

Key Personnel Biographical Information

Sandy Lurins, Editor & Publisher

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Sandy's career in publishing began in the fourth grade when she became the youngest member of her school's newspaper. She went on to be editor-in-chief of her high school paper, and since then has added experience in retail, non-profit, and high-tech business to her credentials. Her experience includes 4 years as editor-in-chief of CADALYST Magazine (Advanstar Communications) where she consistently led an award-winning team of editors, writers, and designers. After taking CADALYST into the Internet age by launching its first web site and electronic edition, she became a program manager of subscriptions at Autodesk in Marin County. Aside from her expertise in print and online communications, she has been active in online communities since 1988 and an avid dog lover all her life



Pete Alexander, Managing Editor

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Pete graduated from Northwestern University with a degree in English, then took a M.A. degree in English literature at Miami University in Ohio. He has had a wide variety of careers, including technical writer, technical project manager at SBC Communications, and business analyst for US West, AT&T and VNA & Hospice. He also has the entrepreneurial spirit, having started two successful businesses, Absolutely Write, a copy-editing firm, and his current company Pet Indulgence, which offers dog walks and pet visits in Marin and Sonoma Counties. In his spare time, he volunteers at Canine Companions for Independence (CCI), and the Humane Society of Sonoma County. He and his wife Linda also have a release dog from CCI (Linda Lou, a 3-year-old Golden Retriever), who will be going through the county

therapy dog certification program in 2005.

Daniel Gonyea, Director, Advertising Services

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Daniel brings a wide range of talents to FETCH. He has served as national sales manager for 15 years in the wholesale gift and accessory industry. His skills include marketing, cost analysis, merchandising, display, product design and development, and national and international product sourcing. He has created product and programs for many major retailers including Mervyn's, Target, Shop at Home, Pottery Barn, The Nature Company, Smith and Hawken, and Eddie Bauer. In addition to Daniel's sales management and product design experience, he has freelanced as a graphic designer, designing logos, brochures, ads, greeting cards and catalogs.



Barb Mickelson, Art Director



Barb has been interested in anything to do with art since she was a very little girl. She attended art school in Philadelphia, specializing in photography and jewelry design. Since that time she has worked extensively in the publishing field. Barb is a design professional with over 20 years experience in all areas of graphic design. Most recently she was the art director of an award winning trade magazine with Advanstar Communications. This past year she has stepped out on her own to pursue her freelance design career and also to teach another passion, yoga and meditation. Aside from art and yoga, Barb is an avid organic gardener, birder and animal lover. She is seen here with her two senior dogs

Shasta, the Giant Schnauzer (a pound rescue) and Emma, a yellow Lab, Golden Retriever mix.