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EVENTS

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BEST FRIENDS NATIONAL CONFERENCE

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NYC BENEFIT TO SAVE THEM ALL

Best Friends National Conference schedule and official agenda

Stay on top of all of the events happening at the national conference with the official agenda. From general sessions to special workshops, there will be an array of social and informative events to attend.

Note: Details are subject to change and please keep checking back for updates, as additional sessions will be added.

TRACKS



Show me the money

Powerhouse programming

Master tactics

Best practices in animal care

Essentials for the no-kill community



Marketing and communications unleashed



Save Them All: Regional case studies



Go local: Regional lifesaving workshops



Critical conversations: interactive talks on lifesaving

Wednesday, July 12

5:00 p.m. – 8:00 p.m. Early conference check-in

6:00 p.m. – 7:00 p.m. New Jersey Legislative Reception

Thursday, July 13

7:00 a.m. – 8:00 p.m. Registration Open

7:30 a.m. – 8:30 a.m. Continental Breakfast

8:30 a.m. – 10:00 a.m. **Opening Session**

10:00 a.m. – 10:30 a.m. Break

10:30 a.m. – 12:00 p.m.

Save Them All: Regional case studies (8 sessions)

Northeast (CT, DE MA, ME, NH, NJ, NY, PA, RI, VT)

Mid-Atlantic (DC, KY, MD, NC, TN, VA)

Southeast (AL, FL, GA, MS, SC)

Midwest (IL, IN, MI, OH, WI, WV)

Great Plains (IA, KS, MN, MO, ND, NE, SD)

South Central (AR, LA, OK, TX)

Mountain West (AZ, CO, ID, MT, NM, NV, UT, WY)

Pacific (AK, CA, HI, OR, WA)

12:00 p.m. – 2:00 p.m. **Lunch**

2:00 p.m. – 3:30 p.m. **Workshop Session II**

Digital Dollars and Sense: Digital Fundraising 101 (Kate Moore, Amy Starnes)

Capacity for Care: Maximizing Lifesaving by Understanding Your Limits (Dr. Emily Purvis)

Big-Impact Boards: Recruiting, Managing and Utilizing Effective Boards (Sandy Rees)

Litter Box Lowdown: Addressing Non-medical Litter Box Issues (Pam Johnson-Bennett)

Common Ground: The Essential Roles of Collaboration and Coalition-Building (Natalie Corwin)


Making the News: Harnessing the Power of Traditional Media in a Digital Media World (Cathy Rosenthal)

Language Matters: Unpacking the Term “No-Kill” (Judah Battista, Jon Dunn)

3:30 p.m. – 4:00 p.m. Break

Workshop Session III

4:00 p.m. – 5:30 p.m.

-  **Writing with Appeal: How to Write an Effective Fundraising Appeal Both Online and Off-line** (Elizabeth Doyle)
-  **Classic Community Cats: Comprehensive Cat Programs and Partnerships** (Lisa Barrett, Desiree Triste-Aragon)
-  **Strategy vs. Clairvoyance: Evaluating the Impact of Strategic Programming** (Marc Peralta)
-  **Just Shy: Understanding and Working with Fearful and Shy Dogs** (Marcia Helm)
-  **No-Kill Resolutions: Committing to No-Kill at the Local Level** (Jamie Case, Ledy VanKavage)
-  **Powerful Imagery: Getting Great Photos with a Smartphone Budget** (Michael Hand)
-  **Behavior Bites: Tackling Your Most Common Behavior Challenges Together** (Marla Browne, Michelle Weaver)
- Welcome Reception in Exhibit Hall**

5:30 p.m. – 9:00 p.m.

Friday, July 14

- 7:30 a.m. – 6:00 p.m. Registration Open
- 7:30 a.m. – 8:30 a.m. Continental Breakfast
- 8:30 a.m. – 10:00 a.m. **General Session**
- 10:00 a.m. – 10:30 a.m. Break
- 10:00 a.m. – 6:00 p.m. **Exhibit Hall Open**
- 10:30 a.m. – 12:00 p.m. **Workshop Session I**
 -  **Purposeful Fundraising: Getting Proactive with Your Fundraising Plan** (Sandy Rees)
 -  **Caring for the Caregivers: A Comprehensive Approach to Compassion Fatigue** (Dr. Linda Harper, Faith Maloney)
 -  **Service Enterprise: How to Powerfully and Effectively Leverage Volunteers** (Pat Guerrero, José Ocaño)
 -  **Soothing the Bouncy Beast: Managing Mouthy, Jumpy Dogs** (Sherry Woodard)
 -  **Data-Driven: Understanding the Vital Role of Data on Our Path to No-Kill** (Vicki Kilmer, Shelly Thompson)
 -  **Organizational Character: Understanding and Developing Your Brand** (Julie Castle, Kari Hartkorn)
 -  **It's Raining Community Cats: Coordinating Effective Community Cat Programs** (Ariyn Bradshaw, Scott Giacoppo, Holly Sizemore, Peter Wolf)
- 12:00 p.m. – 2:00 p.m. **Lunch**
- 2:00 p.m. – 3:30 p.m. **Workshop Session II**
 -  **Your Wish Is Granted: How to Find and Manage Grant Funds** (Kelly Cramer, Stephanie Macgill)
 -  **Enlightened Lifesaving: Engaging Your Whole Community in Solutions** (Karen Sheppard)
 -  **Leading the Way to No-Kill: Strategic Challenges Facing No-Kill Leaders** (Bonney Brown, Rebecca Guinn, José Ocaño, Holly Sizemore)

-  The Power of Play: Using Play Groups to Understand and Support the Dogs in Your Care (Ed Jamison, Krystal Mcgough)
-  Please Step Away from the Cat: Knowing When and When Not to Rescue (Destiny Haney, Christie Rogero)
-  Social Savvy: Crafting Your Social Media Voice and Budget (Melissa Miller)
-  Lifesaving in 20 Images: Exploring Lifesaving Impact and Innovation from Around the Country. Powered by PechaKucha (Marc Peralta)










3:30 pm – 4:00 pm

Break

4:00 p.m. – 5:30 p.m.

Workshop Session III

-  Where There's a Will, There's a Way: Unleashing the Power of Planned Giving (Karen Gallardo)
-  Kitten Mania: Creative Programs for Saving More Tiny Lives (Sheila McLain, Christi Metropole)
-  Advanced Digital Tactics: Evaluating the Effectiveness of Your Digital Game (Sue Citro)
-  Fostering Behavior: Innovative Foster Programs for Animals with Behavior Challenges (Kristen Auerbach)
-  Cultivating Culture: Laying the Groundwork for Progressive Lifesaving (Scott Giacoppo, Scott Trebatoski)
-  Grassroots Marketing: Getting that 'Big Group' Look for a Lot Less Money (Erim Miner, Rebecca Morris)
-  Expertise Exchange: Let's Share Lifesaving Successes and Learn from Each Other (Michelle Logan)

6:30 p.m. – 9:00 p.m.

Yaps and Apps Networking Party

Saturday, July 15

7:30 a.m. – 3:30 p.m.







Registration Open

7:30 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 10:00 a.m.

Go local: Regional lifesaving workshops (8 sessions)

-  Northeast (CT, DE MA, ME, NH, NJ, NY, PA, RI, VT)
-  Mid-Atlantic (DC, KY, MD, NC, TN, VA)
-  Southeast (AL, FL, GA, MS, SC)
-  Midwest (IL, IN, MI, OH, WI, WV)
-  Great Plains (IA, KS, MN, MO, ND, NE, SD)
-  South Central (AR, LA, OK, TX)
-  Mountain West (AZ, CO, ID, MT, NM, NV, UT, WY)
-  Pacific (AK, CA, HI, OR, WA)

9:00 a.m. – 2:00 p.m.

Exhibit Hall Open

10:00 a.m. – 10:30 a.m.

Break

10:30 a.m. – 12:00 p.m.

Workshop Session II

-  What a Partner Wants: What Funders Are Looking for in a Partnership (Kelly Clardy, Sue Cosby, Stephanie Macgill)
-  Diversion Programs: Innovative Approaches that Keep Animals Out of Shelters (Bethany Colonnese, Lisa Norwood)








-  Major Fundraising Campaigns: Scaling Campaigns for Maximum Impact (Makena Yarbrough)
-  Cat Pawsitive: Behavioral and Environmental Enrichment for Adoptable Cats (Jackson Galaxy)
-  A Dog by Any Other Name: Innovative Approaches to Marketing Pets (Kristen Auerbach, Liz Finch)
-  Digital Marketing 101: Digital Marketing Strategies, Big and Small (Kate Moore, Amy Starnes)
-  A New Lifesaving Paradigm: Transitioning from Shelters to Community Resource Centers (Jon Dunn, Tawny Hammond, José Ocaño)

12:00 p.m. – 2:00 p.m.

Lunch

2:00 p.m. – 3:30 p.m.

Workshop Session III

-  Speaking 'Donor': How to Attract and Keep Big Donors (Tycely Williams)
 -  Lifesaving En Route: Best Practices in Delivering Our Best Friends to Safety (Kimberly Elman, Linda Gage)
 -  Keeping Up with the 90 Percent: Sustaining No-Kill Status (Judah Battista, Scott Giacoppo, Tawny Hammond, Brent Toellner)
 -  More Purrs, Less Stress: Effective Stress Reduction Techniques for Cats in Shelters (Dr. Sara Bennett)
 -  Lifesaving Legislation: Advocacy Efforts Related to Puppy Mills, Pit Bull Terriers and Cats (Richard Angelo, Jr., Lee Greenwood, Elizabeth Oreck)
 -  Crisis Managed: Managing the Occasional Public Relations Crisis (Lisa Norwood)
 -  Success, Measured: Employing Metrics and Community Data to Save More Lives (Arlyn Bradshaw, Marfa Browne, Nikki Kelly)
- 3:30 p.m. – 4:00 p.m. Break
- 4:00 p.m. – 5:30 p.m. Closing Session
- 7:00 p.m. – 8:30 p.m. **Keddi Film Screening**

Sunday, July 16

Optional side trip to visit **Alley Cat Allies boardwalk cats program**

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