SAWA Management Conference 2018
Palmer House Hilton
Chicago, Illinois
June 6th-8th
Day 1 | June 6

1 – 5:30P  REGISTRATION OPEN

12 – 6:30P  THE NEST
Are you a new member, a nonmember, or attending a SAWA 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 SAWA.

12 – 5P  PEER AND VENDOR MEET-AND-GREET AREA
Make one-on-one appointments with your peers, clients, or vendor partners for private discussions. Use the SAWA event app for an easy way to reach out to co-attendees.

2:30P  OPENING COMMENTS
Welcome to Chicago and the 2018 Society of Animal Welfare Administrator’s Management Conference. Today’s pace of change is no longer a gentle breeze, but rather strong winds with the energy to change the landscape. We have a full slate of education, fun, and networking opportunities, and we know you’ll want to take full advantage.

3:30 – 5P  KEYNOTE ADDRESS
Innovation and the Future of Animal Welfare
Roger Haston, Ph.D., PetSmart Charities, Inc.
Dr. Haston gave an in-depth view of metrics, sheltering and a systemic view of animal welfare in his prior presentations. In this session, he will continue from that framework, exploring data that highlights key trends in animal welfare and develop a vision for the future. In this session you will learn:
- A quick history and the philosophical grounding principles of animal welfare
- Examine nationwide data to explore key trends
- A vision of the opportunities and challenges we face in the future
- Examples of innovative programs that reflect the future of animal welfare

BIO: Dr. Haston received a Ph.D. in geophysics from the University of California Santa Barbara and a MBA in finance from Rice University. In 2012 he committed himself full time to animal welfare and took over as Executive Director at the Animal Assistance Foundation where he merged his passion for science, business, and people to help the animals of Colorado and beyond. He has recently joined PetSmart Charities as the CAO. He also serves on the boards of National Council on Pet Population and Shelter Animals Count

5 – 6:30P  OPENING NIGHT RECEPTION: WINDS OF CHANGE In Exhibit Hall
Meet up with old friends and make new contacts in a relaxing atmosphere while enjoying local cuisine and a beverage or two. SAWA sponsors will be on hand to share their products or services. Stop by to learn something new or just to say “thank you” for all the support of our industry.
Day 2 | June 7

8A – 5P  REGISTRATION OPEN

8A – 9A  CONTINENTAL BREAKFAST In Exhibit Hall

8A – 5P  THE NEST
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9 – 10:30A  GENERAL SESSION
Emerging Leaders’ Vision of the Future
Emerging Leaders’ Panelists
As our veterans who were able to effect phenomenal change over the past 40 years retired and new leaders emerge, what tools do we need to continue to advance animal welfare? How do we keep, advance, and invest in the talent of our future leaders? Come and learn what our emerging leaders have to share.

10:30 – 11A  MORNING BREAK In Exhibit Hall

11A – 12:15P  GENERAL SESSION
SAWA Veterinary Care in a Shelter Setting Best Practices
SAWA Best Practices & Emerging Trends and Veterinary Subject Matter Presenters The Best Practice document provides a comprehensive overview of a shelter medicine program so the leadership and administration of animal welfare organizations understand the key components necessary to meet the health needs of the animals in their care. In this session you’ll learn:

• Necessary collaborations within your veterinary community and veterinary and non-veterinary staff
• Treatment of animals from intake to discharge
• Key considerations for success
• Legal considerations
• How to set goals and measure outcomes

12:15 – 1:15P  NETWORKING LUNCHEON
Join our featured speakers at their networking table OR join new friends while you enjoy a taste of Chicago.

1:30 – 3P  CONCURRENT SESSIONS
ADMINISTRATION / FINANCE PROFESSIONALS TRACK
Team Leadership Approach, Part 1
Amy Duskiewicz, Animal Protection Foundation
In these two back-to-back sessions, you will learn:

• Defining Leadership and what it means to lead teams
• Discussing the function of teams and what makes them effective (or not!)
• Evaluating options in decision making as a team leader
• Using the Hill Model for Team Leadership as a framework for decision making
• Debating decisions in relevant case examples using the Haodel & included Leadership Actions
BIO: Amy Duskiewicz has been in the animal welfare field for nearly 15 years and has worked in almost every role from kennel worker, veterinary technician, volunteer coordinator up to Shelter Director. She has a passion for leading using a team approach, learning from others, and finding innovative ways to expand the animal welfare field. Amy is currently pursuing a Master of Science in Nonprofit Management - Leadership Studies from Northeastern University.

DEVELOPMENT / MARKETING PROFESSIONALS TRACK
How to Make your Monthly Donors Leap to the Next Amazing Level!
Erica Waasdorp, A Direct Solution
You already know the tremendous power of monthly donors. You know the positive impact they have on your cash flow and donor retention. But how do you make that leap to the next level? How do you grow to 1,000, 2,000, 10,000 donors and higher? In this interactive session you will learn the steps involved that will help you not only cultivate your monthly donors, but also keep them or bring them back and bring them to higher levels! You will learn about:
• Acquiring monthly donors using online and off-line channels
• Set your strategy and target the right audiences
• Ongoing cultivation
• Upgrading monthly donors to higher levels
• Retaining and reactivating them to achieve all-time high donor retention levels

BIO: Erica Waasdorp, President, A Direct Solution, lives and breathes direct response and fundraising and can be considered a philanthrophyolic. She works with non-profit clients all over the country as well as internationally, helping them with their appeals, monthly giving, grant writing, and PR. She is also the US Ambassador for the International Fundraising Congress (IFC), held in the Netherlands each October. Erica published one of the very few books on monthly giving, called Monthly Giving, The Sleeping Giant. She is a Master Trainer for the Association of Fundraising Professionals.

OPERATION PROFESSIONALS TRACK
Successful Animal Shelters: It’s Not Just About the Money
Dr. Laura A. Reese, Michigan State University
Learn from her research about:
• Positive shelter outcomes in terms of director perceptions of success, higher live release rates, and good state inspection reports are not totally determined by resources such as budget, size, age of facility, organizational structure, or even the numbers of staff and volunteers
• Resource deficits can be overcome by a variety of actions such as how dog breeds are labeled, the activities volunteers engage in, staff training, intake isolation practices, animal enrichment, interactions with adopters, and networking with other shelters and rescues
• A checklist of the most impactful activities and processes are provided, emphasizing those that are low cost and thus in reach of any shelter
• Data are drawn from a survey of the population of licensed animal shelters in Michigan funded by the Stanton Foundation and include shelters of all sizes and resource levels allowing recommendations to be applicable to a wide variety of settings

BIO: Laura A. Rees, Ph.D. is Professor of Urban Planning and Political Science and Director of the Global Urban Studies Program (GUSP) at Michigan State University. Her research and teaching areas are in animal welfare policy, urban politics and public policy, economic development, and local governance. She has conducted
Day 2 | June 7 cont.

large scale evaluations for the Economic Development Administration and sub-state economic development programs. She has written 11 books and over 100 articles and book chapters in these areas and has a new book forthcoming, Shelter Me: Strategies for Successful Animal Shelters.

3 – 3:30P  AFTERNOON BREAK In Exhibit Hall

3:30 – 5P  CONCURRENT SESSIONS

ADMINISTRATION / FINANCE PROFESSIONALS TRACK
Team Leadership Approach, Part 2

DEVELOPMENT / MARKETING PROFESSIONALS TRACK
Don’t Survive, Thrive! Creating a Starter Major Gifts Program for Small and Medium Nonprofits
Armando Zumaya, Armando Zumaya Consulting
Too many animal welfare organizations rely on small gifts or perhaps a foundation grant when there are very wealthy animal welfare advocates right in their community. Building a Major Gifts program is the most proven and powerful fundraising method today. In this session you’ll learn:
• How to educate your board on the basics and effective allocation of resources
• Successful use of acquired prospect research
• Basic structures for startup of a major gift plan

BIO: Armando Zumaya has been in fundraising for 31 years in a variety of roles, giving him a unique perspective on development offices, prospecting, and role of prospect research/management. He is currently an active Chief Development Officer, and spent the bulk of his fundraising career as a Major Gift, Leadership Gifts, and Annual Fund Officer for two $1+ billion dollar campaigns at Cornell University and the University of California, Berkeley. He lectures at AFP, The Foundation Center, AFP Chapters, AFP Hemispheric, The Foundation Center, Development Executives Roundtable, APRA, APRA Chapters, CARA, SAWA, MARC, Compass Point, Blackbaud, Forum on Fundraising, and Academic Impressions.

OPERATION PROFESSIONALS TRACK
Shelter Data: an Underutilized Resource
Jan Scarlett, DVM, MPH, Ph.D., Maddie’s Shelter Medicine Program, Cornell University
Anne Reed, JD, Wisconsin Humane Society
Martha Boden, PMP, CAWA, SPCA Tampa Bay

Following up on Dr. Scarlett’s recent book, Every Nose Counts. Using Metrics in Animal Shelters: A Maddie’s Guide (https://sheltermetrics.org/), in this session you’ll learn:
To demonstrate how data can be used to:
• Set goals and evaluate progress toward their completion
• Motivate staff and improve animal welfare
• Evaluate programs
• Facilitate cooperation and collaboration among community shelters

BIOs: Jan Scarlett, DVM, MPH, Ph.D., Professor Emeritus, Maddie’s Shelter Medicine Program, Cornell University, led a team that launched a comprehensive shelter medicine program with residency training. Her current teaching and research interests focus on the prevention and control of diseases in animal shelters. She is also involved in the epidemiologic study of preventive factors for pet surplus in the United States including spay/neuter programs, pet trafficking, veterinary activities impacting relinquishment to animal shelters, and valid epidemiologic uses of shelter software programs.
Anne Reed, JD is the President & CEO of Wisconsin Humane Society, joining them in January of 2010. Before joining WHS, Anne spent almost three decades as a corporate litigator at the Milwaukee law firm of Reinhart Boerner Van Deuren SC. Anne serves on the board of directors of Shelter Animals Count, a national database initiative. She received her JD from Cornell Law School, and her undergraduate degree from Northwestern University.

Martha Boden, PMP, CAWA, Chief Executive Officer, SPCA Tampa Bay, has a strong background in product and project management and leveraged this business knowledge to stabilize and grow animal welfare organizations throughout her career. Boden joined SPCA Tampa Bay as CEO in 2011, and under her leadership, SPCA Tampa Bay has implemented a number of programs and facility enhancements to improve the agency’s service to the community. Boden led the agency’s plans to open a full-service veterinary hospital in St. Petersburg, which brought accessible veterinary care and spay/neuter services to local pet owners when it opened in 2016. In addition to her work with SPCA Tampa Bay, Boden is the incoming chair of the SAWA Conference Committee.

**6 – 8P  EVENT NIGHT – BREEZE ON BY**
Let your hair down, grab a refreshment (or two), enjoy some local music, and bask in the comfort of like-minded people as you digest the ideas of the day.
Day 3 | June 8

8A – 1P  REGISTRATION OPEN

8A – 9A  CONTINENTAL BREAKFAST In Exhibit Hall

8 – 10:45A  THE NEST
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10:45A  PEER AND VENDOR MEET-AND-GREET AREA
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9 – 10:15A  GENERAL SESSION

SAWA On POINT

SAWA On POINT: Partners Organized to Innovate, Navigate and Transform our industry.

Hear about innovative ideas from your colleagues in the field and participate in a lively discussion with your peers.

- Successful programs inspired from data-driven decisions
- Pioneering ideas poised to flourish in models of the future
- Innovative approaches to fundraising efforts, outreach, sheltering services, customer service, donor communication, or donor recognition
- Fresh ideas that are showing success for the animals

10:15 – 10:45A AM BREAK In Exhibit Hall
Take advantage of your last chance to meet with our industry partner sponsors.

10:45A – 12P  CONCURRENT SESSIONS

ADMINISTRATION / FINANCE PROFESSIONALS TRACK

Strategic Planning Reimagined, Part 1
Robin Hindsman Stacia, Psy.D., Sage Consulting Network, Inc.

The results of a recent national study revealed that only 59% of all nonprofit organizations report adopting and following a strategic plan. Even those nonprofit executives and boards who are familiar with strategic planning, report concerns that they have not had the impact this process promises. All too often, strategic plans become dormant documents that symbolize missed opportunities. This seminar will focus on how to reimagine your strategic planning process and implementation.

Participants will explore how to develop a process that best fits their organization, how to ensure that strategy leads in the process, and will deepen their understanding how strategic thinking and planning are fundamental to ensuring sustainability.

Learning objectives include:

- Explore various strategic planning processes and formats
- Understand the key elements of any strategic planning process
- Reimagine the process to achieve a plan that reflects adaptability, flexibility, and innovation
- Understand how to ensure implementation by focusing on sustainability factors that guide the process
BIO: Robin Hindsman Stacia, Psy.D., CEO and Principal Consultant of Sage Consulting Network, Inc., and a BoardSource Senior Governance Consultant, is an insightful strategist, leadership advisor, governance and performance management consultant. Her nonprofit governance experience spans twenty years where her primary focus has been on strengthening boards and organizational performance. Sage Consulting expertise includes board and executive leadership, governance education, diversity, equity & inclusion, board and organizational assessments, capacity building, and strategic and succession planning. Dr. Stacia received a Doctorate in Clinical Psychology, Psy.D. from Wright State University and Bachelor of Arts in psychology from Ohio University.

DEVELOPMENT / MARKETING PROFESSIONALS TRACK

Online and On Fire 1: Website Best Practices
Jay Wilkinson, Firespring

In this session you’ll learn...
• Three biggest website mistakes
• Five elements of an engaging website
• How to convert supporters with powerful landing pages
• How to be found: a primer on SEO
• Introduction to Google Ad Grants

BIO: Jay Wilkinson has been actively involved in the nonprofit community throughout his life. He sits on the board of several nonprofits and is an avid supporter of programs that provide leadership and enrichment programs for America’s youth. As an educator, he has trained thousands of nonprofit fundraisers, marketers, and executives and has appeared on CNN and other national news outlets. Jay currently serves as the CEO of Firespring – a Nebraska-based company that provides fundraising campaigns, comprehensive website packages, donor management tools, and IT help desk support to thousands of organizations worldwide.

OPERATION PROFESSIONALS TRACK

Disaster Planning and Relief – Lessons Learned from Those in the Trenches
Stacy Fox, Houston SPCA
Wanda Merling, The Humane Society of the United States

“There is a world of difference between what occurred during Hurricane Katrina and what happens now in terms of preparation, evacuation, rescue, and temporary sheltering.” It’s no surprise…those that did well, were WELL prepared. Learn from these experts...
• How to prepare for fire, flood, hurricane, etc.
• What worked well and what didn’t go as planned
• Tools, collaborations, and education available

BIOs: Stacy Fox, Director of Donor Engagement, Houston SPCA, recently served as the Logistics Chief (and Development Director) for the Hurricane Harvey rescue, recovery and relief efforts. She also managed the Houston SPCA’s Hurricane Ike, Katrina, and Rita responses in a variety of roles. Her disaster response knowledge began with the Loma Prieta earthquake when she was the Director of Communications for the Humane Society of Silicon Valley (formerly the Humane Society of Santa Clara). She has served as a member of her local Disaster Animal Management Task Force and the Regional Animal Issues Committee working with Homeland Security.

Wanda Merling, Deputy Director, Operations for the Animal Rescue, Cruelty and Response Team, The Humane Society of the United States, focuses on developing relationships with external partners and agencies to drive the growth of their
Disaster Services program and strengthen their role in the emergency-response community. With her strong background in coalition building and crisis management, Wanda facilitates new and innovative methods of rescue and recovery for people and their pets during natural disasters. Wanda is also responsible for ensuring the organization’s fleet, staff, and equipment are ready to mobilize to any crisis as needed.

12 – 1:15P NETWORKING LUNCH

1:30-3P CONCURRENT SESSIONS

ADMINISTRATION / FINANCE PROFESSIONALS TRACK
Strategic Planning Reimagined, Part 2
Robin Hindsman Stacia, Psy.D., Sage Consulting Network Inc.

DEVELOPMENT / MARKETING PROFESSIONALS TRACK
Online and On Fire 2: Engagement & Thought Leadership
Jay Wilkinson, Firespring

In Jay’s second session today, you’ll learn
• Three keys to becoming a thought leader
• Seven components of the best nonprofit blogs
• Six steps to a sustainable team blog
• The anatomy of an email marketing campaign
• Five secrets of email marketing geniuses

OPERATION PROFESSIONALS TRACK
A holistic approach to the Cat Challenge
Emily Klehm CAWA, South Suburban Humane Society
Abby Smith, Felines and Canines Inc.

Our “Cat Council” is comprised of staff, volunteers, and rescue groups that oversee euthanasia numbers for shelter felines and develop a proactive approach to achieving increased LRR rates. South Suburban Humane Society now enjoys a 95% save rate due to the approach they call the “Wheel of Cats,” where spokes represent fostering, adoption, capacity for care, and trap/neuter/release. In this session, you will
• Learn the three steps towards moving the cat wheel
• Gain an analysis of current capacity for care to conduct at your shelter
• Understand why FIV does not have to be a death sentence

BIOS: Emily Klehm, CAWA has served as the CEO of the South Suburban Humane Society in Chicago Heights for 10 years. In her tenure the organization established a thriving high volume low-cost spay/neuter clinic, partnered to open a low-cost veterinary services clinic, and has transformed the shelter from a 50% live release rate to a greater than 90% rate. Her previous background is in community organizing and nonprofit fundraising. She shares her home with her three four-legged kids.

Abby Smith joined the then Felines Inc. 15 years ago as an animal lover and adoption counselor and quickly realized there was an opportunity to make the sanctuary an adoption center. After becoming one of the premier cat adoption facilities in Chicago and pioneering an FIV+ cat integration program, they became Felines and Canines Inc. With their FIV cat program, shelters across the country have stopped euthanizing, and now see them as healthy and adoptable animals. Their Rescue Centers could help revolutionize the way the animal welfare world operates. The upcoming Felines & Canines Rescue Center in Alabama plans to support animals in traditional shelters and provide vetting, emotional support, and prepare the animals for transport to the Midwest where there are adoptive families waiting for them.
Day 3 | June 8 cont.

3P   SAWA ANNUAL CONFERENCE ENDS
Safe travels and don’t forget to give us your feedback at SAWA June 2018 Conference Evaluation.

Planning to stay a bit longer? Find out about local events and at Choose Chicago: https://www.choosechicago.com/

3:30 – 5P   OPTIONAL TOUR: THE ANTI-CRUELTY SOCIETY
Requires advance registration (no cancellations) and transportation fee by May 31. See more details on registration page.
The Palmer House Hilton
17 E. Monroe, Chicago, IL 60603
Phone # to give out to your family: 312.726.7500

SAWA Conference reservations
Make your reservation as soon as possible, and no later than May 15.
SAWA group rate of $199.00 + applicable tax.
Make reservation by calling call in number: 877-865-5321,
and referring to group code: SAWA
OR on-line at this dedicated portal: https://aws.passkey.com/e/49265870.

Parking: Hotel Parking: A variety of options can be found at this link.
Airports: Chicago O'Hare Airport (ORD), Chicago Midway Airport (MDO)
Directions: Directions to Hotel
Transportation To/From Airport: GO Airport Shuttle, ORD Shuttle Wizard
Conference Registration Form

The preferred method of registration is online at https://goo.gl/noE7ym.

IMPORTANT: If you are a member registering ONLINE for the conference and want to bring non-SAWA members from your organization’s staff at the discounted member rate, please log in and 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 online? 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. IMPORTANT: Using this method, enter only one registration per form (SAWA Staff will discount up to five non-SAWA members from the same organization at the member rate).

Registrant
First name ____________________________________________________________
Last name ____________________________________________________________
Title _________________________________________________________________
Organization/Company ________________________________________________
Street Address / PO Box ______________________________________________
City/State/Zip _______________________________________________________
Work Phone __________________________________________________________
Cell Phone ___________________________________________________________
E-mail ______________________________________________________________

SAWA Member?  Yes         No  New member?         Yes         No
CAWA Designation?  Yes         No  First Mgmt. Conf?  Yes         No

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

All meals will be vegetarian. If you have a dietary restriction, please indicate below:
Vegan ___  Gluten Free ___  Allergy (please describe) ___________________

SAWA Management Conference Special Events / Session Preference
I plan to attend (check ALL that apply)
  ____ Opening Night Reception, June 6
  ____ Event Night, June 7
  ____ Lunch, June 7
  ____ Lunch, June 8
  ____ Optional Shelter Tour, June 8 (additional $15)

Which one of these three concurrent sessions on June 7 from 1:30 – 3P
  ____ Admin/Finance Professional Track
  ____ Development/Marketing Professional Track
  ____ Operation Professional Track

Which one of these three concurrent sessions on June 7 from 3:30 – 5P
  ____ Admin/Finance Professional Track
  ____ Development/Marketing Professional Track
  ____ Operation Professional Track

Which one of these three concurrent sessions on June 8 from 10:15A – 12P
  ____ Admin/Finance Professional Track
  ____ Development/Marketing Professional Track
  ____ Operation Professional Track
Conference Registration Form cont.

Sawa Management Conference Special Events / Session Preference cont.

Which one of these three concurrent sessions on June 8 from 1:30 – 3P

___ Admin/Finance Professional Track
___ Development/Marketing Professional Track
___ Operation Professional Track

Registration Fees (circle those that apply)

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<th></th>
<th>Early</th>
<th>Regular</th>
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<tbody>
<tr>
<td>SAWA Member Full Management Conference</td>
<td>$285</td>
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<td>Non-SAWA Member Full Management Conference</td>
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<td>Optional Shelter Tour (non-refundable)</td>
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* Early registration must be postmarked with payment by May 9, 2018
** Regular registration starts May 10 and must be postmarked with payment by May 30, 2018
*** Late registration begins June 1 (Paid [postmarked] by May 31 OR paid on-site)

For one day attendance ONLY: ____Wed Eve /Thu Day; OR ____Thu Eve /Fri Day

Guest (Evening functions for SAWA Annual 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*
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

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

Vegan ___  Gluten Free ___  Allergy (please describe) __________________________

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

SAWA REGISTRATION CANCEL POLICY

Full refund (with exception of shelter tour) if requested in writing on or before May 9, 2018.
$50 processing fee if requested in writing by May 30, 2018.
No refunds after May 31, 2018.