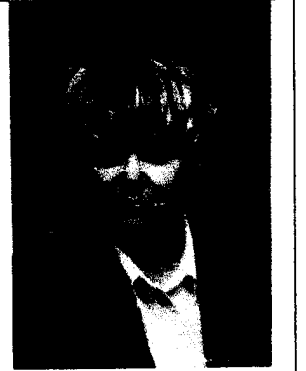


World Greyhound Racing Federation
2000 Conference - Sydney

SPEAKER MS MARSHA KELLY
mkelly@skypoint.com

TOPIC Protecting the 'Beautiful Thing'
'The Animal Rights Challenge- effective responses'

DATE A TIME Day 2 - Saturday 11th November 2000
2.15 - 2.40pm



PROFILE OF SPEAKER AND SYNOPSIS

Communications Consultant

ORGANISATION

American Greyhound Council, Inc

BIOGRAPHY

Ms Kelly has thirty years experience in public relations and issue management; ten years as a primary spokesperson for the US fur industry, dealing specifically with animal rights issues. Marsha is also a Consultant to state natural resource departments and industry associations in agriculture and other animal enterprises. As President of Kelly Media Counsel, Inc., her company offers public relations and issue management consulting services for business, state agencies, trade organisations and not-for-profit associations. www.kellymediacounsel.com

SYNOPSIS

This presentation will present an overview of the animal rights campaign against greyhound racing and other forms of animal use, and suggest approaches for the industry to mount a successful response to the animal rights challenge adoption is part of the solution, but there is much more to a comprehensive issue management approach.