

2014 Adoption Options & Minnesota Conference



Thursday, May 8, 2014

Best Western Plus Kelly Inn
100 4th Avenue South, St. Cloud, MN 56301

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

Susan Greene

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.com.

11:45 am – noon BREAK

Noon – 1:30 pm BUILDING A FUNDRAISING PROGRAM

Jan McHugh-Smith

Our ability to save the lives of animals depends on the generosity of our organization's donors. We'll discuss how we can develop relationships with donors to fulfill their desire to help animals and help us achieve our mission. Learn the fundamentals of development from direct mail to the cultivation of a donor for a large gift. Discover the fun in FUNdrasing!

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

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

Karen Dashfield, DVM

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 program. 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 GREENE, PETFINDER

As a member of the shelter outreach team, Susan is the first point of contact for shelters and placement groups at Petfinder.com. 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 that 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.com.

JAN MCHUGH-SMITH, CAWA, HUMANE SOCIETY OF THE PIKES PEAK REGION

Jan McHugh-Smith is the president/CEO of the Humane Society of the Pikes Peak Region, an open-admission organization with two facilities serving 25,000 animals annually throughout Southern Colorado. Jan's animal welfare experience over the past 29 years also includes being president of the San Francisco SPCA, CEO of the Humane Society of Boulder Valley, CO, and director of Eagle County Animal Control, CO. Jan served on the SAWA board of directors, she is the chair of CATalyst Council and a board member for Shelter Animals Count. Most importantly, she shares her life with her husband, son and four wonderful shelter dogs, Pepito, Flint, Molly and Buddy.

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 the 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, 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.

pro.petfinder.com/adoptionoptions
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**A special thanks to our host,
Tri-County Humane Society**