PET INDUSTRY LEADERSHIP SUMMIT

THE SUMMIT

2020

January 13-15, 2020
RANCHO BERNARDO INN
SAN DIEGO, CALIFORNIA
No longer the best kept secret, the Pet Industry Leadership Summit is the fifth conference jointly sponsored by APPA, PIDA and WPA. Along with a name change, The Summit 2020 has a compressed schedule that gives participants maximum value in a shortened timeframe.

**Save Time** by attending the pet industry’s only executive leadership networking event – you won’t have to traverse the country to set up meetings or rely on technology to remotely connect with colleagues. Instead, enjoy face-to-face encounters through the Executive Conferences and numerous social events at The Summit 2020. Networking opportunities abound – spending time with industry peers to discuss common problems or simply getting to know someone better could be the breakthrough you need for greater business success.

**Be Inspired** by world-class speakers and insightful thought-leaders, and participate in breakout sessions featuring discussions on industry trends. Hear from industry leaders at this year’s featured panel discussion, “The Omnichannel Supply Chain – Competing in a Brave New World.”

Attending the Summit is a “must see” event for me and my team as it gives us a great opportunity to connect with industry leaders, our Distributor partners, and see inspiring speakers. Each year we walk away glad we invested in the experience. I would highly recommend attending no matter the vertical you participate within the pet segment.

— Kevin Fick, Worldwide, Inc.

Stepping Away from the Day to Day grind of your business is vital for all successful leaders. If you are always working in your business, you aren’t working on your business. The Summit 2020 provides an opportunity to break away from your regular routine to look at your company from the outside, with guidance from experienced thought leaders, that helps you gain perspective and approach problems from a new and different angle.

It was heard at the 2019 meeting that this event is the best kept secret in the pet industry. Well, we say no more hiding! Register today to join your colleagues from APPA, PIDA, PIJAC and WPA in January 2020!

### Schedule of Events

**MONDAY, JAN. 13**

10:00 AM - 5:00 PM  
Registration

1:00 PM - 5:30 PM  
Golf Tournament  
NEW DAY AT BEGINNING OF SUMMIT!  
Sponsored by: GES

1:00 PM - 5:00 PM  
Photo Caravan Tour  
San Diego Safari Park  
Sponsored by: pets+

6:00 PM - 9:00 PM  
Welcome to The Summit Buffet Dinner  
Sponsored by: Impetus

**TUESDAY, JAN. 14**

8:00 AM - 5:00 PM  
Registration Open

8:00 AM - 9:00 AM  
Buffet Breakfast  
Sponsored by: GES

9:00 AM - 10:15 AM  
Welcome & Keynote: Leading Through Change  
Robyn Benincasa  
Sponsored by: Pet Business

10:15 AM - 10:45 AM  
Coffee Break  
Sponsored by: Habri

10:45 AM - 11:15 AM  
Industry Updates: PIJAC and PLC

11:15 AM - 12:15 PM  
Panel: The Omnichannel Supply Chain: Competing in a Brave New World

12:15 PM - 1:30 PM  
Lunch Buffet

2:00 PM - 3:00 PM  
Breakout: Pet Trends for the Taking  
Michael Johnson, FINN CADY Marketing & Professional Services

3:00 PM - 3:30 PM  
Refreshment Break
Networking Events

The term “networking” is overused and undervalued. The opportunity to engage industry peers, discuss common problems or further develop relationships in a social setting can set the stage for future success. — Keith Bornholtz, Central Pet

Monday, Jan. 13
Annual Golf Tournament
1:00 PM – 5:00 PM | $225 per player
The San Diego Championship Golf Course at Rancho Bernardo Inn has hosted both PGA and LPGA events, and the course presents golfers of all skill levels with a challenging and rewarding day on the course. The tournament’s scramble format puts the emphasis on fun as foursomes compete for team prizes and individual skill events. Tournament fee includes transportation, greens fee, cart, boxed lunch and a hosted beverage cart. Club rentals are available – reserve your set when you register for the conference.

Sponsored by:
Golf Giveaway Sponsor
Skill Contest Sponsor

Monday, Jan. 13
Photo Caravan Tour at The San Diego Safari Park
1:00 PM – 5:00 PM | $225 per person
The San Diego Safari Park is a unique 2,200-acre wildlife preserve where over 4,000 rare and endangered animals can be seen in habitats replicating their native homeland – all just a short shuttle ride from the Resort. Open-air vehicles will take our group inside the various enclosures for breathtaking closeups of gazelles, zebras, rhinos, giraffes and other exotic creatures. Tour includes transportation, admission, private tour and free time in the park.

Sponsored by: pets+

Monday, Jan. 13
Welcome to San Diego!
Opening Buffet Dinner
6:00 PM – 9:00 PM
Reunite with your industry peers and sample local culinary favorites while enjoying the balmy Southern California climate. The opening dinner will feature plenty of opportunities for fun with interactive games, plus delicious food, drink and lively entertainment. Team up with your colleagues or forge new connections as we kick off the Summit 2020 in true SoCal style.

Sponsored by: IMPETUS

Wednesday, Jan. 15
A Night in the Vineyard
Closing Buffet Dinner
6:00 PM – 9:00 PM
The great tradition of San Diego wineries began when Father Junipero Serra started planting wine grapes at the missions. San Diego County now boasts over 50 wineries, including San Bernardo winery in Rancho Bernardo, the oldest continuously operating winery in Southern California. Summit attendees are invited to experience an evening in our own “vineyard” where we will sample California wines and enjoy a farm-to-table dining experience.

Monday, Jan. 13
Breakout: Transparency in the Age of Radical Activism: What the Pet industry Should Know
Hinda Mitchell, Inspire PR

Monday, Jan. 13
Keynote: Managing for Growth in an Uncertain Economy
Brian Beaulieu

Monday, Jan. 13
Coffee Break
10:00 AM – 10:30 AM

Monday, Jan. 13
Industry Updates: HABRI and The Pet Care Trust
11:00 AM – 12:00 PM

Monday, Jan. 13
Keynote: Trump, Tech, Trade, Turbulence, and the 2020 Election
Rich Karlgaard

Monday, Jan. 13
Lunch Buffet
12:00 PM – 1:30 PM

Monday, Jan. 13
PIDA Executive Conferences
1:30 PM – 5:00 PM

Monday, Jan. 13
Breakout: Advocating with the Underdog Edge: What It Is, How to Get It, and Why You Need It for Legislative Advocacy Success
Amy Showalter, The Showalter Group

Wednesday, Jan. 15
Keynote: Trump, Tech, Trade, Turbulence, and the 2020 Election
Rich Karlgaard

Wednesday, Jan. 15
Breakout: The Myths and Realities of Pet Industry Mergers and Acquisitions: Revelations from a Pet Industry M&A Insider
Carol Frank, BirdsEye Advisory Group, LLC

Wednesday, Jan. 15
A Night in the Vineyard
Closing Buffet Dinner
6:00 PM – 9:00 PM
Keynote Speakers

TUESDAY, JAN. 14
ROBYN BENINCASA
Leading Through Change

How do the world’s most consistently high performing leaders always find a way to get their teammates to the finish line and achieve their goals against all odds? Are they lucky, blessed or immune to setbacks? Nope. Great leaders experience times of great turbulence, challenge and change in every aspect of their lives — but it is their attitude and mindset that carries them and their teammates to greater heights in the face of that change.

Robyn Benincasa is one of the highest-rated female speakers, the founder of World Class Teams, a world champion adventure racer, a CNN Hero, former corporate sales expert and a full-time firefighter who advises organizations on building World Class Teams of their own. In this session, Robyn will share incredible stories and videos from the worlds of adventure racing and firefighting that illustrate how great leaders succeed against all odds and triumph in the face of adversity.

WEDNESDAY, JAN. 15
BRIAN BEAULIEU
Managing for Growth in an Uncertain Economy

The economy is going to be rolling through several different business cycle trends over the next four years. Planning for the changes and adopting the right strategies will be key to maximizing profitability.

Back by popular demand, Brian is returning to the Pet Industry Leadership Summit stage to provide a road map through 2023. One of the most accurate economic forecasters in the U.S., Brian Beaulieu has been making economic predictions for the Institute for Trend Research for over 30 years and is its executive director.

Mr. Beaulieu’s opinions have been sought by all of the most prestigious news outlets in North America and around the world, including the Wall Street Journal, the New York Times, the Washington Times, FOX Business TV and many others. He regularly contributes columns and opinions to national trade publications.

TUESDAY, JAN. 14
PANEL PRESENTATION
The Omnichannel Supply Chain – Competing in a Brave New World

Panelists: Alice Tillett, CEO, Petmate; Todd Shelton, CEO, Phillips Pet Food & Supplies; Corey Rosenbusch, CEO, Global Cold Chain Alliance

Today’s consumers expect products to be available when and where they need them and at the lowest possible cost. Your company needs to master this omnichannel environment to effectively compete.

Don’t miss this session as our panelists address these important questions: How has today’s omnichannel environment forced your company to adapt your strategies? How can you drive cost out of the channel through technology, improved workflow and sourcing? What are companies doing to help independent retailers compete?

About the panelists » Alice Tillett is CEO of Petmate, an international manufacturer of pet products headquartered in Arlington, TX. Founded in 1959 as Doskocil Manufacturing, Petmate now has such recognizable brands as Aspen Pet, Chuckit!, JW Pet, Precision, Gamma 2 and Gen7 Pet.

Todd Shelton is CEO of Phillips Pet Food & Supplies, a nationwide distributor of pet food and products through 15 distribution centers. Phillips serves multiple retail and professional channels, including pet & aquatic stores, feed & farm, groomers, veterinarians and humane organizations.

Corey Rosenbusch is President & CEO of the Global Cold Chain Alliance, representing refrigerated warehousing and logistics providers. GCCA’s members provide temperature management of perishable products in order to maintain quality and safety.

WEDNESDAY, JAN. 15
RICH KARLGAARD
Trump, Tech, Trade, Turbulence and the 2020 Election

In May 2016, Forbes Publisher and Futurist Rich Karlgaard predicted Donald Trump would win the presidency. Now Karlgaard dons his political-economic lens once more and predicts the 2020 presidential and U.S. House and Senate races and the likely impact on the U.S. economy and markets. You will learn:

• Whether a 3%-plus growth economy is sustainable through 2020 and beyond.
• What will trigger the next recession and when?
• Is the stock market poised for a crash, and how will we know one is coming?
• How far will President Trump take his trade war?
• Why technology is speeding up and punishing businesses unable to keep up.
• Will big tech’s disruptors (Amazon, Facebook, and Google) finally be regulated?
• Which cities and states are best poised for future growth?

Rich Karlgaard is one of the most influential and respected figures in the technology, economic and business world, advising audiences on how to harness an organization’s disruptive spirits to maximize business opportunities in the global marketplace.
Breakout Sessions

Tuesday, Jan. 14
2:00 PM - 3:00 PM
Pet Trends for the Taking
Michael Johnson, FINN CADY Marketing & Professional Services
There’s a lot going on in pet today ... many marketplace trends will drive fresh growth and lasting change, and others will be quickly forgotten. Are you concerned about getting on the right bus, or are you ready to set your own trends? To succeed in the pet market of tomorrow, you’ve got to be smart and you’ve got to be strategic ... we’ll help!

Michael Johnson is a consumer insights and trends thought-leader in the Pet Industry, regularly consulting retailers, veterinarians, distributors, and manufacturers on the dynamics of the pet industry and how to best develop and position their products, brands, programs and services to connect with consumers.

Tuesday, Jan. 14
3:30 PM - 4:30 PM
Transparency in the Age of Radical Activism: What the Pet Industry Should Know
Hinda Mitchell, Inspire PR Group
In the current age of radical activism, why does transparency matter? How does our industry combat activist tactics that try to “expose” the industry on animal welfare issues? Learn how to effectively respond in crisis by opening our “doors” to show how we do things.

Hinda Mitchell is the founder and president of Inspire PR Group, a nationally recognized communications firm representing valued brands across the U.S. At Inspire, Hinda leads a team of public relations and digital professionals shaping communications strategies and delivering strong results for a diverse group of clients.

Wednesday, Jan. 15
2:00 PM - 3:00 PM
Advocating with the Underdog Edge: What It Is, How to Get It, and Why You Need It for Legislative Advocacy Success
Amy Showalter, The Showalter Group
At some point in your life, you will have to change the mind of a powerful person or “influence up” in order to get what you want. Whether a regulator, legislator, your corporate board or CEO — you may find the typical tactics you usually use don’t work with powerful people. Learn the one tactic you must use if you want to change a powerful person’s mind, plus how to build trust with those who are apathetic and even averse to your position.

Amy Showalter is a grassroots and PAC influence expert who founded The Showalter Group to help associations and corporations increase their grassroots and PAC effectiveness.

Wednesday, Jan. 15
3:30 PM - 4:30 PM
The Myths and Realities of Pet Industry Mergers and Acquisitions: Revelations from a Pet Industry M&A Insider
Carol Frank, BirdsEye Advisory Group, LLC
Join Carol for an entertaining, story-filled overview of the state of M&A markets and why buyers are more interested than ever in investing in the pet industry. What characteristics allow a company to achieve maximum valuation? What is a realistic expectation of value and what are buyers really paying? Learn about the top five deal killers and the importance of exit planning in this informative session.

Having developed three multimillion-dollar pet companies, Carol Frank combines her insider’s expertise in all aspects of business to help entrepreneurs, business owners, and executives maximize the value of their business.

The uniqueness of the summit, specifically its emphasis on industry problem-solving rather than product-selling, makes this a must-attend event for Aktion. The true business value of the Leadership Summit is the partnership that naturally evolves. This partnership ROI is much more significant, long-term and impactful for us.

» Dennis Turano from Aktion Associates
Hotel & Registration

HOTEL RESERVATIONS

Rancho Bernardo Inn is a destination resort known for its exquisite golf, spa facilities, and exceptional cuisine. Located 26 miles (35 minutes) north of San Diego, Rancho Bernardo Inn’s 265-acre property features 287 luxuriously appointed guestrooms, three swimming pools, an award-winning spa and wellness center, signature restaurants, and a championship golf course. With an unpretentious style that exudes genuine warmth, the Rancho Bernardo Inn inspires conversation, reflection, and relaxation among its guests.

Summit attendees can book at a special group rate of $289 for Run of House rooms, with no resort fee. This rate will be honored three days before and three days after the meeting dates, based on availability.

Attendees can book online through the website www.pida.org/summit. Attendees wishing to make reservations by phone should call 1-844-226-8262 and reference the “pet industry’s block.” To receive the group rate. BOOK EARLY! The room block will fill quickly. Reservations requested after the group room block is filled, or after the cutoff date, whichever comes first, will be based on availability at the resort’s prevailing rates.

HOTEL RESERVATION DEADLINE ➤ DECEMBER 19, 2019

REGISTRATION RATES & DEADLINES ➤

EARLY REGISTRATION
Register by November 1, 2019 and pay $1,195 per attendee

REGULAR REGISTRATION
Register between November 2, 2019 and January 3, 2020, and pay $1,395 per attendee

LATE REGISTRATION
Register after January 3, 2020, and pay $1,495 per attendee

SPOUSE REGISTRATION
$395 per attendee

HOW TO REGISTER
This event is exclusively for members of APPA, PIDA, PIJAC and WPA. Register online at www.pida.org/summit, or use the enclosed form.
You can do so by becoming a sponsor at the Pet Industry Leadership Summit. Sponsors enjoy all educational and networking at the opportunities at the Summit while building strategic partnerships. To become a sponsor, complete the enclosed flyer or contact Nina Bull, Sponsorship Coordinator at nina@kingmgmt.org.

**NEW FOR 2020!**

New sponsorships with enhanced benefits, including literature tables for Elite and Signature sponsors, provide additional opportunities to get your information in front of these industry leaders.

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**ELITE SPONSORS** ($8,500)*

**OPPORTUNITIES**
- Introduce Keynote Speaker with a 3-minute promo for your company (2 sold, 1 available)
- Conference Wi-Fi with name and password using your company name (1 available)
- Conference Lanyards with your company name/logo (1 available)
- Hotel Key Cards with your company information and conference logo (1 available)

**ENHANCED BENEFITS**
- Two Complimentary conference registrations ($2,390 value)
- 6 ft. literature table in conference foyer area
- Special recognition at Opening General Session

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**SIGNATURE SPONSORS** ($6,000)*

**OPPORTUNITIES**
- “Welcome to the Summit” Buffet Dinner
- “A Night in the Vineyard” Buffet Dinner
- Lunch (2 available)
- Conference Brochure (sold)

**ENHANCED BENEFITS**
- One Complimentary conference registration ($1,195 value)
- 3 ft. literature table in conference foyer area (share with another signature sponsor)
- Napkins with company logo at dinners and lunches.
- Special recognition at Opening General Session

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**AUTOGRAPH SPONSORS** ($3,000)*

**OPPORTUNITIES**
- Breakfasts (sold)
- Coffee Break (1 sold, 3 available)
- Tour
- Golf Tournament

**ENHANCED BENEFITS**
- Boxed Lunch with company logo
- Beverage Cart includes signage with company logo
- Skill Contest Sponsors includes signage with company logo (1 sold, 3 available)

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**FRIENDS OF THE SUMMIT** ($250 - $1,000)

**OPPORTUNITIES**
- Company logo on website and in promotional emails
- Company logo printed in on-site program, on event signage (including all 6 ft. sponsor banners), on mobile app and during breaks at general session

**ENHANCED BENEFITS**
- One half conference registration ($600 value)
- Napkins with company logo at breakfast and coffee breaks

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*ELITE, SIGNATURE & AUTOGRAPH SPONSORS RECEIVE THESE BENEFITS*

- Company logo on website and in promotional emails
- Company logo printed in on-site program, on event signage (including all 6 ft. sponsor banners), on mobile app and during breaks at general session
- Plus, ENHANCED benefits listed below each category

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**LOOKING TO REACH MORE THAN 250 PET INDUSTRY EXECUTIVES UNDER ONE ROOF?**

You can do so by becoming a sponsor at the Pet Industry Leadership Summit. Sponsors enjoy all educational and networking at the opportunities at the Summit while building strategic partnerships. To become a sponsor, complete the enclosed flyer or contact Nina Bull, Sponsorship Coordinator at nina@kingmgmt.org.

**NEW FOR 2020!**

New sponsorships with enhanced benefits, including literature tables for Elite and Signature sponsors, provide additional opportunities to get your information in front of these industry leaders.
I have been attending this conference since its inception and always find it invigorating to be around our industry’s top leaders. The speakers are always insightful in presenting the latest industry trends and developments and the networking opportunities are priceless. If you are serious about growing your business, learning more about our industry and building great relationships, I highly recommend attending this conference. ☝ John Mack, Reptiles by Mack
PAYMENT:
Check (payable to PIDA)
Visa
MasterCard
American Express

Card # ____________________________ Cardholder Name ____________________________
Cardholder Address (if different from above) ____________________________
Exp. Date ____________ CVV Code ____________ Signature ____________________________

REGISTRATION FEES:
The registration fee covers all business sessions, conference materials and scheduled meal functions.

CANCELLATION POLICY:
All cancellations must be in writing. No refunds will be made after January 3, 2020. Cancellation prior to January 3, 2020 will be charged a $75 administrative fee.

PRIVACY POLICY:
By submitting this registration form, you agree to allow PIDA to contact you regarding your registration, including event announcements and reminders. Visit PIDA’s Privacy Policy for more information on how we collect and use your data at www.pida.org.

IMPORTANT:
If you have a disability or dietary need and require special accommodation in order to fully participate in this event, please check the box on the left. Attach a written description of needs. We can only provide access if we have prior knowledge.