



# ADOPTION OPTIONS 2013

Friday, December 13, 2013

Ramada Hialeah Miami Airport  
1950 West 49th Street, Hialeah, FL 33012

**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. (Please register at least 10 days in advance.)

9:00 am – 9:30 am **SIGN IN AND FUEL UP: COFFEE AND DANISH**

9:30 am – 9:45 am **HOUSEKEEPING AND GETTING TO KNOW YOU**

One person from each organization should be prepared to introduce your group. Feel free to bring business cards, brochures, news and/or fundraising items.

9:45 am – 10:15 am **WELCOME FROM PETCO FOUNDATION**

*Susan Rosenberg, Petco Foundation*

Learn how to use the high traffic of Petco stores to increase adoptions for your organization. You'll also hear about other valuable resources to benefit your group that are available through the Petco Foundation and Petco.

10:15 am – 11:45 am **MARKETING YOUR PETS ONLINE: TIPS AND TRICKS TO INCREASE ADOPTIONS**

*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.

11:45 am – noon **BREAK**

Noon – 1:30 pm **FRIENDS, FOLLOWERS AND FUNDERS: INTEGRATING PROVEN FUNDRAISING STRATEGIES WITH WEB 2.0 TECHNOLOGY FOR MAXIMUM DONOR ENGAGEMENT**

*Emily Garman, The Social Animal*

Does your nonprofit need funding for projects or operations? Are you maximizing the use of social media and the Internet to capture unrestricted funding? In this workshop you'll get case studies, examples of real-world fundraising examples and techniques. This comprehensive seminar will cover general online fundraising techniques and the options available for soliciting online donations. It also will look at successful social media fundraising campaigns – and some not-so-successful ones – and break down how and why they worked or didn't work. Emily will share her five secrets that make her campaigns meet their goals 100% of the time.

1:30 pm – 2:30 pm **VEGETARIAN LUNCH, NETWORKING TIME**

**2:30 pm – 5 pm – CHOOSE FROM TWO SESSIONS**

## TRAINING SHELTER DOGS

*Leigh Siegfried, Mission Dog*

Animal welfare professionals have a responsibility to provide true quality of life for each dog in their programs. 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

## ALL ABOUT FELINE RESPIRATORY INFECTIONS

*Stephanie Janeczko, CAWA, The ASPCA*

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 in shelter cats. This workshop will focus on viruses and bacteria that cause URI, how they're spread, and how we can best prevent them and treat sick cats.

## Our Speakers

### SUSAN ROSENBERG, PETCO FOUNDATION

Susan, who has been with Petco for 15 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 8,000 Petco Foundation charitable partners and over 1,200 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 include 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.

### EMILY GARMAN, THESOCIALANIMAL.COM

Emily has been a foster mom and animal welfare volunteer for 15 years and founded TheSocialAnimal.com in 2008 to teach animal advocates how to use social media to raise money, recruit volunteers and save more lives. She speaks on next-generation fundraising, social media and mega-adoption events all over the world. In 2011 she traveled to Riga, Latvia, to present at the Dogs Trust European Summit and to the U.S. Virgin Islands to consult with individual shelters. She received the 2010 Advocate in Action Award from the Oklahoma Alliance for Animals for her work in using social media to pass puppy mill legislation in Oklahoma; she helped Texas organizations do the same in 2011.

### LEIGH SIEGFRIED, MISSION DOG

Leigh Siegfried is a certified pet dog trainer (CPDT-KA), shelter veteran and the owner of Opportunity Barks Behavior & Training, serving Greater Philadelphia and Northern Virginia and offering group training classes, private lessons and behavioral help for dogs and their owners. Shelter pros and shelter dogs have a special place in her heart, and she's happy to support those who are in the trenches. She was recognized as a Humanitarian Award winner by *The American Dog Magazine* and welcomes shelter pros and dog owners to pick her brain anytime at <http://opbarks.blogspot.com/> or at [opbarks.com](http://opbarks.com).

### STEPHANIE JANEZKO, CAWA, THE ASPCA

Dr. Janeczko received her D.V.M. from Cornell University in 2004. She spent time in small animal practice and worked with shelters and rescue groups before returning to Cornell as its first shelter medicine resident. Dr. Janeczko currently works for the ASPCA as senior director of community outreach shelter medicine programs, working locally in NYC as well as nationally to help shelters and animal welfare groups develop and improve their medical programs. She is the vice president of the Association of Shelter Veterinarians. She shares her home with her furry family – four wonderful cats and the three best dogs in the world!

[pro.petfinder.com/adoptionoptions](http://pro.petfinder.com/adoptionoptions)  
[adoptionoptions@petfinder.com](mailto:adoptionoptions@petfinder.com)