



ADOPTION OPTIONS  
**COMMUNITY**  
CONFERENCE TOUR

2019

June 19<sup>th</sup> 2019: Asheville, NC

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. Elise Gingrich, ASPCA

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: **Customer Service for Animal Welfare Professionals** – Cathy M. Rosenthal, CHES

Poor customer service can spread quickly on social media and impact every aspect of your agency. Delivering exceptional customer service only takes a little effort and can drastically increase adoptions and donations as well as attract more volunteers and foster families to your agency. In this workshop, learn the secrets to achieving customer service excellence, from what to say and how to say it to body language techniques that can help you build quick rapport with the people you serve every day.

2:00 – 3:15: **Secrets of Success in the Small Shop** – Sandy Rees, Get Fully Funded

What if you could raise a lot of money to cover all your nonprofit's expenses? What if you could do it without selling T-shirts, without car washes, and without Buffalo Wild Wings night? What if you could not only raise money, but raise every last dollar you need to fund your budget - overhead and all? It's totally possible! It just takes the right message to the right people at the right time. Join us for this workshop and learn the 3 simple steps to fully funding your work so you can help more people and do it with less stress and more fun. We'll cover how to find ideal donor prospects, how to craft a heart-warming, wallet-opening message, and do it all with perfect timing so you never feel sleazy asking for money.

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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