

## **FOR IMMEDIATE RELEASE**

### **Pet Sitting Conferences Brings Together Leading Industry Professionals** *Unique Organization Collaboration Provides Additional Networking Opportunities and Educational Sessions for Pet Sitting Professionals*

MOUNT LAUREL, N.J., November 21, 2011 -- In the spirit of industry collaboration, the National Association of Professional Pet Sitters (NAPPS) and Pet Sitters International (PSI) are pleased to announce that each organization will extend member rate fees for conference registrations during 2012. The upcoming NAPPS conference, "Play the Odds to Bigger Profits," will be held January 27-29, 2012 at the Flamingo Resort in Las Vegas.

Throughout the conference, participants will attend educational sessions presented by renowned speakers and learn about the latest developments and innovations in the pet industry. Attendees can utilize the skills and marketing strategies learned at the conference and apply it to their own profession and business.

Guest speakers and sessions include: Marilyn Krieger, CCBC, owner of The Cat Coach, LLC, presenting the session: "When the Family's Away, the Cats Will Play"; and best selling author, small business owner, and international speaker, Charmaine Hammond, presenting a timely session on "Marketing on a Short Leash Budget."

For the first time, event attendees will benefit from additional networking and idea sharing as a result of a joint collaboration with Pet Sitters International. This year, NAPPS and PSI have agreed to offer discounts to each others members attending their annual conferences. PSI members can attend the NAPPS "Play the Odds to Bigger Profits" conference at the discounted member rates for 2012, and NAPPS members can also attend PSI's "Quest for Excellence" conference at PSI member rates for 2012.

"The NAPPS Annual Conference is a great learning and networking experience for pet sitting professionals," said John D'Ariano, NAPPS President. "Through the NAPPS and PSI collaboration, we are thrilled to be able to offer an extended range of programs and educational opportunities to our members."

Conference highlights include:

- Kristin Morrison: founder of the Six-Figure Pet Sitting Academy and author of the book *Six-Figure Pet Sitting*. Morrison started her business in 1995 and has provided coaching for pet sitters all over the country. Kristin will present "Playing Big: How to Set and Achieve Your Business Goals in 2012."
- Suzanne Hetts, Ph.D.: certified animal behaviorist, provider of online behavior education, and an award winning international speaker and author. Her videos and publications are used nationwide in training programs for pet professionals and pet parents. She will present "Expecting Lassie But Finding Cujo: Sensible Behavior Screening Procedures to Prevent Surprises."

For more information on NAPPS January 2012 conference, visit <http://www.petsitters.org/index.cfm?section=Conference>. For more information on PSI's September 2012 conference, visit [www.petsit.com/quest2012](http://www.petsit.com/quest2012). Be sure to note your PSI/NAPPS affiliation in order to receive this special pricing.

**About NAPPS:** NAPPS is the only national nonprofit trade association dedicated to serving the needs of professional pet sitters. 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, serving as "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, and a nationwide referral service,. 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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