

TUESDAY, APRIL 6, 2021

Tuesday 4/6/21	Presentation Description	
2:00 - 2:15	WELCOME	
2:15 - 3:30	Rise Up (Jodi Buckman)	<p>This is a year of celebration for the New England Federation of Humane Societies and the generations of people who've invested their energy and passion into improving the welfare of animals in New England for over 75 years. This presentation was originally scheduled for April of last year. Today, there is still much to celebrate and, it seems to our speaker, even more to reflect upon. How can our history as a movement, including the past year, inform the work before us? How do we find our path forward in animal welfare now, as communities, organizations and individuals?</p> <p>Jodi Buckman served on the board of New England Fed in the mid 90's and went on to work in animal welfare nationally for the ASPCA and American Humane, and locally in Minnesota, Ohio and now in Colorado. Though it's up to each of us to decide how we will rise to the challenges the future is bringing, Jodi hopes a combination of history, current reflection from past & present leaders, and a series of questions, will help each of us choose our next step forward.</p>
3:30 -3:45	NETWORKING	

WEDNESDAY, APRIL 7, 2021

Wednesday 4/7/21		
9:00-9:15	WELCOME	
9:15-10:30	Engaging, Empowering, and Managing Your Community Through Social Media (Paige Doerner)	<p>This presentation highlights best practices for animal shelter community management on social media. From crafting compelling stories to navigating difficult conversations, this talk will empower those in your organization who manage social media to harness the power of your digital audiences. Naysayers, negative reviews, and hateful comments can be a force to reckon with, and a challenge for shelters and rescue groups dealing with sensitive situations. But with the right tactics, social media managers can empower their advocates and turn negative interactions into new supporters.</p>

<p>9:15-10:30 (continued)</p>	<p>Empathy: The Prescription for Better Client Relationships (Stephanie Itle-Clark)</p>	<p>Some clients will be irate, some will be full of questions, a few will be uncomfortable and act out, and others will want as little contact as possible. Knowing how to deal with each client will have a big impact on customer relations – and over the long term the brand of your organization. Discover how an increase in empathy and emotional intelligence can improve client relationships and help your organization provide the same level of service over and over again. And bonus, learn how this helps decrease employee distress!</p>
	<p>New England Non Profits Leading the way to bring accessible veterinary care to low income pet owners Panel. (Henry Wietsma, Greg Wolfus, & Kayla Sample)</p>	<p>The missions of the Pets in Need Vet Clinic, Tufts at Tech Vet Clinic and the Monty Tech Vet Clinic are to bring quality veterinary services to qualified low income pet owners. These three non profit organizations (all located in New England) are currently helping thousands of underserved pets using different business models. This presentation will highlight our missions, our services and hopefully offer insights on how other groups may also facilitate bringing accessible veterinary care to all pets. The Pets in Need Clinic is located in Riverside , RI and is supported by the Potter League, one of Rhode Island's foremost animal welfare organizations. Tufts at Tech is located in the Worcester Technical High School in Worcester, MA and Monty Tech Vet Clinic is located the Montachusett Regional Vocational High School in Fitchburg, MA. All three organizations have unique business models that have allowed them to succeed in bringing quality veterinary care to low income pet owners. Accessible vet care to all pets is a significant problem in our country and is the focus of the American Veterinary Medical Association and all of the country's veterinary schools, as well as, many large funding foundations. We hope this presentation will stimulate other groups to help solve the large problem bringing accessible vet care to all pets.</p>
<p>10:30 - 10:45</p>	<p>NETWORKING</p>	
<p>10:45 - 12:00</p>	<p>Irresistible Emails: Entice Your Audience to Open and Act (Sandy DeLisle, Neely Conway, Brenna Jennings)</p>	<p>Supercharge your email communications with targeted and compelling messaging and images! Three members of the ASPCA's Prolearning communications team will share strategies for increasing your open and click-through rate to support your agency's mission. Participants will: learn how to keep their emails out of junk folders and capture and analyze data based on their audience's digital behavior, discover strategies for creating enticing subject and preview lines and email, and practice how to create and curate compelling</p>

		images to drive calls to action.
10:45 - 12:00 (continued)	The Role of Social Science in Animal Welfare (Sharon Pailler)	This session will discuss cutting-edge social science research and discuss these concepts in the context of animal welfare. We will cover topics such as the effect of scarcity on mental bandwidth and client's decision-making, the misconception that free goods and services are less valuable because they are free, and that having fewer choices facilitates decision-making. Discussing novel findings from social science research in the context of animal welfare will help to inform our procedures, policies and programs, ultimately improving our work in animal welfare.
	How to Raise Money for Emergency Veterinary Services (Stacy LeBaron)	In this session explore many different methods to prepare financially for the onslaught of very expensive funding needs for medical care for animals. Stacy will share case studies from organizations around the country who have successfully managed this "money pit". She will cover details of how to run an online campaign, how to use the press/media to your advantage and how to use budgeting techniques to better prepare your organization on how to handle this issue. This is a stressful issue for boards and Stacy will address how to handle, understand and manage their concerns when you are "over budget".
12:00 - 12:15	NETWORKING	
12:15 - 12:45	LUNCH & NETWORKING	
12:45 - 2:00	Effective Fundraising Data: Growing Your Organization From Good To Great (Michael Buckley)	Based on the principles of the book Good To Great, this presentation empowers participants to realize the importance of making smart decisions based on historical giving data specific to their organization. As animal welfare non-profits, it is important for us to focus on building sustainable revenue engines as compared to hoping for one major gift to sustain our organization. Participants will discover and discuss key performance indicators, industry metrics and actionable steps to take to improve their annual giving programs.
	Socially Conscious sheltering (Jan McHugh-Smith, Marissa Martino)	
	Domestic Violence and Pets: How animal care organizations can offer assistance (Devon Krusko)	"Your shelter (and you!) are a resource for your community. Animal sheltering is very much a social service that is expanding to keep pets with their people. In this session you'll learn about RedRover's mission to protect the pets of domestic violence and how you can support your local domestic violence shelter and create life-saving partnerships for both people and their animals. We'll focus on creating strong community relationships and how to get creative with your shelter space to accommodate the most vulnerable of pets. You'll learn about Souris Valley Animal Shelter's Emergency Housing program, how to work through barriers, and talk details about their successful initiative that supports twelve counties in North Dakota.
2:00 - 2:15	NETWORKING	
2:15 - 3:30	Fundraising for True Sustainability (Tom Ralsar)	This session will focus on the transformational process used to move organizations from a charity mindset to one of sustainable investment. Nonprofit sustainability is not about writing a better grant, or finding that one product or service for which you can charge a fee. It's about delivering outcomes and impact that people value in order to make their community a better place to live.

2:15 - 3:30 (continued)	From New England to the Nation's Capital: Lessons Learned and the Future of Animal Welfare (Lisa Lafontaine, Stephanie Frommer)	There is a prevailing belief in the animal welfare community that New England has 'solved' pet overpopulation, has no more shelter animals, yet has endless resources. We all know that isn't the real picture. And if things in New England are so great for animal welfare professionals, why would anyone ever leave the green, green grass of home and work anywhere else? This session will follow the paths of two life-long New Englanders and "Fed" board members who headed south (a decade apart) to apply the lessons they learned in this region to help animals in the mid-Atlantic and beyond.
	Beyond Spay/Neuter: Innovative Programs & Practices to Decrease the Number of Pets Relinquished to Animal Shelters & Rescue Groups (Kim Wolf)	Animal shelters in the Northeast have made tremendous strides in reducing the homeless animal population through spay/neuter programs. New programs have emerged to reduce intake and keep harder-to-place pets out of the shelter system. This presentation will present innovative programs that are effectively reducing pet relinquishment. Topics will include access to affordable veterinary care and pet food, temporary pet care for people experiencing a crisis (e.g., domestic violence, emergency hospitalization, inpatient treatment programs for mental health or substance use disorder), support for vulnerable older adults and people with disabilities, and safety nets for people living in poverty.
3:30 -3:45	NETWORKING	

Thursday, April 8, 2021

Thursday 4/8/21		
9:00-9:15	Welcome	
9:15-10:30	Implementing enrichment and playgroups at your shelter (Mara Velez)	Attendees will learn about the Shelter Playgroup Alliance (SPA), including our inter-dog playgroup guidelines and enrichment program. The SPA playgroup guidelines are driven by the notions of choice, empowerment, and adherence to the ethical guidelines that are accepted by certifying bodies, like the IAABC and CCPDT. Through the application of the science of choice as well as the Least Intrusive, Minimally Aversive (LIMA) ethical principles, we promote healthy dog-dog interactions. Attendees will learn how SPA recommends managing healthy inter-dog interactions, developing knowledge and skill for staff and volunteers, using SPA-developed educational materials, and how to build a robust enrichment program.
	Beyond the Dog Bite (Jessica Ford, Stephanie Rothery)	This session will cover the common risks associated with general operations of animal shelters. We will discuss possible losses your organization could experience and review ways to help prevent them in the future. We will also look beyond the dog bite and dive into the unforeseen liabilities your organization could be faced with. During this course we will also touch on ways to help prevent animal bites when fostering along with discussion on post adoption incidents and what to do when animals are surrendered, or an animal bite occurs and help mitigate these risks in the future.

<p>9:15-10:30 (continued)</p>	<p>Make the Change You Wish to See (BJ Rogers)</p>	<p>Change is constant. Community needs and our organization's relevance are daily considerations. As much as our field is changing, it's worth reflecting on the change we're MAKING. Are we headed in the right direction? Providing a service today, or working toward a better tomorrow? If we're committed to the latter, how do we ensure we're having an impact? Understanding our work as social change - and the differences between social change and social good - is key to unlocking our potential. We'll discuss both, as well as tools to focus our work and engage our constituents and teams.</p>
<p>10:30 - 10:45</p>	<p>NETWORKING</p>	
<p>10:45 - 12:00</p>	<p>A New Look At Enrichment and Building Sustainable Enrichment Programs (Emily Strong)</p>	<p>In the pet and sheltering communities, people typically think of enrichment as play and exercise. However, by going back to where enrichment started and looking at its original purpose, we can re-evaluate our definition of enrichment and how that impacts us on a practical level when implementing enrichment programs in shelters. Enrichment is defined as meeting all of an animal's needs in order to empower them to perform species-typical behaviors in healthy and appropriate ways. When viewing enrichment through that lens, we can design enrichment programs that are both easier to implement and more effective.</p>
	<p>The Association for Animal Welfare Advancement: Companion Animal Transport Best Practices (Brad Shear)</p> <p>...continued</p>	<p>Animal transport is an important component in sheltering and there are several overarching issues that could significantly impede the ability to transport animals. Many state veterinarians have a serious concern about animals being moved across state borders without proper health certificates and the required vaccinations. Local authorities are concerned about unscreened animals that may pose a public health or safety risk entering their jurisdictions. It is incumbent on all organizations working to alleviate companion animal population imbalance to ensure that all stakeholder concerns are adequately monitored and addressed if transport programs are to be a widely accepted tool in the effort to find homes for all healthy and treatable animals. This presentation will cover the role of transport and potential models, key considerations, including new standards for safe transport during COVID, deciding if transport is right for your agency, the impact on your agency and community, and partnerships and general requirements for source and destination organizations all based on The Association's Best Practices for Animal Transport.</p>
	<p>Program Engineering: Increasing Impact with Design Thinking (BJ Rogers)</p>	<p>How do we learn from the successes of other fields and disciplines? How do we apply principles and concepts that have served others well to make our efforts more impactful? Following up on the foundations discussed in Make the Change You Wish to See, this session will focus on an overview – and a real-time exploration of – the powerful concepts and tools of design thinking (human/user-centered design). By considering and including our consumers, clients, and constituents from the moment we begin to create programs, we're all but guaranteed to achieve better results and to realize the change we seek.</p>
<p>12:00 - 12:15</p>	<p>NETWORKING</p>	

12:15 - 12:45	LUNCH & NETWORKING	
12:45 - 2:00	<p>Best practices for companion birds – housing, nutrition, and enrichment (Sheila Blanchett)</p>	<p>This presentation will aid anyone looking for knowledge on basic temporary care of companion birds (African Grey to Zebra Finches). The session will review visual medical checks, nutrition, and setting up housing (arrangement for safety of birds and Staff/Volunteers). In addition, discussion on ‘Undesired’ behavior, to watch, and creating enrichment/foraging to adjust behavior. When the session is completed, attendees will have the necessary knowledge for intaking companion birds. As well as, assisting adopters on set up, enrichment, and behavior. There will be hand-outs on nutrition, easy enrichment, and training.</p>
	<p>From Self-Care to We-Care: Organizational Practices that Support Staff Resilience (Jessica Dolce)</p>	<p>People in the animal welfare field are engaged in complex, trauma-exposed work, which inevitably impacts well-being. If stress and distress hits critical mass in the workplace, organizations may find themselves with high rates of absenteeism, turnover, teams struggling to work well together, outbreaks of aggressive behavior, and a resistance to change. This workshop will provide participants with an understanding of organizational compassion fatigue and secondary traumatic stress, along with the evidence-based practices organizations can implement to reduce risk and promote staff resilience. Learn how shifting from self-care to we-care, particularly in the age of COVID, can create a more humane workplace that can deliver on its mission.</p>
	<p>Reunited and It Feels So Good: Changing the conversation about stray cats in our shelters and increasing your reclaim rate! (Corinne Bourgoin)</p>	<p>Leave all your preconceived notions about "dumped, abandoned, or unwanted" stray cats at the door! What if we presumed every stray cat who came to our shelters was a cherished pet with a loving home? How can we facilitate getting lost pets back to their owners without overwhelming current staff and volunteers, or tying up space with long stray holds? In this session we will discuss simple, actionable ways that we can support owners of lost cats, be a resource to those who find cats, and increase the rate at which cats in our shelters are reunited with grateful families.</p>
2:00 - 2:15	NETWORKING	
2:15 - 3:30	<p>Why Access to Pet Resources is a Social Justice Issue (Amanda Arrington)</p>	<p>Pet keeping crosses boundaries of socioeconomic, race, ethnicity, and geography; but access to pet services and information does not. Institutional bias and systemic inequity impact people and their pets. We will discuss the connection between animal welfare and social, racial and economic justice and have conversation on the role of marketing, communications and fundraising.</p>

<p>2:15-3:30 (continued)</p>	<p>Pump the Brakes: What to Do When You're Spinning Out on Stress (Jessica Dolce)</p>	<p>Reactive, wired and tired, running on adrenaline, numbed out. Our fast-paced work can leave us feeling like we're in constant overdrive (until we crash). This has only been exacerbated by the challenge of living and working during the COVID pandemic. Long-term elevated stress levels, combined with our empathy for animals and people, contributes to both burnout and compassion fatigue. In this workshop we'll learn a number of simple, effective practices that can help us (and our staff) to calm our nervous systems and reduce stress, so that we can recover our equilibrium, work and communicate more effectively, and feel better as we navigate these uncertain times.</p>
	<p>Terrified Tigers and other Ferocious Felines: Cat Behavior Modification (Rebecca Lohnes)</p>	<p>Behavior modification isn't just for the dogs! In this presentation, learn about how to work with cats with different personalities and behavioral challenges. We will discuss training techniques, housing hacks, and adoption strategies. Help keep your toughest felines happy and get them adopted faster. We will discuss behavior mod tips that apply to cats in shelters as well as in homes. This talk is for anyone who is interested in giving an extra boost to the ferocious felines in your care.</p>
<p>3:30 -3:45</p>	<p>NETWORKING</p>	