



## The Business of Saving Lives

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# ONE DAY WORKSHOP

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Located in Murphy Center / Iona College, 715 North Avenue, New Rochelle, NY

TIME	SESSION	SPEAKER
8:00am – 9:00am	Registration and light continental breakfast sponsored by Blue Buffalo	
9:00am – 10:00am	<b>Opening remarks.</b> Adapt policies to meet the changing needs of the animals and the community	Mike Arms, President and CEO, Helen Woodward Animal Center
10:30am – 10:45am	Break / networking	
10:45am – 12:30pm	<b>Fundraising.</b> Build donor bases and diversity fundraising strategies by using concrete and proven <i>fundraising methods</i>	Renee Resko, Vice President of Development, Helen Woodward Animal Center
12:30pm – 1:30pm	Lunch sponsored by Blue Buffalo. During the latter part of the lunch hour, Blue Buffalo will give a presentation.	
1:30pm – 3:00pm	<b>Social Media.</b> Get media attention with little-to-no-cost by using creative, out-of-the-box <i>public relations techniques</i>	Marcie Grube, Social Media Supervisor, Helen Woodward Animal Center
3:00pm – 3:15pm	Break	
3:15pm – 4:45pm	<b>Public Relations.</b> Engage an online audience through excellent online customer service, helpful to-do's and creative content by using <i>social media best practices</i>	Jessica Gercke, Public Relations Manager, Helen Woodward Animal Center
4:45pm – 5:30pm	Panel and Q&A	Mike Arms, Renee Resko, Marcia Grube, Jessica Gercke