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New Speakers Signed for the Pet Industry's Top2Top Conference

WASHINGTON, D.C. – The Pet Industry Joint Advisory Council (PIJAC) is pleased to announce the speakers for the Pet Industry's Top2Top Conference held in Amelia Island, FL in April 2014. In addition to the keynote speaker, Former Secretary of Commerce and Transportation Norman Mineta, the Top2Top Conference will feature speakers addressing the issues that impact the entire industry including market trends, legislative issues, and standards of care.

“We are honored to have such distinguished speakers at the Top2Top Conference, states Mike Canning, President & CEO of PIJAC. “Their experience and knowledge is invaluable to the future of the pet industry,” added Canning.

Sessions and speakers for the 2014 conference include:

The Millennial Pet Owner explores the market power of the Millennial generation of pet owners including insights into key trends, preferences, and purchase behaviors of this important market segment. **Nathan Richter** is a partner at Wakefield Research, and independent global research consultancy that works with some of the world's most iconic B2B and consumer brands. A thought leader on Consumer Packaged Goods (CPG) trends, enterprise technology, and purchase behavior, he regularly serves as a resource for media including The New York Times, Wall Street Journal, The Harvard Business Review, Psychology Today, Forbes, and NPR.

Applying Your Business Expertise to Solve Industry Threats provides an insider's view of the legislative process and empowers attendees with the tools they need to positively impact the future of the industry. **Sam Geduldig** of Clark Lytle Geduldig & Cranford served in an array of senior positions in the office of Speaker of the House of Representatives John Boehner, as well as Congressman Mike Oxley, the former Chairman of the House Financial Services Committee, and Congressman now Senator Roy Blunt of Missouri, the former Majority Whip in the House of Representatives. Additionally, Geduldig acted as the House Republican leadership's liaison to the business community, outside organizations, and interest groups.

Affecting Change at the Local, State, and National Level addresses the legislative process for regulated industries, perceptions held by legislators, and recommendations on the ways pet businesses can create constructive change. **Congressman Dennis Cardoza** is the Managing Director Federal Government Affairs and Public Policy at Manatt, advising a broad range of clients on legislative, regulatory, and public policy and advocacy matters. Prior to joining Manatt, Mr. Cardoza served five terms in the U.S. House of Representatives from California's 18th District and was Chairman of the

House Agriculture Committee's Subcommittee on Horticulture and Organic Agriculture, where he played a leading role in the formation of the 2007 Farm Bill.

Setting the Standard illustrates the efforts by Purdue University and the pet industry to establish science-based breeding guidelines, and the benefits that will accrue to the animals, the dog buying public, and the breeders themselves. **Dr. Candace Croney** is an associate professor of animal behavior and well-being at Purdue University. Her research on farm animal cognition has been featured by National Geographic as well as the BBC and their affiliates. In addition, Dr. Croney serves as a scientific advisor on animal welfare to several groups, including American Humane Association, National Pork Board, National Pork Producers Council, Bob Evans Farms, Michael Foods, P & G Inc., Target and Center for Food Integrity's Animal Care Review Panel.

Pet Product Market Drivers evaluates current trends and future directions for pet product marketing and retailing, along with consumer patterns across the full spectrum of the market, including pet food and nonfood pet supplies. **David Sprinkle** is the publisher and research director at Packaged Facts, which includes a leading line of syndicated research reports. His report on Premium Consumers and the New Economy was published by Packaged Facts in 2009, and he has just published a consumer trend study entitled Americans in 2020. He has contributed to numerous publications as well as presented at industry conferences including Global Forum on the Future of Food, IFT Wellness, Private Label Manufacturers Association Trade Show, and Virgo Publishing Focus on the Future.

“In addition these thought-provoking speakers, Former Secretary of Commerce and Transportation Norman Mineta will keynote the conference. Secretary Mineta will share his vast experience on what business executives can do to ensure their views are properly represented in the government decision-making process,” stated Canning.

The 2014 Pet Industry's Top2Top Conference will be held on April 23-24, 2014 at The Amelia Island Plantation in Amelia Island, FL. The conference provides you with the opportunity to set the course for the future of the industry, gain powerful insights that will make a difference in your business today, and create valuable relationships with other leaders.

“Join us in picturesque Amelia Island, where the magnificent ocean views are the perfect setting for thought-provoking sessions, one-on-one conversations, and planned networking events,” states Canning. “We look forward to seeing you there”.

For more information about the 2014 Pet Industry's Top2Top Conference, visit www.pijac.org/Top2Top. Register before January 15, 2014 to take advantage of the early bird discounts. To inquire about sponsorship opportunities, please contact Cathy Calliotte at cathy@pijac.org.

The Pet Industry Joint Advisory Council (PIJAC) provides its members a voice in state and national legislative issues through advocacy and timely information regarding upcoming policy issues that affect the pet industry, pet owners, and the animals they care for. Join PIJAC today at www.pijac.org.

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