making waves

IN THE ANIMAL WORLD

JUNE 14-16, 2017
2017 SAWA MANAGEMENT CONFERENCE
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OPENING NIGHT RECEPTION:
Welcome to Long Beach, California and the 2017 SAWA Management Conference! We’re thrilled you’re here, and hope you’re ready for an outstanding schedule of events, presentations, learning and networking opportunities.

For nearly 50 years, The Society of Animal Welfare Administrators has been dedicated to making life better for companion animals and the people who care for them.

SAWA works because we collaborate with each other. We improve ideas. We apply learning. We seek out best practices and share them. I’d like to issue you a challenge along those lines: Over the next few days, meet five new people. In an industry of overachievers, I’m betting that ends up more like ten. Join a conversation with someone you’ve yet to meet. Fill an empty seat at a lunch and exchange business cards with a new friend. When our relationships grow, our industry grows right alongside. These next few days are a wonderful opportunity to expand your sphere and help all of us do the same.

Before you set off on your conference journey, allow me to acknowledge the sponsors who make this all possible, particularly our major sponsors: Hill’s Pet Nutrition, VCA Animal Hospitals, the ASPCA and Bayer Animal Health.

Enjoy the conference, and if there’s anything we can do to make it even better, please let me or anyone on the SAWA staff know.

Jim Tedford, CAWA
SAWA President and CEO
We are SAWA

SAWA is the only membership organization for animal welfare leaders like you! We focus on developing and promoting industry best practices, and cultivating collaboration. Thank you for joining us at #SAWACON — we couldn’t do it without you!

Not a SAWA member yet?
Now’s the perfect time!

Visit sawanetwork.org today to join.
Make the most out of this year’s SAWACON — get involved! Join the conversation on social media with the hashtag #SAWACON to keep up with all the latest info and conference news.

Also, make sure to download the SAWACON Events App. Access agendas, speaker bios, session information, handouts and more. Here’s how:

1. **Search for SAWA Events** in your mobile device’s app store. Then download it.

2. Log in to the app with the same email address you used to register for the conference. **Use the password 1234.** When entering your email address in the login menu, there will be an option at the bottom of the screen to reset the password, so you can change it later.

3. **Allow push notifications** to receive all the latest updates and alerts.

4. Once logged in, **follow the prompts** provided by the app.

5. To **access the app’s features**, swipe right to reveal the menu.

6. **Update your profile** by selecting your name at the top of the menu. The app gives you the option to import your LinkedIn profile, including your profile photo, or to set your profile manually.
In my life I’ve known very few people who are truly universally admired. Ed Powers was a giant among men, a humanitarian to his core and truly one of the best people I’ve ever known.

Jim Tedford, CAWA | SAWA President and CEO

With Ed Powers passing in 2016, the industry lost one of our most powerful advocates. His years were filled encouraging and inspiring those around him, touching so many lives and leaving a lasting legacy.

Thank you, Ed, for showing us what it means to live life with grace, with determination and with power.
Looking to join the most talented group of animal welfare leaders?

Then you’re in the right place! Become a Certified Animal Welfare Administrator (CAWA) — the only certification for our industry.

Want more information?
Get the free CAWA Program Applicant Guide on the SAWA website now:

SAWANETWORK.ORG/CERTIFICATION
Thank you so much for attending this year’s annual SAWA conference. We couldn’t do it without you.

We hope this program helps you get the most out of this event. The following pages include the conference agenda, session times and locations, speaker information, breaks and more. You can also access all this great information from our SAWA Events App, right from your mobile device.

Enjoy!
1 – 5PM
ALFORD & TICHENOR ROOMS – 2ND FLOOR
Partner Exchange

1 – 5:30PM
THE LOFT – 2ND FLOOR
Registration

3:15 – 4PM
BIXBY BALLROOM – 2ND FLOOR
OPENING REMARKS
Unveiling Easier Ways to Access SAWA Benefits

4 – 5PM
BIXBY BALLROOM – 2ND FLOOR
KEYNOTE ADDRESS
Act ... Don’t React! The Key to Reducing Stress in Your Everyday Life
Paul Sherman & David Garten, Co-Founders, What Matters?!

5 – 6:30PM
FARELL’S LOUNGE – 2ND FLOOR
Opening Night Reception and SAWA Expo
Sponsored by: RKD Alpha Dog
8AM – 5PM
THE LOFT – 2ND FLOOR
Registration

8 – 9AM
FARELL’S LOUNGE – 2ND FLOOR
Continental Breakfast and SAWA Expo

9AM – 5PM
ALFORD & TICHENOR ROOMS 2ND FLOOR
Partner Exchange

9AM – 11AM
FARELL’S LOUNGE – 2ND FLOOR
AM Break and SAWA Expo

11AM – 12:30PM
BIXBY BALLROOM – 2ND FLOOR
GENERAL SESSION

Five Leadership Lessons I Learned the Hard Way
Jan F. Brazzell, Ph.D., ACFRE, Principal Counsel and CEO; Advancement Consulting

12:30 – 1:30PM
BIXBY BALLROOM – 2ND FLOOR
Luncheon Honoring Ed Powers

1:30 – 3PM
Concurrent Sessions

ADMINISTRATION/FINANCE TRACK
PIKES BALLROOM – 1ST FLOOR

Management by Walking Around, Part 1
Gilda Bonanno, Principal, Gilda Bonanno LLC

Planning for Success: Using Logic Models as a Road Map
Lisa Lunghofer, Ph.D., Executive Director/Founder, Making Good Work; Director, Human-Animal Programs, Animals & Society Institute; Executive Director, The Grey Muzzle Organization
1:30 – 3PM

**Concurrent Sessions**

**DEVELOPMENT/MARKETING TRACK**

**BIXBY BALLROOM – 2ND FLOOR**

**Taking the Mystery Out of Capital Campaigns**

Moderated by Joy K. Hallinan, CFRE, VP of Development, Atlanta Humane Society

- Daniel Neel, CFDO, The Animal Foundation
- Jan McHugh-Smith, CAWA, President & CEO, Humane Society of the Pikes Peak Region
- Brian Daugherty, Sr. VP, Chief Philanthropy Officer, San Diego Humane Society & SPCA
- Jan F. Brazzell, Ph.D., ACFRE, Principal Counsel and CEO; Advancement Consulting, Board of Directors, Association of Fundraising Professionals

**OPERATIONS TRACK**

**BROADLIND BALLROOM – 2ND FLOOR**

**Adoption of Aggressive Dogs**

- Diane Reagan, Principal Deputy County Counsel, County of Los Angeles Office of County Counsel
- Marcia Mayeda, CAWA, Director, County of Los Angeles Department of Animal Care and Control

3 – 3:30PM

**FARELL’S LOUNGE – 2ND FLOOR**

**PM Break and SAWA Expo**

3:30 – 5PM

**Concurrent Sessions**

**ADMINISTRATION/FINANCE TRACK**

**PIKES BALLROOM – 1ST FLOOR**

**Management by Walking Around, Part 2**

Gilda Bonanno, Principal, Gilda Bonanno LLC

**DEVELOPMENT/MARKETING TRACK**

**BIXBY BALLROOM – 2ND FLOOR**

**The Future of Fundraising — Understanding Today’s Donor**

Sandy Rees, CEO, Get Fully Funded

**OPERATIONS TRACK**

**BROADLIND BALLROOM – 2ND FLOOR**

**Get Ready for Construction**

- Betsey Webster, M.A., Chief Deputy Director, County of Los Angeles Department of Animal Care and Control
- Gil Garcia, P.E., LEED AP, Principal Engineer, Los Angeles County Department of Public Works
- Tony Cochrane, AIA, Principal, Animal Arts Design Studio
- Gary Willoughby II, President & CEO, SPCA Serving Erie County

6 – 8PM

**OFF-SITE EVENT**

**Sun, Sand & SAWA at Parker’s Lighthouse**

Sponsored by: Hill’s Pet Nutrition
Transportation will be provided, starting at 5:45PM
Parker’s is a short 10-minute walk down Pine Avenue

MAKING WAVES IN THE ANIMAL WORLD
Loving shelter care plus Hill’s nutrition made Seamus healthier & happier so he was ready to go home with Julia. We hope you find your new best friend, too.
COMMITTED TO MAKING A DIFFERENCE!

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Proud signature sponsor of the Society of Animal Welfare Administrators (SAWA)

AT VCA ANIMAL HOSPITALS, WE SUPPORT FOREVER HOMES

Learn more by contacting partnership@vcahospitals.com
FRIDAY, JUNE 16, 2017

8AM – 1PM
THE LOFT – 2ND FLOOR
Registration

8 – 9AM
FARELL’S LOUNGE – 2ND FLOOR
Continental Breakfast and SAWA Expo

9AM – 12PM
ALFORD & TICHENOR ROOMS
2ND FLOOR
Partner Exchange

9 – 10:30AM
BIXBY BALLROOM – 2ND FLOOR
GENERAL SESSION
SAWA on POINT: Partners Organized to Innovate, Navigate and Transform our industry
Speaker information on the SAWA Events App.

10:30 – 11AM
FARELL’S LOUNGE
AM Break and SAWA Expo

11AM – 12:30PM
Concurrent Sessions

ADMINISTRATION/FINANCE TRACK
BROADLIND BALLROOM – 2ND FLOOR
Fraud Awareness and Prevention
• Greg Hellmold, CPA, CIA, Chief Investigator, Office of County Investigations, Los Angeles County Department of Auditor-Controller
• Alysa Serdengecti, CIA, CFS, Chief Investigator, Office of County Investigations, Los Angeles County Department of Auditor-Controller

DEVELOPMENT/MARKETING TRACK
PIKES BALLROOM – 1ST FLOOR
Amplify Your Brand
Michele Levy, ML Brand Strategy Consulting

OPERATIONS TRACK
BIXBY BALLROOM – 2ND FLOOR
Animal Enrichment Best Practice
SAWA Best Practices & Emerging Trends Committee Members and Animal Enrichment Experts
Speaker information on the SAWA Events App.
12:30 – 1:30PM
BIXBY BALLROOM – 2ND FLOOR
Networking Luncheon
• More information in the event app!

1:30 – 3PM
Concurrent Sessions

ADMINISTRATION/FINANCE TRACK
BROADLIND BALLROOM – 2ND FLOOR
Financial Oversight and Internal Controls
Robert Smythe, CIA, CISA, Audit Division Chief, County of Los Angeles

DEVELOPMENT/MARKETING TRACK
BIXBY BALLROOM – 2ND FLOOR
Direct Mail vs. Major Gift Tug of War
• Craig DePole, Senior Vice President, Newport ONE
• Shelly Stuart, CFRE, CAWA, Principal, Stuart Fundraising
• Dana Hines, CFRE, President & CEO, Membership Consultants

OPERATIONS TRACK
PIKES BALLROOM – 1ST FLOOR
Disease Outbreak Management: Case Study, Avian Flu at ACC of NYC
• Sandra Newbury, DVM, Director, Shelter Medicine Program, University of Wisconsin
• Aurora Velazquez, Senior Director of Animal Care & Community Engagement, Animal Care Centers of NYC

3PM
Conference Concludes
Safe travels home.
Don’t forget to give us your feedback at http://bit.ly/sawacon

SAVE THE DATE
2017 SAWA Annual Conference
November 12–14, 2017
Miami, Florida

November 15, 2017
National Council on Pet Population Research Symposium
FIND YOUR WAY AT #sawacon

3RD FLOOR  MEETING ROOMS AND HOSPITALITY SUITES

LANDMARK PATIO

DELKER  EBELL  DAWSON

HOSPITALITY 332  HOSPITALITY 334  HOSPITALITY 336

111 Pool + Lounge

2ND FLOOR  BIXBY

3RD FLOOR  MEETING ROOMS AND HOSPITALITY SUITES

2ND FLOOR  BIXBY

3RD FLOOR  MEETING ROOMS AND HOSPITALITY SUITES

1ST FLOOR  PIKE
We Share Your Passion.

At Bayer, we believe pet health is essential to lifelong happiness. It’s up to each of us to give pets the love and care they need. And Bayer recognizes your role in starting the cats and dogs in your care on a lifetime of health and happiness.

Our commitment to research has resulted in innovative products to help you protect and treat pets — and to help keep pets healthy for a lifetime.

Visit petBASICS.com to learn more about Bayer products.
We’re proud to bring you a wide variety of speakers to help you think differently and develop new ideas. With their diverse professional backgrounds, these #SAWACON guests are here to help you grow, innovate and get inspired.

Meet the Keynote Speakers

Paul Sherman & David Garten, Co-Founders, What Matters?!

KEYNOTE ADDRESS
Act ... Don’t React! The Key to Reducing Stress in Your Everyday Life

Well-Being Coaches David Garten and Paul Sherman are the authors of the recently released “Ask What Matters?! A Practical Approach to Your Total Well-Being.” They are co-founders of What Matters?!, a coaching and training company dedicated to helping people live their best lives. They have a combined legacy of more than 30 years serving individuals and organizations around the world — including Fortune 500 businesses, large and small not-for-profits, faith- and community-based institutions, colleges and universities, and government agencies.
Lisa Lunghofer, Ph.D., Executive Director, Making Good Work

SESSION
Planning for Success: Using Logic Models as a Road Map
Lisa Lunghofer, Ph.D., Executive Director of Making Good Work, has 20 years’ experience working successfully with public sector and nonprofit clients, helping create strategic plans, develop logic models and more.

Jan F. Brazzell, Ph.D., ACFRE, Principal Counsel and CEO; Advancement Consulting

SESSION
Five Leadership Lessons I Learned the Hard Way
DEVELOPMENT/MARKETING TRACK
Taking the Mystery out of Capital Campaigns
Jan F. Brazzell, Ph.D., ACFRE, leads Advancement Consulting, which she founded in 2001, helping Third Sector leaders grow their organizations. Jan has provided management guidance to more than 60 organizations.

Daniel Neel, CFDO, The Animal Foundation

DEVELOPMENT/MARKETING TRACK
Taking the Mystery out of Capital Campaigns
Daniel Neel, Chief Finance & Development Officer, has 30+ years of professional fundraising and financial services experience. He’s recognized for assessing an organization’s needs and providing effective fundraising/financial solutions.

Brian Daugherty, Sr. VP, Chief Philanthropy Officer, San Diego Humane Society & SPCA

DEVELOPMENT/MARKETING TRACK
Taking the Mystery out of Capital Campaigns
Brian Daugherty is the Senior Vice President and Chief Philanthropy Officer at San Diego Humane Society. He has extensive experience working on comprehensive campaigns, from $16 million to $1 billion.
Gilda Bonanno, Principal, Gilda Bonanno LLC
ADMINISTRATION/FINANCE TRACK
Management by Walking Around, Parts 1 & 2
Gilda Bonanno is a speaker, trainer, coach and certified Project Management Professional. She holds a master’s degree from Fordham University and an Advanced Business Management Certificate from University of Connecticut.

Jan McHugh-Smith, CAWA, President & CEO, Humane Society of the Pikes Peak Region
DEVELOPMENT/MARKETING TRACK
Taking the Mystery out of Capital Campaigns
Jan McHugh-Smith, CAWA, is the President/CEO of the Humane Society of the Pikes Peak Region, an open-admission organization with two facilities serving 24,000 animals annually throughout Southern Colorado.

Diane Reagan, Principal Deputy County Counsel, County of Los Angeles Office of County Counsel
OPERATIONS TRACK
Taking the Mystery out of Capital Campaigns
Diane C. Reagan is Principal Deputy County Counsel with the L.A. County Counsel Office. She’s been General Counsel to the L.A. Department of Animal Care and Control for 18 years.

Sandy Rees, CEO, Get Fully Funded
DEVELOPMENT/MARKETING TRACK
The Future of Fundraising — Understanding Today’s Donor
Sandy Rees, CEO, Get Fully Funded, is the author of “Get Fully Funded: How to Raise the Money of Your Dreams,” “10K Fundraising for Animal Rescue” and “Fundraising Blueprint.”

Betsey Webster, M.A., Chief Deputy Director, County of Los Angeles Department of Animal Care and Control
OPERATIONS TRACK
Get Ready for Construction
As Chief Deputy for the Department of Animal Care and Control since 2013, Betsey Webster, M.A., acts as assistant head of the department, assisting the Director in day-to-day operations.
Tony Cochrane, AIA, Principal, Animal Arts Design Studio

OPERATIONS TRACK
Get Ready for Construction
Tony Cochrane, AIA, Principal, Animal Arts Design Studio, is a 27-year veteran of the Animal Arts Team, designing, programming and managing numerous animal shelter and animal hospital projects.

Gil Garcia, P.E., LEED AP, Principal Engineer, Los Angeles County Department of Public Works

OPERATIONS TRACK
Get Ready for Construction
Gil Garcia, P.E., LEED AP, is the Principal Engineer with the L.A. County Department of Public Works. He has more than 23 years’ experience overseeing many L.A. animal care centers.

Marcia Mayeda, CAWA, Director, County of Los Angeles Department of Animal Care and Control

OPERATIONS TRACK
Adoption of Aggressive Dogs
Marcia Mayeda, CAWA, has served as Director of the County of L.A. Department of Animal Care and Control since 2001, the largest animal control department in the country.

Gary Willoughby II, President & CEO, SPCA Serving Erie County

OPERATIONS TRACK
Get Ready for Construction
Gary Willoughby II is the President & CEO of the SPCA Serving Erie County, leading a team of 120 employees and over 1,700 volunteers.

Alysa Serdengecti, CIA, CFS, Chief Investigator, Office of County Investigations, Los Angeles County Department of Auditor-Controller

ADMINISTRATION/FINANCE TRACK
Fraud Awareness and Prevention
Alysa Serdengecti, CIA, CFS, is a Chief Investigator with the Los Angeles County Auditor-Controller’s Office of County Investigations (OCI), with more than 20 years’ experience conducting and managing investigations.
Michele Levy, ML Brand Strategy Consulting
ADMINISTRATION/FINANCE TRACK
Amplify Your Brand
Michele Levy is a Harvard College honors graduate with a health care management MBA from Boston University. She authored “Building Your Brand: A Practical Guide for Nonprofit Organizations.”

Greg Hellmold, CPA, CIA, Chief Investigator, Office of County Investigations, Los Angeles County Department of Auditor-Controller
ADMINISTRATION/FINANCE TRACK
Fraud Awareness and Prevention
Greg Hellmold, CPA, CIA, is a senior manager with the County of L.A., Auditor-Controller Department, with extensive experience providing financial leadership and technical advice to management throughout the county.

Robert Smythe, CIA, CISA, Audit Division Chief, County of Los Angeles
ADMINISTRATION/FINANCE TRACK
Financial Oversight and Internal Controls
Robert Smythe, CIA, CISA, serves the County of L.A. as Audit Division Chief within the Auditor-Controller Department, responsible for the development of a risk-based audit plans and more.

Craig DePole, Senior Vice President, NewportONE
DEVELOPMENT/MARKETING TRACK
Direct Mail vs. Major Gift Tug of War
Craig DePole, Partner, Senior Vice President, Newport ONE, serves on the Board of Directors for the Association of Direct Response Fundraising Counsel. He’s an industry conference speaker and article contributor.
Shelly Stuart, CFRE, CAWA, Principal, Stuart Fundraising

DEVELOPMENT/MARKETING TRACK

Direct Mail vs. Major Gift Tug of War

Shelly Stuart is a fundraising consultant and principal of Stuart Fundraising. She was Senior VP and Chief Development Officer for San Diego Humane Society and SPCA.

Sandra Newbury, DVM, Director, Shelter Medicine Program, University of Wisconsin

OPERATIONS TRACK

Disease Outbreak Management: Case Study, Avian Flu at ACC of NYC

Sandra Newbury, DVM, is a graduate of the University of Wisconsin Veterinary Medicine, and now heads its Shelter Medicine Program, serving as the Director.

Dana Hines, CFRE, President & CEO, Membership Consultants

DEVELOPMENT/MARKETING TRACK

Direct Mail vs. Major Gift Tug of War

Dana Hines, President and CEO, founded Membership Consultants Inc. in 1987, serving the museum, zoo, botanical garden and nonprofit membership market. She co-authored “Membership Development: An Action Plan for Results.”

Aurora Velazquez, Senior Director of Animal Care & Community Engagement, Animal Care Centers of NYC

OPERATIONS TRACK

Disease Outbreak Management: Case Study, Avian Flu at ACC of NYC

Aurora Velazquez is Senior Director of Animal Care & Community Engagement, ACC of NYC, and oversees operational aspects of animal husbandry for the 35,000 animals they care for each year.