



NATIONAL ANIMAL
CARE & CONTROL ASSOCIATION

2024

ANNUAL REPORT



Leading the way in animal care and control, 2024 was a year of impactful progress, innovation, and dedication to both ends of the leash.



Message from the Executive Director

As I reflect on this past year, I am filled with gratitude and pride for what we've accomplished together. 2024 was a year of growth, innovation, and resilience for the National Animal Care & Control Association. From expanding our training programs to forging new partnerships and advocating for meaningful change, we have taken significant strides toward elevating the professionalism and impact of our field.

What stands out most to me is the unmatched dedication of our members and partners. Every challenge we faced became an opportunity to strengthen our mission, inspire progress, and create a brighter future for both animals and communities. Together, we not only shaped the present but laid the foundation for the next five years with a strategic vision that will guide us toward even greater achievements.

Thank you for your passion, hard work, and commitment to making a difference. Here's to continuing this journey together and making 2025 even more impactful!

With appreciation,

Jerrica Owen
Jerrica Owen, CAWA
Executive Director



2024 Board of Directors



MIKE WHEELER
VICE PRESIDENT

Director of Community Services
City of Cabot, Arkansas
mwheeler@nacenet.org
Elected 2022 | Term Expires 2025



SPENCER CONOVER
PRESIDENT

Pasco County Animal Services
Land O Lakes, FL 34638
sconover@nacenet.org
Elected 2022 | Term Expires 2025



AUDRA MICHAEL
SECRETARY

Pinal County Animal Care & Control
Casa Grande, AZ 85194
amichael@nacenet.org
Elected 2020 | Term Expires 2026



DR. JOSH FISHER
PAST PRESIDENT

Director of Animal Services
Charlotte-Mecklenburg
Animal Care & Control
Charlotte, North Carolina
jfisher@nacenet.org | 704-591-1751
Elected 2022 | Term Expires 2025



INGA FRICKE
EXECUTIVE COMMITTEE

Executive Director
McKamey Animal Center
lfricke@nacenet.org
Elected 2023 | Term Expires 2026



JACE HUGGINS
DIRECTOR

VP and Chief of Humane Law
Enforcement
San Diego Humane Society
jhuggins@nacenet.org
Elected 2022 | Term Expires 2025



DR. CHRISTINA AVILA
DIRECTOR

Animal Control Supervisor
City of Perris, California
cavila@nacenet.org
Elected 2024 | Term Expires 2027



CHRIS LUTGEN
DIRECTOR

Senior Animal Control Officer
Lake Havasu City, Arizona
clutgen@nacenet.org
Elected 2024 | Term Expires 2027



MICHELLE DOSSON
DIRECTOR

Executive Director of Best Friends in Salt
Lake City and the
Mountain West Region
mdosson@nacenet.org
Elected 2020 | Term Expires 2026



ANGELA MIEDEMA
DIRECTOR

Director of Animal Services
Volusia County, Florida
amiedema@nacenet.org
Elected 2024 | Term Expires 2027



SARAH HOCK
DIRECTOR

Executive Director of Joint Animal
Services
Olympia, Washington
shock@nacenet.org
Elected 2024 | Term Expires 2027

Recognizing Departing Board Members



Celebrating Our Achievements and Looking Ahead!

As we pause to reflect on our journey, we celebrate the remarkable progress we've made and the significant milestones we've reached. We extend our heartfelt gratitude to those who have served with dedication and excellence, as they now move on to new chapters.



ARTURO "ART" MUNOZ
DIRECTOR
Director of Animal Services
City of Garland, TX



ALEXIS PUGH
PAST TREASURER
Director, Lifesaving Center
Best Friends Animal Society



ED JAMISON
DIRECTOR
CEO Operation Kindness
Carrollton, Texas 75006



RYAN JOHNSON
DIRECTOR
Chief of Animal Services
Kansas City Pet Project



MICHELE SHIBER
DIRECTOR
Senior Animal Control Officer
Montclair Township, NJ



2024 Priorities

In 2024, NACA remained focused on advancing the professionalism and effectiveness of animal care and control across the nation. Building on the foundation set in 2023, our priorities centered around enhancing training opportunities, fostering collaboration with state associations, and advocating for best practices and standards in the field. We emphasized initiatives that strengthen the human-animal bond, improve community-based solutions, and support both ends of the leash. By addressing challenges such as disaster preparedness, pet reunification, and legislative advocacy, we continued to empower agencies and officers to create safer, more compassionate communities.



Comprehensive Training Program
Enhancement



Membership
Expansion &
Engagment







Strategic Planning
Excellence



Advocacy and
Legislative Impact



2024 Milestones

-  Inaugural Summit in San Antonio – NACA hosted its first-ever national summit, bringing together professionals from across the country to collaborate on industry advancements, best practices, and legislative efforts.
-  Membership Growth & Staff Expansion – NACA surpassed 3,000 members, reflecting its growing influence. Additionally, the organization expanded its team better to support members, training initiatives, and advocacy efforts.
-  Launch of ACO III Course – NACA introduced the ACO III course in Gainesville, Florida, offering advanced training for animal control officers and enhancing professional development opportunities within the industry.
-  Successful In-Person Community Events – NACA strengthened industry connections by hosting two in-person events in Reno and Fresno, focused on fostering community-centered animal care and control, training, and engagement.



Exceeded
Membership
Expectations



3,000 + Active
NACA
Members



87
Attendees







Inaugural State Association Summit

34
States
Represented

The 2024 NACA Summit brought together state association leaders, animal welfare professionals, and advocates to advance the future of animal care and control as a united voice. Through meaningful discussions, innovative strategies, and strengthened partnerships, attendees left inspired and better equipped to make a lasting impact. This powerful gathering reinforced the importance of collaboration in building a stronger, more unified industry.

Outcomes

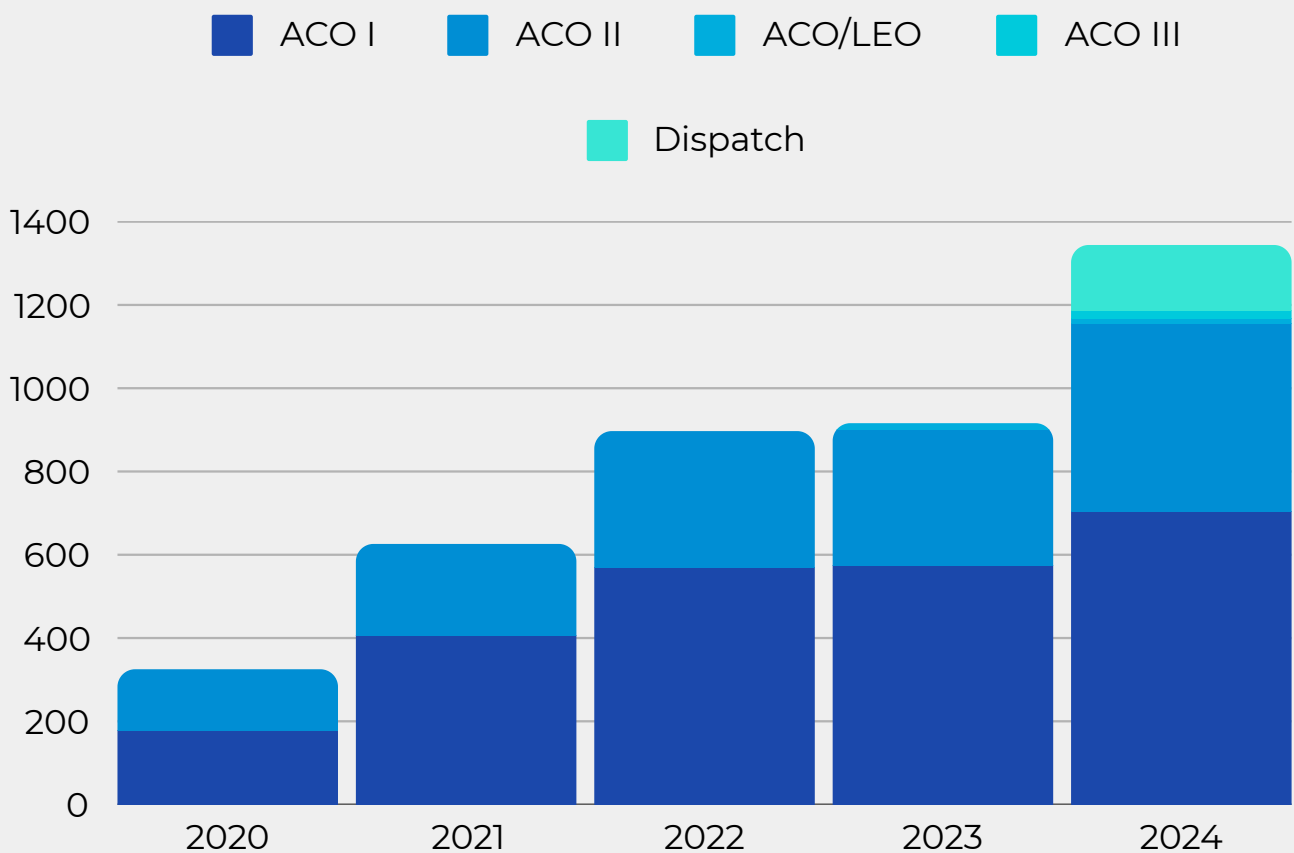
-  Strengthened Inter-State Communication and Collaboration
-  Strategic Discussions on National Data and Metrics
-  Focused Dialogue on Establishing National Training Standards
-  Identification of Common Challenges Faced by Agencies Nationwide

Performance Metrics - Training



In 2024, NACA’s training programs continued to set the national and international standard for professional development in animal care and control. A total of **1,313** officers earned certification through NACA programs, with certified professionals in 48 U.S. states and 63 officers certified internationally across Mexico, Canada, and beyond—demonstrating the global reach of our training initiatives.

Additionally, NACA members accessed **1,882** hours of recorded training through Justice Clearinghouse, highlighting the demand for high-quality, on-demand education. As we continue expanding our training programs, we remain committed to equipping animal care and control professionals with the skills, knowledge, and resources needed to excel in the field.





Performance Metrics - Training



Certified 1,313 Animal Control
Officers through NACA Programs





Performance Metrics - Training



NACA Members accessed **939** recorded animal welfare training webinars



Certified **1,313** Animal Control Officers through NACA Programs



NACA members accessed **1,882** hours of recorded training



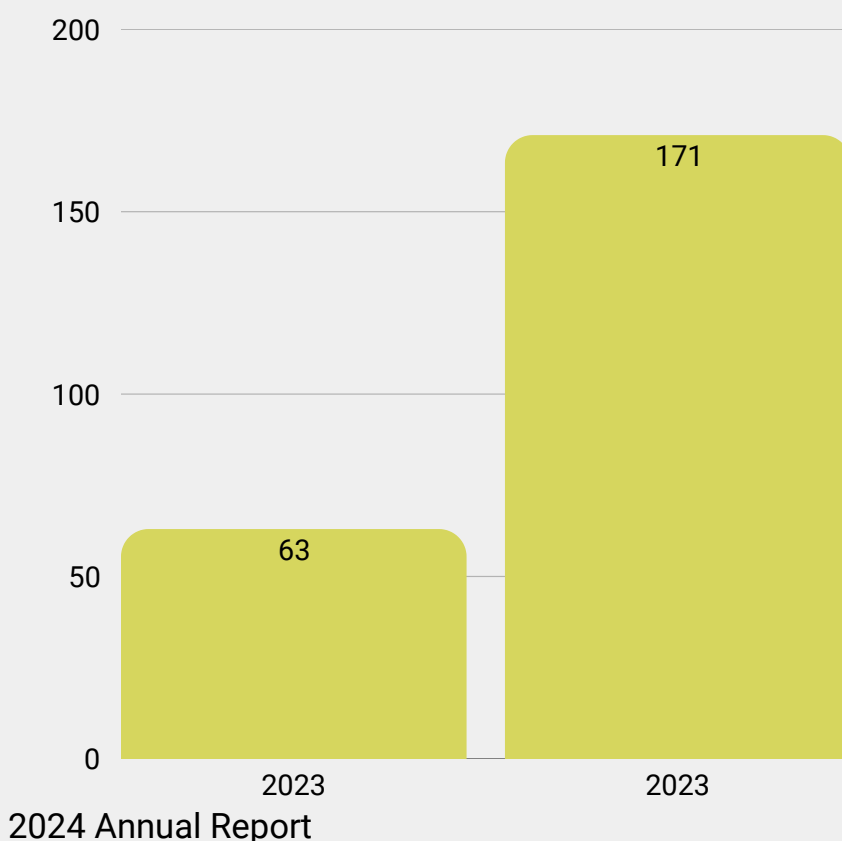
Mental Health **FIRST AID**

from NATIONAL COUNCIL FOR MENTAL WELLBEING



NACA is proud to offer the Mental Health First Aid Certification Course, designed specifically for animal care and control professionals. This course equips officers and shelter staff with the skills to recognize and respond to mental health challenges—both in the communities they serve and within their own teams. By fostering awareness, reducing stigma, and providing practical intervention strategies, this training helps professionals navigate difficult situations with confidence and compassion.

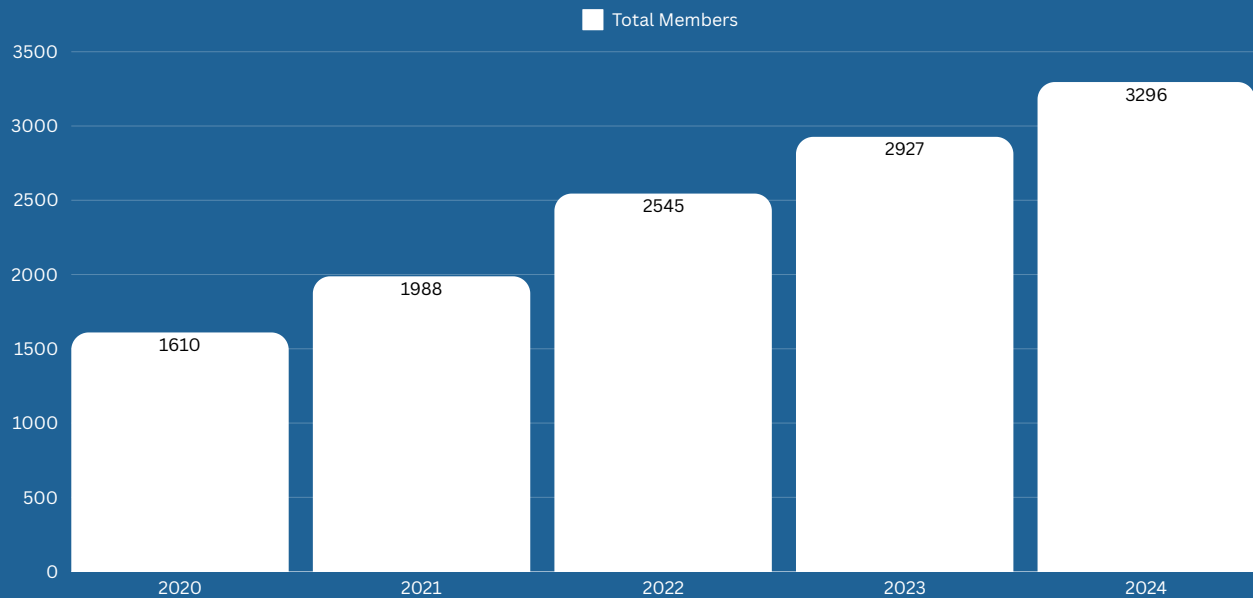
In 2024, **171** animal care and control professionals participated in Mental Health First Aid training through the National Council for Mental Wellbeing, gaining valuable skills to navigate mental health challenges in the field. This program serves as a critical resource for ACOs, equipping them with the knowledge to support both the communities they serve and their own well-being.



"Animal control officers and shelter staff face challenging and emotionally charged situations every day. Mental Health First Aid gives them the tools to support those in crisis while also prioritizing their own well-being. A stronger, healthier team means better outcomes for the animals and communities we serve."
~Officer M.B.



Performance Metrics - Membership



In 2024, NACA surpassed our goal of **3,000** active members, marking a significant milestone in our commitment to supporting animal care and control professionals. This growing community reflects the increasing demand for training, resources, and advocacy, strengthening our collective impact across the industry.

**1,515 New
NACA Members
Joined
in 2024**





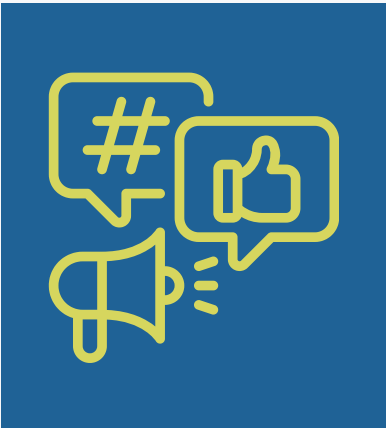
Performance Metrics - Engagement

In 2024, NACA continued to expand its social media presence, strengthening connections with animal care and control professionals nationwide. With **14,500+** followers on Facebook, **3,000+** on Instagram, **2,700+** on LinkedIn, and **4,100+** on TikTok, our platforms serve as key channels for education, advocacy, and industry updates.

This year, we generated **457,168** total impressions and **30,225** engagements, reflecting a growing audience actively engaging with our content. To enhance our outreach, we implemented Sprout Social, allowing us to streamline communications and maximize impact. Looking ahead, we are excited to further expand our reach and engagement in 2025, continuing to connect and support professionals in the field.



457,168 Total impressions across all platforms



Website Engagement and Visitor Growth



NACA's website served as a central hub for information, training resources, and industry updates, experiencing significant growth in visitor traffic this year. With an increased focus on accessibility and user experience, we provided streamlined access to career opportunities, legislative updates, and professional development tools.

Enhanced content and targeted outreach efforts resulted in higher engagement, ensuring that our digital platform remains a trusted resource for animal care and control professionals nationwide.

- **7,500** = Average Visitors a month to nacanet.org
- **2,500** = Average NACA Resource Downloads per month
- **415** = Average NACA Magazine Downloads per month
- **7,212** = Average clicks on Sponsorship Logos from NACA homepage

2024 NACA Awards

State Association of the Year

Florida Animal Protection and Advocacy Association

Agency of the Year

Mesquite Animal Control, NV

Leader of the Year

Sandra Strong

Shelter Professional of the Year

Dr. Julie Hollifield

Animal Control Officer of the Year

Nicholas Leadbetter

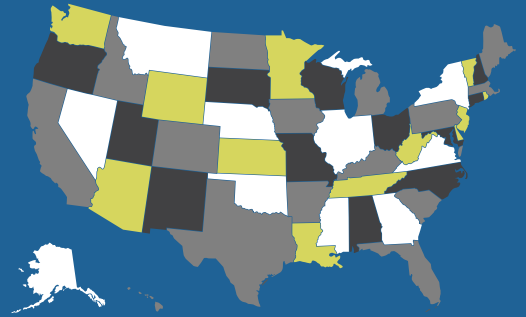
Diane Lane Memorial Award

Susan Braselton

Bill Lehman Memorial Award

Brian Rambarran

Expanding Impact Through Grant- Funded Support #ThanksToMaddie



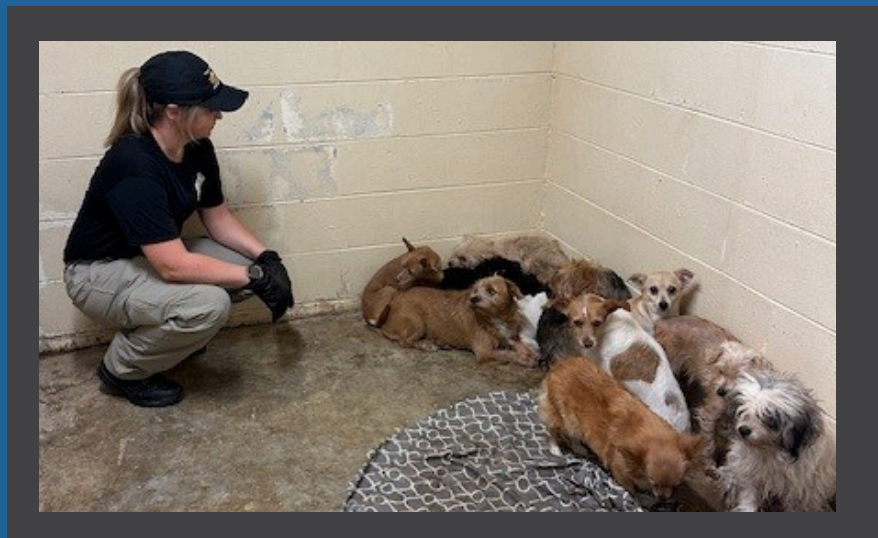
Thanks to generous support from Maddie's Fund, NACA was able to help state associations and professionals across the country in 2024.

#ThanksToMaddie, we provided training, scholarships, and resources to strengthen animal control agencies nationwide. This funding allowed us to attend conferences, support professional development, and promote best practices. Additionally, Maddie's Fund grant-funded two in-person training sessions, ensuring more officers and agencies had access to the hands-on education and tools needed to improve outcomes for animals and communities alike.

- NACA trained 64 officers in Fresno, CA & Reno, NV through a grant-funded single day event that represented 33 different organizations.
- NACA was present or supported 27 different state, regional, national and international conferences.
- NACA presented a total of 26 times across the country and various conference and training sessions.



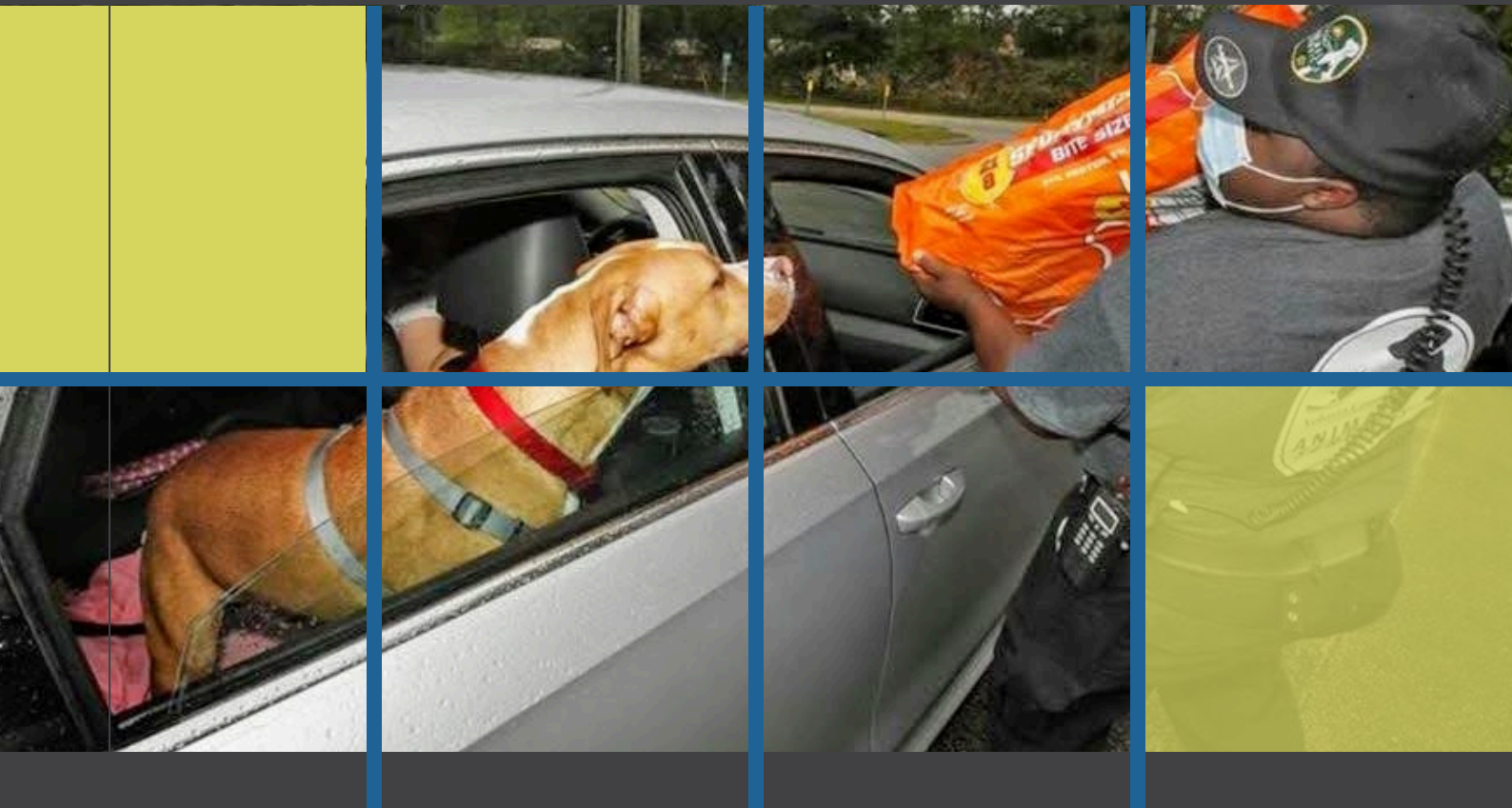
Maddie's Fund
#ThanksToMaddie



Financial Strength and Growth in 2024



In 2024, NACA strengthened its financial position through diversified revenue streams and strategic growth initiatives. Expanded training programs, including new course offerings, contributed to a significant increase in training revenue, reinforcing our commitment to professional development in the field. Additionally, sustained partnerships, grant funding, and sponsorship support allowed us to invest in key initiatives while maintaining financial stability. As a result, NACA enters the next year in a stronger position, ensuring continued growth, innovation, and expanded support for animal care and control professionals nationwide.





Financials

Income


Memberships	\$115,923.64
Conferences	\$38,750.00
Training	\$218,132.02
Operations	\$226,179.50
Total Income	\$598,985.16
Direct Costs	\$308,737.54
Gross Profit	\$290,247.62
Professional Fees	\$33,190.96
General & Administrative	\$94,119.59
Total Expenses	\$122,709.92
Total Other Income	\$2,705.65
Total Other Expenses	\$1,073.56
NET INCOME	\$169,169.79

Expenses



NACA 2025-2029 Strategic Plan: Strengthening the Future of Animal Care & Control

NACA's 2025-2029 Strategic Plan focuses on advancing professionalism, strengthening industry standards, and supporting the evolving needs of animal care and control professionals. This roadmap outlines key initiatives designed to elevate the field, drive policy improvements, and enhance training and resources nationwide.



Training & Professional Development – Expanding accessible, high-quality training programs, including in-person and online certifications.


Mental Health & Workforce Support – Promoting officer wellness, mental health resources, and sustainable workforce solutions.



Disaster Preparedness & Response – Expanding resources and training to support agencies in disaster and emergency response.



Industry Standards & Advocacy – Strengthening best practices, legislative engagement, and national guidelines to elevate the profession.

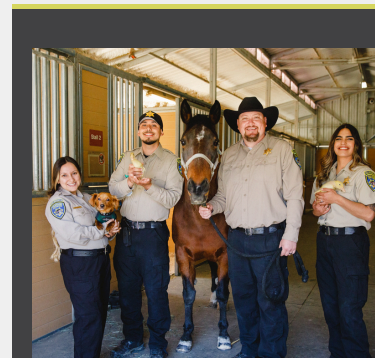


Community Engagement & Reunification – Enhancing lost pet reunification efforts, public education, and collaborative partnerships.



Conclusion

As NACA reflects on a year of growth, innovation, and strengthened partnerships, we remain committed to advancing the profession of animal care and control. Through expanded training opportunities, increased engagement with state associations, and enhanced resources for officers and agencies, we have laid a strong foundation for the future. With a more diversified financial position, continued grant support, and a growing network of industry leaders, we are well-positioned to drive meaningful change in the years ahead. Together, we will continue to elevate standards, foster collaboration, and create a lasting impact for both professionals and the communities they serve.





Maddie's Fund

#ThanksToMaddie

Thank
you!



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love™

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