

## Adoption Options

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, TEA AND DANISHES

9 am – 9:30 am

#### PETFINDER WELCOME ADDRESS AND HOUSEKEEPING

9:30 am – 9:45 am

#### WELCOME FROM 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. Also other valuable resources available through the PETCO Foundation and PETCO will be discussed to benefit your group.

#### MARKETING YOUR PETS ONLINE: TIPS AND TRICKS TO INCREASE ADOPTIONS

10:15 am – 11:15 am

Sara Lippincott, 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

11:15 am – 11:30 am

#### CREATING A SUCCESSFUL AND SUSTAINABLE ADOPTION FOLLOW-UP PROGRAM

11:30 am – 1 pm

Linda Reider, Michigan Humane Society

What happens when adopters walk out the door with their new pets? How can we stay connected with adopters in a sustainable, meaningful way? What can we learn from their adoption experience and post-adoption adjustment phase? How can we ensure that adopters expand their connections with us by donating regularly, attending our special events, using our services, and promoting us in the community? A well-designed Adopter Support Program can help you track adoption success, initiate adopters into the broader spectrum of support for your organization, and even give you a snapshot of the adoption process through their own eyes. While traditional adoption follow-up programs have been difficult to manage and sustain, the approach

taken by Michigan Humane Society combines inexpensive online surveys with streamlined adopter contact and resource options that can be tailored to fit any size organization.

#### VEGETARIAN LUNCH AND NETWORKING TIME

1 pm – 2:15 pm

#### GRASS ROOTS FUNDRAISING

2:15 pm – 3:15 pm

Suzan Shaw, CARE Feline Rescue and Orange County Animal Services

Don't be hog-tied when it comes to raising money for your organization. This conversation is rooted in having everyone win and loving the outcome—whether you are a small or large organization. Learn foundational money-sourcing basics, money-generating strategies and money-causing key players.

#### BREAK

3:15 pm - 3:30 pm

#### TRAINING SHELTER DOGS

3:30 pm - 5 pm

Sue Sternberg, Rondout Valley Animals for Adoption

Animal welfare professionals are obligated to provide true quality of life for each dog in their care. This program covers the importance of achieving and maintaining quality of life for dogs in shelters. Training, behavior modification programs, and mental, behavioral and emotional stimulation for dogs will be covered. We 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.

### 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**



Photo from Northern Chautauqua Canine Rescue Inc.

## Speakers

### SARA LIPPINCOTT, PETFINDER.COM

Sara is the manager of shelter outreach for Petfinder.com. She uses her degree in psychology, shelter background and years at Petfinder to assess needs in animal welfare which Petfinder.com can fill. Sara devotes her time to overseeing facets of the outreach department, developing new programs for Petfinder members and acting as the animal welfare production consultant to the new Petfinder TV series on Animal Planet. Sara works from her home in NJ, which she shares with her senior dog, Dexter.

### LINDA REIDER, MICHIGAN HUMANE SOCIETY

Linda has been working in animal sheltering and welfare since 1985. She is currently an animal welfare specialist at Michigan Humane Society, which adopts more than 10,000 animals annually in the Detroit area. MHS's new Adopter Support Program was launched in October of 2006. It encompasses email and phone contact with adopters, periodic adopter surveys, cross-marketing of MHS services, an adopters-only Web page, and a toll-free adopter helpline—components which can be modified to fit any adoption program. Linda teaches frequently on such topics as placement groups, disaster preparedness and animal adoption.

### SUZAN SHAW, CARE FELINE RESCUE AND ORANGE COUNTY ANIMAL SERVICES

Suzan is a high-achieving sales and business manager, experienced in training internal and external sales and operations teams in diverse subject matter. Her mission and achievement of goals is in a focus-driven community-based organization, working towards ending the homeless animal population through her experiences of fundraising and highlighting the organization's attributes. Qualifications include a bachelor's degree in marketing, extensive training in public speaking, and service on numerous boards/committees for animal health and safety.

### SUE STERNBERG, RONDOUT VALLEY ANIMALS FOR ADOPTION

Sue is one of the nation's most respected shelter dog trainers. She lectures around the country and has authored many papers and training manuals, including *Great Dog Adoptions* and the *Milk Bone* series: *Tips & Tricks* and *Resource Guide for Shelter Professionals*. She also strongly advocates public education and outreach and founded a program called Training Wheels. Sue serves as a Petfinder.com expert on dog behavior and training.

# Petfinder.com

Petfinder.com is the first, largest and most successful homeless pet network on the Internet. Petfinder.com brings shelter and placement groups online, providing them with a free home page and technical support to advertise their adoptable animals in a database spanning all of North America. Pet seekers, from the comfort of their homes, can see what animals are available for adoption at their local shelters and rescue groups. Petfinder.com provides its members with networking platforms, discounts and gifts, and education. Petfinder.com has facilitated over 11 million adoptions since it was created in 1996.

## PETCO Foundation

The mission of the PETCO Foundation is to support community organizations and efforts that enhance the lives of companion animals while strengthening the bond between people and their pets. Since its inception in February of 1999, over \$33 million has been raised through a combination of fundraisers in over 800 stores and donations from the PETCO Foundation. These funds were used to support more than 4,200 local animal welfare groups across the U.S. The PETCO Foundation is dedicated to the Four R's in animal welfare: Reduce, Rescue, Rehabilitate, and Rejoice. More information about the PETCO Foundation may be found by visiting [www.petco.com](http://www.petco.com).

Lynn Katz, [Petfinder.com](http://Petfinder.com)  
28 Garden Street  
South River, NJ 08882

## Two ways to register

Registration is \$20 (\$10 for Petfinder members) and includes lunch and all materials. Please mail registration by February 21, 2008, or register online. For more information email [adoptionoptions@petfinder.com](mailto:adoptionoptions@petfinder.com).

1. Register by mail by sending this form along with a check made out to "Petfinder.com." Photocopy form for multiple guests. Mail to: Petfinder.com, Lynn Katz, 28 Garden Street, South River, NJ 08882

2. Register online at <http://www.petfinder.com/adoptionoptions/> and pay by credit card using Paypal.

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

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

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

Phone number: \_\_\_\_\_

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

May we share your contact information with other attendees? Y N

Are you a Petfinder member? Y N

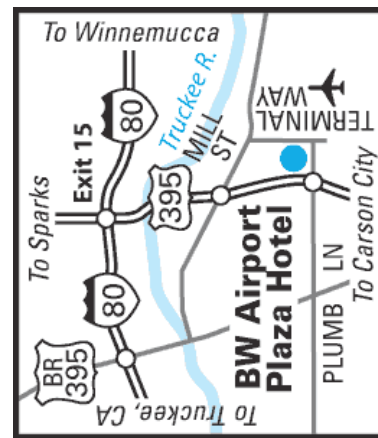
Petfinder Shelter ID \_\_\_\_\_



### DIRECTIONS:

From Interstate 80, travel to Highway 395, and the Best Western Airport Plaza Hotel is adjacent to Reno-Tahoe International Airport.

775-348-6370



### QUESTIONS & ADDITIONAL INFO

Lynn Katz, 732-993-7838

PETCO FOUNDATION • PETFINDER.COM  
NEVADA HUMANE SOCIETY

# ADOPTION OPTIONS

thinking and working  
outside the box



FRIDAY, MARCH 7, 2008

JOIN US FOR A ONE-DAY SEMINAR  
SPONSORED BY  
PETCO FOUNDATION

BEST WESTERN AIRPORT PLAZA  
1981 TERMINAL WAY  
RENO, NV 89502

behavior  
placement  
& promotion