



Sunday, September 12, 2021

All times listed are Eastern Time.

10:00–10:15 a.m.

Stacy LeBaron, Community Cats Podcast

Opening Remarks

10:15–11:15 a.m.

Monica Frenden, American Pets Alive

What are the key tools to use with Return to Home? How can you teach members of the community to be their own cat advocates?

Monica will be sharing her top ten tools for keeping cats in their homes.

About Monica Frenden

Monica is the director of feline lifesaving at American Pets Alive!, an instructor for the American Pets Alive!'s Maddie's® Lifesaving Academy, and a City of Austin animal advisory commissioner. Before teaching the Austin No Kill Model to students, she founded a TNR organization in rural Illinois and pioneered one of the nation's first and largest working cat programs. In 2012, she joined Austin Pets Alive!, where she has served as the cat program manager, led her team to an 88 percent growth in cat adoptions, and helped Austin achieve a citywide 98 percent live release rate for cats. Monica is a frequent speaker and advisor on innovative ways to save every cat, including cats with feline leukemia, community cats, and shelter cats in need of medical care.

11:15 a.m.-12:15 p.m.

April Huntsman, Adopt-a-Pet.com

Cat Stats: Trends in Acquisition, Supply & Demand, and Rehoming

Millions of potential cat adopters visit Adopt-a-Pet.com every month, and there are always thousands of cats available through shelters and rescues in our search results. We're ready to share all of the data we've been tracking and analyzing for cats! By understanding how online cat searches are conducted, your organization can increase interest in the cats in your care. In this session, we will provide insights into how a pet seeker searches for a cat, a full analysis of supply and demand by state, and we will also share data from Rehome, the largest online supported self-rehoming platform. If you are interested in getting a deeper understanding of the cat landscape, this is the session for you!

About April Huntsman, CAWA

April is a Certified Animal Welfare Administrator (CAWA), who serves as the director of animal welfare insights for Adopt-a-Pet.com, the nation's largest non-profit adoptable pet search engine. April manages Rehome by Adopt-a-Pet.com, the nation's largest self-supported rehoming service. Her credits include implementing sustainable social enterprise models, developing at-risk animal population programs, and administering no-kill community partnerships. April has been in the animal welfare industry for over twenty years and has worked for both local and national animal welfare organizations, including Maricopa County Animal Care and Control, Salt Lake County Animal Services, Best Friends Animal Society, and Michelson Found Animals Foundation. April lives in Utah and is the proud mother of three rescue dogs.

12:15–12:45 p.m.

Lunch break

12:45–1:00 p.m.

Jo Ann Jeffries, Author

Have You Seen Tucker?

Jo Ann Jeffries will read from her book, *Have You Seen Tucker?*

About Jo Ann Jeffries

Born in Roswell, New Mexico, Jo Ann grew up in a military family. It was on a brief layover in Hawai'i on her way to Japan that she fell in love with Hawai'i. Years later, she found her way back. She married, became a nurse, and worked in the neonatal unit at Kapi'olani Medical Center. As a coach and referee for the American Youth Soccer Organization, she enjoyed helping children develop positively and gain confidence in themselves. Jo Ann has taken Hawaiian language and culture classes, and volunteering at a local Punana Leo preschool helps her further her learning of Hawaiian. Her writing focuses on events in Hawai'i, as well as other stories that have ties to Hawai'i. She currently lives in Idaho.

1:00- 2:15 p.m.

Corrine Bourgoin, Massachusetts Society for the Prevention to Cruelty for Animals (MSPCA), Boston Location

Reunited and It Feels So Good: Changing the Conversation around Stray Cats and Increasing Your Reclaim Rate!

Leave all your preconceived notions about "dumped, abandoned, or unwanted" stray cats at the door! What if we presumed every stray cat who came to our shelters was a cherished pet with a loving home? How can we facilitate getting lost pets back to their owners without overwhelming current staff and volunteers, or tying up space with long stray holds? In this session we will discuss simple, actionable ways that we can support owners of lost cats, be a resource to those who find cats, and increase the rate at which cats in our shelters are reunited with grateful families.

About Corinne Bourgoin

Corinne began her animal welfare career as a volunteer with the MSPCA, where she is now the shelter operations coordinator. A detour to Hawaii allowed her the opportunity to work with the Maui Humane Society in many capacities, including coordinating volunteers, foster parents, a high-volume spay/neuter

clinic, and community cat programs. Her absolute worst nightmare is one of her pets going missing, so reuniting lost cats with their owners is her passion. She hopes her dog, cats, and rats never wander off and that if they do, someone will be there with information, advice, and support!

2:15–2:30 p.m.

Break

2:30–4:00 p.m.

Christi Metropole, Founder Stray Cat Alliance

Saving All the Community Cats: Options for Healthy Outdoor Cats

Too often, rescue groups and municipal services are at odds concerning how best to care for community cats. Instead of competing, community cats are infinitely better served through return-to-field (RTF) programs. RTF takes trap-neuter-return (TNR) to the next level, creating direct partnerships between rescue groups and municipal services to increase save rates. This year, Long Beach (CA) Animal Care Services reached a save rate of over 90%. During this session, you'll learn from Christi Metropole of Stray Cat Alliance and Staycee Daines of Long Beach Animal Care Services how to best implement an innovative, lifesaving RTF program, what challenges to expect, and how to involve the community.

About Christi Metropole

When Christi encountered a stray needy kitten in 1999, she was appalled to learn that few to no resources existed to help her, the cat, and thousands like them. As a result, she founded Stray Cat Alliance and soon, feral and free-roaming cats had found a formidable ally. Under Christi's unwavering leadership, hundreds of volunteers and scores of donors have since united to provide education, human power, and skills to trap-neuter-return (TNR) thousands of cats who need help. Under her astute direction, Stray Cat Alliance's dedicated network helps ensure a safer, healthier quality of life for often misunderstood and targeted feral, stray, homeless, or community cats that wouldn't otherwise survive and flourish. Christi is acknowledged as an influential and candid voice for those cats. She is the "go-to" source on the subject, and her opinion is sought by other humane proponents needing sound advice. She is frequently requested as a speaker on critical issues related to cat care and protection, laws regarding humane treatment, and human health-related concerns. Her experiences as a teacher and a Realtor have honed integral skills that help strategically steer the course and further development of Stray Cat Alliance.

3:30–4:50 p.m.

Kim Freeman, Lost Cat Finder

New Ways to Increase Feline RTH and Decrease Intake

Why do so many friendly cats end up in shelters across the country? Many of them are brought in as strays: starving, injured, or just lost. About 780 cats are lost each night in America. Why are so few found? Owners tend to follow bad advice and old wives' tales, then give up when the cat is not found quickly. The result? Millions of cats are never found. Many of these cats then end up crowding shelters or are assumed to be feral. This presentation will look at how to change this vicious cycle. Whether you are a shelter, a rescue, or a hero helping out community cats through TNR, you'll gain valuable information on the science of getting more cats returned to home while decreasing stray intake.

About Kim Freeman

As a full-time lost cat tracker, Kim has nine years of practice finding missing cats—and the dirt under her nails to prove it. Combining missing persons profiling with animal tracking, bird language, and the science of lost cat behavior, she's been deemed the world expert in lost cat recovery, solving cases in forty-eight states and seventeen countries. Her mission is getting cats found before they end up in shelters—and she's created a video on how to do it. Because cats need special techniques tailored to feline psychology, Kim's search guides teach humans new, better ways to recover lost cats. One part of that is dispelling the memes, myths, and old wives' tales that do more harm than good. When Kim gets a call to come search for an escaped kitty, she gathers her gear, straps on the knee pads, and loads up her search partner Henry, the first cat ever trained to scent-track missing cats. In order to keep up with Henry during a case, Kim developed a tiny collar camera to watch Henry's search in spaces she cannot access. Kim and Henry can be found at their website, LostCatFinder.com and seen in action on their YouTube, Facebook, and TikTok pages.

4:50-5:00 p.m.

Closing remarks