

Las Vegas Valley Humane Society "Loop" newsletter July - August 05
Joey Curtin

A Shining Star - Susan Somers!

Each month, we spot light one special volunteer who has made unique contributions that make a difference in animal welfare in our community. Susan Somers is definitely one of those amazing people! A serious dog and cat lover, Susan has been active in animal welfare for over eight years in Las Vegas. As a top radio sales person for over 10 years she used her connections and sales personality to help non-profit rescue groups promote their good works, fundraisers and get other important messages out to the public. These efforts range from organizing and promoting pet adoptions at many local business sites, to coordinating the wildly successful Pet-A-Palooza for Mix 94.1 for two years to contributing her endless energy, time and finances to so many important rescue and fundraising projects. She created a valuable partnership for LVVHS with Infinity Radio stations for our last two "Wag-A-Tail Walk-A-Thons" and organized interviews with many radio stations for us for fundraisers and other animal welfare topic programs.

Last year, Susan decided to launch her own business, FM Marketing LLC named after Freddie Marie, her beloved shepherd mix) and while her client base is diverse, she has a number of animal related businesses on that list. Even though starting up a business is extremely time consuming (and scary), Susan made sure she still had time to continue volunteering for LVVHS. She has been a most generous financial sponsor for "WAT WAT", The "Fur Ball", The "Play for Pets Golf Tournament" - and has worked tirelessly on several committees for each event and helped us with so many PR projects. She always comes up with the most awesome raffle and silent auction prizes you can imagine! She's always full of creative ideas and positive energy and refers so many other animal lovers to us - she's become our unofficial marketing guru! Susan believes strongly in supporting non-profit organizations and especially animal rescue groups as she has such passion and compassion for pets. She believes animals teach us the best qualities: unconditional love, forgiveness and acceptance. We agree.

Susan is involved (and has gotten us involved) in a business networking group, LeTip and has helped us reach out to the business community and develop a number of new sponsors, volunteers, fosters and potential adopters! She's an eloquent speaker and has helped educate so many people about the importance of supporting animal advocacy and saving lives. In fact, she, herself recently adopted Maddie, a shy special needs dog from us and has done a beautiful job integrating her into her pet family with Freddie Marie, and her two cats, Junior and Charlie.

It's hard to imagine how we ever got along without Susan - she's added such a professional dimension to our outreach efforts and her selfless generosity is truly inspiring. She's become a true friend to LVVHS and therefore to so many animals in our community. Thanks Susan, you are truly a shining star!