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Real Diaper Industry Association Announces Hire of Executive Staff

Sacramento, CA— Today, **Real Diaper Industry Association (RDIA)** board Executive Committee announced the hire of **Janelle Cridland** as **Executive Director** of the Association. This is the result of a campaign launched early in 2013, culminating in a nationwide search and interview process. Ms. Cridland comes to the association with over 30 years experience managing both non-profit and for-profit organizations and supporting associations. The board looks forward to her leading the association, enabling it to grow in a structured, supported and strategic manner. She believes associations provide the tools that enable smaller organizations to work together toward common goals that would otherwise be unreasonable to achieve. To assist Ms. Cridland, the board has hired **Michelle Dominguez** as **Assistant Executive Director**. Ms. Dominguez also has extensive non-profit management experience and has served as our 2013 Conference Planning Chair and worked on the organizing committee for the 2013 **Great Cloth Diaper Change** event. Michelle's passion for cloth diaper advocacy and experience will compliment Janelle's skill set in strengthening the association programs and expanding its member benefits.

Founded in 2008, Real Diaper Industry Association is an international association that strives to make reusable cloth diapers the primary choice for babies' parents and caregivers while emphasizing responsibility and sustainability through a focus on people, planet, and profit.

RDIA works toward these goals by providing service and opportunities through business education, industry research, collaborative marketing, and group benefits.

For more information, press only:

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For more information visit : realdiaperindustry.org