



ADOPTION OPTIONS 2015

Tuesday, August 25, 2015

Best Western Lehigh Valley Hotel & Conference Center
300 Gateway Drive, Bethlehem, PA 18017

Join us! Petfinder and Petco Foundation have brought together some of the most popular presentations and speakers in animal welfare and mixed them with plenty of 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

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.

10:00 am – 11:45 am

SHELTER MEDICINE 101

Karen Dashfield, DVM

This session 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.

11:45 am – 12:45 pm

VEGETARIAN LUNCH, NETWORKING TIME

12:45 pm – 1:45 pm

TOP TEN TIPS FOR INCREASING ADOPTIONS WITH PETFINDER

Melissa Vecera

Melissa will review the many benefits and resources that Petfinder offers members, including a brief look at Petfinder's free service to the animal welfare community. 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 different ways of promoting pets online as well as offline.

1:45 pm – 3:15 pm

HOW TO INCREASE AND ENGAGE YOUR TEAM OF VOLUNTEERS

Patty Hegwood

Even if you have all the volunteers you need, you can maximize their impact by making sure your volunteer programs link to the needs of your organization and by developing tactics for broader and deeper volunteer involvement. Patty will show you how to shape your volunteer teams into a renewable and sustainable workforce that leads effectively and fulfills your brand promise. You will know you've accomplished your goals by skillfully measuring program satisfaction. Motivated, directed, engaged volunteers truly make all the difference.

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 session 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 FOUNDATION

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 seven years. 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.

KAREN DASHFIELD, DVM, ANTLER RIDGE WILDLIFE SANCTUARY

Dr. Dashfield is a shelter veterinarian with 24 years of experience designing disease control programs for shelters, kennels and wildlife rehabilitators throughout New Jersey. As director of the Sussex County Animal Response Team (CART), she initiated and ran a shelter for Hurricane Katrina Dogs in 2005/2006 that received, re-homed and reunited over 200 animals. As a house-call veterinarian, Dr. Dashfield provides regular consultation with shelter and rescue groups and is the full-time medical director at Antler Ridge Wildlife Sanctuary (www.antler-ridge.com). She prepares future animal control officers, shelter workers, and wildlife rehabilitators through her teaching for Career Development Institute and at local and regional conferences. Karen shares her home with her five dogs, Red, Dusty, Bella, Sadie and Pollywog, and a cat named Princess.

MELISSA VECERA, PETFINDER

Melissa is a shelter outreach specialist for Petfinder. She has over eight years of volunteer experience, including writing press releases and attending meet-and-greet events on behalf of the Mid-Atlantic Great Dane Rescue League, and hands-on shelter experience at the MDSPCA. Since 2012, in her role as manager of the North American Adoption Options conference series, she has traveled to over 50 cities to bring the latest animal welfare knowledge to local communities. She works near Baltimore, MD, and shares her home with her Dachshund named Lily and her Hedgehog named Olive.

PATTY HEGWOOD, BEST FRIENDS ANIMAL SOCIETY

A New Orleans native, Patty was the lay business partner in a veterinary hospital serving over 22 humane organizations throughout the New Orleans area. She and her veterinary business partner operated a high-volume spay/neuter clinic and adoption center and would frequently pull animals from the local animal shelter. When Hurricane Katrina hit, Patty stayed through the storm, emptied her hospital of supplies and, with fellow rescuers, operated on the front lines to save as many animals as they could. This is where Patty met Best Friends and realized they were kindred souls. Patty joined Best Friends in 2006 as the manager of the Best Friends Clinic and, after serving four years as the animal care director, Patty embraced the role of the inaugural director for the newly formed Volunteer and Visitor Experience Division for Best Friends Animal Society. Her division focuses on all of the areas of work with visitors and volunteers, including national events, national programming and the sanctuary based in southern Utah. Volunteers are at the heart of Best Friends' success and building that constituent of enthusiastic and impactful individuals creates many opportunities for people to give their best and join the mission to "Save Them All."

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, 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, Animal Lifeline | pro.petfinder.com/adoptionoptions | adoptionoptions@petfinder.com