



# ADOPTION OPTIONS 2014

Friday, October 10, 2014

St. Hubert's Animal Welfare Center  
575 Woodland Ave., Madison, NJ 07940

**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 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 PETCO: THINK ADOPTION FIRST**

*Karen Meader*

Join us for an introduction to the Petco Think Adoption First Program, where partnership can increase your adoptions, community awareness and volunteer base.

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

*Melissa Vecera*

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 USING SOCIAL MEDIA TO RAISE MONEY, RECRUIT VOLUNTEERS AND SAVE MORE LIVES**

*Emily Garman*

Everything changes frequently in social media, and this seminar covers the latest changes on social networks as well as software and tools that nonprofits need to know about. This seminar will teach you how to harness the tools and concepts of social media to accomplish your goals and help more animals in your program. This session is great for beginners as well as more advanced users because it focuses on strategies and ways to use social media rather than just technical specifics. You'll see what other animal welfare organizations are doing to literally raise thousands of dollars a month using social media and to grow their volunteer and foster bases exponentially. You'll also learn about exclusive, non-publicized tools and resources available only to nonprofits that can make a huge difference in your online effectiveness. You don't have to be a technical guru or a Twitter expert for this session – all you need is an open mind!

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

**2:30 pm – 3:45 pm SHELTER MEDICINE 101**

*Stephanie Janeczko, DVM*

This workshop will review some of the common challenges shelters and rescue groups face in preventing infectious diseases and keeping the animals in their care healthy. We'll focus on tips and tools that are critical to improving health and welfare, including optimal animal care practices, strategies to reduce disease transmission, health examinations, vaccination protocols and sanitation procedures. A summary of available resources for further information will be provided as well as some time for Q&A to cover those topics most important to you.

**3:45 pm – 5 pm TRAINING SHELTER DOGS**

*Karen Owens*

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.

## Our Speakers

### KAREN MEADER, PETCO

Karen is the national adoption program manager covering the Midwest, Northeast, Mid-Atlantic and Southeast regions for Petco for the past three years. Prior to her current role, she was the regional marketing coordinator for the Southeast and a general manager and operations manager for Petco stores in Florida for a total of 10 years with the company. In addition, she has been able to attend many animal welfare conferences hosted by organizations such as the Society of Animal Welfare Administrators, the Humane Society of the United States, the ASPCA, Best Friends Animal Society and Petfinder. She has also attended an animal control officer certification course and received certification at the end of the course. She currently has five rescue pets – three cats and two dogs – and lives on the East Coast of Florida with her husband and son.

### MELISSA VECERA, PETFINDER

Melissa is a shelter outreach specialist for Petfinder. She has over seven years of volunteer experience, including 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 currently manages the North American Adoption Options conference series as well as all Petfinder webinars. She works near Baltimore, MD, and shares her home with a Dachshund named Lily, whom she found on Petfinder.

### 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 presents 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 US 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.

### STEPHANIE JANECKO, DVM, MS, DABVP, THE ASPCA

After receiving her DVM from Cornell in 2004, Dr. Janeczko worked in small animal practice with shelters and rescue groups before returning to Cornell as its first shelter medicine resident. She is board certified in canine and feline practice and is a member of the organizing committee for a board specialty in shelter medicine. She is also a certified animal welfare administrator and president of the Association of Shelter Veterinarians. 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 shares her home with her furry family – four wonderful cats and the two best dogs in the world – along with one very understanding husband!

### KAREN OWENS, CHARLOTTE MECKLENBURG ANIMAL CARE AND CONTROL

Karen Owens brings her 12 years of professional dog training experience to two organizations in addition to her business, Clever Canine Dog Training. She is the head trainer at Charlotte Mecklenburg Animal Care and Control, where she has spent the last year and a half successfully implementing the Train To Adopt program, building environmental enrichment activities and leading numerous outreach programs within the shelter community. Karen also volunteers for paws4people™ and has played a significant role in its efforts to place psychiatric service dogs with military veterans affected by PTSD. Karen lives in North Carolina with her amazing daughter, her all-too-awesome husband and three incredible dogs.

**Thank you to our host,  
St. Hubert's Animal Welfare Center**

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