

FOR IMMEDIATE RELEASE

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Naples Business Owner Elected to Board of Directors for National Association of Professional Pet Sitters

NAPLES, FL. January 20, 2010 – The National Association of Professional Pet Sitters (NAPPS) has recently elected Marcia Breithaupt to serve on its Board of Directors for a two year term effective January 2010.

NAPPS Board of Directors is comprised of pet sitters, business owners, and entrepreneurs who are leaders in the in-home pet care industry. Unlike other national associations, NAPPS is the only non-profit association run by members, for members. In this capacity, board members are responsible for helping to shape the agenda and direction of the association providing tools and educational courses to foster the success of members' businesses, promoting the value of pet sitting to the public, and advocating animal welfare.

NAPPS FUNCTIONS

In addition to Breithaupt's board oversight, she is the chair of the NAPPS Emergency Planning Committee. This committee builds training and support materials for pet sitters. Her focus is planning with business and documentation materials that are used by the members. The goal is to always prevent emergencies but unavoidable ones such as natural disasters can have minimized impact and with speedy recovery.

BUSINESS

Breithaupt, the owner of Liberty Home And Pet Services, LLC, is entering her sixth year serving the greater Collier County area. With over 30 years in the corporate world, she has applied her business savvy to the home and pet sitting business model with great success. Servicing the greater Naples area, her primary business focus is on in-home pet sitting and includes home inspection, home cleaning, pool servicing, and home maintenance coordination.

Breithaupt comments; "Many people have entered the pet care business as hobbyists compared to my position which is highly professional, educational, and with a high level of responsibility for the home and pet owner. This is clearly a business for me and I am in it for the long term thus I am committed to helping pet-lovers have great experiences with their pet care providers. I am happy to educate owners with animal care and build long term confidence in taking care of their home. We gladly offer free, in-home consultations to customize services for pet or home care."

"We do not compete with boarding facilities but compliment them. Many animals simply cannot adjust to boarding having anxiety problems or are too young or old to emotionally integrate into a new environment or be caged. Our customized one-on-one interface in educating the owner in health, diet, and physical issues is invaluable to many and is often more cost effective than boarding."

COMMUNITY

Mrs. Breithaupt has served on the Collier County Domestic Animal Services Advisory Board and was instrumental in successfully directing change in the mission for Collier DAS to emphasize adoption as a primary function. Breithaupt was instrumental in the drive for a Collier emergency pet shelter collecting over 2,000 Collier signatures following Hurricane Wilma in 2005. She has served on the Disaster Animal Response Team (DART) for four years, is an HSUS Animal First Aid Responder, and is a Citizens Emergency Response Team (CERT) member for Collier County.

CONTACT

Further contact information is available at her website (www.LHAPS.com), join her monthly home and pet newsletter for updates (home page of LHAPS.com), join her Facebook page (Liberty Home And Pet Services, LLC), and NAPPS (www.PetSitters.org).