



# ADOPTION OPTIONS 2013

Sunday, December 8, 2013

Holiday Inn Express  
1036 Woodruff Road, Greenville, SC 29607

**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. 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**

*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.

11:45 am – noon **BREAK**

Noon – 1:30 pm **FRIENDS, FOLLOWERS AND FUNDERS: INTEGRATING PROVEN FUNDRAISING STRATEGIES WITH WEB 2.0 TECHNOLOGY FOR MAXIMUM DONOR ENGAGEMENT**

*Emily Garman, The Social Animal*

Does your nonprofit need funding for projects or operations? Are you maximizing the use of social media and the Internet to capture unrestricted funding? In this workshop you'll get case studies, examples of real-world fundraising examples and techniques. This comprehensive seminar covers general online fundraising techniques and the options available for soliciting online donations. We'll look at successful social media fundraising campaigns, and some not-so-successful ones, and break down how and why they worked or didn't work. Emily will share her five secrets that make her campaigns meet their goals 100% of the time.

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

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

## ALL ABOUT FELINE RESPIRATORY INFECTIONS

*Brenda Griffin, University of Florida*

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.

OR

## 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.

## 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. 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.

### EMILY GARMAN

Emily has been a foster mom and animal welfare volunteer for 15 years and 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.

### DR. BRENDA GRIFFIN

For the past 15 years, Dr. Griffin has used her expertise in small animal internal medicine and her passion for shelter animals to assist with the creation of training programs in shelter medicine for veterinary students and veterinarians. She currently co-instructs courses in shelter medicine, spay-neuter programs and shelter animal behavior and welfare at the University of Florida and also teaches Introduction to Shelter Medicine at the University of Georgia. She serves on the Association of Shelter Veterinarian's Task Force to Advance Spay Neuter and is the co-chair for the Organizing Committee for a Recognized Veterinary Specialty in Shelter Medicine.

### KAREN OWENS

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.

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