

## EVENTS / ASSOCIATIONS / MEDIA

### KAREN BOSTICK

#### *Virtually, a Pet-loving Village*

Karen and her little dog, Tinks, may be “the face” of PetsPage.com, a virtual pet community – but the 600,000 pet loving followers are the strength of the novel network. That’s a mighty number for a venture begun by Karen only a year ago. This serious growth came about because she already knew about seeding a start-up.

“Five years ago I co-founded an industry-leading recruiting and consulting firm in the veterinary specialty industry with my sister,” explains Karen, “I felt a strong urge to strike out on my own in early 2013 to engage directly with pet lovers. I wanted to help emerging pet businesses bring their cutting edge and innovative products and services to market, so they could benefit more pets and pet lovers. PetsPage.com is a place where pet lovers and pet and veterinary professionals can come together to share and socialize,” explains Karen. “I’m also extremely passionate about increasing pet owner awareness of all the advances in veterinary care today.”

#### *Up, Up and Aware on “Animal Planet”*

It was Tinks’ brush with death that set Karen on her mission to spread the word – far and loud – about the availability of specialty vet care. “I get all worked up every time I think about how my beloved little Tinks almost died, because I didn’t know that veterinary specialists and the advanced veterinary care [he needed] existed: My veterinarian did not make this information available to me,” says Karen. (Tinks, the cutest-of-cute Maltipoos, had a rare auto immune disease that required the skill of a veterinary internal medicine specialist.)

Tinks’ story and Karen’s mission are the subject of a pet owner awareness documentary made for nationwide PBS/public TV stations, and for a public service announcement that will air on “Animal Planet” for a year beginning in June. “I’m thrilled to bring this life-saving message to television viewers nationwide,” says Karen. “I know this, along with my social media outreach campaign, will go a long way in increasing pet owner awareness and advancing [knowledge about] the veterinary specialty industry.”



With the creation of two businesses to her credit, Karen advises it’s not true “that you have to have it all figured out on day one, or else you shouldn’t start a business -- and that you must stick to that plan no matter what. I thrive on going with the flow and being able to quickly adapt to the ever-changing needs of those around me. You must be quick on your feet in business and be able to adapt in order to survive in the business world today.”



#### *Social Media Star*

When Karen introduced Tinks on Facebook, he easily became a darling on the social media scene. Marveling at the power and reach of this and the other popular networks, Karen has capitalized on them to advocate for pets and vets.

“Social media has proven to be an invaluable way for me to attract, engage, entertain and educate pet lovers, which is key to my business and life mission,” she explains. “I loved the concept of social media so much that I decided to create my own social media network, so pet lovers and pet businesses could engage together in a more intimate setting -- without all of the rules and variances that happen on larger social media networks.”

For motivation (beyond the kind that Tinks provides!), Karen turns to Napoleon Hill’s famous cornerstone of modern motivation, “Think and Grow Rich,” plus “The Corporate Mystic” and “The Big Leap” by Gay Hendricks, a leader in the fields of relationship transformation and body-mind therapies.

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