



Wallis Annenberg PetSpace presents
11th annual

ANIMAL WELFARE CEO FORUM

SCHEDULE OF EVENTS

MONDAY, JANUARY 27th

6:00-9:00 — Welcome Reception:
Cocktail Hour and Dinner
Embassy Suites, Waterfront Room — *SPONSORED BY:*



TUESDAY, JANUARY 28th

Daytime Sessions at Embassy Suites San Francisco Airport Waterfront Burlingame

7:30-8:30 — Breakfast – Complimentary Hotel Breakfast
8:30-9:00 — Introduction and Opening Remarks
9:00-10:30 — **Public Relations & Crisis Communications**
Speaker: Heidi White, Off Madison Avenue
Break: 10:30 to 10:45
10:45-12:00 — **Statewide Campaign to Promote Shelter Adoptions**
Speakers: Sasha Howell & Roger Hurni, Off Madison Avenue
12:00-1:00 — Lunch (Hotel Atrium)
1:00-1:15 — Group Photo — Exterior Steps in front of Waterfront Room
1:15-3:00 — **Panel Discussion – Resiliency Under Fire *Closed Session – CEOs Only***
Gabrielle Amster (facilitator) Jackie Rose, Dr. Gary Weitzman, Denise Woodside
Break 3:00 to 3:15
3:15-3:25 -- **Petco Love Update – Abbie Moore**
3:25-4:30 — **Discussion: Shelter & Rescue Regulation in California**
Speaker: George Harding, Melanie Sadek & CalAnimals Shelter Regulations Committee
5:30-5:45 — *Meet in hotel lobby for bus transportation to evening event.*
6:00-9:00 — Evening Reception: Cocktail Hour and Dinner
Twelvemonth, 330 Lorton Ave, Burlingame – *SPONSORED BY:*



WEDNESDAY, JANUARY 29th

Daytime Sessions at Embassy Suites San Francisco Airport Waterfront Burlingame

7:30-8:30 — Breakfast — Complimentary Hotel Breakfast
8:30-9:30 — **Access to Care Updates – Strategies, Progress, Legislation**
Speaker: Jennifer Scarlett, DVM
9:30-12:00 — **Legislative Update and Roundtable Discussion – What's on Your Mind?**
Facilitators: Nancy McKenney & Leilani Fratis
Break: 10:30 to 10:45
12:00-CLOSE — Boxed Lunch — Enjoy here or take one to go!

POINT OF CONTACT | *Kathy Anderson, CalAnimals Program Coordinator* | 530.206.6055 | kathy@calanimals.org





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January 27-29, 2025

Embassy Suites San Francisco Airport Waterfront
150 Anza Blvd.
Burlingame, CA

With gratitude to our sponsors

