

News Release



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Humane Society Silicon Valley Board Elects Three New Members And New Board Chair and Vice Chair

MILPITAS, Calif., Nov. 30, 2009 - - The Humane Society Silicon Valley (HSSV) board of directors announces the election of Arlene Morris, Linda Netsch and Carol Novello to the board. The board also elected the following new officers: Melissa Dyrdaahl, chair and Sue Diekman, vice chair. Geoff Powell will remain as board treasurer and Sue Levy as board secretary. Outgoing board president Kate Mulligan and board member Kara Berg have joined HSSV's honorary board.

"We are pleased to welcome these talented women to the board," said Christine Benninger, HSSV president. "Their love for animals, combined with their strong business skills and philanthropic commitment to our life-saving work will be invaluable as we complete the building campaign for our new Animal Community Center that we opened seven months ago in Milpitas."

"I am thrilled to be working with such an accomplished team of professionals and look forward to having Arlene, Linda and Carol on our board," Dyrdaahl said. "With their diverse backgrounds and proven leadership skills, our newest board members join us at an exciting time as we establish HSSV as the premier Animal Community Center in the country."



Arlene Morris

Arlene Morris is President and CEO of Affymax, Inc., in Palo Alto, a 180-person publicly held firm conducting research and development of therapeutic peptides. In 2006, she led the company through a successful IPO, netting \$96 million. Prior to Affymax, Arlene was CEO at Clearview Projects from May 2002 – June 2004. Before that, she held jobs as Senior Vice President, Business Development at Coulter Pharmaceutical and was VP of Business Development at Scios.

In addition to serving on HSSV's board, Arlene serves on the boards of BIO, MediciNova and Nuon. Arlene is also the founding member of Bay Area Business Development Association. Arlene holds a BA degree in Biology and Chemistry from Carlow College. She also attended Graduate studies classes in Marketing and Finance at Western New England College.

"Humane Society Silicon Valley is a leader in saving animals' lives and the new Animal Community Center represents an extraordinary breakthrough in how animals can be successfully placed in new homes," Morris said. "It was hard to resist the opportunity to participate with such a unique organization."

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Linda Netsch

Linda Netsch is the Founder of Align Consulting, advising clients in preparing for and conducting critical negotiation projects. She also leads seminars on negotiation and managing difficult conversations for government and business professionals in the U.S., Europe, Australia, Latin America, and the Middle East. She is a lecturer at Harvard Law School, Stanford Law School and Hass School of Business. Linda holds a J.D. degree cum laude from Harvard Law School and a B.S. in Molecular Biology from the University of Wisconsin.

Declares Netsch: "It is a privilege to join the board of Humane Society Silicon Valley and to support the outstanding staff of this organization. The values of HSSV are on display in the new facility, from the cage-less and comfortable animal living areas to the certified environmentally 'green' design of the facility. Innovative approaches to educate and involve the community in the goals of eliminating pet homelessness and celebrating the human-animal bond demonstrate the creativity, talent, and dedication of an exceptional group of people who inspire me."



Carol Novello

Carol Novello recently retired from Intuit, Inc., where she worked for more than 10 years, and held various positions including Vice President/General Manager of Quickbooks Online Edition, Vice President of Marketing for QuickBooks, and Vice President/General Manager of Quicken/QuickBooks Checks and Forms. Her longest held position was as President of the MasterBuilder software division where she led a 300 person organization and managed overall profit and loss including product development, product management, marketing, operations, sales, and technical support and service. She led the turn-around to bring the \$20 million division to profitability and orchestrated its divestiture.

Prior to Intuit, Carol was General Manager of the Consumer Products Division for Cincinnati Microwave in Cincinnati, OH. Carol received her M.B.A. from the Harvard Graduate School of Business, and her BA degree, cum laude, in Economics and English from Dickinson College.

"I am thrilled to join the HSSV board of directors," Novello said. "Our new Animal Community Center strengthens the foundation of human-animal relationships by teaching people about animals, their needs, and the important contributions they make to society. I was so impressed with the extraordinary vision and leadership of Chris Benninger and her staff that I knew this was an organization of outstanding caliber in which I wanted to become more involved."

About Humane Society Silicon Valley

Humane Society Silicon Valley (HSSV) is an independent, non-profit agency offering quality adoptions, medical care, pet care services and education programs to enhance the human-animal bond. Established in 1929, HSSV has served Silicon Valley for 80 years and has adopted more than 500,000 animals into permanent, loving homes. HSSV is an "open door" shelter and accepts animals 24-hours a day, seven days a week. HSSV's new environmentally-friendly Animal Community Center opened in April 2009 and offers adoptions and foster care, a Medical Center specializing in spay/neuter surgery, Dog Training, Daycare, Boarding and Grooming services through A DOG'S LIFE, an Education Center with programs for children and teens, a Pet Store, Lost & Found Services, and a Dog Park. More information about HSSV can be found at www.hssv.org or call 408.262.2133.