

# 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

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

Kim Saunders, *Petfinder.com*

After a brief look at Petfinder.com's free service to the animal welfare community, Kim 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

### INFECTION CONTROL: UNDERSTANDING THOSE VALUABLE VACCINES

11:30 am – 1 pm

Dr. Miranda Spindel, *the ASPCA*

Do you ever wonder how vaccines work in an individual animal and in the sheltering community at large? What is the difference between a live or killed vaccine? Which vaccines are necessary for dogs and cats in shelter environments and in home-based programs? Which aren't? How old do animals need to be to be vaccinated? How many times does an animal need to be vaccinated? Should you vaccinate pregnant animals? Where should vaccines be given? What are the risks of vaccinating? Dr. Spindel will discuss the answers to these questions and more.

## 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.

### 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, OPEN MINDS

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

### TRAINING SHELTER DOGS

4:15 pm – 5:45 pm

Sue Sternberg, *Rondout Valley Animals for Adoption*

Animal welfare professionals have a responsibility to provide true quality of life for each dog in their program. This workshop 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.

Stay to hear about the Humane Animal Welfare Society's new behavior program the Mod Squad! HAW'S Mod Squad is a unique group of volunteers that works with special needs animals housed at the shelter. These volunteers are trained to "mod"-ify behavior, using a variety of tools and techniques, including EZ Walk harnesses, Tellington TTouch®, clickers and interactive toys. Dogs in this program are in several special needs categories: those who do not thrive in the shelter environment or have been there a long time; dogs who pass the behavior evaluation but are not quite ready for adoption; those who do not pass the behavior evaluation but might with a little help; and others in the adoption ward who would benefit from a behavior modification program. Activities also provide a source of environmental enrichment for all kennel dogs.

## SPEAKERS

### KIM SAUNDERS, PETFINDER.COM

Kim was an attorney with a passion for rescue. She left her practice to become Petfinder's first staff member in 1999 after witnessing firsthand how it doubled her rescue group's adoptions. As vice president of shelter outreach and public relations, Kim has been instrumental in increasing services to Petfinder members and helping them strengthen their adoption programs. Kim serves as vice president of the board of the Animal Welfare Federation of New Jersey (AVFNJ), is a Trustee of St. Hubert's Animal Welfare Society and is a New Jersey certified animal control officer. She shares her home and Petfinder.com office with rescued Pit Bull Mojo, one-eyed shelter cat Slide—and whoever the current resident foster pup may be.

### DR. MIRANDA SPINDEL, THE ASPCA

Dr. Spindel first began volunteering at a humane society veterinary clinic when she was twelve years old. She graduated in 1999 from Colorado State University's Professional Veterinary Medical Program, completed a rotating small animal internship and spent several years in small animal practice before returning to work in her true passion—shelter medicine. Dr. Spindel believes that the world within an animal shelter is rich in opportunity for veterinary education and has developed and taught a junior shelter-medicine course for five years at CSU as well as initiated and completed the first residency in shelter medicine offered through the university. She currently serves as president of the Association of Shelter Veterinarians and continues to work on a local and regional level with area shelters.

### 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.

### SUE STERNBERG, RONDOUT VALLEY ANIMALS FOR ADOPTION

Sue Sternberg is founder and owner of Rondout Valley Animals for Adoption, a small, open admission animal shelter which serves the local (upstate New York) community and runs national programs as well. These national programs are dedicated to helping shelters ensure safe and lasting dog adoptions through behavioral and temperament assessments and quality of life for dogs in shelters and by encouraging innovative and proactive community outreach programs. Sue has over 25 years of dog behavior experience, including as a dog control officer, kennel and animal care technician at various shelters, dog trainer and behavior counselor, dog training instructor and temperament evaluator at the ASPCA, boarding kennel owner, veterinary assistant, successful competitor in a variety of dog sports, and teacher of dog trainers. Rondout Valley Animals for Adoption is featured in an HBO documentary called "Shelter Dogs," which aired in January 2004. She is the author of *Successful Dog Adoption* (Howell Book House, [www.amazon.com](http://www.amazon.com)) and most recently published the *Assess-A-Pet Manual* ([www.greatdogproductions.com](http://www.greatdogproductions.com)). Sue has four dogs, one from a shelter in Oklahoma, one from a shelter in Virginia, one from NYC animal control, and one from a cattle ranch in Utah. She is an accomplished fiddle player, an avid mineral and fossil collector, loves Earl Grey tea, and is a major "Stargate Atlantis" fan.

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 23. Register online using [Petfinder.com](https://www.petfinder.com) to pay in cash or check at the door. [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

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

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

## Join us for a ONE-DAY SEMINAR

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

**FRIDAY  
JUNE 25, 2010**

**CLARION HOTEL AIRPORT**  
5311 South Howell Avenue  
Milwaukee, WI 53207  
414-481-2400

SPECIAL THANKS TO  
HUMANE ANIMAL WELFARE SOCIETY  
MILWAUKEE ANIMAL RESCUE CENTER



# ADOPTION OPTIONS

behavior, placement and promotion

**CLARION HOTEL AIRPORT**  
414-481-2400

**DIRECTIONS TO CLARION HOTEL AIRPORT**  
Take I-94 to the airport exit, Exit 318. Continue 1/2 mile to Howell Ave. Turn left on Howell, then left again at the first set of lights. The hotel is on the right.

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.

