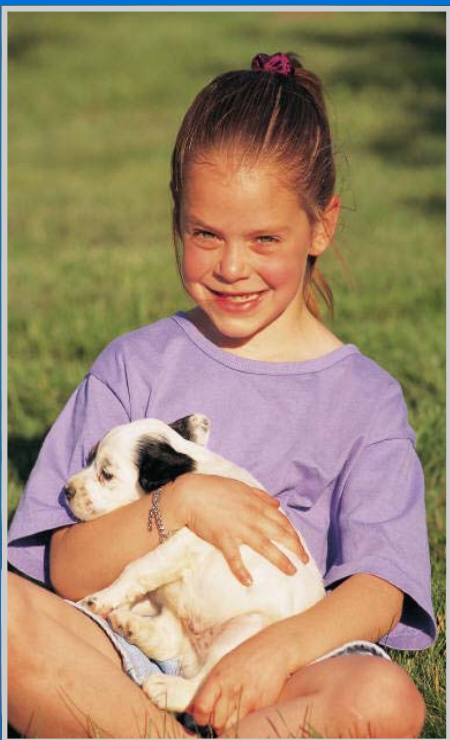


NAIA Annual Conference



Creating Pet Friendly Communities:

Animal Care and
Control Programs
That Really Work !

August 8 - 10, 2008

Hilton Garden Inn

Hartford North

Bradley International Airport

Windsor, CT



All across America animal ordinances and laws are being drafted to solve problems ranging from surplus shelter animals and out-of-control euthanasia rates to consumer fraud. In most cases, though, these problems are poorly understood and the laws drafted to address them don't work. Instead, they often compound problems and make adversaries out of people and agencies that should be allies. They punish responsible pet owners and good breeding practices, attack the basic rights of American citizens and they are unenforceable.

At NAIA's 2008 annual conference, we aim to change this situation!

We'll give you the information you need to understand the issues and we'll present speakers with concrete answers and alternatives to the misguided laws and programs so popular today. Finally, we'll present concrete methods for implementing the improvements that are needed.

Getting public policy to reflect the best thinking of everyone is impossible without effective communication and accurate information. Whether you're talking to lawmakers, the media or the community-at-large, you must be able to present your issues with authority, confidence and thought provoking clarity. With that goal in mind, the National Animal Interest Alliance offers a two-day summer conference that you can't afford to miss.

Conference Schedule

Two full days of lectures and workshops will give you the information and tools you need, regardless of your audience, to communicate the facts regarding pet population dynamics and other important issues; to clarify the challenges facing animal shelters and the communities they serve; to offer successful methods for solving these problems and building support for reasonable animal control programs and responsible pet ownership.

Day One

Day one will be dedicated to understanding issues surrounding pet population dynamics and shelter problems.

Day Two

Day two will be devoted to workshops led by professionals who will share their trade secrets on how to communicate persuasively and position your cause for immediate and lasting success. Our experts will cover techniques for lobbying and offer proven ways to develop and sharpen your media and social marketing skills. You will leave armed with a greater understanding of the issues, issue framing and the tools to translate that knowledge into successful advocacy.

Featured Speakers

Bill Bruce, Director of By-Law Services for Calgary, Alberta, the city with the highest per capita licensing rate and the lowest euthanasia rate that we've ever come across in North America: What is their secret of success? They support responsible pet ownership!

Jon Fleischaker, Esquire, lead counsel in Louisville KC's lawsuit challenging the Louisville ordinance will discuss the case and the important constitutional issues at stake.

Mark Cushing, NAIA lobbyist and attorney will lead discussion on lobbying.

Marsha Kelly, media consultant and communications expert will give media training session.

Kristine Phillips, NAIA Executive Director and public policy expert will lead a workshop in how to frame the issues and advocate for pets and their owners.

Richard Earle will explain how to use advertising to influence personal behavior and public policy. Mr. Earle is a Cause Marketing, Branding, and Advertising Evaluation consultant with over 30 years experience at U.S. advertising agencies. He has recently served as advertising and branding consultant to public interest organizations.

Walter Bebout, Director of Government Relations at the American Kennel Club will present an overview of AKC's educational materials, giving you the tools you need to promote responsible dog ownership in your community. In 2007, his department handled more than 600 bills and ordinances impacting the rights of dog owners, and posted many important victories.

Jim Crosby, retired police lieutenant, county animal control director, professional dog trainer and canine aggression expert will discuss dangerous dog issues. Jim's qualifications include: Certified Pet Dog Trainer; Member, American College of Forensic Examiners; Member, International Association of Animal Behavior Counselors; Consultant, National Canine Research Council.

There are just too many interesting topics, panels and excellent speakers to list them all!

Conference Location and Hotel Accommodations



The conference will be held at the Hilton Garden Inn, Hartford North/Bradley International Airport in Windsor, Connecticut.

Call 1-860-688-6400 and tell the hotel that you're with the National Animal Interest Alliance Conference to get the special rate: \$89 for King size or two double beds.

Complimentary airport transportation is available to hotel guests.

Reserve Your Conference Space Now!

Reserve before July 31 and pay \$150 or pay \$200 after reservations close. The price includes all conference materials, continental breakfast, lunch both days and dinner on Saturday night. A reception will be held on Friday night at 7 PM for early arrivals. Space *is limited so sign up early!* You may use the form below or register online at:

naia@naiaonline.org

NAIA CONFERENCE REGISTRATION

Creating Pet Friendly Communities

August 8-10, 2008

Name: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Conference Fee is \$150 per attendee or \$200 for reservations received after July 31. Fee includes Friday evening reception, Saturday and Sunday conference sessions and workshops, conference materials, continental breakfast and lunch both days and dinner on Saturday night.

Total Enclosed for Registration Fees:

\$_____ for_____ attendees.

[] I want to join NAIA; please send information.

[] I can't attend but offer this donation to NAIA to support this valuable conference \$_____.

Return by mail with payment to:

NAIA, PO Box 66579, Portland, OR 97290

Ph: (503) 761-1139 Fax: (503) 761-1289

Email: naia@naiaonline.org

Or sign up for the conference and NAIA membership on the website at www.naiaonline.org

What is NAIA?

The National Animal Interest Alliance (NAIA) is an educational organization of business, agricultural, scientific and recreational interests that was founded in 1991 to support and promote responsible animal ownership use, animal welfare, and to oppose animal rights extremism. NAIA includes thousands of pet owners, dog and cat clubs, obedience clubs and rescue groups as well as breeders, trainers, veterinarians, research scientists, farmers, fishermen, hunters and wildlife biologists.

NAIA members serve on local, state and national task force bodies and committees.

NAIA is a charitable organization recognized under the Internal Revenue Code as a 501 (c) (3).

What does NAIA Support?

NAIA supports animal ownership and the responsible and humane use of animals in a variety of settings. We are committed to preserving the human-animal bond, the special bond that exists when people live and work with animals. We support everyone from beginners to professionals as they strive to learn more about animal care and husbandry, or simply to become better pet owners.

What does NAIA do?

NAIA works to provide the public with factual information about animal issues, especially those issues that are complex, misunderstood or controversial.

NAIA . . .

- ☒ Distributes factual information on its award-winning website,
- ☒ hosts national conferences,
- ☒ has a speakers bureau,
- ☒ provides animal experts to public policy makers, media and classrooms.

NAIA believes that education and tolerance are the keys to progress in a free society and works with all lawful animal interest groups that strive for improvements.

**To join NAIA or to learn more
about the organization,
visit our website at www.naiaonline.org
or e-mail naia@naiaonline.org**



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