



## The Business of Saving Lives

HELEN WOODWARD ANIMAL CENTER WORKSHOPS — 3-DAYS OF TEACHING AT OUR WORLD CLASS FACILITY!

OCTOBER 18 - 20, 2017

| TIME                         | SESSION                                           | PRESENTER                                                                                                                                       |
|------------------------------|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>WEDNESDAY, OCTOBER 18</b> |                                                   |                                                                                                                                                 |
| 9:00-9:30                    | <b>Meet and Greet, with breakfast</b>             | Center Team and attendees                                                                                                                       |
| 9:30-10:45                   | <b>Welcome and Center Tour</b>                    | Michael Arms, President / CEO                                                                                                                   |
| 10:45-11:00                  | <i>BREAK</i>                                      |                                                                                                                                                 |
| 11:00-12:00                  | <b>Board Development</b>                          | Toni Nickell, Vice Chairperson of the Board                                                                                                     |
| 12:00-1:15                   | <i>15 Minutes BREAK then LUNCH</i>                | <i>Attendee Networking</i>                                                                                                                      |
| 1:15-2:00                    | <b>Volunteer Services</b>                         | Megan McCarty, Volunteer Services Manager                                                                                                       |
| 2:00-2:30                    | <b>AniMeals</b>                                   | Christen Hanley, Director of Equine Hospital & Outreach Services                                                                                |
| 2:30-2:45                    | <i>BREAK</i>                                      |                                                                                                                                                 |
| 2:45-4:30                    | <b>Humane Education, with Department Tour</b>     | Haylee Blake, Education Manager                                                                                                                 |
| <b>THURSDAY, OCTOBER 19</b>  |                                                   |                                                                                                                                                 |
| 8:30-9:30                    | <b>Budgeting and Financial Reporting</b>          | Renee Simmons, Vice President of Finance<br>Robin Gaglione, Assistant Controller                                                                |
| 9:30-11:00                   | <b>Pet Encounter Therapy</b>                      | Robin Cohen, P.E.T. Manager                                                                                                                     |
| 11:00-11:15                  | <i>BREAK</i>                                      |                                                                                                                                                 |
| 11:15-12:15                  | <b>Human Resources</b>                            | Wendy Papera, Human Resources Manager                                                                                                           |
| 12:15-1:30                   | <i>15 minute BREAK then LUNCH</i>                 | <i>Embrace Pet Insurance Presentation<br/>Christina McGregor</i>                                                                                |
| 1:30-3:15                    | <b>Adoptions</b>                                  | Dora Dahlke, Customer Service Assistant Manager<br>Mollee Sullivan, Animal Care Assistant Manager<br>Ashley Freeman, Adoptions Services Manager |
| 3:15-3:30                    | <i>BREAK</i>                                      |                                                                                                                                                 |
| 3:30-4:15                    | <b>Adoptions, continued, with Department Tour</b> |                                                                                                                                                 |
| 4:15 - 5:15                  | <b>Orphaned Objects Resale Shop</b>               | Rose Senese, Orphaned Objects Manager                                                                                                           |
| <b>FRIDAY, OCTOBER 20</b>    |                                                   |                                                                                                                                                 |
| 8:30-10:00                   | <b>Special Events &amp; Sponsorship</b>           | Regina Barrella, Special Events Manager<br>Lisha Brown, Project Manager                                                                         |
| 10:00-10:15                  | <i>BREAK</i>                                      |                                                                                                                                                 |
| 10:15-11:45                  | <b>Fundraising Principles and Planned Giving</b>  | Renee Resko, Vice President of Development                                                                                                      |
| 11:45-1:00                   | <i>15 minute BREAK then LUNCH</i>                 | <i>Blue Buffalo Presentation - Linda Mueller</i>                                                                                                |
| 1:00 - 2:00                  | <b>Social Media</b>                               | Marcie Grube, Social Media Manger<br>Lon Jones, Systems Programming Manager                                                                     |
| 2:00-3:45                    | <b>Public Relations</b>                           | Jessica Gercke, Director of Communications<br>Mindy Wright, Communications Assistant Manager                                                    |
| 3:45-4:15pm                  | <b>Wrap-Up</b>                                    | Michael Arms, President / CEO                                                                                                                   |