



## 16th Annual Minnesota Animal Welfare Conference

Meeting the Needs of Pets & People in the Animal Welfare Field

### General Track Registration Form

Thursday, May 25, 2017

Best Western Kelly Inn 100 4th Avenue South Saint Cloud, MN 56301

The Minnesota Animal Welfare Conference is an annual educational and networking opportunity for the state's animal welfare community. The Tri-County Humane Society volunteers to organize this annual conference because we believe that providing affordable opportunities for continued education and networking among animal welfare professionals is key to making Minnesota a more humane community.

This year, attendees will once again have two tracks of learning to choose from with an impressive line up of speakers. The general track will focus on fundraising, leadership at any level, social media and clicker training for cats, featuring highly accredited speakers , B.J. Rogers, CAWA, Karen Medicus, Emily Garman and Cheryl Kulus, DVM, KPA-CTP. Details on each speaker and the workshops they will be offering may be found on the following pages.

**SPACE IS LIMITED! REGISTER NOW! \*Fee includes conference materials, breakfast, breaks and lunch.**

PLEASE PRINT CLEARLY AND RETURN ONE FORM PER PERSON WITH PAYMENT TO: TCHS / MN Conference PO Box 701 St. Cloud, MN 56302

Group \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

#### Conference Fee:

- **\$50 Early Bird Registration Special: Postmarked on or before May 4, 2017.**
- **\$60 Registration Fee After May 4, 2017.**

#### Payment Option:

\$50 Early Bird Fee       \$60 Fee after May 4, 2017

#### Payment Method:

Check Payable to TCHS/MN Conference       Charge: Visa / MC / Discover

Visa/MC/Discover # \_\_\_\_\_ Exp. \_\_\_\_\_

Name and address on card, if different from above: \_\_\_\_\_

*I authorize the Tri-County Humane Society to process this debit or credit card transaction.* Signature \_\_\_\_\_

**Confirmation will be emailed to you once your registration and payment have been received.**

**Deadline to Register: May 18, 2017. Fee is non-refundable after deadline.**

**CONFERENCE LODGING** If you plan to stay overnight, please call Best Western Kelly Inn directly for reservations at (320) 253-0606 and ask for the MN Animal Welfare Conference rate of \$94.

Questions? Contact Vicki Davis, conference coordinator at: tchs@cloudnet.com or 320-252-1325.

## 2017 General Track Conference Speakers

### **B.J. Rogers, CAWA**

**Vice President, ProLearning, ASPCA©**

With nearly twenty years of experience in the non-profit sector – and more than a decade of leadership in animal welfare – B.J. currently oversees the team responsible for the ASPCA's field-facing communication, including ASPCApro.org, field-facing social media, online learning, and national initiatives focused on improving the lives of companion animals. B.J.'s professional path has included stints as a campaign press secretary, college instructor, and nonprofit executive. He's a Certified Animal Welfare Administrator (CAWA), a Certified Dialogue Education Teacher (CDET) and has training in both mediation and Appreciative Inquiry. He's a regular speaker on the animal welfare conference circuit and a strong believer that people are the solution, and not the problem.



### **Karen Medicus**

**Senior Director, ASPCA Shelter Outreach**

Karen Medicus co-leads the ASPCA Relocation: Mentoring project and facilitates fundraising, strategic planning, and Board development for ASPCA Shelter Outreach. Karen started cleaning kennels for a small humane society in 1976 and has since served in nearly every capacity of an animal shelter or animal control agency. As a CEO, Karen led two major shelter turnarounds – including successful capital campaigns – for the Humane Society of the Treasure Coast in Florida and the Humane Society of Austin and Travis County in Texas. While in Austin, she landed a \$3.8 million Maddie's Fund grant – the third such grant ever awarded to a shelter. Karen was also a CFRE and major gifts officer in the southwest region for HSUS and vice president of partner relations for Petfinder.com. She has taught workshops at national and at state conferences around the country, and in 2003 co-authored the HSUS's Fundraising for Animal Care Organizations. Karen is a mediator, MBTI® and Appreciative Inquiry practitioner and a certified Dialogue Education fellow.



### **Cheryl Kolus, DVM, KPA-CTP**

**Behavior and Training Manager Clicker Learning Institute for Cats and Kittens**

Cheryl Kolus received her DVM degree from Colorado State University in 2012. She was a small animal practitioner until she left general practice to start her own veterinary behavior consulting business. She completed one year of a "non-conforming" behavior residency before becoming involved with a new non-profit, the Clicker Learning Institute for Cats and Kittens (CLICK), where she is now the Behavior and Training Manager. Before, during and after veterinary school, Cheryl volunteered at multiple animal shelters doing everything from office work and outreach to dog training and feline behavior assessments to surgeries. She has been seriously studying animal behavior since 2004, attending myriad seminars and conferences, and completing university courses in the field. In early 2015, she completed the Karen Pryor Academy Dog Trainer Professional Course and is a Certified Training Partner. From 2012-2014, Dr. Kolus was on the Executive Board of the American Veterinary Society of Animal Behavior, and she remains an active member. Currently, she is the vice-president of the Larimer County Veterinary Medical Association. She lives with one very talkative cat and a patient husband. Her amazing dog lives on in her heart.



### **Emily Garman**

Emily has been a foster mom and animal welfare volunteer for 15 years, and founded TheSocialAnimal.com in 2008 to teach animal advocates how to use social media to raise money, recruit volunteers and save more lives. She presents on next-generation fundraising, social media and mega-adoption events all over the world. In 2011 she traveled to Riga, Latvia to present at the Dogs Trust European Summit, and to the US Virgin Islands to consult with individual shelters. She has worked with the ASPCA, HSUS, RedRover.com, NARSC, PetSmart Charities and Petfinder.com. She is available for fundraising consulting as well as website development.



# 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 Korus, 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.