



Schedule: Saturday



9:00-9:30

Registration Begins and Tabling Area Open



9:30-10:10

Room 228: Conference Orientation and Opening Plenary Address

lauren Ornelas, Elsbeth Seymour



10:20-11:20

Room 228: Exposing Institutionalized Cruelty

Veda Stram, Matt Rossell, Elaine Close, Nathan Runkle, Connie Durkee

This workshop will review the basic facts of institutionalized animal abuse that every activist should know. Speakers will discuss the pervading views of animals in society, as well as key pieces of information and sound bite summaries for the factory farming, fur, animal experimentation, and animals in entertainment industries.

Room 294: Making Our Actions Count - Building Strategic Campaigns

lauren Ornelas, David Hayden, J Johnson

Grassroots animal liberation activists take on billion-dollar industries every day. Despite the odds against us we refuse to back down and, time after time, we win. This is not luck. This is a result of dedication and understanding the importance of making the most out of our limited resources by building strategic campaigns. Join us in examining how to make our actions count, set achievable goals, and develop campaign strategies and tactics that will help ensure victory.



11:35-12:35

Room 333: Striking at the Roots

Mark Hawthorne

Animal activism is one of the most debated and misunderstood issues of our day. How does a caring person put their passion for compassion to work for animals while avoiding the pitfalls that can interfere with their message? Drawing on his own years of activism experience, as well as insights gained from interviewing more than 100 activists around the world, Mark Hawthorne - the author of "Striking at the Roots: A Practical Guide to Animal Activism" - will offer advice and suggestions for getting active for animals. He will debunk the major myths about animal activism, discuss the most empowering approaches for speaking out, and address the emotional hurdle nearly every activist faces: burnout.

Room 294: Direct Action and the A.L.F.

Peter Young, Andrea Lindsay, Nik Hensey

Since the 1970s, underground activists have engaged in economic sabotage and liberated hundreds of thousands of animals from situations of abuse and certain death. This panel will look at the history of the underground animal liberation movement, its successes and failures, and the importance of underground actions to animal rights campaigns.



Schedule: Saturday (cont'd)

Room 298: How To: Organizing Grassroots Groups

lauren Ornelas, Nathan Runkle, J Johnson

This workshop will cover both the basics of starting a new grassroots group and developing your group into a real force for change. Topics covered will include: finding and implementing a focus and mission for your group, working with news media, organizing outreach, developing pressure campaigns, group development, dealing with the law, and much more!

Room 236: Mentoring for New Activists

Veda Stram, Matt Rossell

New to activism? Meet up with a veteran activist one-on-one for helpful tips and ideas on how to get started!



12:35-2:00

Room 101: Lunch from Blossoming Lotus and Regional Networking

Meet activists from your local area while dining on amazing and inexpensive food from Blossoming Lotus - one of Portland's premiere dining establishments.



2:00-2:30

Room 228: Case Study: Schumacher Furs

Matt Rossell, Jami Pannell

Matt Rossell will present a colorful, photographic memoir of the epic saga outside Schumacher's Furs, a 4th generation, 112-year-old fur salon, that closed its doors forever after 18 months of high profile, weekly demonstrations. Activists then had to battle Schumacher's in the courtroom, and Jami Pannell will discuss the successful legal defense against Schumacher's multi-million dollar suit brought in federal civil court. Presenters will discuss lessons learned and possible implications to advocates working to abolish the fur industry.

Room 236: How To: Solo Activism

Veda Stram, Mark Hawthorne

A discussion of the many ways in which individuals can be effective advocates for animals, even if they are not part of a larger local group.

Room 298: Understanding Our Audience

Che Green, Courtney Dillard

Understanding your audience is critical to effective activism, and in this workshop you'll get an overview of why and how to learn more about the people and behaviors that you're trying to change. It begins with understanding who your audience *is not*. Anyone who seeks to persuade others to change needs to understand those people in great depth. This workshop will help you narrow your focus, target a specific audience, and learn more about that audience using research.



Schedule: Saturday (cont'd)

Room 323: Mentoring - Organizing a Group

lauren Ornelas, J Johnson, Nathan Runkle

Still need more tips and ideas after attending the workshop on organizing a group? Come to this mentoring session for one-on-one follow-up!



2:45-3:30

Room 228: Case Study: From Consort to HLS - A Look at UK Vivisection Campaigns

J Johnson, Andrea Lindsay

This workshop will offer a glimpse at some of the most successful anti-vivisection campaigns in England and how those successes culminated in the global campaign to close Huntingdon Life Sciences. We will look at the successes and failures, and where the HLS campaign is headed.

Room 294: How To: Verbal Self Defense

Pulin Modi

A workshop for animal rights advocates to help them hone their debating and outreach skills. Emphasis will be on improving confidence and effectiveness in day to day scenarios. Speaker Pulin Modi will cover frequently asked questions and help participants frame and practice effective answers and debating techniques.

Room 333: How To: Dealing with Law Enforcement

Shannon Keith

An experienced animal rights attorney will walk activists through a variety of scenarios in dealing with law enforcement and explain the basics of exercising your rights as an activist. Learn how to deal with everything from basic encounters with police to full-on interrogations.

Room 236: Anti-Fur Campaigns Meeting

Are you working on a local fur campaign or interested in starting one? Meet with other similarly interested activists to learn from one another and help build a regional network of activists working on this issue.



3:45-4:30

Room 294: How To: Moving the Message

Pulin Modi, Courtney Dillard

A discussion of effective persuasion skills, including a 4 step process: research of audience & context, creative audience centered message development, channel selection based on audience, objectives, and resources, implementation/evaluation. Time is spent on each of these with a special focus on persuasion tools like storytelling, credibility, etc.



Schedule: Saturday (cont'd)

Room 333: Case Study: University Vivisection Campaigns

Elaine Close, Jeremy Beckham, Matt Rossell

A case study of current and past campaigns against university sponsored vivisection, in particular OHSU and the University of Utah.

Room 298: How To: Becoming the Media and Getting Creative

Jessie Duquette, Glenn Gaetz, Josh Hooten

With major media outlets being owned and controlled by a shrinking number of companies—all beholden to animal exploitation industries—we must rely on ourselves to create media that gives fair coverage to animal rights issues. This workshop will discuss the tools available to everybody right now and how to use them. This workshop will cover print and online formats and creative uses for them.



4:45-5:30

Room 238: How To: Researching Animal Abuse

Peter Young, Nathan Runkle

Ever wonder how to find out where animal abuse facilities are and what they are up to? This workshop will examine guerilla and mainstream tactics useful to getting the information every activist needs on animal abuse industries.

Room 298: How To: Writing for Animals

A discussion of the power of good writing skills and how they can be applied to animal rights activism. Topics will include press releases, op-eds, letters to the editor, and others.

Room 228: How To: Internet Activism

Pulin Modi, Glenn Gaetz

Learn how technology can be your friend, and help you get your message out via the internet, using social networking sites, email lists, websites, blogging and so much more!



8:00: Benefit at Bye & Bye

1011 NE Alberta St.

\$5-\$10 Suggested Donation

DJs, Drinks & Vegan Food!



Schedule: Sunday



10:00-11:00

Room 294: Exposing The Green Scare

Will Potter, Lauren Regan, David Hayden

The “Green Scare” refers to efforts by corporations and government to broadly paint environmental and animal liberation activists as terrorists. In fact the U.S. Government has labeled these activist movements the primary domestic threat to national security. As a result many activists have been tagged with “suspected terrorist” warnings on their police records, subjected to F.B.I. surveillance, and are increasingly feeling the pinch of government efforts to suppress their activism. Join us in exposing these government efforts to the public, and help end the “eco-terrorist” hype.

Room 238: How To: Dealing with the Media

Andrea Lindsay, Matt Rossell

Two long-term campaigners and a former newspaper reporter will offer instruction on how to best use the media to our advantage. The workshop will explore how to deal with tough questions, sound bites, and conveying your message effectively and clearly.

Room 298: How To: Building a Culture of Connection

Karen Hixson, Jenna Goldin

Have you noticed people leaving your group due to burnout? Has it been difficult to address conflict in your group? Have you wondered why more people have not been attracted to this cause? Are you tired of group dynamics getting in the way of the work? Rather than continuing on the path of alienation and disconnection, we are committed to increasing our awareness around relationships in order to support our activism. Join us for a two-hour workshop where we will offer ideas, resources and small group exercises to address these issues and other challenges that may be impacting your group.

Room 236: Anti-Vivisection Campaigns Meeting

Are you working on an anti-vivisection campaign or interested in starting one? Meet with other similarly interested activists to learn from one another and help build a regional network of activists working on this issue.



11:15-12:00

Room 298: How To: Student Activism

Pulin Modi

An overview of many of the ways in which students and student groups can get active on their campus. Discussion of opportunities particular to students such as use of facilities and resources and the generally more receptive audience that a campus provides.



Schedule: Sunday (cont'd)

Room 333: Advanced Legal Topics

Shannon Keith, Jami Pannell, Andrea Lindsay

An overview of the legal roadblocks activists sometimes come up against. Two attorneys and an activist with experience representing herself will offer information on dealing with lawsuits, restraining orders, subpoenas, grand juries, criminal charges, and more.

Room 323: Factory Farming Campaigns Meeting

Are you working on a factory farming campaign or interested in starting one? Meet with other similarly interested activists to learn from one another and help build a regional network of activists working on this issue.



12:00-1:30

Room 101: Lunch from Blossoming Lotus

Civil Disobedience Workstation (ongoing)

Ever wonder how fast you could lock yourself in front of a fur store? Stop by the civil disobedience workstation and discover some of the more popular forms of civil disobedience. Try out a lockbox or a u-lock. Get some of your friends together and see how fast you can lockdown. Challenge another group to a who-can-lock-down-the-fastest contest!



1:30-2:15

Room 333: Building Bridges/One Struggle

lauren Ornelas, Elsbeth Seymour, David Hayden

This workshop will examine the links between the oppression of humans, animals and the destruction of the environment with an emphasis on building bridges between movements. Special attention will be paid to the environmental impact of animal industries and how food choices affect not only animals and the earth but workers and consumers as well.

Room 238: How To: Security Culture and Encryption

Nik Hensey, Tim Hitchins

This workshop will emphasize the importance of not only knowing your rights, but asserting them and actively working to ensure that your activist community will also assert those rights. With government agencies and billion-dollar corporate industries working to suppress protest, it's now more important than ever to do everything we can to ensure we build security considerations into activist communities.

Room 298: How To: Prisoner Support & Doing Time

Peter Young, Andrea Lindsay, Chad Miller

Learn how to build an effective prisoner support campaign and hear former animal liberation prisoner Peter Young describe the prison experience. This workshop will cover the basics of how to set up a prisoner support campaign, where to get information, how to get the word out, and what it is like for the activist on the inside.



Schedule: Sunday (cont'd)

Room 236: Student Organizing Breakout Session

A discussion regarding organizing opportunities for students and student groups. Intended as a follow up to the “How To: Student Activism” workshop.



2:30-3:15

Room 238: How To: Culinary Activism

Isa Chandra Moskowitz

A discussion about the ways in which food and feeding people can be used as an effective outreach tool.

Room 333: How To: Investigations

lauren Ornelas, Matt Rossell, Nathan Runkle

Hear from three experienced investigators how to conduct investigations into animal abuse facilities. Learn the basics of what you need to know to investigate everything from factory farms to vivisection labs.

Room 294: Case Study: Operation Biteback

Peter Young, Nick Atwood

The early and mid-1990s saw an explosion in underground activity against fur farms and a notable decrease in fur sales. The underground campaign, known as Operation Bite Back, was a sustained campaign of economic sabotage and liberation aimed at the United States fur industry. This panel will look at the history of the campaign and the lessons to be taken from it.

Room 236: Mentoring - Legal Issues

Experienced activist attorneys and law students will make themselves available (free of charge) to answer questions and offer advice. A great opportunity to talk one on one with an attorney!



3:30-4:15

Room 228: Conference closing with lauren Ornelas