

## Exhibitors

**Paws for Life Rescue** (Troy, MI) is a volunteer-run, 501c3 non-profit animal welfare organization and a Michigan Certified Rescue organization. PFL rescues homeless, neglected, abused and abandoned dogs, cats, puppies and kittens throughout southeast Michigan. The Rescue believes in spay/neuter, education and legislative initiatives to end the suffering and overpopulation of companion animals. PFL's mission is to speak for those who cannot speak for themselves. **248-761-7716 • info@pawsforliferescue.org • pawsforliferescue.org**

**Puppy Mill Awareness of SE Michigan** (Clarkston, MI) is working to end the mass production of dogs in commercial kennels. Our mission is to educate the public about the cruel cycle of commercial breeding and the pet store link. **734-718-7100 • pmamichinfo@yahoo.com • meetup.com/pupppymillawareness**

**Tomahawk Live Trap** (Hazelhurst, WI) offers quality traps and animal handling equipment, and superior customer service. Our products are effective, easy to use, reliable and safe for you and the animals. We have partnered with reputable organizations such as Neighborhood Cats and Fix Nation in order to provide a nice selection of TNR products. **715-356-4600 • trapem@livetrapp.com • livetrapp.com**

**VegMichigan** (Royal Oak, MI) is an organization (non-profit) dedicated to the education of the multiple benefits of a vegan lifestyle, including health, environment and animal compassion. **877-778-3464 • info@vegmicigan.org • VegMichigan.org**

**Zoetis** (Florham Park, NJ) Zoetis (zo-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. With approximately 9,800 employees, Zoetis has a local presence in approximately 70 countries, including 28 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. **317-306-5657 • jeff.lafave@zoetis.com • ZoetisUS.com**



## Michigan Pet Fund Alliance Presents

No Kill Equation = Proactive Redemptions • Compassionate Director • Volunteers

# Getting to the Goal

Michigan's No Kill Conference

Foster Care • High-Volume, Low-Cost Spay/Neuter • Comprehensive Adoption Programs • Pet Retention • Medical and Behavior Programs • Public Relations • Community Involvement • Feral Cat TNR

# Conference Program

September 4 & 5, 2014 • Troy, Michigan

*Getting to the Goal is proudly sponsored by...*



# Welcome

## Welcome to the 2014 Getting to the Goal No Kill Conference

The Michigan Pet Fund Alliance is pleased to produce Michigan's fourth No Kill statewide learning event and Michigan's premiere of the film *Redemption*.

With incredible sponsor support this year, we are privileged to gather numerous national experts, several involved in cutting-edge research in best practices for sheltering and homeless companion animal welfare. Some of what you will hear will challenge what you have learned and believe. Keep your mind open: remember there was a time when people universally accepted that the world was flat. What you "know" might be a myth!

We are making great progress toward the goal. When Michigan Pet Fund Alliance formed in 2003, over 110,000 dogs and cats were being killed in Michigan shelters. In 2013, ten years later, the number is down to 45,000.

Michigan is leading the way. We celebrate the eight low-cost/high-volume spay/neuter clinics serving Michigan which are instrumental toward meeting our goal. We are perhaps the only state that has established best practices for home-based rescue organizations with our Rescue Certification Program, featured at the 2014 HSUS Expo in Florida. We launched the Judith Middleton Kroon Life-Saving Grant Program in January 2014, and have provided grants helping to save 30+ cats and dogs who otherwise would not have made it out of the shelter alive.

Homeless companion animal advocates continue to demand change throughout the state in places where animals are needlessly killed. We have witnessed turnarounds in the counties of Livingston, Wexford, and Macomb. MiPACA (Michigan Political Action Committee for Animals) was formed last year to identify and support change-agent candidates in communities where elected officials are satisfied with status quo. Work continues in Bay, Genesee, Gratiot, Lapeer, Oakland, Saginaw and others.

We joyfully recognize 20 No Kill counties out of 83 in Michigan, with the entire Upper Peninsula close to the goal. We acknowledge and greatly appreciate the new leadership at the Michigan Department of Agriculture and Rural Development, which has demonstrated a new commitment regarding accountability and performance of licensed shelters.

Learn, network, and enjoy. If there is one thing we have learned in the No Kill companion animal welfare movement: *ONE PERSON CAN TURN EVERYTHING AROUND.*



**Deborah Kay Schutt, Chair, Michigan Pet Fund Alliance**

## Thursday, September 4

### Noon – 5 p.m. Registration

Area outside of Salon B/C

### 1:00 p.m. Conference Chair Greeting

Salon B/C

### 1:05 – 1:45 p.m. Opening Keynote: We Can Do It!

#### Nathan Winograd (No Kill Advocacy Center)

Salon B/C

The No Kill movement seeks to overcome a great harm -- shelter killing -- through the power and potential afforded by a community when it collectively volunteers, fosters, adopts, rescues and donates. That spirit brings to mind the determination and optimism that in many ways characterized America at the middle of the 20th century. As a nation, we have risen to the call of history before and we can do it again today!

### Breakout Session A: 2:00 – 3:00 p.m. (3 options)

#### No Kill 101: What It Is, What It Isn't, How It Works

##### Deborah Schutt (Michigan Pet Fund Alliance)

Surrey

Animal welfare is filled with myths and misunderstandings, including what the No-Kill movement is all about. This session will cover the basics and answer questions, including an overview of common misconceptions; the importance of transparency, data-gathering, and shared definitions; what it means to be a no-kill community, the programs of the No-Kill Equation and how a shelter can use them to raise its save rate.

#### How We Make it Work: Busting Myths, Working Together, Best Practices, and Saving Treatable Pets

##### Courtney Protz-Sanders (Mi-PACA; Paws for Life Rescue)

Sheffield

Can the animal advocates, rescue groups, and shelters of Michigan come together to save all our healthy and treatable pets? Yes, if we stop believing unproven or disproven myths, learn what works and doesn't work and share that information openly, and utilize existing resources for success. Learn more about the Michigan Pet Fund Alliance's best practices for animal rescue groups and the Judith Middleton Kroon Fund for helping pay the veterinary expenses of treatable pets pulled from shelters in this session.

## Everybody Wins: Learn How to Change the Way Animal Groups and Veterinarians Work Together

**Christie Keith (Michigan Pet Fund Alliance)**

Sussex North

Sponsored by:



**Maddie's Fund**

to improve veterinarians' bottom lines while getting veterinary care for more homeless pets.

We can't achieve No Kill without veterinarians, but relationships between vets and animal organizations are increasingly strained because we don't have an accurate picture of what's happening in each other's fields today. Christie Keith has worked in both animal welfare and veterinary medicine as a communications consultant since 1991, and will give a crash course in understanding each other's positions and designing working relationships that genuinely benefit everyone involved. Included will be ideas for specific free programs

### Breakout Session B: 3:15 – 4:15 p.m. (3 options)

#### Using Legislation to Get to No Kill

**Nathan Winograd (No Kill Advocacy Center)**

Surrey

The state of Delaware reduced killing in all shelters across the state by 78 percent. California increased the number of animals saved by rescue groups 370 percent (over 46,000 animals a year) while cutting costs and bringing in almost \$2,000,000 in added revenue. The shelter in Austin, Texas, went from fighting No Kill to saving over 90 percent of its homeless animals in just a few months. San Francisco, once the safest community for homeless dogs and cats in the U.S., became so while saving nearly \$500,000 a year in animal control costs. They didn't do it by changing directors, by spay/neuter, or even by focusing on adoptions. They did it by legislation. Find out why reforming the laws might be your best route to saving all your community's healthy and treatable pets.

#### What if Everything You Know About Marketing Pets for Adoption Is Wrong?

**Christie Keith (Michigan Pet Fund Alliance)**

Sheffield

Which of these do you believe? *Craigslist is evil. People who adopt pets for free don't value them. People don't want to adopt pit bulls or feral cats. Black pets are harder to adopt than other colors. People adopt pets because they want to save their lives. Sad stories motivate people to make the adoption decision.* Most of us believe some or even all those things. Are they true? Find out what the data tells us, along with learning marketing tips that really work to get pets adopted!

## What People and Pets Really Need: How to Offer Genuine Help to Keep Animals in their Homes

**Jennifer Clarkson, Christina Kotowski, Melissa Miller-Szumliński (Dog Aide)**

Sussex North

What special challenges do the animals in your community face? What challenges do the people who want to help animals face? Where should you direct your resources for the most impact? In this presentation, you can learn how to help animals in your target communities from a group that seeks to identify needs, supply owners with food and daily care items, provide access and financial help for routine veterinary care, and network with rescues and community organizations in the Detroit area. If they can do it, so can you!

### 4:30 - 5:30 p.m. Keynote 2: MDARD Companion Animal Programs - Successes and Challenges of 2014

**James Averill, DVM, PhD (Michigan Department of Agriculture and Rural Development Animal Industry Division) and staff**

Salon B/C

Since taking over as Michigan State Veterinarian last year, James Averill, DVM, PhD, has made huge changes in the MDARD's companion animal programs, particularly in enforcing regulations in poor-performing animal shelters in the state. Dr. Averill will appear with his staff to participate in a Q&A with conference attendees and discuss the successes and challenges of MDARD's programs.

### 5:30 – 6:15 p.m. Cocktail Reception

Area outside of Salon B/C

### 6:15 p.m. Awards Banquet

Salon B/C

Join us for cocktails, networking, dinner, and the annual awards program to recognize Michigan's top-performing and most-improved shelters.

### 8:15 – 9:15 p.m. Michigan premiere of *Redemption*

Salon B/C

Based on Nathan Winograd's groundbreaking book of the same name, this is the story of animal sheltering, which was born of compassion and then lost its way. It is the story of the No Kill movement, which says we can and must stop the killing. It is about heroes and villains, betrayal and redemption. And it is about a social movement as noble and just as those that have come before. But most of all, it is a story about believing in the community and trusting in the power of compassion.

## Friday, September 5

### **7 – 10 a.m. Registration**

Area outside of Salon B/C

### **7:30 a.m. Buffet Breakfast**

Area outside of Salon B/C

### **8:15 – 8:30 a.m. Michigan Update**

#### **Deborah Schutt (Michigan Pet Fund Alliance)**

Salon B/C

How is Michigan doing in its goal to save all our healthy and treatable homeless pets?

### **8:30 - 10:30 a.m. Keynote 3: New Approaches for Community Cats**

#### **Kate Hurley, DVM, MPVM (Koret Shelter Medicine Program, UC Davis) and Julie Levy, DVM, PhD (Maddie's Shelter Medicine Program, University of Florida College of Veterinary Medicine)**

Salon B/C

Historically, many shelters have routinely admitted more healthy cats than they could save. While the intention behind this practice has been to protect both cats and communities, the result has been chronically over-crowded shelters and the deaths of many millions of cats. At one time, this was seen as sadly inevitable. However, new research and innovative programs suggest that there are humane and cost-effective alternatives to this traditional approach. These strategies can virtually eliminate shelter crowding and save the lives of cats. Find out how this holistic approach to unwanted and free-roaming cats allows shelters to focus on positive, life-saving programs that account for the needs of pets, wildlife and people in our communities from two of the nation's leading experts on animal sheltering.

### **Breakout Session C 10:45 – 11:45 a.m. (3 options)**

#### **Citizen Lobbying: How to Effectively Advocate for Animals to Legislators**

##### **Julie Lewin (National Institute for Animal Advocacy)**

Surrey

Power to win strong laws for animals requires a political organization that endorses candidates for election and grows constantly. In deciding how to vote on your bill, the first thing the lawmaker considers is how many Election Day votes your group's endorsement could deliver. In this presentation from the founder of the National Institute for Animal Advocacy, you'll learn: How lawmaking is an elaborate step-by-step process, with each step a danger for your bill; why your group needs fewer members to be more powerful than you realize; easy recruitment strategies for the group and you, the individual activist; why typical petitions, media coverage and protests are weak tools for winning legislation, and more.

### **Moving Beyond Breed**

#### **Kim Wolf (Beyond Breed)**

Sheffield

Why do some people believe that breed-specific policies are needed in shelters? Is messaging from the animal protection community effective, or is it causing a backlash? Is talking about dogs primarily in terms of breed helpful to animal welfare goals, or are we unwittingly reinforcing stereotypes and preventing successful adoption matches? Hear about groups that have taken a fresh look at their own programs, and learn how to be more effective in communicating about adoptions and outreach.

### **Making Your Shelter the Cat's Meow: Enrichment for Dogs and Cats**

#### **Mike Fry (Animal Ark Shelter)**

Sussex North

Several years ago, Animal Ark was a poor, under-funded shelter in the small town of Hastings, Minnesota. Its modest shelter facility (which was originally built with a budget of about \$250,000) was in disrepair. The agency had no money in the bank and a tiny operating income. Today, they've made changes that improved animal health and behavior, made cleaning and maintenance easier, and increased adoptions. In this session, you'll learn how a small, poor, rural shelter created some of the finest animal housing available for shelter animals, and how you can do the same!

### **12:00 – 1:00 p.m. Lunch and Keynote 4: Leadership: A How-To Guide for Doing the Impossible**

#### **Mike Fry (Animal Ark Shelter)**

Salon B/C

"Compassionate leadership" is one of the must-haves of the No Kill Equation, but putting that leadership in place in a poorly-performing shelter often seems impossible. In this half-hour lunchtime keynote, Animal Ark Executive Director Mike Fry lays out a step-by-step process for getting it done.

### **Breakout Session D 1:15 - 2:15 p.m. (3 options)**

#### **Helping Pets by Supporting People: A Comprehensive Approach to Community Welfare**

##### **Kim Wolf (Beyond Breed)**

Surrey

In every community, certain pets are more at risk for entering the shelter system and less likely to be adopted. But the animals are just one part of this story; for every pet that ends up in the shelter, there is a human component as well. By moving our discussions beyond animal welfare to community welfare as a whole, we can implement a comprehensive approach



that benefits people and pets alike. Kim Wolf is a social worker in Brooklyn, and brings a rare breadth and depth to the issue of helping pets in underserved communities – including data and insights that will surprise you!

**Behavior Assessments in Shelters: How Bad Tests Are Killing Good Dogs (runs through Session E): Karen L. Overall, MA, VMD, PhD (Center for Neurobiology and Behavior, University of Pennsylvania School of Medicine)**  
*Sheffield*

*Sponsored by: Dr. Marty Becker*



In this session, never before presented at an animal sheltering conference, one of the world's most renowned veterinary behaviorists takes a critical look at existing animal assessment protocols in shelters. She offers guidelines to identify the types of data most likely to help shelters understand the needs of the animals in their care and by doing so, better meet the animals' needs, the adopters' needs, and the needs of the shelter.

**Innovations in Fundraising**  
**Mike Fry (Animal Ark Shelter)**  
*Sussex North*

All shelters and rescue groups need money. How do you bring in the dollars that let you save animals' lives? By getting creative! Get the latest on new and unconventional methods of raising funds for caring for and adopting out homeless pets in this session with a shelter director who's been there!

**Breakout Session E 2:30 - 3:30 p.m. (3 options)**

**Smashing the Political Brick Wall: Advocating for Change at the City & County Levels**  
**Courtney Protz-Sanders (Mi-PACA; Paws for Life Rescue)**  
*Surrey*

As a city or county resident, you want to see changes or improvements for animals at the local level, but where do you start? How do you get their attention? What do you do when they slam the door or ignore you? Whether it's taking on shelter reform or passing local animal-friendly ordinances, Michigan's Political Action Committee for Animals (Mi-PACA) has its thumb on local politics and who is doing what for or against animal welfare initiatives. Learn how to make changes at the local level to improve the lives of your community's pets, farm animals and wildlife. This very simple concept of a PAC as the voice for Michigan's animals has already led to major changes in cities and counties throughout Michigan. Find out how you can get involved!

**How Great Customer Service Saves Animals' Lives**  
**Tanya Hilgendorf (Humane Society of the Huron Valley)**  
*Sussex North*

Great customer service is critical to organizational excellence and mission success. It increases the number and quality of adoptions, spreads goodwill, generates donations, and generally makes everyone feel better. The rewards are exponential. So why is it such a challenge? In this workshop, we will put all of our baggage on the table and figure out how to get over our anger and frustration to ensure that we treat two-footed animals with the compassion, respect, and responsiveness we give the four-footed ones.

**Transitioning to No Kill in a Municipal Shelter**  
**Jeff Randazzo (Macomb County Animal Control)**  
*Salon B/C*

Macomb County is becoming a leader in animal welfare under executive Mark Hackel and shelter director and animal control chief Jeff Randazzo. Since he took over in 2012, the live release rate at the shelter improved from 37 percent to over 80 percent. In addition, Macomb is implementing an innovative, lifesaving program for community cats. Creation of new ordinances for puppy mills and pets stores has been stepped up as well as enforcement of existing ordinances. Chief Randazzo will speak about the successes and remaining challenges of implementing these changes against a backdrop of running a large municipal shelter that also provides animal control services.

**Breakout Session F 3:45 - 4:45 p.m. (3 options)**

**It Can Happen Here: Hundreds of No Kill Communities Show the Way**  
**Chris Anderson (Michigan Pet Fund Alliance)**  
*Surrey*

Ten years ago there was only a handful of No Kill communities; today there are hundreds. This presentation will look at the rising trend in No Kill communities over that time period. It will look at how the shelters in these communities are structured, how they collaborate with other organizations, and how they are innovating. The presentation will highlight case studies of various communities that are saving more than 90 percent of their homeless pets, and demonstrate that big or small, private or municipal, it is possible for nearly any community to do the same. It will also cover the recent surge in the number of big metro areas making tremendous strides to achieve No Kill.

## What Your Animal Organization Needs to Know to Make a Real Difference

### Amber Sitko (All About Animals Rescue)

Sheffield

There are principles that will help any organization succeed in offering help to animals in need and their human families. Even more importantly, without incorporating those principles into your organization's work, your message will fall on deaf ears. Learn what those principles are and how to implement them from Amber Sitko, founder of All About Animals in Warren, Mich., which provides high-quality, low-cost spay/neuter and vaccines, maintains a pet food pantry, utilizes a network of foster homes to give unwanted pets a safe place until their forever home is found, and leads the Southeast Michigan feral cat Trap-Neuter-Return effort.

## Why No Kill Makes Dollars and Sense: The Economics of No Kill Sheltering

### Reva Laituri (UPAWS)

Sussex North

When the Upper Peninsula Animal Welfare Shelter (UPAWS) first made the decision to stop the needless killing of animals and begin implementing life-saving measures, its financial future was bleak; in fact, the shelter was only a few short months away from closing its doors. Its Board of Directors thought saving animals was going to be more costly than killing them, and yet moved forward anyway. What were they thinking? And what happened to flip the financial outlook for a shelter running out of time?

## Thank You!

Thank you to the conference committee and to the sponsors who made this event possible:

- Animal Farm Foundation
- Bissell
- Datamars/Petlink
- Dr. Marty Becker
- Embrace Pet Insurance
- GG's Journey
- Maddie's Fund
- No Kill Nation
- Petsmart Charities
- Tomahawk Live Trap

Also special thanks to Graphic Designer Julie Janowski and Bev Ostrom (theinnovations.net)



## 2014 Conference Speakers

Get to know our speakers!



**Chris Anderson** began his journey in animal welfare in 2007 volunteering with his wife, Lorene, at the Almost Home animal shelter in Southfield, MI. Later he joined the board of directors of the Michigan Pet Fund Alliance. Chris is the chair for the 2014 MPFA No Kill conference and has served on various planning committees for previous conferences. He is also a member of the Board of Trustees of the Michigan Political Action Committee for Animals. Chris currently resides with his wife, Lorene, in southeastern Michigan, where his cat Tyler is frequently on his mind.

**James Averill, DVM, PhD** received his doctorate of veterinary medicine in 2001 from Michigan State University. Upon graduation he went to work for USDA-Veterinary Services, Michigan office, as a Veterinary Medical Officer for bovine TB. James returned to Michigan State in 2002 to pursue a PhD in Epidemiology, which was completed in February 2009. From 2006 to 2008, Dr. Averill worked for the Michigan Department of Community Health as Deputy Coordinator for Pandemic Influenza. In August of 2009, Dr. Averill joined Michigan Department of Agriculture, Animal Industry Division as the Bovine TB Eradication Program Coordinator. In June of 2011, he became the Animal Industry Division Director. Then in June 2013, Dr. Averill assumed the role of State Veterinarian while maintaining Division Director responsibilities. Dr. James Averill resides in Webberville, MI with his wife, Donna.



**Jennifer Clarkson** is the Board President and Executive Director of Dog Aide in the city of Detroit. Dog Aide's mission is to educate dog owners, identify needs of communities, supply owners with food and daily care items, provide access and financial help for routine veterinary care, and network with rescues and community organizations to help people get the food and financial assistance they need. Jen has a background in health care including long term care and emergency medicine. She earned her BS from CMU in Community Development and has been actively involved in volunteer work for many years. She is the proud mother of two young boys as well as Grace (rescue pitbull), Squelch (ornery old rescue kitty), and Rainbow (rescue turtle).

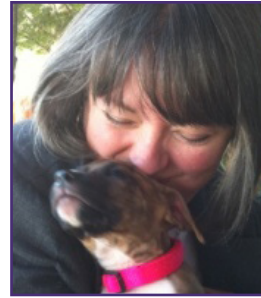


**Mike Fry** is the former Clinic Coordinator for the Wildlife Rehabilitation Clinic at the University of Minnesota and the former Rehabilitation Manager for the HOWL Wildlife Rehabilitation Center in Seattle, Washington. Currently, he is the Executive Director of Animal Ark, Minnesota's first and largest No Kill animal shelter. Under his leadership, Animal Ark created the first No Kill community in Minnesota and maintains one of the highest save rates in the nation. Mike is also the creator of Just One Day, a campaign of Animal Ark and the No Kill Advocacy Center which encourages shelters across the nation to embrace the programs and services of the No Kill Equation every June 11, the anniversary of Tompkins County, New York's No Kill success. Each year, this campaign saves the lives of tens of thousands of shelter animals. He is also co-host of Animal Wise Radio.

**Tanya Hilgendorf** has a BA in Political Science from University of Michigan and a Masters in Social Work Administration and Public Policy from Wayne State University. Her life's focus is on protecting the vulnerable, and transformational leadership that helps failing nonprofit organizations achieve mission success. Prior to working at the Humane Society of Huron Valley (HSHV), she was the Executive Director of Ozone House, serving runaway and homeless youth and families in crisis. She has been with HSHV for nine years. With an incredible team of staff, volunteers, and supporters, HSHV has become a thriving, dynamic multi-service animal welfare organization with nearly 100 employees, 700 volunteers, and an 87% save rate focused on rescuing, healing, saving and protecting. It resides in a newly built state-of-the-art animal care center that helps nearly 15,000 animals a year. HSHV has a 4-star rating from Charity Navigator, and has received numerous awards for customer service, management excellence, and humane education, and was named MPFA Outstanding Large Open Admissions Shelter three years running. Tanya currently is the proud mom of six felines, a German Shepherd, and a teenaged human.

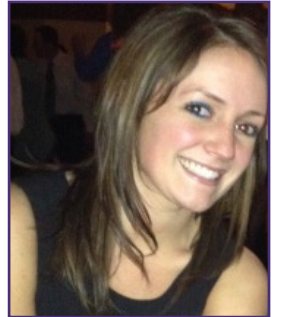


**Kate Hurley, DVM, MPVM** began her career as an animal control officer in 1989. She graduated from the UC Davis School of Veterinary Medicine in 1999, and in 2001 returned to UC Davis to become the first in the world to undertake a residency in Shelter Medicine. She now directs the UC Davis Koret Shelter Medicine Program. Her proudest achievements include co-authoring the "Association of Shelter Veterinarians' Guidelines for Standards of Care in Animal Shelters," and co-editing the textbook "Infectious Disease Management in Animal Shelters". She loves all things shelter-related, but her particular interests include welfare in confinement, humane and effective community cat management strategies, infectious disease, and unusually short dogs.



**Christie Keith** is social media manager for The Shelter Pet Project, the first public service campaign promoting an animal welfare cause in the Ad Council's 60-year history. She also consults on social media and communications for a number of veterinary and animal welfare organizations, including Maddie's Fund and Dr. Marty Becker, the veterinarian on "The Dr. Oz Show" and "Good Morning America." As a writer and editor, her work has appeared in the San Francisco Chronicle/SFGate.com, Bark Magazine, and the nationally-syndicated newspaper feature "Pet Connection." She is the past director of The Pet Care Forum on America Online as well as of the Veterinary Information Network's pet owner website, and was founding editor of VeterinaryPartner.com. She has spoken on marketing, PR, and traditional and new media at a number of animal sheltering conferences including the National No Kill Conference, Best Friends' No More Homeless Pets, and HSUS Animal Care Expo.

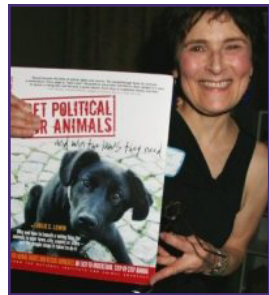
**Christina Kotowski** became involved in animal rescue in 2010, volunteering and fostering for a number of rescues in Southeast Michigan. In 2013, she became active in organizing and educating her community to bring awareness to the issue of breed specific legislation in Waterford, MI. Christina began her involvement in Dog Aide shortly after it was founded in 2012. She began volunteering in community outreach and assisting answering the Dog Aide hotline. Her passion for the people and pets of Detroit led her to take a leadership role as community liaison, managing the distribution of food and supplies to over 40-50 households each month.



**Reva Laituri** has been a volunteer at Upper Peninsula Animal Welfare Shelter (UPAWS) for 25 years and has served on the Board of Directors for 17 years, the last five as president. Currently she also serves as Chairperson of the Personnel, Fundraising, and Awards committees, sits on several others, and is the Assistant Treasurer. She lives in Negaunee with her husband, five dogs, and the occasional foster dog.



**Julie Levy, DVM, PhD** is director of Maddie's Shelter Medicine Program at the University of Florida. Dr. Levy's clinical interests center on the health and welfare of animals in shelters, feline infectious diseases, and humane alternatives for cat population control, including contraceptive vaccines for cats. She is the founder of Operation Catnip, a nonprofit university-based community cat spay/neuter program that has sterilized nearly 40,000 cats in Gainesville, Florida since 1998. Dr. Levy has published more than 100 journal articles and textbook chapters, many focusing on community cat issues. She is the recipient of the Carl J. Norden-Pfizer Distinguished Teacher Award, Outstanding Woman Veterinarian of the Year, and the European Society of Feline Medicine Award for Outstanding Contributions in the Field of Feline Medicine.



**Julie Lewin** is founder and president of NIFAA: National Institute for Animal Advocacy. NIFAA's mission is to convince advocates that state and local political organizations must be a mandatory component of their advocacy and to teach them how to be political. She's been an animal rights activist, a statehouse lobbyist for several animal advocacy organizations, and a journalist. She is author of the highly-praised, comprehensive how-to book, *Get Political for Animals and Win the Laws They Need: Why and How to Form a Voting Bloc for Animals in Your Town, City, County and State--and the Simple Steps It Takes to Do It*. Her webinars include, "Get Political for Animals and Win the Laws They Need;" "How the Lawmaking Process REALLY Works, and How to Impact Each Step;" "How to Launch and Run Your Political Organization for Animals;" and "How to Reform Your Local Animal Shelter and Animal Control Department."

**Melissa Miller-Szumliński, CPDT-KA.** After matching dogs with families as an adoption counselor in 2005 and working with shelter dogs on socialization and basic obedience, Melissa realized one of the best ways to keep dogs out of rescues and shelters was to help restore the original spirit that caused dogs to bond with humans in the first place. She began studying dog training and behavior and received her CPDT-KA credentials in spring of 2011. Along with eight other individuals, she co-founded Dog Aide in the spring of 2012. The organization's focus is on increasing pet retention and educating pet owners on dog health, behavior, and daily care. Melissa is contract staff for the Humane Society of the United States' Animal Rescue Team establishing emergency animal sheltering during natural disasters and large-scale hoarding or neglect criminal cases.



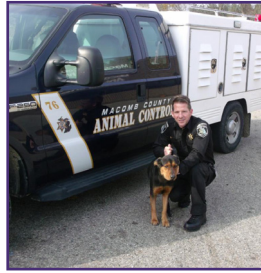
**Karen L. Overall, MA, VMD, PhD, DACVB, CAAB,** has BA, MA and VMD degrees from the University of Pennsylvania and a PhD degree from the University of Wisconsin-Madison. She did her residency training in veterinary behavioral medicine at the University of Pennsylvania. Dr. Overall is a Diplomate of the American College of Veterinary Behaviorists (DACVB) and is certified by the Animal Behavior Society as an Applied Animal Behaviorist (CAAB). She has served on the faculties of both the veterinary and medical schools at the University of Pennsylvania and ran the Behavior Clinic at Penn Vet for more than a dozen years. Dr. Overall lectures at veterinary schools world-wide and is an Adjunct Associate Professor in the University of Missouri, College of Veterinary Medicine, Department of Clinical Sciences. Dr. Overall is the editor-in-chief of *Journal of Veterinary Behavior: Clinical Applications and Research* (Elsevier). She has been named the North American Veterinary Conference (NAVC) Small Animal Speaker of the Year and frequently consults with governments world-wide about legal and welfare issues of pet dogs and behavioral, welfare and performance issues pertaining to working dogs. Her research focuses on neurobehavioral genetics of dogs, the development of normal and abnormal behaviors and how we assess behavior, especially as concerns working dogs. Her favorite collaborator is her husband, Dr. Art Dunham, with whom she shares a household of four much loved, rescue Australian Shepherds.

**Courtney Protz-Sanders** is a Board Trustee for Michigan's Political Action Committee for Animals (Mi-PACA) and is the founder and executive director of Paws for Life Rescue, a foster-based animal welfare organization operating throughout southeast Michigan. Courtney has more than 15 years of experience in the field. Employed by the Dumb Friends League, a large open admission humane society with intake numbers averaging 75 a day in Denver, Colorado, from 1999 through 2004, Courtney has since volunteered her time at various shelters in Oakland County. She is an active volunteer of NDART (National Disaster Animal Response Team) and was deployed to New Orleans following Hurricanes Katrina and Rita in 2005, to San Diego following the wildfires in 2007, and most recently to a Livingston County puppy mill bust in May 2014. Courtney works full-time in the auto industry in addition to managing Paws for Life Rescue and Mi-PACA. She graduated from Michigan State University in 1999 with a Bachelor of Arts in communication, then earned a Master of Science degree in public relations in 2002 from the University of Denver. Courtney's family consists of rescued animals: pibble mixes Peanut and Tyson and cats Marley and Pippin, as well as several foster animals at any given time.





**Jeff Randazzo** currently serves as the chief animal control officer and director of Macomb County Animal Control. Jeff attended Michigan State University where he studied equine science and livestock management, which prepared him for his employment with the City of Detroit as a horse trainer and instructor for the Detroit Mounted Police. For the last decade, Jeff's professional career has concentrated on various aspects of welfare for homeless animals, from animal evaluator and adoption counselor, to veterinary and surgical assistant, to animal control for both municipal and nonprofit shelters. Chief Randazzo brings with him a new vision and strong law enforcement skills, which makes him an amazing advocate for animal welfare.



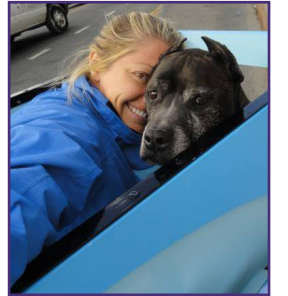
**Deborah Schuff** is chair and one of the founders of the Michigan Pet Fund Alliance. She is an urban planner by profession. After 21 years working for the public sector, she established her own consulting firm 17 years ago, working out of her home, which allowed her to volunteer as a foster parent for puppies. As she became more familiar and more involved with animal welfare, Deborah became acutely aware of the lack of planning, collaboration and use of systematic approaches, which were successfully used in other areas of her profession, to solve and address problems and issues in animal welfare. She became convinced that animal homelessness in Michigan could be solved, including saving the more than 100,000 animals annually euthanized in shelters, if a different approach was taken. Since the Michigan Pet Fund Alliance has been providing information on best practices and supporting advocacy, Michigan shelters have reduced the number of animals euthanized annually in shelters to 57,000.

**Amber Sitko** By profession, Amber is a computer consultant with Microsoft for over 14 years and has a Masters of Business Administration from Wayne State University. By passion, she founded All About Animals Rescue (AAAR) in 2005. The organization has gone from primarily adopting out animals, from over 300 a year, to opening a full time spay/neuter clinic in 2008. The operational budget has grown from \$80,000 annually to over \$2.5 million currently, reaching more than 60,000 cats and dogs each year with care. Amber has successfully obtained grants in the tune of over \$1 million dollars and developed fund raising and strategic plans for the organization. She has also created Spay Michigan, a statewide toll-free hotline modeled after SPAY/USA, a TNR program that is the first of its kind in Michigan, and has worked with HSUS to make Detroit a Pets for Life mentorship city.



**Nathan Winograd** is the Executive Director of the national No Kill Advocacy Center, a graduate of Stanford Law School, a former criminal prosecutor and corporate attorney. He has spoken nationally and internationally on animal sheltering issues, has written animal protection legislation at the state and national levels, has created successful No Kill programs in both urban and rural communities and has consulted with a wide range of animal protection groups, including some of the largest and best known in the nation. His book *Redemption* presents the No Kill Equation (the formula for ending the killing of animals in shelters), promotes the need to legislate No Kill through shelter reform legislation, and includes a proposed model law. *Redemption* is the most critically acclaimed book on the topic in the United States, winner of five national book awards, and inspiration of a documentary film of the same name. Nathan is currently touring the country with the film, with September 4, 2014, in Troy as the Michigan premiere.

**Kim Wolf** is the Executive Director of Beyond Breed, a nonprofit corporation dedicated to supporting the bond between people and pets. She runs a grassroots project called "Ruff Riders" that assists pet owners in under-resourced neighborhoods in New York City. She is also employed as a social worker for a program supporting senior citizens and their pets in Manhattan. Her previous experience in animal welfare includes positions at the Pennsylvania SPCA, Maddie's Shelter Medicine Program at the University of Florida College of Veterinary Medicine, and Animal Farm Foundation. Kim has also been a social worker for older adults and vulnerable individuals in New York City and Philadelphia, and she spent four years at AARP in Washington, DC doing policy and communications projects. She has presented at numerous animal welfare and aging conferences around the country, and has received awards for her community outreach and advocacy efforts (including the "Humane Outreach Award" from the Pennsylvania SPCA). Kim lives in Brooklyn, New York, with her six adopted dogs.



## Exhibitors

Visit our exhibitors located throughout the hallways!

**All Species Kinship** (Battle Creek, MI) A non-profit helping all animals! Mobile, direct-outreach services distributing free relief supplies to 24/7 outside dogs to encourage transition inside, injured/orphaned wildlife assessment/rescue, and domestic fowl sanctuary for abandoned birds. **517-596-7777 • liberatanimls@hotmail.com • allspecieskinship.org**

**Bissell** (Grand Rapids, MI) For 138 years and counting, Grand Rapids-based BISSELL Homecare, Inc. has developed innovative floor care solutions that make cleaning easier, especially with pets! The BISSELL Pet Foundation has a mission to help reduce the number of animals in shelters and to support organizations dedicated to the humane care and treatment of animals through pet adoption, spay/neuter programs, microchipping and foster care and is funded in part through the sales of BISSELL pet products. **www.bissell.com**

**CosmoRiley** (Clawson, MI) – CosmoRiley is the maker of the GoFer for dogs who love to go for rides. The GoFer greatly reduces driver distraction while allowing full movement of the pet with greater security. **248-602-2008 • craig@cosmoriley.com • goferrides.com**

**Datamars/Petlink** (Woburn, MA) Manufacturer of ISO compliant microchips and universal scanners for companion animal identification. Also own the registry and lost/found recovery service PetLink.net. **781-281-2216 • datamars.com • petlink.net/us**

**Dichroic Glass by Laurie K** (Commerce Twp, MI) Pawprint and pet-related jewelry. Handcrafted pendant necklaces, bracelets, earrings, pins, hair accessories and nightlights. **248-722-1989 • lkwhisnant@yahoo.com • dichroicglassbylauriek.com**

**Embrace Pet Insurance** (Cleveland, OH) offers nose-to-tail accident and illness coverage for cats and dogs. Embrace also features unbeatable wellness rewards for routine care costs and is backed by caring individuals who understand pets are family. **800-511-9172 • embracepetinsurance.com**

**GG's Journey** (Northville, MI) A very special dog inspired GG's Journey. One sweltering morning, an abandoned but beautiful dog—Gorgeous Gal (GG), was found lying under a majestic oak tree in Detroit. She was a three-year-old mixed breed of American bulldog and Staffordshire terrier. Somehow, she had made it through Detroit's frigid winters and sweltering summers, but was growing sick and losing strength. Still, she had a glimmer of hope. She deserved a chance. GG's friends found her a loving home where she lives today, but not every abandoned animal is as fortunate. 15% of the net proceeds of GG products are used to rescue homeless animals, TNR, spay/neuter, and assist those in need with medical costs for their pets. **313-910-9200 • info@ggsjourney.com • ggsjourney.com**

**G.R.A.C.E.** (Belleville, MI) Greyhound Retirement Adoption Care and Education a non-profit corporation registered in the State of Michigan. G.R.A.C.E. is an all volunteer organization that works to find permanent homes for retired racing Greyhounds. **734-347-5061 • 586-924-4927 • www.houndsofgrace.org**

**Helping Lost Pets** (Markham, ON) HelpingLostPets.com is a National Pet Registry. When a pet is listed, we send email and text alerts to our members in the area. We provide tools to make it easy to share the pet listings on social media like Facebook, Twitter, Google+, LinkedIn, Pinterest and more. We are connected with animal shelters, humane societies, lost and found pet recovery groups, veterinarians, pet rescues and many other pet businesses and organizations. **647-955-8439 • info@helpinglostpets.com • HelpingLostPets.com**

**Make Michigan Next** is a campaign to end breed specific legislation (BSL) in the state of Michigan. Backed by a coalition of animal welfare organizations, MMN will collaborate with lawmakers to draft legislation to protect the rights of pet owners and prohibit cities, townships and counties from establishing breed discrimination laws. Municipalities with breed discrimination laws currently in effect will be required to replace them with responsible pet ownership laws. **248-457-5248 • mmn@mi-paca.org • mi-paca.org/mmn#!mmn/c1ouz**

**Michigan Pet Fund Alliance** strives to end the killing of healthy and treatable homeless cats and dogs in Michigan by collaborating with animal shelters and rescue organizations to achieve No Kill through training, technical assistance, education and advocacy. MPFA produces the annual No Kill conference, administers the Michigan Rescue Certification Program, provides funds to Certified Rescues through Judith Middleton Kroon grants to assist with costs of sick and at-risk shelter pets, and publishes the annual Save Rate Report to recognize top Michigan shelters and allow citizens to gauge the performance of their local shelters. **877-387-7257 • info@michiganpetfund.org • michiganpetfund.org**

**Mi-PACA** (Southfield, MI) is Michigan's Political Action Committee for Animals, organizing voters and endorsing elected officials who support shelter reform and animal protection legislation. **248-761-7716 • info@mi.paca.org • mi-paca.org**

**Ogena Solutions** (Stoney Creek, ON) is dedicated to providing effective, environmentally friendly bio-security products, equipment and protocols. It currently operates in the animal health, cleaning and disinfection chemicals and equipment sectors including veterinary, food animal and general farm applications. Ogena Solutions produces and markets only environmentally responsible products which can be obtained through sustainable sources. **855-900-8822 • inquiries@ogenasolutions.com • ogenasolutions.com**