

# THE SPRING CONFERENCE

for Animal Welfare Advancement

June 12-14, 2019

St. Louis, Missouri



The Association for  
**Animal Welfare**  
Advancement



**The Association**  
**2019 Spring Conference:**  
*Animal Welfare Advancement  
through Operational Excellence*

June 12-14, 2019

Four Seasons Hotel St. Louis

Sponsored by:

Hill's Pet Nutrition and The ASPCA



# Spring Conference Committee

## Spring Conference Committee



Thanks to the dedicated work of our Spring Conference Committee volunteer experts, listed below we're delighted to share the following curriculum.



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

Robyn Barbiers, DVM, Former CEO, The Anti-Cruelty Society

Heather Beshears, Director of Marketing, Education & Advocacy,  
Arizona Humane Society

Beth Brookhouser, CAWA, Director of Community Outreach,  
SPCA for Monterey County

Helen Cheng, Sales and Customer Success Manager, Shelterluv

T' Fisher, VP of Animal Welfare, Houston SPCA

Anthony Hedger, VP of Administration and CFO, Houston SPCA

Judy Hunter, Director of Development, Cleveland Animal Protective League

Julie Justman, CAWA, Director of Strategic Initiatives,  
Humane Society of the Pikes Peak Region

Catherine (Cate) McManus, VMD, MPH, DACVPM, Director of Veterinary Care,  
City of Irving Animal Services

Kathleen Olson, CAWA, Executive Director, Purrfect Pals

Anna Payton, Executive Director, Aurora Animal Care and Control

Anthony Priore, Sr. VP of Administrative Services & CFO,  
Humane Society of Broward County

Meghan Scheibe, Director of Development & Marketing and Interim ED,  
Lawrence Humane Society

Karen Yost, VP of Finance & Administration, St. Huberts Animal Welfare Center

Aurora Velazquez, Chief Operating Officer, Animal Care Centers of NYC

MeLissa Webber, Assistant General Manager, Los Angeles County Animal Services

**9A-12P OPTIONAL SHELTER TOUR #1:  
HUMANE SOCIETY OF MISSOURI BEST BUDDY CENTER**  
(REQUIRES SEPARATE REGISTRATION, LIMITED TO FIRST 80)

BUSSES DEPART HOTEL AT 9A, RETURN BY 12P

If you are not able to attend at this scheduled time, and can provide your own transportation to HS of Missouri's Best Buddy Center (11660 Administration Drive, Maryland Heights, MO 63146), contact Anne Vincent at [avincent@hsmo.org](mailto:avincent@hsmo.org) or 314-802-0381 to arrange a private tour during your stay.

**12 – 5:30P REGISTRATION OPEN, *Sponsored by Hill's Pet Nutrition***

**12 – 7P THE NEST, *Sponsored by IDEXX***

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

**2:30 – 3:30P OPENING COMMENTS**

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

**3:30 – 5P KEYNOTE ADDRESS**

***Work Relationships that Really Work***



**Brett M. Cooper, Integris Performance Advisors**  
*Everything we do in animal welfare requires collaboration between people. Why is it sometimes so difficult to establish work relationships that really work, where all parties communicate effectively and work together efficiently to achieve shared goals? Brett Cooper and his team address this challenge with organizations every day. During this engaging and entertaining presentation, Brett will share stories and insights related to:*

- *The power of self-awareness*
- *Strategies for improving work relationships, even the difficult ones*
- *Impactful ideas for being a better communicator, leader and team member*

**BIO:** Brett is the visionary President of Integris Performance Advisors, a professional development firm he co-founded to expand the existence of healthy organizations and great places to work. By creatively bringing together concepts from The Five Dysfunctions of a Team (by Patrick Lencioni), The Leadership Challenge (by Jim Kouzes and Barry Posner), Everything DiSC and Lean Six Sigma, Brett and his team have influenced thousands of people in government, non-profits and corporate America to work together in more productive, more effective and more human ways. Brett earned an MBA in Finance from the Stern School of Business at New York University and a Bachelor's degree in Marketing from San Diego State University. He is a frequent speaker on topics related to team cohesion, leadership and operational excellence.

# Day 1 | June 12

Day 1 | June 12 *cont.*

THE SPRING CONFERENCE  
for Animal Welfare Advancement  
June 12-14, 2019 St. Louis, Missouri

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

*The Spirits of St. Louis*

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

5 – 7P RECHARGING STATION, *Sponsored by Newport ONE*



NETWORK  
COLLABORATE  
ENJOY

# Day 2 | June 13

## Day 2 | June 13

8A – 5P REGISTRATION OPEN, *Sponsored by Hill's Pet Nutrition*

8A – 5P RECHARGING STATION, *Sponsored by Newport ONE*

8A – 9A CONTINENTAL BREAKFAST / EXHIBIT HALL OPEN

8A – 5P THE NEST, *Sponsored by IDEXX*

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

9 – 10:15A KEYNOTE ADDRESS

*Don't Sweat the Flops: Using Mindful Play and Learning to Redefine Stress*



**Paul and Dawn Miller, The Juggler's Mindset**

*What's your reaction when life throws you a curveball? How well do you adapt when things don't go as planned? This energizing and interactive session redefines the experience of "failure" and provides strategies for applying mindful learning to achieving goals.*

- *Free Your Mind: Increase awareness of the impact mindset has on outcomes*
- *Lop Into Parts: Gain clarity regarding the next step in achieving a goal*
- *Observe, Don't Judge: Learn to listen and give feedback without judgment*
- *Play with Variables: Develop comfort with exploring multiple ways to accomplish a goal and taking time to reflect on that process*

**BIO:** Paul Miller, Chief Executive Officer, The Juggler's Mindset, is an entrepreneur and nationally touring performing artist. Paul brings creativity and enthusiasm to every project he tackles. His early career experiences in the hospitality industry and street performing taught him that connecting with your audience is at the core of customer service. He went on to perform on stages including off-Broadway, Disney Cruise Lines, and TEDx Creative Coast as well as create a successful education company promoting active learning and play through the juggling arts.

Dawn Daria, Chief Education Officer, The Juggler's Mindset, is an award winning educator and author. She loves to inspire individuals to step out of their comfort zones in order to discover something new about themselves, each other, and the world. She has a natural ability to assess group dynamics and facilitate collaboration. Degrees in psychology and education have been critical to her success in teaching, program implementation, and business development. She regularly consults with organizations including Chamber of Commerce leadership programs, women business owner groups, museum education programs, and the health and wellness industry.

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

10:45A – 12P GENERAL SESSION

**Thought Leadership for Nonprofits:**

**Marketing to Build Authority and Share Expertise**

Kivi Leroux Miller, Nonprofit Marketing Guide

*Is your organization or are some of your staff the “go to” people in your field? Do others look to you for insights, trends, and guidance in a rapidly changing world? Are you frequently called by the media, and asked to contribute to publications or to speak at events? Or do you wish you were? Thought leaders are experts whose work, knowledge and experience are actively sought out by others – because those people have been introduced to the expert via good marketing. During this workshop, you’ll learn how to take your nonprofit from being an expert to being a well-respected and well-known thought leader. After this session, you will understand:*



- The difference between expertise and thought leadership
- How to determine if thought leadership is an appropriate strategy for your organization
- The communications tactics and best practices most often associated with thought leadership
- How your communications strategy will need to be adjusted to include thought leadership

**BIO:** Kivi Leroux Miller is the founder and CEO of Nonprofit Marketing Guide, where she helps nonprofit communications professionals learn their jobs and love their jobs through a variety of training and coaching programs. She has personally mentored more than 150 nonprofit communications directors and communications teams as a certified executive coach. She is a popular keynote, workshop, and webinar presenter, speaking dozens of times each year. Kivi is author of a popular blog as well as the award-winning author of three books: CALM not BUSY: How to Manage Your Nonprofit’s Communications for Great Results (2018, Bold & Bright Media); Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money (2013, Jossey-Bass); and The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause” (2010, Jossey-Bass).

12 – 1:30P LUNCHEON



### 1:30 – 3P CONCURRENT SESSIONS ADMINISTRATION/FINANCE TRACK

#### *Think Strategically about Implementing and Measuring Programs*



**Angela Schneider, Purina North America**

*In this session, we'll explore how every program or organizational behavior change initiative can be set up for success through utilizing the scientific method. We will:*

- *Discuss clearly defining the opportunity, setting up the program, and measuring the impact*
- *Review a Purina agility program example*
- *Consider how animal welfare specific programs can use the scientific method during an activity*

**BIO:** Angela Schneider is the Director of People Analytics in Human Resources at Nestle Purina. She has been with Nestle Purina for over eight years, developing the analytics capability around

people-focused areas. Employees spend much of their life working, and she wants to ensure the company they work for is the best it can be; which means bringing insights to decision-makers. She holds a Ph.D. in Industrial-Organizational Psychology from the University of Missouri-St. Louis.

### DEVELOPMENT/MARKETING TRACK

#### *What are the 10 Golden Crisis Rules for the Digital Age?*

**Mike Hatcliffe, The Hatcliffe Group**

*It had become clear that previously published crisis management guides and teachings were of declining value in this new digital world. It was time to capture the new best practices. The book, 'The New Rules of Crisis Management – Issues and Crisis Planning & Response in the Digital Age' tells us what has changed (and what has not) in the crisis management field. Edited by Ron Culp, Professional in Residence, Public Relations & Advertising at DePaul University in Chicago with contributions from renowned crisis experts and professional development support from PRSA. In this session, you'll learn:*



- *New approaches to crisis management*
- *The need for speed*
- *The legal imperatives*
- *The employee perspective to crisis management*
- *The impact on professional services firms*
- *NEW - Building a crisis preparedness plan for the digital age*
- *NEW - Data and analytics for crisis management*
- *NEW - The new rules for brands*

**BIO:** In 2017, Mike Hatcliffe joined RockDove

Solutions ([www.rockdovesolutions.com](http://www.rockdovesolutions.com)), the company behind the award-winning mobile app, In Case of Crisis, as a consultant on reputation and risk. He is also the founder and president of The Hatcliffe Group, a reputation, issues and crisis consultancy. Previously, Mike spent nearly 25 years with two of the world's leading PR agencies. Most recently, he spent 10 years at Ogilvy, as managing director of its US corporate practice, and before that 14 years with Ketchum in both the US and the UK. Mike has worked on crisis and reputation assignments with a range of blue chip companies, leaders in their fields, including LG Electronics, Wells Fargo, Carlsberg, Zebra Technologies, CDW, Quintiles, Rockwell Automation, Unilever, Pepsico, Deloitte, Grant Thornton and HSBC.

### 1:30 – 3P OPERATIONS TRACK.

#### *Equine Welfare and the Issues We Face*



Emily Weiss, PhD, CAAB, The ASPCA

*Understand the major welfare risks for equines in your community and determine opportunities to decrease that risk. In this session, we will:*

- *Outline the major categories of risk*
- *Highlight what we've learned from shared data, pilot projects and research*
- *Discuss opportunities to apply solutions in your community*

**BIO:** Emily Weiss, PhD, CAAB, oversees strategic direction of the ASPCA Equine Welfare program,

a part of the ASPCA's Policy, Response and Engagement group. As a Certified Applied Animal Behaviorist, Dr. Weiss has worked with species as varied as lions, orangutans, elephants and Komodo dragons, as well as many dogs, cats and horses. Dr. Weiss leads the efforts at the ASPCA to achieve the goal of all equines have good welfare, and aims squarely on increasing the rehoming of horses, the development of effective safety net programming and a third focus of effective law enforcement response to cruelty and neglect. She is a founding member of Equine Welfare Data Collective and serves on the Animal Welfare Advisory board of the American Horse Council.

### 3 – 3:45P PM BREAK / EXHIBIT HALL OPEN

### 3:45 – 5P CONCURRENT SESSIONS

#### ADMINISTRATION/FINANCE TRACK

#### *You Get What You Pay For—Volunteer Programming that Really Works*

Rachel Finney, CAWA, Columbus Humane

*Ask a room full of animal welfare leaders about*



*the biggest challenges of our jobs and managing passionate people is often at the top of the list.*

*This session addresses:*

- *The most common sources of drama and dysfunction in volunteer programming and the negative impacts it can have on quality of life for the people and animals within the organization*
  - *The importance of clear, open and supportive communication for all team members*
  - *Examples of what works and what does not*
- *Why it's critical to invest time, training and dollars and how to get the most return out of that investment*
  - *Recruiting, training, retaining and thanking volunteers*
  - *The importance of accountability for all team members*

**BIO:** Rachel D.K. Finney is a Certified Animal Welfare Administrator with 15 years of experience in animal sheltering. Finney has degrees in nonprofit management, psychology, political science and sociology from Indiana University. She began working in animal welfare as the Executive Director of the Union County Humane Society in Marysville, OH and serves as the CEO at Columbus Humane, formerly the Capital Area Humane Society in Columbus, Ohio. Rachel operates under the philosophy that we should "never be afraid to do the right thing."



### 3:45 – 5P DEVELOPMENT/MARKETING TRACK

#### *Innovative Annual Reports that Provide Value to Constituents*

Kivi LeRoux Miller, Nonprofit Marketing Guide



Producing an annual report is a management best practice. But let's face it: traditional annual reports are also time-consuming and expensive with questionable return on investment. How can you turn what feels like a waste of resources into a powerful communications piece to your donors and other supporters? We'll explore the trends toward shorter, more modern annual reports that are much easier to create and that provide real value to you and to your constituents. After this session, you will understand:

- How to choose a format that does the work of an annual report, but is easily repurposed for other uses too
- How to tell the story beyond the stats and financials
- The best formulas for creating powerful annual report infographics and videos
- What to do with donor lists and other space-hogging elements when you decide to do a short report instead

**BIO:** Previously listed on page 4

### OPERATIONS TRACK

#### *To Contract or Not to Contract*

Lisa LaFontaine, Humane Rescue Alliance

Jeff Rosenthal, DVM, Idaho Humane Society

Gary Weitzman, DVM, MPH, CAWA, San Diego Humane Society & SPCA

Facilitated by Roger Haston, PhD, PetSmart Charities

*A lot has changed in the animal welfare environment. Whether you're an open, limited or managed admission agency, taking on municipal contracts may be the best way to fulfill your mission to care for and protect animals and the public. Learn the pros/cons and questions to answer when considering whether to contract for your community's animal services. Join us for a 90-minute panel moderated by Roger Haston and composed of three agencies working closely with their municipal governments to achieve lifesaving advances in animal services.*

- *How can you structure your contract to ensure you are made as financially whole as possible?*
- *What are the ways that your community and your other programs and services are enriched through having the animal services contract?*
- *What are the biggest obstacles to success, and how can you mitigate them?*
- *What are the political obstacles and where do unions factor in?*
- *How can we advocate to be fairly compensated for our services?*
- *How can your community help you have a productive and lifesaving partnership with your local municipality?*

### 3:45 – 5P OPERATIONS TRACK *cont.*

**BIOs:** Lisa LaFontaine is the President and Chief Executive Officer of the Humane Rescue Alliance (HRA). HRA was created when two iconic predecessors— the Washington Humane Society (WHS) and the Washington Animal Rescue League (WARL)—came together to form a single more powerful voice for animals. Prior to WHS, Lisa was the CEO of New Hampshire's Monadnock Humane Society, spearheading a successful capital campaign that resulted in construction of a new, state-of-the-art animal welfare facility and an expanded endowment fund for the organization.



Jeff Rosenthal, DVM, has been leading the Idaho Humane Society in the roles of Medical Director, Executive Director and CEO for the last 16 years. Raised in Boise, Idaho, Jeff graduated from Washington State University College of Veterinary Medicine in 1993. Following graduation, he practiced at a small animal hospital in Oregon until returning to Boise in 2000 where he took a position as Medical Chief of Staff at the Idaho Humane Society's Veterinary Medical Center. In this role he directed



the shelter medical program in addition to a growing public charity practice. The Idaho Humane Society has contracted with local municipalities for sheltering and humane law enforcement services for many decades and currently holds contracts to enforce animal laws and regulations for a jurisdiction comprising nearly one quarter of Idaho's population.

Gary Weitzman, DVM, MPH, CAVA joined San Diego Humane Society as the president and CEO in 2012. A significant focus for San Diego Humane Society is a movement called "Getting to Zero" which succeeded in ending euthanasia of all healthy and treatable animals in San Diego County. Prior to joining San Diego Humane Society, Weitzman served as Medical Director, and then President of the Washington Animal Rescue League. He led that urban, shelter through a period of growth and established its national reputation as a resource for disaster and puppy mill rescues. He is a Certified Animal Welfare Administrator and currently serves as the immediate past chair of the board of The Association for Animal Welfare Advancement. He also serves on the board of Mama's Kitchen, a San Diego nonprofit committed to providing food for people with chronic illnesses.

6 – 8:30P THE ASSOCIATION SPRING CONFERENCE EVENT NIGHT  
*Co-sponsored by Hill's Pet Nutrition and RKD Alpha Dog*

*The Event takes place at the City Museum of St. Louis –  
Where Imagination "Runs Wild!"*

Travel a short ride to the brainchild of internationally acclaimed artist, Bob Cassilly, and explore an eclectic mixture of marvels. Reaching no farther than municipal borders for its reclaimed building materials, City Museum boasts features such as castles of reclaimed stone, salvaged bridges, construction cranes, fire trucks, miles of tile, church pipe organs and even two derelict airplanes. Chow down while hoisting a beverage (or two) and ENJOY some memorable time with your professional peers.

Busses begin departing the hotel at 5:45P. Last bus departs event site at 8:15P



# IMAGINATION MEETS INNOVATION

8– 1P REGISTRATION OPEN, *Sponsored by Hill's Pet Nutrition*

8A – 3P RECHARGING STATION, *Sponsored by Newport ONE*

8A – 9A CONTINENTAL BREAKFAST

9 – 10:15A GENERAL SESSION

# OnPOINT

## for Animal Welfare Advancement

Partners Organized to Innovate, Navigate and Transform

*Innovation is the focus of these mini-presentations from your peers, from the necessity to care for livestock (especially equine), working to protect local wildlife, taking on the challenges of saving neonate kittens, and other innovative programs that support collaboration, community, and care.*

10:15 – 10:45A AM BREAK

10:45A – 12P CONCURRENT SESSIONS

### ADMINISTRATION/FINANCE TRACK

*Thinking: Now There's an Idea*



**Mary Kuthies, MCK Coaching**

*Thinking has taken a backseat to doing because the pace of work has accelerated and expectations have escalated right along with it. This session shares how the best intentions are sabotaged by working frantically but without a well-crafted plan or sufficient time to develop and nurture ideas. It's possible to carve out time to think and to get things done. In fact, it's a necessity to be able to do both. In this presentation you will:*

- *Understand how thinking becomes a casualty of a busy workplace environment*

- *Join interactive exercises to experience the amazing power of the brain*
- *Learn how focused thinking time increases fulfillment and value*
- *Learn techniques to master thinking in a variety of situations*
- *Take away simple tools that enhance the thinking process and boost productivity and creativity*
- *Get a jump start on developing habits that restore, rather than deplete your energy*

**BIO:** Mary Kutheis (kooth-ice) left corporate America in 2000 to establish her own practice. Since then she's coached and trained business owners, leaders and teams to help them accomplish more with less turmoil, drama and stress. She has keen insight into human behavior as well as a mastery of both time and people management - a unique combination of expertise. She's a certified DISC and Driving Forces analyst and is also certified to administer and interpret the EQ-i 2.0 - the definitive assessment to measure emotional intelligence. She's contributed as an expert on television, radio and in print and in January published her first solo book, *Making Minutes Matter: Your Guide to Being Content with How You Spend Your Time*.

### 10:45A – 12P DEVELOPMENT/MARKETING TRACK

#### *This is How You Do It – Proven Secrets to Email Etiquette*



**Karen E. Purves, MA, innovative impact**

*Do you know the four-letter word that instantly increases the response rate to your emails with staff and community members? Find out the answer plus laugh as you learn in this cutting edge, jam packed, and interactive session offering best practices on proven email tips for animal welfare administrators. You'll learn easy, time-saving solutions to help ensure others open, read and respond to your emails, as well as how Karen gets over a 90% response rate to her emails. After participating in this program attendees,*

*on average, said their ability to write a more effective email improved 74%. In this session, you'll learn to:*

- *Identify proven subject lines that increase the likelihood people will open, read and reply to emails*
- *Apply specific, tested suggestions to the body of an email to individual recipients*
- *Utilize ideas immediately to reduce confusion or defensiveness on the receiver's end, which in turn leads to improved response rate and cooperation*

**BIO:** Karen combines a bachelor's degree in business, master's degree in public policy and over 25 years working experience, including 8 years in the animal welfare field, along with extensive training at "The Second City" to empower audiences to make a difference in the session and in their lives. The guarantee? Attendees receive useful material, in an engaging way, and practical tools to implement immediately for success! For more information on innovative impact or Karen's programs, feel free to contact Karen at [karen@innovativeimpact.com](mailto:karen@innovativeimpact.com).

### OPERATIONS TRACK

#### *Creating a Certified Emergency Response*

Linda Fielder, CAWA, Oregon



**Humane Society  
Dick Green, Ed.D.,  
The ASPCA**

*Americans continue to face an onslaught of powerful weather events, from hurricanes to wildfires. Through emergency preparedness, you can equip volunteers and employees with*

*the skills needed to establish and maintain emergency animal shelters in a multitude of scenarios. In this presentation, you will:*

- *Gain the information you need to replicate emergency sheltering certification programs in their shelters and grow a team of staff and volunteers trained to assist in protective custody sheltering and emergency response*
- *Understand how staff and volunteers qualify to participate, the web-based and FEMA trainings they must complete and, as a final step to certification, how we conceptualize and conduct mock emergency drill scenarios*

### 10:45A – 12P OPERATIONS TRACK *cont.*

- *Study processes for announcing emergency deployment, team selection and travel planning as well as examples of how these deployments create valuable media and development opportunities*
- *Receive information on recent changes at the federal and national level that pertain to preparing for and responding to animals in disasters*
- *Learn what resources might be available at the local, state and federal levels and how to request those resources*
- *Understand the value of forming regional or statewide networks and coalitions*

**BIOs:** Linda Fielder, Director of Humane Investigations and Shelter Medicine, Oregon Humane Society since 2003 was a key player in conceptualizing and launching OHS' full service veterinary hospital in 2007. In 2009, she was selected to oversee the OHS Investigations Department and has since expanded its geographical response area, transitioned to a commission partnership with Oregon State Police, implemented a certification program for emergency response volunteers, and hosted an annual training program known as 'Victim to Verdict' for industry professionals. In 2012, Linda became a Certified Animal Welfare Administrator. Linda currently oversees the operations of the Shelter Medicine Program at OHS in addition to the Humane Investigations Department.

Dick Green, Ed.D. is currently the Senior Director of Disaster Response for The American Society for the Prevention of Cruelty to Animals (ASPCA). He has responded to scores of disasters including typhoons in Taiwan, Philippines, and Australia, volcanic eruptions in the U.S., Philippines and Iceland, tsunamis in Sri Lanka and Japan, and earthquakes in China, Haiti, and Japan. Recent responses in the United States include fires and mudslides in CA, volcanic eruption in Hawaii, Hurricane Florence in 2018 and Hurricanes Harvey, Irma, and Maria in 2017. Dr. Green has trained hundreds of responders in disaster prevention and response and has developed training curricula and texts for Slackwater Rescue, Water Rescue for Companion Animals and Rope Rescue for Companion Animals. His new text, *Animals in Disasters* was released in February 2019.

### 12 – 1:15P NETWORKING LUNCH

### 1:30 – 3P CONCURRENT SESSIONS

#### ADMINISTRATION/FINANCE TRACK

#### *Wag More, Bark Less - Reducing Negativity in your Shelter*

Karen E. Purves, MA, innovative impact



*Deal with difficult people? Spend most of your day handling personality conflicts among staff? Explore 14 different ways people express negativity and learn a tip for dealing with each one so you'll feel more competent. You'll learn effective skills on handling a broad spectrum of negative personality styles - and see how you can adjust your own attitude to help stay positive and improve organizational excellence! Receive tips on exactly what to say to whom, so you can go back to work and do something different immediately. After participating in this program attendees, on average, said their ability to handle negative situations in the workplace improved 28%. In these back-to-back sessions, you'll learn how to:*

- *Identify the effects of negativity on yourself and your organization*
- *Recognize 14 negative roles and learn a tip for dealing with each one*
- *Implement 40 additional solutions for overcoming negativity*

**BIO:** Previously listed on page 11

### 1:30 – 3P DEVELOPMENT/MARKETING TRACK

#### *Effective Fundraising Data*



Michael Buckley, CFRE, The Killoe Group  
*Participants will:*

- Discover applications for common data metrics
- Understand the importance of capturing, storing and evaluating fundraising data
- Formulate strategic steps to increase fundraising program effectiveness, including discussion of the Fundraising Effectiveness Project
- Learn tools and guidance to establish a data-driven culture at your organization

**BIO:** A career fundraiser, Michael J. Buckley, CFRE is the President of The Killoe Group. In this role he counsels non-profits to maximize their effectiveness and efficiency. Prior to this position, Mike held multiple leadership roles at Albany, NY area non-profits in both animal welfare and higher education environments. Mike began his fundraising career as a student phon-a-thon caller at his alma mater. A native of Long Island, Mike now resides in Guilderland, NY.

### OPERATIONS TRACK

#### *More is Less*

Rachel Finney, CAWA Columbus Humane



*Want to reduce admissions AND euthanasia without reducing community impact? Learn how one nonprofit open admission shelter expanded services, informed and inspired their community and reduced euthanasia by 70% in the first year... without sacrificing quality of care. In this session, attendees will learn:*

- Which steps yielded the most significant results
  - How to replicate the program in shelters of any size and the tricks needed to prevent and conquer challenges along the way
- To inspire a new way of thinking and address the barriers that can make creating massive change feel impossible, and leave your community motivated and equipped to make change

**BIO:** Previously listed on page 6

### 3P THE ASSOCIATION SPRING CONFERENCE ENDS

### 3:15 – 5:30P OPTIONAL TOUR #2 OF ANIMAL PROTECTIVE ASSOCIATION OF MISSOURI

*(REQUIRES SEPARATE REGISTRATION, LIMITED TO FIRST 50)*

*BUSSES DEPART HOTEL AT 3:15P, RETURN TO HOTEL BY 5:15P*

*If you are not able to attend this scheduled time, and can provide your own transportation to APA of Missouri (1705 South Hanley Road, St. Louis, MO 63144), contact Kim Brown [operations@apamo.org](mailto:operations@apamo.org) or 314-645-4610 to arrange a private tour during your stay.*

# Hotel

## Four Seasons Hotel St. Louis

999 North 2nd Street, St. Louis Missouri, 63102, USA  
Phone # to give out to your family: 314-881-5800  
<http://www.fourseasons.com/stlouis>



### Hotel Reservations

Make your reservation as soon as possible, and no later than May 17, 2019  
THE ASSOCIATION group rate is \$179.00 + applicable tax.  
Call (314) 881-5757; when making reservations, be sure to reference  
THE ASSOCIATION Spring Conference to secure the group rate  
You can also book on line: <https://book.passkey.com/e/49525956>

### Hotel Parking

All day Self-parking is complimentary  
Valet/Overnight parking: \$40.00 per day

### KC Airport & Transportation Information

St. Louis Lambert International Airport - <https://www.flystl.com>  
St. Louis Airport Shuttle - <https://www.gobestexpress.com> / 877-785-4682  
is the most economical for single passenger.  
Uber, Lyft, Taxi or Metrolink can be used as well.





# Registration Form

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

**The preferred method of registration is online at <https://theaawa.org/event/2019spring>**  
**IMPORTANT:** If you are a member registering ONLINE for the conference, and want to bring non-members of The Association from your organization staff team at the discounted member rate, select the total number to register, register FIRST; then register each non-member on the same registration form to receive The Association Member Rate. Up to FIVE (5) people from your organization may register at the member rate.

**Don't want to register on line?** Complete this form, including credit card information, and fax to 866-299-1311 OR make check payable to The Association, and mail to: The Association for Animal Welfare Advancement, 15508 W. Bell Road, Suite 101-613, Surprise, AZ 85374.  
**IMPORTANT:** Using this method, enter only one registration per form (Staff will discount up to five non-members from the same organization at the member rate).

### Registrant

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Organization/Company \_\_\_\_\_ Title \_\_\_\_\_

Street Address / PO Box \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Member of The Association? Yes \_\_\_ No \_\_\_ First Spring Conf? Yes \_\_\_ No \_\_\_

New member? Yes \_\_\_ No \_\_\_ CAWA Designation? Yes \_\_\_ No \_\_\_

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

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

Vegetarian Gluten Free \_\_\_ Vegan Gluten Free \_\_\_ Vegan \_\_\_

Allergy (please describe) \_\_\_\_\_

### THE ASSOCIATION SPRING CONFERENCE SPECIAL EVENTS / SESSION PREFERENCE

I plan to attend (check ALL that apply)

\_\_\_ Opening Night Reception, June 12

\_\_\_ Event Night, June 13

\_\_\_ Lunch, June 13

\_\_\_ Lunch, June 14

\_\_\_ Optional Shelter Tour #1, June 12 (and I have paid in full by May 30, 2019)

\_\_\_ Optional Shelter Tour #2, June 14 (and I have paid in full by May 30, 2019)

**Which one of these three concurrent sessions on June 13 from 1:45 – 3P**

\_\_\_ Admin/Finance Professional Track

\_\_\_ Development/Marketing Professional Track

\_\_\_ Operation Professional Track

**Which one of these three concurrent sessions on June 13 from 3:30 – 5P**

\_\_\_ Admin/Finance Professional Track

\_\_\_ Development/Marketing Professional Track

\_\_\_ Operation Professional Track

**Which one of these three concurrent sessions on June 14 from 10:45A – 12P**

\_\_\_ Admin/Finance Professional Track

\_\_\_ Development/Marketing Professional Track

\_\_\_ Operation Professional Track

**Which one of these three concurrent sessions on June 14 from 1:30 – 3P**

\_\_\_ Admin/Finance Professional Track

\_\_\_ Development/Marketing Professional Track

\_\_\_ Operation Professional Track

# Registration Form

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

Registration Fees (circle those that apply)	* Early	**Regular	***Late
<b>The Association Member</b> <i>Full Spring Conference</i>	\$285	\$355	\$430
<b>Non-member of The Assn.</b> <i>Full Spring Conference</i>	\$435	\$510	\$560
<b>The Association Member</b> <i>One day ONLY</i>	\$225	\$290	\$370
<b>Non-member of The Assn.</b> <i>One day ONLY</i>	\$375	\$445	\$520
<b>Optional Shelter Tour #1</b> <i>(non-refundable)</i>	\$15	\$15	N/A
<b>Optional Shelter Tour #2</b> <i>(non-refundable)</i>	\$15	\$15	N/A

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

\*\* Regular registration starts May 4 and must be postmarked with payment by May 17, 2019

\*\*\* Late registration begins May 18 (Paid [postmarked] by May 31 OR paid on-site)

If attending one day, please indicate:  Wed Eve /Thu Day OR  Thu Eve /Fri Day

### Guest (Evening Functions For The Association Spring Conference Only) Social Fees

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

Guest Social Fees @ \$115 per person (Paid [postmarked] by May 31 OR paid on-site).

Guest Social Fee @ \$130 per person if they opt in for shelter tour (Paid [postmarked] by May 31 OR paid on-site).

Please indicate the number of guests who will attend each function:

Guest name(s) \_\_\_\_\_

Number of Guests Attending: \_\_\_\_\_

Opening Reception \_\_\_\_\_ Event Night \_\_\_\_\_

Optional Shelter Tour #1 @ \$15 \_\_\_\_\_ Optional Shelter Tour #2 @ \$15 \_\_\_\_\_

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

Vegetarian Gluten Free  Vegan Gluten Free  Vegan

Allergy (please describe) \_\_\_\_\_

Total payment \$ (conference registration plus \$115 per guest fee) \$ \_\_\_\_\_

### THE ASSOCIATION CONFERENCE CANCELLATION POLICY

Full refund (with exception of shelter tour) if requested in writing on or before May 3, 2019.

\$50 processing fee if requested in writing by May 30, 2019.

No refunds on or after May 31, 2019.