

RESILIENCE

THE SPRING CONFERENCE
FOR ANIMAL WELFARE
JUNE 16–17, 2020



50
YEARS
1970-2020

The Association for
Animal Welfare
Advancement



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We've been through a lot and we're going to get through this together.

As your professional association, we are committed to supporting you and providing you with vital resources for **LEADERSHIP DEVELOPMENT**, **PEER-TO-PEER NETWORKING**, and continuous **PERSONAL IMPROVEMENT**.

Our work by its very nature can be emotionally taxing. This conference is designed to help attendees closely examine ways to build resilience, both for themselves and the organizations they represent. Learn how to take better care of yourself as well as the people and animals in your community.

LET'S JOIN TOGETHER through workshops, networking, and sharing, to focus on building resilience.

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

DAY ONE

TUESDAY, JUNE 16

ALL TIMES ARE EASTERN TIME

10 – 10:30 am	Conference welcome and opening remarks
10:30–11:50 am	Keynote: Sarah J. Wooten, DVM, CVJ Rubber Not Glue: Awakening the Resilience Within You
11:50 am–12 pm	AM break
12–1:20 pm	General session: Peter Panepento Communicating to a Divided America
1:20–2:20 pm	Visit the virtual exhibit hall!
2:20–3:20 pm	Concurrent sessions
3:20–3:30 pm	PM break
3:30–4:50 pm	General session: Panel THE COVID-19 Response: Using Science to Separate Fact from Fiction
4:50–5 pm	PM break
5–6 pm	Concurrent sessions
6–7 pm	Visit the virtual exhibit hall!
7–8 pm	Happy hour online with friends old & new

We offer you four workshop tracks to choose from, including a new **Field Services** track especially for municipal staff, and a new RACE-approved **Shelter Medicine** track in collaboration with the Association of Shelter Veterinarians. Enjoy them all!

WANT TO BE 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.

Concurrent Session Tracks	Tuesday, June 16 2:20–3:20 PM (EST)	Tuesday, June 16 5–6 PM (EST)	Wednesday, June 17 2:20–3:20 PM (EST)
Outreach <small>sponsored by Pethealth, Inc.</small>	Hashtags & Hatemail	Change Laws to Change Lives: Influencing Local Policies to Protect Animals	Communicating Collectively for Greater Impact During COVID-19
Field Services	Interacting with Increasingly Diverse Communities	Leading an Effective Animal Cruelty Task Force	Reducing Recidivism: Creating a Responsible Pet Ownership Program
Fundraising <small>sponsored by RKD Group</small>	The Real-Time Way to Raise Major Gifts, and How It's Different than Five Years Ago	Facebook Fundraising: Why We Ran Towards It While Others Ran from It	Managing Productive Donor Visits and Making Effective Solicitations
Shelter Medicine	Pharmaceutical Challenges in Sheltering	Treating the Entire Animal Through Medical and Behavior Coordination	Tiny Patients, Big Challenge: The Science & Practice of Underage Kitten Care

DAY ONE **TUESDAY, JUNE 16**



KEYNOTE ADDRESS | 10:30–11:50 AM (EST)

Rubber Not Glue: Awakening the Resilience Within You

Sarah J. Wooten, DVM, CVJ

Resilience is defined as the capacity to recover quickly from difficult situations. How much of it you have will dictate how you respond to the inevitable challenges of life that are thrown your way. Will you sink or will you swim? Will negative experiences stick to you and drag you down or do they roll off you like water off a duck's back? We all want to be more resilient, but if we are already run down, not confident, afraid, or ready to throw in the towel, how does one develop this magical skill?

Learn how to flow through adversity; develop a resilient, courageous, and compassionate spirit; and bounce forward into success! We will discuss how the human mind can be conditioned to suffer and introduce concepts of how to rewire your brain to cultivate more supportive neural pathways, thoughts, and emotional responses. Happiness and success are largely determined by how we choose to respond to events, whether they be good or bad. Life can present hard lessons, but resilience can help us transform hardship into opportunity, and not only lift ourselves, but also be an inspiration to others.

Dr. Sarah Wooten is a 2002 graduate of UC Davis School of Veterinary Medicine and a well-known international speaker in the veterinary and animal health care spaces. She has 10 years' experience in public speaking and media work, and writes for a large number of online and print animal health publications, such as chewy.com, petMD, Vetstreet, Hill's Education Blog, DVM360 print and online publications, Healthy Pet Magazine, and the Bark. Dr. Wooten is also a certified veterinary journalist, a member of the AVMA, and has 16 years' experience in small animal veterinary practice.

EARN WHILE YOU WATCH

Individual attendees will be able to earn:

- Certificates of completion
- CAVA CE's for all sessions
- Texas Department of State Health Services (DSHS) CE's toward ACO CE requirements per Ch. 829 of the Texas Health and Safety Code
- NACA CE for all sessions
- Other applicable Continuing Education Units such as CFRE, IAABC, and RACE

DAY ONE **TUESDAY, JUNE 16**

GENERAL SESSION | 12–1:20 PM (EST)

Communicating to a Divided America

Peter Panepento, Philanthropic Practice Leader,
Turn Two Communications

It's no secret that our nation is deeply divided along political and social lines, and these divisions make it increasingly difficult for animal welfare organizations to develop messages that appeal to people on both sides of the divide. While animal welfare is a topic that appeals to liberals, conservatives, and everyone in between, it's easy for messages to be delivered in a way that appeals to one side and not the other. Join us for a session that will equip your organization with the tools it needs to listen thoughtfully and communicate effectively with supporters who span the political and social spectrum. Participants will learn how to:

- Identify and speak to the shared values of internal and external audiences, including potential supporters, regardless of their political or social ideology
- Assess your existing communications to find language and imagery that turns off those on either side of the ideological divide
- Eliminate jargon and develop direct, accessible communications that connect with shared values
- Reach key audiences who are either unaware of or turned off by your existing messaging

Peter Panepento founded Turn Two Communications, a full-service communications and PR firm that specializes in working with nonprofits and foundations. Peter spent nearly two decades in journalism, including more than a decade covering the nonprofit world at *The Chronicle of Philanthropy*. He is co-author of *Modern Media Relations for Nonprofits*.



FULL ACCESS

Your registration includes unlimited access to the full live conference and virtual exhibit hall, plus access through 2022 to recordings of all conference sessions.

BREAK | 1:20–2:20 PM (EST)

Visit the virtual exhibit hall!

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

GATHER!

We encourage organizations to invite staff to participate in "conference watch parties"—groups gathered to enjoy presentations together—if social-distancing guidelines permit it.

DAY ONE **TUESDAY, JUNE 16**



ONPOINT OUTREACH TRACK | 2:20–3:20 PM (EST)

Hashtags & Hatemail

**Nina Stively, CAWA, Director,
Loudoun County Animal Services**

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Do you dread putting a found dog on Instagram because the public will declare that you have him on death row? Do you struggle to respond to cranky questions about your agency in public forums? Do you find yourself on pins and needles when making a tough decision on a cat who is a Facebook favorite? Learn new approaches to dealing with abusive language, primarily in social media situations. This session will offer you guidance on constructive public messaging on sensitive industry topics and help you turn the page on keyboard warriors.

Nina Stively is the Director of Loudoun County Animal Services. Nina is a Certified Animal Cruelty Investigator, a Certified Animal Welfare Administrator, and an Animal Control Officer in the Commonwealth of Virginia.



FIELD SERVICES TRACK | 2:20–3:20 PM (EST)

Interacting with Increasingly Diverse Communities

**Jace Huggins, Chief Animal Control Officer,
City of Sacramento–Front Street Shelter**

Michele Gigante, Police Sergeant, Sacramento Police Department

In 2018, California's Governor Brown signed a bill which requires P.O.S.T certified training and guidelines regarding sexual orientation and gender identity for all peace officers. While most Animal Control and Humane Officers do not fall under the P.O.S.T. training requirements, they are still out in the community dealing with the same diverse communities as law enforcement. Shelter personnel also interact with and serve the same community; however, rarely do we see training at animal conferences to help our staff better understand and interact with the myriad of cultures and communities coming through the shelter doors. We will focus on de-mystifying LGBTQI and other communities, along with identifying how to handle customer service interactions, field interviews, pat downs, arrests, and report writing in a way that will help attendees provide respectful service while upholding department and professional integrity.

Jace Huggins Currently the Chief Animal Control Officer for the City of Sacramento, Jace has worked most pet-related jobs in his career, from retail pet stores to being an Intensive Care Unit Technician at the renowned UC Davis Small Animal Teaching Hospital. Jace loves working with his District Attorney and the Sacramento Animal Cruelty Task Force on cruelty cases and educating his regional team.



Sergeant Gigante has been a police officer for 21 years and supervises the Sacramento Police Department's Research, Training and Development In-Service Unit. In her role she develops and organizes training for all SPD Officers. She also develops and assists in the implementation of training as it relates to LGBTQ+ issues. Sgt. Gigante has been SPD's LGBTQ+ Liaison officer since the official implementation of the position at SPD, however, she has acted as the LGBTQ+ liaison for many years before that.

DAY ONE **TUESDAY, JUNE 16****FUNDRAISING TRACK | 2:20–3:20 PM (EST)****The Real-Time Way to Raise Major Gifts, and How It's Different than Five Years Ago****Scott Koskoski, Founder & Principal Consultant,
Carpe Diem Fundraising**SPONSORED BY
RKD Group

At its core, major gift fundraising is easy. It's about making people feel good about themselves and good about giving, and we all can do that! Major gift fundraising in 2020 isn't about money. In fact, lack of available capital in today's world to fund major gifts is not an issue at all, and there's never been more money in the charitable system. Raising major gifts is about how we treat people. It's about conversations, not transactions. It's about collaboration, not lecturing. It's about fairness, not manipulation. Donors want to give—they need to, they want to, and sometimes, they're required to.

This session will provide attendees with the confidence and tangible takeaways they can implement back in their offices the following week to begin a newfound major gift trajectory no matter how far along they already might be. We move beyond the "spray and pray" approach into a major gift strategy suitable for the way relationships and communities really work today. It's all about providing more relevant engagement experiences in an affordable, high-ROI way!

Scott Koskoski is the founder and principal consultant at Carpe Diem Fundraising, where he partners with local, national, and international organizations to increase fundraising and engagement production, evolve staff and board both culturally and professionally, and strengthen their value propositions. Scott has enjoyed a 22-year journey as a frontline fundraiser, campaign director, and nonprofit leader. Scott's experience focuses on major and principal gifts, board engagement, strategic planning, and coaching anyone with a desire to elevate their impact.



This session has been approved for 1.0 CEs from CFRE International.

SHELTER MEDICINE TRACK | 2:20–3:20 PM (EST)**Pharmaceutical Challenges in Sheltering****Lauren Forsythe, PHARMD, DICVP, FSVHP,
Pharmacy Coordinator, University of Illinois
Veterinary Teaching Hospital**IN PARTNERSHIP
WITH
the Association
of Shelter
Veterinarians

Medications, including compounds, are often necessary to treat our patients. But the cost of medications can add up quickly and the record keeping requirements can become challenging. This session will cover considerations when using compounded medications, including preparing them in-house. We will also discuss controlled substance record keeping for compounded and commercial products.

Dr. Lauren Forsythe graduated from the University of Findlay, College of Pharmacy in 2015. She then completed her veterinary pharmacy residency at Purdue's Veterinary Teaching Hospital. After completing her residency, she spent three years as a veterinary clinical pharmacist at the UC Davis Veterinary Medical Teaching Hospital. She is now the Pharmacy Director at the University of Illinois Veterinary Teaching Hospital.



This live session has been approved for 1.0 hours of continuing education credit in jurisdictions which recognize RACE approval.

DAY ONE **TUESDAY, JUNE 16**



GENERAL SESSION | 3:30–4:50 PM (EST)

THE COVID-19 Response: Using Science to Separate Fact from Fiction

Facilitator:

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

Panelists:

Michael Lappin, DVM, PhD, DACVIM, Director, Center for Companion Animal Studies, Colorado State University;
Chair, World Small Animal Veterinary Association's One Health Committee

Julie Levy, DVM, PhD, DACVIM, DABVP (Shelter Medicine),
Fran Marino Endowed Professor of Shelter Medicine Education,
University of Florida

Sandra Newbury, DVM, DABVP (Shelter Medicine), Director,
Shelter Medicine Program, University of Wisconsin

J. Scott Weese, DVM DVSc DipACVIM, Professor,
Ontario Veterinary College

What started as a small meeting of animal welfare leaders and veterinarians in late February, evolved into the North American Coalition for COVID-19 Response with nearly 40 veterinary leaders from Canada, Australia, and the United States collaborating with animal welfare leaders from The Association for Animal Welfare Advancement, American Pets Alive!, ASPCA, Association of Shelter Veterinarians, AVMA, Best Friends Animal Society, Humane Canada, The Humane Society of the United States, National Animal Care and Control, RSPCA, and shelter medicine leadership programs from University of California, University of Florida, University of Wisconsin, and Cornell University.

This collaboration was the first time many of these organizations worked together and the partnership achieved extraordinary results: a unified voice for how animal welfare organizations should navigate a public health crisis. Propelled by a goal of providing animal welfare professionals and pet owners with accurate and timely information regarding COVID-19, these leaders advised veterinarians, public health officials, shelter leadership, and policymakers to continue lifesaving innovation in animal sheltering in the face of a rapidly spreading and deadly pandemic. The panelists will discuss their experiences during the response.

Dr. Michael Lappin is a Professor of Infectious Disease in the Colorado State University Department of Clinical Sciences. His laboratory studies immune responses to vaccination against respiratory viruses in cats and immune responses to feline vaccines. He oversees a large diagnostic service for feline infectious agents. Dr. Lappin is also Director of Shelter Medicine and investigates disease outbreaks and management in shelter settings. He serves as Chair of the World Small Animal Veterinary Association's One Health Committee.

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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 four hours during the two-day conference:

Tuesday June 16
1:20–2:20 pm & 6–7 pm

Wednesday, June 17
1:20–2:20 pm & 5–6 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, JUNE 16**

Dr. Julie Levy's work focuses on the health and welfare of animals in shelters, feline infectious diseases, and humane alternatives for community cat management. She is the founder of Operation Catnip, a university-based trap-neuter-return program. Dr. Levy joined Dr. Cynda Crawford to found Maddie's Shelter Medicine Program, and Dr. Kate Hurley to launch the Million Cat Challenge, a shelter-based campaign to save millions of cats in shelters across North America.

Dr. Sandra Newbury is the Director of the University of Wisconsin Shelter Medicine Program and Associate Professor of Shelter Medicine in the School of Veterinary Medicine. Dr. Newbury helped to build the Koret Shelter Medicine Program at the University of California, Davis from 2006–2014. Her academic work has focused on clinical studies in infectious disease, immunology, and population medicine.

Dr. Scott Weese is a veterinary internist and a Diplomate of the American College of Veterinary Internal Medicine. He is a Professor at the Ontario Veterinary College, University of Guelph; Director of the University of Guelph Centre for Public Health and Zoonoses; and Chief of Infection Control at the Ontario Veterinary College Teaching Hospital.

ONPOINT OUTREACH TRACK | 5–6 PM (EST)**Change Laws to Change Lives:
Influencing Local Policies to
Protect Animals**

**Jessica Johnson, Chief Legislative Officer,
Animal Protection of New Mexico and Animal Protection Voters**

The animal protection movement has grown into an amazing force for saving animals from abuse and neglect. But how can we prevent cruelty from happening in the first place? We need strong laws on the books, and we need savvy, informed, effective advocates for passing those laws—including animal sheltering professionals. This presentation will explain how the legislative process works at the state and local levels, to arm you with the knowledge you need to work within the process to advocate for animals. Getting involved in passing laws can seem like intimidating territory, but stories from past efforts to pass statewide bills and local ordinances in New Mexico will give you a sense of how lobbying works in practice—and hopefully inspire you to be a part of changing laws to change animals' lives for the better.

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DAY ONE **TUESDAY, JUNE 16**

As Chief Legislative Officer for Animal Protection of New Mexico and its 501(c)(4) arm, Animal Protection Voters, **Jessica Johnson** leads the organizations' legislative and political efforts for the protection of New Mexico's animals, and oversees programmatic and legal work to prevent wildlife cruelty. Armed with 8+ years of experience in government relations work for animal protection and a J.D. from Lewis & Clark Law School specializing in environmental and animal law, her expertise includes grassroots citizen advocacy, legislative analysis, campaign strategy and communications, and get-out-the-vote efforts.



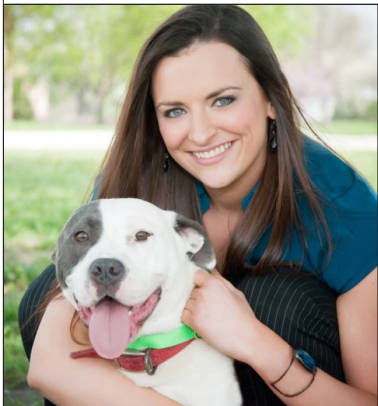
FIELD SERVICES TRACK | 5-6 PM(EST)

Leading an Effective Animal Cruelty Task Force

Captain Andie Taylor, Retired, Bernalillo County Sheriff's Department

Have you ever been frustrated with the level of animal cruelty you witness in your career but don't know where to turn for support within the community? This presentation will explain how to start a grass roots movement to make a positive change for the animals in our communities, especially in high crime areas where people see animals as property. We will focus on how to build cohesive relationships between law enforcement, animal welfare officers, and rescue groups.

Captain Andie Taylor is a retired Commander with the Bernalillo County Sheriff's Department in Albuquerque, NM. She was with the department for 20 years. Captain Taylor attended the FBI National Academy and is a graduate of Northwestern University School of Police Staff and Command. She also holds a bachelor's degree in Criminology and a master's degree in Forensic Psychology. She is currently working on an additional master's degree in Clinical Mental Health Counseling, specializing in trauma in first responders.



FUNDRAISING TRACK | 5-6 PM(EST)

Facebook Fundraising: Why We Ran Toward It While Others Ran from It

Stephanie Filer, Director of Development & Communications, Animal Rescue League of Iowa

The line between marketing and fundraising continues to blur. It is becoming increasingly important to reach donors where they are at, and where a lot of donors are at is Facebook. In their first four years, Facebook fundraisers have raised over \$2 Billion for nonprofits across the globe, but it's not a perfect system, so many organizations have been slow to prioritize this platform in their fundraising plans. We'll explore best practices for attracting worldwide donors and appealing to existing donors through real-time storytelling and capturing donor data. Plus, you'll gain tips for stewardship and other scalable takeaways that you'll be able to implement immediately, regardless of staff size and resources.

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This session has been approved for 1.0 CEs from CFRE International.

DAY ONE **TUESDAY, JUNE 16**

Stephanie Filer has 15 years' experience in nonprofit fundraising and marketing, with most of that time spent in animal welfare. She is the Director of Development & Communications for the Animal Rescue League of Iowa, overseeing the teams responsible for public relations, marketing, fundraising, volunteer, and adoption programs at the state's largest animal shelter.

SHELTER MEDICINE TRACK | 5–6 PM (EST)

Treating the Entire Animal Through Medical and Behavior Coordination

Maria Sabio-Solacito, DVM, Senior Veterinarian, County of Los Angeles, Department of Animal Care and Control

Alison Waszmer, CTC, CDBC, CPDT-KA, Behavior Division Manager, County of Los Angeles, Department of Animal Care and Control

IN PARTNERSHIP
WITH
**the Association
of Shelter
Veterinarians**

Decision-making for animal outcome, both positive and negative, is a complex process that may involve the establishment of the soundness of an animal's health and/or behavior. We will discuss parameters, approaches, and challenges for both medical and behavior evaluators which may sometimes be sitting on the opposite end of the stick. Case studies will demonstrate the processes involved in arriving at a decision for the appropriate outcome. The discussion is aimed to provide not just concepts but practical steps in treating and evaluating the entire animal.

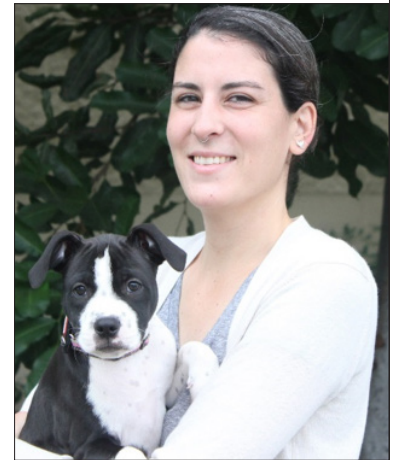
Maria Solacito is a Senior Veterinarian for Los Angeles County Department of Animal Care and Control. Working with DACC for the past 11 years provided Dr. Solacito vast experience in establishing collaborative relationships with other animal welfare professionals of different disciplines and mindsets. Her passion and dedication to the practice of shared leadership assisted her agency in developing cohesive programs and inclusive decision-making processes.

Ali Waszmer is the Behavior Division Manager for the Los Angeles County Department of Animal Care and Control, responsible for development and oversight of training and enrichment programs for pets at all seven animal care centers. Striving to become an accomplished behavior consultant, Ali earned multiple certifications after attending the San Francisco SPCA Academy for Dog Trainers. In her career, Ali has held various positions from Volunteer Manager to Shelter Manager to Director of Program Development.

EXHIBIT HALL | 6–7 PM (EST)

Visit the virtual exhibit hall!

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



This live session has been approved for 1.0 hours of continuing education credit in jurisdictions which recognize RACE approval.

This session has been approved for 1.0 CE from the International Association of Animal Behavior Consultants (IAABC).

DAY TWO

WEDNESDAY, JUNE 17

ALL TIMES ARE EASTERN TIME

10–10:30 am	Opening remarks
10:30–11:50 am	General session: Jodi Lytle Buckman, CAWA, Jan McHugh-Smith, CAWA, and Jim Tedford, CAWA Going Through Hell? Keep Going!
11:50 am–12 pm	AM break
12–1:20 pm	General session: Byron Greenberg, Ph.D., MPH De-escalation: Be Victorious, Not a Victim
1:20–2:20 pm	Break. Visit the virtual exhibit hall!
2:20–3:20 pm	Concurrent sessions
3:20–3:30 pm	PM break
3:30–5 pm	Keynote: Marty Becker, DVM Fear Free Helps Animals, But What's in It for Shelters?
5–6 pm	Last chance to visit the virtual exhibit hall!
6 pm	The Association Spring Conference ends

**SAVE
THE
DATE**

**The Fall Conference and
Our 50th Anniversary Party**
November 15-17, 2020
In New Orleans!

**Featuring a daylong on Sunday, November 15,
about our industry's COVID-19 response
and lessons to carry forward.**

DAY TWO **WEDNESDAY, JUNE 17**

GENERAL SESSION | 10:30–11:50 AM (EST)

Going Through Hell? Keep Going

Jodi Lytle Buckman, CAWA, Vice President of Veterinary Services, Dumb Friends League

Jan McHugh-Smith, CAWA, President and CEO, Humane Society of Boulder Valley

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

Our work evokes an emotional response that drives donations, volunteer engagement, advocacy, and sometimes attack. We'll share what animal sheltering leaders can do to prepare their staff and organization for challenging, emotionally charged situations. We'll explore the nature of attack, both online and in person, and strategies for preparing for, responding to, and recovering from these circumstances.

Jodi Lytle Buckman, CAWA, recently joined the Dumb Friends League as the Vice President of Veterinary Services. Jodi has worked in animal sheltering and welfare for over 30 years at the local, regional, and national levels, including working for 9 years with the ASPCA on national partnerships and grantmaking, and leading animal shelters in Maine, Minnesota, and Ohio. She achieved the Certified Animal Welfare Administrator (CAWA) designation in 2006.

Jan McHugh-Smith, CAWA, is the CEO of the Humane Society of Boulder Valley. Jan's experience over the past 35 years includes being President & CEO of the Humane Society of the Pikes Peak Region, President of the San Francisco SPCA, and Director of Eagle County Animal Control. Jan is the Chair of Shelter Animals Count and Chair of Coloradans Protecting Animal Welfare. She is the past Chair of The Society of Animal Welfare Administrators, and served as Chair of CATalyst Council which works to raise the level of care and welfare for cats.

Jim Tedford, CAWA, accepted his dream job when he joined The Association as President & CEO in 2015. But Jim is no stranger to the organization. He has been a member for nearly 30 years and served as our Board Chairman some twenty years ago. Jim has been actively engaged in the animal welfare movement for about 36 years, having served as CEO for animal sheltering organizations in New York, Louisiana, and Tennessee. He served as a regional director for The Humane Society of the United States and then spent six years providing direct response marketing services to animal welfare organizations.



DAY TWO **WEDNESDAY, JUNE 17**



GENERAL SESSION | 12-1:20 PM (EST)

De-escalation: Be Victorious, not a Victim

Byron Greenberg, Ph.D., MPH, Licensed Clinical Psychologist

People are difficult for a variety of reasons. Some of those reasons are universal and apply to all people (like the responses of those who feel threatened or injured—remember: hurt people hurt other people). Some reasons are particular to a group of people, like those who externalize the causes of their misfortune onto others, or people who have a mental illness like paranoia. Some reasons for being difficult are particular to a person, like an individual who has a difficult personality style. We will consider skills that can be used daily to de-escalate those who are escalating or are at risk of escalating. We will consider ways to preemptively recognize, manage, and resolve conflictual encounters. We will discuss:

- Self-assessments to identify the personal triggers that can pull us into the escalation cycle
- Skills to recognize and assess impending conflict
- How to implement strategies to transform conflicts into reasonably manageable social encounters

Dr. Byron Greenberg is a licensed clinical psychologist who holds graduate degrees from Loma Linda University and Johns Hopkins University. His focus as a clinician has been in the area of high stress professionals such as law enforcement and other first responders, nurses, and teachers. He therefore works with people who are suffering from depression, anxiety, relationship concerns, addictions, crisis, and adjustment to trauma. His approach is a blend of cognitive behavioral therapy and psychodynamic psychotherapy. Dr. Greenberg has been licensed in the Commonwealth of Virginia as a psychologist since January 2001. He is an Associate Professor of Psychology at Virginia State University.

BREAK | 1:20-2:20 PM (EST)

Visit the virtual exhibit hall!

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DAY TWO **WEDNESDAY, JUNE 17****ONPOINT OUTREACH TRACK | 2:20–3:20 PM (EST)****Communicating Collectively for Greater Impact During COVID-19**

Michael Robbins, Senior Vice President and Chief Marketing Officer, Atlanta Humane Society

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

The COVID-19 crisis demanded timely, relevant, and accurate information be delivered to the public and our animal welfare community throughout North America. As such, a collection of communication experts from organizations across the U.S. and Canada was assembled into a COVID-19 Communications Task Force. The group's daily charge was to review and assimilate all relevant information regarding COVID-19 and pets in order to develop and distribute the most critical messaging to four distinct audiences: the public, shelter staff, foster families, and animal control officers/law enforcement. The objective was to support shelters working on the front lines of COVID-19 by providing accurate information and communications materials that could be universally used. Learn the key takeaways and challenges in crisis communication so you're prepared for the next crisis in your community.

Michael Robbins is a senior executive with more than 12 years of distinguished accomplishments in both the corporate and nonprofit environments. Michael has been serving as the chair of the COVID-19 Communications Task Force. 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.

Katherine Shenar 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.

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**FIELD SERVICES TRACK | 2:20–3:20 PM (EST)****Reducing Recidivism: Creating a Responsible Pet Ownership Program**

Dan DeSousa, CAWA, Retired
County of San Diego Department of Animal Services

Nick Lippincott, Board of Directors
National Animal Care & Control Association

Far too often, animal control and humane law enforcement officers deal with the same pet owners time and time again. Are your citations being overlooked by the prosecutors or courts due to higher priority cases? Learn from two agencies regarding their creation of Responsible Pet Ownership courses and how they educate pet owners while at the same time relieving the prosecutors and courts of having to handle the cases. Find out how much money you can save the courts and how much money you can bring into your organization.

(continued on next page)

DAY TWO **WEDNESDAY, JUNE 17**



Dan DeSousa started with the County of San Diego Department of Animal Services as an animal control officer in 1989. As he moved up in the department, Dan managed the department's Dangerous Dog Task Force and he helped to create the department's Responsible Pet Ownership course. After three years as the Director, Dan retired from the department in 2020.

Nick Lippincott is the Special Programs and Training Programs Coordinator for Orange County Animal Services in Orlando, Florida. He also sits on the Board of Directors for the National Animal Care & Control Association. He has worked as a Field Enforcement Officer, and also worked in DC as a Humane Law Enforcement Officer and Bite Investigator. Nick develops programs aimed at increasing collaboration between agencies as well lifesaving and diversion programs.



FUNDRAISING TRACK | 2:20–3:20 PM (EST)

Managing Productive Donor Visits and Making Effective Solicitations

**Brian Daugherty, Chief Philanthropy Officer,
San Diego Humane Society**

A lot of work goes into securing a visit with a donor or prospect. This session will provide tips to ensure that every donor meeting—whether a cultivation, solicitation, or a stewardship visit—is a success. Participants will learn how to effectively guide conversations that lead to greater engagement with your organization and increased success in your personal solicitations.

Brian Daugherty has an expansive career in philanthropy, having led all aspects of a fundraising program from donor relations to major gifts. In his over 25 years of fundraising, he has helped develop comprehensive campaigns from \$16 million to \$1 billion. He currently serves as Senior Vice President and Chief Philanthropy Officer at San Diego Humane Society where he is able to combine his professional experience in philanthropy and his passion for animals.

SPONSORED BY
RKD Group

*This session has been
approved for 1.0 CEs
from CFRE International.*

DAY TWO **WEDNESDAY, JUNE 17****SHELTER MEDICINE TRACK | 2:20–3:20 PM (EST)****Tiny Patients, Big Challenge:
The Science & Practice of
Underage Kitten Care****Erin Doyle, DVM, DABVP (Shelter Medicine Practice),
Senior Director, Shelter Medicine, ASPCA**

Join us as we discuss an evidence-based approach to caring for underage kittens in the shelter setting. We'll review the strengths and challenges of current practices in the field, walk through existing literature, and learn about new data on kitten mortality risk factors. We'll compile this information into strategies you can use for managing underage kittens in your clinics, shelters, and rescues.

Dr. Erin Doyle is a Senior Director of Shelter Medicine & Residency Programs in the ASPCA's Shelter Medicine Services department and is board certified in Shelter Medicine Practice through the American Board of Veterinary Practitioners. Dr. Doyle received her DVM from Tufts University in 2004. Dr. Doyle spent several years in private practice, worked for ten years at the Animal Rescue League of Boston, and has been with the ASPCA since 2018. She also completed a fellowship with the Koret Shelter Medicine program at UC Davis in 2012. Dr. Doyle is the immediate past-president of the Association of Shelter Veterinarians and is an adjunct faculty member in Shelter Medicine at the Cummings School of Veterinary Medicine at Tufts University.

IN PARTNERSHIP
WITH
the Association
of Shelter
Veterinarians



This live session has been approved for 1.0 hours of continuing education credit in jurisdictions which recognize RACE approval.

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The Association for Animal Welfare Advancement?

Want to advance your career? How about advancing the industry? Do both by joining a strong network of leaders in animal welfare. Learn more at theaawa.org/page/membership.

DAY TWO **WEDNESDAY, JUNE 17**



This live session has been approved for 1.0 hours of continuing education credit in jurisdictions which recognize RACE approval.

This session has been approved for 1.0 CEs from the International Association of Animal Behavior Consultants (IAABC).

KEYNOTE | 3:30–5 PM (EST)

Fear Free Helps Animals, but What's in It for Shelters?

Marty Becker, DVM

Whether coming from the streets or a home, entering the shelter can be one of the most frightening transitions an animal can experience. Fear, anxiety, stress, and frustration can lead to physical illness, reduced adoption chances, and longer length of stay for the animals, as well as emotional distress, increased costs, and the risks of fear-based aggression for the shelter team. Dr. Marty Becker, the founder of Fear Free, will walk you through the concepts behind Fear Free and why he brought together a team of shelter medicine and behavior experts to design a free educational course to transform the sheltering experience for animals and those who care for them.

Dr. Marty Becker is the founder of Fear Free, which works to prevent and alleviate fear, anxiety, and stress in pets by inspiring and educating the people who care for them. This includes veterinary and other pet professionals as well as pet parents through FearFreeHappyHomes.com, and animal shelter and rescue group staff and volunteers through FearFreeShelters.com. A passionate advocate for the human-animal and author of 25 books, Dr. Becker practices at North Idaho Animal Hospital because he loves veterinary medicine, pets, and the people who care for them.

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Veterinarians

5–6 PM (EST)

Last chance to visit the virtual exhibit hall!

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

6 PM (EST)

The Association Spring Conference concludes

SPRING CONFERENCE REGISTRATION FORM

The preferred method of registration is online at theaawa.org/event/2020Spring.

Group registration

If you are a member of The Association registering for the conference ONLINE and you want to include non-members from your organization at the discounted member rate, register yourself FIRST, then register each non-member on the same registration form. This will ensure each registrant gets The Association 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 registrant 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 _____

Work phone _____ Home phone _____

Email _____

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

**The first 250 registrants who say yes will receive goodie bags.*

My mailing address for the bag 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 have any special needs (please describe)? _____

Promotional code (for full 2-day registration only): _____

SESSION PREFERENCE

Concurrent sessions: Tuesday, June 16 2:20–3:20 pm (EST)—choose one

- ☐ Hashtags & Hatemail
- ☐ Interacting with Increasingly Diverse Communities
- ☐ The Real-Time Way to Raise Major Gifts, and How It's Different than Five Years Ago
- ☐ Pharmaceutical Challenges in Sheltering

Concurrent sessions: Tuesday, June 16 5–6 pm (EST)—choose one

- ☐ Change Laws to Change Lives: Influencing Local Policies to Protect Animals
- ☐ Leading an Effective Animal Cruelty Task Force
- ☐ Facebook Fundraising: Why We Ran Toward It While Others Ran from It
- ☐ Treating the Entire Animal Through Medical and Behavior Coordination

Concurrent sessions: Wednesday, June 17, 2:20–3:20 pm (EST)—choose one

- ☐ Communicating Collectively for Greater Impact During COVID-19
- ☐ Reducing Recidivism: Creating a Responsible Pet Ownership Program
- ☐ Managing Productive Donor Visits and Making Effective Solicitations
- ☐ Tiny Patients, Big Challenge: The Science & Practice of Underage Kitten Care

REGISTRATION FEES

Your registration includes unlimited access to the full live conference and virtual exhibit hall, plus access through 2022 to recordings of all conference sessions.

Registration fees (check all that apply)

Full Spring Conference

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

Conference One Day Only

Animal Welfare Professional Member	<input type="checkbox"/> \$ 99
Industry Partner Member	<input type="checkbox"/> \$175
Student Member	<input type="checkbox"/> \$ 99
Non-Member*	<input type="checkbox"/> \$175

If only attending one day, please indicate: ☐ Tuesday, June 16 **OR** ☐ Wednesday, June 17

*Learn about becoming a member of The Association at theaawa.org/page/membership.

THE ASSOCIATION REGISTRATION CANCELLATION POLICY

Full refund if requested in writing to meetings@TheAAWA.org on or before **Monday, June 15, 2020**.
No refunds on or after Tuesday, June 16, 2020.

2020 SPRING CONFERENCE COMMITTEE

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

Kathleen Olson, Executive Director,
Purrfect Pals
Incoming Committee Chair

Dr. Chumkee Aziz, Senior Director
Shelter Medicine Practice, ASPCA,
and President, Association of
Shelter Veterinarians
Shelter Medicine Track Chair

Dr. Robyn Barbiers

Beth Brookhouser, Director of
Community Outreach, SPCA for
Monterey County
Outreach Track Chair

Helen Cuadra, Sales and Customer
Success Manager, Shelterluv

T' Fisher, Director, Program for
Pet Health Equity

Anthony Hedger, VP of Administration
and CFO, Houston SPCA

Judy Hunter, Director of Development,
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MeLissa Webber, Assistant General
Manager, Los Angeles Animal Services

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