



ADOPTION OPTIONS 2013

Saturday, September 14, 2013

Midwest Conference Center
401 West Lake Street, Northlake, IL 60164

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. (Please register at least 10 days in advance.)

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**

Susan Greene, Petfinder

After a brief look at Petfinder's free service to the animal welfare community, Susan 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 **BUILDING A FUNDRAISING PROGRAM**

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

Our ability to save the lives of animals depends on the generosity of our organization's donors. We'll discuss how we can develop relationships with donors to fulfill their desire to help animals and help us achieve our mission. Learn the fundamentals of development from direct mail to the cultivation of a donor for a large gift. Discover the fun in FUNdrasing!

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

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

CATS ARE COMPLEX INDIVIDUALS

Dr. Grant Gugisberg, D.V.M., Parkview Cat Clinic

Cats are complex individuals. Once thought to be solitary individuals, we now know they develop complex social groups. In this discussion, we'll look at steps to make cats' lives better – prior to entering the shelter, while in the shelter and when they arrive in their new homes.

OR

TRAINING SHELTER DOGS

Leigh Siegfried, Mission Dog

Animal welfare professionals have a responsibility to provide true quality of life for each dog in their programs. 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.

Our Speakers

SUSAN ROSENBERG

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.

SUSAN GREENE

As a member of the shelter outreach team, Susan is the first point of contact for shelters and placement groups at Petfinder.com. Susan worked as a humane officer with the Tompkins County (NY) SPCA. She then spent 17 years in an academic setting, first in law enforcement and then with the biology department at Ithaca College. From 1990-2004 she ran a wildlife control and rescue business which stressed humane control methods and also handled feral cats. Due to an increasing number of requests for help with cats, the business became a feral cat rescue in 2004 and has successfully managed cat colonies to zero or near zero. She has presented on wildlife and feral cat issues at national and international conferences. Susan holds a B.A. degree in philosophy from Ithaca College and is completing an M.S. in communications. She lives in rural New York State with her six purrsonal cats, her dog, Molly, and a cat facility for formerly feral felines who are up for adoption on Petfinder.com.

JAN MCHUGH-SMITH, CAWA

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, 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.

GRANT GUGISBERG, D.V.M.

"Dr. Grant" Grant Gugisberg, D.V.M., is a 1991 graduate of the University of Minnesota. Licensed in five states, he left his dog and cat practice in 2007 and became owner of Parkview Cat Clinic, located minutes away from the Mall of America. Dr. Grant joined sheltering as one of 19 practices providing care to the local shelter. He conducted research and participated in national discussions on feline upper respiratory infections. His current interests include behavior and enrichment and internal and geriatric medicine. Along with his wife, Heidi, also a veterinarian, he provides sustenance and love to three cats, one dog, three geese, chickens and a therapy horse.

LEIGH SIEGFRIED

Leigh Siegfried is a certified pet dog trainer (CPDT-KA), shelter veteran and the owner of Opportunity Barks Behavior & Training, serving Greater Philadelphia and Northern Virginia and offering group training classes, private lessons and behavioral help for dogs and their owners. Shelter pros and shelter dogs have a special place in her heart, and she's happy to support those who are in the trenches. She was recognized as a Humanitarian Award winner by The American Dog Magazine, and welcomes shelter pros and dog owners to pick her brain anytime at <http://opbarks.blogspot.com/> or visit opbarks.com.

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