

# PetSmart Charities North American Spay/Neuter Conference

## Spay/Neuter Management/Operations Tracks

### Getting Sustainable (GS)

Getting Sustainable is meant for clinics that are newer and/or working hard on improving their financial health, establishing fundraising and marketing efforts for the first time, and becoming stronger and more sustainable.

### Next Level Growth (NLG)

Next Level Growth is meant for established clinics who are working to get to the next level by taking on more sophisticated fundraising efforts, expanding their spay/neuter capacity, improving their infrastructure, or considering diversifying their programs.

**Friday August 15, 2014**

**8:30 AM – 9:30 AM            OPENING SESSION**

**10:00 AM - 11:30 AM**

### **“PURR-FECTING” THE IMPACT OF TNR - CREATING A COMMUNITY CAT PROGRAM THAT WORKS (GS)**

TNR programs can have a positive impact on your shelter, your field operations and your reputation in the community. This workshop will detail the wildly successful community cat program in place at the City of San Antonio’s Animal Care Services, one of the largest municipal shelters in the country. With a special emphasis on statistics and “Before & After” data, the presentation will also outline sample process maps for animal intake and outcome into a TNR program. The challenges inherent to partnerships with municipal agencies, non-profits and community groups will be addressed in depth. Bonus material will cover new ways to practice feline TNR in a free-roaming canine rich environment including patterns in release depending on the season as well as how to manage the “not quite feral” cat dilemma.

***Presenter: Bethany Heins, Live Release Manager, San Antonio Animal Care Services***

### **GROW YOUR WEB PRESENCE WITH GOOGLE TOOLS (GS)**

You are changing the world. We want to help. The Google for Nonprofits program ([www.google.com/nonprofits](http://www.google.com/nonprofits)) offers organizations like yours access to free or highly discounted tools. These tools can help you grow your web presence, find new donors and volunteers, work efficiently, and drive supporters to take action. Come learn about the best way to maximize Google tools to work for your organization!

***Presenter: Tanuja Gupta, Program Manager, Google***

### **GREAT GOVERNANCE! (NLG)**

In this session, we’ll review the board life cycle and the changing roles as the board and organization evolve and discuss best practices in board policies concerning interaction with staff, each other, giving/fundraising, and meetings, all to help you get your board from good to great governance!

***Presenter: Jan McHugh Smith, President/CEO Humane Society of the Pikes Peak Region***

## **SPAY NEUTER TRANSPORT - HOW DO WE GET THERE FROM HERE? (NLG)**

This session will provide a road map of building a transport system for your stationary clinic. We will cover everything from selecting locations, to preparing for the changes in clinic flow, to getting the word out. Come prepared to leave with an action plan to make this expansion option happen for your area.

**Presenters: Kelly Cass, Executive Director of Mountain View Humane, and Cathy Shaut, Floyd County Humane Society**

**1:30 PM - 3:00 PM**

## **REAL WORLD HR & BENEFITS - GETTING YOUR HR HOUSE IN ORDER (GS)**

In this session, we'll share an overview of ways to provide employee benefits even for small clinics, discuss common HR challenges that come up in spay/neuter clinics with staff and volunteers, and share information about the new healthcare laws and how they impact clinics. New clinics will benefit from this overview of the essential policies, procedures, and HR documents every clinic needs, including plenty of opportunity for Q&A.

**Presenters: Brian Chase, General Counsel and Jackie Rucker, Sr. Manager of Human Resources & Volunteer Program, Found Animals Foundation, and Sarah Levin Goodstine, Senior Vice President of Operations, ASPCA**

## **SHOESTRING MARKETING & OUTREACH STRATEGIES (GS)**

Now that you've built it . . . will they come? Effectively marketing spay neuter services on a tight budget can be a challenge and success requires creativity and a range of tools and approaches. With options that span from traditional advertising and digital media to grassroots outreach and community advocacy, creating a marketing and outreach plan can be daunting. This session will cover the ins and outs and pros and cons of a wide range of tactics with special emphasis on reaching the most underserved populations. Real world case study examples will demonstrate the successes (and challenges) fellow clinics have experienced and provide inspiration and practical tips that you can take home to your community.

**Presenters: Aimee Gilbreath, Executive Director, Found Animals Foundation and Aimee Christian, Vice President Spay/Neuter Operations, ASPCA**

## **INVENTORY: IT'S MANAGEABLE! (NLG)**

Find yourself waking up at night, wondering if you remembered to order that morphine? Having trouble locating your desk underneath all of those packing slips? Let's say NO to sloppy inventory management and fear-based inventory techniques. This workshop will directly address the participants' most pressing inventory-related concerns. For instance, how much should stuff cost? How do I determine cost per animal? How do I figure out whether we can buy those fancy new automatic syringes everyone keeps talking about? Join us for a discussion-based workshop that will leave you feeling confident and excited about counting stuff and doing math.

**Presenters: Marianne Luft, Assistant Director and Josh Comstock, Lead Veterinary Assistant, Humane Alliance**

## **HIGH IMPACT FUNDRAISING PROGRAMS (NLG)**

Do you want to learn about the essential elements of a high-impact fund-raising program? If you do, please join Robyn Burchfiel, Vice President of Development at the LIVESTRONG Foundation, as she facilitates a dialogue on how you can identify, cultivate and solicit potential supporters. You will leave this transformative session understanding a donor-centered fundraising strategy, the qualities to look for in a probable donor, and tools and processes to

enrich your interactions with the people within your own networks. This will be a highly interactive session so come with an open mind, questions, and out-of-box ideas!

**Presenter: Robyn Burchfiel, Vice President of Development, LIVESTRONG Foundation**

**3:30 PM – 5:30 PM**

### **Mastermind Sessions – The “Genius” in You**

Mastermind sessions will be hosted by some of the top experts from around the non-profit, animal welfare and spay neuter community. The hosts will lead discussions on their topic of expertise in small groups of 8-10 attendees. The sessions will rotate every 25 minutes to allow attendees to experience different topics of interest.

**Hosts: Marianne Luft, Josh Comstock, Amanda Arrington, Kenny Lamberti, Robyn Burchfiel, Brett Barnes, David Smith, Gretchen Nelson, Christy Mallinger, Jill Lally, Cary Bernstein, Beverly Seffel, Beth Bellanti, Laura Ingalls, Karilynn Galitos, Madeleine Laird, Sarah Hess, Andy Ayob, Michelle Rivera, and Matt Piccone**

**5:30 PM – 7:30 PM**

**Cocktails and Live Texas Music (Exhibit Hall)**

**Saturday, August 16, 2014**

**9:00 AM - 11:00 AM**

### **OPTIMIZING CLINIC FLOW TO OPTIMIZE CASH FLOW (GS)**

What's the harm in letting morning check-in drag until 9:30 or doing a few extra services here & there? What if your vet wants to use swaged-on suture? What if you want to offer free surgeries for community cats? When your phones are ringing off the hook, what is the cost associated with not answering those calls live? This session will give you tools to answer these questions for your clinic. We will start with the big "B" (budgeting) by looking at an operational budget spreadsheet and all the juicy data that goes into the spreadsheet. Then we will dig into clinic flow and what different decisions may cost or save money for your clinic.

**Presenters: Cary Bernstein, Founder and Executive Director, Spay Neuter Charlotte and Sarah Hess, Humane Alliance**

### **CREATING A FUNDRAISING PLAN (GS)**

Let's be honest...not everyone agrees that fundraising is the best part of non-profit work (though that's what we think). During Creating a Fundraising Plan, we will help you articulate your organization's philosophical approach to fundraising & help you start to write a plan for how to raise contributed revenue (and have fun while doing it!) Best of all, we'll help you develop strategies that create lasting partnerships between you and your donors.

**Presenters: Jill Lally, Chief Development Officer, Emancipet and Beverly Seffel, Bacon Lee Consulting**

### **PETS FOR LIFE (NLG)**

Poverty has a large impact on dogs and cats every day. Develop a better understanding of what this means for companion animals in your community, learn how to reach this audience of

pet owners, and find out how best to provide information and resources. Discover how community outreach can be part of your organization and how reaching out to under-served areas and building positive relationships with pet owners can improve your work and the quality of life for pets in your community.

**Presenters: Kenny Lamberti, Program Manager for Pets for Life and Amanda Arrington, Director for Pets for Life, HSUS**

### **PANEL: BUILDING MUTUALLY BENEFICIAL CORPORATE PARTNERSHIPS (NLG)**

We all dream of partnering with businesses and corporations in a way that drives contributed revenue into our programs, raises awareness about our missions, and strengthens our organizations. These kinds of partnerships are possible and in this panel, we'll explore what makes a relationship successful from the perspective of a corporate partner. You'll walk away from this panel with a deeper understanding of how you can create value for your current and future corporate partners and a strategy for how to approach businesses in your area about partnering. This is a two-hour panel with representatives from businesses known for being great corporate citizens, with tons of time for interactive Q&A.

**Facilitator: Liz Parker; Panelists: Beth Bellanti Walker (Tito's Handmade Vodka; [vodkafordogpeople.com](http://vodkafordogpeople.com)), Danny Witte (KIND), Rachel Malish (Whole Foods Market)**

**12:30 PM – 2:30 PM**

### **REASON OF INSANITY: HOSTING A SPECIAL EVENT (GS)**

Toga! Toga! Toga! Who doesn't love a great party? But...is a special event really the best way to raise money and awareness for your organization? Often times, organizations fail to look at the true costs of hosting a special event, as well as planning for the follow up. In the ever growing world of galas, luncheons, and parties, how do you make your event stand out? For some organizations, the pendulum has swung too far the other way and now find themselves event heavy? Let's chat and find out what is the best ROI for a special event.

**Presenter: Brett Barnes, VP of Development, The Long Center**

### **FINANCE FOR NON-FINANCE PEOPLE (GS)**

In this session, you will learn the primary fundamentals of finance and accounting in a way that is clear and logical (and doesn't require math!). The session will include instructional case studies featuring real nonprofit scenarios with easy application to your own organization. You will learn how financially intelligent staff are more likely to:

- \* Contribute to their organization's overall health
- \* Use their knowledge to help the organization succeed
- \* Manage resources more wisely
- \* Understand not just what happened, but why things happen

Come and learn how to build a sense of trust and a feeling of community with your teams as you explore your organization's objectives through finance.

**Presenters: Christy Mallinger, CFO, Emancipet, and Ryan Mills, Sr. Manager, CohnReznick.**

### **BUILDING A HEALTHY CULTURE (NLG)**

Almost everything your growing organization hopes to achieve is easier, more fun, and more impactful when your culture is healthy. In a healthy organizational culture, employees embrace strategic risk taking, make more innovative and creative decisions, and stay longer, all increasing the effectiveness of your programs and initiatives. Plus, a healthy culture makes work more fun, and more sustainable. In this two-hour workshop, we'll discuss what great culture is,

how to assess your own culture, and what specific things you can do as a manager or leader to improve your organization's culture.

**Presenter: Amy Mills, CEO, Emancipet**

### **PANEL: ADDING A WELLNESS PROGRAM (NLG)**

If you have considered adding in some type of wellness program into your spay/neuter clinic, this panel is a perfect way to dig a little deeper into the considerations, best practices, and service delivery options. Four organizations that have each incorporated wellness services into spay/neuter will share information about their programs, methods, and results, followed by a facilitated Q&A to answer everything you ever wanted to know (and more) about adding wellness services.

**Facilitator: Gretchen Nelson; Panelists: David Smith, Executive Director for SNAP, Myles Chadwick, Director of Clinic Operations at Emancipet, Aimee Christian, VP of Spay/Neuter Operations at ASPCA, Jenny Paillon, Director of Operations of HSHV**

**3:00 PM - 4:30 PM**

### **Mastermind Sessions – The “Genius” in You**

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**4:30 PM - 6:00 PM**

### **CLOSING SESSION: Pecha Kucha Experience**

Pecha Kucha is an exciting presentation style in which 20 slides are shown for 20 seconds each (six minutes and 40 seconds in total). The format, which keeps presentations concise and fast-paced, powers multiple-speaker events called Pecha Kucha Nights. The multi-speaker session will inspire and energize you to continue your spay/neuter mission in your community.

**Presenters: Kenny Lamberti, Program Manager for Pets for Life, HSUS, Madeleine Laird, ED HOPE Spay Neuter Clinic, Ft. Wayne, IN, Amy Christian, VP of Spay/Neuter Operations at ASPCA, Andy Ayoob, Founder Spay n' Save, Orlando, FL, Matt Piccone, Founder PAWS of Rochester, Rochester, NY**