

## FOR IMMEDIATE RELEASE

April 26, 2010

### **NAPPS Membership: Your Key To Success** *Pet Sitters Reminded of the Importance of Professional Membership*

MOUNT LAUREL, N.J. — With the rise of the professional pet sitting industry, the National Association of Professional Pet Sitters (NAPPS) is reminding pet sitters of the important role association membership plays in their business and career growth.

“Pet sitting has become one of the top 10 professions in the past decade,” stated Monica Leighton, President of the National Association of Professional Pet Sitters (NAPPS). “Running a pet sitting business without the resources and network of a professional association can leave the pet sitter feeling overwhelmed. NAPPS is run by fellow professional pet sitters who work tirelessly to give the professional pet sitter valuable resources and education vital to his or her ultimate success.”

Resources provided by NAPPS membership include:

- Step-by-step guides on how to start and grow a pet sitting business, along with other tools, forms, and marketing/public relations resources
- Inclusion in the NAPPS “Pet Sitter Locator” online directory for pet parents
- Monthly mentoring teleconferences and exclusive listservs in which pet sitters discuss business challenges and solutions
- Quarterly magazine, *Professional Pet Sitter*, with informative and educational articles
- Group pricing for insurance, credit card processing, and background screening
- Member pricing at the *NAPPS Annual Conference and Small Business Forum*

As a member-driven non-profit association, NAPPS provides pet sitters the business tools, marketability, and education to establish, strengthen, and promote their pet sitting services. Additionally, membership provides pet sitters with access to over 2,000 industry peers committed to mutually supporting, encouraging, and mentoring their fellow NAPPS members.

**About NAPPS:** NAPPS is a national non-profit trade association dedicated to promoting the welfare of animals. The Association aims to help the pet owning public, those interested in pet sitting, and professionals engaged in the in-home pet care industry by fulfilling its vision statement, “To be the most respected authority in professional pet sitting.” It does so by providing the tools and support to foster the success of its members. Additionally, pet parents can benefit from NAPPS’ free resources including a disaster preparedness guide, tips on how to select a pet sitter, nationwide referral service, and quarterly teleconferences aimed to educate the pet owning public. To find a pet sitter in your area, check out NAPPS’ nationwide “Pet Sitter Locator” at [www.petsitters.org](http://www.petsitters.org). For more information on NAPPS, please follow [@TheNAPPS](https://twitter.com/TheNAPPS) on Twitter or join us on Facebook at [facebook.com/TheNAPPS](https://facebook.com/TheNAPPS).

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#### **Media Contact:**

Liz Cies

856-380-6811

[ecies@ahint.com](mailto:ecies@ahint.com)