



**PET INDUSTRY JOINT
ADVISORY COUNCIL**

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FOR IMMEDIATE RELEASE

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**PIJAC HIRES NEW VICE PRESIDENT OF MARKETING AND
COMMUNICATIONS**

On March 28th, the Pet Industry Joint Advisory Council (PIJAC) welcomed Cathy Calliotte as its new Vice President of Marketing and Communications. Cathy comes to PIJAC with more than 15 years of marketing and communications experience in the fields of education and publishing. She brings extensive experience partnering with retail outlets, distributors, and manufacturers.



“PIJAC is fortunate to have someone of Cathy’s caliber join our industry and the staff at PIJAC. She will round out the capabilities of our staff so that we can provide the full range of services that our members and the pet industry expect,” said Mike Canning, PIJAC’s President and CEO. “Her energy and outreach abilities are a terrific addition to PIJAC as she will help educate our members about the high level of industry protection PIJAC provides,” he added.

“As a pet owner, the opportunity to work with the pet industry and the PIJAC team is exciting,” says Ms. Calliotte. “I am looking forward to serving the industry, communicating vital information to the industry and public, and supporting the work of our members.”

Over the next several months, Cathy will be working closely with the PIJAC team to organize industry education outreach, coordinate roundtables of independent retailers, and enhance membership communication and development. Cathy will be attending the upcoming H. H. Backer Pet Industry Spring Tradeshow & Educational Conference in Atlantic City, New Jersey. “I’m looking forward to getting to know the members and the industry,” says Ms. Calliotte.

Cathy Calliotte can be reached at cathy@pijac.org or 202-452-1525 x 107.

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PIJAC’s mission is to promote responsible pet ownership and animal welfare, foster environmental stewardship, and ensure the availability of pets.

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.

For more information on PIJAC, please visit: www.pijac.org.