



# ADOPTION OPTIONS 2014

**Sunday, March 16, 2014**

DoubleTree Suites by Hilton  
110 West 600 South, Salt Lake City, Utah 84101

**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.

**11:45 am – noon**    **BREAK**

**Noon – 1:30 pm**    **USING SOCIAL MEDIA TO RAISE MONEY, RECRUIT VOLUNTEERS AND SAVE MORE LIVES**

*Emily Garman*  
Everything changes frequently in social media, and this seminar covers the latest changes on social networks, as well as software and tools that nonprofits need to know about. This seminar will teach you how to harness the tools and concepts of social media to accomplish your goals and help more animals in your program. This session is great for beginners as well as more advanced users, as it focuses on strategies and ways to use social media rather than just technical specifics. You'll see what other animal welfare organizations are doing to literally raise thousands of dollars a month using social media and to grow their volunteer and foster bases exponentially. You'll also learn about exclusive, non-publicized tools and resources available only to nonprofits that can make a huge difference in your online effectiveness. You don't have to be a technical guru or a Twitter expert for this session--all you need is an open mind!

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

**2:30 pm – 3:45 pm**    **THE SHELTER PHARMACY – AMOXICILLIN TO ZITHROMAX – WHAT TO HAVE AND HOW TO USE IT**

*Grant Gugisberg, DVM*  
What antibiotics are best for URI? What about diarrhea? Come to this lecture as we discuss common drugs for symptoms seen in your shelter. We'll consider price, length of treatment, efficacy and spectrum of many common drugs. We'll discuss drugs that you may want to add to your shelter pharmacy.

**3:45 pm – 5 pm**    **TRAINING SHELTER DOGS**

*Sue Sternberg*  
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, 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, including 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.

### EMILY GARMAN, THE SOCIAL ANIMAL.COM

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.

### GRANT GUGISBERG, DVM, PARKVIEW CAT CLINIC

"Dr. Grant" Grant Gugisberg, D.V.M., is a 1991 graduate of the University of Minnesota. Licensed in five states, he left his dog and cat practice in 2007 and became owner of Parkview Cat Clinic, located minutes away from the Mall of America. Dr. Grant joined sheltering as one of 19 practices providing care to the local shelter. He conducted research and participated in national discussions on feline upper respiratory infections. His current interests include behavior and enrichment and internal and geriatric medicine. Along with his wife, Heidi, also a veterinarian, he provides sustenance and love to three cats, one dog, three geese, chickens and a therapy horse.

### SUE STERNBERG, RONDOUT VALLEY ANIMALS FOR ADOPTION

Sue Sternberg is founder and owner of Rondout Valley Animals for Adoption, a small, open-admission animal shelter which serves both the local (upstate New York) community as well as runs national programs. Sue has over 30 years of dog behavior experience, including as a dog control officer, kennel and animal care technician at various shelters, dog trainer and behavior counselor, dog training instructor and temperament evaluator at the ASPCA, boarding kennel owner, veterinary assistant, successful competitor in a variety of dog sports, and teacher of dog trainers. Sue has published many educational guides which can be found at [www.greatdogproductions.com](http://www.greatdogproductions.com). Her latest offering is a book and two-DVD set, "Train to Adopt." Sue has four dogs – Hop Sing, Bea, Yeoman Rand and Gene Roddenberry – who are all ruled by one awesome cat, Sanjay Gupta. She is an accomplished fiddle player, an avid mineral and fossil collector, loves Earl Grey tea, and is a major "Stargate Atlantis" fan.

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**A special thanks to our host,  
Utah Animal Adoption Center**