

news

ABOVE & BEYOND

The annual Chairman’s Reception played host to WPA’s prestigious awards, presented to inspiring retailers and industry leaders. **BY MELISSA L. KAUFFMAN**



Mike Lou

put passion, creativity and initiative into their own businesses. Each year, the WPA chooses retailers and industry leaders who go above and beyond for its prestigious awards, and this year’s winners, honored during the reception at S Bar — Mandalay Bay, stood out for their staying power.

“The Chairman’s Reception is where we celebrate not just success, but the passion and people behind the pet industry,” WPA Chairman Michael Lou said. “Whether you’re a first-timer or a decades-long industry veteran, the night is about honoring what unites us: a love for pets, a drive to innovate, and a community that truly supports one another. Here’s to the work we do — and the friends we make doing it.”

WPA HONORS RETAILERS AND DISTRIBUTOR

+ WPA Pet Retailer Lifetime Achievement Multi Stores: Zamzow Family of Zamzows Lawn, Garden & Pet — Founded in Boise, ID, in 1933 by August and Carmelita Zamzow, four generations have run Zamzows for more than 90 years, with grandsons Jim and Rick Zamzow expanding the company to include lawn and garden. Now a Boise institution with 12 lawn, garden and pet stores, each Zamzows shop has adapted its product mix to its particular neighborhood customer base, giving the individual stores a

unique personality. Run by co-CEOs Jos and Callie Zamzow, the children of Jim and Faye Zamzow, the business emphasizes building bonds with both employees and customers.

“One of my favorite Zamzows secrets to success is their radio show, *The Zamzows Show*, that runs live on Saturday mornings at 11 on both AM and FM radio — along with on Apple Radio and Spotify,” Mike Lasky, WPA chair emeritus and managing partner of SLA Brands, said. “Fourth-generation Callie Zamzow is the host, and she is joined by weekly guests to share knowledge, musings and anecdotes on gardening, pets, family business and more.”

WPA Pet Retailer Lifetime Achievement 1-5 Stores: Trufant Family of B&B Pet Stop — In business for more than 42 years in Mobile, AL, the family-owned retailer grew to a 14,400 square-foot building filled with supplies for

all pets, plus live fish, birds, reptiles and small animals. Co-owned by the three Trufant siblings — President Bill Trufant, General Manager Sally Trufant and Operations Manager Mary Trufant, the store employs more than 40 “krewe” members, the name a reference to the family’s New Orleans roots.

WPA board member Sarah Goldberger called the Trufants advocates for animal health and wellness, “donating over \$340,000 to local charities through their Round-Up for Charity program.” As active members of their community, she added they’ve hosted over 1,500 children each year on organized field trips to teach the importance of animal companionship and proper care.

“Congratulations to the Trufant family as the recipient of this year’s Pet Retailer Lifetime Achievement Award,” Lou said. “For 43 years, the Trufant Family has shown what heart-led retail looks like. From their commitment to live animals to their leadership across WPA, B&B Pet Stop stands as a model for family-run excellence.”

WPA Lifetime Achievement Award: Baker Family of Pet Food Experts — Back in 1936, Herbert “Salty” Baker started selling tropical fish and aquarium supplies out of his basement in his home in Rumford, RI. The next generations expanded the business first into the Rumford



Back row, from left: Jim Zamzow, Jos Zamzow and Callie Zamzow. Front row: Faye Zamzow.