



ADOPTION OPTIONS 2015

Wednesday, November 4, 2015

Holiday Inn Dubuque/Galena

450 Main Street, Dubuque, IA 52001

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

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

SHELTER MEDICINE 101

Dr. Karen Dashfield

This workshop 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

MARKETING YOUR PETS ONLINE: TIPS AND TRICKS TO INCREASE ADOPTIONS

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

OVERLOOKED PETS: TRACKING AND MARKETING THE LONG-TIMERS

Linda Reider

Does your organization always seem to have the same type of pets sitting for longer than others? Are there dogs, cats or other animals that seem to stay...and stay? Luckily, there are ways to identify and move these great, yet sometimes overlooked pets, into adoptive homes. The first step is to know who they are, and the second, is to have a plan in place that focuses on their special attributes to find the right adopters! This presentation will cover both steps and allow for sharing of ideas from the audience too.

3:15 pm – 3:30 pm

BREAK

3:30 pm – 5 pm

TRAINING SHELTER DOGS

Jenn Barg

The field of animal welfare has progressed significantly, to the point that the mental health of the dogs in our care is viewed as being equally as important as disease prevention and cleanliness. This workshop covers how to create low-stress environments for shelter dogs as well as how to help them stay mentally stimulated and learn impulse control while in our facilities. Information on how to start and what is included in a "behavior program" will be presented. Demonstrations with local shelter dogs as well as PowerPoint video will be used.

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.

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.

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, Inc., 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 different 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.

KAREN DASHFIELD, DVM, ANTLER RIDGE WILDLIFE SANCTUARY

Dr. Karen 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.

JENN BARG, MS, ACAAB, CDBC, DENVER ANIMAL SHELTER

Jenn Barg is the behavior coordinator for the Denver Animal Shelter. She holds a B.S. and M.S. in biology and is an associate certified applied animal behaviorist and certified dog behavior consultant. She has a diverse background in animal welfare that spans 14 years, including serving as the shelter manager for Pueblo Animal Services in Pueblo, CO, head of behavior and training for the Upper Valley Humane Society in New Hampshire and also ran her own private behavior consultation business. Jenn is also currently a regular speaker for Petfinder's Adoption Options workshops nationwide. In her previous career she was a research scientist studying migratory bird behavioral ecology. Jenn served the New England Federation of Humane Societies board and is currently a board member of Colorado Federation of Animal Welfare Agencies.

Thank you to our host, Dubuque Regional Humane Society | pro.petfinder.com/adoptionoptions | adoptionoptions@petfinder.com