



Pet Care Foundation Announces Changes in its Board of Directors

Los Angeles, CA - September 3, 2019 -- The Pet Care Foundation elected new officers and announced the retirement of long time secretary/treasurer, Wendy Karzin. Wendy served on the PCF board for many years with extreme dedication and compassion for animals. She will continue to support and remain committed to the PCF vision.

The newly elected officers are Brian Theobald, Treasurer, and Cheri Shankar, Secretary. Marcia Wilson Hobbs continues on as the President and Hillary Warfield and Heidi Huebner continue as board members. All are dedicated, long-time animal activists. (bios attached)

“The election of these board officers will greatly enhance the work the Pet Care Foundation does to save animals. All are known and well respected in the animal world,” said Bill Crowe, Director of the Foundation.

The mission of The Pet Care Foundation (PCF) is to assist in the reuniting of lost pets with their owners/guardians and assist with the placement of homeless/shelter animals. We assist with the implementation of pet licensing and micro-chipping; provide educational programs to promote the understanding of animals including care and training. We improve the health of animals and healing of the disabled or ill in home or medical environments. We provide grooming services to homeless/shelter pets enhancing the adoption process.

For more information contact: bill@petcarefoundation.org,
www.petcarefoundation.org, or call 310-247-8469.

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Marcia Wilson Hobbs, President

Marcia is the President and Publisher of Beverly Hills Courier, LLC. Marcia started her career at the Greater Los Angeles Zoo Association where she served first as a Board Member, and then as President. During her 11 year tenure, she doubled the membership, focusing on important conservation projects and major international animal exchanges. She spent six years on efforts to save the California condor, whose population had dropped to 18 in the wild and one in captivity at the L.A. Zoo. Now, because of the implementation of that major conservation program, the population is over 90 in captivity and the wild. In the early 1970's, Marcia made the first of her 41 trips to China, where she was able to leverage relationships to bring a pair of giant pandas to the L.A. Zoo in 1984. In fact, the Chinese Olympic team, playing in their first Olympics, went directly to the L.A. Zoo after arriving at LAX in August 1984 to join Marcia and Mayor Tom Bradley to open the new Giant Panda Exhibit. Marcia also spearheaded conservation projects for Argali sheep, Komodo dragons, and Sumatran rhino. In 1987, Marcia left the L.A. Zoo to become a consultant to the Brunei Investment Agency and a marketing and strategic planning consultant with clients that included: Smithsonian Institution, Ferrari North America, Salvatore Ferragamo, Alfred Dunhill, Inc., Buccellati, Inc. and the Los Angeles County Museum of Art. In 1996, Marcia joined Christie's Auction as Chair of the West Coast and served until her cancer surgeries caused a halt to her business career in 2002. In 2006, she joined *The Beverly Hills Courier* as Associate Publisher, and later became Publisher in 2014.

Current Board Affiliations:

- Los Angeles-Guangzhou Sister City Association, *Chairman*
- Children's Hospital Los Angeles, *Board of Trustees*
- Los Angeles County High School for the Arts, *former President*
- Children's Institute International, *Board Member*
- St. John's Hospital Foundation, *Board Member*
- Good Shepherd Center for Homeless Women and Children, *President*
- Beverly Hills Pet Care Foundation, *President*
- Blue Ribbon 400 of the Music Center, *Board Member*

Former Board affiliations include L.A. Cathedral Campaign, Beverly Hills Chamber of Commerce, California Tourism Commission, National Petroleum Corporation, State of California Parks and Recreation Commission (longest serving commissioner, 19 years), Huntington Library and Gardens, Loyola Marymount University Board of Regents, and other political appointments.



Brian J. Theobald, Treasurer

West Hollywood Palm Tree Project – AID for AIDS

Part of original group who created the memorial plaques on Santa Monica Blvd in West Hollywood honoring those who died from AIDS related causes and selected the benefactor, AID for AIDS and turned project over to them.

Labor Day LA – LA One

Host committee for multi-day fundraising event with proceeds allocated to various AIDS related charities. Helped raise \$450,000 for the event annually.

UCLA MCICU Unit - Holiday Party for Children's Unit

Created an annual holiday party for the Children of the Intensive Care Unit at UCLA involving community businesses and volunteers so that the in-patient children could have a holiday, with Santa, presents and song.

The Thaliens

Served in various capacities from initial installation of computer in fundraising office and original software; to working on various committees in the production of the annual Thaliens Ball. Under the direction of Board Chairwoman, Ms. Ruta Lee and President, Ms. Debbie Reynolds, I currently serve as an Executive Board Member.

Shambala – Tippi Hedren's Wild Cat Sanctuary

Supporting members of Shambala Wild Cat Sanctuary and assist in various revenue generating events throughout the year.

The Trevor Project – GLBTQ Youth Nationwide Suicide Prevention Organization

Became a member after a close friend who volunteered for Trevor, committed suicide. Created the Trevor Summer Splash events, with a co-host committee, continued this event from a \$10k per event to a \$30k per event and turned it over to Trevor in 2010 and the parties continue annually. Awarded Outstanding Volunteer in 2004 by Trevor.

The Pet Care Foundation – petcarefoundation.org

Charter member on advisory board and work with founder, Paula Kent Meehan, to create a sustainable organization to address the animal overpopulation. Serve many roles and continue to this day on the advisory role and work the events where animals are adopted throughout greater Los Angeles; including the 2013 Rose Parade float.

Cystic Fibrosis Foundation – Los Angeles, Wine Masters Annual Event

Serve as volunteer co-chair for this event; which in 2012 raised \$1.6 million. Responsible for the recruitment and direction of some 350+ volunteers who work in various roles over a 23 hour period for this event.

The Alzheimer's Association – Walk a Thon

Started in 2008 as a walker and achieved top individual fundraiser for 2008 with over \$8,000 in private donations and sponsorships achieved. Continue to participate in the annual walk a thon.

Coalition for Pets & Public Safety – Spay4LA.org

Started in 2000 as a donor for this group; founded by Robert & Erika Brunson. Continue to work with Erika on several targeted matters.

Cystic Fibrosis 70 mile Ride for Life – Cycling Participant

My first year for this ride, I joined two weeks before the ride and was awarded the Top Individual Fundraiser 2012 with over \$4,700 raised.

Multiple Sclerosis Society –MS Coastal Challenge Cycling Event

First year for supporting Multiple Sclerosis through its Coastal Challenge multiple day Bicycle Challenge. Honored as #37 of "Top 100" fundraisers out of 1,200 riders in 2012 raising \$3,800 and year over year, moved up the ladder to 2015 being Top Personal Fundraiser #3 of 1,300 riders raising over \$17,000; and \$45,000 since starting.

In 2019 Brian received The MS "Elite Cyclist Award" for being the TOP Individual Fundraiser for 2019 and for raising over \$100,000 for MS Society since his first ride in 2010.



Cheri Shankar, Secretary

Cheri Shankar got her start in the animal protection movement in 2002 as a volunteer for Cat Connection and she still walks dogs and feeds neonate kittens at the shelter every week. She has rescued, fostered and re-homed hundreds of cats, dogs, kittens and puppies. She has TNR'd countless cats and kittens and supports dozens of Los Angeles based rescue groups.

She has raised hundreds of thousands of dollars to support myriad animal protection causes. Cheri was a tireless campaigner for California's historic farm animal protection measure, Proposition 2. She has supported legislation to protect dairy cows, sharks, bears, and bobcats from cruelty. Her latest successful efforts banning the abuse of elephants with bullhooks in Los Angeles and Oakland precipitated Ringling's recent announcement to retire elephants from their circuses by 2018 and prompted legislation to protect elephants statewide. She continues to advocate for all animals at the local, state and federal level.



Hillary Warfield

Hillary is a graduate from Pepperdine University with a Bachelor of Arts Degree in Public Relations. Hillary has been volunteering with The Pet Care Foundation since February of 2014. She handles all of the social media management for the Foundation on its Twitter, Facebook and Instagram pages. Hillary has loved animals her entire life and will spend the rest of her life dedicating her extra time to helping animals in need.



Heidi Huebner

Heidi Huebner lives in Los Angeles, CA and is currently the Director of the VIP and PUP program (Pets Unstressing Passengers) at Los Angeles World Airports. She holds a degree in Communications from Chapman University. Heidi has been involved with many organizations helping animals and educating the public. She was the Director of Volunteer Programs for Los Angeles Animals Services for 4 years. She was also the Founder and Executive Director of KidsnPets a non-profit raising awareness thru education and outreach as well as being involved with many animal rescue groups in the LA area. She is the loving guardian of Sparkles and Smokie (cats), Chance and Sadie (dogs).



Tracey Gluck, Board Emeritus

Tracey is a Managing Director and Financial Advisor with J.P. Morgan Securities, a wealth management division of J.P. Morgan, and founded The Gluck Group. She is also a Portfolio Manager in the firm's exclusive Portfolio Manager Program (PM Program), a select group of advisors who have passed a screening process and are reviewed regularly on both a quantitative and qualitative basis. Focusing on clients in transition, she assesses their current and long term needs, time horizon and risk tolerance. She then designs tailored portfolios to achieve their objectives, employing J.P. Morgan's vast array of services and thought leadership resources.

Tracey was trained as a special education teacher, but had a passion for investing, which ultimately led to her career in financial services. Joining an investment firm in the human resources department, she studied finance at night as a precursor to becoming a financial advisor. Her disciplined approach to asset allocation and portfolio diversification is founded in fundamental and technical analysis. Her clients trust her to guide them in making solid investment decisions and staying the course when markets are challenging. Joining J.P. Morgan's predecessor firm, Bear Stearns, in 1985, Tracey then transitioned to the firm in 2008 in her current role.

Tracey graduated from the University of Southern California, earning both B.A. and M.A. degrees. She lives in Beverly Hills and enjoys skiing, travel and photography. Active in the Special Olympics, and on the board of The Children's Institute, an organization that serves the most at-risk and overlooked youth in Los Angeles, she also volunteers with Best Friends, the largest animal rescue organization in the country.

Accolades

Top 100 Women Financial Advisors, *Barron's*, 2019, 2018, 2017, 2010

Top 1,200 Financial Advisors, *Barron's*, 2019, 2018

Top 250 Women Wealth Advisors, *Forbes*, 2019, 2018, 2017

Best-In-State Wealth Advisor, *Forbes*, 2019, 2018

Top 400 Advisors, *Financial Times*, 2018

Most Influential Wealth Managers, *LA Business Journal*, 2019