



NAIA

National
Animal Interest
Alliance

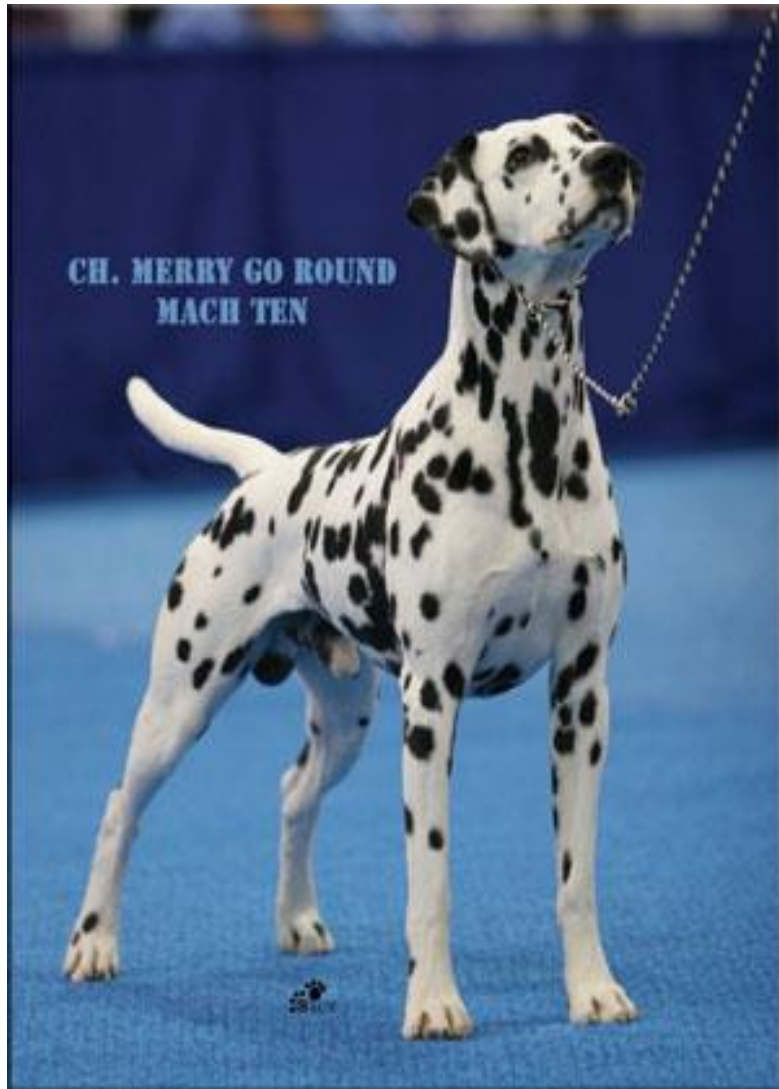
The Race Track Industry Program

Patti Strand, NAIA President

December 7, 2016



Conformation & Performance



Current Dalmatian



The Next Generation

5 Months of Age



The
HIJACKING
of the
HUMANE
MOVEMENT

**ANIMAL
EXTREMISM**



By Rod & Patti Strand



Celebrating 25 years
Supporting the people
who care for America's animals



NAIA

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NAIA **focuses** on protecting the
relationship between people and
animals

The Animal Rights Agenda:

lays out the goals of the

Animal Liberation/Animal Rights
Movement

Animal Rights Agenda

Published in Animals' Agenda magazine in
November 1987

11. We call for an end to the use of animals in entertainment and sports such as dog racing, dog and cock fighting, fox hunting, hare coursing, rodeos, circuses, and other spectacles and a critical reappraisal of the use of animals in quasi-educational institutions such as zoos and aquariums.

Philosophical framework
of the
Animal liberation/rights
movement

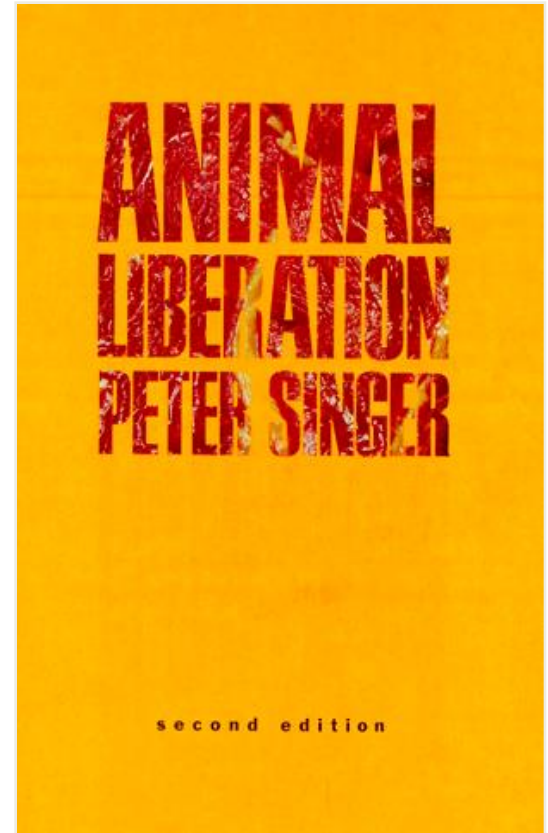
Godfather of the modern animal rights movement

- **Peter Singer**
 - Intellectual founder of the movement
 - Marxist
 - Author of Animal Liberation, bible of the modern animal rights movement
 - UK import
 - Vegan



Animal Liberation

“A liberation movement is a demand for an end to prejudice...I ask you to **recognize that your attitudes to members of other species are a form of prejudice no less objectionable than prejudice about a person’s race or sex.**”





=



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Susan B. Anthony

Martin Luther King, Jr.

Rat

Implementing the animal rights agenda requires fundamental change in the US legal system

- If animals have rights, their keepers can no longer be owners.
- People who keep animals must be **guardians**, not owners.
- Ownership responsibility becomes assigned to the government.

Animal rights beliefs

- Anti-democratic
- Anti-religion
- Anti-all animal use
 - Anti-eating meat
 - Anti-raising livestock
 - Anti-animal research
 - Anti-animals in education
 - **Anti-animals in entertainment, sports and performance events**
 - Anti-animal ownership
 - Anti-breeding purebred dogs and pedigreed cats!

Hallmarks of the animal rights movement

- Doctrinaire
- Extremist
 - Intolerant
 - Hateful
 - Subversive
 - Political

Wide ranging agenda for political, social and economic change

The other side has a strategy

PETA's vision for companion animals

We must abolish companion animal breeds and restrict animals in the home to “refugees from the animal shelters and the streets... But, as the surplus of dogs and cats (artificially engineered by centuries of forced breeding) decline, eventually companion animals would be phased out, and we would return to a more symbiotic relationship – enjoyment at a distance.”

Ingrid Newkirk, PETA

- "Our goal is to make the public think of breeding dogs and cats like drunk driving and smoking." *Kim Sturla, former director of the Peninsula Humane Society and Western Director of Fund for Animals*

"Our goal is to convince people to rescue and adopt instead of buying or selling animals, to disavow the language and concept of animal ownership."

*Eliot Katz, President
In Defense of Animals*

Sanctuary / Rescue Movement

Leading animal rights organizations

- Humane Society of the United States
- PETA (People for the Ethical Treatment of Animals)
- American Society for the Prevention of Cruelty to Animals
- Animal Legal Defense Fund (ALDF)

Annual revenues of a few animal fundraising groups (2014 and 2015)

- HSUS \$135,499,050
- ASPCA \$190,806,070
- PETA \$ 42,798,987
- Animal Legal Defense Fund \$ 13,404,636

Former PETA spokesman advocate violence

- **Bruce Friederich**
 - PETA's national vegetarian coordinator



Extremism looks crazy but it is often rational and strategic

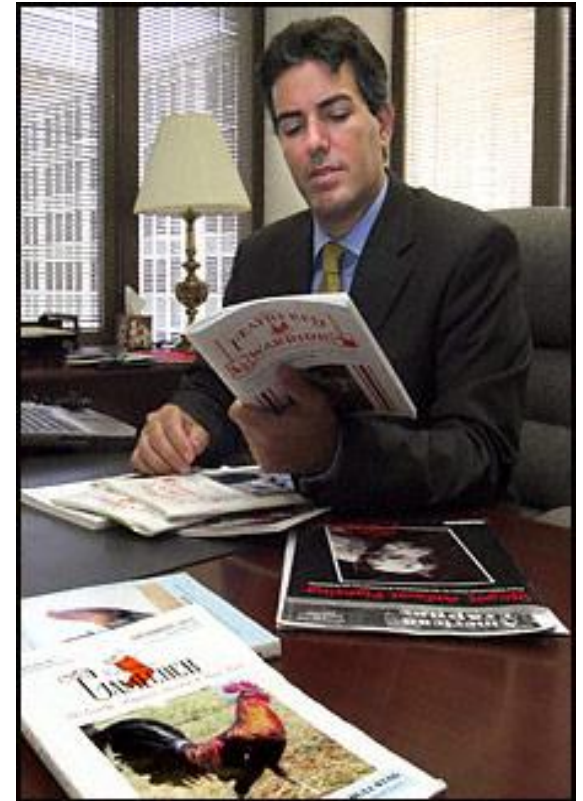
- Extremists try to provoke target into a disproportionate response that radicalizes or at least **changes the beliefs of moderates.**
- The attack is designed to shift the balance of power to produce a better bargaining position at some time in the distant future. **Moderates like to compromise.**
- Extremist acts are designed to “move the middle” in the direction of radical change, an inch at a time if necessary, **incrementally.**

Animal rights leader

- **Wayne Pacelle**

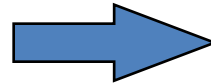
- President of the Humane Society of the US
- Vegan
- Chief operative in federal legislation and state ballot initiatives

"... One generation and out. We have no problem with the extinction of domestic animals. They are creations of human selective breeding."



Extremist Tactics

- Terrorism
- Violent protest and civil disobedience
- Break ins, vandalism and theft
- Intimidation
- Propaganda
 - General public
 - Schools
- Legal system
 - Legislative/Regulatory
 - Law suits



Ultimate goal:
End all use of
animals no matter
how humane the use;
no matter how much
potential benefit
to people
or animals

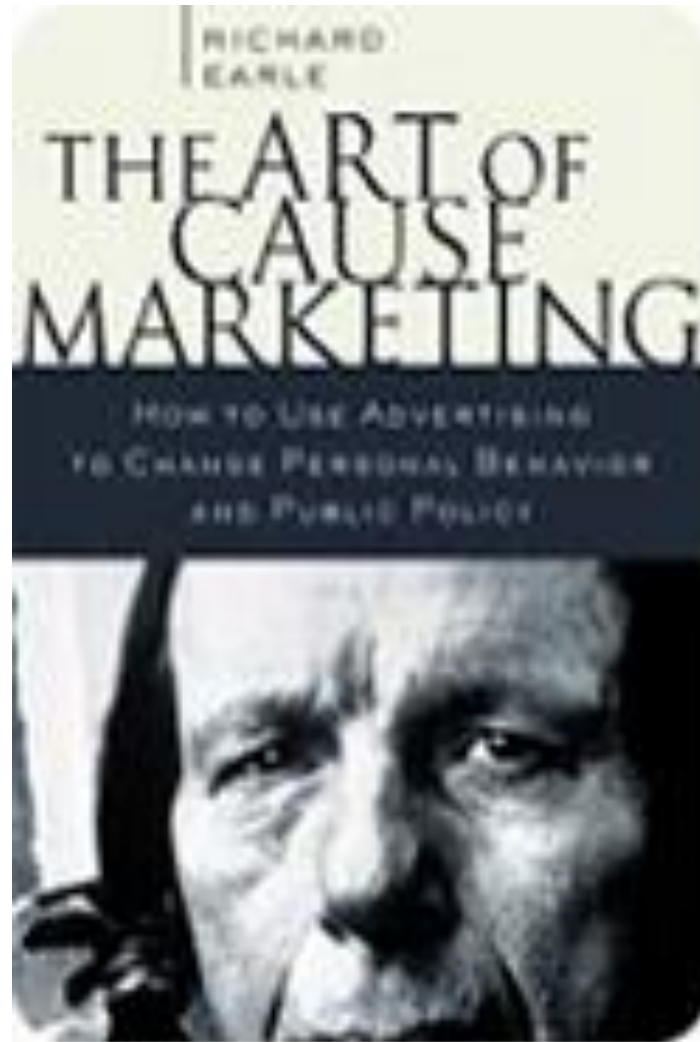
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How NAIA defines the battle

**We're in a propaganda
war!**

Cause Marketing



Conflict fundraising industry

- Identify and exploit problems to raise money
- Victim – Villain – Vindicator
- Artful use of first amendment allows activist-leaders to defame people and industries at will



Animal rights is an ideologically-based political movement that finances its drive for power and control by defaming people and industries for their use / alleged abuse of animals

“It is easier for the public to accept a simple lie than a complex truth.”

Alexis de Tocqueville

French Historian - 1805-1859

Propaganda – a matter of focus

- Half empty →
- Half empty →



Language used to promote moral equivalencies

- Killing animals Murder
- Eating animals Cannibalism
- Circus, rodeo Gladiatorial Contests
- Confining animals Kidnapping
- Pure breeds Racism
- Pet ownership Slavery
- Using fur or leather Using Human Skin
- Animal research Torture, Murder

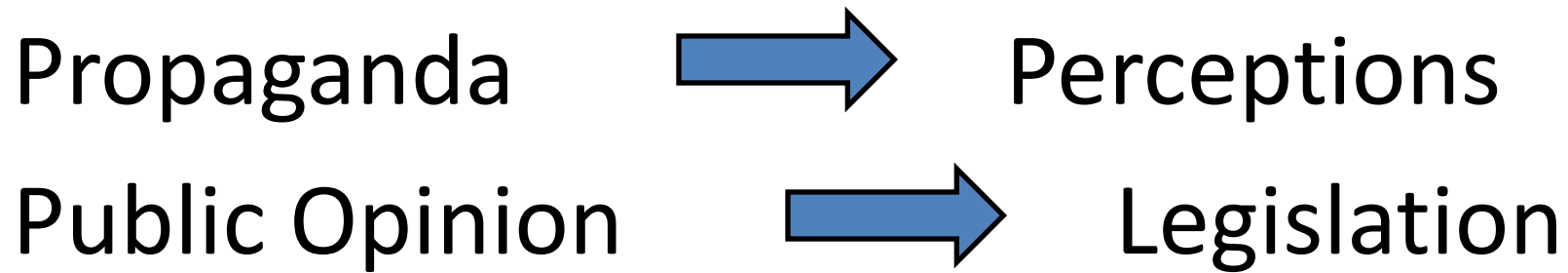
Image of dog breeding today



Before it was horses



Northern spotted owl. Photo by Shane Jeffries



Propaganda fosters the perceptions that lead to legislation.

By the time we're battling legislation,
we have already lost the public
relations war!

NAIA Resources

Websites and Social Media

- NAIA website: www.naiaonline.org
- Shelterproject.naiaonline.org
- Facebook presence (94,000 +)
- NAIA Blog www.naiaonline.org/blog/
- NAIA Trust website: www.naiatrust.org
- NAIA Trust Online Lobby Center:
<http://cqrcengage.com/naiatrust>
- www.Discoveranimals.org

www.naiaonline.org

NAIA
NATIONAL ANIMAL INTEREST ALLIANCE

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The National Animal Interest Alliance - Promoting Animal Welfare Worldwide



What is Animal Welfare and why is it important?

Some people use the terms animal welfare and animal rights interchangeably, suggesting that they represent the same concerns, principles and practices. But the differences between the two are significant...

- The Chain Pharmacy Welfare Act**
Most Americans are unaware that politicians in the pocket of the national pharmacy...
- NAIA study confirms fewer dogs, scarce purebreds in US animal shelters**
The number of dogs entering US shelters has reached an all-time low, and the number...
- NAIA Applauds USDA Rule Protecting Pets and People!**
The new USDA rule published in today's Federal Register represents a giant step...
- Mission creep: Dog rescues and animal shelters risk public health and safety**
A new ideology and the end of dog overpopulation in many parts of the country...

[Special Programs](#) Share a book >>

[Sign-up for Events](#) 2015 NAIA Conference >>

[Donate Now!](#) Join Our Fight Today >>

DONATE

Latest Articles & News

[Graphs Showing California Shelter Data](#)
The following set of graphs are designed to assist in understanding pet population dynamics in California.

[Denver billboard... brought to you by the people who killed Mava -](#)

What is The NAIA?

National Animal Interest ...

DalRegsThrough201...xlsx

9:56 AM Thursday 3/17/2016

DiscoverAnimals.org[®]

- Discover Animals and Consider the Source[®]
Internet source of encyclopedic information about animals in very appealing format;



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Working Together to
Save Our Animals

Cherish, Nurture, Protect & Preserve!

NAIA Trust Website

naiatrust.org



For the protection of animals, animal owners, and animal enterprises

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- ABOUT US
- LEGISLATIVE CORNER
- LEGAL CORNER
- RESOURCES
- VISIT NAIA



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End breed specific legislation in Michigan by urging lawmakers to support SB 239!

Senate Bill 239 would prohibit any county, city, or town from enacting new or enforcing current laws that are "based solely on the breed, perceived breed, or type of dog." Prohibition of breed specific legislation protects an individual's property rights in their interest to responsibly own the dog of their choice.

[TAKE ACTION](#)



NAIA Issues

Legislation – NAIA Trust

- ▣ Tracked more than 1000 bills last year
- ▣ Worked more than 100 bills last year
 - Provided expert legislative analysis;
 - Distributed alerts to grassroots;
 - Made contact with grassroots and allies;
 - Wrote letters to lawmakers;
 - Drafted model legislation;
 - Testified;
 - Did numerous radio and TV talk shows;
 - Initiated our own legislation, and
 - Prevailed in most battles.

It was my pleasure!





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Patti Strand, President
503-761-8962

Supporting the People who Care for America's Animals

Propaganda - Half truths

