

# 2017 General Track Schedule

General Track Workshop Location: University Room B

**8:00 - 8:55 Registration, Breakfast Served in Ballroom**

**8:55 Opening Comments**

**9:00 - 10:30 Workshop #1: Building a Fund Development Program, Speaker: Karen Medicus**

Participants will learn the critical components necessary to lay the foundation for a strong fund development plan and how to put it all together in a plan of action for their organization.

**10:30 - 10:50 Break in Ballroom: Visit Exhibitors, Network**

**10:50—12:20 Workshop # 2: Leadership at Any Level: Making Title Trivial, Speaker: B.J. Rogers, CAWA**

Plenty of us have felt the frustration of feeling as though change or progress would be within our reach, if only we had the *authority* to make a given decision or take a specific action. The fundamental fallacy there is a conflation of – or confusion between – authority and *leadership*. Turns out, making change happen may have less to do with your title or your authority than you'd think. With a little work to understand the dynamics of change, an understanding of how authority and leadership are different, and embracing a strategy or two to identify the nature of a problem and to cultivate our emotional intelligence, we can initiate change whether we're the CEO, an animal care tech or a volunteer. In this session we'll explore those concepts and ID some strategies to lead at any level.

**12:20 - 1:20 Lunch (Poolside) , Silent Auction Closes at 1:15 in Ballroom**

**1:20 - 2:50 Workshop #3: State of the State of Social Media: What's New in the Social Media World to Help You Do More Adoptions, Raise More Money and Recruit More Volunteers, Speaker: Emily Garman**

Everything changes frequently in social media, and this seminar covers the latest changes on social networks, as well as software and tools that nonprofits need to know about. This seminar will teach you how to harness the tools and concepts of social media to accomplish your goals and help more animals in your program. This session is great for beginners as well as more advanced users, as it focuses on strategies and ways to use social media rather than just technical specifics.

You'll see what other animal welfare organizations are doing to literally raise thousands of dollars a month using social media, and to grow their volunteer and foster bases exponentially. You'll also learn about exclusive, non-publicized tools and resources available only to nonprofits that can make a huge difference in your online effectiveness. You don't have to be a technical guru or a Twitter expert to attend this seminar—all you need is an open mind!

**2:50 - 3:10 Break in Ballroom: Visit Exhibitors, Network, Silent Auction Cashier Open**

**3:10 - 4:40 Workshop #4: Yes, you *can* train a cat! A study exploring the implementation of a clicker training program for shelter cats. Speaker: Cheryl Kolus, DVM, KPA-CTP**

Clicker training is a positive, humane method of training that's been used successfully with a wide variety of animal species including marine mammals, primates, dogs and horses. Although use of clicker training is common with many species, there is very little in published research about feline clicker training.

This session will review a study that was conducted within a non-profit program designed specifically to assess the implementation of a clicker training program for cats residing in a nearby limited-admissions cat shelter. Results suggest that a significant percentage of cats can be clicker trained in a shelter environment and learn multiple behaviors with relatively short periods of training over the course of two weeks.

Given the fact that dog training has been identified as one way to reduce shelter environment stress and potentially increase adoption prospects, these results are encouraging. Shelters may be able to offer similar experiences for the cats in their care. This data will be analyzed and discussed, along with ways to implement similar training programs at other shelters. An additional discussion of working with fearful cats will complete the session.

**4:40-5:00 Door Prizes in Ballroom—Must be present to win!**

Fill up your stamp card by visiting each exhibitor to qualify.