

# Petfinder<sup>PRO</sup> ADOPTION OPTIONS

## Baltimore, MD

Thursday  
May 5, 2016

**DOUBLETREE BY HILTON LAUREL**  
15101 Sweitzer Lane  
Laurel, MD 20707

Join us! Petfinder Pro<sup>™</sup>  
and Petco Foundation<sup>™</sup>  
have brought together  
some of the most popular  
presentations and speakers  
in animal welfare and  
mixed them with plenty of  
networking opportunities.  
Did we mention it's FREE?  
Register today at  
[pro.petfinder.com/  
adoptionoptions](http://pro.petfinder.com/adoptionoptions)  
Please register at least  
10 days in advance.

**THANK YOU TO OUR HOST, MD SPCA**

Questions? We're here with answers! Just  
email us at [adoptionoptions@petfinder.com](mailto:adoptionoptions@petfinder.com).

**9 am – 9:30 am**

**SIGN IN AND FUEL UP: COFFEE AND PASTRIES**

**9:30 am – 9:45 am**

**WELCOME**

*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 – 10:30 am**

**GETTING THE MOST OUT OF PETFINDER**

**MELISSA VECERA**

*Melissa will review a few of the many benefits and resources that Petfinder Pro offers members. This presentation focuses on 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, crafting creative pet descriptions, and different ways of promoting pets online, as well as offline.*

**10:30 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 – 1:15 pm**

**PARTNERING WITH PETCO FOUNDATION**

**SUSAN COSBY-JENNINGS**

*Learn how the Petco Foundation is helping in your community, partnering with organizations like yours to increase lifesaving through its adoption and investment programs.*

**1:15 pm – 1:45 pm**

**BREAK**

**1:45 pm – 2:45 pm**

**HELPING PETS BY SUPPORTING PEOPLE:  
A COMPREHENSIVE APPROACH TO  
COMMUNITY WELFARE**

**KIM WOLF**

*In every community certain pets are more "at risk" for entering the shelter system and less likely to leave through the front door. But the animals are just one part of this story: for every pet that ends up in the shelter, there is a human component as well. This presentation will take a holistic approach to helping "at risk" animals by understanding the challenges and barriers facing people in our communities, especially those that threaten the human-animal bond. The presentation will show how a multidisciplinary approach can more accurately assess risk factors and identify opportunities for improvement. Drawing upon social work, economics, marketing, and public policy to help attendees assess their community's strengths and challenges, the presentation will share best practices from results-oriented groups around the country. By moving our discussions beyond animal welfare to community welfare as a whole, we can implement a comprehensive approach that benefits people and pets alike.*

**2:45 pm – 3:15 pm**

**BREAK**

**3:15 pm – 4:30 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.*

**4:30 pm – 5:00 pm**

**CLOSING REMARKS**

# **Petfinder**<sup>PRO</sup> **ADOPTION OPTIONS**

## Baltimore Speakers

### **MELISSA VECERA**

PETFINDER

*Melissa is a shelter outreach specialist for Petfinder. She has 10 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 MD SPCA. Since 2012, in her role as manager of the North American Adoption Options conference series, she has traveled to over 60 different cities to bring the latest animal welfare knowledge to local communities. She calls Maryland home, and shares it with her Dachshund named Lily, her Hedgehog named Olive, and often a foster cat.*

### **KAREN DASHFIELD, DVM**

JEFFERSON TOWNSHIP MUNICIPAL POUND

*Dr. Karen Dashfield is a shelter veterinarian with 25 years of experience designing disease control programs for shelters, kennels, and wildlife rehabilitators throughout New Jersey. She is the Supervising Veterinarian for the Jefferson Township Municipal Pound and through her Veterinary House call practice she provides consultation and animal care for numerous shelters and rescues including Friends of Ferals, Byram Animal Rescue and Kindness Squad, Shelter Showcase, and Liberty Humane Society. She has served as a Volunteer Medical Director for the Best Friends Animal Society NY Super Adoptions since 2010. Dr. Karen also works closely with the members of the New Jersey Association of Wildlife Rehabilitators and is the recipient of their 2015 Lifetime Achievement Award. As the 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. 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 four dogs, Red, Delilah, Sadie and Pollywog, and a cat named Princess.*

### **SUSAN COSBY-JENNINGS**

PETCO FOUNDATION

*Susan Cosby-Jennings is the Director of Lifesaving Programs & Partnerships with the Petco Foundation. Her career in animal welfare includes working at both large and small, urban and suburban, animal control and limited admission shelters. Before coming to the Petco Foundation her last animal sheltering position was Executive Director of ACCT Philly, managing a large, poorly resourced, urban animal control shelter. Prior to that she held roles as President & CEO of the Pennsylvania SPCA, Executive Director of the Animal Welfare Association in NJ, and Chief Operating Officer of the Philadelphia Animal Care and Control Association in PA. Originally coming from the retail field, she has utilized customer service oriented and data driven strategies to improve shelter lifesaving.*

### **KIM WOLF**

BEYOND BREED

*Kim Wolf is the executive director of Beyond Breed (BeyondBreed.com), a nonprofit corporation dedicated to supporting the bond between people and pets. She runs a project called "Ruff Riders" that assists pet owners in under-resourced neighborhoods in New York City. Kim is also employed as a social worker for a program supporting senior citizens and their pets in Manhattan. Her previous experience in animal welfare includes positions at the Pennsylvania SPCA, Maddie's Shelter Medicine Program at the University of Florida College of Veterinary Medicine and Animal Farm Foundation. She has presented at numerous animal welfare and aging conferences around the country and has received awards for her community outreach and advocacy efforts. Kim lives in Brooklyn, NY, with her six adopted dogs.*

### **JENN BARG, MS, ACAAB, CDBC**

DENVER ANIMAL SHELTER

*Jenn Barg is the Behavior Coordinator for the Denver Animal Shelter. She holds a BS and MS 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.*