



Quarterly Newsletter

May 2025

Hello Ginger & Nash Community,

We kicked off 2025 with heart and purpose at the VMX Festival of the Hearts in Orlando, FL! It was a joy to reconnect with our veterinary colleagues, meet inspiring new faces, and feel the energy of this incredible community. Events like these remind us why we do what we do—and just how much passion, dedication, and fun this industry holds.

So far this year, we've focused on three key priorities: hiring, marketing, and building our prototype. We're making meaningful progress on all fronts, driven by our mission to deliver veterinary services to the places where pet owners live, work and play. It's been inspiring to bring this vision more fully to life.

Team/Hiring

Dr. Crista Wallis

A key focus was bringing on a veterinary advisor to build out our Ginger & Nash executive leadership and industry expertise. We are excited to welcome Dr. Crista Wallis to the team. Dr. Crista is a practice owner in Kansas City as well as a Veterinary Telemedicine Consultant and author of "Beyond the Clinic Walls". She brings a passion for innovation in the industry and a deep care for veterinary professionals.

"What drew me to Ginger & Nash is their commitment to wellness—not just for the pets we serve, but for the veterinarians who care for them. After more than two decades in this profession, I know firsthand how critical it is to support the mental, emotional, and professional wellbeing of veterinary teams. Ginger & Nash is taking a thoughtful, holistic, and refreshingly innovative approach to changing the industry. I'm honored to mentor and support this woman-owned business as it builds a more sustainable and compassionate future for veterinary care."

~Dr. Crista Wallis



More great additions coming soon!

We're in the final stages of welcoming our first relief veterinarian and vet tech to the Ginger & Nash team and look forward to officially announcing them soon. Here's a little teaser. This team combines years of experience with a whole-picture approach to care and passion for in-home visits - something they have both practiced - they bring open-minded, integrative perspectives that align beautifully with our mission.

Marketing

Branding

A strong brand and website are essential—they establish credibility, clarify who we are, and build trust from the first interaction. For Ginger & Nash, this foundation will help pet owners and veterinary partners discover us, understand our services, and begin to trust a care model that meets them where they are.

As we've evolved, we realized "Mobile Vet. Happy Pet" no longer fully captured who we are. Our updated slogan—"Home Vet. Happy Pet."—better reflects what we do - we are going in to serve our patients in their homes, not a mobile clinic or van pulling up in their driveway. This better aligns with our mission and gives us room to grow while staying true to our values.



Our website will be a critical part of how we go to market, so we knew it needed to be a true reflection of who we are. To bring our vision to life, we partnered with the fantastic team at Blueprints Veterinary Marketing Group—a women-owned, vet-led agency—to shape our story and build our site. Like so many of the relationships we’ve built since launching Ginger & Nash, our partnership with Blueprints has been warm, thoughtful, and energizing. We’re thrilled to collaborate with such strong thought partners who are as invested in our growth as we are. Stay tuned for our new website coming soon!

Events

VMX Florida – We kicked off the year in Florida with thousands of our industry peers, and once again, it proved to be a worthwhile endeavor. Over four days, our team connected with new and familiar faces, expanding our network and exploring ways to collaborate and enhance our businesses. We met marketing experts, recruitment and staffing professionals, and potential partners in pet insurance, pet products, and a relief vet association. Unlike last year, when we attended incognito while developing our model, this time we showed up as a known brand. We held intentional meetings with thought leaders—many of whom have become friends—and spent meaningful time together as a team, sharing takeaways from sessions and refining our approach. What a difference a year makes.



Ready Vet Go Happy Hour at Western Vet – A few weeks later, Leigh and Sarah jetted off to Las Vegas to join a networking event in support of our great friend, Dr. Dani Rabwin, CEO and Founder of Ready Vet Go, a mentorship organization for new DVM’s. It was a quick trip but proved incredibly worthwhile as a new animal hospital partnership was uncovered! Turns out what happens in Vegas doesn’t have to stay in Vegas.



Diamonds in Ruff Sponsorship- Ginger & Nash was proud to sponsor of the 13th Annual Diamonds in the Ruff fundraiser in support of Freedom Service Dogs. Leigh and her husband Mark have been supporters of this event and organization for many years. Freedom Service Dogs is an amazing organization that trains and supports the highest caliber dog assistants for individuals with disabilities. We are extremely proud to be able to offer support for this inspiring organization. Thank you to our partners who were able to share the joy in this event. **“You make us wag!”**



Prototype

Our focus on hiring and marketing efforts help us create a strong foundation layer and set us up to prototype this summer with animal practices, dog-friendly businesses and apartment complexes. We are already in discussion with several animal hospitals in the Denver area, and animal practices in the Orange County, CA area have also expressed interest.

As we shared in December, while our vision remains the same, we remain flexible in our path to market. We are beginning our prototyping by offering our services while we build out our web app offering connecting to a broader network of animal health partners (insurance, telehealth, etc.). We are making great momentum in our services-first prototype approach and continue to iterate and refine our web-app approach based on our deepened experience and industry conversations.

Next Steps and Where You Can Help

Our focus going into the next quarter will stay the same as we finalize details on our hiring, marketing and prototype build out. As we continue this momentum, we are seeking more prototype partners and practices.

We are so grateful for the introductions and connections you all have made and welcome conversations at any time. Specifically, we're interested in introductions to dog-friendly business offices or apartment complexes to further expand our services prototype model.

Thank You!

We couldn't do this without all of you! Thank you for your partnership, the connections you've helped us make and for your experience in helping up build Ginger & Nash. Please continue to share your thoughts, ideas, questions or comments with us. It helps us continue to grow and evolve. We look forward to share more of our progress with you next quarter.

Sincerely,

The Ginger & Nash team

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