

2025 Conference Program



Carolinas UNITE
ANIMAL WELFARE PROFESSIONALS CONFERENCE

FED
25-27
2025

Agenda Overview

Mon | 2-24

3:00pm-5:00pm | Sponsor/Exhibitor Set-Up

Tue | 2-25

8:00am-9:30am | Sponsor/Exhibitor Set-Up

8:00am-4:30pm | Registration Open

9:30am-4:30pm | Exhibit Hall Open

10:00am-1:00pm | Sessions

1:00pm-2:00pm | Lunch

2:00pm-4:30pm | Sessions

Wed | 2-26

8:00am-4:30pm | Registration Open

8:00am-4:30pm | Exhibit Hall Open

9:00am-12:00pm | Sessions

12:00pm-1:00pm | Lunch

1:00pm-5:00pm | Sessions

5:30pm-7:30pm | Conference Social

Thu | 2-27

8:00am-12:00pm | Registration Open

8:00am-12:00pm | Exhibit Hall Open

9:00am-12:00pm | Sessions

12:00pm-1:00pm | Sponsor/Exhibitor Breakdown

12:00pm-1:00pm | Lunch

1:00pm-2:00pm | Closing Session

Committee

NCAF REPRESENTATIVES

Josh Fisher

Lisa Lee

Elizabeth Overcash

Ellen Taylor

LeighAnne Wilson

SCACCA REPRESENTATIVES

Marli Clary

Laura Clark

Brittany Jones

Shelly Simmons

Tuesday, February 25

Time	Location	Speaker(s)	Session Title	Session Description
8:00am	Exhibit Hall		Registration Open	
9:30am	Exhibit Hall		Exhibit Hall Open	
10:00am-11:30am	Palladium B	Alexis Pugh, Best Friends	Are You Talking to Me? Tailoring Your Communications to Reach Your Target Audience	Setting the stage for Carolinas Unite, this session will inspire fresh perspectives on outreach and provide strategies that empower us all to build more informed, supportive communities for animals across the Carolinas.
11:30am-12:00pm			Break	
12:00pm-1:00pm	Palladium B	Hanna Lentz, SPARC	Don't Be Judgy - Messaging that Leads to Positive Change	During this session we will share SPARC's three essential principles for messaging and storytelling.
1:00pm-2:00pm	Palladium B		Lunch	
2:00pm-3:00pm	Palladium A	Amanda Foster, American PetsAlive! and Kaycey Adair, Greenville County	Digging Deeper: Human-Focused Intake Data to Understand Shelter Surrenders	Join us for an insightful session as we explore the findings and resources from the Intake Triage Project, led by Human Animal Support Services and partner organizations.
2:00pm-3:00pm	Palladium C	Anamarie Johnson, Petcademy	Get Them Home and Keep Them Home: Data-Driven Solutions for Post-Adoption Support	Uncover effective ways to address the most common behavioral questions from new adopters and foster families.
2:00pm-3:00pm	Lands End	Justin Wyatt, Horry County Police Dept.	South Carolina's New Cost of Care Law	Join an expert who has successfully leveraged this new statute to secure positive outcomes for animals, communities, and budgets.
3:00pm-3:30pm			Break	
3:30pm-4:30pm	Palladium A	Clayton Gladieux, Pawboost and Gina Knepp, Michelson Found Animals	PawBoost	Learn more about PawBoost, a platform for lost and found pets, has helped reunite over 1.8 million pets with their owners.
3:30pm-4:30pm	Palladium C	Karen Walsh, ASPCA	Back to Basics: Animal Sheltering Fundamentals	Whether a seasoned animal welfare professional, or just starting out in the field, this presentation will provide tools and resources using evidence-based practices to build pathways that lead to positive outcomes for animals.
	Lands End	Lorien Clemens, PetHub, Inc.	One-Day Social Media Makeover: Create a Year of Return to Home Content with Pre-Made Templates	Participants will engage in hands-on activities to customize these templates, ensuring they align with their organization's needs and voice. By the end, attendees will have a comprehensive, ready-to-use social media plan designed to maximize impact with minimal effort.
4:30pm			Evening on Your Own	

Wednesday, February 26

Time	Location	Speaker(s)	Session Title	Session Description
8:00am-9:00am	Palladium B		Breakfast	
9:00am-10:15am	Palladium B	KC Thompson and Kayla Wade, Humane Society of Charlotte	Pathway Planning for Shelter Animals of Concern - A Collaborative Approach	We will share our experiences at the Humane Society of Charlotte and how our team manages, copes with, and thrives in pathway decision-making.
10:15am-10:45am			Break	
10:45am-12:00pm	Palladium B	Shelly Moore, Humane Society of Charlotte and Jim Tedford, AAWA	Leadership in a New Era of Animal Welfare: Guiding with Integrity in Complex Times	This session is designed to help current and aspiring leaders in animal welfare understand the need for effective leadership and how to navigate the challenges they face in their roles, providing them with the tools to lead with integrity, transparency, and fairness.
12:00pm-1:00pm	Palladium B		Lunch	
1:00pm-2:00pm	Palladium A	Lee Ann Shenefiel, Austin PetsAlive! and Alex Vilalobos, Hays County	Your Community Loves Pets: Let Them Tell You Through a Community Needs and Values Survey (And Why You Should)	In this session, learn how a team of nonprofit and county staff engaged residents through a community needs and values survey, advocacy, and data to shape a future-forward animal services organization.
1:00pm-2:00pm	Palladium C	Terri McCollister, SCDPH and Emily Herring, NCDHHS	Rabies: Dying to Know More	This session brings clarity to rabies prevention, covering North and South Carolina's latest testing data and trends.
1:00pm-2:00pm	Lands End	April Huntsman, Adopt-A-Pet	Love at First Click: The Science Behind Pet Photos and Adoption Fees	This presentation will delve into the critical elements that make pet photos as captivating as possible. As a bonus, we'll also share insights into how adoption fees impact public interest in pets!
2:00pm-2:15pm			Break	
2:15pm-3:30pm	Palladium B	Lorien Clemens, PetHub, Inc.	Designing for Impact: Leveraging Free Tools Like Canva to Build Powerful Campaigns	Join us for a hands-on workshop for animal welfare organizations, teaching participants how to create compelling marketing campaigns using free tools like Canva, SurveyMonkey, etc.
3:30pm-3:45pm			Break	
3:45pm-5:00pm	Palladium B	Spencer Conover, Pasco County Animal Services	Embracing Proactive and Progressive Practices: Balancing the Letter and Spirit of the Law in Animal Control	In this session, we'll explore the balance between the strict enforcement of the law and the compassionate application of its principles in animal control.
5:00pm-5:30pm			Break	
5:30pm-7:30pm	Exhibit Hall		Networking Reception	

Thursday, February 27

Time	Location	Speaker(s)	Session Title	Session Description
8:00am-9:00am	Palladium B		Breakfast	
9:00am-10:30am	Palladium B	Gina Knepp, Michelson Found Animals	Thinking Like an Entrepreneur: Strategies for Animal Shelters to Succeed in Lifesaving	The course will cover practical strategies for differentiating your shelter, diversifying revenue streams, building strong partnerships, and continuously improving operations.
10:30am-11:00am			Break	
11:00am-12:00pm	Palladium A	Jo Jarred, Orange County Animal Services	Maximizing Value from Veterinary Services	This interactive session will explore the vital relationship between shelters and veterinarians, focusing on those with limited access to veterinary care.
11:00am-12:00pm	Palladium C	Spencer Conover, Pasco County Animal Services and Shelly Simmons, Greenville County Animal Care	Navigating Shelter Outbreaks: Lessons in Crisis Management and Community Engagement	Join us for an interactive panel discussion featuring insights from Pasco County Animal Services and Greenville County Animal Care on managing shelter outbreaks.
11:00am-12:00pm	Lands End	Clint Ganus, ASPCA	Speed Networking for Companion Animals in Disaster Preparedness	In this interactive session, participants will engage in focused discussions on disaster preparedness specifically for companion animals.
12:00pm-1:00pm			Lunch	
1:00pm-2:00pm	Palladium B	Jana Aviles, Lincoln County Animal Services	Storm Stories: Reflecting on Resilience and Recovery After Hurricane Helene	Join us for an open session where we come together to share, listen, and connect through our experiences of Hurricane Helene.
2:00pm			Adjourn	