



ADOPTION OPTIONS 2015

Wednesday, October 7, 2015

Executive Airport Plaza Hotel & Conference Centre
7311 Westminster Highway, Richmond, BC V6X 1A3

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 – 10:00 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.

10 am – 11:45 am

CARING FOR ANIMALS EVERYWHERE: BEST PRACTICES FOR MOVING ADOPTABLE ANIMALS

Dr. Stephanie Janeczko

We all move animals – whether it's 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. 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

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. You will learn 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

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

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!

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.

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.

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.