

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 17 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.

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 July 3 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, postmarked by July 3, 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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Agricultural Commissioner & Sealer of Weights and Measures • 209-525-6800

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



Join Us for a ONE-DAY SEMINAR Adoption Options

Friday, July 13, 2012

Agricultural Commissioner &
Sealer of Weights and Measures
Harvest Hall, Rooms A, B, C
3800 Cornucopia Way
Modesto, California 95358



BEHAVIOR
PLACEMENT
PROMOTION

DIRECTIONS:

From North: Take Hwy. 99 to Crows Landing Road. Exit right on Crows Landing Road South. Office is on corner of Service and Crows Landing Road. Harvest Hall is the building between two parking lots as you look south toward the Agriculture building.

From South: Take Hwy. 99 to Mitchell Road. Exit right on Mitchell Road North. Turn left on Service Road. Office is on corner of Service and Crows Landing Road. Harvest Hall is the building between two parking lots as you look south toward the Agriculture building.

Sharon Prushinski,

505 Swift Drive
Milford, NJ 08848.

Special thanks to
Westside Animals for Adoption and
Stanislaus Animal Services Agency

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.**



Oh Give Me a Home

Noon – 1:30 pm

Jan McHugh-Smith, CAWA

Since the inception of the humane movement, the adoption of animals has been an integral component of our efforts to save animal's 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.

VEGETARIAN LUNCH, NETWORKING TIME

1:30 pm – 2:30 pm

*****2:30 PM – 5 PM*****

CHOOSE FROM TWO SESSIONS

Cats are Complex Individuals

Dr. Grant Gugisberg, DVM

Cats are complex individuals. Once thought to be solitary individuals we now know they develop complex social groups. In this discussion, we'll look at steps to make cats' lives better – prior to entering the shelter, while in the shelter and when they arrive in their new homes.

OR

Training Shelter Dogs

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.

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 which 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, NJ, 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.

Jan McHugh-Smith, CAWA, Humane Society of the Pikes Peak Region

Jan McHugh-Smith is the president/CEO of the Humane Society of the Pikes Peak Region, an open-admission organization with two facilities serving 28,000 animals annually throughout Southern Colorado. Jan's animal welfare experience over the past 28 years also includes being president of the San Francisco SPCA, CEO of the Humane Society of Boulder Valley, CO, and Director of Eagle County Animal Control, CO. Most importantly she shares her life with her husband, son and three wonderful shelter dogs, Pepito, Flint and Molly.

Grant Gugisberg, DVM., Parkview Cat Clinic

"Dr. Grant" Grant Gugisberg is a 1991 graduate of the University of Minnesota. Licensed in five states, in 2007 he left dog/cat practice and became owner of Parkview Cat Clinic located minutes away from the Mall of America. Dr. Grant joined sheltering as one of 19 practices providing care to the local shelter. He conducted research and participated in national discussions on feline upper respiratory infections. Current interests include behavior and enrichment and internal and geriatric medicine for companion animals. Along with his wife Heidi, also a veterinarian, they provide sustenance and love to three cats, one dog, three geese, chickens and a therapy horse.

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 both the local (upstate New York) community as well as runs national programs. Sue has over 30 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. Sue has published many educational guides which can be found at www.greatdogproductions.com. Her latest offering is a book and two-DVD set, "Train to Adopt." Sue has four dogs – Hop Sing, Bea, Yeoman Rand and Gene Roddenberry – who are all ruled by one awesome cat, Sanjay Gupta. She is an accomplished fiddle player, an avid mineral and fossil collector, loves Earl Grey tea, and is a major "Stargate Atlantis" fan.