PET INDUSTRY NEWS

To assist you with any approach to Pet Industry News here is a description of our staff's job profiles to make communication more effective. It will also introduce the people you may sometimes speak to at the end of the telephone line.

Bob Croucher

has been publisher of Pet Industry News since its inception in 1991. He has been in the pet industry for almost 30 years with experience in wholesale, retail and for 26 years as publisher of this magazine. Bob has been involved in many PIAA projects. Contact Bob for your advertising needs. Bob's direct email address is:
bob@petnews.com.au

Sandra Totaro

is the designer of Pet Industry News. She has been in the graphic and web design industry for over 20 years. Her role is the design of the magazine as well as designing and laying up of advertising for clients. If you would like her to design your ads please contact her at
sandraddesigns@gmail.com

Rachael Pilley

has been involved in the Pet Industry for over 12 years, firstly at a retail level and then as marketing, customer relations and research for Pet Industry News. Rachael has also had experience in the printing/ publishing industry. You will generally catch up with Rachael as the PIN representative at Pet Expos and trade shows.

REGULAR CONTRIBUTORS

Caroline Zambrano

is a pet journalist with 13+ years' experience in the pet industry, editing and writing for a number of pet magazines, such as Dogs Life and Pets magazines, as well as the Better Pets column for Better Homes and Gardens magazine. She is former editor of Dogs Life and also does PR for pet businesses to promote their products and services.
www.petjournalist.com.au

John Dawes

is a freelance writer and international ornamental aquatic industry consultant. He is a long-time contributor to, and supporter of, PIN, has written over 4,000 articles and contributed to 50 books as author, editor and editorial consultant. In 2005 John (along with his wife and business partner, Vivian) received the OFI Award for their "valuable contribution to the ornamental aquatic industry". John is an Honours graduate in Biology and Geology, a Fellow of the Linnean Society of London, a Fellow of the Zoological Society of London, a Member of the Society of Biology and a Chartered Biologist.