



**PET INDUSTRY JOINT  
ADVISORY COUNCIL**

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**NEWS RELEASE**

***FOR IMMEDIATE RELEASE***

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**PIJAC Science Advisor Named to *Newsweek* Advisory Committee**

Dr. Jamie K. Reaser, The Pet Industry Joint Advisory Council's Senior Science and Policy Advisor has been named to *Newsweek* magazine's Global Environment and Leadership Advisory Committee. Other committee members include such distinguished individuals as Mr. William A. Swope, Vice President/Director Corporate Affairs Group, Intel; Dr. James Hansen, Director of NASA Goddard Institute for Space Studies; The Honorable Ross C. "Rocky" Anderson, Mayor of Salt Lake City, Utah; and Michael Crow, President of Arizona State University.

*Newsweek's* Global Leadership and Advisory Committee is providing input into a year-long series of articles focused on innovative U.S. leadership on environmental issues. The series was launched with an April 16<sup>th</sup> magazine cover depicting Governor Arnold Schwarzenegger balancing the Earth on one finger and a quote stating, "Save the Planet – Or Else."

During an April 11<sup>th</sup> conference held by *Newsweek*, the Advisory Committee members had the opportunity to meet with Governor Schwarzenegger and discuss his vision for advancing environmental policies and programs in California.

"He firmly believes that long-term economic growth must be supported by policies that secure abundant natural resources," said Dr. Reaser. "In his view, a healthy economy and healthy environment go hand-in-hand, and in California he has led the charge for the government and business leaders to demonstrate how environmental protection can make for good, if not highly profitable, business."

"I can see many opportunities within the pet industry for business leaders to implement strategies based on 'environment and economy' thinking, as opposed to 'income at the expense of the environment' approaches. As gas prices continue to rise and the public grows more concerned about 'green issues,' including pet health, it is highly likely that those innovators will become and remain the market leaders," she added.

Dr. Reaser received her doctorate in Biology from Stanford University and is also a highly-certified leader in the field of communication psychology known as Neuro-linguistic Programming (NLP), for which she received the NLP World Community Award in 2005. Prior to joining PIJAC, Dr. Reaser served as the Executive Director for the inter-governmental Global Invasive Species Programme, Assistant Director of the federal National Invasive Species Council, Biodiversity and Foreign Affairs Officer for the U.S. Department of State, and held a number of professional positions and appointments with the Smithsonian Institution. She is also founder and director of a non-profit organization, Ecos Systems Institute, which focuses on environmental issues interfacing the fields of biology and psychology. PIJAC's consumer-oriented *Habitattitude*<sup>TM</sup> campaign benefits from her expertise in this regard. Dr. Reaser has also been appointed to represent PIJAC on the U.S. Invasive Species Advisory Committee.

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