

Liz Illg: Majored in interdisciplinary studies

Liz Illg works at her store, Puff & Fluff Grooming and Pet Sitting, along with her Chihuahua, Rosie. After graduating from ASU, she pursued an advanced degree before deciding to combine her passion for animals and her entrepreneurial spirit.

Ronald J. Hansen, The Republic | azcentral.com 11:12 p.m. MST May 3, 2014



(Photo: Charlie Leight/The Republic)

SHARE

1
CONNECT

<https://twitter.com/intent/tweet?url=http://azc.cc/1q2GXVi&text=Liz%20Illg:%20Majored%20>

5
TWEET

Even as a young girl growing up on an Iowa farm, Liz Illg had big ideas.

With help from her mother, she created an edible bowl made of buffalo meat for dogs. In the age before ubiquitous cellphones and GPS, she traced Iowa's roads in glow-in-the-dark ink to create a map for night navigation.

"I've always had an entrepreneurial spirit," Illg said, sitting in Puff and Fluff, the pet grooming and sitting service she owns in north-central Phoenix.

Illg, 27, followed her older sister to Arizona State University and graduated in 2009 with a degree in interdisciplinary studies. Though the economy was crumbling at the time, Illg felt insulated.

"I don't think I knew how bad it was yet," she said. "I had worked full time throughout (college) and I already had a good job. ... I didn't know where I was headed, but I knew I was in a good place."

She got a master's degree in educational leadership from Northern Arizona University in 2012 and worked in sales and marketing briefly afterward. Throughout that time, she maintained the small pet-sitting service she had started in 2005.

In late 2012, Illg helped a friend manage a shop for a day and it awakened her desire to run her own business.

"I've always wanted to be out on my own," she said. Buying an established pet-grooming business allowed her to combine the pet-sitting she was already doing and make a living around animals, a lifelong passion of hers.

Since then, Illg has expanded Puff and Fluff and added three employees to the two she already had.

Illg said she's happy, busy and already wondering about what comes next for her.

"I might be inventing something, who knows? My mind is always going."

SHARE

1
CONNECT

5

TWEET

(<https://twitter.com/intent/tweet?url=http://azc.cc/1q2GXVi&text=Liz%20Illg%20Majored%20in%20interdisciplinary%20studies&>



Submit

MORE STORIES



Target CEO out as data breach fallout goes on

[\(/story/money/business/2014/05/05/target-ceo-steps-down/8713847/\)](/story/money/business/2014/05/05/target-ceo-steps-down/8713847/)

[\(/story/money/business/2014/05/05/target-ceo-steps-down/8713847/\)](/story/money/business/2014/05/05/target-ceo-steps-down/8713847/)

May 5, 2014, 8:10 a.m.



Ousted Target CEO could collect \$55M-plus

[\(/story/money/business/2014/05/05/ousted-target-ceo-to-collect-millions/8719471/\)](/story/money/business/2014/05/05/ousted-target-ceo-to-collect-millions/8719471/)

[\(/story/money/business/2014/05/05/ousted-target-ceo-to-collect-millions/8719471/\)](/story/money/business/2014/05/05/ousted-target-ceo-to-collect-millions/8719471/)

[\(/story/money/business/2014/05/05/ousted-target-ceo-to-collect-millions/8719471/\)](/story/money/business/2014/05/05/ousted-target-ceo-to-collect-millions/8719471/)