

# 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. Bring business cards, brochures, news and/or fundraising items.

### WELCOME FROM THE PETCO FOUNDATION

9:45 am – 10:15 am

Beth Mars, the 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

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

### CANINE INFLUENZA ISSUES IN THE SHELTER

11:30 am – 1 pm

Dr Karen Dashfield, DVM

One of the keys to getting our dogs adopted is keeping them healthy during their time with us. In recent years canine influenza has become one of the biggest obstacles to canine health in the shelter. Dr. Dashfield will discuss how to control and manage outbreaks in your facility.

### SEMINAR TOPICS:

- Marketing Your Pets Online
- Canine Influenza Issues in the Shelter
- Open Adoptions, Lasting Relationships
- Enrichment and Training in the Progressive Shelter

### INTRODUCING PETFIRST

1 pm – 1:30 pm

Pet health insurance can reduce your complaints and returns for illness as well as spare families the heartbreaking decision to surrender or euthanize when they can't afford treatment. Petfinder believes that encouraging adopters to insure their pets will help keep pets in their homes and healthy. Meet our new partner, PetFirst, who has a special program just for adopters.

### VEGETARIAN LUNCH AND NETWORKING TIME

1:30 pm – 2:30 pm

### OPEN ADOPTIONS, LASTING RELATIONSHIPS

2:30 pm – 4 pm

Nick Gilman, Humane Logic

The adoption process gets people off on the right paw toward enjoying a responsible, loving and long-term relationship with an animal. It should also be the beginning of another important relationship—between the adopter and the adopting organization. This workshop will discuss effective tools for making adoptions and building relationships with adopters so that we can both help them now and ensure they will always come back to us.

### BREAK

4 pm – 4:15 pm

### ENRICHMENT AND TRAINING IN THE PROGRESSIVE SHELTER

4:15 pm – 5:30 pm

Leigh Siegfried, Mission Dog

Enrichment for dogs is as important as food, water and shelter. Learn some easy, effective and no-cost ways to make the dogs in your care happier and more adoptable. We'll cover enrichment ideas for any size shelter and budget. We'll also do hands-on demonstrations of some easy training tricks that make dogs calmer and much more appealing to adopters.

## 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

### SARA LIPPINCOTT, PETFINDER.COM

Sara is the director of shelter outreach for Petfinder.com. She has a degree in psychology and many years of varied animal welfare experience, including 10 with Petfinder. Sara devotes her time to writing content for [www.petfinder.com/admin](http://www.petfinder.com/admin) as well as identifying and coordinating ways for Petfinder to help the animal welfare community. Senior pets, FIV+ cats and special needs animals have a permanent place in her heart. Sara works from her home in Montclair, N.J., which she shares with her husband, stepdaughter, a backyard cat colony, two indoor FIV+ cats, two hamsters and a tarantula named 3.

### DR. KAREN DASHFIELD, DVM

Karen is a veterinarian with 19 years of experience designing disease control programs for shelters, kennels and wildlife rehabilitators throughout New Jersey. In this role she has treated and monitored over 250 infected dogs in a single facility during a canine influenza outbreak and worked with numerous facilities to identify, treat and control outbreaks of disease. As director of Sussex County Animal Response she initiated and ran a shelter for Hurricane Katrina Dogs in 2005/2006 which received, re-homed and reunited over 200 animals. As a house call veterinarian, Karen provides regular on-site care for the animals of BARKS (Byram Animal Rescue and Kindness Squad), and Antler Ridge Wildlife Rehab. Through BARKS she runs a pet food pantry that distributes pet food to human food pantries and needy families throughout Sussex County, N.J. Karen is also a consultant for Best Friends Animal Society, working on the Best Friends Search and Service Dog Program. She has been involved in Search and Rescue Dog Training for over 15 years and responded to 9/11 with her dog Sophie. She shares her

home with her four dogs Red, Dusty, Bella and Sadie, and a cat named Princess. Sadie, a rescued Springer Spaniel, is a search dog in training.

### NICK GILMAN, HUMANE LOGIC

Nick has been working on behalf of animals for over 21 years. He has worked at the local level at animal shelters, doing everything from direct care of animals to being executive director. His work experience ranges from national disaster relief to cruelty investigations, consulting and shelter design. He worked for three years for the Humane Society of the United States and for seven years for the American Humane Association, where he served as director of animal programs. Nick has appeared on NBC's "The Today Show," "CBS This Morning" and National Public Radio. He has authored numerous articles in humane trade magazines and has presented hundreds of workshops on humane issues, both in the United States and abroad. Nick is the 2003 recipient of the Dennis J. White Award for Excellence in Instruction and Training presented by the American Humane Association (AHA) and was also presented the Humanitarian of the Year Award by the Wisconsin Federation of Humane Societies.

### LEIGH SIEGFRIED, MISSION DOG

Leigh Siegfried began her work with dogs as a volunteer at a nonprofit animal shelter. She has been a professional, positive-reinforcement dog trainer since 2002, a Certified Pet Dog Trainer since 2004, and has managed an award-winning dog daycare and training facility in Northern Virginia. She is an associate member of the International Association of Animal Behavior Consultants and is a member of the Association of Pet Dog Trainers. She conducts private behavior counseling sessions, group training classes in basic and advanced manners and agility, and a variety of workshops. Leigh lives in Quakertown, Pa.

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 \$63 million has been raised through the PETCO Foundation. These funds were used to support more than 6,200 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).



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 14 million adoptions since it was created in 1996.

**Petfinder™**

**OAK OPENINGS LODGE**  
419-407-9700

**DIRECTIONS TO OAK OPENINGS LODGE**  
From I-90 take the OH-2 exit, Exit 52, toward Toledo Airport. Turn right on Airport Highway/OH-2. Go 1.5 miles then turn left on Wilkins Rd. Follow Wilkins Rd. for 2.5 miles. The Lodge is on the corner of Wilkins Rd. and Oak Openings Parkway.

**QUESTIONS & ADDITIONAL INFO**  
Lynn Davidson-Katz, 732-993-7838

Lynn Davidson-Katz, Petfinder.com  
28 Garden Street  
South River, NJ 08882

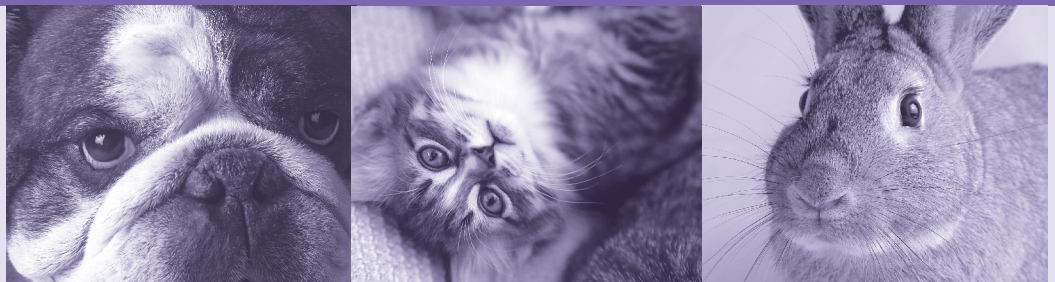
# Join us for a ONE-DAY SEMINAR

sponsored by  
**PETFINDER™ and  
PETCO FOUNDATION**

**SUNDAY  
JUNE 6, 2010**

**OAK OPENINGS LODGE IN  
THE OAK OPENINGS PRESERVE**  
5230 Wilkins Road,  
Whitehouse, Ohio 43571  
(The Lodge is located at the corner of  
Wilkins Rd and the Parkway)  
419-407-9700

**SPECIAL THANKS TO:  
TOLEDO AREA HUMANE SOCIETY  
LUCAS COUNTY DOG WARDEN**



# ADOPTION OPTIONS

behavior, placement and promotion

This brochure is printed on 100% recycled paper. Forest Stewardship Council certified.

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

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

**Job/Duties:** \_\_\_\_\_

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

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

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

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

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

**RSVP by June 4. Register online using PayPal or email [adoptionoptions@petfinder.com](mailto:adoptionoptions@petfinder.com) to pay in cash or check at the door.**

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

## Two ways to register