

# Marketing Retired Racers

GPA National Convention  
September 8<sup>th</sup> thru 10<sup>th</sup>  
San Diego, CA

# Introduction

Cathy Kiburtz - Show and Tell Event Coordinator  
for GPA OC/GLA

Previously – worked for a major Consulting & CPA  
firm. Specialty in Innovation and process  
improvement in the world of financial processes

My contact information: 626-254-8476 or 626-844-  
9209 [greyhounds@kiburtz.net](mailto:greyhounds@kiburtz.net)

# Presentation Style

- Will be as informal as possible – will cover
  - What GPA OC/GLA has tried and/or uses
  - What is the measure of success
  - What is the general target market
- Open up to discussion - what tried, success, failures & how measure
- Record suggestions and conclusions for distribution to all participants

# Prime Goal

- Start an open forum of what we have **all** tried, what has worked, what has not, and why
- Come up with some new ideas and/or validate some old ones
- Share what comes out of the discussion with all participants

# The GPA OC/GLA Model

- Have aprox. 20 monthly standing S&T at mostly PetCo & PetsMart stores
- Attend home and remodeling shows, pet adoption fairs, parades, school and police events, greyhound gatherings and about anything we get an invited to and have volunteers to staff
- Give adopters business cards to share as they are out and about and encourage them to meet and greet everyone
- Keep an events calendar on the website AND keep it up to date!

Ideas – Successes & not so!

How Do You Measure Success?

What is a Target Market for Greyhounds in your area?