



## **Who Is Behind Certified Humane®?**

The staff, board of directors, and Scientific Committee of Humane Farm Animal Care bring extensive experience of the natural foods industry, animal science, veterinary care, and animal welfare to their work on the Certified Humane Raised & Handled® program.

### **THE STAFF**

**Adele Douglass, CEO**, founded HFAC in 2003. Ms. Douglass now directs all programs and activities of Humane Farm Animal Care, including managing producer relationships and serving as media spokesperson. As a result of her years showing businesses how humane farm animal care can meet bottom-line business interests, she serves as an invited participant on numerous industry animal welfare committees including for the Food Marketing Institute, National Council of Chain Restaurants, and Burger King.

In 2003, Ms. Douglass was a keynote speaker at the Animal Welfare Conference of the American Meat Institute. She also serves on the Boards of The Center for Food Safety and the Center for Technology Assessment. In 2006, Ms. Douglass received the ASPCA's Lifetime Achievement Award. In addition, Ms. Douglass was one of the 15 winners of the 2007 Purpose Prize. According to Civic Ventures, the San Francisco-based nonprofit organization that awards it, the Purpose Prize recognizes individuals age 60 and over who have "the passion and creativity to discover new opportunities, the experience to come up with practical solutions, and the determination to make lasting change." In 2008, Ms. Douglass was chosen to be an Ashoka Fellow.

Prior to her position with Humane Farm Animal Care, Douglass initiated the Free Farmed Program for Farm Animal Services. Ms. Douglass was director of the American Humane Association's Washington, D.C., office for 13 years. She advanced the organization's legislative agenda to protect both children and animals, represented AHA at national conferences and developed tools to increase grassroots lobbying. Ms. Douglass gained her expertise on legislative matters as a staff member for former U.S. Representative Bill Green (R-NY).

**Zeina Koinis, Director of Outreach**, obtained her BA in Politics with International Studies at Warwick University, in the UK and also holds a Masters in Public Administration from Syracuse University, Syracuse, NY. Upon graduation Ms. Koinis led outreach, fundraising and communications strategy for a non-profit social services agency in New York City. Most recently, Ms. Koinis has embarked on multiple management consulting projects for leading firms such as Grant Thornton, Capgemini-Government Solutions, and Huron Consulting Group, where she developed communications and program strategy for clients such as the Department of Homeland Security.

Ms. Koinis has led projects for non-profits providing financial and statistical analyses. In her spare time, Ms. Koinis also serves as a volunteer Rescue Coordinator for the Siberian Husky Club of Greater New York, Inc. where she manages social media outreach and rescue missions throughout the United States.

**Emily Thomas, Animal Science Program Manager**, has a Master's of Science Degree in Applied Animal Behavior and Animal Welfare from the University of Edinburgh, Edinburgh, Scotland. Ms. Thomas obtained her B.S. in Animal & Poultry Science with a concentration in Poultry Science and Pre-Veterinary Medicine at Virginia Tech. During her undergraduate education, Ms. Thomas spent a semester at the Smithsonian Conservation Biology Institute in Front Royal, VA, where she acquired an interest in organic and pastured farming systems.

**Alaina Furman, Certification Program Coordinator**, graduated in 2009 from Longwood University with a BA in History, minoring in French. Since then, she has worked in both for-profit and non-profit environments, with a strong desire towards the latter as a career. Though a native of Virginia, Ms. Furman lived from June 2013 to May 2014 in southeastern Minnesota, where she experienced farm life first-hand and observed various methods of raising farm animals. At Humane Farm Animal Care, she puts her love for animals and passion for mission-based work to good use, as well as her skills in organized research and detailed analysis, managing filing systems and maintaining relationships with producers.

**Monica Cochran, Outreach Associate**, Monica has a background in sales and marketing and has served on the board of non-profit organizations.

**Martha C. Armstrong, Outreach Coordinator**, has over 35 years of outreach experience to the humane community as an animal welfare professional and advocate. Ms. Armstrong has served as a legislative advocate and in shelter management, as well as an adjunct professor at the Cummings School of Veterinary Medicine of Tufts University, teaching in the Masters in Animals and Public Policy program for ten years. Ms. Armstrong has served as Executive Director of animal shelters in Tennessee, California and Virginia. She was the Director of Legislative Issues for the Massachusetts SPCA, and Senior VP of Companion Animals for HSUS. Ms. Armstrong currently serves on several advisory bodies including the Hill's Shelter Advisory Board, Merial's Partners in Protection Shelter Advisory Council, and the Society of Animal Welfare Administrators' National Conference Planning Committee.

**Marge Moran, Computer Services**, is a professional with 18 years of experience in many different areas of technology, including systems, databases, software, and graphics. Marge has worked in both the for-profit and non-profit arenas, and is now using her expertise to prepare HFAC communications, reports, and providing other Website services.

**J.D. Bridges, Accounting Associate**, is responsible for bookkeeping and assists in outreach activities. Mr. Bridges is a student at George Mason University, majoring in Economics and Philosophy.

## **BOARD OF DIRECTORS**

The HFAC Board of Directors includes members with experience and expertise in animal welfare, natural and organic foods, meat and poultry production and marketing, communications, public policy and financial management.

**Karen Brown**, was senior vice president of the Food Marketing Institute (FMI) from 1994 until her retirement in January, 2009. As Sr. VP, Ms. Brown had overall responsibility for FMI's internal and external communications, issue advocacy, information and internet services, food safety programs, international programs, membership and field services. Brown managed the activities of FMI's board-level task forces and committees and coordinated the work of FMI's animal welfare advisors and infectious disease experts.

Brown has been involved in the food industry since 1969. Prior to her appointment as senior vice president, she was vice president, communications (1981-1994), and vice president, consumer affairs (1978-1981), responsible for the development of FMI's consumer affairs program. Prior to the merger of the National Association of Food Chains and the Super Market Institute in January, 1977, and the formation of FMI, Brown was a member of the public affairs staff of the National Association of Food Chains.

Brown has participated on numerous government and industry advisory groups including USDA's National Advisory Council on Maternal, Infant and Fetal Nutrition and the Center for Disease Control and Prevention Business Response to AIDS; and the boards of Second Harvest and the National AIDS Fund. Brown majored in psychology and special education at Salve Regina College in Newport, Rhode Island.

**Adele Douglass**, CEO, HFAC – see above

**Jim Emerman**, is executive vice president of Civic Ventures, where he developed and directs The Purpose Prize and the Encore Leadership Network. The Purpose Prize is a \$17 million program designed to recognize and invest in social entrepreneurs who are working after the age of 60 to solve important problems in their communities, the country and the world. He is also the staff director of the Encore Leadership Network, a group of nationally known leaders from the nonprofit, corporate, and public sectors, including academic institutions and think tanks and the philanthropic sector, which are helping establish "encore careers" as a new stage of work of personal and social significance in the second half of life. Prior to joining Civic Ventures, Mr. Emerman was the chief operating officer of the American Society on Aging, managing a 53-year-old organization which focuses on developing leadership and disseminating knowledge and skills to professionals who are facing the challenges of a diverse aging society.

**Patricia A. Forkan**, Retired, former senior Envoy/Executive Branch, Humane Society of the United States. Ms. Forkan's efforts include coordinating The HSUS' 100-point "Change Agenda for Animals." Forkan is a member of the Trade and Environment Policy Advisory Committee, working closely with the U.S. Trade Representative and the Environmental Protection Agency

advising them on the environmental provisions of free trade agreement and World Trade Organization negotiations.

One of Forkan's specific areas of expertise is the protection of marine mammals, particularly whales and dolphins. Under her leadership, The HSUS and other organizations achieved a moratorium on commercial whaling and the creation of the dolphin-safe tuna label. She represents HSI and The HSUS at the annual International Whaling Commission meetings and has also served as a member of the U.S. delegation to the IWC. Forkan has also been instrumental in the passage of many laws affecting animals in the U.S., including the Humane Slaughter Act, the Wild Horse and Burro Act, and amendments to the Animal Welfare Act.

Ms. Forkan has 27 years of experience in management, marketing, and international trade. While at the HSUS, Forkan has developed and overseen many programs and departments, including video, public relations, government affairs, disaster and state legislation. She served as an executive vice president for 12 years and served as senior vice president for External Affairs, International and president of Humane Society International. In that capacity, Forkan focused on international policy affecting animals, especially marine mammals, farm animals, and animal fighting.

Forkan received a bachelor's degree in political science from Pennsylvania State University in 1966. She has done graduate work at American University in political science and attended a special course for executives in non-profit management at Harvard University. She has been listed in Who's Who in American Women and Who's Who in America.

**Carol Jenkins**, is founding president of The Women's Media Center and a founding member of the board of directors. An Emmy-award-winning former news anchor and correspondent who covered presidential politics as well as international issues, Ms. Jenkins leads WMC's online publication and its advocacy initiatives. As media and political analyst she has appeared as a guest and in debates on MSNBC, among other outlets. Her commentary, which she writes for the WMC Web site at [www.womensmediacenter.com](http://www.womensmediacenter.com), has appeared in The Nation.com, Television Week, and other print and online sources.

Ms. Jenkins enjoyed a 30-year, award-winning tenure with several New York City news departments, including 23 years at WNBC-TV, where she co-anchored the pivotal 6 p.m. newscast. She was most identified with her reporting of national political stories, including from the floor of Democratic and Republican national conventions that yielded Presidents Carter, Reagan, Bush, and Clinton. From South Africa she reported on the release of Nelson Mandela from 27 years in prison, and anchored and co-produced an Emmy-nominated prime time special on apartheid. She hosted her own daily talk show, Carol Jenkins Live, on WNYW-TV.

Carol Jenkins is the author, with her daughter Elizabeth Gardner Hines, of *Black Titan*, *A.G. Gaston and the Making of a Black American Millionaire*. The life story of Ms. Jenkins' uncle, the book was selected by the Black Caucus of the American Library Association as one of the best nonfiction books of 2004. She is an executive producer of the PBS documentary, *What I*

Want My Words to Do to You, which won The Freedom of Expression Award at the Sundance Film Festival in 2003.

**Barbara Kazdan**, Director of Creative Initiatives for Generations of Hope Development Corporation (GHDC). The former director Ashoka-US, the US community of the global organization that selected leading social entrepreneurs solving longstanding critical societal needs. As the US Director, she selected and engaged leading social entrepreneurs in building a valued robust learning community in the US. Prior to Ashoka-US, as a social entrepreneur, Kazdan founded in FOCUS, an international primary eye care development program, which helped medically underserved children and adults' access affordable eye care in their own communities. Prior to InFOCUS, Kazdan founded the Houston READ Commission. This leading mayoral literacy agency became one of national prominence. It forged public-private partnerships to pioneer instructional strategies and transformed adult literacy services at 12 technology-assisted learning centers.

Ms. Kazdan helped shape federal policy to direct literacy resources to community-based initiatives, organized an award winning literacy awareness campaign, established a 10 city demonstration project that became a national initiative and was appointed to various state and local literacy task forces. Ms. Kazdan has a BA from the University of Michigan and attended the Jones Graduate School of Administration at Rice University. In addition to being a board member of HFAC, she is a board member of the Media and Policy Center Foundation.

**Andrew Kimbrell**, is a public interest attorney, activist, and author. He has been involved in public interest legal activity in numerous areas of technology, human health, and the environment. After working for eight years as the policy director at the Foundation for Economic Trends, Mr. Kimbrell established the International Center for Technology Assessment (CTA) in 1994 and the Center for Food Safety (CFS) in 1997.

Mr. Kimbrell has written several books and given numerous public lectures on a variety of issues. He has been featured on radio and television programs across the country, including The Today Show, the CBS Morning Show, Crossfire, Headlines on Trial, and Good Morning America. He has also lectured at dozens of universities throughout the country and has testified before congressional and regulatory hearings.

**Daniel Nowland**, is the Head of Technical for Jamie Oliver Limited, where he manages all food purchased, developed or associated with any Jamie Oliver business. Nowland has a great deal of knowledge and experience across a wide range of product areas including meat and poultry processing, fish and prepared foods. Meat and animal welfare are special areas of interest and he has developed and grown animal welfare initiatives working globally with farmers, processors and retailers. Nowland has worked closely with world renowned chef and campaigner Jamie Oliver for several years as his specialist in food manufacturing, meat processing and agriculture, covering a variety of continents, for both retail and food service operations.

Prior to his work with Jamie Oliver, Nowland worked as a Food Technologist, NPD Manager,

and Business Developer for a large meat processor in the UK. Nowland also worked as a Food Trends Analyst for retailer Marks and Spencer doing national and international research. Mr. Nowland has a BSc (Hons) from Bournemouth University in Food Production, Development and Retail.

**Eric Rardin**, a director of nonprofit services at Care2.com, helps hundreds of nonprofits connect with donors and supporters online. Prior to joining Care2 Eric designed and executed integrated advocacy campaigns for environmental nonprofits for more than seven years most recently at the Marine Fish Conservation Network where Eric helped lead a coalition of 190 organizations to successfully reauthorize the national law governing fishing in U.S. ocean waters. Before that, at the National Environmental Trust (NET) Eric helped design and implement several campaigns including NET's 'Take a Pass on Chilean Sea Bass' and Magnuson-Stevens Act reform campaigns. Eric also developed and led NET's marine mammal project. Eric has an MBA from the Carey School of Business at Johns Hopkins University, an MA in government and international studies from the University of South Carolina and a BS in political science from the University of Wyoming. In addition to his work in the environmental advocacy arena, Eric has extensive experience working on political and issue campaigns from Wyoming to South Africa.