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## **Pet Living Expert Kristen Levine To Speak At 2014 Annual Society of Animal Welfare Administrators Conference**

*Presentation Focuses on Marketing to Baby Boomer Demographic*

**TAMPA, Fla. (October 22, 2014)** – [Kristen Levine](#), pet living expert, author, and founder of [Kristen Levine Pet Living](#), an online platform promoting health and happiness through pets at [www.kristenlevine.com](http://www.kristenlevine.com), will be speaking at the [Society of Animal Welfare Administrators \(SAWA\) 2014 Annual Conference](#) in Dallas, TX on November 11.

Levine's session at the conference is entitled "Banking on Baby Boomers." She will show how to market to the largest and most affluent generation, and how to engage this valuable demographic in roles including leadership, volunteerism and giving.

"Baby Boomers have so much to offer, as far as experience, wisdom, and philanthropy," says Levine. "The generation has proven time and again to be successful leaders in terms of staff, boards, and volunteers. Yet, many companies don't know how to market to them in a targeted, effective manner. I'm honored SAWA chose me to share my insight on the subject."

The SAWA Annual Conference Committee, responsible for creating a unique, just-in-time educational offering for animal welfare leaders, selected Levine to present because, "We think Kristen is a great speaker on brand building, marketing and PR, as she is extremely knowledgeable and engaging. She also has first-hand experience with the issues we face daily, from her role as Public Relations Director at SPCA Tampa Bay for close to fifteen years before starting her own company," says Jeannie Grigg, Vice President of SAWA.

A pet industry insider for more than 25 years, Levine understands the dynamics of animal welfare, pet and veterinary businesses and the mindset of pet lovers and consumers. The premise of her new brand, Kristen Levine Pet Living, is to meet the need of pet parents who seek content and connection with people who love pets as much as they do, and who want to also connect with brands and services they can trust.

SAWA is a community of professionals committed to excellence in the management and operation of welfare and control organizations. Through active involvement and contributions of its members, SAWA provides the practical knowledge, resources, and solutions members need to grow as professionals, achieve the goals of their organizations and collectively advance the animal welfare profession.

The organization's annual conference will be held this year from November 10-12 at The Hyatt Regency Dallas. For more information, please contact SAWA at 1-888-600-3648 or [admin@sawanetwork.org](mailto:admin@sawanetwork.org).

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### [About Kristen Levine Pet Living](#)

Pet expert, speaker, author and advocate Kristen Levine founded Kristen Levine Pet Living to connect pet-positive companies with the vast audience of pet product and service consumers. The website is a multimedia platform where Levine offers stories, science and advice for living happier and healthier with pets. An industry insider for more than 25 years, Levine is uniquely positioned to create a bridge between companies and consumers. She served as PR Director for the Tampa Bay SPCA for 15 years promoting adoption and education. In 2003, she launched the first pet-focused marketing agency, [Fetching Communications](#), and later acquired [PetPR.com](#), providing creative public relations, social media and marketing campaigns exclusively to pet and veterinary businesses throughout the world.

As a pet lifestyle expert, Levine has logged more than 1,000 live national radio and television show appearances, hosts pet-centric satellite media tours and has been a spokesperson for companies including Comcast, Bissell and HSN. She is presenting at the Society of Animal Welfare Administrators (SAWA) 2014 National Conference in November 2014, and has presented at Petfood Workshop: Marketing to Today's Consumers, and the Women in the Pet Industry Network Conference & Awards Show. Her interest in the boomer audience includes writing a boomer-centric travel series for *FIDO Friendly Magazine*, along with presenting at the 2014 What's Next Boomer Business Summit, Silicon Valley Boomer Venture Summit and AARP Life@50 Expo. Levine lives in Florida with her husband, dog, two cats and two miniature donkeys. Please visit [www.kristenlevine.com](http://www.kristenlevine.com).

### [About The Society of Animal Welfare Administrators \(SAWA\)](#)

The Society of Animal Welfare Administrators is currently comprised of over 500 individual board members throughout North America under the leadership of Cal Morgan, President of the Board of Directors, who also serves as the President and CEO of the Michigan Humane Society. SAWA's mission is to advocate humane ideals through professional advancement and support of leaders in animal welfare. For more information, please visit the agency's website at [www.sawanetwork.org](http://www.sawanetwork.org).

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