



Inspiring Generations of Play

Spokesperson Biographies

North American International Toy Fair 2019

- **Steve Pasierb**
President & CEO
- **Adrienne Appell**
Toy Trends Specialist / Senior Director, Strategic Communications
- **Isabel Carrion**
Toy Trends Spokesperson / Spanish Language Spokesperson
Director, Digital Communications
- **Laurie Chartorynsky**
Toy Trends Spokesperson / Communications Specialist
- **Jennifer Gibbons**
Toy Trends Spokesperson / Vice President, State Government Affairs
- **Joan Lawrence**
Senior Vice President, Standards and Regulatory Affairs
- **Ken Seiter**
Executive Vice President, Marketing Communications

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 \$110.9 billion, and its 1000+ members drive the annual \$28 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.



Inspiring Generations of Play

Steve Pasierb

President & CEO, The Toy Association



As president and chief executive of The Toy Association, Steve Pasierb leads a globally-focused trade association representing the broad toy and play industry and dedicated to being a unifying force for members' creativity, responsibility, and global success, advocating for their needs and championing the benefits of play. The Toy Association's 1000+ member companies account for approximately 90 percent of U.S. toy sales with an annual U.S. economic impact of \$110.9 billion. Its external affairs programs effectively advocate for industry-related issues, regulations and standards at the state, federal, regional, and international government levels; its go-to-market trade events, including the North American International Toy Fair, attract global audiences; and its philanthropic endeavors serve millions of children in need each year. Pasierb is considered an expert source on the global toy industry and is quoted across broadcast, print, and social media both in the U.S. and worldwide.

Prior to The Toy Association, Pasierb served as president and CEO of Partnership for Drug-Free Kids, the nation's largest nonprofit organization dedicated to reducing adolescent substance abuse, created by a coalition of media trade organizations lead by the American Association of Advertising Agencies. He spent more than 20 years in adolescent public health and media advocacy, worked in Maryland state government, and served in marketing communications and broadcast radio.

Pasierb holds a Master of Education in Communications Media and a Bachelor of Science in Criminology. He serves on the U.S. Chamber of Commerce Association Committee of 100, is a permanent observer to the ICTI Ethical Toy Program, and counts participation in a range of charitable and professional organizations.



Inspiring Generations of Play

Adrienne Appell

Toy Trend Specialist / Senior 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 ABC, FOX, NBC, and Spanish TV stations including Univision, Telemundo, NY-1 Noticias, CNN en Espanol, and others.

Isabel stays current on toy and product trends, and manages 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 Chartorynsky 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. She is interviewed on toy and product trends and has appeared on Good Day Charlotte (FOX).

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 markets and investing. 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.

Laurie lives in Massapequa, NY with her husband, young daughter, and fur baby.



Inspiring Generations of Play

Jennifer Gibbons

Toy Trends Spokesperson / Vice President, State Government Affairs
The Toy Association



As one of The Toy Association's trend specialists, Jennifer Gibbons stays current on the latest trends for toys, games, and licensed products. Jennifer also leads The Toy Association's state government affairs team and works on issues related to product safety and environmental sustainability.

She has been interviewed on a variety of topics including toy trends and toy safety, and has appeared on ABC, Good Morning San Diego, Mornings on 2 (San Francisco), NBC, and FOX.

Prior to joining The Toy Association, she worked in state government where she held positions as communications director and press secretary. She also worked as an associate with APCO Worldwide, an international public affairs firm, where she assisted clients with communications and media relations.

Jennifer lives in Sacramento, CA with her husband and two young children.



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.



Inspiring Generations of Play

Ken Seiter

Executive Vice President, Marketing Communications, The Toy Association



Ken Seiter is the executive vice president of marketing communications at The Toy Association where he oversees the development, implementation, and management of the Association's communications strategies, focusing on proactive safety/advocacy communication and brand integrity programs, such as The Genius of Play, and leading its STEM/STEAM strategic initiative. Ken has been interviewed on education and play, and appeared on national broadcast TV including CBS, and has been quoted in consumer and trade print publications including Associated Press, Bloomberg News, The Washington Times, and USA Today.

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.

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.

Ken lives in Stamford, CT with his wife and is the father of two children. His first grandchild expected this spring.