



# DoggoneExpress

Overview and  
Marketing Plan



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# DoggoneExpress

Mission + Overview



# DoggoneExpress : Mission



Doggoneexpress is a 501(c)3 corporation created to assist non-profit, no-kill rescue groups and organizations to promote animal welfare. We also provide local parish agencies with a means to transport adoptable dogs between training and shelter locations, as well as transportation during emergencies and evacuations.



# DoggoneExpress : Impact



Results to Date	
Dogs transported	
Parishes served	
Pounds of food donated to shelters	
Supplies donated to shelters	
Vehicles used for transport	
Additional Data Available for Support?	

# DoggoneExpress : Programs



DoggoneExpress is administrating two programs at this time:

- The Big House to Your House
- Companions for Life

Future programs under development can be found in the Upcoming Projects section.

# The Big House to Your House

Mission + Overview



# The Big House to Your House : Mission



To create lasting benefits for dogs and inmates by facilitating a shelter dog training program in correctional institutions across south Louisiana. Dogs with basic training have a much better chance of being adopted and less chance of being returned to overcrowded shelters. Short-term inmates receive skills they can use upon release to get meaningful employment.





# The Big House to Your House : Background



The concept for training dogs by inmates is based on similar programs in California, Colorado, and Florida. Our program is modeled after Pathways to Hope, the first program of this kind, formed by Sister Pauline Quinn in California in 1985. Positive reinforcement training is used in all of our training in all of our programs.

# The Big House to Your House : Program Highlights



- Inmates selected for the training program are called C.A.T.S. (Canine Assessment Training Staff)
- Master C.A.T.S. have been in the program X months
- During the 6 week program, C.A.T.S. are responsible for their dog 24 hours a day, 7 days a week
- Written assessments include:
  - Demeanor
  - Time to learn skills and commands
  - Changes in behavior
  - Feeding and bathroom schedule

# The Big House to Your House : Impact



Results to Date	
Total program dogs adopted	
Turnover of C.A.T.S in program	
Number of years since program instituted	
Correctional institutions participating in LA	
Additional Data Available for Support?	
Additional Data Available for Support?	



# Companions for Life

Mission + Overview



# Companions for Life : Mission



To rescue and train shelter dogs to become service dogs that assist returning soldiers and others with physical or emotional needs.



# Companions for Life : Impact



Results to Date	
Total program dogs assigned	
Number of years since program instituted	
Veteran groups participating in LA	
Additional Data Available for Support?	
Additional Data Available for Support?	
Additional Data Available for Support?	

# 2014 Marketing Initiatives



# Marketing Initiatives : 2014



Project	Team	Status	Delivery
Program Logos	AMc/BB	Complete	
Slide Show of Photos	BB/AMc	Need photo selections from BB	
Stationery + Business Cards	AMc/BB	Kick off after new year	04/2014
Brochure	AMc/BB/Board	In progress	06/2014
Grant Application – Petco	BB	In Progress	???
Grant Application – Drew Brees	BB	In Progress	???
Website	AMc/BB	Create map of menu/sections	Summer



# Marketing Initiatives : 2014



Project	Team	Status	Delivery
Photo shoots Rayburn + Ladies' Prison	AMc/BB		Spring
Photo shoot vehicles for DoggoneExpress	AMc/BB	01.28 or 01/29	Spring
Vehicle wraps with logos	AMc/BB		Spring/Summer
Opportunities for involvement with local animal orgs and events	AMc/BB	Ongoing	Ongoing
Grant Applications - General	BB/AMc	Ongoing	Ongoing
Institute Purrfect Companion Pet Program	BB		
Quarterly eNewsletter	AMc/BB/Quan	Kick off after new year	

# Business Cards



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**DoggoneExpress, Inc.**  
*Saving paws and saving souls.\**



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Upcoming:  
The Lighthouse Project  
Purrrfect Companions



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## PROGRAMS

The Big House to Your House  
Companions for Life

Upcoming:  
The Lighthouse Project  
Purrrfect Companions

**doggoneexpress.com**



*a DoggoneExpress program*

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# Board of Directors



# Board of Directors



## WILLIAM BARSE

Founder and Director of DoggoneExpress, Inc., “Coach Bill” came to the New Orleans area in 2006 to assist in the rebuilding of the Gulf Region. Prior to that, Barse had a financial investment brokerage and a real estate brokerage in Maryland for 18 years. He currently has a real estate brokerage in Louisiana, where his focus is in the industrial commercial market. Barse has used his previous experience in wildlife rescue and dog training to assist the Humane Society of Louisiana in their anti-abuse work. He is a animal cruelty investigator with HSL, as well as a board member for HSL’s Dixieland Animal Rescue and Evacuation Center in Tylertown, Mississippi.

## JEFF DORSON

Jeff established the Humane Society of Louisiana in 1988 in response to the great need in the state for humane shelters. Dorson, now Executive Director of HSL, opened Safe House for Abused Animals in 2001 and, in 2003, became a licensed private investigator into animal cruelty cases. In 2007 Dorson established the New Orleans Vegetarian Society and currently acts as a consultant for Alley Cat Allies. Dorson, a graduate of Kenyon College, is one of Louisiana’s leading abuse investigators.

# Board of Directors



## DIANE LUNDEEN

Diane received her Bachelor's degree from Tulane University and her graduate degree from Loyola University in New Orleans. Lundeen has worked with animals since her teenage years. She has been actively involved throughout her adult life with various animal rescue groups in south Louisiana.

## JACOB STROMAN

Jacob is a Jefferson Parish native and has spent the past decade working in animal welfare. Stroman was Director of the Plaquemines Animal Welfare Society, where he oversaw the transition of that organization into the region's first LEAD-certified green animal shelter, before accepting a job as a consultant to the Jefferson Society for the Prevention of Cruelty to Animals and Jefferson Parish Animal Shelter. He has developed strong relationships with local and national animal welfare groups and breed rescue groups. Currently living in New Orleans with his two adopted dogs, a cat, and one revolving foster dog, Stroman sees his work with animals as a lifestyle rather than as a job.

# Board of Directors



## ANGELA MCGURK

A native of the Philadelphia suburbs, Angela received her BFA from Beaver College in Glenside, PA. She moved to Denver in 2007 and started her design firm, **3 Charm Studio**. In October of 2013, she saw a news report on her Twitter feed featuring Bill and the Big House program. It seemed like such an amazing concept for the animals and people involved, so she reached out to Bill. Her offer was simple: allow her to photograph the participants for an art project in exchange for website redesign. Almost a year and many flights from DIA to MSY later, Angela is now a resident of New Orleans and has expanded her design contributions to program logos and print marketing. She is a volunteer at **Animal Rescue New Orleans (ARNO)**, where she helps with animal care and creates kennel tags for the dogs to increase engagement with potential adopters. Her goal is to give the DoggoneExpress organization professional presence and exposure in order to drive donations, grants, contributions and adoptions.

## JOHNNA HARRIS

Johnna is the animal care director for the **Humane Society of Louisiana**. She oversees the operation of the Dixieland Animal Rescue and Evacuation Center and Marywood Sanctuary in Tylertown Mississippi. She coordinates and supervises all animal transportation out of Louisiana for the Humane Society.

# Upcoming Projects



# Upcoming Projects



## Purrrfect Companion Pet Program

We will locate cats and dogs that are not likely to be adopted and make them available to seniors in Jefferson Parish to foster as companion pets.

## Plaquemines Parish

We will be meeting with Plaquemines Parish to discuss the possibility of implementing a dog training program to those who have been sentenced to the brand-new Plaquemines Parish Jail.

## Additional Transportation

We have two vehicles that can be used by shelters for evacuation in the event of a hurricane and are in negotiations to acquire several more vehicles which can be used for both evacuation and transport throughout the United States.





**Inspiration**



# Inspiration



## DoggoneExpress

**SAVING PAWS AND SAVING SOULS**

*Blessed are you, Lord God, maker of all living creatures. You called forth fish in the sea, birds in the air and animals on the land. You inspired St. Francis to call all of them his brothers and sisters. We ask you to bless this pet. By the power of your love, enable it to live according to your plan. May we always praise you for all your beauty in creation. Blessed are you, Lord our God, in all your creatures! Amen.*