS

### BARBARA ZAWLOCKI *LICK MAGAZINE*

#### *What do you wish you would have known starting out?*

I wish I had known that a new business will always take more money, time and flexibility than you imagined. The world and people are in constant flux and you need to be ready to meet the challenges that your business life and life in general present and adjust accordingly.

#### *The magic genie has granted you a "single wish" that "you believe" could change your life and business. What would that wish be?*

The ability to instantly see things as they really are. Insight, clarity immediacy to bring awareness that translates into making the best possible decisions and the time to Implement them.

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

Always be kind and treat others as you would wish to be treated. Let your business be the reflection of you. Think kindly before you speak (if possible!!) and think kindly before you do. Always put yourself in the other guys shoes before you hand him his head.

#### *You are working on your business project. Pick the one you would NOT sacrifice. Explain why?*

Quality. I was looking to get a new BMW a few years ago and though I tried so hard



to choose a new car the quality on my older model was superior. The new vehicle was "new" but the metal was thin, the back windows didn't open, the design was nothing unique. I ended up keeping my older model til I traded to a Mercedes. It's like having a new wool blend sweater or a slightly worn cashmere. Quality stands up over time again and again. It stands the test of time.

#### *What quality sets you or your product apart from the rest of the market?*

"Quality". I stand behind everything I do 100%. From the look of my product to my relationship with every vendor and client. I "try" to give the best and hope "their best" will be extended to me in return.

#### *How are you capitalizing on the phenomenal growth of the pet industry?*

By understanding the needs of an ever changing marketplace and industry. As Wipin honcho Shawna Shuh has said "this industry is the wild west and we are it's pioneers." Many of us are learning what works along the way and are doing what we love.

#### *What is one habit or routine that you do that you consider your most successful?*

One difference or routine that makes me successful in my life and hopefully long term in my business is that I really "care" about what I do. It is not just for the money.

#### *Who/What is your top inspiration for your pet business?*

The Top inspiration for my pet business is "pets"!! my unending love for animals and hope for people. If I can make some small difference in this crazy world...make a living and enjoy my life along the way that is all the inspiration I need.



#### *Your significant other hates your pet. Who stays? Who goes?*

This is a tough question...As the song goes "A good man is hard to find.. I always get the other kind." Hopefully, if I found a good man in my life (know anyone?); he would have the patience to spend some time with my pet(s) and change the negative behavior. I think there are ways with love, time and caring to work around this. But I would not give up my pet(s)...A man would have to care enough to give things a shot. A man who gives ultimatums is one who can be shown the door.

#### *What motivates you to get out of bed and face the world everyday?*

There are many things.. like financial commitments among them but really my main motivators are 1.) Katja (my Rottweiler/ Shepherd) and 2.) Mickey (my Pit Bull mix). They are my doggies, my adopted family, my roommates and my pals! I also get up in the morning because if I don't one of doggies may just decide to wee on the floor!! Nooooooo!!!!

Connect with Barbara:

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*— Jodi Clock, Clock Timeless Pets*

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