

# PUPPY MILL ACTION BOOT CAMP 2020: SCHEDULE OF EVENTS

All times listed are Eastern Daylight Time. All presentations will be available throughout the day as recordings.

## Saturday, October 10

| Start time | End time   | Session  |
|------------|------------|--|
| 10:00 a.m. | 11:00 a.m. | <p><b>Inside the world of puppy mills: The pet store/ puppy mill connection</b><br/> <i>John Goodwin and Rory Kress</i><br/>           Author and journalist Rory Kress will give a dynamic overview of the puppy mills issue and explain her personal journey into discovering where pet store dogs really come from, as described in her book, <i>The Doggie in the Window</i>. (30 minute discussion followed by 15 minutes of Q and A.)</p>  |
| 11:00 a.m. | 12:00 p.m. | <p><b>Exhibit hall open hours</b><br/>           Exhibitors are available in their booths for live chat.</p>   |
| 12:00 p.m. | 12:40 p.m. | <p><b>Passing a law: What works and what doesn't</b><br/> <i>Amy Jesse and Marc Ayers</i><br/>           Amy Jesse, Director of Public Policy for the HSUS's Stop Puppy Mills Campaign, will discuss how to work with lawmakers, build support for new policies, and get anti-puppy mill legislation across the finish line. Then, Marc Ayers, HSUS's Illinois State Director, will share stories from some epic local pet store ordinance battles.</p>  |
| 12:45 p.m. | 1:15 p.m.  | <p><b>Lobbying demos</b><br/> <i>Facilitated by the HSUS Stop Puppy Mills policy team</i><br/>           Lobbying is easy when you've seen how it's done! Our experts will roll play different approaches, and participants will have an opportunity to critique and discuss. Not interested in lobbying? These demos will help you fine-tune any short communications and make sure your message is heard! Special attention will be paid to how lobbying has changed in the social distancing era.</p>   |
| 1:30 p.m.  | 2:15 p.m.  | <p><b>Law enforcement and puppy mills</b><br/> <i>Amanda Lococo and Shalimar Oliver</i><br/>           Amanda Lococo of the HSUS Stop Puppy Mills team and Shalimar Oliver of the HSUS Animal Rescue Team will discuss how to file an animal welfare complaint and how nonprofits work with law enforcement. If you've ever wondered why it's so difficult to shut down puppy mills, this overview will help explain the often long and bumpy road to closing down a problem puppy mill, as well as which agencies are responsible for handling different types of complaints. (30 minute presentation followed by 15 minutes of Q &amp; A).</p> |

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| 2:15 p.m. | 2:45 p.m. | <p><b>Exhibit hall open hours</b><br/>Exhibitors are available in their booths for live chat.</p>  |
| 2:45 p.m. | 3:30 p.m. | <p><b>Engaging with the opposition: Responding to our critics with poise</b><br/><i>John Goodwin</i><br/>John Goodwin, Senior Director of HSUS's Stop Puppy Mills Campaign, will discuss how to rise above the opposition's attempts to discredit or divide the movement, while honing the message, staying on topic and keeping the focus on who matters most: the dogs. (30 minute discussion followed by 15 minutes of Q and A.)</p>  |
| 3:40 p.m. | 4:25 p.m. | <p><b>Dogs, not drama! Cultivating allies and growing our support</b><br/><i>Mindi Callison</i><br/>Mindi Callison, president and founder of Bailing Out Benji, discusses how to build grassroots support, how advocates can stay engaged, and the importance of keeping the focus on the dogs while defusing interpersonal conflicts. (30 minute discussion followed by 15 minutes of Q and A.)</p>   |
| 4:35 p.m. | 5:15 p.m. | <p><b>Media training 101: How to be the most effective speaker for dogs</b><br/><i>Kirsten Peek</i><br/>Kirsten Peek, HSUS's Media Relations manager, discusses how to present the puppy mills issue in the most accessible and professional manner possible. Topics discussed will include: staying on message, handling "bloopers," riding out tough questions and professionalizing one's tone in both written and oral communications. (30 minute discussion followed by 10 minutes of Q and A.)</p> |
| 5:20 p.m. | 5:50 p.m. | <p><b>Media training demonstrations</b><br/><i>Kirsten Peek</i><br/>Kirsten and HSUS team members will roll play scenarios in which advocates might have to interact with the media or critics. Special attention will be paid to how media interactions have changed in the social distancing era. Questions and feedback from participants are encouraged.</p>   |
| 6:00 p.m. | 7:00 p.m. | <p><b>Yappy hour and networking: Meet our dogs!</b><br/>Grab a drink for our virtual happy hour! The entire HSUS Stop Puppy Mills team will have our dogs on camera. We'll tell you a little bit about our rescued dogs, and encourage you to introduce yours! There will also be additional time for Q and A about all the topics we discussed.</p>   |