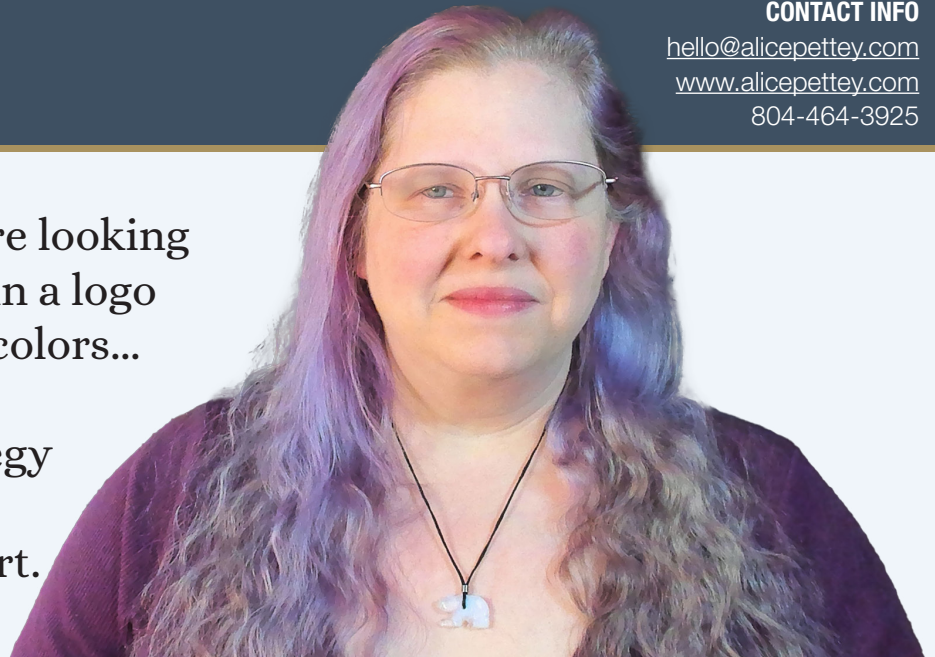


When you are looking for more than a logo and a set of colors...

A true strategy to set your practice apart.



ABOUT ALICE PETTEY

Alice Pettey is a speaker with a unique perspective, shaped by personal trials and a passionate commitment to addressing societal inequalities and system flaws. Having navigated the complexities of raising a child with Smith-Magenis Syndrome (SMS) and enduring the profound loss of her son due to healthcare system failures, Ms. Pettey brings a deeply personal and impactful narrative to her speaking engagements. Her experiences have not only influenced her personal life but also her professional trajectory, dedicating over two decades to the field of branding with a focus on health and wellness. As the founder of Neurotic Dog Studios and founder/editor of *Differentiate Magazine*, she aims to rectify the systemic issues that failed her son, by assisting health and wellness practitioners in developing strong, meaningful brands that stand out and support their communities.

Ms. Pettey's speaking topics are drawn from her life's challenges and triumphs, offering insights into the life of a caregiver for a child with unique needs, the societal failures encountered, and the journey through grief and loss. Despite the hardships, she remembers her son's curious and loving nature, his love for musicals, and his unique way of sharing the world he saw. These memories fuel her mission to make systemic changes through her expertise in branding.

Alice Pettey is a certified brand strategist, whose work spans over twenty years, including the publication of her book "**Branding Your Practice**," where she shares her knowledge with doctors, chiropractors, dentists, therapists, and other professionals. Her approach to branding is educational, aiming to demystify the subject and relate it to human interactions before applying it to business contexts. This methodology fosters a comprehensive understanding and appreciation of critical role branding contributes to a business success.

Ms. Pettey prefers engaging with small to medium-sized audiences, where an open and interactive dialogue is encouraged. Her sessions are not only informative but also invite participants to explore branding in depth, challenging misconceptions and providing practical insights. Her goal is to leave her audience with a clearer vision of how effective branding can transform their businesses and, by extension, improve the health and wellness landscape.

For those interested in having Alice Pettey speak at their event, she can be contacted through Neurotic Dog Studios. Her wealth of experience, coupled with her compelling personal story, makes her an inspiring speaker capable of bringing both enlightenment and change to her audiences.

SPEAKING ENGAGEMENTS

To book Alice to speak at your next event, please contact her at Neurotic Dog Studios at hello@neuroticdogstudios.com or 804-464-3925

SPEAKING TOPICS TO ENGAGE YOUR AUDIENCE

- Mourning in America
- Caregivers – The unseen
- Special Needs Advocacy
- Failures of our Social Service Systems
- Raising a Smith-Magenis Child
- Depression is not a 4 letter word
- Discovering My Passion through Loss
- What is Branding?
- Branding for Health & Wellness Practices

If you would like me to speak on a topic that you don't see listed please reach out. I'll be happy to discuss if the topic you have in mind is something that I feel I can competently speak about.

AVAILABLE SERVICES

Neurotic Dog Studios is a branding agency focused on Health & Wellness practitioners.

Our signature services are:

- Brand My Practice
- Elite Authorship Engine which is made up of the

Differentiate Magazine is a free quarterly publication focused on helping heal and wellness practice owners brand and grow their practices.



A PERSONAL MESSAGE

I'm Alice and life has thrown a few curve-balls my way. Things that have made me grow stronger, discover the inequalities in our society, the flaws in the systems and find a passion to speak out and shine a light into the shadows.

Personal Experience

The speaking topics you see listed on this page are deeply personal. They stem from years of experience. I raised a child with Smith-Magenis Syndrome (SMS), only to have him pass away at 18, by what I can only see as a failure in our health care system.

A Child with SMS

Raising a child with SMS is quite a bit different from raising a neuro-typical and developmentally-typical child. And having three children, I have raised both types. Although, all children are vastly different and lumping them together under an umbrella term really does no one any good.

Life with my youngest was definitely an adventure. From the lack of successful potty training, to inverted circadian rhythms, and self-injurious behaviors it made every day into it's only little warfare. I hate using that term, but it was kind of like we had a sleeper agent. He was happy, content and then he wasn't.

Sleeper Agent

There were no identifiable reasons... just... an outburst, an attack, destruction. Then it was over. And, back to happy... content... signing sorry mom. Until the next time. A ticking time bomb... no timer, no visible fuse, no predictability other than it would go off, but the when & how was a mystery.

A physical attack, property destruction, launching projectiles, biological agents... it could be any of these, or all of them. And the constant unanswerable question... what causes him to do this?? Damned if I know. That's why we went to the specialist – to GET the answers, not to keep being asked to GIVE them.

Societal Failures

Life with him exposed failures in: our social service systems, the constant need of advocacy and the truly unseen societal position of caregivers.

Now, I don't want you to think life was always an attack... it wasn't, you just didn't know when it would be. He was funny, he loved to

watch musicals with his sister & he found the strangest things on YouTube that he loved to share with us. He could figure out how to take EVERYTHING apart... only wish he could have put things back together.

A Loving Child

He was very curious, very loving. Loved to sing – even though he didn't really talk, he would belt out a song. I miss that. He died the day after he was supposed to have had dental work at the local hospital (and they refused to assist us in getting him in) after a 5 month wait for a dental abscess. He died of heart failure. I've worked with too many dentists not to know untreated abscessed can result in heart failure. That is what killed my son.



Loss

With his loss, I've learned the depth of grief, depression, and mourning. I've also discovered the obliviousness of the uninitiated. The callousness of their statements and harshness of general societies expectations. This only drives those in mourning deeper into their grief and depression – it needs to change.

In the two years that followed my son's death, we lost my father-in-law and then my father. As you can only truly process one loss at a time, I've jokingly told my therapist that I have dead people cuing up in line as I'm still working through the loss of my son. I've told the rest of the family they are forbidden from dying... not that the men have listened so far.

Career Experience

As for speaking on branding – It's been my life's work but my focus is because of my son. I focus on health and wellness to try and fix the systems that failed him. He never liked his mom angry and the choice was anger or to try and help, I followed my son's spirit and try to make the system better so that others may not lose their loved ones through the cracks of a systems that just doesn't value them.

My expertise in branding comes from over two decades practicing in the fields, the publication of my book **Branding Your Practice**, and providing services to countless doctors, chiropractors, dentists, therapists, and other professionals over the years.

For more information about my experience please visit Neurotic Dog Studios.

CONTRACTING/CONSULTING

If you're a business that helps people & their communities, we invite you to reach out to Neurotic Dog Studios to find out how we can help support your mission.

FREE CONSULTATION

Looking to discover the foundational purpose behind your organizations brand?



Schedule a Free Consultation today and receive a free digital copy of **Branding Your Practice**.

To Schedule your appointment online visit: zcal.co/meetNDS or Call 804-464-3925.

"It has been my pleasure to deal with Alice Pettey in creating custom newsletters. She has answered every question and concern fully and completely for me. With each newsletter from Alice, I received everything I wanted – terrific representation with an interesting, varied and timely newsletter for our clients! If you are looking for a branding and strategic design consultant who is truly responsive and creative, you will surely want to work with [Neurotic Dog Studios] Alice Pettey!"

Nancy Anglis, LDH
Practice Manager,
Leonard F. Anglis, LDH

It is without reservation that I can highly recommend Alice Pettey [Neurotic Dog Studios] for anyone looking for an amazing graphic design, branding, and logo creation professional. I have had the good fortune of working with Alice and she has ALWAYS created beautiful work, in an extremely efficient manner and responded to every request even when we were under a severe time crunch. She is truly an incredibly talented creative who helps turn my vision into reality.

Todd M. Villarrubia
Founder, Fountainhead Global,
Fountainhead Development Partners