



TEXAS UNITES FOR ANIMALS

MARCH 17-19, 2012

Opening Session

The 2011 Legislative Session

Saturday, March 17, 8:00 to 9:00 a.m.

Robert L. "Skip" Trimble, Texas Humane Legislation Network

Find out more about the 2011 Texas Legislative Session, the five major animal welfare bills that were passed, how they came to be, and what they mean for you.

Presenter:

Robert L. "Skip" Trimble is a Dallas, Texas native. He graduated from South Oak Cliff High School in Dallas and then graduated with an economics degree and a law degree from Southern Methodist University. Skip worked for the United States Department of Justice and the law firm of Winstead, McGuire, Sechrest & Trimble prior to entering the real estate investment business. He is currently a principal in the real estate investment firm Catlyn Capital Corp.

Skip became an animal advocate in 1992 and is currently involved in the following animal-related organizations and causes:

- Current Chair of the Dallas Animal Shelter Commission, an advisory board to the City of Dallas regarding animal control and the Dallas municipal animal shelter.
- Board Member of Metroplex Animal Coalition, a group of local animal welfare organizations in the Dallas metroplex area which work with the City of Dallas and surrounding cities to make the metroplex a No-kill@area.
- Board Member and Legislative Chair - Texas Humane Legislation Network, a Texas grassroots organization whose purpose is to promote the humane treatment of animals through legislation, education and advocacy. He helped spearhead this group's efforts: to create animal-friendly license plates in Texas to provide funds for low cost spay/neuter programs; to pass statewide regulation of the ownership of exotic animals such as lions, tigers, etc.; to pass legislation to make animal cruelty punishable as a felony; and to license and regulate commercial dog and cat breeders in Texas.
- Former Board Member - Animal Legal Defense Fund (ALDF). ALDF is a national animal advocate organization comprised of volunteer attorneys throughout the United States. ALDF also sponsors the publication of the Animal Law Journal at Northwest School of Law of Lewis and Clark College.
- Instrumental in the formation of the Animal Law Section of the State Bar of Texas; an active member of that Section; and speaks at many of the legal seminars sponsored by that Section.
- Does considerable pro bono legal work for animal groups, including formation of non-profit corporations and obtaining their tax exempt status.





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Workshop 1

Fundraising 101

Saturday, March 17 10:00 to 11:30 a.m.

Tim Crum, CEO & Founder, Animal Shelter Fundraising

This course teaches the financial make-up of non-profit organizations and guides you on where and how to invest your time and resources in order to maximize your fundraising revenue. You will also learn about the “donor giving pyramid” and why it is so important to raising more money and acquiring new donors.

Presenter

Tim Crum is one of the country’s premier fundraising experts on animal shelter fundraising. With over 25 years experience as a professional fundraiser, Tim has spent the last 15 years devoted to advancing the field of animal welfare, through fundraising and marketing. He has led highly successful fundraising campaigns for the Animal Rescue League of Western Pennsylvania, the Arizona Humane Society, and PetSmart Charities. In 2008, he founded Animal Shelter Fundraising - a company specializing in fundraising and marketing for animal shelters. He has consulted with dozens of animal welfare organizations in the United States and Australia.

Workshop 2

Finding the Right Volunteers for Your Organization

Saturday, March 17

10:00 to 11:30 a.m.

Hilary Hager, Director, National Volunteer Center, Humane Society of the United States

Finding the right volunteers requires first knowing what you’re looking for and how to communicate that effectively to the public. We’ll explore how to develop processes that can help screen in the people who can help you as you need to be helped, whether you’re a shelter, spay/neuter clinic, foster-based group or anything in between.

Presenter

Hilary Anne Hager, HSUS, has spent the last eleven years managing volunteers in animal welfare environments and recently joined The HSUS as Director of the National Volunteer Center. Engaging volunteers in meaningful work to make the world a more humane place is Hilary’s passion and life’s work. In addition to managing volunteers in shelters, she has been a volunteer herself at a wildlife rehabilitation center in Washington State, and served on the board of directors for a chimpanzee sanctuary, the Washington State Federation of Animal Care and Control Agencies, and a “friends-of” non-profit group supporting the work of a municipally-operated shelter. Hilary holds a master’s degree in Nonprofit Leadership from Seattle University.



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Workshop 3

The Intake Process: The Infectious Disease Control Frontline

Saturday, March 17

10:00 to 11:30 a.m.

P. Shawn Ashley, DVM, Shelter Veterinarian, SPCA of Texas

Intake Exams are the frontline of defense against infectious disease control in the shelter. It is imperative to recognize and address public health concerns as the animals enter the shelter. This includes controlling zoonotic diseases such as roundworms, hookworms, ringworm, sarcoptic mange, etc. Fleas and ticks also must be controlled as they carry diseases of public health importance. This is not merely a wellness exam - it becomes The Intake Exam Process - The Infectious Disease Control Frontline. This talk is geared toward shelter operation staff and rescues.

Presenter:

P. Shawn Ashley, DVM received a DVM degree from Texas A&M University, College of Veterinary Medicine in 1988. She owned a small companion animal and small exotics clinic in Cedar Hill from 1989 to 2004, and served on the Tri-Cities Animal Shelter Board for over six years. Dr. Ashley practiced emergency medicine and general practice at I-20 AMC in Arlington from 2004 to 2007. She received a Masters in Veterinary Microbiology in 2009, and began work as a veterinarian for the SPCA of Texas. Her interests include companion animal health, infectious disease control, and veterinarian's role in cruelty cases.

Dr. Ashley is affiliated with:

- American Veterinary Association (AVMA),
- Texas Veterinary Medical Association (TVMA) serving on the Shelter Committee, and the Animal Welfare Committee non-profit task force
- Association of Shelter Veterinarians
- American Medical Writer's Association

Workshop 4

Anatomy of a Hoarder

Saturday, March 17

10:00 to 11:30 a.m.

Sandy Grambort, Program Coordinator, Humane Society of North Texas

A step by step presentation in photographs and case details of a real life animal hoarder investigation. Presentation will cover initial investigation from first complaint to law enforcement action, and include animal handling, care, housing, resource needs, costs, court preparation, testimony, and final outcome.

Presenter:

Sandy Grambort has worked in the field of animal welfare since 1987, beginning as a volunteer at a municipal shelter in Arkansas. Since 2005 she has worked at the Humane Society of North Texas, managing the equine and livestock program and assisting with humane investigations. Her lifelong experience with animals has become a successful career.



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Workshop 5

From Shelterer to Rehomer

Saturday, March 17

10:00 to 11:30 a.m.

Bert Troughton, Vice President, ASPCA

Are you interested in getting more dogs and cats adopted? How about changing the dynamic between you and those that walk into your door? This workshop will focus on a shift in philosophy from sheltering to getting more animals home. From policy shift to innovative data driven programs, this workshop will provide attendees tools to help them become 'rehomers' and save more lives.

Presenters:

Bert Troughton, MSW, Vice President ASPCA, is responsible for the ASPCA \$100K Challenge, Shelter Training, and the ASPCApro.org website, social media and e-Learning for animal welfare professionals. Before joining the ASPCA, Bert was the CEO of a regional humane society in New England that became well known under her leadership for its extraordinary vision and capacity to deliver on an aggressive strategic agenda. Past president of both the New Hampshire and the New England Federations, she is a popular speaker in the field and received the 2004 Dennis White Excellence in Teaching award from the American Humane Association. Bert authored the ASPCA/Petfinder shelter management page from 2000 – 2003 and co-authored the book Making Plans to Make a Difference – A Business Planning Guide for Shelters. Bert holds a Masters in Social Work from the University of Connecticut; post-graduate certificates in Psychotherapy, Family Therapy and Nonprofit Management; and is a certified instructor of Dialogue Education.



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Workshop 6

Friends, Followers, and Funders: Integrating proven fundraising strategies with web 2.0 technology for maximum donor engagement

Saturday, March 17

12:30 to 2:00 p.m.

Emily Garman, Founder, The Social Animal

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. This comprehensive fundraising seminar covers:

- Building an email list
- Creating and empowering donor evangelists
- Creating a fundraising kit
- The psychology of online giving in relation to network groups
- Online fundraising techniques
- Developing a fundraising strategy
- Online fundraising versus traditional fundraising
- Generational Differences in Fundraising
- Using YouTube to increase awareness & drive donations
- Understand and compare the options available for soliciting online donations
- Create & Utilize free online fundraising accounts on multiple platforms
- Locate alternative online fundraising opportunities (beyond soliciting donations)

Presenter:

Emily Garman has been building web sites and rescuing dogs since 1997. At the beginning of the social media craze, she quickly saw how this technology could benefit nonprofits, particularly animal organizations. She took the Central Oklahoma Humane Society into the blogosphere and other social media universes in 2008. Their social media strategy and policy is nationally recognized and has become a model for other humane societies.

In early 2008 she founded TheSocialAnimal.com to combine her passion for animal rescue with her enthusiasm for social media. The Social Animal's purpose is to teach animal welfare personnel how to use the Internet to recruit volunteers, raise money and increase adoption and awareness.

Emily travels around the world as a speaker and consultant to shelters and humane societies, including the HSUS, Petfinder.com, PetSmart Charities and DogsTrust in the UK. She was recently awarded the Advocate in Action Award by the Oklahoma Alliance for Animals for her work in using social media to help pass SB 1712, the Pet Breeder Bill, in 2010.



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Workshop 7

Handling Challenging Volunteers

Saturday, March 17

12:30 to 2:00 p.m.

Hilary Hager, Director, National Volunteer Center, Humane Society of the United States

Developing strong processes and structure within a program will help minimize the challenges that can come with well-intentioned volunteers who aren't quite the right fit. We'll explore how to prevent these challenges in the first place, but also how to handle them as gracefully as possible to ensure a positive experience for everyone.

Presenter:

Hilary Anne Hager has spent the last eleven years managing volunteers in animal welfare environments and recently joined The HSUS as Director of the National Volunteer Center. Engaging volunteers in meaningful work to make the world a more humane place is Hilary's passion and life's work. In addition to managing volunteers in shelters, she has been a volunteer herself at a wildlife rehabilitation center in Washington State, and served on the board of directors for a chimpanzee sanctuary, the Washington State Federation of Animal Care and Control Agencies, and a "friends-of" non-profit group supporting the work of a municipally-operated shelter. Hilary holds a master's degree in Nonprofit Leadership from Seattle University.

Workshop 8

Targeting Spay/Neuter for Impact and Serving Pet Owners in Poverty

Saturday, March 17

12:30 to 2:00 p.m.

Amy Mills, Executive Director, Emancipet

We all know high volume high quality spay/neuter is a benefit to a community, and can have positive impacts on shelter intake rates. However, when resources are limited and the need is great, focusing spay/neuter efforts on the animals that are most at-risk of homelessness can exponentially increase the impact of spay/neuter. This presentation will focus on different strategies for targeting spay/neuter to animals most at-risk and how to work collaboratively with families in poverty to achieve positive outcomes for pets in low-income areas. We will discuss several successful strategies employed in Austin, Texas that we believe are doing the most good for the people and pets who need the most help, as well as those strategies that have been less than successful.

Presenter:

Amy Mills is the Executive Director of Emancipet, a social venture on a mission to make spay/neuter and preventive veterinary care affordable, accessible, and understandable to all pet owners. A lifelong animal lover and veteran of Austin's non-profit sector, Amy's career at Emancipet created the opportunity to combine her passion for helping pets AND people. In 2011, Amy received the Animal Advocate of the Year Award on International Women's Day for her work at Emancipet.

Prior to her work for Emancipet, Amy was the Deputy Executive Director at YouthLaunch, developing youth empowerment programs focused on the root causes of social issues. Prior to that, she served as a program director in the Education department at the Greater Austin Chamber and at Austin Partners in Education, creating the successful Financial Aid Saturdays program. Amy holds a BA from St. Edward's University, is a 2011 graduate of the Leadership Austin Essential Class, and is a member of Impact Austin, a women's philanthropy organization.



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Workshop 9

Small Pet Exotic Mammal Care in a Shelter Setting

Saturday, March 17

12:30 to 2:00 p.m.

P. Shawn Ashley, DVM, Shelter Veterinarian, SPCA of Texas

Small mammals have special needs but their care can be simplified, and their presence in a community shelter does not need to be a daunting task. In fact, it can be a fun addition for the staff as well as the public. This talk is geared toward the shelter operation staff and rescues.

Presenter:

P. Shawn Ashley, DVM received a DVM degree from Texas A&M University, College of Veterinary Medicine in 1988. She owned a small companion animal and small exotics clinic in Cedar Hill from 1989 to 2004, and served on the Tri-Cities Animal Shelter Board for over six years. Dr. Ashley practiced emergency medicine and general practice at I-20 AMC in Arlington from 2004 to 2007. She received a Masters in Veterinary Microbiology in 2009, and began work as a veterinarian for the SPCA of Texas. Her interests include companion animal health, infectious disease control, and veterinarian's role in cruelty cases.

Dr. Ashley is affiliated with:

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- Texas Veterinary Medical Association (TVMA) serving on the Shelter Committee, and the Animal Welfare Committee non-profit task force
- Association of Shelter Veterinarians
- American Medical Writer's Association

Workshop 10

Letting the Cat Out of the Bag - Marketing and promoting cats for adoption

Saturday, March 17

12:30 to 2:00 p.m.

Sharon Harvey, President & CEO, Cleveland Animal Protection League

Do you feel like you need to strap on a helmet just to face the day? Are you so overwhelmed by the number of cats who need your help that you don't even know where to start? Fear not! This engaging, entertaining, and practical session will rekindle your creative spirit, provocatively challenge some past thinking, and provide you with a wealth of real life, "outside of the box" strategies that you can use to capture the attention of potential adopters in your community and help you to save more cats. And, as a bonus, the session will also touch on other positive outcomes that can result when cat adoption numbers increase. Adoption staff and volunteers, foster volunteers, and marketing and public relations staff and volunteers will all benefit from this session.

Presenter:

Sharon Harvey, President & CEO, Cleveland Animal Protection League, serves as the executive director of the Cleveland Animal Protective League, an open, but managed, admissions humane society in Ohio that serves more than 16,000 animals annually through a variety of progressive programs. She has also served as the director of a small, limited admission humane society.

While faced with many critical issues, the ongoing challenges facing cats has been a constant area of focus for the APL's lifesaving efforts. Their success with creative marketing and cat adoption promotions has earned the APL national recognition in the animal welfare community. As a result, Sharon has been invited to speak at conferences across the country with the goal of sharing the APL's experience and saving more lives – everywhere!

Sharon is also a member of the Ohio Federated Humane Societies Board, Advisory Board for PetFix Northeast Ohio, Corporate Policies Committee of the National Federation of Humane Societies, and the Shelter Advisory Board for Hill's Science Diet.



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Workshop 11

Media Strategies with a Focus on Crisis Control

Saturday, March 17

2:30 to 4:00 p.m.

Katherine LeBlanc, Communications Director, Louisiana SPCA and Meg Allison, GIS Data Manager, ASPCA

As animal welfare advocates marketing and advertising budgets are often luxuries. To increase the awareness of our work in the community we must become media savvy professionals ready to take the mic at any given moment. In this workshop you'll learn how to create and maintain a consistent message, navigate tricky media questions, engage the community in positive ways, and develop relationships with local media. We'll practice forming talking points for any situation and discuss story ideas you may not even know are there. We'll also give you real life examples of why this works and how it can move the needle in your organization.

Presenters:

Katherine LeBlanc is the Communications Director for the Louisiana SPCA, the oldest animal welfare organization in Louisiana. As Communications Director she is responsible for all external communications for the Louisiana SPCA including social media, public relations, collateral, and web site management. Over the past two and half years she has secured over three million dollars of earned media and navigated the press through such tense issues as contract negotiations, Pit Bull attacks, the 2010 BP Oil Spill, and social media gone awry. She has increased awareness for the Louisiana SPCA through regularly scheduled media appearances on three major news stations in the New Orleans metro area. She thought she was a dog person before she started working at LA/SPCA. She now fosters at risk kitties on a regular basis.

Meg Allison was the Adoption Promotion Specialist and Grants Coordinator for the Louisiana SPCA, the only open admission shelter in New Orleans. She lead the Louisiana SPCA in the 2010 ASPCA Save More Lives Challenge and worked on innovative adoption programming, social media, and grants strategy. Meg helped develop community engagement with the Louisiana SPCA through social media strategies and community focused volunteer efforts such as a Pit Bull advocacy group and a foster to adopt program. Meg now works with the ASPCA as the GIS Data Manager but continues to volunteer with the Louisiana SPCA and her house is never without a foster animal.



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Workshop 12 **Managing & Leading Change** **Saturday, March 17** **2:30 to 4:00 p.m.**

Denean Robinson, CEO, Strategic Creations

In a shelter environment, we can never do too much for the animals. But are we doing the right things, the right way? How do we know? And what can we do when our staff does not want to implement great new ideas to support the animals? Whether your goal is to change an existing procedure or start a whole new program, this workshop will give you the essential tools for successful change in your shelter.

Presenter:

Denean Robinson received her BS. Degree in Family Studies and Counseling in 1994. In 1998, she earned a master's degree in Executive Management from the University of Maryland University College. In 2009, Dr. Robinson completed her doctoral degree in Educational Leadership from Argosy University in Arlington, Virginia. Dr. Robinson over the last six years has been teaching Management, Marketing, Business and Education classes at various colleges and universities across the Washington, DC metropolitan area. In addition, Dr. Robinson has developed curriculums and educational programs for various government and private agencies. Her curriculums have been implemented in the areas of career development, personal management, strategic planning, and organizational development. Starting in 2010, Dr. Robinson has been presenting personalized curriculum in HR/Executive Training courses to various SHRM chapters and government agencies across the area. She started her own Educational, Business and Technology Consulting Company over a year ago in Montgomery County entitled "Strategic Creations." Strategic Creations mission is to enhance professional knowledge, skills, and attitudes of executives of profit and nonprofit organizations. Strategic Creations develops 21st century training as a purposeful and intentional process. We consciously design our trainings to bring about positive change and improvement.

Workshop 13 **Asilomar Accords** **Saturday, March 17** **2:30 to 4:00 p.m.**

Tara Yurkshat, Vice President of Animal Welfare, Houston SPCA

The Accords were drafted in order to provide common language and statistical reporting throughout the industry. This is an opportunity to learn more about their end goal and how to get started in your community.

Presenter:

Tara Yurkshat started her career in sports media relations, working at Rutgers University in Edison, NJ after graduating from the University of Virginia. She moved to Lexington, KY in 1995 to pursue a career in graphic design and started volunteering at a small animal shelter in Versailles. After three years of participation as a volunteer and on the board, she jumped into a management role, overseeing the daily operations of a small rural shelter. Tara moved to Denver in January, 2000 and started work at the Dumb Friends League, where she held several positions, most recently that of Director of Operations since June, 2004. She welcomed an invitation to the Houston SPCA in September, 2009 and moved her four-legged family south to start a new chapter in her career as the Vice President of Animal Welfare.



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Workshop 14

Managing Neglected and Abused Horses in Shelter/Animal Control Environment

Saturday, March 17

2:30 to 4:00 p.m.

Jennifer Williams, PhD, President & Executive Director, Bluebonnet Equine Humane Society

As the horse industry declines and severe weather continues to affect most of Texas, the frequency of horse neglect, abandonment and surrender cases increases. Animal control facilities and animal shelters now find themselves scrambling to cope with an influx of horses. Unfortunately this often means that personnel with little or no horse experience are forced to handle emaciated, feral and sometimes abused horses. Like all animals, horses' behavior changes under times of stress, and due to their size and strength, they can easily injure and even kill unwary handlers.

Understanding basic horse management will keep both handlers and the horses they are trying to help safer and happier. This session will cover basic horse management including: housing, social needs, dealing with unhandled or dangerous horses, veterinary care, nutritional needs and adoptions. A significant portion of the class will be devoted to discussing the changes in behavior of ill, injured or abused horses and its implications for safe horse handling as well as how behavior can change throughout the stages of rehabilitation, how to manage unhandled/feral horses and how to identify and partner with equine professionals (trainers, farriers and veterinarians) and horse rescues to meet these challenges.

Presenter:

Jennifer Williams, PhD, first became involved in horse rescue in 1997 when she learned that horses were seized from a breeder she had previously worked for. Dr. Williams tried to find a horse rescue to help the horses and when she couldn't find one, she founded Lone Star Equine Rescue. She left Lone Star Equine Rescue in 2005 and co-founded Bluebonnet Equine Humane Society (BEHS). Through BEHS, Dr. Williams works with law enforcement agencies and animal control agencies throughout the state to help neglected, abused, abandoned and stray horses and other equines.

While working in rescue, Jennifer earned her Masters and Doctorate in Animal Science with emphasis in equine behavior, learning and welfare from Texas A&M University. In addition to working for BEHS, she writes health, behavior and rescue articles for magazines including EQUUS, Dog Fancy, Cat Fancy, AQHA Journal and others. She's also author of the book How to Start and Run a Rescue.



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Workshop 15 **Conversation Cafe** **Saturday, March 17** **2:30 to 4:00 p.m.**

Karen Medicus, Senior Director, Community Initiatives, ASPCA and Jennifer Draggota, Community Initiatives Director, ASPCA

Conversation Topic: Open Adoption and Adoption Promotion

Why: To explore thoughts and feelings about open adoptions, fee waived adoptions, etc.

Theme Questions: How do you feel about open adoptions? What are your thoughts about fee waived adoptions? What did you like best about adoption promotions?

Welcome: The facilitator welcomes everyone, states the theme for the café reads the agreements, sets an ending time, and calls for a moment of silence to relax, reflect and become open.

Round one: Each person speaks in turn, going around the circle once. Each person holds the talking object while they speak. During this round, each person speaks briefly about what is on their minds regarding the theme. Anyone may pass if they don't want to speak. No feedback or response.

Round two: Now that everyone has been introduced, the group goes around the circle again. If someone wants to respond to another's remarks, they can do so in their own turn. Each person holds the talking object. Again, no feedback or response.

Spirited Dialogue: Now the conversation opens up and people can speak in no particular order. This conversation will take up most of the time. Keep in mind the agreements. Also facilitator should note that ideas will be written down during this portion of the café so we can bring back to larger discussion.

Closing: A few minutes before the end of the Café, the facilitator will ask everyone to go around the circle again, giving each a chance to say briefly what they are taking away from the conversation.

Agreements for a Great Conversation

Open-mindedness: Listen to and respect all points of view

Acceptance: Suspend judgment as best you can

Curiosity: Seek to understand rather than persuade

Discovery: Question old assumptions, look for new insights

Sincerity: Speak for yourself about what has personal heart and meaning

Brevity: Go for honesty and depth but don't go on and on



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Presenter:

Karen Medicus, CFRE, is a Senior Director, facilitating strategic planning and board development for ASPCA Community Outreach. Medicus started cleaning kennels for a small Humane Society in 1976 to supplement her freelance photography and has since served in nearly every capacity of an animal shelter or animal control agency. As a CEO, Karen led two major shelter turnarounds – including successful capital campaigns – for the Humane Society of the Treasure Coast in Florida and the Humane Society of Austin and Travis County in Texas. While in Austin, she landed a \$3.8 million Maddie's Fund grant – the third such grant ever awarded to a shelter. Medicus was also Major Gifts Officer in the Southwest Region for HSUS and Vice President of Partner Relations for Petfinder.com. She is past president of the Florida Animal Control Association, Florida Action for Animals, Texas Federation of Humane Societies and has served on the boards of the National Animal Control Association, Stuart/Martin County Chamber of Commerce, Florida Federation of Humane Societies, Texas Humane Legislation Network, and local chapters in Florida and Texas of the Association of Fundraising Professionals. She is co-author of HSUS's publication: Fund-Raising for Animal Care Organizations. Medicus is a Certified Fund Raising Executive, Mediator, Appreciative Inquiry practitioner and a certified Dialogue Education fellow.

Jennifer Dragotta is the Community Initiatives Director for the ASPCA (American Society for the Prevention of Cruelty to Animals). In her current role, Jennifer is the liaison for the Austin Partnership, a lead on JOIN, which recruits new communities for the ASPCA Partnership and is the state outreach representative for Pennsylvania and Utah. In addition, Jennifer facilitates logic model planning and other workshops for Community Initiatives and works with other ASPCA departments in areas of community outreach, e.g, ASPCA ID ME. Jennifer started her career in animal welfare in the ASPCA Humane Education department. For seven years, Jennifer conceptualized, developed and implemented both programs and materials for teachers, students and the community on various animal welfare issues. She started working with students in classrooms, educating on issues such as pet care, dog bite prevention and preventing animal abuse. In addition to working with students, Jennifer began working with teachers nationally on how to incorporate humane education into their classroom. In addition, she has presented workshops on incorporating ASPCA Standards-based Humane Education curriculum at national and local education conferences. Jennifer also worked with Scholastic to promote education through their famous big red dog, Clifford. Jennifer's current position combines her knowledge of animal welfare issues and community outreach when working with shelters and communities.

Jennifer received her B.S. in Communication Arts and M.S. in Elementary Education. She has completed courses in Dialogue Education, Facilitation and Mediation. She lives in Austin, Texas.

Workshop 16

Client Services in Animal Welfare

Saturday, March 17

4:30 to 6:00 p.m.

Sara Kent, Director, Shelter Outreach, Petfinder.com

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 like from an adopter's point of view? And whether they reach out to you for help or to adopt their new best friend - does the public leave with good feelings about your group and their experience? Using info and statistics collected by Petfinder during customer service initiatives, we'll discuss adoption policies and customer service skills that will make us even more successful placing our pets, increasing donations and improving how the public view us.

Presenter:

Sara Kent is the Director of Shelter Outreach for Petfinder.com. She has a degree in psychology and close to 20 years of varied animal welfare experience, including 11 years with Petfinder. Sara devotes her time to creating content for www.petfinder.com/admin, managing a team which provides client service to Petfinder members, as well as identifying and implementing ways for Petfinder to help the animal welfare community. Senior pets, FIV+ cats and special needs animals have a special place in her heart. Sara works from her home in Montclair, NJ, which she shares with her husband and stepdaughter, an FIV+ cat named Mr. Pickwick, an adopted Pit Bull named Diamond Shamrock, a backyard cat colony and a tarantula named 3.



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Workshop 17

Time Management

Saturday, March 17

4:30 to 6:00 p.m.

Denean Robinson, CEO, Strategic Creations

Time Management - this seminar/workshop will help participants to identify and overcome barriers to effective time and management issues. Proven time management skills, time management approaches and time management strategy development will help determine how much energy, resources, and task coverage is needed. Through our time management training seminars, participants learn how to plan their time and organize their time for their personal success. Checklists and deadlines don't have to be dirty words in your vocabulary! You're not alone in your quest to get organized. You too will learn how to delegate, limit interruptions, and eliminate those piles of clutter on your desktop, and get more work accomplished each day.

Presenter:

Denean Robinson received her BS. Degree in Family Studies and Counseling in 1994. In 1998, she earned a master's degree in Executive Management from the University of Maryland University College. In 2009, Dr. Robinson completed her doctoral degree in Educational Leadership from Argosy University in Arlington, Virginia. Dr. Robinson over the last six years has been teaching Management, Marketing, Business and Education classes at various colleges and universities across the Washington, DC metropolitan area. In addition, Dr. Robinson has developed curriculums and educational programs for various government and private agencies. Her curriculums have been implemented in the areas of career development, personal management, strategic planning, and organizational development. Starting in 2010, Dr. Robinson has been presenting personalized curriculum in HR/Executive Training courses to various SHRM chapters and government agencies across the area. She started her own Educational, Business and Technology Consulting Company over a year ago in Montgomery County entitled "Strategic Creations." Strategic Creations mission is to enhance professional knowledge, skills, and attitudes of executives of profit and nonprofit organizations. Strategic Creations develops 21st century training as a purposeful and intentional process. We consciously design our trainings to bring about positive change and improvement.

Workshop 18

The Five Freedoms

Saturday, March 17

4:30 to 6:00 p.m.

Martha Smith-Blakemore, DVM, Director of Veterinary Medical Services, Animal Rescue League of Boston

Keeping rescued and sheltered animals healthy and happy is a challenge faced by all who work in animal welfare. Using the Five Freedoms can help. You will walk away from this class not only with an understanding of what the Five Freedoms are, you will have resources to implement new ideas that will help you keep animals happy and healthy

Presenter:

Martha Smith-Blakemore, DVM is the Director of Veterinary Medical Services at the Animal Rescue League of Boston. She is a Clinical Assistant Professor at Tufts Cummings School of Veterinary Medicine and a Faculty Fellow of the Center for Animals and Public Policy. She is the current President of the Association of Shelter Veterinarians, and is author and editor of the ASV's Guidelines of Standards of Care in Animal Shelters. Dr. Smith-Blackmore represents the Association of Shelter Veterinarians to the AVMA Animal Welfare Committee. Dr. Smith-Blackmore was a founding board member of the International Veterinary Forensic Sciences Association and provides forensic support for animal cruelty cases in Massachusetts.



TEXAS UNITES FOR ANIMALS

MARCH 17-19, 2012

Hosted by Texas Animal Shelter Coalition and
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Austin Renaissance Hotel, Austin, Texas

Workshop 19

"Got Rats? We Have Cats!" – The Barn Cats Story

Saturday, March 17

4:30 to 6:00 p.m.

Peggy Atkerson, Executive Director, Barn Cats, Inc.

Peggy Atkerson in Lewisville, Texas, started Barn Cats, Inc. in 2003 to meet a need in the Dallas/Fort Worth area to find "homes" for feral cats that cannot be "returned". Barn Cats, Inc. does Trap/Neuter/Relocate providing non-toxic pest control to farms and ranches in 37 Texas counties. Between 500 and 600 cats are placed each year.

This presentation will explore how barns are identified, what cats are accepted and from whom, and what makes for a successful relocation. This is barn homing 101 for anyone interested in the placement of feral and semi-feral cats in order to be totally no-kill at their shelter or humane organization.

Presenter:

Peggy Atkerson is a retired IBM IT Consultant that started Barn Cats, Inc. in 2003. She did standard adoptions for 12 years. One day she looked around and saw 12 cats that were unadoptable and taking up much needed foster home space while adoptable cats were being euthanized at local shelters. She had the idea to place these cats in barns and organized an adoption event with the Flower Mound Arabian Horse Club. All 12 cats were placed that day. When she stopped doing adoptions in 2003, a friend asked her to find barn homes for cats in her neighborhood and the rest is history. Barn Cats, Inc. is now placing between 500 and 600 cats each year in 37 North Texas counties and 5 Southern Oklahoma counties. The organization is 9 years old this year for a total placement of over 3,500 cats. Barn Cats, Inc. is based in Lewisville, TX. All the cats are spayed or neutered with a negative test for feline leukemia plus recent rabies and distemper shots. "Got Rats? We have Cats!"



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Workshop 20

Teaching Customers New Tricks

Saturday, March 17

4:30 to 6:00 p.m.

Bert Troughton, Vice President, ASPCA and Christa Chadwick, CAWA, Senior Director, ASPCA

Whether by virtue of primitive survival instincts or the thrill of mastery (or both), humans are geared toward learning. This natural inclination becomes a powerful asset for those of us trying to deliver customer service to get our missions accomplished. By incorporating adult learning principles into adoption and client counseling, we can lay the foundation for positive learning relationships between adopters/clients and your agency so that adopters/clients begin learning at the time of the interaction and continue learning by returning to you with their questions.

Presenter:

Bert Troughton, MSW, Vice President ASPCA, is responsible for the ASPCA \$100K Challenge, Shelter Training, and the ASPCApro.org website, social media and e-Learning for animal welfare professionals. Before joining the ASPCA, Bert was the CEO of a regional humane society in New England that became well known under her leadership for its extraordinary vision and capacity to deliver on an aggressive strategic agenda. Past president of both the New Hampshire and the New England Federations, she is a popular speaker in the field and received the 2004 Dennis White Excellence in Teaching award from the American Humane Association. Bert authored the ASPCA/Petfinder shelter management page from 2000 – 2003 and co-authored the book Making Plans to Make a Difference – A Business Planning Guide for Shelters. Bert holds a Masters in Social Work from the University of Connecticut; post-graduate certificates in Psychotherapy, Family Therapy and Nonprofit Management; and is a certified instructor of Dialogue Education.

Christa Chadwick is a Certified Animal Welfare Administrator (CAWA) with over 13 years of experience in the animal welfare field. She has been successful in a variety of leadership positions in the industry, and was most currently the Director, North American Shelter Outreach for Pethealth Inc. Prior to her role with Pethealth, Christa was the Director, Animal Care for the Ontario SPCA, where she provided leadership and support to over 50 animal welfare organizations in the province, and direct supervision to 17 Ontario SPCA-operated facilities, including 2 high-volume spay/neuter clinics and a wildlife rehabilitation facility. While at the Ontario SPCA, Christa led the team responsible for implementing the ASPCA's Meet Your Match Feline-ality program at all of the organization's Branches. Christa also worked for the British Columbia SPCA where she provided training on feline and canine behaviour to Branches of the BC SPCA, and managed a Branch of the Society. Christa shares her home with her husband, and 2 of the best orange tabby cats in the world, named Dougal and L.C.



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Workshop 21
Communicating in a Team Environment
Sunday, March 18
9:00 to 10:30 a.m.

Richard Morris, Vice President Human Resources, SPCA of Texas

This program explores whether the verbal messages individuals convey every day within their work group are getting through with equal clarity to all co-workers. This "hands on" exercise points out that every team needs a leader, a plan, simple directions, and an achievable goal. Participants will have to optimize the communication skills they currently have, develop strategies to better assimilate verbal information, and effectively interpret the information they hear in order to achieve the team goal of building a LEGO object.

Presenter:

Rich Morris began as Vice President Humane Resources for the SPCA of Texas in October, 2006. Rich has been involved in Human Resources for more than 35 years, with the SPCA of Texas being his first venture into the non-profit world. Mr. Morris is a Human Resource executive who uses strategic thinking, strong leadership and a realistic view of change to insure the Human Resource function partners with an organization. He has a passion for continuous improvement through the mapping of current work processes, development of flow charts that identify process barriers for removal, and PDCA cycles of learning. Rich has been a hands-on supervisor, manager, director, trainer, counselor, and facilitator. He has a BS in Management from Maryville University, Saint Louis and has spent time in the energy, manufacturing, automotive, and financial print industries. Mr. Morris has lived in the DFW area the past 20 years.

Workshop 22
Working Together to Place More Pets in Your Community: Local Transfer and So Much More
Sunday, March 18
9:00 to 10:30 a.m.

Kit Jenkins, Program Manager, PetSmart Charities

Every homeless animal in your area is the shared responsibility of the community. Agencies share other resources: donor dollars, media time, pool of potential adopters. Why not share the resource of adoptable pets? This workshop addresses ways to share the burden among your community's animal agencies and spread the word to the public about your adoption needs.

Presenter:

Kit Jenkins, PetSmart Charities, has worked in animal welfare for over 32 years, 26 of those in animal shelters focusing on animal behavior (in the shelter and in the home), education for all ages, peer training, and program development. She is now nationally known for her training, counseling, and writing abilities regarding shelter-related issues and program development. In her current position, Kit continues to work with animal welfare people every day, coaching and supporting them as they work to strengthen their organizations.



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Workshop 23

Foster Programs

Sunday, March 18

9:00 to 10:30 a.m.

Beth Krueger, Custom Strategies, and Charles Spinoso, Adoption Supervisor, Austin Humane Society, and Sara Hammond, Foster Program Coordinator, Town Lake Animal Center.

This workshop hopes to encourage creative and dynamic ways of recruiting new foster homes and then supporting, training and communicating with them easily and effectively. Presenters will share the nuances of selecting appropriate animals that are eligible for foster care and recognizing the limitations of your resources. Empowering foster homes to have the most active role in finding homes for their foster pets is the only way a large foster program can truly work – for instance, Town Lake Animal Center has a “Foster2Forever” Program that places well over 50% of the animals who go out into foster care into forever homes without ever returning to the shelter setting.

Presenter:

Beth Krueger has more than 20 years as a professional non-profit manager. Krueger has built strategies, developed programs, raised funds, and served as a part of the leadership team for a variety of non-profits including those in animal welfare, social services, and professional association management. A passionate advocate for organizations that enrich the community, Krueger has served as an officer in the Austin Chapter of the Association for Fundraising Professionals and was the 2003 Fundraiser of the Year. She has served on the grants distribution committee for St. David’s Episcopal Church and is a 2008 graduate of Leadership Austin.

Charles Spinoso has been the Adoption Supervisor since 2007, and more recently has also taken over supervision of the Intake and Foster Care departments at the Austin Humane Society. Since 2007, the Austin Humane Society’s Adoption department has re-homed over 13,000 animals. Since July of 2011, Charles has initiated operational changes in the Austin Humane Society’s Intake and Foster Care departments, which have collectively seen a 10% increase in animals served over 2010. The Austin Humane Society is Austin’s largest non-profit pet adoption center that serves 9,000 animals per year.

Sarah Hammond stumbled into the Austin’s Municipal City Shelter quite by accident, literally a wrong turn changed her life and she began volunteering in 2003. It didn’t take long to fit right in and was hired full time a few months later as an Adoption Counselor. In this position it became obvious that there was a no established foster program and Sarah started taking home under age kittens on her own. Through word of mouth the program grew from a handful of staff members who were willing to foster underage animals into a program today with over 300 foster homes willing to take everything from underage kittens to puppies and cats and dogs simply needing end of life hospice care – and pretty much everything in between!



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Workshop 24

Is That Cat Feral?

Sunday, March 18

9:00 to 10:30 a.m.

Emily Weiss, DVM, Vice President Shelter Research and Development, ASPCA

How do shelter professionals tell the difference between unsocialized, under-socialized, and frightened but socialized cats? In this workshop we will explore common methods of determining how well socialized incoming cats are by sharing and discussing the techniques used in participants' shelters, the results of a nationwide survey of shelter professionals, and current research into the accuracy and validity of these assessments.

Presenter:

Dr. Emily Weiss, DVM, a Certified Applied Animal Behaviorist joined the ASPCA in July of 2005 and is the Vice President of Shelter Research and Development.

A native of Long Island, N. Y., Dr. Weiss has focused her professional and personal life on improving welfare for animals. Dr. Weiss' M. S. and Ph. D. work focused on the selection of service dogs from shelters. Her work then branched off in two directions – welfare of animals in zoos, and shelter programs.

For more than seven years, Dr. Weiss was the Curator of Behavior and Research at the Sedgwick County Zoo. There she developed enrichment and training programs for many different species—from lions and Komodo dragons, to African hunting dogs and giant cassowary birds. She developed training programs to improve husbandry and decrease stress for many zoo animals.

During this time, Dr. Weiss also continued to develop assessment tools for shelter animals, first developing the SAFER assessment, a behavior assessment used by shelters throughout the country, and then developing Meet Your Match™ Canine-ality™ and Puppy-ality™, now an ASPCA program. As an ASPCA member she has since developed Feline-ality™, the first research based adoption program for cats in shelters.

She is a section editor of the Journal of Applied Animal Welfare Science. She has traveled across North America lecturing on various areas of applied animal behavior, and has been featured nationally on radio, TV, and print.

She directed the development and use of the ASPCA Animal Stats Dashboard, the tool used by the ASPCA to measure progress in shelters and S/N clinics. Recently, Dr. Weiss' work has focused on developing program and process to increase the Live Release Rate in shelters around the country. She designs and develops a variety of research in sheltering and S/N environments, including projects on feral cats, behavior modification, targeted spay/neuter, ID tagging and fee-waived adoptions.



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Workshop 25

ASV Guidelines for Standards of Care, Part One

Sunday, March 18

9:00 to 10:30 a.m.

Martha Smith-Blackmore, DVM, Director of Veterinary Medical Services, Animal Rescue League of Boston

The ASV Guidelines for Standards of Care have been embraced by 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). Come learn how the Guidelines can help your organization go from good to better.

Presenter:

Martha Smith-Blackmore, DVM is the Director of Veterinary Medical Services at the Animal Rescue League of Boston. She is a Clinical Assistant Professor at Tufts Cummings School of Veterinary Medicine and a Faculty Fellow of the Center for Animals and Public Policy. She is the current President of the Association of Shelter Veterinarians, and is author and editor of the ASV's Guidelines of Standards of Care in Animal Shelters. Dr. Smith-Blackmore represents the Association of Shelter Veterinarians to the AVMA Animal Welfare Committee. Dr. Smith-Blackmore was a founding board member of the International Veterinary Forensic Sciences Association and provides forensic support for animal cruelty cases in Massachusetts.

Workshop 26

Editorial Planning for Cats

Sunday, March 28

11:30 a.m. to 1:00 p.m.

Pune Dracker, Director, Content and Editorial Services, ASPCA, and Sue Clement, Senior Web Director, ASPCA

We'll borrow from the wisdom of felines as we explore creating and maintaining a good editorial schedule, hunting down and repurposing juicy content, keeping an eye on all your editorial territory (yup, that covers social media, online and print communications) and staying flexible and ready to pounce when last-minute requests and late-breaking stories come your way.

Presenters:

Pune Dracker has written and edited thousands of animal-related articles for adults and children; launched and written content for the ASPCA's award-winning children's website, ASPCA Animaland; grew ASPCA News Alert from a couple thousand subscribers in 2000 to more than a million today; managed content on ASPCA.org; helped launch the ASPCA's text messaging program and, most importantly, helped get people to stop calling animals lts. She is now the editor of the ASPCA's Shelters' Edge blog, oversees the ASPCA's social media channels for the animal sheltering audience and thinks there's a lolcat for everything.

Sue Clement oversees all online channels that speak to animal sheltering professionals—ASPCapro.org, the daily blog Shelters' Edge, and an active presence on social media. She entered the field of animal welfare through the internet as the Executive Director of PetShelter Network, one of the first online resources for adoption. PetShelter Network quickly changed the face of adoptions in the Pacific Northwest as the internet opened up possibilities for shelter and rescues to reach their audience. She has facilitated workshops on open adoptions and loves seeing groups stretch in their thinking and practices that help animals.



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Workshop 27

Maximizing Your Volunteer Leaders

Sunday, March 18

11:30 a.m. to 1:00 p.m.

Beth Krueger, Custom Strategies

Do you need your board members to do more? Does your Advisory Board exist only in name? Would a pipeline and training ground for the next wave of community leaders for your organization be helpful? Then this is exactly what you have been looking for, when you finish this session you will have the basic tools needed to transform any group of community leaders into the focused workforce you need to grow your organization.

Presenters:

Beth Krueger has more than 20 years as a professional non-profit manager, Krueger has built strategies, developed programs, raised funds, and served as a part of the leadership team for a variety of non-profits including those in animal welfare, social services, and professional association management. A passionate advocate for organizations that enrich the community, Krueger has served as an officer in the Austin Chapter of the Association for Fundraising Professionals and was the 2003 Fundraiser of the Year. She has served on the grants distribution committee for St. David's Episcopal Church and is a 2008 graduate of Leadership Austin.

Workshop 28

The Art of Grant Seeking: Getting the Most Out of Your Funder

Sunday, March 18

11:30 a.m. to 1:00 p.m.

Michael Barrett, Vice President of Grants Management, ASPCA

Conference attendees will learn about the distinguishing characteristics of the three types of grant makers – foundations, corporate funders and public charities – and why those differences matter. This understanding will lead us into a discussion on how a grant seeker should start and build a relationship with funders, including how to 1) best represent their organization through the proposal and 2) communicate a match between the proposal and the funder's guidelines and priorities, with an aim at securing the proposed grant and future grants. We will explore what information funders ask for and why, in addition to the impact of technological proficiency, diplomacy, accuracy and thoughtfulness on the success of a grant proposal.

Presenter:

Michael Barrett has led the grants department at the ASPCA since 2008. Under his leadership, the grant budget has doubled to more than \$10 million, and grant programs have expanded to include a variety of creative initiatives that respond to the needs of animals in every U.S. state. Michael lives in New York City with his dog, Binah, who was rescued by the ASPCA from a puppy mill in 2010.

Workshop 29

Urban Wildlife, How to Solve Problems, Save Money, and Scrap The Traps

Sunday, March 18

11:30 a.m. to 1:00 p.m.

Bonnie Bradshaw, President, 911 Wildlife

Discover the proven public education tools that can greatly decrease complaints from residents about coyotes, bobcats, raccoons and other wildlife. Learn how to simultaneously provide effective solutions for urban wildlife problems, cease wildlife trap services and significantly reduce your departmental expenses.

Presenter:

Bonnie Bradshaw is a Texas Master Naturalist, Certified Wildlife Rehabilitator and professional wildlife control operator. She is president of 911 Wildlife, the only wildlife control company in Texas endorsed by the Humane Society of the United States.



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Workshop 30

ASV Guidelines for Standards of Care, Part Two

Sunday, March 18

11:30 a.m. to 1:00 p.m.

Martha Smith-Blackmore, DVM, Animal Rescue League of Boston

Real life case studies from the ASV Guidelines for Standards of Care. 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.

Presenter:

Martha Smith-Blackmore, DVM is the Director of Veterinary Medical Services at the Animal Rescue League of Boston. She is a Clinical Assistant Professor at Tufts Cummings School of Veterinary Medicine and a Faculty Fellow of the Center for Animals and Public Policy. She is the current President of the Association of Shelter Veterinarians, and is author and editor of the ASV's Guidelines of Standards of Care in Animal Shelters. Dr. Smith-Blackmore represents the Association of Shelter Veterinarians to the AVMA Animal Welfare Committee. Dr. Smith-Blackmore was a founding board member of the International Veterinary Forensic Sciences Association and provides forensic support for animal cruelty cases in Massachusetts.

Workshop 31

Design and Write Effective Direct Mail Campaigns

Sunday, March 18

2:30 to 4:00 p.m.

Tim Crum, CEO & Founder, Animal Shelter Fundraising

Direct mail fundraising is the number 1 way that non-profit organizations raise money and acquire donors. This course will teach you both the "art" and "science" of direct mail fundraising. You will learn the five elements of direct mail campaigns and how to use these elements to be successful. You will view dozens of direct mail campaigns and through analysis you learn why some campaigns were successful while others failed. You will also be guided through the creation of your own direct mail fundraising campaign.

Presenter:

Tim Crum is one of the country's premier fundraising experts on animal shelter fundraising. With over 25 years experience as a professional fundraiser, Tim has spent the last 15 years devoted to advancing the field of animal welfare, through fundraising and marketing. He has led highly successful fundraising campaigns for the Animal Rescue League of Western Pennsylvania, the Arizona Humane Society, and PetSmart Charities. In 2008, he founded Animal Shelter Fundraising - a company specializing in fundraising and marketing for animal shelters. He has consulted with dozens of animal welfare organization in the United States and Australia.



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Workshop 32

Barkitecture: Animal Shelter Design Trends

Sunday, March 18

2:30 to 4:00 p.m.

Martha Seng, Principal, Jackson & Ryan Architects

Building or renovating an animal shelter is a daunting task. Doing it successfully and within your budget is even harder. Using case studies as examples, this workshop will focus on how to properly estimate the cost of your project. It will also illustrate design trends you can use to make your shelter the pride of your community. A range of building types will reflect diverse client needs, budgets and sites.

Learning Objectives:

- Building design tips that can help you manage your animal population to promote the health, safety and welfare of all animals in your care.
- Creative methods of displaying animals that will promote adoptions, and how to engage visitors in the adoption process.
- Examples of shelter floor plans that illustrate animal flow that works well for staff efficiency and public interaction without compromising animal health.
- Examples of shelter design elements that illustrate some of the latest trends in animal habitats, support spaces, products and materials.
- Sustainable design features that can be economically incorporated in shelter design to help off-set utility costs.

Presenter:

Martha Seng, FAIA is a principal in the firm of Jackson & Ryan Architects, which specializes in creative animal shelter design. She has designed over 50 shelters across the country of various sizes, shapes, and operational patterns. Animal welfare is her passion, and she currently serves as the Board Chair for the Houston SPCA. Martha has elevated shelter design to an art form by producing warm, caring environments that foster increased animal adoptions and humane education opportunities.



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Workshop 33

Empty Every Cage: a step-by-step walk-through to executing a wildly successful mega-adoption event in your community

Sunday, March 18

2:30 to 4:00 p.m.

Emily Garman, Founder, The Social Animal

Shelters, humane societies and small rescues all over North America are joining together in their communities to hold mega-adoption events where high numbers of animals are adopted in a short, defined period of time.

Emily Garman has been producing mega-adoption events in Oklahoma since 1999 that regularly find homes for more than 500 animals at a time, and has developed a blueprint for success that she will share with you in this seminar.

We look at several communities with record-breaking mega-adoption events and break down how they did it and why it worked. We'll also discuss the pros and cons of volume adoptions, and the myths surrounding free and reduced adoption fees. You'll leave with a step-by-step instruction manual to help you produce a mega-adoption event in your own community.

Presenter:

Emily Garman has been building web sites and rescuing dogs since 1997. At the beginning of the social media craze, she quickly saw how this technology could benefit nonprofits, particularly animal organizations. She took the Central Oklahoma Humane Society into the blogosphere and other social media universes in 2008. Their social media strategy and policy is nationally recognized and has become a model for other humane societies.

In early 2008 she founded TheSocialAnimal.com to combine her passion for animal rescue with her enthusiasm for social media. The Social Animal's purpose is to teach animal welfare personnel how to use the Internet to recruit volunteers, raise money and increase adoption and awareness.

Emily travels around the world as a speaker and consultant to shelters and humane societies, including the HSUS, Petfinder.com, PetSmart Charities and DogsTrust in the UK. She was recently awarded the Advocate in Action Award by the Oklahoma Alliance for Animals for her work in using social media to help pass SB 1712, the Pet Breeder Bill, in 2010.

Workshop 34

Proper Husbandry of Reptiles and Amphibians for Rescuers

Sunday, March 18

2:30 to 4:00 p.m.

Mark Pyle, Education Director, DFW Herpetological Society

This workshop will provide information about the biology of reptiles and amphibians. After the biological needs are understood, how to provide these needs will be covered.

Presenter:

Mark Pyle is a 15 year veteran of reptile education. He has held the position of Education Director of two herpetological societies. He was also the President of the DFW Herpetological Society. During this time he has given over 100 presentations and talks for TPWD, Fort Worth Nature Center, Trinity River Audubon Center, Dallas Museum of Nature and Science, and many more.

He has assisted the Humane Society of North TX and the SPCA of Texas in animal cruelty cases. One of those cases was the animal cruelty case against US Global Exotics. He provided assistance with identification, proper care information, many hours of hands on care, coordinated members of the DFWHS to provide critical care, and coordinated the placement of many reptiles and amphibians.



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Workshop 35

Open Selection Adoption: Higher Adoption Numbers, Everyone Gets a Chance

Sunday, March 18

2:30 to 4:00 p.m.

Melissa Draper, DVM, Medical Director, Louisiana SPCA

This session will specifically focus on the methods used to increase adoption numbers by utilizing open selection adoption. Proven examples will demonstrate the success used in various cities across Texas and the USA. Open selection adoption allows for potential owners to select from the entire population of animals vs the traditional method of the shelter selecting animals, medically preparing them for adoption, only to have animals sit in your shelter for weeks or months.

Presenter:

Melissa Draper, DVM holds a B.S. in Animal Science from Louisiana Tech University, and a Doctor of Veterinary Medicine from Louisiana State University. Dr. Draper served seven years as the Chief Staff Veterinarian for the Animal Legal Defense Fund, followed by three years as Chief Veterinarian at the City of San Antonio Animal Care Services. She recently joined the Louisiana SPCA where she serves as their Medical Director. Dr. Draper is licensed to practice in both Texas and Louisiana and is a member of the Association of Shelter Veterinarians, Bexar County Veterinary Medical Association, International Veterinary Forensic Sciences Association, HGHVSN, World Veterinary Association, World Vets International Aid for Animals, and AVMA. From 2007-2011 she also served on the board of SpaySA.

Workshop 36

Synergy & Symbiosis: How to Establish and Sustain Community Coalitions

Sunday, March 18

4:30 to 6:00 p.m.

Phil Arkow, The Link Consultant, ASPCA

Animal shelters are vital community agencies at the hub of "all things animal" in a community, impacting huge numbers of people. But all too often they are marginalized by human services agencies who see our role as only caring for the critters rather than the people. Learn how you and your organization enhance the "social capital" of your service area and how you can initiate a community coalition against violence that integrates humane and human services into a comprehensive, cohesive continuum of care that elevates the status of animals and animal organizations.

Presenter:

Phil Arkow is coordinator of the National Link Coalition and a consultant for the American Society for the Prevention of Cruelty to Animals and the Animals & Society Institute. He recently directed Link Programs at the American Humane Association. He also chairs the Latham Foundation's Animal Abuse and Family Violence Prevention Project.

He was one of the founders of the National Link Coalition, the National Animal Control Association, the Animal Welfare Federation of New Jersey, and the Colorado Federation of Animal Welfare Agencies. He trains internationally on a variety of topics. He teaches Certificate courses in Animal-Assisted Therapy at Harcum College and Camden County College.

A former newspaper reporter and foundation communications officer, Arkow has authored and edited innumerable articles, chapters and books on the human-animal bond, violence prevention, humane education, animal-assisted therapy, and animal shelter management. He has served with the American Veterinary Medical Association, the Delta Society, and the American Association of Human-Animal Bond Veterinarians.



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Workshop 37

Materials and Finishes: Horror Stories and How to Avoid Them

Sunday, March 18

4:30 to 6:00 p.m.

Heather Lewis, Partner, Animal Arts

Shelters are difficult, abusive environments for materials and finishes. Anyone who works in a shelter can attest that the poor performance of a specific system (flooring for example) can cause numerous hassles for maintenance personnel and can compromise proper sanitation and animal health. This down-to-earth seminar offers practical advice about how to choose the right materials and finishes for each area of the shelter to ensure the best long term performance. Horror and success stories will be shared!

Workshop 38

They Just Need A Ride

Sunday, March 18

4:30 to 6:00 p.m.

Austin Gates, Director, Animal Relocation, ASPCA

Thousands, if not hundreds of thousands, of healthy adoptable animals across America just need a ride in order to change their fate. You may have heard about some shelters "running out" of dogs with their adoption kennels sitting empty and you're all too aware that in many shelters healthy adoptable dogs are being euthanized for space. The ASPCA is working on a network to match those two types of shelter together through their Animal Relocation Initiative! Imagine...instead of leading a wonderful dog down the hall toward the euthanasia room...you lead them to a truck/van/train/or plane for the journey of a lifetime!

Presenter:

Austin Gates: After almost 20 years in animal welfare, Austin joined the ASPCA as the Director of Animal Relocation in April of 2011. For the past 10 years, Austin served as the Executive Director of the N.O.A.H. Animal Adoption and Spay/Neuter Center in Washington where every animal that entered the organization was transferred-in from another shelter. Austin gained valuable experience regarding animal transports and is proud to share some of it with the great folks of Texas!



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Workshop 39

Snake ID and Handling

Sunday, March 18

4:30 to 6:00 p.m.

Mark Pyle, Education Director, DFW Herpetological Society

This workshop will provide information to assist in the identification of commonly kept reptiles and their safe and appropriate handling.

Presenter:

Mark Pyle is a 15 year veteran of reptile education. He has held the position of Education Director of two herpetological societies. He was also the President of the DFW Herpetological Society. During this time he has given over 100 presentations and talks for TPWD, Fort Worth Nature Center, Trinity River Audubon Center, Dallas Museum of Nature and Science, and many more.

He has assisted the Humane Society of North TX and the SPCA of Texas in animal cruelty cases. One of those cases was the animal cruelty case against US Global Exotics. He provided assistance with identification, proper care information, many hours of hands on care, coordinated members of the DFWHS to provide critical care, and coordinated the placement of many reptiles and amphibians.

Workshop 40

"If you build it, they will come": Creating and maintaining a highly successful high volume surgery program

Sunday, March 18

4:30 to 6:00 p.m.

Katie Luke Broaddus, DVM, Staff Veterinarian, Austin Humane Society

The Austin Humane Society Feral Cat Program has served over 22,000 cats since the program's inception in March 2007 and has contributed significantly to decreased cat intakes and euthanasia at the city of Austin municipal shelter. This presentation will include an overview of the program, techniques used to ensure efficiency, what data we track, how we measure success, and how we target specific populations to make the biggest impact in our community.

Presenter:

Dr. Katie Luke Broaddus is a native Texan who grew up on the Texas coast. She earned her bachelor's degree in Microbiology from the University of Texas at Austin and is a 2004 graduate of the Texas A&M College of Veterinary Medicine. After two years in private small animal practice, she began working as a part-time contract veterinarian for the Austin Humane Society in Austin, Texas. Shortly thereafter, Dr. Luke Broaddus joined the Austin Humane Society team as the shelter's first full-time staff veterinarian, where she established a shelter medicine and surgery program. In 2007 she helped launch the Austin Humane Society's Feral Cat Spay/Neuter Program, which has served over 22,000 feral cats to date. In 2011, Dr. Luke Broaddus was elected to the Association of Shelter Veterinarians Board of Directors and serves as chair for the ASV Student Chapter committee. Her professional interests include high volume surgical techniques, infectious disease management, teaching veterinary students and interested veterinarians about shelter medicine and high-quality high-volume surgical techniques, and exploring new ways for shelter veterinarians and veterinarians in private practice to work together to elevate the level of care for shelter animals. Dr. Luke Broaddus and her husband have two young children, and they share their home with two rebellious retrievers and two miserly cats.



TEXAS UNITES FOR ANIMALS

MARCH 17-19, 2012

Hosted by Texas Animal Shelter Coalition and
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Austin Renaissance Hotel, Austin, Texas

Workshop 41

Panel Discussion

Monday, March 19

8:00 to 8:45 a.m.

Moderator: Jim Tedford, Director of Animal Welfare Initiatives and Alliances, PetSafe

An all-track, open subject panel discussion designed to help attendees further clarify issues or topics discussed in Saturday and Sunday workshops and expose them to multiple points of view. The goal of the discussion will be to elicit fresh ideas and bring the audience into the discussion.

- Kit Jenkins, Program Director, PetSmart Charities
- Phil Arkow, The Link Consultant, ASPCA, co-founder of NACA
- Yolanda Eisenstein, Eisenstein Law Office
- Tara Yurkshat, Director, Houston SPCA
- Martha Smith-Blackmore, DVM, President, Association of Shelter Veterinarians

Presenter:

Jim Tedford serves as Director of Animal Welfare Initiatives and Alliances for PetSafe. Jim worked on the front line of animal welfare for over 20 years serving as CEO for organizations in New York, Louisiana and Tennessee. Jim also served as a regional director for The HSUS and as president of the national Society of Animal Welfare Administrators (SAWA). Prior to joining PetSafe, Jim provided direct response marketing and fundraising services to animal welfare organizations nationwide. Jim holds a degree in animal science from the University of Tennessee at Knoxville. The Tedfords share their "empty nest" in the Smoky Mountains with three dogs and a formerly homeless Macaw.

Workshop 42

Pit Bull Terriers & The Media: The Workshop to Restore Sanity

Monday, March 19

9:00 to 10:30 a.m.

Cathy Rosenthal, Animal Welfare Communications Consultant

It's been proven in the media. If a Pit Bull Terrier-type dog bites or even just lunges at a person, several hundred stories may appear in the press. If another breed of dog bites – or even kills someone, there may only be a few local media stories, if any at all. Mis-identified and mis-understood, Pit Bull Terrier-type dogs need our help and this workshop is the first step towards restoring sanity. Come learn a brief history of canine aggression; what combination of factors lead dogs to bite (it's not breed); and how to address specific Pit Bull Terrier myths to ensure the media – and even professionals in our own field – are giving Pit Bull Terrier-type dogs a fair shake in the press.

Presenter:

Cathy M. Rosenthal has more than 25 years experience in public relations and writing for both the public and private sectors. She has been a freelance writer for newspapers, magazines, and nonprofit organizations, specializing solely in animal welfare issues. For more than two decades, Cathy has worked for local and national animal welfare groups directing public relations and humane education programs. Through these efforts, she has appeared on hundreds of television and radio news and public affairs programs offering her animal insight and expertise to listeners. As an Animal Welfare Communications Consultant, she delivers media trainings, writes grants, annual reports, and other marketing materials, organizes meetings, and assists with media development and placement for local and national animal welfare organizations. Cathy has been the pet columnist for the San Antonio Express News and has written a blog on their website called Animals Matter since 2003.



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Workshop 43

Motivating and Keeping Good People

Monday, March 19

9:00 to 10:30 a.m.

Kit Jenkins, Program Manager, PetSmart Charities

With low pay (or no pay) and high stress, most people in animal welfare work for the pride and passion of the cause. But burnout is high, and we often let our brightest and most talented jump ship because we don't know how to keep them motivated. This workshop addresses reasons for retention problems and presents some practical strategies to create an environment that keeps people on board.

Presenter:

Kit Jenkins, PetSmart Charities, has worked in animal welfare for over 32 years, 26 of those in animal shelters focusing on animal behavior (in the shelter and in the home), education for all ages, peer training, and program development. She is now nationally known for her training, counseling, and writing abilities regarding shelter-related issues and program development. In her current position, Kit continues to work with animal welfare people every day, coaching and supporting them as they work to strengthen their organizations.



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Workshop 44

Think About The Link – The Connection between Animal Abuse and Human Violence

Monday, March 19

9:00 to 10:30 a.m.

Belinda Smith, Chief, Animal Cruelty Section, Harris County District Attorney's Office, and Diane Vines, MA, LMFT, LPC, RPT-S, Children's Assessment Center

It is imperative that first responders understand the connection between animal abuse and human violence. There is legitimate evidence that individuals involved in violent acts against animals present a danger to the public that must be addressed. Laws governing animal abuse, child abuse, elder abuse and domestic violence investigations differ. Animal Control officers can often enter homes when social service workers can't. Working together through cross-reporting will help all agencies gain information about possible neglect and abuse of animals and humans.

Presenters:

Belinda Smith is the Chief of the Harris County District Attorney's Office, Animal Cruelty Section. During her thirteen years there, Ms. Smith has been assigned to several divisions where she has prosecuted a variety of crimes. In 2006, Ms. Smith became the lead animal cruelty prosecutor for the HCDAO. In that position, she has been instrumental in helping to reform state and county legislation related to animal cruelty and animal fighting laws as well as training law enforcement officers and animal control officers to recognize and investigate animal crimes.

Ms. Smith has addressed both the State Bar of Texas and the Houston Bar Association Animal Law Sections and is active in the Houston legal community where she has served as chair of the Houston Bar Association's, Animal Law Section and Environmental Law Section. In addition, Ms. Smith frequently lectures at University of Texas School of Law, the University of Houston Law Center, South Texas College of Law and Texas A&M Veterinary School. She has spoken about the link between animal cruelty and other crimes at the Protecting Texas Children's Conference and the Texas Gang Investigator Conference.

Ms. Smith holds a B.A. in Psychology and B.S. in Geology from the University of Houston and a J.D. from South Texas College of Law. Diane Vines is a ChildTrauma Fellow and a staff therapist in the Therapy & Psychological Services Department at The Children's Assessment Center (CAC) in Houston, Texas. Ms. Vines received her Master's degree in Marriage and Family Therapy at the University of Houston - Clear Lake in 1999. Ms. Vines is a Licensed Marriage and Family Therapist, and a Licensed Professional Counselor in the state of Texas and is also a Registered Play Therapist. She has worked and trained in the area of child sexual abuse and incest since 1998.

Ms. Vines is an Approved Supervisor for LPC, LMFT and an AAMFT Approved Supervisor. Her work at The Children's Assessment Center includes providing clinical supervision, and providing individual, family, and group therapy to children who have been sexually abused and their non-offending family members. Additional responsibilities include conducting community and partner agency trainings; participating in case consultations; providing crisis interventions; and providing court testimony. Ms. Vines is a Fellow with The Child Trauma Academy in Houston, Texas. She has formerly served on Houston Association for Marriage and Family (HAMFT) board and the Kids & Youth Protecting Other Kids (KYPOK) board.



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Workshop 45

Babe In The City: Wild Hogs in Urban Areas

Monday, March 19

9:00 to 10:30 a.m.

Rob Denkhaus, Natural Resource Manager, Fort Worth Nature Center & Refuge

The Fort Worth Nature Center & Refuge (FWNC&R) has been engaged in an active wild pig control program for nine years with over 230 pigs removed from the property to date. This is believed to be the first official urban wild pig control program in the United States. The presentation will cover all facets of an organized control program including: species ecology and impacts, pros and cons of various control methodologies, working with stakeholders including the animal welfare community, public safety aspects, and assessing success.

Presenter:

Rob Denkhaus is the Natural Resource Manager of the Fort Worth Nature Center & Refuge, a 3,600 acre urban wildlife refuge owned and operated by the City of Fort Worth, TX. Rob has presented papers on urban feral hogs and other urban wildlife topics at urban wildlife, wildlife damage management, and vertebrate pest conferences. He helped develop the Dallas/Fort Worth Area Feral Hog Initiative. Rob is on the conference planning committee for the International Wild Pig Conference and is a board member for the Urban Wildlife and Invasive Species Working Groups of TWS.

Workshop 46

Messaging Your Mission

Monday, March 19

11:00 to 12:30 p.m.

Jim Tedford, Director of Animal Welfare Initiatives and Alliances, PetSafe

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.

Presenter:

Jim Tedford serves as Director of Animal Welfare Initiatives and Alliances for PetSafe. Jim worked on the front line of animal welfare for over 20 years serving as CEO for organizations in New York, Louisiana and Tennessee. Jim also served as a regional director for The HSUS and as president of the national Society of Animal Welfare Administrators (SAWA). Prior to joining PetSafe, Jim provided direct response marketing and fundraising services to animal welfare organizations nationwide. Jim holds a degree in animal science from the University of Tennessee at Knoxville. The Tedfords share their "empty nest" in the Smoky Mountains with three dogs and a formerly homeless macaw.



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Workshop 47

Who Is This Person Anyway? Building Effective Teams

Monday, March 19

11:00 to 12:30 p.m.

Karen Medicus, Senior Director, Community Initiatives, ASPCA

Knowing your personality type will help you to understand how you communicate. Understanding how your co-workers, friends and family members process information will enhance your communication skills with them. For a team to succeed each team member must become more effective in communicating, coordinating and cooperating. Understanding personality types will enable you to place team members where they will be most productive.

Presenter:

Karen Medicus, CFRE, is a Senior Director, facilitating strategic planning and board development for ASPCA Community Outreach. Medicus started cleaning kennels for a small Humane Society in 1976 to supplement her freelance photography and has since served in nearly every capacity of an animal shelter or animal control agency. As a CEO, Karen led two major shelter turnarounds – including successful capital campaigns – for the Humane Society of the Treasure Coast in Florida and the Humane Society of Austin and Travis County in Texas. While in Austin, she landed a \$3.8 million Maddie's Fund grant – the third such grant ever awarded to a shelter. Medicus was also Major Gifts Officer in the Southwest Region for HSUS and Vice President of Partner Relations for Petfinder.com. She is past president of the Florida Animal Control Association, Florida Action for Animals, Texas Federation of Humane Societies and has served on the boards of the National Animal Control Association, Stuart/Martin County Chamber of Commerce, Florida Federation of Humane Societies, Texas Humane Legislation Network, and local chapters in Florida and Texas of the Association of Fundraising Professionals. She is co-author of HSUS's publication: Fund-Raising for Animal Care Organizations. Medicus is a Certified Fund Raising Executive, Mediator, Appreciative Inquiry practitioner and a certified Dialogue Education fellow.



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Workshop 48

New Laws in Texas: Dealing with the Good, the Bad, and the "Yet to be Determined"

Monday, March 19

11:00 to 12:30 p.m.

Yolanda Eisenstein, Principal, Eisenstein Law Office, and Belinda Smith, Chief, Animal Cruelty Section, Harris County District Attorney's Office

The 2011 Legislative Session was one of the best sessions in history for animal protection. This workshop will present all of the animal-related laws that were passed, analyze their key provisions, discuss the practical aspects of their implementation and enforcement; and consider the possible consequences, intended and unintended.

Presenter:

Yolanda Eisenstein is an attorney with an animal law practice in Dallas, Texas. She is an adjunct professor in animal law at SMU Dedman School of Law. She is former chair of the State Bar of Texas Animal Law Section and chair designee of the American Bar Association TIPS Network. She speaks regularly on animal law issues and is the author of *Careers in Animal Law*, published by the ABA Law Practice Management Section and Law Student Division. Eisenstein graduated with honors from SMU Dedman School of Law. She is licensed to practice in Texas and New Mexico.

Belinda Smith is the Chief of the Harris County District Attorney's Office, Animal Cruelty Section. During her thirteen years there, Ms. Smith has been assigned to several divisions where she has prosecuted a variety of crimes. In 2006, Ms. Smith became the lead animal cruelty prosecutor for the HCDAO. In that position, she has been instrumental in helping to reform state and county legislation related to animal cruelty and animal fighting laws as well as training law enforcement officers and animal control officers to recognize and investigate animal crimes.

Ms. Smith has addressed both the State Bar of Texas and the Houston Bar Association Animal Law Sections and is active in the Houston legal community where she has served as chair of the Houston Bar Association's, Animal Law Section and Environmental Law Section. In addition, Ms. Smith frequently lectures at University of Texas School of Law, the University of Houston Law Center, South Texas College of Law and Texas A&M Veterinary School. She has spoken about the link between animal cruelty and other crimes at the Protecting Texas Children's Conference and the Texas Gang Investigator Conference.

Ms. Smith holds a B.A. in Psychology and B.S. in Geology from the University of Houston and a J.D. from South Texas College of Law.



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Workshop 49

The "Far Side" of the Human Animal Bond

Monday, March 19

11:00 to 12:30 p.m.

Phil Arkow, The Link Consultant, ASPCA

An angry public. Irate dog owners. Neighborhood squabbles. Euthanasia. The open shelter/"no-kill" debate. Daily crises. Animal sheltering is stressful, so let's take a break with a whimsical look at this bizarre bond we have with our furry friends. Seen through the eyes of crazy cartoonists and the animals themselves, we'll explore the amazing evolution of pethood, the beauties of our relationships with our animal companions, and how animals can be our therapists to help us endure our chaotic world.

Presenter:

Phil Arkow is coordinator of the National Link Coalition and a consultant for the American Society for the Prevention of Cruelty to Animals and the Animals & Society Institute. He recently directed Link Programs at the American Humane Association. He also chairs the Latham Foundation's Animal Abuse and Family Violence Prevention Project.

He was one of the founders of the National Link Coalition, the National Animal Control Association, the Animal Welfare Federation of New Jersey, and the Colorado Federation of Animal Welfare Agencies. He trains internationally on a variety of topics. He teaches Certificate courses in Animal-Assisted Therapy at Harcum College and Camden County College.

A former newspaper reporter and foundation communications officer, Arkow has authored and edited innumerable articles, chapters and books on the human-animal bond, violence prevention, humane education, animal-assisted therapy, and animal shelter management. He has served with the American Veterinary Medical Association, the Delta Society, and the American Association of Human-Animal Bond Veterinarians.

An angry public. Irate dog owners. Neighborhood squabbles. Euthanasia. The open shelter/"no-kill" debate. Daily crises. Animal sheltering is stressful, so let's take a break with a whimsical look at this bizarre bond we have with our furry friends. Seen through the eyes of crazy cartoonists and the animals themselves, we'll explore the amazing evolution of pethood, the beauties of our relationships with our animal companions, and how animals can be our therapists to help us endure our chaotic world.