



The Business of Saving Lives

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

OCTOBER 23 - 25, 2019

TIME

SESSION

PRESENTER

WEDNESDAY, OCTOBER 23

9:00-9:30	Meet and Greet, with breakfast	Center Team and attendees
9:30-10:45	Welcome and the Future of Animal Welfare	Michael Arms, President / CEO
10:45-11:00	<i>BREAK</i>	
11:00-12:00	Board Development	Toni Nickell, Vice Chairperson of the Board
12:00-1:15	<i>15 Minutes BREAK then LUNCH</i>	<i>Naturally Fresh Presentation - Linda Mueller</i>
1:15-2:00	Volunteer Services	Megan McCarty, Volunteer Services Manager
2:00-2:30	AniMeals	Sarah Jilka, AniMeals Supervisor
2:30-2:45	<i>BREAK</i>	
2:45-4:30	Humane Education, with Department Tour	Savannah Goehring, Animal Care Supervisor

THURSDAY, OCTOBER 24

8:30-9:30	Budgeting and Financial Reporting	Renee Simmons, Vice President of Finance April Betz, Assistant Controller
9:30-11:00	Pet Encounter Therapy	Robin Cohen, P.E.T. Manager
11:00-11:15	<i>BREAK</i>	
11:15-12:15	Human Resources	Wendy Papera, Director of Human Resources
12:15-1:30	<i>15 minute BREAK then LUNCH</i>	<i>Blue Buffalo Presentation - Matt Cole</i>
1:30-3:15	Adoptions	Dora Dahlke, Adoptions Services Manager
3:15-3:30	<i>BREAK</i>	
3:30-4:15	Adoptions, continued, with Department Tour	

FRIDAY, OCTOBER 25

8:30-10:00	Special Events & Sponsorship	Phoebe San Antonio, Special Event Manager Marilyn Martinez, Sponsorship Supervisor
10:00-10:15	<i>BREAK</i>	
10:15-11:45	Fundraising Principles and Planned Giving	Renee Resko, Vice President of Development Anne Edwards, Director of Philanthropic Operations
11:45-12:45	<i>15 minute BREAK then LUNCH</i>	<i>Midwest Vet Supply Presentation - Brooke Cesare</i>
12:45 - 2:00	Social Media	Christina London, Online Marketing Specialist Fernanda Lopez, PR/Communications Manager Lon Jones, Systems Programming Manager
2:00-3:45	Public Relations	Jessica Gercke, Director of Communications Fernanda Lopez, PR/Communications Manager
3:45-4:15pm	Wrap-Up	Michael Arms, President / CEO