

With active member involvement, SAWA provides the practical knowledge, resources and solutions members need to grow as professionals, achieve the goals of their organizations, and, collectively, advance the animal welfare profession.

Board of Directors, elected November 2014

- Judy Calhoun, CFRE, CAWA, Chair**, Executive Director, Larimer Humane Society
- Kimberly Janzen, CAWA, Vice Chair**, Executive Director, SPCA of Wake County
- Sharon Harvey, Secretary**, President & CEO, Cleveland Animal Protective League
- Gary Weitzman, DVM, MPH, CAWA, Secretary**, President & CEO, San Diego HS & SPCA
- Rick Johnson, Immediate Past Chair**, CEO, Sacramento SPCA
- Sharon Harmon, CAWA**, Executive Director, The Oregon Humane Society
- Lisa LaFontaine**, CEO, Washington Humane Society
- Kathryn Mahoney, CPA, CAWA**, VP of Finance & Administration, Houston SPCA
- Lori Redmon**, President & CEO, Kentucky Humane Society
- Michael Robbins**, Chief of Marketing and Vice President, Michigan Humane Society
- Ana Zorrilla, CAWA**, CEO, Louisiana SPCA
- Maurine Dyer Stevens**, President & CEO, Society of Animal Welfare Administrators



Strategic Accomplishments

Membership Growth

Executive	358
Manager	380
Associate	105
Industry Partner	100
Honorary/Retired	46
Total	989

Enhanced Resources

2015 Compensation and Benefits Survey Launched
Benchmarking data to ensure competitive compensation

SAWA OnTheBlog

Experts share their knowledge on leadership excellence

Social Media Presence

Engaged digital marketing firm to increase reach of SAWA voice for the profession

Refocused Commitment to Operating Values

Accountability: Leaders are accountable to each other, to the communities we serve, and to the collective impact we seek to make as a profession.

Collaboration and Respect: Commitment to respectful discourse no matter how challenging the issue or however strongly we believe in our individual opinions.

Professionalism: Responsibility within our communities demands the highest levels of professionalism and a commitment to lifelong learning. Professionals conduct themselves with decorum, ascribe to standards of excellence, and work to implement best practice in the operation of their agencies.

Transparency: We must earn the respect and trust of all those in animal welfare; act honestly and with clear intent to address issues and challenges through open dialog and engagement of diverse perspectives.

Creativity: Work to support an environment that fosters creativity and celebrates new ideas and different perspectives.

Lifelong Learning: Commitment to continuous professional development is essential to success.

Stewardship: Operate the Association as diligent stewards of the resources our members and partners contribute. We strive for the greatest efficiency in our operations so that we may invest more in the development of programs and services that provide value to our members.



Member Benefits / Honors

- ▶ **Honorary membership** deemed permanent, even for those that return to the workforce
- ▶ **\$19,075** awarded in scholarships
- ▶ Two first place annual PSA Contest winners: Louisiana SPCA and Arizona HS

2014 Annual Conference: *"I just wanted to convey my congratulations on a phenomenal conference. I've been to many conferences (haven't we all?) and this was, by far, not only the best SAWA conference to date, but the best professional conference I've ever attended."*

Gary Weitzman, DVM, MPH, CAWA

Strategic Accomplishments (continued)

Strategic Alliances

- ✓ Facilitated the **National Council on Pet Population 2nd** Research Symposium on lessons learned from behavior sciences; event gained coverage in JAVMA, *Unmasking the shelter dog*, Susan C. Kahler, 4.1.15.
- ✓ Developed draft framework to incorporate the daily work and value of **National Federation of Humane Society programs**, including best practices, peer packs and member engagement.
- ✓ Collaborated with the **American Veterinary Medical Association Board**, providing expert speaker on shelter veterinarian practices at 2014 Annual Conference.
- ✓ Sponsored **Association of Professional Humane Educators 2014 Annual Conference**.
- ✓ Support strategic goals of **Catalyst Council** through sponsor dollars, liaison expertise, board role, and inclusion of program of work in the 2014 annual business meeting.
- ✓ Outcomes from **Shelter Animals Count** and **National Federation of Humane Societies** research featured at SAWA Conference.
- ✓ SAWA liaison appointed for **11 industry collaborative partners**, including Rick Johnson for ASPCA Mission Orange City; Carl Badow for Association of Animal Shelter Administrators; Cal Morgan for CATalyst Council; Carl Badow for Coalition for Reuniting Pets and Families; Judy Calhoun, CFRE, CAWA for Colorado Federation of Animal Welfare Agencies; James Bias, CAWA for HSUS Animal Advisory Committee; Sharon Harmon, CAWA for Oregon State University College of Veterinary Medicine Advisory Board; Gary Weitzman, DVM, MPH, CAWA, Sharon Harmon, CAWA & Sharon Harvey for National Federation of Humane Societies; David Betournay for NARSC; and Alice Calabrese, CAWA and Lisa Pedersen, CAWA for Shelter Animals Counts.
- ✓ Worked successfully with coalition to **recognize "shelter medicine" as a veterinary practice specialty** under the umbrella of the American Board of Veterinary Practitioners.



CEO Announces Transition

Maurine Dyer Stevens, SAWA President & CEO, honored at the 2014 Annual Conference, recognizing her accomplishments, and wishing her continued success.

- ▶ Membership and conference attendance more than doubled
- ▶ Scholarship awards at an all-time high
- ▶ Career and Resource Center serve us daily
- ▶ Industry support and collaborative activity continue to flourish
- ▶ SAWA infrastructure fostered for expansion
- ▶ National Council on Pet Population incorporation convenes researchers
- ▶ National Federation of Humane Societies merger engages thought leaders
- ▶ Enhanced social media to reach generations to come

Certified Animal Welfare Administrators (CAWA)

- ▶ The Certification Council, in conjunction with the SAWA Certification contract partner, completed a job analysis (with the help of 16 geographically diverse members) to revalidate the body of knowledge required to practice competency as an animal welfare administrator; and to determine the topical domains of the new CAWA exam.
- ▶ 2014 CAWA Exam was offered for those that previously qualified.
- ▶ An automated, robust, "Customer Relationship Manager (CRM)" system was designed, configured and developed for CAWA customers to easily access their profiles and CAWA specific educational information.



New CAWAs honored in Dallas

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Noetic Executive Search



2014 Annual Report

"The Behavior Symposium was fantastic and we continue to draw on the information as a tool for further developing our programs here"

Kim Shannon, CAWA, Chief Operation Officer, San Diego Humane Society & SPCA

"What a great blog! I like the 'trending topics' piece."

Sarah Swanty, CAWA, Co-Founder & Executive Director, Fort Collins Cat Rescue & S/N Clinic

Financial Overview *

2014 Revenue		
Conferences		\$ 184,794
Sponsorships		\$ 569,160
Membership Dues		\$ 166,764
Certification		\$ 6,500
Member Services		\$ 17,415
Miscellaneous		\$ 22,174
TOTAL REVENUE		\$ 966,807

2014 Expenses		
Conferences & Membership		\$ 679,324
Certification		\$ 116,528
Leadership & Strategic Planning		\$ 55,385
Management & General		\$123,224
TOTAL EXPENSES		\$ 974,461

* Financial Audit by Heider, Tanner & Dirks, Certified Public Accountants, as of 12/31/2014



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