

Petfinder

Petfinder.com is the oldest, largest and most successful searchable database of homeless pets on the Web. It provides more than 14,000 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 20 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 November 24, 2012, 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 November 24, 2012, to Petfinder.com, Melissa Vecera, 3815 Sunnyfield Ct., Apt. 1D, Hampstead, MD 21074.



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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BEHAVIOR
PLACEMENT
PROMOTION



Join Us for a ONE-DAY SEMINAR Adoption Options

Tuesday, December 4, 2012

Doubletree by Hilton Raleigh Brownstone-University
1707 Hillsborough Street
Raleigh, NC 27605



DIRECTIONS

From I-40 East: (RDU Airport): Take Exit 289 Wade Ave. Continue on Wade Ave. for six miles. Turn right onto St. Mary's Street. Continue for approximately one mile. Turn right on Hillsborough St. and the hotel is located .75 mile on your left.

From I-40 West: Take Exit 298-B South Saunders St. Follow South Saunders towards Downtown. The road will fork just outside of downtown. Stay to the right onto McDowell St. Follow McDowell into downtown for about 1.5 mile. Turn left onto Hillsborough St. The hotel will be on the left in one mile.

From I-85 South: Take I-85 South to US 1 south. US 1 will become Capitol Blvd. once you enter the city limits of Raleigh. Stay on Capitol and follow it toward downtown. Once in downtown, Capitol will become Dawson. Turn right onto Hillsborough St. The hotel is on the left in about a mile.

From I-95 North: Take I-95 North to I-40 West. Follow above directions for I-40 West.

Doubletree by Hilton Raleigh Brownstone-University • 919-828-0811

QUESTIONS & ADDITIONAL INFO

Melissa Vecera, 443-291-6759

Melissa Vecera

3815 Sunnyfield Ct., Apt. 1D
Hampstead, MD 21074

Special thanks to
Wake County Animal Adoption Center

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

Melissa Vecera, Petfinder

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



Intake: Let's Start at The Very Beginning

Noon – 1:30 pm

Dr. Miranda Spindel, The ASPCA



Proper intake provides a foundation for homeless animal wellness. The first few days in care are a time when animals are often most at risk for infectious disease and are experiencing very high levels of stress. Unfortunately, the most critical preventive measures are often provided much later in stays. During this session, attendees will learn about the need for a prompt and comprehensive intake process. We will cover setting up an intake area for shelter facilities, conducting a basic examination, providing preventive measures, recognizing infectious disease and emergency "red-flags," and routing animals to appropriate housing. Whether you work in a home-based or brick-and-mortar program, this session will provide practical information to help you save more lives.

VEGETARIAN LUNCH, NETWORKING TIME

1:30 pm – 2:30 pm

2:30 PM – 5 PM

CHOOSE FROM TWO SESSIONS

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.

OR

Cats: Increasing Adoptions and Helping Cats Thrive

Susan Cosby, Animal Care & Control Team of Philadelphia

Part one: Increase adoptions by examining your rescue or shelter's approach to adopters and the adoption process. Create a major lifesaving impact for animals in your community by renovating and improving your organization's adoption program with mission-based, data-driven, and customer-friendly ideas.

Part two: Cats enter shelters at a rate of two cats for every one dog. Learn how to respect the basic needs of cats to help them survive and thrive the shelter or rescue experience. Topics include disease control, stress reduction and techniques to evaluate a cat's experience - a cat's eye view - in your organization's care!

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.

Melissa Vecera, Petfinder

Melissa is a shelter outreach specialist for Petfinder. She has several years of volunteer experience, which includes writing press releases and attending meet-and-greet events on behalf of the Mid-Atlantic Great Dane Rescue League, Inc., and hands on shelter experience at the MDSPCA. She has always loved animals and is continually looking for new ways to help them by spreading the mission of animal welfare. She currently works near Baltimore, MD, and shares her home with a dachshund named Lily, whom she found on Petfinder.com.

Dr. Miranda Spindel, The ASPCA

Dr. Miranda Spindel is currently senior director of shelter medicine in the Department of Veterinary Outreach at the ASPCA. Following graduation in 1999 from Colorado State University's Professional Veterinary Medical Program, Dr. Spindel completed a rotating small animal internship and spent several years in emergency and 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 research integrated with improving the lives of animals. She developed and taught a junior shelter medicine course for five years at Colorado State University and is currently an affiliate faculty member teaching shelter medicine there. She initiated and completed the first residency in shelter medicine with a master of clinical sciences offered through Colorado State University. Dr. Spindel is a two-term past president of the Association of Shelter Veterinarians and a member of the ASV Shelter Standards Task Force and serves as the Veterinary Information Network's shelter medicine consultant. Her research interests are canine influenza virus, upper respiratory disease and infectious disease management. Dr. Spindel lives in Colorado and works with shelters across the country.

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.

Susan Cosby, Animal Care & Control Team of Philadelphia

Susan Cosby is the executive director of the newly formed Animal Care and Control Team of Philadelphia, former president & CEO of the Pennsylvania SPCA and former executive director of the Animal Welfare Association in New Jersey. She is committed to creating no-kill communities and has led high volume, high quality companion animal sheltering and spay-and-neuter efforts, impacting the lives of tens of thousands of animals annually.