



# ADOPTION OPTIONS 2014

Thursday, June 5, 2014

Crowne Plaza Suites Houston - Near Sugar Land  
9090 SW Freeway, Houston, Texas 77074

**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 **PETCO: THINK ADOPTION FIRST**

*Mary Samples*

Join us for an introduction to the Petco Think Adoption First Program, where partnership can increase your adoptions, community awareness and volunteer base.

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 **GOING THE EXTRA SMILE: CUSTOMER SERVICE AT THE CORE OF ANIMAL WELFARE**

*Emily Garman*

We care for animals in our field, but ultimately, we serve people. Nothing we do would be possible without our donors, volunteers, adopters and people in our community who support our work. Like it or not, our success (the number of animals we can help) hinges on our level of customer service. This session explores what customer service means in animal welfare and how your staff and volunteers can help every client with whom they come into contact but still say "no" respectfully when necessary.

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

2:30 pm – 3:45 pm **BEING A CHANGE AGENT**

*Karen Owens*

The presentation will cover how to create change without creating a lot of resistance, why change is difficult, what to do when faced with resistance as well as strategies for implementing successful change.

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

*David Muriello*

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

### MARY SAMPLES, PETCO

Mary is the national adoption program manager covering the West Coast, Northwest, and Southwest and Alaska and Hawaii for Petco for the past two years. Mary's love for animals goes back to childhood. She knew she wanted to work in the animal industry one way or another. Mary has been with Petco for over four years. She started her Petco career in the animal care and education department, working under the vice president of veterinary medicine, Dr. Tom Edling. Gaining extensive knowledge of Petco standards for animal care, she was able to transition to the Think Adoption First team, working with Lori Morton-Feazell, the director of animal care, education and compliance. Mary rescued her first pet, Jake, a yellow Lab, about nine years ago. Since she has been on the Think Adoption First team, her family has grown. She has adopted a bearded dragon, Drago, and a kitten, Charlie. "I am truly blessed to be a part of a amazing company with the mission to think adoption first and reduce euthanasia," Mary says.

### MELISSA VECERA, PETFINDER

Melissa is a shelter outreach specialist for Petfinder. She has over seven 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 currently manages the North American Adoption Options conference series, as well as all Petfinder webinars. She works near Baltimore, MD, and shares her home with a Dachshund named Lily, whom she found on Petfinder.

### EMILY GARMAN, THE SOCIAL ANIMAL

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.

### 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 its 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.

### DAVID MURIELLO, CPDT-KA, CATCH CANINE TRAINERS ACADEMY

David Muriello is the founder and school director of CATCH Canine Trainers Academy, a national school offering state-licensed certification courses in dog training and behavior. In addition to his firsthand experience training thousands of dogs in private lessons, group classes and behavior workshops, David has extensive experience in hiring and teaching dog trainers. After six years as director of training at Biscuits & Bath (eight locations in New York City), David became the director of operations there, expanding his knowledge of dog care services, including day and overnight care, veterinary services, walking, grooming and transportation. David has appeared as a dog expert on ABC-TV's Rachael Ray Show and the Discovery Channel and is regularly quoted in *Dog Fancy* magazine. When he is not working, his love of the outdoors draws him into long hikes with his Pit Bull/Pointer mix, Hazel, where the two of them love life among the sights, sounds and scents of nature.

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A special thanks to our host,  
City of Houston, BARC Animal Shelter  
& Adoptions