

Professional Pet Sitter

Publication of NAPPS, the authority on professional pet sitting

Fall 2020

Volume 28 - Number 3

Meet Member in Action Karen Sykes

Join Us for the
NAPPS Conference
September 20-23

Members Reinvent
Themselves during
Pandemic

Solving Cat Urine Odors

Dealing with Separation
Anxiety in Dogs

New Industry COVID-19
Course Available



NAPPS



Looking to Earn Additional Income?

Let pawTree help you grow a business as big as your love for pets!

pawTree is the perfect opportunity to leverage your trusted relationships with pet parents to take control of your financial future. Earn an income sharing high-quality pet products developed by Veterinarians and Ph.D.s in Animal Science and Pet Nutrition to make a difference in the lives of pets and *their* people. It's a natural fit.

- No inventory required, pawTree ships direct to your customers
- Your own personal replicated e-commerce website
- Online training at your own pace
- Professional marketing tools



To learn more visit pawtree.com/GM004/enrollment or use your camera to scan code.





COVER STORY: Member in Action on Pages 16-17

Media Mewsings..... 4
 President's Message..... 5

INDUSTRY NEWS OF INTEREST

Get Schooled on COVID-19..... 6

TIPS OF THE TRADE

Help for Dogs with Separation Anxiety..... 7
 Reinventing Yourself During COVID-19 9

BUSINESS

Insurance Benefits for Being
 a NAPPS Member 11
 Apply for NAPPS Business of the Year 13

MEMBER SPOTLIGHT

Meet Member in Action Karen Sykes 16

FEATURES

Ridding Cat Urine Odor 18
 Tips on Selecting Healthy Pet Food 20

CONNECT WITH NAPPS

About Your Association 22
 NAPPS Facebook 23
 Member Benefit..... 24
 NAPPS in the News..... 25
 New NAPPS Members..... IBC

ONLINE ALL THE TIME

- www.petsitters.org
 Like us [facebook.com/THENAPPS](https://www.facebook.com/THENAPPS)
 Follow us @TheNAPPS
[pinterest.com/source/petsitters.org](https://www.pinterest.com/source/petsitters.org)
 @the_napps
 Join us @National Association of Professional Pet Sitters



Bringing Balance to Your Business

NAPPS Conference
 September 20-23

PROFESSIONAL PET SITTER MISSION STATEMENT

The mission of the *Professional Pet Sitter* is to provide tools for members to enhance their business, help them expand their knowledge of professional pet sitting, and communicate association news and events.

Copyright 2020. The *Professional Pet Sitter* is published four times a year in March, June, September and December by NAPPS Headquarters: P.O. Box 362, Huron, OH 44839. Periodical mailing privilege pending at Mt. Laurel, NJ and additional mailing offices. Postmaster: send change of address to the *Professional Pet Sitter* c/o NAPPS Headquarters, P.O. Box 362, Huron, OH 44839. The *Professional Pet Sitter* is free to National Association of Professional Pet Sitters, Inc. members. No part of this publication may be reproduced without written permission of the publisher.

Editorial offices:
 P.O. Box 362, Huron, OH 44839



National Association of
 Professional Pet Sitters, Inc.
 P.O. Box 362
 Huron, OH 44839
 Phone: (856) 439-0324 • Fax: (856) 439-0525
 Email: NAPPS@petsitters.org • www.petsitters.org



Welcome to Pet Nation, USA

The coronavirus has made 2020 a year many people would wish to forget, but it's never been a better time to be a dog, cat or other companion animal.

Need proof? Mark Cushing, a lawyer and chief executive officer of the Animal Policy Group, identifies hundreds of examples of this pet revolution inside the 320 pages of his new book called *Pet Nation: The Love Affair That Changed America*. He points out the contrast of how pets lived 25 years ago and how they do today.

"About 25 years ago, pets were not that visible, but today, they are our social glue," says Cushing, who appeared as a recent guest on my Oh Behave podcast on Pet Life Radio. "Dogs are not only in the home, but they are out the front door with their

people to every corner of America and 25 years ago, that was not imagined. That's why I wanted to write *Pet Nation* to identify what happened, how it happened, where it happened and why."

While popular trends of a generation ago, such as 8-track tapes and mullet hairstyles have disappeared, the popularity and embracement of pets continues to climb.

"Pets aren't a fad. Pets have become this living fabric that connects people from all backgrounds," says Cushing. "Pets are good medicine. They are emotionally nourishing."

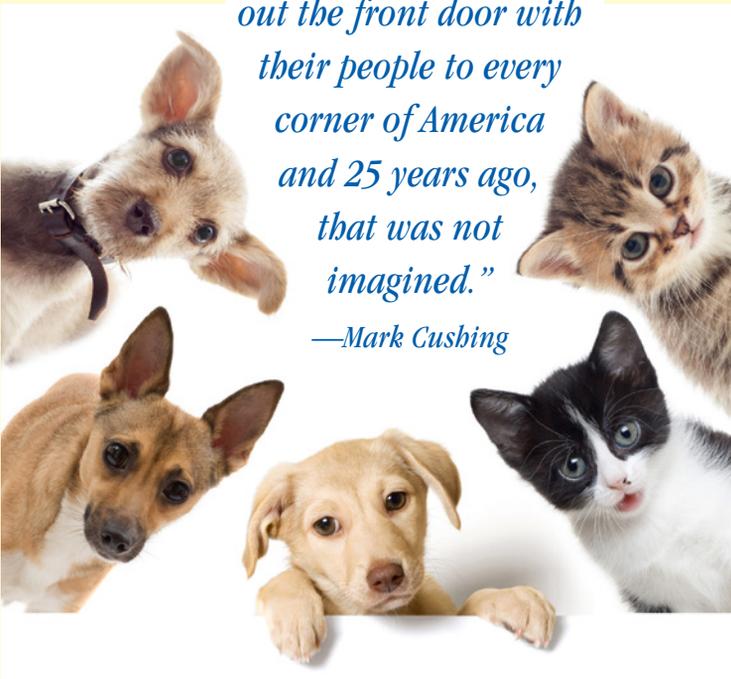
In his book, Cushion points out these examples of pet power and influence:

- Furternity now exists. In some work places, employees are eligible for paid leave — known as furternity — so they can care for a newly adopted kitten or puppy. Millennials lead all generations in the desire to work at pet-friendly offices.
- Americans spent \$32 billion on pet food — an amount tripled from 2000.

The days of kibble and canned food have given away to a new generation of pet foods made with freeze-dried single proteins and frozen ready-to-eat meals. And, some companies are going a step

"Dogs are not only in the home, but they are out the front door with their people to every corner of America and 25 years ago, that was not imagined."

—Mark Cushing



further. Wild Earth is producing high-tech meatless dog and cat food made from fungi and lab-grown meat from mouse cells.

- More dogs are working and expanding their job duties. There have been dogs trained to assist people with visual or physical limitations and to serve on K-9 police units. But today, there are dogs who can detect and alert everything from cancers and pending epileptic seizures in people to the presence of bedbugs in hotel bedding and the presence of peanuts in foods about to be served to those with peanut allergies.

Although it has never been a better time for pets, Cushing says it is also never been a better time to have a pet or more in your life.

"Why do we love pets? Because they listen to us," he says. "They don't argue or interrupt. They help us feel better and want to do better." ■

PROFESSIONAL PET SITTER STAFF

Arden Moore, Executive Editor

Cathe Delaney, Managing Editor

Please send all letters to the editor: NAPPS@petsitters.org

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.

Professional Pet Sitter is published quarterly by the National Association of Professional Pet Sitters (NAPPS), a nonprofit organization, and is available through membership subscription. No portion of the magazine may be reprinted without the written consent of the National Association of Professional Pet Sitters. The letters and advertisements contained in this magazine do not necessarily reflect the opinions of the association. NAPPS is not liable for validity or correctness of any claim, express or implied, made in advertisements or writings of this magazine.

MEMBERSHIP SERVICES

NAPPS Headquarters

P.O. Box 362
Huron, OH 44839

Phone: (856) 439-0324

Fax: (856) 439-0525

Email: NAPPS@petsitters.org
www.petsitters.org

Cathe Delaney

Administrative Director

Roger King

Social Media Contact
rogerkingbits@gmail.com

Business Insurers of the Carolinas

PO Box 2536, Chapel Hill, NC 27515-2536

Phone: (800) 962-4611 ext. 224

www.petsitterinsurance.com

For Dishonesty Bond and/or
General Liability Insurance

The National Group Insurance Exchange

3210 Doolittle Dr., Northbrook, IL 60062

Phone: (800) 955-0418 Fax: (847) 559-9499

Email: tngie@aol.com

www.wwins.com

Contact: Alan Leafman
For Dental and Health Insurance

For pet sitting questions contact:

www.petsitters.org



Let's Unite at Our Conference Webinar — and Beyond!

The year 2020 started off smoothly, but has quickly gone off the rails due to COVID-19. None of us could have predicted in January that the way we do business would so abruptly change. All of us have been impacted professionally and personally.

Despite this pandemic, however, we are emerging more bonded and committed to continue to raise the level of professionalism in our organization and in our industry. Many of us have taken this unscripted "downtime" to hone more skills and get better organized as the article starting on Page 9 illustrates. We stay in touch with regular NAPPS Facebook Live and ZOOM chats. Our private NAPPS Facebook page has become a go-to place for NAPPS members to seek solutions and to offer support.

This month, I am personally inviting all of you to come together, albeit virtually. Although we can't be together in person, we can be together at our NAPPS Conference Webinar set for Sept. 20-23 via ZOOM. Here is your opportunity to learn from a stellar lineup of speakers who are experts in veterinary medicine, marketing, hiring, caring for exotic pets, dealing with challenging clients, offering ways to avoid job burnout and improving staff morale.

I extend special shout outs to our speakers: Dr. Pippa Elliott, Kate McQuillan, Joe Gelderman, Dr. Gregory Mertz, Kristen Walker, Rachel East, Matt Tafoya, Jennifer Bassman and Jamie Damato Migdal.

We purposely scheduled two speakers for each of the four nights, starting at 7 p.m. Eastern time to accommodate your schedules. This is your opportunity to propel your business to the next level. I very much look forward to "seeing" you at the conference webinar!

Bottom line: all of us are survivors. We ARE going to get through this crazy time and emerge stronger and more united. It is our love for pets and this industry that will keep us going.

Be well and be safe!

Jessica Abernathy
Dedicated NAPPS Volunteer and President



"It is our love for pets and this industry that will keep us going."

– Jessica Abernathy,
NAPPS Volunteer and President



Get Schooled on COVID-19

Recognizing that there is strength in numbers and power in knowledge, NAPPS has partnered with FetchFind to create an ongoing COVID-19 course aimed at pet professionals.

“This is a living, breathing course that is being constantly updated as the Centers for Disease Control issues new guidelines regarding this pandemic,” says Jessica Abernathy, NAPPS president who operates Professional Pet Sitters, Inc. in Chicago.

For a one-time discounted rate of \$50, NAPPS members are eligible to enroll in the COVID-19 Pet Care Protocols course. It has been developed in partnership with experts at FetchFind, NAPPS, the World Pet Association and the International Boarding & Pet Services Association.

Course Is Veterinarian-Approved

All the content in the course is veterinarian-approved and is designed to identify safe and best practices to keep you, your staff and clients safe during the pandemic.

“COVID-19 has caused unimaginable loss of income and livelihood in the pet care industry, almost literally overnight,” says FetchFind Jamie Damato Migdal. “We can only get back to work if our teams and our clients are safe, and a reliable source of up-to-date, meticulously researched information can help us do that.”

Among the benefits of enrolling in this course include:

- A one-time fee
- Unlimited users per location
- Weekly updates to reflect new scientific and regulatory information
- Divided into two levels — one for the field staff and one for managers and owners
- Bonus co-branded downloads available to customize with your business logo and information
- Earning a certification badge to demonstrate your commitment to safety to your clients, staff and your community.
- Ability to access course anytime, anywhere with a computer, tablet or smartphone
- Videos, quizzes and interactive content to enhance the learning experience
- Unlimited access and the ability to take the course at your time and pace

“COVID-19 has caused unimaginable loss of income and livelihood in the pet care industry, almost literally overnight. We can only get back to work if our teams and our clients are safe, and a reliable source of up-to-date, meticulously researched information can help us do that.”

— Jamie Damato Migdal, FetchFind



COVID-19 Course Is Comprehensive

“Developed by industry experts and veterinarian-reviewed, we’ve compiled the most comprehensive, in-depth course available for the pet industry,” says Migdal. “You’ll also find exclusive bonus content on operating during civil unrest and downloads for you to share with staff and clients.”

In addition, FetchFind also created the www.petcareeverywhere.com and the www.covid19petcare.com sites to provide support to pet professionals. Migdal immediately approached NAPPS about this partnership to arm members with ongoing, credible information about this coronavirus.

“I love working with NAPPS, and we’ve had a mutually supportive relationship for many years,” she says. “Everyone in the pet industry knows that NAPPS consistently provides first-class resources and cares deeply about its members. It’s an honor and privilege to work with everyone on the team.”

To enroll in the COVID-19 Reopening and Safety Guidelines course, please go to this link: <https://www.fetchfindtraining.com/courses/covid-19-reopening-and-safety-guidelines>. ■



Help for Dogs With Separation Anxiety Now and After The Pandemic

There is a light at the end of the tunnel for dogs who are unable to cope with being alone. This condition is known as Separation Anxiety (SA).

Separation anxiety can crop up at any time in a dog's life. Some factors make it more likely. One is when there's a change in schedule: being with your dog for a solid three months and then leaving him alone longer than what's been the new usual, for example.

It is estimated that more than 7.5 million dogs in the United States have SA. Some experts estimate this condition to affect about 20 percent of dogs, making it one of the most common dog behavior issues.

Sadly, some dogs have SA, but it is undiagnosed. Since nobody is home to witness, symptoms sometimes go unnoticed. However, here is a list of some symptoms in dogs dealing with separation anxiety:

- Excessive barking
- Shredding furnishings, including doors and sofas

- Bloody paws and gums from shredding furnishings
- Urinating and defecating in the house
- Licking their bodies excessively
- Pacing and panting
- Refusing to eat or to drink

Look for Emerging Signs of SA

Unfortunately, these symptoms displayed are often mistakenly chalked up to boredom and poor potty training. And some symptoms are less noticeable. Some dogs suffer in a more silent way - without barking, shredding, piddling or pooping.



Panic attacks can come and go without detection. Left untreated, SA can cause long-term physical ailments and a greater likelihood of aggression.

There are positive and negative aspects resulting from COVID-19's Stay at Home orders. For the dogs who had SA going into COVID-19 and had a caregiver with them the whole time during Stay at Home, their SA was relieved. This is not to be confused with having been treated. They just got a break — which is good.

But the major question remains. What, if anything, has been done for when it is time for that dog to be left home alone again? And what about dogs who didn't have SA pre-COVID-19? Are they more likely now to develop SA? And what if you adopted a dog during this Stay-at-Home time and haven't left your dog home alone yet? How will you know if your dog has SA?

Just as a dog can be misdiagnosed with a condition other than SA, he can also be misdiagnosed with SA. Just because a dog shreds a sofa and barks all day doesn't necessarily mean these actions signal SA. There are other possibilities. It's important to have the right diagnosis. The right treatment depends on the right diagnosis. Relieving boredom can be as simple as going for a leisurely walk, offering your dog a safe chew toy or a head-to-tail therapeutic massage — basically, whatever your dog enjoys. Treatment for SA is, of course, different.

Dogs Pay Attention to Your Routine

Dogs are astute observers and are on the lookout for cues to determine your actions. Once you have started your ritual of leaving — filling your water bottle, zipping up your jacket, and grabbing your keys — your dog may get overly excited at any point. Maybe she is just following





you around, hoping for some food or something fun. It can be hard to know if your dog is lacking an outlet or has separation anxiety.

If you have met providing your dog with basic needs, including food, water, shelter, play, and a leisurely walk (which includes a chance to relieve bladder and bowel), it is likely that your dog is signaling that he needs company. It can be hard to tell from just being excited when you are leaving. A video recording device can help to gather further information for diagnosing. A cell phone can work for recording.

Look and listen for what happens not only after you leave, but also after your dog wakes up from snoozing. Is your dog waking up to the detection of a dog outside and then barking out the window? Maybe, it's not SA. Is your dog waking up and then whimpering, whining, pacing and pawing at the door from where you left? Maybe it's SA. Or maybe it's a squirrel or bird viewed through the window. You have to figure out if the trigger is separation or a squirrel.

Inadequate shelter often gets overlooked as a cause for stress. You might feel comfortable inside your home, but what about your dog? If a dog gets super stressed by a sound, such as a siren or thunder, then it was the siren or thunder that caused the stress. It is important to rule other things out. And there are different kinds of SA. You need to know more than what this synopsis offers to properly diagnose. So where do you go for further information?

Using a citronella spray collar to stop barking isn't helpful. It can make matters worse. It addresses the waves or surface issue (barking), but not the underlying current (SA). It relieves your neighbor, not your dog.

Here's a way that you can relieve both your neighbor and your dog. Remember, the barking is a result of the anxiety. Treat the anxiety, and the barking dissipates. It's a matter of finding and following the right plan, which takes time to find and follow. Let your neighbor know you are

working on it and that it's going to take a while. And then find the right resource for help. How do you know it's the right one? Do not start with buying a device to get your dog to stop barking. If that is what's prescribed, keep looking. You are looking to relieve separation anxiety, not the barking. The barking will stop once you relieve your dog from SA.

Start Your New Puppy Off on the Right Paw

All newborn puppies need someone nearby to show up at a whimper. Wean your dog off of you and onto being alone. Find out where your dog is, and then help him to get further along. This is good doggy parenting. And remember: good parenting includes knowing when to ask for help. We all have our limits that some dogs surpass, creating a further learning opportunity for us.

Back to the main point. Dogs can develop SA at any time in their life. If you had a dog without SA, keep an eye and ear and nose out for surprises. If you observe out of the ordinary behaviors, consider the possibility of SA. If you got a dog during Stay at Home and haven't left home since you got the dog, then you probably don't know if your dog has SA. It would be good to find out, sooner than later. And if your dog had SA before Stay at Home and if you haven't worked on it, then your dog probably still has SA.

For those of you who adopted a young puppy, this pandemic has worked in your favor for preventing SA (eight-week-old puppies should be kept continuous company by a caregiver - weaning off over time). For those of you who adopted a dog from a shelter, SA is more common

Follow These Steps

Debra Horwitz, DVM, a board-certified veterinarian behaviorist, identifies these steps to help deal with separation anxiety in your dog:

1. Establish a predictable routine for your dog, even during this pandemic.
2. Provide environmental enrichment for your dog with indoor games and appropriate chew toys. Consider skipping the food bowl a few times a week and have your dog hunt for his meal in a food puzzle toy.
3. Teach your dog the 'settle' cue. The goal is for your dog to learn to settle and relax on cue. Mark this desired behavior with a treat and calmly say, "good settle" when your dog is lying on his bed.
4. Reinforce basic obedience commands. Have your dog go into a sit before a desired behavior, such as going outside in the fenced backyard or engaging in a game of fetch.

in these dogs than those kept by a single family since puppyhood. Other contributing factors can be abandonment, and changes in residence, family membership and caregiver.

If you have a dog with SA, you can help. With the proper treatment, life can get better for your dog. And for you — and your neighbor. ■

About Lennox Armstrong

Lennox Armstrong is the owner of a professional dog walking and pet sitting company in Chicago called Canine Care that began in 1992. He is also an active member of the NAPPS Board of Directors and was selected as NAPPS Member in Action in 2017. Learn more at www.caninecare.com.





NAPPS Members Reinvent Themselves During Pandemic

When 2020 arrived, none of us could predict how upended our lives and our careers would be by March. The professional pet sitting industry ranks as one of the hardest hit industries by this coronavirus that has spread worldwide.

Pet sitters rarely get extended “downtimes” as their days are filled with dog walks, in-home pet visits, administering medicines to clients’ pets, scheduling, marketing, bookkeeping and more must-get-done duties.

With Shelter in Place orders across the country in the spring and many states facing rising cases of COVID, pet sitters found themselves with time – lots of time.

We surveyed NAPPS members on the private Facebook page and asked them how they have handled this downtime and what have they done to reinvent themselves to stay financially afloat. Here are some responses that just may inspire you:

George Lockwood, owner of Legends Pet Care Services in Summerville, SC writes: “We have taken the time to go through a re-branding. We came up with a new logo, changed our name from Legends Pet Sitting Services to Legends Pet Care Services and created a whole new website. We now offer online booking, created new events and an online store. We started posting photos of our pets to Instagram and are redoing our Facebook page. We changed staff from ICs to employees. We are excited with all the changes even during this uncertainty.”

Theresa Webb, owner of Purrfect Pet Sitting in Longmont, CO writes: “I actually scaled down in order to scale up. I have completely revamped my website and am going to be specializing primarily in cat care. I am currently working on my contract to better reflect cat services, whereas before it touched mostly on dogs. Just since updating my website and SEO, I have received numerous calls from people excited to find someone who specializes primarily in cats.”

Kristen Fowler, owner of Tate’s Creek Pet Sitting in Lexington, KY writes: “I have used this time mostly to take a much-needed break. After



being in business for eight years by myself, I have been very happy to have more than a couple days off. I’ve tackled projects around the house, done a lot of sewing masks for people and spent evenings with my family, which is very important since my daughter is about to go off to college. When I do get a job now, I’m enjoying it more and not feeling burned out anymore.”

Melissa Baar, owner of A & B’s Pampered Pets, LLC in Howard County, MD writes: “We have still offered our regular services throughout this pandemic, but still had to lay off all but one team members. To drum up a little more business, we offered grocery and errand services. Most popular was mulch delivery and then getting the groceries. We also started offering Doorstep Dog Walks for a reduced rate where the client hands off the dog to our leash for a walk. This way, we are masked at the exchanged, use our own leash, do not go inside the client’s home and the client and the pups get a little break. I also went through a good cleanup of filing system, keys and updated client info. It has been a much-needed break after 12 years of non-stop, but I sure miss the money and our sitters! Hopefully, we will be back in full swing soon.”

Christy Sparks Castro, owner of The Unleashed Pet in Alexandria, VA writes: “So far, I have rebuilt my website, rebranded with a new logo and tag line. I have updated my phone app that our employees use, created and posted to social media two times per day every day and I have learned a video creating and editing software. I have learned to create infographics and put them in the social media. I have created all new branded materials, including t-shirts for employees, 3-ring binders, note pads and giveaway items. I have signed up for Hireology and Orion testing and updated our hiring processes. I am taking the time for various industry and small business webinars, podcasts and other knowledge bases to learn more. And, I’ve scheduled a social distancing vacation with my hubby and our dogs. I adopted a dog and fostered another dog. I look forward to attempting to clicker train the cats and dogs.”

Casey Brown, owner of Casey’s Pet Sitting in Birnamwood, WI writes: “During the shutdown, I had zero business, so I knew I needed to do



something in the interim. So, I started writing little eBooks on canine behavior issues. Two of them are now published on Amazon. I did these eBooks to serve my clients who would have normally called on me for help and to make a couple extra dollars.”

Kim Ottone Tank, owner of Apronstrings Pet Sitting in Pollock Pines, CA writes: “I have used the extra time to take some courses. I have completed the first level of Fear Free Pets certification. I took a course on marketing with Facebook and I am currently enrolled in a course to become a Pet Loss Support Specialist. All of these classes were packed with information and I am really glad I chose to take them. I am also in the process of completing a procedural manual for my employees. It is very detailed, so it is requiring a lot of effort!” ■



Check Out the Productivity of Jonann Wild

In our callout to NAPPS members, Jonann Wild, owner of Priority Pet Services in Washington, DC, easily wins the honors for posting the most productive ways she has used during downtime in her pet sitting business due to the coronavirus.

“It has been a crazy few months where things have continuously shifted,” she says. “I find that I am creating a new normal on a regular basis.”

She says she has lost about one-third of her clientele, but picked up new clients who have moved into her service area who have adopted kittens to keep them company during the Stay-at-Home phase.

Ready? Here is the rundown list of Wild’s accomplishments to serve as inspiration:

- Completed the Pet First Aid 4U certification Cat First Aid/CPR course.
- Took a free course from Steve Dotto and winning my three email accounts from 11,000 emails to 20 plus developing policies to maintain.
- Researched and enrolled in Last Pass to gain more secure online accounts.
- Checked out data breaches on various sites to see where I might have been hacked by using a free service called <https://haveibeenpwned.com/>
- Gathered my paperwork and submitting it to gain my NAPPS Recertification.
- Took two COVID safety courses and created COVID Guidelines for my work.
- Sent out my COVID guidelines to my current clients and included new inquiries for service as well as highlighted on my Facebook Page and Google My Business.
- Created two pages on my website – a price page and COVID Guidelines.
- Researched and selected a free photo optimizer tool to work on adding photos to my sites that are the appropriate size.
- Used the free service smallseotools.com, checking 10 keywords for desktop, tablet, and phone SEO rankings which were all very high.
- Developed a zip code roster for all my current clients and in an effort to refine my service area. Next stop: creating a Service Area Page on my website.
- Completed a bird specialist course.
- Participated in Kitten Lady’s free 4-session class on kitten care (still accessible on YouTube).
- Voted absentee in the Primary and filling out my absentee ballot request for the upcoming General Election.
- Provided emotional support to two clients when their beloved pets crossed the Rainbow Bridge.
- Contacted three or four clients per week to touch base.
- Worked over the phone and via text with my 78-year-old sister who purchased her first smartphone. She hates electronics and now is texting and also ordering groceries online. I sent her daily texts with cute cat photos and memes.
- Researched my website for broken links and repaired using the free site.
- Began using Canva to create a gift certificate for free service for clients who refer me to new business.
- Conducted my first meet-and-greet via What’s App.
- Attended NAPPS member Jessica Dwyer Bartlett’s Virtual Wedding to Foster Dad John of The Critter Room.
- Binge-watched some amazing series such as Treme, The Wire, Homeland, The West Wing, The Good Fight, The Good Wife, Billions, Beacham House, Black Sails, and The Durrells in Corfu.
- Completed a free class on how to do Google Docs and Google Sheets and I am now working on learning about Facebook Ads.



Insurance Benefits of Being a NAPPS Member

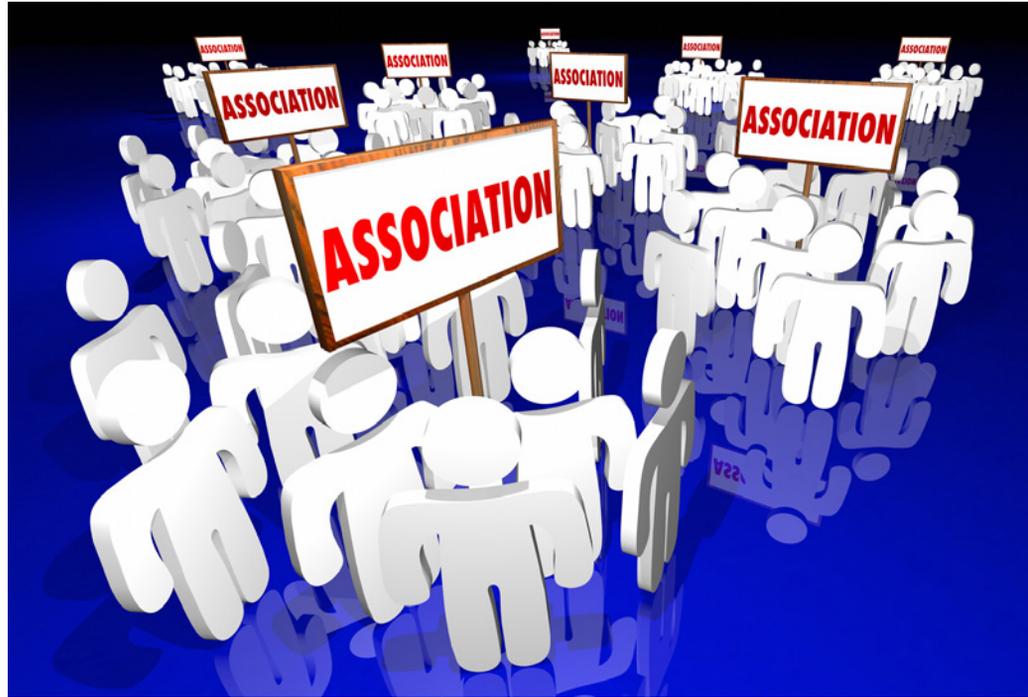
Why must I be a member of NAPPS or another association to obtain discounted insurance through Business Insurers of the Carolinas?

We often get this question when pet sitters and dog walkers contact our agency looking to purchase or renew their insurance and/or bonding. Since this affects all NAPPS members and prospective members, I would like to share with you why and how our pet sitter liability insurance program was born so that everyone has a better understanding of our policy and why active association membership is mandated to receive the most affordable rates we can offer. The model we were built on back in the early 1990s has allowed us to greatly enhance our product offerings over the years and is fundamental to the continuity of all our agency association programs.

Most longtime NAPPS members are aware that prior to the mid-1990s, there were very few (if any) options to properly cover a professional pet sitter at an affordable rate. Initially, professional pet sitters and Business Insurers of the Carolinas struggled to find any insurance company willing to offer any type of policy for individual members at any price. However, by presenting our case to various underwriters that the professional association group we represented was not a fly-by-night operation, and that its members were professional business owners with an advanced knowledge in the field of pet sitting and dog walking, we were finally able to convince an insurer to take a chance and offer the proper coverage to pet sitters.

Creative Coverage Plan Was Born

However, to do this at an affordable rate, (that would not break the average pet sitter's bank), we had to be creative in our approach. We presented insurers with the idea of one policy that would cover all its members, and offered to handle all the applications and processing within the agency, as opposed to having the insurance company process. The particular insurer at the time had some experience with other programs done this way, and hence, the



first master policy in the name of a pet sitter association was born! By providing a policy in the name of the association, all active members were now able to purchase/secure coverage for their individual business under the plan.

Unfortunately, throughout the 1990s and into the early 2000s, we had a number of problems with a variety of program insurers. Some of which felt the pet sitter premiums were just too small for the exposure, while others went out of business as they took on too many risky new programs with non-professional groups or associations. BIC was continually forced to seek out new insurers for the pet sitting program. We were continually able to find solid financial companies in which to do so.

What set our pet sitting program apart was the fact that we worked with professional members of professional associations. By this time, coverage was being offered through the two largest groups: National Association of Professional Pet Sitters (NAPPS) and Pet Sitters Pet Sitters International (PSI). Members in both associations were willing to pay to belong to a professional organization dedicated to education, and demonstrating to their pet owning clientele they were not a fly-by-night operation.

Professionalism Attracted Insurers

The pool of insurers we approached all

In addition, insurers were impressed with the fact that our association partners were continuously working to further educate their members in the pet sitting industry, especially on the types of claims members were having, and seeking out better ways to reduce losses in their individual businesses.

agreed that the members of the associations we worked with are true professionals that care about their industry enough to join their leading trade associations. They view NAPPS and PSI members much the same way as members of other successful associations such as National Home Builders Association, who brought professional members together to educate and improve for the betterment of their profession. This validated to insurers that members were serious about their profession (as well as their individual businesses), and did not take coverage for granted.

In addition, insurers were impressed with the fact that our association partners were continuously working to further educate their members in the pet sitting industry, especially on the types of claims members were having, and seeking out better ways to reduce losses in their individual businesses. This fact still continues



to be valued today by our current insurance company, Century Surety, which has handled the general liability program since 2003, and now includes the bonding as well.

Even though we incurred many claims (from dog bites to water damage and even parties at clients' homes), in the first few years, we were always able to find another insurer willing

Now with the rising popularity of pet sitting and dog walking as a way to make a few extra bucks, promoted by technology companies such as Rover and Wag, it is even more important that professional sitters take advantage of the educational opportunities afforded by NAPPS and other associations.

to offer coverage via our master policy plan. Although the product plans we offer today are much improved over our first offering back in 1992, our underwriters continue to value our approach of working with active professional members of professional associations such as NAPPS. This approach allows us the flexibility to continually improve and enhance the broadest insurance products available to professional pet sitters.

NAPPS Coverage Is Wide

Today, there are many insurance options available for pet sitters and dog walkers, but when you compare the NAPPS coverage forms to those of other providers, you will find that there is no comparison to the amount of coverage provided for pets and clients property in your care, custody or control.

Now with the rising popularity of pet sitting and dog walking as a way to make a few extra bucks, promoted by technology companies such as Rover and Wag, it is even more important that professional sitters take advantage of the educational opportunities afforded by NAPPS and other associations. It is a smart strategy to separate true pet professionals from the hobbyist sitters. As with more hobbyists, come more insurance claims, more negative publicity to the profession, and higher insurance rates for the industry. Therefore, I urge you all to educate yourselves and your teams, and take advantage of the intellectual capital offered by your association.

In addition, take the time to read the insurance claims in each issue of NAPPS' Professional Pet Sitter digital magazine and share with your team what can and will go wrong

if you're not diligent in your approach. A large number of claims we see today are due to lack of education/training of team members.

Many claims can be avoided by simply implementing and following a few professional guidelines in your business, such as:

- Not allowing others to pet the dogs you are walking (no matter how sweet

they may seem to be)

- Making sure you know where the cat in your care is when you leave a client's home, and that he or she has access to the litter box
- Taking time to comprehend how to properly administer medication to a client's pet, and knowing which pet is to receive the medication.

Over my career, I have attended hundreds of professional conferences and educational seminars for many associations, and I see many of the same faces each year looking to learn and gain more knowledge in their industry. Many of these are some of the most successful professionals in the industry. I don't believe their success is by accident. ■

David Pearsall, CIC, CWCA, is vice-president/co-owner of Business Insurers of the Carolinas, a multi-line commercial insurance agency specializing in insurance for pet service professionals since 1995. He is a licensed insurance agent in all 50 states and has held the Certified Insurance Counselor (CIC) designation and the Certified Workers Compensation Advisor (CWA) designation since 2002. David can be reached at 1-800-962-4611, ext. #214, or via email at DP@business-insurers.com.



Recent Liability Claims:

1. A dog being walked by a pet sitter bit another dog on a leg. The bitten dog was being walked by his owner. **Total paid: \$915.**
2. A pet sitter was keeping a client's dogs at her home. Two dogs at the pet sitter's home got into an altercation and one dog was injured. **Total paid: \$1,517.**
3. A pet sitter was staying at a client's home and caused damage to the client's carpet, furniture, and broke several items in the home. **Total paid: \$8,468.**
4. A dog suffered a cut on the head that later became infected while in the care of a pet sitter. The dog was taken to the veterinary clinic for treatment. **Total paid: \$515.**
5. A dog broke a toe while on a walk with a pet sitter. **Total paid: \$498.**
6. A dog bit a person who was cleaning the carpets in the building the owner lived in. **Total paid: \$66,223.**
7. While on a walk with a pet sitter, a client's dog was hit by a car and was taken to the veterinary clinic. **Total paid: \$23,916.**
8. A pet sitter did not shut the door completely of a client's home. The door flew open, hit the railing and shattered. **Total paid: \$1,150.**
9. A pet sitter used the restroom at a client's home and left. The toilet overflowed and damaged the floor, walls and downstairs ceiling. **Total paid: \$25,823.**
10. A client's dog stepped on something in a pet sitter's yard, causing injury to his paw. **Total paid: \$757.**

Recent Workers Compensation Claims:

1. An employee slipped on a step, causing a fall and an injured leg. **Total paid: \$5,527.**
2. An employee was bitten on the right forearm by a dog she was pet sitting. **Total paid: \$10,765.**
3. In an attempt to give a client's cat an insulin injection, the cat bit the employee on the hand. **Total paid: \$2,343.**



Apply for the NAPPS Business of the Year

Seven Former Winners Share Tips and Insights

And the winner is... Will it be you? The deadline is fast approaching for you to submit your application to be considered for the NAPPS 2021 Business of the Year honors.

It doesn't matter if you are a one-person operation or in charge of a large staff. Or if you provide professional pet care in cities or suburbs or rural areas.

This year's award recipient will receive many perks, including complimentary attendance at the next NAPPS conference, customized press release, your company logo on display on the NAPPS website and recognition of your company in the next issue of *Professional Pet Sitter* magazine.

The deadline to submit your application is Sept. 18. More details about the nomination form can be found at the NAPPS website: www.petsitters.org.

To motivate and inspire you, we reached out to several previous winners of the NAPPS Business of the Year to find out how this award impacted their businesses.



Kristin Skelton of Floofins and Co., Inc. – 2020 Winner

With her company located in Elmhurst, IL, Kristin Skelton regards her company as a boutique pet care service — personal and local with “all the bells and whistles of the big tech companies.”

“We received the award on our 10th anniversary, but COVID has kind of stolen our thunder,” she says. “But the initial response and referrals through our social media were outstanding and translated into new clients.”

Skelton describes the application for the BoY award as a “great way to really pause and take a look at your business and achievements from an outsider’s perspective.”

She has learned a lot from the seasoned NAPPS leadership and top-notch networking opportunities.



Kelly Kolodkin of Kelly's Kanine Pet Services – 2019 Winner

Serving pet clients in Carmel and Zionsville, IN, Kelly Kolodkin has been a NAPPS member

for 6 years. She has a small business of two to three independent contractors plus herself.

“I spoke with (NAPPS Administrative Director) Cathe Delaney about the reality of a small business with no employees of making the cut on this honor and she really inspired me to go for it. She said size did not matter, but quality, content and relationships do,” says Kolodkin. “I found out my clients were really cheering for me.”

Winning this award has also inspired her to write more articles for trade publications and to expand her pet service offerings to her clients. “It has allowed me to market more easily to groomers, veterinarians, pet stores and apartment complexes to promote my business,” she says.



Joette White of Park Cities Pet Sitter – 2017 Winner

White is president of one of the country's largest professional pet sitting companies and is

based in Dallas.

“First, this is an incredible honor — the top award that any pet sitter or pet sitting company could hope for,” says White, a 25-year NAPPS member. “We have used it everywhere in our branding since winning and feel it has been extremely beneficial.”

For those applying this year, White says: “No matter how big or small, if you feel you have done things that set you apart from your competition, have happy clients and staff and have given back to your community in some way, absolutely apply. And if you don't win, apply again next year! We did not win the first time we applied.”

Jessica Dwyer of Whisker At Home, LLC – 2015 Co-Winner

Winning BoY and focusing on cat care in Bellevue and surrounding areas in Washington



has paid dividends for Dwyer.

“It has provided me with confidence, reputation, credibility and name recognition in the professional pet sitting community, to my clients and to potential clients,” she says.

“The application process gives you a lot of insight. It allows you to look at all that you have accomplished and provides a road map to where you want to go.”

Dwyer is also appreciative of the ongoing education obtained by being an active NAPPS member.

“I love networking and learning from others,” she says. “When I started my business 11 years ago, NAPPS gave me the tools to get off the ground with forms, policies and training. Having that support system gives you the comfort that you are not alone.”



Lori Genstein of I've Got the Scoop, LLC – 2015 Co-Winner

Based in Palmyra, NJ, Genstein identifies many ways being a co-

winner helped her business.

“It introduces you to your community as a professional pet sitter; it opens opportunities for outreach and collaboration and it builds your support system,” she says.

She encourages NAPPS members to take the time to reflect and realize the positive differences they make for many companion animals every day when filling out the BoY application.

“Give others a chance to learn how wonderful you are and your dedication to their beloved pets,” she says. “Do this for you. You deserve it!”



Heather Branch of Best Friends Forever Pet Services – 2014 Winner

Branch has operated her pet services company based in Los

Angeles for a decade. Once entering this field, she also immediately became a NAPPS member and now serves on the NAPPS board of directors.

“Being selected has helped my business by solidifying credibility to the community as a pet sitter as well as credibility to the pet sitter and dog walker communities,” she says. “Just going through the application helped me to clearly see how far we had come in such a short period. The BoY title fast-tracked my business, and my involvement with NAPPS and my voice in the industry.”

She offers this advice: “I highly encourage all NAPPS members to apply for this honor. I certainly know many businesses that are so deserving. You

get out of NAPPS what you put in. And, you can’t win if you don’t play!”



Becky O'Neill of Becky's Pet Care – 2013 Winner

Based in Springfield and serving northern Virginia, Becky O'Neill regards the Business of the Year to be the greatest honor her company has received since being in business for 22 years.

“Receiving this award certainly adds to

the trustworthiness of my company and it also provides valuable PR and marketing content and exposure,” she says. “I encourage you to apply. In this time of uncertainty due to COVID-19, you certainly want every advantage you can have to be successful.”

Echoing other previous winners, O'Neill values her NAPPS membership. She serves on the board of directors.

“Membership keeps me informed of industry trends and to be plugged into industry information,” she says. “I love the connections that I have made and I learn so much from the leadership team and other members.” ■

Business of the Year Recipients Since 2007

2020 – Kristin Skelton, Floopins and Co., Inc.

2019 – Kelly Kolodkin, Kelly's Kanine Pet Services

2018 – Carrie Leensvaart-Feinberg, Safe Heaven Advocate Pet Care & Photography.

2017 – Joette White, Park Cities Pet Sitter, Inc.

2016 – Carol Corera, Flying Duchess Professional Pet Sitting

2015 - Jessica Dwyer,

Whisker At Home, LLC

Lori Genstein, I've Got the 'Scoop'!, LLC

2014 - Heather Branch, Best Friends Forever Pet Service, LLC

2013 - Becky O'Neil, Becky's Pet Care

2012 - Isabel Alvarez, The Wag Pack

2011 - Debra Farrington, Debra Farrington's PetSitting Etc.

2010 - Ali O'Connor, Inko's Pet Sitting, LLC

2009 - Christi Fries, Terrapin Pets, LLC

2008 - Beate Spear, The Purrfect Nanny

2007 - Danielle Vasta, Bella's House & Pet Sitting



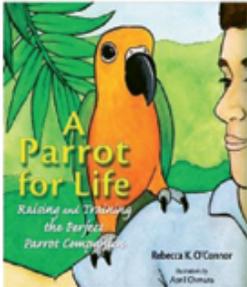
Test Your Knowledge and Earn CEUs!

Take the NAPPS Professional Pet Sitter Test to earn renewal CEUs. Answers can be found in this issue. Be sure to email your answers to cdelaney@ahint.com and include the subject line: FALL 2020 Issue Quiz.

1. What is the name of the author of the new book called, Pet Nation?
 - A. Matt Connor
 - B. Mike Connor
 - C. Mark Cushing
 - D. Morty Cutler
2. Which of the following organizations have partnered with FetchFind to create the ongoing COVID-19 Reopening and Recovery Course?
 - A. IBPSA
 - B. NAPPS
 - C. World Pet Association
 - D. All of the above
3. In David Pearsall's column, what was the amount of the claim paid for a client's dog who broke a toe during a walk with a pet sitter?
 - A. \$398
 - B. \$498
 - C. \$598
 - D. \$698
4. What is the name of the NAPPS member who reported completing a cat first aid/CPR course and a free course from Steve Dotto in the article about using downtime and reinventing yourself during the pandemic?
 - A. Jonann Wild
 - B. Casey Brown
 - C. George Lockwood
 - D. Theresa Webb
5. In the article about pet food labels, what percentage of chicken (excluding water) must be in the pet food to be able to use the term, 'chicken dog food'?
 - A. 65 percent
 - B. 75 percent
 - C. 85 percent
 - D. 95 percent

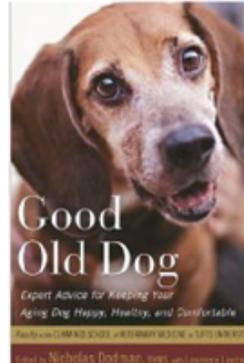


Looking To Expand Your Pet Knowledge? Earn Some CEUs For Re-Certification? We Have A NAPPS Certificate Course For You!



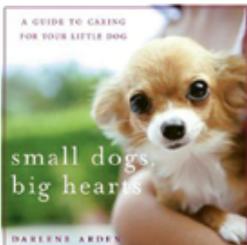
Caring For Parrots

Parrot care is a specialty for pet sitters and requires expert knowledge. Buff up on your parrot knowledge with everything from basic behavior problems, nutrition, safety, and health issues.



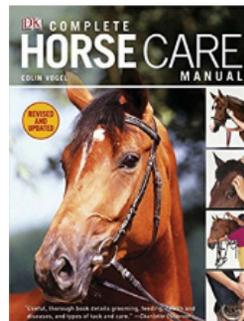
Caring For Senior Dogs

All the information you need for the care and comfort of senior dogs, including signs of illness, nutrition, and more.



Caring For Toy Dogs

Toy dogs have special needs, from nutrition to behavior concerns, and require a knowledgeable pet sitter. Learn how to make sitting for small dogs a pleasure.



Complete Horse Care

Pet sitters are surrounded with horse care opportunities, many may not even have given it a thought, assuming anything outside of small animals doesn't count as pet sitting. Why not open a door into equine care.



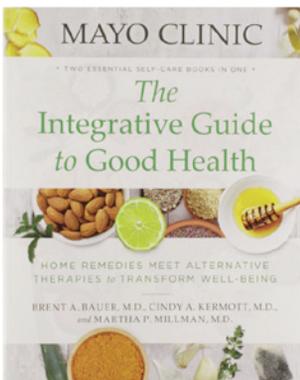
Feline Behavioral Issues

This course covers everything from poor litter habits, fighting between cats, introducing a new cat to the home and more. Help yourself and your clients problem-solve for those challenging cats.



The Chicken Chick's Guide To Backyard Chickens

This Chicken Guide takes enthusiasts through all aspects of small-flock ownership. All the info you need on feeding, housing, flock health and more is here.



Common Sense Wellness

Looking for natural, noninvasive ways to strengthen and heal your body? Here, Mayo Clinic experts explain how to achieve personal wellness through nontraditional medicine and home remedies. Their revolutionary approach to health addresses the whole person — body, mind and spirit — by combining conventional care with innovative practices.

See the NAPPS Education Section for the courses that need to be added,
<https://petsitters.org/page/NAPPSUniversity>.
Certificate courses are \$35.00 for members and \$65.00 for non-members and provide 3 CEUs of educational credits toward your re-certification.

Register at www.petsitters.org

Discover Member in Action Karen Sykes

This former educator scores all A's for her in-home pet care.

By Arden Moore

Even with a doctorate degree in education, Karen Sykes still pursues dual roles of being an avid student and an engaging teacher in all aspects of her life.

After spending more than three decades as a college professor and administrator and coaching sports teams all over the globe, she passionately embraces honing knowledge and skills in a totally different “classroom” – the world of professional pet sitting.

“I loved every minute of my life in education, but I was ready for a change,” says Sykes, who taught and then became Dean of the Faculty at Dean College in Franklin, MA. “There was never a doubt that my second career would somehow involve my other passions — animals and the outdoors.”

She Starts A Second Career

So, 13 years ago – at the age of 60 – she purchased a log cabin on five acres near Dover, FL that she has restored. She then launched her pet sitting business called K9-Kids Pet Sitters and More, serving dogs, cats, rabbits, chickens and an assortment of other pets in Hillsborough County, FL.



“When I came to Dover, I worked for a veterinarian for a couple years and learned a lot from her before she sold her practice to move to Tennessee,” says Sykes. “People at the clinic would ask me to watch their pets when they traveled and I knew I needed to know more. So, I researched and found NAPPS.”

In 2009, she joined NAPPS and has been an active member ever since. She has been a volunteer in the association’s education committee and marketing committee. Now, she is taking the lead on finishing the criteria needed for a new dog walking certification course that will be available to NAPPS members soon.

For her dedication to pets and to NAPPS, Sykes was selected as recipient of the NAPPS Member in Action award. In addition to being showcased in this issue of the *Professional Pet Sitter* magazine, Sykes earned a complimentary registration to the online NAPPS 2020 Conference and spotlights in various social media venues.

“This is truly an honor,” says Sykes. “The investment NAPPS has in our members is simply outstanding. I hope during this challenging time with the coronavirus, more members can see how our organization is truly invested in all of us. Being part of NAPPS has helped me learn a lot about pets and this industry and I volunteer to give back, to show my appreciation.”

She Is Creating a Dog Walking Certification

Sykes works closely on the dog walking certification with Yvette Gonzales, immediate past president of NAPPS and owner of As You Wish Pet Sitters. The certification is a project of the NAPPS University/Education Committee.

“Karen is a pleasure to have in our association,” says Gonzales. “She’s always willing to dig right in and help out with very little direction in many cases. She’s highly organized and extremely knowledgeable about our industry and about our members.”

She adds, “I have worked with Karen on various committees throughout the years and I always look forward to seeing her

name on the committee roster. She's a go-getter as will be evidenced in the upcoming Dog Walking Certification course. She was given a vision and she enthusiastically picked up the ball and is running with it!"

Always a student and a teacher, Sykes has completed the NAPPS comprehensive certification program. She is also a certified Pet Tech pet first aid/CPR and care instructor, continues to take cat and dog training programs through the Fetch Find Academy and has completed courses in

veterinary assistant medicine. Oh, and, she also holds a doctorate in education.

After serving on the NAPPS marketing committee, Sykes is now focused on finishing the dog walking certification course for members.

"There is a lot more to walking a dog than simply snapping on a leash and walking out the door," she says. "This certification course will cover a lot of areas, from management operations, client meet-and-greet, setting up boundaries, factoring in the weather, assessing dog parks, how many dogs should you walk at one time, the equipment, dog behavior, dog transport issues, how to handle dog fights and so much more."

Clients Praise Karen Sykes

Longtime client Kat Howard, of Plant City, depends on Sykes to provide pet sitting care for her pair of Great Pyrenees rescue dogs named Sasha and Brisco plus a terrier mix named Penny.

"We live in a semi-rural area and most pet sitters did not want to come out this far, but Karen was familiar with our area and coming out here was not an obstacle to her," says Howard. "Her love of learning, zest for life, genuine love of animals and people are what make her not only a great pet sitter, but an amazing person to know."

Tiffany Lindsey, of Plant City, playfully refers to her home as a zoo because her family includes three dogs, two rabbits and "a few assorted squirrels that were orphaned and we rescued that still come by for nuts."

"The coronavirus impacted us greatly in our travel," says Lindsey. "We were in California and Karen was pet sitting for us when California basically shut down and we had to fly back to Florida ASAP or risk getting stuck there. Karen is always there for us when we are away. Karen is so much more than a pet sitter. We consider her family, too, for all the love and time she has spent with our pets over the years."

Lindsey also appreciates that Sykes gives her house 'the lived-in look' by picking up packages and turning on and off lights throughout the house.

"I know of several neighbors who have had Karen dog sit

Fun Facts About Karen Sykes

- She taught women in Malaysia and Jordan how to play softball and served on USA softball selection committee for the Olympics.
- She shares her log cabin home with rescue dogs and cats who all happen to be female.
- She earned a doctorate in education from the University of Massachusetts.
- One of the cities she provides pet sitting services is Plant City, known as the winter strawberry capital of the world.
- She and her dogs used to compete in agility and obedience trials, but now they enjoy hiking.
- She is currently training for a century — that's 100 miles — bike ride.

for them and she came with high references," she adds. "As a family of police officers, we are extremely careful of who we allow into our home. I completely trust Karen with my home and our animals."



COVID-19 Impacts Her Business

Since the pandemic hit in the spring, the number of pet care visits has dropped, but Sykes maintains contact with all her clients. When she does a visit, she practices social distancing, does plenty of hand washing and wears a mask when needed.

"I've used this time to regroup and to do projects that I didn't have time to do before, like painting the outside of my house," she says. "And, because I am licensed and bonded, I am offering concierge services for people who do not have pets, but need someone to bring in their mail, water their plants and other tasks when they have to be away from home."

This unscheduled down time also gives her the chance to spend more time with her personal pets — all rescues: dogs Kona, Gabby, Abby and Lucy plus cats Magic, Punkin, Kahula, Sweeney and Minnie.

"I've been a dog and cat person all of my life and as much as I loved education, I feel fortunate to have this opportunity at a second career, one that focuses on pets," she says. ■



About K9 Kids Pet Sitter and More

This Dover, Fla.-based company serves pet clients in Hillsborough County, specifically Plant City, Dover, Seffner, Valrico and surrounding areas. Her company offers a wide-range of services, including in-home pet sitting, dog walking, administering medications to pets, pet taxi, yard poop scooping and in-home concierge care for people who do not have pets, but must travel. Learn more at www.k9kidspetsitters.com.

Ridding Cat Urine Odor Can Be Challenging

By Dusty Rainbolt, ACCBC

(Editor's note: Inappropriate elimination by cats is a major reason cats are surrendered to shelters. Even if you figured out which cat is skipping the litter box and corrected this behavior, the foul urine smell still lingers. In an excerpt from Cat Scene Investigator, author Dusty Rainbolt identifies the pros/cons of different flooring and floor cleaners.)

Until you thoroughly clean all soiled surfaces, both you and Fluffy will be condemned to constantly relive that vicious cycle of contamination and recontamination.

As soon as you notice the mess, clean it up. Removing all traces of ammonia and pheromones from the carpet is the first step in persuading Fluffy to return to the litter box. After all, if it smells like a toilet, Fluffy will use it as a toilet.

Cat pee and poop in a carpet is like a ghost. It contains pheromones that continue to attract kitties to the soiled area. It is as if the cat has posted an olfactory sign saying, "Bathroom."

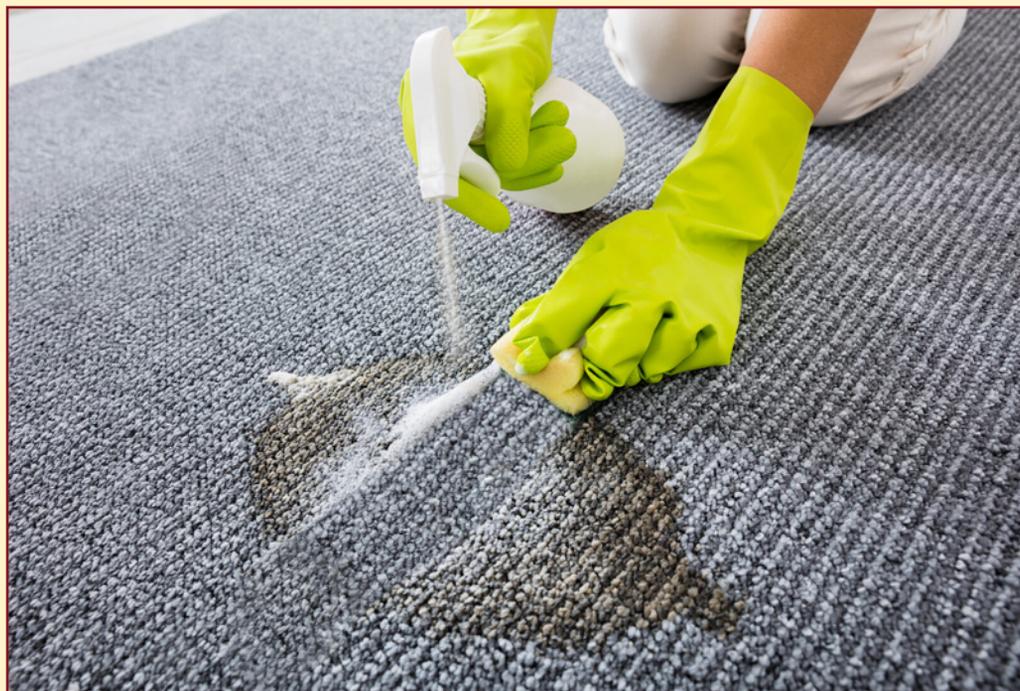
If you simply mask the pee odors, you may be able to fool your nose, but Fluffy, which has his far superior sense of smell, will be able to find his alternate potty every time.

Completely banishing the odor ghost requires treating the entire affected area, including the carpet pad and subflooring. Before you can clean up the cat pee, you have got to find the pee spots — all of them. That's not as easy as it sounds. Hydrogen sulfide, a gas emitted by poop and pee, deadens the nerve endings in your nose. Fortunately, these inconspicuous pee spots are visible under the right conditions.

Urine Covers Large Area Under Carpet

The soiled area in the carpet resembles an iceberg. You are only seeing the tip. If the surface stain appears to be the size of a silver dollar, it has likely spread to dinner plate diameter beneath the pad. You must clean all layers. Even the best odor eliminator won't work if it doesn't fully saturate the soiled layers. You may want to use a large medical or cooking syringe to inject sufficient quantities of chemicals deep into the carpet pad.

When the ammonia odor persists or your cat returns to a spot, pull the carpet up and treat the wood or concrete subflooring. When the subfloor has dried, seal it, then saturate the carpet with odor removers. Failing that, you may need to replace floor boards, in addition to carpeting and padding. Don't forget to scrub the walls and baseboards.



Before you can clean up the cat pee, you have got to find the pee spots — all of them. That's not as easy as it sounds.

Different Flooring Poses Different Challenges

You can safely and cheaply remove cat pee from your concrete slab by steeping it with hydrogen peroxide. It will 'boil' on contact. Repeat until you can apply the peroxide without a boiling reaction. It may take a week of repeated treatments to thoroughly purge the odor. Once the odor has been removed from the foundation, apply a concrete sealer. This creates a vapor barrier.

When cleaning up a fresh mistake, place a white cloth or paper towel over the spot and blot it by pressing down. Do this until you pull no more moisture from the carpet. Avoid printed designs or borders because the dye could bleed into a light-colored carpet. Do not rub the carpet with the cloth, as this will only force the pee farther from the original spot and deeper into the pad.

Wood, plank, parquet and laminate floor are popular in many multi-cat homes, but they're more temperamental to clean than carpeting. A couple of well-placed piddles can permanently damage your wood floor, visually as well as olfactorily.

When you find a puddle, wipe it up immediately. Follow with a clean,

moist paper towel. Then spray your favorite odor remover on the floor. Effective odor products may damage your beautiful wood floor, but if you don't use them, your floor will retain that ammonia bouquet. Your wood floor has tiny cracks between the planks where liquid collects, inviting your kitties to come back and pee.

Before I surrendered and replaced my wood parquet floor with ceramic tile, I used Simple Solution Hardfloors Stain and Odor Remover as well as Zero Odor.

There are many brands of odor neutralizers on the market. Each product reacts with odor molecules in a different way, with varying degrees of effectiveness. They eliminate, change, coat, absorb or mask odors, often in combinations.

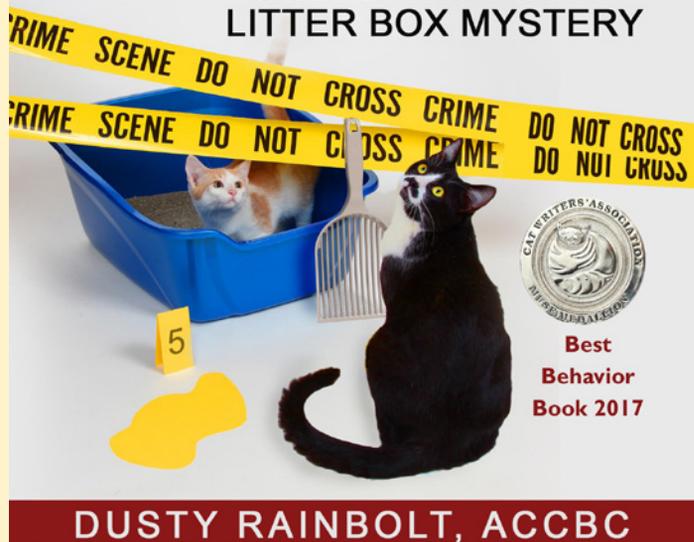
Pros and Cons of Odor Products

Here is a rundown of different types of odor products:

- **Molecular odor eliminators:** This group of products bonds with odor molecules, permanently converting an odor molecule into a non-odor molecule. They aren't affected by chemicals previously applied to the carpet. They work immediately and permanently, but they are rather expensive. Examples include Zero Odor and CritterZone Air Naturalizer.
- **Oxygenators:** These products cause a chemical reaction that adds oxygen to the odor molecule, changing its composition. These products break down odors into carbon dioxide and water. The process is frequently used in wastewater treatment plants and in the purification of drinking water. My preferred oxygenation odor eliminator for carpets is FizzionClean.com.
- **Disinfectants:** Antibacterial agents kill the bacteria — the source of the odor. If the bacteria are destroyed, so is the odor. Most bactericides can be used on soiled spots with results in under an hour. The carpet should then be cleaned immediately and liquids extracted. The labels usually instruct you to remove pets from the premises, ventilate closed spaces and only allow pets on flooring after it is completely dry. Some of these chemicals are very toxic.
- **Enzymatics:** Enzymes are made of proteins that work like saliva, breaking down the odor molecules, but they do not digest it. Since they are not living organisms, they're not vulnerable to chemicals and extreme heat and cold, like live bacteria. Enzymes will dissolve detergent residue from earlier carpet cleanings. Enzymes work best at a neutral pH between 6 and 8. They only work when they are moist, and like bacteria, can take about 24 hours to break down the molecules.
- **Deodorizer/Masking Agents:** These products use fragrance to cover up a stinky molecule with a pleasant-smelling molecule. The foul reality is temporarily overpowered by the fragrant smoke screen. The odor's true nature will eventually rear its ugly nose. When the masking perfume wears off, the odor of cat pee will return with its previous robust potency. Deodorizers usually contain fragrances, alcohol and water, which mask the odor-causing molecules, but do not change them. These products may fool your nose, but not your cat's. He knows where to find the pee.
- **Absorbents:** Absorbents remove odor with a positive-negative ion reaction — like a magnet that straps to the odor molecule. Baking soda and the volcanic ash, Zeolite, are two of the most popular absorption products. They usually come in powder or larger granules. Sprinkle the powders on the carpet, leave for an hour or so, and vacuum. This is probably helpful to freshen up. Because odor is picked up rather than removed, you will need to continue to treat.

CAT SCENE INVESTIGATOR™

SOLVE YOUR CAT'S LITTER BOX MYSTERY



- **Detergents:** Detergent cleaners and odor absorbers (such as foaming spray carpet cleaners) use surfactants to loosen organic material and dirt from fabrics, but some odor may remain. They may contain cationic detergents that can burn your cat's skin and mouth.

It can be tricky to use the label to determine if a product could harm your cat. Cats are more sensitive to chemicals than other animals. Many chemicals are metabolized by the liver before being eliminated by the body.

If you are worried about using a product around your cat, call the manufacturer and ask how to use it safely around cats. Also find out if the product can be rinsed and dried before allowing your cat access to the area.

Before you buy a product, find out how it works. Read the label warnings. Watch for cautionary words, such as “warning” or “danger” that indicate toxic contents.

Next, look at the ingredient list. Look for ingredients ending in “-ol” or “-ene,” which typically indicates toxic solvents. “Chlor” usually includes chlorine. “Glycols” contain petroleum-based ether. “Phenols” can include coal tar derivatives. None of these are good for your cat.

Finally, avoid cleaners containing ammonia. Because cat pee contains ammonia, cleaning a pee stain with ammonia is like basically inviting your cat to refresh the spot with his own ammonia. ■

Dusty Rainbolt, ACCBC, is the past president of the Cat Writers Association, a member of the International Association of Animal Behavior Consultants and editor-in-chief for AdoptAShelter.com. She is also an award-winning author of many books, including Cat Scene Investigator and Cat Wrangling Made Easy.

Tips on Selecting Healthy Pet Food

By Jean Hofve, DVM

Packaged, manufactured pet food is a great convenience to dog and cat guardians. But responsible consumers who want the best for their animal companions have a bewildering array of foods and claims to choose from. So, how do you know what's best for your animals?

The most reputable manufacturers agree with holistic veterinarians that the very best diet for your animal companion is one that you make yourself. A homemade diet, carefully balanced nutritionally, and using raw and organic foods, is closest to what Mother Nature intended. However, many of us do not have the resources to make our pets' food, especially for multiple animals or large dogs. So, for those of us who rely, partially or entirely, on commercial foods for our animals, here are some guidelines to use in selecting a good-quality diet.

Consider these label requirements:

- "Chicken Dog Food" must contain at least 95 percent chicken (excluding water).
- "Fish and Giblets for Cats" must be 95 percent fish and giblets together, and there must be more fish than giblets, since fish appears first on the label.
- If the label says "dinner," "platter," "entree," "nuggets," "formula," or similar term, there must be 25 percent of the named ingredients. That is, "Fish Dinner" must contain 25 percent fish.
- If more than one ingredient is named, such as "Fish and Giblets Entree," the two together must comprise 25 percent of the total, and the second ingredient must be at least 3 percent.
- Ingredients labeled as "with" must be present at 3 percent such as "Fish Dinner with Giblets."
- An ingredient labeled as a "flavor," such as "Beef Flavor Dinner," may not actually contain beef meat, but more likely will contain beef digest or other beef by-products that give the food a beef flavor.

The ABCs of By-Products

Even on many high-priced, premium, and veterinary brands, you will notice one of the major ingredients listed is "by-products" of some sort. By-products are basically "parts other than meat." These may include internal organs not commonly eaten by humans, such as lungs, spleens, and intestines, other parts such as cow udders and uteri, and in the case of poultry by-products, heads, beaks and feet. By-products must be from "freshly slaughtered" animals, although there is some question as to how fresh they really are by the time they reach the pet food manufacturer, as they may be shipped in unrefrigerated trucks.

By-products are usually found in canned foods, where they are often the only source of animal protein. While a hunting cat or wild canine



Even on many high-priced, premium, and veterinary brands, you will notice one of the major ingredients listed is "by-products" of some sort. By-products are basically "parts other than meat."

would eat the by-products as well as the meat, a named meat should be the mainstay of a carnivore's diet.

A Look at Dry Pet Food

Because of the way they are processed, most dry foods use chicken meal, meat-and-bone meal or other high-protein meal as their major animal-source ingredient. Meals do contain more protein than whole meat, since the fat and water have been removed.

Many dry foods advertise that they contain some type of "meat" (such as chicken or beef) as the first or a top ingredient. However, because of the high-water content of fresh meat, and the water added to it, the actual percentage is small. The first named meal is usually the primary protein source in these foods.

The Role That AAFCO Plays

A food may be labeled as "complete and balanced" if it meets the standards set by a group called AAFCO, the Association of American Feed Control Officials. Standards set by AAFCO have been adopted by most states; the states are responsible for enforcement.

A food may be certified by AAFCO in two ways: (1) meeting published standards for content, or (2) feeding trials. Feeding trials are considered the "gold standard" of pet food formulation. However, when you look at the actual AAFCO protocols for an adult maintenance diet, a manufacturer must feed exclusively the test food to only six animals for six months. (Eight



Commercial foods are designed to be adequate for the average animal, but may not be suitable for an individual animal's variable needs.

animals are required at the outset; however, two of them may be dropped from the trial for “non-diet-related” reasons.) Foods intended for growth and reproduction must be tested for only 10 weeks. Several of the largest pet food producers, such as Hills, Waltham’s and Purina, maintain their own colonies of dogs and cats, and test their foods on hundreds of animals over years or even multiple generations. Other manufacturers rely on testing facilities that keep animals for this purpose to do the studies for them.

Keep in mind, too, that the standards, such as they are, set only “minimums” and “maximums,” not “optimums.” Commercial foods are designed to be adequate for the average animal, but may not be suitable for an individual animal’s variable needs.

The Dangers of Contaminants

Another concern is pesticide residues, antibiotics, and molds in various pet food ingredients. Glyphosate, another Monsanto creation and the active component of the herbicide Roundup, isn’t even tested for by USDA, and is a major contaminant of the genetically engineered corn and soy used in pet foods.

What to do? When selecting a commercial food for your animal companion, be sure to read the label.

- * Avoid foods containing “by-product meal,” “meat and bone meal,” or euphemisms like “beef and bone meal,” which tend to be the least expensive (and thus poorest quality) animal-source ingredients. “Meat and bone meal” (MBM) is the mammal equivalent to “by-product meal” (which applies only to poultry).
- * A named meat or meat meal should be the primary protein source, rather than a cereal like corn gluten meal, rice protein concentrate, pea protein, or other cheap meat substitute.
- Corn and soy in all their forms must also be avoided. The feed-

grade corn and soy used in pet food is certain to be genetically engineered. In low-priced foods, corn gluten meal is often substituted for expensive meat ingredients. All grains are susceptible to mold and other toxins.

- Never feed “semi-moist” type foods, which are full of additives, colorings, texturizers, and preservatives.
- Avoid foods containing chemical preservatives such as ethoxyquin, BHA, BHT, propylene glycol, or propyl gallate. Many brands are now preserved with Vitamins C and E instead of chemical preservatives. While synthetic preservatives may still be present, the amounts will be less.
- In general, select brands promoted to be “natural.” While they are not perfect, they tend to be better than most.
- Stay away from “light” or “senior” or “special formula” foods. These foods may contain acidifying agents, inadequate protein, excessive fiber, and poor-quality fats that will result in skin and coat problems.
- Avoid generic or store brands; these may be repackaged rejects from the big manufactures, and certainly contain cheaper – and consequently poorer quality – ingredients.
- Change brands or flavors of dry food every 2 or 3 months to avoid deficiencies or excesses of ingredients, which may be problematic for your animal. Whenever you are changing foods, remember to GO SLOWLY. Add a tiny amount of new food to old, and gradually increase the proportion of new food. It will take a week or two to properly transition a cat.
- With canned food, you can change flavors daily if you wish – my cats prefer it that way!
- Cats need at least 50 percent of their diet (preferably 100 percent!) in the form of wet food (canned or homemade). Include a variety of meats and flavors to prevent finicky behavior and food allergies and intolerances. Cats who are overweight, diabetic, or have a history of or current liver, pancreas, cystitis, bladder crystals or stones, or kidney disease, should not eat any dry or semi-moist food at all. The low moisture and high carbohydrate content are known to contribute to these problems. Dry food is popular because of its cost and convenience, but it is definitely not healthy for your cat to eat.
- If you must feed dry food, remember to never get it wet, even if the package says it’s okay. Do not mix kibble with canned food, milk, broth, or water. All dry foods have bacterial contamination on the surface, and moisture will allow those bacteria to grow. Some are dangerous, and cause vomiting and/or diarrhea.

Above all, supplement with organic raw meat and organ meats. All meat should be frozen at minus 4 degrees Fahrenheit for 72 hours, then thawed prior to use. Follow safe meat-handling procedures at all times. If desired, add a small amount lightly steamed, pureed or finely grated non-starchy vegetables (they cannot be very well digested by carnivores otherwise) or organic baby food.

Dogs may be supplemented with organic tofu and cooked grains; however, cats should receive minimal carbohydrates in the diet. Be aware that plant products tend to raise urine pH and may contribute to bladder stones and urinary tract disease. Other helpful supplements include omega-3 fatty acids, probiotics such as *L. acidophilus*, digestive enzymes, and antioxidants. ■

Jean Hofve, DVM, is a holistic veterinarian, best-selling pet author and official advisor to AAFCO, the organization that sets the standards for pet food. Learn more at www.littlebigcat.com.

NAPPS ABOUT YOUR ASSOCIATION



Don't miss out on the recognition you deserve!

Your association recognizes members for their outstanding service to the fellow members, the association and the pet sitting community.

The NAPPS Business of the Year award is presented to a member who has demonstrated outstanding business practices and vision in maintaining and growing his/her business.

Encourage your clients to nominate you!

The [nomination form](#) is available.

A [flyer](#) is provided to distribute to your clients to nominate your business.

Award recipients receive:

1. Complimentary attendance at the next NAPPS Conference
2. Professionally prepared customized Public Relations Press Release to local media by national office
3. Your company logo displayed on the NAPPS web site for one year
4. Recognition of your company during the next NAPPS Education & Networking Forum
5. Recognition of your company in the Professional Pet Sitter Magazine
6. Indefinite use of the *"NAPPS Pet Sitting Business of the Year 2021" logo

Contact NAPPS Headquarters for more information and a Business of the Year application!



THE AUTHORITY IN

PROFESSIONAL PET SITTING

NAPPS

This private Facebook group is another way to connect with our members. This page allows NAPPS to directly communicate our various benefits and programs as well as share information regarding various committees and how you can participate.

POST ABOUT STAYING SAFE DURING COVID-19

Hello NAPPS family:

I hope everyone is doing well and staying healthy! I am going to keep this short and to the point. I have existing human clientele as well as myself who are immune compromised. I'm wondering: of those of you who still meet in person with new clientele, how do you do so safely?

Masks? Gloves? Social distancing? How do you do it? I could really use some advice and I would greatly appreciate it! Thank you!

— Sow Hoe Grow Farm

COMMENTS:

I wear a mask to the consultation. I do not shake hands or touch anything I don't need to. I stay as far away from the humans as possible because they are not wearing masks. People understand. I wipe my hands and car door handle with a disinfectant wipe when I get back to my car.

I am not compromised, but still do these things. We have a registered nurse coming in to our house for a member of the family who is in in-home hospice, and she said this is enough.

— Jennifer

I've had one meeting with a new client since this began. We both wore masks and did our best to social distance. Fortunately, she has a large house. I sanitized my hands afterward, although I don't think I touched anything. The odd thing was that she kept saying no plague can touch her because of her faith. Wow. Ok. I'm doing everything I can not to get sick, especially because I have major surgery coming up.

— Martha

I've had two new consultations since people are now traveling again. We both wore masks. I sanitized my hands before going in, although I did touch the hand rails on the stairs (I've got a bad knee and they were steep). I also tried to stay well apart, although it's hard when you're touring the house. Sanitized again when I left. She was not upset about it. She is leaving cleaning supplies and I will disinfect everything I touch. I'm doing this for all clients, and no one so far has been anxious about it. I think it will be ok. I've also said that I will not charge people for their trip if they do get sick and can't go. I don't normally charge for cancellations except for holiday times, but the one client was anxious about that.

— Kristen

A couple of options that you can do is move all items to be used on one floor - so you are only in a smaller part of the house. My clients moved everything to the first floor, so I didn't have to go to the basement and the cat was smart enough to come down from the attic. 😊

Secondly, you can ask them to video the walking tour, so you are in less of the house for the initial meeting. I also ask them to include wipes next to the food supplies since finding them can be challenging. This helps me preserve my safety.

— Jonann

We have had no COVID-19 cases in our zip code or those surrounding us. So, it is business as usual for us. We are blessed.

— Renee

Masks and distancing. No hand shaking and using hand sanitizer.

— Jeanette

Do as much as you can digitally as far as forms are concerned. If it is for dog care, see if they will meet in the backyard. If it is for cat care, keep as much space as you can. Masks are good. Gloves, only if you can't sanitize after the visit. Good luck.

— Joni

Remember: The NAPPS private Facebook page is an effective and quick way for all members to connect with NAPPS colleagues all over North America. It also is a good resource to check regularly for new trends and news in the professional pet sitting industry.

INSTRUCTIONS FOR ACCESS:

*Search either National Association of Professional Pet Sitters PRIVATE group or use the link [here \(https://www.facebook.com/groups/354236768504692/?notif_id=1547580017418236¬if_t=page_linked_group_activity\)](https://www.facebook.com/groups/354236768504692/?notif_id=1547580017418236¬if_t=page_linked_group_activity).

*Submit a request to join (you will need to answer a few questions regarding your NAPPS membership) *Once membership has been confirmed, you will have access to the group

Please become familiar with the rules of the private FB group as they are in place to make this a pleasant, informative place to share and network. Moderators are available if you have any questions or concerns.

This is a NAPPS member benefit so please be aware that if your membership falls into a lapsed status, your connection with this private group will be removed. Enjoy!



NAPPS Pet Alert Decals

Market your business and promote your affiliation with NAPPS!

These decals can be added to your marketing toolkit.



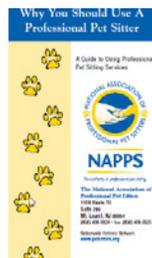
Decals come in packs of 10.

NAPPS is offering a “pre-sale” via the [Shop](#) Section of the NAPPS website.

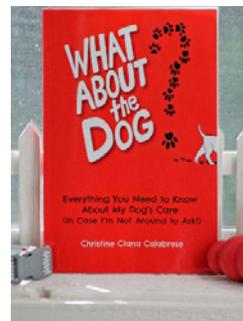
Additional items available in the Shop Section include:

NAPPS ACCESSORIES

NAPPS PUBLICATIONS AND BROCHURES



WHAT ABOUT THE DOG?
(WHAT ABOUT THE CAT?
– COMING SOON)



GOIN' IN STYLE DOG WALKER ORGANIZER BAG AND ACCESSORIES



NAPPS PR EFFORTS

Your association has an active public relations and marketing campaign that raises the visibility of NAPPS and its programs, and establishes NAPPS as the authority in professional pet sitting.

Each month, the NAPPS PR team provides regular story ideas to national media outlets designed to increase awareness of the organization and the entire profession.

PR efforts have surpassed many milestones!

NAPPS has a total number of Facebook "likes" of over 6,840.

NAPPS has over 5,800 Twitter followers.

NAPPS is helping to increase awareness of pet safety and caring for animals during extreme weather conditions through shareable content like digital media and infographics.



July 31st is National Mutt Day!

Please share photos of your mutts and mixed breeds!
www.petsitters.org
 #nationalmuttday #mixedbreeds #the_napps
 #professionalpetsitters #welovemutts #furkidsfriday

431 people reached
 July 31, 2020

Any 80's music fan will get this!

www.petsitters.org
 #whippet #whippetgood #the_napps #professionalpetsitters
 #80srock #devo #whipit

1,189 people reached
 August 3, 2020



We know you LOVE your pet!
 But sometimes work and life make it almost impossible for you to let them out or go for a walk in the middle of the day. Here's to the invaluable mid-day dog walkers!
www.petsitters.org
 #the_napps #hireapro
 #middaydogwalkers #digwalkers
 #petsitters

1,279 people reached
 June 18, 2020



"The rockets' red glare, the bombs bursting in air!"

Check out our latest blog for tips on keeping your pets safe and calm.

<https://petsitters.org/page/The-rockets-red-glare-the-bombs-bursting-in-air>
 #the_napps #nappsblog #4thofjuly
 #petsafety #dogsdontlikefireworks #beconsiderate

1,470 people reached
 July 2, 2020



Sorry. Couldn't resist.

www.petsitters.org
 #baddogjokes #PunDog
 #the_napps

2,685 people reached
 July 15, 2020



So true!

www.PetSitters.org
 #dogsanddoorbells
 #doorbelldogs
 #the_napps #dogs #dogslife

1,948 people reached
 July 15, 2020



Proudly Insuring Pet Service Providers Since 1995!

- Am I covered?
- Do I have the coverage I need?
- Am I paying too much?

Is finding the right insurance giving you a headache?

Call us today at
1-800-962-4611 ext 214
or visit us online for a
no-obligation quote.

<http://napps.petsitterinsurance.com>



Specializing in:

Pet Sitters • Dog Walkers • Pooper Scoopers • Doggy Daycares • Pet Taxi • Groomers

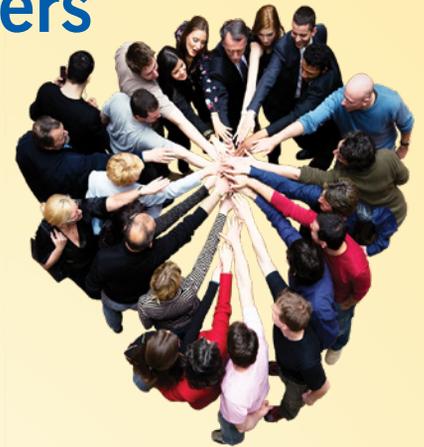
We Provide All of the Following Coverages:

General Liability • Property • Workers Compensation • Auto • Inland Marine/Grooming
Equipment • Bonding • Employment Practices Liability • Umbrella



Welcome Our New Members

NAPPS welcomes new members who joined between April 16 and August 18, 2020. Here they are in alphabetical order by state and foreign countries:



Arizona

Hailey Ferguson, Barn N Bone Pet Sitting, Tempe
Cora Shor, Cora's Pet Services, Sedona

California

Francisco Bezerra, Cisco Dogs, San Francisco
Keelie Chamberland, Keelie's Pet Sitting, Pleasanton
Lori Glenn, GGs Sitting Services, Napa
Michelle Heathman, Michelle The Dog Lady, Walnut Creek
Cheryl Tulkin, Dawgg City SF, Daly City

Colorado

Meg Burns, Pet au Pairs, Crested Butte
Theresa Webb, Purrfect Pet Sitting, Longmont
Eugenia Eacker, Geni Eacker, Denver
Tasha Martinez, Beyond Pet Care, Colorado Springs

Delaware

Lisa McGrath, Weather or Not Dog Walkers, Wilmington
Lynn Barnett, Beach Bum Babies Pet Sitting, Rehoboth Beach

Florida

Adina Gelnowski, A Plus Dog Walking & A Plus Pet Sitting, Hollywood
Suzanne Clark, The Pet Care Pros, Palm Beach Gardens
Angela Hernandez, Yogi Pet Sitting, Hialeah
Dana Hidalgo, Dana's Gone to The Dogs! Delray Beach
Amber Van Denzen Suarez, Atta Boy Animal Care, Mulberry
Garvin Mark, Pet Pros Services, Orlando
Shanna Wong, Fur Keeps, LLC, Holiday
Kelly McCarter, Kellbois Pack Pet Services, Brooksville
April Steingraber, April's Answer, Sebring

Georgia

Flo Fillingim, Buckhead Pet Sitters, Atlanta
Morgan Chiovaro, Rascals Atlanta Pet Care, Atlanta
Alyssa Scott, Niche Care Services, Eatonton
Tiah Rodriguez, Super Tech Professional Pet Care Services, Marietta
Kathryn Heller, Caring Kitty Sitting, Atlanta
Dawn Hoch, Proudly Caring, LLC, Kennesaw

Idaho

Elsy Slifer, Sunny Paws Petcare, Twin Falls

Illinois

Ryan Elliott, Elliott's Pet Care, Deerfield
Katharine Hoffman, Katie's Pet Care Chicago, Chicago
Kersitn Augelli, VGB Dogs, Glen Ellyn
Shannon Rogers, Wild Pups Pet Care, Winfield

Indiana

Heather MacKay, Happy Paws Pet Care, LLC, Greenfield

Louisiana

Emilie Airhart, Big Easy Pet Services, Metairie

Maine

Nyssa Gatcombe, Magic of Paws, LLC, North Yarmouth

Maryland

Sharon Wanamaker, Exotic Pet Pals, Crofton
Tom Simpson, Community Happy Dogs, Inc., Chevy Chase

Massachusetts

Laura Berliner, Emma Can't Wait Pet Care, Monterey
Jordan Pellecchia, Nature Pups, LLC, Marlborough
Brittany Suarez, Best in Pack, LLC, Uxbridge
Lloyd Graves, Birch and Bark Dog Hiking, Melrose
Niles Lashway, Highland Hounds of Roxbury, Hyde Park

Minnesota

Elizabeth Smokstad, Westside Cat Care, Minnetonka
Desiree LacQuay, Doggy Devotion, LLC, Belle Plaine

New Jersey

Samantha D'Onforio, South Jersey Pet Sitting, LLC, Somers Point
Cindy Tarallo, South Orange Pet Services, LLC, Tarallo
Blayne Cernak, Riley and Mee, LLC, Emerson

New York

Chloe Campos, NYC Cat Care Specialists, LLC, New York City
Gilbert Lau, T.G.T. Word, New York City
Daniel Reitman, Dan's Dog Walking and Pet Sitting, Port Washington
Juliet Becker, The Peaceful Pup Dog Care, LLC, Albany
Nina Cruz, Pup Club, New York City

North Carolina

Andrea Smith, Wiggle and Wags Pet Sitting, Louisburg

Pennsylvania

Dianne Gardonis, Pennsylvania's Happy Tails Walk and Sit, Apollo
Corinne Baccanti, Where Sidewalks End Pet Care, LLC, Huntingdon Valley

Texas

Regina Soliz, Kishi Pets, San Antonio
Traci Pfeifer, Companion Wishes and Canine Dreams, Pearland
Shannon McKinzie, Top Dog Pet Sitting & Dog Walking Service, Benbrook
Amber Lawson, BBs Pet Sitting Service, Nederland
Cyndal Quin, Tongue & Tail Pet Services, Houston

Vermont

Glenn Cover, Happy Paws Pet Care, Stowe
Roger Carroll, Kitty Luv, Brattleboro

Virginia

Sherri Pappas, Sherri's Pet Care, Alexandria
Sophia Coleman, Sophie's Dog Walking & Pet Care, Arlington

Washington

Mindy Anderson, Aunt Min's Specialized Pet Care, Inc., Poulsbo
Katherine Brotzman, Brotzman, LLC, Bellingham
Stacey Chochoms, Seattle
Kelly Brammer, Kelly's Creature Comforts, LLC, Wilkeson
Andrea Merrill, Animals of the Pacific Northwest, LLC, Bellingham

Wisconsin

Emily Anhalt, Emily, Milwaukee

CANADA

Rachel Reisner, Cats and Hamsters, Montreal

Also:

Gale McMillan, Gulf Shores Critter Care



NEED A BETTER WAY TO MANAGE YOUR BUSINESS?

See why **thousands** of pet
sitting and dog walking
companies choose
Time To Pet.



TimeToPet
Modern Pet Sitting Software

Sign up at timetopet.com/NAPPS to get
50% off your first three months!