



Dedicated to the education, support and enlightenment of the 85,000,000 pet owners in our country, so that they enhance their pet's lives from beginning to end

# United Pet Owners



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# UNITED PET OWNERS (UPO)



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# Mission Statement

The pet industry is a \$60-billion industry serving 170 million dogs and cats owned by 85 million people in the United States; however there is no single organization that represents just these owners and their pets. The nonprofit UPO will offer a tax deductible affordable membership that offers owner education and training, a real-time web based lost pet registry, service dog certification, end of life counseling, updates on university-affiliated research, pet insurance, spay and neuter funding, pet shelter funding, tracking of national pet related legislation, and more. Just as important, UPO will provide a united voice that can influence pet service providers and related industries, and lawmakers to ultimately enhance the well-being of millions of dogs and cats.



# UNITED PET OWNERS (UPO)

## Our Philosophy

Let's start where the reverence and connection to pets begins, puppies and kittens. Like our children, they come into this world brimming with life and curiosity, seeking only to be loved, protected and fed. In the beginning they play, exercise, sleep, and grow. Soon, they meet and interact with humans. They and the humans that they meet (pet owners) begin a life journey that closely bonds them to one another for an average period of 12 years. Pet owners receive enormous benefits from this bond--loyalty, love, laughter, and joy, among them. But pet owners accept a huge responsibility as well when they choose to become a part of this emotional journey--a reciprocal obligation to care for their animals that is sometimes sadly neglected in American society.

The hard truth is many of the problems associated with pets in America today are due to the behavior of their owners, not the animals. Puppies and kittens must be totally dependent on their owners--they have no choice. Yet we know that each year in the U.S., millions of cats and dogs enter shelters and are euthanized. Each year, tens of millions of stray cats and dogs roam our streets. Each year, stunning numbers of people adopt and then abandon an animal. Each year, 90 percent of animals received by animal shelters have not been spayed or neutered.



I have no doubt that the vast majority of pet owners want the best for their animals. But even the well-intentioned often lack information, expertise, and guidance. Just as one learns to be a good parent, one also learns to be a good pet owner. Pets are not equipped to communicate with their owners through speech, at least not as humans give voice to language. Instead, they "speak" to their owners through their bodies, eyes, purring, barks, and distinctive physical gestures.

As an animal owner myself, I--like many pet owners--cannot stand to see dogs, cats, or any other animals, injured, unloved, hungry, scared, misunderstood or mistreated.

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And like many pet owners, I have thought, “if only my dogs could talk to me and tell me what is wrong in their lives right now so I could try to do something to help them.” If only I knew more. In that quest to know more, to be a better pet owner, I searched for an organization that could answer my questions and who might offer the services I was looking for. What I found instead was a vast array of companies and organizations offering everything from pet products, pet foods, adoption facilities, shelters, grooming, training, boarding, and veterinary services. I found, that is, a robust series of niche markets of uneven quality. What I did not find was a one-stop organization dedicated solely to pet owners and improving their relationship and support of their pets.

Despite the size of the multi-billion dollar pet industry, it has three costly shortcomings. First, and most tragically, despite the great work that organizations like the Humane Society and ASPCA do, we know that far too many animals are still mistreated, maimed, and abandoned in the U.S. Today's system of pet care simply doesn't do enough to encourage good "parenting" of pets by pet owners. Nor does not do enough to educate and prevent mistreatment and ignorance before tragedy strikes.

Second, our current set of niche markets for pet care has inadequate quality controls. It is difficult at present for pet owners to garner information on the nutritional quality of dog and cat food, breed selection and training, the quality of animal shelters and service dog certifiers, up-to-date research findings on care and communication with animals, and many other aspects of pet care.

Last but not least, the market for information and education for pet care and pet owners now operates in separate silos, not through a one-stop service provider and member association. In fact, most pet owners share an interest in education and similar concerns about their animals. The market for smart pet care should be more universal and less fragmented because most pet owners aspire to be caring, responsible, and informed pet owners.

## Our Philosophy

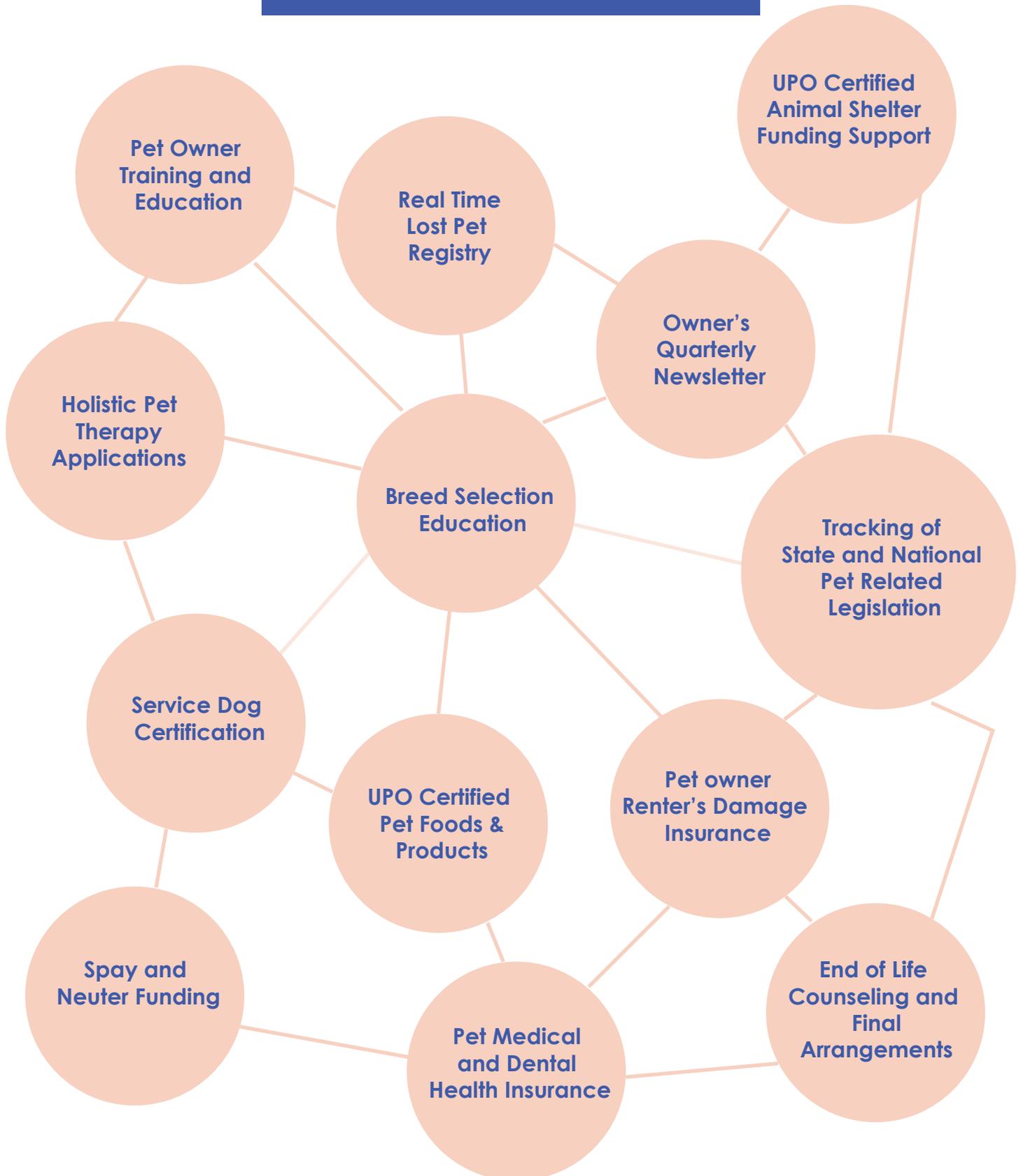
# UNITED PET OWNERS (UPO)

## Goals

1. Funding of UPO certified animal adoption and rescue shelters
2. Partially fund spay and neuter operations at all UPO certified veterinarians
3. Provide Service Dog testing and UPO Service Dog Certification Documentation
4. Offer no cost UPO member 24/7/365 website based Lost Pet Registry
5. Offer end of life pet owner counseling and final arrangement services
6. Provide pet owners with education, access to cutting-edge animal behavioral research findings, training, and member services, all of which will help reduce animal shelter populations
7. Provide commercial pet food evaluations, tutorials and product recommendations
8. For Working UPO Pet Owners, offer video enhanced, insured, certified and bonded Pet Attendant services that will come to the home, exercise, feed and check on the pets general well-being on an agreed schedule, additional providing a daily video of the Attendant's pet interaction, uploading that video to the UPO web site where it can be immediately and securely viewed by the working pet owner or their designate. That section of the site will be password protected to ensure the owner's home security.
9. Offer, animal owner to pet, training through soft voice communication
10. Through managed sub-contracted relationships UPO will offer Medical, Dental, and pet owner Renter's Damage insurance, to reduce the cost of important pet health care and to make it easier for pet owners to lease rental properties with their pets as a part of the family unit

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## Our Services



# UNITED PET OWNERS (UPO)

## Details of Member Services Available through UPO

### 1. Best Breed Selection Counseling for New Pet Owners.

UPO staff will evaluate specific, qualified breeders based on the quality of the offspring, available research, awards won, quality of awards breeder reputation for honesty and service, overall reputation, costs, medical history of previous litters, facility, location, follow up vet care record, sire and dam, history previous pet lifespan and any additional relevant factors to ensure that UPO certification of the breeder meets or exceeds all UPO standards. UPO will seek to certify breeders of all registered lines as acknowledged by the AKC criteria.

### 2. Web Based Real Time Lost Pet Registry.

UPO offers an online 24/7/365 lost pet registry service. Whether travelling or at home once your loved one goes missing everything else comes to a stop. Who do I call, what do we do? Posting notices on a telephone pole sometimes brings results. But pet owners should be taking advantage of the technology available today to track pets. At the UPO website, which is always available the owner or finder of a missing pet, you need simply go online to the UPO site from your cell phone, Ipad, or any computer, input information such as size, breed and color of the pet, when and where it was presumed to be lost and add any additional tag information to help identify the pet.



When a pet is found, the party in possession of the pet simply goes to the UPO web site and, if posted, they will see the descriptive pet identifying information, owner's point of contact, either their email or contact phone number, call and arrange an exchange.

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## 3. Pet Owner Training and Education

UPO's pet owner education would seek to significantly reduce the number of animals being taken to pet shelters. The first time pet owners are often where the problem begins. The dog breeds most often found in shelters are the Pit-bull, Boxer, Rottweiler, Dachshund, Border collie, German Shepherd, Jack Russell, Chihuahua, Beagle and Labrador. There are reasons why these breeds populate our shelters, including a breed characteristics table will be a part of our web site and provided to new owners.

The best course of action is for pet owners to become as well trained and knowledgeable about selecting and raising a pet as possible. If our pet were a child would we move forward with anything less than a complete commitment to the care, feeding, shelter, education and protection of our new arrival? At UPO, we want to insure that pet owners recognize that they are assuming responsibility for a dependent animal, a responsibility that may well last for a decade or more.

Even well-meaning novice pet owners will make mistakes and be uncertain about the best way to handle a shy, or aggressive, animal. UPO will help teach owners, new and experienced, how to be a caring, educated, and responsible pet owner for a pet's lifetime. How do we get our pets to do what we would like them to do when we want them to do it? Some would call that training; others might label it as good communication. But a good trainer is also a good communicator. At UPO we have decided to start by educating the human half of the pet-human relationship, the owners. We believe that no commands need to be shouted and that no collars or leashes should cause pain. A simple soft spoken "sit" or "stay" should always work when spoken by a "well trained" owner. This basic premise is what we believe in and will teach at UPO. Respectful communication between an owner and their pets will be our primary goal.



# UNITED PET OWNERS (UPO)

## 4. Video Enhanced Pet Attendant Service for Working Pet Owners

UPO will offer a Certified, bonded and insured Pet Attendant Service to its working pet owners who wish to have their pet exercised, fed and attended to while they are working and away from their pet. A unique feature of this service is optionally available wherein the attendant will video portions of the service provided that day and then immediately upload that video to the UPO web site so the pet owner can view it, on line, from wherever they have access to the web site.

## 5. End of Life Counseling and Final Arrangements

There never is a good time to say good bye to our furry loved ones. Confronting the inevitable demise of beloved pets is invariably difficult. Appropriate, caring and emotional support provided by UPO trained representatives can offer comfort and guidance during these trying times. Calmly and openly discussing important decisions, like when to put an animal down, can help ease the emotional pain and loss experienced by pet owners. As best as it can, UPO will have people there for pet owner members and through our collective membership to offer answers to questions like: How do you know when it is time to put down an animal or stop additional medical procedures? What facilities are most suitable? What are telltale warning signs? Do we go to the vet's office or have the vet visit us at home? Should children be present? How do you deal with elderly pet owners? All are these issues are both important and very real to pet owners and their animals, yet they are often overlooked or minimized. UPO will also make final arrangements in accordance with the pet owner's wishes.

## 6. Service Dog Certification

For owners seeking to have their Service Dog properly certified and to subsequently receive a UPO Service Dog Certification, Diploma and Service Dog "working" vest, UPO will offer a level of service and evaluation not currently offered in the industry. Many websites offer this service. Yet none, to the best of our knowledge, actually see and evaluate the candidate pet. Profit-seeking organizations have proliferated which gather minimal information from the pet owner--along with a monetary fee--before sending out an official looking, but generally meaningless certificate and Service Dog vest. At UPO we believe that this practice is just plain wrong. The growth of these Service Dog "mills" may soon be curtailed due to the many complaints filed with Congress against these suspect uses of the landmark Americans with Disabilities Act, which bars discrimination against people with disabilities. A higher level of certification and training may soon be required for service animals, possibly invalidating the questionable certification that is currently offered by these companies.

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## 7. Updates on Animal Behavioral Research/Science Findings

Animals are famously sensitive to subtle physical and biological cues that most humans fail to notice. Animal studies suggest, for example that some dogs can predict epileptic seizures. Unfortunately, little research has been done to prove how these pets are able to predict seizures. One popular theory is that a pet's superior sense of smell helps to predict an imminent seizure. Others believe that pets are more sensitive to body language than humans, so they can pick up on tiny changes in behavior and movement that occur prior to seizures. Either way, it is obvious that a pet's senses allow for communication on a very different and sensitive level.

UPO will report to its members on cutting-edge research in the animal world that can enhance animal welfare and educate owners to interact more successfully with their pets--including the controlled study of the means of inter-species communication between animals and humans.

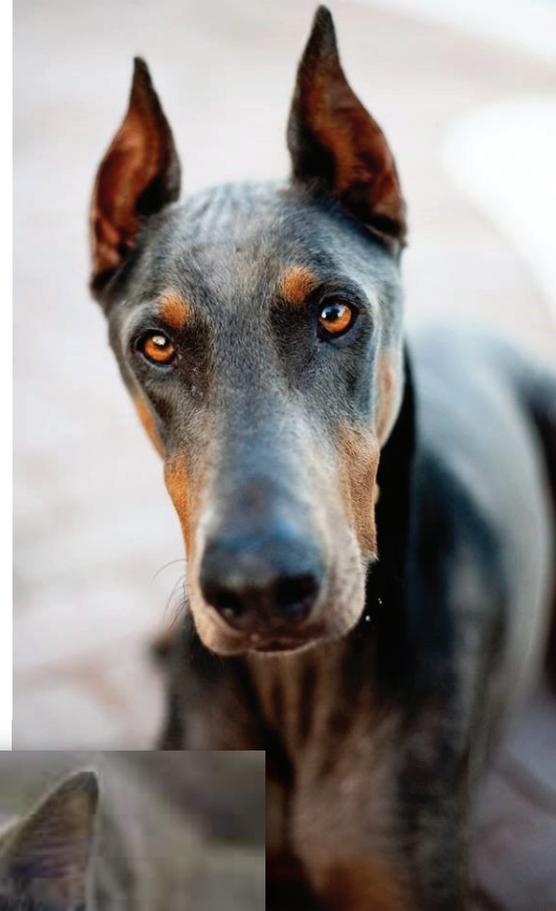
The UPO web site will regularly provide current information on new developments in the field of holistic pet practice to include but not be limited to; lists of registered homeopathic veterinarians, the introduction and use of essential oils, non-invasive energy work, and the introduction of enzymes into pet diets.



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## 8. Pet Medical, Dental and Owner Renter's Damage Insurance

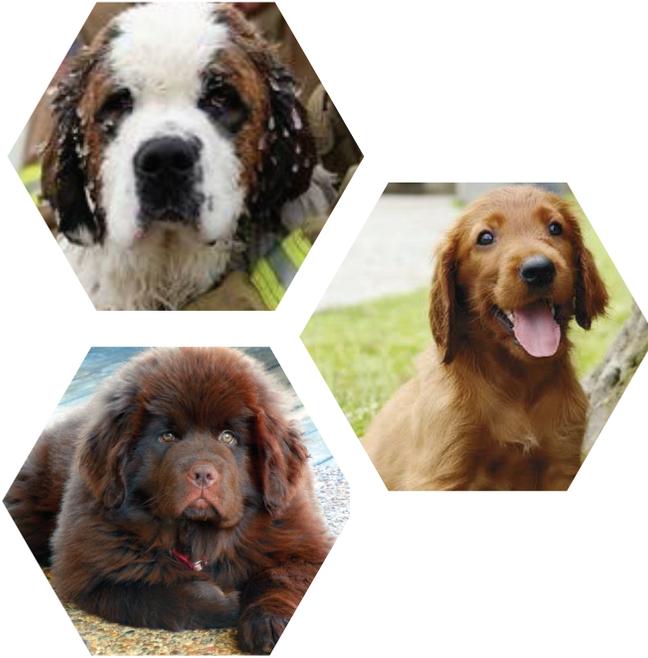
Through sub-contracting agreements with qualified, reputable, medical and dental pet insurance companies UPO will offer our members medical and dental insurance for their pets. In addition, as more young professionals focus on careers and less on childrearing, pet ownership among this demographic continues to grow. This growth also coincides with the increased demand for rental housing thereby creating a highly competitive renter's market where property owners increase the renter's damage responsibility. This pet damage insurance can reduce security deposits and provide the landlord with a level of comfort and a clear avenue for reimbursement reducing the possible financial risks associated with renting to pet owner's. This insurance should make it more acceptable to rent to caring and responsible pet owners.



## 9. Spay and Neuter

UPO will offer a funding program in order to partially cover the costs of animal spaying and neutering procedures.

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## 10. Web Information Services and Pet Related Food Blogs

What dry meal, wet meal, and treats should we feed to our dogs and cats? Many commercials air on television showing happy healthy pets. Newspaper and magazine advertisements that highlight name brand pet foods and other products tell us why they must be good for pets. Can we believe the ads? Not necessarily. UPO will investigate and certify acceptable pet foods.

## 11. UPO Certified Animal Shelter Funding Support

There are approximately 13,400 community animal shelters in the U.S. Many of these shelters are dedicated, passionate and completely committed to their goals. UPO will have representatives visit these facilities to ensure that the facility and employee training meet or exceed current acceptable standards.



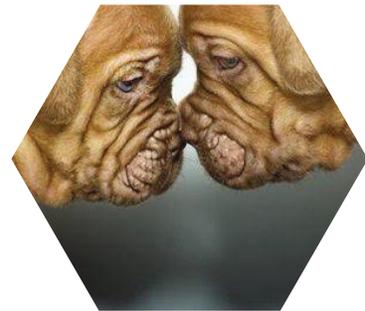
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## Executive Summary and UPO Leadership

Dennis Fecteau, the founding CEO of UPO, is a visionary business leader who started two satellite technology companies in the aerospace industry in the mid-1980s managing those companies as CEO and President. He is starting UPO as a tax exempt, 501 3 (c) offering one-stop educational services and support to a U.S. market of over 85 million pet owners. Today, no large-scale organization exists that is specifically dedicated to organizing and serving the needs of these pet owners and uniting their voice in their pet's best interest. As the founder of UPO, Fecteau plans to rely 100 percent on Social Media and pet owner, celebrity-driven, Public Service Announcements, combined and integrated into an active, collaborative web site. The site will feature regularly updated and evolving content, supported by an ever-changing stream of pet-related events, pet product news, pet health information, and a steady flow of member-submitted pet videos and pet blogs. All features will be supported in part by "UPO Pet Video of the Month" and "Pet News Blog of the Month" contests where online member voting will determine the monthly winners of UPO product specific prizes and featured web site recognition.

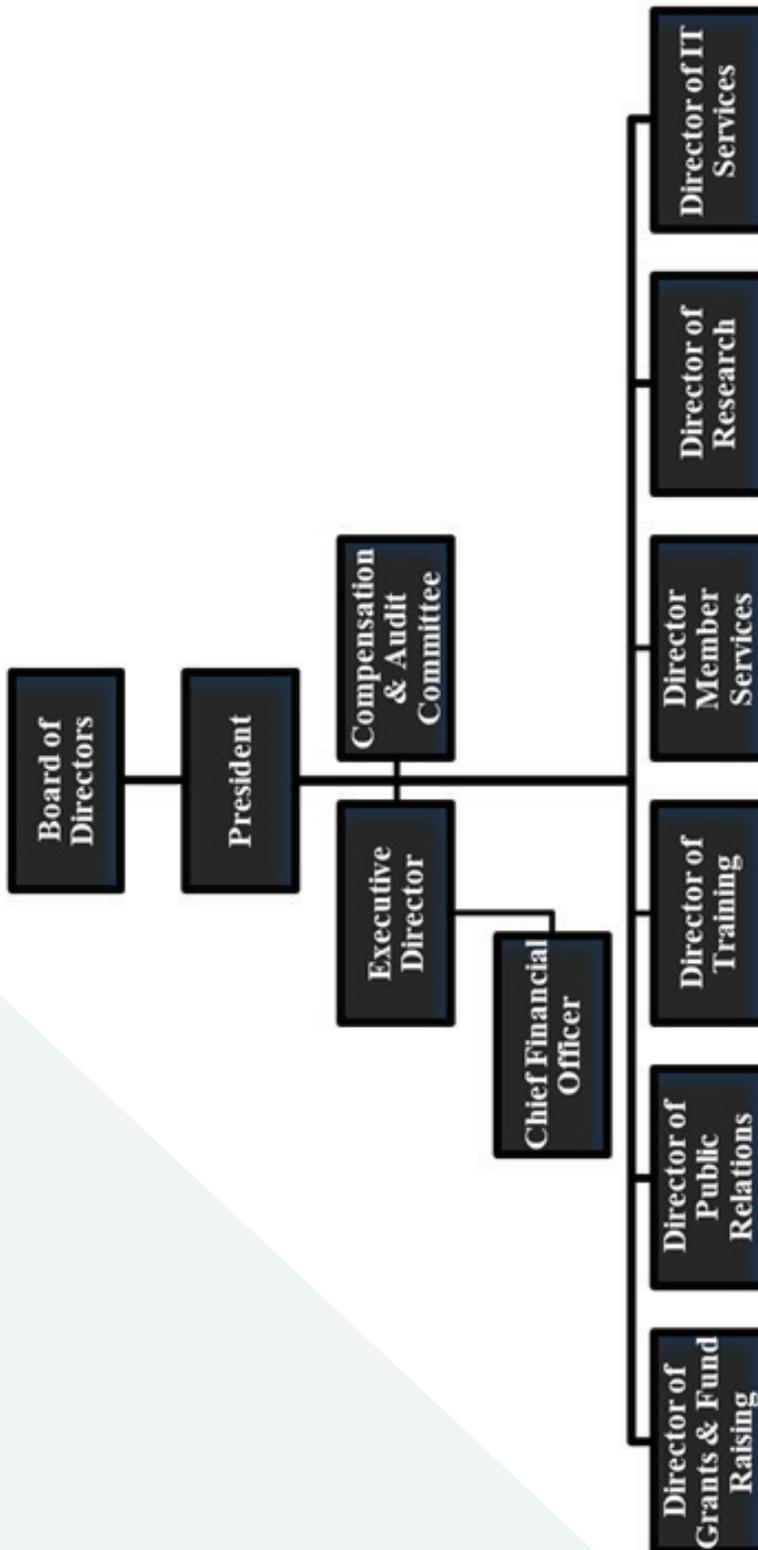
These types of web offerings will ensure a high level of daily web based member activity which will, by necessity, flow to other social media outlets thereby increasing their traffic and ours. UPO will make little or no use of the U.S. mail due to its expense and outdated marketing appeal. Fecteau believes that direct mail has little, if any, advantages over current web and social media-based strategies and technology.

Finally, UPO will recognize and promote all pet products that meet our standards and who receive our certification. UPO will not ever be a critic of organizations, food products or services. It seeks rather to recognize the good players in the industry and not to dwell on poor performers.



# UNITED PET OWNERS (UPO)

## UPO Organizational Chart



# UNITED PET OWNERS (UPO)

## Our PSA/Social Media/Integrated Web Site

UPO plans to take full advantage of current social and commercial internet media trends. As membership grows, we anticipate social media use will lead to more members joining and following UPO.



## Our PSA Approach

In order to properly launch UPO, our web site needs to be up and running and enlivened by powerful Public Service Announcements (PSA's) featuring well-known, pet owning, celebrities. Those PSA's will become a large part of our web site and its integrated social media deployment strategy. Those pet owner celebrities will send a signal that United Pet Owners is important, needed, meaningful, and solid.

**UPO is fortunate to have the services of Mr. David Nakabayashi, the Creative Director of Lucas Films ("Star Wars") who has offered his services and those of his technical team, at no cost, in support of the UPO launch. The PSA's will be regularly inserted into our web site and those of our UPO affiliates, thereby expanding our brand through powerful cooperative site enhancements.**



# Contact

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[www.UnitedPetOwners.com](http://www.UnitedPetOwners.com) (Web Site under construction)

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(Financials available upon request)