

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 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.

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. 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 – 11:15 am

Suzan Shaw, Petfinder.com

After a brief look at Petfinder.com's free service to the animal welfare community, Suzan 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 pm – 11:30 pm

ALL ABOUT FELINE RESPIRATORY INFECTION

11:30 am – 1 pm

Dr. Stephanie Janeczko, Animal Care & Control of New York City

Frustrated by upper respiratory tract infections? Don't know what else to do? You're not alone. Upper respiratory infections are the most common infectious diseases seen in shelter cats. This workshop will focus on the viruses and bacteria that cause URI, how they're spread, and how we can best prevent them and treat sick cats.

VEGETARIAN LUNCH AND NETWORKING TIME

1 pm – 2 pm

SEMINAR TOPICS:

- **Marketing Your Pets Online**
- **All About Feline Respiratory Infection**
- **Open Adoptions**
- **Training Shelter Dogs**

OPEN ADOPTIONS

2 pm – 3:30 pm

Jan McHugh-Smith, San Francisco SPCA

Since the inception of the humane movement, the adoption of animals has been an integral component of our efforts to save animals' lives. We'll explore different approaches to adoption counseling that will help your staff improve matches and client relationships. We'll discuss methods to support the transition of animals into new homes and getting feedback from our adopters.

BREAK

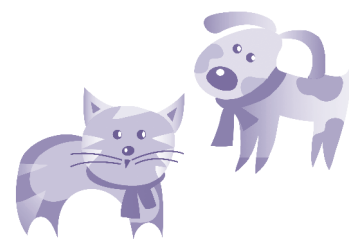
3:30 pm – 3:45 pm

TRAINING SHELTER DOGS

3:45 pm – 5:30 pm

Sue Sternberg, Rondout Valley Animals for Adoption

Before deciding to hold a dog for adoption, animal welfare professionals must provide true quality of life for each dog. 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

SPEAKERS

SUZAN SHAW, PETFINDER.COM

As a shelter outreach specialist for Petfinder, Suzan welcomes shelters and rescue groups to Petfinder.com and represents Petfinder at animal welfare conferences across North America. Suzan is a former 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 are in working towards ending the homeless animal population through her experiences of fundraising and highlighting an organization's attributes. Her bachelor's degree in marketing, extensive training in public speaking and leadership provide a foundation for rescues succeeding in their goals. Suzan serves as co-chair of the Orange County Animal Services Advisory Board, Kindness for Cats, Inc., Board, and is a foster mom for Orange County Animal Services. She lives in Orlando, Florida, with her five cats.

STEPHANIE JANECKO, ANIMAL CARE & CONTROL OF NEW YORK CITY

Dr. Janeczko received her DVM from Cornell University in 2004. Following graduation, she spent time in general small animal practice. Her experiences with the animals from shelters and rescue groups strengthened her interest in the field of shelter medicine, and in 2006 Dr. Janeczko became the first resident in shelter medicine at Cornell. While there her time was divided between seeing cases through the Cornell University Hospital for Animals and working directly with shelters, particularly those surrounding Ithaca, New York. After completing her residency as well as an M.S. in epidemiology, Dr. Janeczko began her current position as medical director for Animal Care & Control of New York City. She shares her home with her furry family—four wonderful cats and the best dog in the world!

JAN McHUGH-SMITH, SAN FRANCISCO SPCA

With twenty-four years of experience in animal welfare, Jan worked in many different positions as an animal welfare professional. She was the CEO of the Humane Society of Boulder Valley for 12 years and serves on the Board of Directors for the Society of Animal Welfare Administrators and the State Humane Association of California. Her education includes two bachelor degrees in biology and music, and she is a Certified Animal Welfare Administrator (CAWA). Jan is currently the president of the San Francisco SPCA. Most importantly she shares her life with her husband, son and three wonderful shelter alumni, Mikie, Tulee and Pepito.

SUE STERNBERG, RONDOUT VALLEY ANIMALS FOR ADOPTION

Sue Sternberg is the founder and director of Rondout Valley Animals for Adoption, a not-for-profit open-admission animal shelter in upstate New York. She is also the founder of the Community Animal Shelter Association (CASA), a not-for-profit organization dedicated to pet owner outreach, safe animal adoptions, and quality of life at animal shelters around the world. Sue is an expert in dog aggression and an innovator in the field of shelter dog welfare, and she develops programs to prevent pet relinquishment and overpopulation, to match families with safe pets, and to help shelters attend to the mental health of the animals in their care. Training Wheels®, a mobile community outreach program, and Assess-a-Pet™, a method to evaluate animal temperament, are two popular programs developed by Sue. With over 23 years of experience, she shares her knowledge of dog behavior on radio and television shows, as a popular speaker at national humane and dog training conferences, and through books and videos.



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 \$51 million has been raised through a combination of fundraisers in PETCO's almost 1000 stores and donations through the PETCO Foundation. These funds were used to support more than 5,700 local animal welfare groups across the U.S. The PETCO Foundation endeavors to create responsible animal guardians, assist in modifying behavioral issues to make companion animals more adoptable, reduce the number of adoptable animals euthanized, rescue animals in crisis and more information about the PETCO Foundation may be found by visiting www.petcofoundation.org.

Petfinder™

Petfinder.com is the oldest, largest and most successful searchable database of homeless pets on the Web. It provides more than 12,500 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 13 million adoptions since it was created in 1996.

WORLD FORESTRY CENTER, MILLER HALL

503-228-1367

South to Portland on I-5 Follow the signs for Beaverton and get on US Highway 26 West. Go through the tunnel, and up a gradual hill, and then look for the Zoo-Forestry Center signs and exit 72. It's the first one you'll see on Highway 26.

North to Portland on I-5 Take exit 299B for Beaverton, which is just before you get downtown. This puts you on I-405. Take exit 1D to Hwy 26 West. Go through the tunnel and up a gradual hill, and then look for the Zoo-Forestry Center signs and exit 72. It's the first one you'll see on Highway 26.

West to Portland on I-84 Follow the signs for Beaverton, which will send you across the river and put you on I-405. Take exit 1D to Highway 26 West. Go through the tunnel and up a gradual hill, and then look for the Zoo-Forestry Center sign and exit 72. It's the first one, once you are on Highway 26

From coast on Hwy 26 Stay on Hwy 26 through Beaverton. You'll then approach Portland and see the Zoo-Forestry Center exit 72. If you reach downtown, you've gone too far.

From downtown From Downtown Portland, drive south on Broadway (or any of the numbered streets) and turn west onto Clay street. This street takes you right to Highway 26 West, and then take the first exit, which is exit 72 and marked Zoo-Forestry Center.

From the airport As you leave the airport, take the exit for I-205 south toward Portland. After a few miles, take the I-84 west exit, which also says Portland. Continue on toward downtown Portland, and then exit on I-405 towards Beaverton. Head west on Highway 26 and, after the tunnel, take the Zoo-Forestry Center exit 72. It's about a 25-minute drive.

DIRECTIONS TO THE WORLD FORESTRY CENTER, MILLER HALL

SPECIAL THANKS TO MULTNOMAH COUNTY ANIMAL SERVICES



ADOPTION OPTIONS

behavior, placement and promotion

Join us for a ONE-DAY SEMINAR

sponsored by **PETFINDER™** and **PETCO FOUNDATION**

SUNDAY, OCTOBER 18, 2009

WORLD FORESTRY CENTER, MILLER HALL

4033 SW Canyon Rd.
Portland, OR 97221

503-228-1367

Two ways to register

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

1. Register online by Oct. 7 at 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, post-marked by Oct. 7, to: Petfinder.com, Lynn Davidson-Katz, 28 Garden Street, South River, NJ 08882.

Name:

Organization:

Full address of organization:

Phone number:

Email address:

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

Petfinder Shelter ID _____

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

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