

## ▶ SCENES FROM THE SHOW FLOOR



Tom Glessner, Alberto Trevisio and Valeria Fara of MyFamily USA (booth 4831) with one of the company's tag-engraving machines.



Eric Rothbaum of Multipet (booth 5539) shows off the manufacturer's new Mini Pet line of small toys for small dogs.

The team at GoodFriend (booth 1436) is on hand to tell attendees about the new online platform that connects pet owners with service providers.



Billy and Helen Bosco of Pet King Brands (booth 5257), maker of the Zymox and Oratene brands, with some of the company's new products, which include introductions for cats, horses, reptiles, birds, and small animals and exotics.

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which increased to 86 associate members in 2022. Overall, in the first year, membership increased by 85 percent.

Dittman also noted that the percentage of retail membership increased from approximately 50 percent to 65 percent of the total membership, with notable growth of retail brands with less than 10 stores, which jumped from 45 to 121.

Among the organization's milestones has been the formation of committees dedicated to helping IndiePet with its strategic plan.

Bill Greene, IndiePet member and general manager and partner of Reber Ranch in Kent, Wash., offered an overview of the organization's newly formed committees, including current committee members, and encouraged attendees to get involved.

"This is being done so that all of us indie retailers have better tools and will give us the ability to compete with some pretty big guys that are out there," Greene said.

The committees include:

Committee for Growing People, which will work toward providing tools and best practices, designed to train and mentor retail staff members on products and services to better serve the pet consumer.

Committee for Advocating Channel Integrity, which will provide membership with standard definitions and tracking tools on channel pricing and sales of key pet products and identify manufacturers and service providers who are prioritizing the independent and neighborhood channel.

Committee for Marketing and Awareness, which will create national consumer-facing advertising designed to

IndiePet members and prospective members alike gathered the day before SuperZoo commenced to learn more about the organization's programs and plans for the future.



increase awareness and drive traffic to retailers.

Committee for Extending the In-Store Experience, which will provide tools, insights, and consultation to retailers on selling products in non-traditional brick-and-mortar methods.

IndiePet has teamed up with several industry partners, which include the Pet Sustainability Coalition (PSC), SPINS, and SuperZoo organizer World Pet Association (WPA), to name a few, which will support the committees in their endeavors.

The meeting's final presenter, Martin Tuttle, IndiePet

member and general manager of Pet People of Los Gatos in Los Gatos, Calif., shared his own experience and advocated that attendees get involved.

When he first learned about IndiePet, Tuttle was initially focused how the organization would benefit his single-store operation, he recalled, but Tuttle realized he had something to offer, which led him to join the Growing People committee.

"When any of us here have a success, then the entire independent channel shares in that success," Tuttle said. "That is the power of your association."