

February 25–27, 2022
All times listed are Eastern Time.

Many thanks to Feline Fix by Five for being our Premier Sponsor!



Friday, February 25

7:00–7:15 p.m.

Stacy LeBaron and Esther Mechler

Welcome, opening remarks, and cat trivia

7:15-8:30 p.m.

Karen Little, Executive Director, Alley Cat Advocates

Greg Neilson, President and CEO, Neilson Training & Consulting, LLC

Not Business as Usual: Translating Vision into Reality

So you recognize a need for spay/neuter in your community and want to help. But words and phrases like "vision," "mission," and "business plan" make your head spin and send you running for the hills. This presentation lays out the basics in easy to understand language that will motivate you to successfully turn that vision into reality in a way that maximizes your potential. Now is the time to make positive change in your community. This presentation shares with you the foundation on which to build a successful, life-changing program.

About Karen Little

Karen and her husband founded the nonprofit Trap-Neuter-Return (TNR) group Alley Cat Advocates in 1999. Based in Louisville, Kentucky, the group has altered over 55,000 community cats and has worked to transform the culture of care provided community cats in the region. Karen was instrumental in helping pass an ordinance change in 2012 that propelled the implementation of an extremely successful municipal Return-to-Field program. Since 2018, Alley Cat Advocates has held the citywide contract for Trap-Neuter-Return and all related community cat issues. In 2020, under Karen's direction, a successful capital campaign concluded with the opening of a Community Cat Complex dedicated to the care and well-being of community cats. The complex houses a high quality, high volume spay/neuter clinic dedicated solely to altering community cats as well as medical space for housing and caring for community cats needing extra care.

About Gregory Neilson

Gregory is a sought after speaker and Consultant committed to helping leaders and organizations translate vision into reality. He is an accomplished nonprofit CEO, having previously led the Center for Nonprofit Excellence. His leadership was recognized locally and nationally, and honored with awards from the Better Business Bureau for Ethics and the Louisville Urban League for championing diversity. Gregory is a military veteran, having previously served as an officer and attorney in the United States Army. He holds a Bachelor of Arts Degree in Government and International Relations from the University of Notre Dame and a Juris Doctorate from Notre Dame Law School.

Saturday, February 26

10:00–10:15 a.m.

Stacy LeBaron and Esther Mechler

Welcome, opening remarks, and cat trivia

10:15–11:30 a.m.

Mike Pownall DVM, MBA, Oculus Insights

Katie Ardeline BA, CHRL, Oculus Insights

Avoiding Staff Burnout

Veterinary and staff burnout is at an all-time high. Not only is the cost of it expensive to a veterinary practice, but none of us want to be the cause of someone suffering from burnout, especially when we could have done more to prevent it from happening amongst our staff. In this presentation, Katie Ardeline and Dr. Mike Pownall will cover 4 areas of burnout as it relates to a veterinary practice:

- The 6 factors involved in workplace burnout
- Assessing the level of burnout in the workplace
- How to address current levels of burnout
- How to reduce the risk of this happening in the future

About Mike Pownall DVM, MBA

Prior to becoming a veterinarian Dr. Mike Pownall worked as a farrier for seven years. His interest in equine lameness led him to attend the Ontario Veterinary College, graduating in 2001. In 2002 he and his wife, Dr. Melissa McKee, started McKee-Pownall Equine Services. Their organization is represented by 3 equine veterinary clinics with 13 vets and 35 support staff spread across the Greater Toronto Area and one practice in Wellington, Florida. He is also a partner with Oculus Insights offering business management services and education to veterinarians throughout the world. Dr. Pownall received his MBA from the Richard Ivey School of Business at Western University in Ontario, and was the class valedictorian. He presents internationally on business strategy, human resources, pricing, and marketing for veterinarians. He also contributes to numerous journals on business management topics. Dr. Pownall has a blog, podcast and webinar series on veterinary business management that can be found on the Oculus Insights website at www.oculusinsights.net.

About Katie Ardeline BA, CHRL

Katie Ardeline earned her Bachelor of Arts from the University of Toronto and is a certified Human Resources professional (CHRL) with 10+ years of management experience in the veterinary field, including eight years as the Operations Manager at a large, multi-location equine practice in the Greater Toronto Area. During her time in an applied practice management role, Katie was fortunate to be allowed to develop and test many of the HR and offerings Oculus now provides. As a Partner at Oculus Insights since 2018, Katie is most energized when she is able to help staff, managers and owners find their paths to greater work satisfaction and engagement through self-awareness and humility. Katie believes that

open, honest, and respectful communication between colleagues along with a clear mutual understanding of what peoples' roles and expectations are could be considered the two basic building blocks for any successful business.

11:30 a.m.–12:00 pm.

Pamela Krausz, Founder and Executive Director, Vermont Companion Animal Neutering
Sara White, DVM, MSC, Founder SPAY ASAP

How to Run a Small Scale Wet Lab in Your State

Pamela and Dr. White will share their experience of planning and organizing a small scale wet lab in the fall of 2021 in Vermont.

About Pamela Krausz

Pamela is a founder and the executive director of Vermont Companion Animal Neutering (VT-CAN), a low cost, high volume spay/neuter clinic. As a stationary clinic with a mash-style component, VT-CAN performs approximately 3,200 spays/neuters per year in central Vermont, with an additional 2,000 per year as partner to the Felines and Friends Foundation in Vermont's Northeast Kingdom.

About Dr. Sara White

After graduating from veterinary school at North Carolina State University in 1998, Dr. White moved to Vermont to work in mixed animal practice, and in 2000 began work as an on-staff shelter veterinarian in New Hampshire. Since 2006, Sara has operated Spay ASAP Inc, a nonprofit MASH-style mobile spay/neuter clinic that collaborates with humane organizations in VT and NH to provide spay and neuter for shelter animals, low income pets, and feral cats. Dr. White has served on many boards, and has authored several texts and journal articles, including *The Association of Shelter Veterinarians' 2016 Veterinary Medical Care Guidelines for Spay-Neuter Programs*, a recent textbook, *High-Quality, High-Volume Spay and Neuter and Other Shelter Surgeries* published by Wiley. She also has a YouTube channel with surgical videos describing surgical technique. Dr. White is a founding member of Vermont Companion Animal Neutering (VT-CAN!) and a vested interest in anything which might further the practice of high-quality high-volume spay/neuter.

12:00–12:45 p.m.

Lunch break

12:45–2:00 p.m.

Pat Chan, Founder, Spay Panama (Panama)

Carla Ferraro, Founder and Executive Director, Spay Neuter International Project (Costa Rica)

Craig H Neilson, Founder, Spay Mexico (Mexico)

Silja Schiller-Moumtzidis, Co-Founder and CEO, Zero Stray Pawject (Greece)

BONUS! Videos available in your Goody Bag from:

Dr. Eriko Hasimoto, Happy Tabby Clinic (Japan)

Dr. Chinny Krishna, ABC Programme (India)

Dr Dorothea Friz, LegaProAnimale (Italy)

Spay/Neuter Around the World: News from Europe, Central America, Japan, and India!

Tune in and find out what is happening around the world in public health for pets. What is happening in some countries will surprise and delight you! Countries with few resources and an overpopulation of cats and dogs sometimes have incredible programs and individuals dedicated to ending the surplus of dogs and cats. This promises to be an inspiring session. Videos from Japan and India are in your Goody Bag!

About Pat Chan

Pat majored in Business at the University of Panama and has an MBA from Nova Southeastern University. She retired from the Panama Canal Commission as the Chief, Financial Planning Division, being the first Panamanian and woman to occupy a division chief position. After attending the Latin-American Animal Welfare Conference in Costa Rica in 2001, where she met Esther Mechler from Spay/USA and Christine Crawford from McKee Project, she decided to start a massive low-cost spay/neuter program in Panama. Spay/Panama has four chapters in the Republic of Panama besides the Panama City center; Spay/Panama-Chiriquí, Spay/Panama-Chitré, Spay/Panama-Pedasí and Spay/Panama-Coclé.

About Carla Ferraro

Carla worked as Program Director of the McKee Project for 7 years overseeing Costa Rica and Central/South America, focusing on the 3 main divisions of the foundation: Spay & Neuter Surgery Training, Community Outreach and Cat Cafe. Carla empowered hundreds of community groups in Guatemala, Nicaragua, Belize, Panama, Costa Rica & Peru: most of these groups are still active today offering low-cost, mass spay & neuter clinics in poor neighborhoods. She lives in Costa Rica with her 6 dogs and 2 cats (all rescued). She often fosters animals in need.

About Craig H. Neilson

Craig H. Neilson, Founder of Spay Mexico has been inspired by many amazing people to never turn away from a suffering animal. Spay Mexico provides low cost spay/neuter throughout Mexico with a focus on training local veterinarians to continue giving to their communities. We have rescued thousands of pets and trained over 200 veterinarians in high volume, low impact spay neuter surgery, as well as trained several communities how to organize and care for its animals humanely without building costly shelters, which are not sustainable, nor humane in developing nations. Spay Mexico's strategy is aimed at creating a cultural shift from neglect & apathy to awareness & care.

About Silja Schiller-Moumtzidis

Silja is an accomplished business professional with over 20 years of working in the pharmaceutical and public health industry in various roles in marketing, sales, research, and general management. In early 2021 she joined Mars Petcare as Global Head of shelters and pet adoptions.

Silja is the co-founder and CEO of Zero Stray Pawject (ZSP), an animal welfare organization that was founded in 2016 with a public policy focus on Greece. Greece is a country with 11 million inhabitants and an estimated 3 million strays according to the latest Mars ending pet homelessness index study. ZSP collaborates with municipalities on public policy programs that address the root-cause of stray dogs and cats and intervene before a pet ends up on the street. These programs include pet registries of owned pets, targeted and subsidized neutering programs for pet owners, education programs in local schools, and training of and collaboration with law enforcement. Greece just voted an innovative companion animal welfare law. One of these innovations was an idea recommended by ZSP: collection of DNA samples from unneutered pets and setting up a DNA database that would allow the identification of the female parent of any abandoned puppy or kitten. ZSP has other successes under their belt, such as reducing the number of strays in a municipality that over decades had a high number of stray dogs to almost zero stray dogs within a 4-year period.

Silja is also the co-founder of Zero Stray Academy (ZSA), the first online academy that trains municipalities on how to solve the problem of strays systematically and sustainably. ZSA attracted 30 of the best subject matter experts in Greece to teach. The faculty include the chief economic adviser to the prime minister of Greece, the president of the mayor's association, supreme court lawyers, leading veterinarians, high ranking law enforcement officials, government officials, and leaders in animal welfare.

2:00–3:15 p.m.

Dawn L. Wilkinson, Executive Director, Humane Society for the Prevention of Cruelty to Animals
Carrie Boynton, Executive Director, Animal Adoption Center
Vicki Deisner, Government Affairs Representative, Animal Welfare Institute & Executive Director, Ohio Animal Advocates

Panel of New State Leaders for the United Spay Alliance- South Carolina, Wyoming and Ohio |

Session sponsored by Ohio Animal Advocates

What is it like to be a state leader for the United Spay Alliance? Hear from some of the newest leaders to join the growing network of organizations and resources for United Spay Alliance. Ask your questions and get answers in real time. Who knows! Maybe you'll be the next leader for your state.

About Dawn Wilkinson

Dawn has worked in professional for profit and not for profit roles for just about 30 years. In those years, her expertise has been financial and operational turnaround, program development and acquisition. She has spent the last 20 years in nonprofit management ranging from healthcare, the arts and historical preservation to her most recent position in animal welfare the last 3 years. Her leadership at the Humane Society has resulted in a 300k plus expense reduction over two years and an increase in programs and services to animals, and her legislative efforts to advance animal welfare in the state of South Carolina.

About Carrie Boynton

Originally from Cincinnati, Carrie grew up in a house full of rescue dogs and cats. After graduating from Colorado State University, she moved to Jackson, WY with her first rescue dog, Keto. For the past twenty years Carrie has worked in the non-profit sector. She became the Executive Director of Animal Adoption Center team in 2016. In this role, Carrie has the opportunity to work directly with rescue animals and build local, regional, and national partnerships. Carrie leads the AAC's Spay/Neuter Wyoming Program and is working to expand free and affordable spay/neuter services in Wyoming and beyond. Most recently she and her partners launched a spay/neuter initiative at the extremely overcrowded municipal shelter in Laredo, TX. This pilot program is helping reduce euthanasia rates and incentivizing transport. Carrie became a state leader for the United Spay Alliance in 2021.

About Vicki Deisner

Vicki is the Executive Director of Ohio Animal Advocates (OAA), a statewide nonprofit that strives to make Ohio a place where all animals are protected from cruelty, abuse, and neglect. OAA is an advocacy network that creates fundamental change through the collaboration of diverse groups working on innovative solutions. OAA programmatic efforts include *community compassion* – humane education, community cats and unchaining dogs; *state-wide resources* including pet food pantries, low-cost S/N, safe havens for animals in domestic violence, and animal cruelty reporting lists; *pet assistance* to struggling families, *pet protection* for at-risk families and safety planning for their pets, and *wildlife protection* through advocacy for co-existence and protection policies at the state and local level. Vicki also is host for the Ohio Spay/Neuter Connection.

3:15–4 p.m.

Break, cat trivia

4:00–5:00p.m.

Emily Zaynard, Social Media Director, Mighty Heart

Social Engagement Marketing Tips to Steal: A Kitten Campaign Case Study

Launching a digital marketing campaign can be daunting, especially if you are a department of one. Fear not (anxiety not?!). By mapping out your message through the eyes of a marketing agency, we take away 8 tips that you can use in your next community initiative. Choose the best social media channels for your messaging, demystify your Google Ad account, stay engaged with your audience and manage controversy in your comments. In this presentation we look at the Feline Fix by Five campaign from October 2021 and January 2022 to glean the best practices to use in your digital marketing efforts for animals.

About Emily Zaynard

Based in Fort Collins, Colorado, Emily Zaynard is currently scrolling through TikTok and should probably put her phone down. When she's not watching online content, she's creating, writing, and designing on a deadline. She has been working in design and communications for the past 14 years, both in the private and social sector. In her personal time, Emily practices TNR and teaches under-socialized foster kittens the ways of indoor cat life. Emily believes in stopping into art museums and cat cafes and would love to help you find accessible spay and neuter programs for your pets, and your family's pets, and your neighbor's pets.

5:00 p.m.

Closing remarks

Sunday, February 27

10:00–10:15 a.m.

Stacy LeBaron and Esther Mechler

Welcome, opening remarks, and cat trivia

10:15–11:30 a.m.

Cheri Storms, Executive Director, Pet Friendly Services of Indiana

G. Robert Weedon, DVM, MPH, Community Cat Surgeon, TLC PetSnip & Retired Clinical Assistant Professor, Shelter Medicine, University of Illinois College of Veterinary Medicine

Tess Peavy, DVM Founder and Executive Director - Public Vet, Inc.

Ruth Steinberger, Executive Director and Founder, Spay FIRST

Creative Solutions & Workarounds to Increase Spay/Neuter Capacity

The shortage of spay/neuter capacity is wreaking havoc on sterilization programs, shelters, and rescue organizations that struggle to reduce the number of animals needing care. What are the long-term and short-term solutions? What are the barriers to overcoming this shortage? The good news is that there are some creative solutions & "workarounds" to instantly increase spay/neuter capacity.

About Cheri Storms

Cheri Storms made the jump from environmental policy work to animal welfare, joining the board of Pet Friendly Services of Indiana in 2005 to help grow the grassroots organization. Within five years, Pet Friendly Services obtained a specialty license plate, providing the organization with the needed revenue stream to fund spay/neuter surgeries across Indiana. Pet Friendly Services now has a network of 125 vets and provides financial assistance to shelters and rescue groups, as well as to limited-income pet owners. Due to the need to stabilize outdoor cat populations, and decrease shelter intake, Cheri launched the Community Cat Program to financially support organizations that trap-neuter-return (TNR) feral and free-roaming cats. As a result, Indiana increased the number of TNR programs from 25 to more than 150.

The paperwork involved in running a statewide financial assistance organization was ever mounting. Cheri's team responded by fully automating their processes, allowing Pet Friendly Services to run more efficiently and expedite the spay/neuter certificate process. Automation also included vet reimbursement, allowing participating vets to easily invoice Pet Friendly Services for their work.

About Dr. Robert Weedon

Dr. Robert (Bob) Weedon is currently a feral cat surgeon working and volunteering with TLC PetSnip in Lakeland, FL, having retired in 2018 as a Clinical Assistant Professor and Service Head of Shelter Medicine at the University of Illinois College of Veterinary Medicine, where he trained veterinary students in High Quality, High Volume Spay-Neuter (HQHVSN) techniques. Dr. Weedon serves on the Board of Directors of the Alliance for Contraception in Cats & Dogs, an international organization whose goal is to develop and implement non-surgical sterilants to help solve the problem of pet overpopulation worldwide. Dr. Weedon is the coauthor of the chapter on rabies in the textbook, *Infectious Disease Management in Animal Shelters, 2nd Edition*, and coauthor of two chapters in the recently published textbook, *High-Quality, High-Volume Spay and Neuter and Other Shelter Surgeries*. Dr. Weedon attended Purdue University where he received his Bachelor of Science in Animal Science and his Doctor of Veterinary Medicine degrees. He received his Master of Public Health from the University of North Carolina Chapel Hill.

About Dr. Tess Peavy

Dr. Tess Peavy received her B.S. in Wildlife Ecology from Humboldt State University. She received her D.V.M. from Ross University. Prior to starting her veterinary career, she worked for Wildlife Conservation International, in Rwanda as a wildlife biologist. For the past two decades she has worked as a veterinarian in New York, Ohio, Indiana, Georgia, California, Oregon, Mexico, Hawaii, Rwanda, India and on Native American reservations performing high volume clinics for domestic animals. She trains veterinarians on high volume surgery techniques. Her primary interest is in promoting healthy animal companionships and identifying underlying diseases that are spread between people and pets. For more information on Public Vet: https://youtu.be/TL_bxq3LbdE

About Ruth Steinberger

Ruth was a scientific illustrator with a passion for volunteerism in animal welfare, namely developing spay/neuter programs to serve low-income communities starting in 1993. Ruth moved to Oklahoma in 1999 to reside in an area with no existing low-income spay/neuter programs, and has worked with volunteer networks, veterinarians, humane organizations, tribes and municipalities to develop services for animals in underserved areas. She was a founding board member of Oklahoma Spay Network, the first high volume rural spay/neuter program in Oklahoma. In 2006 she received the prestigious ASPCA Henry Bergh Award. In 2010 she founded Spay FIRST! in order to create a better solution to the problem of pet overpopulation across the globe. As a presenter at the 2012 World Health Organization's (WHO) First International Conference on Dog Population Management, Ruth reached out to create a collaborative effort and Spay FIRST entered a federal laboratory partnership to make the biggest difference possible. Since 2013 Spay FIRST! has partnered with USDA/APHIS to conduct research on injectable fertility control products for female dogs patented in the public domain. Ruth is an honorary lifetime member of Oklahoma Veterinary Medical Association (OVMA).

11:30 a.m.–12 p.m.

Dr. Simone Guerios, Clinical Assistant Professor of Shelter Medicine and Coordinator of the Shelter Medicine Practice, University of Florida

The Impacts of COVID-19 on High-Quality, High-Volume Spay-Neuter Surgery

At the beginning of 2020, a cohort of 214 spay-neuter clinics that collectively performed more than 1 million surgeries per year were on track to increase surgeries by 3% over the previous year. The COVID-19 pandemic led to a sudden and large reduction in the number of spay-neuter surgeries performed by HQHVSN clinics in March and April 2020. Spay-neuter surgeries began to increase in May 2020, coinciding with the development of safety measures such as masking, physical distancing, testing, and curbside veterinary reception. Even though the monthly surgery numbers were trending back toward the pre-COVID levels in 2021, a backlog of more than 180,000 surgeries still remained. The COVID-19 pandemic lockdown resulted in a drastic reduction of surgeries, from which the industry has not yet recovered. The high level of spay-neuter achieved over the past five decades is the single most important driver of reduced pet overpopulation and euthanasia in animal shelters. Veterinarians and animal welfare organizations should collaborate to prioritize recovery of spay-neuter capacity with a special focus on serving populations most at risk for unintended reproduction, poor welfare, or entering the animal shelter system.

About Dr. Simone Guerios

Dr. Guerios is a Clinical Assistant Professor of Shelter Medicine and Coordinator of the Shelter Medicine Practice elective, at the University of Florida. This course is a full-time, two-week clinical rotation at the Alachua County Animal Services. In her position, she focuses on training and educating students to make veterinarians ready for shelter practice. Her clinical interests include surgical diseases commonly found in animal shelters and high-quality high volume spay-neuter (HQHVSN) techniques. Prior to accepting a faculty position at University of Florida, she worked as a Clinical Associate Professor in Soft Tissue Surgery and Surgical Oncology at Federal University of Parana, Brazil. She started working with shelter medicine in Brazil, where she co-founded a spay-neuter program for the local low-income community. This outreach program also provided community education, including public health, zoonosis and animal welfare.

12-1 p.m.

Lunch break

1:00-2:00 p.m.

B.J. Rogers, CAWA, CDET – Chief Learning Officer, Emancipet
Sheryl Blancato, CAWA, CFRE, Executive Director, Second Chance Animal Society, Massachusetts
Leah Kennon, CVT, Medical Director, Feral Cat Coalition, Oregon
Amber Sitko, All About Animal Rescue, Founder, Michigan

Large Clinic Panel

B.J. Rogers from Emancipet will moderate a panel conversation with some of the larger spay/neuter organizations from around the country talking about their tips for success and challenges over the last year.

About Sheryl Blancato

Sheryl Blancato has been in animal welfare for nearly 30 years. She is the founder and CEO of Second Chance Animal Services in Massachusetts which operates 4 veterinary hospitals providing access to care as well as an adoption center.

About Leah Kennon, CVT

Leah Kennon has a long history in veterinary medicine and animal welfare. She graduated from Bel Rea Institute of Animal Technology in 1986 and started her veterinary technician career in Denver Colorado. After

two years she moved to Germany and worked for the Army overseeing mobile wellness clinics on remote bases and running the central surgery clinic in Frankfurt Germany.

Once back in the states Leah started working in mixed animal practices until she joined FCCO in 1998 to manage the new mobile spay/neuter hospital and all of its operations. Through her leadership she became Operations Director in 2002, and Medical Director in 2019. In her tenure she has managed and grown the spay/neuter program from helping 1,800 cats per year to 7,500 per year, and oversaw FCCO's transition from a mobile program to operating a free standing clinic. She expanded the clinic capacity leading to FCCO building a larger spay/neuter clinic and adding services to include pet cats, wellness, and more. Leah's drive for a high standard of care and efficiency has been invaluable to the success and reputation that FCCO has in the community.

Leah has always been a "big picture" person and is key to why FCCO continues to evolve to help more cats and caregivers. As Medical Director she manages FCCO's overall medical program, training, and future planning, and is actively engaged with other spay/neuter programs locally and across the county.

About B.J. Rogers, CAWA, CDET – Chief Learning Officer, Emancipet (moderator)

B.J. believes people are the solution and not the problem – and has spent his career working to build community solutions to address community challenges. Whether fundraising for multiple sclerosis research as a child, advocating for LGBTQ+ youth as a young professional, or serving as an animal welfare executive for more than 16 years, B.J. is a lifelong learner and optimist. He joined Emancipet in 2018 and has guided a variety of efforts in his time with the organization, including fundraising, marketing, PR, and Emancipet's Resource Center. In his current role, B.J. leads Emancipet's consulting and training services and assists in the design and implementation of the organization's leadership development and healthy culture initiatives. Twice a nonprofit CEO with both community and national-level experience, he is a longtime educator, a Certified Animal Welfare Administrator, a Certified Dialogue Education Teacher, and holds an Executive Education Certificate in Public Leadership from the Harvard Kennedy School of Government.

About Amber Sitko

By profession, Amber Sitko is a Cloud Solution Architect with Microsoft for over 30 years. She has a Masters of Business Administration from Wayne State University.

By passion, Amber founded All About Animals Rescue (AAAR) in 2005. The organization has gone from primarily adopting out pets to becoming the largest spay/neuter and wellness care provider in Michigan. The operational budget has grown from \$80 thousand annually to over \$5 million, reaching more than 75,000 cats and dogs each year with care.

Amber transitioned the board from a working board to a strategic board and established collaborative relationships with local communities, governments and rescues in the interest of furthering animal welfare. She has successfully obtained grants in the tune of over \$1 million dollars and developed fundraising and strategic plans for the organization. She also created Spay Michigan; a Statewide toll free hotline modeled after SPAY/USA and a comprehensive TNR/SNR program that is the first of its kind in Michigan.

2:00–2:30 p.m.

Dorell Sackett, Director, Spay Neuter Action Project (SNAP) of San Diego

Lisa Wysocki, Co-Founder, Fido Fixers

Using Spay Neuter Clinics Efficiently

Dorell Sackett has found ways of maximizing the efficiency of mobile clinics -- which are sometimes seen as 'too small' -- by making use of every space. Building on years of concrete

experience, she is able to show us better ways to operate a mobile spay clinic. Lisa will speak about her experiences leading the mobile spay clinics over the years, good and bad, as well as her hopes for the future of Fido Fixers.

About Dorell Sackett

Dorell Sackett is the director of the Spay-Neuter Action Project (SNAP) in San Diego, a model organization for many spay and neuter mobile programs throughout the country. Under Dorell's guidance, SNAP's high-volume surgeons have altered over 68,000 dogs, cats, and rabbits in the San Diego region, sparing the lives of hundreds of thousands of unwanted litters. In 1999, Dorell found herself building a very successful humane education department and the first kids' community service program for the Rancho Coastal Humane Society in Encinitas. In 2002, it was no surprise when Dorell joined the SNAP team, where she implemented the first spay and neuter mobile unit and responsible pet care program in greater San Diego. In her role as director, she oversees the operation of the 40-foot Neuter Scooter surgical unit and pet education program in underserved communities. SNAP continues to provide affordable spay and neuter services, pet education in schools and other youth locations, and volunteer projects for children and adults.

About Lisa Wysocki

Lisa Wysocki has 25 years of experience working for multinational corporations in sales and marketing. She has four degrees, two undergraduate from Carnegie-Mellon University and an MBA from Fordham University and a Masters from Columbia University. She is also a Certified K-12 teacher and Master Gardener. Lisa lives in Greenwich, CT with her husband Paul and son Matthew. Currently she has a rescue cat and two rescue dogs.

2:30-3:00 p.m.

Joeseeph Henson, CPA, Bookworm Accountant

Increasing Profit Without Increasing Prices

In the veterinarian world, many believe the only way to make more money is to increase what they charge. While charging more CAN increase what you make, does it also increase what your bottom line is? There are many ways that veterinary practices can increase their profit to reward employees, or take home more themselves, without needing to pass that on to their customers.

About Joeseeph Henson

Joeseeph is a CPA and animal lover who decided the best way to help animals as an accountant was to help those who care for animals medically. Joeseeph saw a need that wasn't being met—to take stress away from veterinary practices while simultaneously giving them peace of mind, financially.

3:00–3:30 p.m.

Break, cat trivia

3:30–4:00p.m.

Ruth Steinberger, Executive Director and Founder, Spay FIRST

How Do We Ensure Sustainability in S/N Clinics and Programs?

Sustainability is creating a balanced budget that allows us to serve the people working to prevent unwanted litters and enables us to help the homeless animals who are too often dependent on people with very limited resources.

4:00–5:00p.m.

Bonney Brown, President, Humane Network
Diane Blankenberg, CEO, Humane Network

Getting Your Paws on More Money for Your Nonprofit Clinic

Raising funds for spay/neuter can be challenging. We'll share how we have marketed a nonprofit clinic to create a donor base and sustainable funding. This session will give you specific fundraising ideas and strategies to help you become more confident. Implementing even a couple of the ideas will help you raise more money this year.

About Bonney Brown & Diane Blankenberg

Bonney Brown and Diane Blankenberg are co-founders and together lead Humane Network, a team of expert consultants that help organizations across the country to be more successful in a wide range of ways through a variety of affordable services. Bonney was the CEO and Diane was the Development and Community Programs director of Nevada Humane Society. They both worked for Best Friends Animal Society in key roles. Respectively, they have 30 and 20 years of experience in the field of animal welfare to draw upon to help organizations achieve their goals.

5:00 p.m.

Closing remarks

Special thanks to all our conference sponsors:

Feline Fix by Five
The Joanie Bernard Foundation
Two Mauds
Humane Network
Best Friends Animal Society
RLD Consulting Services
SpayMart
Spay FIRST!
Ohio Animal Advocates