



# ADOPTION OPTIONS 2014

Tuesday, April 15, 2014

McWane Science Center

200 19th Street North, Birmingham, AL 35203

**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**

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 CONVERSATIONAL ADOPTION COUNSELING**

*Linda Reider*

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 at the same time 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. You'll get the tools to start saving more lives!

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

**2:30 pm – 3:45 pm SHELTER MEDICINE 101**

*Karen Dashfield, DVM*

During this session we will discuss practical techniques that will allow your shelter or rescue to develop and apply an effective disease control program within your facility or group. Topics will include preventative medicine and basic procedures for caring for animals that do fall ill within your care. From intake procedures, sanitation and animal flow within your facility or foster homes to best practices for responding to an infectious disease while animals are in your care, we will focus on common challenges faced by shelters and rescues. You will be encouraged to actively participate in this session to allow for an open exchange of ideas and a focus on topics that apply to your local needs. A practical guide to additional resources will also be provided.

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

*Karen Owens*

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

### 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.

### LINDA REIDER, MICHIGAN HUMANE SOCIETY

Linda Reider 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, ANTLER RIDGE WILDLIFE SANCTUARY

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

### KAREN OWENS, CHARLOTTE MECKLENBURG ANIMAL CARE AND CONTROL

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 paws4people's 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.

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

**A special thanks to our host,  
Greater Birmingham Humane Society**