

## **FOR IMMEDIATE RELEASE**

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### **Opportunities Abound at the 2011 NAPPS Conference**

*Professional Pet Sitters Gathered for Education and Networking January 28 - 30*  
MOUNT LAUREL, N.J. – The National Association of Professional Pet Sitters (NAPPS) recently gathered with professionals from across the country at its Annual Conference and Small Business Forum, January 28 – 30 at the Royal Sonesta Hotel in New Orleans. Throughout the three-day event, participants attended educational sessions presented by renowned speakers, learned about the latest pet products and services and networked with fellow professionals.

“The NAPPS 2011 Annual Conference was a valuable experience for all attendees,” stated John D’Ariano, NAPPS President. “With our energetic professional speakers, a vibrant location and networking opportunities, the 2011 Conference provided a much-needed break following the busy holiday season, and was a great way to kick off the new year.”

The 2011 conference included a diverse array of workshops and sessions, ranging from self defense and animal law to geriatric pet care and social media. The conference 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™. Other notable speakers and presenters included Désirée H. Young, MBA, dubbed the "Marketing Maven", who presented on “Marketing Your Business: How to Go From Best Kept Secret to the Most Talked About In Town.” Detective Sam Rodriguez, always an attendee favorite, gave an interactive presentation on self defense that was informative, interactive, and entertaining. Inspirational presenter Susan Ershler has served in a number of leadership positions for Fortune 500 corporations and spoke on “Reaching New Heights: Everest and Beyond”, encouraging attendees to pursue their dreams.

Other significant events included a trade show and award ceremony recognizing pet sitters excelling in their contributions and support of association programs.

### **2012 Annual Conference**

The NAPPS 2012 Annual Conference and Small Business Forum will be held January 27-29, 2012 at the Flamingo Las Vegas Hotel in Las Vegas. To assist pet sitters in budgeting for the conference, NAPPS is offering attendees a payment plan, with the option of paying registration fees in monthly installments.

Attendees can register beginning February 15 on the NAPPS website, [www.petsitters.org](http://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 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, 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, 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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