**Past Recordings on Maddie’s Pet Forum**

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

**This meeting:**

<https://maddies.fund/awleadershiproundup102921>

Box link of file recording:

<https://maddiesfund.box.com/s/svzuvqutq0y2i7h27p2uvpg4pw8igb51>

**Friday meeting registration page**

<https://maddies.fund/Register_AWLeadershipRoundup>

**Monday meeting registration link (for shelter staff and committed volunteers)**<https://maddies.fund/Register_ShelterRescueSupport>

***197 attendees***

**Agenda**

* **Welcome – Bobby Mann, American Pets Alive!**
Kristen.hassen@americanpetsalive.org

bobby.mann@americanpetsalive.org

**QOTD: Best Halloween costume you’ve ever worn?**

* **Mary's Motivation –** on paper we may not look like such great adopters but the reality is, we are missing out if we deny potential adopters based on assumptions (read “biased ideas”). The power of language is real. If my animals are happy, then I’m happy - happiness is defined by my pets, not by me! Let’s start with the positive assets and benefits and respect people where they are.
* **National updates**

**Jamie Case:** Results from Bullying and Harassment survey

**Jerrica** **Owen** –read about the new NACA board members! <https://www.nacanet.org/current-board-members/>

**Mike Bricker** new CARE scholarships

Join the CARE Givers Circle:

Text the word “CIRCLE” to 52886

OR Click on this link <https://p2a.co/sRDsGIk>

**CARE** https://careawo.org/

**Caregivers Circle** <https://careawo.org/thecircle/>

**Bobby Mann and Kristen Hassen are developing the 2022 agenda for these meetings – please send in your ideas** <https://forms.monday.com/forms/03f9df7fb83ef1499b6a9215bbe8b31b?r=use1>

**Becky Hauk at The Animal Foundation** announced a job opening: CEO - The Animal Foundation in Las Vegas - position profile and application <https://morancompany.com/current-searches-chief-executive-officer-9/>

More info: becky@morancompany.com

* **Educate. Responsible. Cruel. Neglectful. Feral. Poor. At-Risk. Hoarder. Poor. Perpetrator. Abuser.**

These are just some of the terms frequently used in animal welfare to describe people and animals and they have potentially negative consequences. In this Friday call, we'll hear from [Amanda Arrington](https://humanepro.org/authors/amanda-arrington), who will talk about how [Pets For Life](https://humanepro.org/programs/pets-for-life) has thought about the power of language, adjusted terms that the program uses and wants to hear from you what other terms may be problematic.

The goal of this session is to think about how to exercise cultural humility in language and practice which will lead to a broader conversation about how language has shaped our work and what changes need to happen to expand our ideas about what we do and our relationship to our community. We'll be asking you about terms like 'animal control,' and 'behavior dog' and getting your input about whether we need to replace much of our industry language in order to build a better animal welfare future.

Words and language that need to change – example: “Educate” creates a power dynamic and “responsible” creates negative labels

* We'll then turn to [**Kelly Duer**](https://www.maddiesfund.org/kelly-duer.htm) **and Kristen Hassen,** who argue that shelter pet marketing should be strictly positive, and avoid negative descriptors that may harm pets' chances of being adopted. (There's a logic to this argument, we promise!). They'll provide a [five minute overview](https://www.youtube.com/watch?v=Fnx9WAwnSfA) and share the [resource](https://www.humananimalsupportservices.org/wp-content/uploads/Ethical-Standards-for-Marketing-Shelter-Pets.pdf) they've created to provide a guideline for shelter workers. Importantly, they want to know where YOU stand on this issue, as leaders in animal welfare and what concerns you have about keeping positive marketing separate from adoption counseling.

***List of resources referenced during today’s call***

**Superman’s pets** [**https://superman.fandom.com/wiki/Krypto**](https://superman.fandom.com/wiki/Krypto)

**Re: Bullying and Harassment Survey results**

<https://www.enjoybloom.com/>

**This has been very helpful to do in my own time to help manage anything negative that arises in life! I hope this can be helpful for everyone else too**

**Kathy Duncan November 2, 2021: Association of Animal Shelter Administrators of Ontario (AASAO) annual conference (virtual)**

<https://www.aasao.org/annual-conference>

**November 4 + 5: Humane Canada's National Violence Link Conference**

<https://humanecanada.swoogo.com/cjsr/1253225>

**November 10: Maddie’s Candid Conversation with Dr. Michael Blackwell**<https://maddiesfund-org.zoom.us/meeting/register/tZcoc-GqpzIuE9Jx9M4ldvAeZoM3ssszZCIQ>

**Self-Supported Rehoming Infographic**

<https://www.humananimalsupportservices.org/blog/please-share-this-infographic-on-how-to-self-rehome-pets/>

**Download the JPG here:** <https://www.humananimalsupportservices.org/toolkit/marketing-toolkit-supported-self-rehoming/>

**More info:**

kasey.spain@americanpetsalive.org

 **Webcast with Kelly Duer and Kirsten Hassen:** Ensuring Transparency While Keeping Marketing and Adoption Counseling Separate

**Earn CAWA and NACA CE credit - watch on Maddie’s University** <https://university.maddiesfund.org/products/ensuring-transparency-while-keeping-marketing-and-adoption-counseling-separate>

 **Ethical Standards for Marketing Shelter Pets**<https://www.humananimalsupportservices.org/wp-content/uploads/Ethical-Standards-for-Marketing-Shelter-Pets.pdf>

**Adoptimize study on positively framed language vs negatively framed language** – resources available from jessica.schleder@adoptimize.co

**November 1 at 7:00pm Eastern -** CAREawo.org presentation: INreach: The Past, Present and the Future of Community Outreach

<https://fb.me/e/WlENUYdR>

              

**CHAT SESSION**

07:52:00 From Christy Alford@ IMON to Everyone:

 Good morning

07:52:24 From Alison Gibson to Everyone:

 HI everybody! Happy Friday!

07:52:53 From Bobby Mann to Everyone: **Register for these meetings:**

 <https://us02web.zoom.us/meeting/register/tZEud-2orzMrHtLTuNo0GbrSNeCQlQkdWKAp>

***Julie Bank showed us her Superman painting she had rescued from the garbage***

07:58:28 From Sharon Fletcher to Everyone:

 sell that is just wrong…that he was in the garbage…

07:58:47 From Sharon Fletcher to Everyone:

 well, not sell

07:58:53 From Kathy Duncan to Everyone:

 Right @Sharon!!!

07:59:04 From Sharon Fletcher to Everyone:

 I am going to say yes…they had super powers

07:59:06 From Jamie Case to Everyone:

 That’s so neat!

07:59:19 From Sharon Fletcher to Everyone:

 Your found treasure, Julie

08:00:08 From Pollyanne McKillop to Everyone: **Superman’s pets**

 <https://superman.fandom.com/wiki/Krypto>

***QOTD: Best Halloween costume you’ve ever worn?***

08:00:14 From Maggie Tomecek to Everyone:

 Spy vs. Spy

08:00:14 From Jose Joel Delgado to Everyone:

 Inspector Gadget!

08:00:17 From Alison Gibson to Everyone:

 QOTD: Best Halloween costume you ever wore?

08:00:18 From kristen hassen to Everyone:

 Pink panda

08:00:20 From Emily Wood to Everyone:

 Tippi Hedron being attacked by birds

08:00:22 From CherylAnn Fernandes Fernandes to Everyone:

 box of milk duds

08:00:25 From Shelly (she/her), Maddie's Fund to Everyone:

 Oddest was a French’s Mustard bottle...

08:00:25 From Michelle Quigley to Everyone:

 Underdog

08:00:26 From Megan Volpe to Everyone:

 Tweety Bird..... my mom made it for me

08:00:27 From Laney Nee to Everyone:

 as an adult? My direct report and I dressed up as a dog and smiling poop!

08:00:28 From Karen Walsh to Everyone:

 Pink Panther

08:00:31 From Sharon Fletcher to Everyone:

 my roommates and I were Cats from the play cats. No one recognized us

08:00:34 From Christopher Fitzgerald to Everyone:

 "Someone you can count on"

08:00:35 From Tom Colvin to Everyone:

 Krypto the Superdog was Superman's dog.

08:00:42 From Alison Gibson to Everyone:

 Motorcycle Maven

08:00:44 From Sarah Muirhead to Everyone:

 I had a full-size fluffy Tigger costume with a button that had an audio recording

08:00:56 From Sharon Fletcher to Everyone:

 awesome BJ

08:01:11 From Karin Baker to Everyone:

 Lol

08:01:14 From Julie Bank to Everyone:

 I went as the credits to stranger things once.

08:01:19 From Laney Nee to Everyone:

 that's hilarious!

08:01:20 From Mary Smith to Everyone:

 BJ, I bet folks don’t know who Gibbs and Abby are? But I do - an NCIS nerd.

08:01:24 From Krista Rakovan to Everyone:

 My husband and I do lots of couple costumes: princess and the frog, crayon and pencil, roller girls, deer and hunter (but deer shot the hunter)

08:01:25 From Sharon Fletcher to Everyone:

 The Literal someone you can count on! love it Chris!

08:01:44 From Trudy Bennett to Everyone:

 As a child my mom made us leopard costumes. We wore them for months afterwards. Mom had to resew our tails on repeatedly

08:01:47 From Pollyanne McKillop to Everyone:

 Streaky, sometimes referred to as Streaky the Supercat, was Supergirl's pet cat who

sometimes had Kryptonian powers and fought alongside her. 😉

08:01:53 From Rhea Moriarity to Everyone:

 The board game Operation

08:02:04 From BJ Andersen to Everyone:

 This year I went as my ancestor Sarah Bridges, who escaped being hung as a witch in Salem in 1692

08:02:13 From Christopher Fitzgerald to Everyone:

 Hi Amanda! I miss you!

08:02:22 From Kathy Duncan to Everyone:

 Wow @BJ!!!

08:02:24 From Shelly (she/her), Maddie's Fund to Everyone:

 BJ, WOW!!

08:02:32 From Amanda Arrington to Everyone:

 @chris You too, always makes me happy to see you!

08:02:54 From AIMEE SADLER to Everyone:

 Emily and Lexie and I were the 3 Little Pigs

08:03:02 From Christopher Fitzgerald to Everyone:

 Our PFL belt is the backdrop in every one of my Zooms

08:03:33 From Jamie Case to Everyone:

 Me too

08:03:45 From Christopher Fitzgerald to Everyone:

 Hey, Aimee! This feels like a reunion.

08:03:51 From Amanda Arrington to Everyone:

 @chris, that is as it should be :)

08:04:03 From AIMEE SADLER to Everyone:

 Right?!?

08:04:14 From Kathy Duncan to Everyone:

 My youngest dog peed on the groomer’s leg when he was about a year old…..

08:04:32 From Kathy Duncan to Everyone:

 She was kind enough to let him come back after that…

08:05:03 From Kathy Duncan to Everyone:

 @Aimee!!!!!! How are you???

08:05:37 From Steve Marrero to Everyone:

 Good Morning from Liberty County Animal Services in Hinesville, Ga

08:06:27 From Sharon Fletcher to Everyone:

 Literally “food for thought” now I want a croissant...

08:06:57 From Alison Gibson to Everyone:

 tooo funny!

08:07:46 From Christopher Fitzgerald to Everyone:

 My mom dressed us as cereal boxes one year. Wish I had that photo

08:09:49 From Christopher Fitzgerald to Everyone:

 one of our most vocal detractors reached out to request pet food for their informal pet food pantry

08:10:25 From Kathy Duncan to Everyone:

 Interesting at Chris!! Way to build bridges!!!

08:10:34 From Kathy Duncan to Everyone:

 @Chris

08:10:41 From Alexis Pagoulatos to Everyone:

 This is wonderful, thank you!

08:11:46 From Shelly (she/her), Maddie's Fund to Everyone:

 Bobby - lol!! <3

08:12:05 From Alex James to Everyone:

 <https://www.enjoybloom.com/>

This has been very helpful to do in my own time to help manage anything negative that arises in life! I hope this can be helpful for everyone else too

08:13:30 From Davyd Smith to Everyone:

 I think we need to be cautious of lumping advocates in with trolls. Advocates are needed. Trolls hurt advocates by marginalizing compassionate advocacy based on evidence and facts.

08:14:07 From kathryn Hansen to Everyone:

 That's such a good point Davyd

08:14:12 From Kelly Duer to Everyone:

 Totally agree.

08:14:23 From Kathy Duncan to Everyone:

Hi All, Just a couple of reminders about virtual events coming up next week in Canada: **Association of Animal Shelter Administrators of Ontario (AASAO) annual conference**

 <https://www.aasao.org/annual-conference>

 Starts next week – November 2, 2021 – REGISTER NOW!!! It is all virtual.

 **Humane Canada's National Violence Link Conference** – next week, Nov. 4 and 5

 Registration still open!!

 <https://humanecanada.swoogo.com/cjsr/1253225>

08:14:36 From Cynda Crawford to Everyone:

 The bullying and harassment even extends beyond shelters into the shelter medicine academic programs

08:14:37 From Nancy, Marin Humane, CA to Everyone:

 And perhaps looking at the threats and attacks to see if most of them are based on euthanasia decisions?

08:15:04 From Nancy, Marin Humane, CA to Everyone:

 Vs change and/or advocacy..

08:15:34 From Alison Gibson to Everyone:

 **Wed. November 10: Maddie’s Candid Conversation with Dr. Michael Blackwell**

 When: Nov 10, 2021 12:00 PM Pacific Time

 Register: <https://maddiesfund-org.zoom.us/meeting/register/tZcoc-GqpzIuE9Jx9M4ldvAeZoM3ssszZCIQ>

08:15:47 From Mandy Evans to Everyone:

 Chris F- when we were being attacked, one person was receiving financial support from us for her dog and the other one was sending us letters wanting to be reinstated as an employee.

08:15:51 From Alexis Pagoulatos to Everyone:

 There is also a difference between knowledgeable advocacy and not. Openness to learn about shelter best practices and limitations is important.

08:16:50 From Kasey Spain to Everyone: **Infographic**

 <https://www.humananimalsupportservices.org/blog/please-share-this-infographic-on-how-to-self-rehome-pets/>

08:17:05 From Ben Swan to Everyone:

 Love the graphic. Already shared it.

08:17:25 From Steve Marrero to Everyone:

 We put it on our Facebook page yesterday

08:17:32 From Kathy Duncan to Everyone:

 Awesome info graphic and yes, already shared!!

08:17:33 From Lauren Rogers to Everyone:

 Will the graphic be available in Spanish?

08:17:59 From Mandy Evans to Everyone:

 This is great Kasey- thank you!!!

08:18:05 From Nora Vondrell to Everyone:

 Are we able to use on our websites?

08:18:20 From Caroline Hairfield to Everyone:

 Please provide me with the graphic in PDF caroline.hairfield@minneapolismn.gov

08:18:33 From Charlotte Otero to Everyone:

 I had someone email yesterday asking about how to rehome their pet and was able to share this graphic with them. Thank you for creating it!

08:18:45 From Kay Amland to Everyone:

 Thank you!

08:19:03 From Sara Miller to Everyone:

 **Download the JPG here**: <https://www.humananimalsupportservices.org/toolkit/marketing-toolkit-supported-self-rehoming/>

08:19:29 From Kasey Spain to Everyone:

 kasey.spain@americanpetsalive.org

08:20:07 From Kasey Spain to Everyone:

 Love that idea!

08:20:16 From Lauren Rogers to Everyone:

 Thank you!

08:20:22 From Kathy Duncan to Everyone:

 Home to Home is available in Canada as well!!! Not sure about Rehome.

08:20:40 From Bobby Mann to Everyone:

 Jerrica, Becky, Bricker

08:21:02 From Bobby Mann to Everyone:

 Becky, we can have you go next and close out with the amazing Michael Bricker!

08:21:08 From Jamie Case to Everyone:

 YAY! Congrats everyone!

08:21:19 From Alison Gibson to Everyone:

 Yo Montclair, NJ!

08:21:21 From Sarah Javier to Everyone:

 What an outstanding group! Congrats!

08:21:27 From Donna Casamento to Everyone:

 Congrats to all!

08:21:29 From Jessica Des Lauriers to Everyone:

 Congratulations to all new board members!

08:21:34 From Kathy Duncan to Everyone:

 Congrats to all of the new Board Members!!!

08:21:37 From Denise Jones-SPCA Cincinnati to Everyone:

 Congrats to all

08:21:40 From Stephanie Filer, Shelter Animals Count to Everyone:

 Congrats to NACA and the new board members!

08:21:50 From Sharon Fletcher to Everyone:

 Yay - congratulations to the new NACA Board Members!!

08:22:08 From Bill Ganley he/him San Diego Humane to Everyone:

 Congratulations to all the new & returning NACA board members!👏

08:22:45 From Jerrica Owen to Everyone:

 **To read more about the new board members here is the link!** <https://www.nacanet.org/current-board-members/>

08:22:50 From Connie Kile to Everyone:

 Woo Hoo!! Congrats CARE!

08:23:06 From Sharon Fletcher to Everyone:

 Yay CARE!!

08:23:22 From Alison Gibson to Everyone: **CAREawo.org CARE Givers Circle**

 **Text the word “CIRCLE” to 52886**

 OR Click on this link <https://p2a.co/sRDsGIk>

08:23:54 From Bobby Mann to Everyone: **2022 agenda ideas**

 <https://forms.monday.com/forms/03f9df7fb83ef1499b6a9215bbe8b31b?r=use1>

08:24:29 From Becky Hauk to Everyone:

 **CEO - The Animal Foundation in Las Vegas** - position profile and application <https://morancompany.com/current-searches-chief-executive-officer-9/>

08:25:05 From Becky Hauk to Everyone:

 You can also contact me about this opportunity at The Animal Foundation at becky@morancompany.com

08:25:38 From AIMEE SADLER to Everyone:

 We're always down to share anything around canine programming in shelters to enhance quality of life for the purpose of increasing lifesaving! We are open to being steered...whatever anyone needs help with the most! our lane is DOGS...especially those struggling behaviorally...

08:26:09 From AIMEE SADLER to Everyone:

 oops. I'm a dork. Will fill out the form.

08:26:42 From Bobby Mann to Everyone:

 You can also **watch previous presentations here too:** <https://forum.maddiesfund.org/communityconversations>

08:27:24 From Alison Gibson to Everyone:

 **Amanda Arrington, Senior Director, Pets for Life, The Humane Society of the United States**

 <https://humanepro.org/authors/amanda-arrington>

08:27:38 From Alison Gibson to Everyone:

 **Pets For Life** <https://humanepro.org/programs/pets-for-life>

08:31:09 From kristen hassen to Everyone:

 SNEAK PEAK: Next week, we’re going to be having guests who work in animal welfare in Italy, Greece, and Romania and learning about how their animal welfare systems differ from ours.

08:31:18 From kristen hassen to Everyone:

 It should be a really interesting hour!

08:33:40 From Christopher Fitzgerald to Everyone:

 don't criminalize/penalize issues related to barriers in access to resources

08:34:39 From Mandy Evans to Everyone:

 Huge part of the cultural adjustment we need to make if we want to be partners with our community.

08:34:47 From Michael Bricker to Everyone:

 Although I do believe language matters, I feel wholeheartedly that the messenger matters even more.

08:35:35 From Emily Wood to Everyone:

 How do you navigate conversations with policy makers and other agencies who are casually using the "old" linguistic choices?

08:36:34 From Dana Reis to Everyone:

 I don’t know that eradicating educate and responsible is as critical as shifting that the responsibility is on the animal welfare organizations to be PROVIDING educational and well being resources to every pet owner

08:36:48 From Mary (she/her) @ Maddie's Fund to Everyone:

 That’s an important reminder, Mike. Thanks. We don’t have to be the communicators.

08:36:55 From Sharon Fletcher to Everyone:

 A great point Michael.

08:37:23 From Connie Kile to Everyone:

 Great point Michael

08:37:32 From Michael Blackwell to Everyone:

 Thank you, Mike. Your point should not be taken lightly.

08:38:36 From Jen Evans to Everyone:

 Sorry I am late. What are “those words”

08:38:50 From Christy Alford@ IMON to Everyone:

 eduate and responsible

08:38:56 From Mary (she/her) @ Maddie's Fund to Everyone:

 Educate and Responsible

08:39:01 From Jen Evans to Everyone:

 Thanks Mary!!

08:39:04 From Mandy Evans to Everyone:

 We are only empowered when we focus on our own actions not pointing at others.

08:39:13 From Christy Alford@ IMON to Everyone:

 Educate creates a power dynamic and responsible creates negative labels

08:39:24 From Connie Kile to Everyone:

 Exactly Christy

08:39:46 From Bill Ganley he/him San Diego Humane to Everyone:

 less "charged" words that are judgmental

***Words that are “charged” or judgmental***

08:39:54 From Nora Vondrell to Everyone:

 Kill, no-kill, alive

08:40:07 From Christy Alford@ IMON to Everyone:

 Hoarder

08:40:09 From Emily McCobb to Everyone:

 those people

08:40:12 From Jean Dion to Everyone:

 Surrender

08:40:15 From Brad Shear to Everyone:

 Backyard Breeder

08:40:15 From Makena Yarbrough to Everyone:

 Forever home

08:40:15 From Kelly Duer to Everyone:

 “Ringworm cat” “behavior dog"

08:40:19 From Nancy, Marin Humane, CA to Everyone:

 No kill

08:40:23 From Michael Bricker to Everyone:

 Rescue

08:40:23 From Phillip Zimmerman to Everyone:

 No-Kill

08:40:23 From kathryn Hansen to Everyone:

 no kill

08:40:23 From Steve Marrero to Everyone:

 TNVR

08:40:24 From Kelly Duer to Everyone:

 Dumped

08:40:26 From Amy Schindler to Everyone:

 Adoptable

08:40:28 From Nancy, Marin Humane, CA to Everyone:

 Forever homes

08:40:30 From Jen Evans to Everyone:

 We need to change the name of Animal Welfare to Human Animal Well-Being

08:40:34 From June McMahon to Everyone:

 from June McMahon- a written guide to cover some examples of ways not to use the words and use something else instead would behelpful

08:40:37 From Jessica Schleder to Everyone:

 I think its the doubling down on the sad images, it hurts our whole industry

08:40:37 From Sharon Fletcher to Everyone:

 “a good home” - so subjective

08:40:38 From Sara Price to Everyone:

 Drowning in cats

08:40:38 From Emily Klehm to Everyone:

 owner surrender

08:40:43 From Vicki Stevens to Everyone:

 Referring to animals as "it" or "thing." I keep hearing things like, "We want to microchip everything."

08:40:43 From Andrea Giorgio to Everyone:

 no kill, adoptable, forever,

08:40:43 From Mandy Evans to Everyone:

 Shelter ….animal care centers

08:40:48 From Dana Reis to Everyone:

 Fostering to “Pet sharing”

08:40:49 From Rebecca Guinn to Everyone:

 Underserved

08:40:50 From Hannah Jaques to Everyone:

 Adopt don't shop

08:40:50 From Geraldine D'Silva to Everyone:

 Reclaim

08:40:52 From BJ Andersen to Everyone:

 Rescue

08:40:57 From Esteban Rodriguez to Everyone:

 Educate change to information

08:40:58 From Jen Evans to Everyone:

 Outreach

08:41:01 From kathryn Hansen to Everyone:

 resource desert

08:41:03 From Sharon Fletcher to Everyone:

 Serve

08:41:03 From Emily Klehm to Everyone:

 RTO—the community doesn’t understand this term

08:41:03 From Jessica Schleder to Everyone:

 Save a life

08:41:05 From Kathleen Leary to Everyone:

 Aggressive

08:41:11 From Christopher Fitzgerald to Everyone:

 @Kristen, in process of changing all references to Animal Control in our job titles, ordinances, SOPs, finance system, website, etc.

08:41:13 From John Reese, Marin Humane to Everyone:

 No Kill, kill, kill shelter

08:41:13 From Mindy Tiner to Everyone:

 no kill

08:41:16 From Wendy Frink to Everyone:

 Lifesaving

08:41:19 From Kathleen Olson to Everyone:

 No Kill or Kill Shelter. That movement has permeated society to the point that it is the first question we are asked when a person is considering relinquishing an animal to us or is directed to take a stray to the municipal shelter in our service area.

08:41:19 From Andrea Giorgio to Everyone:

 trap-neuter-release ----it should be return

08:41:19 From Sharon Fletcher to Everyone:

 Empower

08:41:20 From Makena Yarbrough to Everyone:

 Stray- use Lost instead

08:41:22 From Sharon Fletcher to Everyone:

 Lifesaving

08:41:28 From Ashley Rodriguez to Everyone:

 No-kill

08:41:30 From Jessica Des Lauriers to Everyone:

 Forever home

08:41:36 From Kathy Duncan to Everyone:

 Way to go @Chris!!

08:41:39 From Javier Gutierrez to Everyone:

 No Kill

08:41:49 From Jean Dion to Everyone:

 dumped (as in "dumped at the shelter")

08:41:50 From Sharon Fletcher to Everyone:

 forever home

08:41:50 From Brandon Mustful to Everyone:

 Or we teach people what is truly meant by all these terms.

08:41:53 From Alina Hoffman to Everyone:

 Barrier Aggressive

08:41:59 From Andrea Giorgio to Everyone:

 feral when used to describe any scared cat or any cat that is outdoors

08:42:01 From Vicki Davis to Everyone:

 "rescue"

08:42:03 From Vicki Stevens to Everyone:

 foster fail

08:42:07 From Denise Jones-SPCA Cincinnati to Everyone:

 not good with kids

08:42:17 From Sharon Fletcher to Everyone:

 foster fail

08:42:22 From Andrea Giorgio to Everyone:

 bait dog

08:42:24 From Michael Blackwell to Everyone:

 “Nonhuman” family member/community member

08:42:25 From Steve Marrero to Everyone:

 The community doesn't understand the difference between a shelter, humane society, rescue or animal control

08:42:26 From Sara Price to Everyone:

 Undersocialized does not equal feral

08:42:50 From Nancy, Marin Humane, CA to Everyone:

 Anything “doodle” (they’re mixed breed dogs)

08:42:57 From Mandy Evans to Everyone:

 If we can have this list in our org development committee that would be great. I think some of these words also demean us as a sector and imply that shelters and the people that work there are bad. Such as kill shelter.

08:43:03 From Caroline Hairfield to Everyone:

 We use the Us VS Them within our movement with ourselves

08:43:08 From Sara Price to Everyone:

 We have started to use foster triumph in place of foster fail :-)

08:43:13 From Shelley Joaquin to Everyone:

 owner vs guardian

08:43:22 From kathryn Hansen to Everyone:

 Foster Triumph - is awesome!!!!

08:43:26 From Sharon Fletcher to Everyone:

 “difficult to place” pets

08:43:28 From Mindy Tiner to Everyone:

 I love foster triumph!

08:43:39 From Sara Price to Everyone:

 Foster family - individuals make amazing foster homes too

08:43:43 From Rebecca Guinn to Everyone:

 So, how do we describe what we want to accomplish in the community?

08:43:50 From Jen Evans to Everyone:

 Stop using Social Justice unless we are truly open to including people who have suffered as part of the solution.

08:44:07 From Sara Price to Everyone:

 I have to admit we were given foster triumph!

08:44:31 From Nancy, Marin Humane, CA to Everyone:

 Can Amanda share any trends or goals of PFL in the coming year?

08:44:57 From June McMahon to Everyone:

 what is being used instead of Animal Control?

08:45:05 From Christopher Fitzgerald to Everyone:

 we want to address barriers in access to care...we want to support the human animal bond

08:45:07 From Connie Kile to Everyone:

 Community Resource

08:45:10 From Michael Bricker to Everyone:

 We use partnership when talking about our work with the community. We work WITH and WITHIN the community, not necessarily FOR the community.

08:45:10 From Alexis Pagoulatos to Everyone:

 We are trying to shift to Animal Protection instead of Animal Control

08:45:13 From Shelley Joaquin to Everyone:

 animal services

08:45:25 From Jen Evans to Everyone:

 Depends on the community? The community can describe best on what it needs

08:45:26 From Jessica Des Lauriers to Everyone:

 Maybe resource desert?

08:45:26 From Tom Colvin to Everyone:

 keeping pets in the family

08:45:32 From Alexis Pagoulatos to Everyone:

 Animal Services also is used a lot I think

08:45:33 From Connie Kile to Everyone:

 Well said Michael

08:45:58 From Vicki Stevens to Everyone:

 But do the general public understand "foster triumph"? When communicating with the public, just using the term "adoption" to refer to a foster animal who was adopted by the foster parent seems to make more sense.

08:46:01 From Nora Vondrell to Everyone:

 Think the opposite word? - for example; pets for life versus pets for death?

08:46:03 From Christopher Fitzgerald to Everyone:

 I agree with the partnership language

08:46:09 From Mandy Evans to Everyone:

 Yes, Michael! We are their partners. It's just that we have access to resources.

08:46:13 From Alexis Pagoulatos to Everyone:

 Maybe something like Community Animal Services or something like that

08:47:21 From Michael Bricker to Everyone:

 Yes Mandy, and they have access to community wisdom. In our partnerships I feel that we, CARE, gain just as much, if not more, with our community partnerships and CARE Centers.

08:47:53 From Mandy Evans to Everyone:

 Michael- TOTALLY, TOTALLY Agree!! Love it.

08:50:25 From Jen Evans to Everyone:

 CARE’s facebook Live on Monday will talk about “outreach” and why we the messenger matters. We will have some former PFL directors and NEW Human Animal Well-being Leaders.

08:50:26 From Sara Price to Everyone:

 @vicki stevens - agreed, we have used that term with our in house community such as foster homes and volunteers as people had heard the term 'foster fail' and expressed concerns and fears about contacting us to ask if they could adopt their foster pets. I agree that an adoption is an adoption to those not involved in animal welfare

08:51:29 From Vicki Stevens to Everyone:

 @sara price 👍🏻

08:51:40 From Donna Casamento to Everyone:

 We use "Foster Fit" not Foster Fail.

08:51:55 From Alison Gibson to Everyone:

 **Ethical Standards for Marketing Shelter Pets**

 <https://www.humananimalsupportservices.org/wp-content/uploads/Ethical-Standards-for-Marketing-Shelter-Pets.pdf>

08:52:03 From Alison Gibson to Everyone:

 **Webcast: Ensuring Transparency While Keeping Marketing and Adoption Counseling Separate**

Earn CAWA and NACA CE credit - watch on Maddie’s University! <https://university.maddiesfund.org/products/ensuring-transparency-while-keeping-marketing-and-adoption-counseling-separate>

08:53:50 From Alison Gibson to Everyone:

 Kelly Duer, Foster Care Specialist, Maddie’s Fund

 <https://www.maddiesfund.org/kelly-duer.htm>

08:54:33 From Kim Domerofski (she/her), Maddie's Fund to Everyone:

 Love that, @Donna Casamento!

08:54:35 From Michael Bricker to Everyone:

 Before we go, please remember to **join our CARE giver’s circle**. All you have to do is **text Circle to 52886**. And if you want to learn more about CARE please go to careawo.org.

08:54:36 From Jessica Schleder to Everyone:

 **Adoptimize conducted a study on positively framed language vs negatively framed language** on Facebook this summer, and the data showed better results with positive language. LMK if I can help contribute to any of these resources - jessica.schleder@adoptimize.co

08:55:01 From Jen Evans to Everyone:

 **Link for Monday’s call about InREach**: <https://fb.me/e/WlENUYdR>

08:55:08 From Bill Ganley he/him San Diego Humane to Everyone:

 foster success!

08:56:39 From Laney Nee to Everyone:

 thank you for sharing this. I was adopted from Colombia back in the mid 70's. I feel so blessed.

08:57:19 From Jamie Case to Everyone:

 Your story is so inspiring, Kelly. You and your husband are incredible people.

08:57:27 From Alexis Pagoulatos to Everyone:

 Thank you for sharing <3

08:57:34 From kathryn Hansen to Everyone:

 Kelly you are amazing!

08:57:38 From Arin Greenwood to Everyone:

 This is incredibly powerful and moving

08:57:40 From Michael Bricker to Everyone:

 Powerful… thank you so much for sharing this, Kelly.

08:58:06 From Susan Britt to Everyone:

 What a beautiful story Kelly - how lucky you are to have found each other.

08:58:12 From Amy Nichols to Everyone:

 Thank you so much for sharing your story Kelly ❤️

08:58:42 From Bill Ganley he/him San Diego Humane to Everyone:

 ♥️

08:59:43 From Nora Vondrell to Everyone:

 Love this!!

08:59:53 From Esteban Rodriguez to Everyone:

 Thank you Kelly - this makes so much sense!

08:59:53 From Alison Gibson to Everyone:

 **Ethical Standards for Marketing Shelter Pets**

 <https://www.humananimalsupportservices.org/wp-content/uploads/Ethical-Standards-for-Marketing-Shelter-Pets.pdf>

09:00:05 From Sharon Fletcher to Everyone:

 So using the same rules for all family members - as pets are family

09:00:12 From Bill Ganley he/him San Diego Humane to Everyone:

 @kelly thank you for sharing this beautiful love story...happy Friday for sure!

09:00:20 From Kelly Duer to Everyone:

 Such a good point Sharon!

09:00:34 From Kasey Spain to Everyone:

 Happy early birthday kristen!!!!

09:00:50 From Sharon Fletcher to Everyone:

 Thanks you for sharing your story Kelly Duer!

09:01:02 From Kelly Duer to Everyone:

 Thank you all 🙂

09:01:16 From Ben Swan to Everyone:

 Thank you, Kelly.

-------------END------------