



# ADOPTION OPTIONS 2014

Tuesday, July 15, 2014

Holiday Inn Harbourview Hotel  
101 Wyse Road, Dartmouth, NS B3A 1L9

**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 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 – 11:15 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.

11:15 – 11:30 am **BREAK**

11:30 am – 1 pm **USING THE INTERNET TO INCREASE DONOR AND VOLUNTEER ENGAGEMENT**

*Emily Garman*

Learn to harness the tools and concepts of social media to accomplish your goals and help more animals in your program. This session is appropriate for beginners as well as more advanced users because 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 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 pm - 2 pm **VEGETARIAN LUNCH, NETWORKING TIME**

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

*Brian DiGangi, 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.

3:30pm – 5 pm **TRAINING SHELTER DOGS**

*Karen Owens*

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.

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

## 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. 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 which 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.

### EMILY GARMAN, THESOCIALANIMAL.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 Diplomate 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.

### 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.

Thank you to our host,  
Nova Scotia SPCA