



# ADOPTION OPTIONS 2014

Thursday, November 6, 2014

Benevolent and Protective Order of the Elks  
Boston #10, 1 Morrell Street, West Roxbury, MA 02132

**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**

*Karen Meader*

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.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 FUNdraising!

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**

*Jenn Barg*

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

### KAREN MEADER, PETCO

Karen is the national adoption program manager covering the Midwest, Northeast, Mid-Atlantic and Southeast regions for Petco for the past three years. Prior to her current role, she was the regional marketing coordinator for the Southeast and a general manager and operations manager for Petco stores in Florida for a total of 10 years with the company. In addition, she has been able to attend many animal welfare conferences hosted by organizations such as the Society of Animal Welfare Administrators, the Humane Society of the United States, the ASPCA, Best Friends Animal Society and Petfinder. She has also attended an animal control officer certification course and received certification at the end of the course. She currently has five rescue pets -- three cats and two dogs -- and lives on the East Coast of Florida with her husband and son.

### 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.

### 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 28,000 animals annually throughout Southern Colorado. Jan's animal welfare experience over the past 28 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. Most importantly, she shares her life with her husband, son and three wonderful shelter dogs, Pepito, Flint and Molly.

### 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!

### JENN BARG, MS, ACAAB, CDBC

Jenn is the shelter manager for Pueblo Animal Services, an open-admission facility in southern Colorado that takes in roughly 7000 animals annually. She has been a student of animal behavior since 1990 with both bachelor's and master's degrees in biology. From 2006 to 2011, she was self-employed as a dog behavior consultant; shelters contracted with her to implement behavior programs and evaluations. From 2002 to 2008, she worked for the Upper Valley Humane Society as the head of behavior and training and as head behavior consultant. She has served the New England Federation of Humane Societies and is currently a board member of the Colorado Federation of Animal Welfare Agencies. Jenn is an associate certified animal behaviorist and also a certified dog behavior consultant.

**Thank you to our host,  
Animal Rescue League**

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