



Mardog
Morris Area Responsible Dog Owners Group

"Strengthening Our Presence in order to Build Dog-Friendly Communities"

National Dog Conference

8:00 AM – 6:00 PM

April 28, 2007

Hosted by Mardog at Morris County Cultural Center; Morristown, NJ

Sponsored By:



Best Friends
ANIMAL SOCIETY



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Petco Foundation -- Canine Fence Company -- Best Friends Animal Society -- Green Mountain Coffee -- King's

SCHEDULE

8:00 – 8:30 AM **Registration, Continental Breakfast and Networking**

8:30 – 8:45 AM **Welcoming Address**

"Strengthening Our Presence to Build Dog-Friendly Communities"

Alison Deeb, MARDOG President and Conference Chair

8:45 – 10:00 AM **Overcoming Hurdles**
(Sponsored by Best Friends Animal Society)

The phrase, "Dogs don't vote, people do" rings true in dog park development. Dog parks can be political because they involve the use of public lands. This panel will explore ways to work with elected officials as well as state, county and local government employees to establish dog parks and how to "get the job done."

Joseph N. DiVincenzo, Jr., Essex County Executive; **Gene Feyl**, Denville Mayor, Morris County Freeholder, First Vice President, NJ League of

Municipalities; **Matthew Greller, Esq.**, Tonio Burgos and Associates, Inc.; **Bob Marino**, President, NYCdog.org; **Deirdre Wheatley-Liss, Esq.**, Fein, Such, Kahn, LLC

10:00 – 10:30 AM

Dog Park Design
(Sponsored by Petsmart Charities)

Dog parks come in all shapes and sizes. Typically, dog parks are fenced-in but some towns have designated times in the day for off-leash recreation in non-fenced in areas. Paw-friendly surfaces that drain well and are odor free are a concern for dog park managers. This session explores dog park design and discusses tailoring a park for your community.

Garrett Rosso, Community Manager, Tompkins Square Dog Run

10:30 – 11:00 AM

Morning Break

11:00 – 11:45 AM

Pet Health and Safety
(Sponsored By Canine Fence Co.)

Not every dog park requires vaccines or a permit so what can you do as a responsible dog owner to ensure that your dog is safe and protected while enjoying the benefits of off-leash recreation? This panel will offer tips on what you can do to prevent disease and to keep your dog safe at the park.

Brian T. Voynick, DVM, CVA; American Animal Hospital; **Norma Jacobs**, Randolph Animal Control Officer

11:45 – 12:45 PM

Lunch / Exhibit Hall

12:45 – 1:00 PM

Keynote Address

Claudia Kawczynska, Editor-in-Chief, *Bark*

Recently awarded the *Folio Silver Award* for "Best Consumer Enthusiast Magazine," *Bark's* Editor-in-Chief Claudia Kawczynska will share tales from her experience with the off-leash movement as Claudia was instrumental in developing a seventeen acre off-leash area in Berkeley, California.

1:00 – 1:30 PM

Humane Education
(Sponsored by Petsmart Charities)

Humane education in conjunction with dog park development can engender a more responsible dog park user group. Community outreach programs can educate dog owners and public officials about the responsibilities associated with using a dog park. Hosting a Responsible Dog Ownership Day, Pet Adoption Day, Spay/Neuter Clinic, Microchipping Clinic, or a Training / Behavioral Seminar can develop more responsible and caring pet owners.

Tom Measday, Founder, Livingston Dog Park and Cape May Dog-Friendly Association; **Becky Halbe**, Trustee, ArlingtonDogs

1:30 – 2:00 PM

Canine Good Citizenship
(Sponsored by Petsmart Charities)

This presentation will discuss the AKC Canine Good Citizen (CGC) program that is designed to help your dog develop good manners and acceptable behavior in every day situations. The CGC program has become a standard for recognizing obedient dogs and responsible dog owners throughout the country.

Jean Owen, The K-9 Campus

2:00 – 2:45 PM

Dog-Friendly Housing

Well designed dog-friendly housing includes elements that are durable, easily maintained and aesthetically pleasing. Design solutions can also be used to counter dog-related problems such as noise, odors and destructive behavior. Appropriate design leads to the comfort and well-being of all species.

Nancy Chwiecko, Associate Professor, Interior Design, Rochester Institute of Technology

2:45 – 3:30 PM

Fundraising for Dog Parks

Fundraising is a challenge for nonprofit organizations including dog parks. This presentation will look at Culver City's "Boneyard Bash" and how this event and other activities helped to raise significant funds for the Culver City California Dog Park.

Dean Gebroe, DVM, Fundraising Chair, Friends of the Culver City Dog Park;
Vicki Daly Redholtz, Chair, Friends of the Culver City Dog Park

3:30 – 4:00 PM

Afternoon Break / Exhibit Hall

4:00 – 5:00 PM

Canine Behavior I – Cultural Center *(Sponsored by Petsmart Charities)*

What is healthy interactive dog play? What are some of the common play styles? How do you know when off-leash play is escalating and getting unsafe? This session will explore canine behavior from different perspectives and how to manage potentially conflicting situations.

Sue Sternberg, Rondout Valley Animals for Adoption; **Jean Owen**, The K9 Campus

5:00 – 6:00 PM

Canine Behavior II – On Site at Lewis Morris County Dog Park *(Sponsored by Petsmart Charities)*

What are some of the common off-leash play styles at the dog park? How do Boxers "box" and Collies "herd?" How can nuisance barking be avoided? Or, should it be celebrated? This session will explore canine play behaviors at the dog park narrated by professional dog trainers from different perspectives.

Sue Sternberg, Rondout Valley Animals for Adoption; **Jean Owen**, The K9 Campus

5:00 – 6:00 PM

Conflict Resolution

This talk will offer insights and tips on dealing with potentially conflicting situations at the dog park and expert guidance on conflict management and resolution.

Susan Strong, Strong Consulting

Speakers

ALISON A. DEEB

Alison is co-founder and president of MARDog, Inc., a 501(c)(3) nonprofit dog park organization. Alison was instrumental in developing the first county owned and operated park in Morris County and is Chair of National DOG Conference 2007. Alison was the Keynote Speaker of The Ithaca Conference in 2006 and the featured guest for the Best Friends No More Homeless Pets Forum in 2004. In support of the off-leash movement, Alison writes a column for *The Animal Companion*.

Alison's vision is to create a national nonprofit organization that promotes the development of dog parks, ensures the success of dogs parks, and supports the existence of dog parks. Her motto, "Why reinvent the wheel?" and "Why keep spinning your wheels?"

Alison has a Masters in Public Administration and Bachelors in Communications from The George Washington University in Washington, DC. Alison is also a certified Animal Control Officer and Animal Cruelty Investigator with the State of New Jersey.

Alison is Director of Development for the Association of New Jersey Environmental Commissions (ANJEC). Previously, she was a Senior Manager at Accenture where she consulted to Fortune 500 companies on various projects including corporate training, marketing strategy and business process improvement.

Alison would like to dedicate this conference to the other co-founder of MARDog, June Poppele, who could not be here today, and to the animals who have made her life special – Gideon, Jason, Snowshoes, Oliver and Max. Alison lives in Morristown with her husband Stan and their Black Labrador Max, a rescue. Alison enjoys singing, cooking, hiking and swimming.

NANCY CHWIECKO

Nancy is an Associate Professor of Interior Design in the School of Design at Rochester Institute of Technology. She has been at RIT since 1989. She received a BA from St. Lawrence University and an MFA from RIT. Prior to teaching, Nancy worked for Getsloff Design Group, Hafner Associates and Whitney & Graziano Architects in Rochester, New York. In addition to teaching, she maintains an interior design consulting practice. Nancy and her husband Rich Tannen, professor, School for American Craftsmen, designed and built their own home and studio in a rural location near Rochester.

Sustainable design, social issues and community service have all been an important part of Nancy's life since she began teaching at RIT. In 2004-2005 Nancy was on professional leave entitled: Living with Pets: Designing Interior Space with Animals in mind. This culminated with a body of research on dogs and residential space. Information gathered focused on dog behavior, materials, finishes, sustainable design and space planning. Nancy is currently working to complete revisions for a manuscript "There's a Dog in the House".

Outside of work, Nancy is most passionate about dogs. Doberman Pinschers are her favorite breed and for the past 30 years she has always had at least one. In addition her household has always included at least one to three other dogs, mostly rescues or fosters. Nancy is training her current Doberman, Lena, in agility and they began trialing last fall. Her other dog, Teddy, is a Tibetan Spaniel. Nancy also collects antique photographs of dogs, is an avid gardener and kayaker.

JOSEPH N. DiVINCENZO, JR.

Joseph N. DiVincenzo, Jr. began his 2nd 4-year term as Essex County Executive in January, 2007. He had previously served 13 years as a County Freeholder, 8 as President of the Board. Determined to run an open, honest and pro-active administration, DiVincenzo has changed the face and foundations of Essex County. A new Jail and a new Psychiatric Hospital have been built, the governmental complex has been restored and beautified, and new programs have been developed to provide services to the community in a more positive and functional manner. The County's Bond rating was raised 6 times in 5 years, the budget was stabilized, and no short-term borrowing has been needed to cover cash flow problems.

DiVincenzo has also made major changes in the landscape of its historic, Olmsted-designed Park System (the first county park system established in America). Full renovations and upgrades, including improvements to passive and active areas, have been or will soon be completed in each of Essex's 17 parks. Entrances are more welcoming, basketball courts are now lit, additional land has been purchased ~ and ~ TWO DOG PARKS HAVE BEEN CONSTRUCTED in different parts of the County, Bloomfield/East Orange and Maplewood/Millburn. This year, another major dog park, with separate areas for large and small dogs, will be constructed in Brookdale Park, Montclair/Bloomfield. Joe DiVincenzo spends his days *Putting Essex County First* ~ even for his 4 legged constituents.

GENE F. FEYL

Gene F. Feyl of Denville was sworn in for his first term on the Morris County Board of Freeholders on January 5, 2007. Gene brings to the board more than two decades of municipal government experience.

Gene is currently the mayor of Denville, a position he has held since 2000. Prior to that, he served on the Denville Township Council from 1994 to 1999 and was council president in 1995 and 1996. As freeholder, Feyl this year is liaison to the Morris County Department of Public Works and the Morris County Mosquito Commission, and is deputy liaison to the Department of Senior, Disability and Veteran Services. Feyl is also a member of the freeholder budget and facilities review committees and is Morris County's representative to the New Jersey Transportation Planning Authority.

Outside of county government, Feyl serves as 1st vice president of the New Jersey State League of Municipalities and is a former president of the Morris County League of Municipalities. He serves on the board of the New Jersey Conference of Mayors and is former member and vice president of the Denville Board of Education.

Gene is a member of the American Legion and Kiwanis and is a consultant to the food manufacturing industry. He and his wife have two grown children and a granddog Tasha. A Westie.

Dean E. Gebroe, DVM

Matthew N. Greller, Esq.

A Senior Advisor at Tonio Burgos and Associates, Inc. (TB&A), Matthew N. Greller, Esq. is a seasoned professional in government relations, public safety and legislative drafting. With a strong public advocacy background, Matt contributes to TB&A's success with his critical analysis, strategic communications experience, and extensive knowledge in legislative affairs at the local, state, and national levels.

Matt joined TB&A from Blank Rome LLP, where he worked on federal, state, and local initiatives for the law firm's Government Relations team. His accomplishments included advocacy for issues such as homeland security, health care, energy, and transportation. During his tenure, he successfully achieved legislative, procurement, and regulatory goals for several clients in New York, New Jersey, and in Washington, DC.

Becky Halbe

CLAUDIA KAWCZYNSKA

Claudia Kawczynska is the editor-in-chief of Bark, the award-winning dog magazine that she co-founded in 1997. She is also the editor of the bestselling anthology, *Dog Is My Co-Pilot: Great Writers on the World's Oldest Friendship* (Crown). Her new book, *Howl: A Collection of the Best Contemporary Dog Wit* will be published later this year (Crown). Her expertise on dog culture has appeared in *Esquire*, *NPR*, *Men's Journal*, *Washington Post*, *The Philadelphia Inquirer*. She has been recognized by *The New York Times* as a leading "thinker and innovator" on the bond between humans and canines. She was instrumental in developing a seventeen acre off-leash area in Berkeley, California. She was awarded a Hurricane Hero Award from the Humane Society of Louisiana in recognition of Bark's Katrina coverage. She lives in Berkeley, California, with two dogs, four cats, and with the co-founder of Bark, Cameron Woo.

NORMA JACOBS

Norma Jacobs is the chairman of the first municipal dog park in Morris County in the Town of Randolph. She is the senior Animal Control Officer for Randolph Township, Rockaway Borough and Dover, NJ and is a certified Animal Cruelty Investigator.

Norma began rescuing and helping animals at the age of eleven when she picketed her first dog pound because of their inhumane treatment to the animals. In 2005, she was voted the "Number One Animal Control Officer of the United States" by Petfinder.com – the world's largest animal database.

Under her leadership, the municipal pound in Randolph, has become a no kill shelter for thousands of animals that have gone through its doors over the years.

Norma and her husband, Len, have two adult daughters who following in their mother's foot steps, both volunteer at an animal shelter in New York.

Norma writes The Animal Corner – which is weekly pet information column – in her local newspaper.

When Norma is not fundraising for the Friends of Randolph Animal Pound, she is an advocate for people with Multiple Sclerosis. Norma speaks throughout the United States about her journey with MS – of which she has been diagnosed with 10 years ago.

Bob Marino

Bob Marino, president of the New York Council of Dog Owner Groups, lives on the Upper West Side of Manhattan with his 11.5 yr. old Akita, Bella Abdog, and three cats.

NYCdog (pronounced "nice dog") was founded in 1999 to unite dog owners and dog owner groups throughout New York City dedicated to improving their communities by promoting the establishment and maintenance of humane off-leash recreation opportunities, responsible dog ownership and respectful park stewardship. NYCdog is an umbrella organization of dog owner groups representing both off-leash areas and dog parks scattered among NYC's 5 boroughs. Their combined membership is nearly 35,000. NYCdog just completed a successful year long battle to preserve and codify off-leash rules in NYC Parks. Professionally, Bob is a real estate consultant. He holds an MBA from Columbia and a BA from the Maxwell School at Syracuse.

Tom Measday

Tom Measday is one of the founders of the Livingston Dog Park in Livingston, New Jersey and has been head of the Livingston Township Dog Park Committee for the last two years. Currently, Tom is a member

of the Cape May New Jersey Dog Friendly Association, a dog park association committed to bringing dog park(s) and dog-friendly beach areas to Cape May City and Cape May County.

Recently, Tom was the Past President of the Mt. Pleasant Animal Shelter in east Hanover, New Jersey for three times and was co-founder of NJ Pets from 1987-2006. Prior to that, he was in marketing with Procter & Gamble, J&J, Nabisco & Jovan. Tom has a BS from Georgetown University and an MBA from Rutgers University. He lives in Livingston with his wife and his Yellow Lab-mix Sophia (adopted).

Jean Owen

Jean Owen is Co-Owner and agility director of "The K9 Campus", one of the largest competitive dog training centers on the East Coast. She also owns a NYC based marketing/management firm for the music and entertainment industry called "Jean Owen Agent" and has done so for over 18 years. While living in lower Manhattan, she held the demanding position of being president of a 400 member off-leash dog park for over 5 years. Jean moved out of NYC in the spring of 2002. Right before moving, she and her two therapy dogs, Piper and Girlie, worked at the 9/11 Family Crisis Center from October 2001 to January 2002.

Jean has achieved multiple titles on varied breeds and mixed breeds in both Agility and Obedience. She presently competes on the Excellent/Elite/masters agility level with BLIP (MX, MXJ, CD and 60 Weavepole record holder) her NSDTR (Toller), River (CH OTCH MACH) a Belgian Malinois and Klymer (AX, AXJ) her two year old Golden.

Jean and her dogs have been seen on The David Letterman Show, The Purina Incredible Dog Challenge, Animal Planet, Good Morning America, The Today Show, Good Day NY, Conan O'Brien, Comedy Central, Regis and Kathy Lee as well as many other news programs. She has also been published in over 100 dog related articles. From 1980-1983, Jean was the director of a private animal shelter in upstate NY. During that time she honed her skills in working with fearful and difficult dogs. To this day, she attributes running that shelter to her ability to work with fearful and difficult dogs and attain remarkable results in the competitive dog sports world.

Vicki Daly Redholtz

GARRETT ROSSO

Garrett Rosso is a pet dog trainer at "Who's Walking Who" in New York City. He is the community manager of the Tompkins Square Dog Run -- also known as "First Run" since it was the first dog park built in New York. Garret also serves on the board of the "New York Council of Dog Owner Groups" (NYCDog, pronounced NICE-dog) consulting on the construction and renovation of dog parks. Earlier this year, NYCDog worked actively with the NYC Department of Health as well as the Department of Parks & Recreation to officially grant dog owners the right to exercise their dog off-leash during designated hours in city parks without dog runs.

In 2004, Garrett was invited to speak in front of the New York City Community Council on the danger stray sidewalk voltage pose to our pets. His group advocated yearly inspections of the city's underground electrical grid which received a unanimous vote by the City Council and passed into law that same year.

Garrett brings workshops to NYC parks including obedience training, teaching agility and tricks and behavior programs such as dealing with the leash aggressive dog. He promotes a positive, holistic approach to animal care and presents nutritional workshops which help owners prepare home cooked or raw diets for their dogs.

When not working with dogs, Garrett is an art director for TIME Magazine. As an animal advocate, he has appeared on ABC, CBS & NBC News, CNN, WPIX and The Today Show. At home, he shares his life with two Rhodesian Ridgebacks (Java & Kai), a Corgi (Bastille) and various other four-legged guests.

GWYN SONDIKE

Gwyn Sondike has been involved in animal welfare work for many years. Gwyn's rescue organization , Four Paws, has been rescuing and rehoming stray cats for approximately 8 years. Gwyn was the co-chair of the shelter committee of Governor James E. McGreevey Animal Welfare Task Force, and was the co-founder and principal animal facility inspector for the Office of Animal Welfare at the State Department of Health and Senior Services. Gwyn is currently pursuing a PhD in public policy and public administration at Rutgers University. She is interested in creating an animal welfare program at the university level. Gwyn can be reached at 973-479-4051 should you wish to contact her for more information.

SUE STERNBERG

Sue Sternberg is founder and owner of Rondout Valley Animals for Adoption, a small, open admission animal shelter which serves both the local (upstate New York) community as well as runs national programs. These national programs are dedicated to helping shelters ensure safe and lasting dog adoptions through behavioral and temperament assessments, quality of life for dogs in shelters, and to encourage innovative and proactive community outreach programs. Sue has over 25 years of dog behavior experience, including as a dog control officer, kennel technician and animal care technician at various shelters, dog trainer and behavior counselor, a dog training instructor and temperament evaluator at the ASPCA, a boarding kennel owner, veterinary assistant, is a successful competitor in a variety of dog sports, and a teacher of dog trainers. Rondout Valley Animals for Adoption is featured in an HBO documentary called *Shelter Dogs*, which aired in January of 2004. She is the author of *Successful Dog Adoption* (Howell Book House, www.amazon.com) and most recently published the *Assess-A-Pet Manual* (www.greatdogproductions.com). Sue has four dogs and a cat (all adopted), She is an accomplished fiddle player, an avid mineral and fossil collector, loves Earl Grey tea, and is a major Star Trek and Stargate SG-1 fan.

SUSAN J. STRONG

Susan J. Strong is the founder of Strong Consulting, a management and organization development consulting firm located in Basking Ridge, New Jersey. Sue is known for her ability to help organizations achieve results by developing talent, and building the business partnerships and goal alignment necessary to realize success. Sue's work has been both domestic and international in scope and includes assignments in Europe, Latin America and China.

Ms. Strong has partnered on projects with the *London Business School*, and has been quoted in the *Wall Street Journal* for her perspective on the ever-changing business world. She is an expert in Team Development and Conflict Resolution & Workplace Mediation, and is the only consultant in New Jersey certified as a Master Trainer for the *Conflict Dynamics Profile®*. Sue has over 20 years experience in the field of human resource development with experience as a consultant, facilitator/coach, trainer, speaker, and author.

Kristina Wahlstrom, VMD (?)

Brian T. Voynick, DVM, CVA

Dr. Brian T. Voynick, a practicing veterinarian has owned and directed the American Animal Hospital in Randolph, NJ since 1986. Dr. Voynick and his associate veterinarians take an integrative approach to veterinary medicine, using modalities such as laser surgery and endoscopy as well as acupuncture and herbal medicine. The AAHA-accredited hospital won a 1998 Practice of Excellence Award from *Veterinary Economics* magazine and Pfizer Animal Health for its excellence in management, client service, and medicine.

Since 1997, Dr. Voynick has hosted "The Pet Stop," a half-hour weekly television show on News 12 New Jersey. The program educates pet owners about advances in veterinary medicine, responsible pet ownership, specialty care, and adoptable animals from area shelters.

Dr. Voynick earned his certification in veterinary acupuncture from the International Veterinary Acupuncture Society and has served as a teaching assistant. He has lectured and attended continuing-education programs in acupuncture and herbal medicine in the United States, China, Taiwan, Brazil, Canada, and Austria. Dr. Voynick lectures internationally on veterinary acupuncture, veterinary herbal medicine and nutraceuticals, integrative and complementary veterinary medicine, laser surgery, and Lyme disease. He has published articles in the *Journal of the American Veterinary Medical Association*, as well as *Veterinary Economics*.

Dr. Voynick has served on the New Jersey Veterinary Medical Association executive board and as chair of the Ethics and Grievance Committee for four years. He also served on the Editorial Advisory Board for *Veterinary Economics* magazine for two years, as well as president of the Randolph Area Chamber of Commerce. He is an active member of the Morris County Chamber of Commerce, and also a very involved board member of the St. Hubert's Animal Shelter of Madison, NJ.

He resides in Chester Twp., NJ and has three children: Alyson, Brian, and Cole. His four legged kids include "Moonstruck", his 18 year old tuxedo cat adopted from a shelter, and "Emery", a 2 1/2 year old yellow Lab adopted from The Seeing Eye of Morristown, NJ.

With a strong passion for music, Dr. Voynick has performed vocals, guitar, harmonica and saxophone in bands opening for "Chicago" in Orlando as well as "Hootie and the Blowfish" in Las Vegas.

Deirdre Wheatley-Liss, Esq.

Ms. Wheatley-Liss specializes in transactions in the areas of Business Planning, Taxation, Estate Planning and Administration, and Elder Law, with a focus on e-commerce, retirement benefits, asset protection planning and Medicaid planning. Her clients include both businesses and individuals with planning needs. She is also the managing shareholder of the Firm's Technology Committee. Ms. Wheatley-Liss' continuous pursuit of knowledge distinguishes her from other practitioners in her fields. She has an LL.M in Taxation, an advanced legal degree. She has also been accredited as a Certified Elder Law Attorney.

In order to educate both the public and the legal community about issues relating to Ms. Wheatley-Liss's areas of practice, she is a frequent lecturer and author of legal and consumer-oriented articles. Recent lecture topics include: Uses for Family Limited Partnerships and Family Limited Liability Companies; Fraudulent Transfer Issues in Asset Protection Planning; and the Minimum Distribution Rules for Retirement Plan Benefits; 10 Questions to Ask to Evaluate Your Estate Plan; Medicaid Planning Post-DRA. Ms. Wheatley-Liss also authors the Firm's legal blog, [You and Yours Blawg](#).

Ms. Wheatley-Liss is a founding and active member of the *Long Term Living Association*, an advisory group of local professionals that provides education to the public about preparing for long term living, and addressing immediate elder care issues. She is also a member of the *American Bar Association*, Probate and Real Property Section and Tax Section; *New Jersey Bar Association*, Tax, Real Property and Probate Section and Elder Law Sections, and *New York Bar Association*, Probate Section, as well as the *National Association of Elder Law Attorneys*.

Exhibitors

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