



ADOPTION OPTIONS 2013

Sunday, November 24, 2013

Radisson Suites Tucson
6555 E. Speedway Blvd., Tucson, AZ 85710

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 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.

11:45 am – noon BREAK

Noon – 1:30 pm CONVERSATIONAL ADOPTION COUNSELING

Linda Reider, Michigan Humane Society

Are you looking for a way to increase your adoptions while still sticking to the core adoption values of your organization? Join us to learn the nuts and bolts of how to use conversational adoption counseling to achieve friendlier customer service in adoptions while assuring quality adoptions. This webinar will include history of the conversational method and also review understanding adopters, understanding adoption counselors, recommended phrasing, and volunteer training.

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

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

FELINE ENRICHMENT AND SOCIALIZATION

Karen Dashfield, DVM, Antler Ridge Wildlife Sanctuary

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, and the socialization of feral, semi-feral and shy cats.

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. 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.

LINDA REIDER

Linda is the director of statewide initiatives for the Michigan Humane Society, which operates three open-admission adoption centers and full-service veterinary centers, one satellite adoption center and six offsite cat centers in the greater Detroit area. She works to better connect animal shelters and rescue groups statewide through the Michigan Partnership for Animal Welfare (MPAW) state federation. Linda travels the state, visiting and advising animal shelters and rescue groups, represents MHS on state-level committees, is a founding board member of the Michigan State Animal Response Team and works on pet-related legislation. Linda holds B.S. and M.S. degrees, plus a certificate in nonprofit business and management, and has held various positions in the animal welfare field for the past 28 years. She lives with a bossy old Pekingese and her son's two hairy cats.

KAREN DASHFIELD, DVM

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 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.antler-ridge.com). She shares her home with her five dogs, Red, Dusty, Bella, Sadie and Pollywog, and a cat named Princess.

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 that 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.

pro.petfinder.com/adoptionoptions
adoptionoptions@petfinder.com