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BEST FRIENDS NATIONAL CONFERENCE

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Best Friends National Conference schedule

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.

TRACKS



Fundraising in the modern age



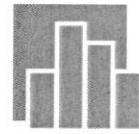
Powerful, proactive animal control



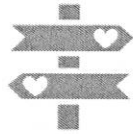
Adoptions and animal care: A lifesaving playbook



Magic marketing and creative communications



Getting down with data



Shaping your no-kill community



Lifesaving technology: Innovative solutions anyone can use



Save Them All: Regional working groups









Lighting the way to lifesaving


Wednesday, July 18

- 5:00 p.m. – 8:00 p.m. **Early conference check-in**
- 5:00 p.m. – 8:00 p.m. **Member appreciation party**

Thursday, July 19

- 8:00 a.m. – 5:30 p.m. Registration open
 - 8:15 a.m. – 9:15 a.m. Continental breakfast
 - 9:15 a.m. – 11:00 a.m. **Welcome session**
 - 11:00 a.m. – 11:30 a.m. Break
 - 11:30 a.m. – 12:30 p.m. **Workshop session I**
 -  Barrier Breakdown: Examining Barriers to Pet Adoption (Vicki Kilmer, Raya Greenbaum)
 -  Design Thinking: How Creative Problem-Solving Can Help You Get to No-Kill (Doug Solomon)
 -  Mindful Lifesaving: Caring for Ourselves in Order to Care for Them (Dr. Linda Harper, Faith Maloney)
 -  Collective Power: Learn How Crowdsourcing Can Help You Solve Problems and Save More Lives (Jon Dunn, Yaniv Snir)
 -  Next Gen Skills: What Kind of Preparation Will Our Future Leaders Need? (José Ocaño, Fraily Rodriguez)
 -  Fundraising Fundamentals: Where and How to Begin When You're New to Fundraising (Stephanie Ladeira)
- Coalition Building 101: Everything You Need to Know About

 Creating Action-Oriented Coalitions (Arlyn Bradshaw, Kristi Brooks)

 Rock Star Recruits: How to Recruit, Train and Sustain a Lifesaving Team (Zoey Knittel, Alexis Pugh)

12:30 p.m. – 2:00 p.m. **Lunch and networking**

1:00 p.m. – 1:30 p.m. **The Power of Presence: Mindful Meditation with Cyrus Mejia**

2:00 p.m. – 3:30 p.m. **Workshop session II
Shaping your no-kill community (part 1)**

- Great Plains: Kansas City Pet Project (Teresa Johnson) and Dubuque Regional Humane Society (Amanda Shaffer)
- Mid-Atlantic: Memphis Animal Services (Alexis Pugh) and Charlottesville-Albemarle SPCA (Angie Gunter)
- Midwest: Gateway Pets (Jamie Case) and Cuyahoga County Animal Shelter (Mindy Naticchioni)
- Mountain West: Santa Fe Animal Shelter (Jennifer Steketee) and Animal Shelter of the Wood River Valley (Nadia Novik)
- Northeast: Animal Rescue League of Berks County (Tom Hubric) and Brandywine SPCA (Adam Lamb)
- Pacific: Regional Animal Services of Kings County (Nickie Ford) and Kern County Animal Services (Nicholas Cullen)
- South Central: Austin Animal Center (Lee Ann Shenefiel) and Montgomery County Animal Shelter (Aaron Johnson)
- Southeast: Southern Pines Animal Shelter (Ginny Sims) and Jacksonville Humane Society (Denise Deisler)

3:30 p.m. – 4:00 p.m. **Break**

4:00 p.m. – 5:30 p.m. **Workshop session III
Shaping your no-kill community (part 2)**

6:00 p.m. – 8:00 p.m. **Welcome reception: Save Them All Networking Hub open**

Friday, July 20

7:00 a.m. – 6:00 p.m. **Registration open**


7:30 a.m. – 8:30 a.m. **Continental breakfast**

8:30 a.m. – 9:30 a.m. **General session**







9:30 a.m. – 10:00 a.m. **Break**

10:00 a.m. – 11:00 a.m. **Workshop session I**

 Strut Your Money: Expert Fundraising Strategies for Strut Your Mutt (Colleen Legge)

 Adopters Welcome: Reimagining Your Pet Adoption Program (Natalie Smith)

Email Magnified: Cutting-Edge Techniques for Growing Your Email









-  Marketing Game (Natalie Buxton, Kate Moore)
-  Going Big with CCP: Saving More Lives with Shelter-Focused Community Cat Programs (Kirstie James, Desiree Triste-Aragon)
-  Local Harmony: How to Create Cooperative Culture and Manage Conflict Among Organizations (Karen Green)
-  Mobile-Minded: How to Maximize Your Website's User Experience (Jill Williams)
-  Language Matters: Unpacking the Term 'No-Kill' (Marc Peralta)
-  Comprehensive Animal Control: Best Practices for Saving Lives While Keeping Communities Safe (Lee Ann Shenefiel, Shannon Sims)

10:30 a.m. – 12:30 p.m. One-on-one consults

11:00 a.m. – 11:30 a.m. Break

11:00 a.m. – 2:00 p.m. Save Them All Networking Hub open

11:30 a.m. – 12:30 p.m. **Workshop session II**

-  Cat Pawsitive: Behavioral and Environmental Enrichment for Adoptable Cats (Jackson Galaxy)
-  Beyond the Shelter: Creating Mutually Beneficial Community Partnerships (Kelly Duer)
-  Google for Nonprofits: How to Snag Thousands of Free Advertising Dollars for Your Organization (Jeff Kardatzke)
-  Lean on Me: Rescue Groups as Change Agents for Community Shelters (Makena Yarbrough)
-  Help Them Help You: Using Hospitality to Expand Your Lifesaving Potential (Elizabeth Jensen)
-  Focusing Resources: Using Data to Identify Community Needs and Craft Effective Programming (Dr. Ellen Jefferson, Brent Toellner)
-  Digital Lowdown: How to Harness the Power of Digital Fundraising (Sue Citro)
-  "Healthy and Treatable": What Does No-Kill Really Mean and What's the Cost? (Judah Battista, Holly Sizemore)

12:30 p.m. – 2:00 p.m. **Lunch and networking**

1:00 p.m. – 1:30 p.m. **The Power of Presence: Mindful Meditation with Cyrus Mejia**

1:30 p.m. – 3:30 p.m. One-on-one consults

2:00 p.m. – 3:00 p.m. **Workshop session III**

Finding Your Voice: How to Effectively Communicate with and for Your Community (Kristen Auerbach, Temma Martin)



Masterful Matchmaking: How Shelters are Using Personality and Compatibility to Match People with Pets (Dr. Sheila D'Arpino, Liz Finch)



Digital Marketing Mash: 10 Things You Should Absolutely Be Doing (Kate Moore, Amy Starnes)



Hey There, Partner: Learn How the Best Friends Network Can Help You Save More Lives (Nikki Kelley, Michelle Logan)



Enlightened Engagement: How to Effectively Cultivate and Steward Your Donors (Kim Klein)



Vitality Through Volunteers: Filling Gaps and Offsetting Costs Through Smart Volunteer Engagement (Mike Kaviani, Christi Metropole)



Fresh Eyes: Becoming a Change Agent and Creating a Positive Outlook for Your Staff (Ed Jamison)

3:00 p.m. – 3:30 p.m. Break

3:30 p.m. – 4:30 p.m. **Workshop session IV**



Reducing the Risk: How to Make Thoughtful, Lifesaving Decisions for At-Risk Animals (Talia Butler)



Make It Pop: Using Video and Photos to Tell Great Stories (Guinnevere Shuster)



All About Advocacy: Crafting Effective Community Policy and Collaborating for Change (Ledy VanKavage, Elizabeth Oreck)



CRM Solutions: Choosing the Right Data Management System for Your Nonprofit (Myla Burns)










Writing for Results: Persuasive Writing Techniques for Raising Money, Saving Lives and More (Elizabeth Doyle, Leslie Smith)





To Privatize or Not to Privatize: What to Consider When Your Shelter's Lifesaving Impact Is Falling Short (Brent Toellner, Rebecca Guinn)

















Enlightened Leadership: Mistakes and Mindsets That Can Make or Break Your Organization (Kristin Barney)


- Field-Based Lifesaving: How to Help Field Officers Avoid Bringing Animals to the Shelter (Lauren Bluestone)
- 3:45 p.m. – 5:45 p.m. One-on-one consults
- 4:30 p.m. – 5:00 p.m. Break
- 5:00 p.m. – 6:00 p.m. **Workshop session V**
-  Funder Insights: How to Successfully Partner with Foundations (Stephanie Macgill, moderator, Sue Cosby, Mary Ippoliti-Smith)
-  Are We Excited Yet: Reducing Dog Reactivity and Arousal in a Shelter Environment (Dr. Carley Faughn, Mike Kaviani)
-  Custom Kitten Nurseries: Kitten Care Programs for Shelters and Rescue Organizations (Ben Lehrer)
-  Masterful Content: Creating Powerful Content to Showcase Your Adoptable Animals (Heather Friedman)
-  Let's Get Together: How Rescue Groups and Municipal Shelters Can Save More Lives Together (Josh Fisher, Shelly Moore)
-  Disaster Relief: Innovative Solutions to Support Your Disaster Response and Relief Efforts (Angie Embree, Lars Rabbe)
-  Solve Your Problem: Using Knowledge of Human Behavior to Find Lifesaving Solutions (Christine Exley)
- 7:00 p.m. – 9:00 p.m. Network Partner VIP Party
- 7:00 p.m. – 8:30 p.m. **Bow Wow Film Festival**

Saturday, July 21

- 7:30 a.m. – 6:00 p.m. Registration open
- 8:00 a.m. – 9:00 a.m. Continental breakfast
- 8:00 a.m. – 10:00 a.m. One-on-one consults
- 9:00 a.m. – 10:00 a.m. **Workshop session I**
-  The Power of the Herd: Building Social Intelligence, Visionary Leadership, and Authentic Community Through the Way of the Horse, Part 1 (Linda Kohanov)
-  Municipal Medicine: Lifesaving Medical Programs for Municipal Shelter Settings (Dr Jennifer Wilcox, Michelle Figueroa)
- Let 'Em Shine: The Latest and Greatest Ways to Creatively Market

	 Adoptable Pets (Monica Frenden, Claudia Perrone)
	 Digital Lifesaving: Simple, Essential, Low-Cost Tools for Saving More Homeless Pets (Sue Citro, moderator, Amber Freiwald, April Harris, Leon Kruger, Chris Roy)
	 Muni Money: Creating Development Programs for Municipal Shelters (Karen Hollish)
	 Next Gen Leaders: Grooming New Leaders and Preparing Your Organization's Succession (Denise Deisler, Tawny Hammond)
	 Cat Cooperative: Successfully Resolving Conflicts Over Community Cats (Scott Giacoppo, Bethany Heins)
10:00 a.m. – 10:30 a.m.	Break
10:30 a.m. – 12:00 p.m.	Workshop session II
	 The Power of the Herd: Building Social Intelligence, Visionary Leadership, and Authentic Community Through the Way of the Horse, Part 2 (Linda Kohanov)
	 Movin' on Out: How to Save More Lives by Reducing Length of Stay (Teresa Johnson, Brent Toellner)
	 Visualize It: How Data Visualization Can Help You Unlock Your Lifesaving Potential (Mike Greenburg, Nikki Kelley)
	 No-Kill Applications: Using New Tools and Technologies to Solve Lifesaving Problems
	 Advanced Grants: How to Take Your Grant Program to the Next Level (Stephanie Macgill)
	 Social Money: Effective and Creative Social Media Fundraising (Jessie Earl)
	 Inside NKLA: Highs, Lows and Lifesaving Lessons from No-Kill Los Angeles (Aimee Gilbreath, Kaylee Hawkins)
	 Managed Chaos: How to Effectively Manage Open Admissions to Maximize Lifesaving (Josh Fisher)
10:45 a.m. – 12:45 p.m.	One-on-one consults
12:00 p.m. – 2:00 p.m.	Save Them All Networking Hub open
12:00 p.m. – 2:00 p.m.	Lunch and networking
1:00 p.m. – 1:30 p.m.	The Power of Presence: Mindful Meditation with Cyrus Mejia
2:00 p.m. – 3:00 p.m.	Workshop session III


 From Formal to Functional: Using Comprehensive Information to Effectively Assess Animals (Dr. Carley Faughn)


 Foster-Fabulous: How to Create Long-Term Lifesaving with Short-Term Foster Homes (Kristen Auerbach, Kelly Duer)


Hittin' the Road: Effective, Lifesaving Transport for Homeless Pets (Heather Camissa)




 From Volunteer to Voice: Engaging Volunteers in Powerful, Impactful Ways (Jay Garrett)

 #AllTheCats: What's Next for the Million Cat Challenge (Dr. Kate Hurley)

 Conversion, Baby: Raising Money by Making Your Website Work for You (Amy Starnes)

 Mending the Break: How to Effectively Rebuild a Fractured Team (Makena Yarbrough)

 Proactive Practice: Using Data and Outreach to Strategically Allocate Resources (Scott Giacoppo)

3:00 p.m. – 3:30 p.m. Break

3:30 p.m. – 5:00 p.m. **Closing session**

6:00 p.m. – 9:00 p.m. **Yaps and Apps social**

Sunday, July 22

Optional side trips to visit NKLA Pet Adoption Center, Best Friends Pet Adoption Center in Mission Hills or Found Animals Adopt and Shop

Register today

Sign Up for Email:

Email Address



Get Mobile Updates:

ENTER MOBILE NUMBER

Recurring SMS Subscription service. Msg&Data Rates May Apply.

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Best Friends, a 501(c)(3) nonprofit organization, operates the nation's largest sanctuary for homeless animals; provides adoption, spay/neuter, and educational programs.

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New York | Los Angeles | Utah | Atlanta

NO-KILL PROGRAMS:

NKLA No-Kill Los Angeles | NKUT No-Kill Utah

OTHER BEST FRIENDS SITES:

Save Them All | Best Friends Store | National Conference | Network Partners | Strut Your Mutt

MOBILE APPS:



As seen on National Geographic's DogTown and the CW's Dog Town USA. And the inspiration behind the critically acclaimed film, The Champions.

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