



# ADOPTION OPTIONS 2013

Thursday, September 26, 2013

Liberty Hall Banquet and Conference Center  
800 Eisenhower Drive, Kimberly, WI 54136

**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*

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*

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 FIRST 60 MINUTES:  
ANIMAL SHELTERING'S CRITICAL HOUR**

*Brian DiGangi, DVM*

From the minute a dog or cat sets paw inside a shelter, the clock is ticking on decisions that can spell health or illness. Learn how decisions made in that first hour impact the stress response and susceptibility to disease of sheltered animals during this session full of practical tips.

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

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

## TRAINING SHELTER DOGS

*Jenn Barg*

The field of animal welfare has progressed significantly, to the point that the mental health of the dogs in our care is viewed as being equally important to disease prevention and cleanliness. This workshop covers how to create low-stress environments for shelter dogs as well as how to help them stay mentally stimulated and learn impulse control while in our facilities. Information on how to start and what is included in a "behavior program" will be presented. Demonstrations with local shelter dogs as well as PowerPoint/Video will be used.

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 include 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, he 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. He is currently a clinical assistant professor at UF and serves on the board of directors of the Association of Shelter Veterinarians.

### JENN BARG, PUEBLO ANIMAL SERVICES

Jenn is the shelter manager for Pueblo Animal Services, a division of the Humane Society of the Pikes Region, which sees roughly 7000 animals annually. She has been studying animal behavior since 1990 with both a bachelor's and master's degree in biology. From 2006-2011, she was self-employed as a dog behavior consultant and contracted with shelters to implement behavior programs. From 2002-2008 she worked for the Upper Valley Humane Society as the head of behavior and training and head behavior consultant. She has served on the New England Federation of Humane Societies' Board of Directors and is currently a board member of the Colorado Federation of Animal Welfare Agencies. Jenn has earned CPDT-KA status through the Certification Council for Professional Dog Trainers and her CDCC through the International Association of Animal Behavior Consultants.

### 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 the 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.angler-ridge.com](http://www.angler-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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