



Monday, May 21

9a-4p

Daylong Certificate Courses (Extra Fee Required)

Paraplegic Pit Bulls, Catzillas, and the Ones Who Won't Use the Litterbox: Getting to No-Kill by Saving Treatable Dogs and Cats

Sponsored by Maddie's Fund

You hear it all the time: "We can't save them all." But is it true? Some of the nation's top shelter directors and shelter veterinarians have proven you can save the treatables, and they'll show you how they did it. Learn how to easily assess your shelter population to use your resources most effectively; get tips on working with local media, bloggers, and social media to get homes for pets you never thought you could; discover the secrets of how to provide medical and behavioral care even during a recession; and learn the secret marketing tips of the country's most successful shelters and rescue groups.

Presenters: Sheila D'Arpino, DVM, DACVB, Animal Rescue League of Boston; Barbara Hanek, DVM, PAWS Chicago; Barbara Carr, Executive Director, Erie County SPCA; Bonney Brown, Executive Director, Nevada Humane Society; Christie Keith, nationally syndicated pet columnist and blogger

Barkitecture: Strategic Shelter Development and Design

You have decided that your organization needs a new shelter, but the task of going from what you think you need to opening the door seems to be overwhelming. How do you get started? How can you ensure that your vision will be preserved through the process of needs assessment, fundraising, design, and construction? This daylong will cover the perspective of the Shelter Director, Marketing and Fundraising Team, and Design Team. Explore the process of how to build a shelter, materials and finishes, new design trends and healthy housing research, mechanical systems, and sustainable design elements. See examples of shelter floor plans and actual photographs to help illustrate animal flow, habitats, support spaces, and the products and materials used. The newest trends in caging and kennel systems will also be presented.

Presenters: Heather Lewis, Principal, Animal Arts; Jim Tedford, PetSafe; Martha Seng, FAIA, Principal, Jackson & Ryan Architects; Tom Smoot, Director of Sales, T-Kennel Modular Systems

Planning a Large-Scale Seizure

Every agency is faced with events that require removing a large number of animals off of a property and sheltering those animals temporarily. This workshop is designed to walk you through each step—from preparing for and executing the seizure to caring for the seized animals. Participants will learn to quickly assess a situation and create a field plan, photograph and document the animals, set up a temporary shelter, and find all of the necessary resources to keep the animals safe and happy.

Presenters: Adam Parascandola, Director of Animal Cruelty, Rescue and Response Team, HSUS; Sára Varsa, Director of Operations, Animal Cruelty, Rescue and Response Team, HSUS

Shelter Operations Boot Camp: 101 Things Every Shelter Worker Should Know

Need to know the "shelter basics" but don't know where to start? Join this daylong workshop to review basic shelter operations, safety issues, and innovative customer service programs. We'll cover animal housing needs, shelter safety concerns and discuss the latest practices (including innovative adoption programs) for creating a client-focused operation. Pre-reading will be required and be prepared for an ACTIVE day! Requirements: Please bring to class a postage stamp and a small squeaker toy.

Presenter: Jennifer Orme, Director of Operations, Larimer Humane Society

Humane Society International

Running an Effective Organization

Staying focused and effective is often a challenge most of us face in animal protection. Experts guide the way in this series of presentations, including sticking to your mission, the best tools for strengthening your organization and meeting its goals, and developing a functional and involved board. Learn how to use your voice in a strong, clear, and compelling way through strategic communications and concise messaging to make the greatest impact for animals. This session will feature a combination of presentations, discussions, and hands-on exercises that participants can apply to their work to help animals.

Presenters: Ed Clark, President, Wildlife Center of Virginia; Kimberly Johnson, Director, Spitfire Strategies; Ashley Simons, Director, Spitfire Strategies



The HSUS is an approved continuing education professional development provider for the Society of Animal Welfare Administrators (SAWA). All courses -- except for the session "Join Our Emergency Placement Partners Program" -- are approved for the requirements of the Certified Animal Welfare Administration (CAWA) certification program. For more information visit sawanetwork.org or visit SAWA in the exhibit hall (booth # 412).

Tuesday, May 22
11a-12p
Expo Edge Sessions

Adoption and Care Track

Adopting Out the Victims of Cruelty

While a compassionate public is eager to adopt animals who suffered in a puppy mill or hoarding situation, many potential adopters don't realize that some of these animals come with special needs—both physical and psychological. Learn how The HSUS's work on a cat hoarding case involving over 700 animals turned into massively successful adoption events. We'll teach you how to inform and manage the expectations of potential adopters and create matches for permanent homes for the animals.

Presenters: Adam Parascandola, Director of Animal Cruelty, Rescue and Response Team, HSUS; Sára Varsa, Director of Operations, Animal Cruelty, Rescue and Response Team, HSUS

Animal Rescue Track

Join Our Emergency Placement Partners Program

The Emergency Placement Partners (EPP) program consists of local organizations who accept animals saved by the Animal Rescue Team from hoarding situations, animal fighting, or puppy mill operations. Members of the EPP program are animal shelters, rescue groups, and other humane organizations that choose to become part of our national network. Join us to learn more about the gratifying work of helping rescued animals find their families and the benefits involved with being an EPP.

Presenter: Michelle Cascio, Manager, Emergency Placement Partners Program, HSUS
(This course is NOT approved for SAWA continuing education credit.)

Cats Track

Community Cats, Public Health and Compassionate Coexistence

We will dispel the myth that community cats represent a public health threat. Recent research shows that some of the most feared intestinal parasites are species-specific and humans do not become infected with parasites that infect cats. Also, infections require very close contact with the feces of infected animals, such as by handling fecal material. Finally, rabies in cats is extremely rare and therefore the risk of coming into contact with a rabid cat is extremely low.

Presenters: Dr. Deborah Ackerman, Board Member and Epidemiologist, Stray Cat Alliance; Dr. Christi Metropole, Executive Director, Stray Cat Alliance

Field Services Track

Responding to Wildlife Conflicts in the Field and on the Phone

Burdened with wildlife conflict calls? Join us as we discuss effective solutions to wildlife conflicts and how to incorporate them into your animal care facility. Using Humane Wildlife Service's innovative approach and the direct experience of The Washington Humane Society in DC, we will introduce concepts and services that will achieve productive outcomes that are good for wildlife and good for the public. The workshop will answer participants' most challenging conflict call and response scenarios.

Presenters: Scott Giacoppo, Vice President, External Affairs and Chief Programs Officer, Washington Humane Society; John Griffin, Director, Humane Wildlife Services, HSUS

Fundraising and Money Management Track

Facebook 101: Social Media Strategy for Animal Welfare

Learn the basic tools and best practices for increasing adoptions, fundraising, and awareness with your Facebook page. Learn how to get started on Facebook, where to focus your efforts, and what kind of results you can reasonably expect. Attendees will learn Facebook tools for creating a social change promotion, best practices for growing your Facebook audience, examples of successful campaigns, and how to develop a real, usable plan for establishing a presence on Facebook.

Presenter: Jane Harrell, Associate Producer, *Petfinder.com*



Leadership Track

Lead by Numbers: Using Research to Improve Your Operations and Campaigns

Attendees will receive an introduction to the use of research and statistics to design, evaluate, and improve their organization's operations. The topics covered will include using research to develop external programs and campaigns, improve internal operations, and evaluate nearly every aspect of an animal organization's efforts.

Presenter: Che Green, Executive Director, Humane Research Council

Pets for Life Track

Lessons Learned from Community Outreach Events

Data collected at community outreach events geared towards providing services to owners of unaltered pets has given us valuable information. Our target audience has a lot to tell us, and when we take the time to listen and learn, we can improve our approach to be more effective helping people and animals.

Presenters: Annie Pruitt, Director of Insights, illum communications; James Evans, Creative Director/CEO, illum communications; Laurie Maxwell, Manager, Pets for Life Chicago, HSUS

Shelter Operations Track

Lost Pets!

What percentage of the general public has lost a pet? How many of those find their pet? Where do they find them and how do they look? The ASPCA Shelter R&D department conducted a national survey to find out. Learn the surprising and fascinating results of this research—and leave with tools to better support those that lose pets.

Presenters: Dr. Emily Weiss, Vice President, Shelter Research and Development, ASPCA; Dr. Margaret Slater, Senior Director of Veterinary Epidemiology, ASPCA

Shelter Standards Track

The ASV Guidelines for Standards of Care—There's Nothing to Fear!

When the ASV *Guidelines for Standards of Care in Animal Shelters* were first published, shelters and rescues were understandably wary. See why The National Federation of Humane Societies (NFHS), the Society of Animal Welfare Administrators (SAWA), the National Animal Control Association (NACA), the American Society for the Prevention of Cruelty to Animals (ASPCA) and The Humane Society of the United States (HSUS) have embraced the Guidelines and believe you should too!

Presenters: Steve Putnam, Executive Director, National Federation of Humane Societies

Spay/Neuter Track

Non-surgical neutering is here. Are you ready?

If all non-profits could neuter male dogs non-surgically today, it would pour over \$50 million dollars into the animal welfare space. In this workshop you will learn the four things you need to know about the technology of Zinc Neutering, five things for a successful implementation, and real-life examples of how animal welfare groups that are using it.

Presenters: Dr. Phil Nelson, Dean, Western University College of Veterinary Medicine; Dr. Min Wang Co-inventor of FDA Approved Non-surgical sterilant - Zinc Gluconate; Dr. Jennifer Scarlett, Co-President of SF SPCA; Dr. G. Robert Weedon, Shelter Veterinarian, College of Veterinary Medicine University of Illinois

Tuesday, May 22

3:00p-5:30p

Adoption and Care Track

Getting Them Out the Door: Free Cats, Fosters, and More

Looking for ways to save more lives through outside-the-box innovations? Interested in learning more about fee-waived adoption promotions? Come learn about some of the programs you can implement now to draw more adopters and get more animals out your door quickly and safely. We'll discuss how and why these programs work and how to make them successful.

Presenters: Dr. Emily Weiss, Vice President, Shelter Research and Development, ASPCA



Animal Rescue Track

Create Your Shelter's Disaster Plan

Recent weather disasters make us acutely aware of what can happen to pets and people during catastrophic events. Facility preparedness and emergency planning are essential to ensure that your communities' animals are protected during times of crisis. In this workshop you'll learn how some agencies have developed and implemented their disaster plans, what worked and what didn't, and how they continue to weather the storms.

Presenters: Donald Jordan, Executive Director, Seattle Animal Shelter; Kara Main-Hester, Manager, Volunteer Program and Fundraising, Seattle Animal Shelter

Cats Track

Cats Are the Real Underdog: Changing the Public Perception of Cats

The quest to limit shelter euthanasia will mean changing the cat's place in America's heart and mind. In this workshop, we'll discuss what you can do to combat this unspoken challenge. We'll cover a variety of topics such as intake, public perception, marketing, finding dedicated volunteers, and achieving positive outcomes for cats. We'll share our own experiences with a cats-only building annex in a municipal facility, grassroots marketing, changing volunteers' and employees' own perceptions of the "cat lady," and the controversial discounting of adoption fees.

Presenters: Jennifer Brent, External Relations Manager, Found Animals Foundation; Jennifer Pimentel, Adoption Program Coordinator, Found Animals Foundation; Aimee Gilbreath, Executive Director, Found Animals Foundation

Field Services Track

Tackling Cruelty Situations on Factory Farms

Many communities throughout the United States have large-scale factory farms which confine huge numbers of animals. Contrary to the myth, these animals generally do have some protection under most state cruelty codes. Learn how to effectively investigate and build a cruelty case dealing with agribusinesses. We will look at case studies to learn how cruelty charges have been brought when egregious cruelty occurs and how to overcome "common agricultural practices" exemptions in the law when faced with cruelty or neglect in these institutions.

Presenters: Adam Parascandola, Director of Animal Cruelty, Rescue and Response Team, HSUS; Paul Shapiro, Senior Director, Farm Animal Protection, HSUS

Fundraising and Money Management Track

Messaging Your Mission to Donors: How Branding Impacts Fundraising Results

Why should someone give you money if they don't know who you are? Have you branded your organization to garner as much support as possible? Learn how to integrate branding and marketing techniques that make your organization the first choice for donors and volunteers. Gain marketing strategies and tactics on how your agency can build its brand regardless of size and budget. Real-life examples of image building and re-branding will give you the catalyst needed to start building your organization's brand and attract the donations you deserve.

Presenters: Katherine McGowan Shenar, President/CEO, Asheville Humane Society; Jim Tedford, Director, Pet Safe

Leadership Track

The Humane Exchange—An Executive Directors' Roundtable

Being the executive director of an animal welfare agency doesn't leave much time for collaboration. Consequently, executive directors often spend time tackling problems that peers have already mastered. This forum will provide the opportunity to share solutions, making attendees more productive and less stressed—good news for them and for their organizations. Join some like-minded peers, share laughs and frustrations, and enjoy the positive momentum provided by a frank and secure exchange of ideas.

Presenter: Deborah Robbins Millman, Executive Director, Honor Animal Rescue; Shelley Thayer, Executive Director, Cat Depot



Pets for Life Track

Providing Services to Those in the Greatest Need and Overcoming Barriers

Reaching out to provide services to the underserved populations in your community can lead to great results for animals. Successfully overcoming barriers such as race, culture, language, and socioeconomic status requires out-of-the-box, strategic thinking for how you assess your target audience, market your services, engage community partners, and approach pet owners.

Presenters: Amanda Arrington, Associate Director, Pets for Life, HSUS; Lori Hensley, Director of Operations, Coalition to Unchain Dogs; Robert Hensley, Attorney and Board Member, Coalition to Unchain Dogs; Annie Pruitt, Director of Insights, illumine communications; Alana Yañez, Manager, Pets for Life Los Angeles, HSUS

Shelter Operations Track

Improving Your Volunteer Program: Lessons Learned from over 1,000 Shelter Volunteers

Based on data we have collected from over 1,000 volunteers from over 20 animal shelters, we will be presenting the common strengths and problem areas facing shelter volunteer programs across North America. This workshop will include a description of best practices for addressing common volunteer program challenges. In addition, the interactive component of our workshop will give participants an opportunity to share their unique perspectives and discuss ideas for potential solutions.

Presenters: Dr. Steven Rogelberg, Professor and Director, University of North Carolina at Charlotte; Erika Lopina, Co-Director, University of North Carolina at Charlotte; Daniel Bonilla, Co-Director, University of North Carolina at Charlotte; Hilary Hager, Director, National Volunteer Center, HSUS

Shelter Standards Track

Putting the ASV Guidelines into Action to Improve your Operations

You've read the *ASV Guidelines for Standards of Care*, but now what? Learn how shelters are applying the information in the Guidelines to make practical, positive changes, from evaluating their facility and operations to setting priorities and implementing changes.

Presenters: Sandra Newbury, DVM, National Shelter Medicine Extension Veterinarian, UC Davis School of Veterinary Medicine; Crystal Mendiguren, DVM, UC Davis ASPCA Fellow, Koret Shelter Medicine Program

Spay/Neuter Track

Saving Cats through Sterilization Programs

Trap-Neuter-Return (TNR) and Feral Freedom are innovative methods of managing community cat populations and saving cats' lives. More and more municipalities are approving TNR policies for their jurisdictions, and Feral Freedom has the support of at least two municipal governments. In this session, you'll learn why these programs are effective, how to advocate with municipal governments for them, the importance of partnerships, how to overcome common challenges, and get helpful how-to information from the head of a city animal control department and an attorney who helps municipalities set up TNR programs.

Presenters: Jon Cicirelli, Deputy Director, City of San Jose Animal Care and Services; Michelle Lerner, Policy Specialist, Animal Protection League of New Jersey

Humane Society International Track

Planning Ahead: Being Prepared Before a Disaster Strikes

Planning ahead and being prepared for a potential disaster are crucial first steps toward lessening the impact disasters have on animals and humans. Disaster preparedness will result in a more planned and coordinated response and recovery, minimizing the loss of life and property.

Presenters: Kelly Coladarci, Program Manager, Humane Society International; Amelia Muccio, Director, Haiti Project and Disaster Operations, Humane Society International

Wednesday, May 23

8:30a-10:00a

Adoption and Care Track

Helping Adopters Succeed: Creating an Adopter Support Program

You've made the match, but what happens when they walk out the door? Will your adopters get the help they need and become long-term supporters? Learn how to start an adopter support program that will reach adopters when they need to hear from you the most. Learn to gather crucial information about how the animals are adapting, as well as get honest feedback about your customer service.

Presenter: Linda Reider, Director of Animal Welfare, Michigan Humane Society



Animal Rescue Track

Making the Media Work for You

Whether you're used to working with the media on a daily basis or are new to the field, it's essential to get your message out to the community during a disaster or for a major event. This workshop will give you the how-to information that you need to prepare and pitch your stories, as well as build long-term relationships with your local media to get lasting coverage.

Presenters: Katie Jarl, Deputy Director of Public Relations, HSUS; Thomas Adair, Director of Operations, Peggy Adams Animal Rescue League

Cats Track

Improving Cat Programs on a Shoestring Budget

It's all about change. Learn about the changes Oakland Animal Services (OAS), Oakland's municipal shelter, has made to improve the quality of life and placement of its cats, including environmental improvements, the addition of specialized cat volunteers to work with frightened cats, partnerships with several non-profit organizations, and a revised evaluation process. The workshop will provide examples of improvements that are affordable and simple to implement, and participants will leave with sample forms and other tools.

Presenters: Martha Cline, Animal Care Coordinator, Oakland Animal Services; Ann Dunn, President/Founder, Cat Town

Field Services Track

Gaining Compliance in the Field

Dealing with borderline neglect situations is common for humane officers and animal control officers. When the violations of law are minor, often the most effective response is to monitor the situation and educate the owners to provide proper care for their animals. Learn how to run an effective compliance program to ensure accountability and consistency of field enforcement leading to compliance or building an effective case history for later seizure of the animal.

Presenter: Jennifer Gardner, Senior Humane Law Enforcement Officer, Washington Humane Society

Fundraising and Money Management Track

Getting the Most Out of Charitable Contributions

We will review the tax requirements of charitable contributions, including the rules applicable to personal deductions, as well as issues and opportunities for charities. In particular, we will discuss obtaining tax deductions for efforts performed as a volunteer. Our approach will be practical and no tax law knowledge is required.

Presenter: Lester Thompson, Financial Advisor

Leadership Track

Are Your Policies Married to Your Mission? Are They Even in a Committed Relationship?

Does your organization have a clear relationship, or a conflict, between your policies and your mission? Which one is driving the other? Is your mission progressive but your policies are decades old? Have you recently revised your policies and procedures, but now they don't reflect your mission? This workshop will give you the tools to link your policies and procedures to your mission statement, vision statement, and even guiding principles.

Presenter: Amy Cooper, CAWA, MNM, Director, Sonoma County Animal Care and Control

Pets for Life Track

Influence Secrets for Animal Protection: Why People Don't Get it and What You Can Do

Does promoting humane behavior in your community feel like an uphill battle? Why don't people, businesses, and governments do what seems obvious to hard-working animal protection professionals? This inspiring, interactive session will help you identify what can limit your success. Come learn proven ways to achieve the results that you and the animals deserve. You'll leave with powerful, practical ideas to enhance your outreach and increase the impact of your time, energy, and funding.

Presenter: Caryn Ginsberg, Strategic Idealist, Priority Ventures Group



Shelter Operations Track

Achieving Exceptional Disease Control in Crappy Digs

Making the most out of what you have is the key to successful disease control in any environment. Learn how to achieve excellence even in the oldest of facilities. Focuses include moving animals through your system quickly and efficiently, minimizing stress and disease, and maximizing your live release rate.

Presenters: Cynda Crawford, Maddie's Clinical Assistant Professor of Shelter Medicine, University of Florida, Maddie's Fund Shelter Medicine Program; Jennifer Broadhurst, Director of Shelter Medicine, Jacksonville Humane Society; Danya Parks-Freel, CAWA, Director of Operations, Jacksonville Humane Society

Shelter Standards Track

Capacity for Care: Decreasing Length of Stay to Save Lives

Come and play the Length of Stay Game! Learn why length of stay is one of the most critical factors in how efficiently your organization runs and how humanely you can care for animals in your shelter. See how applying length of stay principles has dramatically improved the quality of care in other shelters, and learn how you can achieve similar results in your facility.

Presenters: Sandra Newbury, DVM, National Shelter Medicine Extension Veterinarian, UC Davis School of Veterinary Medicine; Erin Doyle, DVM, Animal Rescue League of Boston, Koret Shelter Medicine Program

Spay/Neuter Track

Adventures in Sterilization—Stationary, Mobile, Targeted

Pet sterilization as we know it is a relatively new phenomenon and comes with its own unique set of issues and challenges. The approaches used to provide this service continue to evolve from the high-volume stationary clinic, to mobile units and targeted programs. Even non-surgical sterilization approaches are on the horizon. This session will cover the pros and cons of each strategy based on our firsthand experiences in Los Angeles. You'll leave with the information you need to decide if your organization is ready to tackle the challenge, and which strategy is the right fit for your community. Plus, we'll provide practical tips and tricks for keeping a spay/neuter project running smoothly (while also keeping you sane).

Presenters: Katy Palfrey, Michelson Prize and Grants Program Manager, Found Animals Foundation; Jonathan Chavez, Spay/Neuter Program Manager, Found Animals Foundation; Aimee Gilbreath, Executive Director, Found Animals Foundation

Humane Society International Track

Compassion Fatigue: Causes, Symptoms, and How to Alleviate or Reduce Stress

Working with animals is often emotionally draining and our dedication to the cause can sometimes make us ignore the signs that we need help to cope with the stress. Addressing the issue of compassion fatigue will help you recognize its causes and symptoms and learn what you can do to alleviate this stress on everyone involved.

Presenter: Doug Fakkema, Experienced Trainer & Facilitator in Animal Welfare

Wednesday, May 23

1:00-2:30p

Adoption and Care Track

The Harmful Effects of Puppy Mills on Breeding Dogs and Their Puppies

Anecdotally, dogs rescued from puppy mill confinement often demonstrate emotional and behavioral disorders. In a study looking at 1,169 of these dogs, we have scientifically documented severe, extensive, and long-lasting psychological harm attributable to puppy mill life. In a follow-up study of 878 of these dogs, we were able to ascertain which rehabilitation methods are the most effective, as well as which are least effective, in helping these dogs overcome their emotional challenges.

Presenters: Frank McMillan, Director of Well-Being Studies, Best Friends Animal Society

Animal Rescue Track

Kennel Enrichment for Dogs

Sheltering dogs can be challenging. Enrichment in the kennel creates a calmer, less stressful environment—making a dog's stay in the shelter a more positive experience. This workshop will provide creative and affordable enrichment ideas that are easy to implement in any kennel situation. Using these techniques, you can create a more balanced kennel, prevent common behavior issues, and increase volunteer/staff retention and adoptions.

Presenters: Daisy Balawejder, Dog Fighting Rescue Coalition Coordinator, Hello Bully



Cats Track

Frightened or Feral Cat: How Can We Tell?

Do you have feral cats entering your shelter? Are you sure? How do shelter professionals tell the difference between unsocialized vs. frightened but socialized cats? We will together explore the difficulties in making these distinctions and common methods of doing so in animal shelters. We will introduce emerging research regarding the validity of common assessments and share information to help your shelter shepherd incoming cats to the most appropriate outcomes for them, alive and well.

Presenters: Dr. Margaret Slater, Senior Director of Veterinary Epidemiology, ASPCA; Dr. Katherine Miller, Director, Applied Science and Research, ASPCA

Field Services Track

Dealing with Difficult Personalities

Throughout our daily work as shelter and field personnel, we encounter people who are difficult to deal with, such as animal hoarders. However, it is essential to talk with these individuals to gain compliance and investigate potential cruelty or neglect with their animals. Hear from experts on the psychology behind some of these difficult personalities and how to effectively deal with them to get the job done.

Presenter: Dr. Robin Zasio, Psy.D, Director, The Anxiety Treatment Center of Sacramento

Fundraising and Money Management Track

Financial Bootcamp for Shelter Managers

Are you responsible for managing the finances of your shelter or rescue organization? This workshop will provide a structure for managers without financial backgrounds to help you identify what to focus on and how to effectively manage tax and financial reporting requirements. We will also discuss a basic structure to assist in preventing fraud and theft of assets.

Presenter: Lester Thompson, Financial Advisor

Leadership Track

The Business of Animal Protection

Have you ever wondered about your level of success at raising funds or whether you're spending your hard-won income in the most effective way? In this workshop, you'll be introduced to the use of trend analysis that helps one decide if things are getting better or worse, and to various benchmarks to assess impact and success. This workshop will provide real-world figures on how well different states and communities are doing in raising funds for animal protections and spending those hard-earned dollars.

Presenter: Andrew Rowan, President and CEO, Humane Society International

Pets for Life Track

How to Organize a Community Outreach Event

Providing services via community outreach events is a great way to establish your presence within your community. Events build trust and relationships, help to identify needs as well as ambassadors, and reach an important set of animals. We'll share specifics on how to choose a location, what services to offer, the most effective structure and flow, budget, staffing and volunteer needs, and more.

Presenters: Amanda Arrington, Associate Director, Pets for Life, HSUS; Annie Pruitt, Director of Insights, illum communications; James Evans, Creative Director/CEO, illum communications

Shelter Operations Track

Boost Your Family Reunions

Imagine having a family reunion as part of your everyday operations! Reuniting a lost pet with a worried owner is as gratifying as facilitating an adoption and can reap financial benefit for your organization with increased donations! Attendees will receive a clear, distinct road map to increasing their annual Return to Owner rate without incurring additional expenses, while garnering more donations. Can it be done? Last year, Asheville Humane Society increased its Return to Owner rate by 20 percent! Let us share our secrets with you!

Presenter: Jennifer Brehler, Director of Operations, Asheville Humane Society

Shelter Standards Track

How Much Medical Staff Do You Need? Maximizing Your Veterinary Medical Program

We all know that providing adequate veterinary care is an essential life-saving tool for shelters, but is there a magic number of veterinary personnel for every facility? Learn a system created as part of the UC Davis Fellowship Group to help shelters evaluate their medical staffing needs and maximize their ability to save lives.

Presenter: Erica G. Smedberg, DVM, Dane County Humane Society; Sandra Newbury, DVM, National Shelter Medicine Extension Veterinarian, UC Davis School of Veterinary Medicine



Spay/Neuter Track

Not All Spays and Neuters are Created Equal: Marketing to Save the Most Lives

Spay/neuter providers need creative marketing to keep a steady stream of clients coming in. With a growing emphasis on and need for targeting the most “at risk” animals, it’s important to go beyond traditional marketing to reach those clients. Learn how one high-volume spay/neuter clinic changed their mindset and added new marketing strategies to get volume and the *right* spays and neuters in the door.

Presenter: Dr. Kelly Rada, Medical Director, Humane Ohio

Humane Society International Track

Putting Animal Cruelty Laws and Policy into Effect

Learn the steps to taking action and utilizing the law to enhance animal welfare in your country. Learn how to lobby your government to push for legislation that protects animals.

Presenters: Jordi Casamitjana, Consultant, Animal Protection Consultancy

Wednesday, May 23

3:00p-5:30p

Adoption and Care Track

The Relevance (or Not) of Breed in the Shelter

With a mission to save lives, how do we tackle today’s breed-focused environment? Instead of relying on visual breed identification or high-tech DNA testing, let’s work with the *individuals* in our care. By treating dogs as individuals, we can provide better care and make better matches to better promote successful adoptions. This workshop will discuss both the challenges of relying on breed as a predictor of behavior as well as the benefits of working with each animal uniquely and comprehensively to meet the needs of more sheltered dogs.

Presenters: Aimee Sadler, Director of Behavior & Training, Longmont Humane Society & Southampton Animal Shelter; Janis Bradley, Owner, Dog Training Internship Academy

Animal Rescue Track

Humane Handling and Rescue for Herd Situations

Animals in situations of severe neglect that are housed in unique circumstances can be challenging to capture and restrain for humane care. In this workshop, rescuers will present cases in which cats and dogs were herded by room/enclosure and the tools utilized to safely remove each animal without sacrificing responder safety. It will be an inside look at methodology, materials used, resource allocation, and purposeful planning.

Presenters: Adam Parascandola, Director of Animal Cruelty, Rescue and Response Team, HSUS; Rowdy Shaw, Senior Field Responder, HSUS

Cats Track

Creative Cat Adoptions that Save Lives

Feeling overwhelmed and outnumbered by cats? Come hear what three successful organizations have done to create strategically driven cat adoption programs and increase demand for the often overlooked felines in our shelters. Come learn more about successful adoption events, fun promotion ideas, eye popping press releases, great Facebook and e-blast tactics, ways to decrease length of stay while improving adoption flow, debunking cat adoption myths, and finding funds to do it all.

Presenters: Christie Smith, CAWA, Executive Director, Potter League for Animals; Sharon Harvey, President/CEO, Cleveland Animal Protection League; Katherine McGowan Shenar, President/CEO, Asheville Humane Society

Field Services Track

Out of Control, into Compassion

Explore innovative ideas and programs to help you move your municipal animal control agency towards a compassionate caring resource for the community. Pet licensing, adoption, transfer programs, spay/neuter, and other life saving ideas will be discussed. Learn ways to engage the public and wow the community with your service! Animal control is all about protecting people and pets in a humane and caring manner—embrace the change towards a more compassionate world.

Presenters: Mark Kumpf, CAWA, Director, Montgomery County Animal Resource Center; Nancy Hill, Animal Protection Director, Spokane County Regional Animal Protection Service (SCRAPS); Officer Todd Stosuy, Field Services Manager, Santa Cruz County Animal Shelter



Fundraising and Money Management Track

Friends, Followers, and Funders: Integrating Proven Fundraising Strategies

Does your nonprofit need funding for projects or operations? Are you maximizing the use of social media and the Internet to capture unrestricted funding? In this workshop you'll get examples of real-world fundraising examples and techniques.

Presenters: Emily Garman, Founder, *TheSocialAnimal.com*; Stacie Stewart, Director of Development, *TheSocialAnimal.com*

Leadership Track

Vaccinating Your Organization

Now more than ever, it is critical for every organization to ensure that it is communicating messages effectively, being transparent about its operations, welcoming the public to help save lives, and striving to meet the highest standards of animal (and human!) care. Learn how to set your organization up for success by being proactive in engaging your community to support your efforts, instead of just reacting to criticism.

Presenters: Abigail Smith, Chief Animal Services Officer, Austin Animal Center; Lori Redmon, President/CEO, Kentucky Humane Society

Pets for Life Track

Outreach to Underserved Communities

Outreach to underserved communities is an important and often overlooked aspect of animal welfare work. It requires a genuine understanding of how to effectively engage, build trust, and create partnerships. The right approach can make a huge difference in elevating the human-animal bond, increasing spay/neuter rates, and reducing suffering for companion animals.

Presenters: Kenny Lamberti, Manager, Pets for Life Philadelphia, HSUS; Ralph Hawthorne, Manager, Pets for Life Atlanta, HSUS

Shelter Operations Track

Helping Birds and Rabbits in the Shelter

As more animals besides dogs and cats are making their way into the shelter, it's important that all shelters are able to conduct basic assessments and provide for the needs of these animals. Birds and rabbits are two of the most popular pets and two of the most likely to end up in shelters. During this workshop you'll learn how to keep them both happy and healthy while they're in your care and to increase their adoptions into permanent homes.

Presenters: Margo DeMello, President and Executive Director, House Rabbit Society; Matt Smith, Founder & Executive Director, Project Perry/The Central Virginia Parrot Sanctuary; Christiana Remick, Shelter Manager, House Rabbit Society Adoption and Education Center

Shelter Standards Track

Going From Good to Better Without Breaking the Bank

You can use the *ASV Guidelines for Standards of Care* to make things better for the animals in your care, regardless of your budget, size, staffing levels, or any other factors. Come see how other organizations just like yours have done it and learn practical tips for making positive change with real-life case studies.

Presenter: Sandra Newbury, DVM, National Shelter Medicine Extension Veterinarian, UC Davis School of Veterinary Medicine

Spay/Neuter Track

Effective Spay/Neuter Talk

In conducting spay/neuter outreach, it is critical to leave behind negative assumptions about your audience. Understanding, listening, and patience are all needed in order to be effective. Receive practical advice from experts on what spay/neuter messaging and approaches work best, as well as how to address common "no" responses, overcome your own negative reactions, and improve your spay/neuter conversational skills.

Presenters: Amanda Arrington, Associate Director, Pets for Life, The HSUS; Lori Hensley, Director of Operations, Coalition to Unchain Dogs; Robert Hensley, Attorney and Board Member, Coalition to Unchain Dogs; Annie Pruitt, Director of Insights, illumine communications

Humane Society International Track

Humane Education: The Key to Creating Change

Education is key in creating an understanding of the importance of animals in our world. Learn about humane edutainment and how it bridges people and their connection to animals, and explore the link between human violence and animal cruelty.

Presenters: Randall Lockwood, Senior Vice President, Forensic Sciences and Anti-Cruelty Projects, ASPCA; Robert Lucius, Executive Director, Kairos Coalition



Thursday, May 24
9:00a-10:30a

Adoption and Care Track

How Much is that Doggy in the Window? Adventures in Retail Adoptions

Have you ever wondered how many animals you could place into loving homes if people would just come to the shelter to see them? This is the driving force behind the ever-popular mobile adoptions. But why not setup a bricks-and-mortar where your customers are? Hear how a non-profit and a municipal agency partnered to create a wildly successful retail adoption center in Southern California.

Presenters: Jennifer Brent, External Relations Manager, Found Animals Foundation; Aimee Gilbreath, Executive Director, Found Animals Foundation

Animal Rescue Track

Investigating Illegal Animal Fighting

Animal fighting is a crime facing both rural and urban communities. Learn from HSUS lead investigators how to respond to these complaints. By the end of the workshop participants will have a practical knowledge of the history of animal fighting, how to recognize animal fighting paraphernalia, proper application of animal fighting laws, animal fighting's connections to other crimes, and more.

Presenters: Janette Reever, Deputy Manager, Animal Fighting, HSUS; Chris Schindler, Manager, Animal Fighting, HSUS

Cats Track

Simple Steps to Identify, Promote, and Place Overlooked Cats

Who's plugging up your cat adoption system? Black cats? Old cats? Crabby cats? Scaredy-cats? Then the Overlooked Cats program is for you. Learn how to consistently identify cats who are the corks in your system and put in place simple effective approaches that will get their fuzzy faces in front of the right adopters. Is Overlooked Cats working? Evaluating effectiveness is also included.

Presenters: Linda Reider, Director of Animal Welfare, Michigan Humane Society

Field Services Track

Wildlife Challenges: Troubleshooting Conflicts with Coyotes and Feral Hogs

Human conflicts with both coyotes and feral hogs are on the rise. As your agency prepares to deal with these animals in your community, come learn the best techniques to decrease human-animal conflict through public education, hazing, and population control. As populations of these animals continue to expand, understanding them will give you the tools you need to successfully solve conflicts.

Presenters: Dave Pauli, Senior Director for Wildlife Response, HSUS/FFA Animal Care Centers; Lynsey White Dasher, Urban Wildlife Specialist, HSUS

Fundraising and Money Management Track

Dog Walks: How to Create a Flagship Fundraiser

Dog walks are the flagship fundraisers for the most progressive shelters. This introductory workshop will cover how to incorporate proven marketing strategies to kick-start your organization's dog walk. Learn how to create a budget, timeline, event plan, and a laser-focused committee. This workshop will review some of the top tactics used across the country and the *Dog Walk Playbook*, which documents the core aspects of running a successful walk.

Presenter: Meredith Hines, President, Peninsula Humane Foundation

Leadership Track

Using the Political Process to Increase Adoptions, Reduce Intakes and Protect Your Shelter

Public policies and those who decide them can have a huge impact on the day-to-day realities of operating your shelter. From laws on the feeding of feral cats to the use of dog license revenue, public policy from statewide laws down to local ordinances can directly affect your shelter's ability to serve the community. Learn who to contact, how to stay informed, and simple steps you can take to ensure an animal-friendly community.

Presenters: Sarah Speed, Pennsylvania State Director, HSUS; Sue Cosby, Executive Director, Animal Care and Control Team of Philadelphia



Pets for Life Track

Dog Training as an Outreach Tool

Training can be a powerful and effective tool in improving animal welfare and expanding the reach of your organization. With the right approach, training can elevate the bond between people and their dogs even so much as to eradicate activities such as cruelty and dog fighting, and provide you with the opportunity to address more positive and proactive issues such as spay/neuter and wellness.

Presenters: Kenny Lamberti, Manager, Pets for Life Philadelphia, HSUS; Kate Jackson, Owner/Trainer, Jabula Dog Academy/Pets for Life Atlanta, HSUS

Shelter Operations Track

Small Dogs Everywhere: One Municipal Shelter's Experience

Learn about Oakland Animal Services' approach to retooling its shelter and volunteer program to accommodate the increased numbers of small dogs in its population. The workshop will review experiments with housing small dogs, a modified dog evaluation process that takes into consideration typically high fear/stress levels among these dogs, modifications to the volunteer training program to work with fearful small dogs, and successful marketing strategies to promote the adoption of the tan Chihuahua.

Presenter: Martha Cline, Animal Care Coordinator, Oakland Animal Services

Shelter Standards Track

First Impressions Matter! The Importance of Quality Shelter Intake Procedures

Excellent care starts at intake; what happens when an animal first enters your facility can mean the difference between making it home or staying at the shelter, staying healthy or succumbing to illness, finding a new home or facing euthanasia. Come see an in-depth example of a shelter that asked, "How can we make excellence on intake a priority?"

Presenters: Sandra Newbury, DVM, National Shelter Medicine Extension Veterinarian, UC Davis School of Veterinary Medicine; Sarah Hinkes, Animal Operations Manager, Dane County Humane Society

Spay/Neuter Track

The Future of Fertility Control: Non-surgical Methods of Sterilization for Cats and Dogs

Spay/neuter programs make a tremendous difference for countless animals. But imagine how many more unwanted litters we could prevent if we had faster, easier, less expensive, and less invasive ways of preventing reproduction. Join us to learn about the work being done in this field, who's involved, current products (including Esterilsol™, a male dog sterilant coming to the U.S. in 2012), and the work being done on the new tools of tomorrow.

Presenters: Joyce Briggs, President, ACC&D; Karen Green, Senior Director, ACC&D

Humane Society International Track

Changing Attitudes: Increasing Adoptions Internationally

Learn how to change the public's perspective on the adoption of street dogs and get tips on creating an adoption culture through effective marketing, messaging, and campaigns. Gain ideas on ways to increase your fostering outreach and the public's interest in the animals in your care.

Presenters: Anna Cabrera, Executive Director, The Philippine Animal Welfare Society; Mirah Horowitz, Executive Director, Lucky Dog Animal Rescue

Thursday, May 24

11:00a-12:30p

Adoption and Care Track

Turbocharging "Pit Bull" Adoptions

Learn how to vastly increase your "pit bull" dog adoptions through innovative and accurate marketing, all-inclusive adoption programs, and information for both your adopters and your staff that will get the "pit bull" dogs home faster. This presentation will provide tools and information to efficiently and effectively make adoption matches that set each dog up for success, while maximizing resources and opportunities.

Presenters: Stacey Coleman, Executive Director, Animal Farm Foundation; Kim Wolf, Community Engagement Specialist, Animal Farm Foundation



Animal Rescue Track

Intake and Evidence Collection

This course is designed to enhance students' ability to process animal cruelty crime scenes by familiarizing them with the forms, documents, and procedures required for effective cases. It will review scene mapping/photo documentation, animal evaluation, and how to determine what key evidence may be found on the animals and in the environment prior to disruption of the scene. The course will also address the intake process including, working with veterinarians to identify and document key evidence such as blood, wounds, etc.

Presenter: Ashley Mauceri, Deputy Manager, Animal Cruelty, HSUS

Cats Track

Adopting LOTS of Cats—Running Efficient High-Volume Cat Adoption Centers

Adopt more cats faster using off-site cat centers! This interactive and informative workshop will provide all the tools you'll need for cat center setup; volunteer training; cat selection, preparation, and transport; competitive adoption package; same-day adoption process; internal and external communication; cash handling; and managing the critical relationship with your partner store. Nix the excuses and get in the game to save more cat lives today.

Presenters: Linda Reider, Director of Animal Welfare, Michigan Humane Society; Kathryn Johnson, Offsite Adoption Manager, Michigan Humane Society

Field Services Track

Managing Dog Bites While Protecting People and Dogs

A single dog bite, regardless of severity, can become a big issue—communities are often split on the best way to handle dangerous dogs. When dog bite cases are mishandled, the results can include bad legislation, lawsuits, protests, and more. This workshop will discuss legislation aimed at reducing recidivism, unnecessary quarantines that result in long shelter stays for biting dogs, and how you can best protect both people and dogs in your community.

Presenters: Michael Oswald, Director, Multnomah County Animal Services; Emilio DeBess, State Public Health Veterinarian, Oregon Health Authority

Fundraising and Money Management Track

Why You Need Retail in Your Shelter

Shelters do not need to rely solely on donations to support the shelter. Retail can help! Merchandising and building effective displays catch the attention of adopters and drive up profits, and branding merchandise gets your name out into the community. Both are effective ways to get adopters back to the shelter. Learn about thinking outside the box, tent sales, sidewalk sales, retail tents at pet walks, and other ideas to drive revenue through retail. Also learn how one shelter increased revenue and adoptions by opening a retail store in their local mall using the PetEdge model.

Presenters: Connie Brooks, Director of Operations, Sumter Disaster Animal Recovery Team; Lucy Bernardin, Account Executive/Shelter Specialist, PetEdge Dealer Services; Patrice Worcester, Mall Shelter Manager, Humane Society Naples

Leadership Track

Human Resources: Just as Important as Animal Resources

Do you ever find that you'd rather go scoop poop than deal with your employees or volunteers? Animal people are passionate people and we engage emotionally more than members of nearly any other profession. Find out the top 10 human resources tips to motivate and invigorate your staff without alienating them and how to use emotional intelligence and instill it in others. From recruiting to morale building, HR demystified.

Presenters: Rabeca Cross, General Counsel, Found Animals Foundation; Marcela Ponce, Volunteer Program Manager; Aimee Gilbreath, Executive Director, Found Animals Foundation

Pets for Life Track

Veterinary Care for Underserved Communities

Research and anecdote prove it—the most trusted source on pet health and wellness for the community is veterinarians. It is critical to have the veterinary community involved in animal welfare messaging and in the delivery of affordable, accessible services. Hear from veterinarians what motivates their passion for animal welfare and how they apply it in their careers.

Presenters: Will Mangham, DVM; Carrie Schultz, DVM



Shelter Operations Track

Customer Service from the Adopter's Perspective

Adopting animals into new homes can be a very stressful part of our job. As we watch them go, we hope we've all chosen well and made a good match. But what is the experience with your shelter or rescue group from an adopter's point of view?

Presenter: Kim Saunders, Vice President, *Petfinder.com*

Shelter Standards Track

Making the ASV Guidelines Work in Your Facility

Learn to identify problem areas in your own shelter and use the recommendations in the *ASV Guidelines for Standards of Care* to prioritize needed interventions and brainstorm possible solutions.

Presenters: Sandra Newbury, DVM, National Shelter Medicine Extension Veterinarian, UC Davis School of Veterinary Medicine; Members of the UC Davis Fellowship Group

Spay/Neuter Track

Real Marketing for Spay/Neuter Services

Learn innovative ideas to better target your spay/neuter work for animals. This workshop will give you guidance on how to test, appropriately talk about, and effectively deliver the spay/neuter message, identifying areas in your work where you need to step back and rethink your approach. Come up with new, outside-the-box plans to improve your programs and get results.

Presenter: Stephanie Downs, Co-Founder and President, FiXit Foundation

Humane Society International Track

Animals & Religion

Gallup polls estimate that 70-90% of the world's population is religious and that many Middle Eastern and African countries are nearly 100% religious. In the United States, 82% of those surveyed state religion is important to them. Most of the major religious traditions teach mercy, and there is growing awareness that how we treat animals is a measure of our moral character. From providing free veterinary care in underserved areas to including pet food in traditional food drives; from establishing grounds as wildlife sanctuaries to hosting pet adoption events; find out how you can bring these ministries and more to any religious community.

Presenters: Christine Gutleben, Senior Director, Faith Outreach, HSUS; Professor Abdul Rahman, President, Commonwealth Veterinary Association

The HSUS is an approved continuing education professional development provider for the Society of Animal Welfare Administrators (SAWA). All courses -- except for the session "Join Our Emergency Placement Partners Program" -- are approved for the requirements of the Certified Animal Welfare Administration (CAWA) certification program. For more information visit sawanetwork.org or visit SAWA in the exhibit hall (booth # 412).