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**Media Contact:**  
**Amanda Leesburg**  
404-687-0400  
Amanda@Leesburgpr.com

## **Business of Pet Writing Conference Set for February 12 in New York City**

*Robin Bennefield of AnimalPlanet.com Signs On as Keynote Speaker*

NEW YORK – January 6, 2011 – The 2011 Business of Pet Writing Conference, hosted by pet expert Charlotte Reed, is excited to announce that Robin Bennefield, Site Director and Executive Producer of AnimalPlanet.com, will be serving as the keynote speaker on February 12, 2011. The keynote address, “Telling the Story: The Human-Pet Connection on TV and Online,” will kick off the one-day intensive pet writing conference held at the Hotel Pennsylvania’s PennTop Ballroom in New York City.

Bennefield has been with AnimalPlanet.com as Site Director and Executive Producer since 2009. She previously held a variety of roles at Animal Planet from 2000 to 2004, growing from associate producer to executive producer. During her first tenure with Animal Planet Bennefield managed the *Crocodile Hunter* site, produced live coverage for *Croc Hunter Live* and produced the *Meet the Pandas* site chronicling the arrival of pandas Mei Xiang and Tian Tian at the National Zoo, as well as the birth of Tai Shan. Her other credits include the *AKC/Eukanuba Dog Show* and *Dragons* websites, both extremely well received by Animal Planet visitors.

In 2004 Bennefield joined the Discovery Channel where she served as an Executive Producer, creating and producing some of the channel’s most successful shows, including *Deadliest Catch*, *Planet Earth* and the 20th Anniversary of *Shark Week*. Her work on *Shark Week* enjoyed popular and critical recognition with Webby and SXSW award nominations for the GPS shark-tracking game, Sharkrunners. As part of Discovery’s Digital Media team as Editorial Director for TLC.com, Bennefield also launched a new TLC Cooking vertical, lifestyle blogs and managing a team that oversaw the popular *Jon & Kate Plus 8*, *19 Kids & Counting* and *Cake Boss* sites.

Since her return to Animal Planet she has expanded their online reach through animal-focused blogs and site partnerships. Her keynote address will incorporate her expertise and extensive experience in creating successful and popular animal-focused media destinations.

The Third Annual Business of Pet Writing Conference will feature expert led seminars and panel discussions headed up by top book marketing and media specialists. Topics include “Better Blogging,” “Building Your Brand with an Internet Radio Show,” “The Art of Column Writing: Insider Secrets,” and more. Participants will also have the opportunity to meet with agents and editors one-on-one for 12-minute sessions. Representatives will be on hand from Adams Media, AKC Gazette/Family Dog, Barron’s Publishing, BowTie Press, Cat Fancy, Dog Fancy, DogTimeMedia.com, DogWise Publishing, John Wiley and Sons, Kennel Club Books, NBC Digital Networks-Petside.com, PawNation.com, Redstone Media Group, St. Martin’s Press, Storey Publishing, TFH Publications, Inc., WebVet.com and ZooToo.com.

Sponsors of the upcoming 2011 Business of Pet Writing Conference include Greenies, The Nutro Company, Hartz, American Animal Hospital Association, American Pet Products Association, BowTie Incorporated, Comfort Zone, Dyson, The Pet Food Institute, and the Dog Writers Association of America.

To register or learn more about the 2011 Business of Pet Writing Conference, visit: [www.petwritingconference.com](http://www.petwritingconference.com).

### *About Charlotte Reed*

*Charlotte Reed, a popular pet care and lifestyle expert, is also a notable entrepreneur. In 1995, she abandoned life on Wall Street as a corporate lawyer to open Two Dogs & A Goat Incorporated, a premiere, full-service pet care provider in New York City. Reed is the founder of The Business of Pet Writing Conference, and recently has created PetCentricAuthors.com, the first internet site dedicated to promoting authors and their pet books. She is the author of "The Miss Fido Manners Complete Book of Dog Etiquette" (Adams Media, 2007). Charlotte is the "First for Women" Pet Solutions columnist and The Pet Socialite blogger for NBC's Petside.com. In 2011, she will release her new magazine, "Canine Culture, Arts and Style." In addition to her writing career, Reed also works as a pet industry consultant. Although many manufacturers have hired her as a spokesperson, she also works with advertising, marketing and social media firms as a pet trend expert, providing a unique understanding of what drives pet consumer behavior. Charlotte is the owner of four dogs, two cats and one parrot. To learn more about Charlotte and her other projects, visit [www.charlottereed.com](http://www.charlottereed.com).*

The Pet Socialite Inc., 362 Broome Street, #20, New York, NY 10013  
Email: [info@petwritingconference.com](mailto:info@petwritingconference.com) | Phone: 212.631.3648 | Fax: 888.492.3452