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## **Pet Lifestyle Expert Kristen Levine to Speak at 2014 What's Next Boomer Business Summit**

*Levine will address opportunities for marketers targeting boomers in popular segments such as pets*

**TAMPA, Fla. (Feb. 28, 2014)** – [Kristen Levine](#), pet lifestyle expert, author and president of [Fetching Communications](#) and [PetPR.com](#), has been selected to speak at the 2014 [What's Next Boomer Business Summit](#) in San Diego, Calif., on Thursday, March 13. Levine will join retirement journalist, Mark Miller, and Wellcore CEO and President, Vijay Nadkarni, to discuss the topic, "Pets, Golfing and Gaming: Where Do Boomers Spend Their Disposable Income?"

"According to the American Pet Products Association (APPA), boomers are the fastest growing and most affluent segment of the pet parent population, which presents a massive opportunity to marketers targeting this audience," Levine said. "I'm looking forward to revealing how brands can engage with this valuable consumer segment at this year's summit."

In addition to speaking on the "Pets, Golfing and Gaming: Where Do Boomers Spend Their Disposable Income?" panel, Levine will also host a table during the show's Lunch with the Experts, where participants will have the opportunity to engage in conversation with authors, bloggers, analysts and corporate executives.

Hosted by Mary Furlong & Associates for over a decade, the What's Next Boomer Business Summit is an annual event that brings together the country's top businesses and organizations that are focused on the boomer and beyond marketplace.

"One of the themes for this year's What's Next Boomer Business Summit is boomers and their passions, of which pets is a huge and growing market," Mary Furlong, CEO of Mary Furlong & Associates, said. "Kristen is at the epicenter of this opportunity, and we're excited to have her speak again at this year's show."

After speaking at last year's What's Next Boomer Business Summit on "Adopting a Pet Marketing Initiative," Levine earned the reputation as a longevity market authority for the pet and veterinary industry. She has since presented at the Silicon Valley Boomer Venture Summit, AARP Life@50 Expo and Women in the Pet Industry Network Conference & Awards Show. Levine is also a popular columnist and pet expert for longevity blogs including [VibrantNation.com](#) and [NextAvenue.com](#).

To register for the 2014 What's Next Boomer Business Summit, please visit <http://boomersummit.com/> and enter the promo code **wn14mktfetching** to receive 20 percent off the advanced registration fee of \$350.

### **About Kristen Levine, Pet Lifestyle Expert**

Kristen Levine founded [Fetching Communications](#), the nation's first marketing and public relations firm wholly dedicated to serving the pet and veterinary industry, in 2003 and acquired [PetPR.com](#), a news

distribution platform for the pet industry, in 2012. As a pet lifestyle expert, Levine has logged over 1,000 live national radio and television show appearances. She serves as a pet expert for Comcast, Bissell and HSN and is a frequent media guest on pet parenting or trend topics. Levine lives in Florida with her husband, dog and two cats. For more information about Levine, visit [www.kristenlevine.com](http://www.kristenlevine.com) and for more information about Fetching Communications and PetPR.com, please visit [www.fetchingcommunications.com](http://www.fetchingcommunications.com) and [www.PetPR.com](http://www.PetPR.com).

### **About the What's Next Boomer Business Summit**

Hosted by Mary Furlong & Associates, the What's Next Boomer Business Summit is an annual event that brings together the country's top businesses and organizations that are focused on the boomer and beyond marketplace. The focus of the annual event is to foster a cutting-edge community to explore and share products and services that will serve the needs, wants and desires of the 50+ market. It is where the country's leading Baby Boomer strategists gather to introduce new research, products and services that truly represent what is next on the horizon for businesses selling to Baby Boomer and senior customers today. Attendees seeking to attract Baby Boomer customers will learn new go-to-market strategies and tactics, access new research, understand ways to reach caregivers (an \$800 million marketplace), and learn methods to creating online Baby Boomer communities. For more information, please visit [www.boomersummit.com](http://www.boomersummit.com).

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