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Pet Living Expert Kristen Levine to Speak at Petfood Workshop: Marketing to Today's Consumers

Levine will discuss the best ways for pet food marketers to reach pet parents, age 50+

TAMPA, Fla. (March 26, 2014) – [Kristen Levine](#), pet living expert, author and president of [Fetching Communications](#) and [PetPR.com](#), has been selected to speak at this year's [Petfood Workshop: Marketing to Today's Consumers](#), on Wednesday, April 2 at the Renaissance Schaumburg in Schaumburg, Ill. During Levine's breakout session, "Putting the BOOM in your Bottom Line: Building loyalty and engagement with the almighty boomer consumer," pet food marketers will learn what's important to boomers and how to target the fastest-growing segment of pet parents.

"Baby boomers are the largest generational segment the United States, controlling \$2.5 trillion in spending power," Levine said. "Not only do these affluent empty nesters have time and disposable income to spend on their pets, they are also health-conscious and value diet and nutrition, and these characteristics are shared with their pet's care as well. I'm looking forward to teaching pet food marketers how to engage with this growing consumer segment at this year's workshop."

Immediately following Petfood Forum 2014, Petfood Workshop: Marketing to Today's Consumers will feature industry experts delivering information and insights on how to connect with today's ever more discerning pet owners. The two-day seminar will feature hands-on breakout sessions where attendees can learn about topics such as how pet owners shop, their perspectives on pet food, how to build trust and credibility with them, connecting with them through social media, balancing marketing with science and regulatory requirements, reaching emerging pet owner groups, and much more.

"The baby boomer generation is starting to pick up the pace in terms of pet ownership, and are a fast-growing demographic group that pet food marketers need to start reaching out to in dynamic and unique ways," Jessica Taylor, managing editor of *Petfood Industry*, said. "Our audience would like to find out what's important to these pet owners and the best ways to reach them, so we're excited to have Kristen lead this discussion at this year's Workshop."

Levine is a frequent speaker at pet and longevity economy marketing events. Earlier this month, Levine spoke at the 2014 What's Next Boomer Business Summit in San Diego and has previously 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](#), and just launched a boomer-centric travel series for *Fido Friendly Magazine*.

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 and for more information about Fetching Communications and PetPR.com, please visit www.fetchingcommunications.com and www.PetPR.com.

About the Petfood Workshop: Marketing to Today's Consumers

Immediately following Petfood Forum 2014, Petfood Workshop: Marketing to Today's Consumers will feature industry experts delivering information and insights on how to connect with today's ever more discerning pet owners. During the hands-on seminar, attendees will learn about how pet owners shop, their perspectives on pet food, how to build trust and credibility with them, connecting with them through social media, balancing marketing with science and regulatory requirements, reaching tomorrow's/emerging pet owner groups and much more. Petfood Workshop: Marketing to Today's Consumers will also feature the popular Ask the Experts panel discussion the morning of April 3, plus several opportunities for discussion and networking with industry peers. For more information, please visit www.petfoodindustry.com/PetfoodWorkshop.

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