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Naples, Florida Pet Sitter Wins Business of the Year Award

The National Association of Professional Pet Sitters Recognizes Ali O'Connor

MOUNT LAUREL, N.J. – December XX, 2009 The National Association of Professional Pet Sitters (NAPPS) has selected Florida pet sitter, Ali O'Connor, Owner of Inko's Exemplary Pet Care Services as the 2010 Business of the Year Award winner. Selected as runner up to the award is Jack Rapid Runners, LLC, owned by Sherry L. Suhosky and Julie Groff of Placitas, New Mexico.

The NAPPS Business of the Year award is presented to a member who has demonstrated outstanding business practices and vision in maintaining and growing their business. The rigorous application process includes a comprehensive evaluation of the member's commitment to the profession, management philosophy, community involvement, and client satisfaction. A professional pet sitter of three years, O'Connor was recommended to receive the award by many of her clients. O'Connor is a certified small animal massage practitioner and will receive the award during the NAPPS 2010 Annual Conference, which is being held January 22-24 in Orlando.

"I feel very proud that I've been considered for this award and was recognized by my industry peers," O'Connor said. "I love the work that I do and receiving this honor can further my goals of branching my business and reaching other regions."

NAPPS President Monica Leighton said, "I would like to congratulate Ali on receiving this prestigious recognition! O'Connor's forward-looking operational plan and her commitment to the local community made her the ideal choice for NAPPS' Business of the Year Award."

Since working with animals made her happy, O'Connor set out to become a professional pet sitter.

"It's important to me that all of us be ambassadors to animals. When we take on the responsibility as business owners in a pet field, we need to be cognitive of what's going on in our communities," O'Connor said. "Even though we have tough days in this business, I think everyone would agree with me that I feel like the luckiest girl when I'm working with these animals."

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 owners 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. For more information on NAPPS, please follow @TheNAPPS on Twitter.