



# ADOPTION OPTIONS 2013

Sunday, October 27, 2013

San Diego Humane Society  
5500 Gaines Street, San Diego, CA 92110

**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. 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*

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 **ADVANCING ANIMAL WELFARE THROUGH LEADERSHIP AND MENTORING**

*Jan McHugh-Smith*

Our role as leaders is to provide an environment where people are aligned and inspired about their work. How do we get people aligned to work on one vision and mission? We'll talk about leadership skills, mentoring staff and building a vision that makes people want to go to work every day.

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

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

## THINKING OUTSIDE THE CAT BOX: HOW TO SAVE MORE FELINE LIVES

*Emily Garman*

We know that more cats are killed in shelters in the United States than any other animals. How can we think outside the traditional box to save more cats' lives? During this interactive presentation we'll break down the data about where people get their cats and what strategies are most effective in getting more cats adopted. We'll discuss how you can become a resource in your community for people with cats and people who want to help cats, how you can help cats stay in their homes, common barriers to adoption and creative cat adoption campaigns. We'll have plenty of time for discussion and brainstorming so you'll leave with ideas you can put into practice right away to save more cats' lives.

**OR**

## 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 as important as 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.

## 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 that 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, 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.

### EMILY GARMAN, THE SOCIAL ANIMAL

Emily has been a foster mom and animal welfare volunteer for 15 years. She founded TheSocialAnimal.com in 2008 to teach animal advocates how to use social media to raise money, recruit volunteers and save more lives. She presents on next-generation fundraising, social media and mega-adoption events all over the world. In 2011 she traveled to Riga, Latvia, to present at the Dogs Trust European Summit and to the US Virgin Islands to consult with individual shelters. She received the 2010 Advocate in action award from the Oklahoma Alliance for Animals for her work in using social media to pass puppy mill legislation in Oklahoma; she helped Texas organizations do the same in 2011.

### 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 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 CDBC through the International Association of Animal Behavior Consultants.

[pro.petfinder.com/adoptionoptions](http://pro.petfinder.com/adoptionoptions)  
[adoptionoptions@petfinder.com](mailto:adoptionoptions@petfinder.com)