

news

ON BOARD

The World Pet Association welcomes new board members and thanks those retiring for their service. **BY MELISSA L. KAUFFMAN**

Community service never goes out of style, and these leading business professionals prove that by coming together from various parts of the pet world for the benefit of the pet industry. Combining their expertise, the members serve in these positions on the World Pet Association Board (WPA) for the next full year and, for some, beyond.

CURRENT WPA BOARD OF DIRECTORS

As of SUPERZOO 2025, the new board of directors are:

- + **CHAIRMAN:** Michael Lou
- + **1ST VICE CHAIR/TREASURER:** David Dieter
- + **2ND VICE CHAIR/SECRETARY:** Micah Kohles, DVM
- + **MEMBER:** Lorin Grow
- + **MEMBER:** Mark Dunn
- + **MEMBER:** Jennifer Larsen
- + **MEMBER:** Carla Ng-Garrett
- + **MEMBER:** Kirby Preuss
- + **IMMEDIATE PAST CHAIR:** Jeff San Souci
- + **PAST CHAIR:** Chris Clevers

BOARD POSITION CHANGES

These board members took on new duties:

- + David Dieter, senior director of Zoo Med, transitions to 1st Vice Chairman/Treasurer.
- + Micah Kohles, DVM, MPA, owner of Woodland Animal Hospital and Odyssey Consulting, transitions to 2nd Vice Chairman/Secretary.
- With gratitude and appreciation for their service, these members step off the board:
 - + Keryn Rod, VP of retail relations at Petz
 - + Sarah Goldberger, founder and CEO of Lord Jameson
 - + Heather Coots, president of King Wholesale Pet Supplies
 - + Sandy Moore, CEO of Pet Advocacy Network



Kirby Preuss



Carla Ng-Garrett

NEW TO THE BOARD

The 2025-26 WPA Board ushers in its two newest members: Kirby Preuss, the third-generation owner of Preuss Pets, and Carla Ng-Garrett, Earthbath's Western region VP of sales and e-commerce brand strategy.

Kirby Preuss was literally born into the pet industry as the third-generation owner of 40-year-old Preuss Pets, a nearly 30,000 square-foot full-line, brick-and-mortar store in Lansing, MI. A passionate yoga teacher with an education in professional communications, she manages a team of 70 employees with a mission of inspiring responsible pet ownership. This dynamic store owner's integrity, strong engagement skills, business experience and advocacy potential make her a valuable addition to the WPA board.

Preuss says that one of her greatest aspirations is to channel her passion and dedication for the pet industry into something meaningful that can be shared with others. "When I interviewed with the current WPA Board, I immediately felt a sense of belonging," she says. "From growing up attending trade shows that doubled as family vacations, to my current work in a full-line pet store, where I advocate for our industry and engage daily with passionate pet owners, this field has shaped every part of my life."



Ray Wild, Ed Price, Verne Roberts

CELEBRATING 75 YEARS OF SUPERZOO

Presented by the World Pet Association (WPA), SUPERZOO's mission is to empower pet professionals to succeed by offering the most diverse array of pet products, a robust education program, and valuable opportunities to connect with members of the worldwide pet community. Today, its members number more than 22,000. Here's a look back at the journey of the WPA and Superzoo.

1951

Based in Arcadia, CA, Animal Crackers formed as the industry's first professional association. Made up of manufacturers and wholesalers with the mission of networking with each other while providing refreshments and entertainment to pet retailers.

1955

Animal Crackers rebranded to Western Wholesale Pet Supply Association (WWPSA), and called its trade show the Annual WWPSA Trade Show.

1971

Annual WWPSA Trade Show rebranded as the First International Pet Supply Trade Show.

1975

Western Wholesale Pet Supply Association rebranded to Western World Pet Supply Association (WWPSA) and its trade show to the Annual WWPSA Trade Show.

1983

Annual WWPSA Trade Show starts to rotate locations through the West Coast and Southern States.

1990

Annual WWPSA Trade Show moves to the Long Beach Convention Center in Long Beach, CA.