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ALISON STERN JOINS PET ADVOCACY NETWORK AS NEW DIRECTOR OF MEMBERSHIP

ALEXANDRIA, VA – May 24, 2022 – The Pet Advocacy Network, the advocacy voice of the responsible pet care community, has hired Alison Stern as its new Director of Membership. Stern will build on her previous membership service expertise to develop and implement comprehensive member recruitment, engagement, and retention programs, as well as managing all aspects of membership service.

"Alison's background, which includes spearheading successful member engagement initiatives and supporting record-setting recruitment and retention programs for a national trade association, makes her a valuable addition to our organization," said Pet Advocacy Network Vice President of Communications and Membership Gwyn Donohue. "Her expertise will be essential as we design strategies to attract new members from throughout the pet care sector."

Stern was formerly the Manager of Membership and Administration at the Interlocking Concrete Pavement Institute (ICPI), where she led the member service program and was key in the development and implementation of programs targeted at recruiting and maintaining members. Before that, she was responsible for database and membership services for the Society of Industrial and Office Realtors (SIOR).

"As a lifelong animal lover, I am thrilled to join the Pet Advocacy Network team," Stern said. "I'm looking forward to putting my data-analysis skills to work to assess current and historical membership information and develop and implement dynamic and relevant recruitment and retention strategies."

At Pet Advocacy Network, Stern will also be responsible for making system and process improvements to enhance the overall member experience and reduce database tracking and reporting functionality inefficiencies.

"We are excited to work with Alison to grow our membership base, and ultimately advance our impact by engaging more of the responsible pet care community to advocate with us on behalf of pet well-being, responsible pet ownership and the value of the human-animal bond," said Pet Advocacy Network President and CEO Mike Bober.

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About Pet Advocacy Network

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The **Pet Advocacy Network**, formerly known as the Pet Industry Joint Advisory Council (PIJAC), connects the experience and expertise of the responsible pet care community to lawmakers and governing bodies, advocating for legislative and regulatory priorities at the local, state, federal and international levels. Since 1971, the organization has worked to promote animal well-being and responsible pet ownership, foster environmental stewardship, and ensure access to healthy pets, including small animals, cats, dogs, fish, reptiles and birds. Pet Advocacy Network members include retailers, companion animal suppliers, manufacturers, wholesale distributors, manufacturers' representatives, pet hobbyists, and other trade organizations.

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