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

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

**This meeting:**

<https://maddies.fund/shelterrescuesupportcall10421>

Box link of file recording:

<https://maddiesfund.box.com/s/9ace7ppsb4sxjmmtozmjjiej4f7pme8h>

**Friday meeting registration page**

<https://maddies.fund/Register_AWLeadershipRoundup>

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

**Agenda**

* **Welcome – Bobby Mann**

[bobby.mann@americanpetsalive.org](mailto:bobby.mann@americanpetsalive.org)

**NO MEETING next Monday, October 11 in honor of Indigenous Peoples’ Day**

* **Mary's Motivation –** [CBS’ 60 Minutes report on FaceBook](https://www.cbsnews.com/news/facebook-whistleblower-frances-haugen-misinformation-public-60-minutes-2021-10-03/) - how negativity and hate helps their bottom line. Let’s support each other and be positive in all our communications.
* **National Updates**
* **Caitlin Quinn, Director of Operations for** [**HeARTs Speak**](https://heartsspeak.org/) - training, guidance and turnkey creative tools that are custom-built for the unique work of animal welfare.
* **Gina Knepp, Michelson Found Animals:** **No Place Like Home Challenge Winners** including [Marin Humane](https://www.marinhumane.org/), [Pet Adoption League of Gem County](https://petadoptionleagueofgc.com/), [Animal Rescue League of Iowa](https://www.arl-iowa.org/), [LifeLine Animal Project](https://lifelineanimal.org/), [Portsmouth Humane Society](https://portsmouthhumanesociety.org/) and [Oakland Animal Services](https://www.oaklandanimalservices.org/)

***127 attendees***

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

**Maddie’s® Candid Conversation with Allison Cardona**  
Wednesday, October 20 at 12pm PT / 3pm ET

Register here: <https://maddiesfund-org.zoom.us/meeting/register/tZEtde6qrjIiGNCqbbGZK0bMtE1M6691oRv6>

**Gina Knepp’s retirement from Front Street AS (Sacramento CA)video** <https://www.youtube.com/watch?v=KTkk3QzTa9w>

**HASS new Job-Alikes** <https://hass-net.americanpetsalive.org/job-alikes>

**Maddie’s Fund® fall online apprenticeships**

<https://university.maddiesfund.org/online-apprenticeships>

**Register for a free Maddie’s Fund University and Forum account here:** <http://maddiesfund.org/register>

**Caitlin Quinn, Director of Operations, Hearts Speak** <https://heartsspeak.org/> **Handout** <https://bit.ly/HS-handout> **Oct 19 Positive Marketing for Maximum Impact webinar** <https://us06web.zoom.us/webinar/register/WN_4V2fWCj6SYSYoi5GAChBkw>

**Join Bobby Mann with your donations to HeARTs Speak** <https://heartsspeak.org/donate/>

**Graphical user interface

Description automatically generated**

**Gina Knepp, National Shelter Engagement Director, Michelson Found Animals Foundation, Inc.**

[**https://www.foundanimals.org/**](https://www.foundanimals.org/)

**No Place Like Home Challenge Winners**

<https://www.maddiesfund.org/no-place-like-home-challenge.htm>

[Marin Humane](https://www.marinhumane.org/) <https://www.marinhumane.org/>

Portsmouth Humane Society <https://portsmouthhumanesociety.org/>

[Pet Adoption League of Gem County](Pet%20Adoption%20League%20of%20Gem%20County) <https://petadoptionleagueofgc.com/>

[Animal Rescue League of Iowa](https://www.arl-iowa.org/) <https://www.arl-iowa.org/>

[LifeLine Animal Project](https://lifelineanimal.org/) <https://lifelineanimal.org/>

[Oakland Animal Services](Oakland%20Animal%20Services) https://www.oaklandanimalservices.org/

**HASS Lost Pet Reunification Toolkit**[**https://www.humananimalsupportservices.org/toolkit/lost-pet-reunification/**](https://www.humananimalsupportservices.org/toolkit/lost-pet-reunification/)

**Maddie’s Fund return to home resources** [**https://www.maddiesfund.org/no-place-like-home-challenge-resources.htm**](https://www.maddiesfund.org/no-place-like-home-challenge-resources.htm)

**Maddie’s University Lost Pets Self-paced course**

<https://university.maddiesfund.org/products/lost-pet-reunification>

**More info** <https://americanpetsalive.org/maddies-learning-academy/lost-pet-reunification?utm_source=HASS+Pro+Resources&utm_medium=toolkit&utm_campaign=HASS+Lost+Pet+Reunification+Course>

**Register for a free Maddie’s Fund University and Forum account here:** <http://maddiesfund.org/register>

              

**CHAT SESSION**

07:40:08 From Bobby Mann to Everyone:

Morning!!!

07:52:18 From Bobby Mann to Everyone: Gina Knepp’s retirement from Front Street AS (Sacramento CA)

<https://www.youtube.com/watch?v=KTkk3QzTa9w>

07:59:37 From Dyanna Uchiek to Everyone:

New friends is the best gif that COVID gave us

07:59:59 From Bobby Mann to Everyone: Gina Knepp’s retirement video

<https://www.youtube.com/watch?v=KTkk3QzTa9w>

08:00:48 From Tammi Barrick to Everyone:

Good Morning

08:01:07 From Alison Gibson to Everyone:

**Co-host today - Gina Knepp, National Shelter Engagement Director, Michelson Found Animals Foundation, Inc.**

<https://www.foundanimals.org/>

08:01:25 From Sara Pizano to Everyone:

Welcome everyone!

08:01:38 From Mary (she/her) @ Maddie's Fund to Everyone:

Welcome, Shell.

08:01:41 From Teri Matheny to Everyone:

OH Welcome! I spent 8 years in McCall, Idaho!

08:03:00 From Sharon @MaddiesFund to Everyone:

Glad you are here Shell

08:03:03 From Alison Gibson to Everyone:

**Maddie’s® Candid Conversation with Allison Cardona**

Wednesday, October 20 at 12pm PT / 3pm ET

Register here: <https://maddiesfund-org.zoom.us/meeting/register/tZEtde6qrjIiGNCqbbGZK0bMtE1M6691oRv6>

08:03:51 From Sharon @MaddiesFund to Everyone:

Facebook is the Devil

08:04:06 From Irene Chansawang to Everyone:

I thought of you @Mary, when I read the article. I didn't see the 60 Minutes interview!

08:04:10 From Bobby Mann to Everyone:

1+ year Facebook free for me!

08:04:53 From Irene Chansawang to Everyone:

Good job, Bobby! I love Buy Nothing, though.

08:05:24 From Sharon @MaddiesFund to Everyone:

It’s the Ai that they have set up towards the negative comments

08:05:38 From Sharon @MaddiesFund to Everyone:

Good for you Bobby

08:05:42 From Cailin Quinn to Everyone:

Yesss Mary, could not agree with you more!

08:05:46 From Stephanie Rambo to Everyone:

That's Mark Zuckerberg for you!

08:06:06 From Sharon @MaddiesFund to Everyone:

Mark Z only cares about the $$ - he is not for me

08:06:36 From Alison Gibson to Everyone:

**NO MEETING next Monday, October 11 in honor of Indigenous Peoples’ Day**

08:06:42 From Alison Gibson to Everyone:

Happy birthday MARY!!!

08:06:50 From Tammi Barrick to Everyone:

Early Happy Birthday Mary!

***Dr. Sara Pizano offered free Apple E-books to the first 18 people who emailed her***

08:07:15 From Bobby Mann to Everyone:

Wow!!!!

08:07:20 From Alison Gibson to Everyone:

WOW Dr P!!!

08:07:25 From Dyanna Uchiek to Everyone:

Amazing!

08:07:36 From Sara Pizano to Everyone:

[drpizano@teamshelterusa.com](mailto:drpizano@teamshelterusa.com)

08:07:57 From Dyanna Uchiek to Everyone:

It was a part of my quarantine reading last year! I was so excited to receive it!

08:08:01 From Monica Frenden to Everyone:

Whooooo! Thank you, Doc’!

08:08:38 From Jamie Case to Everyone: **HASS Job-Alikes**

<https://hass-net.americanpetsalive.org/job-alikes>

08:08:38 From Sara Pizano to Everyone:

Awesome Dyanna-thanks! And you’re welcome Monica :)

08:08:51 From Kim Vrooman to Everyone:

Thanks, Jamie!

08:08:53 From Gina Knepp to Everyone: **Maddie’s Fund fall online apprenticeships**

<https://university.maddiesfund.org/online-apprenticeships>

08:09:10 From Sara Pizano to Everyone:

If you don’t have an Apple device but know someone who does, email me and you can share the code with them!

08:09:14 From Sharon @MaddiesFund to Everyone:

Gina you work WITH Maddie’s Fund - a wonderful partner

08:09:19 From Alison Gibson to Everyone:

**Register for a free Maddie’s Fund University and Forum account here:** <http://maddiesfund.org/register>

08:09:43 From Sara Pizano to Everyone:

Happy early birthday Mary!!!!

08:09:57 From **Alison Gibson to Everyone:**

**Caitlin Quinn, Director of Operations, Hearts Speak** <https://heartsspeak.org/>

08:10:23 From Sharon @MaddiesFund to Everyone:

We love lurkers, Cailtin

08:11:15 From Mary (she/her) @ Maddie's Fund to Everyone:

Major thanks for the kind words, Monday Call Team (all of you)

08:11:23 From Leah Backo to Everyone:

If you guys haven't utilized HeartsSpeak yet, you're missing out! They're AMAZING <3

08:11:43 From Sharon @MaddiesFund to Everyone:

Her heART dog

08:11:55 From Bobby Mann to Everyone:

LOVE that, Sharon!

08:15:36 From Sharon @MaddiesFund to Everyone:

brainstorming is a wonderful tool. Caitlin is an amazing brainstormer!

08:15:51 From Alison Gibson to Everyone:

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

08:16:36 From Dyanna Uchiek to Everyone:

I had the honor of attending one of these trainings - it was transformative!

08:17:58 From Mary (she/her) @ Maddie's Fund to Everyone:

Yeah! Love the Innovation Showdown

08:21:17 From Allison DuVal to Everyone:

Thank you for a great presentation! So many great tools to tap into!

08:21:24 From Alison Fechino to Everyone:

Hey, I know those two!!

08:21:54 From Mary (she/her) @ Maddie's Fund to Everyone:

Yeah, lead with love!!!!

08:21:55 From Albert Yau to Everyone:

love this all, thank you!!

08:21:56 From Sara Pizano to Everyone:

Beautiful, impactful, desperately needed work and support-thank you HeART Speak!

08:22:27 From Sharon @MaddiesFund to Everyone:

Where do we register for the webinar on October 19?

08:22:49 From Cailin Quinn to Everyone: **Hearts Speak handout**

<https://bit.ly/HS-handout>

08:22:50 From Cailin Quinn to Everyone: **Marketing webcast**

<https://us06web.zoom.us/webinar/register/WN_4V2fWCj6SYSYoi5GAChBkw>

08:22:58 From Cailin Quinn to Everyone:

Registration link above :)

08:23:02 From Kelly Miott to Everyone:

Caitlin is amazing, she can make a huge change in your shelter!!!!!

08:23:07 From Bronwyn Stanford to Everyone:

CJPAWS, Inc. has...

08:23:30 From Bobby Mann to Everyone: **HeARTs Speak donations page**

<https://heartsspeak.org/donate/>

**Bobby challenged everyone to donate to HeARTs Speak by jumping in with $50 of his own money!**

08:23:56 From Sara Pizano to Everyone:

Me!

08:23:56 From Stephanie Rambo to Everyone:

I will

08:23:59 From Gina Knepp to Everyone:

I will!!

08:24:02 From Sharon @MaddiesFund to Everyone:

I will match you Bobby

08:24:07 From Maria Anselmo to Everyone:

Done

08:24:13 From Steve Marrero to Everyone:

I WILL

08:24:13 From Kevin Jantsch to Everyone:

I got you

08:24:15 From Gilberto (he/him) to Everyone:

I'm in

08:24:22 From Deborah Holzer to Everyone:

I will definitely donate

08:24:22 From Kelly Miott to Everyone:

ME!

08:24:23 From Michelle Macnab to Everyone:

Love Heartspeak! Thank you!!!!!

08:24:23 From Allison DuVal to Everyone:

happy to donate!

08:24:28 From Christopher Fitzgerald to Everyone:

on it

08:24:46 From Tracy McQuarrie to Everyone:

We use heartspeak all the way in South Africa thank you

08:24:55 From Stephanie Rambo to Everyone:

Done

08:25:18 From Dyanna Uchiek to Everyone:

Thank you Caitlin! This work is SO valuble!

08:25:24 From Dyanna Uchiek to Everyone:

\*valuable. :-D

08:25:26 From Alison Gibson to Everyone:

**No Place Like Home Challenge Winners**

<https://www.maddiesfund.org/no-place-like-home-challenge.htm>

08:25:35 From Chelsea Staley to Everyone:

wooo!

08:25:50 From Cailin Quinn to Everyone:

Thank you so much Dyanna — I’ve loved getting to work with you!

08:26:33 From Dyanna Uchiek to Everyone:

😍😍😍

08:26:37 From Steve Marrero to Everyone:

Done

08:27:00 From Cailin Quinn to Everyone:

Thank you all so much, it’s incredibly meaningful to read these comments.

08:27:07 From Christopher Fitzgerald to Everyone:

$50 done

08:27:23 From Alison Gibson to Everyone:

**HASS Lost Pet Reunification Toolkit**

<https://www.humananimalsupportservices.org/toolkit/lost-pet-reunification/>

08:27:31 From Alison Gibson to Everyone:

**Maddie’s University Pet Reunification - Self-paced course**

<https://university.maddiesfund.org/products/lost-pet-reunification>

08:27:38 From Alison Gibson to Everyone:

**More info** <https://americanpetsalive.org/maddies-learning-academy/lost-pet-reunification?utm_source=HASS+Pro+Resources&utm_medium=toolkit&utm_campaign=HASS+Lost+Pet+Reunification+Course>

08:27:47 From Alison Gibson to Everyone:

**Maddie’s Fund return to home resources** <https://www.maddiesfund.org/no-place-like-home-challenge-resources.htm>

08:28:10 From Alison Gibson to Everyone:

**Marin Humane** <https://www.marinhumane.org/>

08:31:00 From Mary (she/her) @ Maddie's Fund to Everyone:

Thank you, Cindy and the Marin Humane Team!!!

08:31:49 From Bobby Mann to Everyone:

AMAZING!!!

08:31:54 From Bobby Mann to Everyone:

Thank you, Cindy!!

08:32:06 From Christopher Fitzgerald to Everyone:

working on purchasing scanners for community members now

08:32:15 From Christopher Fitzgerald to Everyone:

lawn signs are in my office

08:32:35 From Christopher Fitzgerald to Everyone:

"I help get lost pets home" lawn signs...Kristen's idea

08:33:03 From Bobby Mann to Everyone:

Show us the sign Chris!!

08:33:35 From Bobby Mann to Everyone:

AMAZING!!!

08:33:39 From Dyanna Uchiek to Everyone:

Love it Chris!

08:33:56 From Kimberley Freeman to Everyone:

Cindy, is Jessica Hansen

still at MH? She worked with me as an example of a RTH hero in 2015!

08:33:58 From Cailin Quinn to Everyone:

Really incredible work!

08:33:59 From Christopher Fitzgerald to Everyone:

signs were free

08:34:00 From Sharon @MaddiesFund to Everyone:

awesome Chris!! I want one of those signs

08:34:13 From Alison Gibson to Everyone:

Oakland Animal Services <https://www.oaklandanimalservices.org/>

08:34:57 From Mary (she/her) @ Maddie's Fund to Everyone:

I live in the Oakland flatlands….just saying.

08:35:52 From Bobby Mann to Everyone:

Shoutout to Leese Johnson from Front Street on this call! Thank you for all of your hard work out in Sacramento!

08:35:59 From Sharon @MaddiesFund to Everyone:

So amazing…

08:38:37 From Bobby Mann to Everyone:

Ann’s strong focus on equity work is another reason why she is one of my heroes!

08:38:57 From Alison Gibson to Everyone:

**Portsmouth Humane Society** <https://portsmouthhumanesociety.org/>

08:41:59 From Sara Pizano to Everyone:

awesome Dyanna-thank you for doing that!

08:42:29 From Bobby Mann to Everyone:

Trust building is EVERYTHING!!

08:42:34 From Angie Everett to Everyone:

Wow!!! This is an amazing example of kindness!

08:42:47 From Cailin Quinn to Everyone:

I admire the work and staff of PHS so much — thank you Dyanna (and Alison!) for all you do

08:42:59 From Sharon @MaddiesFund to Everyone:

Doing the right thing for each other.

08:43:10 From Stephanie Rambo to Everyone:

Omg... I'm in tears here... so beautiful

08:43:16 From Bobby Mann to Everyone:

Me too, Stephanie!

08:43:18 From Katie Anderson to Everyone:

I love this story!

08:43:30 From Alison Fechino to Everyone:

Emotional side note - when they went to Andre's home, he had an entire wall of photos of his dog throughout the years!

08:43:30 From Bobby Mann to Everyone:

Just amazing!!!

08:43:35 From Barbara Kompare to Everyone:

Amazing work!!

08:43:41 From Cailin Quinn to Everyone:

This story is incredible, amazing work

08:43:43 From Sharon @MaddiesFund to Everyone:

Awesome…would love to meet Andre!!

08:44:01 From Quenby Broitzman to Everyone:

PAWESOME story!!!! Thanks for sharing!!!

08:44:15 From Alison Gibson to Everyone:

**Pet Adoption League of Gem County** <https://petadoptionleagueofgc.com/>

08:44:50 From Christopher Fitzgerald to Everyone:

Are any orgs sharing those stories in real-time with your teams via texts, group chat, emails?

08:46:28 From Dyanna Uchiek to Everyone:

Brilliant idea, Shell! We also purchased a tag maker recently - we need to take it on the road!

08:46:32 From Kelly Miott to Everyone:

Hearts Speak donation complete

08:46:58 From Cailin Quinn to Everyone:

❤️thank you Kelly!

08:47:14 From Sharon @MaddiesFund to Everyone:

My indoor cat is chipped…

08:47:27 From Stephanie Rambo to Everyone:

same here, donation complete to Hearts Speak

08:48:12 From Alison Gibson to Everyone:

**Animal Rescue League of Iowa** <https://www.arl-iowa.org/>

08:49:39 From Sharon @MaddiesFund to Everyone:

Joe everyone is on the marketing team!!

08:51:45 From Sharon @MaddiesFund to Everyone:

awesome work Joe!!

08:52:04 From Sharon @MaddiesFund to Everyone:

well said!

08:52:11 From Danielle Bays to Everyone:

I love all the cat love 😻

08:52:13 From Cailin Quinn to Everyone:

Amazing work, Joe!

08:52:49 From Sharon @MaddiesFund to Everyone:

Joe - can you post that survey in the Maddie’s Pet Forum Community Conversations discussion?

08:53:13 From Alison Gibson to Everyone:

**Maddie’s Pet Forum** <https://forum.maddiesfund.org/>

08:54:02 From Alison Gibson to Everyone:

**LifeLine Animal Project** <https://lifelineanimal.org/>

08:55:57 From Alison Gibson to Everyone:

**Maddie’s Pet Forum Animal Welfare Community discussion** <https://forum.maddiesfund.org/communities/community-home>

08:56:37 From Christopher Fitzgerald to Everyone:

Andrea, did you track in PetPoint, Chameleon, or PFL database, or some other tool?

08:58:16 From Sharon @MaddiesFund to Everyone:

awesome idea!! Yay Girlscouts

08:58:17 From Bobby Mann to Everyone:

Chris, Lifeline has an amazing case management software they had built.

08:58:39 From Cailin Quinn to Everyone:

So continually amazed by Lifeline! Thank you for all you do Andrea and team

08:59:00 From Christopher Fitzgerald to Everyone:

In Presspoint. I recall.

08:59:48 From Dyanna Uchiek to Everyone:

FB heard all the trash talking on our call and pulled themselves down

09:00:07 From Alison Gibson to Everyone:

Maddie’s Pet Forum <https://forum.maddiesfund.org/>

09:00:09 From phablo dias to Everyone:

Thanks for your work, Gina. I love your presentations

09:00:33 From Kelly Miott to Everyone:

FB and IG are down right now LOL

09:00:35 From Sharon @MaddiesFund to Everyone:

Inspiring and uplifting - thank you all!!

09:00:38 From Teri Matheny to Everyone:

Thank you all

------------------------end-----------------------