

STORY BY
PAMELA
MITCHELL

THE SUPERHEROES



THESE HEROIC PET PROS' ALTER EGOS ARE ANYTHING BUT UNDERDOGS.

AT A STORE in New York, a man stares at shelf after shelf of bags and cans, stressed about choosing the right food for his dog. A cat cowers in her carrier at a grooming salon in Ohio, fearful of what awaits outside the open door. At a home in Maryland, a woman frets over a beloved pet's health, worried something may be seriously wrong. Who can these mere mortals turn to? Who will help their furry family members? The Super Pet Professionals! These heroes excel at education. They have a calming way with animals. Their instinct and knowledge tell them when it's time to involve a vet. Some also have a knack for merchandising, an eidetic memory or the ability to be extraordinarily efficient. With these powers, they keep people and pets happy and healthy. Let's meet eight such champions!



THE BIG STORY

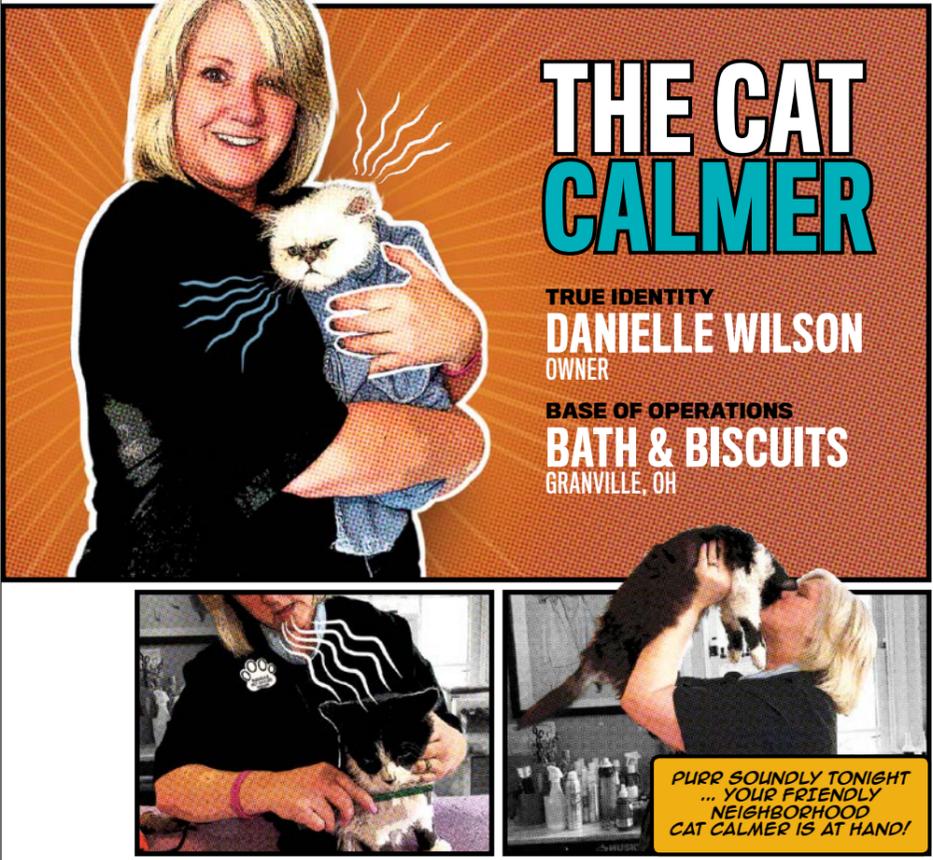


SHIVA

CAPABLE OF DELIVERING FOOD AND WATER TO MULTIPLE PETS IN A SINGLE BOUND!

TRUE IDENTITY
MYRA TSUNG
ASSISTANT HEAD COUNSELOR
BASE OF OPERATIONS
CAMP KITTY
DECATUR, GA

D EPICTIONS OF SHIVA the Hindu god feature multiple arms to represent multiple qualities. Myra Tsung's many abilities also earned her such a likeness. In addition to her assistant manager role, she also holds certifications in pet CPR and first aid, plus Tsung can carry up to seven food and water dishes at once. She can even keep them balanced while climbing over a baby gate. Now that's a superpower! "I've never waited tables in my life, although I do practice yoga sometimes. It's really more just a combination of me being stubborn and always trying to find the most efficient way to do things."



THE CAT CALMER

TRUE IDENTITY
DANIELLE WILSON
OWNER
BASE OF OPERATIONS
BATH & BISCUITS
GRANVILLE, OH



PURR SOUNDLY TONIGHT ... YOUR FRIENDLY NEIGHBORHOOD CAT CALMER IS AT HAND!

W HEN CATS COME face to face with Danielle Wilson in her grooming salon, they see the mark. "I have a scar across my right eyebrow where a lion cub swatted me," she says, recalling her days working at the Columbus Zoo while studying veterinary technology. It gives them pause. After all, Wilson has worked with much larger and much fiercer animals. That combines with a calm manner and expert handling skills to create her superpower: the ability to groom even the angriest of felines. She starts by speaking softly, in what she calls her "kitty babble" voice. Wilson never drags cats out of their carrier. "I get them into a state of calm where they feel confident enough to come out on their own. Once

that's accomplished, I let the cat smell me, and I start stroking the head or neck." After trimming nails, cleaning ears and doing a pre-shave, if needed, she adds water. "I use a tub that can be filled so they can soak. It's usually in the tub where a cat will freak out. Boy can they jump! I can usually see a monster leap coming — kind of like a squirrel monkey coming at you — and I snag the cat mid-flight." Once bathed, Wilson wraps them up like a burrito to bring back the calm before hand drying. "After that, I take them back to my grooming table and either shave the pattern again to neaten or gently comb out their now fluffy coat. By that time, most of my cat clients are head butting me or flopping over on their side in contentment."



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WONDER WALKER



TRUE IDENTITY
JOANNE GILMAN
OWNER

BASE OF OPERATIONS
BREWSTER'S BUDDIES
PET SITTING
BALTIMORE, MD



WHEN THE CAT sibling of a dog in her care became lethargic and wouldn't eat, Joanne Gilman transformed into Wonder Walker! She called upon her associate's degree in veterinary technology and asked if the pet was straining to or couldn't urinate during trips to the litter box. If so, he needed to go to the emergency clinic right away. The kitty could have a life-threatening obstruction that

needed immediate medical care. The client "took my advice and texted me the next day," Gilman says. "I was spot on, and her cat received prompt medical treatment, with follow-up surgery to remove bladder stones to prevent another blockage." She adds, "The cat greets me very happily at every visit, as if he knows I had something to do with him feeling better."

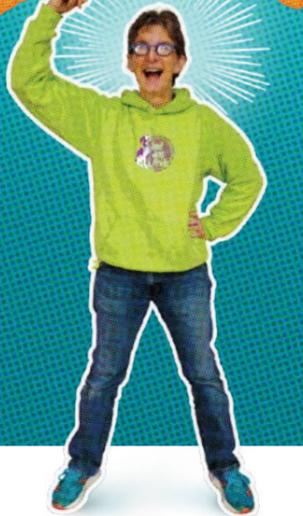
TRUE IDENTITY
CARMEN ALCALDE
CO-OWNER

BASE OF OPERATIONS
BAD DOG FRIDA
MADISON, WI

CARMEN ALCALDE was born with enhanced visual memory. After seeing a face or name, she can recall its context, even after long periods of time have passed.

Alcalde shares an example: A woman would come into the store once a year, but had not for several. Upon her return, "She said 'you probably don't remember me ...' I then instantly remembered her, that she used to visit family each year and loved a Happy Tails shampoo we used to carry. She was quite shocked, especially because she hadn't been back to Madison for four years."

FLASHBACK



THE CAT MAGNET



TRUE IDENTITY
ROSIE DELIBERO
OWNER

BASE OF OPERATIONS
ROSIE WALKS
BEAVERTON, OR

KITTIES CAN'T help but be attracted to The Cat Magnet, aka Rosie Libero. Even the most fearful find themselves rubbing her legs or jumping into her lap. She credits her

superpower: patience.

"I never force a cat (or any other pets) to interact with me. I allow them to approach me on their terms," the pet care provider says, adding that with anxious pets, "Acceptance is theirs to give, not ours to take, and I fully understand and respect that."



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WHOOM

THE LISTENER

SHE CAN FEEL HER LISTENER SENSE TINGLING!

I HEAR AND UNDERSTAND THE PROBLEM ... I CAN HELP

TRUE IDENTITY
DEBBIE BROOKHAM
OWNER

BASE OF OPERATIONS
FURRY FRIENDS INC.
COLORADO SPRINGS, CO

DEBBIE Brookham didn't get bit by a radioactive spider, and she wasn't exposed to a cosmic storm. Instead, she developed her superpower of listening in past professional roles.

"It is not a natural ability. Most people want to gather their thoughts *while* listening to others. Well, you can't listen well and formulate words in your head at the same time. As a health care professional, and later a medical salesperson, it was imperative to really listen to my clients to learn what the best solution was going to be for them."

Brookham now tunes into her store's customers, then offers solutions to a variety of issues. She shares a tip for improving this important ability:

"I've found that if you repeat what you heard back to your clients, there will be no misinterpretations and you can come to a 'super solution' together."



PLANET PROTECTOR

TRUE IDENTITY
KARA HOLLAND
CO-OWNER

BASE OF OPERATIONS
PITTSBORO PET SUPPLY
PITTSBORO, NC

WHEN WEST Paw Design announced its #GetOutAnd-Display Instagram contest in 2016, Kara Holland combined her creative superpower with her love

of the planet to win top prize. Her display, which used recycled materials, not only showed off the company's Zogoflex and Zogoflex Air toys, it reflected the company's eco-friendly manufacturing processes.

"I took the time to cut our state silhouettes out of cardboard, colored and lettered logos with giant markers, and used a galvanized trash can to represent their toy recycling program. A vintage suitcase full of toys and pet clothes illustrated that these toys make quite the trek from the small town of Bozeman, MT, to our even smaller town of Pittsboro, NC. Finally, we had my brother's dog Stella pose in front because she is our store tester of all things West Paw."



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FIGHTING CRIMES AGAINST THE PLANET, SHE WIELDS HER TRUSTY SCISSORS AND MARKERS.

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Our Founder, Angela Ardolino pictured at her rescue farm in Florida, with a few from her pack: Jolene, Blanche, Odie, Lil Dog and Nina. All of her pets use CBD DOG everyday.



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SUPER PET FOOD MAN

TRUE IDENTITY
RUSSELL HERMAN
 OWNER

BASE OF OPERATIONS
PETSAVER
HEALTHY PET
SUPERSTORE
 ROCHESTER, NY

UP, UP AND AWAY GOES THE NUTRITION LEVEL OF SUPER PET FOOD MAN'S RETURNING CUSTOMERS!



"Oftentimes you can convert someone to a better quality food simply by explaining the ingredients in their diet," Herman says, sharing a simple conversation starter: "Your pet's current diet is corn based. Corn is very fattening and hard to digest. Brand X is meat based and much healthier for a carnivore like your pet. It does cost a little more, but your pet will eat less resulting in an overall savings and a healthier option. Do you think that your pet would rather eat meat than cereal?"

He adds, "People aren't stupid. They just don't really analyze what's really in their pets' food. Taking 30 seconds to go over ingredients will probably get them to change what they are buying."

U P, UP AND AWAY! This slogan fits Russell Herman just as much as it does Superman. He excels at raising the quality level of food his customers buy for their pets, before sending them off to serve up a healthier meal at home.

THE PET BOSS CLUB

a monthly business mentoring experience with Candace D'Agnolo, Business Consultant

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NEW YEAR'S SOLUTIONS

AVOID THE POST-HOLIDAY BLUES WITH PROMOTIONS TO GET CASH-WIELDING CUSTOMERS THROUGH YOUR DOORS IN JANUARY.

BY PAMELA MITCHELL

DOES THE post-holiday period prove challenging for your business? It doesn't need to be.

"January can still be a really good month," Pet Boss Nation's Candace D'Agnolo says.

Store owners, don't dwell on cold weather reducing foot traffic. Instead promote coats, boots and other winter gear.

"Those are higher-ticket items compared to the majority of what you sell," she points out.

Groomers, expect a bump from those looking to get in one last appointment before 2019 prices

go into effect, which D'Agnolo recommends doing on Feb. 1, with the announcement in December.

"That gives clients enough time to hear about it and not feel blindsided," she explains.

Care providers, embrace the slowdown. Pet parents returning and paying for holiday services in January will help offset any decrease in bookings.

"It's the perfect month to give your employees time off, to catch up on their lives," D'Agnolo says.

Whatever your business, complete tasks pushed to the bottom of the to-do list throughout the year.

"While doing your inventory, deep clean and organize. Toss out what doesn't matter and get files ready for your accountant," she adds.

Need more ideas? Check out how PETS+ Brain Squad members make the most of the post-holiday period.

SPECIAL FEATURE