

From: info@petadvocacy.org on behalf of [Pet Advocacy Network](#)
To: [Pet Advocacy Info](#)
Subject: Pet Advocacy Network Pulse Newsletter - October 2022
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October 2022

Member Memo: Reminder! We've eliminated calendar year renewals to maximize new member value and let current members set your annual renewal to a month of your choosing. Now instead of everyone getting renewal notices in December, you'll be reminded to renew during the same month that you paid your annual dues, or joined us as a new member, in 2022. Questions? membership@petadvocacy.org

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Featured Focus: Finalized Three Year Strategic Plan



The Pet Advocacy Network's volunteer leadership and membership took part in an insightful and forward-thinking strategic planning process in June. The strategic plan, which covers the period August 2022 to August 2025, was developed during an in-person meeting with the Board of Directors and Pet Advocacy Network staff. In determining our organization's future path, the group evaluated market trends and realities, evolving member demands, cultural developments, budgetary realities, and staff/volunteer capability. The group also re-focused our mission and vision statements and developed core values that accurately reflect our organization's priorities.

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Resource Round Up: Updated Legislative Toolkit



Do you sometimes feel intimidated by the thought of reaching out to your elected officials about an issue that is important to you? We recognize that it can be a daunting idea, which is why we redesigned and updated our local and state advocacy and communications toolkit. You will find guidance on using social media, press releases, op-eds, and letters to the editor, as well as suggestions for contacting, visiting, and writing lawmakers—all to help you make your voice

heard and influence policies that could impact you and your business.

[DOWNLOAD PDF](#)



Memorable Mention #1: Fifth Annual Pet Care Community D.C. Fly-In Recap

On September 21, we convened pet care professionals from across the country on Capitol Hill for our Fifth Annual Pet Care Community D.C. Fly-In. Over 80 community members visited more than 120 congressional offices to raise awareness and support for pet ownership. After the sessions, fly-in participants, lawmakers and Congressional staffers gathered at the [Pet Night on Capitol Hill](#) reception, where the pet care community came together to celebrate pets for the first time since 2019 and to honor outgoing Member of Congress Kurt Schrader for his leadership on pet care issues over the past twelve years.

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Memorable Mention #2: 2023 Pet Industry Leadership Summit Registration Open

Begin the new year with the most prestigious networking event in the pet care community. Register now for the [2023 Pet Industry Leadership Summit](#) January 30 – February 1, in Coral Gables, Fla. Join us for fresh business insights and thought leadership sessions with the industry's leading experts. The Summit is providing first-time attendees with a 50% discount on early registration through November 17. You will not want to miss these world-class education sessions and opportunities to connect face-to-face with like-minded pet professionals.

[REGISTER TODAY](#)

Thank you for your support of Pet Advocacy Network



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