March 22-24, 2020
Hilton Long Beach
Long Beach, CA

March 21, 2020  Pre-Conference Workshops*

www.animalcareconference.org

Education Session Schedule
Behavior & Training • Law Enforcement & Field Services • Leadership
Shelter Medicine • Sheltering & Outreach

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<th>Saturday, March 21</th>
<th>Pre-Conference Workshops*</th>
<th>9:00 a.m. – 5:00 p.m.</th>
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<td>*Additional Fee Applies</td>
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Cat Symposium
Attend this workshop to gain access to a showcase of successful programs that are improving outcomes for cats throughout our state. The full day program will be segmented into five sections led by knowledgeable content leaders and facilitated by Dr. Kate Hurley and Dr. Cindi Delany from the UC Davis Shelter Medicine Program.

- State of Cats in California and YCAS Case Study - UC Davis Koret Shelter Medicine Program
- Helping Hard-to-Place Cats – Cat Town Oakland
- Creating a Kitten Nursery from Scratch – Pets in Need
- Pee Wee Program, Lyfing Spirits, and Pawsitive Steps Academy – Los Angeles County
- Adoptable Cat Transport Programs – Rancho Cucamonga Animal Center
- Community Cats – County of Riverside

* Cindi Delany, DVM, UC Davis Koret Shelter Medicine Program
* Kate Hurley, DVM, UC Davis Koret Shelter Medicine Program
* Ann Dunn, Director, Oakland Animal Services
* Alison Waszmer, Behavior Division Manager, County of Los Angeles Animal Care & Control
* Heather Bolton, Animal Center Manager, Rancho Cucamonga Animal Center
* Elsa Tristan, Kitten Nursery Supervisor, Rancho Cucamonga Animal Center
* Rebecca Marsh, Adoption and Volunteer Manager, Pets In Need
* Crystal Manning, Vet Assistant, Pets in Need
* Jamie Pearson, Adoptions Specialist, Pets in Need
* Allan Drusys, D.V.M., MVPHMgt, Director and Chief Veterinarian, Department of Animal Services, County of Riverside
* Kimberly Youngberg, DrPH, MPH, Program Chief, County of Riverside, Department of Animal Services

Animal Furensics and DNA - The Whats, Whys, and Hows of Animal Cruelty Investigations
Animal cruelty is often a taboo subject. However, when animal cruelty cases are pursued, they can not only aid the animals involved, but they can significantly aid the people in the home and the community as well. In this deep dive workshop, you will understand how the law defines animal cruelty, what the FBI is tracking, how to recognize and document signs consistent with animal abuse, cruelty, and neglect how to collect evidence including DNA evidence. In addition, you will learn how to use DNA as a tool in cruelty cases when you know where to look, when to look, and how to collect samples to test. Through practical exercises and cases studies, you will learn how to leverage these tools so you can feel confident when doing an animal cruelty investigation.

* Christina Lindquist, MSFS, Associate Director of Forensics, UC Davis, Veterinary Genetics Laboratory- Forensics
* Jennifer Woolf, DVM, MS, President, Woolf Veterinary Forensics Consulting, Inc.
Sunday, March 22  
**Opening General Session**  
9:00 – 10:00 a.m.

**Keynote: Human Kindness - Delivering Exceptional Customer Service**

Regardless of industry, how we treat people is fundamentally the most important aspect of a successful business. Animal welfare is no different than any other industry, but ironically, we often struggle with human relations. This interactive session will explore how to build a team that prides itself on extraordinary human engagement, how to make overboard customer care the norm, not the anomaly, while identifying the myths and barriers that stall success. Attendees will gain a fresh perspective on “basic human kindness” and be inspired to transform customer relations in their respective organizations.

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

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**Sunday, March 22**  
**Breakout Sessions**  
10:30 – 11:45 a.m.

**Feeling Good in the Shelter - The Five Freedom Model in Action (Joint Session)**

The San Francisco SPCA uses Five Freedoms to define our standards for welfare and all the care we provide. There are many challenges in staffing, expertise, and time that face rescue workers that medical needs may present more urgent than behavioral needs. Whether your organization is a small volunteer run group or a large non-profit our goals are all the same. We strive to place homeless animals into a better life with a family. We will present data collected at the San Francisco SPCA on stress related behaviors and changes in protocol to alleviate such problems leading to improved welfare of shelter animals. Join us to learn how an old tool can improve the welfare of animals in contemporary sheltering. We will better understand the 5 Freedoms and how they are interconnected. By understanding and applying the Five Freedoms model, we can positively impact the lives of shelter animals and staff alike.

*Jeannine Berger, DVM, DACVB, DACAW, CAWA, VP of Rescue and Welfare, San Francisco SPCA*

**Cultural Awareness for Enforcement Personnel (Joint Session)**

As animal care professionals, it is essential to have an appreciation and understanding of how different cultures or religions may have practices or beliefs that intersect with animal laws in a jurisdiction. In addition to the LGBT community, this session will expand out into religious and cultural practices and beliefs that field personnel may encounter. When is Hmong New Year? And what is the importance of raising chickens in the Hmong culture? What is a Kirpan? And is it legal for someone to carry around? Additionally, we will discuss appropriate ways to address enforcement issues that are not discriminatory but will hopefully still allow for compliance and mutual respect between agencies and the communities they serve.

*Jace Huggins, Chief Animal Control Officer, Front Street Shelter  
Sgt. Michele Gigante, City of Sacramento*

**Volunteer & Staff Appreciation: Applying Dr. Paul White’s Research**

Learn why the Golden Rule of doing unto others as one would like done unto one’s self is flawed. In this workshop, you will review Dr. Paul White’s research on workplace appreciation to consider how you might apply the findings to your own organization. Drawing upon Dr. White’s books such as The Five Love Languages, you will explore the unique ways for your organization to improve staff & volunteer morale, increase employee and volunteer engagement, and create enhanced levels of trust. Discover how to effectively survey your staff and volunteers as to their preferred and individualized ways of being appreciated. You will be encouraged to develop your own way of expressing workplace appreciation tailored to your unique circumstances, drawing upon the research conducted by Dr. White and his colleagues.

*Sarah T. Luthens, J.D., RASKC Volunteer Program Manager, Regional Animal Services of King County*
**Sunday, March 22  Breakout Sessions  1:00 – 2:15 p.m.**

**Reading Dog & Cat Body Language**
Dogs and cats speak with their bodies and they always "tell" us how they are feeling with this language. Anyone who works with them should be able to read cat and dog body language in order to assess their emotional state. This information will ensure that the animal is properly and safely handled to reduce fear and stress. This presentation includes a discussion of how to read dog and cat body language and how to safely handle the shelter animals.

*Kelley Bollen, MS, CABC, Owner and Principle Consultant, Kelley Bollen Consulting, LLC*

**Mission Impossumible**
When the dead, charred body of a young male opossum was reported hanging from a fence post near a Southern California public park in April 2018 other agencies were quick to treat it as a simple dead animal pickup. Not spcaLA, whose investigation first confirmed the wild animal had been viciously attacked and intentionally killed, then further through biological testing of the available evidence that revealed the suspect, a convicted felon, lived in a house of horrors little more than four hundred feet away from the scene of the crime – and that this wasn’t the first opossum he had slaughtered, but it would be the last. Join spcaLA Humane Officer Will Campbell on the remarkable journey that brought the killer to justice.

*Captain Cesar Perea, Captain, spcaLA*

**Fundraising for Public Shelters and the 501(c)(3)s that Support Them**
Did you know that California law does not prohibit a government agency from accepting donations? Government-run shelters are missing big opportunities if they don't recruit community members to create a 501(c)(3) to support shelter efforts of animal welfare. Hear a case study from Friends of Front Street Shelter and their annual event called Big Day of Giving sponsored by the Sacramento Region Community Foundation, which raises funds for approximately 600 nonprofits ([https://www.sacregcf.org/about-us/newsroom/making-news/bdog2019-results/](https://www.sacregcf.org/about-us/newsroom/making-news/bdog2019-results/)). The Front Street Shelter garners more individual contributions than any other nonprofit, even though the shelter is a city agency. Understand the legalities and practicalities of accepting donations, ad understand the benefits of enlisting supporters to create and maintain a 501(c)(3) nonprofit to support shelter operations by raising both funds and goodwill. Learn some best practices in fundraising to avoid controversy, damaging public scrutiny, and loss of goodwill.

*Jim Houpt, Board member, Friends of Front Street Shelter, Inc., City of Sacramento
Gina Knepp, National Shelter Engagement Director, Michelson Found Animals Foundation*

**Putting the Cat Back: Best Interest of the Community? The Shelter? Or the Cats**
Return to Field programs across the country have matured, enabling us to finally have an opportunity to look at the data and determine the effectiveness of these programs at managing the cats in our communities. In this workshop we'll discuss who these programs are really serving and how their evolution impacts the strategies driving your veterinary programs. We'll dive into the nuts and bolts of a successful RTF program before turning our attention to the best practices behind getting it done. Anesthesia questions? Surgery concerns? What should you treat and what should you let go? Bring them all! Who, Why and How: This is your one stop RTF shop.

*Dr. Kate Hurley, DVM, MPVM, Program Director, UC Davis
Dr. Cindi Delany, DVM, Shelter Veterinarian/Manager, UC Davis*

**Volunteer Toxicity: Restoring Joy and Connection**
Why do some volunteers become toxic to an organization they once loved? We believe that volunteers do not come to orientation with the intent to cause issues, waste staff time or make mistakes that put animals at risk, so how does this happen? We will explore what happens in a volunteer's journey to push them to unwanted behaviors and negative attitudes. Understand toxicity triggers, alternatives that work for any size program and budget, and proactive steps you can take to prevent potential challenges. We will share successful strategies for reconnecting toxic volunteers to your organization and returning to a state of productive partnership that benefits everyone. Living with volunteer toxicity is
not the answer but firing a volunteer can result in separating from someone who was once a strong supporter of your work. This session will provide participants with strategies for helping volunteers realign with your mission and reconnect with the joy they once felt serving.

Liz Johnson, Director of Volunteer Experience, San Diego Humane Society
Kim Soto, Senior Director Volunteer Engagement, San Diego Humane Society

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<th>Sunday, March 22</th>
<th>Breakout Sessions</th>
<th>2:45 – 4:00 p.m.</th>
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<td><strong>Practical Approaches to Shelter Dog Behavior Challenges</strong></td>
<td>The presentation will focus on specific case studies that represent various highly common behavioral challenges and their corresponding practical behavioral strategies/solutions. In addition, we will discuss how resources, public safety, and other variables play a role in the ever-present challenge of evaluating dogs and making behavioral euthanasia decisions. Discuss the notion that lifesaving, public safety, and quality of life should not be mutually exclusive concepts will be discussed. Come learn very specific and realistic strategies to implement at your shelters to assist in your enrichment and training efforts for dogs with behavior challenges. Through the use of informative videos, you will not only be instructed on the efficacy of various strategies, but will view real-life examples.</td>
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<td>Mike Kaviani, Chief Program Officer, Dogs Playing For Life</td>
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<td><strong>Changing Perceptions of Animal Control Officers Using Humane Education Techniques</strong></td>
<td>Join us as we address the current perceptions of Animal Control Officers (ACOs) by infusing everyday practices with humane education techniques. Come support a positive change in the way the public views, and therefore interacts with, ACOs and other animal welfare personnel. Discuss the power of language and questions to create an action plan that employs humane education strategies. Share real stories about how perceptions changed and hear valuable tips and tricks of how helpful humane education can be to ACOs.</td>
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<td>Karly Noel, MA Ed., CHES, Vice President of Operations and Education, RedRover Cindy Walden, Retired ACO, Humane Educator, &amp; Consultant</td>
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<td><strong>Workplace Safety and Your Bottom Line</strong></td>
<td>It’s no secret that workplace injuries and illnesses can have a major impact on an employer’s bottom line, but what exactly is the financial impact of having/not having a well-established safety program? Come learn the importance of safety and the direct/Indirect costs of workplace injuries. Explore how to reduce workplace injuries, and what an experience modification is and how it affects your organization.</td>
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<td>Ray White, Professional Safety and Health Officer (PSHO), Safety Manager, San Diego Humane Society</td>
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<td><strong>Population Management &amp; Daily Rounds</strong></td>
<td>To be humane to the animals and people who we serve thoughtful population management is critical. Thankfully this no longer is simply making euthanasia decisions but rather a holistic plan based in science and experience to ensure all animals receive the care and attention they need to move as safely and efficiently as possible through the shelter. A mainstay in population management to ensure this happens is daily shelter rounds which include not only medical and behavioral care but also logistical needs to move the animal through their shelter stay. Performing daily rounds has a dramatic impact on length of stay (LOS) reducing shelter crowding disease levels and costs and improving animal care and welfare as problems are identified and addressed quickly. Come ready to discuss rounds with case base examples and leave with tools to master this at your shelter!</td>
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<td>Cynthia Karsten, DVM, DABVP (Shelter Medicine Practice), Outreach Veterinarian, University of California - Davis, Koret Shelter Medicine Program</td>
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Supporting Your Community with a Pet Safety Net
One of the many ways sheltering services are changing is responding to the needs of pets living in the community. Pet Safety Net programs work to keep pets in their homes by providing support for their care. If an animal has to be surrendered to a shelter because the family cannot provide the necessary care, it is a tragedy for all. The animal loses its family, the family loses their beloved pet and the shelter has to spend funds on an animal that has a home. We will look at the two different programs at Marin Humane and explore ways these types of programs can provide support in any community. Is there a need in your community? Come explore how to start a program in your community with your available resources.

Darlene Blackman, Director of Community Engagement, Marin Humane
Katilyn Navarro, Pet Retention Coordinator, Ventura County Animal Services

Monday, March 23  General Session  9:00 – 10:00 a.m.

The Wolf Connection, What Wolves Can Teach us about Leadership
Teo Alfero will share his ten years of experience of working with wolves and the lessons of leadership and life that he has collected along the way. Teo will make the connections of everyday leadership with the natural ways our ancestors learned from observing these wonderful social animals and provide practical ways to apply those lessons in the work space and everyday life.

Teo Alfero, CEO and Founder - Wolf Connection, Wolf Connection

Monday, March 23  Breakout Sessions  10:30 – 11:45 a.m.

Enrichment for Shelter Animals
Enrichment involves providing an interesting, challenging, stimulating, and variable environment that encourages the animals to think, learn, explore, engage, and be well - mentally and physically. When animals are housed in unnaturally restricted environments (like zoos, laboratories, and shelters) their physical and behavioral welfare is a serious concern. Shelters should place a priority on enrichment programs that reduce stress and promote the physical and psychological wellbeing of their animals. Keeping the animals behaviorally, as well as physically, healthy is the humane thing to do. This presentation includes a discussion on how to implement an enrichment program in a shelter and provides suggestions for procedures to ensure that the animals are provided with both mental and physical stimulation during their stay.

Kelley Bollen, MS, CABC, Owner and Principle Consultant, Kelley Bollen Consulting, LLC

Animal Hoarding - Case Review: Multi-Agency Response
Review a case study on animal hoarding and how multiple agencies - code enforcement, health department, senior services and adult protective services - effectively collaborated on the case. Understand the mental illness that accompanies a hoarding lifestyle and the tactics to earn the trust of those individuals in order to gain cooperation. Learn how to positively work with other agencies to gain the best outcome and the long term follow up required with these individuals.

Frankie Ayers, Animal Services Officer, Pleasanton Police Department
Hiring Outside of the Box
How many years do you have to work with animals before you can get a job working with animals? How many times have you heard, "they work with animals because they like them better than people?" Often times we (or our job requirements) work against us by eliminating amazing candidates from ever even applying with us. There are many job fields that can effectively transition into the shelter field if we just broaden our search and break down the box walls. Come to this session to learn about those people who took non-traditional tracks into the sheltering world and still made a splash - and leave inspired to update your job descriptions/requirements to attract qualified candidates.

Jace Huggins, Chief Animal Control Officer, Front Street Shelter

Fear Free for Shelters and Veterinary Clinics
We know shelters can be a stressful place for animals. And, even the best non-shelter veterinary clinic causes most happily owned pets fear, anxiety and stress. When you combine the two - a veterinary clinic setting in a shelter - the chance animals receiving needed medical care will be under significant stress skyrockets.

Being able to identify signs of fear, anxiety and stress in the animals in our care and do everything we can to decrease the negative impact of these emotions on the animals will keep them healthier and happier while they are with us. It will also help them find their forever homes sooner. Employing Fear Free techniques will also keep the animals and our staff safer, make our own jobs easier and less stressful and enable us to provide better care.

Discuss how to recognize concerns in animals and give you strategies, techniques and tools to improve the emotional well-being of animals in shelters and particularly in the shelter clinic. We’ll discuss basic care, medical restraint and handling and adjunctive tools and therapies to consider following the Fear Free model. We’ll also give you a preview of the free on-line certificate program - The Fear Free Shelter Program – that you and other shelter staff members can take now to learn more about this topic.

Dr. Cindi Delany, DVM, Shelter Veterinarian/Manager, UC Davis

Optimizing Rescue Relationships
Rescue organizations can be your most valuable partners in your lifesaving work. In this session our speakers will share effective strategies to sustain positive working relationships with rescues and avoid common pitfalls that can leave both parties feeling frustrated. Optimizing these relationships helps improve community engagement and can offer vital resources for the animals in your care.

Gina Knepp, National Shelter Engagement Director, Michelson Found Animals Foundation
Teri Rockhold, Director, Fresno Humane Animal Services

Monday, March 23 Breakout Sessions 1:00 – 2:45 p.m.

Training Shelter Dogs for Adoption
This session will share experiences and specific training exercises that increase adoption potential of shelter dogs that reduce stress and provide enrichment including remedial socialization for long term resident dogs. We will explore the use of Operant and Classical conditioning and the Premack principle to teach and reinforce behaviors to improve adoption potential for dogs living in a shelter environment. Learn how to incorporate specific training exercises for dogs that are experiencing varying levels of stress and tailoring the training to the individual dog. Listen to case studies of Protective Custody dogs (neglect and abuse) and how these dogs have been trained in the shelter and adopted out by leveraging the 3 tiered HEAL Volunteer Training program designed to provide enrichment and maximize adoption potential for all shelter dogs.

Sara Levy-Taylor CABI CPDT-KA, Director of Animal Behavior & Training, spcaLA
Strategies, Logistics and Techniques for Safe Capture of Animals Running at Large
Learn from Dairen Simpson – an animal capture expert who has worked all over the world in Kenya, Tanzania, Botswana, Namibia, South Africa, Belize, Mexico, Bolivia, and Brazil capturing and releasing large animals such as jaguars, leopards and lions - just to name a few, for conservation purposes by implementing a no-harm best practice. Hear about the right, safe and selective techniques to capture animals running at large with minimal risk to human and animal welfare.

Dairen Simpson, Wildlife Capture Specialist

Your Data Counts - Ideas and Tools to Activate Data
Learn how to leverage available data and free resources from Shelter Animals Count to empower all aspects of your organization. Learn from Shelter Animals Count - an independent, collaborative, first-of-its-kind organization gathering standardized data at local, state and national levels on animal intakes and outcomes in animal shelters - how to amplify grant requests through comparative local and national data and how to measure programming success. Even the most basic data collection is valuable in making decisions, steering operations, raising funds and more. Your shelter’s data becomes even more powerful when it is part of The National Database. Review sample use cases that give both basic and more complex actionable ways to apply data insights using free tools and resources. Access the Shelter Animals Count website on their devices. The National Database has data from 2011 - 2019 self-reported by thousands of organizations. Shelter Animals Count provides helpful tools for collecting and viewing data, all free for shelters and rescues to use!

Sara Kent, CEO, Shelter Animals Count

Pediatric Spay/Neuter (Down to 1.5 pounds!)
Did you know you can save more lives just by performing pediatric spay and neuter? That, by spaying and neutering kittens at 6 weeks of age instead of 8 weeks of age can lower your length of stay by 20% (or more), thereby increasing your life-saving capacity? This talk will go over the benefits of performing pediatric kitten spay and neuter in the shelter, patient care and surgical technique, focusing on special considerations for our young patients.

Dr. Cristie Kamiya, VP, Medical Operations, Humane Society of Silicon Valley

There’s No Place Like Home - Marin Humane’s Private Rehoming Program
Marin Humane's No Place Like Home (NPLH) program is a proactive approach to the role of an animal welfare organization in the community. We offer free pet rehoming listings in the adoption section of our website. Learn how we're working on ways to get a little closer to a world where animal shelters succeed in putting themselves out of the sheltering "business." Since its launch last year, more than 100 animals have found a new home directly through NPLH. Learn how this program can support the pets in your community so you too can offer a private rehoming program. Understand what the technical requirement are for your website or shelter software so you can effectively advocate for a private rehoming initiative in your community, and confidently address some common questions or concerns.

Keri Fennell, Director of Shelter Services, Marin Humane
Carina DeVera, Digital Marketing Specialist, Marine Humane
Patricia Castaneda, Adoption Assistant/Alternative Placement, Marin Humane
**Tiny Lion™ Taming - Socializing Feral Kittens in a Shelter Environment**

Animal Shelter Assistance Program had been socializing feral kittens as a part of our Feline Behavior Program for several years but suddenly we found ourselves overrun with kittens several years ago, over 25 of them. Our response was the formation of our Tiny Lion Tamers Program, a high-volume socialization program uniquely performed in the shelter environment. This approach meets the needs of the kittens, addresses the high numbers of unsocial/ferals that we and other shelters face, as well as benefits the kittens from working with a wider range of people (with consistency in protocols). Hear how we adapted existing facilities and supplies, simplified an existing training protocol into four simple steps, created a training manual, recruited and trained around 30 totally inexperienced volunteers and within two weeks were holding six taming sessions each week.

*Barbara Ceriale, Feline Behavior Program Director, Animal Shelter Assistance Program*
*Rhonda Douglass, Behavior Specialist, Animal Shelter Assistance Program*
*Angela Walters Yates, Executive Director, Animal Shelter Assistance Program*

**Depredation Investigation - Protocols: Animal Damage and Human Attacks**

Learn from Dairen Simpson – an animal capture expert who has worked all over the world capturing and releasing large animals as he shares the right protocols for managing animal damage and human attacks.

*Dairen Simpson, Wildlife Capture Specialist*

**A Peek Behind the Curtain - A Shelter Evaluator Reveals Common Mistakes**

Remember the scene in the *Wizard of Oz* when Toto discovers the wizard working the controls from behind a curtain? It’s at that moment Dorothy, the Scarecrow, Lion, and Tin Man realize the “Oz, the Great and Powerful” is merely a person behind-the-scenes pulling levers and pushing buttons to make things work. What IF you could peek behind the curtain? What would you see? In this insightful workshop, you’ll get to hear from an impartial and objective shelter evaluator who will share photos and stories of the common mistakes and operating errors he sees shelters commit. This is a wonderful opportunity to learn from the mistakes made at other shelters, which provides attendees the chance to correct them before they come back to bite the organization.

*Tim Crum, CEO, Animal Shelter Services, LLC*

**Building Collaboration in the Workplace – What’s a Vet to do?!**

This session will highlight communication for teams and how to build trust. After learning techniques and the research behind them, we’ll engage in discussions and strategies over real situations.

*Dr. Zarah Hedge, DVM, MPH, DACVPM, DABV, San Diego Humane Society*
*Dr. Beth Boynton, D.V.M., FNAP, Professor, Wellness, Western University*

**Bridging the Gap: Understanding Adopter Expectations, Perception and Reality**

Adopt-a-Pet.com is North America’s largest non-profit pet adoption website and that means we have millions of potential adopters visiting our website every month. In fact, we had over 50 million visitors in 2018. We've been collecting lots of data and asking our visitors to provide us with insights into how they think, feel and experience pet adoption. In this session, we will get into all of the data that we have been collecting for the past several years, share specific insights into the adopter experience and explain trends we are seeing with online pet searching. We will also share insights into the gaps between perception and reality and how your organization can boost or break your reputation with potential adopters.

*April Harris, CAWA, Director of Animal Welfare Insights, Adopt-a-Pet.com*
Monday, March 23  Legislative Roundtable  4:15 – 5:15 p.m.

Legislative Roundtable
Discussion of recent and upcoming legislation and the impacts to the animal welfare community. Moderated by Jill Tucker, CalAnimals CEO, and Henry Brzezinski, Chief, El Dorado County Animal Services and CalAnimals Board Member.

Henry Brzezinski, Legislative Chair, CalAnimals
Jill Tucker, CAWA, CEO, California Animal Welfare Association

Tuesday, March 24  Closing General Session  8:30 a.m. – 12:00 p.m.

News, Social Media & Your Entire Organization: How to Proactively Engage your Community, Save Lives, and Avert PR Disasters

In this deep dive session, get the tools and tactics you need to leverage social media across your organization. Topics to be covered include:

- Taking the Lead: Creating a Community Brand and Controlling the Message – even if you are a government agency! (Melanie Sadek, Valley Humane)
- Get Those Animals Moving! Driving foot traffic and effective marketing for hard-to-place pets. Engaging staff in storytelling. (Bobby Mann, Front Street Animal Shelter)
- Building a successful news center to showcase your work and engage with your community. An overview of strategies, platforms, and how SD Humane gets media coverage several times per week. (Nina Thompson, News Center Manager, San Diego Humane Society)
- #RootingForRemi: Communicating About Animal Cruelty (Nicki Miller, Communications Coordinator, and Dariel Walker, Communications, San Diego Humane)

Bobby Mann, Communications Manager, Front Street Animal Shelter
Dariel Walker, Communications Specialist, San Diego Humane Society
Nicki Miller, Communications Coordinator, San Diego Humane Society
Nina Thompson, News Center Manager, San Diego Humane Society
Melanie Sadek, Executive Director, Valley Humane

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We hope to see you at the conference!
Keep an eye to www.animalcareconference.org for the latest information, and if you have questions, simply email megan@calanimals.org.