



ADOPTION OPTIONS 2014

Thursday, December 4, 2014

DoubleTree by Hilton San Pedro
2800 Via Cabrillo Marina, San Pedro, CA 90731

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**

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**

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 **ARE WE THERE YET? MEDICAL ASPECTS OF SHELTER ANIMAL TRANSPORT**

Dr. Miranda Spindel

Whether you are considering starting a transport program, already source or receive animals, or don't yet know much about how animals are moving between shelters, this session will cover practical information to help you save more lives. We will cover selection of at-risk animals, minimum health requirements and medical best practices as a source, transporting or a destination shelter.

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

2:30 pm – 3:45 pm **USING SOCIAL MEDIA TO RAISE MONEY, RECRUIT VOLUNTEERS AND SAVE MORE LIVES**

Emily Garman

This session will bring you up to speed on social networks and teach you how to use them to accomplish your goals and help more animals in your program. You'll see what other animal welfare organizations are doing to literally 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. You don't have to be a technical guru or a Twitter expert for this session – all you need is an open mind!

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

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.

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 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 purrsomal cats, her dog, Molly, and a cat facility for formerly feral felines who are up for adoption on Petfinder.com.

DR. MIRANDA SPINDEL, THE ASPCA

Dr. Miranda Spindel is currently senior director of shelter medicine in the Department of Veterinary Outreach at the ASPCA. Following graduation in 1999 from Colorado State University's Professional Veterinary Medical Program, Dr. Spindel completed a rotating small animal internship and spent several years in emergency and small animal practice before returning to work in her true passion – shelter medicine. Dr. Spindel believes that the world within an animal shelter is rich in opportunity for veterinary education and research integrated with improving the lives of animals. She developed and taught a junior shelter medicine course for five years at Colorado State University and is currently an affiliate faculty member teaching shelter medicine there. She initiated and completed the first residency in shelter medicine with a master of clinical sciences offered though Colorado State University. Dr. Spindel is a two-term past president of the Association of Shelter Veterinarians and a member of the ASV Shelter Standards Task Force and serves as the Veterinary Information Network's shelter medicine consultant. Her research interests are canine influenza virus, upper respiratory disease and infectious disease management. Dr. Spindel lives in Colorado and works with shelters across the country.

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.

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,
Found Animals Foundation**

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