



ADOPTION OPTIONS 2014

Tuesday, August 12, 2014

Embassy Suites Seattle – Tacoma International Airport
15920 W. Valley Hwy., Seattle, WA 98188

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

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

FOSTER FOR SUCCESS: IMPROVING YOUR FOSTER PROGRAM TO SAVE MORE LIVES

Linda Reider

This comprehensive workshop includes foster program structure; recruiting and training foster caregivers; selecting animals to foster; managing a simple foster database; matching animals to fosters; supporting foster caregivers; vet care; promoting foster animal adoption, and evaluating success.

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

Everything changes frequently in social media, and this seminar covers the latest changes on social networks as well as software and tools that nonprofits need to know about. This seminar will teach you how to harness the tools and concepts of social media to accomplish your goals and help more animals in your program. This session is great 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 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

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

MARY SAMPLES, PETCO

Mary is the national adoption program manager covering the West Coast, the Northwest and Southwest, 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 an 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 several 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 has always loved animals and is continually looking for new ways to help them by spreading the mission of animal welfare. She currently works near Baltimore, MD, and shares her home with a Dachshund named Lily, whom she found on Petfinder.

LINDA REIDER, MICHIGAN HUMANE SOCIETY

Linda Reider is the director of statewide initiatives for the Michigan Humane Society, which operates three open-admission adoption centers and full-service veterinary centers, one satellite adoption center and six offsite cat centers in the greater Detroit area. She works to better connect animal shelters and rescue groups statewide through the Michigan Partnership for Animal Welfare (MPAW) state federation. Linda travels the state, visiting and advising animal shelters and rescue groups, represents MHS on state-level committees, is a founding board member of the Michigan State Animal Response Team and works on pet-related legislation. Linda holds B.S. and M.S. degrees, plus a certificate in nonprofit business and management, and has held various positions in the animal welfare field for the past 28 years. She lives with a bossy old Pekingese and her son's two hairy cats.

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.

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. 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.

**Thank you to our host,
Seattle Animal Shelter**

pro.petfinder.com/adoptionoptions
adoptionoptions@petfinder.com