



ADOPTION OPTIONS COMMUNITY

CONFERENCE TOUR

2019

8:30-9:00: Registration

9:00 – 10:00: **Welcome & Getting the Most out of Petfinder – Katie Schmuke, Purina/Petfinder**

10:15 – 11:30: **Shelter Medicine 101 - Dr. Jenny Morris, DVM, Atlanta Humane Society**

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.

11:30 – 12:30: **Networking Lunch with Speakers and Attendees**

12:30 – 1:45: **Utilizing Marketing for Overlooked Pets – Christina Hill, Atlanta Humane Society**

Make your animals more marketable and market them more efficiently to reduce length of stay! This session will teach you how to create a marketing timeline for your adoptable animals as well as implement proactive efforts to help overlooked pets get adopted before they become overlooked. You'll be provided a toolkit of ways to implement a marketing-based adoptable animal timeline (including ideas on when to update photos, reduce adoption fees, and review animal bios) within your organization, and learn how to work with volunteers to make it a reality.

2:00 – 3:15: **Beyond Spay/Neuter: - Community Outreach Interventions that Benefit Shelters and Rescues – Kim Wolf, Beyond Breed**

3:30 – 4:45: **More than Just Fun and Games: The Impact of Shelter Playgroups – Emily Grossheider**

It's more than just fun and games; play groups save lives! After visiting over 200 shelters across the United States and Canada, the team at Dogs Playing for Life™ has done more than have a lot of fun playing with dogs. We will share case studies and evidence that playgroups improve the quality of life of dogs and their caretakers. We will also share how shelters across the country have effectively used play groups to facilitate better adoption matching, more accurate sociability assessments, and improved shelter operations. Dogs live to play...we let them play to live!

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