

# 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

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

11:15 am – 11:30 am

### ALL ABOUT FELINE RESPIRATORY INFECTION

11:30 am – 1 pm

Dr. Stephanie Janeczko, *NYC Animal Care & Control*

Frustrated by upper respiratory tract infections? Don't know what else to do? You're not alone. Upper respiratory infections are the most common infectious diseases seen in shelter cats. This workshop will focus on the viruses and bacteria that cause URI, how they're spread, and how we can best prevent them and treat sick cats.

### 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

## 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.**

insure their pets will help keep pets in their homes and healthy. Learn about our new partner, Petfirst, who has a unique policy just for your adopters.

### VEGETARIAN LUNCH AND NETWORKING TIME

1:30 pm – 2:30 pm

### OPEN ADOPTIONS

2:30 pm – 4 pm

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

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

### BREAK

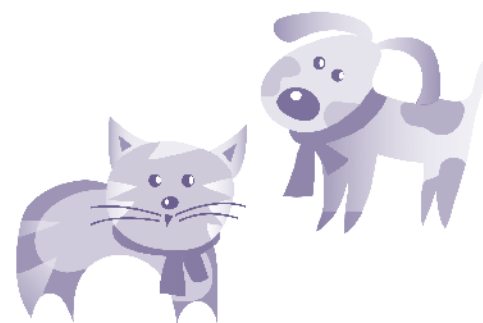
4 pm – 4:15 pm

### 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.



## SPEAKERS

### SARA KENT, PETFINDER.COM

Sara is the director of shelter outreach for Petfinder.com. She has a degree in psychology and many years of varied animal welfare experience, including 10 with Petfinder. Sara devotes her time to writing content for [www.petfinder.com/admin](http://www.petfinder.com/admin) as well as identifying and coordinating ways for Petfinder to help the animal welfare community. Senior pets, FIV+ cats and special needs animals have a permanent place in her heart. Sara works from her home in Montclair, N.J., which she shares with her husband, a stepdaughter, a backyard cat colony, two indoor FIV+ cats, two hamsters and a tarantula named 3.

### STEPHANIE JANECKO, ANIMAL CARE & CONTROL OF NEW YORK CITY

Dr. Janeczko received her D.V.M. from Cornell University in 2004. Following graduation, she spent time in general small animal practice. Her experiences with the animals from shelters and rescue groups strengthened her interest in the field of shelter medicine, and in 2006 Dr. Janeczko became the first resident in shelter medicine at Cornell. While there her time was divided between seeing cases through the Cornell University Hospital for Animals and working directly with shelters, particularly those surrounding Ithaca, N.Y. After completing her residency as well as an M.S. in epidemiology, Dr. Janeczko began her current position as medical director for Animal Care & Control of New York City. She shares her home with her furry family—four wonderful cats and the best dog in the world.

### JAN MCHUGH-SMITH, 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 shelter that serves 35,000 animals annually from

throughout Southern Colorado. Jan's animal welfare experience over the past 26 years includes being president of the San Francisco SPCA, CEO of the Humane Society of Boulder Valley, and director of Eagle County Animal Control. She is the chair of the Society of Animal Welfare Administrators (SAWA) and a director on the CATalyst Council board. Most importantly she shares her life with her husband, son and two wonderful shelter alumni, Flint and Pepito.

### 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.

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 a combination of fundraisers in PETCO's almost 1000 stores and donations 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.

**Petfinder™**

**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 August 1 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 August 5, to: *Petfinder.com, Lynn Davidson-Katz, 28 Garden Street, South River, NJ 08882*

Name:

Organization:

Full address of organization:

Phone number:

Email address:

Job/Duties:

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.

**WSU SPOKANE COUNTY EXTENSION OFFICE**

509-477-2048

**DIRECTIONS TO WSU SPOKANE COUNTY EXTENSION OFFICE**

From I-90 E: Take Exit 283B Freya St. Make a slight left onto E. 3rd Ave. then make a left on Freya St. Go 3/10 of a mile then turn right on E. Sprague Ave. Continue 1/2 mile then turn left onto N. Havana St. The county extension office is on the right.

From I-90 W: Take Exit 285 toward Sprague Ave. then merge onto S. Fancher Rd. Turn left onto E. Sprague Ave. Continue one mile then make a right onto N. Havana St. The county extension office is on the right.

**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**

**SUNDAY  
AUGUST 8, 2010**

SPECIAL THANKS TO  
SPOKANIMAL CARE  
SCRAPS



**ADOPTION  
OPTIONS**

behavior, placement and promotion

**WSU SPOKANE COUNTY  
EXTENSION OFFICE**

222 N. Havana  
Spokane, WA 99202  
509-477-2048