

**FOR IMMEDIATE RELEASE**

**LOCAL PET SITTER AN EXPERT IN ANIMAL CARE  
AFTER NAPPS ANNUAL CONFERENCE**

*Michelle Neuman of Let Michelle Do It Participates in Foremost Pet Industry Event*

**Alexandria, VA – February 16, 2010** – Michelle Neuman of Let Michelle Do It dog walking and pet sitting services joined pet industry professionals from across the country for the National Association of Professional Pet Sitters (NAPPS) 2010 Annual Conference and Small Business Forum, held recently in Orlando, Fla. The annual convention brought together the nation’s top pet sitters for a weekend of networking and education on improving pet care and business skills.

The three-day event, themed “Capture the Magic within Your Pet Sitting Business,” offered a stellar line-up of presentations from renowned industry speakers including *Happy Dog Happy You* author Arden Moore and trainer of canine stars, Bill Berloni.

The organizing committee developed a comprehensive program to educate attendees on timely topics such as holistic pet care; emergency planning; social media applications for small businesses; liability and bonding insurance; guerilla marketing; customer experience management; common sense self defense; and many others.

“The pet care industry is growing and highly competitive. This conference gives professional pet sitters a way to gain an edge over the competition through networking and information sharing,” commented Michelle Neuman of Let Michelle Do It. “Everyone here cares about their business, but is willing to share ideas with other pet sitters – even ones in their own target market. They’ve inspired me to take my business to the next level.”

The success of the 2010 NAPPS Annual Conference and Small Business Forum, coupled with the association’s ever-increasing membership, attest to the growing interest in the in-home pet care industry. Whether attracted to the profession simply because of a love of animals, or rather looking for a unique business opportunity, pet sitting as a career has become a popular alternative to the traditional corporate world. The in-home pet care industry is one of the fastest growing in the country today, with more than 60% of all households estimated to have at least one pet, and experts concluding that a familiar environment, diet and exercise routine are important for every animal.

Let Michelle Do It provides dog walking and pet sitting services to neighborhoods in Alexandria and Arlington, Virginia. Operating since 2006, the company is fully licensed and insured.

For more information, contact Michelle Neuman, owner and operator of Let Michelle Do It at (202) 360-9055 or [michelle@letmichelledoit.com](mailto:michelle@letmichelledoit.com) or visit [www.letmichelledoit.com](http://www.letmichelledoit.com).

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