

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

## Missoula, MT

Wednesday  
August 17, 2016

**DOUBLETREE BY HILTON HOTEL  
MISSOULA - EDGEWATER**  
100 Madison Street  
Missoula, MT 59802

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,  
HUMANE SOCIETY OF  
WESTERN MONTANA**

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**

**BRIAN DIGANGI, DVM**

*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**

**COURTNEY CUNNINGHAM**

*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**

**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, as 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!*

**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**

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## Missoula 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.*

### BRIAN DIGANGI, DVM, MS, DABVP

UNIVERSITY OF FLORIDA

*Brian DiGangi is a Clinical Assistant Professor of Shelter Medicine at the University of Florida. He became the first shelter medicine resident to graduate from UF and received his MS in Veterinary Medical Sciences in 2010. Dr. DiGangi has published research on feline adoption, pregnancy detection and immunology. He is board certified in both Canine and Feline Practice and Shelter Medicine Practice by the American Board of Veterinary Practitioners. He has been a member of the Board of Directors of the Association of Shelter Veterinarians since 2010, currently serving as President.*

### COURTNEY CUNNINGHAM

PETCO FOUNDATION

*Courtney Cunningham has been the Lifesaving Partner Relations Specialist for the Petco Foundation since February of 2016. She graduated from Stephen F. Austin State University in 2010 and has since been working in the non-profit sector, including work in program and fundraising development. Before joining the animal welfare community, Courtney focused on youth program development, including work for the Girl Scouts of Southwest Texas. Since 2015, she has been working in the animal welfare community, first with a grass roots no-kill shelter on their development and media team, and recently joining the Petco Foundation team. A lifelong shelter animal advocate, Courtney is the proud mother of two rescue cats and one dog.*

### 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 US 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 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.*