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

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

**This meeting:**

<https://bit.ly/shelterrescuesupportcall92721>

Box link of file recording:

<https://maddiesfund.box.com/s/vlj4vz9na27qc8oozmetrfq4g5l8yfch>  
Closed caption file <https://maddiesfund.box.com/s/khs0npnxobwpf2s4akj8zp5hznhzp60f>

**Friday meeting registration page**

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

**Monday meeting registration link (for shelter staff and committed volunteers)**<https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh_dCu>

**Agenda**

* **Welcome – Bobby Mann**

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

* **Mary's Motivation –** Friday’s call (9/24/21) was a deep discussion on violence and terrorism that animal welfare people face. We heard personal stories from people who were willing to share with us their terrifying experiences. A lady from Philadelphia spoke of the constant barrage of body shaming she got as a result of the work she’s been doing – she’s a social worker. In spite of this, she hasn’t given up hope. Bottom line is we *have* to be kind. We *have* to meet all of the negative opposition to what we do with love and compassion.

“Whenever I’m pointing a finger at someone, three fingers are pointing back at me.”  
We need to do better. We need to provide that self-care with people we don’t even know. Match the calamity with loving, compassionate words and behavior - it starts with each of us.

* **National Updates**
* **Jeremy Macdonald**, Chief Customer Officer, [Adopets](https://www.adopets.com/) – pet adoption management system  
  [jeremy@adopets.com](mailto:jeremy@adopets.com) **and Marian Cannell,** [**Dallas Animal Services**](https://www.bedallas90.org/)marian.cannell@dallascityhall.com
* **Bethany Heins,** Best Friends: winners of the Lifesaving Resiliency grants <https://network.bestfriends.org/opportunities/best-friends-partner-exclusives/lifesaving-resiliency-grants>
* [**Operation Blankets of Love**](https://www.obol.info/) **Eileen Smulson, Founder and Executive Director (and her husband Brad!)**
* **Sharon Fletcher,** Maddie’s Fund® Director of Marketing, [FUNdamentals of Marketing](https://university.maddiesfund.org/products/fundamentals-of-marketing) – a free, self-paced online course on [Maddie’s University](https://university.maddiesfund.org/)

***135 attendees***

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

**Animal Sheltering Reimagined self-paced course (HASS 101)**

<https://university.maddiesfund.org/products/human-animal-support-services-animal-sheltering-reimagined?fbclid=IwAR23swGVATZG8-GVr0lyRrDgEzl-yuFq9DNJarkGQ-Y49lJEUA5MnMy8ReQ>

**Best Friends: winners of the Lifesaving Resiliency Grants** <https://network.bestfriends.org/opportunities/best-friends-partner-exclusives/lifesaving-resiliency-grants>

**Bob Lutz: Tony LA Russa’s Animal Rescue Foundation** in Walnut Creek CA is looking for an adoption manager <https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=21626&clientkey=EDD1CA1F3A442A8B61788E074F97373B>

**Community Cats podcast** [www.communitycatspodcast.com](http://www.communitycatspodcast.com)

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

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

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

**Maddie’s® University**

FUNdamentals of Marketing – free, self-paced online course on Maddie’s University <https://university.maddiesfund.org/products/fundamentals-of-marketing>

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

**Monday and Friday calls (Community Conversations):** recordings and chat sessions with links and poll results <https://forum.maddiesfund.org/communityconversations>

**Operation Blankets of Love video**

**<https://www.youtube.com/watch?v=4B_wH7PRMFY&list=PLsSWLELMOQl0s1LlfjXhx8PucR2hQ4pK_&index=2>**

**Pawsitive Pantry**, **Stacy LeBaron** – email stacy@pawsitivepantry.org to join the monthly calls (usually the first Wednesday of the month at Noon ET).

              

**CHAT SESSION**

08:00:07 From Chelsea Staley to Everyone:

good morning y'all! happy Monday!

08:00:42 From Alison Gibson to Everyone:

**This meeting will be recorded and posted later today on Maddie’s Pet Forum**

<https://bit.ly/shelterrescuesupportcall92721>

08:00:57 From Bob Lutz to Everyone:

Hello! My name is Bob Lutz, the Animal Programs Director at Tony La Russa’s Animal Rescue Foundation. Thanks for having me!

08:01:01 From Kristen Greger to Everyone:

Good morning, Chelsey!!

08:01:06 From Jamie Case to Everyone:

Morning everyone!!!

08:03:26 From Allison Cardona to Everyone:

You spot it, you got it :)

08:03:39 From Kristen Greger to Everyone:

Allison, I like that!

08:04:28 From Sharon Fletcher to Everyone:

I would make phone calls.

08:04:31 From Jon Dunn to Everyone:

I’d start gearing up for the apocalypse, probably.

08:04:59 From Kristen Greger to Everyone:

I'd track down Jon and his apocalypse bunker...

08:05:37 From Kristen Greger to Everyone:

Yes, Mary - community care is important!

08:06:33 From Alison Gibson to Everyone:

Hope you’re okay, @Mary

08:07:50 From Sharon Fletcher to Everyone:

Lead with Kindness - my mantra for the week

08:08:00 From Alison Gibson to Everyone:

**Register for Allison Cardona’s Candid Conversation on October 20** <https://maddiesfund-org.zoom.us/meeting/register/tZEtde6qrjIiGNCqbbGZK0bMtE1M6691oRv6>

08:08:26 From Allison Cardona to Everyone:

Right back at you, Bobby!

08:08:50 From Jon Dunn to Everyone:

LOL. Tightly held secret Kristen!

08:09:00 From Alex James to Everyone:

Thank you again to Summer for being so vulnerable and sharing her story last Friday ♥️

08:09:10 From Mary (she/her) @ Maddie's Fund to Everyone:

Yeah for cats! Yeah for the Joanie Bernard Foundation!

08:09:11 From Heather Duncan to Everyone:

Woo hoo! Shout out to Cincy/NKY :)

08:09:58 From Jamie Case to Everyone:

**Animal Sheltering Reimagined self-paced course (HASS 101)**

<https://university.maddiesfund.org/products/human-animal-support-services-animal-sheltering-reimagined?fbclid=IwAR23swGVATZG8-GVr0lyRrDgEzl-yuFq9DNJarkGQ-Y49lJEUA5MnMy8ReQ>

08:10:16 From Sharon Fletcher to Everyone:

Yay - Dr. Sara!! Joanie Bernard Foundation and Kitties!

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

Allison Cardona is going to be our next Candid Conversation in October. Don’t miss it!

08:11:38 From Alison Gibson to Everyone:

**Allison Cardona’s Candid Conversation on October 20** <https://maddiesfund-org.zoom.us/meeting/register/tZEtde6qrjIiGNCqbbGZK0bMtE1M6691oRv6>

08:12:01 From Alison Gibson to Everyone: **today’s conversation!**

<https://bit.ly/shelterrescuesupportcall92721>

08:12:26 From Stacy LeBaron to Everyone:

**For more info. on our events and the podcast** go to [www.communitycatspodcast.com](http://www.communitycatspodcast.com)

08:13:58 From Alison Gibson to Everyone:

Jeremy Macdonald, Chief Customer Officer, Adopets

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

08:14:17 From Sharon Fletcher to Everyone:

Bob Lutz - feel free to post the job description on Maddie’s Pet Forum too.

08:14:54 From Bob Lutz

Thank you Sharon, will do :)

08:15:06 From Alex James to Everyone:

Congrats on the new role, Bob!

08:15:39 From Alison Gibson to Everyone:

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

08:16:49 From Alison Gibson to Everyone:

**Bob Lutz - ARF in Walnut Creek CA** is looking for an adoption manager <https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=21626&clientkey=EDD1CA1F3A442A8B61788E074F97373B>

08:19:45 From Bobby Mann to Everyone:

True story!!

08:20:06 From Bethany Heins to Everyone:

We partnered with Adopets last year for a national network partner adoption event - super innovative, hard-working crew!!

08:20:55 From Megan McLean to Everyone:

I missed the first part of Jeremy's presentation. Is this something shelters use in tandem with adoption software such as Shelterluv?

08:21:25 From Alison Gibson to Everyone:

**Dallas Animal Services** <https://www.bedallas90.org/>

08:21:40 From Erika Leckington to Everyone:

@Megan - yes!

08:21:50 From Sara Pizano to Everyone:

DAS rocks!

08:21:59 From Bobby Mann to Everyone:

Megan, it works with all shelter software including ShelterLuv

08:22:17 From Bobby Mann to Everyone:

Reminder the recording will be available on MPF if you would like to watch it again. We will share the link

08:22:26 From Stephanie Rambo to Everyone:

Can it also work as a stand-alone?

08:22:54 From Alison Gibson to Everyone:

**This meeting is being recorded – find it later today on Maddie’s Pet Forum**

<https://bit.ly/shelterrescuesupportcall92721>

08:23:25 From **Jeremy Macdonald** to Everyone:

I am available at jeremy@adopets.com. Happy to connect and help!

08:24:49 From Alison Gibson to Everyone:

**Adopets**

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

08:26:50 From Mary (she/her) @ Maddie's Fund to Everyone:

What a great use of technology making it easier to have personal interactions with real people!

08:27:06 From Mary (she/her) @ Maddie's Fund to Everyone:

Thank you, Dallas Animal Services and Adopets

08:27:36 From Megan McLean to Everyone:

Does it integrate with Petfinder or other pet search engines so those animals are viewable on other platforms?

08:29:35 From Mary (she/her) @ Maddie's Fund to Everyone:

And thank you, PetcoLove and Jackson Galaxy for being the brains behind the Innovation Showdown - one of the best collaborations of national groups and funders ever!

08:30:00 From Bobby Mann to Everyone:

YES!!!!

08:31:34 From Sara Pizano to Everyone:

Awesome work Jordan!

08:31:42 From Cailin Quinn to Everyone:

This is a really inspiring collaboration - amazing work Adopets and DAS!

08:32:10 From Allison Cardona to Everyone:

Great teamwork and so inspiring!

08:32:18 From Sharon @MaddiesFund to Everyone:

Very exciting work.

08:32:46 From **marian cannell** to Everyone:

[marian.cannell@dallascityhall.com](mailto:marian.cannell@dallascityhall.com)

08:32:59 From marian cannell to Everyone:

if anyone has any questions, please feel free to reach out!

08:33:40 From Sharon @MaddiesFund to Everyone:

Key word Bingo!!

08:33:47 From Alison Gibson to Everyone:

**Bethany Heins, Best Friends: winners of the Lifesaving Resiliency grants**

<https://network.bestfriends.org/opportunities/best-friends-partner-exclusives/lifesaving-resiliency-grants>

08:36:38 From Alison Gibson to Everyone:

NICE, Bethany!!

08:36:40 From Jon Dunn to Everyone:

Phew. I was just about to offer to sing

08:36:55 From Hilary Shurtleff to Everyone:

I think we still need that @Jon!

08:37:08 From Sharon @MaddiesFund to Everyone:

I think you still need to sing Jon

08:37:28 From Jon Dunn to Everyone:

Next BF Conference let’s do karaoke!

08:38:11 From Sharon @MaddiesFund to Everyone:

That pug’s face…priceless

08:38:35 From Kelly Clardy to Everyone:

I love the idea of live-streaming adoption events on Facebook!

08:38:58 From Monica Frenden to Everyone:

This is exactly the presentation we all needed to start our week. Thank you BFAS and Maddie’s!

08:39:00 From Allison DuVal to Everyone:

So awesome!

08:39:09 From Teri Matheny to Everyone:

Fantastic everyone!

08:39:13 From Jamie Case to Everyone:

❤️❤️❤️❤️❤️❤️❤️

08:39:20 From Mandy Evans to Everyone:

Yay!!! Amazing work across our nation! So inspiring

08:39:21 From Kelly Clardy to Everyone:

Thank you Best Friends!

08:39:33 From Allison DuVal to Everyone:

Thank you Maddie's and Best Friends!

08:39:37 From Andrea Giorgio to Everyone:

Amazing job all around!

08:39:37 From Sandy De Lisle to Everyone:

So inspirational!

08:39:40 From Angie Everett to Everyone:

Beautiful!! Simply beautiful!

08:39:41 From Jon Dunn to Everyone:

😻

08:39:56 From Kelly Clardy to Everyone:

😍😍😍

08:40:26 From Allison DuVal to Everyone:

Would love to see all the submissions!

08:40:30 From Kelli Eaves to Everyone:

Awesome! Friends of Arlington AS is my former group and this is the homeless camp we have been TNRing for 2 years. It is a great story and entire community collaboration.

08:41:00 From Alison Gibson to Everyone:

**Eileen Smulson, Founder and Executive Director, Operation Blankets of Love**

<https://www.obol.info/>

08:46:39 From Sharon @MaddiesFund to Everyone:

What a great model for every state

08:46:57 From Erika Leckington to Everyone:

Yes Sharon!!What does everyone do with their "extra" donations (that isn't food)? We don't have any rescues or area shelters that want them.

08:47:58 From Kevin Jantsch to Everyone:

This is really cool. How can we potentially get involved?

08:48:13 From Josh Fiala to Everyone:

We give our extra donations back to the people in the community that need those supplies during our community outreach events

08:48:30 From Sharon @MaddiesFund to Everyone:

The shelter here has too many towels and blankets…so having an org like this to help balance out the needs and see it across communities is fantastic

08:48:31 From Mary (she/her) @ Maddie's Fund to Everyone:

Brad and Eileen, everyone wants you to move to their community and give life lessons

08:48:52 From Angie Everett to Everyone:

A heart to Help!

08:49:47 From Stacy LeBaron to Everyone:

Having statewide networks for this kind of assistance is really helpful. Other models: Colorado Pet Food pantry, Pet Food Task Force(MA), PAWSitive Pantry(VT). Does anyone know of other statewide initiatives. I hold monthly calls for folks that are interested in this topic. Email stacy@pawsitivepantry.org to join the monthly calls(usually the first Wednesday of the month at Noon ET).

08:50:06 From Alison Gibson to Everyone:

**Operation Blankets of Love**

<https://www.obol.info/>

08:50:49 From Stacy LeBaron to Everyone:

Thank you!

08:50:50 From Kevin Jantsch to Everyone:

Thank you so much for the work you are doing!

08:51:05 From Sharon @MaddiesFund to Everyone:

Brad and Eileen you are wonderful

08:51:32 From Angie Everett to Everyone:

Great work! You all are simply amazing!

08:51:38 From Allison DuVal to Everyone:

You two are awesome Brad and Eileen! Thank you for what you do!

08:51:43 From Sheila Segurson to Everyone:

Thank you Eileen and Brad, and thanks to your inspiration, Ginger!

08:51:48 From Sara Miller to Everyone:

Love this! Thank you for such an inspirational call this morning.

08:52:07 From Kristen Greger to Everyone:

Goodness, I've been tearing up through this whole presentation. Thank you for your inspirational work, Eileen and Brad!

08:52:11 From phablo dias to Everyone:

what a beautiful job! thank you

08:52:15 From Holly Guild to Everyone:

What a fabulous program, thank you for all you do!

08:52:30 From Hilary Shurtleff to Everyone:

ME TOO!

08:52:32 From Allison Cardona to Everyone:

Thank you!

08:52:37 From Stacy LeBaron to Everyone:

We collaborate with the local Animal Disaster Response Teams. It really helps to work with them.

08:52:38 From Sandy De Lisle to Everyone:

Thank you, Blankets of Love! The partnership you are doing is amazing!

08:52:44 From Sara Pizano to Everyone:

beautiful work with the Red Cross!!

08:52:48 From Alison Gibson to Everyone:

Sharon Fletcher, Maddie’s Fund® Director of Marketing

08:52:55 From Alison Gibson to Everyone:

Please identify your role at your organization, right here in chat!

08:53:01 From Mary (she/her) @ Maddie's Fund to Everyone:

Troublemaker

08:53:03 From Josh Fiala to Everyone:

Pet Support Services Manager

08:53:04 From Tracy Arvidson to Everyone:

Animal Welfare Coordinator

08:53:05 From Bobby Mann to Everyone:

Director of Positive Vibes

08:53:05 From Kristen Greger to Everyone:

Grants Manager

08:53:07 From Sara Miller to Everyone:

Digital Marketing Specialist

08:53:07 From Kathleen Leary to Everyone:

Executive Director

08:53:08 From Hilary Shurtleff to Everyone:

Government Affairs and Policy Coordinator

08:53:08 From Bethany Heins to Everyone:

director, strategy & network operations

08:53:10 From Teri Matheny to Everyone:

Dog Foster Manager

08:53:10 From Holly Guild to Everyone:

Executive Director

08:53:12 From Malinda Huggans to Everyone:

Director of Animal Services

08:53:12 From Sara Price to Everyone:

Director of Operations

08:53:13 From Joe Stafford to Everyone:

Director of Animal Services

08:53:13 From Stacy LeBaron to Everyone:

Head Cat, President and Treasurer for several orgs.

08:53:13 From Andrea Giorgio to Everyone:

Intake & Rescue Manager

08:53:15 From Veronica Wheeler to Everyone:

Foster Coordinator

08:53:16 From Brandy Buie to Everyone:

Marketing & Fundraising Coordinator

08:53:17 From Shelley Joaquin to Everyone:

Shelter Manager

08:53:19 From Malinda Huggans to Everyone:

New at this role!!

08:53:20 From Tracy McQuarrie to Everyone:

Founder and chief pooper scooper

08:53:21 From Sarah Thompson to Everyone:

Campus Director

08:53:23 From Lex Lepiarz (she/her) to Everyone:

Deputy Executive Director

08:53:25 From Mandy Evans to Everyone:

Executive Director, Better Together Animal Alliance.

08:53:26 From Allison Cardona to Everyone:

Deputy Director

08:53:28 From Stephanie Rambo to Everyone:

Adoption team member, shelter liaison, grants –

08:53:29 From Rachel Chosich to Everyone:

Program Coordinator

08:53:31 From Malinda Huggans to Everyone:

Interesting in learning everything!!

08:53:32 From Bronwyn Stanford to Everyone:

Founded and run a rescue in Florida...CJPAWS

08:53:34 From Susan Shiells to Everyone:

Volunteer Program Manager - Stray Cat Alliance

08:53:36 From Kelli Eaves to Everyone:

SPCA of Texas Director of Lifesaving. 5 years - everyone should be marketing!

08:53:45 From Jennifer Federico to Everyone:

Animal Services Director - 9 years in this role; Would love to learn more about social media!!

08:53:56 From Allison DuVal to Everyone:

Director of Rescue Operations/TNR Coordinator

08:53:57 From Alison Gibson to Everyone:

**FUNdamentals of Marketing** – free, self-paced online course on Maddie’s University <https://university.maddiesfund.org/products/fundamentals-of-marketing>

08:54:10 From Angie Everett to Everyone:

Administrative Specialist II

08:54:29 From Joy SmIth to Everyone:

Exec Dir - 18 years

08:54:37 From Stacy LeBaron to Everyone:

Create a dashboard for success to share with BOD.

08:55:21 From Sara Price to Everyone:

Other - working numbers to get the data on which to base the marketing, data interrogation & presentation, basic SQL or similar

08:55:33 From Stacy LeBaron to Everyone:

Sharon- this sounds very cool.

08:55:37 From Cailin Quinn to Everyone:

Highly, highly, highly recommend this course! It’s so comprehensive

08:59:09 From Angie Everett to Everyone:

How may we obtain an account?

08:59:30 From Bobby Mann to Everyone: **Maddie’s University**

<https://university.maddiesfund.org/>

08:59:34 From Charlotte Otero @Maddie's Fund to Everyone:

**You can register for a free Maddie’s Fund account here:** <http://maddiesfund.org/register>

09:00:31 From Allison Cardona to Everyone:

Thank you for an inspiring call. Have a great week and let's do this!

09:00:37 From Alison Gibson to Everyone:

**FUNdamentals of Marketing** – free, self-paced online course on Maddie’s University <https://university.maddiesfund.org/products/fundamentals-of-marketing>

09:01:25 From Sharon @MaddiesFund to Everyone:

Thank you, Alison!!!

09:01:38 From Cailin Quinn to Everyone:

So excited about that apprenticeship, Sharon!

09:01:44 From Jeremy Macdonald to Everyone:

Thank you all! I am happy to help with a follow up call.

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