

# 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.

### WELCOME FROM PETCO FOUNDATION

9:45 am – 10:15 am

Paul Jolly *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

Lynn Davidson-Katz, *Petfinder.com*

After a brief look at Petfinder.com's free service to the animal welfare community, Lynn 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 pm – 11:30 pm

### EFFECTIVE CLIENT RELATIONS

11:30 am – 12:45 pm

Dori Villalon, *San Francisco SPCA*

Having positive interactions with your clients is the key to saving lives. This presentation will help you improve your staff's performance, enhance your agency's image and elevate your agency from "last resort" to "resource."

### VEGETARIAN LUNCH AND NETWORKING TIME

12:45 pm – 1:45 pm

### SEMINAR TOPICS:

- **Marketing Your Pets Online**
- **Effective Client Relations**
- **Social Animals: Using Web 2.0**
- **Training Dogs for Adoptability**

### SOCIAL ANIMALS: USING WEB 2.0 AND SOCIAL MEDIA TO INCREASE ADOPTIONS AND RECRUIT VOLUNTEERS, MEMBERS AND DONORS

1:45 pm – 3:15 pm

Emily Garman, *Oklahoma Media Group*

Are you looking for new ways to find new donors, members and volunteers? How can you increase adoptions? This seminar will teach you the basics of social media so that your organization can utilize these tools to benefit the animals in your program.

What IS Web 2.0? Social media? How can it help you?

Meet the players and learn some new words!

Soylent Green: Web 2.0 is made of people

Six things you can do TODAY to get started

Five EASY steps to develop a social media plan (in fact, let's do it today!)

Your Web site: irrelevant?

A staff of thousands: letting volunteers do all the work

10 ways you—yes, you—can use a blog

10 ways to improve your e-newsletter (and what to do if you don't have one)

### 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, wandering the streets or beaches around our country, may have never had the benefit of being loved by humans. 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.

### 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

### LYNN DAVIDSON-KATZ, PETFINDER.COM

Lynn is a member of the shelter outreach team at Petfinder.com and manages the Adoption Options program. She has been involved in shelter and rescue work for over fifteen years and has served as manager of the state of New Jersey's pilot low-cost spay/neuter clinic. She is a certified ACO in the state of New Jersey and a former board member of a local TNR program. Lynn holds a BS in marine ecology from Rutgers University, is an avid NASCAR fan and lives in New Jersey with her household of special needs pets.

### DORI VILLALON, SAN FRANCISCO SPCA

As a teenager, Dori Villalon rescued stray dogs, provided them with medical care, and conducted adoptions from her home. Today, Dori is the vice president of the San Francisco SPCA, and homeless animal care remains her passion. After developing a B.A. in animal welfare management, Dori joined the Humane Society of Boulder Valley and went on to become the director of the Larimer Humane Society, Cleveland Animal Protection League, and Sonoma County Animal Care & Control. As a frequent presenter for Petfinder's Adoption Options, she brings hands-on experience in both nonprofit and government animal welfare and control programs. Dori lives in San Francisco with her cats, Macy and Ernie, and a slightly overweight Chihuahua, Miss Millie.

### EMILY GARMAN, OKLAHOMA MEDIA GROUP

Emily has been working in graphic design for almost 20 years and Web site creation for 10 years. She holds degrees in journalism and electronic media from the

University of Oklahoma and has consulted with clients all over the United States. A passion for teaching and explaining social media to mystified beginners (and for rescuing dogs and cats) has resulted in her being requested to present workshops on social media and web communications at several national and regional conferences, including the HSUS Animal Care Expo and HSUS Taking Action for Animals. Her Web site, The Social Animal ([www.thesocialanimal.com](http://www.thesocialanimal.com)), is dedicated specifically to helping animal welfare workers (volunteers, shelter staffers, board members, admin staff and do-it-yourselfers) understand and use social media to further their lifesaving efforts. Emily has three dogs, Oliver, Rocky and Champ, who make her laugh every day. You can contact Emily at [Emily@thesocialanimal.com](mailto:Emily@thesocialanimal.com).

### 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](http://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 raise the quality of life for pets and people who love and need them. Since its inception in February of 1999, over \$51 million has been raised through a combination of fundraisers in PETCO's almost 1000 stores and donations through the PETCO Foundation. These funds were used to support more than 5,700 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™

Petfinder.com is the oldest, largest and most successful searchable database of homeless pets on the Web. It provides more than 12,500 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 13 million adoptions since it was created in 1996.

850-434-32501

HERITAGE HALL SEVILLE QUARTER

**DIRECTIONS TO HERITAGE HALL SEVILLE QUARTER**  
 From Interstate 10:  
 Merge onto I-110 via Exit 12 to Downtown Pensacola/PNS Beach.  
 Travel south on I-110 to Exit I-C, which is Garden Street/Historic District.  
 Take the Garden Street Exit (the ramp slopes down and curves to the right). At the very first traffic light (which comes pretty quickly), turn LEFT onto Tarragona Street.  
 Travel approximately three blocks south on Tarragona Street to Government Street. At the stop sign, Heritage Hall is the building on your immediate right, on the corner of Tarragona and Government.

## Two ways to register

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

1. Register online by Nov. 16 at [www.petfinder.com/adoptionoptions/](http://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 Nov. 10, to: [Petfinder.com](mailto:Petfinder.com), Lynn Davidson-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.

## QUESTIONS & ADDITIONAL INFO

Lynn Davidson-Katz, 732-993-7838

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

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# Join us for a ONE-DAY SEMINAR

sponsored by **PETFINDER™ and PETCO FOUNDATION**

**FRIDAY, NOVEMBER 20, 2009**

**HERITAGE HALL SEVILLE QUARTER**  
 130 East Government Street  
 Downtown Pensacola, FL 32501  
 850-434-32501

SPECIAL THANKS TO:  
 SANTA ROSA ANIMAL SERVICES, ESCAMBIA COUNTY ANIMAL SERVICES



# ADOPTION OPTIONS

behavior, placement and promotion