



to be together again

The Association for
**Animal Welfare
Advancement**



THE SPRING CONFERENCE FOR ANIMAL WELFARE ADVANCEMENT

June 15-17, 2022 | Chicago, IL

Sponsored by



This time we're not kidding!

You may recall our excitement last Fall as we prepared to gather IN PERSON in New Orleans. We had such high hopes that we'd finally be able to visit with people we've only seen in tiny on-screen boxes for nearly two years. All that excitement was squashed by one of my now least favorite characters in the Greek alphabet—Omicron.

With Covid numbers trending downward (thanks, Science) we are so looking forward to welcoming you all to the Windy City in June! Our Conference Committee has put together a stellar program, so come prepared to learn AND to network with your friends and colleagues from across the animal welfare spectrum. The Palmer House is a gorgeous, historic property situated just a few blocks from the lakefront of Chicago. We were even able to recycle the Conference theme and logo from last Fall since we're gathering in another big music town.

Can't wait to see you!

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



We provide these 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.

PRE-CONFERENCE **TUESDAY, JUNE 14**

ALL TIMES ARE CENTRAL TIME

3–6 pm Registration Desk Open

DAY ONE **WEDNESDAY, JUNE 15**

ALL TIMES ARE CENTRAL TIME

7 am–4:30 pm	Registration Desk Open
8–9 am	Continental Breakfast
9–9:30 am	Welcome
9:30–10:45 am	Keynote: Josh Vaisman
10:45–11 am	Coffee Break
11–Noon	Four Concurrent Sessions
Noon–1 pm	Lunch: The Intersection of the Human Animal Bond with Race and Ethnicity
1:15–2:15 pm	Four Concurrent Sessions
2:30–4 pm	Tick Tock Talk
4–6 pm	Opening Reception in Exhibit Hall

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EARN WHILE YOU LEARN

Individual attendees will be able to earn:

- Certificates of completion upon request
- CAWA CEs for all sessions
- CFRE CEs for select sessions
- NACA CEs for all sessions
- RACE CEs for select sessions
- Texas Department of State Health Services (DSHS) CEs toward ACO CE requirements per Ch. 829 of the Texas Health and Safety Code for all sessions, up to 9.75 CES total

Keynote & General Session Speakers

Positive Leadership: A Framework for Leading Thriving Teams

Josh Vaisman, CCFP, MAPPC
Flourish Veterinary Consulting

Connecting Communities through Inclusion, Diversity, Equity, and Accessibility

Marquis Miller, CDP
City of Chicago
Aarón Siebert-Llera
The Morton Arboretum

Lessons Learned from Homeless Pet Owners

Leslie Irvine, PhD
University of Colorado at Boulder

Where Have All the Veterinarians Gone?

SPONSORED BY PETSMART CHARITIES

Apryl Steele, DVM, CAWA
Dumb Friends League

Jim Lloyd, DVM, PhD
Animal Health Economics, LLC

Choose from four workshop tracks—something for everyone!

Concurrent Session Tracks	Fundraising	Management & Governance	Resilient & Thriving Workforces	Shelter Medicine & Public Health Sponsored by Boehringer-Ingelheim
Wednesday, June 15 11 am – Noon	Mid-Level, Sustainer, and Sophisticated Direct Response: How to Adapt to Shifting Donor Expectations	How to Engage Your Board to Empower Strategic Change	From Brittle to Nimble: Leading the Purpose-Driven for Resilience	The Economic State of the Veterinary Profession and Its Impact on Recruitment
Wednesday, June 15 1:15 – 2:15 pm	Why You Can't Afford to Wait to Look for (More) Monthly Gifts	Find Success Working with Elected Officials	Getting More from Risks and Challenges	Connecting Infectious Disease, Wellbeing, and Equity
Thursday, June 16 1:45 – 2:45 pm	Listening to and Talking with Donors: Applying Research to Reality	Make Room for Us: Changing the Racial Composition and Culture of Your Board	Boundaries, Rapport and Relationships	Animal Shelters and Veterinarians as Collaborative Partners in Animal Cruelty Response and Prevention
Thursday, June 16 4 – 5 pm	Our Story Is Our Power: Using an Equity Lens to Segment Donors + Tell Compelling Stories	Build Deep Alignment: How to Connect Everyday Actions to a Shared Goal	Coaching and Mentoring: Utilizing the Power of Relationships	Breaking Down Barriers to Increase Access to Care
Friday, June 17 9 – 10 am	Evaluating and Building on Past Digital Giving Experiences	Say Less, Get More	Fatigue in All Its Flavors: Sleep Deprivation, Compassion, Ethical Leadership, and Decision	What Is Canine Welfare and How Do We Measure It in the Shelter?

DAY ONE **WEDNESDAY, JUNE 15**

7 AM–4:30 PM CT | CHECK IN

Check in at the Registration Desk to pick up your essentials and some goodies.

8–9 AM CT | CONTINENTAL BREAKFAST

Enjoy continental breakfast and greet friends old and new.

9–9:30 AM CT

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 learning and REAL-LIFE networking.

9:30–10:45 AM CT | KEYNOTE

Positive Leadership: A Framework for Leading Thriving Teams

Josh Vaisman, CCFP, MAPPC, Flourish Veterinary Consulting

This workshop introduces an evidence-based leadership framework for inspiring engaged, motivated, and loyal teams. Attendees will develop a deep understanding of the four “buckets” leaders must seek to fill in their teams to cultivate a positive, high-performing culture. Participants will explore immediately actionable, evidence-based tools for adding energy to each bucket and inspiring their teams to thrive in their work.

Josh Vaisman believes all veterinary professionals deserve to feel fulfilled by their work, every day. Through his company, Flourish Veterinary Consulting, he combines more than 20 years of veterinary experience, a Master's in Applied Positive Psychology & Coaching Psychology, and education in Positive Leadership and Positive Organizational Scholarship to help them do just that. Fun fact: Josh is an avid beekeeper who teaches beginning beekeepers how to tend to their buzzing buddies.



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**BUILD YOUR KNOWLEDGE.
BUILD YOUR NETWORK.
BUILD YOUR BRAND.**

Become a member.
theaawa.org/page/memberbenefits

DAY ONE **WEDNESDAY, JUNE 15**

10:45–11 AM CT | BREAK

Grab a cup of coffee or tea, then take your seat for the first round of workshops.



11 AM–NOON CT | FUNDRAISING TRACK

Mid-Level, Sustainer, and Sophisticated Direct Response: How to Adapt to Shifting Donor Expectations

Matthew Mielcarek, Pursuant

Jo Sullivan, Houston SPCA

Rapid shifts in consumer behavior have changed the expectations that customers have for the ways that they interact and engage with companies and brands. Those expectations have changed for donors wishing to engage with nonprofits as well. Subsequently, donor retention rates and overall donor counts continue a trend of long-term declines.

As fundraisers seek to meet these emerging needs, relationship building has become more important than ever. However, we are faced with privacy concerns, challenges accessing and working with data, and creating programs that resonate in the heads and hearts of potential supporters. Join an exploration of shifting consumer trends, learn to use data to direct donors to appropriate pathways, and identify upgrade strategies that can drive donor value within your program.

Matthew Mielcarek serves as Senior Vice President, Analytics & Insights Strategy at Pursuant. He works hand-in-hand with nonprofit organizations to bring the voice of the donor into the strategic planning process through analytics and primary research. He works with nonprofit executives to unlock latent value in constituent and transaction data.

Jo Sullivan has been fundraising in animal welfare since 1999. A recent detour to receive her LMSW expanded her causes to prison reentry, addiction, and refugee programs. Currently, Jo is working to combine human service programs with animal welfare at the Houston SPCA.



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11 AM–NOON CT | MANAGEMENT & GOVERNANCE TRACK

How to Engage Your Board to Empower Strategic Change

Alison Kleibor, CAWA, Wisconsin Humane Society

Anne Reed, JD, Wisconsin Humane Society

Our work is changing faster and more dramatically than ever. Falling intake (especially of animals with fewer challenges), responding in new ways to the needs of our communities, organizational consolidation to build strength in our fragmented profession, and generational leadership change are each enormous dynamics in our field—and they are happening all at once. To navigate change on this scale,

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DAY ONE **WEDNESDAY, JUNE 15**

organizations need boards of directors who are ready to support and trust them in assessing and taking risks, setting priorities, and making strong choices. In the last decade, WHS has pursued significant operational and culture changes; three consolidations that significantly increased our size and reach; and important changes in our leadership. We will share the short- and long-term steps that were most important in empowering our board to support these changes, and a few of the mistakes we would avoid the next time!

Alison Kleibor, CAWA, is the executive vice president for the Wisconsin Humane Society and has held a variety of positions since joining the organization in 2007. As the executive vice president, Alison oversees the people & culture, communications, and development functions for WHS. Prior to her role as EVP, Alison led the animal care, client services, foster, veterinary support, and transfer functions for WHS's five sheltering locations.

Anne Reed is president and CEO of the Wisconsin Humane Society. Anne serves on the board of directors of The Association for Animal Welfare Advancement and was the founding board secretary of Shelter Animals Count, a national database initiative.



11 AM–NOON CT | RESILIENT & THRIVING WORKFORCES TRACK

From Brittle to Nimble: Leading the Purpose-Driven for Resilience

Geoff Urton, Purpose Coaching and Consulting, BC SPCA

Many in animal welfare experience a deeply intrinsic motivation for their work, commonly saying it is their calling in life. This strength of purpose offers upsides and downsides for their resilience, defined as the ability to cope and thrive through adversity. On the upside, the determination of these devoted people provides energy for them to maintain their commitment to their work through obstacles and setbacks. On the downside, burnout and emotional exhaustion among those in the caring professions has reached a crescendo. Determination alone can prove brittle in the long run.

However, we may be able to strengthen the ability of these dedicated individuals to sustain their efforts by increasing the fulfillment of their psychological needs for autonomy, competence, and relatedness. This evidence-based session explores the psychological needs of purpose-driven employees and the success factors of resilient organizations.

Geoff Urton is an educator and coach, committed to bringing about extraordinary contributions from the inspiring people who dedicate their lives to purpose-driven work. As the Principal of Purpose Coaching and Consulting, Geoff brings his background in animal welfare science (UBC) and not-for-profit leadership (Stanford) to support charitable sector leaders to reach their greatest potential in making a measurable difference for the causes that matter to them. With 20 years of experience in the humane sector, Geoff particularly gets animal people and their work.



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DAY ONE WEDNESDAY, JUNE 15



11 AM–NOON CT | SHELTER MEDICINE & PUBLIC HEALTH TRACK

The Economic State of the Veterinary Profession and Its Impact on Recruitment

Bridgette Bain, PhD, AVMA

Gail Golab, PhD, DVM, MANZCVS, DACAW, AVMA

Samantha Mohr, VCA Animal Hospitals

Join us as we look at the economic state of the veterinary profession and how that affects recruitment of veterinarians for positions in private and municipal shelters and clinics. We will consider demand and supply for companion animal veterinarians through 2030, veterinary practice performance, and the impacts of student debt.

Bridgette Bain is Associate Director of Analytics at the American Veterinary Medical Association. She earned her PhD in Financial Economics from the University of New Orleans and a master's in mathematics and statistics from the University of Cincinnati. Dr. Bain maintains the statistical reliability of surveys and ensures the consistency of various data sets to be used in analysis. She contributes to the interpretation of data for publications and assists in the development of both survey instruments and economic modeling.

Dr. Gail Golab is Associate Executive Vice President and Chief Veterinary Officer for the American Veterinary Medical Association, overseeing the association's Animal and Public Health, Animal Welfare, and Global Outreach Divisions. She has a PhD from Texas A&M University, a DVM from the University of Illinois, is certified as a member of the Australian and New Zealand College of Veterinary Scientists (Animal Welfare), is a charter diplomate of the American College of Animal Welfare, and a Distinguished Fellow in the National Academies of Practice.

Samantha Mohr has over 11 years of talent acquisition experience covering many different industries with her most recent role being with VCA Animal Hospitals as a Senior Talent Acquisition Partner, supporting the Midwest in hiring veterinarians. She is a certified Strategic Talent Acquisition Professional and a Certified Internet Recruiter.

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DAY ONE **WEDNESDAY, JUNE 15**

NOON–1 PM CT | LUNCH

The Intersection of the Human Animal Bond with Race and Ethnicity

Steven Feldman, Human Animal Bond Research Institute

Susanne Kogut, Petco Love

While our love of pets is fundamentally the same, access to that love is not. People of color have different experiences in society, often facing challenges that others may not understand. New data from the largest and most comprehensive survey of racial and ethnic minority pet owners in the United States shows how these challenges can extend into animal welfare, veterinary, and pet care spaces. We will dive into the data, not only building a greater understanding of the barriers faced by pet owners of color, but also a greater knowledge of the ways in which we can build diverse welcoming environments. Together, we can strengthen the human-animal bond for all and our bond to each other and save more animal lives.

As the leader of the only research organization focused solely on the human-animal bond, **Steven Feldman** has developed significant expertise in communicating the science of human-animal interaction and its practical application in society. Prior to becoming president of the Human Animal Bond Research Institute, Steven helped lead the Association of Zoos and Aquariums; worked at Powell Tate, a public affairs firm; and served as a staff member in the United States Senate.

Susanne Kogut is the President of Petco Love and the Vice Chair of HABRI's (Human Animal Bond Research Institute) Board of Trustees. She joined Petco in 2013 after a diverse career including serving as the Executive Director of Charlottesville-Albemarle SPCA and several corporate and legal positions at Capital One Financial Corporation; Gibson, Dunn & Crutcher; and Brown & Wood. In 2016, she received the Women of Influence award from Pet Age, a leading pet industry publication in recognition of her contributions to the pet industry.



OPTIONAL TOURS

Arrange your own transportation to visit these two local shelters.

Tree House Humane Society

7225 N Western Avenue, 60645

Green Building Cat Tours

Tuesday, June 14 | noon–6 pm

Friday, June 17 | 1–6 pm

Contact Jamie Gay

The Anti-Cruelty Society

169 W. Grand Avenue, 60654

Facility Tours

Friday, June 17 | 1–6 pm

Contact Lydia Krupinski

DAY ONE **WEDNESDAY, JUNE 15**



1:15–2:15 PM CT | FUNDRAISING TRACK

Why You Can't Afford to Wait to Look for (More) Monthly Gifts

Erica Waasdorp, A Direct Solution

Often called the Sleeping Giant, monthly donors are critical to sustainable revenue. Learn how to find new monthly donors, upgrade them to higher levels, and build a roadmap to help you bring in new donors at virtually no expense. Attendees will learn:

- How to steward and cultivate their existing monthly donors
- How to best use their animal stories and donor testimonials to generate new monthly donors
- How and how often to ask for extra gifts and upgrades
- How to keep monthly donors if they lapse and how to convert credit card monthly donors to EFT/ACH/Automatic bank withdrawal

Erica Waasdorp is President of A Direct Solution, based in Massachusetts, where she helps nonprofits grow their (monthly) donor programs. Erica published two books on monthly giving: *Monthly Giving*, *The Sleeping Giant*, and *Monthly Giving Made Easy*. She is an AFP Master.



1:15–2:15 PM CT | MANAGEMENT & GOVERNANCE TRACK

Find Success Working with Elected Officials

Michelle Quigley, CAVA, CCFP

Humane Society Vero Beach & Indian River County

Julianna Tetlow, San Diego Humane Society

Whether you are a municipal shelter, a private nonprofit with government contracts, or a nonprofit supporting animals in your community, decisions by policy makers impact your operations. Join Michelle and Julianna to learn how to develop strong, lasting relationships with elected officials, successfully engage in public policy, and position your organization as the thought leader and go-to resource for decision makers on all thing animal welfare.

Michelle Quigley, CAVA, has over 26 years of experience in animal welfare and shelter operations for both municipal government animal care & control agencies as well as nonprofits. Michelle's background includes expertise in animal cruelty investigations, dangerous animal proceedings, shelter operations, disaster preparedness, and government relations. She has a BS in Criminal Justice Administration and is a former Sergeant in the United States Marine Corps

Julianna Tetlow specializes in government relations and policy with expertise in contract negotiation and management. For more than a decade, she worked in the California State Legislature then transitioned to San Diego City Hall before joining California Strategies as a contract lobbyist. She is currently Director of Government Relations at one of the largest animal shelters in North America, managing advocacy and 14 city contracts.



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DAY ONE **WEDNESDAY, JUNE 15**

1:15–2:15 PM CT | RESILIENT & THRIVING WORKFORCES TRACK

Getting More from Risks and Challenges

Jessica Bacal, Smith College

After managing a crisis or challenge, work and life usually demand that we move briskly onward—no time to consider what we've learned. In this workshop, you will stop and think about small and not-so-small risks that you have taken. Then you will learn and practice Generative Knowledge Interviewing, a technique for peer interviewing that allows you to uncover strengths and capacities. The technique is useful for leaders who want to build and mentor their teams and is also a powerful way to gain confidence and develop language for communicating your value to others.

Jessica Bacal is director of Reflective and Integrative Practices and of the Narratives Project at Smith College. She leads programs to help students explore identity and find resilience in community. Previously, she was an elementary school teacher in NYC and then a curriculum developer. She received a bachelor's degree from Carleton College, an MFA in writing from Hunter College, and an EdD from the University of Pennsylvania.



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1:15–2:15 PM CT | SHELTER MEDICINE & PUBLIC HEALTH TRACK

Connecting Infectious Disease, Wellbeing and Equity

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

If we really want to change the experiences of the animals and the people we serve, we need to think outside our shelter walls or the foster homes that make up our rescues. So many of the most common terrible maladies are actually quite preventable. Yet, infectious disease so often results from inequities and lack of access to care. If we want less illness and better welfare for everyone in our organizations and our communities, we need to connect the dots between infectious disease, well-being, and equity.

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 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.



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DAY ONE **WEDNESDAY, JUNE 15**

2:30–4 PM CT

Tick Tock Talk

The time has come—ditch your Zoom background and join us for in-person networking. This 90-minute event will be divided into three timed sessions with tables set up based on: Regions, Roles, and Industry Trends. When you hear the timer, you'll take your seat at the next table and dive into a discussion with your colleagues.

4–6 PM CT

Opening Reception in Exhibit Hall

The Association sponsors will showcase their products or services. Visit their booths to learn something new or just to say thank you for all their support of our profession.

THE EXHIBIT HALL

Unlike large, over-crowded tradeshow, The Exhibit Hall provides personal connection opportunities with industry sponsors and vendors in an intimate setting.

Stop by during these hours:

Wednesday, June 15

4–6 pm CT

Thursday, June 16

8–9 am CT

10:45–11:15 am CT

12:30–1:30 pm during lunch

2:45–3:45 pm CT



DAY TWO

THURSDAY, JUNE 16

ALL TIMES ARE CENTRAL TIME

8–5 pm	Registration Desk Open
8–9 am	Continental Breakfast in Exhibit Hall
9–9:30 am	Opening Remarks
9:30–10:45 am	General Session: Connecting Communities Through Inclusion, Diversity, Equity, and Accessibility
10:45–11:15 am	Coffee, Tea & The Exhibit Hall
11:15–11:30 am	Quick Break
11:30 am–12:30 pm	Keynote: Leslie Irvine
12:30–1:30 pm	Lunch in Exhibit Hall
1:45–2:45 pm	Four Concurrent Sessions
2:45–3:45 pm	Snack Break in Exhibit Hall
3:45–4 pm	Quick Break
4–5 pm	Four Concurrent Sessions
5:30–7:30 pm	Evening Reception

8 AM–5 PM CT | REGISTRATION DESK OPEN

8–9 AM CT | CONTINENTAL BREAKFAST IN EXHIBIT HALL

Grab a bite to eat and check out our sponsors' products and services.

9–9:30 AM CT

Opening Remarks

Jim Tedford will kick off Day Two and get you excited for our evening event.

DAY TWO **THURSDAY, JUNE 16**



9:30–10:45 AM CT | GENERAL SESSION

Connecting Communities Through Inclusion, Diversity, Equity, and Accessibility

Marquis Miller, CDP, City of Chicago

Aarón Siebert-Llera, The Morton Arboretum

While we regularly evaluate the needs of communities through our own lens, we less often approach various groups to ask what their needs are and what assets they can share. This process takes time, sincerity, and open communication. Learn from two DEI practitioners about how they have woven a community-centered approach into their work and long-range plans. They will explain how they:

- Communicate commitment—in words and actions—to BIPOC communities
- Highlight their own Inclusion, Diversity, Equity, and Accessibility efforts
- Invite dialogue to identify areas where they can strengthen solidarity with BIPOC and LGBTQ+ communities, as well as people with disabilities

Marquis Miller is the City of Chicago's first Chief Diversity Officer in the Office of Equity and Racial Justice (OERJ). His primary role is to support and undergird the City's strategic human capital activities, diverse vendor initiatives, the Mayor's Office for People with Disabilities, the Chicago Commission on Human Relations, and the work of the OERJ in policy and systems development. Marquis is a Certified Diversity Professional (CDP), as recognized by the National Diversity Council.

Aarón Siebert-Llera, Esq., has been committed to social justice work for over 20 years. With a focus on civil rights, his legal career has included work at the ACLU as an Immigrants' Rights Attorney, community lawyering with the Inner-city Muslim Action Network, and as a high school law teacher in the Chicago Public Schools. Community centered work has remained a core part of his work and he has seamlessly blended this experience in his role as the Director of Inclusion at The Morton Arboretum.

10:45–11:15 AM CT | COFFEE, TEA & THE EXHIBIT HALL

Get hydrated and caffeinated while you meet with our conference sponsors.

11:15–11:30 AM CT | QUICK BREAK

DAY TWO **THURSDAY, JUNE 16**

11:30–12:30 PM CT | GENERAL SESSION

Lessons Learned from Homeless Pet Owners

Leslie Irvine, PhD, University of Colorado at Boulder
Author, *My Dog Always Eats First*

Lessons Learned from Homeless Pet Owners

Life on the street poses unique challenges for pet owners and the organizations that serve them. Drawing on research conducted among homeless pet owners in five U.S. cities, this talk discusses three lessons learned about the commitment homeless people make to their animals. Animal shelters and animal control agencies will gain relevant insights for meeting the needs of this underserved population.

Leslie Irvine is Professor of Sociology and Director of the Animals and Society Certificate Program at the University of Colorado Boulder. Her research focuses on the roles of animals in society, including animal welfare in disasters, animal sheltering, animal abuse, animals in popular culture, and the feminization of veterinary medicine.



12:30–1:30 PM CT | LUNCH IN EXHIBIT HALL

1:45–2:45 PM CT | FUNDRAISING TRACK

Listening to and Talking with Donors: Applying Research to Reality

Michael J. Buckley, CFRE, The Kilroe Group

Animal welfare leaders spend a great deal of time and energy communicating their organization's mission and vision to the greater community. When connecting with donors and prospects, however, a more personalized approach must be taken to build relationships that will lead to financial support. Instead of communicating TO donors and prospects, we must listen and communicate WITH them to be most effective and to ultimately reach our goal. Using the research discussed in Malcom Gladwell's book *Talking To Strangers* and Kate Murphy's book *You're Not Listening: What You're Missing and Why It Matters*, this session will highlight what is known about effective communication skills and discuss how to apply that information to cultivation, solicitation, and stewardship within the animal welfare donor pipeline.

A career fundraiser, **Mike Buckley** focuses on small and medium-sized nonprofit organizations, especially in the animal welfare field, coaching them to increase revenue, exposure, and capacity to support the work of their organization. As the Managing Partner of The Kilroe Group, Mike's experience includes annual campaign audits and management, capital campaign leadership, feasibility studies, board governance and strategic planning. Mike currently serves as a Member of the Board of Directors for the Association of Fundraising Professional's Foundation for Philanthropy.



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DAY TWO THURSDAY, JUNE 16



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1:45–2:45 PM CT | MANAGEMENT & GOVERNANCE TRACK

Make Room for Us: Changing the Racial Composition and Culture of Your Board

Christal Cherry, The Board Pro

As stewards of the public good, boards must act to alter and eliminate beliefs, practices, and policies that perpetuate structural and institutional racism and exclusion. This means being intentional about changing the racial composition of its members and adapting cultures that alienate and exclude others from feeling welcomed. In this session, leaders including CEOs, presidents, and board members will learn how to work to ground organizational values and recruitment practices so that they are inclusive.

Christal M. Cherry, Principal & CEO of The Board Pro, worked 23 years as a nonprofit fundraiser serving higher education institutions, seminaries, and human service organizations. Now as a board consultant for nonprofits, she equips and empowers boards to support their missions and change the world. Christal earned a MA in Counseling from Hampton University, a BA in Liberal Arts from Hofstra University, and professional development certifications in nonprofit leadership, social media fundraising, and nonprofit management.



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1:45–2:45 PM CT | RESILIENT & THRIVING WORKFORCES TRACK

Boundaries, Rapport, and Relationships

Kari Knutson, Knutson Speaks

Boundaries are the physical, emotional, and mental limits we establish between ourselves and other people. They are designed to protect and honor important parts of our lives. Many people have a difficult time learning how to set and keep boundaries or knowing what to do when their boundaries are crossed. We will talk about how to set and keep boundaries, different types of boundaries including physical, time, verbal, content, relationship, and personal, as well as what we can do when our boundaries are crossed. Participants will learn why clear and healthy boundaries are critical to our physical and mental health and how boundaries can help to create a fulfilling life.

Kari Knutson is a professional speaker and therapist who is taking psychology 'off the couch' and bringing it to the people. Her company, Knutson Speaks, focuses on helping people develop interpersonal skills and bridge cultural and communication divides. She hosts a monthly podcast called Get Big Out Loud where she talks about how we can use applied psychology to make positive changes in our lives. She also wrote and performs in a one-woman storytelling show called *Ain't Never Met a Stranger* which is all about our shared human experience.

DAY TWO **THURSDAY, JUNE 16**

1:45–2:45 PM CT | SHELTER MEDICINE & PUBLIC HEALTH TRACK

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Animal Shelters and Veterinarians as Collaborative Partners in Animal Cruelty Response and Prevention

Linda Fielder, CAWA, Animal Legal Defense Fund

Emily Lewis, JD, Animal Legal Defense Fund

Kris Otteman, DVM, CAWA

A collaborative approach to animal cruelty investigations relies on the successful interface between law enforcement, forensic veterinarians, animal sheltering, and prosecutors. Animal cases require each of these disciplines to understand and execute their unique roles with precision while also understanding the duty, constraints, and capabilities of each other in the context of the investigation and prosecution. This presentation will introduce the concept of collaborative response partnerships and help veterinarians and animal welfare professionals consider ways to build these relationships in their communities.

We will discuss the crucial roles veterinarians and animal shelters play in the collaborative response partnerships that bridge those gaps, while underscoring the veterinarian's ability to prevent animal cruelty. We will also explore how positive outcomes for both animals and their owners can result from creatively facilitating access to services that may prevent and intercept animal neglect.

Emily Lewis, in her role as the Managing Attorney for the Criminal Justice Program at the Animal Legal Defense Fund, supervises and facilitates assistance in active criminal cases, working directly with law enforcement agencies, prosecutors, veterinarians, and rescue groups. She supports and trains front-line responders on search warrant drafting, evidence collection and preservation, and scene processing best practices. She is an adjunct professor at the University of Florida Maples Center for Forensic Medicine and College of Veterinary Medicine and co-author of the textbook *Animal Cruelty Investigations: A Collaborative Response from Victim to Verdict*.

Linda Fielder, CAWA, has been active in the animal welfare and sheltering field for over 25 years in many capacities including director of shelter medicine, director of humane law enforcement, and in her current role as Humane Investigations Manager with the Animal Legal Defense Fund's Criminal Justice Program. She is coordinating the launch of ALDF's Collaborative Response Project. Linda is an instructor at the University of Florida Maples Center for Forensic Medicine and College of Veterinary Medicine and co-author of the textbook *Animal Cruelty Investigations: A Collaborative Response from Victim to Verdict*.

Dr. Kris Otteman, CAWA, Diplomate ABVP Shelter Medicine, has led medical operations and humane investigations operations within a shelter for over 15 years. Dr. Otteman serves on the IVFSA Board, the APA Animal Cruelty Advisory Committee, and consults for ALDF on animal cruelty investigations cases. Dr. Otteman serves as Courtesy Faculty for Oregon State University College of Veterinary medicine and is an adjunct professor at the University of Florida Maples Center for Forensic Medicine and College of Veterinary Medicine, and co-author of the textbook *Animal Cruelty Investigations: A Collaborative Response from Victim to Verdict*.



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DAY TWO THURSDAY, JUNE 16

2:45–3:45 PM CT | SNACK BREAK IN EXHIBIT HALL

This is your last chance to stop by the Exhibit Hall and learn something new, load up on goodies, or just say thank you to our sponsors for their unwavering support of our profession.

3:45–4 PM CT | QUICK BREAK



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4–5 PM CT | FUNDRAISING TRACK

Our Story Is Our Power: Using an Equity Lens to Segment Donors + Tell Compelling Stories

Christal Cherry, The Board Pro

We will learn how stories can strengthen relationships, how the proper use of data and donor segmentation can illuminate power dynamics in the ways stories are told, and how equitable storytelling can promote inclusion by valuing and unearthing honest and personal experiences beyond our own.

See page 16 for bio



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4–5 PM CT | MANAGEMENT & GOVERNANCE TRACK

Build Deep Alignment: How to Connect Everyday Actions to a Shared Goal

Dave McKeown, Outfield Leadership

Each person in your organization makes between 80 and 100 non-trivial decisions every single day. Add that up across your entire workforce, and that's a huge dust cloud of activity. As a leader, you want to be sure those decisions align around the common goal of achieving your organization's mission, but how? In this informative and interactive session, Dave McKeown will walk you through a tried and tested process to ensure that every action that you, your team, and your organization takes adds up to achieving your shared goals. You'll walk away with a complete plan for building deep alignment at every level.

Dave McKeown is the CEO of Outfield Leadership, a leadership consultant, and the author of *The Self-Evolved Leader—Elevate Your Focus and Develop Your People in a World That Refuses to Slow Down*. He has a wealth of experience in connecting individual and team performance to improved business results with a particular focus on fast-growing, complex organizations. Dave has worked with leaders at Apple, Google, Salesforce, FedEx, Bank of America, and the British and American governments.

DAY TWO **THURSDAY, JUNE 16**

4–5 PM CT | RESILIENT & THRIVING WORKFORCES TRACK

Coaching and Mentoring: Utilizing the Power of Relationships

Kari Knutson, Knutson Speaks

Coaching and mentoring are about actively engaging with others to turn their intentions into tangible and meaningful actions that produce positive results. Effective coaching and mentoring can help to address several workplace issues, for example: improve employee retention, enhance morale, increase motivation and productivity, create a positive work culture, and help individuals feel valued and connected. In this presentation, participants will examine the similarities and differences between coaching and mentoring and look at their own skill sets to see how they might be a coach or mentor to someone else. They will discover how both coaching and mentoring, when used in the right way, can help people achieve maximum personal and professional growth.

[See page 16 for bio](#)



Approved for 1.0 CFRE CEs

4–5 PM CT | SHELTER MEDICINE & PUBLIC HEALTH TRACK

Breaking Down Barriers to Increase Access to Care

Jodi Lytle Buckman, CAWA, Dumb Friends League

Dr. Kristin Jankowski, VMD, CCRP,
UC Davis School of Veterinary Medicine

You can do it! Increasing access to veterinary care is possible for small (and large) organizations. In this session we'll share case studies of partnerships between nonprofit animal welfare organizations and universities, discussing spectrum of care, financial considerations (and opportunities!), the impact of engaging future and new veterinarians, and, most importantly, how to break down barriers for those families who need access to veterinary care the most.

As the Vice President of Community Veterinary Services for the Dumb Friends, **Jodi Lytle Buckman** is responsible for the League's community medicine hospitals and clinic, and other community focused work including public policy, advocacy, and outreach. Jodi's career in animal welfare and protection spans over 30 years, including leading shelters in Maine, Minnesota, and Ohio. She achieved the Certified Animal Welfare Administrator (CAWA) designation in 2006 and a Certificate in Public Leadership from Harvard's Kennedy School in 2020.

Dr. Kristin Jankowski is a Health Sciences Assistant Clinical Professor of Small Animal Community Practice and the Access to Care Chief of Service at UC Davis Veterinary Medical Teaching Hospital. She is also an affiliated faculty member of the UC Davis One Health Institute and the Faculty Director for both the Knights Landing One Health Clinic, and the Davis Pet Advocacy and Wellness Clinic. Previously, she was on the board of the Delaware Humane Association where she conceptualized, organized, and led monthly One Health clinics for underserved pets and their owners

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DAY TWO **THURSDAY, JUNE 16**

5:30–7:30 PM CT

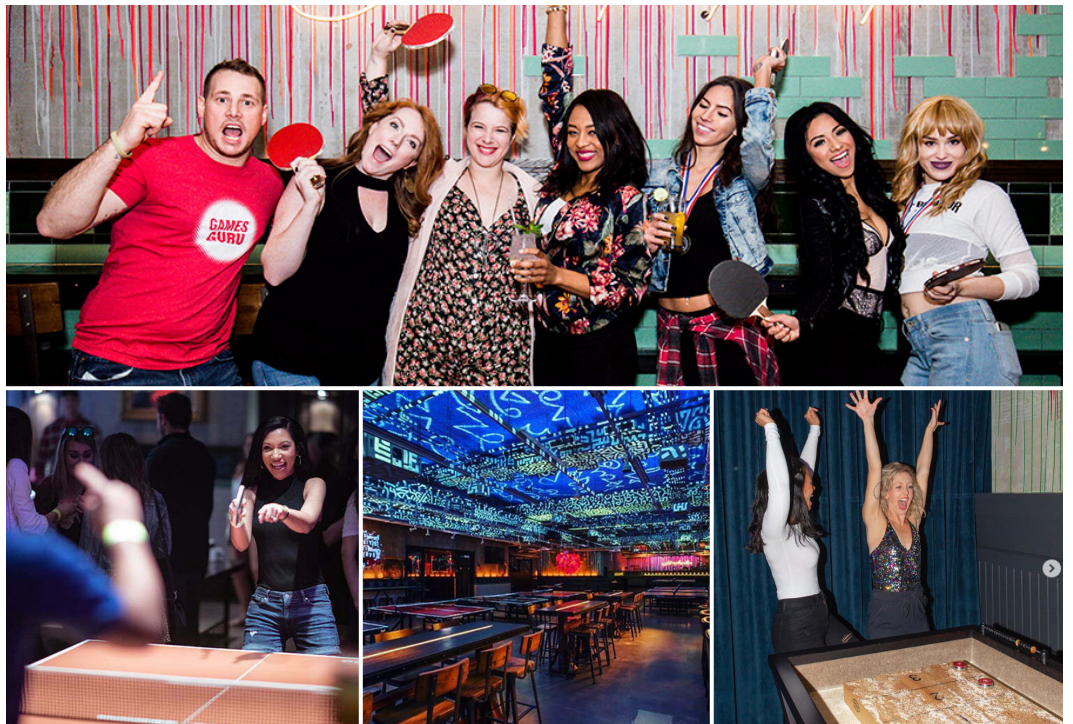
Evening Reception

We're SO jazzed to be back together in person that we've lined up the ultimate fun evening! Stop adulting and come play and laugh with friends old and new.

Ace Bounce is a vibrant ping pong playground filled with delicious food, cold drinks, and party tunes.

Where: **Ace Bounce** | 230 N Clark Chicago (about 6 blocks away from the hotel)
• Transportation will be provided.

Attire: Casual!



DAY THREE FRIDAY, JUNE 17

ALL TIMES ARE CENTRAL TIME

8–10 am	Registration Desk Open
8–9 am	Full Breakfast
9–10 am	Concurrent Sessions
10–10:15 am	Quick Break
10:15–11:30 am	General Session
11:30–11:45 am	Future Focus and Surprise Announcement

8–10 AM CT | REGISTRATION DESK OPEN

8–9 AM CT | FULL BREAKFAST

SAVE THE DATES

The Fall Conference for Animal Welfare Advancement

November 14-16, 2022 | New Orleans, Louisiana

November 15-17, 2023 | Portland, Oregon

November 18-20, 2024 | New Orleans, Louisiana

The Association for
Animal Welfare
Advancement



DAY THREE **FRIDAY, JUNE 17**



9–10 AM CT | FUNDRAISING TRACK

Evaluating and Building on Past Digital Giving Experiences

Lily Blouin, Forefront

Suzy Lee, Forefront

Join us for a deep dive into evaluating the successes, and opportunities, of your digital giving strategy. We'll take a look at what has worked from successful campaigns around Illinois and across the country, and also collaborate with peers to learn from the best—our own community! At the end of this session, you'll have the tools to identify your highest impact strategies and let go of the ones that aren't showing results.

As the Program Coordinator with Forefront, [Lily Blouin](#) serves as a capacity-builder, trainer, and facilitator for small to mid-sized nonprofits throughout Illinois. She is a recognized Licensed Consultant with the Standards for Excellence Institute and BoardSource and holds an M.A. in history from Western Illinois University.

As Forefront's Program Director, [Suzy Lee](#)'s focus areas include fostering community dialogue and peer learning for grantmakers, advisors, and nonprofits. She holds a Master of Public Administration from DePaul University School of Public Service, is also certified as a Standards for Excellence Licensed Consultant, and is a BoardSource trainer.

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9–10 AM CT | MANAGEMENT & GOVERNANCE TRACK

Say Less, Get More

Fotini Iconomopoulos

Cialdini's principles of persuasion tell us that likeability is important; but how can you be likeable in negotiation without giving away the farm? Fotini will walk you through how to use the science behind the principles of persuasion to get what you want. Likeability, scarcity, social proof, and more weave their way into the negotiation process to set you up for success. By applying these rules, with your negotiation objective in mind, you'll have a deal before you know it! It's possible to be authentic and likeable and get what you want all at the same time.

Author of *HarperCollins' Say Less Get More*, [Fotini Iconomopoulos](#) empowers audiences all over the world through her expertise in negotiation, communication, and persuasion. Business executives partner with her to achieve their business goals and create a competitive advantage. In addition to her features on TV, media, and outlets including CNBC, Forbes, and Harvard Business Review, this critically acclaimed author has been recognized with multiple awards including a 40 Under 40 award.

Approved for 1.0 CFRE CEs



DAY THREE **FRIDAY, JUNE 17**

9–10 AM CT | RESILIENT & THRIVING WORKFORCES TRACK

Fatigue in All Its Flavors: Sleep Deprivation, Compassion, Ethical Leadership and Decision

Taylor Miller, DVM, Not One More Vet

Compassion fatigue is a hot topic in the veterinary world, but it may fall short in explaining the career fatigue rampant in our profession. Or rather, it may represent a kind of end-stage fatigue. If this is the case, we need to intervene, recognize, and address all the stages and manifestations of fatigue that precede it. This presentation discusses and differentiates between sleep deprivation, ethical fatigue, leadership fatigue, decision fatigue, and compassion fatigue to round out our understanding of these factors that so impact our mental health. By increasing awareness and providing more nuanced metrics for self-monitoring, fatigue can be addressed more effectively and efficiently.

Dr. Taylor Miller runs a private counseling practice, Thoughtful Life Counseling LLC, serving clients in Oregon. She also produces the Veterinary Mental podcast and serves on the NOMV Student Support and Mentorship Committee. Her involvement with NOMV (Not One More Vet, a vet suicide prevention organization) feels like a natural extension of her personal mission. She hopes education in wellness topics and normalizing conversation around mental health will allow veterinary professionals to manage the challenges of their demanding careers and keep alive the joy and passion that drew them into the field.

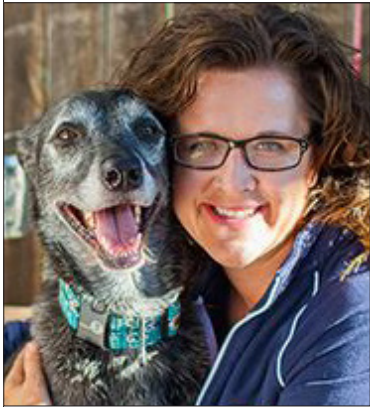


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Learn more at theaawa.org/page/membership

DAY THREE **FRIDAY, JUNE 17**



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9–10 AM CT | SHELTER MEDICINE & PUBLIC HEALTH TRACK

What Is Canine Welfare and How Do We Measure It in the Shelter?

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Dr. Lisa Gunter, PhD, CBCC-KA, Arizona State University

Considerable efforts have been made to improve the outcomes for dogs arriving at animal shelters, resulting in substantial increases in the number of dogs adopted and returned to their owners as well as reductions in euthanasia. Over this time, the role of the animal shelter has changed, from one of temporary holding to longer lengths of stay as animals with more complex behavioral and medical needs are placed. Thus, we must also evolve the care that we provide to these dogs to adequately meet their welfare needs.

We will discuss how we can best assess welfare and promising measures found across the scientific literature that can help us better understand dogs' experiences in the shelter. With these measures in mind, Dr. Gunter will describe recent research investigating the effects of housing and social interaction on shelter dog welfare. By identifying meaningful measures of dogs' experiences, interventions intended to improve their lives can be tested and, when supported by evidence, implemented in animal shelters for maximum benefit

Lisa Gunter is the Maddie's Fund Research Fellow at Arizona State University in the Department of Psychology and conducts her research in the Canine Science Collaboratory. The goal of Lisa's research is to better the lives of companion animals and their owners. To this aim, she has investigated the breed labeling of shelter dogs, their breed heritage, shelter housing and social interactions, temporary and long-term fostering, short-term outings, behavioral indicators of welfare, post-adoption interventions focused on owner retention—and recently, fostering during the pandemic and safety net programs to help keep people and their pets together.

10–10:15 AM CT | QUICK BREAK

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DAY THREE **FRIDAY, JUNE 17**

10:15–11:30 AM CT | GENERAL SESSION

Where Have All the Veterinarians Gone?

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Apryl Steele, DVM, CAWA, Dumb Friends League

James Lloyd, DVM, PhD, Animal Health Economics, LLC

Animal welfare organizations across the US and Canada are struggling to recruit and hire veterinary teams. The shortage of veterinarians is widespread and is expected to be even more challenging in the future. Learn what has led to this reality and discover possible solutions.

Dr. Apryl Steele is the President and CEO of the Dumb Friends League. After practicing veterinary medicine for 18 years, she had the honor of joining the League in 2014 to advocate for animals who are vulnerable due to homelessness, mistreatment, or their owner's financial situation. She is currently a board member for the Association for Animal Welfare Advancement and is a Certified Animal Welfare Administrator (CAWA).

In 2019, **Dr. James Lloyd** became CEO and senior consultant for Animal Health Economics, LLC, a company he founded to assist executive leaders in the animal health industry as they identify, develop, and implement key strategic initiatives. Previously, Dr. Lloyd served as Dean of the University of Florida-College of Veterinary Medicine (2013-2019). Over his career as a scholar, Dr. Lloyd has authored or co-authored 188 scientific publications and has delivered over 365 scientific presentations and workshops with an emphasis on economics, leadership, and management in veterinary medicine—work which provides the foundation for his current focus on economics and strategy in veterinary medicine and animal health.



11:30–11:45 AM CT

Future Focus and Surprise Announcement by 24Pet

Join us for Future Focus, where we identify ways to champion and unify the animal welfare profession, including a surprise announcement from 24Pet.

11:45 AM CT

The Association Spring Conference Concludes

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

The preferred method of registration is online at theaawa.org/event/spring22

Note: You'll need to be logged into your account on our site to register for the conference.

Don't have an account? **Create a membership account here.** Choose from a free Learning Non-Member membership or from a variety of full, paid membership types.

Don't want to register online?

Complete this form, including credit card information 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, register by [postmarked] May 31 and enter only one registration per form.

Registrant

Name _____

Title _____

Organization _____

Street Address/PO Box _____

City, State, Zip _____

Country _____

Work Phone _____ Cell Phone _____

Email _____

Member of The Association? ☐ Yes ☐ No New Member in 2022? ☐ Yes ☐ No

Member Type: ☐ Animal Welfare Professional ☐ Industry Partner ☐ Student ☐ Honorary/Retired

CAWA Certified? ☐ Yes ☐ No First Association Conference? ☐ Yes ☐ No

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

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

All meals will be vegetarian with vegan options. If you have a dietary preference or restriction, please indicate:

☐ Gluten Free ☐ Vegan Please list any food allergies: _____

REGISTRATION FEES

Registration Fees

	Early through May 12	Regular May 13–June 9	Late June 10–17
Member	<input type="checkbox"/> \$ 310	<input type="checkbox"/> \$360	<input type="checkbox"/> \$410
Learning Non-Member	<input type="checkbox"/> \$485	<input type="checkbox"/> \$ 535	<input type="checkbox"/> \$585
Industry Partner	<input type="checkbox"/> \$485	<input type="checkbox"/> \$ 535	<input type="checkbox"/> \$585
Student	<input type="checkbox"/> \$ 310	<input type="checkbox"/> \$ 310	

Guests

Guest Social Package (\$125): includes evening meals and events (fee does NOT include attendance at sessions, daily breakfasts, lunches or breaks)

Guest Social Fees (\$125 per person): Paid [postmarked] by May 31 OR paid on-site.

Guest name(s): _____

Attending: ☐ Opening Reception ☐ Thursday Reception

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

☐ Gluten Free ☐ Vegan Please list any food allergies: _____

Total Guest Payment (\$125 fee per guest): \$ _____

Group Rates and Big Savings

Are you a member of The Association? Members can bring colleagues from their organization at the discounted member rate, regardless of their member status. If you are a member and want to take advantage of this cost-saving benefit, follow these directions:

- To take advantage of this discount, registration must be completed online.
- Register yourself FIRST, then register each colleague (up to 10 additional attendees) 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 for instructions.

Become a member of The Association for Animal Welfare Advancement before you register and enjoy discounted conference rates. theaawa.org/page/memberbenefits

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 on or before May 12, 2022.
(\$50 processing fee if refund requested in writing before June 1, 2022)
- No refunds on or after June 1, 2022

CONFERENCE LOGISTICS

Travel Information

The Palmer House Hilton ([Click here to view hotel website](#))

17 E. Monroe, Chicago, IL 60603

Phone number to give out to your family: 312.726.7500

Be sure to reference **AWA 2022 Conference** to secure the group rate.

[Click here to book directly with the group rate.](#)

Group hotel room rate: \$209 + applicable taxes

Suggested arrival: Tuesday, June 14, with departure after conference concludes on Friday, June 17

Airport Transportation (where masks are required per the City of Chicago)

- Chicago-O'Hare International Airport: 17.0 miles
- Chicago Midway Airport: 11.2 miles

Airport shuttle options with approximate \$60 cost one way

- [Shuttle Wizard](#) and [Go Airport Shuttle](#).
- Uber, Lyft, and taxis are also options.

Subway to hotel

- *From O'Hare International Airport:* take the Blue Line train to Monroe/Dearborn stop. Take Monroe east to the hotel. The Palmer House is on the south side of the street.
- *From Midway Airport:* take the Orange Line from Midway to downtown. Get off at the Adams/Wabash stop. The Palmer House is located on the west side of Wabash Avenue.

Parking at 55 East Monroe Street (across the street from hotel)

- \$52 Self-Parking (Early Bird parking fee only \$17 if you arrive before 8am)
- \$75 Overnight hotel guest valet parking
 - Access from either Monroe Street (west bound traffic) or Adams Street (east bound traffic).
 - Overnight guests can charge parking to their guest room for payment at check-out. Simply present your parking or valet ticket to a guest service agent for validation prior to departure.
 - For non-overnight guests, please note that parking must be paid in the 55 East Monroe Street lobby level prior to entering your car to exit the facility.

Hilton Honors Saves You Time

As a [Hilton Honors member](#), you'll receive exclusive perks at The Palmer House, including digital check in and check out, and a digital key.

Safety Policies *(Safety policies will be updated in accordance with city & county guidelines.)*

Effective February 28, the City of Chicago has removed the mask and vaccine requirements for certain public spaces. Masks will continue to be required in health care settings, on public transit, at the two Chicago airports, and in other congregate settings. [Learn More >>](#)

In our conference spaces, masks are mandatory except while eating and drinking.

[Learn how to protect yourself.](#)

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