

The Association for  
**Animal Welfare**  
Advancement



# inclusion

The Association 2021 Spring Conference  
for Animal Welfare Advancement

June  
8-10  
2021

Sponsored by



**PETSMART**  
Charities

The ASPCA | Petfinder | Purina

**The virtual Spring Conference will deliver the learning opportunities we all need, interpersonal connections we crave, and offer a special focus on INCLUSION — inclusion of diverse ideas towards organizational growth, inclusion of all staff and volunteers in cultural shifts, and inclusion of diverse partners within the communities we serve.**

As The Association for Animal Welfare Advancement embarks on our next fifty years, we can't help but look back and see how far we've come. We have grown immensely in membership and in our scope. Hopefully, we have made our founders proud by living out and expanding upon their 1970 vision of the field. Our members, numbering nearly 1,400, stem from all types of animal welfare organizations and represent seasoned veterans, emerging leaders, and everything in between. We are a variety of ages, genders, ethnicities, and races. We are from all 50 states and multiple countries. **The Association is your Association. Your voice matters to us.** Join us in June for three days of learning and conversation.

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, JUNE 8

### ALL TIMES ARE EASTERN TIME

11–11:30 am	Exhibit hall open
11:30 am–12 pm	Welcome: Jim Tedford
12–1 pm	Keynote: How to Change the World, a Practical Guide
1–1:10 pm	Break
1:10–2:10 pm	Panel discussion: Early Reports from the Field on DEI and How to Talk about This Stuff
2:10–3 pm	Exhibit hall open
3–4 pm	Four concurrent sessions
4:15–5 pm	Unmuted sessions
5:05–6 pm	Happy hour online with friends old and 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 four workshop tracks to choose from, but you can enjoy them all! Participate live June 8-10 or catch the recordings, available through August 31, 2021.

Concurrent Session Tracks	Tuesday, June 8 3–4 pm ET	Wednesday, June 9, 2–3 pm ET	Thursday, June 10, 2–3 pm ET
<b>Field Services</b> (NACA approved)	How Managed Intake Positively Changed Emergency Response for LA County Animal Control	Working with Local Officials to Reach Your Shelter Goals	ALE/ACO Safety in Turbulent Times
<b>Finance &amp; Strategy</b> (CFRE approved) Sponsored by 24PetWatch	Adopting a Feline Approach to Strategic Planning	Minding the Business While Changing the World—Reporting and Fiduciary Responsibilities	Navigating Disasters for Nonprofits: from Financial Triage to Scenario Planning
<b>Fundraising</b> (CFRE approved)	Inclusive, Effective Fundraising	Breaking the Mold in Times of Crisis: Updated Fundraising Ideas	Donor Retention: The Ultimate Safety Net While You Figure Out the Future
<b>Shelter Medicine</b> (RACE approved)	Spayathon for Puerto Rico: Lessons and Data from 50,000 Surgeries	Veterinary Social Work: Attending to the Human Side of things in Animal Sheltering	AlignCare, Improving Access to Veterinary Care

# DAY ONE **TUESDAY, JUNE 8**

**11–11:30 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 AM–12 PM ET**

## **Conference welcome and opening remarks**

Jim Tedford, CAWA, President & CEO of The Association for Animal Welfare Advancement will set the stage for 2½ days of fantastic learning and networking.



Approved for 1 NACA CE

**KEYNOTE ADDRESS | 12–1 PM ET**

## **How to Change the World, a Practical Guide**

### **Dex Hunter-Torricke, Tech Communications Leader**

Never in history have so many people had the power to give back to the world. But changing the world is hard, and most change-makers spend their lives struggling to achieve their full potential. What common lessons can we learn from the most successful leaders and organizations at the heart of global change? Dex Hunter-Torricke, adviser for more than a decade to leaders from the United Nations, Google, Facebook and other global pioneers, presents some of the most powerful and surprising insights from his career that can offer a practical guide for all of us to use as we take on the world.

**Dex Hunter-Torricke** is head of communications for the Oversight Board, the independent body established in 2020 to make binding decisions on Facebook and Instagram's most challenging content issues. During his career, Dex has served in a string of high-profile roles across the tech and policy worlds, including as head of communications for SpaceX, head of executive communications for Facebook—including four years as speechwriter for Mark Zuckerberg, and as Google's first executive speechwriter where he supported Eric Schmidt and Larry Page. Before that, he was a speechwriter for the office of UN Secretary-General Ban Ki-moon. Dex is a New York Times-bestselling ghostwriter and frequent public speaker on technology issues.

**BREAK | 1–1:10 PM ET**

## **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 August 31, 2021.

# DAY ONE **TUESDAY, JUNE 8**

**PANEL DISCUSSION | 1:10–2:10 PM ET**

## **Early Reports from the Field on DEI and How to Talk about This Stuff**

### **Facilitators:**

Amanda Arrington, Co-Lead, The Association  
DEI Committee & HSUS

Johnny Jenkins, Co-Lead, The Association  
DEI Committee & The JyOba! Project

### **Panelists:**

Shannon Martin-Roebeck, DEI Committee Survey Chair &  
Capital Humane Society

Maria Morukian, MSM Global Consulting

Zimife Umeh, MSM Global Consulting

Our belief that the animal welfare mission needs to be fueled by opportunity for and access to all prompted The Association's DEI committee formation in 2019, led by Amanda Arrington and Johnny Jenkins. Our DEI committee continues its work to ascertain benchmarking for diversity, equity, and inclusion in animal welfare through a robust, industry-wide survey and one-on-one interviews. Panelists will share early takeaways from our *Diversity, Equity, and Inclusion in Animal Welfare* survey conducted by MSM Global, the consultancy leading The Association's DEI work. This panel will also discuss the urgent need to address DEI in animal welfare, share preliminary benchmarking data, and explore ways for members to get involved in helping us make sustainable progress.

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 serves as co-chair of The Association for Animal Welfare Advancement's Committee for Diversity, Equity, and Inclusion in Animal Welfare.

**Johnny Jenkins** is an animal welfare consultant who has managed multi-million-dollar grant portfolios to advance racial and economic justice, LGBT equality, and animal welfare. His skills have been used to advance the missions of reputable private foundations such as the Arcus Foundation and PetSmart Charities. He has provided leadership to multiple racial equity, diversity, and inclusion initiatives in animal welfare, including PetSmart Charities' Racial Equity Advisory Committee, The Association's DEI Committee, and the HASS Project DEI Advisory Committee.



Approved for 1 NACA CE



## DAY ONE **TUESDAY, JUNE 8**



**Shannon Martin-Roebuck** is chair of The Association's DEI Committee Survey. She 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.

**Maria Morukian** is the President and Founder of MSM Global Consulting, the agency leading The Association's DEI work. Maria is an organizational development trainer, coach, and consultant specializing in diversity and inclusion. Maria's passion lies in exploring stories that illustrate the intersection between leadership, identity, and culture.

**Zimife Umeh** is a Senior Consultant at MSM Global Consulting where she focuses on DEI survey design, data collection, and data analysis. Her interest in DEI issues stems from her commitment to producing research and strategies that eliminate barriers to racial equity and inclusion within the workplace. Zimife was born in Nigeria and lived there until she was eight when she moved to the U.S.

# SAVE THE DATES

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

**50**  
YEARS  
1970-2020

The Association for  
**Animal Welfare  
Advancement**



# DAY ONE **TUESDAY, JUNE 8**

**EXHIBIT HALL OPEN | 2:10–3 PM ET**

**FIELD SERVICES TRACK | 3–4 PM ET**

## **How Managed Intake Positively Changed Emergency Response for LA County Animal Control**

**Lisa Eldridge**, Los Angeles County, Department of Animal Care & Control

**Paul Maradiaga**, Los Angeles County, Department of Animal Care & Control

Los Angeles County Department of Animal Care and Control operates one of the largest shelter systems in the United States. Seven animal care centers serve more than 3 million residents over a 4,000 square mile geographic area. When COVID-19 hit, the Department quickly pivoted its operations from open admissions to managed intake, engaging the community by providing resources and information. Animal Control Officers were on the frontlines of this shift, interfacing with the community daily, while also observing COVID guidelines to safely respond to cruelty cases, dangerous dog complaints, and a record number of wildfires. Learn how managed intake changed emergency response in LA County and how to implement similar changes using a diversity, equity and inclusion approach to engage your community.

**Lisa Eldridge** is the Public Safety Division Manager for the LA County Dept. of AC&C. Lisa joined the department in 1995 and has worked multiple ranks as an animal control officer, managed the Carson and Palmdale Animal Care Centers, and is the coordinator for the equine response team deployed during wildfires and other emergencies.

**Paul Maradiaga**, an ACO III, is Kennel Sergeant at the Palmdale Animal Care Center. He served in the US Navy for 4 years and has been in the animal field for 14 years, including 7 in LA County where he started off as an ACO.



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**FINANCE AND STRATEGY TRACK | 3–4 PM ET**

## **Adopting a Feline Approach to Strategic Planning**

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24PetWatch

**Jan F. Brazzell, PhD, ACFRE, Advancement Counseling**

Why bother with strategic planning when pandemics, rapid changes in technology, and fluctuations in community demand render your plans obsolete before the ink dries? This session will explore why it still makes sense to plan. You will learn why the planning process matters more than the plan itself. You will come away with strategies for creating and implementing a plan that's as exciting, agile, alert, and flexible as your favorite feline.

**Jan Brazzell** leads Advancement Consulting, which she founded in 2001 to help nonprofit leaders move their organizations forward. Jan specializes in strategic planning, board and organizational development, effective fundraising, capital/endowment campaigns, and group facilitation. She has advised more than 75 nonprofit organizations of all types and sizes throughout Western Washington.



Approved for 1 CFRE CE

## DAY ONE **TUESDAY, JUNE 8**



Approved for 1 CFRE CE

### **FUNDRAISING TRACK | 3–4 PM ET**

#### **Inclusive, Effective Fundraising**

**Heather Friedman, LifeLine Animal Project**

**Christina Hill, Atlanta Humane Society**

Learn from two different organizations working in the same city on how they approach fundraising and how they're ensuring their communications represent and inspire Atlanta. You'll hear about different fundraising opportunities, including grassroots fundraising, campaigns, giving days, and galas. See how these two organizations approach diversity and inclusion in their marketing materials, messaging, storytelling, audience engagement, and tough conversations with supporters.

**Heather Friedman**, Chief Marketing Officer for LifeLine Animal Project, is a marketing and communications expert with over 22 years of agency and client-side experience in integrated brand marketing, communications, strategic channel planning, and digital marketing. Since joining LifeLine Animal Project in 2015, she has developed strategic marketing and communication solutions to help foster adoptions, donations, community engagement, and overall awareness of their lifesaving mission.

**Christina Hill** is part of a fantastic community engagement team at the Atlanta Humane Society where she has been for the past 4 years. Previously, she worked at the Michigan Humane Society and with nonprofits abroad while obtaining her master's degree in nonprofit public relations.

Live session only approved for 1 RACE CE (recording is not RACE-approved so attend the live session!)

### **SHELTER MEDICINE TRACK | 3–4 PM ET**

#### **Spayathon for Puerto Rico: Lessons and Data from 50,000 Surgeries**

**Jen Bolser, DVM, The Humane Society of Boulder Valley**

**Julie Levy, DVM, PhD, DACVIM, DABVP (Shelter Medicine), University of Florida**

**Ruth Parkin, DVM, ViDAS**

Puerto Rico, already challenged with significant pet overpopulation including 90% euthanasia rates in shelters, was further devastated by Hurricane Maria in 2017. In the wake of Maria, a coalition of 26 organizations led by the Humane Society of the United States collaborated to bring high-quality high-volume spay neuter (HQHVSN) to Puerto Rico. Data collected from 50,000+ HQHVSN surgeries reveals the incredible need for access to spay/neuter and demonstrates that high standards and low complications are achievable in MASH settings. By providing thorough training in HQHVSN processes and techniques to local organizations and veterinarians, combined with enthusiastic community support and inspiration of future generations, Spayathon has laid the foundation for long term, sustainable efforts in HQHVSN across Puerto Rico. The coalition created a complete guidebook and compilation of protocols to help organizations and individuals to replicate this work in other locations—you'll have access to these resources. Learn about Spayathon for Puerto Rico and be inspired!



## DAY ONE **TUESDAY, JUNE 8**



**Dr. Jennifer Bolser** is the Chief Clinic Veterinarian of The Humane Society of Boulder Valley. She is a medical director for Spayathon for Puerto Rico and serves on the Board of Directors for the Association of Shelter Veterinarians. Driven by a passion for diverse and international perspectives, she has performed thousands of surgeries in over 20 locations globally, while providing veterinary training in collaboration with communities around the world to achieve sustainable impact and solutions for animal care and welfare.

**Dr. Julie Levy** is a professor of Shelter Medicine at the University of Florida, where she focuses on the health and welfare of animals in shelters, feline infectious diseases, and humane alternatives for cat population control. She founded Operation Catnip, a nonprofit university-based community cat trap-neuter-return program that has spayed, neutered, and vaccinated more than 65,000 cats in Gainesville since 1998. In 2008, she co-founded Maddie's Shelter Medicine Program, and in 2014, she joined Dr. Kate Hurley to launch the Million Cat Challenge, a shelter-based campaign to save millions of cats in shelters across North America.

**Dr. Ruth Parkin** is President and Co-Founder of ViDAS, a nonprofit organization providing free HQHVSN services in places of need. ViDAS has worked in Mexico and post-Hurricane Maria Puerto Rico, and has safely performed over 40,000 sterilization surgeries. Dr. Parkin works as a contract locum surgeon in Washington, Oregon, and Colorado.

# DAY ONE **TUESDAY, JUNE 8**

## **UNMUTED SESSIONS | 4:15–5 PM ET**

Everyone is sick of sitting silently in Zoom calls. We get it. We know you are craving interpersonal interaction with your colleagues and peers. Here is your big chance to connect! Unmute your computer and join these unmuted sessions. Each day we will offer you three opportunities for casual group discussion and safe space around topics that matter to you and our industry. Pop into several sessions over the 45 minutes or stay put wherever you like. **Meet, talk, chat, listen, network, brainstorm.** And it's ok to keep your speaker muted too—do what's right for you in the moment.

### **Pandemic Response: Operations Topics**

#### **Conversation hosted by:**

Kim Brown, Animal Protective Association of Missouri

Lisa Feder, CAWA, Nevada Humane Society

### **Crisis Response: Fundraising Topics**

#### **Conversation hosted by:**

Michael Watson, Phoenix Innovate

Mark Gaskill, Phoenix Innovate

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Phoenix Innovate

### **BIPOC Conversation & Safe Space**

#### **Conversation hosted by:**

Zimife Umeh, MSM Global Consulting

Johnny Jenkins, The JyOba! Project

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Maddie's Fund

## **HAPPY HOUR ONLINE | 5:05–6 PM ET**

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

Grab your favorite beverage, then play trivia games and network.

Join us for Dog Trivia!

DOG TRIVIA SPONSORED BY  
HILL'S PET NUTRITION

# DAY TWO

## WEDNESDAY, JUNE 9

### ALL TIMES ARE EASTERN TIME

11–11:30 am	Exhibit hall open
11:30 am–12 pm	Opening remarks: Brad Shear
12–1 pm	General session: The Veterinary Shortage
1–2 pm	Exhibit hall open
2–3 pm	Concurrent sessions
3:15–4 pm	Unmuted sessions
4:05–5 pm	Happy hour online with friends old & new

#### 11–11:30 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.

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#### 11:30 AM–12 PM ET

### Opening remarks

Brad Shear, CAWA, CEO, Potter League For Animals and The Association's Board Chair, will welcome you to day two of the conference.

**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 TWO **WEDNESDAY, JUNE 9**



Approved for 1 NACA CE

### **GENERAL SESSION | 12–1 PM ET**

## **The Veterinary Shortage**

**Mark Cushing**, Animal Policy Group, LLC

**Aimee St. Arnaud**, Open Door Veterinary Support

A recent Banfield study estimates a shortage of 10,000 veterinarians in the next 10 years which could impact the care of 75 million pets. Many shelters and clinics already feel the pinch and struggle to get animals altered before adoption or limit services due to staffing shortages. Join a robust discussion about how your organization can be involved in the short-term and long-term solution of getting more veterinarians into the field, including leveraging vet techs and new mid-level professionals. You will learn:

- How to write a stellar job ad to attract candidates
- Which benefits and compensation packages to offer and see how you stack up to other organizations
- What is important to veterinarians and why they stay or leave a position — the reasons may surprise you
- How mid-level professionals could reduce shortages, expand access to care, and boost the veterinary profession

**Mark Cushing** is the Founder and Managing Partner of the Animal Policy Group, which provides high-level strategic advice, government advocacy, regulatory, and policy services to animal health and veterinary clients, universities, and industry groups throughout North America. Mark served as an adjunct professor of law at the LMU Duncan School of Law in Knoxville, Lewis & Clark Law School in Portland, and the University of Oregon School of Law. Mark is the author of *Pet Nation*, an inside look at the forces behind how our pets transformed American society and culture.

**Aimee St. Arnaud** is a business partner in two full-service veterinary clinics that focus on removing barriers to care and increasing access to veterinary services while still maintaining a net positive revenue. She has created a mentorship training for clinics that want to replicate their business model. Aimee has experience mentoring from her time at the ASPCA Spay/Neuter Alliance where she helped develop six training programs that mentored over 170 clinics and trained over 1,000 veterinary professionals annually in efficient spay/neuter techniques.

### **1–2 PM ET**

**Exhibit hall open**

**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, JUNE 9**

### **FIELD SERVICES TRACK | 2–3 PM ET**

#### **Working with Local Officials to Reach Your Shelter Goals**

**Amy-Jo Sites, MPA, CAWA, Fort Wayne Animal Care and Control**

As a municipal shelter, it may be challenging to convince local leaders you cannot be progressive without proper funding. Amy-Jo will share three different projects that were approved and financially supported by both the Fort Wayne City administration and their City Council. She will share strategies municipal shelter leaders can use to help gain the confidence they need to pursue more funding. No one knows your shelter like you do, it's time to show those who hold the financing power that animal welfare is an important profession and should be supported properly.

**Amy-Jo Sites** began her shelter career in 2004 as the office supervisor, was promoted to deputy director in 2011, and was named director in 2016. In addition to her CAWA credential, Amy-Jo has a Master's in Public Affairs. Amy-Jo has testified before lawmakers on behalf of several proposed bills to strengthen cruelty and neglect laws and exotic animal laws for Indiana.



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Approved for 1 NACA CE

### **FINANCE AND STRATEGY TRACK | 2–3 PM ET**

#### **Minding the Business While Changing the World — Reporting and Fiduciary Responsibilities**

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**24PetWatch**

**Beth Short, Ohio Attorney General Office of Charitable Law**

Nonprofits strengthen our communities in countless ways—and their staff, board, and volunteers are often passionate about the cause. Sometimes there is much less enthusiasm for paying attention to board governance, legal fiduciary obligations, and reporting requirements. Charities ignore these important concepts at their own peril. If nonprofit leaders fail to take care of business properly, the entire organization can be jeopardized. This training will include a review of the basic requirements all charitable organizations have, along with easy-to-follow tips to responsibly protect an organization and its beneficiaries. Staff leaders, we invite you to bring your board members to this session!

**Beth Short**, who handles outreach and education for the Ohio Attorney General's Charitable Law Section, has spent her career working for and with nonprofit organizations. Her passion for the nonprofit sector is evidenced by her professional and volunteer background working with charities as a staff member, board member, consultant, and volunteer for large and small organizations. Her work in the Charitable Law Section focuses on the development of strategies aimed at strengthening the nonprofit sector.



Approved for 1 CFRE CE

# DAY TWO **WEDNESDAY, JUNE 9**



## FUNDRAISING TRACK | 2–3 PM ET

### **Breaking the Mold in Times of Crisis: Updated Fundraising Ideas**

#### **Facilitator:**

Judy Hunter, Cleveland Animal Protective League

#### **Panelists:**

Alisa Gray, Kentucky Humane Society

Joe Lisella, CAWA, Marin Humane

Laurie Peterson, Denver Dumb Friends League

A gala with an empty hotel room, a walk without hundreds of people gathered in a park. Those were just a few of the challenges fundraisers faced in 2020 when trying to execute annual events. Many events went virtual, and organizations turned to other creative ways to raise funds. For many, gross revenue was down but net revenue (due to reduced expenses) and number of “attendees” was up. This session will feature case studies of a walk and a gala that each went virtual, as well as creative, nontraditional fundraisers undertaken by our panelists. The speakers will share what worked, what didn’t, and what they have learned that they will carry forward in their fundraising plans post-COVID.

As Senior Director of Development at the Cleveland Animal Protective League, **Judy Hunter** oversees donor relations, volunteers, marketing, and all fundraising activities. Under her leadership, Judy’s team executes two telethons and a gala each year and supports numerous annual fundraising events organized by community members. Judy also currently oversees the fundraising and marketing aspects of the APL’s \$13.5M Unleash the Dream capital campaign.

As Vice President of Outreach at the Kentucky Humane Society, **Alisa Gray** oversees donor relations, volunteers, development, and public relations. She provides leadership to ensure the success of KHS’ Annual Fund and special events, which include a walk, gala, golf tournament, telethon, and hundreds of smaller annual events. Under Alisa’s guidance, KHS’ annual giving revenues have increased 103% over the last six years.

**Joe Lisella**, CAWA, joined Marin Humane as Director of Development in January 2013 and has substantially increased philanthropic support in all areas. He has 30 years of development and external relations experience in the nonprofit and university sectors in California, New York, and Pennsylvania. Joe is a Certified Animal Welfare Administrator.

**Laurie Peterson**, The Dumb Friends League’s Vice President of Development, Marketing, Communications and Education, has 15 years of corporate experience. With a passion for animal welfare, Laurie transitioned to the nonprofit sector 13 years ago. Laurie received her bachelor’s degree in business administration from the University of Mary Washington and her master’s degree in nonprofit management from Regis University.



## DAY TWO **WEDNESDAY, JUNE 9**

### **SHELTER MEDICINE TRACK | 2–3 PM ET**

#### **Veterinary Social Work: Attending to the Human Side of things in Animal Sheltering**

**Dr. Elizabeth Strand, PhD, LCSW, University of Tennessee**

Do animals need a veterinary social worker? Hopefully, you will know the “right answer” by the end of this webinar. The basic veterinary social work model applies social work values and methodologies to animal-related situations and settings. It’s a marriage between social work and the scope of practice veterinary medicine holds, especially operating within the veterinary public health realm. This participatory and evidenced-based session will cover the four areas of veterinary social work as well as practice examples at micro, mezzo, and macros levels. Attendees will help brainstorm all the areas where veterinary social workers could be helpful in the animal shelter setting as well as learn about case examples of such work. Leave inspired to consider ways in which veterinary social work could be integrated into your organization.

**Dr. Elizabeth Strand** is the Founding Director of Veterinary Social Work at the University of Tennessee College of Veterinary Medicine. She is a licensed clinical social worker, experienced family therapist, Grief Recovery Specialist, and a Mindfulness-Based Stress Reduction Teacher. She has been working in the field of social work for 20 years. She also is trained as a Child, and Adult Animal Abuse Treatment counselor, a Compassion Fatigue Specialist, and holds a Doctor of Philosophy in Social Work. Her interest-areas include the link between human and animal violence, animals in family systems, and stress management techniques in animal-related environments.



Approved for 1 NACA CE  
Live session only approved  
for 1 RACE CE (recording is  
not RACE approved so  
attend the live session!)

## **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 2½ day conference:**

### **Tuesday June 8**

11–11:30 am ET & 2:10–3 pm ET

### **Wednesday, June 9**

11–11:30 am ET & 1–2 pm ET

### **Thursday, June 10**

11–11:30 am ET & 1–2 pm ET

**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 TWO **WEDNESDAY, JUNE 9**

### **UNMUTED SESSIONS | 3:15–4 PM ET**

Unmute your computer and join these unmuted sessions: three opportunities for casual group discussion and safe space around topics that matter to you and our industry. Pop into several sessions over the 45 minutes or stay put wherever you like. **Meet, talk, chat, listen, network, brainstorm.** And it's ok to keep your speaker muted too—do what's right for you in the moment.

### **Pandemic Response: HR Topics**

#### **Conversation hosted by:**

Darlene Duggan, Anti-Cruelty Society

Meisha Burrell, Anti-Cruelty Society

### **Challenges & Successes of Transport**

#### **Conversation hosted by:**

Kim Alboum, BISSELL Pet Foundation

Allison Cornelius, CAWA, The Greater Birmingham Humane Society

### **White Ally Conversation & Safe Space**

#### **Conversation hosted by:**

Maria Morukian, MSM Global Consulting

Brad Shear, CAWA, Potter League for Animals

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Maddie's Fund

### **HAPPY HOUR ONLINE | 4:05–5 PM ET**

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

Grab your favorite beverage, then play trivia games and network.

Join us for Cat Trivia!

CAT TRIVIA SPONSORED BY  
PURINA/PETFINDER

## **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
- RACE CEs for select live sessions
- Texas Department of State Health Services (DSHS) CEs toward ACO CE requirements per Ch. 829 of the Texas Health and Safety Code for all sessions

*CEs will be awarded for live and recorded sessions unless otherwise noted*



# DAY THREE THURSDAY, JUNE 10

## ALL TIMES ARE EASTERN TIME

11–11:30 am	Exhibit hall open
11:30 am–12 pm	Opening remarks: Jim Tedford
12–1 pm	Panel discussion: Are You Ready for the Answers to Those Questions?
1–2 pm	Exhibit hall open
2–3 pm	Four concurrent sessions
3:15–4 pm	Unmuted sessions
4:05–5 pm	A special musical performance

### 11:30 AM–12 PM ET

#### Opening remarks

Jim Tedford will start us off strong for the last day of the conference.

### PANEL DISCUSSION | 12–1 PM ET

#### Are You Ready for the Answers to Those Questions?

##### Facilitators:

Amanda Arrington, Co-Lead, The Association  
DEI Committee & HSUS

Johnny Jenkins, Co-Lead, The Association  
DEI Committee & The JyOba! Project

##### Panelists:

Ashley Anderson-Mutch, HSUS

Shafonda Davis, CAWA, APS of Durham

Let's agree that animal welfare has a problem: a lack of diversity. Now that we agree on that point, let's start asking those questions that make folks uncomfortable. Change and transformation will only be possible if we confront our bias in an honest and direct way. What's it really like to be a minority working in animal welfare? How should we address this topic with our BIPOC colleagues? What things are said behind closed doors in hushed tones? We're busting through our comfort zone to hear the truth from panelists who are determined to share their lived experiences so that others can learn. Join us for what promises to be an engaging and dynamic conversation among colleagues who aren't holding back.



## DAY THREE THURSDAY, JUNE 10



**Ashley Anderson-Mutch** is a Senior Program Manager of Policy and Enforcement Reform with Pets for Life at the Humane Society of the United States. She works with animal welfare organizations across the country to address areas of inequity with internal and external policies that disproportionately affect underserved communities and communities of color. She also works with several municipal shelter organizations and local animal enforcement teams to implement community-based support practices. Prior to joining the HSUS, Ashley worked as a Humane Law Enforcement Officer in Philadelphia and across several counties in Pennsylvania.



**Shafonda Davis** has worked in animal welfare for over twenty years. She is the Executive Director of the Animal Protection Society of Durham in NC. She serves on The Association for Animal Welfare Advancement's Committee for Diversity, Equity, and Inclusion in Animal Welfare, and is a former board member of the North Carolina Animal Federation. Shafonda, who identifies as a Black American, feels privileged to work in a diverse community in the South with a diverse staff that work together to create a better world for animals through sheltering, outreach and spay neuter assistance. Having started in animal welfare with very few people that resembled herself, Shafonda is hoping to contribute to a future where all of animal welfare is accepting and inclusive. Shafonda became a Certified Animal Welfare Administrator (CAWA) in 2020.

**1-2 PM ET**

### 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

**FIELD SERVICES TRACK | 2-3 PM ET**

### ALE/ACO Safety in Turbulent Times

**Janee' Boswell, Code 3 Associates**

Throughout a turbulent 2020, into 2021 Animal Control Officers are impacted by increased tension and risk amid a racial reckoning, the Coronavirus, budget cuts, and widespread backlash against law enforcement. ACO's are contending with a new aspect of physical threats, increased health risks, and uncertainty. Officers, supervisors, and leadership: learn how to tackle this new landscape by focusing on tactics to increase officer safety and boost resiliency.

**Janee' Boswell** has been an Animal Protection Supervisor for the past fourteen years. With a total of 20 years in the Animal Control profession, Janee' has extensive knowledge of varied community challenges within animal welfare. Janee' is the Vice President of the Animal Welfare Association of Colorado and is Branch Director for the Code 3 Associates Animal Control Officer Coalition.

## DAY THREE **THURSDAY, JUNE 10**

**FINANCE AND STRATEGY TRACK | 2–3 PM ET**

### **Navigating Disasters for Nonprofits: From Financial Triage to Scenario Planning**

SPONSORED BY  
24PetWatch

**Andrea Mills, CPA, MBA, CGMA, CCSA, BDO FMA**

In these unprecedented times, nonprofit organizations are experiencing a variety of challenges, including shifting staffing structures, changes in service delivery models, and potential losses across multiple revenue streams. Challenges such as these can put the financial health and resilience of nonprofits at risk as they navigate rapid change while staying mission focused. This session will address how to understand your organization's financial position, questions to consider when developing alternate scenarios, and financial planning strategies to employ in times of uncertainty.

**Andrea Mills** is a partner overseeing outsourcing services at BDO FMA. She has extensive experience helping nonprofits, individuals, and foundations make important fiscal decisions, enabling them to improve the effectiveness of their giving and receiving of contributions. She develops fiscal management tools, establishes appropriate fiscal policies and procedures, and advises organizational leaders on strategic decisions.



Approved for 1 CFRE CE

**FUNDRAISING TRACK | 2–3 PM ET**

### **Donor Retention: The Ultimate Safety Net While You Figure Out the Future**

**Roger Craver, The Agitator Fundraising Blog**

The proliferation of digital channels, increased competition, changing demographics—almost everything in the fundraising environment is changing, accelerated by the pandemic. Donor retention is the one safety net that will assure your organization's staying power regardless of the nature and speed of change. Learn about easy retention wins like the role of donor attitude, investment strategies, the essential needs for donor feedback and first-rate donor service. Based on case histories and research, you'll find ample food for thought and practical action on how to best prepare for an uncertain future.

**Roger Craver** is a pioneer in direct response fundraising and advocacy who helped launch and build some of the household names in the nonprofit advocacy sector, including Greenpeace, The National Organization for Women, World Wildlife Fund, and Habitat for Humanity. The Direct Marketing Association gave him their Lifetime Achievement Award. Roger is the author of the classic *Retention Fundraising: The Art and Science of Keeping Your Donors for Life* and is Editor-in-Chief of the fundraising blog *The Agitator*.



Approved for 1 CFRE CE

DAY THREE **THURSDAY, JUNE 10**

Live session only approved  
for 1 RACE CE (recording is  
not RACE-approved so  
attend the live session!)

**SHELTER MEDICINE TRACK | 2–3 PM ET****AlignCare, Improving Access to  
Veterinary Care**

SPONSORED BY  
VCA Animal Hospitals

**Michael J Blackwell, DVM, MPH**

**Center for Behavioral Health Research, University of Tennessee**

**T' Fisher, Program for Pet Health Equity,**

**Center for Behavioral Health Research, University of Tennessee**

Millions of families have limited access to veterinary care, mainly due to insufficient funds. Lack of needed veterinary care negatively impacts the whole family—both human and pet—and may lead to relinquishment to shelters. Learn how AlignCare improves access to veterinary care for families in need by aligning community resources to address families' financial and emotional needs, enabling veterinary service providers to help underserved pets, and controlling costs to address the impact of low socioeconomic status. Discover how an AlignCare program can work in your community.

**Dr. Michael Blackwell** earned a Doctor of Veterinary Medicine degree from Tuskegee University. He also earned a Master of Public Health degree from Loma Linda University. Dr. Blackwell currently serves as the Director of the Program for Pet Health Equity, University of Tennessee. His mission is to improve access to veterinary care for underserved families. He chairs the Access to Veterinary Care Coalition. He owned and operated private veterinary practices in Oklahoma and Maryland.

**T' Fisher** founded the Companion Animal Initiative of Tennessee program at the University of Tennessee College of Veterinary Medicine in 2005 and served as the Director for thirteen years. Recently, T' served as Vice President of Animal Welfare at the Houston SPCA. Currently, T' serves as the Director of Operations for AlignCare at the University of Tennessee.

**BREAK | 3–3:15 PM ET**



## DAY THREE **THURSDAY, JUNE 10**

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### **UNMUTED SESSIONS | 3:15–4 PM ET**

Unmute your computer and join these unmuted sessions: three opportunities for casual group discussion and safe space around topics that matter to you and our industry. Pop into several sessions over the 45 minutes or stay put wherever you like. **Meet, talk, chat, listen, network, brainstorm.** And it's ok to keep your speaker muted too—do what's right for you in the moment.

### **The Veterinary Shortage**

#### **Conversation hosted by:**

Dr. Julie Levy, DVM, University of Florida

Dr. Stephanie Janeczko, DVM, CAWA, ASPCA

### **CAWA Curious?**

#### **Conversation hosted by:**

Jerrica Owen, CAWA, National Animal Care & Control Association

Kim Cross, CAWA, Friends for Animals of Metro Detroit

### **LGBTQ Conversation & Safe Space**

#### **Conversation hosted by:**

Chris Haigh, MSM Global Consulting

Jace Huggins, Front Street Animal Shelter, City of Sacramento

SPONSORED BY  
Maddie's Fund

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### **4:05–5 PM ET**

### **A special musical performance by Greg Horne**

**Greg Horne** has written songs and played guitar, fiddle and several other string instruments for over 25 years. His songs show a passion for roots sounds from old time to honky tonk and rock. Maintaining dual careers as front man for the Greg Horne Band and teacher, he has written over a dozen instructional books published internationally by Alfred Music. In recent years he released an electric band album, "Working on Engines," taught songwriting workshops in Montana and toured with Nashville Americana band Wild Ponies.



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### **5 PM ET**

### **The Association Spring Conference concludes**

# SPRING CONFERENCE REGISTRATION FORM

**Become a member of The Association for Animal Welfare Advancement before you register and enjoy discounted conference rates.**

[theaawa.org/page/memberbenefits](https://theaawa.org/page/memberbenefits)

**The preferred method of registration is online at [theaawa.org/event/2021Spring](https://theaawa.org/event/2021Spring). Please register by Monday, June 7.**

## 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.

## 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 Spring 2021 Conference a huge success. The first 250 registrations with a mailing address in the United States who opt-in will receive a goodie box.

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

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

\_\_\_\_\_  
\_\_\_\_\_

Member of The Association? ☐ Yes ☐ No      New member in 2021? ☐ 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 August 31, 2021 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"/> \$ 0
Non-Member*	<input type="checkbox"/> \$199

See below for Group Rate Options

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

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

## Group Rates and Big Savings

Members of The Association registering ONLINE for the conference who want to bring colleagues (members or non-members) from your organization at the discounted member rate should follow these directions:

- Register yourself FIRST, then add up to 10 additional attendees online
- Then register each colleague on the same registration form to receive The Association Member Rate for all.
- If you wish to register more than 10 colleagues, please contact [meetings@theaawa.org](mailto:meetings@theaawa.org) for instructions.

### Save at least \$74 per person. The bigger the group, the bigger the discount!

Register up to 10 colleagues at the Member rate:	<input type="checkbox"/> \$125 each
Register 25 colleagues at the Member rate less 10%:	<input type="checkbox"/> \$112.50 each
Register 40 colleagues at the Member rate less 15%:	<input type="checkbox"/> \$106.25 each

Become a member of The Association for Animal Welfare Advancement before you register and enjoy discounted conference rates. Learn more at [theaawa.org/page/memberbenefits](https://theaawa.org/page/memberbenefits).

I would like to receive news and updates from sponsors: ☐ Yes ☐ No

*Conference registrants will automatically be opted into email communications from The Association. You will have the opportunity to opt out of them at any time.*

## The Association Registration Cancellation Policy

- Full refund if requested in writing to [meetings@theaawa.org](mailto:meetings@theaawa.org) and received by Sunday, June 6, 2021.
- No refunds on or after June 7, 2021

## 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](https://theaawa.org/page/membership).

# 2021 SPRING CONFERENCE COMMITTEE

## COMMITTEE CHAIR

### **Kathleen Olson, CAWA**

Executive Director  
Purrfect Pals

## FINANCE AND STRATEGY TRACK CHAIR

### **Beth Brookhouser, CAWA**

Director of Community Outreach  
SPCA Monterey County

## SHELTER MEDICINE TRACK CHAIR

### **Zarah Hedge, DVM**

Vice President of Shelter Medicine and  
Chief Medical Officer  
San Diego Humane Society

## FUNDRAISING TRACK CHAIR

### **Judy Hunter**

Senior Director of Development  
Cleveland Animal Protective League

## FIELD SERVICES TRACK CHAIR

### **Anna Payton**

Executive Director  
Aurora Animal Care and Control

### **Allison Cardona**

Deputy Director  
Los Angeles County Animal Care and Control

### **Dr. Josh Fisher CAWA, MHA**

Director  
Charlotte-Mecklenburg Animal Care & Control

### **T' Fisher**

AlignCare Director of Operations  
Program for Pet Health Equity  
Center for Behavioral Health Research

### **Alisa Gray**

Vice President of Outreach  
Kentucky Humane Society

### **Anthony Hedger**

Vice President of Administration and CFO  
Houston SPCA

### **Kay Joubert, CAWA**

Director  
Shelter Outreach-Northern Tier Shelter  
Initiative, ASPCA

### **Julie Justman, CAWA**

Director of Strategic Initiatives  
Humane Society of the Pikes Peak Region

### **Joe Lisella, CAWA**

Director of Development  
Marin Humane

### **Dr. Cate McManus, VMD, MPH, DACVPM, CAWA**

Veterinarian  
Shilling Spay and Neuter Clinic

### **Dr. Kris Otteman, DVM, CAWA**

Diplomate ABVP  
Shelter Medicine Practice

### **Corey Price, CAWA**

Animal Services Manager  
City of Irving Animal Services

### **Jo Sullivan**

Chief Community and Development Officer  
Houston SPCA

### **Lily Yap, MBA**

Division Manager  
Grand Prairie Animal Services

**50**  
YEARS  
1970-2020

The Association for  
**Animal Welfare**  
Advancement



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Surprise, AZ 85374

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