



# A ONE DAY WORKSHOP

## The Business of Saving Lives

Presented by Helen Woodward Animal Center and Blue Buffalo

Hosted By: *Pets Alive, 363 Derby Road, Middletown, NY*

For all those involved in animal rescue

Only \$25  
if you  
register by  
July 5!

**Thursday, July 14, 2016**

Being held at: **Murphy Center at Iona College**  
**715 North Avenue, New Rochelle, NY**

Registration 8-9:00am with light breakfast  
Workshop 9:00 a.m. – 5:30 p.m. including lunch

**The Business of Saving Lives Workshop moves the animal welfare industry forward- by moving YOU forward!**

Taught by experts from the Helen Woodward Animal Center, including **President and CEO Mike Arms**. Sessions will include *adapting policies* to meet the changing needs of the animals & the community, concrete and proven *fundraising methods*, creative, out-of-the-box *public relations techniques*, and *social media best practices* to engage an online audiences

Early bird fee of \$25 if you register by July 5! Includes continental breakfast and lunch, sponsored by Blue Buffalo. Rate goes up on July 6 to \$30.00.

For information and registration: <http://goo.gl/XazM23>

Questions? Email Pets Alive at [contactus@petsalive.org](mailto:contactus@petsalive.org)

