

Petfinder^{PRO} ADOPTION OPTIONS

San Francisco, CA

Thursday
September 15, 2016

SAN FRANCISCO SPCA
243 Alabama Street
San Francisco, CA 94103

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,
SAN FRANCISCO SPCA**

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

**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

Petfinder^{PRO} **ADOPTION OPTIONS**

San Francisco 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

ANTLER RIDGE WILDLIFE SANCTUARY

Dr. Karen Dashfield is a shelter veterinarian with 24 years of experience designing disease control programs for shelters, kennels, and wildlife rehabilitators throughout New Jersey. As 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. As a house-call veterinarian, Dr. Dashfield provides regular consultation with shelter and rescue groups and is the full-time medical director at Antler Ridge Wildlife Sanctuary (www.antler-ridge.com). 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 five dogs, Red, Dusty, Bella, 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.

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.