



ADOPTION OPTIONS 2013

Sunday, September 8, 2013

La Quinta Inn & Suites Springfield
100 Congress Street, Springfield, MA 01104

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 **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

David Muriello, CATCH Canine Trainers Academy

Animal welfare professionals are always looking for the best ways to provide quality of life for the dogs in their care and to increase their chances of finding each dog a great forever home. This workshop will enhance your skills as a handler and trainer, making the dogs in your care safer, "smarter" and more likely to be adopted. You will also learn about *temperament through training* -- how to identify key behaviors that reveal a dog's personality (while you train) and help you match dogs with the best possible owners. Live demonstrations will be presented with local shelter dogs that are unknown to David, so we can all learn together about personality assessment and how to make training decisions "on your feet" in real time.

OR

FELINE ENRICHMENT AND SOCIALIZATION

Karen Dashfield, DVM

An in-depth discussion of the needs of shelter and rescue cats, the positives and negatives of various styles of housing within a shelter or foster home facility, and the socialization of feral, semi-feral and shy 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.

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.

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.

DAVID MURIELLO, CPDT-KA, CATCH CANINE TRAINERS ACADEMY

David Muriello is the founder and school director of CATCH Canine Trainers Academy, a national school offering state-licensed certification courses in dog training and behavior. In addition to his firsthand experience training thousands of dogs in private lessons, group classes and behavior workshops, David has extensive experience in hiring and teaching dog trainers. After six years as director of training at Biscuits & Bath (eight locations in New York City), David became the director of operations there, expanding his knowledge of dog care services including day and overnight care, veterinary services, walking, grooming and transportation. David has appeared as a dog expert on ABC-TV's Rachael Ray Show and the Discovery Channel and is regularly quoted in *Dog Fancy* magazine. When he is not working, his love of the outdoors draws him into long hikes with his Pit Bull/Pointer mix, Hazel, where the two of them love life among the sights and sounds (and scents) of nature.

KAREN DASHFIELD, DVM, ANTLER RIDGE WILDLIFE SANCTUARY

Dr. Dashfield is a shelter veterinarian with 21 years of experience designing disease control programs for shelters, kennels and wildlife rehabilitators throughout New Jersey. As director of Sussex County Animal Response Team (CART), she initiated and ran a shelter for Hurricane Katrina Dogs in 2005/2006 that received, re-homed and reunited over 200 animals. As a house call veterinarian, Dr. Dashfield provides regular consultation with shelter and rescue groups and is the full time medical director at Antler Ridge Wildlife Sanctuary (www.antler-ridge.com). She shares her home with her five dogs, Red, Dusty, Bella, Sadie and Pollywog, and a cat named Princess.

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