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
I PROUDLY SUPPORT
25
NAIA
National Animal Interest Alliance
Celebrating 25 years
Supporting the people who care for America's animals
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.”
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
Terrorist Wing

- At one time listed by FBI as #1 domestic terror threat
- Animal Liberation Front (ALF)
- Earth Liberation Front (ELF)
- Stop Huntingdon Animal Cruelty (SHAC)

- Responsible for > hundreds of $ millions in damages
- Responsible for thousands of criminal acts so far
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 ....
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](http://www.naiaonline.org)
- [Shelterproject.naiaonline.org](http://Shelterproject.naiaonline.org)
- Facebook presence (94,000+)
- NAIA Blog [www.naiaonline.org/blog/](http://www.naiaonline.org/blog/)
- NAIA Trust website: [www.naiatrust.org](http://www.naiatrust.org)
- NAIA Trust Online Lobby Center: [http://cqrcengage.com/naiatrust](http://cqrcengage.com/naiatrust)
- [www.Discoveranimals.org](http://www.Discoveranimals.org)
DiscoverAnimals.org®

• Discover Animals and Consider the Source® Internet source of encyclopedic information about animals in very appealing format;
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
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 grasstops 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!
Supporting the People who Care for America’s Animals
Propaganda - Half truths