



# ADOPTION OPTIONS 2015

Friday, May 15, 2015

Alabama Activity Center

201 Dexter Avenue, Montgomery, AL 36104

**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 – 10:00 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.

10:00 am – 11:45 am

## CARING FOR ANIMALS EVERYWHERE: BEST PRACTICES FOR MOVING ADOPTABLE ANIMALS

*Dr. Stephanie Janeczko*

We all move animals – whether into foster care, between shelters and rescue groups in your community, a longer distance as part of a relocation program or, ultimately, into an adoptive home – but how we do it can have a big impact on the success of our programs and the health and well-being of the animals in our care. This workshop will give you tips and tools to do the best job possible, focusing on strategies to reduce disease transmission, health examinations, vaccination protocols, sanitation procedures and best practices for animal care and relocation. We will provide a summary of available resources for further information as well as some time for Q&A to cover those topics most important to you.

11:45 am – 12:45

## VEGETARIAN LUNCH, NETWORKING TIME

12:45 pm – 1:45 pm

## TOP TEN TIPS FOR INCREASING ADOPTIONS WITH PETFINDER

*Susan Greene*

Including a brief look at Petfinder's free service to the animal welfare community, Susan will review the many benefits and resources that Petfinder offers members. This presentation includes various tips and tricks to showcase your adoptable pets in the best light for increasing adoptions. Tips will include everything from taking and posting great pictures and crafting creative pet descriptions to finding different ways to promote pets online as well as offline.

1:45 pm – 3:15 pm

## CONVERSATIONAL ADOPTION COUNSELING

*Linda Reider*

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 history of the conversational method and will cover how to understand adopters and adoption counselors as well as how to phrase questions and train volunteers. Register today to get the tools to start saving more lives.

3:15 pm – 3:30 pm

## BREAK

3:30 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

### MARY SAMPLES, PETCO FOUNDATION

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 an amazing company with the mission to think adoption first and reduce euthanasia," Mary says.

### 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 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 two best dogs in the world – along with one very understanding husband.

### 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. 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 purrsonal cats, her dog, Molly, and a cat facility for formerly feral felines who are up for adoption 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 three 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 30 years. She lives with her son's two hairy cats.

### KAREN OWENS, CHARLOTTE MECKLENBURG ANIMAL CARE AND CONTROL

Karen Owens brings 16 years of professional dog training experience to her work with shelter dogs. She is the head trainer at Charlotte Mecklenburg Animal Care and Control where she has successfully implemented Train To Adopt and environmental enrichment and behavior evaluation programs as well as leading additional outreach programs within the shelter community. Prior to working with shelter dogs, Karen ran her own business and volunteered for paws4people, training and placing service dogs for individuals affected with PTSD.

Thank you to our host, Montgomery Humane Society | [pro.petfinder.com/adoptionoptions](http://pro.petfinder.com/adoptionoptions) | [adoptionoptions@petfinder.com](mailto:adoptionoptions@petfinder.com)