***Meeting Recordings are* *now on Maddie’s® Pet Forum***

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

**MPF link to this meeting**  
<https://bit.ly/CommConvoMonday9August2021>

**Maddie’s Box link to recording file:**

<https://maddiesfund.box.com/s/pftn5ahe5tjet86799udyd0b6b7fschk>

**Meeting registration link (Mondays)**<https://us02web.zoom.us/meeting/register/tZUqc-6spj0jHtES3GWxrpaG6L3HcbMh_dCu>

**Passcode = Mondays**

**Meeting ID** = 817 4748 6945

This group’s FaceBook page: **American Pets Alive! Shelter and Rescue Support** <https://www.facebook.com/groups/AmPAShelterRescueSupport>

**Catch up on Monday recordings and chat resources on Maddie’s Pet Forum** <https://www.maddiesfund.org/community-conversations.htm>

**97 attendees**

***Today’s Agenda***

1. **Bobby Mann**, Human Animal Support Services
2. **Mary’s Monday Motivation** – Find joy, be silly – it’s all good! CalAnimals’ Symposium and cutting her bangs
3. **National Updates**
4. **Grace Lin, American Born Chinese high school student, Advocacy work in China - Joyful Woofing animal sanctuary**

[gracexiaolin@gmail.com](mailto:gracexiaolin@gmail.com)

1. **April Huntsman, CAWA, Director of Animal Welfare Insights,** [**Adopt-a-Pet**](https://www.adoptapet.com/)**,** [**april@adoptapet.com**](mailto:april@adoptapet.com)**, Marketing and website tools**

***Resources referenced in today’s call***

**Kansas City Pet Project Job Opening** [**https://kcpetproject.org/careers/**](https://kcpetproject.org/careers/)

**April Huntsman, CAWA, Director of Animal Welfare Insights, Adopt-a-Pet.com**[**april@adoptapet.com**](mailto:april@adoptapet.com)

**Web tools**[**https://trends.google.com**](https://trends.google.com)**/trends/?geo=US**

**SEO (search engine optimization) Minion extension** <https://seominion.com>

**FUNdamentals of Marketing self-paced course** [**https://university.maddiesfund.org/products/fundamentals-of-marketing**](https://university.maddiesfund.org/products/fundamentals-of-marketing)

**Maddie’s® Candid Conversation with Dr. Lila Miller- August 24**

[**https://maddiesfund-org.zoom.us/meeting/register/tZEqf-2hpz8qHtOR\_F97Bfuq1BXDfpklxnyC**](https://maddiesfund-org.zoom.us/meeting/register/tZEqf-2hpz8qHtOR_F97Bfuq1BXDfpklxnyC)

**New webcast: Language that harms cats – August 18 at 12:00 PM PT**

[**https://maddiesfund-org.zoom.us/webinar/register/WN\_ThlK9FoqRJayZ8uhx6nk3g**](https://maddiesfund-org.zoom.us/webinar/register/WN_ThlK9FoqRJayZ8uhx6nk3g)

**Trap giveaway! Bingo! From your friends at Million Cat Challenge**

**Monica Frenden-Tarant, Danielle Bays, Dr. Julie Levy**

**Register for the webinar, find the Bingo cards, enter the trap giveaway contest, and continue the dialog on Maddie's Pet Forum here:** [**https://bit.ly/WebcastLanguageThatHarmsCats**](https://bit.ly/WebcastLanguageThatHarmsCats)

              

00:26:46 April Huntsman: Because I couldn’t help myself...The term bangs originally referred to hair cut bang-off (i.e., straight across at the front), although the term is now applied to diverse forms of hair styling. The term fringe refers to the resemblance of the short row of hair to ornamental fringe trim, such as those often found on shawls.

00:27:07 Alison Gibson: @April love it!

00:27:15 Shelly (she/her), Maddie's Fund: Thank you April!!

00:27:44 Alison Gibson: **Language that harms cats – August 18 at 12:00 PM PT**

<https://maddiesfund-org.zoom.us/webinar/register/WN_ThlK9FoqRJayZ8uhx6nk3g>

00:27:52 Alison Gibson: Trap giveaway! Bingo! From your friends at Million Cat Challenge

00:28:44 Alison Gibson: April Huntsman, CAWA, Director of Animal Welfare Insights, Adopt-a-Pet.com

00:28:47 Jamie Case: APRIL IS A ROCKSTAR!!!!

00:30:37 Alison Gibson: **CalAnimals Summer Symposium**

<https://forum.maddiesfund.org/communities/community-home/digestviewer/viewthread?GroupId=205&MessageKey=d60d4376-a628-414e-9fdb-0d9446893c14&CommunityKey=afce7f7a-fd5a-431e-9f2a-aaedc46a03d6&tab=digestviewer>

00:31:06 Monica Frenden: Confession: I have a whole BOOT CLOSET.

00:31:20 Sharon @MaddiesFund: Silly is Always good - Mary Ippoliti-Smith

00:31:33 Brandy Buie: Y'all!!!! Of course my kid is in the office today. LOL!

00:32:15 Mary (she/her) @ Maddie's Fund: Sorry Brandy!

00:32:16 Sharon @MaddiesFund: @Monica!!

00:32:25 Shelly (she/her), Maddie's Fund: @Brandy - my sister has young kids at home and has decided the only bad words are words that hurt people.

00:32:57 Alison Gibson**: KCPP Job Opening** <https://kcpetproject.org/careers/>

00:32:57 Sharon @MaddiesFund: @Shelly - that is a great way to look at “bad” words

00:32:58 Brandy Buie: I just think it is funny now. LOL! She doesn't seem to notice.

00:33:52 Alison Gibson: **Join us for the Maddie’s® Candid Conversation with Dr. Lila Miller- August 24** <https://maddiesfund-org.zoom.us/meeting/register/tZEqf-2hpz8qHtOR_F97Bfuq1BXDfpklxnyC>

00:34:36 Alison Gibson: Grace Lin, student

00:35:36 Mary (she/her) @ Maddie's Fund: That is super adorable @Grace!!!!

00:36:06 Alison Gibson: WOW total sync!

00:38:31 Sharon @MaddiesFund: There will be time for questions with Grace after her video

00:39:51 Bobby Mann: I LOVE THAT NAME!

00:40:25 Alison Gibson: Joyful Woofing!

00:41:01 Bobby Mann: Shelter of the future: AirBnB options so volunteers can stay the weekend!

00:41:25 Jillian Gomez: ^I would totally stay there!

00:42:09 Irene Chansawang: What beautiful dogs - tiger stripe dogs!

00:47:56 Alison Gibson: adorable doggies!

00:50:12 Alison Gibson: [gracexiaolin@gmail.com](mailto:gracexiaolin@gmail.com)

00:51:02 Jillian Gomez: Grace, I'm joyfully woofing away by all you do 👏Great presentation!

00:51:16 Alison Gibson: AMAZING GRACE!!!

00:51:18 Rebecca Marsh: That was amazing, thank you so much Grace!

00:51:20 Andrea Giorgio: Amazing job, Grace!!!!

00:51:24 Janie Mills: Just amazing!

00:51:37 Rina Larson: Grace, what an amazing job!!

00:52:23 Jamie Case: So inspiring!

00:53:28 Sharon @MaddiesFund: Great job Grace, very impressive work.

00:55:09 Alison Gibson: April Huntsman, CAWA, Director of Animal Welfare Insights, Adopt-a-Pet.com

Web tools

00:56:09 Sharon @MaddiesFund: OH it IS interesting….

***April asked how many on your staff are updating your website? And, is your website in good shape or are you needing help?***

00:57:08 Tracy Arvidson: 3

00:57:12 Brandy Buie: 2

00:57:13 Houston McCarter: 2

00:57:14 Jillian Gomez: 6

00:57:15 Hilary Shurtleff: 2

00:57:15 Bobby Mann: 2

00:57:16 Deborah Holzer: 2

00:57:16 Donell Randolph: 2

00:57:17 Vanessa Cowie: 2

00:57:17 Quenby A Broitzman: 2

00:57:17 Tasha Haug: 2

00:57:18 Trudy Bennett: 2

00:57:18 Heather Friedman: 2

00:57:18 Kristen Greger: 2

00:57:20 Caryn Fugatt: 2

00:57:21 Suzette Moschetti: 2

00:57:21 Susan DiMeo: 2

00:57:22 Janie Mills: 2

00:57:22 Kendall Eckman: 2

00:57:24 Kathleen Leary: 2

00:57:24 Malinda Huggans: 3

00:57:25 Veronica Wheeler: 2

00:57:26 Libby Currier: 8

00:57:28 Tammy Roberts: 2

00:57:30 Annette Patton: 3

00:57:30 Kathy Duncan: 3

00:57:32 Lynne Stott: 2

00:57:33 Ariel Zhang: 2

00:57:34 Christy Alford: 1

00:57:35 Lea Ann Gross: 2

00:57:38 Hannah Jaques: 2

00:57:41 Jocelyn Bouchard: 3

00:57:42 Donna Casamento: 1

00:58:12 Christy Alford: 3

00:58:14 Lea Ann Gross: 1

00:58:15 Jillian Gomez: 3

00:58:15 Brandy Buie: 1

00:58:15 Deborah Holzer: 2

00:58:15 Hilary Shurtleff: 2

00:58:16 Donna Casamento: 3

00:58:16 Annette Patton: 2

00:58:16 Christy Alford: 3

00:58:17 Libby Currier: 2

00:58:17 Trudy Bennett: 1

00:58:18 Hannah Jaques: 3

00:58:18 Janie Mills: 2

00:58:18 Malinda Huggans: 3

00:58:19 Kendall Eckman: 1-2

00:58:20 Tasha Haug: 2

00:58:20 Kathy Duncan: 3

00:58:20 Susan DiMeo: 3

00:58:21 Donell Randolph: 2

00:58:25 Tammy Roberts: 3

00:58:26 Kristen Greger: 2-1

00:58:27 Tracy Arvidson: 3

00:58:27 Caryn Fugatt: 1-2

00:58:30 Veronica Wheeler: 1-2

00:58:31 Kathleen Leary: 3

00:58:36 Quenby A Broitzman: 1.5

00:58:36 Jocelyn Bouchard: 3

01:01:14 Peter Wolf: Who’s sleeping 8 hours/day????

01:02:05 Mary (she/her) @ Maddie's Fund: That’s my demographic - Yeah!

01:03:49 Mary (she/her) @ Maddie's Fund: @Peter - I am - I’m old.

01:04:24 Alison Gibson: SEO (search engine optimization)

01:08:52 Alison Gibson: <https://trends.google.com>

01:09:28 Quenby A Broitzman: @Peter ~ I need 9-10 hours of sleep!!! LOL!!! I usually get 6-8!

01:09:31 Peter Wolf: Try searching for “community cats” vs “feral cats.”

01:10:12 Deborah Holzer: great point, @peter wolf

01:10:14 Alison Gibson: <https://trends.google.com/trends/?geo=US>

01:10:32 Mary (she/her) @ Maddie's Fund: Thank you, @April. What a great message - listen to our community!!!

01:11:12 Alison Gibson: <https://seominion.com>

01:11:52 Shelly (she/her), Maddie's Fund: @Peter, I also added “outdoor cat” to that search - very interesting!

01:12:32 Peter Wolf: Yes, @Shelly!

01:13:01 Mary (she/her) @ Maddie's Fund: How did we get so lucky having April as part of our movement!!!! Think of all the time and energy she has devoted to make us BETTER!

01:13:21 Bobby Mann: +100 to that, Mary!

01:13:27 Kathy Duncan: So true @Mary!!!!

01:18:37 Peter Wolf: This info is GREAT—thank you, April!

01:18:57 Tammi Barrick: Thank you April for great presentation

01:19:26 April Huntsman: [april@adoptapet.com](mailto:april@adoptapet.com)

01:19:56 Alison Gibson: **Maddie’s Pet Forum** <https://www.maddiesfund.org/community-conversations.htm>

01:20:11 Mary (she/her) @ Maddie's Fund: The website police are here

01:20:12 Malinda Huggans: I need so much help with our website!

01:20:51 Wendy Frink: **Marketing course:** <https://university.maddiesfund.org/products/fundamentals-of-marketing>

01:21:11 Malinda Huggans: That's something I was going to ask about, if there was a crash course! Thank you!

01:21:27 Kelly Miott: that was awesome, thank you April!

01:21:37 Trudy Bennett: One of my Pet care specialist has been going thru the online courses and sent a text out to the others telling them how much she was enjoying them and encouraging them to join just yesterday.

01:21:50 Alison Gibson: **FUNdamentals of Marketing** <https://university.maddiesfund.org/products/fundamentals-of-marketing>

01:22:27 Shelly (she/her), Maddie's Fund: Awww, @trudy, that’s awesome!

01:22:35 Hilary Shurtleff: UM YES! I'M VISITING YOU ASAP!

01:22:59 Sharon @MaddiesFund: Maddie’s Pet Foruum

01:23:09 Kathy Duncan: YAYYY Hilary!!

01:24:20 Bobby Mann: Thank you Grace and April!!!

01:24:21 Janie Mills: Thank you!

01:24:26 Grace Lin: Of course! Thank you for inviting me : )

01:24:33 April Huntsman: Thank you for having me!

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