

Schedule of Events

Tuesday, May 27, 2008

5:30 PM – 7:00 PM

Welcome Reception

Wednesday, May 28, 2008

8:00 – 8:30 AM

Welcome; Association Update and Industry Review – Joseph Lyman, PCSA CEO - PCSA's Chief Executive Officer will discuss the state of the association and provide a snapshot of the pet services industry.

8:30 AM – 9:00 AM

PCSA – Today and Forward Focused – Charlotte Biggs, CKO, PCSA Board President - PCSA's President and Board Chief Governance Office will discuss current goals of the organization.

9:00 AM – 10:30 AM

Motivating Your Employees – Ray Santerini, Owner, AIM High Empowerment - Providing motivation to your employees is key in helping them buy into your visions of a successful pet care facility. Attend this presentation to learn effective ways to motivate your employees.

10:30 AM – 10:45 AM

Break

10:45 AM – 11:15 AM

PCSA Ownership Linkage - Members are the most dynamic part of any association. This is your opportunity to provide PCSA with feedback on creating PCSA policy for future association success.

Schedule of Events (cont.)

Wednesday, May 28, 2008

11:15 AM – 12:00 NOON

PCSA Executive Forum — Joseph Lyman, Moderator - Participate to learn from peers the latest trends in facility management, human resources, financial management and other business disciplines.

12:00 Noon – 1:00 PM

Lunch

1:00 PM – 2:30 PM

All About Dog Daycare – Robin Bennett, CPDT, Owner, All About Dog Daycare - As off-leash play continues to grow, so does the need for pet facility owners, operators and managers to understand how to do it safely and effectively.

2:30 PM – 2:45 PM

Break

2:45 PM – 4:15 PM

Marketing and Customer Service — **Dave Harrington of Full Dimension Group, Inc.** - Dave Harrington, an accomplished consultant and speaker specializing in customer service and marketing will discuss how important both are to helping your business grow.

4:15 PM – 4:30 PM

Questions and adjournment.