



Focus on the Future

Guest Predictions: Patti Strand

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Patti Strand, National Animal Interest Alliance (NAIA) National Director

Patti is a recognized expert and consultant on contemporary animal issues, most notably responsible dog ownership and the animal rights movement. She often appears on radio and television and her articles on canine issues, animal welfare, public policy and animal rights have appeared in major US news publications and in trade, professional and scientific journals.

*Patti and her husband Rod co-authored *The Hijacking of the Humane Movement: Animal Extremism* in 1993, the first US book exposing the extremism of the animal rights movement. Patti has been a Dalmatian breeder and enthusiast since 1969, is an approved AKC judge and served on the AKC board of Directors for 16 years. She holds a degree in political science from Portland State University.*

Q: What do you see as the key emerging uses of the internet for alliances like the NAIA?

A: The internet has given us a much greater ability to build and organize our membership and disseminate information.

Q: What surprising applications of the Internet have you found useful to the NAIA?

A: Facebook and our advocacy software have allowed us to expand our presence dramatically.

Q: What have been the “Best Uses” of the Internet for you?

A: NAIA publishes and distributes original articles and studies, so having a boundless source of information and the latest studies available is priceless to us.

Q: What should be avoided when dealing with the Internet?

A: It's important to keep in mind that the Internet is not a substitute for many other kinds of communication. Face to face communication, telephone and hand written letters still have important roles to play. We work with grassroots volunteers, so establishing a set of communications guidelines has helped us avoid problems.

Q: Which next steps might you recommend for all of us to take?

A: We are still finding our own way.