



**FOR IMMEDIATE RELEASE**

## **Robin Brogdon Named Finalist for Pet Industry Woman of Year Award**

**Huntington Beach, CA- August 8, 2017** – Local business woman Robin Brogdon, MA, president of Orange County-based [BluePrints Veterinary Marketing Group](#), has been named a finalist in the fifth annual Pet Industry Woman of the Year Award competition.

Brogdon was nominated in the Entrepreneur category for her outstanding work in providing cutting edge marketing solutions to the veterinary specialty industry. The other award categories are Solopreneur, Corporate, Advocate, and Rising Star. The “Pet Industry Woman of the Year” will be chosen from the winners of these five categories. **Winners will be announced September 26, 2017**, during the [Women in the Pet Industry Conference](#) in Portland, Oregon.

A panel of four independent judges reviewed and scored nominations for applicants in the five categories. This year's judges included a director of a nonprofit organization, a founder of a successful pet organization, a COO of a design firm, and a director of a top women's scholarship organization.

“The Pet Industry Woman of the Year Award was designed to recognize the amazing females who dedicate their time and talents to improving the lives of all pets and their parents/guardians,” said Shawna Schuh, president of WIPIN. “The conference and the award are a celebration of women who have made highly successful careers in the pet industry. They shine in large part because they are so passionate about helping women as well as pets. Finalist Robin Brogdon is a perfect example. It is exciting to honor her and other women with a genuine calling to make the pet industry better.”

### **About BluePrints Veterinary Marketing Group**

[BluePrints Veterinary Marketing Group](#) is a full-service marketing and communications agency devoted to serving specialty, referral, and emergency veterinary practices, as well as businesses that serve the animal health industry. With in-house referral practice experience, the team at BluePrints has the depth of expertise and talent uniquely qualified to serve all segments of the animal health care market. Learn more at [blueprintsvmg.com](#).

### **About Women in the Pet Industry Network (WIPIN)**

[WIPIN](#) is an international membership networking organization. The [conference](#) in September will bring like-minded women together to connect, network, and collaborate, as they learn how to grow their pet-focused businesses with intent and joy. For more information, contact Shawna Schuh at 503-970-5774 or [shawna@womeninthepetindustry.com](mailto:shawna@womeninthepetindustry.com). For details on the conference or the Pet Industry Woman of the Year Award competition, contact Alicia Gunter at [alicia@womeninthepetindustry.com](mailto:alicia@womeninthepetindustry.com).

###

### **Media Contact:**

Linda Kaplan, MHA

[linda@blueprintsvmg.com](mailto:linda@blueprintsvmg.com) | 714.317.8878