

Expert Urges Pet Industry to Capitalize on new Technological and Networking Tools

Pet industry expert and Guerrilla Marketing Coach Vicki Lynne Morgan will speak about internet technologies and social networking at the Pet Industry Transformation Conference in Las Vegas, February 11-12, 2010

Califon, NJ –January 12, 2010 -- New business people are entering the \$43 + billion dollar plus pet industry every day. They, as well as established industry professionals, must understand new networking trends and technological tools that can help their companies succeed.



In a presentation entitled “Strategic View of Internet Technologies -- What Makes Bottom Line Sense -- from Web Site to Social Networking,” pet industry expert and Guerrilla Marketing Coach **Vicki Lynne Morgan** will share advice and experiences regarding internet technologies and social networking at the Pet Industry Transformation Conference, February 11-12, 2010, at The Luxor Hotel and Casino in Las Vegas. The conference, aimed at pet industry insiders and mainstream new market entrants, will feature Morgan and 18 other hands-on pet industry practitioners, who will share case studies, strategic action plans, and guidance revolving around eight key industry growth trends.

Morgan states, “I’ve enjoyed success as a manufacturer’s representative, speaker, and entrepreneur in the pet, sales, and marketing industries for more than 30 years. The pet industry is lucrative and growing quickly. Many business people find newer electronic marketing tools, such as podcasts, webinars, LinkedIn, Facebook, and Twitter, overwhelming at first -- but they can be incredibly powerful and simply can’t be ignored.”

According to Morgan, “Profitability in today’s crowded marketplace demands a ‘full-circle’ linking of technology that surrounds the target market. My presentation at February’s Pet Industry Transformation Conference will describe this approach in detail.”

Conference details can be found at <http://www.petindustryadvisory.com>.

About Vicki Lynne Morgan

Morgan, of Califon, NJ, began her career in sales in the 1970s as the first woman selling for Xerox. In 1976, she and a partner founded **ANIMAL BRANDS**[®], the first woman-owned manufacturing representation agency in the pet supply industry. She now owns the company with her husband, Jim Morgan.

Serving the pet industry since 1976, ANIMAL BRANDS is a dynamic, independent manufacturers' marketing, sales representation, and consulting agency dedicated exclusively to the pet industry. The Morgans have represented 100 pet brands, including Jones Natural Chews, Safe Paw Ice Melter, The Kong Company, Cardinal Laboratories, Pet Factory, and Weaver Leather. Animal Brands customizes its professional marketing, territory management, customer relationship management programs, and synergistic sales approach to position manufacturers of companion animal products to achieve their sales goals.

In addition to her work with ANIMAL BRANDS, Morgan teaches marketing and sales at several New Jersey community colleges. Beginning on January 26, she will host a series of webinars focused on marketing strategies. Morgan is also a counselor for the New Jersey Small Business Development Center. Further information can be found at <http://www.animalbrands.com>.

###

For more information or to arrange an interview, contact:

Diane Blaszk, 908-500-1847

morganpress@yahoo.com