

TOP PRODUCTS

SHANNON BARNARD *OF K9 BYTES, INC.*

What work experience best prepared you for this role?

I owned a computer business for 18 years. Working directly with the public helped me learn how to gracefully deal with customer concerns and create loyalty. Also, I have a background in graphic and web design.

Having a network of female pet business and small business owners has helped me to know that I can make my business grow and prosper. Sharing ideas, worries and successes makes us all stronger.

What's the latest skill you've learned, and how is it helping?

I'm working on my inner game with a coach, who is helping me learn to take inspired action. It is much better to take action than to just react. It's a lesson I am working on, and I am seeing the benefits.

What is your proudest moment in the pet industry? Why?

My proudest moments are when I receive emails from customers, saying how much they love my collars. They say things such as: how they have one for every occasion and want to get more; how cute their pet looks; or how they were pleasantly surprised to receive their order so quickly. I feel a great satisfaction in making a product that helps people express their love for their pets.



K9 Bytes, Inc.

Gifts for Pets & Pet Lovers

Describe the perfect day in your pet business.

Opening my email to an inbox full of orders; then filling those orders by packaging or making them. Going back to my email where there are several comments from customers about how much they like my collars (love those emails). Seeing, or adding, a post or two on Facebook with photos of my happy customers — the two-legged and four varieties. And a good hour's walk with my dog pal, Rogue, thrown in, too.

You've won the big lotto! How will you use the winnings?

My ultimate dream is to start a foundation to assist pet parents whose pet has been stricken by cancer. No pet with cancer should lack adequate treatment because financial resources are lacking. I've lost two dogs to cancer and have several friends whose pets are currently fighting this disease. To remove the financial burden would be so rewarding.

How are you creating the life you really, truly want?

I recently sold my computer business and moved my office to my home. This has given me more freedom to build and develop my pet business.

I grew up with a grey cat named Henry and thought of myself as a cat person.



Then my husband talked me into getting an English cocker spaniel puppy, Ted E Bear. Now I can't imagine being without a dog, especially an English cocker. Littermates Oreo and Mocha brought me delight every day of their lives. Their acceptance, pure love and warm cuddles are such great memories. Watching Rogue's joy in simply receiving a treat or playing with his toys is amazing to see.

What is your favorite personal animal story?

I used to tell my English cocker spaniel, Oreo, to "get in the back" when he'd get into the car. One day, my husband and I were walking Oreo and his brother, Mocha, around a lake. At about the halfway point, I asked my husband if he wanted to go back? Oreo turned around with the most incredulous face. I imagined him thinking, "What do you mean get in the back, we are out walking, and I'm having a great time." I smile every time I think of that face!

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