

BRAINPOWER—CAN YOU SPARE SOME?

We seem to be short on it around here. I feel that there are a lot of readers who know more than just how to raise dogs. Many of you have a profession and dogs are a sideline. NAPO would like to tap that expertise. We envision NAPO as being a 20 million member national organization someday, probably long after I am dead and gone, but maybe you young folks will donate me a plaque. You can find a plaque on E street in San Bernardino Calif. to the McDonald Brothers for the very first McDonalds ever. They never envisioned their little hamburger stand would someday grow into what it is today. I attended high school in San Bernardino. Both of my boys were born in San Bernardino. I have eaten thousands of 15 cent McDonalds hamburgers and I do not own one penny's worth of stock. I then moved to Missouri and I shopped at the one and only Walmart in Arkansas when I needed to go down to Springdale. I do not own any of that stock either. Talk about short on brainpower!!

There are 45 million households that own 85 million dogs. The pet industry is the fourth largest enterprise in the United States, generating 41 Billion dollars in sales annually. GMAC and GEICO are insurance stepchildren of major enterprises in the country. Farm Bureau and AARP sell more insurance than memberships. NRA and many national organizations offer group insurance to their members. We need , among many other things, an expert who would know how to convert this potential market into dollars for their company and for NAPO. Or possibly, NAPO could be the insurance company. Remember who State Farm and Farmers were initially intended for. A reader from Arkansas suggested a form of malpractice insurance for breeders. Well, you know me. I have a dream. When I wake up I may realize that the dream is too large, but right now, don't wake me, help me!

We are open to suggestions from readers on any ideas from other professions that can be converted into programs that will help NAPO, and for that matter The Kennel Spotlight, grow. I envision a magazine that will be published monthly instead of every other month. I want to go to 80 to 100 pages and I want to bring on more salaried experts to make us better for the reader.

Should I call this article "I have a dream, part 3"? My son, Bob, used to envision Do-Bo-Tri Kennels as growing into a conglomerate equal to Walmart or JC Penneys. All it takes is to surround yourself with experts who are willing to take the idea and make it work. If you are a professional grounded in the basics of any related industry that could dovetail it's efforts with NAPO or the Spotlight, let us hear from you! Thanks, Jim Hughes