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Alexander Pavlicin Joins Elva Resa's Owner Management Team as Director of Operations

(St. Paul, MN, January 2025)—Elva Resa Publishing LLC is pleased to announce that Alexander Pavlicin has been promoted to director of operations and has joined its management team as a business partner (member owner), effective January 1, 2025.

Alexander holds a Master of Science degree in Technical Entrepreneurship and Management from the University of Rochester and has served in several external and internal leadership roles, most recently upgrading Elva Resa's metadata systems and distribution operations.

The son of Elva Resa's founder, Karen Pavlicin, Alexander has been an active participant in the Elva Resa community throughout his life. He grew up attending industry trade shows and military family events. Over the years, his experience evolved to include a diverse portfolio of business, editorial, government contracting, customer relationship management, and process improvement roles.

"Alexander's understanding of our organization has deepened organically over the years," says Karen. "During the past year, his high proficiency in applied technology and his systems approach enabled us to scale our operations more effectively. He's making significant contributions as a thoughtful leader. I'm excited for him, our team, and our community as he embraces this new role."

Alexander's inspiration comes from a strong personal connection to the military and first responder communities. "In addition to the service of my own family members, I am inspired by the selfless love of this community taking care of its own," he says. "Marines and military family members supported my family through the loss of my dad, a Marine Corps officer, to cancer when I was young. They were there for me then and have never left. Rarely in life do you get an opportunity to give back to the community that raised you, but this is one of those moments."

In his new capacity as director of operations, Alexander is responsible for Elva Resa's systems, logistics, inventory, project management, and Military Family Books distribution globally, as well as key community partnerships that strengthen Elva Resa's nearly-three-decade legacy of supporting military families.

"Our books continue to be an exceptional source of inspiration and knowledge that push the boundaries of publishing excellence, and the growth of our distribution program has brought new opportunities to expand our community support," says Alexander. "I look forward to this new journey with Elva Resa's team members, authors, artists, partners, and most of all, the military families we serve each and every day."

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Founded in 1997, ELVA RESA PUBLISHING LLC is an award-winning, traditional independent publisher specializing in quality resources by, for, and about military families, with a mission to make a positive difference in people's lives. Elva Resa is committed to serving the military community and elevating the voices of military family members and advocates, opening pathways for military-connected contributors to share their stories and expertise. In 2006, Elva Resa created its Military Family Books marketplace and distribution program as a curation service for military buyers and family readiness directors, attracting participation from a wide range of publishers. Today, Military Family Books is the preferred supplier of military family life resources, specializing in case and bulk sales to government, education, and healthcare organizations that support military families. The company's headquarters, showrooms, and warehouses are located in the Twin Cities, Minnesota, USA. <https://ElvaResa.com>, <https://MilitaryFamilyBooks.com>