

## What is NAIA?

The National Animal Interest Alliance (NAIA) is a charitable 501(c)(3) educational organization of recreational, business, agricultural, and scientific interests founded in 1991 to support and promote best practices in responsible animal ownership and use while providing a viable alternative to animal rights extremism. NAIA's membership consists of pet owners, dog and cat clubs, rescue groups, breeders, veterinarians, research scientists, farmers, fishermen, hunters, and wildlife biologists.

NAIA is committed to preserving the human-animal bond, the special bond that exists when people live and work with animals, and supports everyone from beginners to professionals as they strive to learn more about animal care and husbandry.

### What does NAIA do?

NAIA supports animal welfare and the rights of animal owners by:

- Providing factual information to the public about animals and animal welfare issues
- Creating programs to improve the care and welfare of animals
- Helping local animal welfare groups achieve their mission
- Helping local authorities write laws that target irresponsible ownership practices and inhumane treatment of animals while safeguarding the rights of responsible animal owners
- Supporting the enforcement of state and federal laws that mandate the proper treatment of animals and provide penalties for animal abuse.



To join or to learn more about the organization, visit our website at [www.naiaonline.org](http://www.naiaonline.org).

NATIONAL ANIMAL INTEREST ALLIANCE

PO Box 66579

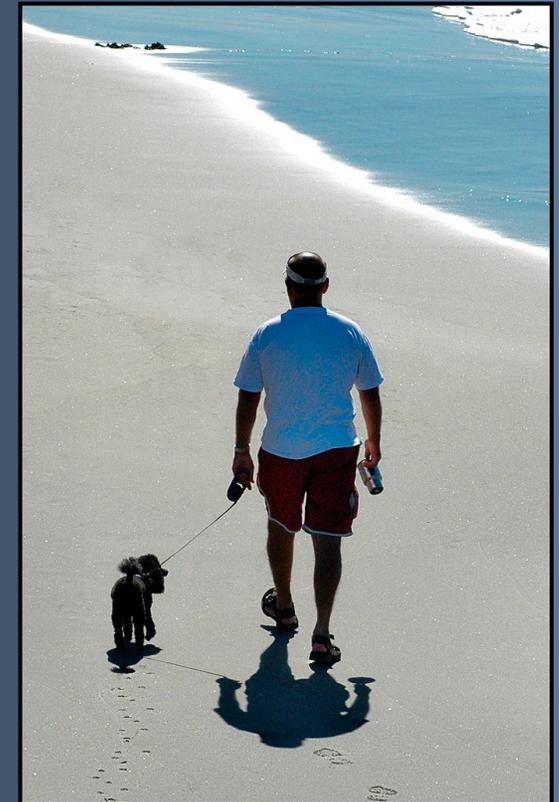
Portland, OR 97290



NAIA 2012 National Conference

## Brave New World:

*Caring for Animals in an Age of Mass Media and Misinformation*



November 10-11, 2012  
Redondo Beach, California

## NAIA Annual Conference

### *Brave New World: Caring for Animals in an Age of Mass Media and Misinformation*

NAIA cordially invites you to attend its annual conference this November 10-11 in Redondo Beach, California. Featuring presentations from world-renowned animal welfare authorities, award-winning writers, veterinarians, and experts in agriculture and law, this is *the* can't-miss animal event of 2012!

This year's conference focuses on the myths and stereotypes that cloud the public's perception of animal issues, and how they are perpetuated by activists and industry marketing campaigns. More importantly, we will cover the many opportunities available in today's climate that can help us re-anchor the perception and understanding of animal issues in common sense, science, and sound law.

Just a few of the topics that will be covered:

- The language that shapes debate: 4 legs good, 2 legs bad
- The challenges facing U.S. agriculture
- Perception and reality: the health and welfare of purebred dogs
- The animal law movement in America, from property rights to guardianship
- And much, much more!



We are proud to feature presentations from several of the world's top experts in animal welfare, agriculture, purebred dogs, veterinary medicine, and media relations.



## Presentations

**Dr. Temple Grandin:** *The world's foremost animal welfare expert gives this year's keynote speech;*

**Gary Taubes:** *The multiple award-winning science writer presents Why We Get Fat: Adiposity 101 and the Alternative Hypothesis of Obesity;*

**Margaret Poindexter, JD:** *Important news below the fold; AKC's kennel inspection program and advancement in canine welfare since the 1990s;*

**Dr. Terry Warren, JD, CEO AKC Canine Health Foundation:** *Research and advancements in canine health the public needs to know about;*

**Dr. Betsy Greene:** *The Mustang Roundup;*

**Greg Satrum, Willamette Egg Farms:** *An egg producer's dilemma.*

**Dr. Lance Baumgard, NAIA Board Member:** *A rational evaluation of dietary fat and disease;*

**Andy Vance, Agriculture Journalist of Feedstuffs:** *YouTube-Proofing Agriculture;*

**Marsha Kelly, Communications Consultant, Kelly Strategic Council:** *Getting your message out;*

**Phil Goldberg, JD:** *An overview of the growing animal law movement in the United States;*

**Patti Strand, NAIA Founder and Chair:** *The Big Shrink: the dwindling number of dogs available to American pet lovers in coming years; and*

**Drs. Sharon Vanderlip, John Hamil, Marty Greer, and others:** *Hot button issues facing the veterinary profession.*

*There will also be a panel and workshop with media consultants, prominent news reporters, and more!  
More speakers and topics will be added as the conference draws nearer, so be sure to check in at [www.naiaonline.org](http://www.naiaonline.org) for updates!*

## Sign Up Today!

Make your hotel reservation today! The conference will be held at the Crowne Plaza Hotel, in Redondo Beach California. We expect it to be standing-room only — sign up today! A shuttle is available to the hotel from the Los Angeles International Airport.

Call (310) 318-8888 for “in-house reservations, block code A-I-Q” and tell them you’re with the National Animal Interest Alliance conference. Or, make your hotel reservation online using the “Hotel Reservations” link at [resweb.passkey.com/go/NAIA](http://resweb.passkey.com/go/NAIA). Do it now while the discounted rate is still available, and save over \$50 per night!

The price of the conference is \$250 and includes a continental breakfast and lunch each day, as well as a dinner and auction on Saturday night. You can mail your check to NAIA (see address below), or sign up online at [www.naiaonline.org/donations/](http://www.naiaonline.org/donations/). Conference attendees who sign up before July 1 receive the special earlybird rate of \$150 for their conference admission.

### NAIA CONFERENCE REGISTRATION Brave New World - November 10-11, 2012

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Conference, Dinner & Auction \$250 \_\_\_\_\_ @ \$250 = \_\_\_\_\_

**Total** Enclosed 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  
Phone: (503) 227-8450 Fax: (503) 761-1289  
Email: [naia@naiaonline.org](mailto:naia@naiaonline.org)  
Or sign up for the conference at  
[www.naiaonline.org/donations/](http://www.naiaonline.org/donations/)