



**THINK TANK:
IDENTIFYING & PRIORITIZING MARKING METHODS FOR NON-SURGICALLY STERILIZED CATS AND DOGS**

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THINK TANK PARTICIPANTS



Valerie Benka

Project Manager, ACC&D, valerie@acc-d.org, 617-571-3226

Valerie Benka joined ACC&D in February 2013. Her responsibilities include organizational communications and outreach, organizing ACC&D's International Symposia, and participating in organizational planning, programmatic activities and fundraising.

Ms. Benka brings a background in nonprofit management and animal welfare work to ACC&D. After graduating from college, she worked as a grant writer for a nonprofit with a mission to increase college enrollment among low-income youth. She also coordinated a feline adoption program in Virginia and interned at both the International Fund for Animal Welfare and The Humane Society of the United States.

As a graduate student in the Animals and Public Policy Program at Tufts University's Cummings School of Veterinary Medicine, she explored strategies to expand humane canine population control in Kathmandu, Nepal. Closer to home, in central Massachusetts, she conducted research on reduced-cost feline spay/neuter, including the factors that motivate people to have their pets sterilized and both the life histories and long-term outcomes of feline clients. Ms. Benka also has graduate degrees in Conservation Biology and Public Policy from the University of Michigan, where she focused on human-wildlife conflict in rural Kenya. She currently lives in Ann Arbor, Michigan, with her cat and the occasional foster dog.



Dr. John Boone

Sr. Biologist, Great Basin Bird Observatory; Board of Directors, SPCA of Northern Nevada, john@spcanevada.org, 775-233-4544

John Boone is a professional wildlife biologist whose work focuses on applied conservation issues, including population monitoring and habitat restoration. He received a BS in Biology and Physics at George Washington University (Phi Beta Kappa), an MS in Biology from Idaho State University, and a PhD in Ecology from the University of Colorado at Boulder. After graduate school, he joined a multi-disciplinary research group at the University of Nevada, Reno, focusing on zoonotic diseases (primarily hantavirus and arenavirus) in North and South America. Dr. Boone was the ecologist and mammalogist for this group, and did significant work modeling the spatial and temporal dynamics of hantavirus-host systems in natural settings. In 2004, John signed on as a senior biologist with the Great Basin

Bird Observatory, a Nevada non-profit organization that provides biological services and expertise to a wide



range of resource management agencies throughout the intermountain west region. In this capacity, he has been involved with major bird inventory efforts (including publication of the “Nevada Breeding Bird Atlas”), major planning efforts (including the “Nevada Comprehensive Bird Conservation Plan”), and a host of other applied conservation projects across the region, including those involving endangered/threatened/candidate species.

Dr. Boone has had a lifelong affinity for animals and an appreciation of their cognitive abilities, but his formal involvement in the animal welfare world began in 2000, when he began volunteering at the SPCA of Northern Nevada. He joined the organization’s board in 2001 and served as board chair from 2002 – 2008, a period of significant growth. Additionally, Dr. Boone headed up planning and implementation for a regional spay-neuter program funded by Maddie’s Fund (“Maddie’s Spay Neuter Project in Nevada) in 2007 – 2009, which resulted in well over 5,000 subsidized pet alterations for residents of northern Nevada. He is currently assisting a new statewide spay-neuter initiative under the “Spay Nevada” banner, and continues to serve on the board of the SPCA of Northern Nevada.



Joyce Briggs

President, ACC&D, joyce@acc-d.org, 503-358-1438

Joyce Briggs has been involved in a leadership capacity with ACC&D since 2004 and has served as president since 2006. During this time she has helped substantially advance interest in, work toward, and support for creating non-surgical sterilants for progressive population control of cats and dogs. She has led the organization’s strategic planning, fundraising, and program development, established a respected Scientific Advisory Board, and produced and directed two major scientific symposiums and three scientific think tanks. She has played a key cultivation role in developing strategic partnerships advancing this field.

Ms. Briggs has been a leader in national animal welfare for over fifteen years, through top general management, marketing, development, program and public relations positions at national nonprofit organizations, and as a management consultant bridging nonprofits, corporations and communities. As executive director of PetSmart Charities from 1999 to 2004, Briggs developed and oversaw the grants program which raised and distributed \$23 million to the animal welfare cause, supporting pet adoption and spay/neuter programs. With 2,400 adoption partners in adoption centers in over 620 PetSmart stores, PetSmart Charities found homes for over 1.2 million once-homeless pets in that time. Before joining PetSmart Charities, Ms. Briggs was senior director of marketing and PR for the American Humane Association. She also served on the national Board of Directors for the Delta Society for three years and is active with the Animal Shelter Alliance of Portland (ASAP) a regional coalition of animal shelters.

Prior to working full-time in animal protection, Ms. Briggs held corporate positions for 15 years. Her career spans management positions with New York City advertising agencies, including Ogilvy & Mather, and marketing leadership positions with Nabisco, Nutri-System and the Franklin Mint. She holds a master’s degree in advertising from Northwestern University.

Ms. Briggs shares her home in Portland, Oregon, with her husband, daughter, two dogs, two rats, two cats, two hens and a pygmy goat.



Kelly Coladarci

Program Manager, Humane Society International, kcoladarci@hsi.org, 386-624-3546

Kelly Coladarci is a Program Manager for Humane Society International (HSI) and previously a Field Responder with the Emergency Services Department of The Humane Society of the United States (HSUS). A Certified Veterinary Technician, she coordinated spay/neuter clinics in the Yucatan region of Mexico, working closely with municipal agencies. With HSI, her focus is on building local capacity around the world supporting dog population management through spay/neuter initiatives and rabies prevention and its connection with public health. Her career in animal welfare began at The Jane Goodall Institute as Deputy Director of Programs. Ms. Coladarci has her BS in Wildlife Biology & Management from the University of Rhode Island.



Ed de la Fuente

Planning Innovations Group, Aperion Audio Inc., ed@delaf.com, 503-358-1619, <http://www.linkedin.com/in/edelaf>

Ed de la Fuente currently leads Marketing and Product Management at Aperion Audio Inc., a Portland based manufacturer and e-commerce seller of high quality loudspeaker systems. He has led the development and marketing of technology products and services with organizations of various sizes for over 15 years, including Plantronics/Altec Lansing, Qwest Communications, Comcast, and Motorola. As co-founder of Planning Innovations Group, he has led technology companies in telecommunications, consumer electronics, and manufacturing through a proprietary innovation process.

Mr. de la Fuente thrives on collecting consumer information, analyzing and translating data into a deep understanding of user needs. He utilizes these learnings to drive successful product development and strategic go-to-market plans.

Mr. de la Fuente has an MBA from the Anderson School of Management at UCLA. Having moved to Portland, Oregon nine years ago, he, his wife Joyce, and daughter Eva are here to stay. In addition to tending to the miniature farm the family is creating, Mr. de la Fuente enjoys playing tennis and discovering music in all genres.



Bruce Earnest

ASPCA Field Responder-Consultant, cubs7thinning@yahoo.com, 319-269-8208

Bruce Earnest is a NACA certified Animal Care and Control Officer with over 30 years' experience working with animals. He worked at his local animal shelter for several years, starting as a kennel attendant and then working his way up to an Animal Control Officer. Mr. Earnest has also been a licensed EMT-B in Iowa for the past 21 years, working with a full-time Critical Care Paramedic Service. He has training in Technical Animal Rescue; Haz-Mat awareness; ICS; Illegal animal fighting; and Emergency Animal Sheltering. He has responded with the HSUS N-DART Team and the ASPCA FIR Team to several disasters over the past 13 years.

Responses have included Hurricanes Katrina and Sandy, multiple wildfires, Missouri 500, Joplin Tornado, puppy mills, and the largest cockfighting raid in US history in southern California. Mr. Earnest also volunteered with the trapping team for Animal Balance-Operation Pot cake in the Bahamas. He enjoys spending time with his three cats, as well as collecting autographs and sports memorabilia. He's a huge Chicago Cubs fan.



Dr. Amy Fischer

Teaching Associate and Extension Specialist, Animal Sciences, University of Illinois, afischer@illinois.edu, 217-778-6717

Amy Fischer, PhD, is a Teaching Associate and Extension Specialist with the University of Illinois Department of Animal Sciences, where she coordinates the Companion Animal Biology and Humane Education program. This program emphasizes the science of companion animals as well as their roles in society, and encourages students to apply knowledge through a wide variety of internships, service-based learning projects, and other opportunities based on community partnerships.

Dr. Fischer serves on the Board of Directors of the Champaign County Humane Society and is an active member of the Central Illinois Animal Welfare Coalition. She also serves as an ad hoc member of the Scientific Advisory Board for the Michelson Prize & Grants, a program of the Found Animals Foundation. She has volunteered with numerous

domestic and international population control campaigns, and is deeply committed to advancing the application of nonsurgical sterilization methods in humane population control.



John Friar

Founder, Wise Monkey Foundation, john@wisemonkeyfoundation.org, 425-765-6069

Originally trained as a geophysicist with a degree from the University of Southampton, John Friar has spent more than 20 years working in the I.T. industry as a software developer, designer, and architect across many commercial sectors. Finding this less than rewarding, he has also collaborated closely with a number of data modeling projects in ecology and epidemiology. This has included developing modeling systems for grassland fire dynamics in Australia and elk ecology in Alberta, and providing data management and analysis to the UK government during the 2001 foot and mouth crisis. More recently, he has worked closely with epidemiologists and animal welfare agencies supporting the rollout of mass dog rabies vaccination programs and community participation projects.

With experience in both the commercial and non-commercial worlds, Mr. Friar recognized an opportunity to apply modern data management tools and techniques to assist the effective rollout of public and animal health interventions. To this end, as founder of Wise Monkey Foundation, he has built a data management and analysis platform that is being utilized by projects in Indonesia, the Philippines, India, and Romania.



Dr. Stan Gehrt

Associate Professor & Wildlife Extension Specialist, School of Environment and Natural Resources, The Ohio State University, gehrt.1@osu.edu, 614-292-1930

Stan Gehrt is an Associate Professor of Wildlife Ecology and Wildlife Extension Specialist at The Ohio State University, and Chair of the Center for Wildlife Research at the Max McGraw Wildlife Foundation. His research program has focused on various aspects of mammalian ecology, especially urban systems, and dynamics of wildlife disease. He is principal investigator of the largest urban coyote study conducted to date, in which he has tracked over 650 coyotes in the Chicago area for the past decade. Dr. Gehrt has also conducted intensive research on the ecology, population dynamics, and movements of other mammals, including raccoons, skunks, bats, and gray foxes in urban environments. His research has been featured in numerous print, radio, and television outlets. Dr. Gehrt is the senior editor of the volume *Urban Carnivores*, published in 2010 by Johns Hopkins University Press.



Dr. Tamara Golden

Science Writer/Consultant, Golden Bioscience Communications LLC, tamara@goldenbiosci.com, 303-396-3077

Tamara Golden received her BS in Biochemistry from the University of Notre Dame, and her PhD from the Biochemistry, Cell and Molecular Biology (BCMB) program at Johns Hopkins University's School of Medicine. Her graduate and postdoctoral research focused on mitochondrial bioenergetics, and biochemical and gene expression changes related to oxidative stress and aging. As a scientific and medical writer, Dr. Golden works with a variety of clients to communicate topics ranging from biochemical and molecular biological techniques to disease and drug information. She has worked with ACC&D since 2009.



Dr. Michelle Kutzler

Associate Prof. of Companion Animal Industries, Dep't of Animal Sciences, Oregon State University , Michelle.Kutzler@oregonstate.edu, 541-740-1434

Michelle Kutzler is a graduate of Washington State University College of Veterinary Medicine (1993). She worked in private practice in Minnesota for four years before going to Cornell to pursue a theriogenology residency and PhD training.

Dr. Kutzler has been at Oregon State University for the past 10 years. Her research interests are primarily in the field of large and small companion animal reproduction, with her current emphasis on the many applications of GnRH vaccination for intact and neutered dogs, cats, horses and camelids. She is married with three children, one beagle, three miniature Dachshunds, six llamas,

three alpacas, and one corn snake.



Dr. Cynthia Mills

Veterinarian and Science Writer, cynthmills@nasw.org, 503-706-3331

Dr. Cynthia Mills received her DVM from UC Davis and then worked in small animal practice concentrating on emergency and critical care medicine for 15 years. She stopped practice to work on a cancer project where they treated naturally occurring tumors in dogs and cats to test the safety and efficacy of advanced treatment protocols. She designed, managed and liased a national, multicenter trial for Genentech, Inc. Following that she earned a Certificate in Science Communication and started a freelance career that has earned her multiple journalism awards as well as having an article on captive breeding of endangered species selected for the 2001 edition of *The Best American Science and Nature Writing*.

As a volunteer veterinarian in Rarotonga, Dr. Mills found herself nose to nose with the problem of street dog welfare in the face of overpopulation. As she continued working with spay and neuter expeditions she could not escape wondering if they were just spinning their wheels—could they surgically neuter enough animals to really slow population growth? Not only that, she noticed the projects collected little to no data that would determine if efforts were effective at all. She ended up dissatisfied with the general approach to companion animal population control, particularly when the solution to contraception was the technically (and financially) challenging approach of surgery. With the goal of being a part of the solution, she pursued an MPH to get training in statistics and computer modeling to qualify her for a real understanding of the issues in the field.

Currently, Dr. Mills serves on the board of the local dog adoption agency Hood River Adopt a Dog and volunteers veterinary services for the shelter. She continues to work in practice in the rural town of Hood River and is a volunteer firefighter working on implementing and designing disaster response plans for the dogs and cats (and horses, cattle, goats and sheep) of the community.

Although Dr. Mills has worked with species as diverse as emus and raccoons, and played with cats and horses, she considers herself a “dog person”. All her life she has spent most of her time working with dogs, learning to understand their language and culture. Her enjoyment of veterinary practice comes mostly from the look a dog gives her when he knows she’s there to help. She pursues what she believes to be the pinnacle of interspecies communication: the partnership between sheep dog and shepherd, training her Australian Kelpies and a cattle dog to herd sheep, cattle and ducks on her own ranch and in competition.



Anne Olscher

Co-Founder, Animal ID Solutions, Inc., anne@animalidsolutions.com, 702-683-8913

Anne Olscher has a background in the implementation of enterprise business solutions and databases. She has incorporated these interests into ongoing work in the field of RFID and RTLS applications. Anne is the co-founder of Animal ID Solutions, Inc., a company which developed and markets an equine tracking portal.

Ms. Olscher works with the RFID in Healthcare Consortium delivering educational events on the use of RFID and RTLS solutions to improve hospital operating efficiencies, improve patient safety and provide real-time visibility to patients, staff, and assets. She lives in rural Ontario with her husband and an assortment of horses, chickens, cats and dogs.



Gene Pancheri

Procter & Gamble Research Fellow (retired), ginopan@hotmail.com, 513-399-7351, www.linkedin.com/in/eugenepancheri

Gene Pancheri is a Procter & Gamble Research Fellow (retired) recognized for his ability to creatively and fundamentally change the value equation for customers, leading to increased profitability, competitiveness, customer satisfaction and loyalty. His unique talent for creating highly successful solutions for seemingly impossible product design problems is supported by strengths in: Value discernment from complex and apparently conflicting information; Ability to select the highest value customer success criteria; Use of modeling and rapid prototyping for efficient formula creation and evaluation; and End to End (material suppliers to retailer) formula design.

Mr. Pancheri's expertise stems from 43 years of experience in the Consumer Products Industry. In his position as a Research Fellow at P&G, he created, among other things, a Hair, Body + Clothes 3 in 1 cleaning product for people who live on <\$2/day with profitability equal to Tier 1 products. It cleans better, is safer, yet costs no more on shelf than competing products. P&G previously could not put a bottle of water or bag of sand on shelf at this price point.

Mr. Pancheri earned a Bachelor of Science in Chemical Engineering, from Purdue University in 1969. He has learned continuously via additional University of Cincinnati courses such as: Transport Phenomena, Differential Equations, Statistics, Marketing, Law, Finance, Management, Language, Geology, Mineralogy, Crystallography, and Thermodynamics. Gene is a prolific inventor with over three dozen issued patents, half a dozen in prosecution, and half a dozen being written.



William Perlman

Inventor and technology consultant,
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William Perlman is a self-employed inventor, ideator, and business innovation and information technology consultant. He is also a published technical author, co-inventor on two patents in relational database technology, and recently won an Innocentive challenge for helping the Cleveland Clinic find a better way to reattach a severed urethra to the bladder. Prior to working on

his own, he spent fourteen years at IBM in software product development and architecture, technical sales, marketing, and management for large scale data management and business intelligence systems for health care, biotech, financial services, and internet. He holds a Bachelors of Business Administration from the College of William and Mary and a Masters in Management Information Systems from the University of Arizona. When not busy trying to reinvent the mousetrap, he is heavily involved in caring for an elderly parent and has a certificate in Aging from the Boston University Institute of Geriatric Social Work. He is also known to paint and draw in his spare time.



Dr. Sheilah Robertson

Assistant Director, Animal Welfare Division, AVMA, SRobertson@avma.org

After graduating from Glasgow University Veterinary School, Dr. Sheilah Robertson spent time in mixed animal practice and as a surgery fellow at Bristol University before pursuing her PhD and specialization in anesthesia. She holds a certificate in animal welfare and in small animal acupuncture. Her research interests include assessment of pain in cats, the use of opioids in cats, and the development of injectable anesthetic protocols for large-scale spay and neuter programs. She has spent time as a faculty member at the Western College of Veterinary Medicine in Saskatoon, Saskatchewan, at Michigan State University, and at the University of Florida. Currently Dr. Robertson is an assistant director in the Animal Welfare Division at the AVMA.



Dorian Simpson

Managing Director, Planning Innovations Group,
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Dorian Simpson is the Managing Director of the Planning Innovations Group, a leading consultancy that helps companies develop market leading products and services through focused innovation planning and execution.

As a consultant, facilitator, and content developer, Mr. Simpson has helped startups to Fortune 500 technology leaders in industries ranging from software to industrial products build leaders and develop strategies for new innovations that ranged from incremental to disruptive. He's worked with GE, Tyco, Owens Corning, Qwest, Technicolor, FEI, RealNetworks, VTech, Freightliner, and numerous other companies.

Before starting his consulting practice, Mr. Simpson held key positions at Motorola and AT&T in product management, sales, marketing, business development, and engineering. This range of functional experience gives Mr. Simpson a deep understanding of cross-functional challenges and solutions.

As a professional facilitator and workshop leader, Mr. Simpson has developed highly rated programs in innovation and product management and has instructed thousands of product leaders at universities and directly with companies.

Mr. Simpson has a BSEE from Northwestern University and a MBA from the University of San Diego. He currently lives in Portland, Oregon.



Aileen L. Walden

Director of Community Programs and Support, Alley Cat Allies,
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While in her career as a senior-level retail operations, marketing and customer service professional, Aileen Walden volunteered for both a wildlife rehabilitation network and was on the board of a cat sanctuary. She and her former husband rescued and placed over four dozen cats and dogs themselves through the years.

In 2004, Ms. Walden began her full-time career in animal welfare as the Membership Director for Best Friends Animal Society. During her tenure she served as Executive Director for Member Services and also Development, and she oversaw donor relations, the help desk, and other service and program functions. In 2011, Ms. Walden began working with Alley Cat Allies as the Interim

Director of Community Programs & Support and has helped to design and implement new structure and programs to maximize Alley Cat Allies' impact in the community at large. Among her responsibilities is overseeing the National Cat Help Desk, which receives an average of 1,200 requests for assistance a month, and Community Engagement, which develops and manages the outreach activities of Alley Cat Allies, including the expanding Feral Friends Network, our speaking and events appearances and National Feral Cat Day.

Ms. Walden graduated from Syracuse University with a BS in Public Relations and a minor in Psychology. She currently shares her home with two elderly dogs, five cats, two dwarf hamsters and a very tolerant partner.