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Brandon CEO donates \$250,000 to local Humane Society

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Tampa Tribune

Bob Reina, CEO of Talk Fusion, presented a \$250,000 donation to the Humane Society of Tampa Bay at a recent fundraiser. Humane Society Executive Director Sherry Silk accepted the donation, the largest of its kind in the local Humane Society's history.

By BARBARA ROUTEN | Special correspondent
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BRANDON -- Humane Society of Tampa Bay Executive Director Sherry Silk said she could scarcely believe it when she was handed a check from the head of a Brandon-based marketing business.

Bob Reina, CEO and founder of Talk Fusion, donated \$250,000 at a May 14 Humane Society fundraiser.

"This was the single, largest donation in our almost-100-year history," Silk said. "That's why I almost had a heart attack on the stage. I'd never seen that many zeros! We've had a larger bequest, through a will, but this was the largest donation from a living donor."

Reina, a board member of the Humane Society, presented her the check at ninth annual Tuxes and Tails fundraiser.

Silk said this was not Reina's first contribution to the shelter. In past years he donated hundreds of animal beds and funded the building of a Second Chance Patio for housing animals.

The patio "is a new wing with cages for 18 large dogs, which we couldn't accommodate beforehand," Silk said. "He actually has saved a lot of animals' lives, and he does it in such a big way, like at Tuxes and Tails, to encourage others to give what they can. He leads by example."

Reina donates for the sake of the animals. "It's up to us to speak for those who can't speak for themselves," he said.

Also, a Talk Fusion associate, marketer Rob Roder of Clearwater, contributed \$10,000 to the society at the fundraiser.

"It is an honor to be able to give back to the animals that give us so much in so many ways," Roder said.

Tuxes and Tails brought in more than \$400,000, a new record for the event, said Scott Harrell, creative writer for Talk Fusion.

Partygoers took home 17 adoptable animals after enjoying a celebrity pet fashion show, auction, live music and a glass-blowing demonstration on the Tampa Riverwalk.

Talk Fusion, founded in 2007, specializes in video-communication for businesses, individuals and non-profit organizations. It is a member of the Direct Selling Association. As a multilevel marketing company, its personnel earn pay for sales and for recruiting other associates.

Mary Birrell, vice president of the Humane Society's board of directors, said that Reina, Allison Roberts, Talk Fusion's vice president for training and development, and the whole Talk Fusion staff created an amazing stage and film for Tuxes and Tails.

"They are true professionals, and we are lucky to have (Bob and Allison) on our board," she said.

For information, go to <http://talkfusion.com> or <http://talkfusiongivesback.com>.

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