

The New
No More Homeless Pets[®]
C O N F E R E N C E

October 21–23, 2005
Boston, Massachusetts
Sheraton Ferncroft Resort



**Together
we're launching
the Kindness
Revolution!**

presented by



Best Friends
ANIMAL SOCIETY



Why a “New” No More Homeless Pets Conference?

In recent years, the number of animals being killed in shelters has dropped from about 17 million a year to somewhere between 4 and 5 million.

It's tremendous progress. Only 10 years ago, the No More Homeless Pets movement was viewed by the traditional humane establishment as totally impractical.

Today, no-kill is the mainstream. More and more, humane societies, rescue groups, and animal control (today, it's mostly “animal care and control”) work together on spay/neuter and adoption programs.

But there are challenges to be overcome. For the last couple of years, the momentum seems to have stalled. We need to get off the plateau and break through the final barriers.

What will it take to make your community a no-kill zone? How can you ...

- boost your adoptions to place almost every homeless pet in a good home?
- make spay/neuter as normal as wearing a seat belt?
- take on the big issues of feral cats and dogs deemed dangerous?
- raise the funds to make it all possible?

Whether you're a humane professional or simply an individual who wants to help animals, you'll meet the people who are breaking through, talk to experts who understand your needs, and get the help you need to save the animals in your community.

“The most informative, well-organized event I have ever attended. The speakers were all extraordinarily well prepared, energetic, and enthusiastic.”

— Kelly Coyle DiNorica
West Orange Animal Welfare League, N.J.

The Speakers

How can you make spay/neuter and adoption as normal as wearing a seat belt?

How can you attract volunteers and donations?

How can you create a Kindness Revolution in your own community?

Our speakers tackle these critical questions.

Joe Trippi: During the last election campaign, Joe Trippi became known as “the man who reinvented political campaigning.” He pioneered the use of the Internet for the Dean campaign to organize what became the largest grassroots movement ever in presidential politics.



Joe's innovations brought fundamental change to campaigning for both Democrats and Republicans.

But his insights and experience don't just apply to the world of politics. **The Kindness Revolution** is about transforming

the way people relate to the animals, to nature, and to each other – bringing together people who care about animals from around the nation and beyond, so that we can become a true force for good.

Joe Trippi is the author of the top-selling book *The Revolution Will Not Be Televised* – showing how we can all capitalize on the new Internet technologies. And so his topic for this conference is **The Kindness Revolution Will Not Be Televised!**

He'll be showing us how to build the basic components of **The Kindness Revolution** as we work together to make consideration for animals as natural and normal as the other routine courtesies of life.

“Wonderful, very enlightening. Our organization is new, and we knew Best Friends could help.”

— Jennifer Holley,
Little Victories Animal
Rescue, Huntington, W. Va.





Our other panelists and presenters include some of the nation's leading experts in the areas of adoption, spay/neuter, fundraising, communication, and shelter management.

Mike Arms, president of the Helen Woodward Animal Center, is the nation's leading expert on adoption programs. He directs Home for the Holidays, the world's biggest adoption campaign.

Francis Battista designs Best Friends animal care programs, and super adoptions and spay/neuter campaigns in our Los Angeles outreach.

Bonnie Beaver, DVM, is president of the AVMA. She also chaired the Task Force on Canine Aggression.

Paul Berry, vice president of operations for Best Friends, and one of the founders of the Southern Animal Foundation, is an expert in the design and development of low-cost spay/neuter programs.

Bonney Brown is campaign director for Alley Cat Allies in Washington, D.C., working to replace old-style trap-and-kill policies with trap/neuter/return.

Julie Castle directs the statewide No More Homeless Pets in Utah campaign – now in its sixth year.

Barbara Castleman has directed P.R. efforts for the Massachusetts SPCA and is manager of media and public relations for the Perkins School for the Blind.

Karen Green manages Best Friends outreach programs in the areas of adoption and working with dangerous dogs.

Brenda Griffin, DVM, director of the shelter medicine program at Auburn University, has pioneered veterinary studies on spay/neuter and feral cat care.

Linda Harper, Ph.D., a clinical psychologist in Evergreen Park, Illinois, counsels people who work in animal welfare.

Steven Hirano is the development director for Best Friends Animal Society and managing editor of Best Friends publications.

Kit Jenkins, grants manager for PETS-MART Charities, has counseled on behavior and other shelter-related issues and program development for 20 years.

Faith Maloney, the founder of Best Friends' Dogtown, consults with numerous humane groups to help build animal care programs.

Peter Marsh, Esq., drafted the legislation that made New Hampshire the first state to fund low-cost spay/neuter. He consults with spay/neuter groups nationwide.

Kathi McDermott is director of the Spay/Neuter Assistance Program in Springfield, Missouri, and works with humane groups throughout the central U.S.

Michael Mountain is the president of Best Friends Animal Society and editor of *Best Friends* magazine.

Kory Nelson, Esq., senior assistant city attorney for Denver, Colorado, is heavily involved in legal issues of the city's dangerous dogs ordinance and pit bull ban.

Nikki Proutsos is the former executive director of the City of Chicago's Commission on Animal Care & Control.

Sharlene Sallet, president of Commonwealth Cats, is an information technologies professional at a Boston-area university.

Ed Sayres is president of the ASPCA in New York City and a founding member of the Mayor's Alliance for NYC's Animals.

Aimee St. Arnaud helps communities build spay/neuter programs, working as community initiatives manager for the ASPCA in Ohio.

Sue Webb, president of Stray Pets in Need, is active in search-and-rescue, and serves on the Veterinary Medical Assistance Team and several other national and state boards.

Sherry Woodard develops innovative dog training and behavior programs for Best Friends, and consults with humane groups around the country.

Conference Schedule



October 21, Friday

1:00 – 5:30 PM

Advanced Pre-Conference Seminars (Optional)

Choose one of three in-depth seminars:

Adoptions: How to Find Great Homes – and Lots of Them

This eye-opening workshop will breathe new life into your adoptions. Learn the tricks of the trade, including how to attract potential adopters, insure that they make a good match for your animals (and how to redirect them when they don't), put on special adoption events, find homes for pets with health or behavior issues, and give people and pets the tools they need for a happy, healthy life together.

Mike Arms, Karen Green

Spay/Neuter: Community Programs that Work

Effective spay/neuter is the bottom line for a No More Homeless Pets program. But the key word is *effective*. Learn how to build a program that really meets the needs of your community. Topics include community assessment, getting started, generating funds, working with veterinarians, juvenile spay/neuter, reaching people with your message, ins and outs of legislation, and measuring your success. In other words: *the works!*

Paul Berry, Brenda Griffin, DVM, Kit Jenkins, Peter Marsh

Fundraising: Building Your Membership

In the first 10 minutes, you'll learn the four keys to getting people to support your work. Everything else follows: how to communicate with your donors, develop a mailing list, write a newsletter that gets read, take fabulous photos, and build a solid foundation of funding. Plus (really important): the three biggest mistakes to avoid. Learn from the people who built the Best Friends membership program.

Steven Hirano, Michael Mountain

7:00 – 9:00 PM

Welcome Reception and Check-In

October 22, Saturday

7:00 – 8:00 AM

Check-In and Continental Breakfast

8:00 – 8:30 AM

Opening Remarks: Michael Mountain


Morning Session: Starting a Kindness Revolution

8:30 – 9:45 AM

Breaking Through to No More Homeless Pets

What will it take to break through the final barriers to a time when there are no more homeless pets? Each of the panelists has pioneered a landmark advance in the no-kill movement. They'll share their insights on how we can reach the final goal.

Brenda Griffin, DVM, Kit Jenkins, Peter Marsh, Ed Sayres



10:00 – 11:00 AM

“The Kindness Revolution Will Not Be Televised!”

Joe Trippi, the dean of Internet campaigning, talks about how we can reach a much broader audience with the message of kindness to animals, and how this will help bring an end to the killing of homeless pets.

11:00 AM – 12:00 PM

Building the Kindness Revolution

An interactive session, guided by **Joe Trippi** along with leaders of the no-kill movement. Together, we'll start building a new campaign to end the killing of homeless animals.

12:00 – 1:00 PM

Lunch: Scrumptious and vegetarian. Tables are set out by region, so that you can talk about local issues and start networking on the Kindness Revolution.

1:00 – 2:00 PM

Feral Cats & Dangerous Dogs: Is There a Bipartisan Solution?

We've come a long way over recent years, but, let's face it, there are two key areas in which we're still in trouble: feral cats and dangerous dogs. Why can't animal welfare advocates see eye-to-eye with local policymakers? Something here isn't working. And until we can find solutions that meet the needs of the animals *and* the people, we're stuck.

We start the afternoon with two half-hour discussions:

Feral Cats – Can we find common ground? Nikki Proutsos, former director of Chicago animal services, talks with Bonney Brown of Alley Cat Allies about the problems of a big city that's dealing with thousands of feral cats.

“Dangerous” Dogs – How do we protect pets *and* the public? Kory Nelson, from the city attorney's office in Denver (where they've banned pit bulls) talks with Bonnie Beaver, DVM, president of the AVMA, about which dogs *are* dangerous, whether some breeds are *inherently* dangerous, and what we can do about it.

Afternoon Workshops

2:15 – 5:45 PM

Getting Down to Brass Tacks

Four of the afternoon workshops follow up on the discussions of feral cats and dangerous dogs with practical help in building local programs that work.

There are also special workshops for those of us who are just getting started in putting together a program to help animals.

And in the third hour, we'll get top tips on working with the media, coping with burnout (it can happen to the best of us!), and some simple keys to local fundraising.

“I learned so many new things that I can apply fairly quickly. Most of all, it was inspiring to be with so many other people who care about animals so deeply.”

– Jenny Even, *Save Our Strays*, Loveland, Ohio



2:15 to 3:15	Aggressive Dogs: How to recognize them and what to do. <i>Bonnie Beaver, DVM, Sherry Woodard</i>	Feral Cats: How to be an effective advocate. <i>Bonney Brown, Brenda Griffin, DVM, Sue Webb</i>	How to Get Started: Building your program and finding the resources you need. <i>Kit Jenkins, Kathi McDermott</i>
3:30 to 4:30	Aggressive Dogs: Does breed discrimination make sense? <i>Bonnie Beaver, Karen Green, Kory Nelson</i>	Feral Cats: Launching a neighborhood trap/neuter/return program. <i>Bonney Brown, Sharlene Sallet</i>	Marketing 101: How to reach out and capture people's attention. <i>Julie Castle</i>
4:45 to 5:45	Working with the Media: How to keep your program in the public eye. <i>Barbara Castleman</i>	Burnout: How to recognize it and what to do. <i>Linda Harper, Faith Maloney</i>	Creative Fundraising: Simple tips, from planning events to writing grants. <i>Aimee St. Arnaud</i>

7:00 – 8:00 PM

Dinner with the Experts: Delicious and vegetarian. This time, each table is hosted by one of our expert speakers, so you can talk with them personally and go one-on-one about issues and challenges in your own situation.

8:00 – 8:30 PM

The Kindness Revolution: Animal lovers of the world, unite! We are a force for good – and maybe the single best chance for a better world.

Keynote address by Michael Mountain, president of Best Friends Animal Society

October 23, Sunday

7:30 – 8:30 AM

Breakfast: And get your questions ready for the first discussion.

8:30 – 9:30 AM

Stump the Panel!

We'll have our experts on the panel and a roving microphone in the audience. What are your toughest questions? Biggest challenges? Come to the microphone and tell us. Someone on the panel will have the answer.

9:45 AM – 12:00 noon

Building the Kindness Revolution

Here's where we put it all together. First, we'll introduce you to the campaign website, which you can customize to focus on your needs, as well as stay up-to-the-minute with news, forums, web conferences, and other goodies all around the country.

Then we'll work together to build the initial campaigns. Bottom line: This conference doesn't end. When we all go home, we just keep building and building until there are, quite literally, No More Homeless Pets.

We'll see you there!

Register Today for the No More Homeless Pets® Conference

Registration fee: \$240 per person before September 28, \$290 per person September 29 – October 16. Includes the welcome reception, two continental breakfasts, vegetarian lunch and dinner on Saturday, the panel discussion sessions and workshops.

Optional Advanced Intensive Seminars: \$40 per person with full conference registration; \$60 without conference registration. (After September 28, add \$10.)

Registration must be received by October 16. Confirmation and directions will be sent upon receipt of your registration fee. Space is limited.

Name (please print clearly) _____

Organization (if any) _____

Mailing address _____

City _____ State _____ Zip _____

E-mail address _____ Phone _____

Registration fees: Early discount on or BEFORE September 28

- \$240 Conference ONLY (Saturday, Sunday)
- \$280 Conference AND Friday Seminar – check session you'll be attending below
- \$60 Friday Seminar ONLY – check session you'll be attending below

Registration fees: September 29 – October 16

- \$290 Conference ONLY (Saturday, Sunday)
- \$340 Conference AND Friday Seminar – check session you'll be attending below
- \$70 Friday Seminar ONLY – check session you'll be attending below

FRIDAY SEMINAR check which session you will be attending:

- Adoptions
- Spay/Neuter
- Fundraising

Total: \$ _____

Make check payable to: **Best Friends No More Homeless Pets® Conference**

OR charge my: MasterCard VISA American Express

Discover/Novus

Credit card number: _____ Exp. date: _____

Name as it appears on card: _____

Send to: **NMHP Conference, Best Friends Animal Society, Kanab, UT 84741-5000**
or fax to **(435) 644-2087.**

Cancellations/Refunds: Made only by written request, and MUST be received by October 9, 2005. There is a 5% processing fee for refunds.



5001 Angel Canyon Road
Kanab, Utah 84741-5000

Place
Stamp
Here



Event Location & Lodging

Hotel: Sheraton Ferncroft Resort
50 Ferncroft Rd., Danvers, Mass.

Room Reservations:
(800) 325-3535 or (978) 777-2500

Special group room rates are \$109 single or double per night. Ask for the "No More Homeless Pets" special rate when making your reservation. (Special room rate expires September 30, 2005.)

Transportation from the airport:
The hotel is about 15 miles from Boston's Logan International Airport. There is a \$20 shuttle service to and from the airport. Details will be provided in the confirmation packet once we receive your registration.

Parking:
Complimentary parking is available.

Questions?
Best Friends Animal Society, Kanab, UT 84741
Phone: (435) 644-2001, ext. 129 • Fax: (435) 644-2087
E-mail: nmhp@bestfriends.org

Best Friends Animal Society is working with you to bring about a time when there will be No More Homeless Pets. Best Friends, located in beautiful southern Utah, is the nation's largest sanctuary for abused and abandoned animals.

In our home state, Best Friends manages the nation's first statewide No More Homeless Pets campaign. And across the country, Best Friends works with shelters, humane organizations, and rescue groups to build successful spay/neuter and adoption campaigns. For more information, visit our website at www.bestfriends.org.