

NAPPS 2017 Education & Networking Forum Program

Thursday, May 4, 2017

1:00 pm – 6:00 pm

Build Your Foundation (with the right blocks) (Additional Fee)

Pre-registration required

This 5 hour boot camp style business only course is designed specifically for NAPPS Members who have less than 12 months in the pet sitting industry. Candidates should apply via the jot form link [here](https://form.jotform.com/70315902969159) (<https://form.jotform.com/70315902969159>) and after submission will be interviewed prior to acceptance.

Class size is limited to 10.

During the business only course, each Candidate will receive instruction and construct a customized Marketing Plan, Annual Budget, Service Agreement, company policies and procedures and techniques to qualify a potential client. Additionally, 3 30-minute mentoring phone calls will be scheduled with each Candidate to take place within the year.

Qualified Candidates must bring their own laptop, complete the jot form (link above) and email all attachments before deadline in order to be considered.

6:30 pm – 7:30 pm

Early Registration

6:30 pm – 7:30 pm

In-Formal Exhibitor Meet & Greet

7:00 pm – 7:30 pm

Get to Know Your Program App

Friday, May 5, 2017

7:30 am – 8:00 am

Early Bird Exhibiting

8:00 am – 8:30 am

Continental Breakfast / Networking / Exhibitor Time

8:30 am – 9:00 am

President's Message

9:00 am – 10:00 am

Keynote Address

Speaker: *Jamie Migdal, FetchFind*

10:00 am – 10:15 am

Networking Coffee Break / Exhibitor Time

10:15 am – 11:15 am

Life beyond Default

Speaker: *Marty Bhatia, Digital Ninja Consulting*

Marty Bhatia is a digital strategist specializing in small to mid-size business operations. Digital Ninja helps with a breadth of technologies that small business owners and their teams use every day. By taking a wide look at the landscape Marty and his team are able to help guide their clients as to what tech to pursue and why. In addition, Digital Ninja helps implement and train those technologies. In this presentation Marty empowers the audience to embrace the learning curve a new technology with the right mindset.

11:30 am – 12:30 pm

The Productivity Buzz - How to Get More Done in the Time You Have

Speaker: *Erica Gomez, For the Love of Business/Whoa Doggy! Pet Sitting*

Professional Pet Sitters share a common struggle: getting quality work done in our businesses with the limited time we have. Many of us have to juggle completing pet visits ourselves in addition to running and growing our businesses. We work long hours, many of us even work seven days a week. We also have families and loved ones that we want to spend time with. In other words, we have a lot competing for our time!

This session will:

- teach attendees how to free up hours of time each week, even with an irregular or inconsistent schedule.
- demonstrate a new way of scheduling time to be able to focus more on fulfilling and important work and spend less time on busy or reactive work.
- show attendees how to eliminate distractions and overcome unavoidable interruptions.
- present a new way of working so attendees can overcome pet sitter burnout and feel refreshed about the work they are doing.

12:30 pm – 2:00 pm

Volunteer Recognition Luncheon / Networking / Exhibitor Time

2:00 pm – 3:00 pm

Business For Sale: The Secrets to Cash In When You Cash Out **Speaker: *Candace D'Agnolo, Dogaholics, Inc.***

Even if you're absolutely in love with your pet business, at some point you'll need to exit. Will your hard work be worth something? How much could you sell it for? Would anyone even buy it? In this session, learn the secrets to cashing in, when you're ready to cash out.

3:15 pm – 4:30 pm

Five Keys to Stress Reduction for Improved Health and Productivity

Speaker: Kathy Gruver, Alternative Medicine Cabinet

Stress is unavoidable. In this fun and motivational workshop you will learn how to use the power of your mind to change your response to stress. Techniques such as meditation, affirmations, visualization, breath work and mindfulness will be taught in a way that you can use them today to improve your life, health and future.

6:00 pm – 8:00 pm

Networking Reception ~ Celebrate Cinco de Mayo with us!

Saturday, May 6, 2017

8:00 am – 8:30 am

Continental Breakfast / Networking / Exhibitor Time

8:30 am – 10:00 am

Pet Sitting is a People Business

Speaker: Erin Fenstermaker, EF Consulting LLC

Many pet sitting business owners get into the pet sitting industry because they love pets. While this is an important quality, an even more important quality that will gauge your success as a pet sitting business owner are your people skills. In working with many pet sitting businesses, the ones that are most successful understand that mastering customer service and treating your staff with respect and gratitude are the most important fundamentals to running a successful pet sitting business. If you aren't good at managing these people areas, your business will not grow--no matter how much you love animals. In this workshop I will detail what it means to be great at customer service and great in your treatment of employees, how to make this part of your company mission, and help you figure out what to do if you aren't innately good in these areas.

10:00 am – 10:30 am

Networking Coffee Break / Exhibitor Time

10:30 am – 11:45 am

Hiring for the Best Fit

Speaker: Christine Dvorak, ADP

In today's work environment, it's important to hire the individual who not only possesses the proper skills, but also possesses the attitude, character and drive that aligns with your business culture. This interactive session will include group activities that will develop behavioral interview questions specific to the pet sitting industry.

12:00 pm – 1:00 pm

Lunch

1:00 pm – 2:00 pm

Marketing Methods to Make You Memorable

Speaker: Hank & Sharyn Yuloff, Yuloff Creative Marketing Solutions

In today's online world, businesses must keep their message relevant, and deliver it in the proper way, to the places where their exact target market is looking. Hank and Sharyn Yuloff are experts at assisting companies develop a marketing plan that does just that.

2:15 pm – 3:45 pm

Home Based Hospice Care for Pets

Speaker: Dr. Dani McVety, Lap of Love

Hospice care for pets has been around for generations, veterinarians simply haven't called it hospice until now! This rapidly emerging field of medicine is one that centers on the human animal bond, the bond that pet sitters have the privilege of supporting each and every day. What to say to your clients, how to broach the subject of end of life care, and how to properly support them through the transition is one of the most valuable things you can do to retain a client... and I'm going to show you why.

4:00 pm – 6:45 pm

Setting Everyone Up for Success ~ FetchFind (Additional Fee)

Which one is the most important species in your pet organization: Humans? Canines? The correct answer is.... both. They both need positive reinforcement, attention, proper handling, and management.

Join Jamie Migdal of FetchFind for this special course where we will learn about how and where implementing behavior modification techniques across all areas of your operations will yield massive impact with both people and pets.

Sunday, May 7, 2017

8:00 am – 8:30 am

Continental Breakfast / Networking / Exhibitor Time

8:30 am – 9:30 am

The Sky Is Not the Limit... The Mind Is

Speaker: Olga Wharton, PetSitConnect.com, LLC; DFW Pet Sitting Services, Inc.; Paw Valet, Inc.

I never dreamed about success. I worked for it. I set goals one year at a time. I am here to show you how YOU can grow your business in any way you want. I am here to show you how you can apply computer technologies to manage your business remotely. I am here to inspire you that the sky is not the limit, the mind is.

9:45 am – 10:30 am

Stay Safe

Chicago Police Department

10:45 am – 11:30 am

Plan for the Worst; Hope for the Best

Speaker: Sonya Wilson, Southpaws Playschool

The world is in a constant state of crisis; businesses in the pet industry are not exempt from this “new normal.” Find out from an expert how you can put emergency procedures in place so that your business is better able to recover physically, financially and emotionally from disaster.

11:30 am – 11:45 am

11:00 am – 4:00 pm

Closing Remarks

Pet Tech Course (Additional Fee)

Are You Prepared to Act in an Emergency for Your Best Friend?

They are members of our family, our best friends, and lifelong companions. You would do anything to help them. The 5-hour Pet First Aid and CPR Training will give you the confidence to know you are prepared to act in the event of an emergency. This instruction is a half day course designed for pet parents and pet care professionals.

You will learn:

- *ABC's of Pet First Aid*
- *Assessing Your Pet's Vitals*
- *Rescue Breathing*
- *Canine and Feline CPR*
- *Snout-to-Tail Assessment*
- *How to Help Your Pet in a Medical Emergency*

Additionally, the class includes our PetSaver™ handbook.

Upon successful completion each participant will receive a certificate.

Program speakers and times are subject to change