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TACOMA, WASH. - Larry Norvell has always had a connection with animals and been deeply impressed with the positive impact they have on peoples' lives.

Now, he's brought that passion to Tacoma, where he has settled in as executive director of The Zoo Society, the nonprofit organization that raises funds in support of the animal collection, exhibits and conservation mission at Point Defiance Zoo & Aquarium.

The Zoo Society board of directors appointed Norvell to the post late last year.



"Point Defiance Zoo & Aquarium is an amazing, innovative leader in education and conservation," Norvell said.

"It's clear that a great deal of passion and commitment for that work exists throughout the organization. I am excited to be a part of it."

Larry Norvell and Forrest, a Eurasian eagle owl

Norvell brings more than 30 years of nonprofit experience to The Zoo Society. He served as president of the United Way in Orlando, Fla., and in Portland, Ore., and held the same position at the Delta Society, a

Bellevue-based organization that works to incorporate therapy, service and companion animals into peoples' lives.

His fundraising experience includes annual campaigns of more than \$30 million.

And he has served on boards and committees for a number of organizations, including Rotary, Kitsap Humane Society, the ArtsFund Seattle and an Oregon state commission for government efficiency.

At The Zoo Society, his immediate priorities include leading a campaign to help fund the Stingray Cove exhibit opening May 4 and Zoobilee, the annual gala fundraiser to be held July 19.

"We are excited to have Larry join us," said Zoo Society board chairman Dave Panco. "Larry has extensive and wide-ranging experience in non-profit management and has led nationally respected organizations. His love and compassion for animals, and his belief in the power of volunteers, makes him a great addition to our team."

Norvell eagerly plunged into the work.

"I believe that those of us who are pulled toward animal-related causes are fortunate," he said.

"I couldn't be more pleased to provide staff leadership and to build on the great legacy that has been provided by this community's generous donors, volunteers and staff."

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*Point Defiance Zoo & Aquarium, the Northwest's only combined zoo and aquarium, promotes responsible stewardship of the world's resources through education, conservation, research and recreational opportunities. The zoo, a division of Metro Parks Tacoma, is accredited by the Association of Zoos & Aquariums (AZA) and the Alliance of Marine Mammal Parks and Aquariums (AMMPA).*

*The Zoo Society fosters the relationship between Point Defiance Zoo & Aquarium and the community. The Zoo Society both raises funds and generates community support of the zoo.*