



WORLD WIDE PET SUPPLY ASSOCIATION[®], INC.

a California non-profit corporation since 1951

WWPSA - SuperZoo and the Garden Industry

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Steve Lambourne Co, Inc.
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Steve Segner ('05)
L.A. Pet Foods, Inc.
626-798-4295

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Newman's Fish Foods
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CFO

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Feller Stone, Inc.
435-574-9300

DIRECTORS

Dr. Robert Bray ('04)
O.H. Kruse
909-227-5425

Martin Goldberg ('04)
Straight Arrow
818-503-1131

Michael Guerber ('05)
Precise Pet Products
800-446-7148

Mike Hoffer ('04)
Hoffer's Tropic Life Pets
414-353-6553

Ruth Jeffers ('05)
Jeffers
800-633-7592

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(Past President)
Natural Balance Pet Foods
818-897-2521

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Custom Sea Life, Inc.
415-789-9030

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Python Products, Inc.
414-355-7000

Jeff Sutherland ('04)
Central Pet
562-926-5252

NATIONAL OFFICE

EXECUTIVE VICE PRESIDENT
Doug Poindexter, CAE
doug@wwpsa.com

DIRECTOR OF TRADE
& CONSUMER SHOWS
Caryn Cohan-Bates, CEM
caryn@wwpsa.com

DIRECTOR SALES –
CONSUMER SHOWS
Gwen Powell
gwen@wwpsa.com

DIRECTOR SALES –
TRADE SHOWS
Dave Williams
dave@wwpsa.com

Dear Member / Exhibitor / Attendee:

As many of you now know, beginning in 2004 WWPSA will co-locate SuperZoo with two garden industry shows. We thought you might like to know the thought process behind these decisions.

WWPSA is aware that many of our exhibitors and members are continually looking to find new markets and customers for their products and services and our attendees are looking for new products to help them differentiate themselves from their competitors. Knowing these facts, our Board and staff began researching how we could bring more buyers and exhibitors to our events. Since our traditional pet channels have been shrinking in recent years due to consolidation and other economic factors, we looked to other industries. The garden industry seemed like a natural fit with so many garden centers already carrying pet products and more joining the ranks every year.

Trade show co-location is taking place in every industry because it makes good business sense to co-locate with an existing successful show and share their buyers. As stated in the Trade Show Executive Magazine (July/August 2003), "Exhibitors and attendees are facing even tighter time and budget constraints now which limit the number of shows they can participate in each year. In growing numbers, show organizers are looking at the co-location of shows as a solution."

We were fortunate enough to find two outstanding garden shows with which to partner. First in 2004 with the Western Expo in Las Vegas (over 8,000 buyers) and then beginning in 2005 with the Southern Nursery Association in Atlanta (over 12,000 buyers). These are two of the top garden industry shows in the US.

It is our hope and belief that SuperZoo will enjoy the benefits of at least 25% of their buyers visiting and buying from our members and exhibitors bringing you between 2,000 and 4,000 new potential buyers for your products. In addition, their 400 exhibitors will offer our attendees new products to help them differentiate themselves from their competition. When two shows can join forces and benefit both shows' exhibitors and attendees, it is a huge benefit to the entire industry.

WWPSA, its Board and staff, understand the importance of these trade shows in bringing your product to market and in finding new products for your businesses. We will continue to explore ways we can help you obtain the results you desire.

We are confident that co-locating with these two fine partners will reap considerable benefits to our exhibitors, attendees and our industry at large.

Sincerely,

WWPSA

406 S. FIRST AVENUE
ARCADIA, CA 91006-3829 USA
TEL: 626-447-2222 FAX: 626-447-8350
EMAIL: INFO@WWPSA.COM WEB: WWW.WWPSA.COM

PRODUCERS OF
SUPERZOO AND
AMERICA'S FAMILY PET EXPO