



Biography
Creator/President
Linda Wasche

Linda Wasche is the creator of **NOOTERS CLUB®** apparel and gifts featuring whimsical cartoons that promote pet spay and neuter and responsible pet guardianship. The purpose of **NOOTERS CLUB®** is to raise awareness about the importance of pet population control and the plight of millions of unwanted pet euthanized in U.S. shelters each year. Part of proceeds go to nonprofit spay and neuter programs.

Wasche is a long-time marketing professional and member of the animal rescue community. She has operated her own marketing firm, LW Marketworks, Inc.. since 1994 representing a wide variety of clients in the services sector including law firms, accounting firms, financial institutions, hotels, technology companies and health care providers. **Wasche** has won numerous professional **awards** for her marketing programs and initiatives. Prior, **Wasche** was vice president of a leading Midwest marketing communications firm, a college professor and editor of a photography magazine.

Wasche's animal rescue work began in her home state of Michigan and has taken a national focus with **NOOTERS CLUB**. She is co-founder of Oakland Pet Fund in Oakland County, Michigan, which provides resources to rescue organizations with the goal of creating a no-kill county by 2010. Wasche is creator and volunteer publisher of the Michigan pet lover e-newsletter *fur-e-tails™* and writes a monthly marketing column for *Veterinary Economics* magazine. She also runs a feral cat trap-neuter-return program in her community. Nationally, Wasche is using **NOOTERS CLUB®** as a fundraising tool for rescue organizations that want to promote pet spay and neuter in their communities.

Wasche is a frequent speaker and contributor to trade and business publications. She volunteers as a small business consultant for Oakland County, Michigan Economic Development and for the Michigan Small Business Development and Technology Centers.

She holds an MBA from University of Detroit, and master's degree in organizational communication and bachelor's degree in advertising/public relations, both from Wayne State University in Detroit.

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