

# Petfinder

Petfinder.com is the oldest, largest and most successful searchable database of homeless pets on the Web. It provides more than 13,000 animal adoption groups with free home pages and technical support to spotlight their adoptable pets online as well as providing networking platforms, discounts and gifts, and education for the groups. Visitors to the site, from the comfort of their homes, enter search criteria to see animals available for adoption ranked by distance from their Zip codes. The site has facilitated over 19 million adoptions since it was created in 1996.



The mission of the Petco Foundation is to raise the quality of life for pets and people who love and need them. Since its inception in February of 1999, over \$75 million has been raised through a combination of fundraisers in Petco's over 1000 stores and donations through the Petco Foundation. These funds were used to support more than 7,000 local animal welfare groups across the U.S. The Petco Foundation endeavors to create responsible animal guardians, reduce the number of adoptable animals euthanized, rescue animals in crisis and assist in modifying behavioral issues to make companion animals more adoptable. More information about the Petco Foundation may be found by visiting [www.petcofoundation.org](http://www.petcofoundation.org).

## Two ways to register

Registration is \$20 (\$10 for Petfinder members) and includes lunch and all materials. For more information email [adoptionoptions@petfinder.com](mailto:adoptionoptions@petfinder.com).



### 1. Register online by August 8 at

[www.petfinder.com/adoptionoptions/](http://www.petfinder.com/adoptionoptions/)  
and pay by credit card using Paypal.

### 2. Register by mail by sending this form, along with a check made

out to "Petfinder.com." Photocopy form for multiple guests.  
Mail, postmarked by August 8, to Petfinder.com, Sharon Prushinski,  
505 Swift Drive, Milford, NJ 08848.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Full address of organization: \_\_\_\_\_

Public phone: \_\_\_\_\_

Private phone (for our use only): \_\_\_\_\_

Email address: \_\_\_\_\_

Petfinder Shelter ID: \_\_\_\_\_

**All lunches are vegetarian. Please check here if you need a vegan meal.**

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QUESTIONS & ADDITIONAL INFO  
Sharon Prushinski, 908-995-4681

BEHAVIOR  
PLACEMENT  
PROMOTION



# Join Us for a ONE-DAY SEMINAR Adoption Options

August 18, 2012

Ramada Lansing Hotel and Conference Center  
7501 West Saginaw Highway  
Lansing, MI 48917

Sharon Prushinski,  
505 Swift Drive  
Milford, NJ 08848.



Sponsored  
by Petfinder™ and  
Petco Foundation

**Join us!** We've brought together some of the most popular presentations and speakers in animal welfare and mixed them with plenty of breaks and networking opportunities.

## Agenda

### SIGN IN AND FUEL UP: COFFEE AND DANISH

9 am – 9:30 am

### Housekeeping and Getting to Know You

9:30 am – 9:45 am

One person from each organization should be prepared to introduce your group. Feel free to bring business cards, brochures, news and/or fundraising items.

### Welcome from the Petco Foundation

9:45 am – 10:15 am

Susan Rosenberg, Petco Foundation

Learn how to use the high traffic of Petco stores to increase adoptions for your organization. Other valuable resources to benefit your group that are available through the Petco Foundation and Petco will be discussed.

### Marketing Your Pets Online: Tips and Tricks to Increase Adoptions

10:15 am – 11:45 am

Sara Kent, Petfinder.com

After a brief look at Petfinder.com's free service to the animal welfare community, Sara will review the many benefits, resources and services that Petfinder offers members. This will be followed by a few tips and tricks for increasing adoptions, using Petfinder.com.

### BREAK

11:45 am – noon

#### All attendees will receive

educational materials, breakfast, lunch, an Adoption Options t-shirt and a gift from the Petco Foundation.

**DRESS CASUALLY AND  
BE COMFORTABLE.**



### The First 60 Minutes: Animal Sheltering's Critical Hour

Noon – 1:30 pm

Brian DiGangi, DVM, MS, DABVP, University of Florida

From the minute a dog or cat sets paw inside a shelter, the clock is ticking on decisions that can spell health or illness. Learn how decisions made in that first hour impact the stress response and susceptibility to disease of sheltered animals during this session full of practical tips.

### VEGETARIAN LUNCH, NETWORKING TIME

1:30 pm – 2:30 pm

\*\*\*2:30 PM – 5 PM\*\*\*

### CHOOSE FROM TWO SESSIONS

### Training Dogs for Adoptability and Long-Term Housing

Pia Silvani, St. Hubert's Animal Welfare Center

Every dog has his own story of how he came to the shelter. One thing they all have in common is that they are homeless and need training because behavioral wellness is as important as training for good manners. Pia will go over techniques for a successful training program as well as give tips on creating a program for dogs that unfortunately are housed for long periods of time.

OR

### Vaccination Protocols for Shelters and Rescue Organization

Karen Dashfield, DVM

There are many protocols circulating for the vaccination of animals, and vaccination is an important part of disease prevention in a shelter. By understanding the available vaccines, and their benefits and limitations, we will enable you to design a vaccine protocol that is best suited for your shelter or rescue organization.

## Our Speakers

### Susan Rosenberg, Petco Foundation

Susan, who has been with Petco for 14 years, is national grants and disaster relief manager for the foundation and, as such, reviews and makes grant decisions and develops disaster relief practices. She works closely with over 7,500 Petco Foundation charitable partners and over 1,140 Petco stores that manage abandoned pets and adoptions. As a regular presenter at animal welfare conferences and workshops, she is the face of the Petco Foundation. In addition to her responsibilities at the foundation, she is a director for several animal welfare organizations in San Diego and works with disaster relief management organizations nationally. She is also an animal handler for the Animal Rescue Reserve.

### Sara Kent, Petfinder.com

Sara is the director of shelter outreach for Petfinder.com. She has a degree in psychology and 20 years of varied animal welfare experience, including 12 years with Petfinder. Sara devotes her time to creating online and offline content for animal welfare professionals on Petfinder, managing a team that provides client service to Petfinder members, as well as identifying and implementing new ways for Petfinder to help the animal welfare community. Senior pets, FIV+ cats and special needs animals have a special place in her heart. Sara works from her home in Montclair, N.J., which she shares with her husband and stepdaughter, two FIV+ cats named Mr. Pickwick and Gerald, an adopted Pit Bull named Diamond Shamrock, a backyard cat colony and a tarantula named 3.

### Brian DiGangi, DVM, MS, DABVP, University of Florida

Dr. DiGangi obtained his DVM from the University of Florida in 2006. While at U.F., he completed clinical externships in both shelter medicine and exotic animal medicine. He became the first shelter medicine resident to graduate from U.F. in 2010, became a diplomate of the American Board of Veterinary Practitioners in Canine/Feline Practice, and received his M.S. in Veterinary Medical Sciences shortly thereafter. Dr. DiGangi has published research on feline adoption, pregnancy detection and immunology. He is currently a clinical assistant professor at U.F. and serves on the board of directors of the Association of Shelter Veterinarians.

### Pia Silvani, St. Hubert's Animal Welfare Center

Pia is vice president of training and behavior at St. Hubert's Animal Welfare Center in Madison, N.J. Pia writes behavior articles for the shelter's newsletter, lectures on animal behavior internationally, and routinely consults with shelters around the world. She is past vice-president of the Association of Pet Dog Trainers and Certification Council for Professional Dog Trainers and now the secretary of the APDT Foundation. She is also on the advisory committee of the Animal Rescue League of Boston and consults with organizations around the country to enhance and improve their training and behavior departments. She shares her home with her three Belgian Tervurens and boss-cat, Soldier.

### Karen Dashfield, DVM

Dr. Dashfield is a shelter veterinarian with 21 years of experience designing disease control programs for shelters, kennels and wildlife rehabilitators throughout New Jersey. As director of 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](http://www.antler-ridge.com)). She shares her home with her five dogs, Red, Dusty, Bella, Sadie and Pollywog, and a cat named Princess.