Presents for Pets
Tips for the Annual Conference
Saving Money on Self-Promotion
Don't Forget About This Valuable Member Benefit!

You can deliver it to your clients electronically or downloaded in PDF format.

Sign up today and take advantage of NAPPS' e-Zine, "Creature Features," and begin distributing this valuable electronic magazine to your clientele! With pet health articles, recipes, quick tips, and jokes, you can boost your professional image by offering your clients a customized publication! Try one free issue and put your NAPPS membership to work!

Simply visit the "Members-Only" section of www.petsitters.org to get started!
NAPPS members have lots of questions. The headquarters staff and board members receive a multitude of calls and e-mails from members seeking information or advice about specific issues such as hiring processes, marketing, or Web sites. We try our best to help directly, and most other times we’re able to refer to someone who is knowledgeable about the subject of interest.

Here’s the twist – our board members and staff all agree that we are asked least about the one thing that can make the most difference to any member. We cannot give our members better help than persuading them to attend a NAPPS Annual Conference. Their hunger for knowledge has the opportunity to be better met here than in any other place at any one time.

Each year the conference presents the chance not only to learn about all the issues affecting our profession, but also to see how they all interconnect. It gives members insight into ideas that have worked for fellow pet sitters; and the opportunity to hear how fellow professionals implemented the ideas and deal with common issues. It is a great bonus to share these experiences with many other people whom all have their love of, and service to, animals in common.

This year’s conference will be better than ever, and that is not easy. Former Annual Conference Chairperson Charlotte Reed has done a tremendous job of leading NAPPS’ conference efforts in the recent past. This year Candance Labane-Godfrey has guided a team including Danielle Vesta, Tammy Kubo, Linda Norton, Nancy Dorger, Sue Brooks, and Monica Leighton, and together they have put together another remarkable combination of educational and fun activities.

The conference begins Friday morning, January 26, with Disaster Preparedness and Pet First Aid classes, and continues Friday afternoon with Pet Sitter Insurance and Pet Insurance presentations. The Welcome Reception Friday night is a special opportunity to socialize – be on the lookout for a surprise guest!

A few highlights from the schedules on Saturday, January 27, and Sunday, January 28, include the basic care of rabbits, birds, fish, and reptiles. Also included are programs to motivate you, help you gain new insights into customer service, learn about canine body language, feline behavior, and much more. Please visit www.petsitters.org, and you’ll find a link to all the conference details.

Our Saturday night off-site dinner plans are of special note because they are more entertaining than ever before. We will have dinner at Magic Island. A Las Vegas style stage production featuring some of the world’s greatest magicians will be included, and afterwards you’ll be able to try your skill at the blackjack table or have your fortune told by one of their famous psychics.

Despite these opportunities for fun and learning all our conferences present, many members never attend a conference. This is actually quite normal in associations, and also to the distinct advantage of those who do attend. Choosing to attend will set you apart from your competition, and demonstrate your professionalism to your clients.

We get better at what we do only when we continuously learn and take time to rediscover our passion. The opportunity for both awaits you in Houston, January 26-28, 2007. We’ll be glad to see you there, and I know you’ll be glad you came.

Jerry Wentz, President
Board of Directors

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Letters should include your name, address, and daytime telephone number. Letters may be edited for length or clarity. Submissions may be mailed or emailed as a word document.

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PetsitUSA.com
makes finding you a breeze! List your business in our directory and get calls from potential clients in your service area. Go to www.petsitusa.com to add your listing today.
Did you know about the NAPPS online discussion group, NAPPS Chat? NAPPS Chat was developed to facilitate the relationships and exchange of information and ideas among NAPPS members. Novices and experienced pet sitters alike will be able to listen, learn, and share in an effort to help one another. The board of directors invites all NAPPS members to participate, and especially encourages those who have the wisdom of many years of experience to take an active mentoring role.

NAPPS Chat is a member benefit that was developed as the NAPPS Mission Statement advocates:
- To provide tools and support to foster the success of member’s businesses
- To promote the value of pet sitting to the public
- To advocate the welfare of animals

NAPPS Chat can be accessed by linking to: http://mailman.listserve.com/listmanager/listinfo/nappschat. Register for the list serve by choosing a user name and a password. Once you have selected and confirmed your password, please be sure to indicate whether you would like to receive list mail batched in a daily digest. If you check no, you will receive each individual post to the e-mail address that you have indicated. A daily digest will provide all e-mails for a particular day in one e-mail.

After 24 hours members who have signed up will receive confirmation that their sign-up to NAPPS Chat has been approved. Each post must include a signature line with full member name, company, city, and state. All member posts should be sent to nappschat@petsitters.org.

NAPPS Chat participants will be asked to abide by the Pledge of Professional Conduct that all members agree to as part of their NAPPS membership. Conversations regarding pricing or attempting to influence legislation should be avoided.

**PLEDGE OF PROFESSIONAL CONDUCT**

**Conduct**
- To respect my fellow professional pet sitters and to treat employees, customers, and competitors with honesty and integrity;
- To refrain from saying, writing, or doing anything which would defame my competitors or bring embarrassment or dishonor to the pet sitting industry;
- To operate my pet sitting business in a professional manner and to enhance the pet sitting industry within the community.

**Service**
- To deliver skillful, safe, compassionate care to all pets entrusted to my supervision;
- To keep all client information confidential;
- To safeguard the client’s residence by taking all reasonable precautions.

**Education**
- To learn as much as possible about my career as a professional pet sitter so that I can provide superior service to each client;
- To support and encourage responsible pet ownership with my customers as well as my community;
- To continuously improve my knowledge of the pet sitting profession by participating in educational opportunities.

**Legal**
- To comply with all local ordinances relating to the care and keeping of animals; and to obey all regulations, Federal, State, and local, which pertain to pet sitting businesses.
- Not to promote a product or service in connection with NAPPS without the written consent of the board of directors of the association.

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**UPCOMING EVENTS**

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<th>Event</th>
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<tr>
<td><strong>Friday, November 17, 2006 - Sunday, November 19, 2006</strong></td>
<td>America’s Family Pet Expo</td>
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<td>Rock Financial Showplace, Novi, MI</td>
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<td><strong>December 5, 2006</strong></td>
<td>Board of Directors Meeting Teleconference</td>
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<td><strong>January 26 - 28, 2007</strong></td>
<td>NAPPS Annual Conference</td>
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<td>Hyatt Regency Houston in Downtown Houston</td>
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<td><strong>January 30 – February 2, 2007</strong></td>
<td>Pet Industry Distributors Association (PIDA)</td>
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<td>Management Conference</td>
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<td>St. Regis Monarch Beach in Dana Point,</td>
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<td>(Orange County) California.</td>
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<td><strong>February 22 – 24, 2007</strong></td>
<td>Global Pet Expo</td>
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<td>Orange County Convention Center • Orlando, FL</td>
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<td><strong>March 30 – April 1, 2007</strong></td>
<td>H.H. Backer’s 19th Annual Pet Industry Spring</td>
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<td>Trade Show &amp; Educational Conference</td>
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<td>The New Atlantic City Convention Center</td>
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<td>Atlantic City, NJ</td>
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Committee Spotlight: Disaster Preparedness Committee

The Disaster Preparedness Committees’ goal is to keep NAPPS members prepared and up-to-date on all disaster issues. The DP Committee developed the Disaster Plan for Pet Sitters and the Disaster Plan for Pet Owners giving our membership the tools needed for them to develop a disaster plan for their own businesses. In addition, the Committee has also developed a guideline for pet sitters to follow to establish pet friendly shelters in their area. Each year the Committee leads one mentoring teleconference dedicated to disaster prevention. The Committee researches and keeps up-to-date on policies and changes in the disaster field. Currently the Committee is working on a disaster certification program. This program will assist sitters in safety issues prior, during, and after a storm as well as helping them to further their disaster knowledge. The Disaster Preparedness Committee meets the third Wednesday of each month at 5:00 pm (EST). Monica Leighton is the DP Committee Chair and Tricia Terrell is the DP Committee Vice-chair. Committee members usually spend 3-5 hours a month working on disaster issues and no prior experience is required. If you would like further information on the DP Committee or are interested in joining, please contact Monica Leighton at monica@propetsitting.net.

DP Committee participants include:
- Sabrina Almazan, Aloha Pet Services – San Leandro, CA
- Brigitte Baker, Barkalounge, LLC – Indianapolis, IN
- Marcia Breithaupt, Liberty Home and Pet Services – Naples, FL
- Jan Brown, Jan’s Pet Sitting – Foster City, CA
- Kathy Carr, Premiere Pet Care – Henderson, NV
- Caroline Donaghy, Pet Nanny – Beaufort, SC
- Jodette Endsley, Happy Faces Loving Care – Alpharetta, GA
- Rhonda Feldsher, True Tails – Honey Brook, PA
- Judy Fox, Fox N Hound Pet Sitting – Land O’Lakes, FL
- Sherri Giordano, Paw fect Ride Pet Services – Fitchburg, WI
- Terri Graham, Always Home Professional Pet Sitting & Dog Walkin – Saraland, AL
- Christine Kiene, Reigning Cats & Dogs – Holiday, FL
- Sandy Kozuck, Lowcountry Pet Sitting, LLC – St. Helena Island, SC
- Carol Lee, Happier At Home Pet Sitters – Stacy, MN
- Loreen Lenotte – Lawrence, MA

Elizabeth Lepre, Visible Love Pet Care
– Centreville, MD
Kathy Luxton, Ranch Pet and House Sitting – Ruskin, FL
Shawn Maxwell, Tenders, Inc. – Murray, KY
Peggy Mikkelsen, Sit-A-Pet – Tehachapi, CA
Esther Mills, Mrs. Doolittle’s Doggie Daycare – Longmont, CO
Jacqueline Mooney, Faithful Friends – Franklin, TN
Machel Price, PRICEless Pet Services – Yucca Valley, CA
Rhonda Radford, Danny’s Dog Walkers – Chicago, IL
Carol Reed, Sharayah and Ginger’s Place – Chipley, FL
Lisa Rotzell, Kritters Komfort Sitter – Bangor, PA
Jennifer Sims, Busy Pets – Foster City, CA
Cathy Sines, Cathy’s Critter Care – Lebanon, OH
Tricia Terrell, For the Love Of Animals Pet Sitting Services, LLC – Beavercreek, OH
Gloria Thomas, Best Friend Sitting Service – Silver Spring, MD
Meggan Vandermast, Woody’s Animal Adventures – Garfield, NJ
Jerry Wentz, Homesitters of Raleigh – Raleigh, NC
Olga Wharton, Valley Ranch Pet Sitting Services – Irving, TX

NAPPS Member Wins Steeplechase Championship

Mary Lou Hanlon, NAPPS member for 12 years and owner of PetMinders Inc., and her five year old border collie, Snap, recently won the Agility Association of Canada 2006 National Steeplechase Championship.

Steeplechase is one of several games played in the sport of dog agility in which the handler is responsible for negotiating their dog through a series of obstacles developed by the judge. Steeplechase courses include jumps, tunnels, weave poles, and a-frames and are designed to encourage as much speed from the teams while also being technically challenging. A good agility dog can run more than six yards per second.

The event was held in Burnaby, British Columbia, Canada, where 55 dogs were entered in the qualifying round. Snap and Mary Lou were the first team in their height division to tackle the final course. They nailed the course and set the bar very high for the other competitors, but none were successful.

PetMinders Inc. is based in Warren, NJ, and provides quality in-home animal care, house-sitting services, and private in-home dog training lessons. PetMinders Inc. boasts a client base of over 1,000 homes and services in communities within a 10 mile radius of Warren. The business has been in operation for more than 12 years.
Cat Talk with Carole

In this section of NAPPS Network, Carole Wilbourn, who has been called “the founding mother of feline psychotherapy” and “the Feline Freud,” answers common questions about troublesome cat behavior.

Set-Back For Timid Kitten

Dear Carole:
I have been a pet sitter for a couple with four cats for quite some time. Recently, they welcomed a tiny, lanky, black stray kitten into their home. He was very scared of them beforehand, but with a lot of time and food, the client was able to get him up on the front porch. Eventually, the client’s husband opened the door, the cat walked in, rubbed the other cats and initially seemed happy to be with them. Although he was still a bit skittish of the couple, he played with the other kittens.

Last week, the couple took him to their vet, where he received shots for rabies, distemper, and FeLV. Ever since then, he has completely withdrawn. He just lays curled in a ball, and usually if my clients walk towards him he runs off, usually into the basement. He has a good appetite and uses the litterbox, but other than that, he has become totally antisocial toward both people and fellow felines.

Could it be that he is sick from the shots their vet gave him? Or is more along the lines of trust? I truly appreciate your help.

Dear Pet Sitter,
Very good of your clients to take this kitten into their home. But, yes, the vet visit was a breach of trust, too much at one time for such a timid soul. However, their intentions were good. Unless he appears physically ill, allow him to hang out as he is but talk to him softly. Repeat that he’s safe, courageous and loved. He won’t understand your words but he’ll respond to your comforting body language and voice. He should start to become friendly again. Treat this as a petite set-back. He’s in good hands.

Extraordinary Grooming

Dear Carole:
Recently I noticed my client’s cat, JuJu, had a crescent-shaped bald patch on his body beside his right elbow, which started to multiply into other crescent-shaped patches above and below the original one. I was puzzled and a bit alarmed, until I saw him lying on his side grooming himself, and actually yanking his hair out as he attempted to pull it through his clenched jaw.

Then I realized what happened. I remembered having seen JuJu grooming himself when he still had his teeth - how he would chomp on his hair and pull it through his teeth, “combing” it, as it were. Long story short, he must have finally realized he wasn’t “combing” his hair anymore, since he can’t slide through his teeth, and he’s grooming himself in a more “normal” way. The hair on the bald patches is beginning to grow back. Now that it’s over, I can chuckle!

Dear Pet Sitter,
You are quite observant and JuJu, thank goodness, realized he should change his style of grooming. This is a fine example of how a cat adapts.

Birds and the Bees

Dear Carole:
Please help answer a major question that I have. In the last 6 months, my client adopted a 1 year old male cat and a 4 month old female cat. In the last couple of months, I have caught them doing unusual sexual things. What are my client’s cats doing?

Dear Pet Sitter,
It’s not unusual for cats to be sensual and sexual even after the male is neutered and the female is spayed. Sounds like your client has two very sensual and creative cats. Good for them!
The Top 10 Reasons to Start Saving Money for Houston!

By Linda Norton

Professional pet sitters are great with the concept of “timing.” We have to get to all the homes on our daily client list in order to see the pets in our care. We are busy professionals with a honed sense of timing. We live by our schedules and have to be organized in order to meet our responsibilities and provide the best care possible for our clients’ pets.

Do you by chance have the words “NAPPS Conference – Houston” with a question mark after it on your “to do” list or in your mind? Attending a national convention is probably something you would like to do but you’re probably asking yourself if it is worth the money and if you can take the time away from your business to attend. This question is of particular concern to those of us who are solo pet sitters because we generally have to cancel all pet sitting appointments for the time we will be away.

To help you make a decision, below are 10 reasons why you should make plans right away to attend your NAPPS Annual Convention this year in the great city of Houston, Texas, from January 26-28, 2007.

1.) NAPPS’ Convention Gives You the Tools to Grow Your Business
Part of NAPPS’ mission statement is to help pet sitters grow their businesses and our yearly conventions get better every year at providing top-notch speakers and resources to help you accomplish this. The NAPPS Convention Committee is made up of pet sitters like you and we seek to find the speakers that target the needs of the professional pet sitter.

2.) Think of the Conference Fee as an Investment
Some people look at the combination cost of the conference, hotel, and travel expenses and take a step back.

Like anything in today’s high-priced world, you have to look at what you get for your money. Our conventions are designed to fill your mind with valuable practical information, which you can use throughout the coming year. When you seriously sit down and review our convention program you will see that in the end you are making an investment in your business and the tools you receive in Houston will benefit your business in many ways in the future.

3.) Most Conference Costs are Tax Deductible
Check with your accountant. Keep track of all your convention expenses – hotel, airfare, gas, shuttles, food, supplies purchased, etc. Much of what you spend can be tax deductible at the end of the year!

4.) Networking Connections Will be Beneficial Throughout the Year
You will meet other pet sitters who share the same passions, concerns, and questions that you have about the business. You will meet veteran pet sitters who are willing to share their knowledge with you. You will meet people that can be valuable contacts for you in the future of your business. Pet sitting, especially for the solo pet sitter, can be somewhat isolating at times. Like Dr. Doolittle, you “talk to the animals” more frequently than people, so the networking connections made at the convention, can serve many purposes. You can also stop by our trade show and visit with people from various pet companies!

5.) Knowledge is Power
Our conventions are chocked full of seminars that will enhance your knowledge of the pet sitting business, pet behavior, health, nutrition, and much more. This year’s convention will offer seminars on disaster preparedness, pet insurance,
pet sitter insurance, information on rabbits, birds, fish, reptiles, and always more on cats and dogs! You will also learn how to be more high-tech by learning about Web site development, listen to a panel of professional pet sitters, and get certified in pet first aid!

6.) You Need the Break
As a professional pet sitter you are busy many hours of the day, even nights, holidays, and weekends. Add to that your family responsibilities and you can easily get burned out if you don’t work at gaining balance in your life. A NAPPS convention can give you a break in your routine and yet still be educational, relaxing, and enjoyable. When making your convention plans, why not schedule an extra day before or after the convention to sightsee in the great city of Houston? For those of you who live in colder climates, January is a great time to be in Houston where the temps will be a bit more gentle!

7.) More Involvement in NAPPS
You are a member of the A #1 national pet sitting association and coming to the Houston convention will help you become more involved. You will meet other members and board of director members. You will become more aware of how NAPPS works and the multitude of benefits available to you and your business.

8.) A Top Notch Experience is Planned for You
It seems that each year our NAPPS conventions get better and better! The Convention Committee has been working hard for months to make this the best experience for you. We have sought out excellent speakers, a great location and accommodating hotel. We have put a lot of effort into coordinating a program that will be enjoyable and informative. There is nothing like a NAPPS convention to motivate and inspire you to go out and continue making your business the best it can be.

9.) It Communicates to Clients That You Take Your Business Seriously
Your clients will be quite impressed when you let them know that you are not just taking time off for a little break at the end of January, but that you are going away to a NAPPS convention that will help you serve them and their pets better. You can use your attendance at the convention to promote your business to your local newspapers and community. You can bring home a wealth of information and resources that will be directly helpful to your clients. Your clients will know that you take what you do seriously because you are motivated to learn all you can about pets, pet care, and the pet sitting business.

10.) Let Your Voice be Heard
NAPPS is a member driven association. Your voice is needed, respected, and heard. At a NAPPS convention you will be able to voice your opinion and share what has worked for you with other members. You can learn how you can get more involved in committees and planning. You can put faces to the names you read about in the NAPPS Network, see in NAPPS Chat and on the Web site, and hear about when you receive e-mail blasts and correspondence.

In conclusion, your business is important to you. You put your heart and soul into making it the best it can be. The NAPPS convention can assist you in making your business even better. Look at your calendar today. Mark the weekend of January 26 – 28, 2007, for the NAPPS convention. Look at your budget. Talk to your accountant. Discuss it with your family, and then make plans to come down to Houston where, like NASA, your National Association of Professional Pet Sitters is rocketing to new heights. See you in Houston!
Rocketing to New Heights!

NAPPS 2007
ANNUAL CONFERENCE
Small Business Forum & Trade Show

January 26 - 28, 2007
Hyatt Regency Houston
Houston, Texas
Join us from January 26-28, 2007, when NAPPS will visit Houston, Texas! Our Annual Conference always provides an opportunity to exchange ideas and information about how to improve business and animal handling skills.

At our educational sessions, you have the opportunity to learn from experts in the field as well from peers who will pass along tips and tricks that have worked for them. Don’t forget to set aside time to see new products and services at the trade show!

Our Annual Conference isn’t all work, though! Kick back and network with fellow NAPPS pet sitters during the Welcome Reception and Magic Island Dinner.

Jump on board and discover Houston, Texas, where you can get the tools for your business to “Rocket to New Heights!”

Network with your fellow pet sitters:
• At the Welcome Reception
• During the NAPPS Chat Live Late Night Breakout Sessions
• At the Magic Island Off-site Dinner

Preliminary Schedule of Events

Friday, January 26

American Red Cross Seminar – Pet First Aid (Additional Fee – $35 per person)
1:00 pm – 3:00 pm
Disaster Preparedness
Monica Leighton, 2007 NAPPS President-Elect
3:00 pm – 4:00 pm
Pet Insurance
Lee Van Kirk, Pet’s Best
4:00 pm – 5:00 pm
Liability and Bonding Insurance for Pet Sitters
David Pearsall
Business Insurers of the Carolinas
5:30 pm – 7:00 pm
Welcome Reception
9:00 pm – 10:30 pm
NAPPS Chat Live
Late Night Breakout Sessions

Saturday, January 27

7:30 am – 5:30 pm
Trade Show Exhibit Hours
8:00 am – 9:00 am
Continental Breakfast
8:45 am – 9:45 am
Opening Remarks and Awards Ceremony, Candance Labane-Godfrey
2007 NAPPS President
9:00 am – 9:45 am
Rabbit Basic Care
Anthony Bell
American Rabbit Breeders Association
9:45 am – 10:30 am
Bird Basic Care
Helen Fahlising, Charlie’s Bird House
10:30 am – 10:40 am
Break
10:40 am – 11:25 am
Fish Basic Care
Amy Lavergne, Houston Children’s Zoo
11:25 am – 12:10 pm
Reptile Basic Care
Kim Roy
Reptile and Small Animal Rescue
12:15 pm – 1:45 pm
Lunch and Vendor Product Demonstrations
3:15 pm – 4:15 pm
Pet Sitting Panel
Candance Labane-Godfrey
2007 NAPPS President
4:15 pm – 5:15 pm
Web Site Development
7:00 pm – 10:00 pm
Off-site Dinner – Magic Island

Sunday, January 28

7:30 am – 2:30 pm
Trade Show Exhibit Hours
8:00 am – 9:00 am
Continental Breakfast
9:00 am – 10:00 am
Motivational Speaker
“Unleash Your Creativity”
Karen McCullough
Karen McCullough & Co.
10:00 am – 11:00 am
“The How Behind Wow! The Five Things All Customers Want And Need”
Peggy Morrow,
Peggy Morrow & Associates
11:00 am – 11:45 am
Canine Body Language
Colleen Pelar, Living with Kids and Dogs
11:45 am – 12:30 pm
Cat Behavior
Dusty Rainbolt
Certified Cat Behaviorist
12:30 pm – 1:30 pm
Lunch/Alternative Care Dog Nutrition
Kate Solisti
Animal Communicator and Author
1:30 pm – 1:45 pm
Break
1:45 pm – 3:15 pm
Alternative Care Cat Nutrition
Flower Therapy
Kate Solisti
Animal Communicator and Author
3:15 pm – 3:30 pm
Closing Ceremonies
Presents 4 Pets

This year NAPPS is proud to have launched the Presents 4 Pets program. P4P is an annual collection drive for the benefit of shelter pets in support of National Animal Shelter Appreciation Week November 5-12, 2006. This national program is designed to incorporate the three objectives of the NAPPS mission:

- Support to foster the success of your business
- Advocate the welfare of animals – demonstrated by “Making a Difference”
- Promote the value of professional pet sitting – to connect with the pet community and its supporters at a professional level.

Here is all this fun and easy program will require:

- Ask your clients, friends, and neighbors to support and donate toys, treats, blankets, towels, rugs, beds, bleach, leashes, collars, coupons, or newspapers on behalf of shelter pets

- Gather their donations
- Provide acknowledgement of gifts
- Deliver all items to your local shelter or rescue group
- Provide a formal thank you to the donors

The P4P program is only limited by your level of commitment. Use your energy and talents! You only need to follow one simple and easy guideline:

- At completion of the project forward copies of all the contributors’ receipts to NAPPS.

You can make a difference during National Animal Shelter Appreciation Week

P4P is inviting you to get involved and give back to the community! Look for information on expansion of the P4P program in 2007.

Charitable Giving to Help Our Animal Friends

In our communities, we are fortunate to have a number of organizations that rescue, shelter, and provide care for many animals from our smallest friends, to dogs and cats, and even lions, tigers, and bears (oh my!). These caring organizations usually depend upon the generosity of animal lovers to fund the good work they do and to keep their doors open.

A wide variety of charitable events are going on all the time for humane societies, shelters and rescue organizations – raffles, auctions, dinners, telethons, races, walks, golf tournaments – you name it. We have all been involved in charitable activities knowing the profits go to help the animals we love so much. These events draw awareness of the organization and the mission; however they are labor intensive and are not expected to provide the total funding organizations need to operate and serve the community.

Gifting to support the mission of your favorite non-profit animal organization can combine your charitable and financial goals. The government provides tax incentives to encourage us to give to these organizations, thus improving not only our lives but also those in need, including our animal friends.

Here are only a few of the many ways you can give…and receive.

**Current Gifts** of cash, personal property, or appreciated assets such as stocks or real estate can go to work immediately and you can see the results from your generosity. Your contribution can be fully income tax deductible up to annual limits, with the excess carried forward, and capital gains tax avoided on the sale of the appreciated assets.

**Bequests** are gifts you make in your living trust, IRA, or life insurance policy leaving a legacy to your favorite charity upon your demise. Organizations often provide recognition for those who make their intentions known. Bequests are easy to arrange and your estate can receive a charitable deduction for your gift.

**Deferred Gifts**, including various charitable trusts, gift annuities and donor advised funds can provide substantial estate and income tax benefits as well as income to you and your family, either now or in the future. Donors may also consider establishing a private foundation or supporting organization for more comprehensive financial, family, and charitable benefits.

**NEW TAX LAW!** The Pension Protection Act of 2006 provides that IRA owners over 70 and one-half can give non-deductible gifts up to $100,000 per year in IRA assets directly to charitable organizations, without having to declare the amount taken from the IRA as taxable income. This powerful new benefit, only available for 2006 and 2007, will be especially helpful for donors looking for simplicity in major giving; those wishing to give past the 50 percent of AGI limit; those who wish to avoid
being taxed on Social Security income; and those who take Standard Deduction on their income tax returns.

There are many variations of these strategies that can help you make charitable gifts from your heart that also benefit your financial situation. Careful planning is the key to developing a gifting plan that will maximize the benefits you desire for yourself, your family…and your chosen charitable organizations.

Article by Gina McBride, CFP, CSPG, of McBride Financial Advisory in Carlsbad. Gina is a Financial Life Planner and Philanthropy Planning Consultant. She can be reached at ginam@mcbridefinancial.com or 760-918-9361. Gina is also co-owner of Animal House Pet Care headquartered in Carlsbad, CA.

Dogs and Winter Chill – How Do We Keep Them Fit?

Karen Douglass, All Creatures Great & Small, LLC

As winter approaches, it becomes challenging to find new ways to exercise your clients’ pets. If a client’s pet is hyper – always ready to chase a ball, stick or a Frisbee – they need lots of exercise to lower their energy level. The food they eat creates such high energy that if they don’t get enough playtime, the pet can become bored or destructive in the home. This is especially true when the weather turns cold and dreary and long walks are less fun.

For dogs that qualify for official couch potato status and don’t particularly enjoy enthusiastic workouts, it’s even more important for you to exercise them. These potentially paunchy pooches also need exercise; but for many different reasons. These dogs need to speed up their metabolism; eating the wrong diet and lying around can create an abundance of fat cells and expand its shapely figure into a less desirable one.

Whichever kind of dogs you care for, it’s important to get them moving even if Ol’ Man Winter tries to throw a kink in your regular visit. Before you choose an all-weather exercise regimen for your regular clients, be sure all dogs are properly protected with current vaccinations, licenses and Bordatella, to prevent kennel cough. The suggestions below are great even if you just want to change up your routine! Don’t forget to ask your clients for permission if you’re trying something new with their pet!

- **It’s a Bark Park:** Look for a dog park that is enclosed and has friendly, socialized dogs as guests. Let your client’s pet enjoy socializing with great dogs and friendly people. The payback will be a healthier, happier and more social canine.

- **Pools for Pooches:** A great way to thin down and muscle up pups. This is a great activity for natural water dogs year-round and a nice alternative to the standard walk around the block.

- **Houndin’ around the Playground:** If there are no dog parks available, look for a playground designed “strictly for the dogs” where clients’ pets can run, play, be safe, and have fun.

- **The Mutt Hutt:** There are also indoor dog parks and playgrounds that have started appearing. Some are incorporated into doggie day care or doggie spas. These are great places to visit if it’s too hot, too cold, or even just raining! Many offer play time to those outside of the doggie day care environment.

- **Trails for Tails:** There is a wonderful world of trails where you are welcome to hike and take scenic walks with your clients’ pets. Check out the following Web site for more information: www.hikewithyourdog.com.

Lastly and most important: when you find one of these gems to enjoy, please remember to help keep it safe and eye-pleasing for everyone. PICK UP after pets!

*Tip: If you plan to incorporate one of these regimens into your client-base, check with the owner of the playground/pool to see if you can get a group discount.
Pet Pitching to the Local Media

by Arden Moore — © 2006

As a professional pet sitter, you know the value of getting the word out in your community about your services. But paying for advertising can be pricey. Ads appearing in local daily newspapers, heard on local radio stations, 30-second spots on television, and the Internet can cost hundreds, even thousands of dollars.

Unless your current clientele is exclusively millionaires – or billionaires – advertising can take a big bite out of your monthly budget.

But, you can alert your target market about your talents – without costing a penny. The source? Your local newspaper.

As a former newspaper editor and reporter for a major daily in South Florida, I know what media pitches will make it in the newspaper – and which ones will be pitched in the nearest trash can. I am happy to share with you some inside secrets on how you can become a go-to expert for your local media.

Let’s start by understanding how the average newspaper reporter thinks. In general, we come “equipped” with filtering mentality that helps us sniff out a real story from a self-promotion campaign. The good ones among us also heed the advice delivered to me from a great newspaper editor: “If your mother tells you she loves you, check it out.” With no disrespect to mothers, the editor was conveying that reporters should never assume and always check out the facts.

With that introduction, let me offer you 10 tips on how to properly pitch a story idea – or possibly the notion of you writing a regular column – to your local publication.

1. **Clearly identify the message you want to convey in your story pitch.** Reporters get socked with lots of pitches from phone calls, emails, and press releases. Be succinct and deliver a one-paged pitch for your idea.

2. **Target your audience – localize the news.** Remember, this is a community newspaper, not the New York Times or USA Today. So, always keep your local readers in mind and customized your pitch to fit their needs.

3. **Put the “news hook” in the first paragraph.** Reporters are typically crunched for time and have perfected the art of scanning. You need to grab them with a novel idea in the first paragraph to encourage them to read your press release.

4. **Limit the pitch to one printed page – or one screen online.** The pitch is to lure the reporter or editor in on contacting you – no need for a dissertation-sized press release.

5. **Be straightforward – avoid flowery words and clichés.** Act like Sgt. Jack Webb from the Dragnet television show by thinking, “Just the facts, ma’am (or sir).” Use active verbs, punchy sentences and always be specific.

6. **Proofread your pitch and read it backwards.** You will be amazed by how many “oopsies” in grammar and spelling that you catch by using this technique.

7. **Plan ahead with the release of your pitch to editors.** Give them about a month’s notice (or two-weeks, if possible) and piggy-back it to a local event that will increase your chances of getting coverage. Or, pitch a story idea to run during “slow” times – such to run on Mondays or Tuesdays or during holidays.

8. **Include your contact information (including address, e-mail, phone, fax, and Web site).** Yes, as unbelievable as it may sound, some people submit press releases without any clear way for reporters or editors to reach them. Go with the multi-media approach of phone, fax, email, Web site and your address.

9. **Do not avalanche editors with duplicates.** Once you submit your press release, follow it up in a day or two with a phone call. If no response, then follow up with a second (but differently written press release) and phone call. Any more than that and you might land on the “do-not-disturb” list for the newspaper.
10. Don’t be self-promoting. Again, your message should benefit pet owners. The fact that you are a professional pet sitter will be included in the news story or column. Readers – and reporters – are more apt to contact you as an expert when they gain good advice on dog care.

Five Things Never to Say to the Media

1. It’s about time that you printed – or broadcasted - some good news. Would you be very receptive to someone who begins a conversation that puts you on the defensive?

2. I want to get some free publicity about my pet sitting company. Again, this is a big no-no and sends up red flags from the news assignment desk.

3. I can write the story in maybe a month or so. Newspapers are daily – or weekly. They have big news holes to fill. The hallmark of a good newspaper contributor is that he or she always meets deadlines.

4. I demand to see the edited copy before it goes into print. Be more diplomatic by saying,”If you wish me to be available to review anything you’ve written for accuracy purposes, I would be happy to do so.” The key is that the story is written for the general readership – not for you.

5. You only want 500 words of copy? The story deserves at least 2,000 words. Newspaper news pages are like jigsaw puzzles. Each page must conform to the specific layout of ads and available news hole space. Writing four times more than you are assigned will probably result in that being your final assignment for the publication.

Five Ways to Win Over the Media

1. Knowing the right editor to contact - and spelling and pronouncing the editor’s name correctly. Editors regard this as a clue that you are a person who does his or her homework and prides themselves on being accurate in saying – and spelling – names.

2. Pinpointing the right time to contact the editor by phone – not trying to engage them in lengthy conversations when they are on deadline. Daily morning publications typically have “slow” times in the mid morning to early afternoon. By 4 p.m., editors typically are in news meetings or furiously editing copy to meet evening deadlines.

3. Turning in your story on time (or early) and providing good details, clean copy, and a source list. Editors do not have time to try to conduct an all-out search for an expert in the event they must contact them for clarification or to answer a quick question.

4. Following up your written or e-mailed story pitch with a phone call. This demonstrates your determination and makes an editor pay you more heed.

5. Offering future story ideas that are timely, localized, and featuring appropriate experts. Once you have landed your first story, the mark of a good journalist is that he or she always has a list of other story ideas to keep filling the newspaper pages.

Bonus Submission:
Here is an example of a press release that stands a good chance of being read – and even accepted – by a newspaper editor for a community newspaper.

Feb. 25, 2006
Attention: Tom Smith
Local News Editor
The North County Times
123 Main Street
Oceanside, CA 92054

Dear Mr. Smith:
Imagine waking up to find a roll of toilet paper strewn like confetti throughout your living room. Or discovering that your bed is part of a night-time race course traversed by a zooming blur of fur.

Welcome to the wonderful but wacky world of kittens. We know about the destructiveness of puppies, but feisty felines are equally capable of driving their owners c-r-a-z-y! In fact, cats just surpassed dogs in popularity and in numbers here in northern San Diego County and across the nation. Three in 10 American households own at least one cat, according to the latest survey conducted by the American Pet Products Manufacturers Association.

As a professional pet sitter and writer, I propose a guest column or feature in your local news section that identifies 10 tips to ensure how to share homes with feline friends – not feline felons. Spring signals kitten season. Here is an opportunity to educate your readers on how to adopt – and keep – the right kitten. Advice from a local veterinarian who specializes in feline medicine and a cat rescue group official will be included.

I will follow up in a few days with an email that provides you more details as well as a telephone call. In the meantime, I have enclosed my business card and invite you to visit my Web site: www.byarden.com to see some of my published work.

Mr. Smith, I enjoy reading The North County Times each day and appreciate the space you devote for community news. I hope to work with you on giving your readers the knowledge they need to become better pet parents.

Best,
Arden Moore
PO Box 2727
Oceanside, CA 92054
W: 760 433-3480
Fax: 760 433-2940
arden@ardenmoore.com
www.ardenmoore.com

Arden Moore spent 20 years as a newspaper reporter and editor, covering space shuttles, super bowls, state legislatures, and even cake bake-offs. Since 1999, she has focused on writing for national magazines and authoring books on dogs, cats, human health and fitness. She is also a professional speaker on the topics of writing and pet care. Take a peek at what Arden is all about by visiting her Web site: www.ardenmoore.com.
20 Factor Checklist to Determine Independent Contractor vs. Employee Status

As an aid to determine whether an individual is an employee under the common law rules, 20 factors or elements have been identified as indicating whether sufficient control is present to establish an employer-employee relationship. The degree of importance of each factor varies depending on the occupation and the factual context in which the services are performed. The 20 factors are designed only as guides for determining whether an individual is an employee; special scrutiny is required in applying the 20 factors to assure that formalistic aspects of an arrangement designed to achieve a particular status do not obscure the substance of the arrangement (that is, whether the person or persons for whom the services are performed exercise sufficient control over the individual for the individual to be classified as an employee). The 20 factors are described below:

1. Instructions. A worker who is required to comply with other persons’ instructions about when, where, and how he or she is to work is ordinarily an employee. This control factor is present if the person or persons for whom the services are performed have the right to require compliance with instructions. See, for example, Rev. Rul. 68-598, 1968-2 C.B. 464, and Rev. Rul. 66-381, 1966-2 C.B. 449.

2. Training. Training a worker by requiring an experienced employee to work with the worker, by corresponding with the worker, by requiring the worker to attend meetings, or by using other methods, indicates the person or persons for whom the services are performed want the services performed in a particular method or manner. See, for example, Rev. Rul. 63-115, 1963-1 C.B. 178, with Rev. Rul. 55-593, 1955-2 C.B. 610.

3. Integration. Integration of the worker’s services into the business operation generally shows that the worker is subject to direction and control. When the success or continuation of a business depends on the performance of certain services, the workers who perform those services must necessarily be subject to a certain amount of control by the owner of the business. See United States v. Silk, 331 U.S. 704 (1947), 1947-2 C.B. 167.

4. Services Rendered Personally. If the services must be rendered personally, presumably the person or persons for whom the services are performed are interested in the methods used to accomplish the work as well as in the result. See Rev. Rul. 55-695, 1955-2 C.B.H. 410.

5. Hiring, Supervising, and Paying Assistants. If the person or persons for whom the services are performed hire, supervise, and pay assistants, that factor generally shows control over the workers on the job. However, if one worker hired supervises, and pays the other assistant pursuant to a contract under which the worker agrees to provide materials and labor and under which the worker is responsible only for the attainment of a result, this factor indicates an independent contractor status. Compare Rev. Rul 63-115, 1963-1 C.B. 178, with Rev. Rul. 55-593, 1955-2 C.B. 610.

6. Continuing Relationship. A continuing relationship between the worker and the person or persons for whom the services are performed indicates that an employer-employee relationship exists. A continuing relationship may exist where work is performed at frequently recurring although irregular intervals. See United States V. Silk.

7. Set Hours of Work. The establishment of set hours of work by the person or persons for whom the services are performed is a factor indicating control. See Rev. Rul. 73-591, 1973-2 C.B. 337.

8. Full Time Required. If the worker must devote substantially full time to the business of the person or persons for whom the services are performed, such person or persons have control over the amount of time the worker spends working and impliedly restrict the worker from doing other gainful work. An independent contractor, on the other hand, is free to work when and for whom he or she chooses. See Rev. Rul. 56-694, 1956-2 C.B. 694.

9. Doing Work on Employer’s Premises. If the work is performed on the premises of the person or persons for whom the services are performed, that factor suggests control over the worker, especially if the work could be done elsewhere. Rev. Rul. 56-660, 1956-2 C.B. 693. Work done off the premises of the person or persons receiving the services, such as the office worker, indicates some freedom from control. However, this fact by itself does not mean that the worker is not an employee. The importance of this factor depends on the nature of the service involved and the extent to which an employer generally would require that employees perform such services on the employer’s premises. Control over the place of work is indicated when the person or persons for whom the services are performed have the right to...
10. Order or Sequence Set. If a worker must perform services in the order or sequence set by the person or persons for whom the services are performed, that factor shows that the worker is not free to follow the worker’s own pattern of work but must follow the established routines and schedules of the person or persons for whom the services are performed. Often, because of the nature of an occupation, the person or persons for whom the services are being performed do not set the order of the services or set the order infrequently. It is sufficient to show control, however, if such person or persons retain the right to do so. See Rev. Rul 56-694.

11. Oral or Written Reports. A requirement that the worker submit regular or written reports to the person or persons for whom the services are performed indicates a degree of control. See Rev. Rul 70-309, 1970-1 C.B. 199, and Rev. Rul. 68-248, 1968-1 C.B. 431.

12. Payment by Hour, Week, Month. Payment by the hour, week, or month generally points to an employer-employee relationship, provided that this method of payment is not just a convenient way of paying a lump sum agreed upon as the cost of a job. Payment made by the job or on a straight commission generally indicates that the worker is an independent contractor. See Rev. Rul. 74-389, 1974-2 C.B. 330.

13. Payment of Business and/or Traveling Expenses. If the person or persons for whom the services are performed ordinarily pay the worker’s business and/or traveling expenses, the worker is ordinarily an employee. An employer, to be able to control expenses, generally retains the right to regulate and direct the worker’s business activities. See Rev. Rul. 55-144, 1955-1 C.B. 483.

14. Furnishing of Tools and Materials. The fact that the person or persons for whom the services are performed furnish significant tools, materials, and other equipment tends to show the existence of an employer-employee relationship. See Rev. Rul 71-524, 1971-2 C.B. 346.

15. Significant Investment. If the worker invests in facilities that are used by the worker in performing services and are not typically maintained by employees (such as the maintenance of an office rented at fair value from an unrelated party), that factor tends to indicate that the worker is an independent contractor. On the other hand, lack of investment in facilities indicates dependence on the person or persons for whom the services are performed for such facilities and, accordingly, the existence of an employer-employee relationship. See Rev. Rul. 71-524. Special scrutiny is required with respect to certain types of facilities, such as home offices.

16. Realization of Profit or Loss. A worker who can realize a profit or suffer a loss as a result of the worker’s services (in addition to the profit or loss ordinarily realized by employees) is generally an independent contractor, but the worker who cannot is an employee. See Rev. Rul 70-309. For example, if the worker is subject to a real risk of economic loss due to significant investments or a bona fide liability for expenses, such as salary payments to unrelated employees, that factor indicates that the worker is an independent contractor. The risk that a worker will not receive payment for his or her services, however, is common to both independent contractors and employees and thus does not constitute a sufficient economic risk to support treatment as an independent contractor.

17. Working for More Than One Firm at a Time. If a worker performs more than de minimis services for a multiple of unrelated persons or firms at the same time, that factor generally indicates that the worker is an independent contractor. See Rev. Rul 70-572, 1970-2 C.B. 221. However, a worker who performs services for more than one person may be an employee of each of the persons, especially where such persons are part of the same service arrangement.

18. Making Service Available to General Public. The fact that a worker makes his or her services available to the general public on a regular and consistent basis indicates an independent contractor relationship. See Rev. Rul 56-660.

19. Right to Discharge. The right to discharge a worker is a factor indicating that the worker is an employee and the person possessing the right is an employer. An employer exercises control through the threat of dismissal, which causes the worker to obey the employer’s instructions. An independent contractor, on the other hand, cannot be fired so long as the independent contractor produces a result that meets the contract specifications. Rev. Rul 75-41, 1975-1 C.B. 323.

20. Right to Terminate. If the worker has the right to end his or her relationship with the person for whom the services are performed at any time he or she wishes without incurring liability, that factor indicates an employer-employee relationship. See Rev. Rul. 70-309.
NAPPS would like to welcome the following new members that have joined between May and September 26, 2006

**Alabama**
Katherine Key, *Pet Perfect Professional Pet Sitting Service*, Birmingham

**Arizona**
Kathy Beazley, *For The Love Of Pets*, LLC, Mesa
Kim Belzner, *Paws At Home*, Mesa
Nathan Braaten, *San Tan Canine Training*, Tempe
Kathy Cambal, *Canine Cabs*, Scottsdale
Kim Cardwell, *Kim’s Pet Sitting Services*, Tucson
Lara Evans, *Doggiesmyle*, LLC, Phoenix
Thomas Glodek M.D., *Pet Lodges Of America LLC*, Litchfield Park
Shannon Hamilton, *Precious Paws Cat & House Sitting*, Bullhead City
Holly Huntimer, *AZ Pet Services, LLC*, Glendale
Stacy Koruba, *Lucky Pet Services*, Surprise
Eric Kuglin, *Pet Me Please Pet Sitting*, LLC, Chandler
Dawn Lewis, *Camp K-9*, Cottonwood
Andrea Miller, *Camp Happy Tails Pet Sitting*, Prescott
Nicole Niederhaus, *Nicole Niederhaus*, Fountain Hills
Denise Ponti, *The Sweet Life Pet Concierge*, Goodyear
Amber Rademaker, *Cactus Critter Sitters*, Mesa
Stacy Richards, *Equine Sitter Services*, Camp Verde
Linda Scatena, *Pampered Paws Pet-Sitting*, LLC, Scottsdale
Christa Schauermann, *All About The Kritter*, Chandler
Nancy Schmid, *Got Pets?, LLC*, Peoria
Janet Snow, *Snow’s LLC*, Phoenix
Richard Wales, *The Dog House*, Sun City

**California**
Ana Alvord, *TLC Pet Care*, Escondido
Natalie Andrews, *Your Happy Whiskers*, Orange
Christine Bacosa, Leave Em To Me, Santa Cruz
Mari Barnum, Indio
Wendy Brandariz, *Paw-Fect Pet Care*, Placerville
Karin Cornwall, *Dog’s Best Friend*, Oakland
Courtney Flood, *Courtney’s Critter Sitters*, Van Nuys
Monique Gentry, *Just Cats*, Oakland
Emilio Gonzalez, Roci Ryder, Concord
Sabrina Grande, *Pampered Pet Sitting*, Harbor City
Irene Green, *The Kitty Sitter*, Citrus Heights
Carol Gross, *Care Bear’s All Pets Service*, Santa Maria
RW Henley, *R Dubs House Sitting*, Concord
Ken Jacobi, *Advantage Pet & Property Services*, Cathedral City
Carey Japhet, *Carey’s Pet Care Plus*, Riverside
Stefanie Kent, *Happy At Home Pet Sitting Services*, San Diego
Loretta Lazier, Sit-A-Pet, Redwood City
Corinne Locher, *Corinne’s Pet Sitting Service*, Whittier
JoLeen Magill, *One Lucky Dog*, Newbury Park
Leeanna Massignani, *Bow Wow Meow*, Winchester
Rachel McConathy, *Bella Star Pet Services*, Camarillo
Jill Morris, *Royal Pet Paws*, Mission Viejo
Kristin Morrison, *Woof! Pet Sitting Service*, San Rafael
Katie Owensby, *See Katie Run*, Walnut Creek
Kristen Palacios, *All Paws Pet-Sitting Service*, Granada Hills
Melissa Roth, *The Pet Concierge*, Los Angeles
Julie Sargent, *Four-Legged Friends Pet Sitting*, Corona
Chirl Saylor, *Your Pet In Mind*, Northridge
Justine Schroeder, *3A Pet Sitting*, Fremont
Jodi Simard, *Your Pet’s Friend Pet Care*, La Habra Heights
Jayne Smith, *Professional Pet Services*, Sonora
Anthony Sunseri, *A Trusting Friend*, Discovery Bay
Paula Suyehiro, San Francisco
John Torres, *SUPERPAWS*, Long Beach
Janete Weisntein, *The Pet Assistant*, Los Angeles
Gale Wheat, *Gale’s Pet Sitting*, Indio
Arlene Woolley, *Best Friend For Hire*, Tustin

**Colorado**
Carrie Aldrich, *Ciao Meow In-Home Pet Sitting Services*, LLC, Englewood
Micki Poissant, *All Clawz N Pawz*, LLC, Arvada
Larissa Rignall, *Leave It To Larissa & Associates*, Grand Junction
New NAPPS Members

Terri Root, *Terri's Tails*, Arvada
Randy Sup, R & J Sup Pet Sitters, Greeley
Carrie Vogel, Durango
Mary Walenter, *Comfy Critters Pet Sitting*, Loveland
Carla Wilmer, *Furmost Pet Sitting, LLC*, Parker

**Connecticut**
Judith Aub, Milford
Elizabeth Graywolf, *There's No Paws Like Home, LLC*, Bloomfield
Gary James, *Healthydoggies*, Oxford
George Kennedy, *Best Choice Pet Services*, Torrington
Beth Maskell, *Beth's Pet Sitting Service*, Quaker Hill
Jessica Morse, *Pet Appointments Walks and Sitting*, Killingworth
Laura Selvaggio Burban, *Animal Tails House Calls, LLC*, Madison
April Settembri, *Home Comfort PetCare*, East Granby
Candy Tousignant, *Candy's Cozy Critters Pet Sitting*, Gales Ferry

**Delaware**
Tori Carter, *FETCH! Pet Care Of New Castle County*, New Castle
Valerie May, *Stringer Dade's Pet & House Sitting Service*, Felton
Lynn Shelton, *At Your Bark N Call*, New Castle
Diane Weller, *All Creatures Great & Small*, Dover

**Florida**
Betsy Batista, *Pet Patrol Pet Care Services*, Orlando
Sakina Blair, *Leashes and Treats Pet Sitting*, Deerfield Beach
William Borawski, *Bill's Pet Sitting Service*, Fort Lauderdale
Debra Day, Pompano Beach
Ed Deitsch, *Boca Bark and Bonefest*, Boca Raton
Marcy Denham, *Happy Tails Pet Sitting Service*, Ellenton
Robin Harrison, *ROB'S K9 .. KAT KARE*, Delray Beach
Lynn Jossfolk, *Loyal Companion Petcare & Fitness*, Weston
Barbara Loushay, *Pals for Paws*, Sebring
Geraldine Lynch, *The Whole Kit 'N Kapoodle*, Sarasota
Sandra Lynch, *Critic Comforts Pet Sitting*, Port Orange

Eleanor McCoy, *East Paws, Inc.*, Oakland Park
Julie Michael, Deerfield Beach
Gwenda Piccirillo, *Piccirillo Petsitters*, Palm Beach Gardens
Heather Radloff, *Happy At Home Pet Sitting*, Palm Coast
Susan Silva, *Pawprints Of Celebration*, Celebration
Sophie Sprague, *All Paws Pet Service, LLC*, Gulf Breeze
Carmen Suero, *Happy Paws Dog Walking and Related Services, LLC*, Miami Beach
Ashley Vail, *Bed 'n Biscuit*, Miami Shores

**Georgia**
Brandyn Bozeman, *The Doggie Nanny*, Decatur
Marc Griffin, *Milton Pet Sitting*, Alpharetta
Julia Hockley, *Pet Techs*, Lilburn
Joseph Kaplan Jr., *A Dog's Best Friend*, Dacula
Kimberly Suddeth, *Home Is Where the Pet Is, LLC*, Cumming

**Iowa**
Destiny Peterson, *Pet Nanny on the Way*, Alta
Vicki Stender, *Walk The Dog*, West Des Moines

**Illinois**
Julie Ann Ausbrook, *The Pink Pooch*, Chicago
Kristine Banks, *Hillillyhounds*, Yorkville
Jeffrey Bittner, *Your Pet's Best Friend*, Urbana
Sean Hunter, *Doggy Au Pair*, Chicago
David Lawlor, *Woof N'Bark Pet Services*, Chicago
Judy Leonardis, *Puppy Love Pet Care*, South Barrington
Michael Mihalo, *USA Dog Walkers*, Bolingbrook
Sandra Mouhot, *Gotta Go*, Brookfield
Lindsey Pearlman, *Sit and Stay Pet Care*, Chicago
Heather Robinson, *Bow Wow Meow, Inc.*, Chicago
Holly Rodgers, *Always There Concierge*, Aurora
Holly Rodgers, *Pet Pals Natural Pet Market*, West Dundee
Julie Shannon, *Pampered Pets*, La Grange
Cathi Smith, *The Pet Nanny*, Saint Charles
Judi Snyder, *Midwest Equestrian Services*, Freeport
Cassandra Walts, *Kritter Sitters*, Milford
## New NAPPS Members

<table>
<thead>
<tr>
<th>State</th>
<th>Members</th>
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<tbody>
<tr>
<td>Kansas</td>
<td>Mary Guy, <em>Critter Sitters, LLC</em>, Garden City&lt;br&gt; Sunny Otto, <em>Divided Sky Pet Sitting &amp; Housecare Service</em>, Manhattan</td>
</tr>
<tr>
<td>Louisiana</td>
<td>Marcella Anders, <em>Majestic Pet Sitters</em>, Lake Charles</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>Stephanie Long, <em>Portland’s Paws</em>, Portland</td>
</tr>
<tr>
<td>Minnesota</td>
<td>Jill Engle, <em>Jill’s Pet Sitting</em>, Faribault</td>
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<tr>
<td>Missouri</td>
<td>Candace Blumhardt, <em>Family Friends Pet Care</em>, Kansas City</td>
</tr>
</tbody>
</table>
New NAPPS Members

Karen French, Out On A Leash, LLC, Berkeley Heights
Lynne Gould, Pet Partner, Wall Twp.
Wayne Gruen, Here & There Pet Care, Little Falls
Carrie Hammer, All Creature Comforts, Forked River
Kristen Jacomino, Maple Shade
Kelly Layton, Kelly’s Pampered Pets, Tinton Falls
Teresa Littera, My Own Sweet Home Pet Sitting, Marlboro
Kyle Marcinczyk, LottaLuv Pet Care, Waretown
Sara Miller, Sara’s Walkin’ Wonders, Bernardsville
Kara Paoletti, One Fur All, Westfield
Rondi Radtke, Walk This Way, Bound Brook
Steve Reznick, SJ Ferret Rescue and Sanctuary, Inc., Gibbsboro
Ellen Scibelli, Brick Pet Buddies, Brick
Mariane Sisti, Spring Lake Pet Care, LLC, Spring Lake
Kelly Swayze, Puppy Playpen, Marlton
Jane Wiklund, Tails Are A Waggin’ Pet Sitting Svc., Brick

New Mexico
Irma Hamilton, Dawgs With Attitude, Albuquerque

Nevada
Cheryl Finger, Sophisticated Pet Service, Las Vegas

New York
Chrissy Brown, Chrissy's Pet Sitting, Highland Falls
Kristina Casali, On The Leash Professional Pet Care Services, New York
Vivianne Castanos, Pet Angel, New York
Carol Clouse, Creature Comforts Plus, Sunnyside
Melissa Currelley, A Walk Around the Corner, Brooklyn
Frances Depaolo, Frans Pet Sitting and Services, Staten Island
Dawn Elliot, Zoey and Pals Pet Sitting, West Babylon
Ellen Epstein, Old Town Pups, Brooklyn
Amy Foley, Homeward Bound, Glen's Falls
Sonja Gruenheid, 4-Paws In Home Services, Yaphank
Jeremy Henggeler, Jay's Sit and Stay, Levittown
Heather Jackson, 4 Paws Resort, Massapequa
Julia Kim, Wet Nose Doggy Gym, Inc., New York
Denise Montagnese, ‘Gold Coast Pet Nanny,’ Syosset
Lisa Padgett, Padgett Pups, New York
Karen Parker, Professional Pet Sitter, East Setauket
Linda Romanowski, Precious Paws Pet Sitting LLC, Washingtonville
Barbara Sanelli, Healthy Hound / Tail Waggers, Medford
Laurie Santo, Furry Friends Pet Sitters At Your Service, N. Merrick
Sheila Sim, Reliable Dog Walkers and Cat Sitters, New York
Lori Slavin, Love Your Pets, East Northport
Sean St. John, The Pet Buddy, Brooklyn
Theresa Torre, Luv Your Pet, Luv Your Sitter, Inc, Wading River
Holly Trotter-Johnston, Ready, Pet, Go!, Levittown
Denise Yarberough, Pets Are People Too, New York

Ohio
Sandra Denman, Forget-me-knot Pet Sitters, Garrettsville
Diana Echols, All Breed Pet Sitting Service, Casstown
Laura Ludlow, Columbus Petsitters, LLC, Columbus
Linda Osherow, Stay Home Pet Care, Akron

Oklahoma
Mirjana Pellegrino, Doggie Day Camp, Oklahoma City

Oregon
Jody Boyd, Jody’s Paws in the Week, Milwaukie
Colleen Ige, Happy Trails Pet Sitting, Hermiston
Lola Jasper, Lola’s Pet Sitting Service, Klamath Falls

Pennsylvania
Wendy Bott, Pets in the City, Pittsburgh
Kristen Burton, Your Best Friend Petsitting, Moscow
Adina Dymond, All Fur Paws, Thorndale
Daniel Galfano, PetCare Group, West Chester
Lorraine Masticola, Lorraine’s Dog and House Sitting Service, Secane
Carol Moore, Carol’s Cows To Kittens Pet Sittin’, East Norriton
Andrea Myers, Suzy Q's Animal Service, New Freedom
Denise Plowman, Emma’s Host Home Dog Sitting, Monroeville
Adina Silberstein, Queenie's Pets, Philadelphia
Carolyn Sommers, Sommers Pet Sitting, Quakertown
Jack Spradley, The Urban Dog, Inc., Philadelphia
New NAPPS Members

Kristi Strang, Creature Comfort & Care, LLC, Hatfield
Thais Tepper, PNPIC, Meadow Lands

Rhode Island
Lora Brown, Pамpered Pets and Plants, Newport
Robb Yates, A Sweet Relief, Lincoln

South Carolina
Vedonna Sutton, PAW RIF FIC Pet Sitting, Goose Creek

Tennessee
Molly Dauberger, The Leash We Can Do!, Bartlett
Deborah Tiefenbacher, Four Footed Pals
    Home Pet Service, LLC, Thompsons Station
Teresa Williamson, The Pet Nanny, Memphis

Texas
Amber Bowers, Kozy Kritters Pet Sitters, Hurst
Doreen Carbone, Lakeway Pet Sitting Service, Lakeway
Tamara Dailey, Moxie’s Pet Services, Austin
Tiffany Lewis, Board At Home Animal Care & Monitoring,
    Austin
Dianne Mestayer, The Cajun Critter Sitter, Austin
Susan Mock, Susan’s TLC Pet Sitting, Georgetown
Michelle Poblenz, Creature Comfort, Colleyville
Cindy Powers, Pawsitively Pampered Pet Sitting & Services,
    San Antonio
Mary Singleton, Lost Pines Pet Sitting, Bastrop

Utah
Siri Lillehaugen, Park City Pet Sitters, Park City

Virginia
Kimberly Britton, Kpaws, LLC, Alexandria
Lana Bunch, We Love Your Pets, LLC, Newport News
Virginia Clarke, Your Best Friends Pet Care, Chantilly
David Davila, Performance Dogs, Sterling
Doreen Deiny, Wags N Purrs, Mechanicsville
Susan Esplen-Keller, Friends Of Fur Professional Pet Sitting,
    Virginia Beach
Anastacia Frost, Amie a Pied, Oakton
Mary Furgeson, Critter Sitters & Associates, Chester

Michele Giarrusso, Great Dogs, Front Royal
Jaggi Harbolick, Animals Around Town, Leesburg
Melinda Harrington, Critter Pet Sitting, Mc Lean
Jerry and Nancy Hess, Double H Pet Sitters, Stafford
Hillary Hutcheon, Dog Days And Cat Ways, Fairfax
Bettina Kingree, There’s No Place Like Home
    Pet Sitting Service, Edinburg
Kelsey Parker, Stafford
Simin Radjou, Canine Pet Care, Fairfax
Shayne Rainey, Raining Cats & Dogs, Alexandria
Kristen Smith, Tilghman’s K9 Club, Inc., Alexandria
Karen Wettstein, Scampi’s Pet Care Services, LLC, Fairfax

Vermont
Leslie Ermolovich, Blue Ribbon Pet Sitting, LLC, Colchester

Washington
Sheelah Doherty, Grateful Pet Services, Bellevue
Katrina Koleto, KatKo’s Pet-Sitting, Seattle
Caroline Luther, Kennewick
Katie Macellari, Atlas Dog Walking, Seattle
Sandra Rubell, Sandy The Critter Sitter, Des Moines

Wisconsin
Joe Pavlic, Walkies Pet Services, LLC, Wauwatosa

West Virginia
Judy Howard, Judy’s Pet Sitting, Harpers Ferry
COMMITTEE APPLICATION
(Print or Type)

As a member of NAPPS, you play a part in the exciting growth of the in-home professional pet care industry, and you have a voice in the association’s affairs and governance. You can help shape your association by becoming more involved in the programs and activities that NAPPS offers. Your time commitment is up to you. You can be involved as little or as much as you like. By serving on a Committee, you learn new skills and network with your peers. Get involved today!

Member ID ______________________________________________________

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Your Name _____________________________________________________

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Phone ( ____ ) ___________________ Fax ( ____ ) ______________________

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Please indicate the committees on which you would like to serve:

- Benefits Committee
  - Certification Subcommittee
  - Disaster Preparedness Subcommittee
- Marketing Committee
  - Annual Conference Subcommittee
- Membership Committee

Please return completed form to:
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- Prestige and Professionalism
- Exposure
- Code of Ethics
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- Bonding Insurance — *discounted rate*
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- Health Insurance — *discounted rate*
- 800# Pet Sitter Locator
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- Annual Conference & Trade Show
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NAPPS is continually looking for ways to improve the association for its members and the industry. So look for more important member benefits coming soon!