September 19, 20 & 21

Victoria McCullough Estate
365 Santa Barbara Drive • Wellington FL 33414

Organizers:
Equine Welfare Alliance & Wild Horse Freedom Federation

Special Thanks:
Bob Cooke, The Racing Journal
Victoria McCullough

Moderators:
RT Fitch, president, Wild Horse Freedom Federation & author of Straight from the Horse’s Heart
Vicki Tobin, vice president, Equine Welfare Alliance

Conference Photojournalist:
Terry Fitch, award winning chief photographer for Horseback Magazine
Welcome to the 4th Annual International Equine Conference!

Friday, September 19

Evening Event

6:00p – 8:00p  Reception at the McCullough Estate
Saturday, September 20

7:00—8:15  Registration & Continental Breakfast

8:15—8:20  Opening remarks

8:20—8:30  Victoria McCullough  Welcome

8:30—9:15  Dr. Ray Kellosalmi  
Scientific Advisor for the Canadian Horse Defence Coalition  PMU: Needless Torture, Needless Death

9:15—10:00  Susan Wagner  
Equine Advocates  Miser Pfizer: The Ultimate Spin Doctors

10:00—10:15  Break

10:15—10:45  Simone Netherlands  New Software App for Wild Horses and Burros

10:45—11:30  Stacie Clark  
The Stronach Group  The thoroughbred Race horse and Aftercare

11:30—12:15  Carolina Arbelaez  
Cargill  Nutritional Needs of the Senior Horse

12:15—1:15  Lunch

1:15—1:45  Milanne [Mim] Rehor  
Wild Horses of Abaco  A Year of Action on the Edge of Extinction

1:45—2:45  Victoria McCullough  
State Senator Joe Abruzzo  Key Note Address

2:45—3:00  Break
### Saturday, September 20 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker/Activity</th>
</tr>
</thead>
</table>
| 3:00—3:45 | Lonita Stewart  
Director, Administration/Research  
Canadian Horse Defence Coalition  
Horse Slaughter in Canada - Horse 3803 – One Horse’s Journey |
| 3:45—4:30 | Sharon Boeckle  
Sneak Preview of Kill Pen |
| 4:30—4:35 | Closing Remarks  
Tour of Farms |
| 4:45p | Dinner |
| 7:00p | Dinner |
Sunday, September 21

7:30—8:45  Registration & Continental Breakfast

8:45—9:00  Opening Remarks

9:00—9:45  Marjorie Farabee
            Wild Horse Freedom Federation
            TMR Rescue, Inc.
            The importance of promoting, protecting, preserving and educating the public about donkeys domestic and wild.

9:45—10:30 Nina Natelson
            Concern for Helping Animals in Israel (CHAI)
            Ending the Cart and Carriage Horse Phenomenon

10:30—10:45 Break

10:45—11:30 Ginger Kathrens
            The Cloud Foundation
            Endangered! : Can America's Wild Horses and Burros be Re-Saved

11:30—12:00 Lester Friedlander, DVM

12:00—1:15 Lunch

1:15—2:00  Kimberly Frank
            The Science and Conservation Center
            PZP Immunocontraception: What's so great about it?

2:00—2:45  Robin Lyda
            Chief Scientist, Conservation and Research Center, Billings, MT
            What is Porcine Zona Pellucida (Contraception is contraception isn't it?)

2:45—3:00 Break
<table>
<thead>
<tr>
<th>Time</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00—3:45</td>
<td>Vickery Eckhoff</td>
<td>Animating Journalism: Creating a model for covering animals in the media</td>
</tr>
<tr>
<td>3:45—4:15</td>
<td>Elizabeth Ringlee</td>
<td>Developing Effective Advocacy Messaging; the role of public relations, social media, and branding in successful message development.</td>
</tr>
<tr>
<td>4:15—5:00</td>
<td>John Holland</td>
<td>Data; the difference between opinion and knowledge</td>
</tr>
<tr>
<td>5:00—5:30</td>
<td>Raffle Drawing</td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td>Closing Remarks</td>
<td></td>
</tr>
</tbody>
</table>

Thank you for attending!