**aPaws 11th Annual Convention And Turd-Herding Contest**

**September 20 – Friday Meet and Greet In aPaws Hospitality Room**

Meet Others In The Pet Industry And Talk, Talk, Talk…. All Night! Till Dawn!

**Business Card Exchange** Make Sure You Bring Enough Business Cards To Exchange With Everyone You Will Be Meeting!

**Make A Binder** Bring A Notebook/Binder Of Your Business Stuff! Door Hangers, Policy’s, Contracts, News Articles, This Is A Great Time To Share And Get Ideas For Your Business!

**Name That Turd** Doo You Know Your Crap? Have You Seen It..? It's Not A Game Anymore!

**Company T-Shirts Display** Bring A Company T-Shirt To Display Over The Weekend. On Saturday Night, Each Company That Brings A Shirt Will Be Put In The Drawing And You Will Go Home With Another Company Shirt!

**September 21 – Saturday - This Is A Busy Day... ! Get Ready…! aPaws Meeting Room**

**7 AM – 9 AM Pine Grove Restaurant** Meet For Eats! And Talk Some More..! (Restaurant Hours **Saturday 7 AM-10 PM)**

**9:00 AM – 10 AM It’s Not About You... It’s About Bacon! Relationship** Marketing In A Social Media World” “Why’s” And “How To’s”, That Help You Better Understand The Biz Behind The Buzz! Learn Why These Are So Important For Building And Growing Relationships And Your On-Line Brand! Brian Basilico Is A Nationally Recognized Speaker, Author, Trainer And Adjunct Professor. He Brings Over 30 Years Of Marketing Experience To His Award Winning Internet Marketing Company, B2b Interactive Marketing, Inc.

**10:00 AM – Noon Topic 1:** **The Best Customer You Will Ever Have Is The One You Already Have!**  “Removing Poo, But Leaving Dollar Bills - Maximizing your income from your existing customer base.”

**Topic 2: Zoonotic Diseases “Zoowhat????? What And Why, As A Pet Professional, You Should Care.”**

William F. (Bill) Hadley He Is Founder And CEO Of Bio-Pro Research, An Applied Industrial Biotechnology Company Serving The Ethical Vet, Companion Pet, And Diverse Human Markets. He Has Lectured Globally On Environmental Health And Waste Treatment. Bill Has Served On Numerous Waste Treatment Committees Including: The Water Resource Council Of The United Kingdom, Tennessee Department Of Environmental Conservation FOG Advisory Board, And The Florida State Committee For On-Site Waste Water Treatment. He Was Also Named A USA Waste Treatment Delegate To APEC (Asian Pacific Economic Conference).

**Noon To 1 PM Lunch** Taco Bar - Seasoned Ground Beef, Shredded Chicken, Lettuce, Cheese, Spanish Rice,

Salsa/Pico and Sour Cream Served With Warm Flour And Corn Tortillas, Chips And Ice Cream Sundae Station

**1 PM – 2 PM Social Media Hands On Workshop** Brian Basilico Owner of B2b Interactive Marketing **i**n a Social Media World” With Facebook, LinkedIn, Twitter, Pinterest, Google+, and You Tube. You will learn how to maximize your effect with minimum effort. Learn about these changes to stay on top of Social Networking Tools.

**2 PM – 4 PM aPaws Turd Herding Contest** Spectators Welcome!

So don't be left behind.., Oh, That's what we pick up...! (Some may win, some may lose.. but only one can say..!)

**5 PM – 6 PM Dinner** BBQ - Pulled Pork, Chicken, Beef, Bake Potato Bar, Ice Cream Sundae Station, Fresh Fruit,

Assortment Of Many Pastries and Cookies

**6 PM – 8 PM Dinner Awards And Auction Oh, How Much Fun Some Will Have… Hold On To Your Stuff…!**

**T-Shirt Exchange** I Want, I Need That Shirt I Been Eye-Balling Since Friday Night!

Great Way To Say Good-Bye To Our New Friends And Come Home With A Great New T-Shirt!

Name That Turd..! Who Is The King Or Queen Of Crap..! / Turd-Herding Contest – Bragging Rights For The Next Year!

**9 PM – Midnight Mardi Gras Party At The Hyatt Regency O’Hare** Meet Your Peers At Our Mardi Gras Party On Saturday, At The Hyatt Regency O’Hare. Attendees Receive Two Complimentary Drink Tickets During The First Hour Of The Party. Enjoy Some Great Desserts And Party On Down New Orleans Style! Costume Contest Prizes Are $500 For 1st Place, $250 For 2nd Place And $100 For 3rd Place. Get Creative And Stop By For A Guaranteed Great Time!

**September 22 – Sunday The Weekend Has Gone By So Fast..!** aPaws Hospitality Suite

**7 AM – 9 AM Pine Grove Restaurant** Meet For Eats! And Talk Some More..! (Restaurant Hours Sunday **7 AM-10 PM)**

**9 AM - 11 AM** **Marketing Calendar & Round Table** As Small Business Owners We Spend Most Of Our Time In The Trenches, Out In The Field, And Actually Scooping Poop!  Does The Thought Of A Marketing Calendar Seem Like Something The “Big Guys” Do Or Something That You Just Don’t Have Time To Do?  Marketing Is The Fuel That Runs Your Company.  Join Us On Sunday From 9 AM -11 AM To Explore Ideas On How To Market To Your Existing Clients And Marketing To Prospect Clients. Kandra Witkowski, The Pooper Scoopers, Inc. Will Moderate A 2 Hour Marketing Round Table. She Will Share Some Of Her Marketing Strategies And Spearhead A Group Discussion So We Can All Learn From Each Other.

**We Say Good-bye’s To Old Friends And New, Before Heading To The Airport**

aPaws 11th Annual Convention

****September 20 - 22, 2013

**Best Western At O’Hare**

**10300 W. Higgins Road**

**Rosemont, IL 60018**

**Call 847-296-4471 Press 0** (Zero) **For In House Discount**

**Code For Reservations aPaws2013**

**Single / Double Occupancy $85 Triple Plus Tax**

**Quadruple Occupancy $95 Per Night / Plus Tax**

**Includes A Free Breakfast**

**Please Take The Time Out To Register For The Pet Expo, Fill Out By August 23 – It’s FREE!**

**Total Pet Expo Register By August 23 For Free Badges**

Admission Is Free If The Following Form Is Filled Out Completely And Submitted By August 23

http://www.totalpetexpo.com/register

**Show Hours:** September 20-21, 2013 - 10 AM To 5 PM Friday And Saturday

September 22, 2013 - 10 AM. To 3 PM Sunday

Why Attend Total Pet Expo?

Besides the exciting prize and cash giveaways, invaluable educational sessions and unique show features,

attending the Backer shows will help you:

Discover New Products

Hundreds of new products are introduced at the Backer shows each year, making the experience ideal for searching out

and finding the freshest, most innovative products to hit the market.

**Discounts To aPaws Members:**

**Discount Code For United Airlines -** United Airlines Reservations - Offer Code: ZPYV355856

To Make Reservations, Book Online At Www.United.Com

**Enterprise Leasing** - Is Offering aPaws A 10% Percent Discount By Call This Location Only - 847-298-3003

**Ace Rent A Car** - www.acerentacar.com And Enter The Promotion Code APAWS. Our Website Will Show You The Total Amount Of The Rental And How Much You Discount Saves Your Attendee.

**aPaws Auction**

**Unable To Attention aPaws Convention This Year And Would Like To Take Part By Donating Items To The Auction**

**You Can Send Your Items To Be Donated To The Following Address Below, Thank You!!**

Best Western At O’Hare / Attention: Tim Stone / 10300 W. Higgins Road / Rosemont, IL 60018

**Registration Form**

**aPaws 11th Annual Convention Registration Form & Liability Release**

**September 20 - 22, 2013 – Best Western At O’Hare Chicago, Illinois**

**10300 W. Higgins Road, Rosemont IL 60018**

**Call 847-296-4471 Press 0 / Code For Reservations aPaws2013**

(make sure you press zero for in house discount)

**($ Per Night - $Tax - $ Per Night) Includes A Free Breakfast**

*Please fill out this form & include the appropriate registration fee then return to:*

Non-Members Will Receive A $15.00 Credit If You Join aPaws Before September 19, 2013 (New Members Only)

Checks Made Payable To: aPaws

Include Registration Form, Along With Your Check

**aPaws**

**PO Box 2325**

**Santa Clarita, CA 91386-2325**

**Credit Card Registrations Fax To 1-661-251-2727**

Please RSVP By Sept 19, 2013 **(\*I Have Read The Liability Release Below)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Registration Fees**  |   |   | **aPaws Member** |  **Non-Member** |   |   |
|   |   | **T-Shirt Size** | **Registration** | **Turd Herding Contest**  | **Registration** |   |   |
| **Attendee Name** | **Signature Of Attendee** | **S - M - L - XL - 2X - 3X** | **$85**  | **$5**  | **$100**  | **Total**  |  |
|   |   |   | $ | $ | $ | $ |   |
|   |   |   | $ | $ | $ | $ |   |
|   |   |   | $ | $ | $ | $ |   |
|   |   |   | $ | $ | $ | $ |   |
| **Credit Card Type:**  | **CC #: Exp: Code#:** | **$** | Total  |
| **Billing Address If Different:** |  | Ck # |

**Your Company Name** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact information** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Address**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**City** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    **State** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_      **Zip Code** \_\_\_\_\_\_\_\_\_\_\_\_\_

**\*Business Phone Number** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **\*Alternate Number** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\*E-mail Address** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date Arriving At Best Western O’Hare \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Liability Release**

I agree to be responsible for my conduct and actions and will not hold liable for any reason, either the sponsors of the event,

 the Association of Professional Animal Waste Specialists (aPaws), or its members or its directors.

I further agree to allow aPaws to use my name and/or company name and any images of likeness for publicity purposes.

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_          \_\_\_\_\_\_\_\_\_\_

**Your Signature                                                                            Date**

**Please Be Advised This Registration Does Not Reserve Or Guarantee Room Availability.**

**It Is Up To Individuals To Book And Pay For His Or Her Rooms On Their Own.**

See www.aPaws.Org For More Information

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**aPaws Members Turd- Herding Contest**

**$5 Registration**

**List Who From Your Company That Will Be Entering The Turd-Herding Contest**

**Your Company Must Be A Member of aPaws**

 **Not A Member – Become A Member!**

**# Of Contestants: \_\_\_ x $5 Total $\_\_\_\_\_\_\_\_**

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **Name :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   Owner \_\_\_  Employee \_\_\_\_  Family Member \_\_\_\_

           What Method Do You Use For Scooping?  Rake \_\_\_ Shovel \_\_\_\_  Hand \_\_\_\_\_

**Name :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   Owner \_\_\_  Employee \_\_\_\_  Family Member \_\_\_\_

           What Method Do You Use For Scooping?  Rake \_\_\_ Shovel \_\_\_\_  Hand \_\_\_\_\_

**Name :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   Owner \_\_\_  Employee \_\_\_\_  Family Member \_\_\_\_

           What Method Do You Use For Scooping?  Rake \_\_\_ Shovel \_\_\_\_  Hand \_\_\_\_\_

**Name :** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   Owner \_\_\_  Employee \_\_\_\_  Family Member \_\_\_\_

           What Method Do You Use For Scooping?  Rake \_\_\_ Shovel \_\_\_\_  Hand \_\_\_\_\_

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I Further Agree To Allow aPaws To Use My Name And/Or Company Name

And Any Images Of Likeness For Publicity Purposes.

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_          \_\_\_\_\_\_\_\_\_\_

**Signature                                                                            Date**

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