

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 DANISHES

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

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

Susan Greene, Petfinder.com

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

GRASSROOTS FUNDRAISING

11:30 am – 12:45 pm

Suzan Shaw, CARE Feline Rescue and Orange County Animal Services Advisory Board

Don't be hog-tied when it comes to raising money for your organization. This grassroots fundraising conversation is rooted in having everyone win and loving the outcome whether you are a small or large organization. Learn foundational money-sourcing basics, money-generating strategies and money-causing key players as well as the basics of event planning.

VEGETARIAN LUNCH AND NETWORKING TIME

12:45 pm – 2 pm

SEMINAR TOPICS:

- **Marketing Your Pets Online**
- **Grassroots Fundraising**
- **A Closer Look at Adoption Strategies**
- **Training Dogs for Adoptability and Long-Term Housing**

A CLOSER LOOK AT ADOPTION STRATEGIES

2 pm – 3:15 pm

Dr. Steve Notaro, University of Illinois

How many potential adopters are there in your community? The answer: probably more than the number of pets in your care. This workshop will help you determine how many pets you can potentially place, based on your population, and will offer a plan to move your adoption program into the stratosphere by re-examining the "facts" behind adoption.

BREAK

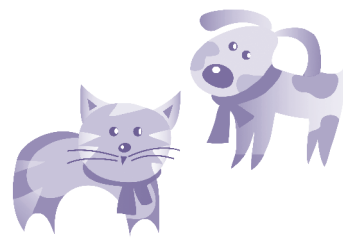
3:15 pm – 3:30 pm

TRAINING DOGS FOR ADOPTABILITY AND LONG-TERM HOUSING

3:30 pm – 5 pm

Pia Silvani, St. Hubert's Animal Welfare Center

Every dog has its own story of how it came to the shelter. Some may have been abandoned, some were relinquished due to normal doggie behaviors that the owner did not anticipate and others may have never had the benefit of being loved by humans, wandering the streets or beaches around our country. One thing they all have in common is that they are homeless and need training. Because behavioral wellness is just as important as training for good manners, Pia will go over various techniques and goals for a successful training program as well as giving tips on creating a program for those dogs that unfortunately are housed for long periods of time—longer than we would like to see.



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

Susan Greene, Petfinder.com

As a member of the shelter outreach team, Susan is the first point of contact for shelters and placement groups at Petfinder.com. Susan worked as a humane officer with the Tomkins County (N.Y.) SPCA. She then spent 17 years in an academic setting, first in law enforcement and then with the biology department at Ithaca College. From 1994-2004 she ran a wildlife control and rescue business which stressed humane control methods. Due to an increasing number of requests for help with free-roaming cats, that business became a feral cat rescue in 2004. Susan holds a B.A. degree in philosophy from Ithaca College and is completing an M.S. in communication. She uses those skills to help mediate conflicts that may arise on Petfinder. She lives in rural New York state with six purrsonal cats and a cat facility for formerly feral felines who are up for adoption on Petfinder.com!

Suzan Shaw, Care Feline Rescue and Orange County Animal Services Advisory Board

Suzan is a 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 a focus-driven community-based organization, working towards ending the homeless animal population through her experiences of fundraising and highlighting the organization's attributes. Qualifications include a bachelor's degree in marketing, extensive training in public speaking, and service on numerous boards/committees for animal health and safety.

Dr. Steve Notaro, PhD, University of Illinois

Steve has over 20 years experience in animal welfare as an executive director and a board member of a humane society and national groups. Steve is currently a professor at the University of Illinois, teaching strategic planning, statistics and ethics. Steve is a former SAWA board member, cofounder and president of the Illinois Animal Welfare Federation, member of the AHA shelter advisory board and advisor to the National Council on Pet Population Study and Policy. Most recently, Steve was involved in a research study on the impact of pit bulls on shelters.

Pia Silvani, St. Hubert's Animal Welfare Center

Pia is director of training and behavior at St. Hubert's Animal Welfare Center in Madison, N.J. Pia writes behavior articles for the shelter's newsletter and library and contributes articles to many shelter newsletters around the country. She lectures on animal behavior internationally and routinely consults with various shelters around the world. She is past vice president of the Association of Pet Dog Trainers and Certification Council for Professional Dog Trainers. She is on the Advisory Committee of the Animal Rescue League of Boston and radio host of Teacher's Pet on www.petliferadio.com. Pia shares her home with husband, Marty, as well as their two Belgian Tervurens. In her spare time, she and her dogs successfully compete in obedience, rally-o, agility, and tracking.



The mission of the PETCO Foundation is to support community organizations and efforts that enhance the lives of companion animals while strengthening the bond between people and their pets. Since its inception in February of 1999, over \$45 million has been raised through a combination of fundraisers in over 800 stores and donations from the PETCO Foundation. These funds were used to support more than 5,000 local animal welfare groups across the U.S. The PETCO Foundation is dedicated to the Four R's in animal welfare: Reduce, Rescue, Rehabilitate, and Rejoice. More information about the PETCO Foundation may be found by visiting www.petco.com.

Petfinder™

Petfinder.com is the oldest, largest and most successful searchable database of homeless pets on the Web. It provides more than 11,000 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 12 million adoptions since it was created in 1996.

JABEZ SANFORD HARDING PERFORMING ARTS CENTER
706-447-7653

DIRECTIONS TO THE JABEZ SANFORD HARDING PERFORMING ARTS CENTER
From I-20 eastbound: Take exit I-95 and make a left on Wheeler Rd. Wheeler becomes Flowing Wells Rd. Go 1.5 miles then turn left onto Washington Rd. Go 2.8 miles then turn right on Ronald Reagan Dr. At the traffic light, turn left onto Evans Center Blvd. Turn left into the public library building. The performing arts center is in the library building.
From I-20 westbound: Take exit I-99 and turn right onto Washington Rd. Go 6.4 miles and turn right onto Ronald Reagan Dr. At the traffic light, turn left onto Evans Center Blvd. Turn left into the parking lot of the public library building. The performing arts center is in the library building.

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

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

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 Nov. 5 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. 27, to: Petfinder.com, Lynn 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.

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

Join us for a ONE-DAY SEMINAR

sponsored by
**PETFINDER™ and
PETCO FOUNDATION**

**FRIDAY,
NOVEMBER 7, 2008**

**JABEZ SANFORD HARDING
PERFORMING ARTS CENTER**
7022 Evans Town Center Blvd.
Evans, GA 30809
706-447-7653

SPECIAL THANKS TO:
CSRA HUMANE SOCIETY



ADOPTION OPTIONS

behavior, placement and promotion