



ADOPTION OPTIONS 2014

Wednesday, October 15, 2014

Purina Farms, 200 Checkerboard Drive
Gray Summit, MO 63039

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 **CONVERSATIONAL ADOPTION COUNSELING**

Linda Reider, Michigan Humane Society

Are you looking for a way to increase your adoptions while still sticking to the core adoption values of your organization? Join us to learn the nuts and bolts of how to use conversational adoption counseling to achieve friendlier customer service in adoptions while, at the same time, assuring quality adoptions. This webinar will include the history of the conversational method and also will review how to understand adopters and adoption counselors and how to phrase comments and train volunteers. Register today to get the tools to start saving more lives!

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

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

Stephanie Janeczko, DVM

This session will focus on practical techniques for developing and applying an effective disease control program for your facility or group. Topics will include preventative medicine and basic procedures for caring for animals that fall ill while in your care. From intake procedures, sanitation and animal flow within your facility or foster homes to best practices for responding to an infectious disease outbreak, we will focus on common challenges faced by shelters and rescues. A practical guide to additional resources will be provided, and you will be encouraged to actively participate in this session to allow for an exchange of ideas and a focus on topics that apply to your local needs.

3:45 pm – 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.

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.

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.

STEPHANIE JANECKO, DVM, MS, DABVP, THE ASPCA

After receiving her D.V.M. 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 New York City 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 two best dogs in the world -- along with one very understanding husband!

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 paws4people's™ 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.

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