



2016 Management Conference
*Motoring Toward a
Better World for Animals*
June 15-17, 2016

*Detroit Marriott at the Renaissance Center
Detroit, MI*

REGISTRATION BROCHURE

**G
R
O
W**

**L
E
A
D**

**L
E
A
R
N**



AGENDA

JUNE 15 - WEDNESDAY

- 8a—5p Partner Exchange**
Meet one-on-one with our vendor partners in a semi-private setting. Make your appointments in advance, and make the most use of your time in Detroit. See more information on page six.
- 1:30—5:30P Registration Open**
- 3:30P Opening Remarks**
- 3:45—5P Keynote Address: *No Bragging and Nothing Boring***
11 Ways to Share your Impact
Kivi Leroux Miller, Nonprofit Marketing Guide
- 5—6:30P Opening Night Reception: *Motown Cats***
Relax on opening night and stay on property, enjoy some local fare and a beverage or two. Meet up with old friends or make a few new ones. See more on page seven.
Sponsored by RKD Alpha Dog

JUNE 16 - THURSDAY

- 8—5P Registration Open**
- 8—5P Partner Exchange**
- 8—9A Continental Breakfast**
- 9—10:15A General Session: *Working Simply***
Carson Tate, Working Simply
Wouldn't it be great to have a sustainable winning workforce? During this session, you will:
- › Learn to design solutions for your organization to boost productivity;
 - › Gain tools to build a culture that works simply; and
 - › Ignite change to accelerate performance.
- 10:15—10:45A Morning Break**
- 10:45A—12:15P *Birds of a Feather Networking Session***
Innovative ideas, new programs, financial successes
Hear from your peers on ideas that have worked!
- 12:15-1:15P Networking Lunch**

Continued on Next Page

About the Speakers

Volunteering at the ripe young age of 8, **Miguel Abi-hassan, CAWA**, found a real passion working for animal welfare (AW). Since then, he has held most positions found in large AW organizations, and currently serves as the CEO of one of Florida's largest AWA's, Halifax Humane Society. In addition, Miguel also serves as an international consultant and instructor with a client portfolio of organizations from all over the world.

Jeff Caponigro, President & CEO, Caponigro Public Relations, is one of the country's most respected public relations professionals and top experts in crisis planning and crisis communications. He has managed hundreds of crisis situations throughout his 37-year career in public relations. He is the author of "THE CRISIS COUNSELOR: A step-by-step guide to managing a business crisis."

Dr. Melinda Merck is a forensic veterinarian consulting on cases, assisting investigators of animal cruelty with crime scene investigation as well as the examination of live and deceased victims. She helps with large scale operations and frequently testifies as a veterinary forensic expert.

Rhonda Michel, MBA, SHRM-SCP, SPHR serves as a Senior HR Business Partner with Oasis Outsourcing. A certified Hogan Assessment coach, Rhonda draws on more than 20 years of experience in corporate business and human resources management, providing expertise to both internal and external customers.



AGENDA

JUNE 16 - THURSDAY (CONTINUED)

1:30—3P Track Sessions

Administration / Finance: *The Power of Emotional Intelligence*

Deborah L. Watts, Ed.D., The Oliver Group

At the foundation of our decision making, performance, and productivity is our emotions yet we receive very little training on improving our emotional intelligence (EI). This program will help attendees understand the benefits of improving and implementing EI competency for overall organization success. "EI is more than twice as predictive of business performance than purely cognitive intelligence" (Gerald Mount, 2006). And Goleman (1998) states, "80 – 90% of the competencies that differentiate top performance are in the domain of EI." Furthermore, there is evidence that shows that the development of "soft skills" or what I call "critical skills" can have significant impact on our lives - from a personal perspective to an employee / organizational perspective. At the end of this session, you'll be able to:

- › *Define EI and realize the importance of developing EI competencies;*
- › *Identify personal strengths and limitations of your own EI;*
- › *Learn about the EQ-i 2.0 assessment tool and why it is one of the most scientifically validated EI instruments on the market today; and*
- › *Apply the insight and power of emotions as a source of human energy, information, connection, resilience and influence.*

Development: *Donor Loyalty / Donor Retention*

Adrian Sergeant, Ph.D., Centre for Sustainable Philanthropy

In this session we will explore how to build loyalty and foster donor retention in your organization. We'll draw on learning from 20 years of academic research AND the very best of professional practice from around the globe. By the end of the session participants should be able to:

- › *Define what is meant by donor loyalty and understand why it's such a significant issue;*
- › *Understand what is meant by donor lifetime value, how to calculate it, and how to use it to guide key decisions in respect of donor stewardship;*
- › *Explain the three key factors that drive donor loyalty and retention and how they can best be managed; and*
- › *Make changes to their donor retention programs to make a tangible difference to loyalty and retention.*

Operations: *Transport Best Practices*

SAWA Best Practices & Emerging Trends Committee

SAWA launches the new Transport Best Practice Guidelines: Working together successfully, transporting canines & felines, and saving more animals.

Continued on Next Page

About the Speakers (cont.)

Jennifer Miller has worked for the last 11 years as the Creative Director at TrueSense Marketing, helping non-profits raise millions through innovative, creative, and donor-centered strategies. In 2013, her work won Campaign of the Year in the Gold Awards for Fundraising Excellence (Fundraising Success).

Kivi Leroux Miller, President, Non-profit Marketing Guide.com has authored two award-winning books, "The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause" and "Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money." Through training, coaching and consulting, Kivi helps nonprofit communications professionals both learn and love their jobs.

Jeff Nickel, Senior VP, Donor Growth Champion, for TrueSense Marketing, has spent more than 30 years striving to fulfill his personal commitment to make the world a better place through donor-heroes. Jeff is a frequent speaker and volunteer for the Direct Marketing Nonprofit Federation.

Steve Palazzolo advises clients on union issues and labor and employment law. He counsels employers through complex union matters, negotiates collective bargaining agreements and administers grievances for cases before the National Labor Relations Board (NLRB). Steve is a frequent speaker for industry organizations, including the Original Equipment Suppliers Association, the Society for Human Resource Management and the Association of Corporate Counsel.



AGENDA

JUNE 16 - THURSDAY (CONTINUED)

1:30—3P Track Sessions (Continued)

Outreach/Marketing/Education: *Crisis Mismanagement* **Jeff Caponigro, APR, Fellow PRSA, Caponigro Public Relations**

One of the most valuable assets of any organization is the reputation of your brand. In this session, attendees will:

- › *Understand targeted strategies and tactics, including social media, to manage a crisis;*
- › *Focus on what you can and should prepare in advance; and*
- › *Learn how to build good will: "a building with insulation" to thrive under difficult circumstances.*

3—3:30P Afternoon Break

3:30—5P Track Sessions

Administration / Finance: *One Size Does Not Fit All: Utilizing the Predictive Index to help identify what motivates your employees.*

Deborah L. Watts, Ed.D., The Oliver Group

Take the guess work out of recruiting, retaining and developing your employees. Stop using tired and ineffective talent management methods that are not producing results, engaging employees, or optimizing overall performance for the organization. Are you aware that there are valid, reliable and statistically relevant tools to measure an individual's motivating behavior? An individual's ability in these areas is integral to on-the-job performance, as it relates to performing at or above expectations. Let me share with you a tool known as the Predictive Index (PI) that you can start using today to better understand what motivates you and your current or perspective employees. In this session, you will:

- › *Gain a true understanding of what people need to function at their best – what uniquely motivates, drives or even excites them – in comparison to the needs of others.*
- › *Learn how the PI Behavioral Assessment™ can help you decode the complexities of people using a valid, reliable and scientific approach.*
- › *Realize what drives workplace behaviors so you can ensure alignment, reach your team's true potential, and achieve your business objectives faster than you ever thought possible.*

Development: *Why Donors Give*

Jeff Nickel and Jennifer Miller, TrueSense Marketing

- › *Who are animal welfare donors?*
- › *What motivates them to give?*
- › *What compels the best responses from your donors?*

All session attendees to receive "Who are Their Heroes?" Original donor research produced by TrueSense Marketing.

Continued on Next Page

Detroit Hustles Harder: The All-American Comeback City

Excerpts from Huffington Post Blog, Shannah L. Compton and Jeff Game, 9/28/2015, 5:47P ET

An exploding food scene, young entrepreneurs taking back the city, and the driven hustle of the All-American comeback city.

There is a city in the middle of America that is fast becoming a hipster haven full of artists, young entrepreneurs, and a rapidly rising restaurant scene - and we are not talking about the Windy City. Detroit is on the comeback trail, and travelers around the world will be taking notice.



Detroit has great bones - no city in the world looks like Detroit. Artists Frida Kahlo and Diego Rivera called Detroit home in the 1930s. Architecture masterpieces like the Guardian Building and the Masonic Temple still give the city its character. Berry Gordy and Motown started a soulful revolution, and hometown favorite Eminem help shape the lexicon of American Rap Music. All this cultural abundance and you can see Canada right across the Detroit River.



AGENDA

JUNE 16 - THURSDAY (CONTINUED)

3:30—5P Track Sessions (Continued)

Operations: Pharmaceuticals as a Tool in Behavior Modification in Animal Sheltering – Part 1

Christopher Pachel, D.V.M., DACVB, CABC, Animal Behavior Clinic

Many shelters are utilizing behavior modification programs to benefit animals in their care. Behavior modification plans include environmental enrichment and positive reward based training, and in some cases may be supported by appropriate medications. This presentation will:

- Outline the most common behaviors and their manifestations in the shelter (i.e. fear-based aggression, hypervigilance, approach/avoidance, etc.);
- What behaviors or conditions are likely to respond to medication;
- Goals of medication programs;
- Maintenance (post-adoption) options;
- Situational medication usage in shelter; and
- Benefits and risks of medication programs.

Outreach/Marketing/Education: Creating Your Own Measure of Success **Kivi Leroux Miller, Nonprofit Marketing Guide.com**

One of the most valuable assets of any organization is the reputation of your brand. Is your nonprofit marketing strategy working? Are you doing a good job? How do you know? During this workshop, we'll go in-depth to:

- Develop your own customized plan for measuring your marketing success as both an organization and a marketing professional;
- Hone in on what's most important to measure, and develop a plan to measure it; and
- Sort through your options and look at both qualitative and quantitative ways you can evaluate your marketing.

You'll leave the workshop with a measurement plan you can go back to the office and discuss with the people who review your performance and the performance of your marketing strategy.

6—8P **EVENT NIGHT: Tastes, Tours and Tunes of the 'D'**

Explore the future of animal welfare as you tour the Michigan Humane Society new, state-of-the-art, Detroit Animal Care Campus and enjoy the iconic tastes and tunes of the Motor City! Find out more on page seven.

Bussing details on page seven.

Sponsored by Hill's Pet Nutrition (TENTATIVE)

Continued on Next Page

About the Speakers (continued)

Adrian Sergeant, Ph.D., Professor of Fundraising, Centre for Sustainable Philanthropy, is the world's foremost fundraising academic. He has received many awards for his services to the profession, notably being named to the prestigious Nonprofit Times Power and Influence List in the United States in 2010.

Carson Tate is a productivity consultant and founder of Working Simply. She authored "Work Simply: Embracing the Power of Your Personal Productivity Style." She serves as a coach, trainer, and consultant to executives at Fortune 500 companies. She is a nationally renowned expert on workplace productivity, whose views have been included in top-tier business media.

Dr. Deborah L. Watts is the Area Director for The Oliver Group and has more than 20 years of experience helping people and businesses grow. Her passion is developing professionals into tomorrow's leaders and coaching leaders on how to optimize their performance as well as the performance of their team. Deborah is a certified EQi-2.0 and EQ 360 coach and a Predictive Index analyst.



AGENDA

JUNE 17 - FRIDAY

8—1P Registration Open

8—1P Partner Exchange

8—9A Continental Breakfast

9—10:45A **General Session: *What Happened to that Puppy in the Window Feeling?***

Miguel Abi-hassan, CAWA, Halifax Humane Society

Mismanaged stress is an occupational hazard of animal welfare work; however, it does not have to consume our lives and affect our ability to save others. Historically, stress prevention has focused on compassion fatigue, turnover, and burnout. Though these are detrimental consequences of mismanaged stress, they focus on the end point.

- *This session will take employees back to square one, understanding positive and negative stress.*
- *It will refocus energies on building resiliency via a proactive stress prevention and mitigation plan.*

10:45—11A **Morning Break**

11A—12:30P **TRACK SESSIONS**

Administration / Finance Track – *FLSA Overtime Exemptions*

Steven Palazzolo, Warner Norcross & Judd, LLP

The Department of Labor has proposed revisions to FLSA overtime exemption which seeks to significantly increase the salary level needed to qualify as exempt. The ruling could be released before or after this session. Either way, we will discuss what the proposed regulations mean. Come prepared to learn about:

- *When and how does the FLSA apply to my organization;*
- *What are the exemptions and how do the regulations change them; and*
- *What do I do now?*

Development/Outreach Track – *Keep Your Community Excited to Give: Creating Your Donor Communications Plan*

Kivi Leroux Miller, Nonprofit Marketing Guide

What do you say to donors and other supporters of your cause in between asking them for money? During this workshop, you will:

- *Develop an editorial calendar for a donor communications plan that comes full circle:*
 - * *Ask for support, thank supporters, offer additional ways to get engaged, and report results before asking again.*

Continued on Next Page

Nobody Ever Tells Me Anything (except SAWA)

Guest registration is for evening events ONLY, and they must be pre-registered and wear their badge. If you want your guest to attend all meals or meetings, you'll need to register them at the full conference rate.

Partner Exchange is an informal, semi-private opportunity for you to put faces to your business partner contacts. You'll be able to reach fellow registrants through the event app, and plan some time to meet.

Bring your staff at the member rate! If you are a member registering for the conference, and want to bring non-SAWA members from your organization staff team at the discounted member rate, select total number to register, register FIRST; then register each non-SAWA member on the same registration form to receive the SAWA Member Rate. Up to FIVE (5) people from your organization may register at the member rate.



AGENDA

JUNE 17 - FRIDAY (CONTINUED)

11A—12:30P TRACK SESSIONS (CONTINUED)

Operations Track – Use of Pharmaceuticals as a Tool in Behavior Modification in Animal Sheltering – Part 2

Christopher Pachel, D.V.M., DACVB, CABC, Animal Behavior Clinic

12:30 – 1:30P – Networking Lunch

1:30 – 3P – Track Sessions

Administration / Finance Track – Hiring In the Fast Lane: Interviewing for Results

Rhonda Michel, MBA, SPHR, SHRM-SCP, Oasis Outsourcing

Any hiring decision can be a success, or a big mistake. Do you know what can (and should) impact your approach to this important process? Learn about best practices in hiring & interviewing – from posting the job to meeting the candidate, from conducting a background check to revoking an offer! This session will provide you with great tools as well as the confidence to make your next hire one of your best. You will:

- › Identify legal and policy issues related to the hiring process;
- › Create a structured and effective interview strategy; and
- › Develop good questions and increase your hiring accuracy.

Development/Outreach Track – Expect the Unexpected: Keeping Your Communications on Track Even When It Feels Like You Are Going Off the Rails
Kivi Leroux Miller, Nonprofit Marketing Guide

Stuff happens. You could suddenly be out of space due to a large intake; you might need funds for animals needing emergency care. It's inevitable that the world will throw kinks into your marketing and fundraising plans. But you don't have to let the urgent always overtake the important. During this workshop, you'll learn to fit these unexpected challenges into your plan, stay strategic while addressing the immediate needs, and instill a sense of calm and focus into the rhythm of the work.

Operations Track – Changing Needs of Handling Large-Scale Cruelty Cases
Melinda Merck, D.V.M., Veterinary Forensics Consulting, LLC

In this session you'll learn to:

- › Work well with law enforcement and create a great investigative team;
- › Understand the effects on the shelter staff and community;
- › Process crime scenes involving massive amounts of evidence;
- › Animal housing, handling, and care; and
- › Implement best practices.

AGENDA CONCLUDES

EVENTS

Opening Night Reception, Motown CATS, takes place on property from 5—6:30P. After you arrive and enjoy our keynote address, join us and our host, **RKD Alpha Dog**, for some local fare, a beverage or two, and make plans with fellow attendees to enjoy your first evening in Detroit.



Dress is casual.

Be sure to wear your badge. **All guests must be registered.**

Event Night takes place off property from 6P—7:30P (last bus leaves Marriott at 5:30P). Explore the future of animal welfare as you tour the **Michigan Humane Society** new, state-of-the-art, Detroit Animal Care Campus and enjoy the iconic tastes and tunes of the Motor City! Hosted by **Hill's Pet Nutrition**, you'll be treated to:



Tastes, Tours and Tunes of the 'D'

Busses leave at 5:15—5:30P

Busses return at 7:45P—8P

Dress is casual (wear closed toed comfortable shoes)





Conference Registration Form

June 15—17, 2016, Marriott at the Renaissance Center, Detroit, MI.

Only one registrant per form please. Guests for meals and social activities do not need to complete a separate form; indicate guest participation under Guest Social Fees below. **The preferred method of registration is online at URL TBA**

IMPORTANT: If you are a member registering for the conference, and want to bring non-SAWA members from your organization staff team at the discounted member rate, select total number to register, register FIRST; then register each non-SAWA member on the same registration form to receive the SAWA 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 SAWA, and mail to: SAWA, 15508 W. Bell Road, Suite 101-613, Surprise, AZ 85374.

Registrant

First name _____

Last name _____

Title _____

Organization/Company _____

Address _____

City _____ State _____ Zip code/postal code _____

Work Phone _____ Cell Phone _____

E-mail _____

SAWA Member? Yes No New member? Yes No

CAWA Designation? Yes No First Mgmt. Conference? Yes No

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

Dietary restrictions Vegetarian Vegan Gluten Free Pescetarian

SPECIAL EVENTS (check ALL that apply)

Opening Night Reception, June 15

Event Night, June 16

TRACK PREFERENCE (check ONE, although you can change choice on site)

Admin/Finance

Development

Operations

Outreach/Marketing/Education

SAWA 2016 Management Conference



Leaders Committed to Excellence

REGISTRATION FEES (circle those that apply)	* EARLY	*REGULAR	*LATE
Members (full conference)	\$275	\$340	\$415
Members (one day)	\$215	\$280	\$355
Non-Members (full conference)	\$420	\$490	\$560
Non-Members (one day)	\$360	\$430	\$500

- * Early registration must be postmarked with payment by April 15, 2016
- * Regular registration starts April 16 and must be postmarked with payment by May 18, 2016
- * Late registration : May 19 - June 1 (After June 2, you **MUST** register on-site.)

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

GUEST 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 June 1 OR paid on-site).

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

Guest name (s) _____

Attending Opening Reception _____ Attending Event Nt. _____ Vegetarian _____ Vegan _____ Gluten Free _____ Pescetarian _____

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

PAYMENT BY CREDIT CARD OR CHECK:

Please Circle Card Type: Visa Master Card American Express Total Amount: \$ _____

Card Number _____ Exp. Date _____

Sec Code: _____ Name on card: _____

Authorized cardholder's signature: _____

Address of cardholder (where credit card bill is sent) _____

Make checks payable to: SAWA and mail to 15508 W. Bell Road, Suite 101-613, Surprise, AZ 85374

HOTELREGISTRATION/INFORMATION

Detroit Marriott at the Renaissance Center
400 Renaissance Drive, Detroit, MI 48243

Book your hotel accommodations by May 24, 2016
On-Line at: <https://resweb.passkey.com/go/SAWA2016ManagementConference>

PHONE: (313) 568-8000 and ask for the SAWA Group Rate of \$165.00
(Group rate available 3 days pre and post –Based on Availability)

SAWA REGISTRATION CANCEL POLICY

Full refund if requested in writing on or before May 13, 2016.
\$50 processing fee if requested in writing by May 26, 2016.
No refunds after May 27, 2016

AIRPORT TRANSPORTATION/HOTEL PARKING

SKOOT Shuttle Services – 1-855-937-5668
One Way fee is \$23.00/RT fee is \$46.00
Over Night self-parking- Miller Parking
400 Renaissance Drive West—\$25.00