

# SOCIETY DOG

a SOCIAL CLUB FOR DOGS... AND THEIR PEOPLE

## Terri Festa

Terri Festa, otherwise known as 'Alphadog', is the founder and coordinator of Society Dog, a social club for dogs and their people. Terri's background encompasses a variety of community leadership experiences. Born in California, Terri lived in Louisiana as a child and until age thirty when she returned to California to work as the Executive Director for Big Brothers/Big Sisters of Monterey County. Her experience as the founder of Big Brothers/Big Sisters of Lafayette, Louisiana made this a dream job. Following Big Brothers/Big Sisters Terri worked as a school educator for nine years. This set the stage for her 12-year employment as sales professional, public speaker, and trainer for Harcourt School Publishers.

Becoming a part of the community in a positive way has always been a big part of her life. Terri's additional community experience includes working with nonprofit organizations and coordinating numerous community events such as *Bowl for Kids' Sake* and *The Great Laguna Seca Rubber Duck Race*. Terri's other affiliations have included Toastmasters, Rotary Int'l, and Jaycees. All of these experiences led to her current role as Society Dog's event coordinator.

She has a lengthy history with dogs including working with her own dog as a Community Ambassador for the Humane Society of Silicon Valley, where she taught dog safety in local schools. Terri and her therapy dog, Trevor, an eleven-year-old Sheltie, also served time as volunteers for a local animal assisted therapy organization and volunteered at the local children's shelter and an Alzheimer's facility.

Working with animals is definitely a family business for Terri who is also in the process of establishing a nonprofit organization, 'Fran's Pet Haven', in Louisiana. The organization is run by her mother Fran who rescues dogs in the state; Terri serves as a board member.

Terri loves to think outside the box which is one of the things that makes Society Dog so special to so many people. Her days are filled with researching the latest dog-friendly establishments to designing activities that will keep the 'Pack' wanting more. These resources make Society Dog successful, and help launch the creation of new 'Packs'. Taking the organization nationwide is Society Dog's ultimate goal. She and her husband Doug (aka Mad Dog) are currently busily adding California chapters (also known as 'Packs') and designing and preparing dog events for the weekends.

Doug and Terri enjoy keeping their three dogs, three fish, and a cat working like a family. Friendship and constant contact are extremely important to the Festas.