

Petfinder^{PRO} ADOPTION OPTIONS

Green Bay, WI

Tuesday
August 9, 2016

RADISSON HOTEL
2040 Airport Drive
Green Bay, WI 54313

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,
BAY AREA HUMANE SOCIETY**

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

**ADOPTION AMBASSADORS:
THEY'RE LIKE US ... ONLY BETTER**

B.J. ROGERS

As individuals and organizations committed to saving more lives today and tomorrow than we did yesterday, it's become increasingly clear that we need to look outside of our usual bag of tricks – and that we've long had an untapped resource right within our reach; namely, the very people in our communities who love and care about animals in need. We've appealed to them for their donations, gifts of supplies, time to help feed and clean, serve on our boards, and attend our events. Rarely though have we asked them to take a direct hand in saving a life. What if everyone who had the inclination, and a little bit of time, took on just one animal, fostered that pet, and found it a new home? Think of the impact. Think of the lives saved. Think of the matches made and the people and pets brought together. That's the thinking behind Adoption Ambassadors – a program that takes foster care to the next level and directly engages our communities in saving more lives. The beauty? It's easy and inexpensive to implement, the research shows it reaches whole new audiences, and – hope you're sitting down – it turns out that these volunteers seem to make even better matches than we do! In this session we'll explore the research, address your doubts and concerns, and help make plans for your organization to give it a whirl.

2:45 pm - 3:15 pm

BREAK

3:15 pm – 4:30 pm

**TRAINING AND ENRICHMENT FOR
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. Sue will cover training, behavior modification programs, and mental, behavioral and emotional stimulation for dogs. She 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.

4:30 pm – 5:00 pm

CLOSING REMARKS

Petfinder^{PRO} **ADOPTION OPTIONS** Green Bay 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.

B.J. ROGERS

ASPCA

B.J. oversees field-facing communications for the ASPCA through channels such as ASPCApro.org, online learning, and national life-saving initiatives. B.J. joined the ASPCA in 2011 and previously served as Senior Director of ProLearning and as Community Initiatives Director where he provided support, training, and grant assistance to shelters in a number of northeastern/mid-Atlantic states as well as serving as liaison to the Shelby County, AL Partnership Community. Prior to joining the ASPCA, B.J. was the chief executive of the Humane Society of Chittenden County, in northern Vermont.

B.J. has worked in the human service sector as both an executive director and community relations director, in higher education as both an instructor and researcher, and in politics as senior campaign staff and Press Secretary for a gubernatorial campaign. He's a longtime member of the Samara Fund of Vermont's Scholarship Committee, and is a former board member (and Executive Director) of Outright Vermont – both organizations dedicated to support and service for LGBTQ youth. He also served on the board of the Vermont Humane Federation and the Advisory Council of the New England Federation of Humane Societies for nearly 10 years. He's a Certified Animal Welfare Administrator (CAWA), a Certified Dialogue Education Teacher (CDET) and has training in both mediation and Appreciative Inquiry. B.J. lives near the shores of Lake Champlain in Colchester, VT where he and his wife Erin share their home with two four-legged kids.

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.