

Petfinder^{PRO} ADOPTION OPTIONS

Providence, RI

Wednesday
July 20, 2016

RADISSON HOTEL PROVIDENCE AIRPORT
2081 Post Road
Warwick, RI 02886

Join us! Petfinder Pro[™]
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.
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,
PROVIDENCE ANIMAL RESCUE LEAGUE**

Questions? We're here with answers! Just
email us at 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

**BEST PRACTICES FOR SHARING
YOUR STORIES WITH THE MEDIA**

CATHY ROSENTHAL

Animal welfare professionals are motivated when they're learning new ways to communicate with the public that promote programs and forward their agency's mission. Most agencies want media attention to increase adoptions at their shelter or sterilizations at their clinics. Most agencies though, don't know where to begin or what elements of their daily work to share. How do you approach the media? How do you write a press release and who do you send it to? How do you pitch a reporter? Whether you are just getting started in PR or need a boot camp refresher course on media relations, this workshop will offer proven tips and strategies on how to make the news.

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^{PRO} ADOPTION OPTIONS

Providence 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.

CATHY ROSENTHAL

WRITING FOR A CAUSE

Cathy M. Rosenthal has worked for local animal shelters and national animal welfare groups in communications, development, and humane education for more than 25 years. As a nationally-recognized animal welfare communications expert, Cathy gives media relations, education, and customer service workshops at state and national animal welfare conferences and for local animal welfare agencies across the U.S. Cathy also consults with these same groups on their media and marketing plans and customer service practices as well as writes website content, grants, annual reports and other materials for them. Since 2003, Cathy's been the pet columnist for the San Antonio Express-News and is a freelance writer for several animal magazines.

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.