



## The Business of Saving Lives

HELEN WOODWARD ANIMAL CENTER WORKSHOPS

# VIRTUAL ANIMAL WELFARE WORKSHOP

## WHAT WE LEARNED DURING THE COVID-19 CRISIS

Amid the COVID-19 pandemic, learn how Helen Woodward Animal Center quickly modified pet adoption services and programs to remain on the front lines of animal welfare.

TUESDAY, MAY 4, 9 A.M. PST  
**SCHEDULE**

### MORNING

- 9:00am**    **Welcome**  
Mike Arms, President & CEO
- 9:30am**    **Adoptions**  
Hella Tyler, Adoption Services Director &  
Labeth Thompson, Pet Acquisition Manager
- 10:15am**    **Public Relations**  
Jessica Gercke- Director of Communications
- 11:00am**    **Social Media**  
Jacqueline Kelleher, Social Media/Technology  
Manager
- 11:45am**    **Humane Education**  
Savannah Goehring, Assistant Manager  
of Animal Services

### AFTERNOON

- 12:30pm**    **LUNCH BREAK presented by  
Blue Buffalo**  
Danielle Donegan, Manager,  
Strategic Partnerships & Retail Activation
- 1:15pm**    **AniMeals Relief**  
Sarah Jilka, AniMeals Supervisor
- 2:00pm**    **Fundraising**  
Renee Resko , Vice President of Development
- 2:45pm**    **Human Resources**  
Wendy Papera, Director of Human Resources



This has been a presentation from Helen Woodward Animal Center in Rancho Santa Fe, California. For further information on our center, our programs and resources please visit [animalcenter.org](http://animalcenter.org)

**WE'RE HERE FOR YOU  
AND THE ANIMALS YOU HELP.**