

Tree Family Party Piggies (Established)

Maribeth Lacy, Owner
Tree Family Party Piggies
treefamilyparty-piggies.com
Phone: (814) 795-9358
Cochrannton, PA
Crawford County

Industry:
Pet Therapy

Year Founded:
Year

Consultant:
Shane Foster

SBDC Assistance:
Growth Planning
Management Consulting
Marketing Assistance

Additional Partners:

PENNSYLVANIA



**Small Business
Development Centers
Gannon University**

Gannon University SBDC
900 State Street, Suite 100
Erie, PA 16501
814.871.7232
gannonsbdc@gannon.edu
pasbdc.org/gannon

Special Interest Group:
Rural Development
Women-Owned

Client Impact Stat:
Include one impact data



Spreading Joy, One Pig at a Time: How Tree Family Party Piggies Brings Smiles to Nursing Homes

In Cochrannton, Pennsylvania, Tree Family Party Piggies began with Maribeth Lacy's vision of spreading joy through a unique business venture. With a background in event planning and several successful businesses under her belt, Maribeth combined her entrepreneurial skills with her love for animals to create a service that brings miniature pigs to nursing homes and senior care facilities. These visits provide companionship, laughter, and comfort to residents, many of whom rarely experience such moments of delight.

As an experienced event planner, Maribeth understood the importance of creating memorable experiences, and her work with high-risk populations—including the elderly—gave her insight into how impactful these interactions could be. Her prior experience as a paramedic, church volunteer, and caregiver positioned her well to bring this idea to life, knowing the therapeutic benefits that animals can provide.

However, like many entrepreneurs, Maribeth faced challenges in scaling her business and reaching a broader audience. That's when she connected with Shane Foster, Senior Business Consultant from Gannon SBDC, who provided critical support. Together, they developed an outbound marketing strategy and worked on creating content that effectively communicated the heart of her business. With Shane's guidance, Maribeth's marketing efforts led to a viral social media video that garnered nine million views, leading to a surge in interest and inquiries.

Thanks to her collaboration with Shane, Tree Family Party Piggies has seen steady growth, expanding its services to more nursing homes and senior facilities across the region. Maribeth's business continues to thrive, spreading joy and creating lasting connections with communities in need.