

# SPAY/NEUTER 2017: MISSISSIPPI & THE SOUTH

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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:

<i>Shelby Parsons, MS SPAN</i>	(916) 213-1804
<i>Kim Gorga, DigitalYou Consulting/USpA</i>	(619) 992-5282
<i>Bruce Myers, USpA</i>	(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*

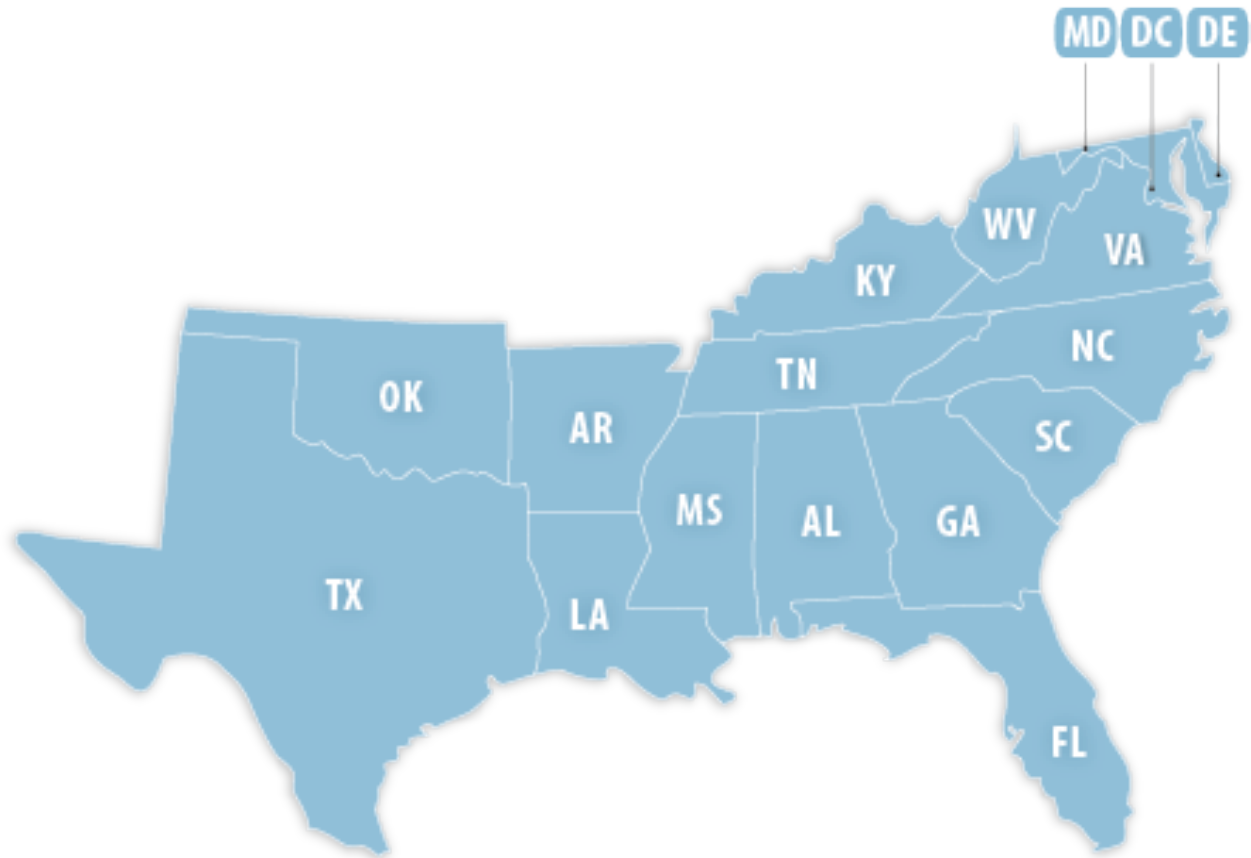
**Hotel Check-Out Time**

**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).