



# BlogPaws 2010 West – Program At A Glance

[www.BlogPaws.com](http://www.BlogPaws.com)

**Thursday, Sept. 9, 2010 - Welcome to BlogPaws 2010 West!**  
**Conference Registration 12:00 Noon – 7 PM**

|                 |  |
|-----------------|--|
| 6:00 – 10:00 PM | <b>Welcome Reception at Grand Hyatt<br/>         Pet Park &amp; Exhibits Open<br/>         6:30 PM Founders Opening Remarks &amp; Presentation by Kyla Duffy</b> |
|-----------------|--|

## Friday, Sept. 10, 2010 – General & Topic Sessions

|                |   |
|----------------|---|
| 7:00 – 8:00 AM | <b>Breakfast &amp; Networking<br/>         Pet Park &amp; Exhibits Open All Day</b> |
|----------------|---|

|                |  |
|----------------|--|
| 8:00 – 8:45 AM | <b>Morning Keynote<br/>         Mike Arms, President of Helen Woodward Animal Center</b> |
|----------------|--|

|                 |  |  |   |
|-----------------|--|--|---|
| 9:00 – 10:15 AM | <b>Building Your Brand &amp; Platform Through Blogging</b><br>Michele Miller, Wonderbranding<br>Charlotte Reed, Pet Lifestyle Expert | <b>How to Get Your Blog, Platform or Cause Covered in Traditional Media Outlets</b><br>Carol Bryant, FIDO Friendly | <b>Can I Make Money with This Thing? Monetization Strategies For Bloggers and Businesses</b><br>Eric Shannon, Oh My Dog Supplies<br>Richard Cussons, TheDogTrainingClub.com |
|-----------------|--|--|---|

|                  |   |
|------------------|---|
| 10:15 – 11:00 AM | <b>Morning Break, Exhibits &amp; Networking</b> |
|------------------|---|

|                     |  |  |   |
|---------------------|--|--|---|
| 11:00 AM – 12:15 PM | <b>Book Publishing in a Digital World</b><br>Penny Sansevieri, Author Marketing Experts<br>Tracie Hotchner, Bestselling author | <b>Driving Traffic Through SEO</b><br>Mary Archer, Richmond Dog Blog<br>Stephan Spencer, Covario<br>Chloe Spencer, Neopets | <b>Advanced Social Media Strategies</b><br>Janine Kahn, Dogster/Catster |
|---------------------|--|--|---|

|                 |   |
|-----------------|---|
| 12:15 – 1:15 PM | <b>Lunch, Exhibits &amp; Networking</b> |
|-----------------|---|

|                |   |
|----------------|---|
| 1:15 – 2:15 PM | <b>Be the Change for Pets</b><br>Jane Harrell, Petfinder; Dorian Wagner, Your Daily Cute;<br>Lynn Haigh, Pawpawty and Jessica Vogelsang, Pawcurious |
|----------------|---|

|                |   |  |   |
|----------------|---|--|---|
| 2:30 – 3:45 PM | <b>(Your Pet) Oughta Be in Pictures – Pet Photo Tips (Bring Your Camera!)</b><br>Karen Nichols, Cat's Meow on Catster | <b>Your Opinion Matters! Key Elements of Conducting Product Reviews</b><br>Daniel Lemin, Social Studio<br>Kyla Duffy, Happy Tails Books<br>Mary Engle, FTC | <b>Leveraging Your Social Media Skills to Help Rescues &amp; Shelters</b><br>David Binkowski, Nutrish<br>Andrew Barrett, Found Animals<br>Jane Harrell, Petfinder.com |
|----------------|---|--|---|

|                |   |
|----------------|---|
| 3:45 – 4:30 PM | <b>Afternoon Break, Exhibits &amp; Networking</b> |
|----------------|---|

|                |   |
|----------------|---|
| 4:30 – 5:30 PM | <b>Media Panel<br/>         Inspiration and Ideas from top media personalities across channels</b><br>Sharon Peters, USA Today; Tracie Hotchner Cat Chat/Dog Talk; Wendy Toth, Petside.com<br>Moderated by Caroline Golon, BlogPaws |
|----------------|---|

|                |                           |
|----------------|---------------------------|
| 5:30 – 5:45 PM | <b>Closing of Day One</b> |
|----------------|---------------------------|

|              |   |
|--------------|---|
| 6:00 PM – ?? | <b>EXPLORE DENVER! A night out on your own with your bloggy buddies</b> |
|--------------|---|



## BlogPaws 2010 West – Program At A Glance

[www.BlogPaws.com](http://www.BlogPaws.com)

### Saturday, Sept. 11, 2010 – General & Topic Sessions

|                    |   |   |   |
|--------------------|---|---|---|
| 7:00 – 8:00 AM     | <b>Breakfast &amp; Networking</b><br>Pet Park and Exhibits Open All Day   |   |   |
| 8:00 – 9:00 AM     | <b>Special September 11 Tribute</b><br><br><b>Morning Keynote</b><br><b>Patricia Callahan, Canine Companions for Independence</b> |   |   |
| 9:15– 10:30 AM     | <b>Writing Essentials</b><br>Yvonne DiVita, BlogPaws  | <b>The Nuts &amp; Bolts of Contests, Sweepstakes &amp; Promotions</b><br>Donna DeClemente, DDC Marketing<br>Simon Tonner, Dogtime Media | <b>Developing a Sustainable Social Media Strategy That Works For You</b><br>Lena West, Xenomedia  |
| 10:30 – 11:15 AM   | <b>Morning Break &amp; Networking</b>   |   |   |
| 11:15 AM – 12:30PM | <b>(Your Pet) Oughta Be in Pictures – Pet Photo Tips (Bring Your Camera!)</b><br>Jessica Bush, Dogingham                          | <b>Driving Traffic Through SEO</b><br>Mary Archer, Richmond Dog Blog<br>Stephan Spencer, Covario<br>Chloe Spencer, Neopets              | <b>Leveraging Your Social Media Skills to Help Rescues &amp; Shelters</b><br>David Binkowski, Nutrish<br>Andrew Barrett, Found Animals<br>Jane Harrell, Petfinder.org |
| 12:30– 2:00 PM     | <b>the PETTIES – PET BLOG AWARDS PRESENTATION</b><br>Lunch, Networking  |   |   |
| 2:00 – 3:15 PM     | <b>Hands-on Blogging Tools Workshop: Using Lijit for Search and Monetization</b><br>Grace Boyle, Lijit                            | <b>Hands-on Blogging Tools Workshop: Squidoo</b><br>Megan Casey, Squidoo  |   |
| 3:15 – 3:45 PM     | <b>Afternoon Break &amp; Networking</b>   |   |   |
| 3:45 – 5:00 PM     | <b>Wordpress Tips, Tricks and Techniques</b><br>Nikki Jeske, I Love Rescue Animals<br>Sana Ahmed, Xynomedia                       | <b>Blogger Tips, Tricks and Techniques</b><br>Karen Nichols, Cat's Meow on Catster  | <b>TypePad Tips, Tricks and Techniques</b><br>Tom Collins, BlogPaws   |
| 5:15 - 5:45 PM     | <b>Close of Event &amp; Donation Presentations</b>  |   |   |
| 6:00 – 10:00 PM    | <b>Dinner and Evening Networking</b><br>Grand Hyatt, Denver   |   |   |

**Contact Us** – [Caroline@BlogPaws.com](mailto:Caroline@BlogPaws.com) • 1-303-651-0400 • 5412 Wolf Street, Frederick, CO 80504  
**Note:** Preliminary Schedule as of 9/3/10 – Subject to Change – Check <http://www.blogpaws.com> for updates!