

Monthly Webinars Aimed at Pet Industry Professionals Offered January 26 to March 16

Pet industry expert and Guerrilla Marketing Coach Vicki Lynne Morgan to host trio of beneficial webinars on marketing, networking and tradeshow

Califon, NJ –January 20, 2010 -- From the comfort of their own homes or offices, pet industry professionals can now learn about growing and managing their businesses by attending a series of three webinars hosted by pet industry expert and Guerrilla Marketing Coach Vicki Lynne Morgan.



Aimed at kennel owners, distributors, manufacturers, dog walkers, pet sitters, groomers, pet retailers, pet waste management professionals, doggie daycare owners, and veterinarians, the monthly sessions begin on January 26 and run through March 16. Information and registration details can be found at <http://www.eventbrite.com/org/369836862>.

Tuesday, January 26, 2010: Noon–1 pm and again from 8-9 pm

How to Grow Your Pet Business Using Guerrilla Marketing Techniques

This session is packed with clever and unconventional small-business and guerrilla marketing tips to help pet industry professionals improve revenue and profitability. Topics include how to make the best marketing decisions and how to launch a marketing program that communicates brand identity and trust.

Thursday, February 18, 2010: Noon-1 pm and again from 8-9 pm

The Power of Networking: Unleash the Business Opportunities in Your Own Back Yard!

Attendees will learn how to sustain profitably with a proactive approach to marketing outreach. Topics include strategic networking and Word of Mouth (WOM) marketing. Morgan will describe more than 40 places to network, as well as what to do before, during and after each event to maximize the payoff.

Tuesday, March 16, 2010: Noon–1 pm and again from 8-9 pm

Trade Shows for Buyers: Tap into Hidden Opportunities You Can't Afford to Miss!

Trade shows and distributor open houses offer incredible opportunities. Attendees will learn how to get payback from every event, and how to best prepare for distributor open houses, expos, and industry trade

shows. The program includes the value of surveying customers' needs in advance, who and what to bring, who to meet, what to wear, questions to ask vendors, how to get the best show deals, how to effectively follow up after the show ... and much more.

Webinar details can be found at <http://www.eventbrite.com/org/369836862>.

About Vicki Lynne Morgan

An entrepreneur for over 30 years, Vicki Lynne Morgan has a passion for helping small businesses sustain growth and profitability by leveraging their expertise with integrated consulting and strategic planning in core areas of strategic marketing, selling skills, customer experience management, and trade show/expo marketing. A life-long guerrilla marketer and sales professional, she has a wealth of knowledge gained from personal business experience in manufacturing, distribution, retail, and service.

In addition to private consulting, Morgan is a speaker and presenter at H. H. Backer trade shows, NAPPS, ABKA, Pet Industry Advisory, American Small Business Development Centers, New Jersey Association of Women Business Owners, Women's Business Center (WBC), chambers of commerce, business associations, and corporations. She is a counselor and teacher for the New Jersey Small Business Development Centers. Certifications include: Certification in Marketing & Sales sponsored by an ISO 9000 program, instructor for PSS-Professional Selling Skills, and Certified Guerrilla Marketing Coach.

The first woman to own a manufacturers' rep agency in the pet industry, Morgan is President of Califon Connection LLC, dba Russmor Marketing Group and Animal Brands. Her companies have represented 100 pet brands, including Jones Natural Chews, Safe Paw Ice Melter, The Kong Company, Cardinal Laboratories, Pet Factory, and Weaver Leather. Further information can be found at <http://www.animalbrands.com>.

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