



Advocacy | Collaboration | Compassion

Presented by:



Maddie's Fund

#ThanksToMaddie



April 7-8, 2021 Virtual Animal Care Conference

Schedule at a Glance*

Wednesday, April 7

10:00 – 10:30 a.m.

10:30 – 11:15 a.m.

11:30 a.m. – 12:30 p.m.

12:30 – 1:30 p.m.

1:30 – 2:30 p.m.

2:30 – 3:00 p.m.

3:00 – 4:00 p.m.

4:00 – 4:30 p.m.

Early Virtual Networking Lounge

Opening Keynote with Josh Vaisman MAPPCCP (PgD)

Breakout Education Sessions

EXPO & Virtual Lunch

Breakout Education Sessions

EXPO

Breakout Education Sessions

Virtual Happy Hour - *It's National Beer Day!!*

Thursday, April 8

10:00 – 10:30 a.m.

10:30 – 11:15 a.m.

11:30 a.m. – 12:30 p.m.

12:30 – 1:30 p.m.

1:30 – 2:30 p.m.

2:30 – 3:00 p.m.

3:00 – 4:00 p.m.

Early Virtual Networking Lounge

General Session with Jyothi V. Robertson, DVM, DABVP and James Evans

Breakout Education Sessions

EXPO & Virtual Lunch

Breakout Education Sessions

EXPO

General Session: Legislative Roundtable (Q&A)

*All times are listed in Pacific Standard Time (PST)



Photo by Ayla Verschueren on Unsplash

Wednesday, April 7

Wednesday, April 7 10:00 – 10:30 a.m. Early Virtual Networking Lounge

Just because we are not gathering in person does not mean we can't network with one another and have a little fun. Join us for an engaging 30 minutes with your colleagues to kick off the conference.

Wednesday, April 7 10:30 – 11:15 a.m. General Session



Safe to Soar: The Key Ingredient in Thriving Teams

Psychological resilience in the workplace is supported or depleted by the environment. While the nature of the work in animal welfare is often out of our control, the culture of a team can be crafted to support the individual and organization's wellbeing and performance. At the foundation of this is psychological safety. In this session we'll explore the special ingredient that contributes to teams soaring toward their potential and cover a variety of evidence-based practices we can use right away to elevate our team to thriving new heights.

Josh Vaisman, MAPPCP (PgD), Lead Consultant, Flourish Veterinary Consulting

Wednesday, April 7 11:30 a.m. – 12:30 p.m. Breakout Education Sessions

Community Planning for Disasters (Track: Disaster Response)

This session will cover how to effectively and efficiently prepare for disasters in your community. You will learn how to identify and work with local groups, organizations and non-profits. You will be exposed to information/tactics which may assist in your disaster efforts. We will explore ways to establish effective community outreach methods. At the completion of this course, you will have the necessary tools to provide the framework for creating a community action plan.

Bryan Bray, CACO, Field Operations Manager, Ventura County Animal Services

Proactive and Creative RTO Strategies (Track: Field Services)

Return to Owner, now most recently referred to as Return to Home, has finally risen as a priority in animal sheltering. Attendees will be exposed to the latest and greatest strategies for reuniting lost animals with their families, to include real life examples that have been successfully implemented across the country.

Gina Knepp, National Shelter Engagement Director, Michelson Found Animals

The Four Rights of Animal Sheltering (Joint Session: Sheltering & Outreach & Shelter Medicine)

What happens when the Five Key Initiatives of the Million Cat Challenge grow up to encompass dogs and include an expanded vision of community-based sheltering? The Four Rights are born: providing animals in need with the Right Care, in the Right Place, at the Right Time, to the Right Outcome. It's an ambitious goal but one we believe every California shelter deserves the chance to achieve. In this talk, Dr. Kate Hurley will dig into what each of the Four Rights could mean, offer some key practical tools to achieve them, and introduce possible metrics to measure success holistically.

Dr. Kate Francis Hurley DVM, MPVM, Dip. ABVP, Director, UC Davis Koret Shelter Medicine Program

Wednesday, April 7 12:30 – 1:30 p.m. Expo & Virtual Lunch

Our sponsors and exhibitors cannot wait to meet you! Head to the virtual Exhibit Hall to learn about our industry's latest product offerings.

Wednesday, April 7

1:30 – 2:30 p.m.

Breakout Education Sessions

Community Engagement: The Lifesaving Philosophy (Track: Field Services)

The term “community engagement” gets thrown around a lot, as if it is something that an officer can do if they have a few extra minutes. To unlock the full potential of community engagement, however, we must start thinking of it as less of a project and more of a state of mind. This lifesaving philosophy will not only help save the lives of animals but could potentially save an officer's life as well. In this course you will learn how embracing community engagement as a mindset and utilizing the techniques involved can, and will, increase lifesaving efforts and officer safety.

Scott Giacoppo, Director, National Municipal and Shelter Support, Best Friends Animal Society

Feeling Good in the Shelter. The Five Freedom Model in Action (Track: Shelter Medicine)

At the SF SPCA we use the Five Freedoms Model to define our standards for animal care and welfare. There are many challenges to achieve a good balance; limited resources such as funds, time, staffing, and expertise. How to prioritize? Whether the organization is a small volunteer run group or a large non-profit, our goals should be the same – to reduce length of stay in the shelter. We strive to place homeless animals into permanent homes as quickly as possible. We will present data collected at the SF SPCA on stress related behaviors and changes in protocol to alleviate some of these stress related problems, leading to improved welfare for shelter animals. We will provide definitions of enrichment, behavioral welfare, how to quantify stress, and how to provide solutions to minimize discomfort while animals are in the care of a non-permanent home. We aim to provide participants with actionable solutions that can be tailored to any organization small or large.

Jeannine Berger, DVM, Senior VP Rescue and Welfare, San Francisco SPCA

Managing the Response - Organizational Awareness From A to Z (Track: Disaster Response)

Ryan Soulsby, Program Manager, Butte County Animal Control

Shelter Evaluations-Common Findings and How We Can Do Better (Track: Sheltering & Outreach)

In this session, Dr. Pizano will review common challenges shared by most shelters and how solutions can be found by reallocating existing resources. Whether you work at a small or large shelter in an urban or rural area, these strategies will work for you!

Dr. Sara Pizano, DVM, MA, Animal Welfare Strategist and Veterinarian, Team Shelter USA

Wednesday, April 7

2:30 – 3:00 p.m.

Virtual Exhibit Hall

Visit the virtual exhibit hall to meet with industry suppliers.

Wednesday, April 7

3:00 – 4:00 p.m.

Breakout Education Sessions

Building Collaboration in the Workplace - What's a Vet to Do?! (Track: Shelter Medicine)

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, Chief Medical Officer, VP of Shelter Medicine, San Diego Humane Society

Dr. Elizabeth P. Boynton DVM, Veterinarian Professor, Western University of Health Sciences

Managing the Media - Building Your Brand One Story at a Time (Track: Disaster Response)

Discuss the importance of online media to manage reputation and to build brand awareness through compelling and efficient storytelling utilizing an easy fundamental & strategic approach called “Posting with a Purpose.” Additionally, we’ll explore opportunities to find original content through social listening, reading online media insights (statistics), writing compelling stories to encourage donations, emergency preparedness & education, managing online media during a disaster, the pros and cons of advertising and boosts, and creating and posting sharable graphics to maximize brand awareness.

Angelina Martin, Public Information Officer, Sonoma CART (Community Animal Response Team)

Officer Safety: Fear, Stress, and Managing Trauma (Track: Field Services)

This session will confront the difficult reality of the Animal Control Officer career and provide insights as to the neuroscience when fear and stress are encountered. Practices that will influence the response to fear and stress will be explored and participants will be exposed to benefits of meditation, mindfulness, empathy, and compassion as good for individuals and the greater profession. This is not a hippy-dippy journey, rather it faces the grim realities of being in a profession where tactical and operational safety matter as much as our resilience to the difficulty of the work. Learn from someone with over three decades in uniform who knows the need for real talk and real tools.

Sylvia M. Moir, Police Chief (ret.), Tempe Police Department

Volunteer Engagement: Promoting Joy and Connection (Track: Sheltering & Outreach)

Empowering staff to more effectively engage volunteers is critical to lightening the load of their lifesaving work. Learn common barriers and simple strategies that can inspire relationship building as you work to create a unified team of animal lovers working to increase capacity and connection to your community. Workshop is designed for Volunteer Engagement professionals as well as operational or administrative shelter leaders who oversee the work of volunteers.

Liz Johnson, Director of Volunteer Experiences, San Diego Humane Society

Kim Soto, CVA, Senior Director, Volunteer Engagement, San Diego Humane Society

Wednesday, April 7

4:00 - 4:30 p.m.

Virtual Happy Hour

Unwind after your first day of virtual immersion into everything animal welfare. Network with colleagues and learn about our sponsors, [Maddie’s Fund](#). Also, did you know it is [National Beer Day](#)? Yes, it’s a thing. Join us! Choose from 3 different happy hour topics:

- Potential Unleashed – Sponsored by Maddie’s Fund
- DEI Happy Hour – A Conversation of Diversity, Equity, and inclusion
- Animal Care Officers Dialogue

Thursday, April 8

Thursday, April 8 10:00 – 10:30 a.m. Early Virtual Networking Lounge

Kick off your virtual conference day with conversation and networking with your fellow animal welfare pros.

Thursday, April 8 10:30 – 11:15 a.m. General Session

Co-creating the Future of Sheltering: Social Justice, Equity, & the Unlearning Process



Dr. Robertson is an internationally recognized specialist in shelter medicine who has spent the past fifteen years focused on creating efficient processes, improving organizational structure, and enriching facility design. James is a multi-awarding winning creative strategist and leader with 25+ years of experience developing relationships between organizations and their constituents. These two thought leaders will explore how to create the future of sheltering with diversity, equity, inclusion and justice as the anchor.



Jyothi V. Robertson, DVM, DABVP (Shelter Medicine)

James Evans, CEO, Companions and Animals for Reform and Equity (CARE)

Thursday, April 8 11:30 a.m. – 12:30 p.m. Breakout Education Sessions

Ethics for ACOs in a World of Constant Scrutiny (Track: Field Services)

Our world today is one of constant connection, instant gratification and perceived anonymity. The ubiquitous cellular phone has made capturing images and video extremely easy, and the internet provides an immediate avenue for posting these captured moments in time, for an eternity of scrutiny. Often, this occurs without your consent or knowledge, and rarely do these captured moments accurately depict the entire situation. What does this mean to you as an animal control professional? How can you navigate this “gotcha!” climate? It comes down to your professionalism, personal code of ethics and character which provide you with a reputation that is above reproach for the people and pets you serve in your community.

George W. Harding, IV MBA CAWA, Animal Services Supervisor, Antioch Animal Services

Fire Certification Training for Animal Emergency Response (Track: Disaster Response)

The last few years have shown without question that wildfires throughout California and the west in general are getting hotter, bigger, moving faster and often are harder to fight than ever before. These events have a major impact on communities and animals as well as the organizations that provide animal emergency response services. Wildfires bring with them tremendous risk for first responders and therefore wildfire response happens within a highly rules-based system. In this session, Lt. John Peaveler of San Diego Humane Society and Dr. Ken Gilden of Animal Fire Rescue will give you a concise overview of the training and certifications your staff and volunteers must have in order to cross road closures and respond to wildfire events legally and safely.

John Peaveler, SDHS, Lieutenant, Emergency Services, San Diego Humane Society

Dr. Ken Gilden, Instructor & Response Team Lead, Animal Fire Rescue & SDHS ERT

Population Management & Daily Rounds in Shelter and Foster Homes (Track: Shelter Medicine)

To be humane to ourselves, and the animals and people who we help 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 safely and efficiently through the shelter. A mainstay in population management is daily shelter rounds. This includes not only medical and behavioral care but also logistical needs to keep animals moving to their best outcome. Performing daily rounds has a dramatic impact on shortening 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!

Dr. Cristie Kamiya, Chief of Shelter Medicine, Humane Society of Silicon Valley

Show Me the Money! What Are Grantors Looking For? (Track: Sheltering & Outreach)

Historically animal welfare has focused on pets at risk in shelters. As our movement has succeeded in increasing live outcomes the risk profile has changed. There are now more pets at risk because they live with under resourced families and we need to evolve our programs and funding to match this shifting need.

Moderator: Gina Knepp, National Shelter Engagement Director, Michelson Found Animals

Mary Smith, Executive Leadership Team, Maddie's Fund

Brett Yates, Executive Director, Michelson

Susanne Kogut, President & Executive Director, Petco Foundation

Aimee Gilbreath, President, PetSmart Charities

Julie Castle, CEO, Best Friends

Thursday, April 8

12:30 – 1:30 p.m.

Expo & Virtual Lunch

Grab your lunch and go to the virtual Exhibit Hall to learn from our industry partners and suppliers.

Thursday, April 8

1:30 – 2:30 p.m.

Breakout Education Sessions

Engaging Your Volunteer Base - When to Say Yes, When to Say No (Track: Disaster Response)

In an event of a disaster, volunteers are often needed to aid disaster victims, rebuild communities, educate the public, and prepare for future disasters. This session will discuss the pros and cons of volunteer support amidst a disaster, how to safely engage them and involve them appropriately in coordinated efforts.

Jessica Ortega-Wiebe, Public Information Assistant, Santa Barbara County Animal Services

Forensic Photography: Provide Your Prosecutor with The Quality Photography They Need to Accept and Win Your Case (Track: Field Services)

The photographic compilation of the animal cruelty case should provide a permanent record of the scene and tell the story so professionally that it "sells" the case to your prosecutor. Your photography will compliment your full investigative package but only if completed systematically and handled properly to maintain admissibility. This session will cover equipment, the basic rules of animal cruelty crime scene photography and videography, and appropriate handling of images to maintain chain of custody. We will discuss image capture from the scene in the field through transport, exams, and housing of animals in your shelter. The objective is a case your prosecutor will be proud to carry for you.

Belinda Lewis, M.S., CAWA, President, M & B Enterprises, LLC

Telemedicine - Harnessing Technology to Improve Care and Stretch Resources Without Breaking the Law

(Track: Shelter Medicine)

2020, despite the many challenges it presented for all of us, created several opportunities for animal shelters to rethink how they operate, and embrace change. We have explored and implemented many new ways shelters can operate to improve outcomes for shelter animals while also improving quality of life for the people dedicated to their care. Telemedicine is one of the opportunities we must improve care for the animals, increase our efficiency and enhance overall satisfaction for medical staff, shelter staff and the public. Join us as we discuss all things telemedicine - practicalities, legalities, where and when to use it - and do some myth busting. How will you score on the pop quiz?

Dr. Cynthia D. Delany, DVM, KPA-CTP, Shelter Veterinarian/Manager, UC Davis Koret Shelter Medicine Program
Brandy Kuentzel, Senior Vice President and General Counsel, San Francisco SPCA

Training Shelter Dogs for Adoption (Track: Sheltering & Outreach)

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 Behavior & Training, spcaLA

Thursday, April 8

2:30 – 3:00 p.m.

Virtual Exhibit Hall

This is your last chance to meet with exhibitors so go to the virtual Exhibit Hall to hear about the latest and greatest in animal welfare products, services, and equipment.

Thursday, April 8

3:00 – 4:00 p.m.

General Session



Legislative Roundtable

Join us for a look at new and pending legislation that may impact the important work you are doing in your community. Do you have ideas, questions, or concerns? Please come prepared to share them!

Jill Tucker, CAWA, CEO, California Animal Welfare Association

Melanie Sadek, Executive Director, Valley Humane Society



Thank you to our Signature & Premiere Sponsors!



#ThanksToMaddie

**Michelson
Found Animals**



Save the date!

April 3 – April 5, 2022

Hilton Long Beach, CA

We hope to see you next year!