

Speaker Bios

Keynote Speaker

Peter Marsh, Founder and President Solutions to Pet Overpopulation

New Hampshire attorney **Peter Marsh** is the Founder and one of the directors of Solutions to Overpopulation of Pets (STOP), which spearheaded New Hampshire's campaign for a publicly funded spay/neuter program. The initiative program he helped push through the state legislature is a model of what can be achieved in order to provide a statewide, low-cost program.

Mr. Marsh has worked on legislation for animals in New Hampshire and across the country since the late 1970s. He has helped with legislative campaigns that have extended animal cruelty laws, established minimum dog shelter requirements, and among many others achievements in the animal welfare cause.

Peter has also worked on legislation that secured public funding for neutering assistance programs in New Hampshire and has helped animal protection groups get public funding for programs in several other parts of the country. As a lawyer, he has privately prosecuted many animal cruelty cases and has served as the Governor's appointee to the Pet Overpopulation Committee of the New Hampshire Legislature for several years.

Mr. Marsh's Keynote address will present statistical analysis of successful Spay and Neuter Programs around the country that provide evidence to support his argument that *"The key to any successful No More Homeless Pets program, is a low-cost spay/neuter campaign that is precisely targeted toward specific segments of the local population."*

Lynne Fridley - Field Representative

Maddie's Fund

Lynne Fridley began her career in animal welfare 29 years ago at the Shelby County Humane Society in central Alabama, and then moved on to serve as Executive Director of the Humane Society of Chilton County remaining in that position for 18 years. Lynne has been active for over 28 years in the Alabama Humane Federation and has served several stints as president. The Alabama Humane Federation was instrumental in the passage of important legislation under Lynne's leadership, including a felony cruelty law which took effect in August of 2000. She also currently serves on the Board of Directors for the Alabama Animal Control Association, and was appointed by the Governor of Alabama to serve a two year term on the Board of Directors of the Alabama State Board of Veterinary Medical Examiners.

As president of the Alabama Humane Federation, Lynne began investigating the possibility of applying for a statewide Maddie's Fund Spay/Neuter grant. The \$2.4 million dollar grant was awarded and the program began in 2001 resulting in 36,047 low income spay/neuter surgeries statewide over the two year course of the grant.

Because of the great success of Maddie's Big Fix for Alabama, Lynne was offered a position on the staff of Maddie's Fund, and began working as the first Field Representative for the Pet Rescue Foundation in July 2002. Her work includes helping communities build collaborations, technical support for applicants, overseeing the projects funded in the Southeast U.S., and particularly in Alabama.

Angel N. May, Community Affairs Mng, PEDIGREE Foundation Board Secretary
Mars Petcare US

Angel May joined Mars Petcare US in March 2008 and is currently the Community Affairs Manager. Her responsibilities include management of outreach opportunities in plant site communities assisting with relationship building initiatives that position Mars Petcare US as a responsible corporate citizen. In addition, she manages and administers the grant process for the **PEDIGREE Foundation and serves as Secretary for the Board of Directors.**

May is a creative, results-focused professional in marketing communications and public relations with experience in the government and professional sports sectors. For five years prior to this position, she directed the communications efforts for Nashville Career Advancement Center (NCAC), a Metropolitan Government of Nashville regional workforce development agency. In this position, she developed and executed regional marketing communications plans and initiatives that projected a uniform brand image within a four-county region to include media relations, advertising, collateral material and special events.

Her drive and passion came alive as she served as community relations assistant for National Hockey League's Nashville Predators developing five new programs that supported non-profit organizations and schools while raising money through special events to give back to the community through the Predators Foundation. A native of Nashville, Tennessee, Angel May was proud to return home after spending 15 years in St. Louis, Missouri. She has a passion for the outdoors through boating, hiking, water skiing and a love for travel and photography. Her life's motto is to work and play hard, while finding time to relax. She is married to husband, Anthony, and has one daughter Isabella and three step-sons, Blake, Taylor and Karson.

Special Guest Speaker

Jim Mason, Author and Board Secretary
Two Mauds Foundation

Jim Mason is an author and attorney whose focus is on human/animal concerns. His latest book, co-authored with Princeton professor and ethicist Peter Singer, is *The Ethics of What We Eat: Why Our Food Choices Matter* (Rodale Press, 2006). The authors trace the foods eaten by three American families back to their sources and explore the ethical questions that arise along the way. The book discusses factory farming and alternatives, fair trade, buying local, organic farming, commercial fishing, and other food matters of concern to consumers today.

Mason is author of *An Unnatural Order: The Roots of Our Destruction of Nature* (Lantern Books, 2005) and co-author with Peter Singer of *Animal Factories* (Crown, 1980; rev. ed. 1990). He is a contributor to *In Defense of Animals* (Blackwell's, 2005), edited by Peter Singer. His writings have appeared in *Audubon*, *The New York Times*, *New Scientist*, *Newsday*, *Country Journal*, *Orion Nature Quarterly*, and other publications.

Afternoon Breakout Session Presenters

Track I

Mr. Lynn D. Fisher, Assistant County Administer Pickens County Government, South Carolina

Lynn Fisher has been working for Pickens County Government for 17 years. He began as the Information System Director and is now the Assistant County Administrator with his primary focus as the Emergency Management Director. One of Lynn's areas of responsibility is the department of Animal Management. Lynn holds a Masters Degree in Computer Resources and another in Strategic Studies. Lynn resides in Pickens, SC with his wife Libby. When Lynn is not involved with his employer, he enjoys running and biking.

Animal Management 101, Pickens County, SC - This presentation will provide the *Cliff Notes* for the four pillars of success for the Animal Management in Pickens County, SC. The pillars are: Responsiveness, Spay-Neuter, Adoption and Education.

Ms. Leighann McCollum, Tennessee State Director The Humane Society of the United States

Leighann McCollum, has been involved in animal welfare since 1998, with a focus on sheltering and spay/neuter initiatives. She began as a volunteer in a small North Carolina shelter, directing the volunteer staff and day to day operations. Eventually, McCollum became frustrated by the flood of unwanted and lost animals and began knocking on doors asking community leaders to start addressing the lack of laws regarding animals in the community. She worked with county officials to pass ordinances for mandatory spay/neuter of adopted shelter animals, stronger leash laws, and pet identification policies. These small but important achievements sparked her passion for public policy change as the key to advancing animal welfare.

McCollum joining the Human Society of the United States in 2007, after having gained experience working for the Animal Legal Defense Fund. In 2008, McCollum set into motion the largest puppy mill rescue ever conducted in Tennessee. After receiving undercover tips, she worked with investigators with the District Attorney's office for the 21st Judicial District to build a successful case against the puppy mill operator of the Pine Bluff Kennels in Lyles, resulting in the rescue of nearly 750 animals.

The North Carolina native lives in Nashville with her husband and two dogs where she has a revolving door of foster dogs.

Effective Citizen Advocacy for Humane Organizations: During this role playing workshop - Leighann will provide effective communication tips and coalition building strategies to help pitch spay/neuter legislation to law makers at the local government level.

Track II

Mr. Peter Woolfolk, President & CEO **Communications Strategies/CNM Consultant**

Mr. Peter Woolfolk, president and chief executive officer of Communications Strategies, LLC, is a public relations professional with more than 20 years of executive level experience. Recruited from Washington, DC, he served as Fisk University's first vice president of communications and public relations. His public relations career is highlighted by a White House appointment in the Clinton Administration as Special Assistant/Communications to the assistant secretary, U.S. Department of Education. Following his White House appointment he was an external communications consultant to former U.S. Surgeon General, Dr. David Satcher. AARP, AT&T, Nashville Convention & Visitors Bureau, Meharry Medical College, Nashville Sounds, and more.

Public Relations and Building Constituencies: This workshop helps you build support for your organization by delivering the right message to the right audience. Before an agency can successfully begin to establish collaborative or funding relationships in their community, it is important that they let the community know who they are, what they do and why this is important to the community. From giving a speech to conducting a tour, learn how to develop a compelling message, tailor it to your audience, and deliver it with confidence.

Ms. Jill Moore, Nonprofit Consultant and Former Executive Director **The Tennessee Animal Resource Center**

Jill Moore was the start-up consultant and interim Executive Director for The Tennessee Animal Resource Center since its inception in 2006. For the past three years, she dedicated herself to building programs of The ARC that provide resources and educational opportunities for Tennessee's Animal Welfare Community. Jill began her career in nonprofits at Vanderbilt University in Development and Alumni Relations, then gained valuable experience in grant making priorities and practiced during her tenure at the California Community Foundation in Los Angeles. Upon her return to Tennessee, Jill branched out on her own while raising her three children, and for the past 10 years has been providing Middle Tennessee's nonprofit community with consulting services in the areas of marketing, fundraising, 501 (c) (3) incorporation, strategic planning and grant writing. With over 18 years of experience in the "Third Sector" Jill consulting addresses the unique knowledge of how to blend and balance what nonprofit's need and what philanthropies want to achieve from their grant programs.

Fundraising and Grants for Animal Welfare Organizations: Jill will address the current state of funding for the Animal Welfare community nationally and in Tennessee and how grants should fit into your organizations fundraising mix. For many first-timers grants can seem overwhelming. When your nonprofit needs money for everything, how do you decide which foundations to apply to, which projects to propose and how to complete the grant application? And the No. 1 question – how much to ask for? These topics and more will be covered in this introduction to grant writing as tackle an actual animal welfare grant application form.

Track III

Mr. Peter Marsh, Esq., Founder

Solutions to Overpopulation of Pets

Keynote Speaker, Mr. Peter Marsh, will provide his legal expertise as a licensed attorney for the state of New Hampshire, as he presents essential information for those considering establishing a 501 (c) (3) nonprofit to address animal welfare concerns in their community. What are the pros and cons and regulations regarding incorporation, liability, and lobbying limitations for you as a nonprofit?

Mr. Larry Howlett, Certified Public Accountant and President

Larry C. Howlett, CPA PLLC Firm in Bowling Green, Kentucky

Mr. Larry Howlett has over 30 years of experience with the Internal Revenue Service (IRS) as an Exempt Organizations Specialist. He has assisted many organizations all over the nation with their accounting requirements so that the organization can bring people to Christ. Consultations cover all areas of effectively running a nonprofit organization. Services offered to nonprofit organizations are: Preparation of Form 1023, Application for Recognition of Exemption, annual filing of Form 990, assisting organizations in the resolution of penalty charges for various aspects with the IRS.

Larry offers many customized presentations to board of directors and nonprofit organizations for instance: Rules and Procedures of the Operation of Churches to Church Business Administrators, Effects of Sarbanes~Oxley Act on Nonprofit Organizations, Good Governances Practices for Board of Directors. Larry teaches classes for the Center of Nonprofit Management in Nashville, Tennessee.

Larry works with accountant and legal firms in compliance audits for churches, private foundations and charities. Larry is a member of Kentucky & Tennessee Certified Public Accountants, National Association of Church Business Administration, Great Lakes Area TE/GE Council of the IRS, and Association of Certified Fraud Examiners.

Extreme Makeover – 2008 Form 990: Larry will present the concepts behind the new 990 filings requirements and let you know what exactly the IRS is looking for. Tools that you can use throughout the year to simplify your accounting and 990 filings and how to make your financials work for you as Fundraising tools.