

## MORE TOP WOMEN

### SHANNON BARNARD

#### *Repeat Orders*

With her sidekick, her beloved English Cocker Spaniel, Rogue, Oregonian Shannon Barnard sews and bakes up a storm – for the sake of pets. She is the owner of K9 Bytes, Inc., the maker of fabric cat and quick-release dog collars, leashes and blankets plus pet treats.

It all began with her discovery of a pattern for pets, she recalls. “When I came across a pattern for fabric dog and cat collars, I knew I had to make some. Then I created a website, and the collars sold!”

In business now for more than a decade, Shannon has been blessed with repeatedly repeated orders. “I feel successful when I get repeat orders from customers, and when a past customer comes up to my booth at a show and says they came just to stock up on dog treats because their dog loves them,” says Shannon.



Contact Shannon Barnard of K9 Bytes, Inc. at 541-632-4059; [Shannon@k9bytes.com](mailto:Shannon@k9bytes.com) or [www.k9bytesgifts.com](http://www.k9bytesgifts.com)



## K9 Bytes, Inc.

Gifts for Pets & Pet Lovers

“Winning in business, to me, is receiving a complimentary email from a customer telling me how much they like their collar, or getting a picture of a customer’s pet sporting its new collar,” she adds.

Making her customers – and their pets -- feel valued has been Shannon’s recipe for success. And she enjoys all she does – for and with pets. She stitches and mixes those products with love.

Always looking to improve her offerings, Shannon says, “Since pet parents are becoming more conscience about what they feed their pets, I continue to search out new recipes and packaging options for dog and cat treats.”

#### *It’s A Family Affair*

Shannon shares that she has a great, supportive family. “When I landed a big drop-ship client, I asked my husband for help,” she explains. “He built me a wonderful fabric cutting table, which helped to streamline my production. Last summer, my mom spent a few days helping me transfer my bins of fabrics onto mini bolts. Now I can see at a glance where each fabric is located.”

Shannon is organized and asks for help – two traits of a leader.

#### *Making And Baking For Causes*

She also has a generous heart. Shannon donates collars and gift certificates to various dog fundraisers throughout the year. She also created a collection of pink breast cancer collars and donates \$1 from each one sold to her local Relay for Life breast cancer awareness and fundraising event.

Then, too, Shannon is promoting autism awareness with her matching collar and leash set made from fabric depicting the colorful puzzle ribbon, a worldwide symbol for autism.

Quiet and a bit reserved at first blush, Shannon surprises with her contagious laugh. She has a zest for life and a love of pets that began with a gray kitten in childhood and widened to include dogs in her adulthood.

Her friends describe her as a caring, fun-loving person. And, they add, Shannon is not afraid to laugh out loud. She spreads joy everywhere, much like pets do.

