

The 6th Annual

TAKING
ACTION!
FOR ANIMALS



THE HUMANE SOCIETY
OF THE UNITED STATES

July 23–26, 2010

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WELCOME

DEAR FRIEND OF ANIMALS,

ON BEHALF OF THE HUMANE SOCIETY of the United States, welcome to Taking Action for Animals 2010 in the heart of Washington, D.C. Now in its sixth year, Tafa—the leading and largest national conference in the animal advocacy movement—has once again brought together the most innovative and talented leaders in the field today.

This year's theme is "Making a Difference in Your Community," and the workshops and speakers throughout the weekend will offer countless lessons that you can implement in your own city, state, and neighborhood. Interested in passing a local ordinance? Working with your urban community to put an end to dogfighting or dog chaining? Learning to talk to opponents, companies, and elected officials to make the best possible case for animal protection? Assisting your local animal shelter? Whether you are a seasoned advocate or just venturing into the world of animal protection, this conference will offer the latest ideas and solutions that can help you make a real difference.

We have seen major advances for animals in the past year. An unprecedented 121 state animal protection laws were enacted on issues from puppy mills to animal fighting to factory farm confinement. The U.S. government banned the slaughter of adult cows too sick or injured to walk, the European Union banned the trade in commercial seal products, and thousands of animals were rescued from puppy mills, animal fighting operations, and natural disasters. All of this could not have happened without dedicated advocates like you contacting your elected officials, volunteering to help animals in need, and being a strong voice for animals in your community. With the proper tools, we can do even more in the years to come.

In addition, you will have the opportunity to connect with other advocates who share the vision of a better world for animals and people alike, meet leading authors, visit the exhibit hall, be entertained at the banquet dinner by actor and comedian Hal Sparks, and conclude this memorable weekend by joining us Monday for Lobby Day on Capitol Hill.

Thank you for being part of Taking Action for Animals 2010. The challenges facing animals are far-reaching and many, but we all can turn our passion into action and see real change for animals. We look forward to seeing you again and hearing your success stories!

Sincerely,



Michael Markarian
Chief Operating Officer
The Humane Society of the United States



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Thursday, July 22

5:00 p.m.–9:00 p.m. **Registration Open**

Friday, July 23

8:00 a.m.–9:00 p.m. **Registration Open**

9:00 a.m.–12:00 p.m. **Optional Half-Day Workshops** *Ticket Required* (extra fee; not included with full registration)
• Social Media 101: Beginner • Becoming a Citizen Lobbyist at the State and Federal Levels

12:00 p.m.–2:00 p.m. **Lunch** (on your own)

2:00 p.m.–5:00 p.m. **Optional Half-Day Workshops** *Ticket Required* (extra fee; not included with full registration)
• Combating Puppy Mills Wherever You Are • Grassroots Strategies to Combat Animal Fighting

6:00 p.m.–8:00 p.m. **Welcome Reception** Bring your free drink ticket, meet HSUS state directors, network, and have fun!

Saturday, July 24

7:30 a.m.–7:30 p.m. **Registration Open**

8:30 a.m.–9:00 a.m. **Beverage Break** Sponsored by American Anti-Vivisection Society

8:45 a.m. **Doors open—Plenary sessions**

9:00 a.m.–9:15 a.m. **Welcome Remarks**

9:15 a.m.–9:45 a.m. **Plenary: “Victories!”** Jerry Cesak

9:45 a.m.–10:30 a.m. **Plenary: The Biology of the Human-Animal Bond: New Science, New Rules** Meg Daley Olmert

10:30 a.m.–10:45 a.m. **Break**

10:45 a.m.–11:30 a.m. **Plenary: Second Nature: The Inner Lives of Animals** Jonathan Balcombe

11:30 a.m.–12:15 p.m. **Plenary: “Human(e)” a Presentation by Nigel Barker**

12:15 p.m.–3:30 p.m. **Exhibit Hall Open** (see page 6 for book signing schedule)

12:15 p.m. **Lunch** *Ticket Required*

2:00 p.m.–3:15 p.m. **Workshops**

Building Skills Track	Learning the Issues Track	Public Policy Track	Reaching Out Track
Fundraising: Helping Nonprofits in These Economic Times	From Captivity to Sanctuary	Citizen Initiatives	Researching Your Audience

3:00 p.m.–3:30 p.m. **Snack Break** Sponsored by *E–The Environmental Magazine*

3:30 p.m.–5:00 p.m. **Workshops**

Harness the Media to Communicate Effectively for Animals	Future for Horses	Using Laws and Regulations to Help Animals	Helping Your Local Shelter
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5:00 p.m.–7:00 p.m. **Exhibit Hall Open** (see page 6 for book signing schedule)

7:00 p.m.–10:00 p.m. **Banquet Dinner** *Ticket Required*. Anyone arriving after 8 p.m. will not be guaranteed a seat or meal.

Sunday, July 25

- 7:30 a.m.–5:00 p.m. **Registration Open**
 8:00 a.m.–5:30 p.m. **Student Summit** **NEW**
 8:30 a.m.–9:00 a.m. **Lobby Day Packet Pickup**
 9:00 a.m.–10:00 a.m. **"Get Ready to Lobby" training session**
 9:45 a.m.–10:15 a.m. **Beverage Break**
 10:00 a.m.–2:45 p.m. **Exhibit Hall Open** (see page 6 for book signing schedule)
 10:15 a.m.–11:30 a.m. **Workshops**

Building Skills Track	Learning the Issues Track	Public Policy Track	Reaching Out Track
Urban Chicken-Keeping: Problems and Recommendations	Emergency Animal Preparedness and Response	Advocating for Animals at the U.S. Congress Sponsored by <i>E-The Environmental Magazine</i>	Educating Your Community: Building Bridges Through Positive Communication and Effective, Inspiring Teaching

11:30 a.m. **Lunch** *Ticket Required*

1:00 p.m.–2:30 p.m. **Workshops**

Building an Effective Campaign	Outreach to Urban Communities	Advocating for Animals at the State and Local Levels	Getting Down to Business: Corporate Campaigns
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2:30 p.m.–2:45 p.m. **Break**

2:45 p.m.–4:45 p.m. **Workshops**

Making Economic Arguments for Animals	Building a Better Future for Farm Animals: Where We Need to Go From Here	Working with Law Enforcement and Shelters	Reaching Students: Organizing School Chapters and Partnering with Universities Sponsored by American Anti-Vivisection Society
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4:30 p.m.–5:00 p.m. **Snack Break**

5:00 p.m.–6:30 p.m. **Closing Plenary: Don't Let Democracy Get You Down!** Stephanie Vance

Monday, July 26

- 7:30 a.m.–8:30 a.m. **Breakfast Break** (Lobby Day participants only)
 9:30 a.m.–4:00 p.m. **Lobby Day**

SCHEDULE AT A GLANCE
 For full workshop descriptions, see pages 7–19
 Look for your room assignments on the titer provided in your attendee bag.

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Founded in 1883, the American Anti-Vivisection Society is the first organization in the U.S. dedicated to ending the use of animals in science. AAVS achieves its mission through education, advocacy, and the development of non-animal alternatives. Its education division, Animalearn, advances humane science education by providing resources, including dissection alternatives, to students and teachers.

aavs.org



E-The Environmental Magazine, the nation's only nonprofit, independent consumer publication on the environment, is a clearinghouse of information, news, and commentary on today's environmental issues. The magazine intends to inform and inspire individuals who have concerns about the environment and want to know what they can do to help bring about improvements.

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BOOK SIGNING SCHEDULE*

Take advantage of this opportunity to meet leading authors in animal advocacy. Stop by the exhibit hall to introduce yourself and have your books signed. Books may be available for purchase, courtesy of the author.

Saturday

12:15 p.m.–2:00 p.m.

Meg Daley Olmert, *Made for Each Other: The Biology of the Human-Animal Bond*

Jonathan Balcombe, *Second Nature: The Inner Lives of Animals*

Nigel Barker, photographer, judge on TV's "America's Next Top Model," and spokesperson for The HSUS ProtectSeals and ProtectSharks campaigns

5:00 p.m.–6:30 p.m.

Erin Williams, *Why Animals Matter*

Sunday

11:30 a.m.–1:00 p.m.


Gene Baur, *Farm Sanctuary: Changing Hearts and Minds about Animals and Food*

Stephanie Vance, *Citizens in Action: A Guide to Influencing Government*

Indulge and Enjoy!

In adhering to our mission to create a humane and sustainable world for all animals, The HSUS has instituted a vegan food policy for HSUS-sponsored events such as Taking Action for Animals, meaning we will be serving food free of animal ingredients. We hope you enjoy the vegan fare and encourage you to learn more about our efforts to protect farm animals by visiting humaneociety.org/humaneeating.

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OPTIONAL HALF-DAY WORKSHOPS

(NOTE: *Ticket Required.* Not included in full registration. There is an extra fee to attend these workshops.)

Friday, July 23

9:00 a.m.–12:00 p.m.

Social Media 101: Beginner

This session will cover the basics of using social media for advocacy—both personal and professional. We'll go over why you should be in the space, where you should be, and what all those crazy terms mean (hashtags?). We'll then give you 10 things you need to do to right now, and you'll plan it out so you can get started as soon as you get home.

Speakers: **Sarah Barnett**, online community manager, The HSUS; **Emily Garman**, founder, TheSocialAnimal.com; **Caroline LeFevre**, Internet marketing specialist, The HSUS; **Carie Lewis**, director of emerging media, The HSUS.

Becoming a Citizen Lobbyist at the State and Federal Levels

Legislators make decisions that affect animals every day; we need to be involved if we want to make sure new laws help animals. To be a successful citizen lobbyist, you must know what catches a busy lawmaker's attention. This workshop will provide all the training you need to be a powerful voice for animals, including tips on how to be a good citizen lobbyist, a refresher on the legislative process, and a briefing on the hottest animal welfare bills in your state and Congress.

Speakers: **Sara Amundson**, executive director, Humane Society Legislative Fund; **Jessica Feingold-Lieberson**, director of grassroots campaigns, The HSUS; **Nancy Perry**, vice president, Government Affairs, The HSUS; **Tami Santelli**, director of state legislation, The HSUS.

ONE LESS PIG

One less day of darkness.
One less set of aching legs.
One less pair of burning lungs.
One less frightened baby.
For this one little piglet,
one less means the world.

And for all farm animals, **ONE PROMISE** – to never stop campaigning for reform, to always encourage compassion, and to rescue every one that we can until one less is none at all.

Farm Sanctuary works to end cruelty to farm animals in the three ways that matter most: rescue, education and advocacy. Become a member today and save lives in so many ways. Visit farmsanctuary.org or call 607-583-2225.



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OPTIONAL HALF-DAY WORKSHOPS

CONTINUED

2:00 p.m.–5:00 p.m.

Combating Puppy Mills Wherever You Are

There are countless ways animal advocates can help dogs stuck in abusive puppy mills. Unscrupulous puppy sellers who house dogs in substandard conditions and do not provide even the most basic humane care are becoming more unacceptable to the public. Puppy mills are being fought across the country on every possible level through education, public outreach, investigations, and legislation, to name just a few. Come see how these efforts are helping dogs—and why your involvement is so important. ***Presentation may contain graphic images.***

Speakers: **Beau Archer**, outreach coordinator, puppy mills, The HSUS; **Dale Bartlett**, deputy manager, puppy mill policy, The HSUS; **Michelle Cascio**, case work coordinator, Puppy Mill Task Force, The HSUS; **Leighann McCollum**, Tennessee state director, The HSUS; **Cori Menkin**, senior director of legislative initiatives, ASPCA.

Grassroots Strategies to Combat Animal Fighting

Dogfighting and cockfighting continue to be prevalent in many parts of the country, even as animal advocates and law enforcement mobilize to shut down these criminal operations. But there are proven strategies for success that are working and can be implemented in your community. Our panel of animal fighting campaign strategists and experts will outline the methods that are helping save the lives of animals who once were destined for a cruel end in the pit. You'll hear from people who have gone undercover in cockfighting pits in the backwoods of the South and from others on the front lines working to end dogfighting in our cities. ***Presentation may contain graphic images.***

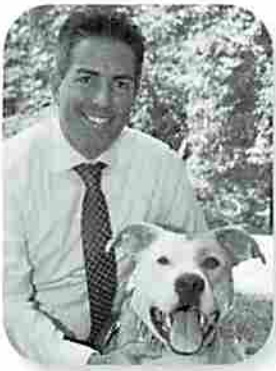
Speakers: **Thomas Farrow**, investigative consultant, T.E. Farrow & Associates; **John Goodwin**, manager, animal fighting issues, The HSUS; **Ralph Hawthorne**, community organizer, End Dogfighting in Atlanta campaign, The HSUS; **Jeff Jenkins**, lead trainer, End Dogfighting, The HSUS; **Laurie Maxwell**, deputy manager, Animal Cruelty and Fighting, The HSUS.



BANQUET SPEAKERS AND ENTERTAINMENT

Saturday, July 24

7:00 p.m.–10:00 p.m.



Wayne Pacelle

As president and CEO of The Humane Society of the United States, Wayne Pacelle leads the nation's largest animal protection organization, with 11 million members and supporters. During his tenure, Pacelle has nearly doubled the size of the organization and, through corporate combinations with groups such as The Fund for Animals and the Doris Day Animal League, built unity and greater efficiency within the animal protection cause. He has led successful efforts to pass hundreds of state and federal laws to protect animals, expanded The HSUS's animal care operations, and worked with dozens of corporations to enact operational changes that benefit animals. *The NonProfit Times* named him Executive of the Year for his leadership during The HSUS's response to Hurricane Katrina. He graduated from Yale University in 1987.



Rep. Nick Rahall

Rep. Nick Rahall (D-W.Va.), the 2009 Humane Legislator of the Year, has been a true champion for animals, leading the House of Representatives in passing an extraordinary breadth of important wildlife measures. As chairman of the House Natural Resources Committee, he showed leadership on the Restore Our American Mustangs Act to overhaul the Department of the Interior's management of wild horses on public lands and restore the prohibition on the commercial sale and slaughter of wild horses and burros. He also successfully guided 11 wildlife protection measures through that committee and to approval by the full House.



Hal Sparks

Hal Sparks began his stand-up career in Chicago, Ill., when he was 15 years old, and was named "Funniest Teenager in Chicago" by the *Chicago Sun-Times*. As a member of the famed Second City comedy theatre, his quick wit and affable personality quickly gained him recognition and acclaim. Among his TV credits, Sparks hosted E!'s *Talk Soup*, starred in Showtime's *Queer as Folk*, and was a commentator on VH1's *I Love the '80's* series. In June, he starred in his own one-hour Showtime comedy special *Charmageddon*, which is now available on DVD. A regular presenter at The HSUS's annual Genesis Awards, Sparks opened the 2009 event with a comedic monologue. He also has appeared in the films, *Dude, Where's My Car?*, *Spider-Man 2*, and *Extract*.

Please note: Anyone arriving at the banquet after 8 p.m. will not be guaranteed a seat or meal.

PLENARY SESSIONS



Saturday, July 24

Welcome Remarks • 9:00 a.m.–9:15 a.m. *Doors Open at 8:45 a.m.*

Speaker: Michael Markarian, chief operating officer, The HSUS

“Victories!”

9:15 a.m.–9:45 a.m.

The challenges of confronting animal cruelty can sometimes obscure the wonderful successes we’ve achieved. “Victories!” is not “just a speech.” It’s an exciting, inspiring, razzle-dazzle show about groundbreaking “Victories!” we’ve won for the animals. Be there to rejoice, recharge, and remember our game-changing triumphs.

Speaker: Jerry Cesak, radio personality; founder, Unicorn Foundation



The Biology of the Human-Animal Bond: New Science, New Rules

9:45 a.m.–10:30 a.m.

Presenting the latest scientific evidence that humans and animals are neurobiologically linked in ways that are critical to our health and emotional well-being. We are now realizing that the human-and-animal bond is built on the same powerful and ancient chemistry that attracts mothers and infants. It is this shared biology of bonding that made animal domestication and even our own civilization possible. And we are just discovering that this brain network that attracts and attaches us to animals also offers the potent antistress effects that can help us withstand the stressors of 21st-century living. This newly emerging science provides a deeper appreciation of the historical role animals have played in human evolution and makes the case that their presence continues to be important in our lives. It also provides scientific validity for the emotional bond we feel with animals and demands a reevaluation and new respect for other living creatures.

Speaker: Meg Daley Olmert, author



Second Nature: The Inner Lives of Animals

10:45 a.m.–11:30 a.m.

Draws on the latest research, observational studies, and personal anecdotes to reveal the full gamut of animal experience—from emotions, to problem-solving, to moral judgment. With vivid stories and entertaining anecdotes, Balcombe gives the human pedestal a strong shake while opening the door into the inner lives of the animals themselves. **Presentation may contain graphic images.**

Speaker: Jonathan Balcombe, ethologist, author

“Human(e),” a presentation by Nigel Barker

11:30 a.m.–12:15 p.m.

A photographer, activist, and judge on TV’s *America’s Next Top Model*, Nigel Barker is on a mission to empower a new generation of people to step up and use their talents to make the world a better place. In this presentation, Barker will guide listeners through his personal journey, share his thoughts and experiences in the efforts to stop the seal hunt, and discuss the multitude of angles taken by The HSUS, from boycotts to lobbying here and abroad. “As a father of two young children,” he says, “I want to make sure that I am a man of action—not just words.” Barker’s compassion for animals led him on a quest to reveal the annual Canadian seal hunt in his first documentary, *A Sealed Fate?*, and become a spokesperson for The HSUS’s ProtectSeals campaign. He has since been moved by the way sharks are vilified in films such as *Jaws* and *Deep Blue Sea*, and hunted to the brink of extinction for nothing more than their fins, becoming a spokesperson for The HSUS’s ProtectSharks campaign. “Whether shedding light on an injustice or simply making the right choices,” he says, “each and every one of us has the ability to create change.”

Speaker: Nigel Barker, photographer, judge on TV’s “America’s Next Top Model,” and spokesperson for The HSUS ProtectSeals and ProtectSharks campaigns

SATURDAY WORKSHOPS

Building Skills Track

Fundraising: Helping Nonprofits in These Economic Times

2:00 p.m.–3:15 p.m.

Branding has been a buzzword for a long time in the fundraising world. Many of us do it well, and others are still finding our way. Join us in learning how the ASPCA spent five years assessing its marketplace, focusing its brand and applying it to all aspects of fundraising and communications. There will be valuable takeaways for groups of all shapes and sizes, including an overview of 11 programs to develop nonprofit organizations, from administrative operations and distinct donor programs to direct mail and special events.

Speakers: **Lorri Houston**, executive director, Animal Acres; **Jo Sullivan**, managing director, CDR Fundraising Group.

Harness the Media to Communicate Effectively for Animals

3:30 p.m.–5:00 p.m.

This workshop will provide attendees with an arsenal of clear, effective tools for using the media to spotlight animal issues. Whether newcomers to public relations practices or accomplished veterans, attendees will receive valuable tips on how to become more credible and effective spokespersons for animals. Attendees will gain an understanding of how to effectively pitch stories, build relationships with journalists, write attention-grabbing press releases, create and stick with key messages, place op-eds, and succeed in interviews. They will learn the power they have to influence the media via feedback, with letters to the editor and comments to shows. This presentation will also address the importance of new online tools and how to stand out in today's changing media landscape.

Speakers: **Karen Dawn**, founder, DawnWatch; **Erin Williams**, communications director, Factory Farming Campaign, The HSUS.



Learning the Issues Track

From Captivity to Sanctuary

2:00 p.m.–3:15 p.m.

This workshop will discuss the plight of captive animals, the role of sanctuaries, and what individuals can do to help alleviate these animals' suffering. Panelists will focus on captive wildlife (including marine mammals), trade in exotic animals, and how sanctuaries heal animals rescued from poor welfare conditions and serve as viable alternatives to commercial display or exploitation. The panelists will present case studies to highlight factors affecting animals in captivity, recent victories, current concerns, future prospects for successful rehabilitation in sanctuaries, and how individuals can volunteer to help legitimate sanctuaries achieve recognition and support. **Presentation may contain graphic images.**

Speakers: **Patty Finch**, executive director, Global Federation of Animal Sanctuaries; **Sharanya Prasad**, U.S. programs manager, World Society for the Protection of Animals; **Naomi Rose**, senior scientist, Humane Society International.

SATURDAY WORKSHOPS CONTINUED



Future for Horses

3:30 p.m.–5:00 p.m.

Horses in America are beloved icons and companion animals, but are too often victims of gross institutional cruelty. This workshop will explore several current issues that threaten U.S. equine welfare: the intentional abuse of show Tennessee Walking Horses, the unnecessary roundups of wild horses, the cruel slaughter of American horses for human consumption abroad, and what you can do to help make this a better world for horses. **Presentation may contain graphic images.**

Speakers: **Stephanie Boyles**, wildlife scientist, Wildlife & Habitat Protection, The HSUS; **Keith Dane**, director, Equine Protection, The HSUS; **Christine Sequenzia**, federal policy advisor, Animal Welfare Institute.



Public Policy Track

Citizen Initiatives

2:00 p.m.–3:15 p.m.

This panel will describe how ballot measures can be an effective tool for advancing animal protection issues at the state and local levels. This is the ultimate grassroots tool, focusing on citizen power to seek public policy reform. Join us for a lively discussion of how and when ballot measures can be used, how their use has been instrumental in achieving change in the past, and how the 2010 Missouri and Ohio ballot measures could change the political landscape yet again. Find out how ballot measures work, and how YOU can make a difference and get involved.

Speakers: **Jennifer Hillman**, director, Ballot Campaigns, The HSUS; **Karen Minton**, Ohio state director, The HSUS; **Barbara Schmitz**, Missouri state director, The HSUS.



Using Laws and Regulations to Help Animals

3:30 p.m.–5:00 p.m.

Three of the nation's leading animal protection lawyers discuss the use of laws and regulations to protect animals. Topics include an overview of the laws and regulations protecting animals, a review of current significant cases at the state and federal levels, a discussion of recent major court rulings concerning animals, and an exploration of future trends in legal advocacy for animals. **Presentation may contain graphic images.**

Speakers: **Jonathan Lovvorn**, vice president & chief counsel, Animal Protection Litigation & Research, The HSUS; **Bruce Wagman**, partner, Schiff Hardin, LLC; **David Wolfson**, partner, Milbank, Tweed, Hadley & McCloy.

Reaching Out Track

Researching Your Audience

2:00 p.m.–3:15 p.m.

Learn why and how to understand your target audience using simple techniques and free or low-cost resources. This session will focus on practical research techniques and tools to help animal advocates identify the most persuasive messages and tactics for a given audience. You will also learn when to use primary or secondary research, receive a primer on audience segmentation, and return to your community with the know-how to reach your target audience more effectively.

Speakers: **Caryn Ginsberg**, strategic idealist, Priority Ventures Group; **Che Green**, executive director, Humane Research Council.

Helping Your Local Shelter

3:30 p.m.–5:00 p.m.

We all know that one voice can change the world for animals. But that voice must speak clearly from a place of knowledge and professionalism with passion. In this workshop, we will highlight the different types of facilities that provide animal sheltering in a community, discuss common practices and standards, and identify the issues and language that guarantee effective communication with the “powers that be.” Through interactive and lively descriptions of actual experiences, the speakers will demonstrate how you can persuade a shelter official to respond to your messages, invite your input, implement your ideas, and seek future collaboration. Additionally, learn about the Shelter Pet Project—a new, unprecedented nationwide Ad Council campaign. Find out how you can maximize this campaign to attract more adopters to your local shelter or rescue and send more animals into loving homes. **Presentation may contain graphic images.**

Speakers: **Paulette Dean**, executive director and humane investigator, Danville Area Humane Society; **Inga Fricke**, CAWA, director, Sheltering Initiatives, The HSUS; **Kimberley Intino**, CAWA, director, Shelter Services, The HSUS.

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SUNDAY WORKSHOPS

Get Ready to Lobby Training Session

Required to attend Monday Lobby Day.

9:00 a.m.–10:00 a.m.

If you plan to attend Lobby Day on Monday, you must attend this Lobby Day training session before joining us on Capitol Hill. This program will give you all the skills you need to meet with your legislators or staff and discuss important animal protection legislation. Lobby Day packets will be available at the HSUS Government Affairs table in the Exhibit Hall all weekend, and you can also pick them up right before Lobby Day training, from 8:30 a.m.–9:00 a.m.

Speakers: **Sara Amundson**, executive director, HSLF; **Jessica Feingold-Lieberson**, director of grassroots campaign, The HSUS; **Nancy Perry**, vice president, Government Affairs, The HSUS; **Kate Wall**, grassroots outreach coordinator, The HSUS.



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And check out all things social on the Tafa Community Page:
humanesociety.org/about/events/tafa/community.html

Building Skills Track

Urban Chicken-Keeping: Problems and Recommendations

10:15 a.m.–11:30 a.m.

In the past year, shelters and sanctuaries in urban and suburban areas have seen a dramatic increase in backyard chicken-keeping. As the popularity of raising backyard flocks in urban areas has grown, farm animal shelters have become inundated with calls to take in unwanted chickens. This panel will discuss the pros and cons of keeping backyard chickens in urban areas, concerns with adopting local policies on this issue, and suggestions if you are considering a backyard flock. **Presentation may contain graphic images.**

Speakers: **Karen Davis**, president, United Poultry Concerns; **Annette Fisher**, executive director, Happy Trails Farm Animal Sanctuary; **Kim Sturla**, executive director, Animal Place.

Building an Effective Campaign

1:00 p.m.–2:30 p.m.

We invest our money, time, expertise, and energy to make the world better for animals, gaining in some areas while suffering setbacks in others. What makes some campaigns succeed while others do not? There is a proven campaign planning process by which animal advocates can work smarter. This session will show you how to take your good ideas and make them happen. You'll learn important steps, from choosing your issue and setting goals to defining strategies and tactics that work. Based on Humane Society University's self-paced, online course *Building an Effective Campaign: Research and Planning*, this session will combine practical lessons with examples of campaign successes and challenges. (Note: This is an encore presentation based on enthusiastic response to past years' sessions.)

Speakers: **Andrew Page**, senior director, Wildlife Abuse and Fur-Free campaigns, The HSUS; **Heidi Prescott**, senior vice president, Campaigns, The HSUS.

Making Economic Arguments for Animals

2:45 p.m.–4:45 p.m.

The demand for animal products and services is a powerful economic force, and major industries are organized around this demand. These industries often face costs to improve animal welfare and are quick to use economic arguments against proposed reform. These arguments, while often specious, can influence consumers, voters, and policy makers—citizens are less likely to support animal welfare reforms they've been told will double their shopping bill or impoverish family farmers. Advocates cannot respond to economic arguments with rhetoric alone, but must learn to challenge the economic assumptions, calculations, and conclusions while producing reliable economic arguments of their own.

Speakers: **Jennifer Fearing**, California senior state director and chief economist, The HSUS; **Megan Waters**, principal, Strategic Solutions.



SUNDAY WORKSHOPS CONTINUED



Learning the Issues Track

Emergency Animal Preparedness and Response

10:15 a.m.–11:30 a.m.

Emergencies can happen anywhere, anytime, and range from natural catastrophes such as hurricanes to man-made devastations such as puppy mills. Experienced emergency responders will discuss ways you can become involved in animal rescue. Topics include how to volunteer with organizations active in emergency response, what vaccinations and training are required, and other activities you can engage in to volunteer to assist animals in crisis. **Presentation may contain graphic images.**

Speakers: **Justin Scally**, manager, Puppy Mills Task Force, The HSUS; **Sara Varsa**, deputy director, Emergency Services, The HSUS; **Tim Rickey**, senior director of Field Investigations and Response, ASPCA.

Outreach to Urban Communities

1:00 p.m.–2:30 p.m.

Urban communities present unique and challenging problems, and new, innovative ideas are needed to help solve them. In this workshop, you will learn three approaches to engaging urban communities. Since 2006, the End Dogfighting in Chicago program has been changing hearts and minds in two of Chicago's rougher neighborhoods. You will learn everything you need to know about tackling street dogfighting, including information on violence intervention, positive dog training classes, humane education, and law enforcement partnerships. Working with minority faith communities is another critical avenue to urban outreach. Churches in underserved neighborhoods often play vital roles in the life of the community, providing shelter, food, after-school programs and medical assistance. Learn how The HSUS is working with these churches to promote responsible pet ownership and host events that offer pet care alongside other social services. Also learn how to effectively communicate with people in urban communities on spay/neuter and chaining issues with a nonjudgmental and open approach.

Speakers: **Amanda Arrington**, manager, Spay/Neuter Initiatives, The HSUS; **Christine Gutleben**, director, Faith Outreach, The HSUS; **Tio Hardiman**, special consultant, End Dogfighting and Urban Outreach campaigns, The HSUS.

Building a Better Future for Farm Animals: Where We Need to Go From Here

2:45 p.m.–4:45 p.m.

Longtime farm animal campaigners discuss the most pressing problems facing farm animals and what's being done to advance their interests. Topics include this year's anti-factory farming ballot measure in Ohio, the impact of animal agribusiness on public health, providing sanctuary for farm animals, and engaging producers to improve the welfare of animals used in agriculture. **Presentation may contain graphic images.**

Speakers: **Gene Baur**, president and co-founder, Farm Sanctuary; **Michael Greger**, director, Public Health and Animal Agriculture, The HSUS; **Miyun Park**, executive director, Global Animal Partnership; **Paul Shapiro**, senior director, Factory Farming Campaign, The HSUS.

Public Policy Track

Advocating for Animals at the U.S. Congress

Sponsored by *E-The Environmental Magazine* (See ad page 5)

10:15 a.m.–11:30 a.m.

We're in the homestretch of the 111th Congress, and together we can hit a home run for the animals. Come learn about some of the federal bills we're working on to protect animals and how you can help ensure their passage! In this workshop, you'll hear from lobbyists and an experienced Hill staffer about some tricks of the trade that can help animal welfare advocates effectively communicate with federal legislators and staff and tips on how to put your best foot forward in advancing public policy for animals. **Presentation may contain graphic images.**

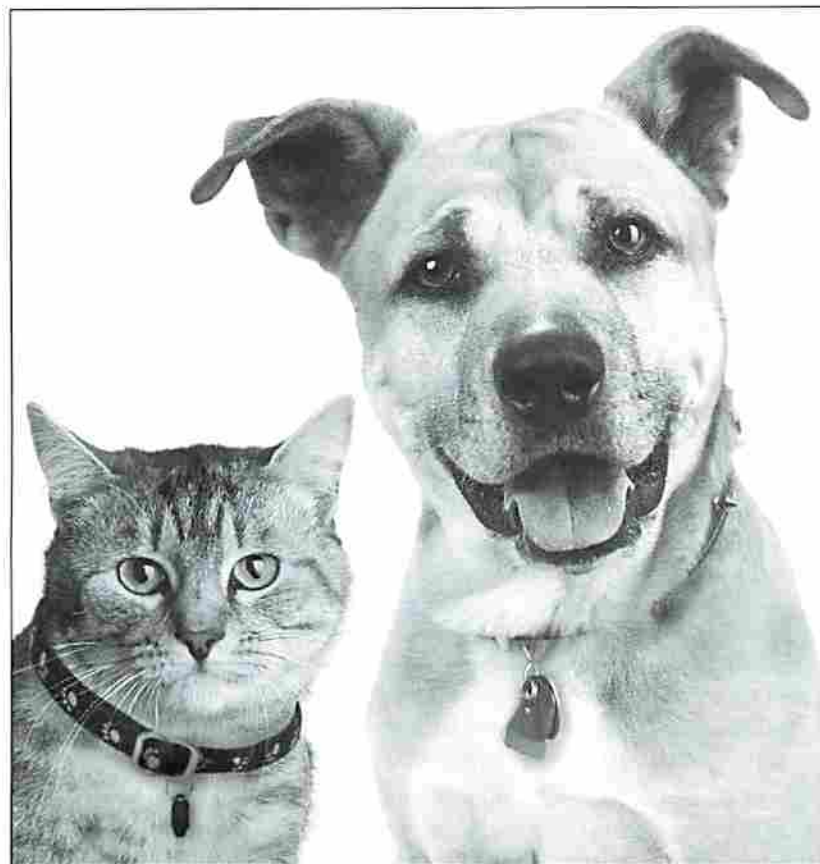
Speakers: **Jean Flemma**, staff director, House Subcommittee on Insular Affairs, Oceans and Wildlife, U.S. House of Representatives; **Lauren Silverman**, federal legislative specialist, The HSUS; **Tracy Silverman**, general counsel, Animal Welfare Institute.

Advocating for Animals at the State and Local Levels

1:00 p.m.–2:30 p.m.

Advocates across the country are giving animals a voice at the state and local levels by engaging in simple yet meaningful political advocacy. Whether it's getting your city council to pass a resolution opposing cruel factory farming practices, asking your state legislature to issue a proclamation to promote pet adoptions, or passing a law to address an animal protection issue in your community, learn how you can get involved in efforts paving the way for increased public and political awareness of cruelty issues as well as greater legal protections for animals. **Presentation may contain graphic images.**

Speakers: **Patrick Kwan**, New York state director, The HSUS; **Erica Meier**, executive director, Compassion Over Killing; **Ann Sterling**, Indiana state director, The HSUS.



BEFORE YOU VOTE ... some friends would like a word with you

With each new election, the Humane Society Legislative Fund proves that voters nationwide want lawmakers to care about animals. We work to translate victories into tangible results, working with legislators to pass stronger animal protection laws.

Help us put animal welfare on the political map. Learn more by reading the Animals & Politics blog at hslf.org.



HUMANE SOCIETY
LEGISLATIVE FUND™

SUNDAY WORKSHOPS CONTINUED



Working with Law Enforcement and Shelters

2:45 p.m.–4:45 p.m.

This panel will give an overview for how you can work with your law enforcement, prosecutors, and shelters to address animal cruelty and neglect situations in your community. You will learn what to look for in cases of animal cruelty, how to best approach law enforcement, and how you can help provide these agencies with the information needed for a successful case. This workshop will also help you gain an understanding of the process of investigating and bringing cases to prosecution as well as how to best work cooperatively with the agency involved with the case.

Speakers: **Adam Parascandola**, director, Animal Cruelty Issues, The HSUS; **Sherry Schlueter**, director, SPCA Wildlife Care Center, The HSUS; **Michelle Welch**, assistant attorney general, Office of the Attorney General, Virginia.



Reaching Out Track

Educating Your Community: Building Bridges Through Positive Communication and Effective, Inspiring Teaching

10:15 a.m.–11:30 a.m.

Does your passion for animal protection sometimes push people away instead of inspire them to make changes in their lives? Do your judgments of others create defensiveness instead of openness to your views? Are you teaching your community to the best of your ability? In this lively and interactive workshop, you'll learn to educate instead of argue, inspire instead of burn bridges, and gain practical tools for teaching animal issues in your community. We are all educators, and the most effective way we can help animals is to embrace our capacity to teach in ways that engage, enthuse, and motivate others.

Speakers: **Zoe Weil**, president, Institute for Humane Education.



Getting Down to Business: Corporate Campaigns

1:00 p.m.–2:30 p.m.

Animal advocates are increasingly influencing companies to include welfare considerations in their purchasing decisions. As a result, more and more companies are offering humane food choices, moving away from factory farm products, and ending their testing of cosmetics and household products on animals. Come see how these efforts are helping animals—and why your involvement is so important.

Speakers: **Josh Balk**, outreach director, Factory Farming Campaign, The HSUS; **Chris Kerr**, director, Private Equities, The HSUS; **Sue Leary**, president, American Anti-Vivisection Society.

Reaching Students: Organizing School Chapters and Partnering with Universities

Sponsored by American Anti-Vivisection Society (See ad page 23)

2:45 p.m.–4:45 p.m.

This workshop will review methods of reaching out to secondary education and professional school students regarding animal advocacy. It will include creating student chapters, using a speaker's bureau to educate students about animal protection, working with students on specific programs, issues, and concerns, distributing newsletters, and developing partnerships with schools to create positive change for animals. Case studies will demonstrate the effectiveness of these outreach methods. In particular, the work between students at Michigan State University and Animalearn, a group working to foster awareness of and respect for animals used in education, will be highlighted. Attendees will be provided a tool kit of resources and strategies to help them build coalitions, identify if and how animals are used at their local educational institutions, and reach institutional decision-makers.

Speakers: **Laura Ducceschi**, director of education, American Anti-Vivisection Society/Animalearn; **Mitch Goldsmith**, student, Michigan State University; **Susan Krebsbach**, veterinary consultant, Humane Society Veterinary Medical Association; **Nicole Pallotta**, student liaison, Animal Law Program, Animal Legal Defense Fund.

Look for your room assignments on the flier provided in your attendee bag.



Student Summit NEW

Student Summit registration required to attend. *Ticket required.*

8:00 a.m.–5:30 p.m.

This year, for the first time, we're offering Student Summit for high school and college students, ages 13-22. The daylong session on Sunday will guide young people through making their voices heard on key animal protection issues and create a thriving national student network. Attendees will also have the opportunity to participate in Lobby Day on Monday. By uniting today's students, we can generate a political force to ensure long-term change for animals.

SAVE THE DATE!

TAKING
ACTION FOR ANIMALS

 THE HUMANE SOCIETY
OF THE UNITED STATES

July 15–18, 2011

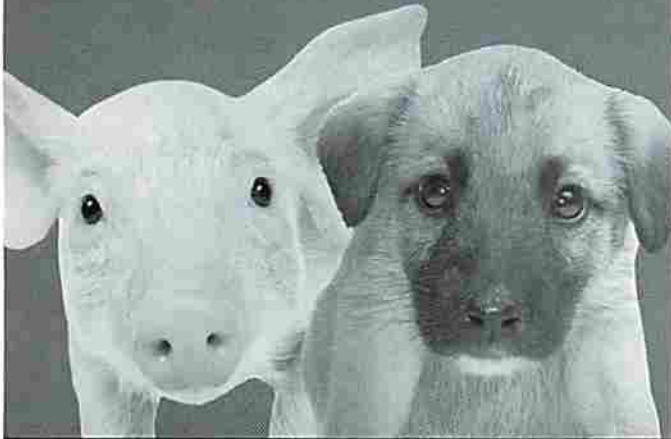
Washington Marriott Wardman Park hotel
Washington, DC

Change for animals is
not self-executing; it takes
your active participation

takingactionforanimals.org

**Why love one
but eat the other?**

Choose compassion.
Choose vegan.



MERCY FOR

ANIMALS

MercyForAnimals.org
ChooseVeg.com

CLOSING PLENARY

Sunday, July 25

Don't Let Democracy Get You Down!

5:00 p.m.–6:30 p.m.

Stephanie Vance, the "Advocacy Guru" of Advocacy Associates, is the author of four books on effective advocacy, including *Citizens in Action* and *The Advocacy Handbook*. She has more than 20 years of experience in legislative communications, including experience as a top Congressional staffer. With the hectic pace in Washington, D.C., sometimes it's all you can do just to get someone to pay attention. Then, when you think you're making progress, the issue you're working on gets tossed aside. Don't let democracy get you down! Vance will share her secrets for winning with government. You'll discover how to build relationships that will lead you to victory, as well as how to keep those around you motivated and inspired.

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Speaker: **Stephanie Vance**,
"Advocacy Guru," Advocacy
Associates

JOIN US FOR LOBBY DAY



Monday, July 26

9:30 a.m.–4:00 p.m. • Russell Senate Office Building, Room 385

The animals need every available humane advocate working on the front lines for humane legislation! Learn how fun and easy it is to become a citizen lobbyist and help us push for legislative reforms that will protect animals.

Training

You will be required to attend the Get Ready to Lobby training session from 9:00 a.m. to 10:00 a.m. Sunday, July 25. Then, on Monday, you can put your new skills into practice as you join us on Capitol Hill and meet with your legislators or their staff to discuss important animal protection legislation. Our lobbyists will be there to help you with any questions about your meetings—we'll give you everything you need to be effective. And we promise—you'll have fun, too.

Lobby Day Packets

Packets will be available at the HSUS Government Affairs table all weekend in the exhibit hall, and you can also pick them up right before the Get Ready to Lobby training session from 8:30 a.m.–9:00 a.m. Sunday, July 25.

Registration & Appointments

If you signed up for Lobby Day during your conference registration, your appointments will be made for you.

Last-minute Lobby Day Registration

Stop by the HSUS Government Affairs table in the exhibit hall and we will register you for Lobby Day, but we can't guarantee that you will have set appointments unless you signed up for Lobby Day by July 19.

Transportation

Each Lobby Day attendee will receive one Metrorail pass to cover the roundtrip fare between Woodley Park Red Line station (.2 miles from the TAFE hotel) and Union Station (closest to the Russell Senate Office Building). Passes are distributed at the conclusion of the Get Ready to Lobby training session on Sunday. Should you choose bus or taxi instead, the cost will be your responsibility.

One pass per person. No replacements available for lost or stolen cards.

Good for Metrorail only. BE SURE NOT TO LOSE YOURS!

AND...

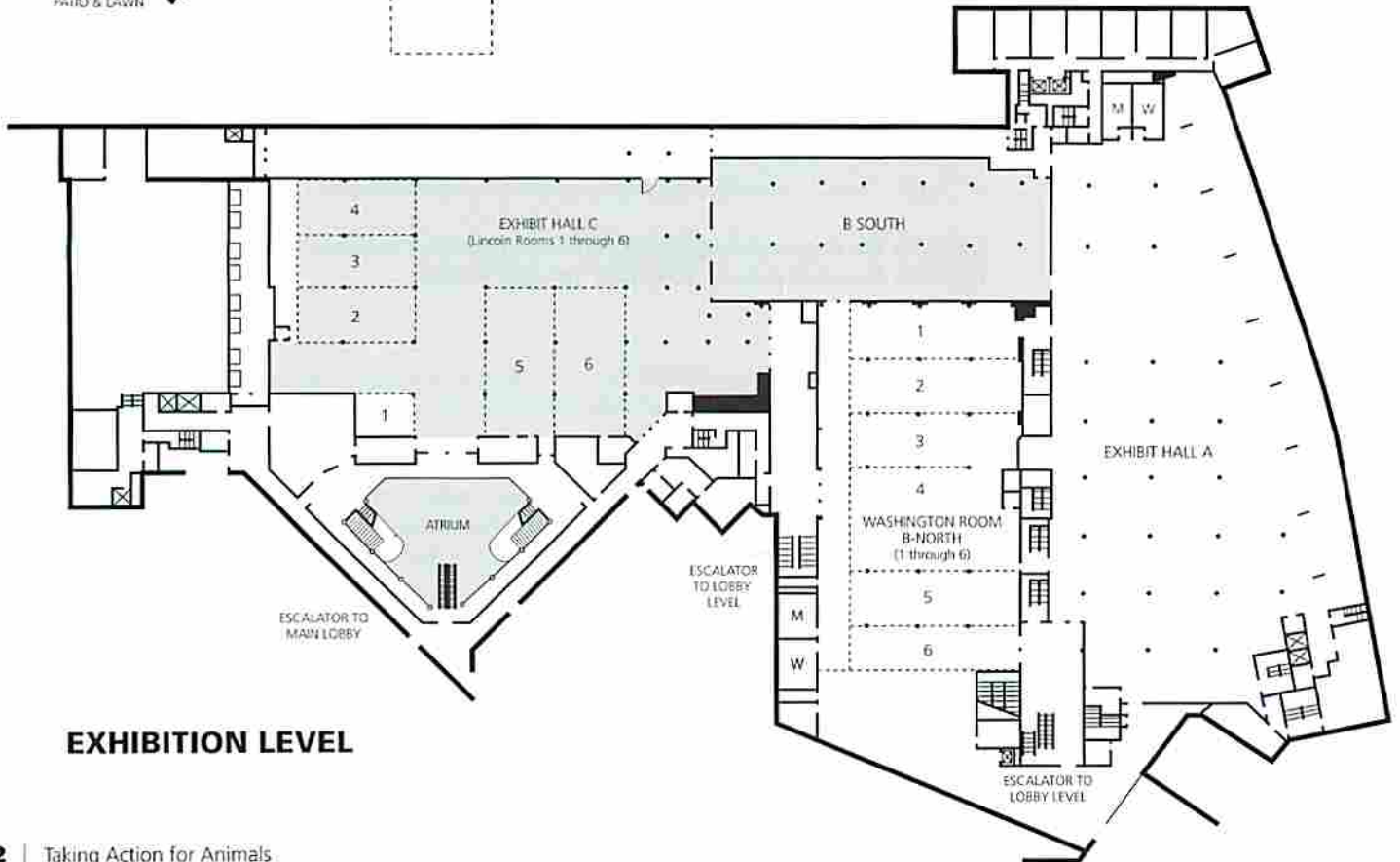
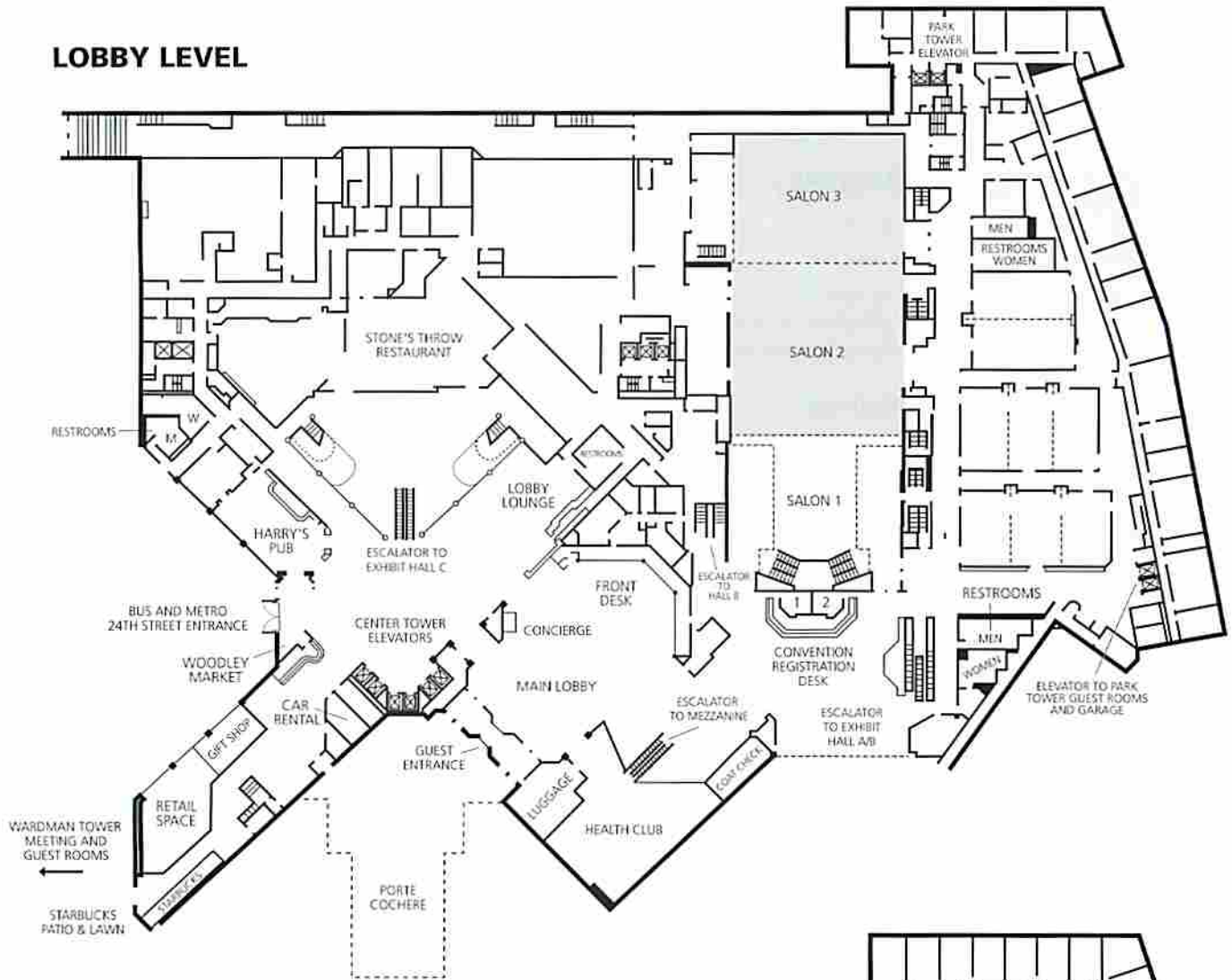
- Weather can be unpredictable, but it is likely to be warm. Bring an umbrella just in case.
- Wear a suit or business casual and comfortable shoes. You'll be doing a lot of walking.
- A light breakfast will be provided at the hotel. You will be responsible for your own lunch and dinner.
- DO NOT bring: cans, bottles, food, beverages, weapons of any type (explosives, pocket knives, Swiss army knives, machetes, guns), aerosol and non-aerosol sprays, oversized suitcases, duffel bags and oversized backpacks, razors, box cutters, mace, or pepper spray.

For more information or questions, contact:

Jessica Feingold-Lieberson at jfeingoldlieberson@humanesociety.org | 240-271-8362 or
Kate Wall at kwall@humanesociety.org | 240-780-6769.

HOTEL MAPS

LOBBY LEVEL



EXHIBITION LEVEL

FOR THEIR SAKE



TAKE ACTION FOR ANIMALS

The American Anti-Vivisection Society works to legally and effectively end the use of animals in science through education, advocacy, and the development of alternative methods.

Programs include:



THE SCIENCE BANK
promoting the animal-free life sciences



Alternatives Research & Development

Ask Auntie Viv

www.aavs.org | info@aavs.org | 800-SAY-AAVS

WE'RE REDUCING OUR FOOTPRINT!

The Humane Society of the United States has made it a priority to decrease our impact on the Earth by implementing the following policies for Taking Action for Animals:

- Program printed on recycled paper with soy-based ink
- Serving vegan meals, an effective strategy to reduce greenhouse gas emissions from animal agriculture
- Organic cotton bags made in the U.S.A.
- Biodegradable and recyclable badge holders
- Badge holder collection and reuse
- Recycling
- Leftover food donated to a local food bank
- Avoiding the use of disposable table and silverware
- Serving condiments in bulk rather than in individual packages

Love What You Heard and Want to Listen Again?

Purchase a CD or MP3 of your favorite workshops or the entire conference.

Visit the JOB CRS table in the Atrium, or order after the conference at takingactionforanimals.org.



Have an Idea for a Great Workshop?

We are accepting workshop proposal submissions for **TAFA 2011**.

Submissions will be accepted online only at takingactionforanimals.org from August 16–October 15.

DON'T DELAY!



Hike. Bike. Help.

Join Humane Society International from September 26 through October 2 on an eco-adventure to Ecuador. Spend a week exploring the natural reserves, mountain biking and hiking in the forest and rainforest, and swimming in the waterfalls of the San Jorge Botanical Reserve, home to nearly 450 bird species and 300 varieties of orchid.

The cost of the trip includes a tax-deductible donation to support Humane Society International's work in Ecuador. This exclusive trip is limited to 15 people, so hurry and reserve your spot today for an adventure of a lifetime!

The \$1850 cost includes airport transfers, lodging, gourmet vegetarian meals, bilingual guides, tours, private transportation, taxes, reserve entrance fees, and your donation.

For more information, visit humanesociety.org/ecuadortour.



HUMANE SOCIETY
INTERNATIONAL

Celebrating Animals | Confronting Cruelty
Worldwide



all creatures great and small

We have vast power over animals, and with such power comes great responsibility. We can choose to be kind and merciful or cruel and abusive.

Kindness and mercy are values that exemplify the best of the human spirit.

Visit humanesociety.org to find out what you can do.



THE HUMANE SOCIETY
OF THE UNITED STATES

Celebrating Animals | Confronting Cruelty