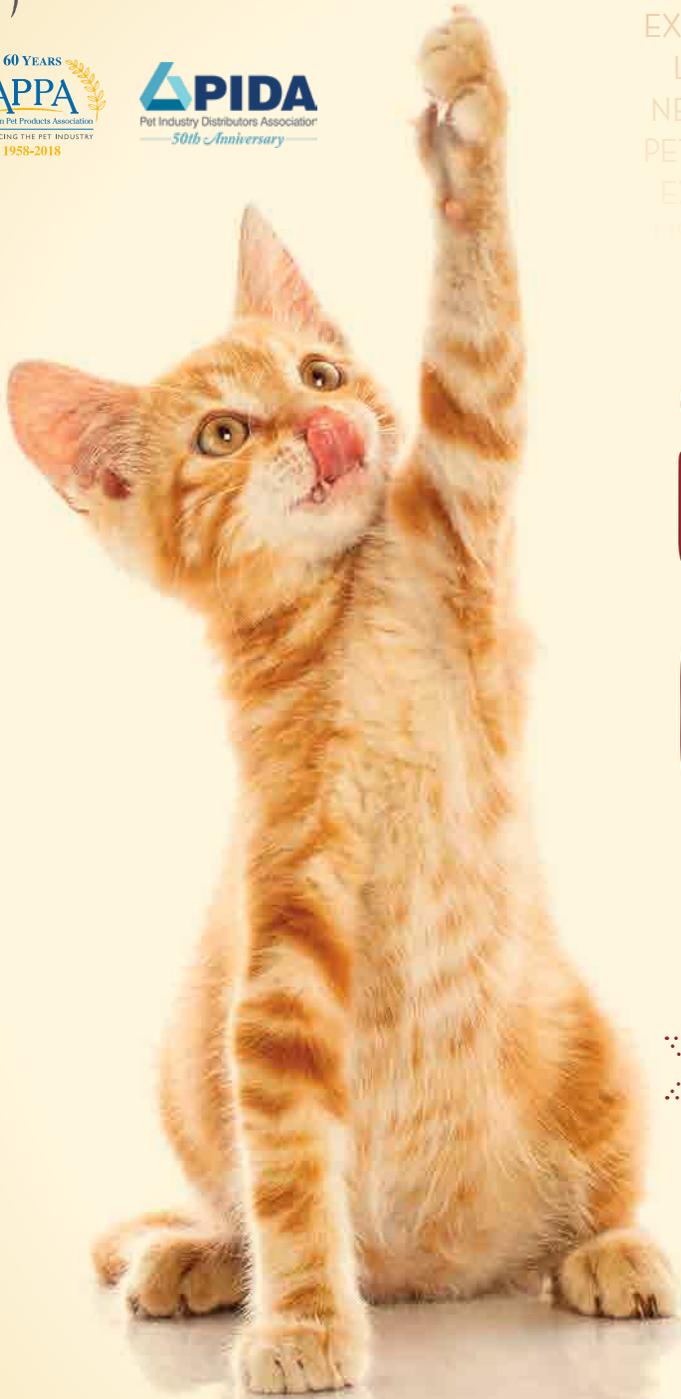


 **Global
Pet Expo**

60 YEARS
APPA
American Pet Products Association
ADVANCING THE PET INDUSTRY
1958-2018

PIDA
Pet Industry Distributors Association
50th Anniversary



1,130 PET PRODUCT EXHIBITORS. **27%** OF EXHIBITORS FROM OUTSIDE THE US. **3,437** BOOTHS. **270** FIRST-TIME EXHIBITORS. **3,000+** NEW PRODUCT LAUNCHES. WORLD'S LARGEST NEW PRODUCTS SHOWCASE. **1,130** PET PRODUCT EXHIBITORS. **27%** OF EXHIBITORS FROM OUTSIDE THE US. **3,437** BOOTHS. **270** FIRST-TIME

ALL UNDER ONE ROOF

THE PREMIER INDUSTRY EVENT

WORLD'S LARGEST NEW PRODUCTS SHOWCASE. **1,130** PET PRODUCT EXHIBITORS. **27%** OF EXHIBITORS FROM OUTSIDE THE US. **3,437** BOOTHS. **270** FIRST-TIME EXHIBITORS. **3,000+** NEW PRODUCT LAUNCHES.

MARCH 21-23, 2018

ORANGE COUNTY
CONVENTION CENTER
ORLANDO, FLORIDA

GLOBAL PET EXPO

GET IN THE KNOW



Global Pet Expo Academy offers FREE educational seminars on the latest trends and best practices for building and growing a pet business. Expert presenters will cover a broad range of topics, including marketing, merchandising, customer service, human resources, employment law, management, and more.

SPONSORED BY:



WINNING TOPICS

Choose from a wide assortment of sessions geared to help you become the savvy pet retailer you've always wanted to be.

- Hidden Opportunities at Global Pet Expo
- Cash Flow Management Secrets
- Contagious Customer
- Experience
- Effective Merchandising Techniques
- Employment Law
- Facebook & Your Business
- Pricing Strategies & Profits
- The Female Economy
- When to Sell Your Pet Business

PRACTICAL KNOW-HOW

Every Global Pet Expo Academy session is jam-packed with useful tips and expert advice from the experiences of today's most successful retail educators. You'll learn what works—and what doesn't—from real-world examples and in-depth case studies. You'll pick up hundreds of best practices you can put into action immediately and for years to come. And you'll find out about dozens of no and low-cost apps and online tools that you can use to boost your bottom line.

EXPERT INSTRUCTORS

Our instructors include many of pet retailing's best-known and most-admired authorities in marketing, merchandising, operations, finance and technology.

ALL YOURS FOR FREE

All Global Pet Expo Academy sessions are free. Attend as many as you choose at no cost to you. Seats are available on a first-come, first-served basis. For seminar descriptions and speakers go to globalpetexpo.org/seminars.

SPECIALTY SECTIONS

Why is Global Pet Expo the industry's must-attend event? Everybody comes here because everybody's represented here!



NEW PRODUCTS SHOWCASE

Over 1,000 debut items in our newly designed 40,000 square-foot New Products Showcase.



WHAT'S NEW!

A great opportunity to meet first-time exhibitors and establish new relationships.



THE NATURAL PET

Boost profits with holistic and natural products—mass-market's fastest growing segment.



INTERNATIONAL PAVILIONS

2017 debuted country-specific pavilions, with participating countries enjoying dedicated space throughout the exhibit floor. Plus, a 22% upswing in international attendees galvanized unprecedented networking and educational opportunities. The word is out: Global Pet Expo is where Main Street meets the Champs-Élysées!



THE BOUTIQUE

Discover high-margin specialty items perfect for the luxury buyer.



EVERYTHING AQUATIC

Improve your bottom line with innovative products that serve this buoyant specialty market.

2018 ACADEMY LINEUP

This year's Global Pet Expo Academy brings you first-class educational program that you can attend for FREE. Each session is designed to deepen your knowledge and put your business on the road to success. Choose from a broad range of topics in categories such as social media, marketing, merchandising, customer service, human resources, management and more. Take advantage of two pre-show training opportunities designed to grow your business and make better HR decisions. Space is limited so get there early!



TUESDAY, MARCH 20

HR HACKS: DEMYSTIFY AND TACKLE HUMAN RESOURCES IN YOUR SMALL BUSINESS

1:00pm – 4:30pm

Lori Kleiman, HR Topics

Human Resources doesn't have to be mysterious in small business. Leaders know how important compliance and employee management is—but who has the time? The typical small business person is doing all they can to keep customers coming in the door and profits on the bottom line. Our interactive program will walk leaders through the five major questions that can cripple long-term growth of all organizations. We have the answers to these—and the other HR issues you face. This free, half-day program gives you the answers you need to implement changes that will transform your business. Walk away with tools you can use tomorrow!

MARKETING FOR PROFIT: PET BUSINESS BOOTCAMP

1:00pm – 4:30pm

J. Nichole Smith, Working with Dog / Phil Chang, Hubba / Jane Harrell, 'Cause Digital Marketing

As retail and marketing experts, we hear a lot of excuses. Most of them revolve around time, money and fear (fear of the digital age, fear of competition, fear of failure...) We believe excuses are toxic and that every pet business owner already has everything they need to be happy AND successful. Action kills anxiety, so during this boot camp, we don't want to lecture, we want to enable petpreneurs to help themselves to achieve their dreams of freedom, fulfillment and profitability through free, simple to use tools and marketing techniques. In 3½ hours, we will help you break down one simple goal: earning an extra \$10k in 90 days, into a totally customized, simple, actionable plan. With a mix of free tools, expert advice, short cuts and the clarity a simple plan brings – they will cut through fear, excuses and confusion. Not only will we help you create a plan that will add significant value to your business, but we will inspire and empower you to leave feeling excited and capable.

WEDNESDAY, MARCH 21



PET FOOD MYTHBUSTERS

9:00am – 10:00am

Tania Otero, BVetMed, MRCVS.

Learn the truth behind common pet food marketing myths in a fun, interactive laboratory session. See how pet food is cooked and learn about common pet food ingredients. By the end of the session, you'll question the pet food you feed your pets.

NEW! MINI-SESSIONS IN THE NEW PRODUCT SHOWCASE

This year's mini-sessions will take place on the show floor in the New Product Showcase area. Stop in for these quick 15-minute sessions to help plan your education schedule while at the show!

Listen in to the hottest topics right on the show floor. These 15-minute "mini-sessions" will take place in the New Product Showcase twice a day—giving you a sneak peek of upcoming seminars.

9:30AM – 10:00AM

Candace D'Agnolo—\$10K Weekend: The Secret Strategy to Make Money Fast

Suzanne Boy—Hottest Topics in Employment Law for 2018

12:00PM – 12:30PM

Lynn Switanowski – 5 Questions Your Pet Business Must be Able to Answer to Succeed in 2018

Tom Crossman – Don't Make Visual Mistakes!

TEST YOUR EMPLOYMENT LAW IQ

10:30am – 11:45am

Suzanne Boy, Henderson, Franklin, Starnes & Holt P.A.

The complex web of employment laws can make management and prevention of problems difficult for even experienced employers. Thorough knowledge of employment laws, early recognition of issues, and swift problem solving is key to reducing exposure to the claims so prevalent today. This interactive presentation will test attendees' "Employment Law IQ" using examples and fact patterns from real cases involving wage/hour issues, management of medical leave/accommodations, employee terminations, retaliation, and confidentiality/non-competition, among other topics. Attendees will learn how to spot legal issues, and hear many top tips to help avoid issues that commonly result in lawsuits by employees.

HOW TO STOP ONLINE RETAILERS FROM STEALING YOUR CUSTOMERS

10:30am – 11:45am

Candace D'Agnolo, Pet Boss Nation

From Amazon buying Whole Foods Market to PetSmart buying Chewy.com and Rover.com just getting a \$65M investment—it just seems big business is growing bigger and bigger. How are you going to compete? Are you considering local delivery? Do you feel like you need an online store? Are you going to adjust your pricing? While those all might be solutions, are they the right solutions for you? The Internet makes up less than 8% of all pet product purchases, so the truth is people are still shopping brick and mortar. You've been letting the competition win because you're not focusing on three critical areas of business. Areas you have right at your fingertips that the online sites don't even have access to! In this session, learn the 3 secrets to increasing your sales every month.

TURNING REVIEWS AND REFERRALS INTO REAL TIME SALES

1:00pm – 2:15pm

Lynn Switanowski, Creative Business Consulting Group

Learn to use your customers' words to drive sales for your pet business. Word-of-mouth marketing for your pet business is MORE important than ever. More importantly—your customers WANT to share information about your business—you just need to give them a place to say it! Attend this session and learn how your pet business can create a process for procuring testimonials and referrals on a regular basis from your customers that will showcase in your customers' own words what your business does "better than anybody else". You'll also learn where—and how—to create programs that ask for reviews on a regular basis (hint: your customers WANT to talk about your business via social media so let them!) Join us and get start using your customers own words to grow your pet business today!



HOW E-COMMERCE CAN HELP BUILD SUSTAINABLE BUSINESS

1:00pm – 2:15pm

Phil Chang, Hubba

Ecommerce can be a powerful tool if leveraged properly. Too many businesses approach ecommerce from a singular approach and fail to incorporate a proper strategy to tie Ecommerce to the rest of their business. Learn from this session how to ensure that your ecommerce strategy ties with your overall goals, and find out how this not only helps you grow and accelerate your business, but drives you to the “to-do” items that will help you execute with excellence.

TOP TEN REASONS EMPLOYEES SUE THEIR EMPLOYER

2:30pm – 3:45pm

Suzanne Boy, Henderson, Franklin, Starnes & Holt P.A.

The legal issues facing employers in the current economic climate are many, and the ever-evolving nature of employment law can make management and prevention of problems difficult for even the most experienced business owner. Thorough knowledge of employment laws, early recognition of issues, and swift problem solving is key to reducing your company’s exposure to the many employment claims so prevalent today. This fun, interactive presentation will discuss the top ten reasons employers are sued by employees, and allow employers to help better prepare their businesses to avoid these lawsuits.

MERCHANDISING LIKE THE BIG GUYS

2:30pm – 3:45pm

Tom Crossman, Tom Crossman Creative

Hear from an expert on merchandising concepts every retailer should know. You have one chance to make a first impression with your customers as they enter your store. Learn what the big guys are doing and what we can learn from Target, Macy’s and Disney. Gain insight on what store designers know about creating traffic flow, display locations, and where to merchandise what products. Learn basic concepts for merchandising displays, walls and tables.

YOUR TIME IS WORTH MONEY

4:00pm – 5:15pm

Lynn Switanowski, Creative Business Consulting Group

Learn to use all the tools you need to speed up your marketing engine Working for an independent pet store doesn’t mean you have to spend more time than big box stores do creating marketing campaigns and social media content that gets attention from

your customers! The key is to KNOW about tools that exists to make it easier and faster to publishing good looking and well-received content via your marketing! Attendees of this session will learn about a variety of valuable tools (most of them free or low cost!) to help take time and trouble out of posting online! They will also learn about simple, easy and cost-effective tools that help create visuals that are good looking- and the right size. Tools to help you create posts that have copy embedded, tools that edit video effortlessly and help retailers evaluate the performance of your social media. And the best time saver of all—attendees will learn about the key tools that can help save time via scheduling your post content days- or weeks in advance if you prefer!

BUSINESS FOR SALE: THE SECRETS TO CASHING IN WHEN YOU ARE READY TO CASH OUT

4:00pm – 5:15pm

Candace D’Agnolo, Pet Boss Nation

Even if you’re absolutely in love with your pet business, at some point you’ll need to exit... whether it’s this year or 20 years from now and whether it’s your choice or not. Don’t you want to exit on your terms? Will your hard work be worth something? How much could you sell it for? Would anyone buy it?

Not only get the worksheets and formulas for pricing your business, get the insider nuggets of Candace’s story of selling her boutique to Bentley’s Pet Stuff and exactly why her business was acquired when her competition was closing. In this session, learn the secrets to cashing in, when you’re ready to cash out.

FREE!

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PETS ADD LIFE

THE GLOBAL PET EXPO NETWORKING RECEPTION

Registration Concourse Level One

Orange County Convention Center

6:00pm – 7:30pm

Relationships build business, and we want you to have every opportunity to meet everyone at the Show. Our fun and FREE Networking Reception gives you the time and place to rub elbows with people you might never have another opportunity to meet. Have a drink, some eats and mix it up with old friends and make some new ones. Plan to attend our 2017 reception, the largest in the industry.

THURSDAY, MARCH 22

FREE! THE GLOBAL PET EXPO PET INDUSTRY BREAKFAST AND RETAILER EXCELLENCE AWARDS CEREMONY

Located on the 4th Floor—Valencia Ballroom
Orange County Convention Center
8:00am – 8:45am



Get a head start of the second day of the show with a healthy breakfast and business-building discussions with your peers. When you arrive at the Global Pet Expo Industry Breakfast choose from one of the available hot-topics at each table. After the Retailer Excellence Awards are presented, each table will have a moderated discussion on the selected topic. You'll leave energized with new ideas to take home and build upon.



PET FOOD MYTHBUSTERS

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NEW! MINI-SESSIONS IN THE NEW PRODUCT SHOWCASE

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9:30AM – 10:00AM

Nancy Hassel – Fun & Newsworthy Ideas to Get the Local Press Into Your Store

Ben Smith – Rethinking Social Media to Achieve More Meaningful Results

12:00PM – 12:30PM

Anne Obarski – Gross Margin: 5 Tips to Get a Little Bit More

Tom Shay – Tell the Customer, "Thanks for Complaining," not "I'm Sorry"

WHAT WE CAN LEARN FROM THEME PARK RETAIL

10:30am – 11:45am

Tom Crossman, Tom Crossman Creative

Theming keeps customers shopping longer! Learn the merchandising strategy behind theme park retail stores, and how it revolves around a visual concept. Gain unique insight on the value of impactful signage and visual display and walk away with a creative visual concept for your store.

HOSTING A SUCCESSFUL PET EVENT

10:30am – 11:45am

Nancy Hassel, American Pet Professionals

Hosting a successful pet event is a daunting task for most busy pet professionals, from the smallest event to a larger annual event. But well-done events are vital to bringing in new customers, helping local animal organizations, getting your business name promoted and standing out from the crowded market place. In this seminar, we will cover: organizing the event; promoting the event properly (and with enough lead time); selling tickets; staffing employees (or volunteers); to help at the event and drumming up excitement about the event. You will learn how to raise the bar for your next event and easy ways to promote your event and get new customers, help out your community and get press coverage.

FACEBOOK & YOUR BUSINESS, PART 1: OPPORTUNITIES, ENGAGEMENT, AND CONTENT OPTIMIZATION

1:00pm – 2:15pm

Ben Smith, Callahan Creek

Boasting more than 2 billion monthly active users across a broad range of demographics, Facebook offers a powerful platform to build awareness and drive sales. It provides an ideal method to reach new prospects, strengthen relationships with existing customers and to turn loyal customers into influential advocates. In this first of two Facebook sessions, we'll identify tools and tactics to grow your presence on Facebook, look at ways to build and nurture meaningful customer connections, discuss opportunities with live video, look at how businesses can put Facebook Messenger to work and look at specific ways to help optimize your content for greater exposure and higher engagement.

THE FEMALE ECONOMY: HOW AND WHY THEY DRIVE YOUR BUSINESS

1:00pm – 2:15pm

Anne Obarski, Merchandise Concepts

Women account for 85% of all consumer purchases including everything from autos to health care. 92% pass along information about deals or finds to others. This combination of purchasing power and influence is the reason women dominate the consumer economy. If those statistics are even halfway true in your pet business then what are you doing to attract, satisfy and multiply more women customers? Now is the time to take a look at your business through a woman's eyes! Recognizing and listening to your "best customer" is the trump card you need to play to insure a successful and growing pet business.

PRICING STRATEGIES FOR PROFITS PLUS

2:30pm – 3:45pm

Tom Shay, Profits Plus Solutions

We get rid of the traditional idea of taking the cost of an item and applying a multiplier factor to determine the selling price. Using this old method a retailer is sure to have many items that are priced too low as well as many priced too high. We share ways to price four categories of products: blind price items, everyday sale price items, price sensitive items and promotional priced items. We then demonstrate an overall technique that is sure to extend margins without the customer seeing where the retailer has done so.

USING VIDEO TO MARKET YOUR PET BUSINESS

2:30pm – 3:45pm

Nancy Hassel, American Pet Professionals

Using video to market your pet business is no longer something you can ignore. In this seminar, we will cover how to do easy videos, LIVE streams and Q&A's at your pet business on a regular, consistent basis. It doesn't matter if you are a retailer or pet product manufacturer video is a must if you want to stay current in social media, bring in new customers, educate your clientele and of course have fun with it! People love to see pets on video and learn from the comfort of their own homes. As a former TV producer (10+years), and media person in the pet industry, Nancy has endless and simple ideas to help you get over your fear of video and learn how to use it to enhance your pet business.

FACEBOOK AND YOUR BUSINESS PART 2: GETTING THE MOST FROM YOUR FACEBOOK ADVERTISING

4:00pm – 5:15pm

Ben Smith, Callahan Creek

Facebook provides powerful and cost-efficient opportunities for you to spend less on advertising, while reaching better-quality prospects who are more likely to do business with you. While Ben has covered basic and advanced Facebook advertising techniques at previous Global Pet Expos Academy workshops, he'll use this session to focus on practical tactics and optimizations to help small businesses and large brands drive the best results from Facebook. He'll explain ways to improve Facebook targeting and retargeting, offer tips to create effective customer journeys that use Facebook to drive prospects from awareness to action, reaching additional audiences using Instagram and Facebook's Audience Network, valuable ways to use existing customer data and he'll look at how the latest Facebook advertising objectives work and some of the new opportunities they present.

MAKE YOUR CUSTOMER SERVICE CONTAGIOUS!

4:00pm – 5:15pm

Anne Obarski, Merchandise Concepts

The face of customer service is changing. In many ways, it's in the fingers of the customers! Customer service is one of the few ways to separate you from your competition. It's your competitive advantage. How charismatic is your business? Yes, social media is important, but as we all know, people like to do business with people they like and trust. Customers will make an assumption about your hiring practices, your training process and your leadership abilities simply through conversation with your staff. There is no room for communication mistakes. If your customers could describe your customer service in one word and paste it all over social media, what would it be? You'll discover how people, performance and passion are critical in creating an infectious experience, worthy of being spread!

FRIDAY, MARCH 23

FREE!

THE APPA PROFESSIONAL WOMEN'S NETWORK BREAKFAST

8:00am – 8:45am

Room W209

Orange County Convention Center

Please join us for a special event featuring Shama Hyder, a visionary strategist for the digital age. The Marketing Zen Group, and best-selling author of two books, *The Zen of Social Media Marketing* and *Momentum*. As a keynote speaker and strategist, she's worked with many leading brands, including AT&T, Cox Communications, Mary Kay, Dippin Dots and Chase and has been featured across all major media channels, including MSNBC, Fox Business, Forbes, Inc. and The Wall Street Journal.

She has been the recipient of numerous awards, including the Technology Titan Emerging Company CEO award as well one of the "Top 30 Under 30 Entrepreneurs" by both Inc. Magazine and Forbes. Additionally, Shama has been honored at both the White House and The United Nations as one of the top 100 young entrepreneurs in the country.

STOP "MARKETING TO MILLENNIALS" AND START DELIVERING YOUR UNIQUE VALUE PROPOSITION

9:00am – 10:15am

Curt Jacques, West Lebanon Feed & Supply

Experts are starting to agree that the term "Millennials" does not describe what you think. It's time to stop pandering or gimmicking and to start being who you are (or want to be). Delivering authenticity and high-value experiences are the NEW metrics for building loyalty in today's market. The brick-and-mortar landscape is changing and owners cannot afford to conduct "business as usual" and expect to appeal to the growing cohort of younger, more informed clientele. In this session, the concerning reality of these changes will be addressed through proven techniques to GET REAL about your business and affect positive and necessary changes for success.

BLANK INK: CASH FLOW MANAGEMENT SECRETS YOUR ACCOUNTANT NEVER SHARED

10:30am – 11:45am

Tom Shay, Profits Plus Solutions

"Profit may give a thrill but it is cash flow that is paying the bills", or so the old saying goes. Ask any vendor at Global Pet Expo and you will find they have plenty of experiences where retailers have been slow to pay because of a lack of cash on hand. The oddity is that these businesses are profitable and often growing. The problem is just not having cash. This session will show how to use free Excel templates to accurately project the cash needs of a business up to 12 months in advance. Any retailer will know how much inventory they will have and need as well.



ATTEND FOR FREE

All Global Pet Expo Academy sessions are free to pre-registrants. Attend as many as you choose at no cost!

For seminar descriptions and speakers go to globalpetexpo.org/seminars.

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SPEAKER BIOS



**SUZANNE M. BOY,
HENDERSON, FRANKLIN,
STARNES & HOLT, P.A.**

Suzanne Boy is an employment lawyer who is passionate about assisting her clients with all aspects of employment law and HR-related issues. Suzanne regularly assists her clients with employee handbooks;

wage/hour audits; supervisory training; and employee termination, leave, and disciplinary issues, and she strives to help clients proactively and cost-effectively resolve workplace issues. When litigation cannot be avoided, Suzanne represents her clients in all types of employment litigation. She frequently speaks to business and professional groups on various employment matters, and serves as the lead writer of the firm's employment law blog.



PHIL CHANG, HUBBA

Hubba's resident Retail Expert. Phil's been around the block when it comes to all things retail with experience at companies like Johnson & Johnson, Unilever, Pfizer and Target. He's done everything from being a sales guy to a buyer to global franchiser.

From price points and margins, to the best products in any industry—he's the guy you go to when you're looking for answers on retail industry trends and analytics, what the industry is thinking about today, tomorrow and a year from now.



**TOM CROSSMAN,
TOM CROSSMAN CREATIVE**

Tom Crossman has been a successful store designer for much of the last 10 years, designing for the big guys and the little guys including Dollywood, London Fog, Joe Boxer, LEGOLAND, and visual projects for many of the big film studios, including projects for Star

Wars and Barbie. His clients hire him not just for his design skills, but also because he knows the business side of retail. His 30-year retail career has encompassed sales, buying and store management, as well as leading seminars at theme parks, and speaking at NY Toy Fair. Tom previously worked at

FAO Schwarz as Creative Director for the 42-store chain, Toys R Us as Marketing VP in charge of in-store visuals, as well as Macy's Buyer and Department Manager and Disney Store-Store Manager.



**CANDACE D'AGNOLO,
PET BOSS NATION**

A pet industry veteran of 15 years (retail, wholesale, doggy daycare, grooming, training, dog walking), Candace has successfully translated her passion for pets into multiple million-dollar businesses (including a retail store sold to Marcus Lemonis and Bentley's Pet Stuff. Yes, THAT

Marcus Lemonis!). She's conquered cash flow, tackled team issues, traveled the world while business ran like clockwork at home, and created a PET BOSS lifestyle instead of working like a dog in her business. But it wasn't always that way! She's turned obstacles into opportunities and created step-by-step systems for every facet of pet businesses unique challenges so you can skip the struggle and achieve your goals. Whether you're working 70-hour weeks with no paycheck, stuck with stale inventory you just can't move, wondering where your customers are and why your employees have forgotten you're the boss, Candace can help you turn it all around. Pet Boss Nation is a coaching and consulting community bringing profits to pet businesses!



**JANE HARRELL,
'CAUSE DIGITAL MARKETING**

Jane's passion for helping pet businesses and focused understanding of the online pet-owner space has earned her a reputation for innovation, expertise and proven results with businesses like Discovery Communications (Petfinder), Purina and IDEXX

Laboratories. As President of 'cause Digital Marketing, a boutique, data-driven digital marketing firm for pet businesses, Jane leverages her 16 years in the pet industry and 10+ in digital marketing to lead digital strategy and implementation from the ground-up, creating tangible financial results.

Jane's entrepreneurial spirit mixes with her hands-on digital expertise to uniquely qualify her as a leader who not only envisions and creates strategy, but brings together and leads teams that get it done.

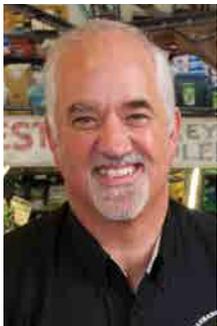
SPEAKER BIOS



NANCY HASSEL, AMERICAN PET PROFESSIONALS

Nancy Hassel is the founder and President of American Pet Professionals, an award winning business-networking and educational organization for the pet industry since 2009. A Public Relations specialist for the pet industry,

Nancy works with pet companies in many aspects of PR, event planning, media relations and training for pet professionals. Nancy is also a speaker at various pet industry conferences, a writer for pet trade and consumer magazines, blogger and photographer, and was a TV producer and production coordinator for 10+ years. Nancy also created a Responsible Dog Ownership program and taught over 2,500 pet parents in a 5-year period. Nancy resides on Long Island, NY and is the proud pet parent of Cody, a rescued American Pit Bull Terrier.



CURT JACQUES, WEST LEBANON FEED & SUPPLY

Curt Jacques is the Owner and President of West Lebanon Feed & Supply, recognized as one of the most highly-awarded independent retail/wholesale businesses in the industry. He is also the founder of Retail Mechanics Business Consulting Services, and has

nearly 40 years of experience in sales and marketing in the pet/animal/agriculture arena. Combining years of practical knowledge from his tenure as a leading sales executive with a national pet and animal consumables manufacturer, along with his experience on the "other side of the fence" as an independent retailer, Curt provides a unique perspective that has inspired countless others to follow their passion and achieve extraordinary success. Due to his perpetually forward-thinking approach and (occasionally unorthodox) entrepreneurial drive, Curt has become renowned among his peers as a game-changer in the industry.



LORI KLEIMAN, HR TOPICS

Lori Kleiman has more than 25 years of experience advising companies on HR issues. She has deep experience working in family business, creating an entrepreneurial venture and running a division of a fortune 500 organization. Lori founded a boutique HR consulting firm

acquired by Arthur J. Gallagher & Co. in 2007. Lori continued with Gallagher to lead the HR consulting practice until 2013, when she left for her next venture, HR Topics. HR topics bring HR to small business in a way that is relevant, actionable and manageable. Lori has a master's degree in human resources, is SPHR and SHRM-SCP certified and a member of the National Speakers Association.



ANNE OBARSKI, MERCHANDISE CONCEPTS

As a customer service strategist, Anne works with companies to develop and deliver innovative ways to keep customers coming back and spreading the word about their service experience every step of the way. Anne believes

that customer service isn't about the transaction, it's about transforming customer relationships into a contagious experience...worth spreading. Her interactive keynotes and workshops help challenge leaders, create more effective sales teams and improve performance at each and every customer service touchpoint. Anne works with small to mid-sized businesses and professional associations.



DR. TANIA OTERO, BVETMED, MRCVS.

Dr. Tania Otero received a Bachelor's of Science in Animal Science at Rutgers University in New Brunswick, New Jersey in 1995. She also received a Master's of Science at Rutgers University in 1997. Her main focus during both of these studies was animal nutrition

and production. Tania received her Veterinary degree from the Royal Veterinary College at the University of London in the United Kingdom in 2002. Upon graduating, she practiced small animal medicine in an AAHA hospital in New Jersey for 13 years. During this time, Tania lead veterinarians in the practice for the in clinic feeding trials for Hill's Pet Nutrition. In 2015, she moved to Florida and continued her role as a nutritional advocate in a small animal hospital. She joined Hill's Pet Nutrition in July of 2016 as a Professional Consulting Veterinarian. During her first few months with Hill's, Tania was trained in all disease categories and the role in which nutrition can manage these conditions. She has been thoroughly trained on wellness and therapeutic diets alike. Tania is also currently responsible for providing nutritional education and support to veterinary students, veterinary technicians, general practice veterinarians, and veterinary specialists in Florida. In her spare time she ministers in her local church and enjoys spending time with her two dogs and very bossy cat.

works extensively with emerging media and technologies, exploring and evaluating key trends that impact consumer brand relationships and guiding brands to adopt new consumer-facing technologies. Ben has hosted more than 100 social media and technology-related conferences, and regularly speaks to diverse audiences at conferences and trade events across the U.S.

J. NICHOLE SMITH, WORKING WITH DOG

Nichole has been engaging with pet businesses for over 10 years. Her approach to keynotes, break-out sessions and workshops alike, is an emphasis on honesty, humor and action. As an author, photographer, designer, marketing strategist and serial entrepreneur, Nichole's insights into the mixed-up worlds of creativity, self-employment and marketing are comprehensive



and unparalleled in the pet industry. Her abilities to connect with her audience, consistently deliver 'ah-ha' moments and leave us empowered to take on the world, are a delight to behold. Her results-driven presentations center around a dogged approach to marketing, stories from a fascinating decade as a petpreneur and generous helpings of road-tested strategies for achieving scary goals, taking big leaps, earning serious money and building a dream life. Nichole was also selected as a "40 Under 40" Influencer by Pet Age.

TOM SHAY, PROFITS PLUS SOLUTIONS

Tom Shay is a fourth-generation small business owner. His teachings provide the "nuts and bolts" necessary to improve the operation and profitability of the business. Tom has authored thirteen books on small business management and a college



textbook on small business accounting and business planning. Having written over 400 columns in 75 trade publications, he has been nominated three times for the Jesse H. Neal for editorial excellence in business media. He has earned the Certified Speaking Professional distinction, which has been attained by 8% percent of speakers worldwide.

LYNN SWITANOWSKI, CREATIVE BUSINESS CONSULTING GROUP

Lynn Switanowski-Barrett is the Founder and President of CBCG a Boston, MA based Retail Consulting firm. With more than 29 years retail industry experience, CBCG partners with retailers and manufacturers to create and implement profit improving programs including inventory management, social media marketing and sales strategies. CBCG helps retail businesses of all size understand the business opportunities created by changing consumer trends and helps business owners learn to harness the power of new media and marketing tools to connect with today's "wired" consumers. Lynn speaks frequently at retail trade shows across North America and teaches retail marketing and branding at several colleges in the Boston area. She began her career at as a buyer at Federated Department stores.



BEN SMITH, CALLAHAN CREEK

Ben Smith is Director of Social and Emerging Media at Callahan Creek. As a community of thinkers and makers, Callahan Creek provides full-service marketing support to brands across the U.S., and focuses on rejuvenating brand health, sales and profitability. Ben works with a diverse range of consumer brands to integrate



social media into all aspects of daily operation, from developing strategy and process, to providing employee training, to guiding community management and other tactical executions. His clients include major brands in the companion animal and pet pharmaceutical space. He also

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