



**PET INDUSTRY JOINT
ADVISORY COUNCIL**
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18 November 2009

Dear Valued Member of the Pet Industry:

For the last 40 years, the Pet Industry Joint Advisory Council (PIJAC) has effectively served as the credible, unified voice of the pet industry on live animal issues. Its explicit mission is to promote responsible pet ownership and animal welfare, foster environmental stewardship, and ensure the availability of pets. PIJAC is an independent, nonprofit organization comprised of Members who care about pets and the pet industry.

PIJAC has made a number of strategic changes that will further strengthen its capacity to protect the pet industry against misguided legislation, secure highly qualified leadership, broaden its membership base, and ensure financial sustainability. For example, PIJAC has promoted Dr. Jamie K. Reaser to serve as Vice President of Environmental Policy and Communication and attorney Mr. Michael Maddox as Vice President of Government Affairs and General Counsel. Both have worked with/or for PIJAC for more than a decade, hold highly respected credentials on live animal issues, and are well-networked with government officials and influential coalitions.

PIJAC has also launched its first membership campaign for individual pet owners. The “Don’t Mess with My PetTM” campaign educates the public on the growing number of legislative threats to pet ownership and enables individuals to become PIJAC Members. We are confident that these new Members will play an important role in our legislative efforts to protect responsible pet ownership. Please visit: www.dontmesswithmypet.org.

To the benefit of the entire industry, PIJAC will continue to strengthen and expand its relationship with pet trade associations, as well as other highly influential members of the industry, that share in its vision and mission. These strategic alliances will position PIJAC to build upon its success (see attachment) and the strong foundation of support that it has received from its membership over the last four decades.

PIJAC intends to adopt an updated Strategic Plan at its February 2010 Board meeting. In addition to expanding its world-renowned government affairs and education programs, the industry can expect PIJAC to place increasing emphasis on membership campaigns, non-dues income programs, and pet owner outreach. PIJAC’s greatest asset is its highly experienced and dedicated staff. Collectively the team has more than 100 years of experience in addressing complex legislative and regulatory issues, as well as expertise in biology, animal care, communications, and marketing. PIJAC’s Strategic Plan will capitalize on this irreplaceable industry resource.

PIJAC thanks its existing Members for their ongoing support and invites them to help us encourage and engage new members. Please contact us at members@pijac.org to find out how we can maximize your support. PIJAC wishes the pet industry a highly successful 2010.

Sincerely,

A handwritten signature in black ink that reads "Frank L Koch". The signature is written in a cursive, flowing style.

Frank Koch
Chairman
PIJAC Board of Directors

Examples of PIJAC's Recent Legislative Successes

PIJAC's expertise on live animal legislative and regulatory issues is unmatched and irreplaceable.

- *Screened:** 21,367 pet industry related bills and proposed regulations (Jan-Nov, 2009)
- *Tracked:** 1,475 particularly risky bills and proposed regulations (Jan-Nov, 2009)
- *Enacted:** California Pet Store Animal Care Act, co-authored by PIJAC
 - Took 2 years, and more than \$250,000!
- *Defeated:** U.S. Congress, Pet Animal Welfare Statute (PAWS)
- *Defeated:** Maryland, House Bill Restricting the sale of ferrets
- *Defeated:** West Virginia, Exotic Animal Control/Ban
 - It would have banned any animal considered non-native!
- *Defeated:** New Jersey, Pet Store Fee Increase
 - It would have increased fees by 5000%!
- *Enacted:** California Unweaned Bird Act
 - Written with PIJAC's expert input; includes requirement for pet store employees to be PIJAC certified.
- *Enacted:** Texas, Florida, and Iowa permit systems for inherently dangerous reptiles
- *Defeated:** Federal proposal to ban importation of marine fish
- *Sidelined:** Bill that could have prohibited nearly every type of animal in the pet trade