



Welcome to the IBPSA Advisory Board



Anna Radle is an experienced pet care professional, business owner, and industry coach with more than two decades of hands-on leadership in animal care operations. She is the owner of Fieldstone Animal Inn, a full-service pet care facility in Maryland that has grown from a small operation into an award-winning, highly respected business known for its commitment to humane care, staff development, and operational excellence.

Anna brings a deep understanding of the real-world challenges faced by independent pet care businesses, having built her company from the ground up with limited resources. She is widely recognized for her creative problem-solving, ability to navigate regulatory and operational constraints, and passion for helping business owners find practical, sustainable solutions that prioritize both animal welfare and financial health.

In addition to running her own facility, Anna works as a coach and consultant to pet care business owners across the country, supporting them in areas such as leadership development, pricing and profitability, team culture, systems implementation, and long-term sustainability. She is a strong advocate for continuing education, collaboration, and elevating professional standards within the industry.

As a board member of the International Boarding and Pet Services Association, Anna is committed to advancing best practices, supporting independent operators, and strengthening the future of the pet care profession through education, innovation, and community.

What is a PEO?



A PEO is a **Professional Employment Organization** that supports small and growing businesses by providing Payroll, Human Resources, Benefits, and Risk Management services. From handling payroll and administering employee benefits to managing HR tasks and reducing risk through compliance and safety programs, PEOs help streamline operations and ensure businesses stay focused on growth.

If you are new to PEOs, or have questions about getting started, you can reach out to our friends at Lone Star PEO at newton@lonestarpeo.com - be sure to let them know you are with IBPSA!

If you've been thinking about changing your PEO, Q1 is still a great time to do so. Lone Star has prepared the following guide to help you with that process.

Guide to Changing your PEO in Q1

Legislative News

AUSTIN, TEXAS - Local Resolution

Proposal would require new dog boarding facilities to install dig guard protection systems along all fence lines for all new facilities, and also consider when it is appropriate to require retrofit of existing facilities.

A public hearing is being held on February 19th at 6:00pm at the Permitting and Development Center located at 6310 Wilhelmina Delco Drive.

You can register to attend [here](#).

The Modern Reservation Strategy: Turning Online Inquiries into High-Trust, High-Value Bookings

Member Webinar: This Wednesday, February 18 at 1:00pm (Central Time)

Many pet parents don't pick up the phone first, but that doesn't mean they don't want to talk!



Lori Davis of Paramount Success Group will break down the modern reservation process and explain why pet parents who will pay more for premium care appreciate personal, consultative conversations about their pets.

You will learn how Reservations Specialists turn online inquiries into highly profitable reservations by building trust, asking the right questions, and guiding pet parents toward higher-value services that increase revenue, elevate the pet's experience, and drive long-term loyalty.

Animal Health Digest

animal health 
DIGEST est. 2015

Emotional marketing, drug testing, winter cat health, wildlife comedy, and more!

The February 12 Digest

IBPSA
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