



# ADOPTION OPTIONS 2013

**Sunday, August 18, 2013**

Holiday Inn & Suites  
200 West First Street, Duluth, MN 55802

**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

*Karen Owens, Charlotte Mecklenburg Animal Care and Control*

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, CAVA, 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.

### KAREN OWENS, CHARLOTTE MECKLENBURG ANIMAL CARE AND CONTROL

Karen Owens brings her 12 years of professional dog training experience to two organizations in addition to her business, Clever Canine Dog Training. She is the head trainer at Charlotte Mecklenburg Animal Care and Control, where she has spent the last year and a half successfully implementing the Train To Adopt program, building environmental enrichment activities and leading numerous outreach programs within the shelter community. Karen also volunteers for paws4people™, and has played a significant role in paws4people's™ efforts to place psychiatric service dogs with military veterans affected by PTSD. Karen lives in North Carolina with her amazing daughter, her all-too-awesome husband and three incredible dogs.

### STEPHANIE JANECKZO, CAVA, THE ASPCA

Dr. Janeczko received her D.V.M. from Cornell University in 2004. She spent time in small animal practice and worked with shelters and rescue groups before returning to Cornell as its first shelter medicine resident. 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 is the vice president of the Association of Shelter Veterinarians. She shares her home with her furry family – four wonderful cats and the three best dogs in the world!

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