



# ADOPTION OPTIONS 2013

Tuesday, August 6, 2013

Hilton Fort Collins  
425 West Prospect Road, Fort Collins, Colorado 80526

**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. You'll also hear about other valuable resources to benefit your group that are available through the Petco Foundation and Petco.

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

*Melissa Vecera, Petfinder*

After a brief look at Petfinder's free service to the animal welfare community, Melissa 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.com.

## 11:45 am – noon BREAK

## Noon – 1:30 pm THE TRUTH ABOUT SPAY-NEUTER

*Brian DiGangi, DVM, MS, DABVP, University of Florida*

Does neutering your cat really make him fat? Does spaying your dog make her more prone to getting cancer? What really goes on in the spay-neuter clinic anyway? This workshop will address these and many other common questions and concerns about spay-neuter. We will discuss the role of spay-neuter in increasing the life-saving capacity of your community, learn about the benefits of early-age sterilization, and highlight the resources available to ensure that the animals in your community are receiving high-quality surgical care.

## 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. Sue will cover training, behavior modification programs, and mental, behavioral and emotional stimulation for dogs. She 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

### THINKING OUTSIDE THE CAT BOX: HOW TO SAVE MORE FELINE LIVES

*Emily Garman, TheSocialAnimal.com*

We know that more cats are killed in shelters in the United States than any other animals. How can we think outside the traditional box to save more cats' lives? During this interactive presentation we'll break down the data about where people get their cats and what strategies are most effective in getting more cats adopted. We'll discuss how you can become a resource in your community for people with cats and people who want to help cats, how you can help cats stay in their homes, common barriers to adoption and creative cat adoption campaigns. We'll have plenty of time for discussion and brainstorming so you'll leave with ideas you can put into practice right away to save more cats' lives.

## 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.

### MELISSA VECERA, PETFINDER

Melissa is a shelter outreach specialist for Petfinder. She has several years of volunteer experience, which includes writing press releases and attending meet-and-greet events on behalf of the Mid-Atlantic Great Dane Rescue League, Inc., and hands on shelter experience at the MDSPCA. She has always loved animals and is continually looking for new ways to help them by spreading the mission of animal welfare. She currently works near Baltimore, MD, and shares her home with a Dachshund named Lily, whom she found on Petfinder.com.

### BRIAN DIGANGI, DVM, MS, DABVP, UNIVERSITY OF FLORIDA

Dr. Brian DiGangi obtained his DVM from the University of Florida in 2006. While at UF, Dr. DiGangi completed clinical externships in both shelter medicine and exotic animal medicine. He became the first shelter medicine resident to graduate from UF in 2010, became a diplomate of the American Board of Veterinary Practitioners in canine/feline practice, and received his MS in Veterinary Medical Sciences shortly thereafter. Dr. DiGangi has published research on feline adoption, pregnancy detection and immunology. Dr. DiGangi is currently a clinical assistant professor at UF and serves on the board of directors of the Association of Shelter Veterinarians.

### 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](http://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.

### EMILY GARMAN, THESOCIALANIMAL.COM

Emily has been a foster mom and animal welfare volunteer for 15 years and founded TheSocialAnimal.com in 2008 to teach animal advocates how to use social media to raise money, recruit volunteers and save more lives. She presents on next-generation fundraising, social media and mega-adoption events all over the world. In 2011 she traveled to Riga, Latvia, to present at the Dogs Trust European Summit and to the U.S. Virgin Islands to consult with individual shelters. She received the 2010 Advocate in Action Award from the Oklahoma Alliance for Animals for her work in using social media to pass puppy mill legislation in Oklahoma; she helped Texas organizations do the same in 2011.

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