



Spokesperson Biographies

North American International Toy Fair 2018

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About The Toy Association www.toyassociation.org / www.thegeniusofplay.org / www.playsafe.org

Founded in 1916, The Toy Association™, Inc. is the not-for-profit trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages. The Toy Association leads the health and growth of the U.S. toy industry, which has an annual U.S. economic impact of \$107.5 billion, and its 950+ members drive the annual \$26.5 billion U.S. domestic toy market. The Toy Association serves as the industry's voice on the developmental benefits of play, and promotes play's positive impact on childhood development to consumers and media. The organization has a long history of leadership in toy safety, having helped develop the first comprehensive toy safety standard more than 40 years ago, and remains committed to working with medical experts, government, consumers, and industry on ongoing programs to ensure safe and fun play.

As a global leader, The Toy Association produces the world-renowned North American International Toy Fair and Fall Toy Preview; advocates on behalf of members around the world; sustains the Canadian The Toy Association; acts as secretariat for the International Council of Toy Industries and International Toy Industry CEO Roundtable; and chairs the committee that reviews and revises America's widely emulated ASTM F963 toy safety standard.



Steve Pasierb

President & CEO, The Toy Association



Steve Pasierb is President & CEO of The Toy Association. In this position, he is responsible for overseeing the activities of the \$20M not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages. Steve is frequently interviewed by media on a range of topics in the toy, play, and youth space.

Steve brings to The Toy Association a background in adolescent public health, having previously served as President & CEO of Partnership for Drug-Free Kids, the nation's largest nonprofit organization dedicated to reducing substance abuse among adolescents. Under his 14 years of guidance, the Partnership launched several successful research-based programs in prevention, intervention, and in support of addiction treatment as well as state and national advocacy initiatives.

Prior to his tenure at the Partnership, Steve served in the Maryland Executive Department under Governor William Donald Schaefer; at Freed & Associates, a Baltimore-based advertising and public relations agency; and at GNVC Communications, a business-to-business communications firm in Pittsburgh.

Steve holds a Masters of Education in communications media and a Bachelor of Science in criminology; he is also a member of the national Honor Society of Phi Kappa Phi for scholarly distinction. Steve serves on the U.S. Chamber of Commerce's prestigious Association Committee of 100 and is an active member of ASTM International, the global leader in development and delivery of voluntary consensus standards.

An avid sailplane enthusiast, gardener, and traveler, he is also a contributing writer for remote control model magazine properties and a co-founder of ScaleSoaring.com. Born in New Jersey, Steve and his wife now reside in Connecticut.



Adrienne Appell

Toy Trend Specialist / Director, Strategic Communications, The Toy Association



As The Toy Association's leading trend specialist, Adrienne Appell maintains close communication with representatives of the Association's member toy companies to stay abreast of what's new, next, and cutting-edge in the toy industry. She also publishes articles on trends in parallel industries that may influence the toy and youth space.

Adrienne is interviewed frequently by national and local consumer and business media on toy trends and related topics. She is also responsible for developing and maintaining relationships with the media, including bloggers and other social media contacts. In addition to regular reports on local New York-metro area networks, her media interviews include Good Morning America, WABC-TV, WCBS-TV, WNBC-TV, Good Day New York (FOX), NY-1, *Reuters*, the *Chicago Tribune*, and *The New York Times*.

Adrienne has more than a decade of experience in the toy/youth industry. Prior to joining The Toy Association, she worked in the corporate communications division of Scholastic, Inc. Adrienne began her career at the global public relations agency Weber Shandwick, working on client accounts such as Kodak, Disney, and Compaq computers.

Adrienne lives in Hoboken, NJ with her husband and two young children.



Inspiring Generations of Play

Isabel Carrion

Toy Trends Spokesperson / Spanish Language Spokesperson /
Director, Digital Communications,
The Toy Association



Isabel Carrion serves as the official Spanish language spokesperson for The Toy Association. She is interviewed throughout the year on toy and product trends and has appeared on Univision, Telemundo, NY-1 Noticias, CNN en Espanol, EFE News Services (Spain) and RCN TV (Colombia).

Isabel stays current on toy and product trends, managing all of the Association's digital communications activities. She also meets with Toy Association member companies to preview products all year long, and is one of the presenters at The Toy Association's annual Toy Fair trends presentation.

Prior to The Toy Association, Isabel worked at the Craft and Hobby Association (CHA), where she managed their web presence and helped implement a consumer marketing crafting-awareness campaign in the United States and the United Kingdom.

A devoted aunt to several nieces and nephews, Isabel lives in New Jersey with her dog, Tenoch.



Inspiring Generations of Play

Laurie Chartorynsky

Toy Trends Spokesperson / Communications Specialist, The Toy Association



As communications specialist/content developer, Laurie immerses herself in product and trend data related to toys, play, and the youth entertainment marketplace. Her articles can be found on ToyAssociation.org and in industry trade publications around the world. Laurie is also responsible for compiling the Association's weekly e-newsletter, *Toy News Tuesday*.

As an official spokesperson for The Toy Association, Laurie meets with companies throughout the year to track the latest developments in the toy and youth product space.

Laurie spent more than 15 years working as a financial journalist before pivoting to the communications field. She spent 10 years at *TheStreet.com* covering many aspects of the business and financial world including banking, retail, small business, and investing and markets. Early in her career she worked at several financial trade publications including *Financial Planning* magazine and *American Banker*. Laurie has a master's degree in journalism from Northwestern University.

As a new mom, Laurie is adjusting to sleepless nights, lots of laundry, and tons of cute little girl clothes. She lives in Massapequa, NY with her husband, infant daughter, and two fur babies.



Inspiring Generations of Play

Joan Lawrence

Senior Vice President, Standards and Regulatory Affairs, The Toy Association



As The Toy Association's senior vice president of standards and regulatory affairs, Joan Lawrence manages the Association's product safety programs encompassing the development of safety standards as well as industry and consumer safety education. Her experience and leadership within the industry spans a broad range of issues – from product safety and quality to environmental and other corporate social responsibility initiatives.

A tireless advocate for children's product safety, Joan helps lead The Toy Association's efforts to encourage consistent, protective, risk-based toy safety standards worldwide. She chairs the ASTM International subcommittee on Toy Safety, which oversees the federal toy safety standard ASTM F963. The work of this committee was recognized in 2008 when Congress adopted the toy standard as a mandatory U.S. national standard; the subcommittee received the prestigious CPSC Chairman's Safety Commendation Award in 2013. Joan also chairs the U.S. technical advisory group to the ISO technical committee on toy safety, and was a former board member and past-President of the International Consumer Product Health and Safety Organization (ICPHSO).

As The Toy Association's primary toy safety spokesperson, Joan has been dubbed the "Toy Safety Mom," offering tips for safe play to parents and caregivers on The Toy Association's www.PlaySafe.org. Her interviews and advice appear regularly on parenting blogs and in articles and broadcast segments around the globe. She also lectures on toy safety to students in the baccalaureate Toy Design Program at Fashion Institute of Technology in New York, and has authored several articles on toy safety and standards.

In 2016, Joan was awarded the "Wonder Woman" award for Social Responsibility from the trade group Women in Toys (WIT) for her work on toy safety and ensuring safe play. She is the daughter of a prominent pediatrician and herself a mother of three children – making her commitment to toy safety much more than a job.



Kristin Morency Goldman

Toy Trends Spokesperson / Senior Communications Specialist, The Toy Association



As The Toy Association's senior communications specialist, Kristin Morency Goldman leads the development of content for the Association's print and online communications, including its weekly e-newsletter, press releases, industry statements, annual report, legislative bulletins, and speeches and presentations. Her articles on toy trends, toy safety, and industry news can be found in trade and consumer publications around the world.

As an official spokesperson for The Toy Association, Kristin meets with companies to track and report on the latest developments in toys and youth entertainment. She supports the Association's year-round safety program, which is designed to educate consumers about safe play and promote the industry's positive safety record. She also supports the implementation of the Association's communications strategy and media relations program and manages the development of strategic editorial partnerships.

With more than 10 years of experience working in communications, Kristin held various positions in media relations and corporate communications prior to joining The Toy Association, having worked in the New York Governor's press office, at Chanel, and at a public policy think tank.

A native of Montreal, Canada, Kristin started her career as a news reporter at the *Montreal Gazette*. She currently resides in Montreal with her husband and daughter.



Inspiring Generations of Play

Jackie Retzer

Toy Trends Spokesperson / Assistant Marketing Manager, The Toy Association



Jackie Retzer serves as an official spokesperson for The Toy Association on toys, play, and product trends.

As an assistant manager of marketing communications, Jackie supports the Association's consumer-focused Genius of Play movement to raise awareness about play's crucial role in child development and encourage families to make more time for play in their daily lives. She regularly collaborates with Toy Association members, psychologists, pediatricians, and play experts to keep parents and play lovers up-to-date on the importance of play.

Jackie also meets with toy companies year-round to preview new products and identify current and forward-looking trends within the toy and youth space. She is responsible for the Association's Toy of the Year (TOTY) Awards program and works closely with companies on hundreds of product submissions throughout the year. She has appeared on a number of broadcast segments including Fox & Friends, KTVU TV San Francisco, and ABC7 Chicago.

Jackie began her career at The Toy Association's public relations agency of record, where she provided support for the North American International Toy Fair before becoming a full-time Toy Association staff member.

She lives in Hoboken, NJ and spends her free time with friends, playing board games, baking, and going for walks with her dog, Honey.



Inspiring Generations of Play

Ken Seiter

Executive Vice President, Marketing Communications, The Toy Association



Ken Seiter is The Toy Association's executive vice president of marketing communications. Ken oversees the development, implementation, and management of the Association's communications strategies, with a strong focus on The Toy Association's proactive safety / advocacy communications and brand integrity programs, such as The Genius of Play. He also oversaw the creation and implementation of The Toy Association's 2017 rebranding and website re-design.

Previously, Ken served as Chief Marketing Officer for the Specialty Food Association (SFA) and oversaw the creation of the SFA's new brand, as well as the execution of communications plans for SFA's trade shows, educational programs, membership outreach, and media engagement. Ken was also responsible for the Association's annual sofi™ Awards program, which honors the best in specialty foods at the Summer Fancy Food Show.

Prior to joining SFA, Ken held a variety of positions at Kraft Foods, where he ran marketing communications services for the foodservice division, oversaw consumer promotions for multiple brands, and introduced integrated marketing communication. Additionally, Ken has 25 years of advertising experience, having worked for a number of agencies on high-profile foodservice accounts.

Ken lives in Stamford, CT with his wife and is the father of two children.