

THE FALL CONFERENCE

for Animal Welfare Advancement

November 19-21, 2019

Houston, TX



The Association 2019 Fall Conference: Advancing Animal Welfare through Collaboration, Leadership, and Innovation

November 18-21, 2019

Marriott Marquis, Houston, TX

Sponsored by:

Hill's Pet Nutrition, ASPCA, IDEXX, Maddie's Fund,
PetSmart Charities, and RKD Group

Research Symposium

[Click here to register for the NATIONAL COUNCIL ON PET POPULATION RESEARCH SYMPOSIUM](#)

The Symposium has been approved for 5 CEUs for behavior consultants by both the Certification Council for Professional Dog Trainers (CCPDT) and The International Association of Animal Behavior Consultants (IAABC).

Monday, November 18



National Council On Pet Population Research Symposium

Sponsored By Purina Petcare and Petfinder

7A-1P Registration Open

7:30 – 8:30A Continental Breakfast

8:30A



Introductions and Acknowledgements,
Dr. Julie Albright, Board Chair,
National Council On Pet Population

9A-10A



Keynote Address: Neutralization of an Allergen in Cat Hair and Dander through a Cat Food Diet
Ebenezer Satyaraj, PhD, Director, Molecular Nutrition,
Nestle Purina Petcare

10A



The Genomics of The American Mutt: How Genes Affect Appearance and Behavior In Mixed-Breed Dogs
Jessica Heckman, Postdoctoral Associate,
The Broad Institute of MIT and Harvard

10:30A



The Use of Trazodone Hydrochloride to Reduce Stress in Dogs During the Transition Period into a Municipal Animal Shelter
Jennifer Abrams, Senior Manager, Behavior and Volunteer Programs, Animal Care Centers of NY

11A

AM Break

11:30A



A Multidimensional Behavioral Analysis of Dog-Dog Playgroups in Shelters and Their Impacts on Human and Canine Welfare
Lindsay R. Mehrkam, PhD, BCBA-D, Assistant Professor,
Director of Human-Animal Wellness Collaboratory,
Monmouth University

12:30 - 1:30P Networking Lunch

1:45P



The Pets For Life As One Health Study: Results from the First Year of Data Collection
Kevin Morris, PhD, Institute for Human-Animal Connection, University of Denver

2:15P



Social Vulnerability Assessment of Dog Intake Location Data as a Planning Tool for Community Health Program Development: A Case Study in Athens-Clarke County, GA, 2014-2016

Jessie L. Dyer, MSPH MA, Doctoral Candidate, University of Georgia

2:45P

PM Break

3P



Foster Care Improves Shelter Dog Behavior and Well-Being
Sheila (D'Arpino) Segurson, DVM, DACVB,
Director of Research, Maddie's Fund

3:30P



Optimizing Outdoor Cat Management to Minimize Preventable Deaths While Reducing Populations: Insights from New Models

John Boone, PhD, Research Director; Vice Chair, Board of Directors, Great Basin Bird Observatory; Alliance for Contraception in Cats & Dogs

4P

Program Concludes

11A – 5:30P REGISTRATION OPEN

1-2P OPENING COMMENTS

Welcome to Houston and The 2019 Fall Conference of The Association for Animal Welfare Advancement. We have a full slate of education, fun, and networking opportunities of which we know you'll want to take full advantage.

2 – 3:15P KEYNOTE ADDRESS

Being Vulnerable is a Key to Innovation



Laurie Hall, Founder, New Horizon Strategies and Certified Dare to Lead™ Facilitator

"We do things right and we do things well." Would you say this describes your organization? Hopefully it does! Read the values, vision, or guiding principles of most organizations and you'll find some form of this description centered on the quality and integrity

of the service or product being delivered. In juxtaposition, for most organizations the word "fail" brings about an instantaneous reaction of "something to avoid". Innovation and integrity can be competing values. Though we may logically understand that trying anything for the first time will inherently provide the opportunity to succeed or fail, emotionally and culturally we are not okay with actually failing. The extent to which your organization promotes or chastises failure is in direct correlation with innovation, creativity, trust, collaboration, growth, and resiliency.

This riveting presentation is based in part on Dr. Brené Brown's Dare to Lead™ concepts. You'll gain qualitative awareness of failure resiliency, both personally and as perceived within your organization. Laurie will share the formula for creating and sustaining a culture of innovation to increase organizational awareness, plus a checklist of scenarios and keywords that help define missed opportunities for innovation.

BIO: Laurie Hall is a certified facilitator, certified coach, and seasoned speaker. She founded New Horizon Strategies, LLC (NHS) in 2011 to inspire sustainable change in the professional world. Today, Laurie provides executive, career, and business coaching for individuals and groups to help people achieve their vision, goals, and desires. By applying Socratic questioning, she enables clients to seek their own answers. She has coached clients from Fortune 500 companies in the US and around the world.

3:15 – 3:30P PM Break



3:30 – 5P GENERAL SESSION

The Rise of the Animal Welfare Professional

Panelists: Martha Boden, CEO, SPCA Tampa Bay; Barbara Cartwright, CEO, Humane Canada; Jim Tedford, President & CEO, The Association for Animal Welfare Advancement; **facilitated by** Roger Haston, President, The Institute for Animals



Animal welfare is a complex, multi-faceted, and evolving field. As the depth of our work to transform communities becomes more evident, the sector's drive for professionalization has never been higher. Professionalization is the social process by which a group of workers transforms itself into an occupation of the highest integrity and competence. The natural trend in all professions is toward greater specialization and recognition, but in animal welfare, the career path is not always clear. It can be challenging to enter the field and, while we apply standards for others, we don't have industry wide standards for ourselves.

The panel of experts will discuss the path to the professionalization of animal welfare and the role of codes of conduct or ethics, education and training, standards, accreditation, certificates, and certifications along that path. We will explore concepts of professionalization both for individuals and for organizations in the animal welfare sector. Learn how you and your organization can rise!

Martha Boden, PMP, CAWA, has been active in animal welfare for over 30 years. She joined SPCA Tampa Bay in St. Petersburg, Florida, in 2011, and has guided its growth through the addition of a canine training school, pet hospital, spay/neuter practice, and wildlife rehabilitation program. An active member of The Association throughout her career, she is currently chair of the Conference Committee. Martha is also President of the Florida Association of Animal Welfare Organizations.

Barbara Cartwright represents the largest animal welfare community in Canada as the CEO of Humane Canada. Over the past six years, Barbara has launched the annual National Animal Welfare Conference, the National Centre for the Prosecution of Animal Cruelty, the National Violence Link Coalition and conference, as well as spearheaded the development of the first accreditation program for Humane Societies and SPCAs in North America. Barbara holds a master's degree in Environmental Education and Communication. She sits on the Board of Directors for PetSmart Charities of Canada.

Roger Haston, President, The Institute for Animals: With nearly 20 years of experience in animal welfare, Dr. Haston has become an internationally recognized leader in data, trends, and metrics. He is now the founder and president of The Institute for Animals which focuses on strategy, research, and thought leadership in the industry. He has served on the boards of Humane Society of Boulder Valley, Colorado Pet Overpopulation Fund, PetAid Colorado, Catalyst Council, Emancipet, Animal Grant Makers, the National Council on Pet Population, and Shelter Animals Count.

Jim Tedford, CAWA, is the President & CEO of The Association for Animal Welfare Advancement. He has been actively engaged in the animal welfare movement for more than 35 years, having served as CEO for animal sheltering organizations in New York, Louisiana, and Tennessee, and as a regional director for HSUS.

Day 1 | November 19

Day 1 | Tuesday, November 19 *cont.*



5 – 7P **THE ASSOCIATION FALL CONFERENCE OPENING NIGHT
RECEPTION / EXHIBIT HALL OPEN**

Sponsored by PetSmart Charities

Meet up with old friends and make new contacts in a relaxing atmosphere while enjoying local cuisine and beverages, featuring some of the finest from Houston. The Association sponsors will be on hand to share their new products or services. Stop by to learn something new or just to say thank you for all the support of our industry.



If you are a new member, a nonmember, or attending The Association Fall Conference for the first time, we want to help you make the most of your experience! Plan on landing at **The Nest**, inside the exhibit hall. We've built **The Nest** as a gathering place for both newbies and veterans to exchange ideas and find out how to get involved in the work of The Association.

TUESDAY 11/19, 5 – 7P

WEDNESDAY 11/20, 8A – 5P



CHARGE YOUR PHONE at The Internet Oasis/Charging Stations,
Sponsored by Newport One

Located in the exhibit hall during hall hours.

CONTINUING EDUCATION UNITS

- All the conference sessions are approved for CAWA CEs.
- Each of the sessions in the behavior track have been approved for 1 CEU for behavior consultants by both the Certification Council for Professional Dog Trainers (CCPDT) and The International Association of Animal Behavior Consultants (IAABC).
- Many of the workshops have been submitted to CFRE for CEUs for fundraising professionals.

8A – 5P REGISTRATION OPEN

8A – 9A CONTINENTAL BREAKFAST / EXHIBIT HALL OPEN

9 – 10:15A KEYNOTE ADDRESS



The Surprising Science of Meetings

Steve G. Rogelberg, University of North Carolina, Charlotte

A recent estimate suggests that employees endure a staggering 55 million meetings a day in the United States. Even though essential to shelter communication, coordination, and decision making, employee frustration with meetings is just so high. How can your shelter use meetings and help save company time and engage your staff? In this session, you'll gain key learnings and implications for organizational and team success:

- How to transform your organization and team with innovative meeting practices and processes
- How your team or organization can realize the true potential of a meeting
- How company leaders are uniquely positioned to leverage this work and lead their team to peak performance

Steven G. Rogelberg, PhD, is the author of the book *The Surprising Science of Meetings: How You Can Lead your Team to Peak Performance*, released January 2019 from Oxford University Press. He has recently been featured on CBS This Morning, and his book is included in The Washington Post's *The 10 Leadership Books to Watch for in 2019*, and Business Insider's *14 Business Books Everyone Will Be Reading in 2019*. Dr. Rogelberg holds the title of Chancellor's Professor at University of North Carolina, Charlotte, for distinguished national, international, and interdisciplinary contributions. He is a Professor of Organizational Science, Management, and Psychology at UNC Charlotte, as well as the Director of Organizational Science. Rogelberg has more than 100 publications addressing issues such as team effectiveness, leadership, engagement, and meetings at work. He recently won the very prestigious international Humboldt Award for his research. He founded and currently directs the VPA and SeeDS outreach initiatives, which has served over 1,000 animal welfare organizations. He was the inaugural winner of the Society of Industrial and Organizational Psychology Humanitarian Award for this work.

One copy of Dr. Rogelberg's book will be provided to each conference attendee who attends the keynote.



10:15 – 10:45A AM BREAK / EXHIBIT HALL OPEN

10:45A – 12:00P CONCURRENT SESSIONS

LEADERSHIP TRACK

Effective Evaluation Strategies for Volunteer Programs



Megan Moon, CHES, President, Humane Education Coalition; Stephanie Itle-Clark, EdD, President, CEO, Academy for Prosocial Learning



Volunteer programs are valuable in strengthening organizational sustainability and building capacity. But it's not sufficient to know only how many hours volunteers have contributed. Organizations benefit from understanding how their volunteer programs are helping to meet the needs of those they serve and how the program supports the objectives of the organization. What is the real, hands-on impact of your volunteer program? How do you know if your volunteers are being effectively utilized, and how do you assess the program itself? Learn the fundamentals of volunteer program evaluation and ways to measure your program's success in this workshop designed for

nonprofit executives and program leaders. Upon completion of the workshop, attendees will be able to:

- Understand the value of setting goals and measuring outcomes for volunteer programs.
- Identify key performance indicators, metrics, and goal-setting strategies unique to their organization.
- Construct a practical action plan to evaluate both their program and their volunteers.

This workshop is a sample section of the forthcoming Volunteer Engagement Professional (VEP) credential program from the Academy of Prosocial Learning, in partnership with The Association.

Dr. Stephanie Itle-Clark is the founder and president of the Academy of Prosocial Learning where she specializes in humane pedagogy, empathy development, and prosocial education. Previously, she taught in both private and public education sectors and was the Director of Learning at The Humane Society of the United States. She is a current board member of the Humane Education Coalition and the United Federation of Teachers Humane Education Committee.

Megan Moon is the founder and president of the Humane Education Coalition. She specializes in leadership and management development for professional organizations, including volunteer management, building a diverse and inclusive board, and formulating and executing comprehensive marketing, branding, and development strategies that ensure consistency, support programming, and engage stakeholders.

EXECUTIVE TRACK



Working Your Strategic Plan: How to Implement & Monitor Your Completed Plan

Jeanne L. Allen, Founder, Jeanne Allen Consulting

This session helps you get the most out of your strategic plan by discussing what to look for and what tasks to accomplish after the plan is in place, including:

- Managing the changes needed for success
- Deciding how to measure the success of your plan
- Identifying the board's role in monitoring the plan
- Designing the monitoring process

Jeanne Allen is a BoardSource Certified Governance Trainer with expert knowledge of effective governance principles. Jeanne became a Certified Instructor in the Service Enterprise Program, sponsored by Points of Light Foundation. Additionally, she teaches in the Duke University Nonprofit Management Certificate Program. Jeanne is passionate about effective nonprofit management, leadership, and building relationships with and between all the stakeholders: volunteers, members, staff, and board leadership.

BEHAVIOR TRACK *sponsored by The ASPCA*



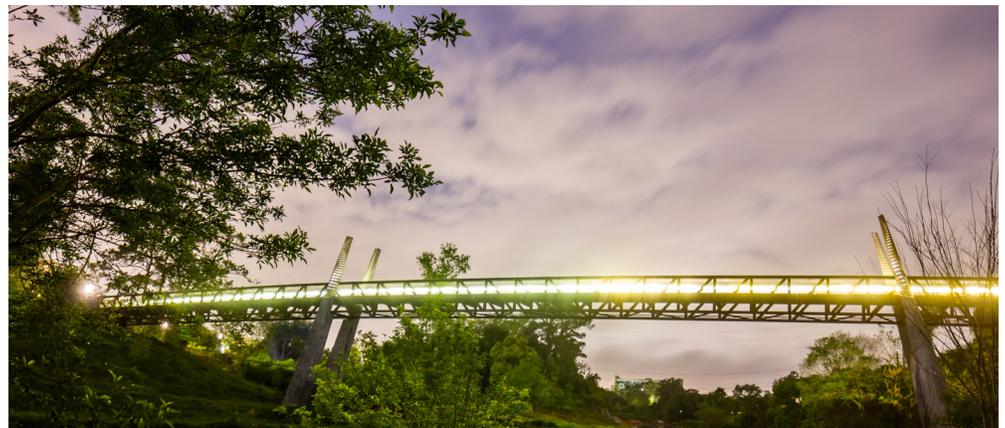
Mentally Healthy: Assessing Quality of Life from a Behavior Perspective

Christina Lee, MA, CPDT-KA, Manager, Anti-Cruelty Shelter Behavior Response, ASPCA

Why is it so difficult to assess and agree on an animal's quality of life, including their psychological well-being? Why is it important that we do so? What are the implications of not doing it: for the animal, for the organization, and for the community? In this session, you'll learn tactically how your staff can assess psychological well-being, and practically, from a leadership perspective, what the implications for your organization will be.

This workshop has been approved for 1 CEUs for behavior consultants by both the Certification Council for Professional Dog Trainers (CCPDT) and The International Association of Animal Behavior Consultants (IAABC).

Christina Lee oversees the personnel of the ASPCA's Shelter Behavior Program. She recruits, trains, and manages animal behavior professionals that work hands-on with animals at the ASPCA's temporary shelters. She has been involved with numerous cruelty cases, removing and evaluating seized dogs and cats. Christina earned a Graduate Certificate in Applied Behavior Analysis from Queens College.



12:00 – 1:45P LUNCHEON / PSA AWARDS SPONSORED BY HILL'S PET NUTRITION/ANNUAL BUSINESS MEETING

Jim Tedford, CAWA, will discuss highlights from The Association's year. The Annual Meeting is followed up by a real must-see: The 2019 PSA Awards, sponsored by Hill's Pet Nutrition, feature some great work from our industry. The Association's PSA Awards are always a highlight of the conference. Bring plenty of tissues...you'll need them!

1:45 – 2P POST-LUNCH BREAK

2:00 – 3:15P CONCURRENT SESSIONS

EMERGING TRENDS IN ANIMAL WELFARE TRACK



A New Tool to Assert the Community Priority of Pets

Panelists: Ed Jamison, Dallas Animal Services;
Michael Robbins, Atlanta Humane Society.

Facilitators: Jodi Buckman, CAWA, ASPCA;
Deborah Turcott, PetSmart Charities

Hungry families share their meager food supplies. People refuse to abandon their animals in the face of natural disaster. Victims of domestic violence stay in dangerous situations when there's no escape for them with their pets. Even in crisis, pet and human relationships are naturally and necessarily intertwined.

For over a year, a group of thought leaders from throughout the animal welfare sector, brought together by PetSmart Charities, has worked to design a new analytic tool (i.e. an index) to give full voice to the responsibilities and opportunities of animal well-being in communities throughout the US. Looking beyond the imperatives of shelter and rescue, the tool's aim is to illuminate inseparable pet perspectives within a broad range of community issues including public health and safety, housing and community development, disability, aging, domestic violence, homelessness, hunger, poverty, economic development, and more.

This session is the first-ever public introduction to the index. Discover how this tool can provide valuable and compelling insight for both champions of animal welfare and public policy makers and administrators.

Ed Jamison is the director for the newly standalone Department of Dallas Animal Services (DAS). The animal situation in Dallas has been the center of scrutiny due to large roaming dog populations, high profile dog attacks, and low positive save rates from the shelter. With an anticipated 40,000 dogs and cats entering DAS this year, Dallas is the 3rd largest intake in the US. Ed has been tasked to increase public safety by getting loose animals off the streets, while at the same time increasing positive outcomes and leading a staff of around 200 employees.

Michael Robbins is a senior executive with more than 12 years of distinguished accomplishments in both the corporate and non profit environments. Currently, he serves as the Senior Vice President and Chief Marketing Officer for the Atlanta Humane Society. Immediately prior, Mike spent 10 years with the Michigan Humane Society.

Jodi Buckman, CAWA, is Vice President of Grantmaking for the ASPCA.

Deborah Turcott is Chief Operating Officer & Acting President of PetSmart Charities.

EXECUTIVE TRACK



Leveraging the Power of an Adaptive Culture for Change **Stacie Freasier, Consultant, La Piana Consulting**

In an adaptive culture, behavior reflects changed views of the situation, the organization, and the self. The culture expects and welcomes change. Need a formula for effective change? Learn how to enhance the adaptability and change-friendliness of your agency so you can “be the change.” We’ll have a lively fast-moving discussion and you’ll leave fired up and ready to act. We’ll discuss:

- Why most change efforts fail – and how to avoid the major pitfalls
- The most effective ways of engaging staff and partners in organizational change
- Practical steps you can take tomorrow to strengthen your agency’s culture and enhance its adaptability

Stacie Freasier has worked for nonprofits in a variety of roles for over 15 years, and possesses a solid command of the social sector. Prior to joining La Piana, she served as Director of Knowledge Strategy for the Council on Foundations. She has also held management positions at Planned Parenthood Federation of America, the San Diego Human Dignity Foundation, and the Society of Hispanic Professional Engineers. Stacie has a Master’s degree in Nonprofit Leadership and Management from the University of San Diego and a Bachelor’s degree in Sociology from the University of Texas at Austin.

BEHAVIOR TRACK *Sponsored by The ASPCA*

Everyone is on the Behavior Team



Katherine Miller, Ph.D., CAAB, Senior Director, Learning Lab, Behavioral Rehabilitation Center, ASPCA; Marianne Luft, Director, Learning Lab, Behavioral Rehabilitation Center, ASPCA; Dawn Davies, Executive Director, Wenatchee Valley Humane Society; Claudia Roll, Vice President of Operations, Humane Rescue Alliance



This session will focus on ways to break down silos that tend to isolate shelter animal behavior programs to the work of just a few staff members. As sheltering organizations find their kennels increasingly occupied by animals with behavioral challenges, a robust behavior program that is well-integrated into the entire sheltering operation will be necessary to effectively meet changing behavioral needs. We must harness the power of the 23+ hours a day that animals are not getting treatment from behavior staff if we want to truly support and elevate behavioral health. This means that everyone in the shelter, every interaction with an animal, and every aspect of their environment is essential to a multifaceted solution.

This workshop has been approved for 1 CEUs for behavior consultants by both the Certification Council for Professional Dog Trainers (CCPDT) and The International Association of Animal Behavior Consultants (IAABC).

Dr. Kat Miller is a Certified Applied Animal Behaviorist with fourteen years of experience in shelter animal behavior assessment, modification, enrichment, research, and education. She is currently the Senior Director of the Learning Lab program at the ASPCA, which facilitates interactive educational opportunities for animal shelter professionals.

Marianne Luft is the Director of the Learning Lab program at the ASPCA’s Behavioral Rehabilitation Center in Weaverville, NC. She began her career in animal welfare at the Humane Alliance Spay/Neuter Clinic in 2005, focusing on developing and scaling national training programs for clinic teams, veterinarians, and veterinary students.

3:15 – 4:00P PM BREAK / EXHIBIT HALL OPEN

Last chance to meet with our industry partner sponsors.

4:15 – 5:30P KEYNOTE

Conversations That Matter: Addressing Forbidden Topics

Jessica Pettitt, Founder, Goodenoughnow.com



Instead of pretending to leave our personal views, troubles, and situations in the parking lot, we bring them to work. A large percentage of our energy is then spent managing these forbidden topics, allowing each of us to under-deliver, squelching innovation. We will explore multiple forbidden workplace topics like racism, religion, political views, and how “real life” comes in between our responsibilities and our ability to fully “show up” to work. We also will brainstorm potential approaches and best practices to help everyone manage and respect painfully opposing views of coworkers that threaten to degrade the overall office culture, while focusing on our organizational values. No “right” answers exist here, but the issue around explosive current events and diversity-related biases (positive and negative) that evoke passions on multiple levels is influencing how organizations operate. Let’s move from tolerance and frustration to being heard and valued. Let’s talk about it.

Jessica Pettitt, M.Ed., CSP, pulls together her stand up comedy years with 15+ years of diversity trainings in a wide range of organizations to serve groups to move from abstract fears to actionable habits that lead teams to want to work together. Graduating from the University of South Carolina with an M.Ed in Higher Education Administration with an emphasis in Crisis Management, Jessica pulls together lessons from teaching History and English in the classroom as well as those from the stand up comedy stages of New York City to bring real and actionable results to meeting rooms and board tables. She is well published, including multiple DVD and online training courses, curriculum guides, and a book, *Good Enough Now*, that makes the abstract actionable.

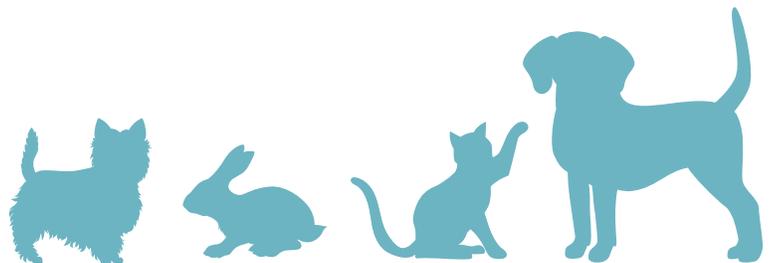
6 –9P THE ASSOCIATION FALL CONFERENCE EVENT NIGHT AT THE HOUSTON SPCA

SPONSORED BY HILL’S PET NUTRITION AND RKD GROUP;

TRANSPORTATION SPONSORED BY JACKSON & RYAN ARCHITECTS

While you’re in Houston, you really can’t miss a visit to the Houston SPCA. To call this campus “state-of-the-art” is an understatement. The Houston SPCA combines innovation, forward-thinking, and modern ingenuity to create a facility Houston and all of animal welfare can be proud of. Our Event Night won’t disappoint either, with a few fun surprise activities and the kind of entertainment only Texas can deliver. Transportation to and from the event will be provided by Jackson & Ryan Architects who just happen to be the firm the Houston SPCA tapped to bring this great campus to life!

Buses leave the Crawford Street hotel entrance at 5:45P and begin return transfers at 8:30P, with the last bus leaving the shelter at 9P.



8A – 11A REGISTRATION OPEN

8A – 9A CONTINENTAL BREAKFAST

9 – 10:30A GENERAL SESSION

Socially Conscious Sheltering



Katie Parker, CAWA, Executive Director, Animal Assistance Foundation; Brad Shear, Executive Director, Potter League For Animals; Dr. Apryl Steele, President & CEO, Dumb Friends League

Socially conscious sheltering is a purely positive articulation of the incredible work that progressive shelters are doing every day. It is a commitment to



creating best outcomes for animals that we are entrusted with, while owning our responsibility to keep our communities safe. We will discuss the entire community network that must work together to be a part of the solutions to animal welfare challenges. Come hear about this national movement that began in Colorado and determine if your organization wants to be a part of it.

Katie Parker, CAWA, is the Executive Director for the Animal Assistance Foundation. Previously, Katie was an animal welfare inspector with the Colorado Department of Agriculture's Pet Animal Care Facilities. She currently serves on the board of directors for The Grey Muzzle Organization and the Colorado Pet Overpopulation Fund.

Brad Shear, CAWA, is the Executive Director of the Potter League for Animals and is one of two Certified Animal Welfare Administrators (CAWA) in the state of Rhode Island. Brad is the Chair Elect of The Association for Animal Welfare Advancement, chairs the Best Practices and Emerging Trends Committee for The Association, and represents The Association on the board of the National Animal Rescue and Sheltering Coalition (NARSC).

Dr. Apryl Steele is President and CEO of the Dumb Friends League and Colorado Humane Society & SPCA (a program of the DFL). Apryl was a practicing veterinarian in Denver for 18 years. She is a past president of the Denver Area Veterinary Medical Society, the Colorado Veterinary Medical Association, and the Animal Assistance Foundation. Apryl is currently the Board Chairwoman of the American Association of Feline Practitioners, serves in the American Veterinary Medical Association House of Delegates, is a member of Hill's Shelter Advisory Board, the Colorado Governor's P.A.W. Committee, and the Cat Friendly Council.

10:30 – 11A AM BREAK

11A – 12:30P CONCURRENT SESSIONS

EXECUTIVE TRACK



Breaking Down Barriers: Achieving Real Board Diversity and Inclusion

Rena Henderson Mason, Founder & President, Bold Agenda

What's holding your board back from achieving real diversity and inclusion? You've made the business case for diversity and your board understands its value. Yet your board continues to struggle to achieve meaningful and lasting diversity and inclusion. Whether you face challenges with recruiting the right talent, heightening their engagement, and/or retaining and preparing diverse candidates for leadership roles, you know that you need to do something different to reach your diversity goals.

We will discuss some of the structural, cultural, and emotional barriers that exist on nonprofit boards when it comes to building greater diversity among members. We will walk through the steps to break through these barriers along three dimensions for sustainable board diversity and inclusion. Through the highlighted case studies, we will explore how to apply barrier breaking techniques to your board.

Rena Henderson Mason, president of Bold Agenda, a nonprofit consulting practice focused on empowering leaders and energizing boards. Rena has an MBA from Harvard Business School and Bachelor's in Finance/International Management from Georgetown University. She is an ICF Certified coach and BoardSource Certified Governance Trainer.



EMERGING TRENDS IN ANIMAL WELFARE TRACK ONPOINT FOR ANIMAL WELFARE ADVANCEMENT



Collaboration is the focus of these three mini-presentations from your peers, from working together to transport animals, to coordinating animal welfare efforts with human services. Learn how collaboration can bring about social change, improve human lives, and save more animal lives.

Big Impact: An Introduction to Social Change

B.J. Rogers, Chief Communication Officer, Emancipet



With the field of animal welfare evolving, professionalizing, and ever coming up against the persistently “wicked” problems that extend well-beyond our discipline (think: poverty, homelessness, and economic instability in general), organizations and their leadership are being increasingly called on to innovate and to deepen the impact of their services. To do that, it’s critical that we take the time to understand the basics of social change, how it differs from much of what we’ve always done (social good), and how it applies to animal welfare.

B.J. Rogers, CAWA: At Emancipet, B.J. oversees marketing, PR, and fundraising strategies as well as all training and consulting services offered through the Emancipet New School. A two-time nonprofit CEO and longtime educator, B.J. is a Certified Animal Welfare Administrator, a Certified Dialogue Education Teacher, and holds an Executive Education Certificate in Public Leadership from the Harvard Kennedy School of Government.

A New Model for Preserving the Human-Animal Bond

Karalyn Aronow, Vice President of Operations, East Bay SPCA

Raquel Bernaldo, Manager of Humane Advocacy, East Bay SPCA

The Humane Advocacy (HA) department at the East Bay SPCA

preserves the human animal bond by providing financial assistance for veterinary care, pet food, and temporary shelter to underserved communities and people in crisis. By working directly with pet owners and community stakeholders, HA programs sustain the human-animal bond, which is critical to the health and well-being of our entire community. Our approach involves comprehensive case management to not only meet immediate needs, but also to build relationships with our clients experiencing complex social challenges such as homelessness, mental health crises, domestic violence, housing, and food insecurity. Learn how our innovative program helps community members in crisis and increases pet retention. Gain ideas for developing a similar program or collaboration in your community.



Karalyn Aronow is the East Bay SPCA’s Vice President of Operations. Karalyn attained Master of Science degrees in biological science and animal behavior. Since joining East Bay SPCA, Karalyn has been working with an incredible team to create and sustain programs that serve the East Bay community through improving animal welfare and promoting and preserving the human-animal bond.

Raquel Bernaldo holds a Masters in Social Welfare and has dedicated her social work career to providing direct service in underserved communities. Since 2016, Raquel has served as the Manager of Humane Advocacy at the East Bay SPCA. Here, she oversees programs that promote the human-animal bond by providing people with the resources they need to care for their companion animals, as well as reduce the number of animals surrendered to local shelters.



Updated Animal Transportation Best Practices

**Brad Shear, Executive Director, Potter League For Animals;
Karen Walsh, CAWA, LVMT, CFE, Director, Animal Relocation, ASPCA**



Animal relocation is an important tool in decreasing shelter crowding and saving more lives. In order to ensure safety, efficacy, and sustainability of relocation programs, consideration must be given to understanding state and local regulations. Animals selected for relocation should be carefully screened for physical and behavioral health, and programs should monitor and address stakeholder concerns proactively. This session will provide a broad overview of the role of animal relocation programs and discuss the indications for various program models, including key considerations to help decide if relocation is right for your agency and address

general requirements for source and destination organizations. Recommendations will be presented in light of the updated Best Practices, a living document, designed to expand over time as community and animal needs adapt to societal changes and advancing knowledge of animal welfare.

Brad Shear, Executive Director, Potter League For Animals – see bio above.

Karen Walsh, CAWA, LVMT, CFE, is the ASPCA's Director of Animal Relocation, and formerly executive director of the McKamey Animal Center and program manager for PetSmart Charities' Rescue Waggin' program. She has a degree in veterinary technology and has achieved designations as a Certified Animal Welfare Administrator and a Certified Compassion Fatigue Educator.

BEHAVIOR TRACK Sponsored by The ASPCA



Behavior Assessments: Through a Leadership Lens

Kristen Collins, MA, ACAAB, VP of Behavioral Rehabilitation Center, ASPCA; Pamela Reid, Ph.D., CAAB, VP of Anti-Cruelty Behavior Team, ASPCA



Now that the pendulum is swinging between performing or not performing behavior evaluations in shelters, what tools do we have to assess an animal's behavior and their safety for adoption? How confident can we be in using those tools to make outcomes decisions, particularly euthanasia decisions? How do we explain and justify the shift to adopters and to the public, and are we running the risk of more adopted animals displaying aggression or causing injury? These questions and more will be explored from the perspective of organizational leadership, community well-being, and progressive animal sheltering.

This workshop has been approved for 1 CEUs for behavior consultants by both the Certification Council for Professional Dog Trainers (CCPDT) and The International Association of Animal Behavior Consultants (IAABC).

Kristen Collins, As Vice President at the ASPCA's Behavioral Rehabilitation Center, Kristen Collins oversees all programs and operations, including the rehabilitation of severely undersocialized, fearful dogs; research projects; and a collaborative partnership program with shelters nationwide. Her role at the ASPCA also includes consultation with other internal teams and the development and implementation of behavior-related projects across the organization. An Associate Certified Applied Animal Behaviorist, Collins holds a master's degree in Applied Animal Behavior from the University of Illinois.

Dr. Pamela Reid is a Certified Applied Animal Behaviorist (CAAB) and serves as Vice President of the ASPCA's Anti-Cruelty Behavior Team. In her role, Dr. Reid oversees the behavioral well-being of ASPCA animals seized in cruelty cases, including dogfighting, puppy mill, and hoarding situations. Dr. Reid believes that psychological harm should be included in legal definitions of animal cruelty and toward that end, she and her team provide evidence to support the prosecution of cruelty that has resulted in mental suffering and distress.

Day 3 | November 21

Day 3 | Thursday, November 21 *cont.*



12:30 – 1:30P NETWORKING LUNCH

1:30P THE ASSOCIATION FALL CONFERENCE ENDS

SAVE THE DATES:
THE SPRING CONFERENCE, JUNE 3-5, 2020 IN CHICAGO!
THE FALL CONFERENCE, NOVEMBER 15-17, 2020 IN NEW ORLEANS!

The 2019 Fall Conference Committee

Martha Boden, PMP, CAWA, CEO, SPCA
Tampa Bay – Committee Chair

Raissa Allaire, Executive Director,
Tree House Humane Society

BJ Andersen, CAWA, Executive
Director, Willamette Humane Society

Julie Bank, Consultant, Bank Consulting
Robyn Barbiers, DVM

Tom Colvin, Chief Executive Officer,
Animal Rescue League of Iowa

Theresa Geary, Director of Operations,
CT Humane Society

Jessica Gilbert, Executive Director,
Humane Society of South Central Michigan

Emily Grossheider, CAWA, Chief
Innovation Officer, Dogs Playing for Life

Julie Kuenstle, VP of Communications
& Marketing, Houston SPCA

Kathleen Olson, CAWA, Executive
Director, Purrfect Pals

Anna Payton, Executive Director,
Aurora Animal Care and Control

Stacey Zeitlin, VP for Community
Engagement, San Diego Humane Society

WANT TO JOIN THE ASSOCIATION FOR ANIMAL WELFARE ADVANCEMENT?

Looking to advance the industry? Want to advance your career?
Do both by joining the leaders in animal welfare!
Go to <https://theaawa.org/page/membership>.

WANT TO SPONSOR?

Looking to connect with the industry? Want to advance your brand?
Do both with a sponsorship of THE Association!
Contact Tom Tholen at marketing@theaawa.org.

Hotel

Marriott Marquis Hotel

Make your reservation at the Marriott Marquis Hotel as soon as possible, and no later than October 20.

The Association group rate is \$199.00 + applicable taxes and fees.

> Book your room online via <https://book.passkey.com/e/49860657>

> Or use the following information to call in your reservation:

- The group name: **Association for Animal Welfare Advancement 2019 Annual**
- Group Code for Attendees: **DOG**
- Group Reservations: **1-800-228-9290**

Marriott Marquis

1777 Walker Street, Houston, Texas 77010, direct phone number: 713-654-1777

Hotel Website link: <https://bit.ly/2JmvRue>

Self-Parking at the hotel: 6-24 hours is \$25 + tax; overnight is \$28 + tax

Valet Parking at the hotel: 6-24 hours is \$40+ tax, overnight \$48 + tax

Transportation to/from the airport: The hotel does not offer a shuttle, so use a cab or a driving service. There are two airports in Houston – Bush International (IAH) & Houston Hobby (HOU) – information about both can be found at <https://www.fly2houston.com>

Approximate cost of taxi/driving service from either airport to the hotel: \$50.00



Registration Form

Conference Registration Form *(page one of two pages)*

Click here to register for THE FALL CONFERENCE <https://theaawa.org/event/2019Fall>

PLEASE NOTE: Registering for the Symposium is separate from The Fall Conference registration. Go to <https://theaawa.org/event/research19> for Research Symposium registration.

IMPORTANT: 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 this method, enter only one registration per form (staff will discount up to FIVE (5) non-members from the same organization at the member rate).

Registrant

First Name _____ Last Name _____

Organization/Company _____ Title _____

Street Address / PO Box _____

City/State/Zip _____

Work Phone _____ Cell Phone _____

E-mail _____

Member of The Association? Yes ___ No ___ **First Fall Conf?** Yes ___ No ___

Member type: Animal Welfare Professional ___ Industry Partner ___ Student ___

New member? Yes ___ No ___ **CAWA Designation?** Yes ___ No ___

Do you have any special needs? (please describe) _____

All meals will be vegetarian. If you have a dietary restriction, please indicate:

Vegetarian Gluten Free ___ **Vegan Gluten Free** ___ **Vegan** ___

Allergy (please describe) _____

THE ASSOCIATION FALL CONFERENCE SPECIAL EVENTS / SESSION PREFERENCE

I plan to attend (check ALL that apply)

___ Opening Night Reception, Tuesday, November 19

___ Event Night, Wednesday, November 20

___ Lunch, Wednesday, November 20

___ Lunch, Thursday, November 21

Which one of these concurrent sessions on Wednesday, November 20 from 10:45A – 12N:

___ Effective Evaluation Strategies for Volunteer Programs

___ Working Your Strategic Plan: How to Implement & Monitor Your Completed Plan

___ Mentally Healthy: Assessing Quality of Life from a Behavior Perspective

Which one of these concurrent sessions on Wednesday, November 20 from 2 – 3:15P

___ A New Tool to Assert the Community Priority of Pets

___ Leveraging the Power of an Adaptive Culture for Change

___ Everyone is on the Behavior Team

Which one of these concurrent sessions on Thursday, November 21 from 11A – 12:30P

___ Breaking Down Barriers: Achieving Real Board Diversity and Inclusion

___ OnPOINT (3 mini-sessions about collaborations)

___ Behavior Assessments: Through a Leadership Lens

Registration Form

Click here to register for the NATIONAL COUNCIL ON PET POPULATION RESEARCH SYMPOSIUM <https://theaawa.org/event/research19>

Conference Registration Form *(page two of two pages)*

REGISTRATION FEES (circle those that apply)	* EARLY	**REGULAR	***LATE
RESEARCH SYMPOSIUM	\$120	\$130	\$170
FULL FALL CONFERENCE:			
Animal Welfare Professional Member	\$310	\$385	\$465
Industry Partner Member	\$495	\$585	\$660
Non-Member	\$495	\$585	\$660
Student Member	\$310	\$310	\$310
CONFERENCE ONE DAY ONLY:			
Animal Welfare Professional Member	\$245	\$315	\$405
Industry Partner Member	\$430	\$515	\$595
Non-Member	\$430	\$515	\$595
Student Member	\$245	\$245	\$245

* Early registration must be postmarked with payment by October 3, 2019

** Regular registration starts October 4 and must be postmarked with payment by October 24, 2019

*** Late registration begins October 25 (Paid [postmarked] by November 15 OR paid on-site)

If only attending one day, please indicate:

Tues PM /Wed AM ____ ; OR Wed PM / Thurs AM ____

GUESTS

(EVENING FUNCTIONS FOR THE ASSOCIATION FALL CONFERENCE ONLY) SOCIAL FEES

Conference participants accompanied by guests may include guests in evening meals and tours by paying the Guest Social Package Fee (does NOT include attendance at sessions or daily breakfasts, lunches, or breaks).

Guest Social Fees @ \$125 per person (Paid [postmarked] by November 15 OR paid on-site).

Guest name(s) _____

Attending: Opening Reception ____ Event Night at Houston SPCA ____

All meals will be vegetarian. If you have a dietary restriction, please indicate:

Vegetarian Gluten Free ____ Vegan ____ Vegan Gluten Free ____

Allergy (please describe) _____

TOTAL GUEST TOTAL PAYMENT (\$125 fee per guest) \$ _____

THE ASSOCIATION CONFERENCE CANCELLATION POLICY

Full refund if requested in writing to meetings@TheAAWA.org on or before October 3, 2019. \$50 processing fee if refund requested in writing by October 25, 2019.

No refunds on or after Nov 8, 2019