



Pet Builders

The Entrepreneur's Network

THE MAGAZINE FOR
ENTREPRENEURS

AN INSPIRATION FOR PETS AND WOMEN

Meet Gayle Martz,
the woman
That revolutionized
an entire industry
with determination
and the SHERPA
bag. Page 14



GAYLE MARTZ



THE REVOLUTION OF AN INDUSTRY

It's a cool summer evening and you are impatiently waiting for your Uber driver to approve your credit card payment so he can smash the small button under his steering wheel and release the latch that will open his small trunk where all of your luggage is tightly stuffed.

Before you exit the car and make your way to the truck you wrap your right arm around your SHERPA bag and make a few "kissy" faces at your best friend, Miles. Miles is a small but full grown Pomeranian that you have known and loved for 3 years and your love for him grows stronger each day.

You grab your bags and make it through the TSA check point and find your assigned seat on the plane. Miles looks at you and you can see the happiness on his face as you place his SHERPA bag under the seat and take off to visit your aunt Nancy in Orlando, FL.

If you have ever traveled with your cat or dog on a commercial airline, then you should be very well familiar with the avid pet advocate known as Gayle Martz.

In an era where female founders and entrepreneurs were few, Gayle, then a flight attendant, took an offensive stance in a seemingly uphill battle with the intention to change the hearts and minds of an entire industry. She did indeed succeed.

Adversity has been a situation that Gayle has become comfortable and highly operational in. In her new book, *IT'S IN THE BAG, Pet Travel From Revolution to Evolution*, Gayle goes into detailed accounts of the plights that she faced as an out-of work flight attendant barely coping with the death of her fiancé, several weeks before her scheduled wedding day. Short after she would face eviction. She would find the companion that she yearned for, Lhasa Apso, SHERPA.

Armed with her love of her best friend, determination and her extensive knowledge of the obstacles of traveling with a pet, she set out to revolutionize an entire industry.

Most people know Gayle Martz for her creation, the SHERPA bag but they are unaware of her fearless fight against the airline industry in order to change laws and rules that would allow the travel of pets in the cabin of the airborne passenger carriers.

We were able to catch up with Gayle for one of our most amazing interviews to date. So many golden nuggets of insight and knowledge were shared in our brief 21 minute interview. Nevertheless, in 21 minutes I believe that I gained a lifetime's worth of critical knowledge while listening to Gayle's breathtaking story of tragedy, adversity and triumph.

I logged onto Zoom meetings approximately 2 minutes before our scheduled interview time. To my surprise Gayle was already waiting in the lobby and ready to go.

I immediately clicked the "admit" button and let her into the room.

She threw her hands in the air and shouted "RJ! How are you doing today!"

It was the first time we had ever met but her tone and mannerisms were warm and comforting. Even though she is such an accomplished and well-known figure, she was so open and easy to speak with.

We began with a quick introduction on both ends and then we went straight into the interview. Like most Net Builder's interviews, it quickly turned into a fluid and unrehearsed conversation that even further softened the mood.

I invite you to check out this interview in it's entirety by visiting:

<https://www.netbuilders360.com>

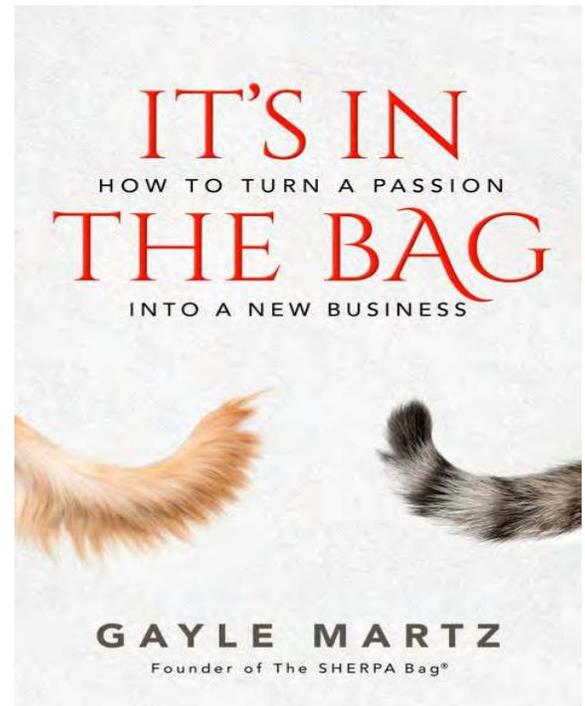
Or

<https://www.youtube.com/watch?v=eYelSekAT94&t=1249s>

Check our Gayle Martz new Book

It's In The Bag: How to turn a passion into a new business

<https://www.amazon.com/Its-Bag-Revolution-Pet-Travel-ebook/dp/B08WCPJNXQ>



From the Net Builder Staff

Dear Gayle,

Thank you so much for joining us on Net Builders.

With your kind soul, fearlessness and endless knowledge, I know that you have strengthened our audience's ability to define the problem in their business and attack it relentlessly. Your experiences were yours but you found it in your heart to share them with us and that is something that we could never repay you for.

Please continue to be an spokes person for animals everywhere and an example for women all around the world who may have had an idea but thought the battle not worth fighting.

Sincerely,

RJ Stewart