

Equine Committee

Tuesday, April 1, 2014

Clark Room – Third Floor

10:00 a.m. – 12:30 p.m.



As of March 20, 2014

**** Omaha will be on Central Daylight Time. All times listed are CDT.****

- 10:00 a.m. — 10:05 a.m. **Introduction**
Carl Heckendorf, DVM – Colorado Dept of Agriculture
Tom Lenz, DVM MS DACT – Zoetis
- 10:05 a.m. — 10:25 a.m. **National Equine Health Plan Update**
Mr. R. J. Layher – Director of Health and Regulatory Affairs, American Horse Council
Status of the Equine Disease Communication Center (EDCC)
Josie Traub-Dargatz, DVM MS DACVIM – Colorado State University
Member of AAEP Task Force for EDCC
- 10:25 a.m. — 12:00 p.m. **Social Media Crisis Response Training**
Ms. Malissa Fritz – Vice President of Weber Shandwick Farm & Food Advocacy Team
- Social media has transformed how we respond in a crisis. In order to be ready when a crisis hits, it's vital to understand this tool and how it can be used. Weber Shandwick will teach you social media best practices and give you an opportunity to see how you can impact the way a crisis plays out online.
- 12:00 p.m. — 12:30 p.m. **Equine Committee Business Meeting**

2014 NIAA Annual Conference

March 31 - April 2 *Omaha, NE

“The Precautionary Principle: How Animal Agriculture Will Thrive”





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