

# TOP WOMEN

## IN THE PET INDUSTRY

2018 *Winter*

*Magazine*

Find out how  
these remarkable  
women do it inside.

New format with  
even more great  
visuals and content

Meet the 2018  
Pet Industry  
Woman of the Year  
Dr. Judy Morgan,  
DVM





## 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.

### *Publisher*

#### **Shawna Schuh, CSP**

Women in the Pet Industry Network's President & Chief Pet & People Wrangler, executive business coach and leading industry speaker. Contact Shawna at: [Shawna@WomenInThePetIndustry.com](mailto:Shawna@WomenInThePetIndustry.com)

### *Editing & Production*

#### **Barbara Zawlocki**

WIPIN's Guest Editor  
Founder & Editor, Lick Magazine  
Contact Barbara at:

[Barbara@LickMagazine.com](mailto:Barbara@LickMagazine.com)

For other questions:

[Magazine@WomenInThePetIndustry.com](mailto:Magazine@WomenInThePetIndustry.com)

#### **Rebecca Zinkgraf**

Graphics Designer & Producer of making all the pieces of the puzzle fit. Contact Rebecca at: [minepress@gmail.com](mailto:minepress@gmail.com)

#### **Michelle Aten, Editorial Contributor**

Contact Michelle at:

[Michelle@WomenInThePetIndustry.com](mailto:Michelle@WomenInThePetIndustry.com)

#### **Elaine Goldman, Editorial Contributor**

Contact Elaine at:

[Elaine@WomenInThePetIndustry.com](mailto:Elaine@WomenInThePetIndustry.com)

## *"Top Women in the Pet Industry Magazines"*

are a product of Pet Industry Biz

©2018/2019 Pet Industry Biz

24241 Highway 47, Gaston, Oregon 97119

503-970-5774

Your free digital download can be found at: [www.WomenInThePetIndustry.com/optin-magazine/](http://www.WomenInThePetIndustry.com/optin-magazine/)

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.

## 2018 WOMAN OF THE YEAR



### **ON THE COVER**

Dr. Judy Morgan is an internationally renowned author, and holistic veterinarian certified in acupuncture, food therapy, and chiropractic care for dogs, cats, and horses. She is a sought-after speaker and blogger at both the local and national levels. She integrates Eastern and Western medicine in her two award-winning veterinary practices in New Jersey. She is host on the DreamVisions7 radio network with her show Naturally Healthy Pets and has been featured in over 100 radio and television interviews. Dr. Morgan is passionate about working with senior pets and pet rescue, currently serving on the board of directors for Monkey's House Senior Dog Hospice and Sanctuary. She shares her home with Hue Grant, 7 spaniels, 4 cats, and 5 horses. She is currently developing a full line of holistic wellness supplements for dogs and cats.



# WIPIN WORKS



## PUBLISHER'S MESSAGE

Every issue of Top Women in the Pet Industry Magazine is an adventure. The women featured here are doing remarkable work and that takes guts and risk. The women who put it together also use talent and tenacity, there are a lot of moving parts after all! And all of it is to benefit you, the reader.

For this issue, we've opened up the creativity gates and you'll find it even more interesting and visual, all thanks to our exceptional editor Barbara Zawlocki. My hat is off to her and Michelle Aten for pulling all the pieces together and of course, Rebecca Zinkgraf who has been the creative production component since this magazine began.

If your life and work is anything like mine, you've surrounded yourself with people you trust and admire and who do their jobs with grace and style. Read on for inspiration and ideas and remember, if a woman can do what she is doing, so can you!

Here to serve you,  
Blessings,

**Shawna Schuh**

Publisher, President and  
Chief Pet and People Wrangler



## EDITOR'S NOTE

Women In the Pet Industry Networks Winter 2018 Holiday Awards Edition has arrived!

It's beautiful as always but not just because it's pages are pretty but because the ladies who embody its content and the WIPIN spirit are "real!"

Congratulations to All 25 Amazing Participants and **Congratulations to Our Top Woman of the Year!** and All our Category Winners:

Dr. Judy Morgan *Top Woman of the Year!*

Dr. Judy Morgan, Naturally Healthy Pets *Winner Advocate Category!*

Carol Borden, Guardian Angels Medical Service Dog  
*Winner Corporate Category!*

Ms Peggy Hoyt, Pet Friendly *Winner Entrepreneur Category*

Yas Nakchbendi, Chirpy Cats *Winner Rising Star Category*

Jen Reeder, Dog Writers Association *Winner Solopreneur Category*

Since this is WIPIN's Awards Issue, I would like to mention that Mona Straub, Just Fur Fun of Boca Raton, FL has been both a WIPIN finalist and a *Winner!*

Mona felt that both finalists and winners should be recognized during WIPIN Awards season.. So Ladies, you can thank Mona for your trophy! Because Mona knows We are ALL Winners! Mona has been creating finalist trophies each year so that we ALL have something to crow about!

Mona Straub ... You are the true embodiment of WIPIN spirit!! And by the way, "my" beautiful WIPIN finalist trophy sits proudly at my desk everyday! **Thank You!**

And CONGRATULATIONS! Again to ALL our fabulous Winners, Finalists and especially to the wonderful Dr. Judy Morgan who graces our WIPIN cover this year with her inner and outer beauty!

Enjoy the Issue!

**Barbara Zawlocki**

Wipin Editor & Proud Member  
Lick Magazine, Publisher





# **Are YOU connected enough?**

## **Do you want to....**



**Connect in the Members-Only Leadership Facebook Group?**

**Be included in the member directory with other business leaders?**

**Advertise and position yourself as a Member Sponsor in the pet space?**

**Collaborate and discover member partnerships?**

**Find marketing value and networking opportunities?**

**Share in member discounts & perks?**

**Align yourself with other leaders in the bi-annual  
Top Women in the Pet Industry Magazine?**

**Nominate yourself for the Pet Industry Woman of the Year Award?**

**Attend members meetups at trade shows**

## **Become a Member now!**

**[www.WomenInThePetIndustry.com/join](http://www.WomenInThePetIndustry.com/join)**

# WINTER 2018 DIRECTORY

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

Women In The Pet Industry Network (WIPIN) .....	2-5, 8-13, 19, 34-35
Pet+ Magazine .....	26-27
Lick Magazine .....	64-65
Super Zoo .....	6, 58
Ultimate Leadership Adventure .....	7, Back Cover

## **PIWY WINNERS**

Dr. Judy Morgan, DVM , Naturally Healthy Pets, Women of the Year and Advocate Winner .....	14-15
Carol Borden, Guardian Angels Medical Service Dogs, Corporate Winner .....	16-18
Peggy Hoyt, PetFriendly.Love, Entrepreneur Winner .....	20-21
Yasaar Nakchbendi, Chirpy Cats, Rising Star Winner .....	22-23
Jen Reeder, Dog Writers Association, Solopreneur Winner .....	24-25

## **TOP MEDIA & ASSOCIATION:**

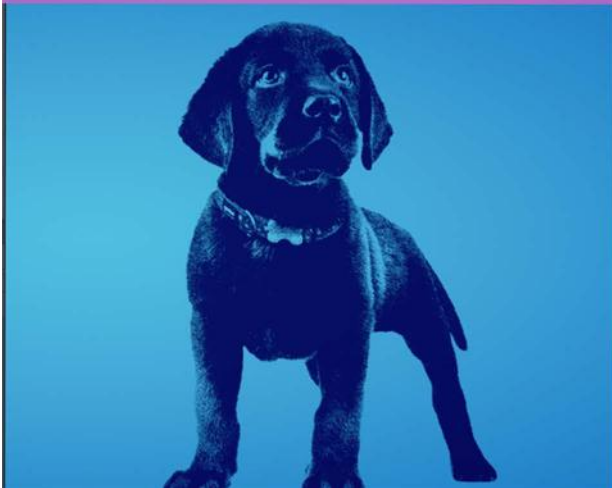
Lauren Darr, Left Paw Press, Pet Fashion Professionals .....	28-29
Carmen Rustenbeck, IBPSA International Boarding & Pet Services Association .....	30-31
Barbara Zawlocki, Lick Magazine .....	32-33

## **TOP PRODUCTS:**

Shannon Barnard, K9 Bytes .....	36-37
Marianne Bertrand, MuttLuks .....	38-39
Julianna Carella, Treatibles .....	40-41
Kathy Dannel-Vitcak, The Blissful Dog .....	42-43
Karen Finkle, Balance 4 Dogs and Humans .....	44-45
Ann Greenberg, A Pet with Paws .....	46-47
Tabitha Helms, Biokleen .....	48-49
Julie Holmes, Unique Pet .....	50-51
Jocelyn Mizrahi, Boo Dog Lifestyles .....	52-53
Sara Morgan, Frenchie's Kitchen .....	54-55
Fiona Robertson, Newflands .....	56-57
Wendy Schuchart, The Good Dog Company .....	59
Mona Straub, Just Fur Fun .....	60-61
Cynthia Wood, DOOG .....	62-63

## **TOP SERVICES:**

Suzanne Brean, My Little Dog Training Biz .....	66-67
Amy Castro, The Performance Communication Group .....	68-69
Jodi Clock, Clocks Timeless Pets, Ask Jodi .....	70-71
Stacey Pursell, The Vet Recruiter .....	72-73



The National Show for Pet Retailers™

**AUGUST  
20-22  
2019  
MANDALAY BAY  
LAS VEGAS, NV**

**EXHIBIT**

**LEARN MORE**

**GET UPDATES**

**BOOK TRAVEL**



**NETWORKING RECEPTION  
AUGUST 20, 2019**

# DO YOU HAVE A LEADERSHIP GROWTH PLAN?



**ULTIMATE LEADERSHIP ADVENTURE**

YEARLONG IMMERSION BEGINS 1/6/19

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



# Congratulations Winners

WIPIN (short for Women in the Pet Industry Network) is owned and operated by inspirational and motivational speaker and coach "Shawna Schuh." Shawna is the gorgeous head honcho and dynamo that tackles life and business with grace and style. She nourishes the WIPIN team with her pearls of business wisdom and leads with the ultimate success of each of her members in mind.

Members come from all nationalities, denominations, age groups, business levels, locations coast to coast (with some members participating from abroad) and categories of pet business. The common thread is that All are women (though a few men do participate vicariously through memberships extended to women within their companies. Everyone in the network loves and lives "PETS."

Once per year, the WIPIN membership gets together formally at WIPIN headquarters in Portland, Oregon for the annual WIPIN Awards show. (This year they convened at the Pet Expo Convention in Philadelphia, PA.) This is in addition to get togethers around the country and meet ups at industry trade shows and events. Each year the group chooses five finalists within five categories: Advocate, Corporate, Entrepreneur, Rising Star and Solopreneur.

The five finalists are then narrowed to one per category who are deemed the annual category winners and finally one of those five members is chosen as the "Industry Leader" to carry the WIPIN crown and "Woman of the Year" title. This year we pay tribute to WIPIN's five Industry Winners and "Woman of the Year."

Advocate Winner "Dr Judy Morgan, DVM" was crowned WIPIN "Woman of the Year."

"Congratulations" to:

Advocate Winner / Dr Judy Morgan, DVM

Corporate Winner / Carol Borden

Entrepreneurial Winner / Peggy Hoyt

Rising Star Winner / Ya Nakchbendi

Solopreneur Winner / Jen Reeder

Congratulations to Dr. Judy Morgan for her amazing achievements, contributions and love for animals!

All dreams are recognized at WIPIN . If you are a woman in the Pet Industry, I strongly encourage you to seek the guidance and support that you will find within the Women In The Pet Industry membership.

With Shawna's Love, Light and Wisdom you can be a Winner too.

We are ALL Winners! Always Believe! Always Live from your Heart!

Be A WIPIN Winner!

Barbara

WIPIN Editor & Proud Member

Lick Magazine/Publisher



# 2018 PIWY WINNERS



**Dr Judy Morgan, DVM - Advocate Winner**



## Corporate Winner



### Carol Borden

**Guardian Angels Medical Service Dogs, Inc.**



[medicalservicedogs.com](http://medicalservicedogs.com)

## Entrepreneur Winner



### Peggy Hoyt

**PetFriendly.Love**



[petfriendly.love](http://petfriendly.love)

# 2018 PIWY WINNERS

## Rising Star Winner



**Yas Nakchbendi**

**Chirpy Cats**



[chirpycats.com](http://chirpycats.com)

## Solopreneur Winner



**Jen Reeder**

**Dog Writers  
Association  
of America**



[JenReeder.com](http://JenReeder.com)



## Advocate



Dee Hoult  
Applause Your Paws



Jodi Clock  
Clock Timeless Pets



Dr. Judy Morgan, DVM  
Naturally Healthy Pets



Dr. Sandra Faeh, DVM  
Elmhurst Animal Care Center



Vicki Lynne Morgan  
Animal Brands



## FINALISTS

## Entrepreneur



Adrienne Preuss  
Animal Loving Care



Jamie Migdal  
FetchFind



Julianna Carella  
Treatibles

## Rising Star



Cynthia Wood  
DOOG



Nancy Shadlow  
Gen7pets



Nicci Cammack  
Thomaston Feed



Suzanne Breaun  
My Little Dog Training Business



Yasaar Nakchbendi  
Chirpy Cats

# 2018 PIWY FINALISTS

## Corporate



Aimee Gilbreath  
Michelson Found Animals  
Foundation



Carol Borden  
Guardian Angels Medical  
Service Dogs, Inc



Kay Sumner, Melissa Jo  
Peltier, Sheila Emery  
Dog Whisperer  
Productions, Inc.



Margot Crump  
Crumps Naturals



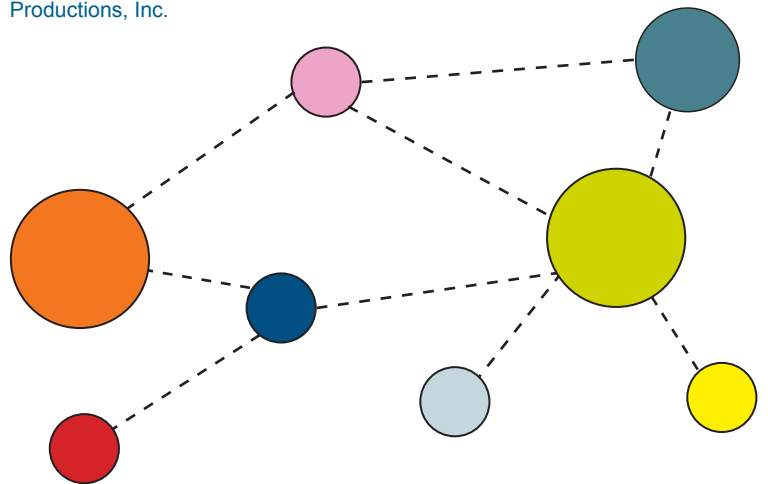
Sara Morgan  
Frenchie's Kitchen



Nancy Guinn  
Dog Krazy



Peggy Hoyt  
PetFriendly.Love



## Solopreneur



Ann Greenberg  
A Pet With Paws, LLC



Fiona Robertson  
Newflands, Ltd



Jen Reeder  
Jenreeder.com



Robbi Hess  
All Words Matter, Inc.



Robyn Kline  
Barks, Bones, & Biscuits




*2018 Woman of the Year  
2018 Advocate of the Year*

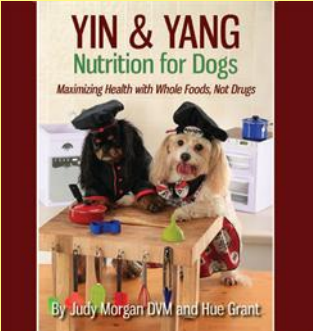
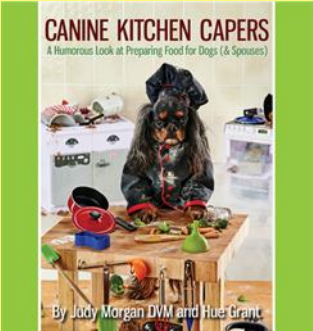
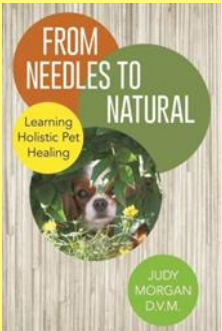
Dr. Judy Morgan's  
**Naturally**  
Healthy Pets

[www.drjudymorgan.com](http://www.drjudymorgan.com)  
[www.facebook.com/JudyMorganDVM](https://www.facebook.com/JudyMorganDVM)



*Signature New Zealand Deer Antler Wellness Products*

Shop [drjudymorgan.com](http://drjudymorgan.com) for all your natural pet health needs!  
20% off your next purchase with coupon code WIPIN2018



*Vibrant Living for Your Pet!*



# 2018 WOMAN OF THE YEAR

## DR. JUDY MORGAN, DVM *NATURALLY HEALTHY PETS*

Advocate



*Whether she's in the clinic, on the road, or in the studio,  
Dr. Judy Morgan is a passionate advocate for  
empowering pet owners world-wide.*



Dr. Judy Morgan's  
**Naturally**  
Healthy Pets

Contact Judy:  
📍 [www.drjudymorgan.com](http://www.drjudymorgan.com) | [f/JudyMorganDVM](https://www.facebook.com/JudyMorganDVM)



Our individually-trained medical service dogs meet the exacting needs of each recipient, whether they suffer from PTSD, Traumatic Brain Injury, seizure alert, mobility issues, or a combination of challenges. These incredible dogs save lives, and give their recipients a beautiful "New Normal". It takes up to 2 years and \$25,000 to train each one, and every dog is donated to their recipient at no cost. Guardian Angels Medical Service Dogs pairs veterans, first-responders & civilians, but this is only possible with the support of our incredible donors, just like you. Join us, because

***Together, We can Unleash the Power to Heal***





# 2018 CORPORATE WINNER



## CAROL BORDEN

### GUARDIAN ANGELS MEDICAL SERVICE DOGS

#### What is "Guardian Angels" and what is its mission?

Guardian Angels Medical Service Dogs, Inc. is a national non profit that provides donors, advocates and volunteers the organization they need to impact communities through the charitable purpose of raising, training and donating medical service dogs that are trained to do tasks for disabled individuals that they are no longer able to do themselves, thus lessening the burden on caregivers and families.

#### Why and How did you create this non profit? What was your inspiration?

There were multiple factors in becoming the Founder and CEO of this business. I began showing and training dogs at a very young age, and began teaching professionally as a young adult. Later, I opened a small chain of pet stores, eventually sold my stores and went into executive management for big box stores where I learned a lot about running big businesses, but I wasn't happy. My love for training dogs remained a part of my life, which included teaching hundreds of public and private obedience classes. This led to teaching a few tasks to individuals with less severe disabilities, and eventually training a full mobility dog for a young man whose entire life changed in the blink of an eye leaving him a quadriplegic, struggling to still be independent. Watching this dog make his life whole again was a pivotal point in my life. Something amazing had just happened.

This is what life had been grooming me for all of these years, thus I started my non-profit service dog organization. I knew our dogs had very special gifts that people do not have or understand. I wanted to help my dogs develop to their fullest potential by helping people. After all, what better life for a dog then to be a service dog doing a job

they are good at, they love doing, and are able to be with their person 24/7. It was a doggie dream come true.

The timing couldn't have been better for me to devote every ounce of my time and energy into starting this business since my only child was deeply involved in the wars in Iraq and Afghanistan at the same time. It kept me from the constant worry if my son would come home in one piece, or at all. As time went on, I had people of all walks of life - veterans, first responders, adults and children, that had horrific stories of pain and struggling due to disabilities. Using the gifts dogs already possess, I taught them special skills to mitigate the challenges of human disabilities and suffering. Our success was amazing, word traveled quickly, and our waiting lists became lengthy. In the United States, we are losing 20-22 of our veterans to suicide every day, yet with one of my amazing dogs, their lives changed. We did not have any suicides. I knew that must also be the case for civilians, just no one was keeping those statistics. When I realized that my dogs were not only positively changing lives, but actually saving lives, I became more devoted than ever. People tell me they don't know if I am obsessed or possessed, because I have been working seven days a week including most holidays in the past nine years. I remind them that people will die if we slow down. With that passion and tenacity, I have gone from literally not having two nickels to rub together, to a multi-million dollar organization that allows us to unleash the power of hope.

#### When was it Created?

I applied for and received my 501(C)3 in May 2010, thirty days after applying.

#### Who are the main players/ leaders in your company? Tell us about their roles.

I am blessed to have an amazing Executive Management team.

First, I must recognize my husband who has been by my side to support my efforts 24/7. He is our everything that needs to be done person, which is totally invaluable.



My COO and right hand is a woman that shares my vision and helps me to execute on growing our organization. She is the detail person and glue that sees that my structure for the organization is followed through on multiple levels and in multiple departments.

I have a veteran that spent over 20 years in the military as a dog trainer and canine program director at a Master Sergeant level. He is now our National Canine Program Director handling the hiring and training for our trainers, veterinary technicians and dog care specialists, and oversees our college accredited apprentice programs and prison programs.

My personal assistant is a woman that is passionate about our mission and all the lives to which we bring a "new normal". She handles all of my logistics, as well as the recipients we fly in every month to be paired with their service dog.

My next level of management staff also deserves recognition for putting their heart and soul into the one-on-one training of the staff and apprentices. Another retired Master Sergeant of over 21 years is my Kennel Master. I also have a Veterinary Technician Supervisor. She has had over 25 years in this field.

**Continued on page 16**





I must also acknowledge the rest of my staff (approximately 2/3 women and 20% veterans), some of whom have been with me many years. They are leaders and mentors to the apprentices and support the entire team.

And, I have an amazing BOD (five woman and two men) that support my vision completely.

### **Who are the recipients of monies raised, services provided etc.**

Up to 90% of the disabled population we serve are combat wounded veterans, but we also pair dogs with first responders and a few civilians each year. We pay all the expenses of our recipients to fly in and stay with us for about two weeks of one-on-one training. These dogs cost us well over \$25,000 each, but we donate every one of them. We continue to follow up quarterly with our service dog teams for the life of our teams so we can continue to monitor their well being and possible changing needs

### **Tell us about your favorite success stories within "Guardian Angels."**

At Guardian Angels, we unleash the power of hope and healing through our amazing dogs. I am constantly motivated by the weekly messages my staff and I receive from our recipients reminding us that they would not be walking the earth today if it weren't for their Guardian Angel. There is not an individual story, but rather an accumulative story of changing lives, not only for the recipient but for their caregivers as well. Many of our recipients have been home bound many, many years. Some haven't been out of their own bedroom in six months. Many have had multiple suicide attempts before coming to us. However, once they are paired with one of our four legged angels, their lives begin to change within hours. We have given them a new normal, allowing them to go back to school, becoming gainfully employed, or just traveling the country making up for lost time. Knowing my special dogs have been able to change lives so dramatically and even save lives, is my favorite success story.

### **Tell us about your favorite dogs.**

I like to refer to our dogs as the modern day Rin Tin Tin. We do a Dog Hero Award each year where our recipients can submit their dog for a feat that was above and beyond their normal training which resulted in them saving a person's life. Was it the dog that went for help by opening doors to find someone when his recipients oxygen stopped and he was no longer breathing? Or was it the little girl we taught to always listen to her dog even though she felt fine, she went to the nurses office where her heart stopped, but was saved only because the dog convinced her to be checked? Or was it the dog that took the rattlesnake bite instead of his recipient? I look out across our 80 plus dogs in various stages of training and think of the hundreds of dogs we've already paired, knowing they are all saving lives or destined to do so. With that being said, how do you pick a favorite?

### **How can we "the public," as well as caring pet professionals and animal lovers get involved with your organization.**

There is no government funding for the work we do. We are only able to help save lives by individual donations, fundraising, grants and corporate sponsorships. We love partnering with pet industry professionals willing to donate a small percentage of their proceeds to our non-profit in return for using our logo on their product. It's a win-win for everyone on many levels. In addition to donations, networking is the next best thing. Help get the word out about the life changing and life saving work that our dogs do. We can always use more boots on the ground in various states to help with creating fundraisers as well. And, of course, if you are in our area, we have a great "puppy hugger" and "foster" program that we would love for you to be a part of.

### **How has "Guardian Angels" changed your life?**

I now realize through the ups and downs of my life, that I was actually being prepared for where I am today. I never gave up on the things I loved despite the obstacles. I always

found a way to persevere regardless of the naysayers. I was actually writing my life story and still am. Looking back, I have learned that if you want something badly enough and you are truly willing to work at it through all adversity, you can accomplish great things. I had no idea it would include saving people's lives. With all that being said, I am humbled everyday knowing that my journey has brought me to my current position - not just the Founder and CEO of this amazing organization, but the facilitator of my four-legged angels that are giving people their lives back. Because I have heard the traumas of my recipients and felt their pain, I have become extremely grateful every day that I can put my feet on the floor in the morning and execute my plan for the day. I know many people that can not.

### **How can the success of "Guardian Angels" change the lives of others?**

Our statistics prove that we are making dramatic differences in the lives of others everyday. We were honored in Washington, D.C. earlier this year because we have never had a suicide and only one divorce in our recipient teams in nine years. This is in a world of high suicides and high divorce rates among our veterans, first responders and caregivers. In addition, we have the first and only college accredited apprentice program in the State of Florida (and soon to be in other states) that will help people become professionals in the pet industry. We are also bringing our apprentice program to prisons giving those incarcerated a new path in life once their time is served, and allowing them to give back while serving time by helping to train our dogs. Of equal importance, because of my forward thinking, vision, goals, hands-on hard work, trust and respect for my team, and the success of our organization, my staff and BOD tell me that I have been inspirational in how they conduct their daily lives. They too have learned to follow their heart, help others, and not take life for granted.



Contact Carol:

✉ [Carol@medicalservedogs.com](mailto:Carol@medicalservedogs.com) | 🌐 [www.medicalservedogs.org](http://www.medicalservedogs.org) | 🐦 [@MediServiceDogs](https://twitter.com/MediServiceDogs) | 📺 [f/GuardianAngelsMedicalServiceDogs](https://www.facebook.com/GuardianAngelsMedicalServiceDogs)

# Are YOU connected enough?

## Do you want to....



**Connect in the Members-Only Leadership Facebook Group?**

**Be included in the member directory with other business leaders?**

**Advertise and position yourself as a Member Sponsor in the pet space?**

**Collaborate and discover member partnerships?**

**Find marketing value and networking opportunities?**

**Share in member discounts & perks?**

**Align yourself with other leaders in the bi-annual  
Top Women in the Pet Industry Magazine?**

**Nominate yourself for the Pet Industry Woman of the Year Award?**

**Attend members meetups at trade shows**

## **Become a Member now!**

**[www.WomenInThePetIndustry.com/join](http://www.WomenInThePetIndustry.com/join)**



Our mission is to keep loved pets in loving homes. If your pet outlives you, we keep your pet safe and loved. We serve loved pets and their Pet Parents with PetTrust Trustee services so your pet stays in your home, in a Forever Foster home or lifetime sanctuary – it's your choice. We also support animal welfare and rescue organizations locally and nationally that complement our mission. Protect your pet now! Call 407-977-8080 or [Peggy@AnimalCareTrustUSA.org](mailto:Peggy@AnimalCareTrustUSA.org)



**CONTACT:**

Peggy Hoyt, J.D., M.B.A.  
Animal Care Trust USA  
254 Plaza Drive  
Oviedo, Florida 32765  
407-977-8080  
[Peggy@AnimalCareTrustUSA.org](mailto:Peggy@AnimalCareTrustUSA.org)

# 2018 ENTREPRENEUR WINNER



Entrepreneur

## PEGGY HOYT *PETFRIENDLY.LOVE*

### How did you develop the PetFriendly.Love and PetWill business models and how have you tweaked them?

PetFriendly.Love and PetWill were both developed in response to a perceived need in the pet industry for reliable information needed by Pet Parents for the protection of their loved pets. PetFriendly.Love was designed to certify companies as truly "PetFriendly" as opposed to just merely saying they are petfriendly so consumers have confidence when they travel, shop, play, dine or donate. Certified PetFriendly companies and organizations have completed a comprehensive, objective certification program. Consumers have the opportunity to provide ongoing paw-reviews to ensure continuing compliance with certification standards.

PetWill gives Pet Parents the online ability to create an affordable stand-alone Pet Trust valid in all fifty (50) states so loved pets are protected for their lifetime. Pets are also provided with an online profile outlining their care requirements, health concerns, Pet Caregivers and veterinary contacts. This online profile, available 24/7 from any digital device, corresponds to a unique registration number engraved on a stainless steel identification tag to be worn by the pet.

Both companies continuously respond to Pet Parent suggestions and requests for enhancements. Both also inspired the creation of a not for profit partner, Animal Care Trust USA, to provide Pet Parents with a creative Pet Trust based solution so loved pets have a forever home in the event of the disability or death of the Pet Parent.



### What are your top business philosophies?

My top business philosophies include a multi-pronged approach that includes ongoing consumer education, honesty and transparency, and a continued commitment to professional development so my business expertise stays cutting edge and relevant. Educational opportunities include workshops, webinars, online frequently asked question videos, blog posts and articles, books and regular live radio podcasts. Ongoing consumer education requires diligence in professional development so information stays relevant and accurate. This commitment improves visibility, enhances professional reputation and distinguishes my expertise in the legal, animal welfare and pet services industries.

### Who is your business hero?

One person I admire in the business world is Oprah Winfrey. Not only does she run and operate a very successful business, she is respected in many different fields of expertise; talk show host, actress, publisher, author, and entrepreneur to name a few. She exhibits a commitment to excellence and an acknowledgement that success is not a solitary journey. She supports and promotes those persons who support and promote her. She clearly demonstrates that delegation of tasks that do not require her unique abilities are a key to phenomenal success.

### Do you have a learning or improvement plan? If so, how did you develop it and how do you use it?

I absolutely have both a learning and improvement plan. As a Florida Bar board certified practicing attorney, I am required to maintain substantive, practice management and ethical continuing education credits. I combine this requirement with voluntary service to the Florida Bar as a leader in the Solo and Small Firm Section as an educational program chair and as the 2018-2019 Chair of the Animal Law Section. To stay current on changes in the legal environment, I speak regularly at the local, regional and national levels in estate planning, elder law, business and animal law. My weekly



radio podcast keeps me informed on animal welfare and pet services issues and introduces me to key influencers in the pet industry. I also utilize the services of both a business and personal coach to encourage and support my business growth and leadership skills. I enjoy a personal commitment to physical and spiritual health and wellness and make time daily to spend time with my husband, friends, horses, dogs and cats (not necessarily in that order).

### When you feel overwhelmed or unsettled in the business arena, what do you do or who do you connect with? How do you deal with it?

The legal profession suffers from disproportionate levels of burn out, depression, substance abuse, alcoholism and suicide. I am acutely aware of this potential and strive to continuously introduce new and creative ways to maintain my enthusiasm for life and business and to combat compassion fatigue. I connect daily with others serving in similar high stress positions, plan for restful sleep/meditation and create opportunities for time away from the daily demands of running multiple businesses. I make sure I don't work just "in my business" but also surround myself with other professionals and leadership conferences so I can successfully work "on my business." I plan regular vacations with friends and family and spend time every weekend exploring nature and the out-of-doors on the back of my best friend and equine partner, Heaven.

Connect with Peggy:

✉ [Peggy@PetFriendly.Love](mailto:Peggy@PetFriendly.Love) | 🌐 [www.PetFriendly.Love](http://www.PetFriendly.Love) | 🐦 [@PetFriendlyLuv](https://twitter.com/PetFriendlyLuv) | 📺 [/PetFriendlyPartnersLLC](https://www.facebook.com/PetFriendlyPartnersLLC)



Helping cats  
live enriched lives  
with their people



Your Cat's World  
ENRICHED. INSPIRED.

A creatively refreshing resource for cat lovers who wish to pave the way to an enriched and rewarding world for their multi-cat households. Chirpy Cats provides inspiring ways to your cat's heart with features and topics our readers love. Chock-full of well-researched content in **Cat Enrichment** combined with whimsical illustrations and humor in blog features such as *Caturday Doodles*, *Monday Haiku* and *Catnip Chirps*. Readers keep coming back for more!



[yas@chirpycats.com](mailto:yas@chirpycats.com)

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





Rising Star

# 2018 RISING STAR WINNER

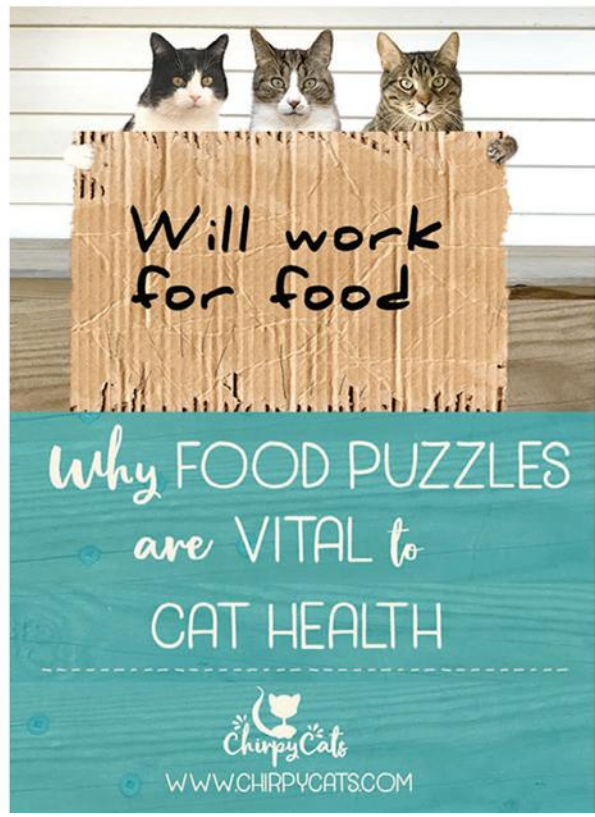
## YASAAR NAKCHBENDI *CHIRPY CATS*

Yasaar Nakchbendi is an award-winning blogger, artist and owner of Chirpy Cats. She entertains her readers with fun, unique and informative content, such as videos, product reviews, cat lifestyle topics and creative DIY cat hacks with a mission to encourage harmonious relationships between cats and their people. This means fewer cats in shelters and more cats in their forever homes. *Helping cats live enriched lives with their people.*



Jimmy Fancy Feet, the polydactyl cat puts his thumbs to good use and gives great head massages.

When she is not writing about kitty jellybeans, catios, or gardens for cats, Yasaar can be found in her shed making miniature cat sculptures modeled after her own cats with her homemade cold porcelain clay recipe. She is a professional member of the Cat Writers' Association.



Let's work together!



Contact me to find out more about brand ambassadorship, sponsored posts, product reviews and giveaways. [yas@chirpycats.com](mailto:yas@chirpycats.com)

Contact Yasaar:

✉ [yas@chirpycats.com](mailto:yas@chirpycats.com) | 🌐 [www.chirpycats.com](http://www.chirpycats.com) | 🐦 @Chirpycats | 📺 /Chirpycatz | 📷 @Chirpycats



The Dog Writers Association of America is the most recognized professional writing association devoted to dogs.

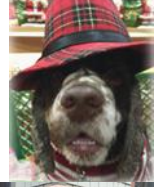
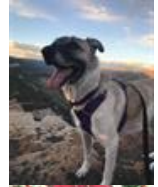
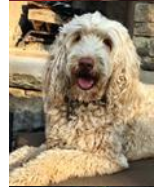
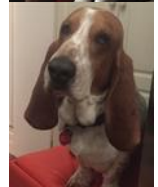
Founded in 1935, the DWAA has grown from eight founders to over 500 members, including journalists, authors, bloggers, publicists, photographers, illustrators and media personalities.

Under the umbrella of the human-canine bond, members cover dog competitions, health, training, rescue, pet fashion, veterinary research, working dog organizations, animal welfare legislation, fundraisers and many other topics.

DWAA's annual writing competition welcomes submissions from members and non-members alike. Thanks to generous sponsors, entrants can compete for nearly \$16,000 in special awards as well as Maxwell Medallions, named for dog writing legend Maxwell Riddle.

For more information or to apply for membership, please visit:

[dogwriters.org](http://dogwriters.org)





# 2018 SOLOPRENEUR WINNER



Solopreneur

## JEN REEDER *DOG WRITERS ASSOCIATION*

### Why did you start narrowing your focus as a freelance journalist to pets?

My Lab mix, Rio, is to blame! He turned me into a crazy dog lady and I haven't looked back.

### Is it true that he taught you the meaning of life?

I wasn't kidding when I wrote an essay for Modern Dog titled "My Dog Taught Me the Meaning of Life." Based on Rio's example, I learned the meaning of life is to bring as much happiness as possible to others and to yourself.

### What kind of articles do you write?

I write about all sorts of topics for newspapers, magazines and websites – so long as the story relates to pets in some way. The story possibilities are endless: I visited a Colorado prison to meet inmates training dogs for adoption, spent a day shadowing a veterinary technician at an animal hospital, cuddled Chihuahuas recovering from anesthesia at a spay/neuter clinic on the Navajo Reservation, and shook hands with a service dog helping a military veteran cope with PTSD. I've met so many inspiring people and animals thanks to my job!

### Can you share examples of where your writing has been published?

My articles and essays have appeared in Family Circle, The Christian Science Monitor, BBC News, PBS's Next Avenue, The Daily Beast, The TODAY show's website, Modern Cat, Shape, The American Animal Hospital Association's Trends Magazine, AKC Family Dog, The Huffington Post, Tufts University's Your Dog and many other publications. An essay I wrote about Rio is in the new book "Second-Chance Dogs: True Stories of the Dogs We Rescue and the Dogs Who Rescue Us."

### Do you enjoy your work?

Yes! For instance, I write a column for Just Labs Magazine called "In Their Debt" that brings me so much joy. I get to profile Labrador Retrievers and mixes who are making the world a better place.

I've profiled countless animal welfare groups, working dog organizations, rescues, pet companies and nonprofits. When people I've interviewed thank me profusely for the way I described their work in an article or tell me the media exposure helped them in some way, it's incredibly rewarding.

### What does being President of the Dog Writers Association of America entail?

I remind myself all the time of my goal in DWAA: Help writers help pets.

Since being elected to the role in February of 2017, I've spearheaded programs to help writers at any stage in their career, including "Editor Insights," which shares tips from editors about breaking into their publication; "Successful Queries," which gives examples of query letters that led to assignments; and "Young Writers on the Web," which offers the opportunity for



publication to children under the age of 18. We need to nurture the next generation of pet writers!

### What does it mean to you to be named the 2018 Solopreneur Winner for Pet Industry Woman of the Year?

I'm so grateful that Women in the Pet Industry Network recognized a journalist! This honor shows that pet writers have an important role to play in educating and inspiring the public about the immense value that pets bring to our lives – and how to keep them healthy and happy.

### Is there anything you'd like to add?

I was thrilled to meet so many female entrepreneurs at the 2018 WIPIN awards banquet. I'm glad Shawna Schuh created such a cool organization to support women from all aspects of the pet space. Kudos!



Contact Jen:

🌐 [www.JenReeder.com](http://www.JenReeder.com) | 🐦 @JenReeder1

# What An Excavator Can Teach You About Your Pet Business

Written by

*Shawna Schuh*

As seen in

**pets+**

June 2018



**SEE  
LATEST  
ISSUE!**

This spring we started a “Property Project” to put in additional roads around the barn and a huge parking lot to accommodate horse trailers coming to use the new trail course we’re creating in the woods. Highly exciting and fraught with risk.

If you have a pet business you know all about these emotions.

On the one hand you know expansion is smart, needed and potentially lucrative. The end goal, right?

On the other hand, there is a lot of outlay, many moving parts and it’s uncertain how much or how fast the investment you’re making will pay off.

Somewhere the expression, “If you’re not living on the edge, you’re taking up too much room.” crossed my mind. Though funny at the time this feeling that I’m hanging on by my toes is a good description for what I’m experiencing as this project swirls around me.

## The excavator.

To make this project work, guy friends have stepped in to lend their expertise for which I am highly thankful. To do the work we ordered a bulldozer and an excavator at great expense. One of my friends can operate both and both are needed but he can’t do both at once so the excavator was sitting idle a majority of time that first day.

The cost of this idleness was weighing heavily upon me. You know that feeling?

So, I thought to myself, “How hard can it be to run this thing?”

I think that most lessons or experiences begin with a



question like that, don't you? You might have thought something similar before you jumped into business, "How hard can it be?" And then we find out.

Running an excavator is not that difficult after all and so the point is made that nothing is impossible or difficult, at first. What I learned however is how difficult it is to do it well. And how frightening it is when you get yourself off kilter or to close to the edge... I nearly tipped it over a handful of times and scared myself silly in the process. And I figured it out, same as you do.

What I learned from this adventure are a couple of things that will help me, and you, do business ever better.

### 1. Take the risk.

If you're not growing, expanding and stretching, what are you doing? And if something really scares you, remember you are strong enough.

### 2. When you get on shaky ground, back up a bit.

It's unlikely you'll tip over but moving back a bit will gain you confidence and help you reposition for higher success. (This was proven again and again)

### 3. Even when you can do something, hiring an expert, or turning it over to an expert is smart.

Especially if you want to get more done and in a better way. Necessity may be why you climb into the seat, but it doesn't mean you should stay there. I was happy I took the controls and even happier to relinquish them to a better operator who magically appeared.

The project is still in process but it's turning out even better than imagined so far and I have a feeling the risk, the stretch, the fear will not only be worth it, I will remember all of it fondly when I say, "I even ran that big excavator myself!"

**Wishing you lots of  
"Scared but do it  
anyway moments!"**

This article originally appeared in PETS+.

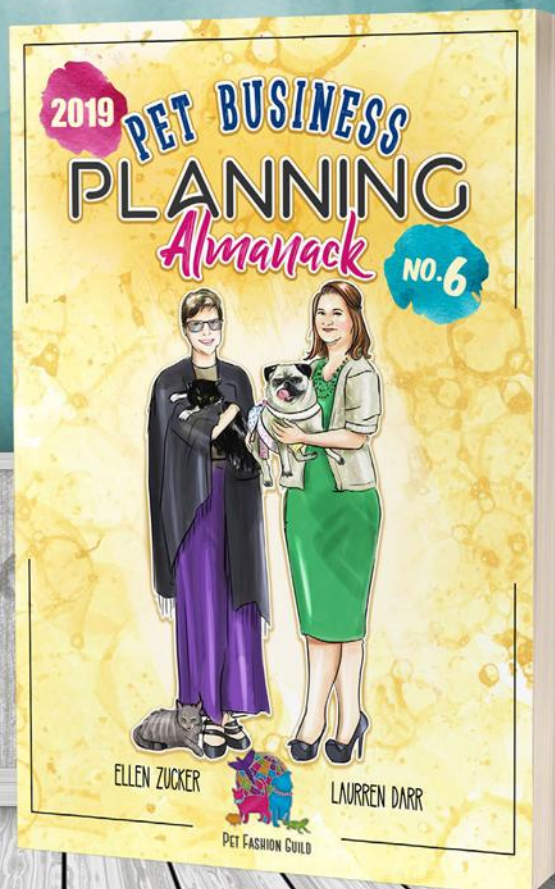
**Email her at  
shawna@womeninthepetindustry.com  
www.WomenInThePetIndustry.com  
www.petsplusrmag.com**



# Pet Business Planning Almanack

Wonderful marketing planning tool for pet businesses or companies wanting to include pet themes in their marketing!

- ✓ Traditional holidays and observances by date, week, and month
- ✓ Unconventional holidays by date, week, and month
- ✓ Pet holidays by date, week, and month
- ✓ Pet industry organizations
- ✓ Pet media / publications
- ✓ Fashion weeks
- ✓ Marketing articles
- ✓ Astrology section by Ellen Zucker, astrologer



 **LEFT PAW**  
Press 

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

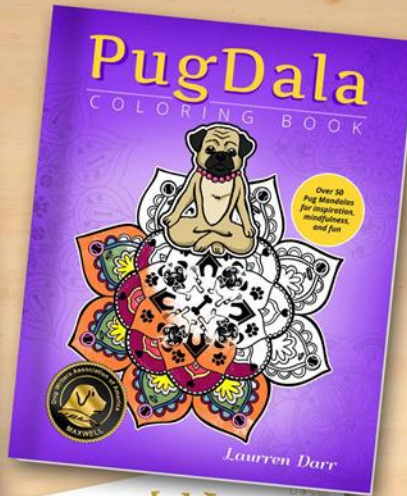


PET FASHION GUILD

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

# MEDIA & ASSOCIATIONS

## LAUREN DARR *LEFT PAW PRESS & PET FASHION PROFESSIONALS*



**Lauren Darr**  
Pug Crazy Author / Pet Fashionologist



Contact Lauren:

✉ [LaurenDarr@LeftPawPress.com](mailto:LaurenDarr@LeftPawPress.com) | 🌐 [www.LeftPawPress.com](http://www.LeftPawPress.com) | 🌐 [www.PetFashionGuild.com](http://www.PetFashionGuild.com) | 🐦 [@laurendarr](https://twitter.com/laurendarr)  
📺 [/laurendarr](https://www.facebook.com/laurendarr) | 📷 [@laurendarr](https://www.instagram.com/laurendarr)



# Save the Date!



Seventh Annual  
 OCTOBER 1-3, 2019 PALM SPRINGS  
 IBPSA PET CARE SERVICES  
 EDUCATIONAL CONFERENCE & TRADE SHOW  
 PETCARECONFERENCE.COM



[events@ibpsa.com](mailto:events@ibpsa.com)



877-318-8172

# MEDIA & ASSOCIATIONS

## CARMEN RUSTENBECK *IBPSA* (INTERNATIONAL BOARDING & PET SERVICES ASSOCIATION)

### How did you develop IBPSA as a business model and have you tweaked it?

IBPSA was developed to function as an internet based organization. Our business model was based on best practices for associations as well as best practices for online organizations. Every year we look at how our business model is working and modify as needed. I can safely say that every year we find ways to improve how the association operates.

### What are your top business philosophies?

Stay true to my values.

The members needs comes first.

Always look to the future and be prepared for what will affect the industry.

### Who is your business hero?

My members are my hero's. They work every day taking care of pets and they do it from a place of love. It is very hard work and they choose to do this every day, 365 days a year.

I.e. Who do you admire as a business person?

### Do you have a learning or improvement plan? If so, how did you develop it and how do you use it?

Currently I am working on third party certification so the learning plan is



governed by when classes can be taken and when I can set the exam.

### When you feel overwhelmed or unsettled in the business arena What do you do or Who do you connect with? How do you deal with it?

I pray for guidance. Then there are those trusted individuals in my life who have consistently offered terrific business advice and can help me work through to the best possible plan.

### Do you do a scheduled review for your business? for results? If so, when or how often?

A review is done once a year in October/November time frame.

### What business book has influenced you the most in your business success?

Legendary Service The Key Is to Care

### What is your favorite business quote? Do you post it anywhere?

Leadership has less to do with walking in front and leading the way than it does with listening to the needs of the people of the company (association in my case) and meeting them. Charles M. Cawley, Chairman and CEO, MBNA America



Connect with Carmen:

✉ [carmen@ibpsa.com](mailto:carmen@ibpsa.com) | 🌐 [www.ibpsa.com](http://www.ibpsa.com) | 🐦 [@PetCareServices](https://twitter.com/PetCareServices) | 📺 [f/PetCareServices](https://www.facebook.com/PetCareServices)

CONGRATULATIONS WIPIN WINNERS!



WIPIN Members!  
Get Your Free Digital Download of

**Lick**<sup>®</sup>  
Ultimate Pet Lovers Video-Magazine

<https://lickmagazine.net/>



# MEDIA & ASSOCIATIONS

**BARBARA ZAWLOCKI** *LICK MAGAZINE*

**We Rock!**



**Barbara & Shawna  
Lick & WIPIN!**

Thank you for your Passion, Friendship, Teamwork, Support, Respect, Dreams & Kindness!

Contact Barbara:

✉ [barbara@lickmagazine.com](mailto:barbara@lickmagazine.com) | ☎ 917-940-5100 | 🌐 [Lickmagazine.net](http://Lickmagazine.net) | 🐦 [@LickMagazinecom](https://twitter.com/LickMagazinecom) | 📺 [Lick-Magazine-590849834304483](https://www.facebook.com/Lick-Magazine-590849834304483)



Dr. Judy Morgan, DVM 



**THANK YOU!**



**JUST FUR FUN**  
Exquisite Pet & People Accessories

**Mona Straub**  
**Solopreneur Winner 2017**

**WIPIN would like to say Thank You!**

**For the last 4 years, Mona with Just Fur Fun has graciously sponsored the finalist awards that are given to all 25 PMWY finalists.**

**She did this before she became a winner and has continued with her support.**

**Now that's remarkable!  
Do Business with Those Who Support Our Mission!**

**[www.JustFurFun.com](http://www.JustFurFun.com)**



# K9 Bytes

Gifts for Pets & Pet Lovers

[k9bytesgift.com/WIPIN](http://k9bytesgift.com/WIPIN)



**Handcrafted  
in the USA.**

**Dog Leashes • Dog Collars • Cat Collars • Catnip Toys • Treats**

**888.686.5559 | [info@k9bytesgifts.com](mailto:info@k9bytesgifts.com)**

# PRODUCTS

## SHANNON BARNARD *K9 BYTES*



I'm Shannon Barnard, Founder and Creative Designer for K9 Bytes, Inc. I make my own line of handcrafted pet products right here in the USA.

We love our fur babies which is why I handcraft quick-release dog collars that are as unique as your dog. And if you want to make a fashion statement, grab a leash to match your pet's new collar! Cat collars come in many fun fabric patterns for your pampered feline. Plus we also offer a line of home baked dog and cat treats, catnip and fleece toys and cuddly pet blankets.

It brings me great joy to provide these fun, affordable products that let pet parents express the love of their furry friends and celebrate holidays and seasons..

### Happy Customer Testimonial

"K9 Bytes is the best place to purchase cat and dog collars! Lots to choose from and soft collars! And great customer service with a personal touch!"

Contact me today to purchase a new collar for your pet, or stock your boutique with my unique pet products.

**888-686-5559**



**K9 Bytes**  
Gifts for Pets & Pet Lovers  
[k9bytesgifts.com](http://k9bytesgifts.com)



Connect with Shannon:

✉ [shannon@k9bytes.com](mailto:shannon@k9bytes.com) | 🌐 [k9bytesgifts.com](http://k9bytesgifts.com) | 🐦 [@K9BytesPets](https://twitter.com/K9BytesPets) | 📺 [/K9BytesPets](https://www.facebook.com/K9BytesPets) | 📷 [@K9Bytes](https://www.instagram.com/K9Bytes)



Jump ahead with Muttluks!  
[muttluks.com](http://muttluks.com)

## MARIANNE BERTRAND *MUTTLUKS*

### How did you develop the Muttluks as a business model and have you tweaked it?

The foundation of the business model we use at Muttluks today is based on Jim Collins' book "Good to Great". It has definitely evolved over the years and continues to evolve. Change is one of the foundations of the business model. Without change everything dies quickly.

### What are your top business philosophies?

Muttluks' business philosophies come from our personal philosophies. The basic one being we are here to make this world a better place. One step at a time.

### Who is your business hero? I.e. Who do you admire as a business person?

My business heroes are Jim Collins and Patrick Lencioni. They are both clear and insightful teachers.

### Do you have a learning or improvement plan? If so, how did you develop it and how do you use it?

Muttluks has what we call "Lunch and Learn", where review and teach the principles of Good to Great or any of Patrick Lencioni's books.

### When you feel overwhelmed or unsettled in the business arena What do you do or Who do you connect with? How do you deal with it?

My philosophy has always been – he who solves problems best wins. No business is exempt from unexpected problems or issues on a large or small scale. How you deal with those issues is what defines the success or failure of your business in the long run. It's par for the course. If you get



overwhelmed easily in business then being an entrepreneur is not for you. Every day is potentially overwhelming. The trick is to expect the unexpected. Then take one step at a time, no matter what's going on. Experience has taught us – this too shall pass.

### Do you do a scheduled review for your business? for results? If so, when or how often?

Muttluks creates an annual written business plan. We review the numbers from the past year, problems and opportunities and set forecasts for the next year to five years. It is bound with a

front and back cover and presented to the bank every year. That alone goes a long way to instilling their confidence in our company regardless of whether the numbers are positive or not.

### What business book has influenced you the most in your business success?

This question brings us back to the first question about our business model – Jim Collins' "Good to Great".

### What is your favorite business quote? Do you post it anywhere?

The first line of "Good to Great" states "Good is the enemy of great!" The first time I read that I realized most of the problems we were experiencing stemmed from that basic dynamic. Since then our philosophy has been – Never settle for good. I found an old barn board sign with the words "Don't let good be good enough" painted on them and hung it in the boardroom. Needless to say we refer to it quite frequently.



Connect with Marianne:

✉ [marianne@muttluks.com](mailto:marianne@muttluks.com) | 🌐 [www.muttluks.com](http://www.muttluks.com) | 📷 [/muttluks](https://www.instagram.com/muttluks) | 📺 [/muttluksinc](https://www.facebook.com/muttluksinc)



# treatibles®

Harmony for the whole family®



## COMMITTED. CONSISTENT. COMPLIANT.

Three simple reasons why you can feel good about recommending  
Treatibles organic full-spectrum hemp oil products for pets.



# PRODUCTS

## JULIANNA CARELLA *TREATIBLES*



**Entrepreneur. Innovator. Visionary. Expert.**  
 Meet Julianna Carella, CEO and Founder of  
 Treatibles, the first company to provide full  
 spectrum hemp oil products for pets.

### **Our Mission**

To promote harmony for the whole family® through the happiness and health of each pet with our revolutionary full spectrum hemp oil products. Treatibles help to instill calm, ease and balance for beloved animal companions, large and small.

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



Contact Julianna:

✉ [Julianna@treatibles.com](mailto:Julianna@treatibles.com) | ☎ 707.992.0854 | 🌐 [www.Treatibles.com](http://www.Treatibles.com) | 🐦 @treatibles | 📘 /treatibles | 📷 @treatibles

# Strut

## The Essence of Dog Cologne

For the dog who carries themselves with a self-assured confidence.

The dog who exudes a certain je ne sais quoi that defies definition... but is oh, so obvious.



The Blissful Dog Inc. | Retail, Wholesale & Private Label  
Complete Apothecary, Bath & Aromatherapy Collections  
TheBlissfulDog.com | TheBlissfulDogWholesale.com | 855.DOG.BLISS



# PRODUCTS

**KATHY DANDEL-VITCAK** *THE BLISSFUL DOG*



Your Dog... Looking & Feeling Their

*Blissful Best*



The Blissful Dog Inc. | Retail, Wholesale & Private Label  
 Complete Apothecary, Bath & Aromatherapy Collections  
 TheBlissfulDog.com | TheBlissfulDogWholesale.com | 855.DOG.BLISS

Connect with Kathy:

✉ [kathy@theblissfuldog.com](mailto:kathy@theblissfuldog.com) | 🌐 [TheBlissfulDog.com](http://TheBlissfulDog.com) | 📷 [/theblissfuldog](https://www.instagram.com/theblissfuldog) | 📘 [/theblissfuldog](https://www.facebook.com/theblissfuldog)



*a place of wellness for dogs and humans*

Our vision is to offer an innovative and unique line of certified organic and all natural products to benefit both humans and their dogs together. Allowing them the opportunity to experience serenity and an overall sense of wellness in their own environment! **After all...they are family!**

- For dogs and humans
- Certified organic ingredients
- All-natural ingredients
- Essential oils & essential waters
- NO detergents or fillers added
- NO sulfates & paraben FREE
- Biodegradable



# PRODUCTS

## KAREN FINKLE *BALANCE 4 DOGS AND HUMANS*

### KAREN FINKLE

*Balance – Founder*

Everyone deserves a sense of **PEACE** and **SERENITY**... including our canine family members! I have struggled with anxiety problems my entire life and have watched family members, friends and even my dog struggle as well. I grew up the granddaughter of a zoo director and was exposed to many different animals at a very early age. Although I still love ALL animals, my passion for dogs continues to grow. This love for canines and my struggles with anxiety combined with my study of peace and relaxation through my background as a Spa owner and developer, has given me the unique experience needed to design a line of organic and all-natural products to be enjoyed by both dogs and their humans together.



Meet **TOBY**, my inspiration for Balance.



760.364.8896 | [Balance4DogsAndHumans.com](http://Balance4DogsAndHumans.com)

Contact Karen:

✉ [Karen@balance4dogsandhumans.com](mailto:Karen@balance4dogsandhumans.com) | 📞 [balance4dogsandhumans.com](http://balance4dogsandhumans.com) | 🐦 [@Balance\\_a\\_place](https://twitter.com/Balance_a_place) | 📺 [/balance4dogsandhumans](https://www.facebook.com/balance4dogsandhumans)

# A Pet with Paws<sup>®</sup>

*Chic, sustainable pet travel products perfected...*



[www.apetwithpaws.com](http://www.apetwithpaws.com) 917-664-6079 [info@apetwithpaws.com](mailto:info@apetwithpaws.com)

## ANN GREENBERG *A PET WITH PAWS*

**Tell us your story of how "A Pet with Paws" and the "Madison" pet carrier and hence your line came to be.**

I was involved in the fashion industry for over 20 years, first designing and manufacturing women's clothing and which evolved into handbags and accessories.

I founded a handbag company, The Underground Chic, which manufactured fashionable eco-friendly handbags made of fabric from recycled plastic bottles with a photo printed image that gave the illusion of a leather handbag.

I wanted to expand the handbag business and I noticed that my stepdaughter Karen was carrying her beautiful cat Madison in a very unattractive and bulky pet carrier. I realized that by using my handbag knowledge, I could modify the handbag as a pet carrier. The carrier would have the look and feel of a chic handbag but with the functionality, comfort and safety of a pet carrier. I was excited about this opportunity which led to my founding of *A Pet with Paws*.

**You recently came out with an amazing patent pending item called the "Pet Trek" which transforms your carriers so they are easy to maneuver, lightweight, airline approved. Tell us about this new invention and how it came about.**

Pets are now viewed as members of the family, and an increasing number of pet owners take their pets with them whether they are running errands, going to the office or traveling to destinations near and far. However, carrying a pet in a carrier can become uncomfortable for the owner. The solution lies in the development of our patent pending *Pet-Trek*®, a 4-spinner-wheel folding trolley which moves in any direction, like 4-spinner wheel luggage,

thereby taking the weight off the pet owners' shoulders and back, allowing them the freedom to transport their pet safely, comfortably and effortlessly. The *Pet-Trek*® is designed to work seamlessly with our pet carriers, making it easy for pet owners to travel with their small pets anywhere at any time. Simply open the *Pet-Trek*® and slide the carrier (facilitated by a fabric panel in the back) down the handle. And upon arrival at your destination, lift the carrier off the handle and fold the *Pet-Trek*®.

What makes our *Pet-Trek*® unique and different compared to other 2 wheel carriers is that with a 2-wheel carrier the animal is leaning back which is anxiety provoking for them, whereas with the *Pet-Trek*® the animal is in a horizontal position which is familiar to them, allowing them to feel safe and comfortable. The other difference is that with the other carriers the wheels are attached while our carrier and *Pet-Trek*® are 2 separate items.

**What is your favorite role or aspect of your business especially enjoy performing? (What are the top things you do that you know only you can do in your own unique way?)**

My favorite aspect and role as the founder of *A Pet with Paws* is the pleasure I derive from creating products that do not currently exist in the pet industry; sustainable, unique products that meet customers' needs and are simultaneously attractive to use and carry. I enjoy stepping back and looking at the pet industry marketplace to identify what products are missing or how they can be improved.

**What business book has influenced you the most in your business success?**

*Think and Grow Rich* by Napoleon Hill. Napoleon Hill explains if you follow his philosophy, have the desire, belief and persistence, you can overcome negative thoughts, focus on your goals and succeed



in work or achieve whatever you want. In addition, *The Think and Grow Rich Workbook*, adapted from Napoleon Hill's book *Think and Grow Rich*. The workbook encourages you to write down and articulate your thoughts and business goals and then guides you through the steps you need to take in order to achieve these goals.

**What is your favorite business quote? Do you post it anywhere**

My favorite business quote is by George Bernard Shaw "You see things; and you say 'Why?' But I dream things that never were; and I say Why not?"

**Do you have any advice for other WIPIN members who are starting out with new products?**

Does your new product solve a problem? Have you researched the pet industry 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.

**A Pet with Paws®**

Contact Ann:

✉ [ann@apetwithpaws.com](mailto:ann@apetwithpaws.com) | 🌐 [www.apetwithpaws.com](http://www.apetwithpaws.com) | 🐦 [@apetwithpaws](https://twitter.com/apetwithpaws) | 📺 [apetwithpaws](https://www.facebook.com/apetwithpaws) | 📷 [@apetwithpaws](https://www.instagram.com/apetwithpaws)



# #1 Selling Natural Stain & Odor Remover in the Country

For years, pet parents around the country have been turning to Pacific Northwest-made **Biokleen Bac-Out® Stain & Odor Remover** for every mess and smell their dogs and cats can make. And, as America's #1 selling natural cleaning product for the past eight years, stores have enjoyed the shelf turns that the entire line of Biokleen Bac-Out products create.

Call us at (800) 477-0188 or email [customerservice@biokleenhome.com](mailto:customerservice@biokleenhome.com) to learn about our product display and delivery options.



Contact us to learn more about custom product displays.



#1 Natural Household Cleaner\*

\*SPINS (52 Week 1/22/17)

### THE BIOKLEEN VISION:

A guiding commitment to people, pets and our planet, harnessing the power of nature to produce plant and mineral based cleaners that work.

-   
 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
-   
 USA MANUFACTURER WORLD-SOURCED INGREDIENTS

Biokleen Industries, Inc. | P.O. Box 820689, Vancouver, WA 98682 | (800) 477-0188 | (360) 576-0065 FAX | [www.biokleenhome.com](http://www.biokleenhome.com)



# PRODUCTS

**TABITHA HELMS** *BIOKLEEN HOME*

**BAC-OUT®** *collection*



Don't Just Take Our Word For It

## The New York Times

*"Our 15-year-old cat is peeing and sometimes pooping on our carpet. We are getting a larger litter box in the hope that helps, but what is the very best way to get the smell out of our carpet?"*

Biokleen Bac-Out gets high marks in testing for removing pet urine smells from both carpet and upholstered furniture, whereas other similar products worked on one or the other but not both."

*New York Times, November 7, 2018*



Connect with Tabitha:

✉ [tabitha@biokleenhome.com](mailto:tabitha@biokleenhome.com) | 🌐 [www.biokleenhome.com](http://www.biokleenhome.com) | 🐦 [@biokleenhome](https://twitter.com/biokleenhome) | 📺 [f/BiokleenInc](https://www.facebook.com/BiokleenInc)



**WE TACKLE TINKLE**

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

# PRODUCTS

## JULIE HOLMES *UNIQUE PET*

### **How was the Unique business model developed and have you tweaked it?**

It was based on previous models the founder had used in his other businesses. We are always evaluating to see where we can improve it. You have to keep growing and pivoting where you need to stay on top of new sales and marketing avenues.

### **What are your top business philosophies?**

Treat our customers well. Make products we are proud of and are happy to use ourselves.

### **Who is your business Hero?**

There are so many, I enjoy listening and learning from other business people that are making it work and having success and enjoying it. They don't have to be multimillionaires or famous, just others like me who are always learning and growing. I.e. Who do you admire as a business person?

### **Do you have a learning or improvement plan? If so, how did you develop it and how do you use it?**

Being a lifelong learner is important to me. I am involved in a few mastermind groups, some in the pet industry, some outside so I get a full perspective of business. I also listen to business books and podcasts during my commute to and from work.

### **When you feel overwhelmed or unsettled in the business arena What do you do or Who do you connect with?**

How do you deal with it? I reach out to people I know can give me valuable advice, I am lucky enough to have several I can contact. Then I make a plan, I use weekly goals to help me keep on track on doing things that I know will challenge me.

### **Do you do a scheduled review for your business? for results? If so, when or how often?**

We do a quarterly review with our sales management team, we have 4 different industries we serve, we share what we are doing and learning in different sales avenues so we can all help one another with ways to continue our growth. We also evaluate our sales numbers at that time to keep us on track with yearly goals.

### **What business book has influenced you the most in your business success?**

I enjoy listening to business podcasts. Entrepreneurship is a good one for me because they interview business people, many who have authored books. I can decide after listening to the interview if it is a book or subject I want to learn more about. It has led me to several books I have enjoyed and learned from. A few I recently enjoyed are; Start:Punch Fear In The Face by Jon Acuff. Presence by Amy Cuddy, I also listen to Jim Roan.



### **What is your favorite business quote? Do you post it anywhere?**

I love quotes I have them all over on my mirror, on my desk, on my bulletin board, a list going in my notes. I get one or two every morning on my mastermind call. A favorite is by Norman Vincent Peale, If you have zest and enthusiasm you attract zest and enthusiasm!



#### **Contact Julie:**

✉ [Julie@uniquemm.com](mailto:Julie@uniquemm.com) | 🌐 [www.uniquemm.com](http://www.uniquemm.com) | 🐦 [@UniqueProducts](https://twitter.com/UniqueProducts) | 📺 [/ UniqueNaturalProducts](https://www.facebook.com/UniqueNaturalProducts)



Your life is in sync with your boo dog so why not match up your dog's style too? We make matching stuff for humans and dogs who are inseparable.

# PRODUCTS

## JOCELYN MIZRAHI *BOO DOG*

### OUR MISSION

We donate 50% of our profits to save dogs. With every purchase you make from Boo Dog Lifestyles you support our partnered charities who work endlessly against animal homelessness, abuse, and neglect.

Our partner shelters, rescues and charities fight 24/7 against animal homelessness, abuse, and neglect. They help dogs find homes and help humans afford life-saving veterinary care.

boo  dog  
LIFESTYLES®



Contact Jocelyn:

✉ [Jocelyn.mizrahi@gmail.com](mailto:Jocelyn.mizrahi@gmail.com) | ☎ 646-932-2614 | 🌐 [www.boodoglifestyles.com](http://www.boodoglifestyles.com) | 📷 [@boodog.nyc](https://www.instagram.com/boodog.nyc) | 📺 [f/boodog.nyc](https://www.facebook.com/boodog.nyc)



**If dogs could cook,  
this is what they'd serve.™**



**50% OFF**  
First Order  
ORDER NOW  
Coupon Code  
**WIPIN50**



**ORDER ONLINE!**  
[www.FrenchiesKitchen.com](http://www.FrenchiesKitchen.com)  
1-877-55-MEALS



**Thaw. Serve. Drool.**

Human Grade • Gently Cooked  
Frozen-Fresh • Ready to Serve  
Sourced & Made in USA 🇺🇸

# PRODUCTS

## SARA MORGAN *FRENCHIE'S KITCHEN*

### Why did you start this business or take this position?

I have been a business owner for over 20 years, but it was in November, 2007 that I entered the pet industry as the Founder, CEO of Frenchie's Kitchen "gently cooked" human grade, frozen dog food. At that time, I was looking for a food that would help heal my own sick dog named Romeo. When researching the prescription and specialty diets available, I realized that the vast majority of dog food products were made of sub-standard, unhealthy ingredients with no nutritional value and this was not going to help Romeo. This is where my journey began... I found an amazing holistic veterinarian specializing in food therapy and healing through nutrition who was able to guide me in developing some initial recipes based on a whole foods diet. With this fascinating new information, I also began making prescription meals for the vet in my own kitchen. With her guidance along with veterinary nutritionists we developed and began marketing our TDF (to-drool-for) Entrees. Our company continued to grow and today the food is being produced in a USDA Inspected Human Food Facility! This has been a long journey for me but well worth the ride. I'm proud to say that Romeo is now 12 years old! He looks and feels like a young dog and I know it is because of his amazing diet!

(Keep in mind that 2007 was also the year of the melamine recalls for pet food and treats made in China. There were reports of dogs dying from these toxic products almost every day. It was a very critical time to be entering the pet food market.)

### What did/do I want to accomplish?

My goal was to make the best dog food on the planet while setting the bar for the

big pet food manufacturers. Our pets deserve better food choices and we were determined to make this happen. This goal has required me to go head-to-head in an industry which is led by corporate giants. Frenchie's Kitchen frozen dog food has challenged an entire industry to rethink its approach to providing healthier choices for man's best friend. Today, we can see that Frenchie's Kitchen has made a difference in the industry. More and more companies are including healthier ingredients in their recipes while others are taking it a step further to source their ingredients from countries other than China. At Frenchie's Kitchen, our meals are proudly Made in USA and Sourced in USA...I don't think you will find another company with standards as high as ours.

### What is your favorite part of your role?

This is a very hard question because I love what I do, so I don't really have a favorite part of my role! With that being said, I think the one thing I do best is Think and Problem Solve!. So many people in today's world just don't take the time to think through a problem, they just want an immediate answer. I try to look at the bigger picture and think outside of the box. I am also very creative and have great attention for detail. I am an "idea" person...if I only had time (and money) to do all of the great things I can think of. Another thing I have become quite well known for is staying one step ahead of the competition and setting the bar high! In this ever changing world we live in, we



have to continue to recreate ourselves from time to time in order to keep up with the competition.

### How do you handle adversity/obstacles/challenges? (Give us a story about something and some way you overcame the adversity/obstacles/challenges)

One of our biggest obstacles was trying to do something that has never been done before in the multi-billion dollar, male-dominated pet food industry. As a matter of fact, the early days of Frenchie's Kitchen were met with a great deal of skepticism and chuckles at the idea of preparing human grade meals for dogs. Some of the "Big Dogs" actually sent the Texas State Chemists to our office to take samples of our products. This was very intimidating because they showed up without notice and demanded to see our inventory. After the results came back, they were shocked to see what a quality product we made and they have not been back to our office again!



**If dogs could cook, this is what they'd serve.**

#### Contact Sara:

✉ [Sara@frenchieskitchen.com](mailto:Sara@frenchieskitchen.com) | 🌐 [www.frenchieskitchen.com](http://www.frenchieskitchen.com) | 🐦 [@frenchieskitch](https://twitter.com/frenchieskitch) | 📺 [frenchieskitchendogfood](https://www.facebook.com/frenchieskitchendogfood) | 📷 [@frenchieskitch](https://www.instagram.com/frenchieskitch)

# Newflands®

Healthy Pets  
Healthy People



**New Arrival**

Newflands' products maintain your fur baby's wellbeing, by supporting healthy immune systems which enable maximal health. Newflands can also aid in treatment if your fur baby suffers from arthritis, itchy, flaky or scratchy skin conditions, eye conditions, heart problems or other immune related disorders.

Newflands' supplements and treats are Marine Stewardship Council (MSC) sourced, top quality and human grade. Available at all leading pet stores and nutritionists, globally. Stock us today.

Phone: 0064 9 233 4060

Email: [info@newflands.co.nz](mailto:info@newflands.co.nz)

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





## FIONA ROBERTSON *NEWFLANDS*

### How did you develop the Newflands business model and have you tweaked it?

I have carefully been watching businesses all my life and decided that the model I wanted was a mixed one. I have seen several different models, they all have aspects I like and some things I want to change to fit my business.

### What are your top business philosophies?

Quality, Quality, Quality.

I can not stress this enough in our business. I want products that do what they say, and are suitable for the application. This comes at a perceived cost, however when you have clients seeing the results, and it is saving them in other areas, because of the results, cost becomes insignificant to the health of their furbaby.

### Who is your business hero? I.e. Who do you admire as a business person?

I have a lot of business people who I respect and admire for their achievements in their chosen industry. Each has their own story and because of this there are bits that align with me and some that don't to pick just one is very hard.

### Do you have a learning or improvement plan? If so, how did you develop it and how do you use it?

Yes, I read as much as I can that is related to manufacturing and also in my business, especially peer-reviewed items that are published through universities. It is something I have done for many years and helps me to decide which way to focus things.

### When you feel overwhelmed or unsettled in the business arena

### What do you do or Who do you connect with? How do you deal with it?

If it is an issue directly related to my business I try and tackle it with the people who are involved- often if you don't deal directly with the issue the molehill becomes a mountain in your mind and this is where emotions can run ragged over business sense and your logic., I do need to be reminded not just to shoot emails off but to sit on them and reread them with a clear head a day or two later.

### Do you do a scheduled review for your business? for results? If so, when or how often?

I don't tend to schedule. I am always reviewing things (this is the teacher coming out in my -feedback, feedforward) and know what I want but there is not always a situation that enables me to have those implemented as soon as I would like. I try to focus on new things and reviews during downtime and public holidays when others tend to be busy, so between Christmas and New Year has often found me doing more reviewing and planning on paper than in my head. It is a great time for thinking and having space without day to day business interrupting.



### What business book has influenced you the most in your business success?

I have found a few books that have been good, "Emyth," "Rich Dad Poor Dad," and "She Means Business," but I guess one of the best is called "Get Rich Lucky Bitch". It is about getting confident and having the mindset to go forth with your ideas, but also reminds us that you can't just hope but need to put the work in to get there and things will fall into place

### What is your favorite business quote? Do you post it anywhere?

How do you eat an elephant? One bite at a time. This is not literal, I would totally never eat an Elephant ! but the meaning is huge if you have a big problem, or job, or issue, tackle/deal with it in little tiny portions, break it down into manageable doable tasks, and then it will not seem so big or hard to deal with.

"Opportunity is missed by most people because it comes dressed in overalls and looks like work." \*Thomas Edison "A champion is a dreamer that refused to give up!!"



Connect with Fiona:

✉ [fiona@newflands.co.nz](mailto:fiona@newflands.co.nz) | 🌐 [newflands.co.nz](http://newflands.co.nz) | 🐦 [@newflands](https://twitter.com/newflands) | 📺 [f/Newflands](https://www.facebook.com/Newflands)



The National Show for Pet Retailers™

**AUGUST  
20-22  
2019  
MANDALAY BAY  
LAS VEGAS, NV**

**EXHIBIT**

**LEARN MORE**

**GET UPDATES**

**BOOK TRAVEL**



**NETWORKING RECEPTION  
AUGUST 20, 2019**

# PRODUCTS

## WENDY SCHUCHART *THE GOOD DOG COMPANY PRODUCTS*



*Earth Friendly  
Goods for your  
Best Friend*

Create a "Zen" experience by petting your dog or cat — it can be one of the most mindful, peaceful, and spiritual moments you can have.

The Good Dog Company designs and manufactures hemp pet gear. We have been doing this for 15 years and proud to handcraft our dog and cat products in the USA.

We sell to small and large pet stores, natural grocery chains, and direct to consumers through our website.



HARNESSES | LEASHES | COLLARS | TOYS | ALL SIZES | ALL NATURAL

THE *hemp corduroy*  
COLLECTION

ORIGINAL *hemp canvas*  
COLLECTION  
A STYLISH & CLASSIC FAVORITE

[WWW.THEGOODDOGCOMPANY.COM](http://WWW.THEGOODDOGCOMPANY.COM)

Connect with Wendy:

✉ [wendy@thegooddogcompany.com](mailto:wendy@thegooddogcompany.com) | 🌐 [www.thegooddogcompany.com](http://www.thegooddogcompany.com) | 🐦 [@TheGoodDogCo](https://twitter.com/TheGoodDogCo) | 📺 [f/thegooddogco](https://www.facebook.com/thegooddogco)



Never Ordinary  
Always Extraordinary  
Just Like You and Your Pet

Dressing up can be so much fun! Now when you accessorize so can your furry friend

Pet Collars

Leashes

Belts

Browbands

Pet Accessories

Exquisite Pet and People Accessories



Brandi Cyrus and her German Shepherd, Feather, showing off their Just Fur Fun™ Style



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

Made in the USA • 561-809-6596

# PRODUCTS

## MONA STRAUB *JUST FUR FUN*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

### **What opportunity do you wish you had jumped on?**

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

### **Describe your perfect customer in detail.**

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



Connect with Mona:

✉ [mona@justfurfunonline.com](mailto:mona@justfurfunonline.com) | 🌐 [www.justfurfunonline.com](http://www.justfurfunonline.com) | 🐦 @jstfurfun | 📺 /JustFurFunOnline



FEATURED PRODUCTS



*At DOOG we design all the gear you need to live a happy and healthy life with your pet.*

*<https://www.DOOGusa.com>*

*[#theDOOGLife](#)*

# PRODUCTS

## CYNTHIA WOOD *DOOG*

### How was the DOOG business model developed and have you tweaked it?

With our rapid expansion in 2018 our business model is continuously undergoing tweaks as we meet the demands for innovative, unique products that meet the needs of the active dog owner. We sincerely listen to our customers and what they would like to see in next generation products and services that we can offer.

### What are your top business philosophies?

Treat our customers like partners! We do not just sell our products to our partners but work with them offering training, POP, promotions and events so that they are successful with DOOG products.

### Who is your business Hero? Henry Ford "You can't build a reputations on what your are going to do" I.e. Who do you admire as a business person?

Ronald Reagan "Surround yourself with the best people you can find, delegate authority, and don't interfere as long as the policy you've decided upon is being carried out".

### Do you have a learning or improvement plan? If so, how did you develop it and how do you use it?

My plan is to over come the next supposed obstacle for me to reach the next level. The possibilities are endless for learning and development as you build and grow a business.

### When you feel overwhelmed or unsettled in the business arena What do you do or Who do you connect with? How do you deal with it?

Reflecting on what has been accomplished in the last 3,6,9 months is the first thing I do to ground myself. For me this clears my mind and brings into focus what my next steps should be and put me on the planning organizational path. I have 3 successful sisters who never fail to keep me grounded and are very vocal so nothing is off limits when we discuss what's next in any of our lives.

### Do you do a scheduled review for your business? for results? If so, when or how often?

We do review on a quarterly basis not only for ROI but on activities and potential ROI.



### What business book has influenced you the most in your business success?

Lead Simply - the title says it all. It takes a team to be successful and I alone have never been as successful as when my team is successful.

### What is your favorite business quote? Do you post it anywhere?

KISS Principle ( Keep IT Simple Stupid) I say this soooooo often that I don't need to post it.

Contact Cynthia:

✉ [Cynthia@doogusa.com](mailto:Cynthia@doogusa.com) | 🌐 [www.doogusa.com](http://www.doogusa.com) | 🐦 [@DOOGptyltd](https://twitter.com/DOOGptyltd) | 📺 [f/DOOGgear](https://www.facebook.com/DOOGgear) | 📷 [@doogptyltd](https://www.instagram.com/doogptyltd)



# Women in the Pet Industry Network

[womeninthepetindustry.com](http://womeninthepetindustry.com)



[frenchieskitchen.com](http://frenchieskitchen.com)



[petfriendly.love](http://petfriendly.love)



**K9 Bytes**  
Gifts for Pets & Pet Lovers

[k9bytesgifts.com](http://k9bytesgifts.com)



International Association of  
**PET FASHION PROFESSIONALS**

[leftpawpress.com](http://leftpawpress.com)  
[petfashionprofessionals.com](http://petfashionprofessionals.com)



WALK · PLAY · LOVE

[doog.com](http://doog.com)



**JUST FUR FUN**  
Exquisite Pet & People Accessories

[justfurfunonline.com](http://justfurfunonline.com)



[theblissfuldog.com](http://theblissfuldog.com)



**TREATIBLES**

[treatibles.com](http://treatibles.com)



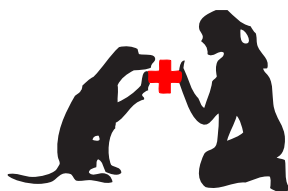
[uniquepetcare.com](http://uniquepetcare.com)

**APet with Paws**<sup>®</sup>

[apetwithpaws.com](http://apetwithpaws.com)



[Naturally Healthy Pets](http://NaturallyHealthyPets.com)



[k9erb.biz](http://k9erb.biz)

[k9emergencyresponsebutton.com](http://k9emergencyresponsebutton.com)

[mylittledogtrainingbiz.com](http://mylittledogtrainingbiz.com)



[balance4dogsandhumans.com](http://balance4dogsandhumans.com)



[thetvetrecruiter.com](http://thetvetrecruiter.com)



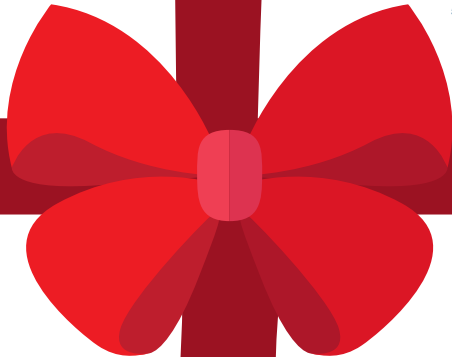
As seen in

# Lick Magazine

[lickmagazine.net](http://lickmagazine.net)

[lickmagazine.com](http://lickmagazine.com)

[lickshop.com](http://lickshop.com)



boo dog  
LIFESTYLES®

[boodoglifestyles.com](http://boodoglifestyles.com)



[newflands.com](http://newflands.com)



[ibpsa.com](http://ibpsa.com)



[medicalservedogs.org](http://medicalservedogs.org)



[thegooddogcompany.com](http://thegooddogcompany.com)



TOUGH ON DIRT, GENTLER ON THE EARTH

[biokleenhome.com](http://biokleenhome.com)



[dogwriters.org](http://dogwriters.org)



[jodiclock.com](http://jodiclock.com)



[amy-castro.com](http://amy-castro.com)



[muttluks.com](http://muttluks.com)



[chirpycats.com](http://chirpycats.com)

**TOP WOMEN**  
**IN THE PET INDUSTRY**

[womeninthepetindustry.com](http://womeninthepetindustry.com)



**Day Care • Training Classes • Boarding • Dog Yoga**

**Training occurs  
every day.**

**With us they  
don't even  
know they are  
learning new skills!**



**My Little Dog Training Academy & Daycare**

3640 S Santiam Hwy Lebanon, OR 97355

541-974-0327(c) | 541-258-5992 (o)

[www.facebook.com/dogtrainingbiz](http://www.facebook.com/dogtrainingbiz)

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



# SERVICES

## SUZANNE BREAN *MY LITTLE DOG TRAINING BIZ*

### **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?**

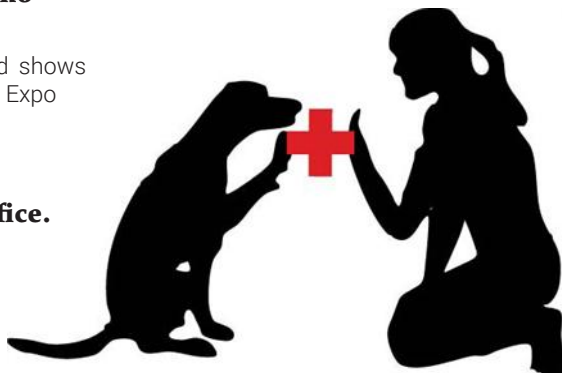
Spouse. I currently am dealing with this exact situation.

### **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.



Contact Suzanne:

✉ [My littledogtrainingbiz@yahoo.com](mailto:My littledogtrainingbiz@yahoo.com) | 🌐 [www.mylittledogtrainingbiz.com](http://www.mylittledogtrainingbiz.com) | 📺 [f/dogtrainingbiz](https://www.facebook.com/dogtrainingbiz)

## Don't Just Survive... Thrive Among Your Competition

### Grow Your Loyal Customer Base with a "Best in Show" Team who Can Deliver a 5-Star Customer Experience

If your pet business, like many these days, is losing business left and right to an ever growing number of competitors, you and your team need to get a leg up from Amy Castro. Amy's communication expertise combined with 18+ years of pet care and business experience will help you conquer your biggest problems, including hiring the right employees to serve your customers and how to attract and retain Labrador-Loyal customers.

#### **Check Out Amy's Articles in Industry Magazines!**

Amy is a recognized authority for Pet Age Magazine, Pet Boarding and Daycare Magazine, and PetVet Magazine because she knows how to help pet industry professionals like you solve their biggest challenges in growing their teams and getting customers to stick like glue to your business.



## Special Offer!

Go to [www.ThePetBizPro.com](http://www.ThePetBizPro.com)  
and get a **FREE Customer  
Communication Checklist.**

You'll also have the  
chance to sign up for a **FREE  
30-minute consultation**  
with Amy to discuss your  
business challenges!



**Amy Castro**  
PERFORMANCE COMMUNICATION<sup>®</sup>

[www.Amy-Castro.com](http://www.Amy-Castro.com)  
[Amy@Amy-Castro.com](mailto:Amy@Amy-Castro.com)  
281-728-2248 (direct)

# SERVICES

## AMY CASTRO *THE PERFORMANCE COMMUNICATION GROUP*

### **What are your top business philosophies and how do you use them to serve your clients?**

It doesn't matter if you're part of a corporation or a small business, there are three things every leader or business owner should generally want for their business-- less conflict, more productivity, and to provide exceptional service that keeps their customers "Labrador Loyal."

I help clients achieve these goals by coaching their leaders and staff and providing training programs that are customized for pet industry professionals.

### **Your training programs focus on "Performance Communication," what is that?**

Performance Communication is communication that helps you find the balance between getting along and getting things done.

For example, you know when you have to give a customer bad news, such as telling a customer her order didn't ship on time, or telling a retail customer that you can't give him a refund on a product and they get really upset? Sometimes, the reason they get so upset is not only about the "service failure," but the way you communicate the news.

There's a big difference between being proactive and calling a customer in advance to say, "I know you're going to be very disappointed, but your order didn't ship on time. However, I have some alternatives I can offer," and waiting for the customer to call YOU when the order doesn't arrive and saying, "Sorry, but we had a snowstorm and all our shipments were delayed." The second response may be true, but it's missing the "get along" factor- it doesn't show empathy for the customer or offer him or her alternatives that solve the problem. It just leaves them hanging. No wonder they get mad!

### **If a company or business owner wants to take advantage of your services. How does that work? Do you go to their location or do they come to you?**

I offer many options for clients who want me to work with them (not themselves) and their staff. I provide on-site workshops for those who want me to come into their organization and provide customized training specific to their organization. I also have online learning programs that are a cost-effective and efficient option for people to learn with a group of their peers, or individually at their own pace. I also do live webinars that are customized to the industry. All of these are options are open to my clients based on their needs, goals, and time limitations. Additionally, all can be customized to their specific businesses so they will have the tools they need to achieve their goals.

### **How do you measure success or improvement after one of your programs?**

Typically, when I work with clients, we set goals for what success would look like before I create or recommend a training program. Sometimes we're looking for visual confirmation, by observing employee behavior to see how changes have been implemented. Other times it's sales numbers or customer retention rates. It all depends on the client's goals.

### **What would be one tip you would give our readers that would help them gain a competitive edge in the industry?**

Your employees are your competitive edge, so be sure you're hiring the right employees for the right positions.

You know how when you've spent a ton of time interviewing candidates and you think you've found the right one, but then



when the person starts on the job, it's like a completely different person shows up? You can avoid this frustration by taking a close look at your hiring process, from job descriptions, to ads, to interview questions and processes, to the selection process, and ensure that they're all optimized to help you select the "right fit" employee for every position.

When I work with clients to assess these processes and improve them, we often find that job descriptions are outdated, ads are unappealing, interview questions are ineffective, and selection processes are not scientific. This is why so many people are surprised that the person they thought was great in the interview turns out to be a not-so-great employee.

If you can fix the process, you'll have a better chance of finding the "right fit" employee every time.



#### **Contact Amy:**

✉ [Amy@Amy-Castro.com](mailto:Amy@Amy-Castro.com) | ☎ 281-728-2248 | 🌐 [www.Amy-Castro.com](http://www.Amy-Castro.com) | 🐦 [@AmyPCastro](https://twitter.com/AmyPCastro) | 📺 [f/AmyPCastro](https://www.facebook.com/AmyPCastro)

## Jodi M. Clock

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



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



**Considering starting or adding pet loss and pet grief support to your existing business?**

**Does your pet boarding business need to create a pet disaster recovery plan?**

**Want to provide continuing education credits for your veterinary clients?**

**Contact me today.**

**I can provide options to help you affordably enter the market, establish or enhance your brand and grow your business.**

**[www.jodiclock.com](http://www.jodiclock.com)**

### Contact



[askjodiclock@gmail.com](mailto:askjodiclock@gmail.com)



[Linkedin.com/in/JodiPerkinsClock](https://www.linkedin.com/in/JodiPerkinsClock)



[facebook.com/AskJodi](https://www.facebook.com/AskJodi)



[@AskJodi](https://twitter.com/AskJodi)



231-343-5866

# SERVICES

## JODI CLOCK *CLOCKS TIMELESS PETS & ASK JODI*

### What business book has influenced you the most in your business success?

Up until last year, it would have been Tipping Point by Malcom Gladwell. Now, hands down, it's book called "Friction: Passion Brands in the Age of Disruption" by Jeff Rosenblum. It reads more like a text book, however it's point home very succinctly. In an age where everyone is competing in the "red ocean" to be heard, it really challenges you to figure out how to disrupt your traditional business model and change, therefore standing out in your field or profession. A quick example of this would be "Uber" they are one of, if not the largest public transportation companies, yet they have no fleet. The majority of employees are contract and all business is conducted via an app, where no cash or credit card physically exchanges hands.

### What is your favorite role or aspect of your business especially enjoy performing? (What are the top things you do that you know only you can do in your own unique way?)

I help guide families through a very personal and difficult day in their life. By treating their pet's end of life care, with the



same dignity and respect human's receive it helps them with their grief journey.

Death and dying is not a comfortable topic. One of my gifts is to candidly talk about a delicate subject and leave people feeling at ease with their decisions and understanding the steps involved. I remove the mystery and provide education so the fear factor is removed.

### What do you consider to be your biggest professional achievement? (Wins can be financial, number of followers, percentage of growth etc.)

Wins come in many shapes and sizes. If I had to narrow it down to one, it would be that my personal mentor Ken Blanchard, whose books I studied in college, provided a non-paid endorsement for my first published book "Navigating the Eldercare Journey...without Going Broke!" which is in it's 2nd edition available on amazon.

### What is your favorite business quote?

"Just do it!" Nike  
I feel it simply says it all.



Connect with Jodi:

✉ askjodiclock@gmail.com | 🌐 www.jodiclock.com | 🐦 @askjodi | 📺 f/AskJodi



Whether you need to hire one person or a team of people, no one can help you achieve your goals faster and more effectively than **The VET Recruiter**®.



**Specializing in Search and Recruitment:**  
 Animal Health  
 Animal Science  
 Animal Nutrition  
 Veterinary  
 Pet Products  
 Pet Specialty

**Including:**  
 Direct Hire Placements  
 Contract Staffing

[www.thevetrecruiter.com](http://www.thevetrecruiter.com)  
 Contact us at: [stacy@thevetrecruiter.com](mailto:stacy@thevetrecruiter.com)  
 or call 918-298-7025 or 800-436-0490



## STACY PURSELL *THE VET RECRUITER*

### How did you develop the Vet Recruiter business model and have you tweaked it?

I have been in executive search and recruiting for 21+ years. In the mid 1990's a Fortune 500 company asked me to find a veterinarian for an executive role. I looked around and couldn't find another recruiting firm that specialized in the Animal Health Industry or Veterinary Profession so I decided to start one. I was the first recruiter to develop a niche in the Animal Health and Veterinary Industries.

### What are your top business philosophies?

Integrity and do the right thing. Overdeliver. Results!

### Who is your business hero?

Sara Blakely, founder of Spanx. Someone told her it couldn't be done and she did it! Someone told me that no recruiter could build a firm only focused on the Animal Health and Veterinary Industry so I decided to build one!

I.e. Who do you admire as a business person? Richard Branson-He is brave and bold and he puts himself out there. He has no fear.

### Do you have a learning or improvement plan? If so, how did you develop it and how do you use it?

Yes, I do continuing education every week and work with two trainers on a weekly basis. I am a student of learning and like a professional athlete I train every week with private business trainers and coaches.

### When you feel scared or unsettled, what do you do or Who do you connect with?

I talk with God! And my husband!



### Do you do a scheduled review for your business? for results? If so, when or how often?

Every week! I have a trainer/coach I meet with one on one every week!

### What business book has influenced you the most in your business success?

Think and Grow Rich

### What is your favorite business quote? Do you post it anywhere?

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

Connect with Stacy:

✉ [stacy@thevetrecruiter.com](mailto:stacy@thevetrecruiter.com) | 🌐 [www.thevetrecruiter.com](http://www.thevetrecruiter.com) | 🐦 [@TheVETRecruiter](https://twitter.com/TheVETRecruiter) | 📺 [/theVETRecruiter](https://www.facebook.com/theVETRecruiter)

# THE ULTIMATE LEADERSHIP ADVENTURE

A One Year Internal Journey to Ignite Your Leader Within



## ARE YOU THE LEADER YOU WANT TO BE?

*Ask yourself these questions - how would it feel to:*

Be SUPPORTED by like-minded successful women?

BE MASTERFUL at presentations regardless of the audience size?

Be aligned with other committed LEADERS who give you honest and productive feedback?

Be held ACCOUNTABLE so that you stay on track?

Follow a 52-WEEK PLAN for commitment, growth and self care?

Be an expert at utilizing TOOLS and TECHNIQUES that provide a profound impact?

Be free to take time off because you have powerful STRUCTURE, systems and a self managing team?

*Well you can....*

Give yourself a year of transformation

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