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THURSDAYS, JUNE 25 - JULY 30, 2020

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THE TEXAS UNITES WEBINAR SERIES IS POSSIBLE
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NEW! ONLINE LEARNING

Texas Unites provides animal welfare professionals the opportunity to connect, share, and work together to improve the lives of pets and people in their communities.

The Texas Unites Webinar Series is offered as an "a-la-carte" resource for you to learn and earn your CE credits wherever you are - at home, at work, in Texas, and beyond Texas!

THE WEBINARS

You now have access to the same quality continuing education provided at the Texas Unites for Animals Conference, but at a reduced rate in webinar format!

Registration is \$15 per session. Register for as many sessions as you like! Review topics and speakers in this brochure or on our website. Reserve your spot for each session by visiting www.texasunites.com/training.

The Texas Unites for Animals Webinar Series is offered to all who are interested in improving the lives of pets and people in their communities. Webinars will be held on Thursdays, June 25 - July 30, 2020.

CE

All sessions are CE approved through DSHS and AAWA with selected sessions approved through TBVME.

Your \$15 registration fee, per 1.5 hr webinar, offers access to both the live webinar and the video download (*selected sessions may be presented as live webinar only*).

Continuing education verification certificates will be sent to each individual who registers for the webinar. Your CE credits are valid whether you participate live or watch on your own time later.

CONTINUING EDUCATION

CREDITING AGENCIES

Continuing Education Credits can be obtained by following the guidelines set by the following organizations: **DSHS, TBVME, AAWA, and TCLEOSE**. A continuing education verification certificate is made available electronically to all registrants of the Texas Unites for Animals Webinar Series to assist in tracking your hours.

DSHS The Texas Department of State Health Services (DSHS) has approved all Texas Unites webinars for CE credit for ACOs, up to a maximum of 27 available hours per Officer.

Of the 30 hours of required continuing education (CE) per Chapter 829, a maximum of 10 hours per 3-year period can be obtained via satisfactory completion of DSHS-approved online training. However, due to the number of course cancellations and the limitations on travel created by the outbreak of coronavirus disease 2019 (COVID-19), a temporary exception to this limit has been implemented. For ACOs whose 3-year period ends between March 15, 2020, and March 15, 2021 (inclusive), up to 30 of the required CE hours can be earned via satisfactory completion of DSHS-approved online training.

TBVME The Texas Board of Veterinary Medical Examiners (TBVME) has approved the following continuing education for Veterinarian and Licensed Veterinary Technician attendance:
Specified webinars up to a maximum of 4.5 hours:

Behavior Skill-Building: Reduce Reactivity! - July 2, 2020, 10:30 a.m. - 12:00 p.m.

Diagnostic Testing Strategies for Your Shelter - July 2, 2020, 2:00 p.m. - 3:30 p.m.

Veterinary Forensics in Animal Investigations - July 16, 2020, 10:30 a.m. - 12:00 p.m.

AAWA The Association for Animal Welfare Advancement has approved all Texas Unites webinars for CAWA Continuing Education for a total of up to 27 available hours.

TCLEOSE Texas Unites for Animals webinars may be eligible for The Texas Commission on Law Enforcement Officer Standards and Education (TCLEOSE) credit. Texas Unites cannot provide the specific requirements for TCLEOSE online training approval at this time. Note: Texas Unites for Animals provides a certificate of completion for attendees to keep on file and for organizations to submit to TCLEOSE for approval. TCLEOSE will require copies of course handouts and other materials associated with your participation.

SCHEDULE

THURSDAY, JUNE 25

PLACEMENT & SHELTER PROGRAMS

Webinar 10:30 am to 12:00 pm	<u>Getting 'em Home: From Overlooked to Out the Door!</u> Finnegan Dowling, Program and Social Media Manager, Mutual Rescue Kelly Duer, Foster Care Specialist, Maddie's Fund
Webinar 2:00 pm to 3:30 pm	<u>Communications in a Changing World: And How That Affects Your Volunteer Program</u> Tori Fugate, Chief Communications Officer, KC Pet Project
Webinar 4:00 pm to 5:30 pm	<u>Getting Lost Pets Back Home (an in depth look at best practices and ideas)</u> Gina Knepp, National Shelter Engagement Director, Michelson Found Animals Foundation

THURSDAY, JULY 2

HEALTH & BEHAVIOR

Webinar 10:30 am to 12:00 pm	<u>Behavior Skill-Building: Reduce Reactivity!</u> Lynne V. Swanson, DVM, Behavior Coordinator & Veterinarian, Safe Harbor Farm K9 Rescue & Rehab
Webinar 2:00 pm to 3:30 pm	<u>Diagnostic Testing Strategies for Your Shelter</u> Brian A. DiGangi, DVM, MS, Senior Director, Shelter Medicine, ASPCA
Webinar 4:00 pm to 5:30 pm	<u>Completing the Cycle: Doing Best By Dogs, Shelters, and Communities</u> Aimee Sadler, Founder/CEO, Dogs Playing for Life™

THURSDAY, JULY 9

MARKETING & OUTREACH

Webinar 10:30 am to 12:00 pm	<u>Outreach Basics: It Starts with Attitude</u> B.J. Rogers, CAWA, CDET, Chief Communication Officer, Emancipet
Webinar 2:00 pm to 3:30 pm	<u>Double Tap Your Way to Successful Instagram Content</u> Tori Fugate, Chief Communications Officer, KC Pet Project
Webinar 4:00 pm to 5:30 pm	<u>Irresistible Emails: Entice Your Audience to Open and Act</u> Neely Conway, Director of Email Engagement, ASPCA Sandy De Lisle, Senior Manager of Content Development, ASPCA Brenna Jennings, Director, Web Design & Digital Assets, ASPCA

SCHEDULE

THURSDAY, JULY 16

SHELTER MEDICINE, EXECUTIVE LEADERSHIP & ANIMAL LAW

Webinar 10:30 am to 12:00 pm	<u>Veterinary Forensics in Animal Investigations</u> Melinda D. Merck, D.V.M., Forensic Veterinarian, Veterinary Forensics Consulting
Webinar 2:00 pm to 3:30 pm	<u>Teaching Old Dogs New Tricks: The Changing Roles of Animal Welfare Organizations</u> Jim Tedford, President & CEO, The Association for Animal Welfare Advancement
Webinar 4:00 pm to 5:30 pm	<u>2019 Texas Legislative Update & Crystal Ball Predictions for the 2021 Session</u> Shelby Bobosky, Esq., Executive Director, Texas Humane Legislation Network Katie Jarl, Southwest Regional Director, The Humane Society of the United States

THURSDAY, JULY 23

MANAGEMENT & TEAM BUILDING

Webinar 10:30 am to 12:00 pm	<u>The Center Must Hold: Organizational Culture in Times of Crisis</u> B.J. Rogers, CAWA, CDET, Chief Communication Officer, Emancipet
Webinar 2:00 pm to 3:30 pm	<u>Get to the Point: How to Identify, Sharpen, and Champion Your Most Important Animal Welfare Ideas</u> Joel Schwartzberg, Senior Director of Strategic and Executive Communications, ASPCA
Webinar 4:00 pm to 5:30 pm	<u>The 5 S's of Life Saving</u> Michael Bricker, Director of Operations, Shelter Embed, Best Friends Animal Society®

THURSDAY, JULY 30

FIELD SERVICES & INVESTIGATIONS

Webinar 10:30 am to 12:00 pm	<u>Dealing With Difficult Personalities: A Field Survival Guide</u> Kelly Thyssen, Owner/Instructor, Humane Educators of Texas
Webinar 2:00 pm to 3:30 pm	<u>Field Training Programs</u> Michelle Dossou, National Shelter Outreach Manager, Best Friends Animal Society Philip Goen, Animal Care Supervisor-Field, Broward County Animal Care
Webinar 4:00 pm to 5:30 pm	<u>To the Bat Phone! Responding to Wildlife Calls</u> Kate Rugroden, VP of Operations, Bat World Sanctuary

WEBINARS BY TRACK

PLACEMENT & SHELTER PROGRAMS

Getting 'em Home: From Overlooked to Out the Door!

Finnegan Dowling, Program and Social Media Manager, Mutual Rescue

Kelly Duer, Foster Care Specialist, Maddie's Fund

Thursday, June 25, 2020, 10:30 AM - 12:00 PM

Pets with long shelter stays are some of the most at-risk due to the effects being kenneled has on their bodies and behavior. Organizations across the country are utilizing innovative foster care programs, proactive marketing strategies and more to target pets with long shelter stays and get them into permanent homes faster. In this presentation, you'll learn techniques you can use right now to get your most difficult-to-place pets adopted, including the winning plans from the Get 'em Home Challenge.

Communications in a Changing World: And How That Affects Your Volunteer Program

Tori Fugate, Chief Communications Officer, KC Pet Project

Thursday, June 25, 2020, 2:00 PM - 3:30 PM

When focusing on your volunteer program, you automatically think of three topics: recruitment, engagement and retention. There is so much more on top of these three topics that goes into an efficient volunteer program and we often lose sight of one crucial element...how we communicate with our volunteers. This helps us keep them informed, highlight opportunities they have to help your organization, and can even increase your donations and support to your organization. Communicating effectively to engage and retain volunteers is critically important for any animal welfare agency. In this workshop, you'll learn simple and effective ways to connect with your volunteers and the different strategies you can use. Whether you're a volunteer program manager, shelter director, marketing manager, or any other position within your organization, you'll be able to take away many of the methods discussed in this workshop back home to your organization.

Getting Lost Pets Back Home (an in depth look at best practices and ideas)

Gina Knepp, National Shelter Engagement Director, Michelson Found Animals Foundation

Thursday, June 25, 2020, 4:00 PM - 5:30 PM

This presentation goes beyond covering the basics and highlights several organizations across the US that have substantial RTO rates. This is an inside look at sharing best practices from top-notch Lost & Found teams.

We have been fortunate enough to have these teams share everything that goes beyond a microchip. This includes outreach and engagement, social sleuthing, and empowering good Samaritans to work as a team within the community. Our information covers a very diverse shelter spectrum with groups that cover various communities with a wide range of demographics.

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HEALTH & BEHAVIOR

Behavior Skill-Building: Reduce Reactivity!

Lynne V. Swanson, DVM, Behavior Coordinator & Veterinarian, Safe Harbor Farm K9 Rescue & Rehab
Thursday, July 2, 2020, 10:30 AM - 12:00 PM

Air-biting dogs held tight in their owners' arms...unpredictable dogs tugging at the ends of their leashes...dogs that fence-fight...cage sharks...what is the common denominator? All of these circumstances are situational. Change certain aspects of each situation and you will encourage a dog's best behavior, as opposed to his worst. How can we easily (and safely) set these dogs up for success and not failure? We can use canine-intuitive movement and repositioning to put all of the involved parties "on the same team!"

Capitalizing on a dog's nature to move (to move on to better things), this positive and practical presentation discusses team-building from a uniquely canine perspective. It aims to give shelter staff and rescuers the skills needed to be calmly proactive in common situations that spark reactivity in certain dogs: (1) when meeting new people; (2) when meeting other dogs, and (3) when confronting strange objects. It teaches canine-intuitive ways to defuse reactive hand-held dogs, relax dogs who are over-protective of their owners, introduce dogs to new locations and even address submissive urination!

Diagnostic Testing Strategies for Your Shelter

Brian A. DiGangi, DVM, MS, Senior Director, Shelter Medicine, ASPCA
Thursday, July 2, 2020, 2:00 PM - 3:30 PM

Proper disease diagnosis allows for appropriate treatment, an accurate prognosis and, in the shelter setting, can guide operational decisions and ensure efficient resource allocation. This session will discuss the indications for both individual animal and population level testing in the shelter environment. Attendees will learn the principles of designing a testing strategy that is feasible in their shelter.

Completing the Cycle: Doing Best By Dogs, Shelters, and Communities

Aimee Sadler, Founder/CEO, Dogs Playing for Life™
Thursday, July 2, 2020, 4:00 PM - 5:30 PM

What does a "humane" society look like for dogs and the people that care for them? In this session we will describe DPFL's vision for the end game of canine programming in shelters - where...

1. Every dog is experiencing excellent quality of life
2. Every shelter has the ability to assess dogs beyond their capacity for out-of-kennel enrichment or behavioral intervention, and...
3. Every dog has access to the support they need to thrive...
4. Thereby enabling the shelters to achieve maximum life-saving.

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Dogs Playing for Life has had the privilege of working with over 280 shelters nationwide introducing playgroups as an enrichment and quality of life strategy. As lifesaving across the nation increases, shelters are ready to tackle more challenging behaviors than ever before.

How do we “assess and progress” dogs in a shelter environment to compassionately treat each animal while responsibly serving our communities? In this session, Founder Aimee Sadler will share next steps to building comprehensive canine programming in our nation's shelters and DPFL's vision for “completing the cycle” - where prioritizing quality of life ensures more lives saved!

MARKETING & OUTREACH

Outreach Basics: It Starts with Attitude

B.J. Rogers, CAWA, CDET, Chief Communication Officer, Emancipet

Thursday, July 9, 2020, 10:30 AM - 12:00 PM

Community outreach is all the rage at shelters and clinics across the country. And yet organizations routinely struggle to connect with their communities. Effective outreach requires a commitment to meeting people where they're at, a foundational belief in the goodness of people, and a willingness to suspend judgment and act with compassion and empathy. Come explore those concepts and expand your thinking when it comes to implementing effective outreach strategies.

Double Tap Your Way to Successful Instagram Content

Tori Fugate, Chief Communications Officer, KC Pet Project

Thursday, July 9, 2020, 2:00 PM - 3:30 PM

We live in a digital age and Instagram is one of the fastest growing platforms that is producing more results in our industry. Social media marketing guru Tori Fugate with KC Pet Project will highlight how to ignite your online presence on Instagram. KC Pet Project's social media strategy gained 47,000 followers on Instagram and over 118,000 Facebook followers in a matter of a few years. Using this success as a basis, you'll learn:

- How to engage your followers on social media platforms
- How to invest in your social media presence by creating premium content for your organization.
- How to use Instagram to build your brand, create awareness of your work and gain supporters.
- Tips and tricks to make your Instagram stand out
- Creating content with the help of your volunteers and fosters
- Crafting Instagram stories
- And working with influencers, local personalities and brands to increase your awareness

Through creativity, networking and little bit of hard work, you too can spread the word and enhance your brand, your organization and your pets on Instagram.

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Irresistible Emails: Entice Your Audience to Open and Act

Neely Conway, Director of Email Engagement, ASPCA

Sandy De Lisle, Senior Manager of Content Development, ASPCA

Brenna Jennings, Director, Web Design & Digital Assets, ASPCA

Thursday, July 9, 2020, 4:00 PM - 5:30 PM

Supercharge your email communications with targeted and compelling messaging and images! Two members of the ASPCA's Prolearning communications team will share strategies for increasing your open and click-through rate to support your agency's mission. Participants will learn how to:

- Keep their agency's emails out of junk folders and capture and analyze data based on their audience's digital behavior
- Create enticing email subject and preview lines and captivating body copy
- Design and curate compelling images that drive critical calls to action

SHELTER MEDICINE, EXECUTIVE LEADERSHIP & ANIMAL LAW

Veterinary Forensics in Animal Investigations

Melinda D. Merck, D.V.M., Forensic Veterinarian, Veterinary Forensics Consulting

Thursday, July 16, 2020, 10:30 AM - 12:00 PM

Veterinary forensics play an important role in both animal and human related crimes. This course will discuss the potential use of animal related evidence and how it can be important to the investigation. Recognition of critical evidence, the application of human forensics and case discussion will be presented.

Specifically, Dr. Merck will review the most commonly encountered types of animal abuse and how to analyze the findings for a criminal investigation. Evidence collection and forensic testing for specific types of cruelty will be presented. The lecture will include discussion of the integration of investigation and crime scene findings with the analysis of the examination findings. Case examples will be presented throughout.

Teaching Old Dogs New Tricks: The Changing Roles of Animal Welfare Organizations

Jim Tedford, President & CEO, The Association for Animal Welfare Advancement

Thursday, July 16, 2020, 2:00 PM - 3:30 PM

Evolution happens quickly in the animal welfare field. Our roles are continuously changing and our focus has become much more external. The world, as it turns out, does not start and stop inside the walls of our shelters. We are meeting important community needs like access to care, community outreach, and disaster response. Hear from a

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35-year veteran of the industry how animal welfare organizations can fulfill their missions outside the shelter.

2019 Texas Legislative Update & Crystal Ball Predictions for the 2021 Session

Shelby Bobosky, Esq., Executive Director, Texas Humane Legislation Network

Katie Jarl, Southwest Regional Director, The Humane Society of the United States

Thursday, July 16, 2020, 4:00 PM - 5:30 PM

This panel discussion will cover the 2019 86th Legislative Session with respect to the animal-related bills filed that passed and failed. Ms. Bobosky and Ms. Jarl will give a brief description of the 2018 elections and how they affected the session. Ms. Jarl and Ms. Bobosky will then focus on an in-depth discussion of animal-related bills that were filed and discuss the bills that passed and those that failed. This includes discussion of, but not limited to, the Tethering bill, the Dangerous Wild Animal bill, the Shelter Access bill, the Veterinarian bills and many more. More specifically, the panel will address how these laws will change for those practicing animal law. Ms. Bobosky and Ms. Jarl will also discuss recent judicial rulings and recently passed federal bills affecting animals.

MANAGEMENT & TEAM BUILDING

The Center Must Hold: Organizational Culture in Times of Crisis

B.J. Rogers, CAWA, CDET, Chief Communication Officer, Emancipet

Thursday, July 23, 2020, 10:30 AM - 12:00 PM

More than ping pong tables and free lunch, organizational culture represents the way teams behave based on the shared values and beliefs they have. Our culture is the HOW to our WHY – and the health of our organization is hugely dependent on the health of our culture, something we'll feel more than ever in times of crisis. In this session we'll discuss the basics of culture, explore a diagnostic tool or two, and list specific strategies to shore up our culture when the chips are down and the pressure is on.

Get to the Point: How to Identify, Sharpen, and Champion Your Most Important Animal Welfare Ideas

Joel Schwartzberg, Senior Director of Strategic and Executive Communications, ASPCA

Thursday, July 23, 2020 2:00 PM - 3:30 PM

Many people – from advocates to executive directors – give speeches and presentations, but too few make meaningful points. Why? Because most communicators don't know their points, often confusing them with topics, themes, or titles. Points are propositions of value you can argue, provide evidence for, and sell.

Not having real points renders communicators pointless, which can severely hinder shelter messaging, community appeals, media opportunities, and government communications – all critical elements in life-saving animal welfare programs.

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Employing animal welfare examples and audience interactivity, this workshop – based on Joel’s award-winning book "Get to the Point! Sharpen Your Message and Make Your Words Matter" – provides actionable tips and exercises that help anyone realize and champion their most important points.

The 5 S's of Life Saving

Michael Bricker, Director of Operations, Shelter Embed, Best Friends Animal Society®

Thursday, July 23, 2020, 4:00 PM - 5:30 PM

Sort -Sort through all items in a location and remove all unnecessary items from that location.

Set in order -Put all necessary items in the optimal place for fulfilling their function in the workplace.

Shine -Sweep or clean and inspect the workplace, tools, and equipment on a regular basis.

Standardize -Standardize the processes used to sort, order, and clean the workplace.

Sustain/Self-discipline -Sustain the developed processes by self-discipline of the workers. (Do without being told).

Animal shelters are chaotic environments. The fast paced nature of the work means that gaps can often form and remain overlooked. Sorting through and setting in order, the programs in an animal shelter are necessary to advance the mission of lifesaving. Programs that are inefficient and do not serve the organization’s larger goals must be either reworked or tossed out altogether. The programs and policies that do serve the lifesaving mission must be optimized to realize their full potential.

An animal shelter more than perhaps any other setting, must remain clean, safe, and easy to work in. An orderly environment to work in is vital to the mental and physical health of animals and caregivers alike. The kennels, cages, and entire facility must shine.

The health and safety of the animals in a shelter’s care depend on the consistency with which protocols are followed. Standardizing protocols through standard operating procedures provides this consistency. Once an animal shelter has standardized its protocols, it is imperative that those protocols are sustained. The self-discipline of the shelter leadership is the driving force behind sustainability.

The 5S methodology can be applied on a macro level shelter-wide, or on a smaller scale within individual programs. Getting rid of what is unnecessary and preserving that which is necessary ensures sustainable lifesaving.

FIELD SERVICES & INVESTIGATIONS

Dealing With Difficult Personalities: A Field Survival Guide

Kelly Thyssen, Owner/Instructor, Humane Educators of Texas

Thursday, July 30, 2020, 10:30 AM - 12:00 PM

Difficult exchanges with the public can often cause great amounts of stress to ACO's/Humane Investigators, affect

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job satisfaction and even impact salaries through poor evaluations. This workshop will provide an overview of difficult personality types and how to navigate conflict with them. Understanding that most people are not deliberately toxic by nature, but rather have different motivations, can help solve problems in field communications. Identifying the role of emotions (both the speaker and the listener) can impact the outcome of an interaction. Successful communications will improve community relationships and can even have a positive impact on animal welfare through improved field compliance.

Field Training Programs

Michelle Dossan, National Shelter Outreach Manager, Best Friends Animal Society

Philip Goen, Animal Care Supervisor-Field, Broward County Animal Care

Thursday, July 30, 2020, 2:00 PM - 3:30 PM

Historically, new officers are offered very little training other than informal ride-alongs to learn the ropes from whomever they happen to be paired with. The result is usually inconsistent interpretation of laws and enforcement that negatively impact the department's overall success. This workshop highlights the kind of formal field training programs that officers need and deserve. We'll talk about designating specific officers as field training officers to work closely with new team members to ensure that they're well-versed in department policies and have developed the knowledge base and authority required to maintain and further contribute to the public's trust in the department.

To the Bat Phone! Responding to Wildlife Calls

Kate Rugroden, VP of Operations, Bat World Sanctuary

Thursday, July 30, 2020, 4:00 PM - 5:30 PM

Everyone who answers calls from the public about animal issues, and particularly wildlife issues, has had THAT phone call – which may range from the absurd to the tragic in nature. Through lecture, discussion, and role-playing real-life scenarios, participants will explore ways to respond to a variety of calls calmly and with patience, while presenting solutions in a caring and professional manner.

SPEAKER BIOS

Shelby Bobosky, Esq., Executive Director, Texas Humane Legislation Network

Ms. Bobosky serves as the Executive Director of the Texas Humane Legislation Network (THLN), a 501(c)(4) organization whose mission is to promote the humane treatment of animals through legislation, education and advocacy. She served as Board President of THLN from 2016 until 2019 and since 2011 and under her leadership as President, Vice President and Legislation Chair, the organization has had three successful legislative sessions wherein THLN successfully passed the Anti-Gassing Law (passed in 2013), the Mandatory Canine Encounter Training Law (passed in 2015) and the Animal Cruelty Enhancement Law (passed in 2017). Ms. Bobosky attended the University of Kentucky for her undergraduate degree, earning a double major in History and Spanish in 1996. She then attended the University of Tulsa Law School and spent a year as a visiting law student at Northwestern University School of Law graduating in 1999. In 1999, Ms. Bobosky moved from Chicago, Illinois to Dallas, Texas, to begin her law practice. For the past sixteen years, Ms. Bobosky has continued practicing general civil litigation until recently when she decided to do only pro bono work putting in hundreds of hours for THLN as well as assisting animal welfare advocates and rescues when possible. Ms. Bobosky was heavily involved in the Dallas Association of Young Lawyers, co-chairing the Animal Welfare Committee for four years and raising thousands of dollars for local 501(c)(3) rescues during her terms. Ms. Bobosky also served as the Texas State Bar Animal Law Section's Secretary in 2016-2018. She has traveled thousands of miles with THLN in order to promote its mission. Ms. Bobosky and her husband, three boys, two rescue dogs and two rescued prairie dogs live in Dallas, Texas.

Michael Bricker, Director of Operations, Shelter Embed, Best Friends Animal Society®

As the Director of Operations for the Shelter Embed Program for Best Friends Animal Society, Michael was most recently charged with writing a new lifesaving chapter for companion animals in the Rio Grande Valley. Texas has the highest lifesaving gap (the difference between the current save rate and the no-kill threshold of a 90% save rate) in the nation, so increasing and sustaining save rates for dogs and cats in shelters in that area is critical to achieving no-kill nationwide by 2025.

Michael joined Best Friends in June 2018 as the Senior Manager of Lifesaving Shelter Operations. Since then, Michael was embedded as both the Director of Operations and the Interim Executive Director for Palm Valley Animal Center (PVAC) in Edinburg, Texas. Within five months of his arrival, Michael and the team at PVAC, the largest shelter in the region, increased the save rate from 34% to 54%, and there is great momentum to bring PVAC to no-kill by 2021. As of this summer, Mike is now working with Abilene Animal Services with the Best Friends Shelter Embed Program.

A New Jersey native, Michael started his career in animal welfare in 2014, working for Camden County Animal Shelter (CCAS). As Director of Operations, Michael was handed the responsibility of running the shelter's day-to-day operations and ensuring that the animals at CCAS received first-class care and treatment. One of Michael's first initiatives was to rewrite the shelter's adoption policies in order to remove unnecessary barriers between pets and adopters. Michael helped to create a Lifesaving Department, launch CCAS's community cat program, pioneer the Rent-A-Dog program and modernize the shelter's medical operations. These changes helped CCAS achieve and surpass the no-kill benchmark of a 90% save rate.

Neely Conway, Director of Email Engagement, ASPCA

With more than 10 years of digital marketing experience, Neely Conway has worked in both the for- and non-

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profit sectors, specializing in integrated web and communication campaigns. She is currently the Director of Email Engagement at the ASPCA, where she oversees external communications and email strategy for their professional audience. She has spoken at SuperNova South. Neely spends her spare time volunteering at her local animal shelter in Atlanta and posting too many photos of her rescue dogs on social media.

Sandy De Lisle, Senior Manager of Content Development, ASPCA

Sandy De Lisle has served as Senior Manager of Content Development for ASPCApro since 2013. Prior to that she was the manager of The Humane Society of the United States' End Dogfighting in Chicago campaign, responsible for donor communications and media outreach. She has spoken at the following conferences: Texas Unites for Animals, Association of Professional Humane Educators, Service-Learning Conference, National AfterSchool Conference and Character Education Conference. She currently volunteers for Orphans of the Storm Animal Shelter in Riverwoods, IL, for whom she writes newsletters and social media content. Sandy is also obsessed with running shelter dog playgroups and is always happy to compare notes with others who have the "playgroup bug."

Brian A. DiGangi, DVM, MS, Senior Director, Shelter Medicine, ASPCA

Dr. Brian DiGangi is Senior Director of Shelter Medicine at the American Society for the Prevention of Cruelty to Animals. After earning his DVM at the University of Florida in 2006, Dr. DiGangi completed a rotating internship in small animal medicine, surgery, and critical care, a residency in Shelter Animal Medicine, and received his MS in Veterinary Medical Sciences in 2010. Dr. DiGangi has published research on canine heartworm disease, veterinary field clinics, feline adoption, pregnancy detection and immunology. He is board certified in both Canine and Feline Practice and Shelter Medicine Practice by the American Board of Veterinary Practitioners. Dr. DiGangi is a member of the Board of Directors of the American Heartworm Society and served two terms as President of the Association of Shelter Veterinarians. Prior to joining the ASPCA, Dr. DiGangi was a Clinical Associate Professor at the University of Florida.

Michelle Dosson, National Shelter Outreach Manager, Best Friends Animal Society

Michelle Dosson is a national shelter outreach manager for Best Friends Animal Society, providing leadership and training for strategic shelter partners across the country. Through Best Friends shelter outreach program, Michelle conducts professional shelter operations and field assessments, and leads progressive, humane trainings for animal control agencies and officers. Prior to joining Best Friends and serving as a regional specialist for Best Friends Network partners in the Great Plains region, Michelle spent a decade implementing progressive community outreach programs and developing expertise in local and state legislation through Austin Animal Services. While working as a public health educator through the field services department, she created and led programs for the Austin community that included spay neuter services for companion animals and trap neuter return for community cats. Michelle has worked in public service for more than 15 years. Born and raised in Cape Town, South Africa, she nurtured a deep passion for helping animals both human and nonhuman at a very early age through volunteer work with the Cape Town SPCA and local wildlife services. After moving to the U.S. in 1997 for an athletic scholarship, Michelle found her way to the City of Richmond Animal Care and Control in Virginia, where she worked as an animal caregiver, veterinary services technician and adoptions counselor. In 2008, she began a field services career as an animal protection officer for the city of Austin, Texas, just two years prior to the city passing its no kill implementation plan. Michelle's experience as a field officer before, during and after Austin's journey to no kill gives her unique insight into programming that prioritizes lifesaving. Michelle still resides in Austin with her canine companions, Drexil and Maggie, and cares for a small

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community cat colony. When not out championing lifesaving work for our four-legged friends, Michelle can usually be found lifting at the gym or rolling with the Texas Rollergirls.

Finnegan Dowling, Program and Social Media Manager, Mutual Rescue

Finnegan Dowling is the Program and Social Media Manager for Mutual Rescue, a national initiative of Humane Society Silicon Valley that encourages people to engage with their local shelters. A longtime leader in social media, HSSV and Mutual Rescue campaigns have won both Shorty and Communicator Awards and are featured in marketing and animal sheltering seminars around the country. Finn has worked in shelters in Washington State, Colorado, California and Nicaragua. A graduate of The Evergreen State College, her writing has also been published in The Bark, Bay Woof, SFGate and Huffington Post. She is the creator of the Doggy Day Out Toolkit, a free resource of manuals and templates to help even the smallest shelters start day foster programs of their own. She has presented at New England Federation of Humane Societies, Virginia Federation of Humane Societies, Texas Unites! and New Mexico Humane Conference. She lives in Corpus Christi, TX with her husband and their two dogs.

Kelly Duer, Foster Care Specialist, Maddie's Fund

As Foster Care Specialist for Maddie's Fund, Kelly's focus is on helping shelters and rescue organizations increase lifesaving through the implementation of robust foster care programs. Her role includes creating and providing training for organizations and their foster coordinators, writing, assisting with research on foster care and consulting with shelters. Kelly's work with foster care and social media has been featured in many national publications, websites and networks, including Animal Sheltering magazine, the Huffington Post, Best Friends magazine, BarkPost, iheartdogs.com, HuffPost Live and Fox News.

Tori Fugate, Chief Communications Officer, KC Pet Project

Tori Fugate joined the KC Pet Project team in March 2012 – shortly after the organization took over the Kansas City, MO, animal shelter in January 2012. Tori's role as Chief Communications Officer with KC Pet Project has enabled her to build the organization's brand and promote its mission from inception to what it is today. She oversees marketing, events, web management, social media, and media relations for the organization. She enjoys the opportunity to promote KC Pet Project and its pets through social media and in print, radio and television appearances on a local and national level – including People Magazine, The Dodo, The Huffington Post, CBS News, USA Today, Queer Eye, and The Rachael Ray Show. She recently was part of the design team of the Kansas City Campus for Animal Care, which is Kansas City's new animal shelter and home of KC Pet Project.

Philip Goen, Animal Care Supervisor-Field, Broward County Animal Care

Philip began his career in animal welfare in 2004 as a Field Officer with Austin Animal Services. After 3 years he was promoted to the new position of Senior Officer for the department, a position which he held for 7 years assisting in the development of that position into what it is today. As Senior Officer, Philip oversaw field training of all new Officers while continuing development of existing staff as well as enriching public education through safety and animal welfare training and presentations. He also enjoyed serving as program liaison to the court, media, and outside agencies. In 2014 Philip shifted his focus to public health, working for the Department of State Health Services, conducting field investigations of communicable disease as a Disease Intervention Specialist. During his time working for the State,

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Philip worked as a Volunteer with Austin Animal Services, conducting public education and assisting with field outreach and adoptions events. Ultimately his passion brought him back into animal welfare re-joining the Austin Animal Protection Team as an Animal Protection Officer.

Today Philip is one of two Field Supervisors with Broward County Animal Care where he assists in the supervision of 14 Officers. His team serves an estimated population of 1,952,778 residents, making it the second-most populous county in the state of Florida and the 17th-most populous county in the United States. Along with his team, Philip is working tirelessly to improve the lives of Broward County Residents and their pets and continuing to ensure the safety of residents and their companion animals by providing resources and assistance to the public at large.

Katie Jarl, Southwest Regional Director, The Humane Society of the United States

Ms. Jarl serves as the Southwest Regional Director, The Humane Society of the United States (HSUS), has been with HSUS since 2010, first serving as the Deputy Director of HSUS' media relations department. Jarl moved back to Texas in 2012 to direct public policy for the state and has successfully worked on laws to regulate puppy mills, crack down on cockfighting, keep horse slaughter out of Texas, end the cruel shark fin trade and make bestiality a felony in Texas. She works with local city governments to pass meaningful ordinances to help animals and she currently serves on both the Austin Animal Advisory Commission and the San Antonio Animal Advisory Commission. She managed on-the-ground efforts throughout HSUS' response to Hurricane Harvey. Jarl now serves as the Southwest Regional Director for HSUS, overseeing Texas, Arizona, Colorado, New Mexico, Oklahoma, Louisiana, Arkansas, Kansas, Mississippi and Missouri.

Brenna Jennings, Director, Web Design & Digital Assets, ASPCA

In addition to 20 years as a front-end web developer and designer, Brenna Jennings has been taking portraits since she was gifted a Kodak Disc camera for Christmas in 1983. Her equipment, technique, and career have evolved since then. She has been with the ASPCA currently as the Director of Web Design Digital Assets for ASPCApro.org. Brenna works remotely from Portsmouth, New Hampshire where she reports directly to three adopted dogs.

Gina Knepp, National Shelter Engagement Director, Michelson Found Animals Foundation

Gina Knepp is the National Shelter Engagement Director with the Michelson Found Animals Foundation. Previous, Gina was the Animal Care Services Manager for the Front Street Animal Shelter - City of Sacramento. Gina transformed what was once the worst performing shelter in town, to one of incredible lifesaving. Through the development of creative and zany programs, Front Street was rebranded and flourished under her leadership. Community partnerships and relationships with Sacramento's residents and businesses have resulted in making Front Street a household name. Serving the city limits of Sacramento, with an animal intake of 12,000 critters per year, the State's Capitol shelter is now a vibrant hub of activity, energy, and success. Gina's motto in life is: try anything once, twice if it feels good, the third time it's policy! Gina is married, has a lovely daughter, three dogs and one cat. Her background includes 311 and 911 management.

Melinda D. Merck, D.V.M., Forensic Veterinarian, Veterinary Forensics Consulting

Dr. Melinda Merck is the owner of Veterinary Forensics Consulting in Austin, Texas and a Law Enforcement Trainer

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with the Humane Society of the United States. She provides expert case consultations including assistance with crime scene investigation and examinations of live and deceased victims, frequently testifying as a veterinary forensics expert. She provides support to large scale operations including exhumations of burial sites and examination of skeletal animal remains. Dr. Merck provides training for veterinary, attorney and law enforcement professionals internationally on the use of veterinary forensic science and medicine in the investigation and prosecution of animal cruelty cases and the link to crime against humans.

Dr. Merck is the editor and contributing author of the textbook, "Veterinary Forensics: Animal Cruelty Investigation, 2nd edition" by Wiley publishing, co-author "Veterinary Forensic Investigation of Animal Cruelty: A Guide for Veterinarians and Law Enforcement" and a contributing author on forensics in Shelter Medicine for Veterinarians and Staff, Reptile Medicine and Surgery, and Consultations in Feline Internal Medicine Vol. 7. She developed the first Veterinary Forensics course for University of Georgia and Florida veterinary schools and frequently lectures at other veterinary, technician and law colleges. She teaches workshops on animal crime scenes and the processing of burial and surface remains. She is a Fellow of the American Academy of Forensic Science and member of the International Association of Blood Stain Analysts.

B.J. Rogers, CAWA, CDET, Chief Communication Officer, Emancipet

B.J. believes that people are the solution and not the problem. From fundraising for multiple sclerosis research at a young age, to fighting for LGBTQ rights, to fifteen years of work in animal welfare, B.J. is a lifelong learner and advocate. At Emancipet, B.J. oversees marketing, PR, and fundraising strategies as well as all training and consulting services offered through the Emancipet New School. A two-time nonprofit CEO and longtime educator, B.J. is a Certified Animal Welfare Administrator, a Certified Dialogue Education Teacher, and holds an Executive Ed Certificate in Public Leadership from the Harvard Kennedy School of Government. Prior to Emancipet, B.J. served as vice president, ProLearning at the ASPCA.

Kate Rugroden, VP of Operations, Bat World Sanctuary

Kate is a TPWD permitted wildlife rehabilitator specializing in bats, opossums, and raccoons, and holds both TPWD and USDA Educational Display permits as well. She has over 25 years' experience in presenting live animal programs in addition to her 12 years as a rehabilitator. She is a member of IWRC, NWRA, TACA, the Texas Animal Shelter Coalition, and serves as Chair of the Stakeholders Committee for the National White Nose Syndrome Response Team. In addition, she serves as community representative on the Institutional Animal Care and Use Committee (IACUC) at UT-Arlington.

Kate serves as VP of Operations for Bat World Sanctuary, the largest rehabilitation and teaching facility in the world dedicated exclusively to rescue, rehabilitation, and sanctuary for bats. In that role, she has presented educational programs to thousands of adults and school childrens' classes, and, with Amanda Lollar of Bat World Sanctuary, co-authored the book *The Essential Bat* (Bat World Sanctuary, 2012). In addition, she is approved by the Texas Department of State Health Services (DSHS) to provide up to 60 hours of continuing education credit to Animal Control Officers for the wildlife rehabilitation classes she teaches, and by AAVSB to provide 16 hours of continuing education credit for veterinarians and licensed veterinary technicians. She is also a TCOLE certified instructor.

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Aimee Sadler, Founder/CEO, Dogs Playing for Life™

Aimee Sadler is the Founder and CEO of Dogs Playing for Life. With 34 years of experience with multiple species in varying venues, Aimee has become a nationally recognized trainer and speaker specializing in shelter programs that reduce canine euthanasia and increase quality of life. In 2015, Aimee left her position as Director of Training and Behavior for an open admission shelter to consult with animal shelters full time, founding Dogs Playing for Life™. DPFL has now consulted with 280 shelters - and counting! - to increase quality of life of shelter canines and the humans that care for them!

Joel Schwartzberg, Senior Director of Strategic and Executive Communications, ASPCA

Currently the Senior Director of Strategic and Executive Communications for the American Society of the Prevention of Cruelty to Animals (ASPCA), Joel Schwartzberg has been teaching public speaking and presentation skills since 2006.

Joel's award-winning book "Get to the Point! Sharpen Your Message and Make Your Words Matter" was released in 2017 and his articles on effective point-making have appeared in Harvard Business Review, Fast Company, and Toastmaster Magazine. His next book "The Language of Leadership" will be released in 2021.

A frequent conference presenter and workshop leader, Joel is a former National Champion competitive public speaker and college speech coach who was inducted into the National Forensic Association Hall of Fame in 2002.

Lynne V. Swanson, DVM, Behavior Coordinator & Veterinarian, Safe Harbor Farm K9 Rescue & Rehab

Lynne Swanson, DVM has shaped psychologically healthy and happy groups of twenty-plus dogs for three decades, and she is proud to be a part of an educational effort recognizing the many things we can learn from our canine companions (when we are open to the possibilities). In 2005, she helped to create Safe Harbor Farm K9 Rescue & Rehabilitation Center in coastal N.C., and in 2006, she helped to develop their SMILE! Project. She is the author of two books: "Learning Dog" (for shelter, boarding and training facilities; 4th edition due out late 2020) and "SMILE!...and other life lessons your dogs can teach you (while you are training them)" (for everyone).

Positive, practical, and proactive, Dr. Swanson's work explores canine and human psychology from a uniquely canine perspective...one that sets up both sides of any leash to do their best. It emphasizes the "5 C's" (calm, clear, confident, consistent, and canine-intuitive), plus the importance of being multilingual when working with different species. More information can be found at www.givesmiles.us.

Jim Tedford, President & CEO, The Association for Animal Welfare Advancement

Jim Tedford has been actively engaged in the animal welfare movement for more than 35 years. He currently serves as President & CEO for The Association for Animal Welfare Advancement (formerly known as the Society of Animal Welfare Administrators), a professional association of leaders in the fields of animal welfare and animal care & control. Tedford has been CEO for animal welfare organizations in New York, Louisiana and Tennessee. He served as a regional director for The Humane Society of the United States. He spent a number of years on the for-profit side of our business assisting organizations with direct response fundraising strategies and spent a few years working for a pet products manufacturer. Jim has presented at national and regional conferences on various animal welfare issues,

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organizational development and not-for-profit management. Tedford received a Bachelor of Science degree in Animal Science from the University of Tennessee. Jim and his wife, Ann, share their home with two high-energy terriers, a macaw and an almost 30-year-old quarter horse.

Kelly Thyssen, Owner/Instructor, Humane Educators of Texas

Kelly has over 14 years' experience in the animal welfare field. Kelly has worked as an Animal Control Officer, Veterinary Technician, and Kennel manager for various agencies and small animal hospitals in Central Texas. She is a member of the Pflugerville Community Emergency Response Team and Citizens on Patrol. While working for DSHS, she was a member of the Region 7 Central Texas Wildfire Response Team in response to the Bastrop County Complex wildfire of 2011. Kelly was the Chairperson for the Georgetown Animal Shelter Advisory Board from 2014-2018.

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