



# ADOPTION OPTIONS COMMUNITY

CONFERENCE TOUR

2019

## July 18<sup>th</sup> 2019: Waco, TX

8:30-9:00: Registration

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

10:15 – 11:30: **Marketing that Moves Hard to Place Pets – Caitlin Quinn, HeARTs Speak**

The reality of our work is that you don't always have highly adoptable pets looking for homes. Sometimes you have challenging pets to place—those who tend to be overlooked or take longer to find new homes for other reasons. This session focuses on easy-to-implement, free and fun ways to reach new audiences, all while working to reach your lifesaving goals. Through humor, out-of-the-box strategies, transparency and creative media, we'll discuss how to help make all of your adoptables shine

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: **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.

3:30 – 4:45: **Beyond Spay/Neuter: Innovative Programs & Practices to Decrease the Number of Pets Relinquished to Animal Shelters & Rescue Groups.**

Over the past few decades, the animal welfare field has made tremendous strides in reducing the homeless animal population through spay/neuter programs. While we still have a ways to go, new programs have emerged to keep pets out of shelters/rescues and in their original homes. This presentation will provide an overview of innovative programs that are effectively addressing the risk factors for pet relinquishment. Topics will include access to affordable veterinary care and pet food, temporary pet care for people experiencing a crisis (e.g., domestic violence, emergency hospitalization, inpatient treatment programs for mental health or substance use disorder), support for vulnerable older adults and people with disabilities, and safety nets for people living in poverty. Audience members will learn evidence-based practices for conducting needs assessments, building a new program, funding and sustaining a program, and collaborating with community partners. Whether you are a brick-and-mortar shelter or a home-based rescue group, and regardless of your staff size and budget, this presentation will give you practical tools and tips to keep more pets with their original owners and decrease the number of animals that are relinquished in your community.

brought to you by





ADOPTION OPTIONS  
**COMMUNITY**  
CONFERENCE TOUR

2019

---

brought to you by

petfinder.

 **PURINA**®

 petco  
foundation