



Sunday, October 16, 2022

*All times listed are Eastern Time.*

**Many thanks to these outstanding sponsors for their support!**



**Maddie's  
Fund**



10:00–10:10 a.m.

**Stacy LeBaron, Community Cats Podcast**

Opening Remarks

10:10 a.m.–10:30 a.m.

**Sterling Davis, TrapKing**

#### **Cat Chat with Stacy**

Sterling and Stacy “get real” to kick off Online Diversity Day with a conversation about what it means to be on the #sameteam. Sterling will share what he offers communities when he visits an area and how you or your organization could partner with Sterling to bring the #sameteam message to community cats in your back yard.

#### **About Sterling Davis**

Sterling “TrapKing” Davis is a well traveled ex-military music and cat enthusiast who has always loved and interacted with people. Since childhood he was also the only guy in his neighborhood who loved cats. One day Sterling saw an ad posting a job to work with cats and he signed up. In 2017 he started his own non-profit- TrapKing solutions and the rest is history! In 2021 Sterling won the ASPCA Humane Award for Cat Advocate of the Year.

10:30 a.m.–11:00 a.m.

**Bre McGee, UnCommon Collaborative**

#### **Photography & Inclusion: Capturing Great Photos of EVERY Family**

Learn some of the best (and easiest) practices to uplevel your rescue's Gotcha Day family portrait skills. The importance of high-quality photography plays in a brand's online presence runs deeper than you might realize. You'll walk away from this session with strategic ways to improve your photography skills and get a jumpstart on improving your rescue's social media posts— no fancy camera required!

### **About Bre McGee**

Bre McGee is a brand (UncommonCollaborative.com) and pet photographer (TheDogPhotogMN.com). Her photographic style has largely been influenced by her photojournalistic roots and holds a strong emphasis on non intrusive, authentic storytelling. She has worked with brands of all sizes and industries, but specializes in product and service brands, creating imagery that pulls back the curtain and showcases the people, products, and processes that make each business unique. In the spring of 2021, her 4-month-old puppy, Fraser, needed heart surgery and Bre held a Pup Portrait fundraiser that went on to raise over \$5,000 in one day, covering Fraser's surgery. She quickly fell in love with photographing pets in a dramatic studio setting and launched her second photo brand, The Dog Photog, 6 months after the fundraiser.

Bre loves spending time outdoors, whether camping or hiking through the woods, or strolling through her northeast Minneapolis neighborhood— especially with her husband and two dogs, Sequoia (a black Lab/Pit Bull mix) and Fraser (a Westie). She loves home improvement projects, gardening, road trips, and perfectly crafted hazelnut lattes.

11:00–11:15 a.m.

Break

11:15am–12:30 p.m.

**Mary Frances Wheeler, Leadership Coach, DEI Strategist and Community Engagement Consultant**

### **Humans Not Cats: Unleashing the mystery of the two-legged relationship!**

Your love, passion and joy of engaging with the “four-legged furry” is easy for you. But goodness gracious, building relationships with the two-legged is a little unnerving and uncertain for you. Maybe you just do not know where to start, or you have been successful in building relationships in the community and you want to learn more. This interactive presentation and discussion is for you! During our time together we will discuss why it is hard to develop relationships in our diversifying world and communities. We will discuss strategies to build your personal understanding of the cross-cultural dynamics in play when people do not look like and/or sound like you. And we will discover pathways to diversifying our relationships to support our four-legged furries!!

### **About Mary Frances Wheeler**

Mary is a leadership coach, DEI strategist and community engagement consultant. The forever optimist, she values differences as the pathway to solutions facing our world. She has worked with Somali, AA, Latinx, rural and urban groups, people experiencing homelessness, youth, older adults, etc. to create and build relationships for change. She engages executives, managers, community members and groups to thoughtfully build and sustain cross-cultural relationships in healthcare, government, corporate, nonprofit organizations and community.

Mary Frances is the mother of two adult sons, and the daughter to two amazing parents. Her four-legged furry family members, dogs named Vegas (Las Vegas) and Nova (Casanova), bring calm and joy to her life. She plays the flute and the laughter of her children (and children, generally) is music for life.

12:30–1:15 p.m.

Lunch

1:15-1:30 p.m

Cat Trivia

1:30–2:30 p.m.

**Sheila Donya Kouhkan, Chief Engagement Officer, Companions and Animals for Reform and Equity (CARE)**

### **Building Virtual and Inclusive Volunteer Programs**

During the initial year of the COVID-19 pandemic, remote services and digital resources became essential to both individuals and organizations around the world in order to maintain their everyday lives and operations. While closing so many shelter doors to the public posed an overwhelming number of challenges for lifesaving efforts, it also opened new doors of opportunity. This session will demonstrate how the tidal wave of virtual volunteerism combined with removing implicit biases to have a more inclusive lens has created exciting opportunities in animal welfare. Learn how to connect with and mobilize an entirely new volunteer base and create a bigger, more robust lifesaving network.

### **About Sheila Donya Kouhkan**

Sheila is the Chief Engagement Officer for C.A.R.E. (Companions and Animals for Reform and Equity). Sheila has been part of the animal welfare industry since 2003 when she was a 15-year-old volunteer at her local shelter. She started her professional career in 2009 while finishing her undergraduate degree in Political Science from University of California, Los Angeles (UCLA), working on compassionate legislation for the City of Los Angeles. She was instrumental in laws and policies that ban the commercial sale of puppy mill dogs, cat declawing, and the use of bullhooks on elephants in traveling shows. Since then, she has continued to devote her time to finding opportunities to bring people and pets together, working with national organizations such as Best Friends Animal Society, Austin Pets Alive!, and Pethealth Inc. Through her current role with CARE, Sheila is focused on how to save more lives through a focus on inclusivity and human and animal well-being. She is committed to using her diverse background to bring vitality to lives furry and otherwise while promoting lifesaving through inclusivity. Sheila lives in San Diego, California, with her husky mix, Ziba, and enjoys fostering for her local shelter partners.

2:30-3:00 p.m.

**Cat Trivia and Questions**

3:00-3:15 p.m.

**Quick Break**

3:15–4:15 p.m.

**Alistair Schroff, Founding Member of Lakes Animal Friendship Society**  
**Jennifer A. Pighin, Visual Artist and Educator in Lheidli Keyoh (Prince George, BC)**

### **In Their Own Words: Collaborating to Deliver Culturally-Relevant Animal Welfare Materials**

Lakes Animal Friendship Society had created many humane education materials with our communities in mind - including aboriginal characters, and relevant settings and stories. However, they were originally created and presented to our communities in English.

Many aboriginal communities, including the Dakelh/Carrier communities of northern British Columbia are working to preserve their rich and unique languages.

Through a collaboration with School District #57 we were able to create a bilingual (Lheidli T'enneh Dakelh / English) version of our young learner picture and colouring book, "How I Love and Care for My Happy Dog / Cat." Through this partnership, hundreds of children are learning about animal care while building their knowledge of this living local language - meeting the objectives of both organizations.

### **About Alistair Schroff**

Alistair is a founding member of the Lakes Animal Friendship Society (LAFS) in northern British Columbia, Canada. LAFS focusses on humane education to improve the happiness and health of animals, families and communities. Alistair and his wife, Valerie Ingram, have written and published dozens of educational resources which have been distributed worldwide. The Lheidli T'enneh Dakelh translation project is the second aboriginal language project they have undertaken, and the first collaboration with Jennifer and the SD#57 Aboriginal Education team.

### **About Jennifer A. Pighin**

Jennifer is currently employed as a District Vice Principal of Language and Culture within School District #57 Indigenous Education. She is a volunteer and founding board member of both the Omineca Artist Run Centre Society (aka Omineca Arts Centre) and Northern Indigenous Artists' Council.

Jennifer is inspired to work within her community and within the Khast'an Drummers, with a passion for language, culture, and community connectivity. Her artwork is often collaborative in nature using a wide range of media including painting, drawing, carving, digital design, mosaic, traditional arts, public installations, logo and tattoo design, and much more.

4:15-4:30 p.m.

**Cat Trivia, Quick Break**

4:30-5 p.m.

**Inspire Unity, [inspire-unity.com](http://inspire-unity.com)**

### **One Picture, One Donation, Endless Impact**

We will be covering what Inspire Unity is, our first project with Fur Angels Rescue Shelter, and future plans!

### **About Inspire Unity**

Inspire Unity is a unique fundraising platform in which donors are able to physically show their support and recipients are left with an everlasting memento.

5:00 p.m.

**Close**

*A special thanks to our sponsors who made today possible:*

*Maddie's Fund  
Humane Network  
Best Friends Animal Society*