

FOR IMMEDIATE RELEASE

NAPPS Announces Exciting Slate of Speakers for its National Trade Conference *Pet Sitters Across the Nation to Gather January 27-29, 2012 for the NAPPS Annual Conference and Small Business Forum*

MOUNT LAUREL, N.J., August 17, 2011 – The National Association of Professional Pet Sitters' (NAPPS) recently announced the speakers for its upcoming 2012 Annual Conference and Small Business Forum, January 27-29 at the Flamingo Resort in Las Vegas. Throughout the bustling three-day event, participants will attend educational sessions presented by nationally and internationally-renowned speakers, learn about the latest developments and innovations in the pet industry and network with fellow professionals.

Built around the theme of “*Play the Odds to Bigger Profits*,” NAPPS has developed an exciting slate of speakers and sessions, including:

- **Marketing on a Short Leash Budget** – Best-selling author, small business owner, international speaker and Bounce Forward™ expert Charmaine Hammond will help attendees discover how to market on a short leash budget, build a daily marketing plan, and remain at the front of the pack. Drawing on her experience from surviving a near-death sailing accident and working in the Correctional System and Conflict Management field for more than 20 years, Hammond is author of *Bounce Forward: Building Inspired & Resilient Teams* and best-seller *On Toby's Terms*, which has just been signed to become a motion picture.
- **Playing Big: How to Set and Achieve Your Business Goals in 2012** – Many business owners have an idea of what they want to create but few know how to actually turn their dreams for their business into solid reality. Both new and seasoned pet sitters will benefit from Kristin Morrison's session outlining her method for step-by-step goal setting that she has successfully used in business coaching groups and with individual coaching clients. Morrison is the founder of [Six-Figure Pet Sitting Academy™](#), author of *Six-Figure Pet Sitting*, owner of a highly successful pet sitting business, and has provided business coaching for thousands of pet sitters from around the country via phone and Skype sessions.
- **Using Blogging, Email Marketing and Twitter to Build your [Personal] Brand** – Providing techniques to effectively build a personal brand using blogging, email marketing and Twitter, Mark Cenicola will help attendees understand how to build a successful image within a company as well present that image outside to the general business community. Cenicola is Chairman, President & CEO of [BannerView.com](#), serves on the boards of TMA of Nevada and Las Vegas Chamber of Commerce Business Council, and is author of *The Banner Brand*.
- **When the Family's Away, the Cats Will Play!** – Marilyn Krieger, CCBC, owner of [The Cat Coach, LLC®](#), author of *Naughty No More!*, and monthly columnist for *Cat Fancy Magazine*, will help attendees navigate through challenging situations they might encounter when pet-sitting cats.
- **Expecting Lassie But Finding Cujo: Sensible Behavior Screening Procedures to Prevent Surprises** – The questions asked at an initial consult are crucial in helping

pet sitters predict a dog's behavior during future visits. Dr. Suzanne Hetts, a certified applied animal behaviorist, consultant, educator and award winning speaker and author, will present valuable information on screening procedures most useful to the pet sitter – as well as those that are a waste of time.

- **The Key Ingredient to Client Longevity** – [Kate Solisti](#), internationally-known speaker, author, educator, and professional animal communicator, will propose nutrition as the key ingredient to client longevity, define what constitutes good nutrition, and provide vital data on how nutrition affects behavior.
- **Senior Pet Sitter Roundtable** – NAPPS Past Presidents Candance Labane-Godfrey, Monica Leighton, Jeffrey Lauterbach, Jerry Wentz and President-Elect Sherry Suhosky will discuss successful pet sitting businesses in a wide range of service areas and settings, from urban to rural. Attendees are encouraged to bring questions for this interactive panel!

“The NAPPS 2012 Annual Conference is sure to be a top-notch experience for pet sitters,” stated John D’Ariano, NAPPS President. “With passionate professional speakers, valuable networking opportunities, and a lively, vibrant location, this will provide pet industry professionals with knowledge and tools needed to grow their businesses.”

Held in glamorous Las Vegas, the 2012 Annual Conference will include a diverse array of workshops and sessions, ranging from cat and dog behavior to marketing and business operations. The conference will also include a trade show and award ceremony recognizing pet sitters excelling in their contributions and support of association programs as well as contributions to the pet sitting industry.

Last year’s event, held in New Orleans, drew pet industry professionals from across the country. Activities included various information-packed lectures, seminars, presentations and small-group sessions that ranged from self defense and animal law to geriatric pet care and social media. The conference also included a keynote speech from legendary Broadway animal trainer Bill Berloni, as well as a cat behavior seminar by Arden Moore, the Pet Edu-Tainer™.

“The 2011 NAPPS Conference was a great re-energizer, and pumped me up for the rest of the year. I had such a great time that I’m attending the 2012 Conference, and bringing along my full-time employee as well!” remarked Ann Gledhill of Pet Sitters, LLC in Smithfield, Va., a professional pet sitter since 2008.

Budget for Success with the NAPPS Payment Plan

Recognizing the special budgeting needs of small business owners, NAPPS is offering attendees a payment plan, with the option of paying registration fees in monthly installments. “We encourage attendees to take advantage of this payment plan and hope that they utilize the Annual Conference as not only an educational opportunity, but also as a chance to take a much-needed break following the busy holiday season,” explained D’Ariano.

Attendees can register on the NAPPS website, www.petsitters.org. Those wishing to take advantage of the payment plan can do so by calling the NAPPS headquarters at 856-439-0324.

About NAPPS: NAPPS is the only national non-profit 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. For more information on NAPPS, please follow [@TheNAPPS](https://twitter.com/TheNAPPS) on Twitter or join us on Facebook at facebook.com/TheNAPPS.

###

Media Contact:

Liz Cies
856-380-6811
ecies@ahint.com