



# ADOPTION OPTIONS 2014

Tuesday, April 29, 2014

Hilton Garden Inn

1793 Richmond Rd., Charlottesville, VA 22911

**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 USING THE INTERNET TO INCREASE DONOR AND VOLUNTEER ENGAGEMENT**

*Emily Garman*

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 and 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.

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

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

*Brian DiGangi*

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**

*Jenn Barg*

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.

### 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.

### BRIAN DIGANGI, DVM, MS, DABVP, UNIVERSITY OF FLORIDA

Dr. Brian DiGangi obtained his DVM from the University of Florida in 2006. While at UF, Dr. DiGangi completed clinical externships in both shelter medicine and exotic animal medicine. He became the first shelter medicine resident to graduate from UF in 2010, became a diplomat of the American Board of Veterinary Practitioners in canine/feline practice, and received his MS in Veterinary Medical Sciences shortly thereafter. Dr. DiGangi has published research on feline adoption, pregnancy detection and immunology. Dr. DiGangi is currently a clinical assistant professor at UF and serves on the board of directors of the Association of Shelter Veterinarians.

### JENN BARG, PUEBLO ANIMAL SERVICES

Jenn is the shelter manager for Pueblo Animal Services, a division of the Humane Society of the Pikes Region, which sees roughly 7000 animals annually. She has been studying animal behavior since 1990 with both a bachelor's and master's degree in biology. From 2006-2011, she was self-employed as a dog behavior consultant and contracted with shelters to implement behavior programs. From 2002-2008 she worked for the Upper Valley Humane Society as the head of behavior and training and head behavior consultant. She has served the New England Federation of Humane Societies' board of directors and is currently a board member of the Colorado Federation of Animal Welfare Agencies. Jenn has earned CPDT-KA status through the Certification Council for Professional Dog Trainers and her CDCC through the International Association of Animal Behavior Consultants.

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

**A special thanks to our host,  
Charlottesville-Albemarle SPCA**