



The 21st Chameleon Annual Conference

The Westshore Grand Hotel

Tampa, Fl

April 16-19, 2018

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Sunday, April 15 – Early Bird Badge Pick-up 6:00PM - 7PM

Monday, April 16

7:30 AM – 9:00 AM Badge Pick-up

9:00 AM – 10:00 AM Opening Session

Opening Remarks, and Intro of the Chameleon conference team.
Overview of HLP's Products and Services.

10:00 AM – 10:30 AM WebChameleon Demo

Can't get to a computer with Chameleon on it? WebChameleon is the answer. We've extended Chameleon from your Windows PC to your phone or any browser. Great for officers, off-site events and more!

10:30 AM – 11:00 AM Morning Break

11:00 AM – 12:00 PM Current & Future Development Open Discussion

Find out what we've been up to lately, and have your voice in the future development of our products. This session will be led by HLP Director of Development Frank Hoffman.

12:00 PM – 2:00 PM Lunch (on your own)

2:00 PM – 3:00 PM Track 1: Chameleon Basics Refresher

Are your skills a little rusty? Or maybe you missed a few things during initial training? We'll fill in the gaps. Beginners welcome!

2:00 PM – 3:00 PM Track 2: New ChamCam

ChamCam has undergone a complete overhaul! It now imports PDFs, MS Word Files, and more!

3:00 PM – 4:00 PM Track 1: Executive and Management Roundtable

Big picture time, what can HLP products do for you? Are you taking full advantage of what you're *already* paying for? What resources are available to help executives, shelter managers, and supervisors? Bring your challenges and success stories to share. This session will be led by Jason Smith (MBA, CAWA, former executive director of a small shelter and former director of operations of a huge shelter), and HLP Executive Director Endel Jurman, who has trained and consulted Chameleon users in over 150 animal shelters across the United States and Canada.

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- 3:00 PM – 4:00 PM** **Track 2: New PostMaster Demo**
Today Email has become a primary way we communicate. Are you leveraging this free technology? Save postage by emailing pet license renewals; automatically contact rescues with lists of animals in need; automatically notify your users when they make a mistake on an impound. Come spend an hour with Richard, the 'PostMaster Ninja,' to see what this technology can do for you. Learn about all the fantastic improvements we've made in the past year and leave with an appetite for an install or upgrade. Did we mention it's included with Chameleon at no additional cost? Please join us for a little show and tell.
- 4:00 PM – 5:00 PM** **Track 1: Reports and Statistics for Managers**
If you don't have the reports you need, or if your daily stats don't show up in an email on your phone in the morning, we can help. Plus, we'll talk about using statistics and reports to improve your entire operation.
- 4:00 PM – 5:00 PM** **Track 2: WebChameleon Q&A**
A follow-up to Kevin and Corey's demo from the morning.
- 5:30 PM – 7:00 PM** **Reception**
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Tuesday, April 17

- 8:00 AM – 9:00 AM** **Badge Pick-up**
- 9:00 AM – 10:00 AM** **Track 1: Medical Operations**
An overview of the Treatment window, plus tips and tricks for the veterinary staff. Learn how to use barcodes to save time, and how to get email or text alerts on animal health issues in your shelter.
- 9:00 AM – 10:00 AM** **Track 2: Learning PostMaster Part 1 - SQL**
Do you want to learn a bit of SQL to put a technical notch in your belt? Are you an e-mail wizard and have hundreds of ideas for new PostMaster jobs? Are you a total SQL novice and want to see how exciting SQL can be? Come and learn the basics of writing SQL for PostMaster. Learn how to programmatically select recipient email addresses and pull data from Chameleon to send out any kind of email notice.
- 10:00 AM – 11:00 AM** **Track 1: Front Office Operations**
This year we'll focus on streamlining the intake and outcome process. The office is busy enough, let's make the computer part as painless as possible!
- 10:00 AM – 11:00 AM** **Track 2: Disaster Planning**
No power? No problem. We've been consulting on shelter disaster plans since Hurricane Katrina back in 2005. We'll make sure you can get to your data even if the shelter is underwater, and we have some extra resources you may find useful.

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11:00 AM – 12:00 PM **Track 1: Kennel Operations**

A missing dog. A cat in a kennel with no card. Adopted out the wrong puppy. 75 physical kennels but 800 kennel records. All easily preventable mistakes that cost you. Cost in time lost, both investigating and fixing the issue. Not to mention the cost in reputation these mistakes can lead to. All easily preventable with Chameleon and a couple of our other apps. Let's make 2018 the year you get your kennel inventory under control!

11:00 AM – 12:00 PM **Track 2: Learning PostMaster Part 2 HTML**

Do your PostMaster jobs have a 'great personality' but not much else? Do your emails look great on the preview but not so hot in your inbox? Join us for a look at the structure (HTML) and appearance (CSS) of the web and how it applies to email. Give your electronic communication the makeover it deserves! BONUS: most of the skills learned in this course can also apply to Web Memos, giving your PetHarbor listings extra pizzazz!

12:00 PM – 2:00 PM Lunch (on your own)

2:00 PM – 3:00 PM **Track 1: What's New?**

If you missed the first day this would be a good session to drop in on. We'll discuss new development in Chameleon and our other apps and services.

3:00 PM – 5:00 PM **Track 1: Licensing Operations**

A review of how to use the Tag window, and some best practices for your licensing program. This session will be led by Jeff Ewing, our resident pet licensing expert. Jeff has consulted for hundreds of shelters on their licensing programs.

3:00 PM – 4:00 PM **Track 2: Learning PostMaster Part 3 Job Building**

So you got PostMaster installed (or it will be soon), and you know just enough HTML/CSS and SQL to be dangerous, and you have ideas for great email campaigns. Bring your ideas and watch as a job is brought to life. Witness the evolution of a PostMaster job from concept to reality and find inspiration from your colleagues.

4:00 PM – 5:00 PM **Track 2: Connecting to Chameleon**

There are multiple ways to get data out of Chameleon for use elsewhere, each with their own pros and cons. HLP Director of Software Engineering Evan Bowen will lead this session on connecting outside applications and websites to your Chameleon data.

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Wednesday, April 18

- 8:00 AM – 9:00 AM Badge Pick-up
- 9:00 AM – 10:00 AM Track 1: Introduction to Crystal Reports**
You know it's time. Get in here and learn how to do the simple stuff. (This is how we get you hooked.) Laptop optional, but if you want some help getting one ready for the conference let us know.
- 9:00 AM – 10:00 AM Track 2: PostMaster Advanced**
Richard, the 'PostMaster Ninja', has been holding back and sticking to the basics. Now he's going to take the brakes off and show you what PostMaster can do in the hands of an expert. PostMaster can send attachments including Crystal Reports output, has a history table you can use and can even store Contact records in Chameleon so you can see which emails a person was sent.
- 10:00 AM – 11:00 AM Track 1: Crystal Reports Formulas**
Formulas can be intimidating, but most of the time we're just using variations of the same few basic ones. We'll discuss some easy ones, and try a few out on some test data. Plenty of samples to take back with you too!
- 10:00 AM – 11:00 AM Track 2: WebChameleon for Shelter/Medical/Vaccination Clinics**
An in-depth session for using WebChameleon in your shelter, by your veterinary staff, and off-site such as for vaccination clinics.
- 11:00 AM – 12:00 PM Track 1: Taming Your F3 Reports List**
If you've ever hunted for the one report you need in a list of hundreds, we can help. Tips and tricks for organizing reports and keeping staff happy.
- 11:00 AM – 12:00 PM Track 2: WebChameleon for Officers**
An in-depth session for officers or anybody using the Activity or Dispatch features of WebChameleon.
- 12:00 PM – 2:00 PM Lunch (on your own)
- 2:00 PM – 4:00 PM Track 1: Field Operations**
A review of the basics, then we'll spice it up with reports, PostMaster, and more!
- 2:00 PM – 4:00 PM Track 2: IT Operations, or "I don't work here, I'm just fixing the computer".**
- System design
 - Installation best practices
 - Deploying updates and changes
 - Database backups
 - Options for supporting users
- This session will be led by HLP's own server guy and all-around IT 'heavy lifter', Ron Saxer. (We call Ron when we break our own stuff.)

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4:00 PM – 5:00 PM **Track 1: Mapping Your Data**
Which part of your service area do you visit the most? Where should you concentrate the license canvassers? An overview of our various mapping products and how to use them. Map disease outbreaks. Microchips. Bites. If it has an address we can map it.

4:00 PM – 5:00 PM **Track 2: Incurrigible Users and How to Outsmart Them**
You asked them nicely. Then you told them. Now we're going to *make* them do it the right way. 99% of the users out there are 100% awesome, but if you have somebody going their own way in Chameleon against your wishes, a combination of customizing Chameleon, report tweaking and PostMaster in tattle-mode will get things under control.

Thursday, April 19

9:00 AM – 11:00 AM **Track 1: Crystal Reports Workshop**
We'll cover some common problems encountered with Crystal Reports. Bring your own (Crystal Reports) issues and we'll do our best to fix them!

9:00 AM – 10:00 AM **Track 2: Customizing Chameleon**
Learn how to tweak Chameleon for a custom fit with your organization! Rename the "extra" fields to what you want. Change default field values, make fields required or not, edit validations and use application privileges to control access.

10:00 AM – 11:00 AM **Track 2: Miscellaneous Apps**
A review of three of our helper apps and how they can help you.
Chameleon MailBox – Email photos and memos directly to Chameleon
AutoCite – Create citations automatically from expired licenses
Password Change App – create users and reset passwords

11:00 AM – 12:00 PM **Track 1: The RoundUp**
All the staff, one last time. If you have a question you haven't yet had answered, this is the place. We'll play a few rounds of "Did you know?" too.

12:00 PM – 2:00 PM Lunch (on your own)

1:00 PM – 3:00 PM **Certification Testing**
We offer two certificates; Chameleon Application Specialist and Chameleon Technologist.

If you're interested in testing please email Kt@chameleonbeach.com for details.

Already at the conference and just found out about testing? Feel free to ask any of our team. We always have room for walk-ins.