



## Animal Welfare Leadership Roundup Friday, May 6, 2022

### Past Recordings on Maddie's Pet Forum

- <https://forum.maddiesfund.org/communityconversations>

### This Meeting's Recording

- Recording on Maddie's Pet Forum  
<https://maddies.fund/awleadershiproundup5622>
- Maddie's Fund Box Link to Recording File:  
<https://maddiesfund.box.com/s/n6olhag0y6xhfdy2hddr95a0xb4o48xf>

### Friday meeting registration page

- [https://maddies.fund/Register\\_AWLeadershipRoundup](https://maddies.fund/Register_AWLeadershipRoundup)
- <https://us02web.zoom.us/meeting/register/tZEud-2orzMrHtLTuNo0GbrSNeCQIQkdWKAp>

### Monday meeting registration link (for shelter staff and committed volunteers)

- [https://maddies.fund/Register\\_ShelterRescueSupport](https://maddies.fund/Register_ShelterRescueSupport)
- [https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh\\_dCu](https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh_dCu)

**191 Attendees**

### Agenda: Journey You Own and Space Crisis Communications Kit

- Host: Kristen Hassen, Director, American Pets Alive!

Kristen shared this link: **Women in Black** - world-wide network of women committed to peace with justice and actively opposed to injustice, war, militarism and other forms of violence.

<https://womeninblack.org/>

If you are involved in a new pet identification technology - remote collars, facial recognition, QR technology and want to talk about it on this call, reach out to Kristen Hassen! [Kristen.hassen@americanpetsalive.org](mailto:Kristen.hassen@americanpetsalive.org)

- **Question of the Day:** Advice for Human Animal Support Services to address public criticism and the perceived message that keeping pets out of shelters by direct return to caregiver or foster care does not help animals – that strays are ignored or kept from shelter services.
- If you are involved in a new pet identification technology - remote collars, facial recognition, QR technology and want to talk about it on this call, reach out to Kristen Hassen! [Kristen.hassen@americanpetsalive.org](mailto:Kristen.hassen@americanpetsalive.org)



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- **Zachary Howard student at Hunter College** – capstone around the fragmentation of the chipping system  
[zehoward17@gmail.com](mailto:zehoward17@gmail.com)

**Julie Levy:** The US microchip system is a mess. Back in 2004 there was a national push with AVMA and all the chipmakers got together to try to solve this. It failed. Pet's death rekindles electronic ID debate <https://www.avma.org/javma-news/2004-07-01/pets-death-rekindles-electronic-id-debate>

2005 Statement from the AVMA in frustration about the dysfunctional state of microchipping in the US: "In the U.S., while we have nationally recommended an ISO standard, we haven't done anything to implement it. We've allowed the manufacturers to do whatever they wanted to do. ... It's finally time for the AVMA to step up to the table and say, 'Here's the appropriate standard, it's going to be the international standard and we need to bring the manufacturers to the table and resolve these issues.'"

Resistance from industry is possible because of their concerns over market share, but Dr. Dee said the AVMA must do the right thing, even if it means hiring attorneys. "Everywhere else in the world, there was resistance, too, but they were all able to come to the table because of national associations." <https://www.avma.org/javma-news/2005-06-15/2005-resolutions-mix-issues-mandates>

- **Maddie's Fund April Giveaways!** And the winners are....  
\$2,500 each!  
Cindy Flauger, Neenah Animal Shelter (Neenah, WI)  
Ashlynn Boyce, Paws and Claws Chicago Rescue (Evanston, IL)
- **National Updates:**
  - **Don't miss this webcast: Tuesday, May 10, 2022 - The Right Care** - Drs. Chumkee Aziz, Denae Wagner and Karen Green on how to provide humane housing and match community need to community capacity and shelter services to ensure all animals receive the care that is right for them. Register: [https://maddiesfund.org.zoom.us/webinar/register/WN\\_9UHVkuKcQbumXhwr-Y9puw](https://maddiesfund.org.zoom.us/webinar/register/WN_9UHVkuKcQbumXhwr-Y9puw)
  - **GoodPup webinar**— Thursday, May 12th at 7 PM EST How'd We Get Here? Troubleshooting Unexpected Problems with a New Dog.
    - <https://www.eventbrite.com/e/new-dog-howd-we-get-here-troubleshooting-unexpected-problems-tickets-320315792157>



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- **Best Friends National Conference** July 7-10 Raleigh NC  
<https://bestfriends.org/events/best-friends-national-conference>
- **Maddie's Fund Monthly Giveaways!** Enter here for a chance to win CA\$H in a random drawing:  
<https://www.maddiesfund.org/friday-community-conversations-may22-giveaway.htm>  
Open to all who are watching live or on-demand! Be sure to enter each week you attend!
- **Beck's Place is hiring!** Email TrBrad@BecksPlace if you have any questions:  
<https://www.becksplace.org/employment>
- **Survey link for Let Pet Reunification:** <https://www.surveymonkey.com/r/2MFSBYL>

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**TOPIC 1:**

### [The Journey You Own](#)

For the past five years, Dr. [@Jyothi Robertson](#) has been working on a personal passion project, the [Journey You Own](#), focusing on the inner relationship among environment/crisis, social justice, spiritual awareness/grounding practices, animal welfare, and what keeps us connected to the work we do. Through Journey You Own, Dr. Robertson has created [a monthly contemplative meditation space](#) for everyone to come together, experience a 15-minute guided meditation, and after have space for sharing. Join us this Friday to understand how the Journey You Own might use these opportunities to bring awareness and grounding practices to you and your staff.

Dr. Jyothi Robertson, Principal Consultant, JVR Shelter Strategies  
<https://www.shelterstrategies.com/meet-our-team/jyothi/>

Contact: [jvr@shelterstrategies.com](mailto:jvr@shelterstrategies.com)

Online Meditation Gathering  
<https://jyo.world/meditation-gathering/>

Register:  
<https://us06web.zoom.us/meeting/register/tZ0qf-qvqjovGtYhW5kQNH7MfQL2tAr5yBV->

Not to be missed! Maddie's Candid Conversation with Jyothi Robertson, DVM  
<https://maddies.fund/CandidConvoRobertson>



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### TOPIC 2:

#### HASS and HeARTs Speak [Communications Kit: Space Crisis](#)

When space crises strike, we need the community's support and action to help us save lives. But using the same code red messaging too often can lead to your community tuning out just when you need them the most.

Kasey Spain and Arin Greenwood will be talking about the **newest HASS x HeARTs Speak Communications Kit: Space Crisis**. This kit is intended to help animal organizations talk to the public about space crises in ways that will motivate people to take action. This kit is jam-packed with a variety of sample social media posts, infographics, talking points, and media pitches that offer different ways of talking about being at crisis capacity, so as not to lose the power of this urgent message.

**Kasey Spain**, Marketing and Communications Senior Manager, American Pets Alive!  
<https://americanpetsalive.org/about/staff/kasey-spain>

**Arin Greenwood**, Editor, writer, communications consultant  
<https://www.linkedin.com/in/arin-greenwood-017a577/>

**Hearts Speak** <https://heartsspeak.org/>

#### Toolkits:

##### Keeping Families Together

<https://heartsspeak.org/keeping-families-together/>

##### Communications Kit - Fostering

<https://heartsspeak.org/communications-kit-fostering/>

##### Communications Kit - Cats

<https://heartsspeak.org/communications-kit-cats/>

##### Communications Kit – Focused Marketing

<https://heartsspeak.org/community-focused-marketing-intro/>

##### Human Animal Support Services <https://www.humananimalsupportservices.org/>

Other toolkits can be found here: <https://www.humananimalsupportservices.org/pro-resources/>

##### Ancestry-inclusive dog genomics challenges popular breed stereotypes

[https://www.science.org/doi/10.1126/science.abk0639?adobe\\_mc=MCMID%3D84642491739088231094049347991384876828%7CMCORGID%3D242B6472541199F70A4C98A6%2540](https://www.science.org/doi/10.1126/science.abk0639?adobe_mc=MCMID%3D84642491739088231094049347991384876828%7CMCORGID%3D242B6472541199F70A4C98A6%2540)



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[AdobeOrg%7CTS%3D1651162390&\\_ga=2.218466969.1066386900.1651162373-689641651.1609118629](https://www.adobe.com/audienceinsights/audienceinsights.html?ga=2.218466969.1066386900.1651162373-689641651.1609118629)

**NY Times writeup of the research:** <https://www.nytimes.com/2022/04/28/science/dogs-breed-behavior-genes.html>

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**CHAT:**

07:54:14 From kristen hassan to Everyone:  
<https://womeninblack.org/>  
That's the organization I worked with

07:54:36 From ZACHARY HOWARD to Everyone:  
Good Morning Folks, My name is Zachary Howard! I'm a Masters student from Hunter College. Im working on my capstone around the fragmentation of the chipping system. Thank you so much to Sarah Javier for inviting me.

07:55:01 From Alison Gibson (she/her) to Everyone:  
Welcome Zachary!

07:55:06 From Tracy Brad to Everyone:  
Welcome Zachary!

07:55:51 From Jyothi Robertson to Everyone:  
Hi Zachery! Welcome!

07:57:25 From Nancy Cullins to Everyone:  
Hi Zachary

07:57:30 From Alison Gibson (she/her) to Everyone:  
● Welcome – we will record this meeting and the recording will be on Maddie's Pet Forum a bi tlater today -stop by and comment!  
<https://maddies.fund/awleadershiproundup5622>

07:57:38 From Tracy Brad to Everyone:  
I grew up in a rural area and my childhood Lab mix free roamed. It was normal then.

07:59:49 From Bob Tubbs to Everyone:  
Bob Tubbs - Williamsburg, VA



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07:59:56 From Tina Nichols to Everyone:

Tina from Lakeshore Humane in Manitowoc Wisconsin

08:00:03 From Ryan Robinson to Everyone:

International Fund for Animal Welfare

08:00:09 From Alison Gibson (she/her) to Everyone:

Hi Tina! and thanks Ryan!

08:00:14 From Mary Ellen Houghtaling to Everyone:

Just my 2nd meeting Mary Ellen from Lifeline Puppy Rescue Colorado

08:00:23 From Alison Gibson (she/her) to Everyone:

Hi Mary Ellen!

08:00:26 From Emily Roberts (she/her) to Everyone:

This is my second zoom call here! Emily Roberts - executive director of Cortland County SPCA in upstate NY

08:00:31 From Alison Gibson (she/her) to Everyone:

Hi Emily!

08:00:37 From Bob Tubbs to Everyone:

Virginia Animal Protection Federation

08:00:38 From Emily Roberts (she/her) to Everyone:

Howdy!

08:00:44 From Alison Gibson (she/her) to Everyone:

Hi Bob!

08:02:22 From CherylAnn Fernandes to Everyone:

Hi Zachary, I work for an international microchip company- feel free to email me at [Cherylann.Fernandes@petlink.net](mailto:Cherylann.Fernandes@petlink.net)

08:02:58 From Steve Marrero (Director-Liberty County Animal Services) to Everyone:

You nailed it

08:03:00 From Sarah Javier (she/her) to Everyone:

Thank you so much for being here, Zachary! There are many great minds on here to share ideas.



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08:03:19 From Sarah Javier (she/her) to Everyone:  
Kristen, love the idea of being able to scan with your phone!

08:04:11 From Isabelle Côté to Everyone:  
I miss the first few minutes or so. What is the name of this project?

08:04:52 From ZACHARY HOWARD to Everyone:  
[zehoward17@gmail.com](mailto:zehoward17@gmail.com)

08:05:32 From Julie Levy to Everyone:  
The US microchip system is a mess. Back in 2004 there was a national push with AVMA and all the chipmakers got together to try to solve this. It failed. Pet's death rekindles electronic ID debate <https://www.avma.org/javma-news/2004-07-01/pets-death-rekindles-electronic-id-debate>

08:08:47 From Julie Levy to Everyone:  
So when Hadden disappeared after slipping his collar on the morning of April 12, Massey assumed she would be notified if the wayward terrier were picked up. The Stafford County, Virginia, Animal Shelter did, in fact, have custody of Hadden. But the shelter's scanners failed to detect the short-range radio frequency emitted by the dog's microchip.

After observing the mandatory, six-day holding period for stray animals, shelter staff waited four additional days for the owner to turn up. Michael Null, the shelter's chief animal control officer, explained why. "We normally try to hold onto every animal as long as we can."

On April 21, after 10 days with no inquiries about a missing American Pit Bull Terrier, Hadden was euthanized.

Tragically, Massey called the shelter 30 minutes too late. She described Hadden in detail and mentioned his microchip. At that point, the dog's body was scanned again, this time with a scanner the shelter had received in January but had stored away. "Chip found," the scanner read

08:08:54 From Kelly Clardy to Everyone:  
Maddie's Fund Monthly Giveaways! Enter here for a chance to win CA\$H in a random drawing:

<https://www.maddiesfund.org/friday-community-conversations-may22-giveaway.htm>

Open to all who are watching live or on-demand! Be sure to enter each week you attend!

**Maddie's Fund April Giveaways!** And the winners are....

**\$2,500 each!**

Cindy Flauger, Neenah Animal Shelter (Neenah, WI)

Ashlynn Boyce, Paws and Claws Chicago Rescue (Evanston, IL)

08:10:38 From Tracy McQuarrie to Everyone:



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08:10:40 From Ann Valentine to Everyone:  
Congratulations to the winners!

08:10:40 From Alison Gibson (she/her) to Everyone:  
CONGRATS to the WINNERS!!

08:10:41 From Johanna Humbert to Everyone:  
Congratulations!

08:10:46 From Albert Yau to Everyone:  
Congrats!!!

08:10:47 From Tam Singer to Everyone:  
Yay! congrats:)

08:10:47 From Kasey Spain: AmPA!/HASS to Everyone:  
Whoo hooo!

08:10:48 From MeLissa Webber to Everyone:



08:10:50 From Susan Leavitt to Everyone:  
Congrats!!

08:10:51 From Emily Roberts (she/her) to Everyone:  
Congrats y'all!

08:10:52 From Katie McKay to Everyone:  
CONGRATS!!!!

08:10:58 From David Lynch to Everyone:  
Congrats!!

08:11:09 From Shelley Joaquin to Everyone:  
Congrats to the winners!

08:11:31 From Jerrica Owen to Everyone:  
Congrats!!!

08:11:34 From Sindi Dresslaer to Everyone:







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08:12:29 From Alison Gibson (she/her) to Everyone:

Don't miss this webcast:

Tuesday, May 10, 2022 - The Right Care - Drs. Chumkee Aziz, Denae Wagner and Karen Green on how to provide humane housing and match community need to community capacity and shelter services to ensure all animals receive the care that is right for them. Register: [https://maddiesfund-org.zoom.us/webinar/register/WN\\_9UHVkuKcQbumXhwr-Y9puw](https://maddiesfund-org.zoom.us/webinar/register/WN_9UHVkuKcQbumXhwr-Y9puw)

08:12:45 From Amber Francisco to Everyone:

Congrats!

08:12:55 From Kelly Clardy to Everyone:

Congrats to the winners!!! Cindy Flauger and Ashlynn Boyce! The Maddie's Fund grants team will reach out to you next week with all the details.

08:14:11 From Allie Mayer to Everyone:

Upcoming webinar— Thursday, May 12th at 7 PM EST, GoodPup is hosting a free webinar called How'd We Get Here? Troubleshooting Unexpected Problems with a New Dog.

The webinar will cover topics such as potty training challenges, mouthiness, jumping, barking, separation distress, resource guarding, and more. It is open to staff, volunteers, fosters and adopters.

<https://www.eventbrite.com/e/new-dog-howd-we-get-here-troubleshooting-unexpected-problems-tickets-320315792157>

For more information about GoodPup or to view past webinars visit <https://goodpup.com/shelters>.

08:14:16 From Jerrica Owen to Everyone:

Pet Reunification Strategy Survey: <https://www.surveymonkey.com/r/2MFSBYL>

08:14:22 From Brent Toellner to Everyone:

<https://bestfriends.org/events/best-friends-national-conference>

08:14:23 From Julie Levy to Everyone:

2005 Statement from the AVMA in frustration about the dysfunctional state of microchipping in the US: "In the U.S., while we have nationally recommended an ISO standard, we haven't done anything to implement it. We've allowed the manufacturers to do whatever they wanted to do. ... It's finally time for the AVMA to step up to the table and say, 'Here's the appropriate standard, it's going to be the international standard and we need to bring the manufacturers to the table and resolve these issues.'"

Resistance from industry is possible because of their concerns over market share, but Dr. Dee said the AVMA must do the right thing, even if it means hiring attorneys. "Everywhere else in



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the world, there was resistance, too, but they were all able to come to the table because of national associations." <https://www.avma.org/javma-news/2005-06-15/2005-resolutions-mix-issues-mandates>

08:16:43 From Alison Gibson (she/her) to Everyone:

Human Animal Support Services <https://www.humananimalsupportservices.org/>

08:18:51 From Isabelle Côté to Everyone:

It could fit very nicely in the one health one welfare initiative

08:19:13 From Alexis Pagoulatos to Everyone:

From a PR perspective, address it or the messaging vacuum gets filled by others.

08:19:17 From Ann Valentine to Everyone:

Similarly, I have members of our local Board who struggle to understand HASS. They are jaded towards the notion of being more open about adoptions, for example.

08:19:17 From Jessica Des Lauriers to Everyone:

For us, I think we are struggling internally to be aligned. There is some hesitation that the messaging to our guests, is that we aren't helping them. Then in turn they will give that information to the cities we provide services to.

08:19:21 From Jenn Danks to Everyone:

We do need to have these conversations and not back away.

08:20:13 From Alison Gibson (she/her) to Everyone:

QOTD: Advice for Human Animal Support Services to address public criticism and the perceived message that keeping pets out of shelters by direct return to caregiver or foster care does not help animals – that strays are ignored or kept from shelter services.

08:20:17 From Nancy Cullins to Everyone:

We do the same. Provide a number of rehoming sites. Our city shelter is telling people to let the animals free in the street. We think it is to keep the numbers looking good.

08:20:19 From Dinah Hayse to Everyone:

The majority of the cats that are coming are not fixed.

08:20:25 From Susan Leavitt to Everyone:

As a rescue we speak to everyone before they surrender their pet and we work to see how they can keep their dog. Advice on health, training, places to turn to. We have success and failure with it but it's the financial part that's the hardest to deal with. We don't know how to help them. Many lost jobs or homes and don't have the money.



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08:21:01 From Sara M. - Pasadena Humane to Everyone:

I wonder how critics of HASS initiatives would define "a good home". I can't help but think that under the surface of the accusation that shelters are "turning pets away" is the long-standing myth that the homes these pets came from aren't "good enough" and that the shelter and a new "forever" home is actually the better place for them.

08:21:16 From Sara M. - Pasadena Humane to Everyone:

YES, Emily Wood, AGREE!!!

08:21:56 From Cynthia Bullock to Everyone:

We need remove the stigma of people asking for help for their pets. We're 100% safety net services and still face the bias of "if they can't afford them, they shouldn't have them"

08:22:11 From Amber Francisco to Everyone:

Our shelter is not turning away stray animals but we are doing owner surrenders by appointment only. We are asking why they need to surrender, and if they need food we offer food. We try to help to keep the animal in the home

08:22:35 From kristen hassen to Everyone:

We advocate the approach of inviting the community to help but that's not the same as saying "we aren't going to help you" - not sure if shelters are just closing their doors in the name of HASS and if so, how we can be very clear that's not what we stand for

08:22:37 From Emily Roberts (she/her) to Everyone:

We are struggling with this with the implementation of our Angel Fund... should it only be for our animals? or include public animals? We recently used it to pay for a \$5,000 surgery for a puppy. It's not sustainable in its current state. Does anyone have any protocol in place for paying for public animal's medical care they could share with me? My email is [elbach@cortlandspca.org](mailto:elbach@cortlandspca.org)

08:22:46 From Ann Valentine to Everyone:

Agreed, Cynthia. Our shelter is adding a Board seat next year specifically for someone in human services.

08:23:36 From Cynthia Bullock to Everyone:

We did the same, Ann. We have to partner with human services to do our work.

08:23:39 From kristen hassen to Everyone:

Emily Wood totally agree - the assumption is: we should take in every pet from the 'irresponsible owner', provide perfect care for the pet, and rehome the pet to a 'better' home.

08:23:47 From kristen hassen to Everyone:



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I think that belief underlies all of this

08:24:09 From Lauren Overman to Everyone:

Kristen- does it seem like some shelters are misunderstanding the HASS message of providing other services INSTEAD of taking the animals in? (rather than just not taking them in?)

08:24:12 From kristen hassan to Everyone:

It's about a factory of 'bad' owners to 'good' owners - it's a myth that the movement has really promoted unintentionally

08:24:14 From Jenn Danks to Everyone:

Our online admissions process gives owners options to request assistance over surrender. When that happens, their request is turned over to our Stay@Home program where a suite of support services are available to owners.

08:24:46 From Jessica Des Lauriers to Everyone:

I agree Emily. We even struggle with that internally, on providing medical care and returning the pet to the family. Some people think they shouldn't get the animal back. We all need help sometimes, and the goal is to keep pets and families together.

08:27:14 From kristen hassan to Everyone:

So is the general advice to communicate more and more clearly?

08:27:59 From Kriss Harrigan to Everyone:

Is there a statistic on how many pets are returned to owner when they enter the shelter system?

08:28:28 From Hope Winograd to Everyone:

Symbiotic is a great word!

08:28:35 From Julie Levy to Everyone:

@Kriss Harrigan - about 20% for dogs and 2% for cats.

08:28:37 From Kelly Clardy to Everyone:

We see this every time there's a big shift in animal welfare - fee-waived adoptions, open/conversation-based adoptions (no home visits, etc). Change is hard for a lot of people, no matter how good the change is.

08:28:43 From emily wood to Everyone:

It's not only HASS, it's the same thing that folks have been saying for years - UC Davis, and RTF/TNR advocacy. Home is simply better, almost always, even if that home is outdoors, if it



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doesn't look like yours, etc. When advocacy comes from a baseline of "every pet needs to be cared for precisely the way I envision good care," we're just not talking about the same thing...

08:28:47 From Brent Toellner to Everyone:

We spend so much time in crisis communications -- we have to make more time for the proactive comms

08:29:04 From Kasey Spain: AmPA!/HASS to Everyone:

Amen Brent!

08:29:09 From Britney Tennant to Everyone:

We have struggled with some of the HASS messaging because in some ways it feels like it is implying that professionals and expertise are no longer necessary. We've been fighting for years to elevate the profession and sometimes the messaging feels like it is devaluing the accumulated experience and education of shelter professionals.

08:29:12 From Isabelle Côté to Everyone:

Pets could also have préférences. A dog could be bonded with a "bad" owner and for the dog staying with this person could be better than being with a new "good" owner.

08:29:20 From Ann Valentine to Everyone:

From my 30 years' experience in public higher education, I can verify that you can never communicate enough. Even meetings with local leadership and service groups makes a difference. Communicating once doesn't do the trick: it's a constant issue.

08:29:28 From wendy frink to Everyone:

For those without a comms person, do you have a volunteer(s) with marketing/PR backgrounds that could help?

08:29:40 From emily wood to Everyone:

Amen, Brent - "proactive communications!"

08:30:28 From Anne George to Everyone:

Specifically, where is the data that shows that HASS work?

08:30:31 From Brad Shear to Everyone:

I think we need to pay attention to how our frontline staff communicate, how they are trained and what people's direct experience is when they come in or call. That experience is what will form stronger opinions than any other.

08:30:57 From Becky Costner to Everyone:



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interagency making sure that everyone is on the same page for how we are clarifying our policy, procedure and the overall direction of animal rescue/shelters. Making sure that everyone feels comfortable with talking about it forwards and backwards. As we talk to people I think that sometimes it creates an aha moment for them. Then track the data because the data won't lie.

08:31:27 From Jamie Case to Everyone:

I don't want to take up too much space but I have almost 10 years of experience focusing on keeping the family unit in tact while trying to run a shelter. It was not easy to get my local community over the hump of truly understanding that people deserve to keep their pets. Period. The communities we serve understand it. It's the Good Samaritan and some of our industry that can't quite see that point and that the shelter is not the answer. Personal judgement is getting in the way of our progress. And I will say again, it was hard BUT ten years later, I can say... it was worth it. Our community's pets are healthier, pet caretakers feel better supported and open to coming into the shelter to talk through problems they may have.

08:31:28 From Renee Gutierrez to Everyone:

Its really hard to have proactive communication when we are soooo short staffed, there is no one to share that messaging. I agree 100% but its difficult right now with the great resignation issues were facing.

08:31:33 From Alison Gibson (she/her) to Everyone:

Dr. Jyothi Robertson, Principal Consultant, JVR Shelter Strategies  
<https://www.shelterstrategies.com/meet-our-team/jyothi/>

08:31:54 From Alison Gibson (she/her) to Everyone:

Not to be missed! Maddie's Candid Conversation with Jyothi Robertson, DVM  
<https://maddies.fund/CandidConvoRobertson>

08:32:28 From Kym Iffert to Everyone:

I think it's important for all of us to remember that it's human nature to focus on the "negative". So asking for people to step up and help may simply be "heard" as we aren't taking animals when that is not the case.

08:32:37 From Alison Gibson (she/her) to Everyone:

Journey You Own (JYO) <https://jyo.world/awareness/>

08:32:53 From kristen hassen to Everyone:

Dr. Robertson is one of our HASS project advisors:)

08:32:58 From Jyothi Robertson to Everyone:

<https://jyo.world/meditation-gathering/>



## Animal Welfare Leadership Roundup Friday, May 6, 2022

08:33:09 From Alison Gibson (she/her) to Everyone:

Online Meditation Gathering

<https://jyo.world/meditation-gathering/>

08:34:15 From kristen hassen to Everyone:

Yes Brad - we are starting to realize what a huge factor that is

08:35:23 From kristen hassen to Everyone:

If you are involved in a new pet identification technology - remote collars, facial recognition, QR technology and want to talk about it on this call, reach out to me!

[Kristen.hassen@americanpetsalive.org](mailto:Kristen.hassen@americanpetsalive.org)

08:36:34 From Alison Gibson (she/her) to Everyone:

<https://jyo.world/meditation-gathering/>

Register:

<https://us06web.zoom.us/meeting/register/tZ0qf-qvqjovGtYhW5kQNH7MfQL2tAr5yBV->

08:39:59 From Alison Gibson (she/her) to Everyone:

08:41:49 From Erica Schumacher to Everyone:

Thank you so much for doing this Jyothi! I'm excited for May 26th!

08:41:55 From Jyothi Robertson to Everyone:

[jvr@shelterstrategies.com](mailto:jvr@shelterstrategies.com)

08:42:29 From Steve Marrero (Director-Liberty County Animal Services) to Everyone:

I can't access the link

08:42:30 From Jamie Case to Everyone:

Thank you so much, Jyothi!

08:42:31 From Kimberly Pickens DCDF to Everyone:

Neither of those registration links are working.

08:42:42 From Jyothi Robertson to Everyone:

<https://us06web.zoom.us/meeting/register/tZ0qf-qvqjovGtYhW5kQNH7MfQL2tAr5yBV->

08:42:47 From Susan Leavitt to Everyone:

The corrected one above works

08:42:58 From Alexis Pagoulatos to Everyone:

Didn't work for me either



## Animal Welfare Leadership Roundup Friday, May 6, 2022

08:43:04 From Arin Greenwood to E  
veryone:

Works for me!

08:43:04 From Kimberly Pickens DCDF to Everyone:  
did not work

08:43:06 From Kasey Spain: AmPA!/HASS to Everyone:  
Works for me!

08:43:16 From Steve Marrero (Director-Liberty County Animal Services) to Everyone:  
Nope

08:43:18 From Jyothi Robertson to Everyone:  
<https://jyo.world/meditation-gathering/>

08:43:20 From Jenn Danks to Everyone:  
Worked for me

08:43:24 From Mary Flores to Everyone:  
Returns a "lost in Zoom" page.

08:43:31 From Heather Kalman to Everyone:  
Worked when accessing from the main site vs the zoom invite link :)

08:43:41 From PJ Rosch to Everyone:  
It may be if you are on a VPN your protocols may not let you in

08:44:43 From Kelly Clardy to Everyone:  
If you just joined, don't forget to enter for a chance to win money from Maddie's Fund! Fill  
in the contest entry form here: [https://www.maddiesfund.org/friday-community-conversations-  
may22-giveaway.htm](https://www.maddiesfund.org/friday-community-conversations-may22-giveaway.htm)

. Open to all who are watching live or on-demand! Be sure to enter each week you attend!

08:44:56 From Alison Gibson (she/her) to Everyone:  
Kasey Spain, Marketing and Communications Senior Manager, American Pets Alive!  
<https://americanpetsalive.org/about/staff/kasey-spain>

08:45:05 From Alison Gibson (she/her) to Everyone:  
Arin Greenwood, Editor, writer, communications consultant  
<https://www.linkedin.com/in/arin-greenwood-017a577/>





## Animal Welfare Leadership Roundup Friday, May 6, 2022

08:45:37 From Alison Gibson (she/her) to Everyone:  
Hearts Speak <https://heartsspeak.org/>

08:45:39 From Hope Winograd DVM (she/hers) to Everyone:  
These are awesome!

08:46:22 From Alison Gibson (she/her) to Everyone:  
<https://heartsspeak.org/communications-kit-space-crisis/>

08:51:13 From Hope Winograd DVM (she/hers) to Everyone:  
That's the most important part. Educating w/the "correct" info, and not what they have picked up via Dr.Google! That was my point earlier on the problem w/social media...and horrendous mis-information.

08:52:33 From Alison Gibson (she/her) to Everyone:  
Human Animal Support Services <https://www.humananimalsupportservices.org/>

Other toolkits can be found here: <https://www.humananimalsupportservices.org/pro-resources/>

08:52:56 From Arin Greenwood to Everyone:  
<https://heartsspeak.org/keeping-families-together/>

08:53:09 From Arin Greenwood to Everyone:  
<https://heartsspeak.org/communications-kit-fostering/>

08:53:20 From Arin Greenwood to Everyone:  
<https://heartsspeak.org/communications-kit-cats/>

08:53:30 From Arin Greenwood to Everyone:  
<https://heartsspeak.org/community-focused-marketing-intro/>

08:54:43 From Alison Gibson (she/her) to Everyone:  
Hearts Speak <https://heartsspeak.org/>

08:55:19 From Tracy McQuarrie to Everyone:  
We use Heartsspeak here in South Africa often 🤗🐕❤️ thank you so much

08:55:19 From Alison Gibson (she/her) to Everyone:  
We are recording this meeting and the recording will be on Maddie's Pet Forum a bi tlater today -stop by and comment!  
<https://maddies.fund/awleadershiproundup5622>



## Animal Welfare Leadership Roundup Friday, May 6, 2022

08:55:23 From Tracy Brad to Everyone:

Thank you everyone! Happy early weekend. My organization is hiring! You can email me at TrBrad@BecksPlace if you have any questions: <https://www.becksplace.org/employment>

08:56:02 From Jenn Danks to Everyone:

Weekly - yes please!

08:56:04 From Cindy Flauger to Everyone:

Thank you, Maddie's fund! I love this group and see it as a lifeline for learning!! And to win, just for showing up to learn - amazing!

08:56:09 From Tracy Brad to Everyone:

Is Marjie coming?

08:56:10 From Susan Leavitt to Everyone:

These calls have been great. Hearing best practices and discussing issues has been great.

08:56:10 From Ryan Robinson to Everyone:

Could you post the link of that research?

08:56:29 From Arin Greenwood to Everyone:

[https://www.science.org/doi/10.1126/science.abk0639?adobe\\_mc=MCMID%3D84642491739088231094049347991384876828%7CMCORCID%3D242B6472541199F70A4C98A6%2540AdobeOrg%7CTS%3D1651162390&\\_ga=2.218466969.1066386900.1651162373-689641651.1609118629](https://www.science.org/doi/10.1126/science.abk0639?adobe_mc=MCMID%3D84642491739088231094049347991384876828%7CMCORCID%3D242B6472541199F70A4C98A6%2540AdobeOrg%7CTS%3D1651162390&_ga=2.218466969.1066386900.1651162373-689641651.1609118629)

08:56:35 From Ryan Robinson to Everyone:

thank you!

08:56:37 From ZACHARY HOWARD to Everyone:

Thank you everyone!!

08:56:42 From Kelly Clardy to Everyone:

Remember to enter for a chance to win money from Maddie's Fund! Complete the entry form here: <https://www.maddiesfund.org/friday-community-conversations-may22-giveaway.htm>

Open to all who are watching live or on-demand! Be sure to enter each week you attend!

08:56:58 From Arin Greenwood to Everyone:

Here's The NY Times writeup of the research:  
<https://www.nytimes.com/2022/04/28/science/dogs-breed-behavior-genes.html>

08:57:08 From Kelly Clardy to Everyone:



**Animal Welfare Leadership Roundup  
Friday, May 6, 2022**

Happy Friday everyone!

08:57:23 From Emily Roberts (she/her) to Everyone:  
Thanks for the links!

08:57:23 From Tracy McQuarrie to Everyone:  
Thank you so much have a great weekend everyone

08:57:25 From Jyothi Robertson to Everyone:  
Thank you everyone! Have a great weekend!

08:57:32 From Emily Roberts (she/her) to Everyone:  
Thanks everyone for all the info! :D

08:57:38 From Shelley Joaquin to Everyone:  
Thank you!

09:00:20 From Shannon Parker to Everyone:  
Thank you!!

-----END-----