



ADOPTION OPTIONS 2013

Date: Friday, August 23, 2013

Cheboygan Area Public Library
100 S. Bailey Street Cheboygan, MI 49721

Join us! We've brought together some of the most popular presentations and speakers in animal welfare and mixed them with plenty of breaks and networking opportunities.

9:00 am – 9:30 am **SIGN IN AND FUEL UP: COFFEE AND DANISH**

9:30 am – 9:45 am **HOUSEKEEPING AND GETTING TO KNOW YOU**

One person from each organization should be prepared to introduce your group. Feel free to bring business cards, brochures, news and/or fundraising items.

9:45 am – 10:15 am **WELCOME FROM PETCO FOUNDATION**

Susan Rosenberg, Petco Foundation

Learn how to use the high traffic of Petco stores to increase adoptions for your organization. Other valuable resources to benefit your group that are available through the Petco Foundation and Petco will be discussed.

10:15 am – 11:45 am **MARKETING YOUR PETS ONLINE: TIPS AND TRICKS TO INCREASE ADOPTIONS**

Sara Kent, Petfinder

After a brief look at Petfinder's free service to the animal welfare community, Sara will review the many benefits, resources and services that Petfinder offers members. This will be followed by a few tips and tricks for increasing adoptions, using Petfinder.

11:45 am – noon **BREAK**

Noon – 1:30 pm **EXPAND YOUR REACH WITH YOUR FOSTER PROGRAM**

Deb Edwards, St. Hubert's Animal Welfare Center

A well-run foster program can increase the number and improve the quality of life of animals you save. It allows you to devote attention to animals that would be difficult to care for in a shelter environment – for example, medically or behaviorally complex animals. Learn the keys to building a successful foster program for both shelters and rescues that can have a lasting positive effect.

1:30 pm – 2:30 pm **VEGETARIAN LUNCH, NETWORKING TIME**

2:30 pm – 5 pm – **CHOOSE FROM TWO SESSIONS**

TRAINING SHELTER DOGS

Sue Sternberg, Rondout Valley Animals for Adoption

Animal welfare professionals have a responsibility to provide true quality of life for each dog in their program. This workshop covers the importance of achieving and maintaining quality of life for dogs in shelters. Training, behavior modification programs, and mental, behavioral and emotional stimulation for dogs will be covered. We will explore some fun and easy ways to train adoptable dogs so they can put their best paw forward. Shelter dogs will be used for demonstration.

OR

ALL ABOUT FELINE RESPIRATORY INFECTIONS

Stephanie Janeczko, CAWA, The ASPCA

Frustrated by upper respiratory tract infections? Don't know what else to do? You're not alone. Upper respiratory infections are the most common infectious diseases in shelter cats. This workshop will focus on viruses and bacteria that cause URI, how they're spread, and how we can best prevent them and treat sick cats.

Our Speakers

SUSAN ROSENBERG, PETCO FOUNDATION

Susan, who has been with Petco for 15 years, is national grants and disaster relief manager for the foundation and, as such, reviews and makes grant decisions and develops disaster relief practices. She works closely with over 8,000 Petco Foundation charitable partners and over 1,200 Petco stores that manage abandoned pets and adoptions. As a regular presenter at animal welfare conferences and workshops, she is the face of the Petco Foundation. In addition to her responsibilities at the foundation, she is a director for several animal welfare organizations in San Diego and works with disaster relief management organizations nationally. She is also an animal handler for the Animal Rescue Reserve.

SARA KENT, PETFINDER

Sara is the director of shelter outreach for Petfinder. She has a degree in psychology and 20 years of varied animal welfare experience, including 12 years with Petfinder. Sara devotes her time to creating online and offline content for animal welfare professionals on Petfinder, managing a team which provides client service to Petfinder members, as well as identifying and implementing new ways for Petfinder to help the animal welfare community. Senior pets, FIV+ cats and special needs animals have a special place in her heart. Sara works from her home in Montclair, NJ, which she shares with her husband and stepdaughter, two FIV+ cats named Mr. Pickwick and Gerald, an adopted Pit Bull named Diamond Shamrock, a backyard cat colony and a tarantula named 3.

DEB EDWARDS, ST. HUBERT'S ANIMAL WELFARE CENTER

Deb Edwards has a long and distinguished career in animal welfare. She is a certified animal control officer as well as a certified animal cruelty investigator and has received citations from the Township of Parsippany and the legislature of the State of New Jersey. She speaks frequently on animal welfare to various professional and public audiences and is currently the administrative director at St. Hubert's Animal Welfare Training & Behavior Center. Deb shares her home in New Jersey with two dogs, two cats, one bird, a revolving door of foster animals and a very understanding partner – all of them rescues in one way or another.

SUE STERNBERG, RONDOUT VALLEY ANIMALS FOR ADOPTION

Sue Sternberg is founder and owner of Rondout Valley Animals for Adoption, a small, open admission animal shelter which serves both the local (upstate New York) community as well as runs national programs. Sue has over 30 years of dog behavior experience, including as a dog control officer, kennel and animal care technician at various shelters, dog trainer and behavior counselor, dog training instructor and temperament evaluator at the ASPCA, boarding kennel owner, veterinary assistant, successful competitor in a variety of dog sports, and teacher of dog trainers. Sue has published many educational guides which can be found at www.greatdogproductions.com. Her latest offering is a book and two-DVD set, "Train to Adopt." Sue has four dogs – Hop Sing, Bea, Yeoman Rand and Gene Roddenberry – who are all ruled by one awesome cat, Sanjay Gupta. She is an accomplished fiddle player, an avid mineral and fossil collector, loves Earl Grey tea, and is a major "Stargate Atlantis" fan.

STEPHANIE JANECKZO, CAWA, THE ASPCA

After receiving her DVM from Cornell in 2004, Dr. Janeczko worked in small animal practice with shelters and rescue groups before returning to Cornell as its first shelter medicine resident. She is board certified in canine and feline practice and is a member of the organizing committee for a board specialty in shelter medicine. She is also a certified animal welfare administrator and president of the Association of Shelter Veterinarians. Dr. Janeczko currently works for the ASPCA as senior director of community outreach shelter medicine programs, working locally in NYC as well as nationally to help shelters and animal welfare groups develop and improve their medical programs. She shares her home with her furry family – four wonderful cats and the three best dogs in the world!

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