

SPAY/NEUTER 2017: MISSISSIPPI & THE SOUTH

Jackson, Mississippi
July 28-29, 2017

REBOOTING AND BENCHMARKING SPAY/NEUTER TO DECREASE ANIMAL CRUELTY

CONFERENCE AGENDA



This conference is convened through a partnership of Mississippi Spay and Neuter (MS SPAN), Animal Advocacy Initiative of Mississippi (AAIM), and United Spay Alliance (USPA).

Thursday, July 27

ARRIVAL/CHECK-IN

Arrive Jackson, MS

Jackson–Evers International Airport

- Free shuttle to “Country Inn & Suites—Jackson-Airport, MS” is available from 8:00 am to 8:00 pm.
 - When you arrive at airport, call hotel at (601) 420-2244 to arrange shuttle pick up.
 - Shuttle picks up at downstairs baggage claim, lane closest to parking garage.
- Driving time between airport & hotel is approx. 10-15 minutes.

3:00 pm & after

Hotel Check-In

Country Inn & Suites—Jackson-Airport, MS
3051 White Blvd.
Pearl, MS 39208
(601) 420-2244

6:00 pm – 7:15 pm

Informal Welcome Event/Cocktail Hour

Hotel Meeting Room, Country Inn & Suites

7:30 pm

Transportation will be arranged for anyone who wishes to go out to dinner

Questions ?

If you have questions or need help
while attending the conference, call or text:

Shelby Parsons, MS SPAN

(916) 213-1804

Kim Gorga, DigitalYou Consulting/USpA

(619) 992-5282

Bruce Myers, USpA

(202) 294-2125

Friday, July 28

DAY ONE: NATIONAL & REGIONAL

United Spay Alliance: Rebooting and Benchmarking for Success

6:00 am – 8:00 am

Complimentary Hot Breakfast (for hotel guests)
Lobby Area/Breakfast Room, Country Inn & Suites

8:00 am – 8:30 am

Shuttle Van or Self-Drive to Conference Venue
Driving time between hotel & venue is approx. 15 minutes.

Table 100
100 Ridge Way
Flowood, MS 39232
(601) 420-4202

8:30 am – 9:15 am

Welcome, Introductions, and Overview

Greeting and Introductions

Elaine Adair, President, MS SPAN

*Marilyn H. David, Chair, Board of Advisors, MS SPAN;
President, AAIM*

Bruce Myers, Director, USpA

United Spay Alliance Program Overview

Bruce Myers, Director, USpA

9:15 am – 9:45 am

**United Spay Alliance: The Reboot—and Meeting the Needs of
the Broader Spay/Neuter Community**
Roundtable of Attendees

- Why the reboot?
- What does it look like so far?
- What are *your* needs ... and what do *you* want the reboot to look like?

Facilitated by Bruce Myers, Director, USpA

9:45 am – 10:30 am

How Can We Get a Baseline for Spay/Neuter in the (Rural) South—Perspectives

Elaine Adair, President, MS SPAN

Julie Jacobson, Program Manager, Spay Tennessee

June McMahon, Board President, Sumner Spay Neuter Alliance

Ruth Steinberger, CEO & Founder, Spay First!

Discussion facilitated by

*Marilyn H. David, Chair, Board of Advisors, MS SPAN;
President, AAIM*

10:30 am – 10:45 am

Morning Break

10:45 am – 11:15 am

The Future of Spay/Neuter Clinics: What Should We Be Doing to Keep Them Open?

Panel

“A Spay/Neuter Balancing Act—Keeping Cost of Services Affordable While Maintaining High Quality of Care”

Brittany Pace, Executive Director, Spay Memphis

“Your Spay/Neuter Clinic Is Open ... Now What?”

*June McMahon, Board President,
Sumner Spay Neuter Alliance*

Moderated by Karen Byers, Director, West TN Spay Neuter

11:15 am – 12:00 pm

Hit the Road, Jack (PART I): The State of Spay/Neuter Transports and Mobile Units in the South

Panel

“The Good, the Bad, & the Ugly: The Mobile Spay & Neuter Effort Operated by the Humane Society of Memphis & Shelby County”

*Roger Henderson, Executive Director
Humane Society of Memphis & Shelby County*

“Spay/Neuter Transport Programs—A Key Piece of the Animal Welfare Puzzle”

*Melisa Miller-Piselli, State Coordinator, SpayVA;
President, Humane Society of Shenandoah County*

“Perspectives on Transport in Rural Tennessee”

*Sara Felmlee, Program Director,
Sumner Spay Neuter Alliance*

Moderated by Bruce Myers, Director, USpA

12:00 pm – 12:30 pm

**Hit the Road, Jack (PART II): The Critical Link Between Rescue
Transports and Spay/Neuter
Panel**

*“Rescue Transport Best Practices: Things to Know”
Don Jennings, Consultant, Humane Network;
Operations Consultant, SpayMart*

*“The View from Massachusetts: A Perspective on Spay/Neuter
Rescue Transports from Outside of the South”
Carmine DiCenso, Executive Director, Dakin Humane Society*

Moderated by Julie Jacobson, Program Manager, Spay Tennessee

12:30 pm – 1:30 pm

Buffet Lunch with the Speakers

Sit at Any Speaker’s Assigned Table and Ask Follow-up Questions!

Conference Venue (Table 100)

1:30 pm – 2:00 pm

**Starting and Maintaining a Statewide Spay/Neuter Network in
the South: A Dialogue**

Elaine Adair, President, MS SPAN

Julie Jacobson, Program Manager, Spay Tennessee

*Moderated by Marilyn H. David, Chair, Board of Advisors, MS SPAN;
President, AAIM*

2:00 pm – 2:45 pm

**Funding for Spay/Neuter—Government, Private, and Foundation
Support
Panel**

*“Taking the Fear Out of Grant Writing”
Julie Jacobson, Program Manager, Spay Tennessee*

*“I Care for Animals” Car Tag Program Funds Spay/Neuter
Beth Adcock, Mississippi Board of Animal Health,
Mississippi Animal Response Team Coordinator*

*“Finally!! West Virginia Passes Funding for Spay/Neuter”
Jim Spencer, CEO, Help for Animals;
Board Vice Chair, United Spay Alliance
(in absentia; prepared remarks to be presented)*

Moderated by Bruce Myers, Director, USpA

2:45 pm – 3:00 pm

Afternoon Break

3:00 pm – 4:15 pm

Toward More Effective Spay/Neuter Messaging—Where Are We in 2017?

Working Session

*Session facilitated by Bruce Myers, Director, USpA,
Kim Gorga, Principal, DigitalYou Consulting, &
Shelby Parsons, Communications Manager, MS SPAN*

4:15 pm – 4:45 pm

Wrap-Up Session, Including Observations on the Way Forward from an International Veterinary Expert

- Themes & key points from today.
- Other comments from the group?
- Getting ready for tomorrow's focus on Mississippi!

*Phil Bushby, DVM, MS, DACVS
Marcia Lane Endowed Chair of Humane Ethics and Animal Welfare
College of Veterinary Medicine
Mississippi State University*

Bruce Myers, Director, USpA

*Marilyn H. David, Chair, Board of Advisors, MS SPAN;
President, AAIM*

4:45 pm

Adjourn

Tour the Big Fix Clinic (OPTIONAL)

Saturday, July 29

DAY TWO: BENCHMARKING TO HELP ANIMALS IN MISSISSIPPI

7:00 am – 9:00 am **Complimentary Hot Breakfast (for hotel guests)**
Lobby Area/Breakfast Room, Country Inn & Suites

9:00 am – 9:30 am **Shuttle Van or Self-Drive to Conference Venue**

Table 100
100 Ridge Way
Flowood, MS 39232
(601) 420-4202

Morning: Mississippi Spay & Neuter (MS SPAN) Program

9:30 am – 9:35 am **Overview: Agenda for MS SPAN Program & Benchmarking**
Marilyn H. David, Chair, Board of Advisors, MS SPAN

9:35 am – 9:50 am **Putting a Face on Spay/Neuter to Change the Way Your
Community Treats Animals**

- What does this mean?
- Why does it matter?
- Why does it work?

Marilyn H. David, Chair, Board of Advisors, MS SPAN
Elaine Adair, President, MS SPAN

9:50 am – 10:10 am **“Pup Patrol”: How 11-Year-Olds Are Working to Decrease Animal
Cruelty by Increasing Spay/Neuter**
*Donna Mabus, Educator & Faculty Coach
Pup Patrol, Brandon Elementary School, MS*

10:10 am – 10:30 am **Live Performance: “From Pickles to Pups” and Questions for Kids
Who Care**
Pup Patrol, Brandon Elementary School, MS

10:30 am – 10:45 am **Morning Break**

10:45 am – 11:30 am

Decreasing Animal Cruelty Through Targeted Spay/Neuter Initiatives That Work
Panel

“How & Why Targeted S/N Works to Get the Funding You Need”

Elaine Adair, President, MS SPAN

“Using S/N Ordinances to Decrease Animal Cruelty”

*Doll Stanley, Director, Justice for Animals Campaign,
In Defense of Animals*

“Trap-Neuter-Return (TNR)”

Elaine Adair, President, MS SPAN

“Targeting Businesses for S/N Funding”

Shelby Parsons, Communications Manager, MS SPAN

“Targeting Organizations for S/N Funding”

Heidi LaPlante, MS SPAN Volunteer

Moderated by Marilyn H. David, Chair, Board of Advisors, MS SPAN

11:30 am – 12:00 pm

Robots Are Your Friends: Saving Time, Money, and Animals by Leveraging Technology (PART I)
Panel

Shelby Parsons, Communications Manager, MS SPAN

Kim Gorga, Principal, DigitalYou Consulting

12:00 pm – 1:15 pm

Buffet Lunch with the Speakers

Sit at Any Speaker’s Assigned Table and Ask Follow-up Questions!

Conference Venue (Table 100)

Afternoon: Animal Advocacy Initiatives of Mississippi (AAIM) Program

1:15 pm – 1:30 pm

Robots Are Your Friends: Saving Time, Money, and Animals by Leveraging Technology (PART II)
Panel

Shelby Parsons, Communications Manager, MS SPAN

Kim Gorga, Principal, DigitalYou Consulting

- 1:30 pm – 1:35 pm **Overview: AAIM Program & Benchmarking**
Marilyn H. David, President, AAIM
- 1:35 pm – 1:55 pm **Why AAIM? What Legislative Goals? How Did We Do in 2017?**
Marilyn H. David, President, AAIM
- 1:55 pm – 2:00 pm **Why Was Senator Hill’s 2017 Proposed Law to Decrease Animal Cruelty Defeated?**
Jan Griffey, General Manager & Former Editor-in-Chief, Vicksburg Post, MS
- 2:00 pm – 2:15 pm **Afternoon Break**
- 2:15 pm – 3:30 pm **Willow the Miniature Horse & the Vicksburg Family-Dog Shooting: What Their Cases Say about Mississippi’s Current Laws and Changes Needed to Prevent Cruelty**
Panel
- “The Vicksburg Family-Dog Shooting: News Coverage”
Jan Griffey, General Manager & Former Editor-in-Chief, Vicksburg Post, MS
- “Sexual Cruelty Against Willow the Miniature Horse: How Can This Be Prevented?”
Deborah Boswell, Director, Mississippi Animal Rescue League
- “What These Cases Say About Mississippi’s Current Laws and Changes Needed to Prevent Cruelty”
Sheriff Martin Pace, Warren County Sheriff’s Dept., MS
- “Holes in Mississippi Laws Leaving Animals at Risk for Cruelty”
Doll Stanley, Director, Justice for Animals Campaign, In Defense of Animals
- “Could Changing Cultural Views of Animals as Property Have Prevented Cruelty Against Willow and the Vicksburg Family-Dog?”
Bruce Myers, Director, USpA; Public Interest Lawyer, Animals | Environment PLLC
- Moderated by Marilyn H. David, President, AAIM*

3:30 pm – 4:30 pm

AAIM Planning Session: Deciding What We Advocates Need to Do During Aug. 2017-18 to Decrease Mississippi's Animal Cruelty

Marilyn H. David, President, AAIM

Phil Bushby, DVM, MS, DACVS

Marcia Lane Endowed Chair of Humane Ethics and Animal Welfare

College of Veterinary Medicine

Mississippi State University

4:30 pm

Adjourn

Tour the Big Thrift (OPTIONAL)

Sunday, July 30

DAY THREE

Check-out, Working Brunch, & Departure

7:00 am – 10:30 am

Complimentary Hot Breakfast (for hotel guests)

Lobby Area/Breakfast Room, Country Inn & Suites

For those hotel guests who are not attending the Working Brunch.

9:00 am – 11:00 am

Working Brunch

Farish Community Room

Whole Foods Market

4500 I-55 North Suite 99

Exit 100

Jackson, MS 39211

(601) 608-0405

12:00 pm

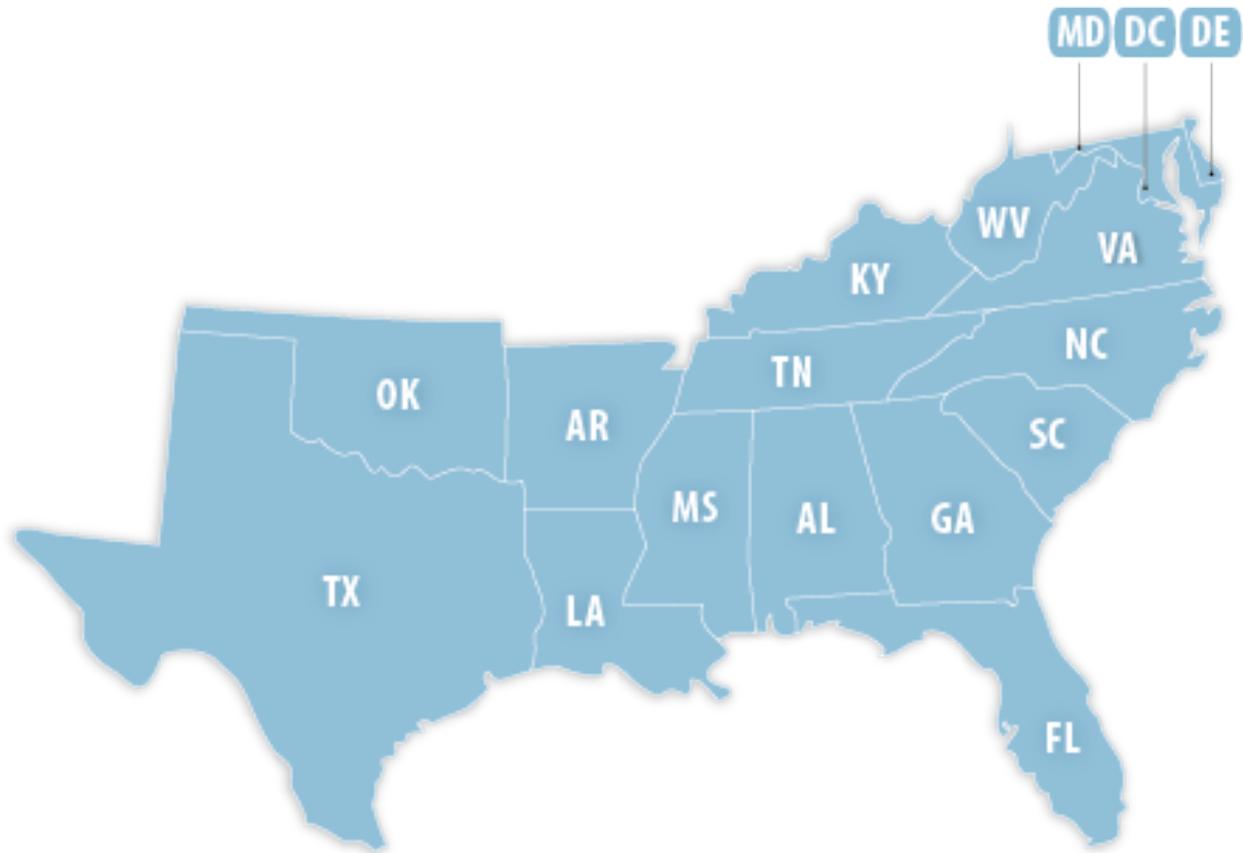
Hotel Check-Out Time

Depart Jackson, MS

Jackson–Evers International Airport

(Free hotel shuttle to airport available 8:00 am to 8:00 pm.)

APPENDIX A: THE SOUTH REGION



Source: U.S. Department of Labor, Bureau of Labor Statistics.

The South is one of four Census Regions recognized by the U.S. Census Bureau. The Region comprises 16 states and the District of Columbia. It is further subdivided into three Census Divisions: South Atlantic (Delaware, D.C., Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, and West Virginia); East South Central (Alabama, Kentucky, Mississippi, and Tennessee); and West South Central (Arkansas, Louisiana, Oklahoma, and Texas).