

# COLLABORATION

THE ASSOCIATION 2020 FALL CONFERENCE  
FOR ANIMAL WELFARE ADVANCEMENT

December 1-3, 2020



50  
YEARS  
1970-2020

The Association for  
Animal Welfare  
Advancement



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As the end of 2020 approaches, we are preparing to say a fond farewell to a not-so-fond year. While 2020 has been filled with turmoil and uncertainty, we can take pride in the unparalleled **COLLABORATION** that has grown between national, international, state, and local organizations. We look forward to strengthening these relationships even more in 2021, and beyond.

As we move forward **TOGETHER** in the “new normal,” leadership and strategic human resource skills will be more vital and necessary than ever. Carefully selected and curated content in this virtual conference is designed to help you build these skills so you can guide your teams not only through the pandemic, but to thrive during and long after it has receded.

The Association for Animal Welfare Advancement is committed to helping you strengthen your talents and build partnerships. **JOIN US** as we celebrate collaboration and help you, leaders in our field, continue to work together to maximize impact.



We provide these online sessions for informational purposes only, and the views expressed in these workshops are not necessarily the views of The Association for Animal Welfare Advancement. The Association does not endorse nor recommend specific protocols or procedures provided during this conference.

# DAY ONE TUESDAY, DECEMBER 1

**ALL TIMES ARE EASTERN TIME**

- 12–1 pm**                      **Exhibit hall open**
- 1–2 pm**                        **Conference welcome and opening remarks**
- 2–3 pm**                        **Keynote: Vu Le**  
Equity, Diversity, and Inclusion in Hiring Philosophy and Practices  
*Sponsored by Maddie's® Fund*
- 3–3:15 pm**                    **Break**
- 3:15–4:15 pm**                **Concurrent webinar sessions**
- 4:15–5:15 pm**                **Happy hour online with friends old & new**

**BECOME A SPONSOR?**

Looking to connect with animal welfare industry leaders? Want to advance your brand? Do both with a sponsorship of The Association! Contact us at [marketing@theaawa.org](mailto:marketing@theaawa.org).

You have three workshop tracks to choose from, but you can enjoy them all! Participate live December 1–3 and catch the recordings, available through January 31, 2021.

Concurrent Session Tracks			
	Emerging Trends in Animal Welfare <small>sponsored by Pethealth, Inc.</small>	Leadership	Strategic Human Resources
<b>Tuesday, December 1</b> 3:15–4:15 pm ET	Are Good Intentions Contributing to Systemic Racism?	Strengthening Trust & Accountability in the Workplace	Recruiting Today's Hourly Workers: It's Different. And It's Not.
<b>Wednesday, December 2,</b> 1:30–2:30 pm ET	1:30–2 pm ET Tech Savvy Pandemic Playbook for Volunteerism ----- 2–2:30 pm ET The PetSmart Charities and Meals on Wheels America Partnership	The 10 Biggest Leadership Mistakes Nonprofits Make & How You Can Avoid Them	Taking the High Road: How to Manage Human Resource Risks
<b>Wednesday, December 2,</b> 3:30–4:30 pm ET	Practicing Compassionate Badassery: How to Cope with COVID-19	Breaking Happy: A Path to a Sustainable Career	Using Strategic HR Management to Address Diversity, Equity, & Inclusion in the Workplace
<b>Thursday, December 3,</b> 2–3 pm ET	Community-Based Animal Sheltering for a Post-COVID World	Creating a Culture of Inclusion in the Workplace	Shifting to a Humane Workplace

# DAY ONE **TUESDAY, DECEMBER 1**

## **FULL ACCESS**

Your registration includes unlimited access to the full live conference and virtual exhibit hall, plus access to recordings of all conference sessions through January 31, 2021.

### **12-1PMET**

## **Exhibit hall open**

The Association sponsors will be on hand in the virtual exhibit hall to share their new products and services. Stop by and learn something new, enter a raffle, download goodies, or just say thank you for their unwavering support of our industry.

### **1-2 PMET**

## **Conference welcome and opening remarks**

**Jim Tedford, President & CEO,  
The Association for Animal Welfare Advancement**

Jim will set the stage for 2½ days of fantastic learning and networking.



*Approved for 1 CFRE CE  
and 1 NACA CE*

### **KEYNOTE | 2-3 PMET**

## **Equity, Diversity, and Inclusion in Hiring Philosophy and Practices**

SPONSORED BY  
**Maddie's® Fund**

**Vu Le, Principal, NWB Consulting**

Equity, Diversity, and Inclusion are on the forefront of our collective mind. However, what does that actually look like in practice, especially when it comes to our hiring practices? From recruitment to defining qualifications to hiring processes to organizational culture, what are things we can do to be more equitable? What are bad habits we need to drop? Let's discuss how to stop the Nonprofit Talent Hunger Games and collaborate to ensure the most important asset in our sector—our people—are taken care of as they work to create a better world.

**Vu Le** ("voo lay") is a writer, speaker, vegan, Pisces, and the former Executive Director of RVC, a nonprofit in Seattle that promotes social justice by developing leaders of color, strengthening organizations led by communities of color, and fostering collaboration between diverse communities. Known for his no-BS approach, irreverent sense of humor, and love of unicorns, Vu has been featured in hundreds of his own blog posts at NonprofitAF.com, formerly nonprofitwithballs.com.

### **BREAK | 3-3:15 PMET**

DAY ONE **TUESDAY, DECEMBER 1****EMERGING TRENDS IN ANIMAL WELFARE TRACK | 3:15–4:15 PM ET****Are Good Intentions Contributing to Systemic Racism?**SPONSORED BY  
Pethealth, Inc.

Ed Jamison, Director, Dallas Animal Services

Katherine Shenar, CAWA, Executive Vice President,  
The Association for Animal Welfare Advancement

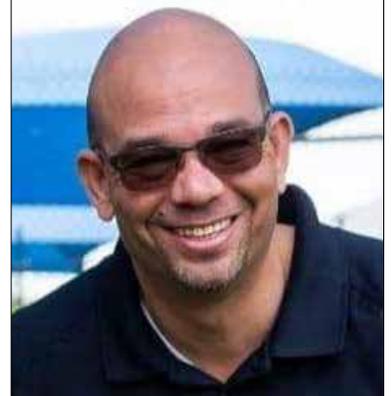
Steve Zeidman, CAWA, SVP Software Solutions, Pethealth, Inc.

Are you still asking adopters if they rent or own their home? And how is this question associated with systemic racism? This panel of animal welfare leaders walks you through why well-intended protocols unwittingly contribute to inequity. As a leader in animal welfare or animal services, when was the last time you reviewed programs, processes, and communications for inherent bias? Learn how data supports an open adoption policy and how your organization can adopt a more equitable approach.

Dallas has the third largest intake in the United States, with over 39,000 dogs and cats coming into their care in 2019. **Ed Jamison** has been tasked with increasing public safety by getting loose animals off the streets, while at the same time increasing positive outcomes. To accomplish that, Jamison is leading a staff of around 220 employees, maximizing relationships with the rescue community, rebuilding the volunteer base and instituting new, progressive programming. Prior to coming to Dallas, Jamison was the chief animal control officer for the city of Cleveland, Ohio.

**Katherine Shenar, CAWA**, brings 25 years of experience to her role as executive vice president for The Association for Animal Welfare Advancement. She has served as CEO for two animal welfare organizations and held leadership roles with four others. Katherine became a Certified Animal Welfare Administrator (CAWA) in 2020.

**Steve Zeidman, CAWA**, has more than 20 years' industry experience, and is a leading expert in animal welfare technology and shelter operations. He is currently the Senior Vice President, Software Solutions, for Pethealth Inc., where he oversees data management solutions for shelters and rescues under the PetPoint brand while also supporting Chameleon users. He is the Board Chair of the Catalyst Council, has served as head of research for PetSmart Charities, and was a founding board member of Shelter Animals Count.

*Approved for 1 NACA CE*

**JOIN** The Association for  
Animal Welfare Advancement

Build your knowledge. Build your network. Build your brand.  
Learn more at [theaawa.org/page/membership](https://theaawa.org/page/membership).

## DAY ONE **TUESDAY, DECEMBER 1**



*Approved for 1 CFRE CE*

**LEADERSHIP TRACK | 3:15-4:15 PM ET**

### **Strengthening Trust & Accountability in the Workplace**

**Josh Davies, Chief Executive Officer,  
The Center for Work Ethic Development**

One of the greatest challenges a leader faces is dealing with issues of trust and accountability. How do you ensure the people you're leading demonstrate integrity on a daily basis? Do you practice it yourself? Do you model accountability throughout your organization in your interactions with others, operating practices, and personal work habits? It's easy to talk-the-talk of organizational ethics, but walking the walk is much more difficult. This highly interactive session will address trust and accountability directly through a practical, proven methodology you can employ to build accountability throughout your organization. Using a collaborative and positive approach, participants will go through an experiential assessment and use the results to focus on how to get themselves, their team, and organization building trust and accountability immediately.

**Josh Davies** is passionate about helping others make a difference in their lives, jobs, and community. Through his work as a speaker and trainer, he has engaged and encouraged professionals across North America, the Middle East, and Asia. His engaging and connecting speaking style combined with relevant content make him an in-demand speaker, giving more than 75 keynote presentations and workshops to association and corporate events annually.

## **THE VIRTUAL EXHIBIT HALL**

**The Virtual Exhibit Hall gives you special opportunities to meet with industry sponsors and vendors. Make sure you stop by — it's only open for five hours during the 2½ day conference:**

**Tuesday December 1**  
12-1 pm

**Wednesday, December 2**  
10:30-11:30 am & 2:30-3:30 pm

**Thursday, December 3**  
10-11 am & 1-2 pm

**Bonus:** No need to haul an overstuffed bag around the conference! Visit the virtual exhibit hall and you'll be able to download information and goodies straight to your computer.

# DAY ONE **TUESDAY, DECEMBER 1**

## **STRATEGIC HR TRACK | 3:15–4:15 PM ET**

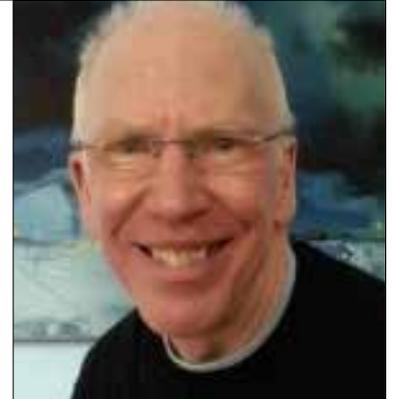
### **Recruiting Today's Hourly Workers: It's Different. And It's Not.**

**Tom Lutzy, Talent Acquisition Manager, MaidPro Corporate**

In today's labor market, where the demand for many workers exceeds the supply, savvy recruiters think and act differently about attracting qualified candidates. At the same time, basic recruiting principles still apply. In this session, Tom will share some of the techniques that MaidPro's residential cleaning franchise owners have used to grow their businesses, despite fierce competition for in-demand hourly workers and employment challenges that have emerged due to COVID-19. Join us if you want to address high-volume, high-turnover concerns in your organization. You'll discover:

- How MaidPro's franchise owners are using both basic and creative techniques to find and hire hourly house cleaners
- The importance of balancing strategy with execution
- Tips to stay upbeat when the demand for your employees exceeds the supply
- How to create a self-audit to assess your own skills

For the past 20 years, **Tom Lutzy** has held various talent acquisition (aka "recruiting") roles both in-house and with search agencies. Prior to recruiting, Tom held a variety of increasingly responsible positions in employee communications in the consulting, healthcare, technology, and financial services industries. He has also been a graduate instructor at Northeastern University in Boston. He started his career as a middle-school and high-school English teacher.



## **HAPPY HOUR ONLINE | 4:15–5:15 PM ET**

### **Happy hour online with old & new friends**

Come play, network, and discuss issues important to our field. We offer you two different experiences—float in and out of rooms as you please.

#### **A Conversation about Diversity in Animal Welfare**

Facilitated by Johnny Jenkins of PetSmart Charities and Amanda Arrington of The HSUS

#### **Cat Trivia Hour (Win prizes!)**

Facilitated by Hill's Pet Nutrition

**BUILD YOUR KNOWLEDGE.  
BUILD YOUR NETWORK.  
BUILD YOUR BRAND.** Become a member at  
[theaawa.org/page/memberbenefits](https://theaawa.org/page/memberbenefits).

# DAY TWO

## WEDNESDAY, DECEMBER 2

### ALL TIMES ARE EASTERN TIME

10:30–11:30 am	Exhibit hall open
11:30 am–12:15 pm	<b>Opening remarks and The Diane &amp; Bob Hoover Annual Innovation Award</b> Sponsored by Pethealth, Inc.
12:15–1:15 pm	<b>Keynote: Peggy Mendoza</b> Collaboration: Understand, Align, and Transform Sponsored by PetSmart Charities
1:15–1:30 pm	Break
1:30–2:30 pm	Concurrent webinar sessions
2:30–3:30 pm	Break/exhibit hall open
3:30–4:30 pm	Concurrent webinar sessions
4:30–5:30 pm	Happy hour online with friends old & new

### 10:30–11:30 AM ET

#### Exhibit hall open

The Association sponsors will be on hand in the virtual exhibit hall to share their new products and services. Stop by and learn something new, enter a raffle, download goodies, or just say thank you for their unwavering support of our industry.

### 11:30–12:15 PM ET

#### Opening remarks and The Diane & Bob Hoover Annual Innovation Award

SPONSORED BY  
Pethealth, Inc.

Brad Shear, Board Chair, The Association for Animal Welfare Advancement, will welcome you to day two of the conference.

The Diane & Bob Hoover Annual Innovation Award, sponsored by PetHealth, Inc., recognizes one individual across North America who has demonstrated technological innovation to enhance shelter operations. Celebrate the winner!

DAY TWO **WEDNESDAY, DECEMBER 2****KEYNOTE | 12:15–1:15 PM ET****Collaboration: Understand, Align, and Transform**SPONSORED BY  
**PetSmart Charities****Peggy Mendoza, Chief Business Advisor,  
Hernandez Law Group and Business Advisors**

We know we need to collaborate with others to achieve results and impact, but we do not always know how to do it. Peggy Mendoza is a nonprofit leader who brings stakeholders together to better understand their mutual challenges in helping underserved populations. Peggy will explain how to recognize your individual blind spots and filters, then show you how those beliefs, biases, and other filters impact your results. Learn how to develop a strategic approach to productive collaboration.

**Peggy Mendoza** is a results-driven chief executive with over 20 years of consistent and proven success with deep experience in all aspects of organizational leadership, including finance, human resources, board management, marketing, fundraising, and overall business management. As co-founder of Hernandez Law Group and Business Advisors, she serves as Chief Business Advisor for various organizations and projects, responsible for improving employee culture and engagement, creating stronger management systems, forging collaboration between stakeholders, and helping implement strategic processes for growth.

*Approved for 1 CFRE CE***BREAK | 1:15–1:30 PM ET****EMERGING TRENDS IN ANIMAL WELFARE TRACK | 1:30–2 PM ET****Tech Savvy Pandemic Playbook for Volunteerism**SPONSORED BY  
**Pethealth, Inc.****Sara Cruz-Mora, Director of Foster & Volunteer Engagement,  
Arizona Humane Society**

Goodbye in-person orientations and hello online onboarding! Learn how the Arizona Humane Society uses technology to onboard, train, and support volunteers via online learning. Discover how to create virtual volunteer opportunities that will engage volunteers who are unable to return to your shelter due to COVID-19.

**Sara Cruz-Mora** is the Director of Foster and Volunteer Engagement at the Arizona Humane Society. Sara's expertise is advanced technology solutions for non-profit organizations, program development, and workflow efficiencies, all of which has aided in the transformation of AHS' Foster and Volunteer Engagement programs. In two years, both programs have blossomed from dated, technology-deficient processes that stifled onboarding of volunteers and fosters to programs that support more than 3,000 active volunteers and fosters who dedicate more than 250,000 hours each year.



## DAY TWO **WEDNESDAY, DECEMBER 2**

**EMERGING TRENDS IN ANIMAL WELFARE TRACK | 2-2:30 PM ET**

### **For the Love of People and Pets: The PetSmart Charities and Meals on Wheels America Partnership**

SPONSORED BY  
**Pethealth, Inc.**

**Shanna Gauvin, Manager of Strategy and Impact,  
Meals on Wheels America**

**Melisa Pratt, Sr., Manager Community Relations and  
Corporate Partnerships, PetSmart Charities**

The partnership between PetSmart Charities and Meals on Wheels America was forged out of a commitment to ensuring that more seniors and their pets live healthy, nourished lives together, which has taken on new meaning in these physically-distant times. During this session, you'll hear the key points of this partnership as well as future plans. You'll also learn more about how your organization can partner with local Meals on Wheels affiliates to help protect the bond between seniors and their pets.

**Shanna Gauvin** is Manager of Strategy and Impact at Meals on Wheels America, overseeing grants, research, and communications for a three-year strategic partnership with PetSmart Charities®. Prior to this role, she spent four years building organizational capacity as Program Management Specialist and Donor Services Coordinator at the United Service Organizations (USO). Shanna earned her BA in Human Services and Social Justice from The George Washington University.

**Melisa Pratt** is a seasoned non-profit professional with more than 20 years in the field, having worked with the Boys and Girls Club, United Way, the U.S. Air Force, the Institute for Supply Management, and Make-A-Wish America. Melisa brought her ability to manage strategic partnerships, build relationships and generate revenue to the PetSmart Charities team in 2015 where she oversees the community relations and corporate partnerships team for PetSmart Charities in the U.S. and Canada.



DAY TWO **WEDNESDAY, DECEMBER 2****LEADERSHIP TRACK | 1:30–2:30 PM ET****The 10 Biggest Leadership Mistakes Nonprofits Make & How You Can Avoid Them****Andrew Olsen, CFRE, Executive Vice President, Moore DM Group**

This presentation is based on Andrew's 2019 #1 best seller, *101 Biggest Mistakes Nonprofits Make and How You Can Avoid Them*. This session will help organizational and departmental leaders discover the biggest mistakes leaders make that destroy team morale, limit effectiveness, and increase both burnout and turnover in organizations—and will provide tested and proven tools that will help leaders avoid these costly and detrimental mistakes. Participants will leave with actionable insights that can help them improve their leadership immediately.

**Andrew Olsen, CFRE**, is a 20-year veteran fundraiser who has helped more than 1,000 nonprofit organizations raise over \$350 million. He's the author of the #1 best seller, *101 Biggest Mistakes Nonprofits Make and How You Can Avoid Them*, and the best-selling *Rainmaking: The Fundraiser's Guide to Landing Big Gifts*. Andrew is also host of *The Rainmaker Fundraising Podcast*.

*Approved for 1 CFRE CE***STRATEGIC HR TRACK | 1:30–2:30 PM ET****Taking the High Road: How to Manage Human Resource Risks****Melanie Lockwood Herman, Executive Director, Nonprofit Risk Management Center**

People are the heart of every nonprofit mission. We will explore the risks and rewards related to hiring, supervising, and separating staff. Learn how to 'take the high road' in your relations with employees and reduce the risk of workplace discontent, high turnover, and claims alleging discrimination and breach of contract.

**Melanie Lockwood Herman, Esq.** has served as Executive Director of the Nonprofit Risk Management Center since 1996 and has held senior management positions in the nonprofit sector since 1987. She is the principal author of more than 20 books on various risk management topics and is a twelve-time member of *The NonProfit Times* "Power and Influence Top 50." Melanie earned a BA in Urban Affairs from American University, and a JD from George Mason University School of Law.

*Approved for 1 CFRE CE*

## DAY TWO **WEDNESDAY, DECEMBER 2**

**2:30-3:30 PM ET**

### **Break/exhibit hall open**

The Association sponsors will be on hand in the virtual exhibit hall to share their new products and services. Stop by and learn something new, enter a raffle, download goodies, or just say thank you for their unwavering support of our industry.



*Approved for 1 NACA CE*

**EMERGING TRENDS IN ANIMAL WELFARE TRACK | 3:30-4:30 PM ET**

### **Practicing Compassionate Badassery: How to Cope with COVID-19**

SPONSORED BY  
**Pethealth, Inc.**

**Jessica Dolce, MS CCFE, Certified Compassion Fatigue Educator**

What if you could feel more confident in your ability to cope with this challenge, more compassionate with yourself when you're suffering, and more calm...even in the midst of this chaos? What if you had more internal resources to better meet the demands of this ongoing challenge?

Learn how to make courageous, compassionate choices to help yourself cope with the stress of life in the age of COVID-19. You'll have the resources you need so that you can feel more in control of your life, no matter what's happening in the world or in your work as a helping professional.

**Jessica Dolce, MS CCFE**, is a Certified Compassion Fatigue Educator who brings almost twenty years of experience working with and for companion animals to her coaching and online programs. Jessica is an adjunct faculty member at The Maddie's® Shelter Medicine Program at the University of Florida, and has worked with organizations such as the ASPCA, Humane Canada, and the International Association of Animal Behavior Consultants. She holds a Master of Science in Adult and Higher Education, and degrees and certificates in stress management, mindfulness facilitation, and positive psychology coaching.

# **EARN WHILE YOU PARTICIPATE**

**Individual attendees will be able to earn:**

- Certificates of completion for all sessions
- CAWA CEs for all sessions
- CFRE CEs for select sessions
- NACA CEs for select sessions
- Texas Department of State Health Services (DSHS) CEs toward ACO CE requirements per Ch. 829 of the Texas Health and Safety Code for select sessions

DAY TWO **WEDNESDAY, DECEMBER 2****LEADERSHIP TRACK | 3:30–4:30 PM ET****Breaking Happy: A Path to a Sustainable Career**SPONSORED BY  
**Shelters United****Josh Vaisman, CCFP, MAPPCP, Lead Consultant,  
Flourish Veterinary Consulting**

We scroll through social media, read reviews, watch ads on tv, and absorb articles with titles that tell us “the 10 ways you’re not good enough”. Even in the unprecedented challenges of 2020, we feel it every day—the cult of happiness. This pursuit of happiness feels baked into the foundation of our society and can overwhelm us with an unending expectation to just, “grin and bear it.” But our brains aren’t built that way—psychologically and physiologically we can’t be happy all the time. And the desire to buck that nature is harming us in immense ways. There’s a healthier way to be, where we replace the pursuit of happiness with the pursuit of well-being—and science offers us paths to get us and our teams there, even in a global pandemic. Leaders will learn to:

- Understand the cult of happiness and the destination dilemma
- Recognize why feeling bad is often normal... and healthy!
- Explore a variety of evidence-based practices we can use to build a resilient, sustainable mindset for our careers and those of our staff

**Josh Vaisman** believes all animal welfare professionals deserve to feel fulfilled by their work, each and every day. Through his company, Flourish Veterinary Consulting, he combines more than 20 years of veterinary experience, a Master of Applied Positive Psychology & Coaching Psychology, and education in Positive Leadership and Positive Organizational Scholarship.

*Approved for 1 CFRE CE*
**CEs for  
Texas Animal  
Control Officers**

All of the sessions (except Compassionate Badassery) have been approved for CE towards ACO CE requirements per Ch. 829 of the Texas Health and Safety Code by the Texas Department of State Health Services (DSHS).

## DAY TWO **WEDNESDAY, DECEMBER 2**



*Approved for 1 CFRE CE*

### **STRATEGIC HR TRACK | 3:30–4:30 PM ET**

## **Using Strategic HR Management to Address Diversity, Equity, & Inclusion in the Workplace**

**Lisa Brown Alexander, President & CEO, Nonprofit HR**

More than ever, diversity, equity and inclusion are top of mind for nonprofits and for-profits alike. Recent events have made discrimination and divides among people from different backgrounds more visible than usual. At the same time, organizational practices are actively being brought forward in the hopes of fostering inclusive workplaces where people from all backgrounds and walks of life have the opportunity to thrive. The nonprofit sector is not exempt from struggles with diversity and inclusion. While 9 out of 10 nonprofit employees believe their organization values diversity, more than 7 out of 10 think their employer doesn't do enough to create a diverse, inclusive workplace. Discuss how to truly foster a diverse, equitable, and inclusive workplace at your nonprofit.

Driven to serve the often-overlooked people management needs for the social-impact sector, **Lisa Brown Alexander** founded Nonprofit HR, the leading talent management firm in the country that works exclusively with the nonprofit sector. Today, fueled by the passion of 50-plus employees and consultants nationwide, her thriving company is helping nonprofits get ahead through smart people management strategies. In the process, they are changing the way an entire sector thinks about talent and culture.

### **HAPPY HOUR ONLINE | 4:30–5:30 PM ET**

## **Happy hour online with old and new friends**

Come play, network, and discuss issues important to our field. We offer you two different experiences—float in and out of rooms as you please.

### **A Conversation about Resiliency in 2020 and Beyond**

*Facilitated by Adisa Group*

### **Dog Trivia Hour (Win prizes!)**

*Facilitated by Petfinder/Purina*

# DAY THREE

## THURSDAY, DECEMBER 3

### ALL TIMES ARE EASTERN TIME

10–11 am	Exhibit hall open
11–11:30 am	The Association's annual business meeting
11:30 am–12 pm	<b>Collaboration Celebration</b> Sponsored by Hill's Pet Nutrition
12–1 pm	Panel discussion: Addressing Social Justice in Animal Welfare
1–2 pm	Break/exhibit hall open
2–3 pm	Concurrent webinar sessions
3–3:15 pm	Break
3:15–4:30 pm	<b>Panel discussion: Working to Keep People and Pets in Homes</b> Sponsored by Boehringer-Ingelheim and Metacam
4:30 pm	The Association 2020 Fall Conference for Animal Welfare Advancement concludes
4:30–5 pm	A special musical performance by Shayne Floyd of Blackbaud

### 10–11 AM ET

#### Exhibit hall open

The Association sponsors will be on hand in the virtual exhibit hall to share their new products and services. Stop by and learn something new, enter a raffle, download goodies, or just say thank you for their unwavering support of our industry.

### 11–11:30 PM ET

#### Annual Association business meeting

All are welcome to join our annual business meeting. Jim Tedford, CAWA, will discuss highlights from The Association's year. He will invite all members to vote in our newest board members.

### 11:30–12 PM ET

#### Collaboration Celebration

In lieu of the annual PSA Awards, this year Hill's Pet Nutrition and The Association are spotlighting the amazing collaborative efforts our industry has developed during this difficult year. Watch videos submitted by your peers that showcase collaborative spirit and partnership.

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Hill's Pet Nutrition

# DAY THREE THURSDAY, DECEMBER 3

## PANEL DISCUSSION | 12-1PM ET

### Addressing Social Justice in Animal Welfare

SPONSORED BY  
Best Friends  
Animal Society

#### Facilitator:

**Johnny L. Jenkins Jr.**, Associate Relationship Manager,  
U.S. East Region, PetSmart Charities

#### Panelists:

**Shafonda Davis**, CAWA, Executive Director,  
Animal Protection Society of Durham

**Shannon Martin-Roebuck**, Executive Director,  
Capital Humane Society

**Wade Sadler**, Animal Services Director,  
Multnomah County Animal Services

The convergence of a worldwide pandemic and unresolved racial strife have thrust our lives into what feels like a constant state of discomfort. Animal welfare is not immune, so we find ourselves at an inevitable inflection point where diversity, equity, and inclusion discussions permeate our shelters and the communities we serve. So, what's the vital element to advancing the human-animal bond and engaging unfamiliar conversations with staff and communities? Trust. This panel of leaders will share their unique perspectives on the multi-layered challenges we face as we address animal welfare AND social justice simultaneously.

**Johnny Jenkins** is an experienced grant making professional with expertise in strategic grant-making and program management. He has managed multi-million-dollar grant portfolios to advance racial and economic justice, LGBT equality, and animal welfare. As a member of PetSmart Charities' Relationship Management Team, Johnny is responsible for managing the adoption grant portfolio for the Eastern United States and Puerto Rico. Johnny also provides leadership to multiple Diversity, Equity and Inclusion (DEI) initiatives in Animal Welfare including PetSmart Charities (Racial Equity Advisory Team Co-Lead), The Association for Animal Welfare Advancement (DEI Advisory Committee Co-Lead), and the Human Animal Support Services (HASS) Project DEI Advisory Committee.

**Shafonda Davis** is a twenty-two-year animal welfare professional. She currently is the Executive Director of the Animal Protection Society of Durham, North Carolina. The recent social climate in America has highlighted the need for Diversity, Equity and Inclusion in all fields, and she is honored to be a part of that hard work in animal welfare through her participation on The Association for Animal Welfare Advancement's Committee for Diversity, Equity, and Inclusion in Animal Welfare. Shafonda became a Certified Animal Welfare Administrator (CAWA) in 2020.



## DAY THREE THURSDAY, DECEMBER 3

**Shannon Martin-Roebuck** serves as the Executive Director of Capital Humane Society in Lincoln, NE. Previously, Martin-Roebuck served as Research Faculty at Colorado School of Mines, focusing on diversity, equity, inclusion and college access. She was also Director of Operations for Higher Education Resource Services, a nonprofit dedicated to creating and sustaining a diverse network of women leaders in higher education at the University of Denver. She holds a Master of Nonprofit Management from Regis University and received her BA in Art History from Mansfield University.

**Wade Sadler** is the Director of Multnomah County Animal Services, which serves the Portland, Oregon metro area. Wade has over 20 years of management experience and entered the animal welfare industry 5 years ago. He's passionate about providing equitable services and access in his agency and as an ally of BIPOC communities, he is committed to leveraging his privilege as a white man to combat social injustice.



**SAVE  
THE  
DATES**

**The Spring Conference for  
Animal Welfare Advancement**  
June 8-10, 2021 | Chicago, Illinois

**The Fall Conference for  
Animal Welfare Advancement**  
November 15-17, 2021 | Portland, Oregon

**50**  
YEARS  
1970-2020

The Association for  
**Animal Welfare  
Advancement**



15508 W. Bell Road, suite 101-613 | Surprise, AZ 85374

[theaawa.org](http://theaawa.org)

## DAY THREE THURSDAY, DECEMBER 3

**1-2 PM ET**

### **Break/exhibit hall open**

Last call! Don't miss your final chance to visit The Association sponsors in the virtual exhibit hall.



*Approved for 1 NACA CE*

**EMERGING TRENDS IN ANIMAL WELFARE TRACK | 2-3 PM ET**

### **Community-Based Animal Sheltering for a Post-COVID World**

SPONSORED BY  
**Pethealth, Inc.**

**Kristen Hassen, Maddie's Fund Director, American Pets Alive!**

**Lisa LaFontaine, President and Chief Executive Officer, Humane Rescue Alliance**

At the very outset of the COVID-19 pandemic, animal welfare and animal services agencies reached out to their communities for help. Communities stepped up and the vast majority of sheltered pets were moved from shelter-based care into either foster or adoptive homes. Recognizing an opportunity, Human Animal Support Services (HASS) was created. This coalition of shelter leaders is exploring alternatives to sheltering through community-based support and programming. It is currently being piloted in more than 30 communities. Learn about the project from two members of the HASS Executive Leadership Team and bring your questions to share with them.

**Kristen Hassen** is the Maddie's Fund Director of American Pets Alive!, overseeing the Human Animal Support Services (HASS) project and all of AmPA's major initiatives. Prior to this role, Kristen spent eight years leading high performing, municipal animal shelters including Pima Animal Care Center, Austin Animal Center, and Fairfax County Animal Shelter. Kristen is an adjunct faculty member in the One Health program in the College of Public Health at the University of Arizona, and she also serves on the board of directors of the National Animal Care and Control Association.

**Lisa LaFontaine** leads the Humane Rescue Alliance (HRA), headquartered in DC. As CEO, Lisa has led the organization through two mergers; Washington Humane Society and the Washington Animal Rescue League came together in 2016, and last year, St. Hubert's Animal Welfare Center joined the HRA family. The combined organization shelters 21,000-plus animals a year and directly serves 101,000 more animals through community programs, 18 animal control contracts, a spay/neuter and TNR program, veterinary and behavior outreach, humane law enforcement, and the WayStation transport program.

# DAY THREE THURSDAY, DECEMBER 3

## LEADERSHIP TRACK | 2–3 PM ET

### Creating a Culture of Inclusion in the Workplace

**Gena Yvette Davis, PSYD, MBA, CCP, BCC,**  
Founder and Chief Executive Officer, Organizational Psychologist,  
True Synergy, Inc.

Respect among coworkers provides an important foundation for a successful workplace. But it doesn't end there. An organization must acquire a breadth and wealth of competencies to fulfill its promise of an inclusive and collaborative workplace. In this high-level, interactive webinar, we will discuss what it means to have an inclusive work culture and the importance of getting commitment and buy-in from the top. Dr. Davis will explore what roles and behaviors are needed to transform the workplace, what to look out for when recruiting and retaining employees, and give participants tools for creating a work culture that works for everyone. The goal of this session is to help organizations not only realize the importance of inclusion but also affect change in their workplace culture for the better. At the end of this webinar, participants will be able to:

- Reconcile your own feelings and beliefs around inclusion
- Understand common language and definitions (diversity, inclusion, equity, belonging, access, bias, and unconscious bias)
- Help leaders lead with a mindset of inclusion by developing inclusive behavior
- Create an inclusive workforce through recruiting and retention
- Use tools and tactics for creating a more inclusive work environment

**Gena Yvette Davis, PSYD, MBA, CCP, BCC,** is an organizational psychologist, executive coach, corporate trainer, author, and national speaker. Gena specializes in the area of the self and being, and uses a variety of philosophies and strategies from the applied behavioral and social sciences to help motivate and inspire collaborative work teams. Gena's corporate background includes 18 years as a marketing communications executive and consultant, leading strategic marketing, public relations, advertising, and branding programs.



*Approved for 1 CFRE CE*

## DAY THREE **THURSDAY, DECEMBER 3**



*Approved for 1 CFRE CE  
and 1 NACA CE*

### **STRATEGIC HR TRACK | 2-3 PM ET**

## **Shifting to a Humane Workplace: Leveraging Workplace Flexibility**

**Nicole Belyna, SHRM-SCP, Field Services Director  
Society for Human Resource Management**

Workplace flexibility is essentially a partnership between employers and employees that defines how, when, and where work gets done in ways that work for all those involved. Increasing numbers of leaders have become flexibility fans, particularly amid the COVID-19 pandemic, as flexibility has enabled business sustainability. As hiring activity begins to ramp back up in the U.S. labor market, leaders must craft competitive pay and benefit packages to retain and recruit top talent. In addition to competitive base pay, organizations should also leverage flexible work arrangements to attract candidates at all levels. You can drive mission success by harnessing the power of workplace flexibility to support your organizational goals and strategies. We will discuss building a business case for workplace flexibility, review ideas to design solutions suitable for your organization's needs and culture, and talk about how to implement them.

**Nicole Belyna, SHRM-CP**, possesses more than 15 years in human resources, currently specializing in talent management and leadership at the Society for Human Resource Management. Nicole was the talent strategy leader for a DC-area based manufacturer where she developed and executed the talent acquisition strategy, establishing the company's reputation as a top workplace and employer of choice.

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### **BREAK | 3-3:15 PM ET**

# DAY THREE THURSDAY, DECEMBER 3

**PANEL DISCUSSION | 3:15 – 4:30 PM ET**

## Working to Keep People and Pets in Homes

### Facilitator:

**Amanda Arrington, Senior Director of Pets for Life,  
The Humane Society of the United States**

### Panelists:

**Lauren Loney, Texas State Director,  
The Humane Society of the United States**

Affordable housing was a crisis in every state in the country before the pandemic. Now tens of millions of U.S. renters are estimated to be at risk of eviction in the coming months due to exacerbated economic challenges from COVID-19. To keep pets in their homes, we have to keep people in their homes. Join us to talk through housing support, eviction response programs, and advocacy on this important issue.

With Pets for Life in over 50 markets across the U.S., **Amanda Arrington** guides a social justice-driven approach to create equity in and access to pet resources and information for people in underserved communities. Amanda has received numerous awards for her community outreach work, including the prestigious American Veterinary Medical Association Humane Award in 2018. Arrington currently serves as co-chair of The Association's Committee for Diversity, Equity, and Inclusion in Animal Welfare.

**Lauren Loney** graduated with honors from the University of Texas School of Law where she was on the executive boards of the Environmental Law Society and the UT Chapter of the Student Animal Legal Defense Fund. She is a licensed attorney in Texas and has practiced environmental justice and affordable housing law in low-income communities across the state. Before joining HSUS, Lauren was a Staff Attorney and Advocacy Co-Director at Texas Housers, a civil rights and affordable housing nonprofit.

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**4:30 PM ET**

## The Association Fall Conference concludes

**4:30 – 5 PM ET**

## A special musical performance by Shayne Floyd of Blackbaud

# FALL CONFERENCE REGISTRATION FORM

**The preferred method of registration is online at [theaawa.org/event/2020Fall](http://theaawa.org/event/2020Fall). Please register by Monday, November 30.**

## Group registration

If you are a member registering ONLINE for the conference and want to bring non-members of The Association from your organization staff team at the discounted member rate, select total number to register, register yourself FIRST; then register each non-member on the same registration form to receive The Association Member Rate. Up to FIVE (5) non-members from your organization may register at the member rate.

## Don't want to register online?

Complete this form, including credit card information, and fax to 866.299.1311 OR make check payable to The Association and mail to: The Association for Animal Welfare Advancement, 15508 W. Bell Road, Suite 101-613, Surprise, AZ 85374. **IMPORTANT:** Using these methods, enter only one registration per form (staff will discount up to five non-members from the same organization at the member rate).

## Registrant

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Street address/PO box \_\_\_\_\_

City, state, zip \_\_\_\_\_

Country \_\_\_\_\_

Work phone \_\_\_\_\_ Home phone \_\_\_\_\_

Email \_\_\_\_\_

### Conference Goodie Box Delivered to Your Home!

Receive gifts from our sponsors who are committed to making the Fall 2020 Conference a huge success. The first 250 registrations who opt-in will receive a goodie box.

I would like to receive a goodie bag from our sponsors.  Yes  No

My U.S. mailing address for the box is: \_\_\_\_\_

Member of The Association?  Yes  No New member in 2020?  Yes  No

Member type:  Animal Welfare Professional  Industry Partner  Student

CAWA designation?  Yes  No First Association conference?  Yes  No

Do you require closed captioning?  Yes  No

Do you have any special needs (please describe)? \_\_\_\_\_

\_\_\_\_\_

# REGISTRATION FEES

Your registration includes unlimited access to the full live conference and virtual exhibit hall, plus access through January 31, 2021 to recordings of all conference sessions.

Registration fees (check all that apply)

## Full Fall Conference

- |                                    |                                |
|------------------------------------|--------------------------------|
| Animal Welfare Professional Member | <input type="checkbox"/> \$125 |
| Industry Partner Member            | <input type="checkbox"/> \$199 |
| Student Member                     | <input type="checkbox"/> \$ 0  |
| Non-Member*                        | <input type="checkbox"/> \$199 |

\*Learn about becoming a member of The Association at [theaawa.org/page/membership](http://theaawa.org/page/membership).

Promotional code: \_\_\_\_\_

## THE ASSOCIATION REGISTRATION CANCELLATION POLICY

Full refund if requested in writing to [meetings@TheAAWA.org](mailto:meetings@TheAAWA.org) and received by **Sunday, November 29**

# BEING A STUDENT MEMBER HAS ITS BENEFITS

Are you currently enrolled full- or part-time at an accredited degree-granting college, but not employed full-time by an animal welfare organization? Then join The Association for only \$15 per year and your conference registration will be free!

Learn more about becoming a member  
at [theaawa.org/page/membership](http://theaawa.org/page/membership).

# 2020 FALL CONFERENCE COMMITTEE

## Committee Chair

### **Kathleen Olson, CAWA**

Executive Director  
Purrfect Pals

## Strategic HR Track Chair

### **Robyn Barbiere**

Retired

## Emerging Trends Track Chair

### **Anna Payton**

Executive Director  
Aurora Animal Care and Control

## Leadership Track Chair

### **T' Fisher**

Director  
Program for Pet Health Equity

### **BJ Andersen, CAWA**

Executive Director  
Willamette Humane Society

### **Raissa Allaire**

Executive Director  
Tree House Humane Society

### **Hope Brustein, CAWA**

### **Victoria Cowper, CAWA**

Consultant  
Pawsabilities Consulting

### **Tom Colvin**

Executive Director  
Animal Rescue League of Iowa

### **Leilani Fratis**

CEO  
Placer SPCA

### **Inga Fricke, CAWA**

Director of Community Initiatives  
Humane Pennsylvania

### **Theresa Geary**

Director of Operations  
Connecticut Humane Society

### **Cindy Gendron**

Project Manager  
Animal Response, Care and Sanctuary  
The Humane Society of the United States

### **Emily Grossheider, CAWA**

Chief Innovation Officer  
Dogs Playing for Life

### **Joe Lisella, CAWA**

Director of Development  
Marin Humane

### **Jane McCall**

Instructor  
Code 3 Associates

### **Carly Scholten**

Chief Operating Officer  
Animal Foundation

### **Stacey Zeitlin**

Vice President, Community Engagement  
San Diego Humane Society

**50**  
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**Animal Welfare**  
Advancement



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