



NEWS RELEASE

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For Immediate Release

SuperZoo University Unveils Top-Quality Education Program for 2013

Monrovia, CA — The only people that love pets as much as their owners are pet retailers. Every year, more and more of these passionate pet pros gather at [SuperZoo](#)—the pet industry's premier trade show—to connect with each other and learn new ways to build their businesses. At this year's event, taking place July 23-25 in Las Vegas, attendees will find a plethora of resources for boosting their bottom lines, chief among them, the enhanced [SuperZoo University](#).

SuperZoo U is a cutting-edge educational program that offers something for everyone in pet retail. From seminars on the latest marketing trends and technologies and animal wellness education to hands-on grooming demos and highly sought after speakers, SuperZoo U leads the industry in business-building education.

This year's SuperZoo U features a robust curriculum divided into three tracks: Business Development, Animal Wellness and Technology. New classes offered in the curriculum include, *Mystery Shopping: Pull Out the Microscope for Your Pet Business*, *What Women Want in Your Store*, and *Search Engine 101*. For the first time, SuperZoo U is also featuring a [Marketing Bootcamp](#) on Monday, July 22, presented by retail expert Bob Negen of WhizBang! Training. This exciting addition covers a wide range of marketing topics, including how to generate sales through gift certificates, the value of loyalty

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programs, social media and more.

Also new this year is the [SuperZoo Concept Store](#)—an inspirational environment where attendees will see merchandising best practices and new technologies in action. The SuperZoo Concept Store will feature the newest trends in retail displays and cutting-edge innovations including a state-of-the-art Point of Sale system and unique merchandising techniques.

Back by popular demand is guest instructor and re-invention consultant, Jon Schallert. Jon looks to follow up the success of last year's seminars with two new offerings: [Once Optional, Now Required: The New Rules of Business Success](#) and [Capturing Today's Over-Marketed Consumer by Becoming a Destination Business](#). Jon Schallert is the only consultant in the world teaching businesses and communities how to reinvent themselves into "Consumer Destinations" through his proprietary 14-step Destination Business strategy. For the convenience of attendees who want maximum show floor and education time, a second *Once Optional, Now Required* class is being offered on Tuesday, July 23, at 5:00pm.

Not to be missed is SuperZoo U's [School of Animal Wellness](#). Expanded from last year, this innovative program is free and held right on the show floor. Doctors from Horn will share insights into caring for different animal species, new feeds and various health issues. There will also be an "ask the expert" panel session specifically designed to address pet nutrition.

Retailers interested in grooming services can take advantage of SuperZoo U's full [grooming program](#). There will be a series of hands-on courses for learning new cuts, perfecting advanced techniques, expanding to cats and more.

"We're very proud of the program available to our attendees this year," states [World Pet Association](#) (WPA) Education Development Manager, Debra Spaulding. "Our goal is to surpass the success of last year's SuperZoo U and add greater value for our participants. With this year's seminar lineup and guest speakers, I'm confident we'll achieve that goal."

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In addition to the resources at SuperZoo, the 3rd Annual Pet Industry Executive Summit (PIES) will be held at the SuperZoo venue on Monday, July 22. This engaging conference will address hot topics and critical issues facing the industry. More information is available at www.petindustryexecutivesummit.com.

To see the complete SuperZoo U schedule, visit www.superzoo.org/superzoo-university. Seminars begin at \$10 for WPA members and \$19 for non-members. Day passes are also available. Classes fill up fast, so participants should [register](#) now for the seminars they're interested in attending.

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The World Pet Association (WPA) is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. WPA works to inform and educate the general public in order to ensure safe and healthy lifestyles for our animal friends. WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California and the Aquatic Experience, held in Chicago, Illinois. The organization also produces SuperZoo, an annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars. SuperZoo 2013 will be held at the Mandalay Bay Convention Center in Las Vegas, Nevada July 23 – 25.