

# NEWSLETTER



## Events

[National AALAS Meeting - Charlotte, NC](#) October 30<sup>th</sup>–Nov 3<sup>rd</sup> 2016

[WBAALAS Winter Member Event](#) December 3<sup>rd</sup> 2016

[Spring Educational Trade Fair](#) March 9<sup>th</sup> 2017

[D8 Meeting Salt Lake City Utah](#) March 22<sup>nd</sup>–24<sup>th</sup> 2017

[LAMA/ATA 33<sup>rd</sup> Meeting- Seattle, WA](#) April 26<sup>th</sup> –28<sup>th</sup> 2017

## 2016 SUMMER PICNIC SUMMARY



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The 2016 Summer Picnic was well attended this year by both two legged and four legged friends and family. Above Photo: The picnic had two grill masters who helped make all of the burgers and hotdogs. A BIG thank you to both Dave R. and Tony G!!

For more photos from the picnic please checkout pages 26-29.

## President Message



### Andrea S.

2016 WBAALAS President  
& Newsletter Editor

Check out WBAALAS [Home Page](#) for all the latest branch information and events!

[president@wbaalas.org](mailto:president@wbaalas.org)

[newsletter@wbaalas.org](mailto:newsletter@wbaalas.org)

Dear members,

I hope you all enjoyed the great summer weather and spent some time outdoors and with friends & family. Thank you to everyone who participated this year in attending and planning the [Summer Picnic Event](#) in August. Checkout some of the photos from the event on pages 26-29. If you didn't have the chance to join us, I hope you can attend our winter event during [WildLights at the Woodland Park Zoo](#) on Saturday, December 3<sup>rd</sup>.

We had a few NEW offerings this summer; The first 2016 [Educational Seminar](#) hosted by our board member Sarah W. and sponsored by Medline-local sales rep and board member, Joe Abbott. Our first event was well attended and we will continue to offer them throughout the year, stay tuned!

In addition to the quarterly educational seminars, we are also starting to offer in-person previously recorded [AALAS webinars](#). The very first one is scheduled for Tuesday, October 4<sup>th</sup> in Belltown, Seattle. Information was sent to all members via email. If you would like to attend and did not receive an email, please contact me.

We have [elections](#) coming up in November and currently are accepting nominations for the three open board positions. I encourage you to make this the year you get more involved and actively participate in helping the branch plan our educational and networking events. Submit your nomination [HERE](#).

Please contact me if you want to attend our board meetings, join a planning committee or share your ideas for the branch. [president@wbaalas.org](mailto:president@wbaalas.org)

Sincerely,

*Andrea S.*

*WBAALAS President 2016*

## We need your help!

### Join a committee at WBAALAS

Contact by email: [president@wbaalas.org](mailto:president@wbaalas.org)

Time Commitment: 1–2 hours a month

Where: From the comfort of your own home

Committees: Programs, Events, Elections, Awards, Management Information Systems, and Newsletter

## Newsletter Submission Deadlines

Main Topic	Issue Month	Submission Deadline
<ul style="list-style-type: none"> <li>• Summary from National Meeting</li> <li>• Featured branch member</li> <li>• In the news</li> <li>• Event–Tech Appreciation Week</li> </ul>	December 2016	November 16th
<ul style="list-style-type: none"> <li>• Summary from Member Dinner</li> <li>• Featured branch member</li> <li>• In the news</li> <li>• Event–Spring Educational Trade Fair</li> </ul>	March 2017	February 17th
<ul style="list-style-type: none"> <li>• Summary from Trade Fair</li> <li>• Featured branch member</li> <li>• In the news</li> <li>• AALAS elections VOTE!</li> <li>• Event–Summer Picnic</li> </ul>	June 2017	May 18th



Remember you can join our secret WBAALAS group on Facebook Just email [president\\_elect@wbaalas.org](mailto:president_elect@wbaalas.org) to be added to our group



Nominate Today  
for 2017  
board positions

**Open Positions for 2017**



**Be a Champion of the LAS Field!**

**You are encouraged to nominate yourself or another member**

Nominations close on October 31<sup>st</sup> 2016

Elections start on November 7<sup>th</sup> 2016

Positions start January 1<sup>st</sup> 2017

[Submit Nomination HERE](#)

## President-Elect 3-year term

Email: [president\\_elect@wbaalas.org](mailto:president_elect@wbaalas.org)

Time Commitment: based on year of term

### 1. President-Elect (1st year)

**Time Commitment:** 1-2 hours a month

**Position Duties:**

- Learn from current president
- Take notes
- Begin preparation for next year events (Trade Fair: request speakers etc.)
- Help plan current year's events

### 2. President (2nd year)

**Time Commitment:** 2-4 hours a month

**Position Duties:**

- Run board meetings
- Manage annual events
- Provide leadership to organization

### 3. Past President (3rd year)

**Time Commitment:** 1-2 hours a month in addition to board meetings

**Position Duties:**

- Provide current president with mentorship regarding the president position
- Help with planning 2019 D8 meeting in Seattle, WA

**Qualifications:**

- Leadership or mentorship experience
- Effective meeting management
- Communication skills

[Submit Nomination HERE](#)

## Secretary 2-year term

Email: [secretary@wbaalas.org](mailto:secretary@wbaalas.org)

**Time Commitment:** 2-10 hours a month

**Position Duties:**

- Keep membership records
- Write board meeting minutes and upload to website
- Send and receive official branch electronic communication

**Qualifications:**

- Familiar with creating word documents and PDFs.
- Familiar with using Google Drive
- Access to the internet



[Submit Nomination HERE](#)

## Board Member 3 2-year term

Email: [boardmember1@wbaalas.org](mailto:boardmember1@wbaalas.org)

**Time Commitment:** 1-3 hours a month

**Position Duties:**

- Attend board meetings and be a voice of the membership
- Mentor to members and other board members

**Qualifications:**

- Interest in participating in board meetings
- Interest in future leadership/board member positions

# Save the Date

## Winter Member Appreciation Event

**Saturday, December 3<sup>rd</sup> 2016**



Last year we had over **50 people attend** this fun event that can be enjoyed by members & friends and family!

**When: Saturday December 3<sup>rd</sup>, 2016**

**Where: WildLights at Woodland Park Zoo, Seattle WA**

Event information will be sent out via email  
Any questions or to join the planning committee for this event please email [president@wbaalas.org](mailto:president@wbaalas.org)



Washington Branch  
AALAS

## LAT Certification Study Course



### LAT CERTIFICATION STUDY COURSE HAS BEEN LAUNCHED!

Enrollment is free with a WBAALAS membership and CEUs can be earned each week (a great course for maintaining Registry status)

Enrollment in this 7-week course is simple:

- (1) go to <https://wbaalas.learnupon.com/>
- (email [education@wbaalas.org](mailto:education@wbaalas.org) if you don't already have access)
- (2) click the Catalog tab
- (3) enroll in the LAT Certification Study Course

Please email [education@wbaalas.org](mailto:education@wbaalas.org) with questions.

## Educational Seminar 2016

Board Member Sarah W. planned and hosted our first 2016 Educational Seminar and Technician Networking Event Sponsored by [Medline](#). This event was open to all members and included a networking event after for technicians at the Belltown Pub. The topic for August's discussion was "How do mouse cages compare to wild dens?" Sarah W. presented her researched materials to the members in attendance and passed along useful information regarding how to help reduce male mice dominance fighting. The rest of evening was networking with those from across multiple different facilities. Everyone who attended received each other's contact information and a copy of the presentation information. If you would like to participate in the next event please contact [boardmember3@wbaalas.org](mailto:boardmember3@wbaalas.org)



## TBR News & Views

Second Quarter 2016

Hello District 8!

The election results are in for AALAS. Please join me in congratulating our own Morag Mackay from San Diego AALAS in her election to Vice President-Elect with her presidency in 2019!

I am also very humbled and grateful to get to be along with her for the ride as I have been re-elected to serve another 3 year term as your Trustee.

Let me know if there is anything I can do for you or your branches! [acarte@fredhutch.org](mailto:acarte@fredhutch.org)

Now let's see what has been going on around this great district.

### District Wide



**Save the date for the D8 meeting March 22-24, 2017 in Salt Lake City?** The Mountain West, Arizona, and Hawaii branches are busy getting this meeting together and here is what one of the organizers had to say:

The meeting will be held at the Sheraton in Salt Lake City. It is conveniently located 1-2 blocks from great restaurants and pubs, free shuttle from and to the airport, free wifi in room, free tram in downtown area, free shuttle within downtown from hotel if not busy, 3 blocks from the City Center Mall and 4 blocks from Temple Square and the Genealogy library for sightseeing. Bonus! Starbucks is in the hotel only a few steps from the conference area! Very nice remodeled rooms and it is the hotel where President Obama stayed when he visited Salt Lake! The in-house restaurant is pretty tasty and affordable; the bar in the hotel is known for its spaciousness and a favorite of many in the area. We are looking forward to at least 60 plus vendors, the AREA program (so volunteers will be sought...hint hint) and possibly a mini leadership program. Great speakers, posters, and presenters and a whole lot of fun!

## Southern California

Together with the Palms to Pines branch we had a spectacular Members Event at the Moorpark Zoo ("America's Teaching Zoo"). Members and their families enjoyed a very pleasant day at the zoo which included a private show in the amphitheater, a behind the scenes tour of the animal habitats, and a delicious lunch served right from the taco cart. Highlights of the day included watching the lion being fed and seeing a 500 lbs. Galapagos tortoise. Coming up this summer, Southern California and Palms to Pines branches will be teaming up again to host an exciting Summer Symposium at Cal Poly Pomona on August 17<sup>th</sup>. This all day event will be filled with exciting speakers covering a variety of topics in the lab animal field. For more information about the symposium as well as registration details, please visit [www.scbaalas.org](http://www.scbaalas.org)



## San Diego

On Saturday April 16<sup>th</sup> we hosted our first Mini - leadership academy for our San Diego members with great success. This event was not just aimed at new supervisors but was also for those technicians wanting to learn more about leadership skills in the workplace. We were fortunate enough to have Dr. Ann Turner, AALAS Executive Director, and Dr. Laura Conour, AALAS President, speak at this event. Overall this was a very successful event and 100% of the registrants said they would recommend this training to a colleague. The day was worth six continuing education units and all attendees left with a flash drive of the day's presentations.

As for our public outreach events, we have attended the High Tech Fair this past fall, 10<sup>th</sup> Annual Career Fair at Granger Junior High School, and San Diego STEAM Maker Festival. These fun educational events help us share our passion for the biomedical field and the career opportunities they can look forward to. Moving forward, we are soon to be celebrating our 50<sup>th</sup> anniversary on July 13<sup>th</sup> at the Admiral Baker Clubhouse; food, drinks, DJ, and a photo booth!





## Northern Rocky Mountain

The Northern Rocky Mountain Branch of AALAS held their annual meeting on the beautiful Flathead Lake in Polson Montana this past June. We had a record turnout and a weekend filled with fantastic speakers from all over. The meeting agenda was jam-packed, from Chengdu bear rescue efforts by a non-profit called Animals Asia, to speaking up for research to the public, to the rapidly growing need for gnotobiotics, everyone was guaranteed to come away with something new from the weekend. We also held a very productive business meeting and will soon be voting for new officers coming in. We had a lot of people step up and offer to help make this branch as wonderful as it is this year! Of course as tradition would have it, you can't beat dinner on the lake followed by an epic evening of karaoke!

If you ever needed an excuse to visit Montana, mark your calendars and visit [www.nrmbaalas.wordpress.com](http://www.nrmbaalas.wordpress.com) for more details regarding membership and meeting information.



Congratulations to Laurel Ramsdell (University of Montana) NRMB's 2016 Technician of the Year ☺



Sunset on Flathead Lake



NRMB AALAS Meeting dinner on the lake

## Washington

The Washington Branch is halfway through another amazing year! Recently, the branch hosted a classroom themed– *Biomedical Research Careers*, for the Girls in Engineering, Math and Science (GEMS) Fair at Western Washington University in Bellingham, WA. The AALAS Foundation provided biomedical research career brochures and other materials enjoyed by the students. The branch helped inspire over 150 youth learn about the positive impacts of animal research in our everyday lives.



1. Left photo–WA Branch volunteers hosting a classroom for Girls in Engineering, Math and Science (GEMS) Fair at Western Washington University in Bellingham, WA. Right photo– Event attendees enjoying punch out origami mouse cards donated by AALAS Foundation. Posters and brochures also donated by AALAS Foundation.

**New offerings:** WA Branch AALAS is offering members a 100% virtual certification study course for both **ALAT** and **LAT** certifications for members. Self-paced quizzes, worksheets, videos, games and access to a **personal eTutor**. **Join today** for only \$20 and you can also enjoy all the benefits of membership. Sign up is easy and online, see our [JOIN page](http://www.wbaalas.org/training/) for full member benefits list and information. Check out <http://www.wbaalas.org/training/> for more details or email [education@wbaalas.org](mailto:education@wbaalas.org).



Remember you can join District 8 on Facebook

Just email [acarte@fredhutch.org](mailto:acarte@fredhutch.org) to be added to our group

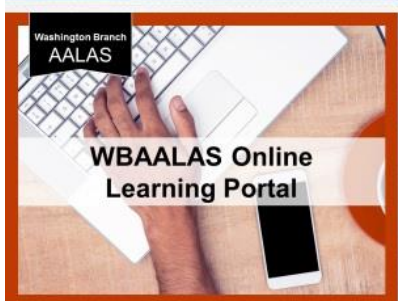
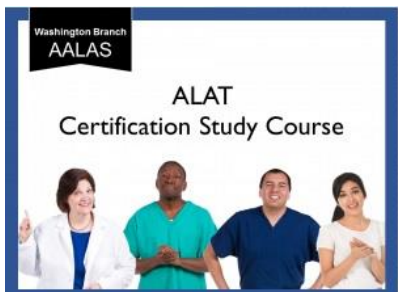


Join us in Belltown on **October 4th from 4:30pm-6:30pm** for a free WBAALAS members-only event! To RSVP and receive location information area, please email [secretary@wbaalas.org](mailto:secretary@wbaalas.org) or [education@wbaalas.org](mailto:education@wbaalas.org). AALAS webinars are a valuable educational experience for anyone in the lab animal science field. But even if you have the budget to spend on these webinars, it's tough to get everyone together and to keep them engaged. WBAALAS and LAS vendors want to help by sponsoring webinar offerings to branch members. Here are the details:

WBAALAS will host a re-broadcast of a recorded AALAS webinar at a local Branch networking event sponsored by our commercial members. Refreshments will be provided along with opportunities to network and for discussion before and after the webinar.



## Want FREE Help Earning Your Certifications? Or Help Keeping Track of Your CEUs?



We have a new training page! <http://www.wbaalas.org/training/>  
You'll find information about our certification courses and new offerings in the pipeline. Email [education@wbaalas.org](mailto:education@wbaalas.org) with comments and questions



Our branch submission #47 to the  
**AALAS Foundation's 2016 "100  
ALL Star Race"**! Created by board  
member Sarah W!

Title: Squeak Racer

Vote for our submission by "liking" it  
on the [AALAS Foundation Facebook  
Page](#).

# AALAS 67<sup>th</sup> National Meeting—Charlotte, NC

Get ready for Charlotte! Book the Block!  
AALAS 67th National Meeting, October 30-November 3, 2016.



## *Are You Ready for Charlotte?*

Use these quick links to help you plan for Charlotte. See you there.

- **Register:** [Register](#) to attend. Advance registration ends Oct. 10.
- **Book the Block:** [Book a room](#). New rooms have been added.
- **Workshops:** Attend a workshop. Invest in yourself!
- **Getting Around:** Need [transportation info](#)?
- **LAS Pro:** Read [September's LAS Pro](#) for a sneak peek inside the meeting.
- **Time Zones:** Charlotte is on Eastern Time. Please use this [converter](#) to determine how ET will impact your travel plans.
- **Preliminary Program:** Plan your days by reviewing the [Preliminary Program](#). Access the digital edition and/or webpages loaded with daily education opportunities.
- **Abstracts:** Read the 2016 [Poster](#) and [Platform](#) abstracts.
- **OGS/GMM:** Attend the [Opening General Session-General Membership](#) Meeting followed by [Rebecca Skloot's book signing](#) event and the Welcome Reception.
- **Mobile App:** Stay tuned for info about the 2016 mobile app. We will let you know when it is ready for download.
- **AALAS Foundation Events:** Complete the [pledge form](#) or [email](#) your pledge. Sign up to be a Foundation [booth volunteer](#) in Charlotte.



## ARE YOU ROXANNE OR GARY?

charles river

### ***A Fine Occasion!***

The Charlotte Local Arrangements team is excited to roll-out the "red" carpet for 2016 AALAS National Meeting attendees. To honor the 2016 award winners and celebrate everyone's achievements, a star-studded event is planned. So, glam it up! Channel a Hollywood celeb and wear your favorite finery to this year's Opening General Session-General Membership Meeting and Welcome Reception. It's time to sparkle!



### ***Meeting Planning 101: Tips & Tricks***

Attend a unique training event at the National Meeting. Meeting Planning 101: Tips & Tricks will be held on Monday, October 31 from 2:30-4:30 PM in the Harris Room at the Westin Hotel. Join AALAS Executive Director, Ann Turner, Jim Flood and Betty Cartwright from AALAS' Legal and Meeting Departments, and Dave Scypinski and Michael Garcia from Conference Direct. Learn about general meeting

planning strategies, contract guidance, market conditions, pricing, and budget strategies. Plan to be there!



### ***Purchase National Meeting Recordings in Advance***

Even if you aren't attending the AALAS National Meeting in Charlotte, you can experience all that *AALAS on Demand* has to offer, including up to 100 recorded hours of educational content, audio session synchronized to PowerPoint slides, downloadable MP3s, and 24/7 availability to learn from the comfort of your home or office. Price is only \$99 for AALAS members, but you have to [order](#) by October 30.

### ***Bookstore Hours***

Stop by and see what is in store for you at the AALAS Bookstore. The bookstore is open:

- Saturday 2-6 PM
- Sunday 7:30 AM-7 PM
- Monday-Wednesday 7:30 AM-5 PM
- Thursday 7:30 -10 AM

### ***Exhibit Hall Reminders***

Here's a rundown of important dates and times to keep in mind for the AALAS National Meeting Exhibit Hall.

- **Ribbon Cutting Ceremony:** Monday, October 31, 8:30 a.m.
- **Commercial Company Booths:** Learn about the latest products and services offered by [companies](#) in the field.
- **Affiliate Booths:** Visit with our affiliate members and check out their public outreach and educational materials.

- **Cyber Cafe and Refreshment Breaks:** Check your [Preliminary Program](#) for days and times.
- **Poster Sessions:** Come view this year's poster sessions, and don't miss the Poster Reception on Tuesday, from 2:00-4:00 p.m. Meet the authors, enjoy some refreshments, and see who won this year's Poster Awards!
- **Exhibit Hall Hours:**
  - Monday, October 31: 8:30 a.m.-5:00 p.m.
  - Tuesday, November 1: 9:00 a.m.-5:00 p.m.
  - Wednesday, November 2: 9:00 a.m.-1:00 p.m.

OPEN FOR BUSINESS  
OPEN FOR ALL



### ***Order the Fall Webinars***

Have you ordered the Thursday, September 27 webinar, "[Category E: Perspectives on Unalleviated Pain and Distress](#)"? Plan ahead for the October 4 webinar, [Building a Zebrafish Health Monitoring Program](#). Order now!

### ***Charlotte Trivia***

Take a stroll along historic Trade Street. This street was built along what was once part of a Native American trading route that ran between the Yadkin and Catawba rivers.

### ***Watch for Future National Meeting Updates***

The AALAS Communications team will be emailing you with updates and reminders regarding the 2016 National Meeting throughout the weeks ahead. You can also look for updates on Facebook, Twitter, and LinkedIn. Use the links below to access AALAS through social media.

AALAS | 901-754-8620 | 901-753-0046 | [info@aalas.org](mailto:info@aalas.org) | [aalas.org](http://aalas.org)

## 2016 Summer District 8 Trustee Report

### 2016 Summer Trustee Report

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Greetings District 8 AALAS members,

The AALAS Board of Trustees (BOT) had a wonderful summer meeting in Memphis where a lot of work was accomplished. The full minutes from the meeting have been posted on the AALAS website under Leadership/BOT Minute Archive.

We started off by selecting the location of the 2022 National Meeting and I expect to see you all in Louisville, Kentucky in the future!

The Federacion de Sociedades y Asociaciones Hispanas de America Del Norte, CentroAmerica y el Caribe de la Ciencia de Los Animales de Laboratorio, A.C.(FESAHANCCCAL) was elected as a new affiliate organization of AALAS. [www.fesahancccal.com](http://www.fesahancccal.com)

2016 National Award Winners were approved but you will just have to wait until Charlotte to see who they are!

After a long process starting with surveys and immense work from the ADHOC membership structure committee we finalized the membership restructuring. It was determined that it was in the best interest of our community to keep our current 3 tiered individual member structure. The costs for individual memberships have had a nominal increase in order to support the growth in programs that AALAS has seen over the last several years. Institutional and Commercial memberships will receive discounts based on the number of additional individual memberships they purchase. Commercial memberships will also now have the option of a Base or a Premier membership. These changes will go into effect January 1<sup>st</sup> 2017.

The BOT also approved the proposed changes to the AALAS *Policy & Procedures Manual* (PPM). The proposed changes were made based on review by AALAS Legal Counsel, staff and committees. I can't possibly go over each change in the hundreds of pages of the PPM in this letter and many where for consistent grammar and terminology. I am happy to say that we used this opportunity to add in a non-discrimination policy.

There is one change that may cause some confusion with branches so I do want address it. The position of Technician Branch Representative (TBR) has been removed from the PPM. The original intent of the TBR position was to serve as a communicator between the



branch and national AALAS but essentially this role has been superseded by technology via websites, email, and social media. It was also found that many branches were inconsistent with appointing TBR's and with them being members of AALAS. So TBR's are no longer a requirement for branches of AALAS. That however doesn't mean your branch can't have one! If you have a TBR position that is valuable to your Branch, certainly keep it going. The Committee on Technician and Awareness and Development (CTAD) which runs the TBR listserv and the TBR of the Year Award is already brainstorming changes to these items to fit with this revision of the PPM.

The 2016 elections wrapped up on June 30<sup>th</sup> and I look forward to working with our new leadership.

Morag Mackay – Vice President Elect  
Dr. Sonja Chou –At-Large Trustee  
Dr. Richard Huneke- At-Large Alternate Trustee  
Dr. Gregory Boivin – District 5 Trustee  
Marilyn Watson- District 6 Trustee  
Cristopher Southern- District 7 alternate Trustee  
Amber Carte- District 8 Trustee  
Roy Hoglund- District 8 Alternate Trustee

I hope you are getting ready for Charlotte and your race car decorating is well underway! We will have the District 8 membership meeting on Monday, October 31<sup>st</sup> from 5:15-6:15 pm. Please plan to attend as I look forward to seeing you there.

Wishing you well,

Amber Carte  
District 8 Trustee  
[acarte@fredhutch.org](mailto:acarte@fredhutch.org)

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## What does the AALAS Foundation Do?

Pat Sikes, MS

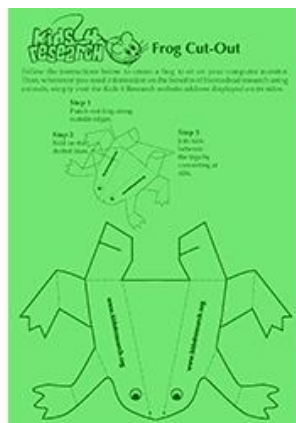
Charles River, AALAS Foundation Board member

The AALAS Foundation is a nonprofit organization that relies on support from its donors to develop important public awareness campaigns and outreach materials that will allow it to bring awareness to the general public about the compassionate professionals working in the field of laboratory animal science. We communicate the important role of





animals in research, and offer **free** resource materials to assist laboratory animal science professionals conducting outreach activities in their local communities



The AALAS Foundation offers a variety of posters and brochures which may be used as “giveaway” items at public outreach events. These items ship free, too! You can order free outreach materials at: <https://www.aalas.org/store/list>



The AALAS Foundation distributed over 40,000 pieces of public outreach materials in 2015 to assist AALAS Branches and members in their local public outreach efforts. The AALAS Foundation attends leading national educational conferences, such as the National Science Teachers Association and Future Farmers of America, to share our materials and messaging with teachers and students.

### AALAS Foundation Public Awareness Campaigns

In 2013, AALAS Foundation launched its “We Care” public relations campaign along with its “Share That You Care” social media campaign. Ads placed in *USA Today* – targeting five major cities and reached 338,989 subscribers. This campaign increased views to [www.care.aalas.org](http://www.care.aalas.org) website by 142%.

#### “Celebrate the Mouse!”

This “Celebrate the Mouse” pin—with its tail curled into a pink ribbon—was designed by the AALAS Foundation to celebrate the research mouse and the important role it has played, and continues to play, in the advancement of breast cancer research.

We hope you will wear this pin proudly and help us “Celebrate the Mouse” and all those who courageously work in biomedical research to help find treatment options and cures to benefit people and animals.



The AALAS Foundation also launched its “Celebrate the Mouse” Program at the 2014 National Meeting. This program encourages LAS professionals to speak to their family and friends about how mice (and other animals) have helped discover treatment options and cures for people and animals. Plans are in the works to develop the program as an outreach tool to bring awareness of how animals are making strides in biomedical research to survivors of catastrophic diseases.



### AALAS Foundation Launches “Caring for All” Website

“Caring for All” serves as a valuable resource showcasing the compassionate professionals working in laboratory animal science. The site contains a growing collection of videos – highlighting various careers and a wealth of information about the importance of biomedical research and the strict guidelines in place for working with animals in research. [www.care.aalas.org](http://www.care.aalas.org)

The AALAS Foundation also recently launched its redesigned Kids4Research website – [www.kids4research.org](http://www.kids4research.org)



Try our free mobile game! Open iTunes to download app.

### 2016 Re-Targeting Digital Ad Campaign

A new campaign was launched on February 1<sup>st</sup> to target Millennials. Re-Targeting technology delivers digital ads based on online behavior such as website visits, keyword searches, and geographic location. Ex – Jane Doe conducts a Google search on the words, “Animal Testing,” and/or visits PETA website and she meets targeted geographic and demographic criteria; our digital ad will be delivered to her and displayed on her online screen. The digital ads contain link to [www.care.aalas.org](http://www.care.aalas.org)



### 2016 Re-targeting Digital Campaign Results – First 90 Day Period

- A total of 693,723 digital ads were delivered during the month of February (Heart Disease Awareness ad)
  - 2,387 page views to care.aalas.org website
- A total of 693,317 digital ads were delivered during the month of March (National Kidney Disease Awareness ad)
  - 2,549 page views to care.aalas.org website
- A total of 684,114 digital ads were delivered during the month of April (National Autism Awareness ad)
  - 4,111 page views to care.aalas.org website – **page views almost doubled this month!!!**

The [www.care.aalas.org](http://www.care.aalas.org) website has received **a whopping 9,047 page views since the start of the campaign on Feb 1<sup>st</sup> through April 30<sup>th</sup>**. A 481% increase in visits compared to page views during the same time period in 2015 (1,556).

### How Can You Help?

- Volunteer at AALAS Foundation activities at National Meetings
- Volunteer to serve on AALAS Foundation Board and/or Committees
- Donate items to the annual Silent & Live Auctions
- Make a monetary donation (memorial/honorarium) by mail and/or online (All silent auction and monetary donations received by August 31 will be acknowledged in National Meeting final program) <http://tinyurl.com/donate-AALASFoundation2016>
- Like us on Facebook - <https://www.facebook.com/aalasfoundation/>

To learn more please visit our website [www.aalasfoundation.org](http://www.aalasfoundation.org) or contact your local representative – Pat Sikes.

## Animal Care and Use at novo nordisk

This company has a fantastic public outreach platform on their website explaining the use and care of all their research animals across the globe. The Animal Ethics section of the company's website has separate sections containing additional information regarding the 3R's, [videos](#) and photos, [animal numbers](#) and great [position statements](#). Check out their page!

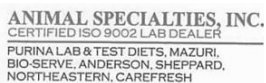
<http://www.novonordisk.com/rnd/inside-rnd/bioethics/ethics.html>

## Vivarium Manager Roundtable

WBAALAS has started a Vivarium Managers Roundtable as a forum for managers to interact with their peers. It provides an opportunity to share your methods and learn some new ones. The meetings are held every 3 months and held at a different institution each time. The next meeting will be on October 10<sup>th</sup> at noon, lunch will be provided. If you are a manager of a local facility and would like to attend, please RSVP to [roundtable@wbaalas.org](mailto:roundtable@wbaalas.org)

Seating is limited

# COMMERCIAL MEMBERS



## INSTITUTIONAL MEMBERS

[Allen Institute for Brain Science](#)

[Center for Infectious Disease Research](#)

[Fred Hutchinson Cancer Research Center](#)

[Novo Nordisk, Inc.](#)

[Presage Bioscience](#)

[Seattle Children's](#)

[ZymoGenetics, a Bristol-Meyers Squibb Company](#)

## About Us

At WBAALAS, we believe the involvement of laboratory animals is necessary for effective scientific and medical research. Discoveries made utilizing research animals has allowed for a greater quality of life for us all. We are dedicated to ensuring these animals receive proper care and treatment by providing members of the local lab animal community training, forums for discussion, recognition and community networking opportunities.

WBAALAS is the Washington Branch of the American Association for Laboratory Animal Science. The AALAS includes many branches across the US and even extends internationally through global partner affiliates. Through AALAS, members are offered technician certification programs, access to award-winning publications, political advocacy and support, outreach materials and more

AALAS members have adopted a specific code of ethics to guide their actions in their professional and personal lives.

Each member is required to follow the standards listed below.

1. Maintain the highest standard of personal conduct.
2. Promote and encourage the highest level of ethics within the profession of laboratory animal science.
3. Maintain loyalty to the profession of laboratory animal science and pursue its objective in ways that are consistent with the public interest.



4. Recognize and discharge my responsibility and that of my position to uphold all laws and regulations relating to the profession of laboratory animal science.
5. Strive for excellence in all aspects of the profession of laboratory animal science.
6. Use only legal and ethical means in all professional activities.
7. Maintain the confidentiality of privileged information entrusted or known to me by virtue of my position.
8. Refuse to engage in, or countenance, activities for personal gain at the expense of the profession of laboratory animal science.
9. Always communicate associated internal and external statements in a truthful and accurate manner.
10. Cooperate in every reasonable and proper way with others and work with them in the advancement of the profession of laboratory animal science.
11. Use every opportunity to improve public understanding of the role of the profession of laboratory animal science.

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## 2016 Summer Picnic Photos













