



## FOR IMMEDIATE RELEASE

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### PIJAC BOARD FOCUSES ON SUSTAINABLE FUNDING AND LEADERSHIP

In accordance with its 2010-2012 Strategic Plan, The Pet Industry Joint Advisory Council (PIJAC) Board of Directors is developing a strategic Fundraising Plan. At its July 21<sup>st</sup> meeting of the Board of Directors, presentations and discussions placed emphasis on sustainable funding models and opportunities.

“PIJAC is committed to becoming a self-sustaining organization in the near-term,” said Jim Heim, Chair of the PIJAC Board of Directors. “We are exploring opportunities for improving membership-based income streams as well as thinking out of the box – looking at innovative means of generating resources through approaches not commonly used in this industry.”

The PIJAC Board intends to share the Fundraising Plan’s conceptual framework with the boards of its Member trade associations in early September. Plan details will be worked out in cooperation with appropriate partners over the course of the next year. The Plan will then become a “living document,” which is updated and expanded as necessary.

Staff reports presented during the Board of Directors meeting highlighted additional accomplishments – both recent and impending. For example, in mid-July PIJAC published its first electronic newsletter, *The PIJAC E-News*, which provides bi-weekly updates on PIJAC activities and accolades; PIJAC has been highly visible in its fight against a proposed San Francisco ordinance to ban the sale of pets in pet stores; and, project websites are soon to be launched for the *Bd-Free* ‘Phibs campaign and Invasive Species Pet Pathway Toolkit. For more information on these initiatives, please see [www.pijac.org](http://www.pijac.org).

Following the Board of Directors meeting, PIJAC held a “roast” for Mr. Marshall Meyers, one of the organization’s founders and long-time, ardent industry supporters. In May of this year, Meyers stepped down from his role as PIJAC’s CEO to become a Senior Advisor to the organization. Recently he’s led the fight in New Mexico against legislation that would prohibit the sale of a wide range of non-native species in the pet trade and he’s continuing to work at the Federal level to address issues related to Lacey Act revision and invasive species listings.

Bern Levine, an original PIJAC Member, said of Meyers, “I first met Marshall in the early ‘70s. Since that time the name that consistently comes to the forefront when people discuss the success of the pet industry is Marshall Meyers. He’s an institution unto himself. We wouldn’t be here without him.”

## PET INDUSTRY JOINT ADVISORY COUNCIL

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Patty Backer, President/Publisher of H.H. Backer Associates, enthusiastically added, "I have known Marshall since I was 13. He knew my parents quite well, back in the day. He took me under his wing when I entered the pet industry in 1994 and treated me as family. I feel very fortunate to know him. I think people underestimate the importance of PIJAC, after all, it's PIJAC that keeps the industry protected. Pets clearly make people better. I toast Marshall for his endless dedication to this industry that I have grown to love, as well as his quick wit, dry humor and dramatic flair!"

PIJAC membership is open to all segments of the pet industry, as well as individual pet owners. For information on how you can join, please contact Nancy Knutson, Director of Member Services, at [members@pijac.org](mailto:members@pijac.org).

For more information on PIJAC, please visit: [www.pijac.org](http://www.pijac.org).

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