



# ADOPTION OPTIONS 2013

Friday, November 8, 2013

Oahu Veterans Center  
1298 Kukila Street, Honolulu, HI 96818

**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**

*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 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 FUNdraising!

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

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

## TRAINING SHELTER DOGS

*Karen Owens, Charlotte Mecklenburg Animal Care and Control*

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.

OR

## ALL ABOUT FELINE RESPIRATORY INFECTIONS

*Stephanie Janeczko, DVM, MS, DABVP, The ASPCA*

Frustrated by upper respiratory tract infections? Don't know what else to do? You're not alone. Upper respiratory infections are the most common infectious diseases in shelter cats. This workshop will focus on viruses and bacteria that cause URI, how they're spread, and how we can best prevent them and treat sick 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.

### 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, 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.

### KAREN OWENS, CHARLOTTE MECKLENBURG ANIMAL CARE AND CONTROL

Karen Owens brings her 12 years of professional dog training experience to two organizations in addition to her business, Clever Canine Dog Training. She is the head trainer at Charlotte Mecklenburg Animal Care and Control, where she has spent the last year and a half successfully implementing the Train To Adopt program, building environmental enrichment activities and leading numerous outreach programs within the shelter community. Karen also volunteers for paws4people™ and has played a significant role in its efforts to place psychiatric service dogs with military veterans affected by PTSD. Karen lives in North Carolina with her amazing daughter, her all-too-awesome husband and three incredible dogs.

### STEPHANIE JANEZKO, DVM, MS, DABVP, THE ASPCA

After receiving her DVM from Cornell in 2004, Dr. Janeczko worked in small animal practice with shelters and rescue groups before returning to Cornell as its first shelter medicine resident. She is board certified in canine and feline practice and is a member of the organizing committee for a board specialty in shelter medicine. She is also a certified animal welfare administrator and president of the Association of Shelter Veterinarians. Dr. Janeczko currently works for the ASPCA as senior director of community outreach shelter medicine programs, working locally in NYC as well as nationally to help shelters and animal welfare groups develop and improve their medical programs. She shares her home with her furry family – four wonderful cats and the three best dogs in the world!

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