



Formerly *Dogs for the Deaf*

## **FOR IMMEDIATE RELEASE**

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### **DBL's National Board Hits Milestone With Addition of New Members**

**CENTRAL POINT, OR** – Earlier this month, Dogs for Better Lives' (DBL) Board of Directors approved two new members, Tom Dobry and Jeff Rhoden. With these two appointments, DBL's national board hit a milestone with 15 members, eleven from Oregon's Rogue Valley and four located nationally. Currently those national board members are located in North Carolina, Minnesota, and Massachusetts.

"The Board of Directors are pleased to see Tom and Jeff join DBL's national board, stated Board Chairman Al Lane. "Each brings a unique skillset and background that will immediately be instrumental in taking this national Assistance Dog organization to the next level."

Tom and Jeff both have longstanding histories in southern Oregon's Rogue Valley with ties elsewhere in the state and nationally.

"As DBL further advances its regional and national reach, both technology and specialized marketing have been and will continue to be critical to our success," stated President & CEO Bryan Williams. "From committee participation to philanthropic engagement, Tom and Jeff will play strategic roles in helping to advance DBL as a leader in the Assistance Dog world."

#### **Tom Dobry**

Tom Dobry grew up in West Michigan and fell in love with the Pacific Northwest after graduating from college. Since then, he and his wife raised a family while relocating across the country a few times between Detroit, MI and the southern Oregon's Rogue Valley.

Tom is the Chief Marketing Officer for Lithia Motors Inc., one of the nation's largest automotive retailers operating dealerships across the U.S. Prior to joining Lithia, Tom practiced branding and regional marketing at advertising agencies BBDO and Goodby, Silverstein & Partners. Tom has a B.A. in Advertising from Michigan State University and a M.B.A. from the University of Oregon.

Throughout his career, Tom has served a variety of non-profit organizations. "The commitment of the Dogs for Better Lives team to their clients and their dogs is impressive. I'm eager to support them to help even more people."

Tom and his wife have three children and a German Shepherd named Nala. "I'm amazed by the symbiotic relationship between people and dogs and I believe we're just beginning to understand the full benefits of these partnerships."

## Jeff Rhoden

Jeff Rhoden is co-owner of InfoStructure, a flourishing ISP and telephone service provider in southern Oregon and founder of GCW Communication Consultants, Jeff has strong ties and a passion for the telecom and IT industry. Raised in the Rogue Valley, Jeff received his BA in Business Administration/Marketing from Southern Oregon University.

Beyond the telecom industry, Jeff has invested his time and resources into other businesses, including investment and ownership of several west coast Human Bean locations, among other endeavors.

Jeff started his business career working as the office manager for Muvag Trading Company, putting his education to use immediately after graduation. About one year later he departed Muvag to team up with longtime friend, Scott Hansen, in his newly formed telecommunications brokerage, GCW Communication Consultants, LLC.

Jeff and his wife DeAnna are busy raising four children while continuing to be immersed in the Rogue Valley. Jeff has served on multiple boards, including recently completing two terms with the Medford and Jackson County Chamber of Commerce.

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*Dogs for Better Lives is a nationally recognized 501(c)(3) nonprofit organization focusing on the professional training and placement of Hearing Assistance Dogs, Autism Assistance Dogs, and Facility Dogs. Accredited by [Assistance Dogs International \(ADI\)](#) and recognized by [Charity Navigator](#) as a top 4-star nonprofit, Dogs for Better Lives has been rescuing dogs, bettering lives, and providing Assistance Dogs since 1977.*

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