



the paw print.

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The Animal Kingdom, Inc.

Volume 9 Issue 3 | February 1st, 2018

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Coming Soon...

- The meeting for the New York Trade Show will be held on February 18, at 7:00 p.m.
- The monthly sales meeting will be held on February 24, at 10:00 a.m.
- Recap on the Tennessee Southern Regional Conference in Pigeon Forge, TN.

A Word From Our CEO

"Remember employees, this is a new year for our company, so let's set bigger and better goals. With that being said, there will be a meeting for those involved in the New York trade fair trip on February 18th, 7:00 p.m. Good luck to all, as we continue to make our company grow."

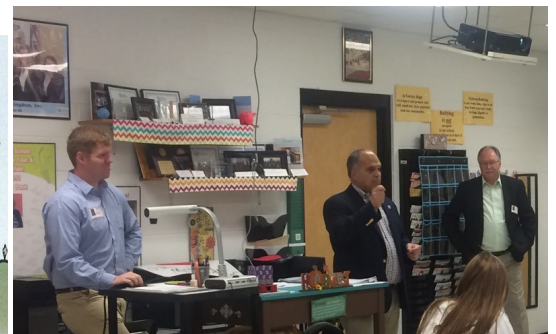
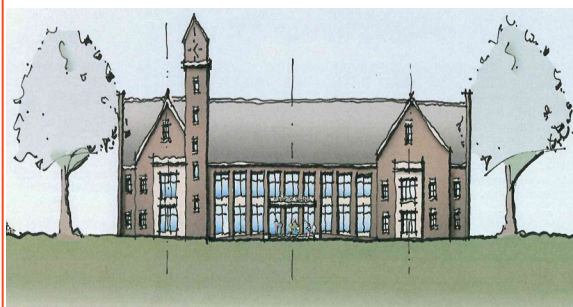


Congratulations to our Employee of the Month, Chase Weigart!

"Those who mind don't matter, and those who matter don't mind."

Name That College!

A new opportunity in higher education is coming to Lawrence County in Spring 2019. The new campus will serve students from multiple counties in Middle Tennessee and will include degree programs from the following colleges: Columbia State Community College, Martin Methodist, T-CAT, Tennessee Tech, and MTSU, in one central location. VE classes from Lawrence County have been given the opportunity to name the new campus. Recently, our classroom was visited by State Representative, Barry Doss, along with members from Lawrence County Executive Offices and Chamber of Commerce to present the challenge.



Our Mission

The Animal Kingdom, Inc.'s mission is to provide our customers with an optimal experience when purchasing a new pet. We strive to maintain our dominance in the virtual pet industry by giving our customers exactly the kind of care they want and deserve. We have set ourselves apart from the competition by providing a vast array of loveable pets as well as dedicated employees to help both customers and pets acquire a new best friend. We are continuously working on the betterment of our company, our products, and our customer satisfaction.

Our Employees

Chief Executive Officer: Ian Hall

Chief Financial Officer: Rachel Gulley

VP of Accounting: Chase Weigart

Director of Billing/Payroll: Drake Perry

VP of Administration: Alene Taylor

Administrative Assistant: Carlie Hobbs

VP of Human Resources: Brooke Buttrum

Director of Human Resources: Savannah Springer

Chief Marketing Officer: Alli White

VP of Marketing: Blair Shelton

Web Design: Trinity Ezell

Product Design: Conner Potts

Director of Advertising & Promotion: Olivia Chadwell

VP of Sales/Purchasing: Jordan Shelton

Director of Sales: Joey Telker

Director of Shipping/Inventory: Cale Kress



Pet Trends

Many new trends are occurring in the pet industry today. As the industry is thriving, so is the need for pet services, such as: dog training, pet sitting, pet spa treatments, pet photography, and pet behavioral consulting. One of the main pet services that is thriving is the opportunity for self-serve dog washes.



Springtime Pet Safety Tips

With Springtime here, we start to focus on Easter and Spring cleaning; however, it is important that we keep our furry friends safe. Remember to keep your chocolate candy and Easter decorations away from your pet. Also, remember to keep all cleaning supplies out of your animals way. All of these things are toxic to our animals.



Pet Insurance

- Pets are considered family members.
- Pets are living longer so they require more medical care.
- The advances in veterinary technology are increasing the prices on vet bills.

These trends is expected to grow in the next few years increasing the need for pet insurance.



Fun Pet Facts

- 94% of pet owners say their pet makes them smile more than once a day.
- Every dog has a unique nose print with no two alike.
- Cats have no collarbone, that is one reason why they are so flexible.
- Starfish do not have a brain.
- Dalmatians are born with no spots, just a plain white coat, and they develop their spots about one week after birth.
- A newborn kangaroo is the size of a lima bean.





Our Employees at The Southern Tennessee Regional Trade Fair



November Trade Fair Recap

Our employees competed in several competitions while attending The Southern Regional Tennessee Trade Fair in November. Our CMO, Alli White was awarded 3rd place in the Branding Competition. Secondly, Savannah Springer and Jordan Shults placed 2nd in the Human Resources Competition. Lastly, our company received 3rd place in the Booth Design Competition. All of our employees worked hard in order to make this a memorable trip. We are proud of everyone's hard work!

New York Trade Show Meeting

On February 18th, we will hold our meeting at 7:00 PM to discuss priorities, safety, and everything else that comes with traveling to New York for a trade show. We wish the best of luck to our employees attending the conference, and hope to have lots of sales! If you are not able to attend the meeting, please contact our CEO via email at 18.ian.hall@lcss.us. We hope everyone is able to attend!

Monthly Meeting

The monthly meeting to discuss sales reports and review profits be held on February 24th, at 10:00 AM. Please make sure to attend to discuss the profits projected for next month. If you are not able to attend the meeting, please contact our CEO via email at 18.ian.hall@lcss.us.

Happy Valentine's Day Coupon Code

All you need is love and a dog!
Use Promo Code **LOVE** in order to get 20% off any purchase!

