

FOR IMMEDIATE RELEASE
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APPA Appoints New Board Member

- American Pet Products Association Welcomes Veterinary Ventures, Inc. Managing Director Sean Rowe to its Board of Directors -

GREENWICH, CONN. – The American Pet Products Association (APPA) is pleased to announce it has named Sean Rowe, managing director of Veterinary Ventures, Inc. to its Board of Directors, the governing body of APPA.

The appointment was made official at APPA’s board of directors meeting in September. Rowe has managed and directed Veterinary Ventures, Inc, a Reno-based pet products manufacturer, to exceptional physical and financial growth over the years and will play an integral role in helping with the future success of the American Pet Products Association.

“We are delighted to have Sean on our Board of Directors,” said APPA President, Bob Vetere. “His strong leadership skills and knowledge of the pet industry will make him an asset to not only the APPA Board of Directors, but the industry as a whole.”

“I am honored to be appointed to the APPA Board of Directors,” said Rowe. “It is my goal to bring fresh ideas and perspective, as we continue to serve the interests of the pet products industry.”

For more information on APPA’s Board of Directors or to join APPA, call 1-800-452-1225, or visit www.americanpetproducts.org.

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The American Pet Products Association (APPA) is the leading not-for-profit trade association serving the interests of the pet products industry since 1958. APPA membership includes more than 1,000 pet product manufacturers, their representatives, importers and livestock suppliers representing both large corporations and growing business enterprises. APPA's mission is to promote, develop and advance pet ownership and the pet product industry and to provide the services necessary to help its members prosper. Visit www.americanpetproducts.org for more information.