



# ADOPTION OPTIONS 2014

Tuesday, August 19, 2014

Holiday Inn Grand Montana  
5500 Midland Rd., Billings, MT 59101

**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 – 10:15 am**    **PETCO: THINK ADOPTION FIRST**

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**    **EXPAND YOUR REACH WITH YOUR FOSTER PROGRAM**

*Deb Edwards*

A well-run foster program can increase the number and improve the quality of life of animals you save. It allows you to devote attention to animals that would be difficult to care for in a shelter environment – for example, medically or behaviorally complex animals. Learn the keys to building a successful foster program for both shelters and rescues that can have a lasting positive effect.

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

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

*Stephanie Janeczko, 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**

*Sue Sternberg*

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

### 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.

### DEB EDWARDS, ANIMAL EMERGENCY & REFERRAL ASSOCIATES

Deb Edwards has a long and distinguished career in animal welfare. She is a certified animal control officer as well as a certified animal cruelty investigator and has worked in both private and municipal shelters working to improve foster programs. She speaks frequently on animal welfare to various professional and public audiences and is currently a behavior technician for Animal Emergency & Referral Associates in Caldwell, NJ. Deb shares her home in New Jersey with one dog, two cats, one bird, a revolving door of foster animals and a very understanding spouse – all of them rescues in one way or another.

### STEPHANIE JANECKO, DVM, MS, DABVP, THE ASPCA

After receiving her DVM from Cornell in 2004, Dr. Janeczko worked in small animal practice with shelters and rescue groups before returning to Cornell as its first shelter medicine resident. She is board certified in canine and feline practice and is a member of the organizing committee for a board specialty in shelter medicine. She is also a certified animal welfare administrator and president of the Association of Shelter Veterinarians. Dr. Janeczko currently works for the ASPCA as senior director of community outreach shelter medicine programs, working locally in NYC as well as nationally to help shelters and animal welfare groups develop and improve their medical programs. She shares her home with her furry family – four wonderful cats and the three best dogs in the world!

### SUE STERNBERG, RONDOUT VALLEY ANIMALS FOR ADOPTION

Sue Sternberg is founder and owner of Rondout Valley Animals for Adoption, a small, open-admission animal shelter which serves both the local (upstate New York) community as well as runs national programs. Sue has over 30 years of dog behavior experience, including as a dog control officer, kennel and animal care technician at various shelters, dog trainer and behavior counselor, dog training instructor and temperament evaluator at the ASPCA, boarding kennel owner, veterinary assistant, successful competitor in a variety of dog sports, and teacher of dog trainers. Sue has published many educational guides which can be found at [www.greatdogproductions.com](http://www.greatdogproductions.com). Her latest offering is a book and two-DVD set, "Train to Adopt." Sue has four dogs – Hop Sing, Bea, Yeoman Rand and Gene Roddenberry – who are all ruled by one awesome cat, Sanjay Gupta. She is an accomplished fiddle player, an avid mineral and fossil collector, loves Earl Grey tea, and is a major "Stargate Atlantis" fan.

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

**A special thanks to our host,  
Help for Homeless Pets**