

# Registration Form

Conference—May 26, 2011

Fee: \$50.00

PLEASE PRINT CLEARLY

Name: \_\_\_\_\_

Group: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

A confirmation will be emailed to you once your registration and payment have been received.

**SPACE IS LIMITED REGISTER NOW!**

Please send \$50.00 check made payable to "TCHS/MN Conference" and completed registration form by May 16, 2011 to:

TCHS/MN Conference  
P.O. Box 701  
St. Cloud, MN 56302

or

Charge \$50.00 to my Visa / MasterCard / Discover

# \_\_\_\_\_ Exp \_\_\_\_\_ CRV \_\_\_\_\_

(Registration fee is non-refundable after May 19th.)

Questions? Contact Vicki Davis, conference coordinator, at [tchs@cloudnet.com](mailto:tchs@cloudnet.com) or phone 320-252-1325

The Minnesota Conference is an annual educational and networking opportunity for the state's animal welfare community. We volunteer to organize this conference because we believe that providing affordable opportunities for continued education and networking among the various animal groups is key to making Minnesota a more humane community.

**We look forward to seeing you!**

## Speakers

### Jodi Lytle Buckman, CAWA

Jodi Lytle Buckman is a Senior Director, Community Initiatives for the ASPCA working with shelters in a region including Minnesota, serving as the liaison for an ASPCA partner community and working in partnership with other national organizations including the Society of Animal Welfare Administrators and the National Federation of Humane Societies. She's served as Executive Director for shelters in Maine, Minnesota and Ohio, and worked for the American Humane Association, based in Denver, as Director of Animal Programs.

Jodi has also served on numerous state and national boards including most recently the Society of Animal Welfare Administrators (SAWA) and Ohio Federated Humane Societies, and currently chairs committees for both the National Federation of Humane Societies and SAWA. She achieved the Certified Animal Welfare Administrator (CAWA) designation in 2006.

### Lou Guyton

Lou began her career in animal advocacy in the mid 80's volunteering at the Houston SPCA while attending the University of Houston. Over a span of 10 years, Lou managed Texas' two largest private animal shelters and became the Humane Society of the United States Central Regional Director for 15 years. Lou joined the ASPCA almost 2 years ago as Senior Director on the Community Outreach team. Lou's expertise is working with shelters and communities on life saving programs and assisting animals in times of crisis.

### Sharon Harvey

Sharon Harvey is the executive director of the Cleveland Animal Protective League in Northeast Ohio. The Cleveland APL is an open, but managed, admissions, unlimited stay humane society that assists more than 16,000 animals each year through a variety of programs. Sharon has also served as the director of a small, rural, limited admission humane society.

Sharon is also the President of the Ohio Federated Humane Societies, a member of the PetFix Northeast Ohio Advisory Board, Corporate Policies Committee of the National Federation of Humane Societies, Shelter Advisory Board for Hill's Science Diet, and the PetSmart Charities "People Saving Pets" Advisory Council.

### Beth Krueger

Beth has more than 20 years as a professional non-profit manager. Krueger has built strategies, developed programs, raised funds, and served as a part of the leadership team for a variety of non-profits including those in animal welfare, social services, and professional association management. A passionate advocate for organizations that enrich the community, Krueger has served as an officer in the Austin Chapter of the Association for Fundraising Professionals and was the 2003 Fundraiser of the Year. She has served on the grants distribution committee for St. David's Episcopal Church and is a 2008 graduate of Leadership Austin.

### Linda Baumgarth and Jim Filby Williams

Linda and Jim have been with Animal Allies Humane Society in Duluth, Minnesota, for five years. Linda Baumgarth, Animal Allies Shelter Director, received her B.F.A. from the University of Wisconsin – Superior and has more than 10 years of nonprofit management experience. Executive Director Jim Filby Williams received his B.A. from Yale University and previously served as a leader at the International Wolf Center and the Yellowstone Association Institute.

### **EXHIBITORS**

Businesses and organizations will display equipment and materials to help make your work easier and more productive.

### **REGISTRATION**

The registration costs cover all materials, breaks, and lunch. Deadline to register is May 16, 2011. Each person attending needs to complete a separate form. Registration fee is non-refundable after May 19th. Questions? Contact Vicki Davis, conference coordinator, at [tchs@cloudnet.com](mailto:tchs@cloudnet.com) or phone 320-252-1325.

### **CONFERENCE LOCATION & LODGING**

If you plan to stay overnight, please call Best Western Kelly Inn (100 4th Ave. S., St. Cloud, MN 56301) directly for reservations at (320) 253-0606. A block of rooms has been reserved for the night of May 25, 2011. Ask for the "MN Animal Conference" room rate. Best to reserve room before April 25, 2011, to assure availability.

**Thursday, May 26th 2011**

**8:00 - 8:45**      **Registration**

**8:45**              **Opening comments**

**9:00 - 10:30**    **Essentials of Fundraising in an Economic Crunch**

*Beth M. Krueger, Consultant, Custom Strategies, Austin, Texas*

The last 18 months have been financially challenging for animal organizations and you may have had to make some budget cuts while trying to maintain basic resources. But did you know that even in an economic crunch, there are people out there still giving – some even more than normal? You just need to know how to find them. Come learn the secrets to keeping the money flowing while bringing in new supporters to your organization. It's easier than you may think.

**10:30 - 10:45**    **Break**

**10:45 - 12:15**   **Capacity Building: Good Foster Programs**

*Lou Guyton, Senior Director, ASPCA®® Community Initiatives,*

Hear about one shelter with a teeny space on how they save thousands of animal lives through foster home development! We'll also share some other programs that are working in other communities and facilitate a discussion to help you go home and start planning for the capacity to Save More Lives!

**12:15**            **Lunch**

**1:00 - 2:30**      **It's Raining Cats: How to Promote and Increase Cat and Kitten Adoptions**

*Sharon Harvey, Cleveland Animal Protective League*

Do you feel like you need to strap on a helmet just to face the day? Are you so overwhelmed you don't even know how and where to start? Fear not! This engaging session will rekindle your creative thinking and provide some "think outside the box" strategies that will seize the attention of potential adopters and help you to save more cats. You'll learn how to create the "buzz" about your cat adoption program, the importance of data in presenting and supporting your need to get creative, how to prepare your staff, volunteers, and others in your community for your new adoption adventures, and how to market and position your fabulous felines themselves!

**2:30**              **Break**

**2:45 - 4:00**      **Helping At-Risk Pets Before Admission**

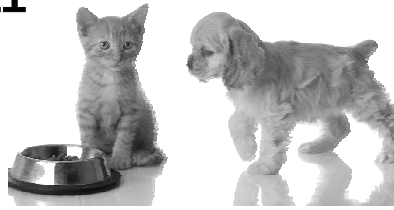
*Jodi Lytle Buckman, Senior Director, Community Initiatives for the ASPCA*

How can we help pets in our community? Too often, our answer to this question defaults to "admission for re-homing." Who better to shelter and protect that animal than us, right? In many situations, admission may be the perfect next step. But for those animals already in a home where they are loved, or where the caregiver is willing to help find that next fabulous home for a stray – why not keep that pet at home or let that wonderful family who took in a stray help your agency do great work? We'll spend this session exploring ways other agencies are helping keep pets in their homes, reduce animal admissions and save more lives. Let's save them BEFORE they require admission!

**4:00 - 4:45**      **The Campaign for Zero: How Duluth saved 93% of homeless pets in 2010 and ended euthanasia of healthy pets.**

*Jim Filby Williams and Linda Baumgarth, Animal Allies.*

This workshop explores six key strategies: targeted, high-volume, high-quality, low-cost spay-neuter; high-volume adoption practices; progressive intake management; partnership between high-euthanasia shelter and high-volume adoption center; bold public goal-setting that inspires community support; win-win partnerships. These strategies were utilized in Duluth to successfully open a \$3.5 million high-volume adoption center, operate a first-in-the-state spay/neuter clinic serving all of northeast Minnesota and northwest Wisconsin, nearly triple annual adoptions, reduce shelter euthanasia by 64%, eliminate euthanasia of healthy animals, add more than \$1 million to their endowment, quadruple the operating budget, and negotiate an agreement to join forces with the City of Superior, Wisconsin and two Superior shelters to build and operate a \$2 million new shelter for that community.



**Where animal people meet...**



**Thursday, May 26th 2011**

**Best Western Kelly Inn**

100 4th Ave. S. St. Cloud, MN 56301

**WORKSHOPS SPONSORED BY:**



*The Minnesota Conference Presents:*

**Saving More Lives**

*Jodi Lytle Buckman, CAWA*

*Lou Guyton*

*Sharon Harvey*

*Beth Krueger*

*Linda Baumgarth and Jim Filby Williams*