Join Us for a One-Day Seminar

ADOPTION OPTIONS 2014

Friday, January 24, 2014

Universidad del Sagrado Corazon, (Sacred Heart University)
Calle Rosales esquina San Antonio, San Juan, Puerto Rico 00914-0383

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 — **SHELTER MEDICINE 101**

Stephanie Janeczko, DVM, MS, DABVP
This workshop will review some of the common challenges shelters and rescue groups face in preventing infectious diseases and keeping the animals in their care healthy. We'll focus on tips and tools that are critical to improving health and welfare, including optimal animal care practices, strategies to reduce disease transmission, health examinations, vaccination protocols and sanitation procedures. A summary of available resources for further information will be provided as well as some time for Q&A to cover those topics most important to you.

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

Leigh Siegfried
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.

STEPHANIE JANECZKO, 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 two best dogs in the world – along with one very understanding husband!

LEIGH SIEGFRIED, MISSION DOG

Leigh Siegfried is a certified pet dog trainer (CPDT-KA), a 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.

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A special thanks to our host, Save A Gato.