



ADOPTION OPTIONS 2013

Wednesday, May 29, 2013

Lollypop Farm Humane Society of Greater Rochester,
99 Victor Road, Fairport, NY 14450

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

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

OH, GIVE ME A HOME

Jan McHugh-Smith, CAWA, Humane Society of the Pikes Peak Region

Since the inception of the humane movement, the adoption of animals has been an integral component of our efforts to save animals' lives. We'll explore different approaches to adoption counseling that will help your staff improve matches and client relationships. We'll discuss methods to support the transition of animals in new homes and getting feedback from our adopters.

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

INCREASING CAT ADOPTIONS AND HELPING THEM THRIVE

Susan Cosby, CAWA, Animal Care & Control Team of Philadelphia

Part one: Increase adoptions by examining your rescue or shelter's approach to adopters and the adoption process. Create a major lifesaving impact for animals in your community by renovating and improving your organization's adoption program with mission-based, data-driven and customer friendly ideas.

Part two: Cats enter shelters at a rate of two cats for every one dog. Learn how to respect the basic needs of cats to help them survive and thrive in the shelter or rescue experience. Topics include disease control, stress reduction and techniques to evaluate a cat's experience—a cat's eye view—in your organization's care.

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.

JAN MCHUGH-SMITH, CAWA, HUMANE SOCIETY OF THE PIKES PEAK REGION

Jan McHugh-Smith is the president/CEO of the Humane Society of the Pikes Peak Region, an open-admission organization with two facilities serving 28,000 animals annually throughout Southern Colorado. Jan's animal welfare experience over the past 28 years also includes being president of the San Francisco SPCA, CA; CEO of the Humane Society of Boulder Valley, CO, and director of Eagle County Animal Control, CO. Most importantly she shares her life with her husband, son and three wonderful shelter dogs, Pepito, Flint and Molly.

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.

SUSAN COSBY, CAWA, ANIMAL CARE & CONTROL TEAM OF PHILADELPHIA

Susan Cosby is the executive director of the newly formed Animal Care and Control Team of Philadelphia, former president and CEO of the Pennsylvania SPCA and former executive director of the Animal Welfare Association in New Jersey. She is committed to creating no-kill communities and has led high-volume, high-quality companion animal sheltering and spay-and-neuter efforts, impacting the lives of tens of thousands of animals annually.

pro.petfinder.com/adoptionoptions
adoptionoptions@petfinder.com