



ADOPTION OPTIONS 2015

Tuesday, November 10, 2015

Radisson Suites Tucson

6555 E. Speedway Blvd., Tucson, AZ 85710

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

Susan Greene

Susan 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

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!

3:15 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.

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.

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 that 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.com.

EMILY GARMAN, THESOCIALANIMAL.COM

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 U.S. 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.

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, Pima Animal Care Center | pro.petfinder.com/adoptionoptions | adoptionoptions@petfinder.com