

Chronicle

The APDT Chronicle of the Dog



Winter 2018

The Association of Professional Dog Trainers

Meeting of the Minds • Canine Cognitive Dysfunction • Foes to Friends



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Where Did the Time Go?

Memphis is in the rearview mirror, Train Your Dog Month on the horizon, and Portland on the radar!

Well, that went by quickly! It seems like just a few days ago we were getting ready for the 25th anniversary celebration of the founding of APDT, and now National Train Your Dog Month (January) is just a few weeks away.

As you flip through the pages of this issue, you'll find lots of coverage of the conference, pictures and a farewell to Robin Bennett on the board of directors as Megan Stanley becomes the new Immediate Past Chair, beginning in January, and Nick Hof takes the chair position. Take the time to read about your recently elected board member, Sandy Modell, from the Northern Virginia city of Alexandria. Besides her strength in dog training, Sandy brings to the board decades of running one of the region's award-winning public transportation systems. And if you thought herding dog trainers was tough... imagine dealing with all the agencies Sandy worked with in public transit. That story begins on page 12.

It takes a special couple to wear coordinated corduroy Labrador pants, and you have special in spades with Terrell and Mary Ann Jones of Collierville, Tennessee. They have attended nearly every conference since 1994. Their story is on page 20, and kudos to anyone who can wear the same pants for 15 years. My closet looks like a sales rack with its variety of sizes.

Our features begin on page 30 with Kate Anders' piece on how collaboration between scientists and canine professionals, i.e., dog trainers and behaviorists, can improve research. To prove her point, Kate, who has her CBCC-KA, CPDT-KSA, and CDBC, collaborated with Julia Meyers-Manor, Ph.D, on the article.

With early-onset dementia and Alzheimer's affecting 5.7 million in the U.S. alone, it should come as no surprise that our canine buddies also suffer 'dogzheimers' as they get older. Melissa Hatfield provides us with a case study beginning on page 34 about a shelter dog named Mitsy with canine cognitive dysfunction, and what her foster "mom" Sara Cain-Barlett did to give the old dog comfort in the final months of her life.

If you have pets that fight like cats and dogs, Tori Ganino has just the story for you on page 42. She provides her step-by-step solution in solving that subject using positive reinforcement training methods.

A rescue group I work with has taken in several dogs lately who came from loving and caring homes (sometimes a bit too much with the treats), but their owners died or fell too ill to care for them. Luckily, the Golden Retriever Rescue and Adopt Needy Dogs (GRRAND) out of Louisville was able to find new homes for these pooches. But what would happen to your pets if something happened to you? With 2019 looming into view, perhaps now is the time to look at setting up a Pet Trust. Christina Schenk-Hargrove, both a lawyer and a dog trainer, offers some tips on why and how to set one up, beginning on page 48.

And speaking of the new year, National Train Your Dog Month is nearly here, so visit our website for tips on how to promote to the public the need to train those Christmas puppies so they aren't misbehaving monsters languishing in shelters six months later. Just click the Education Tab on the APDT website (apdt.com). "Train Them, Don't Blame Them!"

Enjoy the holidays and have a safe New Year's celebration!



Devon Hubbard Sorlie,
Editor



Contact me at editor@apdt.com

chronicle

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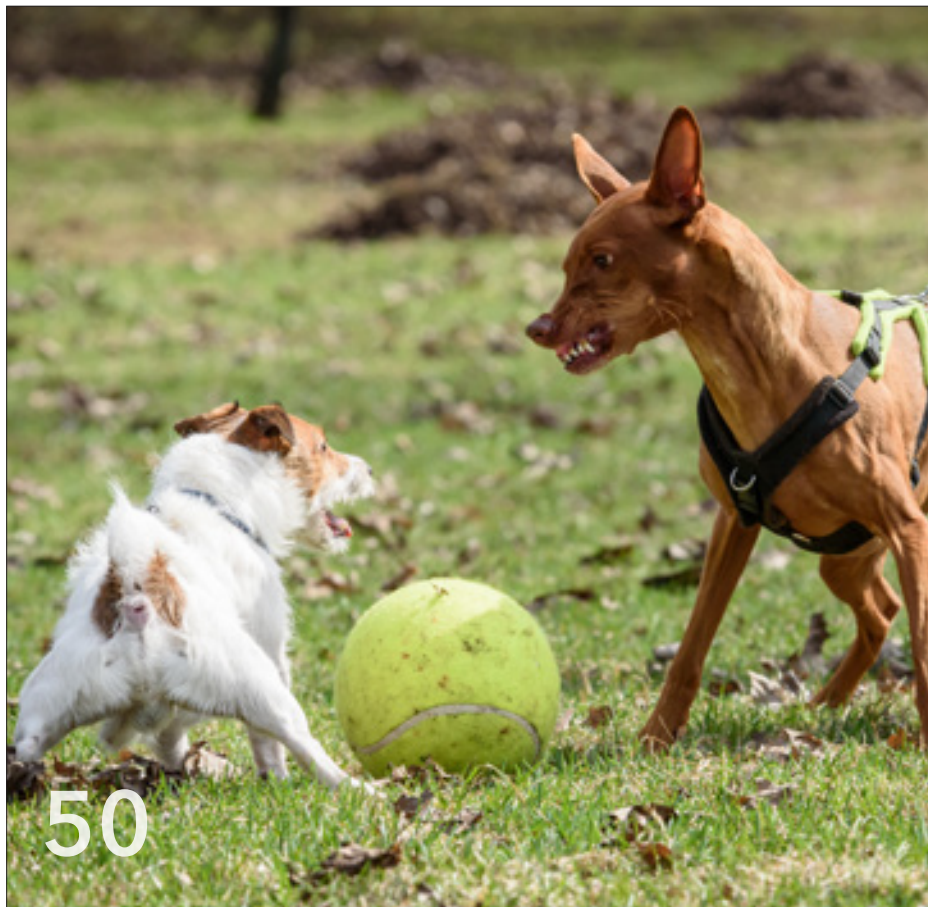
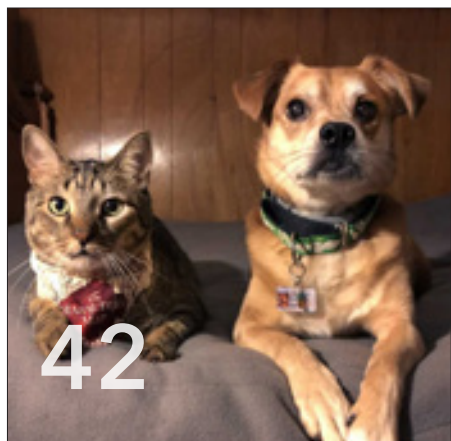
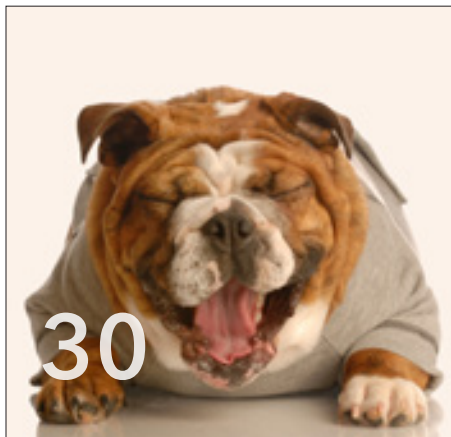
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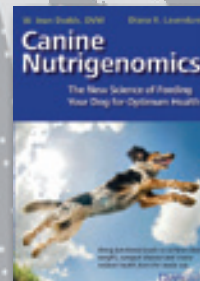
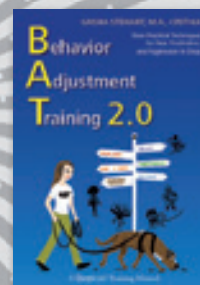
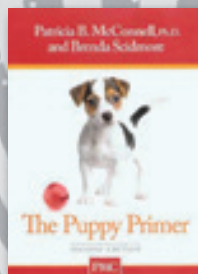
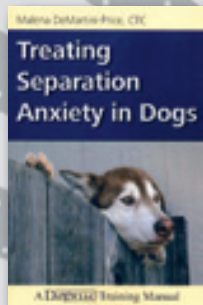
Golden Retriever enjoys a walk in the park during winter.

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25th Conference Had It All: Dedicated Volunteers and Inspirational Speakers



I have just returned home from our conference in Memphis, Tennessee. It was great to be celebrating 25 years of the APDT and my tenth conference. What a fun and inspiring

few days! I always leave feeling motivated and full of new ideas. One of my favourite parts of the conference is being able to connect with old friends and meet new people from all over the globe. It is powerful having a community of like-minded individuals and I have never felt as strongly about this as I did this year.

We had some excellent speakers this year that covered a wide range of topics with everything from skills for new trainers, puppies, aggression, advanced training with elephants and a variety of topics to help your business succeed. There were familiar faces such as Ken McCort, Pat Miller, Gina Phairas, Veronica Boutelle and Michael Shikashio. The workshops were a huge hit with attendees who got to work with mice, guinea pigs and rats to advance their pet first aid skills.

The highlights were having the incredible Jean Donaldson give the keynote presentation that was full of brilliant take-aways and humour. She spoke at our first conference and what a pleasure it was to have her at our 25th year celebration. It was an honor to have our founder, Dr. Ian Dunbar, attend this year and give an insightful and entertaining closing keynote. He shared personal stories, provided a history of the organization and shared his insights on our industry moving forward. I am still feeling inspired and energized from it all!

We had some special awards that were given out this year as well. Pat Miller was awarded the Lifetime Achievement award for her incredible contribution to the APDT and our industry. Allan Bauman was given the first-ever

Chairman Award for his outstanding dedication and involvement in the APDT. He has attended every one of our conferences, including our mini regional ones, and was the longest serving President from 1995-2001. Joann Crogan Rechline was awarded the Dr. Ian Dunbar Member of the Year award for her remarkable commitment and work for advancing the APDT. Thank you to all of you for joining us and congratulations on your awards!

It has been an absolute privilege to serve as Chair this past year. I am thrilled to be welcoming Sandy Modell onto the board for 2019. I will move into the Immediate Past-Chair position as we say goodbye to the wonderful, Robin Bennett, who has also been a great mentor to me. Not only has Robin had such a positive impact on the APDT, she has done so much for our industry as well. It has been a lot of fun working with her and I have learned a lot from her. She will be missed, but I know she will continue to do great things! I am looking forward to Nick Hof moving into the role of Chair in 2019. Nick and I have worked closely together during our time on the Board and I know he will be an excellent Chair.

At conference, we also conducted our annual business meeting. I shared our focus and work over the past year and reviewed some of our goals for next year. Some of the key points from this meeting were:

- C.L.A.S.S. was assessed and the decision was made to update the content and materials to elevate this program. We are working at making changes to it to create higher value for our members and help them be more successful as dog trainers. This program will be offered as an exclusive member benefit.
- The development of a Joint Code of Ethics and Standards of Practice and an updated LIMA statement with the Certification Council for Professional Dog Trainers (CCPDT) and the International Association of Animal Behavior Consultants (IAABC). This is a giant step forward on collaboration to help advance our industry. I want to personally thank Bradley Phifer and Marjie Alonso for their work on this. It was wonderful to be able to work with such a level of professionalism and respect.
- We signed onto a partnership with Animal Behavior College (ABC) that we are very excited about. ABC is working hard to elevate their education and are committed to LIMA. Their

graduates are new trainers who will have incentives for a membership with APDT as we work to help them navigate being a new trainer. We look forward to working more with ABC to help them achieve their goals and welcome more trainers into our community.

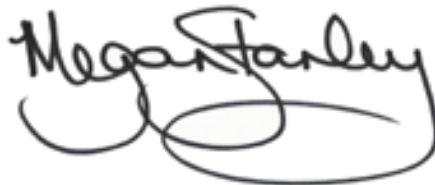
- The creation of the Education Matrix to help trainers and dog owners navigate the expansive educational offerings and certifications for dog trainers. This is a list of organizations that voluntarily answered 50 questions to help us better understand what they each offer. This can be found on our website if you search Education Matrix.
- This year we reviewed and updated our Strategic Plan. This is a working document that lays out our goals and provides a road map for the direction of the organization. The areas of focus in our plan are public awareness, member community, education/professional development, industry standards and strategic alliances.

We had a productive and successful year! I want to thank each of my fellow board members for their support and dedication this past year. We have accomplished a lot and it is due to their incredible commitment to the APDT. We are very grateful to the remarkable APDT staff who do a phenomenal job and work tirelessly to ensure the success of the organization. But none of this would be possible without our exceptional volunteers. I am continually blown away by these individuals who commit so much of their time and expertise to help advance the APDT as it advances the dog training profession and advocates for the pet industry profession. I want to express my heartfelt gratitude for all that each of you do.

We are always looking for volunteers and have a variety of areas for volunteer work within the APDT. It is a rewarding opportunity that helps you to meet and work with other trainers, share your expertise, learn new skills and help to drive the organization forward. If you are passionate about our industry and want to be involved in the advancement of the dog training profession, I highly recommend joining as a volunteer. There is so much to be gained and it truly is a wonderful experience to help. If you are interested in becoming a board member, volunteering is an excellent way to do this. You will learn leadership skills and gain a better understanding on the governance of APDT. It is an excellent way to become more involved and have a stronger voice. We are always looking for feedback from

our members as well. Please feel free to reach out to board@apdt.com at any time to share your ideas or what we could offer to help you be more successful as a dog trainer.

I have never felt as excited and optimistic about our industry as I do now. There are many complex issues that exist for us, but there is a stronger sense of community. More trainers understand we must work together to help advance our profession. In today's world, we are witnessing the importance of inclusion and welcoming a diverse community that can share, support and learn from each other. I am very proud of the APDT's position on this and the dedication to build better trainers through education. It makes me think of one of my favourite quotes by Helen Keller, "Alone we can do so little; together we can do so much." I look forward to the continued collaboration and strengthening of our community in the coming years. Thank you to all of you and I hope to see you next year at conference October 30 – November 2 in Portland, Oregon!

A handwritten signature in dark ink, reading "Megan Stanley". The signature is fluid and cursive, with the first name "Megan" written in a larger, more prominent script than the last name "Stanley".

Megan Stanley, CPDT-KA, CBCC-K

Ready, set, HUT!

Five useful tips for dog professionals and business owners



Those who know me or have seen my Facebook profile are familiar with my love of the Green Bay Packers. As a kid I would watch Packer games Sunday afternoon on our black/

white console television with the belief my team could win every game. Now, this was mostly in the lean years of the Packers history where losing was expected and long before Brett Favre, Reggie White, Super Bowls and frequent trips to the playoffs were common. The Packers' championship culture and success are often used in corporate America for companies to teach and expect excellence; these are also useful for everyday small business owners and dog trainers.

Know your playbook. The quarterback can know the playbook inside and out, but if his offensive team mates don't, they are bound to lose the game. Do you have distinctive goals for your career as a dog trainer or business owner and are those shared with others who can help get you to your goals? In today's fast-paced culture of social media, smart phones and other rapidly evolving technologies, we need to occasionally pause and focus on our goals. Take some time to think about your goals and where you want to be in five or 10 years and start writing your own playbook.

Coaching. In today's NFL, each team has many coaches who work with different positions on the team: wide receivers, running backs and even strength and conditioning coaches to avoid player injuries. Who are your coaches who could help you excel at your role as a dog trainer or business owner? There are numerous experts in the field of dog training and animal behavior who are readily available to enhance your training techniques. Seek those professionals and learn from them.

Decision Making. The success of a team is whether they make and execute the right decisions during a

game. As a trainer, you are faced with many decisions that will impact your training and the services you provide. Gather the knowledge it takes to make these decisions and commit to seeing them through. For beginning trainers, this can seem daunting at times, but making the right decisions can elevate your training knowledge and career.

Overtime. You would be hard pressed to find a coach or a team that wants to find themselves in an overtime position — exhausted players, coaches scrambling for the right plays and stressed fans. For many trainers, working with dogs is a second career or is reserved for the time they have available after a 9-5 job. Look for ways to manage your time so you're not exhausted or stressed-out when conducting your training. The dogs will perform best when you're at your best.

God, Your Family and the Green Bay Packers. Vince Lombardi, who led the Packers to three NFL championships and winners of Super Bowls I and II, instructed his players to prioritize their focus on and off the field. He implied there was more to life than just football, just as trainers should have a more complete life outside of training. What are your priorities outside of training that make you a more complete individual? Spending time with family, taking a vacation (or staycation), reading a book for fun, visiting a museum, etc., are some things to consider when you need to take a step back from training and enjoy the other things that life has to offer. Take time for yourself and you'll find that you'll have more energy and focus when you're training.

Just like I really, really, want the Packers to be successful, the APDT Board and staff want to do what we can to make you successful as a trainer. As we approach the holiday season, take some time out for yourself to focus on becoming a better 'you' and subsequently, a better trainer. We're all rooting for you!

David Feldner, CAE
Executive Director

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Dr. Ian Dunbar, right, discusses Alexandre Rossi's poster presentation during the 25th anniversary APDT conference in Memphis.

APDT's 25th Anniversary Celebration Speakers Discussed the Future of the Dog Training Industry

By Devon Hubbard Sorlie, COTD editor

The Association of Professional Dog Trainers celebrated its 25th anniversary in Memphis, attracting dog training professionals from Australia, Brazil, Canada, Chile, Mexico, Singapore, Trinidad and Tobago, and of course, the United States.

The event was highlighted by 43 educational presentations (three workshops, nine shorts, three scientific posters and 28 sessions) across four days covering topics that ranged from Canine Colors to But That's An Elephant! Attendees could earn as many as 30 continuing education units depending which courses and workshop they took.

In the Exhibit Hall, the vendor space was filled with 49 exhibitors and 18 sponsors, including nine new exhibitors and two new sponsors. It's not often you hear the complaints the vendors didn't have enough time to shop amongst themselves! There was plenty to see and purchase, including a playground set for doggie daycares. The welcome reception, hosted by Ziwi, and the Yappy Hour closing reception, were both well-attended.

"Our first APDT conference was more productive than we ever anticipated," said Linda Erb of the Dolphin Research Center Training Institute. "The 'dolphin people' got such a warm welcome from the 'dog people.' Your members really understand how all training is the same, no matter the species: Relationship first plus positive reinforcement equals clear communication. We felt right at home and made some

wonderful contacts with the goal of spreading our philosophy to the dog training community through DRCTT's continuing education Professional Animal Training Program."

But food and fun aside, people attended the 25th anniversary conference for the sessions, and they couldn't be happier with the choices. Those who used the APDT conference app commented: "This was my first conference, and even though I was only here for two of the days, I had such a great time and learned a lot." "It was awesome. Thanks so much for all your hard work. I wouldn't be the trainer I am today without the APDT." Another bought into brevity: "Excellent conference. Well organized. Very professional and friendly people."

Opening the conference was the esteemed Jean Donaldson, who was one of the speakers at APDT's very first conference in Orlando, Florida, in 1994. She offered "25 Scripts for 25 Sticky Situations" gleaned from her years of experience.

"Our job is tough," she said. "It's what keeps me up at night. So, I've learned how to make lemonade out of lemons."

The biggest issue for dog trainers, she pointed out, is dealing with unrealistic expectations from their clients. She especially urged trainers to pushback against a clients' misperceptions that giving a dog treats during training will make it dependent.

“Love is not the grounds for dogs doing things,” Jean said. “It’s a really good impulse to not want things that are like addiction in your dog’s life. But there is no way around the fact that behavior is dependent upon outcome.”

Dogs don’t have “should” guilt, Jean added. “They are innocently motivated by immediate consequences to themselves, such as: ‘I should definitely roll in dead birds.’”

Jean elaborated more during her Facebook Live chat. “We’ve got to get the word out there that dogs don’t work for free,” she said. “And it does not make them mercenary horrible little things. It’s not corrupting the relationship to pay for behavior. It doesn’t cheapen the bond (between dog and owner), nor is it something we should be afraid of or shy away from. It’s OK. The side effect is everyone gets good hormones from it – there’s nothing wrong to reward for behavior. If owners don’t do that, training can stall at the gate. Nothing else matters if the dog is not motivated. It doesn’t in any way hurt their bond. Trainers who say the opposite, that is a pernicious myth, so keep pushing back against that.”

Jean also stressed the need for dog trainers to determine their own standards of practice and not wait for government or other jurisdictions to do it for them. “In no way would we want a dental hygienist working on us or a doctor who doesn’t use best practice methods,” Jean said. “Ultimately, it will be left up to the lawmakers if we don’t clean ourselves up.”

The closing session was given by Mr. APDT himself, Dr. Ian Dunbar. The association’s founder warmed up the rapt audience with tales of him at age 15 training a herd of 48 dairy cows to poop in the field rather than in the barn, so he wouldn’t have to clean up the mess.

After explaining the history behind the creation of APDT, Dr. Dunbar discussed what the future should be for the association and its members. He pushed for trainers to worry less about making a dog uncomfortable and more about training the dog in a timely fashion. “Anxiety, fear, and lack of confidence isn’t fun for the dog, either,” he said.

Dr. Dunbar praised dog trainer and Basenji breeder Brad Phifer, who sells his puppies already housebroken and with basic obedience commands, “which is a boon for dog owners” and reduces the chances of those puppies ending up at a shelter.

He also pointed out where the dog industry still has room for improvement, including breeders who breed male dogs before the age of 10. He admonished one British breeder of the King Charles Cavalier Spaniel who was using a stud that developed a tragic congenital trait called syringomyelia, where the dog has a skull too small for its brains. “They started breeding the dog at age three,” he said. Breeders who do that before assuring they aren’t passing congenital faults to their puppies are killing this breed, he said.

And just like the opening speaker Jean Donaldson, Dr. Dunbar stressed dog trainers should take credentialing to a new level. “If you don’t take control of your destiny, someone else will take over, either corporations or governments. Getting dog training to a college-level degree is a win-win-win” for everyone involved, he concluded.

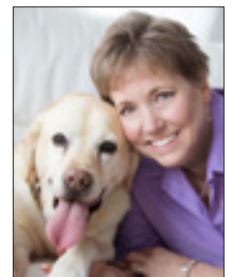
The 26th annual conference will be held a bit later next year and in the Northwest: Oct. 30-Nov. 2 at the DoubleTree Hotel in Portland, Oregon. See you there!



Nick Hof



Megan Stanley



Robin Bennett

Nick Hof Becomes Chair of APDT Board in January

Nick Hof, CPDT-KA, CBCC-KA, KPA-CTP, CSAT, will take the reins of leadership from Megan Stanley on January 1 as Megan concludes her year as APDT Chair to transition to her next position as Immediate Past Chair. And in doing so, the board will say farewell to Robin Bennett, who leaves the board after having been elected in 2014 and then serving two years as APDT Chair from 2015-2017. Joining the board will be Sandy Modell of Alexandria, Virginia, who was elected to a three-year term that also begins next month.

“I am very excited for the APDT in 2019,” Nick said. “We will be looking to strengthen our alliances with other leaders in our industry and use our position as the largest dog training association to continue steering our industry towards the progressive future of educated dog trainers and happy dogs. We are also excited to strengthen our community and the benefits they receive!”

Nick is the owner and trainer of Paws Look Listen, LLC, of Cincinnati, Ohio, offering in-home training. He believes having a good relationship with other trainers, both in his area and from afar, is an integral component of his business. Nick works closely with both veterinarians and other animal professionals to ensure his clients receive the best service possible.

Earlier in his career, Nick has been fortunate to benefit from a wide variety of experience with animals, including repeated visits to Wolf Park in Indiana, teaching dog training classes at multiple

dog daycare, boarding, and grooming facilities, and volunteering at a shelter to train dogs for increased adoptability.

Nick is particularly passionate about and skilled at working with large breed dogs, and reforming dogs who lunge, bark, or growl on leash at other dogs or people. He is owned by his Saint Bernards – Fezzik and Bennie – but Nick happily trains dogs of all sizes and likes helping people appreciate and enjoy their dogs more.

Megan has been a member of APDT for more than 10 years and just attended her 10th APDT conference. She was appointed to the board to fill a vacancy in 2014, and then elected to a 3-year term in October 2015. She served one year as vice-chair under Robin Bennett before taking the chair in January 2018. Megan is the owner of Dogma Training and Pet Services Inc., a canine education center that offers day school, training and retail services between two facilities in Calgary, Canada.

“It has been an absolute honor to serve as Chair of the Board for APDT this past year. I am grateful to my fellow board members who worked so hard this past year to accomplish some big goals. I am proud of the work that has been done to update our strategic plan, rework and elevate our C.L.A.S.S. program, develop a joint Code of Ethics and Standards of Practice and update the LIMA statement with CCPDT and IAABC and continue to develop strategic alliances, particularly with ABC,” Megan said. “There have been numerous other projects and work being done behind the scenes and none of this would have been possible without our remarkable APDT staff and the volunteers who dedicate time on our numerous committees and task forces. It has been an incredible experience and a privilege to serve during our 25th year celebrations. I am proud to be a member of APDT and am looking forward to the organization continuing to lead and advance the dog training profession in the future. Thank you to the board, staff, volunteers and members!”

Megan now transitions to the Immediate Past Chair position. “I have learned so much, particularly under the guidance of Robin Bennett, who I am sad to see leaving the board after this year.”

Robin has been an active APDT member since February 1996. Along with her bachelor’s degree from Roanoke College, Robin has earned certification through the Certification Council for Pet Dog Trainers (CCPDT), the first national certification for dog trainers. She was elected to the board in 2014; was the APDT board chair for two years, 2016 and 2017, and the Immediate Past Chair for 2018. She is an author and consultant for pet care facilities on daycare, training, and off-leash dog play. Her book, “All About Dog Daycare: A Blueprint for Success” is the number one reference on owning a daycare, and her book, “Off-Leash Dog Play,” co-authored by Susan Briggs, is the key reference on supervising dogs in playgroups. Robin and Susan have recently launched the best resource for off-leash play at www.TheDogGurus.com.

“I have loved the last four years I have spent on the APDT Board. After so many years of being a member, I was really interested in giving back to the Association and was honored to be able to assist by serving on the board. But the more amazing thing was the new friends I made and how much I learned by working so closely with such an amazing association staff and other dog trainers on the board,” Robin said. “Volunteering in any capacity is a great way to give back, but when you are open to learning, it’s also a great way to grow! The past four years has given me new friends, new networking opportunities, and a deeper appreciation for all that APDT does to help professionalize the dog training industry. I step off the board with new excitement to continue my membership and find other ways to help APDT in the future.”



Sandy Modell Elected to APDT Board of Directors

Sandy Modell of Alexandria, Virginia, was elected to serve a 3-year term to the APDT Board of Directors during the annual election in September. She joins board members Megan Stanley, Nick Hof, Lisa McCluskey, Heidi Meinzer, Khara Schuetzner, Fanna Easter and Mark Forrest Patrick.

“I speak on behalf of the APDT Board of Directors in welcoming Sandy Modell to the Board,” said APDT Board Chair Megan Stanley. “Sandy’s vast experience in her previous career, dog training and as a successful business owner will be a tremendous asset to the organization. Not only that, Sandy has a commitment to reward-based training methods to ensure the best for the dogs and their owners. I know that she will help to continue to progress the APDT and our mission and help provide excellence in service to our members.”

Sandy has been training dogs using rewards-based, positive reinforcement methods for more than 20 years. She is a Certified Professional Dog Trainer, Knowledge-Assessed, an approved evaluator for the American Kennel Club Canine Good Citizen and Canine Good Citizen Advanced tests, a mentor trainer for the Animal Behavior College, and a licensed certified Family Paws Parent Educator. Besides being a member of APDT, Sandy is a member of the Pet Professional Guild, and is on the list of the national Truly Dog-Friendly Trainers. Her mentors include some of the industry’s pioneers of positive training such as, Patty Ruzzo, Leslie Nelson, Sue Sternberg, Pat Miller, Kathy Sdao, fellow board member Robin Bennett and others.

In Alexandria, Sandy isn't just known for her devotion to dogs, but also to DASH, the area's award-winning transit system, Driving Alexandria Safely Home. As the transit agency's general manager since 1984 Sandy learned the importance of communication to bring people together for a common cause, whether it is for public transportation or positive reinforcement training. Prior to DASH, Sandy learned all aspects of public transportation at Harrisonburg, Virginia, first as a bus driver, then dispatcher, and even how to maintain the vehicles.

During her time at DASH, the agency grew to a fleet of 85 buses, hybrid vehicles and the King Street Trolley, 4 million riders a year. Her crowning achievement was having found the \$35 million in funds it would take to move the old DASH facility — often filled with soot and smoke due to an inadequate exhaust system — to its current location on Business Center Drive. Sandy served as the project manager and the new facility opened in 2009, having earned a LEED Gold Certification for its environmentally friendly construction and operation. In recognition for Sandy's work in developing and leading DASH, she was named as one of Alexandria's Living Legends.

After 32 years at her day job, Sandy retired from DASH in 2016 and a year later opened the Wholistic Hound Dog Academy, Alexandria Virginia's first and only, and now award-winning premier training and learning center for people and their dogs. "While all good trainers love working with dogs, the best trainers have people skills necessary to work with humans," Sandy believes.

Sandy's canine-centered career began with a Vizsla rescue named Brooklyn. The two-year-old rescue had been kept in an outdoor kennel with little human contact, and no training, enrichment or socialization with other dogs. Sandy sought professional help for the out-of-control Hungarian hunting dog. But after seeing the harsh training methods, Sandy decided there had to be a better way, and that introduced her to positive reinforcement training at a camp in Vermont. For 23 years, Sandy attended Camp Gone to the Dogs, learning from some of the pioneers and leaders of the positive training movement.

Through her success training Brooklyn using positive reinforcement methods, Sandy began to help others do the same with their dogs. She developed the only dog training group class program offered through the City of Alexandria Recreation Department and conducted private lessons in people's homes on the weekends and evenings. As word spread and Sandy gained more clients, a career blossomed.

The Wholistic Hound Academy offers programs and activities for pet dog owners and their dogs, pet care professionals, and other professional dog trainers. Sandy's mission includes empowering her clients by teaching them how to communicate with their dogs, how to reinforce the behaviors that they want, and how to respond to

both their dog's good and the bad behaviors. The Wholistic Hound Academy was voted the Best Dog Trainers in Northern Virginia by Northern Virginia Magazine in June 2018. The Academy was also selected as a finalist in the Alexandria Chamber of Commerce Best in Business Award in the Small Business category in September.

Foundation Scholarship Recipients Recount Conference Experience



The APDT Foundation Board offered several scholarships to allow APDT members to attend the 2018 conference who may not otherwise have the funds available to do so. The scholarship covered the full four-day registration fee, not including additional expenses such as travel, hotel, meals, and workshops.

The scholarships offer three APDT members and one working dog handler the opportunity to attend the APDT conference, network with others in their profession and learn from other trainers, according to Foundation Board President Jennifer Brown. This year, the Foundation recipients were Rachel Brix, Cheryl Grant and Katia Martynuk, with Cpl. Mark Pagliaro being tapped for the Blue-9 Working Dog Scholarship (see story elsewhere this issue).

Recipients are expected to highlight his or her scholarship at the conference in one of several ways: using social media (Facebook, Twitter, blogs, etc.) to inform others about the conference, writing an article, or being interviewed for the APDT Chronicle of the Dog.



Rachel Brix presented her second APDT conference Short in Memphis, about how to "Amp Up Your Animal Advocacy." A former English teacher before switching careers, Rachel has been teaching and training dogs for a combined 20 years. She presented the Short, "Be a Better Teacher, Be a Better Trainer," at the APDT Richmond conference in 2017.

The scholarship offered Rachel the opportunity to attend all four days of the conference for the first time, where she could take advantage of not only the seminars, but also the evening events. "Networking and discussing a myriad of topics with colleagues is especially valuable to me, as I live in rural Arkansas and my closest colleague is an hour away, also professional development is extremely hard to come by."

She especially enjoyed the keynotes given by Jean Donaldson and Dr.

Ian Dunbar. "They were phenomenally informative, inspiring and wildly entertaining," she said.

She found Michael Shikashio's aggression sessions especially pertinent since she recently adopted a long-term shelter dog who had been a "zero dog," like the dog Michael talked about in his in-depth case study. "A lot of my clients have reactive dogs, so I now have more tools in my trainer tool box to address their concerns and training challenges."

Rachel also found Ken McCort's seminar on multi-animal households helpful both professionally and personally, since her rescue is still experiencing integration issues, and many of her clients have added more pets to their households or are considering doing so.

As the owner of a dog business, Rachel particularly appreciated the marketing tips she learned from Gina Phairas and Veronica Boutelle of dog*tech. They were valuable to anyone who has a dog business, regardless if you're just starting out or have an established business," she said.

"Overall, all of the sessions I attended were for all ages, meaning everyone could get something out of each one," Rachel said. "The opportunities for learning are important no matter if you've been training one year or 25. Since our industry is in a constant state of evolution, it's imperative for all professionals to attend educational seminars, and the APDT conference is the premier resource for these opportunities. Everyone leaves the conference with the latest science and the most up-to-date training techniques, and if nothing else, we leave with a sense of empowerment and motivation to continue the important work we do helping people communicate better with their dogs."



Cheryl Grant runs her company PEAK9 Training and Services, Inc in Calgary, Canada, where she was born and raised. She continues to educate herself, is an active member of APDT and recently passed her CPDT-KA exam.

"The best part of the conference was the wealth of knowledge I gained from sessions by educated professionals," Cheryl said. "Another best part was being in the same room with Dr. Ian Dunbar, Jean Donaldson and Pat Miller, whose books I've read and knowledge I've studied. Hearing them speak was motivating and inspiring."

Cheryl added the sessions were filled with new information that added to her understanding of training as well as gaining knowledge on aggression cases when she decides to add those to her services. "I also took away skills and new programs to add and improve my puppy classes."

Attending the conference has something for both the novice and veteran trainer, especially as the industry itself undergoes important

changes, Cheryl believes. "Being with like-minded professionals in the industry, networking, conversing with and sharing ideas while developing relationships is invaluable and trainers can always add to their understanding and ability."



"The best part of the conference was definitely networking with knowledgeable trainers," said **Katia Martynuk**. "It was such a nice change to be around positive trainers and to be able to pick their brains. I have already implemented so many things I learned from the conference, from new marketing strategies to canine cognition training."

Members of the APDT Board of Trustees and the APDT Foundation Board of Directors are not eligible to apply, nor are affiliate and subscription members. Previous recipients of the scholarship are not eligible to apply again for five years. For more information about the Foundation's Scholarship and Awards, please visit www.apdtfoundation.org



Blue-9 Scholarship Recipient Says Conference was Informative, Welcoming



This year **Cpl. Mark Pagliaro** was the recipient of the Blue-9 working dog scholarship, which assists working dog handlers and trainers attend

APDT's annual conference. Mark moved to the small, rural town of Kamiah, Idaho, to begin working for Kamiah Marshal's Office in 2012. After five years, he earned the rank of corporal, is a field training officer, and was selected to handle the department's second canine officer, K9 Raptor. Mark also helped with the training of a new K9 for his department's other handler, who is on his fifth K9 partner. Mark also is auditing parts of the regional narcotics detection classes.

Shortly after the conference, APDT Foundation President Jennifer Brown spoke with Mark about his experiences there, how those experiences will benefit the community he serves, and what the future holds for him and his K9 partner.

JB: You mentioned in your scholarship application that the Pet

Tech CPR and First Aid workshop with Beth Bowers, Skinner and Pavlov; Together at Last with Irith Bloom, and The Cognitive Canine with Pat Miller were three talks that you were looking forward to attending at the conference. Did those sessions fulfill your expectations and were there any sessions that challenged your preconceived notions?

MP: They did; I was delighted the conference had so much to offer, and at times it was hard to choose which session to attend. I believe the Pet Tech CPR and First Aid with Beth Bowers will aid me in my career as a police K9 handler and the workshop was extremely informative and fun. I certainly enjoyed getting my hands dirty, so to speak, and it's always better if you can share a good laugh with those around you while doing so. As a conference 'puppy,' I truly appreciated how welcoming those around me were. Beyond that, I believe this session gave me skills needed to make sure my partner has a long and happy life, in a potentially dangerous career field. Additionally, I can use the new knowledge to help my community's animals when I encounter them in less than ideal circumstances.

Pat Miller provided me with new ideas and training concepts, and really highlighted we have only begun to scratch the surface of our K9's mental abilities. We all know someone who trains using a limited scope of tools, simply because 'that's how they've always done it', and they fail to embrace new knowledge and the possibilities that come with it. Pat got me thinking about ways to incorporate cognition training in my work with K9 Raptor. Pat's lecture, while grounded firmly in things we could teach today, also has me dreaming about the possibilities of increasing cognition training in the police K9 world.

With classical and operant conditioning being the basis for much of the training for police K9s, Irith Bloom's lecture helped me to reconcile using both concepts while avoiding conflict between the two. Irith certainly taught me that while we frequently think we are using operant or classical conditioning separately they are almost always working together. Furthermore, by missing that detail we are opening ourselves to accidentally training in superstitious behaviors, and not being fully cognizant of the learning theory we are applying.

I also enjoyed Ken McCort's lecture on neurobiology. Ken's insights were quite fascinating. I specifically enjoyed learning about how dopamine release occurs in canines and how that release shifts in the learning sequence as neuropathways are solidified.

JB: Did you have any unexpected learning opportunities?

MP: Most definitely. Something I would love to commend the APDT community for is the sense of family I experienced from the very first day. As a newcomer to the conference I immediately felt welcomed and everybody was extremely friendly. That openness continued throughout the conference and made networking and learning a breeze. Whether it was other attendees or the speakers themselves, folks really seemed to only want to improve your educational journey; it was just awesome. From Don Blair,

whose brain I picked incessantly, to David and Jamie with Blue-9, Gretchen with Karen Pryor Academy, Mark from Kong, and really all the vendors, everybody was there to help each other and spread comradery. That sense of family and friendship can be elusive in today's world and is really something the APDT community should be proud they embody.

JB: Any specific take-home messages that will help your team, your community, and your future police work and training?

MP: When I got back, I can certainly tell you I felt rejuvenated and had increased excitement to begin training again using what I had learned at APDT. Being new to a field can be overwhelming at times but seeing how much knowledge, friendship, and help that's available is certainly empowering.

I'm still trying to sort through everything I learned, but I feel that my attendance at the APDT conference will benefit my team because I am able to bring back knowledge of behavior and training skills that are not available to us on a daily or even weekly basis. Further, I hope to share my newly-gained knowledge with others, first with those in my department, and then with other officers in my region. This growth in knowledge coupled with our current expertise will provide benefits in multiple ways. First, the existing K9 teams in the area will have even greater success in their own training and will have more resources to draw on when problems arise. Second, improved training success will lead to better outcomes on the street. These improved outcomes will in turn help garner additional support for police K9 programs in the communities where these teams serve.

I would like to thank the APDT Foundation Board, the entire APDT community, as well as David Blake and the entire Blue-9 staff for supporting the working dog scholarship and handlers like me, who can benefit so much from attending. I look forward to my upcoming narcotics detection certification in January; I am hopeful my successes using LIMA-based training practices will enable me to further influence my colleagues to adopt additional evidence-based training protocols and methodologies with their working dogs.

JB: The APDT Foundation promotes the application of science-based dog care and training, supports professionals in bringing about greater health and welfare between humans and canines, and seeks to create an inclusive organizational process that develops valued partnerships that are collaborative and strategic. You indicate you're going to make a concerted effort to share the principles of LIMA and bring more evidence based training to your regional police K9 training programs. May we contact you next year to see how your laudable goals are coming along?

MP: Of course! I look forward to it.



APDT Conference Brochure and Business Card Contest Winners

The winners for the APDT Brochure and Business Card Contest winners were Alyne Welch and Carolyn Kerner, respectively. They each won a \$50 Amazon gift card.

The brochures and business cards were judged for their compelling marketing messages; engaging logos; layouts and creative use of design. Judges included Bill Dotson, a speaker at APDT's conference and two APDT staff members. Bill is a partner at Rocker, a technology risk management and consulting company that dabbles in marketing.

"Both of them won for the same reasons: simple, easy to read, explained the business, had only one phone number, great spacing, showed affiliations, and had great contrasting colors," Bill pointed out.

Alyne's brochure, Walks and Wags, used the color hot pink color as a theme throughout to make the brochure pop and showcase the headers that explained the different services the Mobile, Alabama, facility offered.

"The brochure was visibly very relatable to the target audience (dog owners)," a judge said. "The content was arranged to engage the consumer in the particular service they are looking for."



Carolyn's card for her business, Dog Gone Right in Hammond, Louisiana, is filled with symbolism. Matt Touchard, a friend and animal rescuer, designed the card using

Carolyn's own two dogs, Kenzie, an Irish Setter mix Kenzie and Jazz, a Golden Retriever mix, combined with the fleur-de-lis for her home town of New Orleans, on a bone base, rising out of a halo to designate the "Dogs that have Gone Right," Carolyn said. "I am passionate about dogs and using my own dogs just helped make it feel more personal."

The front of the card showcased Carolyn's credentials (CPDT-KA, CNWI, PPL2) to show she had them and to highlight her force-free training methods and the associations of which she is a member.

"The card was simple yet contained all of the relevant information for a consumer to have about the company without the clutter," one judge commented.



Fire Up Your Social Media Networks During Train Your Dog Month!

Another year is nearly gone, which means it's almost time again for APDT's Train Your Dog Month (TYDM) in January. The month-long event stresses the importance of canine training among pet professionals, as well as families with four-legged members.

Education is the APDT's core mission, and TYDM is our version of a public service announcement that enables canine professionals to better service their clientele and help more pets and people live better, happier lives together. So how do we get that message across? By using social media outlets to share the value of training dogs. Don't forget to wear your National Train Your Dog Month long-sleeve T-shirts in our signature blue with our logo on the front and Don't Blame Them. TRAIN THEM! on the back.

Please visit www.trainyourdogmonth.com to see the free resources for pet lovers, like tips on kids and pets interacting; considerations for multi-pet homes; understanding training methods and busting dominance myths; plus how to find the right trainer for you and your pet's needs. Thanks to our members who helped create these insightful references. Those resources on our website may be found at apdt.com/petowners.

Encourage shelters and other animal organizations to also promote TYDM. Dogs with just the basic training are less likely to be turned into shelters, and with a little knowledge, their owners can find out what they are doing to cause reactive behaviors in their animals. It's a win-win for us all!



Don't forget to follow us on Facebook (@AssociationofProfessionalDogTrainers.US) and



LinkedIn with #APDTTrainYourDogMonth2019

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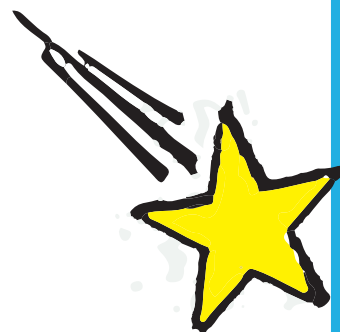


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Terrell and Mary Ann Jones stop for a chat at the APDT booth at the Memphis conference in October.

Memphis Couple Well-Known Fixtures at APDT Conferences

By Devon Hubbard Sorlie, COTD editor

The 25th annual APDT conference draws a crowd that ranges from young dog trainers, those embarking on training as a second career, owners of dog training businesses, behaviorists, veterinarians, vet technicians and then there is Terrell Claridge Jones and his wife, Mary Ann Jones. Both are at the age to enjoy retirement, he's 77 and she's 80. They are almost as much a fixture at APDT conferences as Willie the Perpetual Pig. The couple, from Collierville, Tennessee, have attended nearly every conference since the first one in Orlando, Florida, in 1994. They missed only two, Terrell believes – Richmond last year and the 2005 New Orleans conference that was affected by Hurricane Katrina.

Those who attend the conferences may not know them by name, but by the coordinated clothes they wear: specifically, the adorable corduroy slacks with embroidered Labradors. His are green with yellow Labs, while hers are tan with chocolate Labs. They have been wearing them for the past 15 years or so, Mary Ann said.

Terrell walks slowly due to the age-related curvature of his spine, but with purpose; his thick silver hair is neatly parted and combed in a traditional man's cut just like he wore it in high school, and his face sports a well-trimmed mostly-salt-and-pepper mustache. Mary Ann belies her age with her blonde tresses worn in a slightly curled pageboy, the embodiment of elegance and gracious Southern manners.

The couple own and operate Claridge Pet Resort in Collierville, just a 35-minute drive east of Memphis. They reflect the diversity of APDT's membership and its value to the dog industry.

Terrell and Mary Ann met Dr. Ian Dunbar at one of his seminars prior to APDT forming. They were intrigued by his positive reinforcement training methods to attend the first APDT conference in 1994 at Orlando, Florida.

As the owner of what was known as Claridge Kennels in Memphis,

Terrell joined APDT so he could learn how to take care of dogs the best way possible, and network with others on how to treat dogs.

“That taught me more,” Terrell said of the APDT seminars he attended at previous conferences. “I realized how much more merciful it was for the dog with positive reinforcement training.” Mary Ann added: “That’s one of the highlights of this.”

Terrell admitted when he first met APDT’s founder, Dr. Ian Dunbar, he was intimidated by Dr. Dunbar’s confidence and demeanor. But when he saw Dr. Dunbar at the Memphis conference, Ian hugged him as if greeting an old friend, and Terrell beamed, a delightful way of concluding the couple’s attendance at their 23rd out of 25 conferences.

A Boy and His Dog

Terrell Claridge Jones was born April 2, 1941. Growing up, Terrell idolized his brother, Henry W. Jones Jr., 11 years older to the exact month and date. Henry was “Mr. Perfect;” tall, athletic, strong and smart... while Terrell was born with a cleft palate and an uninspired interest at school. “I couldn’t play contact sports due to the cleft palate,” he said. “I hated to read, and I wasn’t good in school.” His frustrated father gave him a dictionary to learn vocabulary words since Terrell wouldn’t read books.

Terrell grew up acutely aware of his “deformity,” he said, using a term from that era, and feeling inadequate. He even stuttered—except when around animals. Terrell loved animals, especially dogs, just like his mother. He recalled his family’s dogs as a buff Cocker Spaniel, then a black one memorable in that it bit Terrell when he put his face too close to the dog. After that, there was a Hound.

Reading became less of a chore after his middle school librarian introduced Terrell to the Albert Payson Terhune’s series of books about a Rough Collie named Lad and his adventures at “The Place,” which was Sunnybank Collies on the eastern shore of Pompton Lakes in northern New Jersey. Terrell read them all, about Lad, Lady, Bruce, Wolf, Bobby and their adventures. It made a lasting impression. Even now he attends “The Annual Gatherings at Sunnybank,” an annual memorial service in August to those Sunnybank Collies and other dogs lost that year.

“I wanted my own dog so much,” Terrell said of his middle school years. In 1954, Terrell received a Rough Collie puppy he named Lassie, after the Rough Collie who starred on a new TV show named “Lassie.”

Terrell worked with Lassie all summer. “I read not to spend more than 15-20 minutes a day training,” he said. “I trained the dog to do 25 tricks, including speaking like a man (one woof) and speaking like a woman (several woofs in a row).” He didn’t know what a play bow was in dog behavior at the time, but he used it as a trick at the end of a performance, along with ‘Say your Prayers.’

School officials found out about Terrell’s dog and asked them to perform at a variety show to raise money for his middle school. It was recognition he rarely received, and it was a boon to his confidence.

After he graduated from Central High School in Memphis, Terrell went on to become a salesman at Alfred’s Men’s Clothing Store. In 1976, he married Mary Ann Turner. But what Terrell really wanted to do was work with dogs. He read dog training books and magazines during breaks at Alfred’s and begged to get off weekends or even weekdays to go to training seminars.

Terrell was instinctive in his training. He read a few books and attended some training classes at the Memphis Obedience Club, but that was during a time when training methods were more punitive. “I didn’t know anything about positive dog training, I just know I didn’t like training using harsh methods,” Terrell said. “I thought there has to be a better way.” He later began to learn marking or clicker training as he got more involved in the dog show community. At one point, he was the trophy chairman of the Memphis Kennel Club, a member of the National Collie Club, National Great Dane Club, and Best Friends Animal Society, just to name a few. He visited the barn of Steve Fields, “Mr. Collie” himself, on one of his trips to learn more about the industry.

After an 18-year career at Alfred’s, it closed in 1984 and Terrell opened Claridge Kennels in Memphis, partnering with local veterinarians. The name was for his beloved grandfather, Walk Claridge Jones, a well-known architect. Terrell became a certified kennel operator, a member of the American Boarding Kennel Association (now Pet Care Services Association) and served on its board.

The couple took a break from the kennel business after 10 years, then moved from Memphis to Collierville. They came out of retirement in 2006 to purchase land with plans to build a \$1.6 million pet resort.

“I like nice things,” Terrell said simply. “I wanted to design a kennel that didn’t have chicken wire.” He traveled all around the country, picking the brains of other resort owners before opening his in 2009. The self-proclaimed 5-star resort features individual club and lodge suites, kitty condos, splash pools, an indoor play area with a dog jungle gym and services that include day care and grooming. Their clients receive “maid service” from the resort assistants. He works seven days a week.

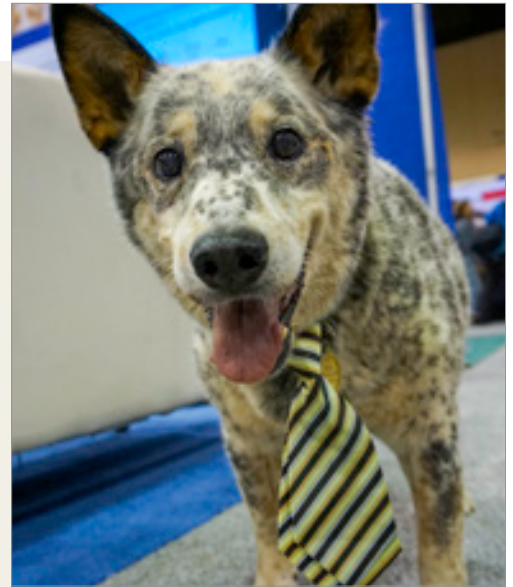
Terrell understood the value of branding his reputation on the resort, saying “it was all about creating an image.”

And that is the image Terrell and Mary Ann project when they attend APDT conferences, resplendent in their Lab slacks; a couple who have devoted their lives to dogs and their comfort.

SNAPSHOTS OF THE 25TH ANNUAL APDT CONFERENCE AT MEMPHIS OCT. 17-20, 2018.



A representative from Karen Pryor Academy speaks with an attendee at the APDT annual conference in Memphis.



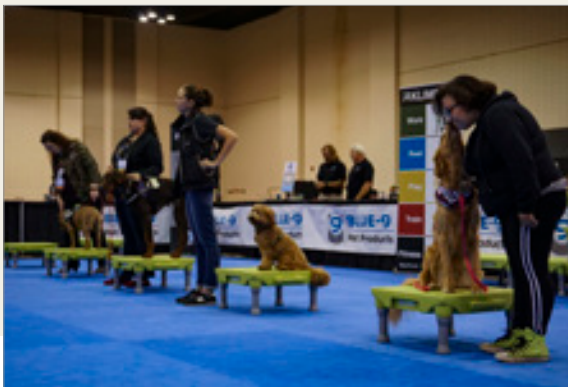
One pooch dressed the part for the Yappy Hour closing reception.



Dr. Ian Dunbar, APDT's founder, gives the closing keynote.



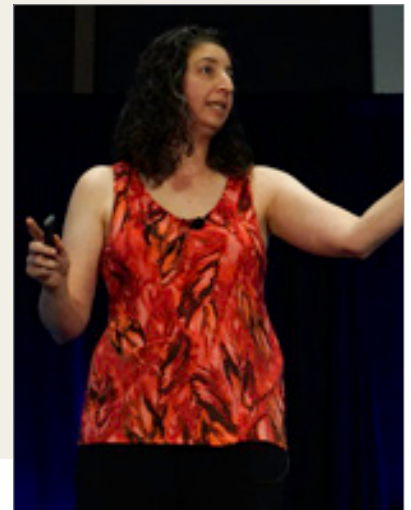
Blue-9 Pet Products sponsored performances during the convention.



Another performance at the Blue-9 demonstration arena.



Michael Shikashio speaks about communicating with owners on aggression cases.



Irith Bloom gives her talk on "Skinner and Pavlov Together at Last (Together Forever)".



Another dog performs at the Exhibit Hall.



Ken McCort was a good sport getting a picture taken in the APDT Media room for our Facebook page.



Melanie Cerone explains her Modifying Fear-Related Aggression During Veterinary Visits: A Case Report.



Gina Phairas, left, and Veronica Boutelle, right, give their presentation on "Solving the Mysteries of Marketing."



Service puppy-in-training attends the conference.



Attendees of the 25th annual APDT conference take notes during the conference orientation.

THE COST OF PET CARE

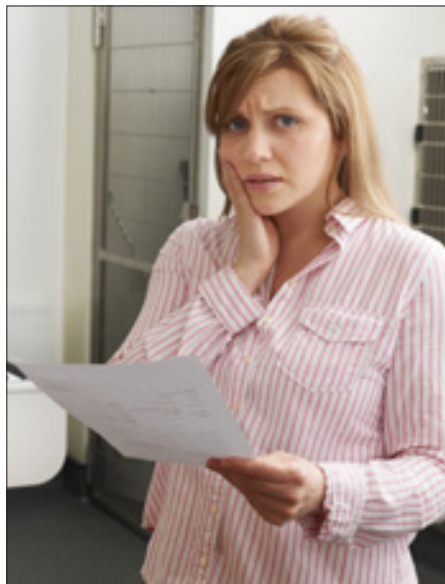
By Melissa Bain, DVM, DACVB, MS, DACAW
Professor, Clinical Animal Behavior
University of California School
of Veterinary Medicine

The emotional response to spending money often surfaces when one must choose how to spend it, that choice can be difficult, causing conflict, anger, grief, and frustration.

In a perfect world, decisions would be made without concern about the cost. But in our current reality, such is not the case. Whether you fall on the side of “money makes the world go around,” or the Biblical passage “love of money is the root of all evil,” it is a quote attributed to Mark Twain that perhaps says it best: “The lack of money is the root of all evil.”

Regardless of how one views money, society requires us to use it. We use it in exchange for groceries, gasoline, and clothing. We pay to keep a roof over our head, food in our stomachs, and creditors at bay. Physicians (and insurance companies) require it so they can help us remain as healthy as possible. Pet stores require us to pay for the dog food we carry out the door. With the usefulness that surrounds money, why is there such a strong emotional response to spending it?

It would be difficult to find someone who truly believes they should get everything for free. Aside from those who receive support for necessities, no one expects to go to a grocery store and walk out with free food or drive away with a free tank of gas from a gas station. Most often the emotional response to spending money surfaces when one must choose how to spend it, and sometimes that choice can be difficult, causing conflict, anger, grief, and frustration. When faced with this conflicted decision, people may lash out angrily at the person asking for payment.

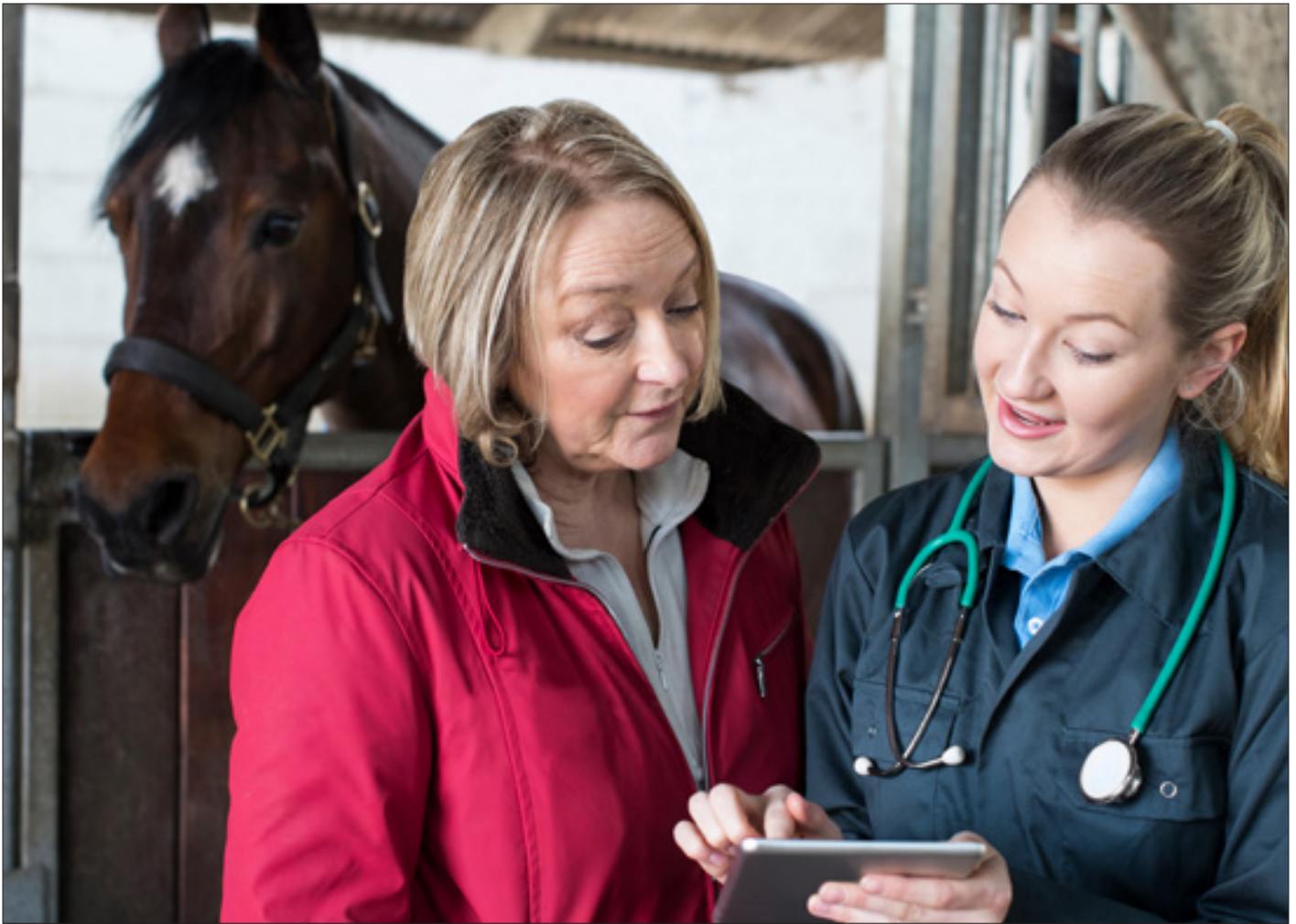


Service professionals, such as veterinarians, dog trainers, and other animal care professionals, can bear the brunt of that anger. We often don't deliver a physical item, but instead deliver the intangibles of knowledge and time. The anger can be intense when there is a strong conflict with spending the money, and even stronger when there is an emotional attachment to a pet.

When I was in general practice I was told numerous times that if I truly loved animals that I would do XYZ for free. I've had owners tell me I'm a murderer because of the cost of treatment. And I've had owners flat-out lie about paying and sneak out the door with their pet. Even now I have been threatened with blackmail that, if I didn't

see rescue dogs for free, they would start a smear campaign against the university. These things tear at our souls and is a source of ethical fatigue. I use the term “ethical fatigue” instead of “compassion fatigue” because the depth of my compassion does not change, but the stress of continually basing my recommendations and decisions on another person's knowledge, skills, and ability weighs upon me. Veterinarians are often required to make decisions based on someone else's monetary budget, decisions that could arguably border on ethical dilemmas.

It is equally important in the behavior and training world. Imagine the rambunctious, unruly, and resource-guarding 10-month-old, 80-pound Lab/Shepherd/Border Collie mix owned by a very well-meaning family. Walking into their home and evaluating the situation you see their struggle and propose a plan that would include at least a few visits to guide them through the training process. Even though you have laid out your costs and explain how training and behavior modification takes time, how do you respond when they say they can only afford one more visit? Will you train them for free? If the dog receives no more training, how will you feel if the dog is relinquished to the backyard or to the shelter? How will you feel if it bites someone? These are the dilemmas we face, and being in a service field, we should have tools to help us work through them without facing our own ethical fatigue.



A treatment plan may include a payment plan.

What seems to help me, and ultimately my patients, through these times is spending time with the clients and listening, truly listening, to them. Denial and anger most often come from a place of grief. Grief that they may lose their pet because of the choice that is ultimately theirs and theirs alone. I have learned over the years there is rarely one solution to a problem (wouldn't that be nice!). We don't live in our clients' homes, and don't know their backstory that is affecting their choices. Our treatment recommendation could come at the expense of feeding their family, or at the risk of someone being injured, and we sometimes fail to fully engage in a dialogue of other options, should they exist. Compared to the gold standard of having a (mostly) perfectly behaved dog after multiple training sessions and owner time, can a few training recommendations and management keep the dog a loved member of the family?



Dr. Melissa Bain

Sometimes options do not exist when we must protect the welfare of the pet and the safety of those around the dog, and when that is the case, it is imperative we fully engage the owner in that discussion. Regrettably some of these decisions come down to finances, and as animal-loving professionals, we must be able to provide for ourselves...you can't pour from an empty cup; take care of yourself, and your business, first.

Dr. Melissa Bain, DVM, DACVB, M.S., DACAW, is a professor of Clinical Animal Behavior at the University of California School of Veterinary Medicine. She is board-certified by both the American College of Veterinary Behaviorists and the American College of Animal Welfare. In 2007, she completed a master's degree in Advanced Clinical Research from the UC Davis School of Medicine. She is a past president of both the American College of Veterinary Behaviorists and the American Veterinary Society of Animal Behavior. In 2016 she was selected as the Bustad Companion Animal Veterinarian of the Year, awarded by the American Veterinary Medical Association. Additionally, she is the director of Professional Student Clinical Education for the UC Davis Veterinary Medical Teaching Hospital. Her responsibilities include student and resident education, clinical case management, and research.

BUSINESS SMARTS: WHAT DOG TRAINERS NEED TO KNOW

By Veronica Boutelle, CTC, MAEd

One key to business success is setting your rates with strategy so that you make what you actually need to stay in business.

We all know the importance of being dog smart—of keeping up-to-date on solid, scientific knowledge of dogs, dog behavior, and training as part of a professional approach to the work of dog training.

But what about the importance of business smarts? If training dogs is how you make your living (or how you'd like to), developing business smarts is just as important. After all, without business smarts you have far fewer opportunities to put your dog smarts to good use.

So what are the basics that make up dog business smarts? What do you need to know to be successful as a dog trainer?

How To Value Yourself

Too many trainers set their rates without true strategy—and the result is usually to undervalue themselves. Most dog trainers set rates based either on the lemming strategy, the “No one will pay that” strategy (also known as the “I couldn't charge that” strategy), or a combination of both. The lemming strategy consists of looking up other local trainers' rates and copying them. The problem with this approach is that most businesses copied haven't set rates with good strategy, either, so we perpetuate an industry where our services are undervalued.

The “No one will pay that” or “I couldn't charge that” approach to rate setting simply projects our insecurities onto our clients and turns those insecurities into a self-



fulfilling prophecy. Because serious dog owners look for the best trainers in their area, they'll assume the cheaper businesses aren't the best and look right past trainers who are afraid to charge their worth. If you doubt this, look at the traditional compulsion trainers in your area. Most likely they charge far more than educated, reputable positive reinforcement trainers. Which group does the brisker business in your community?

One key to business success is setting your rates with strategy, both so that you make what you actually need to stay in business and live a financially safe and stable life, and so that you draw the clients who are the right match for you and your services.

How To Protect Yourself—Legal Protection

Protecting your business has two central components. The first is protecting yourself legally with solid professional service contracts, a professional insurance policy, and if you and your CPA feel it's warranted, by organizing as a limited liability company or LLC.

We see too many dog pros seeking to cut corners and save costs in this arena. It's common, for example, to see trainers post on online forums asking if others have service contracts they're willing to share. This is a potentially dangerous practice in an industry known for its lack of business acumen and rigor. It's also common to see forum conversations about who offers the cheapest liability insurance, instead of asking the question that really matters: Who offers the best?

If you are serious about running a successful professional business and making your living as a dog trainer, cutting corners on your business foundation risks undermining that professionalism and your business' solidity.

How To Protect Yourself—Policies

The other component of protecting yourself is setting—and enforcing—strong policies. Many trainers either do not set policies or set them by copying others. The common policy approaches in our industry are generally not worth copying, as they do not do the job they're



Without marketing, even great trainers may struggle for clients.

meant to do. And then there's the issue of enforcing policies, which so many of us are uncomfortable doing, and so simply do not.

Your policies should do two important jobs for you. They should protect your revenue by guarding against cancellations and by requiring clients to use your services as intended. Most dog trainers are not in a position to fill cancelled spots, which means a loss of income as well as a lost opportunity to help a dog and their people. The right policies remove this stress, putting your business on safe financial footing.

Good policies don't just protect and stabilize your income. They also set clients up for success. Dog training clients will enjoy much stronger results if training is consistent—i.e., if they aren't losing ground due to cancelled training sessions.

Finally, setting, explaining, and enforcing smart policies encourages clients to respect you as a professional service provider and expert in your field, rather than merely a dog lover-turned-hobbyist. Not only do you deserve this, establishing such rapport with your clients will also mean fewer client service conflicts, and clients who are much quicker to respond to your requests, whether to pay an invoice or to take important action regarding their dogs' health, behavioral wellness, or emotional well-being.

How To Market Yourself

This is such an area of discomfort for most R+ dog pros that we simply don't do much of it. And what we do generally isn't particularly effective. Between this and the rate and policy issues we struggle with, it's no wonder there's a pervasive (but entirely untrue) perception that you can't make a good living as a dog trainer.

R+ trainers tend to be altruistic by nature rather than entrepreneurial, and the idea of selling ourselves feels tacky and distasteful. Add in the human fear of rejection and it can be a tall order to get a dog trainer to throw themselves into serious marketing efforts.

But without marketing there are precious few dogs to serve. The good news: There are approaches to marketing in our industry that are entirely consistent with an authentic desire to do good for dogs and their people. These ways of marketing focus on community education rather than self-aggrandizement, and on doing for others instead of asking for favors.

Learning these approaches to marketing, along with a solid understanding of the principles of marketing, including branding, marketing messages, and message delivery, are the difference between the stress of

THE BUSINESS END OF THE LEASH

waiting for inquiries and the stress of too much business. (Which problem would you rather have?)

How To Pace Yourself

Most trainers are driven by their passion for dogs. That passion generally starts at home, with our own four-legged companions. Which is why it's such a tragedy when we wake up one day to realize we don't have the time we want with our own dogs.

Then there are the other goals you may have had in starting a business—the freedom, the ability to spend more time with family or friends or on hobbies and other interests. So many of the pre-consulting questionnaires we receive for our business coaching service share frustrations and stress around impossible schedules, lack of downtime and regular time off, years without a break or vacation, and the guilt around not having more time and energy for one's own four-legged best friends.

None of the rest of this matters—the rates, the policies, the marketing—if you don't create a sustainable business and existence. Learning efficient business systems and time management strategies is critical to the longevity of your business and your enjoyment of it, which is critical to helping as many dogs over as long a career as possible.

How To Set Yourself—and Your Clients & The Dogs—Up For Success

And all of this—the rates, policies, marketing, and scheduling—must be predicated on what it is you actually do for clients and dogs, and how you package and deliver those services. Dog training services can be provided in all sorts of ways, and the decisions you make here make a real difference.

Take private training as just one example. There are the high-level questions, such as whether to teach clients how to train their dog or whether you'll do the training for them via day training or board and train. But there are so many levels below this. How will you package your services, and will those packages be customized or



Take time to answer emails at least once a day.

pre-set? What will your pre-set packages be designed to address—which types of situations, behaviors, dogs, clients? What will the support component of your packages look like? Will you hybridize and combine services, such as a program combining private training and a group class for leash reactivity, or a weekend socialization/proofing field trip class for your private puppy training or puppy day school clients?

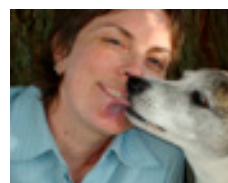
The options are endless, and what you choose to offer will have significant impact on which dog owners—and how many—take you up on those offers. Copying what others are doing instead of learning how to assess your community and make strategic service choices tends to lead to lackluster and disappointing results.

Getting Business Smart

While it may never be as exciting as learning dog smarts (or as wriggly, cuddly and slobbery), deliberately building your dog business smarts is every bit as important if your goal is making your living helping as many dogs as possible.

Just as responsible dog training professionals do not leave their dog smarts to experience

alone and the vagaries of conventional wisdom, instead seeking quality education through reputable schools for dog trainers, it is equally important to seek quality dog business education. You'll enjoy a much longer career, and many more dogs will have you to thank for it.



Veronica Boutelle, CTC, MAEd, is founder of dogbiz and author of *How To Run a Dog Business: Putting Your Career*

Where Your Heart Is and co-author of *Minding Your Dog Business: A Practical Guide to Business Success for Dog Professionals*. Need help setting or communicating your rates? Learn more about dogbiz's personalized, friendly one-on-one business support at www.dogbizsuccess.com. Veronica can be contacted at veronica@dogbizsuccess.com

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A Meeting of the Minds

Collaboration between scientists and canine professionals can improve research

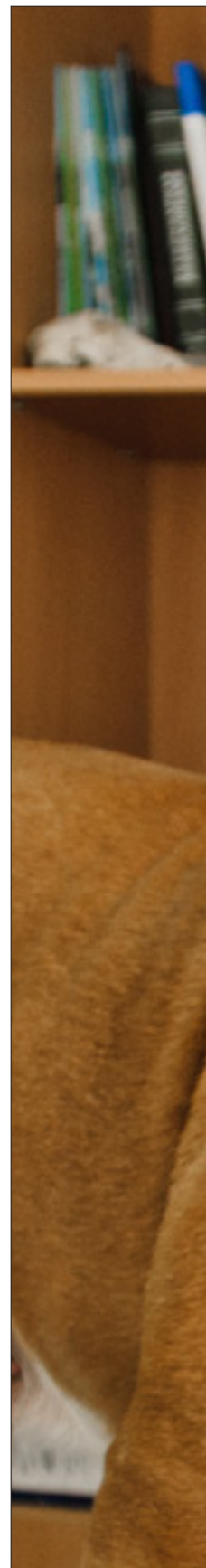
By Kate Anders, CBCC-KA, CPDT-KSA, CDBC and Julia Meyers-Manor, Ph.D.

ALTHOUGH HUMANS HAVE BEEN KEEPING DOGS as companions for thousands of years, researchers only began to focus what we know about pet dogs in the last few decades. For a nice review, see “The World from a Dog’s Point of View: A Review and Synthesis of Dog Cognition Research by Miles K. Bensky, David Sinn and Samuel Gosling from 2013.¹

The growing multi-billion dollar pet industry² has drawn attention and resources, generating interest in studies on everything from nutrition to training practices. Scientific research helps us better understand dogs, the human-dog relationship, and how to best support, train, and care for our furry friends. New discoveries stand to benefit both people and animals, while reducing risks, improving quality of life, and strengthening human-animal bonds.

Research has traditionally been done by scientists, individuals with the education and expertise to insure the rigorous demands of the scientific method are met. But while scientists are a necessary part of every experiment, a research team can greatly benefit from additional perspectives. Collaboration between applied canine professionals and academics/researchers can fast track transitioning theories into tools and techniques with proven effectiveness that can be immediately relevant for pet owners, behavior consultants, and dog trainers.

Besides having a chance to influence the direction of scientific inquiry, dog professionals stand to gain substantially as professionals from teamwork. Additional benefits include opportunities to co-author scientific papers and present talks or posters, which can mean added exposure for you and your business. Research, and the accolades that come with it, can expand your credibility as a dog professional with both your clients and colleagues. Dog professionals may have the chance to develop new skills, such as scientific writing, grant writing, and critical thinking. The interactions with scientists are also an invaluable cross-disciplinary learning experience for everyone involved.





Everyone benefits when researchers and dog training professionals work together.

What the Dog Professional Brings to the Table:

- 1) Expertise with the handling, training, and care of pet dogs. There is no substitute for the hours and years of hands-on learning dog professionals log working with people and animals.
- 2) Expertise at assessing safety and risk, recognizing signs of stress, and an ability to predict situations in which a dog could feel overwhelmed, scared, or uncomfortable. These skills are critical during experimental design, in making sure any project will be minimally invasive and minimally aversive for the animals involved.
- 3) A keen understanding of the questions or problems that are most relevant for dog owners and their pets. An ability to make sure that limited research resources focus on the questions most important to the people and dogs of our communities.
- 4) Access to pet dogs, clients, training facilities, shelters, rescues, etc.

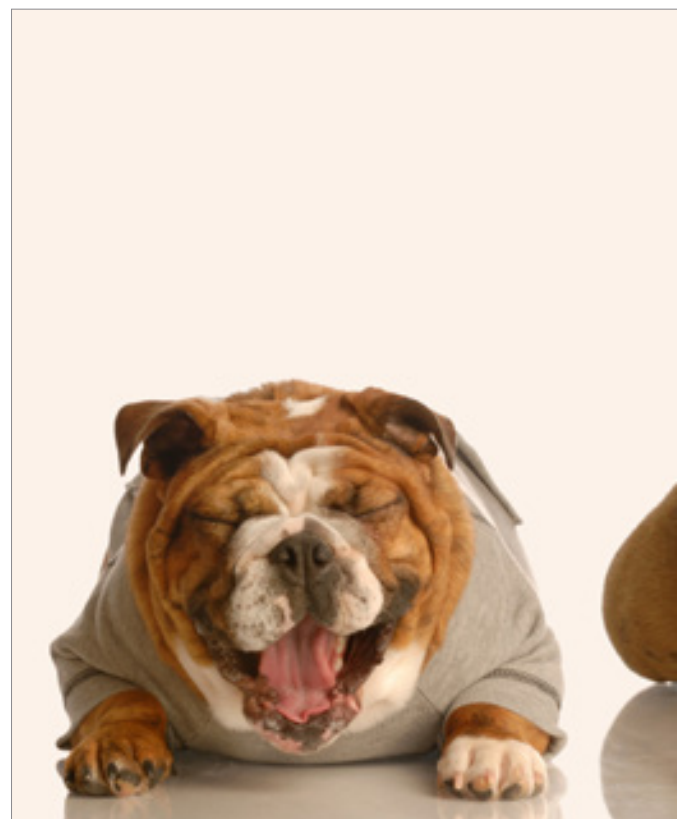
What the Researcher Brings to the Table:

- 1) Expertise in experimental design and the process of conducting research. There is no substitute for the hours and years of hands-on learning and experience researchers log designing, testing, and running experiments.
- 2) Expertise with scientific writing, both the reading and writing of papers and posters. Finding and interpreting background and supporting research is a critical skill for any research project. Equally important is the ability to communicate the findings of your own work, including knowledge about conferences and publications that might be interested in your work.
- 3) Access to educational or research institutions and expertise writing grants and finding funding. There is always a cost to research, and the ability to find and access funding is essential. Similarly, scientific rigor demands the ethical oversight and credibility lent by the academic community.
- 4) Expertise in a particular field and/or specific techniques or technologies, including data analysis, and a deep understanding of background concepts key to your project.

You value collaboration and you know what skills you bring to the table as a dog professional or researcher, so how do you go about finding or building a team? It's not as hard as it may sound. Do your homework before you start networking to make sure you have a sound understanding of what you are looking for and what you can offer. Consider the following first steps in building a team:

For the dog professional:

- 1) Start reading. Abstracts and scientific posters are a great place to start. An abstract is a brief summary of an entire research project. It contains some background information, the methods the researchers used, and both the question and answer the research set out to tackle. Abstracts are free to access, a great way to quickly gather information, but typically contain very dense and technical writing which can feel awkward or intimidating initially. Poster sessions at conferences are a combination of abstract, visuals, and performance.



Posters include all those key details found in an abstract, but also graphs, charts, or photos to help you understand the results. As an added bonus, researchers are usually on hand to answer questions or even walk you through their work (and are enthusiastic to do so).

Quick Tip: *Where can you find abstracts? Google Scholar (scholar.google.com) is a great starting place to quickly search for academic resources on a topic of interest.*

- 2) Either sift through research until you find a project that poses a clear follow up question, or, sit down and come up with a clear question you are interested in answering and hunt for someone doing similar research.
- 3) Reach out to the researchers you've found and start asking questions. When reaching out, connect with the corresponding researcher listed on the paper. This may be a student or a faculty member, and keep in mind there may or may not be plans for continued work in that area. The key to reaching out is to make sure you clearly demonstrate you've read and engaged with the research. Recognize they may or may not be interested in collaboration, so be polite as you explain your background and what skills you might be able to offer in a future project. Recognize and respect the experience and expertise of the scientists. And anticipate that rejection could absolutely happen. Be open to having researchers point you on towards other possible leads.



For the researcher:

1) Find the local resources, or search for specialists farther afield. The Association of Professional Dog Trainers (apdt.com), Certification Council for Professional Dog Trainers (CCPDT.com), and International Association of Animal Behavior Consultants (IAABC.org), all offer trainer/consultant search options to help you ferret out professionals in your area. You may also want to search for specialty organizations working with service dogs, detection dogs, search and rescue dogs, etc..

2) Reach out. Anticipate rejection as a possibility — remember these organizations are focused on their missions, the idea of collaboration may be overwhelming or outside the scope of their work. Ask for recommendations or referrals of other groups or individuals who may be interested in collaboration. When possible, have a clearly defined question or be able to explain what type of help you are looking for. Be respectful of the needs, comfort and possible stress for both the human and animal participants. Be open to accepting the expertise the professional brings to the table.

Once you have found your research team, you can begin brainstorm the topics that you are most interested in pursuing together. It is often helpful to clearly define roles of each person on the team. For example, you can

establish who will work with dogs directly, who will be responsible for data analysis, and who will work on different sections of writing. Collaboration through the meeting of scientific and applied dog professionals helps keep the science of canine cognition fresh and practically oriented. Building friendships in the process is often an added bonus.



Kate Anders, CBCC-KA, CPDT-KSA, CDBC, stumbled into the world of scientific research as a fluke in 2012 when a favor for a friend grew into an amazing opportunity. Over the years she transitioned from running someone else's experiment to helping design and carry out new research projects. She has presented her research at the APDT conference twice, and won awards for her posters on both occasions. While she works as a behavior consultant specializing in child-dog conflicts, Kate finds great fulfillment in the volunteer work she does with her research team.



Julia Meyers-Manor has a Ph.D. in psychology, specializing in animal cognition, and works as a professor at Wisconsin's Ripon College. Her thesis work looked at memory in pigeons and she has worked with a variety of animals from bees to polar bears. In addition to her academic work, Julia has been training dogs for more than 16 years and worked as the Training School supervisor at the Animal Humane Society in Minnesota. Most recently, Julia's research on empathy in dogs has garnered international attention and won 1st place at the 2017 APDT conference poster session.

Together, Kate and Julia have been putting their minds together for the purpose of better research now for more than two years. Their collaborative research on heart rate variability in dogs is helping shape our understanding of the mind-body connection and has practical implications for both training and behavior modification work. Their work has resulted in several posters and a recent publication³.

Resources

- 1) Bensky, M. K. (2013). A review and synthesis of dog cognition research: the world from a dog's point of view. https://www.researchgate.net/publication/257850191_The_World_from_a_Dog's_Point_of_View_A_Review_and_Synthesis_of_Dog_Cognition_Research
- 2) The American Pet Products Association: https://www.americanpetproducts.org/press_industrytrends.asp
- 3) Craig, L., Meyers-Manor, J. E., Anders, K., Sütterlin, S., & Miller, H. (2017). The relationship between heart rate variability and canine aggression. *Applied Animal Behaviour Science*, 188, 59-67. <https://www.sciencedirect.com/science/article/pii/S0168159117300047>



CANINE COGNITIVE DYSFUNCTION

Caring For Dogs With Advanced Dementia

By Melissa McMath Hatfield, M.S., CBCC-KA, CDBC and Sara Cain-Bartlett, MSW, LCSW, C-ASWCM

Whether you work in a shelter, rescue organization or are a pet parent, it would not be uncommon at some point to have to care for a senior canine citizen. Although each dog is an individual, there are some patterns of symptoms and behaviors in the aging process that we should be aware.

Canine cognitive dysfunction (CCD) is similar to Alzheimer's disease in humans; it is a "progressive age-related neurodegenerative condition that affects cognitive function." The disease, both in dogs and in humans, affects many parts of the way an individual thinks, remembers, and feels. It is marked by memory loss, a decreased ability to learn, problems regulating emotions and interacting socially, problems with sleeping and waking, confusion and disorientation that can lead to wandering and circling, heightened anxiety, bladder and bowel control issues, and a decrease in overall activity levels (Fast et al., 2013¹; Madari et. al., 2015²; Schütt et al., 2015³).

Symptoms of CCD are not uncommon in the estimated 30 million senior and geriatric dogs in the U.S. (Madari et al., 2015⁴). Pan (2011⁵) notes that 27.5 percent of dogs aged 11 to 12 years suffer from mild to severe cognitive impairment, but that number rises to 67 percent in dogs aged 15 to 16 years. As Sarah Fraser puts it, "With upwards of 1 in 5 senior-aged companion dogs experiencing impaired cognitive function, it is critical that we work to better understand, identify, treat and manage CCD in our aging pets to ensure their later years are as comfortable and low stress as possible."

The following case study came to me through a friend who is a geriatric social worker specializing in dementia. She called concerned about her foster dog's behavior, which when described, sounded like CCD. Even though she was an expert in dementia in humans and a lifetime dog owner, she was unaware of dementia in dogs. She wanted to share her experience and educate dog lovers about this common malady, so I suggested that she chronicle Mitsy's story and I would do the research, hence, this paper. I visited Mitsy, and Sara (co-author Sara Cain-Barlett) stayed in close contact with me until the ultimate decision was made. Sara was a natural caregiver for Mitsy and has since fostered more geriatric dogs. Because of her experience, she was able to compare her foster dog's behaviors with some of the behaviors seen in her human patients and recognize that they were symptoms of similar underlying needs: for routine, safety, and comfort.

Case Study: Mitsy

Mitsy was a small mixed-breed terrier, brought to an animal shelter in the winter. Her chip showed she was 15; she was thin, uncared for, unclaimed, and cold. Her foster, experienced in fostering old dogs, cats, and horses, offered a "forever" foster with a warm bed and love. Mitsy was said to be house-trained.



Mitsy, 15, was diagnosed with dementia.

After a week's home care and observation, it was evident Mitsy was highly anxious; she could not control her bowel or bladder, and she attempted to flee when outdoors if not kept on a leash, which she resisted. A call placed to the shelter director garnered this response: "She has doggie dementia." When Sara called me, I agreed with this assessment. As a clinical social worker specializing in dementia care for many years, Sara now understood all the behaviors she had been observing in Mitsy.

Adults with advanced dementia often have challenging behaviors. Wandering, pacing, following, bladder and urinary incontinence due to stress, defiant behaviors, aggressive behaviors – all are common in the later stages of cognitive impairment. Mitsy exhibited daily separation anxiety and followed her foster parent with every step in the house, a behavior noted by Gayatri Devi, M.D., in her new book "The Spectrum of Hope: An Optimistic and New Approach to Alzheimer's Disease and Other Dementias." Dr. Devi, a neurologist at New York's Lenox Hill Hospital, characterizes Alzheimer's disease as a kind of spectrum disorder, one that can present in multiple different ways and can respond to treatment that at least slows its progression⁶. Separation anxiety is one such symptom that presents in some dogs with CCD, but not in others. The distress it causes can be minimized with behavioral support—including bringing in a certified behavior consultant—and adapting the dog's environment.

The spouse or adult child caring for an elder with dementia is likely to know this behavior well and can start to feel overwhelmed and emotionally drained by the constant presence of the elder. Mitsy, too, followed so closely that a stop caused her to run into Sara. Mitsy became anxious at separation, and when united again



Mitsy, center, loved sharing the big dog bed with Foster Taylor, right, and Lucy, left.

with her foster she could be aggressive, snapping and lunging at her. Adults with dementia can also exhibit aggressive behavior when uniting with their caregivers, because they are overcome with anxiety and the need to be close and secure with that familiar person.

If she wasn't following closely behind Sara or sleeping, Mitsy paced the house, wandering back and forth through the hall and rooms, never stopping until she went back to her bed to sleep. When taken out for a walk on a long lead, she pulled forward at all times. She could not stand still. If Sara stopped, Mitsy continued forward in a circle, pulling on her lead. If the end of the long lead was not held high up to make a "merry-go-round" so that Mitsy could continue circling, she literally wrapped the long cord around Sara's legs.

Mitsy also exhibited spatial confusion, showing difficulty exiting through a door, hesitation to walk over a shiny floor, difficulty finding an opening—all the same behaviors many adults with a more advanced stage of dementia exhibit.

Now that Sara had a better understanding of the underlying cause of Mitsy's behaviors, a care plan was created just as it would be created for an elder human. Because of the advanced nature of Mitsy's CCD, routine was the critical part of the plan, with as little variation and stimulation as possible.

Mitsy needed to remain in the same home environment, eat at the same times with her bowl in the same place for each meal, and only interact with her two people, two dogs and three cats in the house. Every day's routine was the same: going out for her morning potty time at 6 a.m. with her two doggy companions, returning to the house for the morning meal, morning walks through the yard on a lead, daytime in the company of the two dogs and three cats, her evening meal at 5 p.m., then a long walk on the farm on her lead, returning to the house for the evening, then outdoors again at 9 p.m. for more yard time on her lead, then to her garage bed for the night. Introduction of other activities or people created anxiety in Mitsy that usually led to urinating or defecation on the spot. Calming activities such as being held or brushed while on her bed or being lifted to the sofa and cuddled helped to resettle Mitsy and calm her.



A care plan helped Mitsy stop pacing, relax and snooze in the sun.

A care plan for an adult with advanced dementia is created in the same way. Every day needs to be the same, with a daily routine established for meal times, for bathing and dressing, for activities such as walks, music, old movies, and for going to bed. Changes in this routine—such as a trip outside the home for a medical appointment, meals away from home, or visitors in the home—often cause behavioral changes and challenges.

The needs for Mitsy's routine were learned by trial and error. A guest in the house prompted immediate defecation in the room where her humans were visiting, so this observation led to putting Mitsy in the garage with her bed and water when another person was expected to visit in the home. When Mitsy was brought back into the house from her garage bed, Sara held her close for several minutes, which eliminated the aggressive biting when she saw Sara again.

After a month of established routine, Mitsy's daily habits as a housedog were much more acceptable. With an increase of being petted, brushed lightly, and being held, Mitsy's anxiety and pacing almost completely vanished. She settled into her routine of going outdoors with her foster mom for shorter walks on the leash at the same times of the day and night until her bedtime. Shortening her time exposed to the stimulation of walks decreased her anxiety. She no longer wandered and paced in the house, but she still stayed within a step of her foster mom when she was awake, following right behind her at every step. Dog beds throughout the house allowed Mitsy to always be next to Sara, which she did until her last day.

The most important factors in Mitsy's care plan were the daily routine, avoidance of any new stimulation, providing a care environment that allowed Mitsy to be next to Sara at every opportunity, and providing more time for hugging, petting, and cuddling on the sofa. Mitsy was much calmer and more content, and the accidents in the house greatly decreased. Understanding the needs of the senior dog with dementia greatly relieves the stress on the caregiver, just as training for those who are caring for a human with dementia decreases the stress and fatigue of caregiving.



Mitsy snuggling in her blankets.

Caring for the Canine Senior Citizen

The formula for developing a care plan for a human showing signs and symptoms of cognitive impairment or decline is similar to that of a dog. The first rule is routine, routine, routine! It is best to create a daily routine for meals, dressing, naps, bedtime, visitors, or outings, and prevent change as much as possible. If the routine must be varied, it is best to do so in early hours of the day before fatigue sets in from the day's activities. Any stressors, such as rushing to complete a task, a change of environment, visitors who create anxiety (such as small, active children), loud noises, and expressions of anger or frustration by the caregiver, can produce challenging behaviors, also called "catastrophic reactions."

In humans with dementia, a catastrophic reaction might be crying, yelling, pounding fists, pacing, kicking, fleeing, throwing things, refusing care or food, or whatever reaction relates to the event causing the stress. This reaction is brought on by stressful events and experiences like anxiety, confusion, pain, overstimulation, or loss of a comforting possession. For the senior dog, the same is true. Making demands of the dog, correcting the dog, yelling at the dog, attempting to hurry the dog, and introducing the dog to any new experience or environment all cause anxiety and stress for the dog with cognitive impairment. They cannot take in new information, their reasoning is impaired, and they do not know how to respond. A catastrophic reaction may result.

If you've just started noticing these behaviors in your dog, it's best to seek a formal diagnosis from a veterinarian. An MRI is the gold standard, although expensive. Your veterinarian may also ask about changes in the dog's behavior. Your veterinarian can also prescribe

interventions that can help slow down cognitive decline. These can take the form of dietary supplements, specially formulated foods, and medications. Due to Mitsy's advanced age and already frail physical condition, and considering she was from a rural dog shelter with limited financial means, no medications, supplements, or sedatives were tried. The goal of Mitsy's foster mom and the shelter director were to provide end-of-life comfort and love for this old dog.

Not all cases of CCD are as advanced as Mitsy's, and dogs in the early stages of cognitive decline can benefit greatly from medication and behavioral therapies. As a behavior consultant, I recommend behavioral enrichment to help keep senior dogs engaged and prevent the progression of dementia-like symptoms before they become as challenging as Mitsy's case. Don't just let your senior dog curl up and sleep all day. Behavioral enrichment can include cognitive stimulation in the form of food puzzles, access to novel toys, training and practicing simple behaviors, and working on more complex cognitive tasks such as discrimination and concept training; it can include social enrichment in the form of access to and positive interaction with conspecific friends and human friends; and it can include physical exercise by way of leash walks and off-leash playtime (Landsberg, 2005⁷; Pop et al., 2010⁸).

Keeping a dog active both mentally and physically with training, interaction, and play in their geriatric years, combined with regular exercise, is known to decrease cognitive impairment. Research backs this up too — a multitude of studies confirm the provision of cognitive and environmental enrichment opportunities can prevent, delay, and improve symptoms of cognitive decline (Fraser, 2018⁹).

For dogs with advanced dementia, however, this approach can be counterproductive. I would not recommend a caregiver introduce any puzzles or novel toys, because the inability to focus and understand what is expected of the dog is likely to cause a stress reaction. They can't learn something new, so work on cognitive tasks would not be recommended for a dog with advanced dementia. Comfort for these dogs is what is needed. Gentle, predictable walks or other exercise they can tolerate can still be a source of pleasure, as can play if they still enjoy simple games, such as going a few feet for a ball,

but no new activities. I would also recommend against the introduction of unknown people or animals — a trip to a dog park, for example, would likely overstimulate a dog with this stage of the condition.

Caring for the Caretaker

The family caregiver for the adult with moderate to advanced dementia is at risk for multiple mental and physical complications. Fatigue is most common, due to the lack of sleep and the 24-hour daily need to be alert, provide care, provide verbal responses, and the constant need to be aware of safety. Human caregivers suffer not only fatigue but multiple physical responses to stress, and many mental responses such as depression, grief, anxiety, anger, social isolation, and multiple losses.

The owner of a geriatric dog with cognitive loss will experience many of the same responses. Sleepless nights, and hyper-awareness of changes and needs can lead to fatigue and mental exhaustion. Emotional responses of depression and

Comfort for these dogs is what is needed. Gentle, predictable walks or other exercise they can tolerate can still be a source of pleasure.

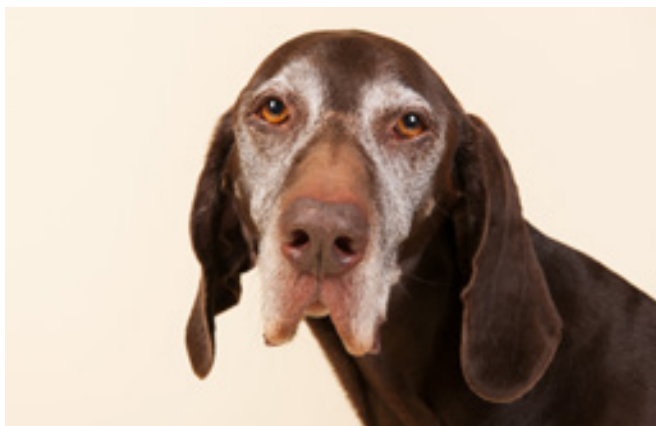
grief about the impending loss of their loved companion are also common. The human responsible for the elder dog also has the added responsibility of making that difficult decision about when to euthanize their pet.

Support and education groups for the owners of old dogs and dogs with cognitive impairment are greatly needed. Animal shelters, the Humane Society, rescue organizations, and veterinary clinics all need to become aware of this progressive condition as we all keep our companions with us as long as possible. Just as the excellent veterinary care available now can keep a canine companion physically healthy longer, that longer life can lead to more experiences of cognitive disorders in late life. Education and emotional support can be the key to the quality of life of both the canine and the human caregiver.

Conclusion

Canine cognitive dysfunction will affect one in every five geriatric companion dogs, so the chances are if you own senior dogs or work in sheltering, foster, or rescue, you're likely to encounter this condition eventually. It is therefore useful to educate yourself on how to spot the signs of both the early stages and the more advanced symptoms like Mitsy's, as they may be missed by others.

CCD not only affects the quality of the dog's and caregiver's daily lives, but their relationship as well. Anything that we can do, no matter how small, to keep our senior citizens comfortable in a time of disorientation, stress, and anxiety would be a gift. Routine is the foundation for both dog and caregiver in coping with the emotional, mental, and physical changes of CCD. Having a balanced perspective of the realities of the world you both find yourselves in, with a sense of gratitude and acceptance, will be a comfort during this last stage of the dog's life. *(continued on page 40)*



Symptoms and Behavior of Canine Cognitive Dysfunction (CCD)

Four of the most common clinical symptoms are:

1. Sleeping during the day, and restlessness at night.
2. Decreased social interactions with family members and other pets.
3. Disorientation in the home.
4. Anxiety.

Other symptoms include a failure to recognize familiar people or pets, wandering, getting lost in corners, staring into space and failure to complete previously known obedience behaviors.

CCD exhibits in many forms of behavioral changes. They can be in learned behaviors, such as manners and or commands, or through decreased awareness, appetite, ability to learn, activity level, with an increase in aggression and anxiety. These can be put into seven categories¹⁰:

1. Confusion / Spatial Disorientation
2. Relationships / Social Behavior
3. Activity Levels Increased / Decreased
4. Anxiety / Increased Irritability
5. Sleep-Wake Cycles / Reverses Day-Night
6. Learning and Memory-House Soiling
7. Learning-Memory-Work, Tasks, Cues

Diagnosis

It is recommended veterinarians should screen for CCD at age 8 by administering a senior cognitive check, since a CCD diagnosis increases as the dog ages. To establish a CCD diagnosis, the veterinarian must first establish or identify five primary signs of cognitive dysfunction. It is the acronym DISHA¹¹.

1. Disorientation,
2. Interactions with family members,
3. Sleep-Wake cycle changes,
4. House soiling and
5. Activity level changes.

To rule out other causes for recent behavior changes it is recommended to identify when the new behavior began. Ask are these recent behaviors or symptoms or have these been observed before the aging process was noticed?

Owner-completed questionnaires are an important first step in identifying dogs with CCD. Multiple questionnaires exist and have proven themselves effective, reliable diagnostic tools, particularly for dogs displaying multiple symptoms, and/or moderate to severe level symptoms of CCD (Schutt et al., 2015³).

The Cognitive Dysfunction Rating scale (CCDR) (Hannah E. Salvin, 2011¹²) uses 27 previously validated behavioral indicators of CCD and is comprised of 13 behavioral items, three of which relate to determining severity of the condition (Hannah E. Salvin, 2010¹³).

An alternative to CCDR, the Canine Dementia Scale (CADES) (Madari et al., 2015²), is administered in-person by a veterinarian to an owner in an effort to limit potential subjectivity involved in having the owner fill out the questionnaire themselves. CADES contains 17 items that span four domains: spatial orientation, social interactions, sleep-wake cycles, and house soiling, and, similarly to CCDR, it rates level of impairment from mild to moderate to severe. Because the scale can be completed during a regular office visit, the authors assert that it is useful not only as a screening tool, but to use in long term assessment and monitoring efficacy of treatment interventions (Madari et al., 2015²).

Treatment of Canine Cognitive Dysfunction

Treatments for CCD fall into one of three primary categories: special diets and dietary supplements; pharmacological intervention, or environmental and behavioral enrichment. Generally, dogs with CCD show an increased sensitivity to change. They have a harder time coping with ordinary life stressors and show a decreased ability to adapt to unexpected situations (Fast et al., 2013¹).

Diet: A nutritious diet throughout a dog's lifetime can prevent or slow cognitive impairment later in life as a poor diet can increase the risk of CCD. A specially formulated food designed for dogs already showing cognitive decline are widely available via veterinarians for the treatment of CCD.

Pharmacological: Supplements recommended by veterinarians can slow declining cognitive dysfunction. Various studies have looked more deeply at how these dietary supplements, particularly those rich in anti-oxidants that promote cognitive health. Pharmacological interventions targeting MAO-B, serotonin, dopamine, and other neurochemicals involved in cognitive function have also proven effective, though magnitude of effects can vary widely by the individual dog and medication type (Cotman & Head, 2008¹⁴; Head et al., 2006¹⁵; Landsberg, 2005⁷).



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temperament assessments and behavior evaluations of dogs who are exhibiting mental health issues. For further information please go to her website at <http://www.lovingdogs.net>.



Sara Cain-Bartlett, MSW, LCSW, C-ASWCM, has practiced medical and geriatric clinical social work for more than 20 years, specializing in dementia care. She has written workbooks on the challenging behaviors presented in dementia care and has had a private practice as a

geriatric care consultant since 2010. Sara also fosters large dogs and horses for the Animal League of Washington County, Arkansas. Mitsy was a foster from the Prairie Grove, Arkansas shelter.

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2019 APDT Online Certificate Courses

APDT's Online Certificate Courses are designed to provide in-depth education on specific topics. Students will attend online lectures, participate in online discussions with fellow classmates and work on homework assignments. Courses are designed to be challenging and thought provoking, and students who successfully complete the course(s) will walk away with tangible, applicable materials and resources that can immediately be applied to their businesses.



January 9-February 12

Introduction to Learning Theory 101

Presented by Kristina Spaulding, Ph.D., CAAB

When most people think of learning, they think of intentional learning, such as taking a class or teaching a dog to sit. However, it's so much more than that. Everything dogs (and humans) do is affected by learning. This course will cover the basics of classical and instrumental learning and how to apply those principles to working directly with dogs (and people).



February 2-27

Top Dog: Lessons from Dog Training for the Entrepreneur

Megan Stanley CPDT-KSA, CBCC-KA

Today's successful dog trainers understand that success depends not only on your skill set as a trainer, but also your business strategies. This course will outline various strategies to help streamline and grow your business to a seven-figure organization. Owning your own business can be overwhelming and full of challenges, but with the right tools and structure you will learn how to earn the freedom and financial benefits from your business.



March 20-April 9

Aggression & the Law: What Trainers Need to Know

Presented by Heidi Meinzer, JD, CPDT-KA, CNWI

This course is geared to trainers who handle aggression cases. We will talk about what can go wrong, what kind of legal liability that brings on you as the trainer, and what you can do to limit your liability and insure your business. We will also cover other ways to protect yourself, including setting up a separate and appropriate legal entity for your business, creating solid policies and procedures, and bulletproofing your contracts and intake forms.



May 30-July 2

Covering All Your Bases: How to Legally Protect Your Business

Presented by Heidi Meinzer, JD, CPDT-KA, CNWI

Whether you are starting up a new business, or want to be sure you are covering your bases with an existing business, there are several important areas to cover. This course will guide you through various steps that your company should review before opening or on a regular basis even once you are established.

Dates are subject to change.



September 26-October 30

Dog Training 101: What All Beginning Trainers Should Know

Presented by Sarah Filipiak, CDBC

Knowing your stuff can really help a trainer stand out from the crowd. This course will feature all of the information a good dog trainer should know before starting to offer services. We'll go in-depth into the history of dog training, current training methods, dog behavior and body language, credentialing and how to approach our human clients' behavior.



November 13- December 17

Comparative Psychology and Cognition

Presented by Alexandra Protopopova, Ph.D, CPDT-KA

Is your African grey parrot simply repeating a previously heard word or is he using language? Does your dog understand that objects continue to exist even when out of view? Does your pet spider have a map of their world? In this class, we will cover topics in the field of comparative psychology and cognition with an emphasis on current research. Comparative psychologists focus on the evolutionary, developmental and environmental variables influencing behavior of various species of animals. In this class, we will cover the history of animal behavior and cognition, the role and dangers of anthropomorphism and anthropocentrism, and cover key topics in animal cognition research such as social learning, abstract concepts, communication and language, and theory of mind.



Date TBA

Advanced Learning Theory: An Advanced Look at How Animals Learn

Presented by Kristina Spaulding, Ph.D., CAAB

Once you know the basics of how animals learn, it's time to take it to the next level. How do you know if you know the basics? You can define and distinguish between operant and classical conditioning. You understand the differences between positive and negative reinforcement and punishment and how to apply them. If you know the previous information, you're ready gain a deeper understanding of animal learning. This course is the ideal follow-up to Intro to Learning Theory 101.

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From Foes to Friends

Exploring the reward-based training methods used
to teach a cat and dog to happily co-exist

By Tori Ganino, CDBC, CPDT-KA

Background

Si is an approximately six-year-old domestic short-haired tiger cat. He was found as a stray when he was about one year old. At the time, our home consisted of two dogs and two other cats. Si instantly snuggled with the cats but would only observe the dogs from atop the cat trees.

After a few months he fully settled in and did not mind the dogs, except when he was on our bed and they went toward it. Si would run to the end of it and air swat toward the dogs. Seeing the dogs were indifferent, we didn't do anything about the situation.

Jeter came to us when he was approximately eight years old. A chihuahua-terrier mix weighing 30 pounds, he was sight-impaired, plagued by separation anxiety, extremely nervous of people, and his history was unknown.

Jeter was put on a modified shut down. This is where he was slowly exposed to the environment and various stimuli over a two-week period. He would stay in his safe place, a room of his own with a baby gate in the doorway, while we worked on his separation anxiety. Our other two cats had since passed away and our other dogs were kept on a different level of the house to decrease environmental stimuli during this time.

It was obvious from day one that Jeter was extremely focused on Si, though non-aggressively. Si was also extremely skittish and hesitant to even walk by Jeter's room. Knowing the importance of having a home where they could both enjoy each other's company, I laid out our goals for our family and then established a management and training plan.

The Goal

The ultimate goal was for Jeter and Si to enjoy each other's company and be able to relax while the other was in view. To achieve this, both pets needed to reach their own milestones. For Jeter, he needed to develop a strong behavior in place of chasing Si. This

is known as "differential reinforcement of an alternate behavior," or DRA. The behavior I chose was for Jeter to see Si while holding a stay on his bed (mat), and then be able to disengage from him.

Si's would prove to be more of a challenge. This is because we needed to change his emotions about Jeter from a negative to a positive through counter-conditioning training. This is called creating a "positive conditioned emotional response," or +CER. In other words, Jeter's presence would predict everything wonderful that Si enjoys. Eventually, the goal would be for Si to see Jeter and feel happy due to Jeter's association with rewards. We would then fade off the rewards while maintaining the +CER.

I did have an advantage when working with these two. Si had already been trained to a clicker and knew various tasks such as offering his paws for nail trims and nose targeting items. Jeter knew the hand signals for sit and down, was very food motivated, and an extremely quick learner. I had high hopes that our goal would be obtainable.

Management

Jeter's modified two-week shutdown consisted of no physical contact with Si, nor either of the other dogs. He was able to see them in passing and exposure was slowly introduced during that time frame. This is advice I have given to my own clients many times when helping them transition a newly-adopted dog into their home. Just like many of my clients, I found myself wanting to speed up the process.

The great thing about networking with other trainers is that we are there to support each other with cases and with our own pets. Even though Jeter was good with other dogs, Rich Allen from Wags to Rich's, encouraged me to stick to the training plan, and every good training plan starts with managing the environment so unwanted behaviors could not be practiced.

Three baby gates were put in place. The first one was at the entrance to Jeter's room. The second was at the entrance to a spare bedroom. This was so Si could easily access a room to get away from Jeter, but Jeter would not be able to follow. This is also where a cat box, water, and his meals were placed. The third gate was at the top of the stairway. This enabled me to have a door and a gate as a barrier to the downstairs where the other dogs stayed.



- ◀ Jeter keeps a close watch.
- ▼ Si on the new cat tree.

The door to Jeter's room was left open when we were training and closed when we were not. This was to prevent Jeter from barking and running at Si as he passed by the baby gate. I also wanted to make sure I was able to work with Si every time he saw Jeter. Developing a +CER can be very delayed if the rewards only happen some of the times that Jeter was present in the beginning stages of the training. The same was true for Jeter. I wanted to develop a strong DRA of relaxing on his mat when he saw Si. Any charging or barking would delay the process.

A harness and leash were used for Jeter when he was out of his room to protect his neck if he pulled, and to prevent him from chasing Si.

Week One Training for Jeter

The beginning of Jeter's first week with us consisted of him learning foundation behaviors, which included a verbal marker of "yes" to let him know he had done something right and a reward will be coming from me, recognizing and immediately responding to his name with me only having to say it once, "leave it" so I would be able to tell him to leave Si alone, and mat work where he would go to his mat and hold a stay with minimal distractions.

While we worked on the foundation behaviors, Si was not in view. It was important to break down the tasks into easy and fun sessions with little distractions. This is so he would be better prepared for success while in Si's presence. Just like I can't focus on learning a new task if there is music on in the background, I would not expect Jeter to focus on learning the foundation behaviors with Si in view. When I found Jeter was responding to my cues at least 80 percent of the time and understanding the activities, I decided to open the door, keeping the baby gate closed, and started to work Jeter and Si together. Jeter was positioned on his mat and Si had free



room of the rest of the upstairs. Every time Jeter looked at Si as he peaked around the corner, I immediately used my verbal marker of "yes." This prompted Jeter to then look back to me for a treat. His head immediately oriented back towards Si and I said "yes" again. This activity is called "click the trigger." We did this for about a minute, making sure that Jeter was staying on his mat and quickly responding to me. By practicing this activity, Jeter was learning that he should look back to me when he saw Si.

When Si would tuck his head back out of view, I would then release Jeter to get off of his mat. As soon as Jeter saw Si reappear, I used my verbal marker, rewarded, and then sent him to his mat. Being a very fast learner, Jeter was able to quickly move to the second step: looking at Si for up to five seconds and choose what he should do. Sure enough, Jeter thought about the situation and looked back to me in anticipation of a reward. This is called "scans and check-ins." I said "yes" and then placed a special treat on his mat. At this time Si started moving around more.

Week One Training for Si

Positioned outside of the gate, Si was allowed to control the situation by his ability to increase or decrease the distance between himself and Jeter. This was so I did not accidentally cause Si to have a "fight or flight" reaction where he felt the need to attack Jeter to defend himself or run away to seek safety.

It was extremely important I did not pick up Si and force him to be in view of Jeter, hold him so Jeter could smell him, or lure him into Jeter's view with a treat. Not only would I begin to lose Si's trust, but I would be putting him into situations he clearly was not comfortable with, especially if I restrained him. This technique is called "flooding" and can be detrimental to any animal. Flooding occurs when an animal is kept in a situation where it is afraid and is unable to escape and can cause an animal to emotionally shut down. I was not looking for lack of behavior from Si, which is what you would see from an emotionally shutdown animal.

Instead of using the aversive techniques described above, Si was rewarded with special treats every single time he looked at Jeter. Reward timing was critical as I tossed him the treats. The food

► Puzzle toys were used to aid Jeter with mental stimulation. Later in training, Si joined in and the two shared.

needed to come after he looked at Jeter so he could learn to associate Jeter with rewards. If I had given Si food before he looked at Jeter, I would inadvertently teach him the presence of food foretold the appearance of Jeter, of whom he was afraid.

With the food aiding in creating a +CER by starting to change Si's brain chemistry as it prompted the release of dopamine, a pleasure transmitter, the training plan was well on its way.

Week Two Training Together

Jeter was able to complete his activities with ease, and Si was becoming more relaxed. I decided to move our sessions to my bedroom and bring Jeter's mat out with him. The mat was placed across from the bed at about 5-feet away. Jeter was kept on leash and Si was able to access my bed, the dresser, the night stand, and one exit into the hallway.

Jeter had been successfully looking at Si and disengaging on his own when in his room. Seeing that I made the activity harder by moving to another room, I took a step back with Jeter's training so I did not expect so much from him. Instead, I used the "click the trigger" activity as soon as he looked at Si. If Si made a quick movement, I rewarded Jeter with a handful of small treats on his mat, called a "jackpot." Just like I would need a bonus for doing extra work at my job, Jeter needed to be rewarded, or paid extra, for



so he was eager to train the next time. Jeter continued to work on his foundation behaviors in other rooms, so he would be fluent with them no matter where he was.

Management Fails

By the end of the second week and into the beginning of the third week since arriving at our home, Jeter was spending more time out of his room. He stayed on leash and chose my bed to be one of his favorite places to relax. One evening, Si entered the room and jumped on the bed, unaware of Jeter's presence on the bed. Suddenly the two were nose-to-nose. I immediately gave Jeter the "leave it" cue, which he followed. Si jumped off the bed and disappeared into another room, and Jeter immediately received a jackpot.

I thought a disaster had been averted until I went to sleep that night and discovered cat urine soaked through my sheets. I removed all sheets from my bed unless I was sleeping in it. Next to the bed I placed an additional cat box with a top entry, so

Jeter could not stick his head in. A second cat tree was purchased and put within jumping range from my bed. My hope was that the modifications I made to the environment would assist Si and help him work through the setback. As it turned out, they did.

Week Three Training Together

Christmas was approaching, and I found wrapping presents as the perfect opportunity for training. With Jeter on his mat, Si on the bed, and myself stationed between them, Si began to decrease the distance and come closer to where I was. Jeter handled staying on his mat like a pro and I finally started to see the playful side of Si

Instead of using adverse techniques, such as "flooding," Si was rewarded with special treats every time he looked at Jeter. Reward timing was critical as I tossed him the treats.

working through the difficult task of Si's sudden movements close to him. After one session that lasted approximately five minutes, Jeter moved on to scans and check-ins.

Over the next week, Si and Jeter worked together daily for sessions that lasted between five to 15 minutes. I used their meals as opportunities to work and hand fed them a few pieces at a time. Si's comfort increased, and he was also rewarded for any relaxation that he showed. Like Jeter, he moved to scans and check ins. Sessions were ended before Si decided he had enough of the training and walked away. I wanted to leave him wanting more



Jeter recovering from surgery with Si close by.

as he batted around the bows. I began reducing the amount of rewards each pet got in their training sessions.

Finally, by the end of week three, the beginning signs of a +CER from Si started to show. Jeter had entered the room with a toy in his mouth and trotted past Si. I looked to Si and saw him go from a sit to a roll on his side. When Jeter laid down a few feet from the cat, Si proceeded to bat Jeter's tail around in a playful manner as he purred.

I then allowed Jeter to start to drag his leash around instead of me holding it, and soon he wasn't wearing one at all. When Jeter would approach the bed as Si relaxed on it, Si did not charge the end of it like he did with the other dogs. At this time, I felt comfortable enough to put sheets back on my bed.

The Turning Point

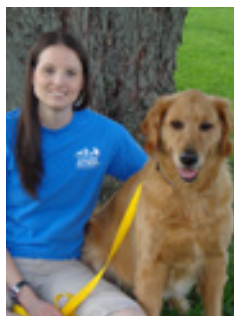
Jeter went for emergency exploratory surgery in early January of 2018. While recovering on my bed, Si displayed a full +CER when he jumped next to Jeter and relaxed just a few feet away. Over the next few days, Si got closer and closer.

The two continued to bond as Jeter healed. Once fully healed, Si remained relaxed no matter how close Jeter was to him, and they could both approach each other without Si fleeing and Jeter pursuing. I then decided to place pet steps next to the bed, so Jeter could easily access it at any time.

Fast Forward Four Months Later

Si still has a baby gate that blocks off Jeter's access to the spare bedroom, so he can have a safe place to escape if necessary. A second cat box remains upstairs and the cat tree is positioned within jumping distance from the bed.

The training process was slow, and the management plan was strict. Without them, however, Jeter would still be chasing Si, and Si would still be peeing on my bed. Today, Si and Jeter can be found regularly napping and playing together. Even better, it is Si who most often seeks out Jeter for his company.



Tori Ganino is a Certified Dog Behavior Consultant through the IAABC, Certified Professional Dog Trainer-Knowledge Assessed through the CCPDT, and a member of the International Companion Animal Network (ICAN). She owns Calling All Dogs located in Batavia, NY where she teaches group classes and private lessons for obedience and behavior modification.



2019 APDT Annual Conference **CALL FOR SPEAKERS**

The search is on for those wanting to present educational content for the 2019 APDT Annual Conference, which will take place October 30–November 2, 2019, in Portland, Oregon, at the Oregon Convention Center. APDT is looking for professionals interested in sharing their knowledge and expertise to an audience of dog trainers.

APDT strives to provide a broad range of continuing education that will enhance the professional competency of convention attendees. In an effort to provide meaningful, current and relevant educational programs, sessions need to be interesting and informative for both the newcomer and experienced professional.

This is a significant opportunity to share your knowledge with the dog training industry. Abstracts are being accepted in the following areas:

- Animal and Human Learning
- Business Practice and Technology
- Ethology
- Science-based Research



Helpful Information

- Only those abstracts submitted via the official APDT abstract submission site will be considered.
- You do not need to be a member of APDT to apply.
- Preference is given to those applicants who hold a CCPDT certification, Ph.D. or DVM.
- Abstract submission deadline is **December 30, 2018.**

For additional information, visit
tinyurl.com/y7wyz2rk



Pet Trusts

Five Ways to Plan for Your Pet After You Are Gone

By Christina Schenk-Hargrove, Esq., CPDT-KA

AS DOG TRAINERS, you put a lot of thought, time, and money into your dog's care: from leashes, beds, and grooming, to diet, veterinary care, exercise, and training. But have you put as much thought into what would happen to your pets if you were suddenly unable to care for them? If you have a spouse or partner, you may not be too worried, but what if the unthinkable happened and suddenly both of you were gone? What about your clients — have they planned for the unexpected illness or accident? Unfortunately, we have all seen the Facebook posts with a beloved pet looking for a new home because their owner has passed.

In the past, the law treated pets as property, like a boat or a painting. You could leave your dog to someone, and you could leave the person money, but you couldn't control what happened to either one after you died. There was no way to ensure your pet would be taken care of according to your wishes. Luckily, recent developments have provided better options. Here are five arrangements to consider in planning for unexpected illness or death:

Do Nothing

When a person dies without a will, the law dictates who inherits their property — usually a spouse, parents, siblings, or children. If you were to die without a will, the law would treat your dog like any other property and pass him or her to your closest heir. Once that person receives your dog, they would be free to do anything

that any pet owner could do, including give him to someone else. It may be your heirs would work it out, but even if your family has the best intentions, they may not arrive at the best result for your dog. Say they decide your niece, who has two dogs of her own, is a good choice to take your dog; if your dog does not get along with the resident dogs, he may end up unhappy or even rehomed. Doing nothing to prepare for unexpected illness or death may work out fine for your pet, or it may not. Better to make a plan.

Make an Informal Arrangement

If you don't want the state or your family members to decide who gets your dog, then at a minimum you should make a plan and discuss it with those who can carry out your wishes. Decide who should have custody of your dog if you become incapacitated or die and talk to that person about it. Make sure to discuss the details and confirm that it would work for everyone involved. While this kind of arrangement is informal, it's probably a good idea to put something in writing, if only because this is a plan for the distant future and memories fade. A note or email will help everyone remember what was agreed upon. It is important to also tell those who will have the task of settling your affairs about the arrangement. If they don't know about your plan, then they will not be able to carry it out for you. You would not want a helpful relative to go through the trouble of finding a home for your dog, not realizing you had already arranged for him to go back to his breeder or to your training buddy.

If everyone gets along and communicates well and no disputes arise, then an informal arrangement like this can work. Informal arrangements, however, can be problematic because they are informal; there can be delays or confusion about who should do what. And if a dispute does arise about who should get custody of the dog, or something goes wrong, the arrangement is not enforceable. In other words, your heirs could insist your dog go to them rather than to the friend you decided would make the best home. If you want to avoid this, the next three options are more formal and will stand up in court.

Create A Power of Attorney

Don't forget to prepare for an accident or sudden illness, short of death. Make arrangements for someone to take care of your dog if you are ever incapacitated. While informal arrangements can work here as well, a Power of Attorney can make the process smoother for the caregiver. A Power of Attorney is a legal document that gives a person of your choosing the power to act for you if you are incapacitated. It only applies while you are alive, not after death. It can be drafted to avoid court involvement and would be effective immediately. That way, if you suddenly became hospitalized, the person you appointed as your Power of Attorney could take custody of your dog, get necessary veterinary care, hire a pet sitter, pay for supplies, or anything else that needed to be done. It is a formal document everyone involved knows about, and it is enforceable by law. If you have a trusted attorney draft the Power of Attorney for you, she can hold it until it is needed. I do this for my clients, and it gives them peace of mind to know I have the important documents stored in my office; one call to me will set their plan in motion to smooth the way for their loved ones and their pets.

Make A Will

The most common legal document that controls what happens to your assets after death is a will. Because pets are still considered property under the law, you can leave your pet to someone by putting it in your will. But wills are hard to change and are meant to last a long time, so I do not recommend it. In some states, you can attach a "memorandum" to your will, a written list that is separate from your will and that is easier to change over time. Check with your lawyer to see if your will allows for a memorandum. If so, that may be a formal yet easy way to identify a caretaker for your dog after you are gone.

As with informal arrangements, if you are going to leave your dog to someone, it is best to discuss this in detail with the person in advance. You may also want to consider naming a second person as a backup. Be aware once this person inherits your pet, it is theirs and any instructions as to future care would likely not be enforceable.

What about taking care of your dog financially? Frequently, when preparing their estate plans, people want to put aside some of their money for the care of their pets. In the past, people tried leaving money in a will to their pet. Again, because dogs were considered property, courts often didn't allow this, and the money just went

to the other heirs instead. Others tried leaving money to a person with instructions to care for the dog, but this also frequently failed to accomplish what the owner intended. The conditions put on the money were not enforceable, and the heirs were permitted to use the money for themselves. If you leave money to someone to take care of your dog, you are relying entirely on your trust in that person they will carry out your wishes. That's where a Pet Trust comes in.

Create A Pet Trust

For those who have specific wishes about the care of their pets and who want to provide financially for them after death, each of the options already mentioned has its drawbacks. Fortunately, most states now allow for legally enforceable "Pet Trusts." A Pet Trust allows you to determine who will get custody of your dog, and to set aside money that must be used for the care of the dog, according to your instructions. How do they work?

When you create a trust, you create an entity that can own assets, and you put some money in it, either right away or through a will. You appoint a trustee who will be responsible to carry out the terms of the trust after your death. A simple Pet Trust might identify the pets, instruct the trustee to deliver the pets to a named caregiver, set a monthly allowance to be paid to the caregiver for the pet's needs, provide a standard of care, specify how the pet's remains are to be handled after the pet has died, and provide how any remaining assets should be disposed. The trustee has a duty to make sure the provisions of the trust are carried out, and the caregiver has the right to enforce the trust as well, setting up a system of checks and balances. A Pet Trust makes it possible to ensure your beloved dog is taken care of in the manner you decide is best, and that the new custodian has the assets to carry out your wishes, without having to rely on anyone's good intentions.

Talking about illness, accident and death is uncomfortable, but as with so many things, communication and planning are the keys to a smooth process. You already help your clients be the best guardians they can be for their dogs and having a discussion about contingency plans is one more way you can help. As hard as it may be to think about, making an estate plan is a gift we give to those who will be left behind.



Christina Schenk-Hargrove, Esq., CPDT-KA, is an attorney at Smith Duggan Buell and Rufo LLP, in Boston, Massachusetts, www.smithduggan.com, with considerable expertise in business litigation, estate planning and probate administration, small business formation, and expert witness preparation. She is also a dog trainer and dog sports competitor with an intense interest in learning theory as it applies to both dogs and people. In addition, she has lectured on the legal issues facing dog trainers. If you would like help creating a plan for your pet, whether a pet trust or a complete estate plan, contact Christina at cschenkhargrove@smithduggan.com



Communicating with Clients in Aggression Cases

By Michael Shikashio, CDBC

THE STAKES ARE OFTEN HIGH when working with dogs with a bite history. While many of the dog bites that occur in the U.S. do not have serious consequences, there are instances where ramifications can include civil liability, criminal charges, severe injury or death to people or other animals, breed stigma, poor reputation of the trainer, and often the ultimate fate of the dog.

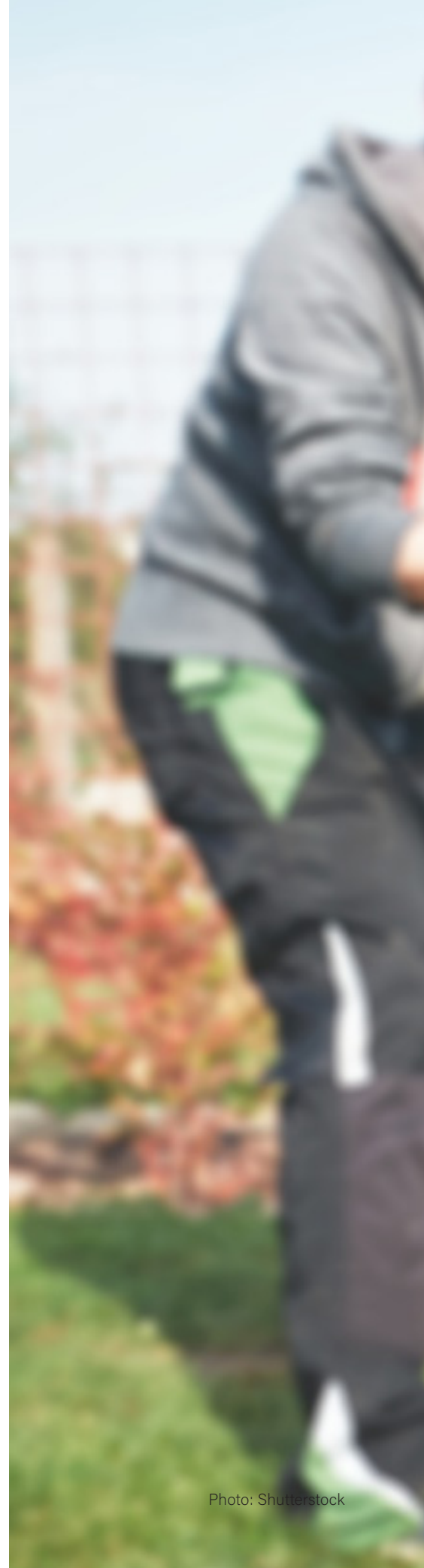
Effective communication with our clients and their understanding of our recommendations in aggression cases are vital. A powerful skill in our work is the ability to navigate crucial conversations and foster dialogue using communicative tools that will promote successful outcomes.

Some of the valuable approaches I have learned to use with clients to ensure participation and understanding are empathetic listening, an aggression case prognosis, and modern technology.

Empathy is key. Empathy is defined as the “ability to understand and share the feelings of another.” Empathetic listening is tantamount to allowing them to be understood and respected. Often fraught with emotion, our clients will have many questions and thoughts about their dog’s aggressive behavior, and perhaps concerns about how they might be affecting the problem. It is essential to be receptive to the variety of emotions that can be in play during the different stages of an aggression case. By remaining empathetic throughout, we can encourage successful collaboration with the client.

Here is a sample client statement that might have us immediately wanting to interrupt the conversation to educate a client: “I just don’t think I’m being dominant enough. He just bit my friend out of the blue and now I’m so stressed out about it.”

While we might feel the urge to address the client’s statements of “not being dominant enough” and “out of the blue,” empathetic listening will allow for more efficient behavior change with our learner as we can keep the conversation on track. An empathetic response should reflect understanding of the client’s emotions, without criticism of concepts we might disagree with, and focus on the most pertinent details necessary in the case:





An empathetic consultant might respond: “You truly must be stressed about that incident. We can certainly work together towards a successful resolution. Can you tell me what your friend was doing just before he was bitten? That information will allow me to determine the best way to move forward.”

Another common statement we might hear from a client: “There’s no way I could use a muzzle on my dog. I would just feel so bad and he would look awful!” This client is expressing a bias against using a muzzle and is making an initial indication of not following a safety recommendation. How we respond is important to maintaining productive dialogue.

Empathetic consultant response: “Muzzles can certainly have that Hannibal Lecter effect on dogs! I can understand how that must feel awful to picture him wearing one. I can recommend one that will allow him to eat, drink, pant, yawn, and do everything else he would normally do, except bite! For his protection and safety, a muzzle will really help to keep him out of trouble. Let’s look at a few different models, some of which can be ordered in a variety of friendly colors that will have more of a party hat appeal rather than a hockey mask.”

Client: “You know, I didn’t realize there were other options available. I’ve always thought it was just those terrible sleeve muzzles that seem so restrictive. Can you show me what options are available?”

We can use an empathetic response by acknowledging the client’s concerns and offering a solution that does not criticize their initial statement. “Listening helps you understand the client’s perceptions, motivations, needs, and wishes more fully and accurately.” (Van Fleet, Rise “Understanding Clients: Empathetic Listening.” “The Human Half of Dog Training.” Dogwise, 2013. 59-79.)

The power of a prognosis.

Our clients might be bombarded with differing opinions from Sally at the office, Uncle Bob, or that thing called Google. They are often confused and conflicted about the options for their dogs and what path to take. The prognosis can give clients a way to objectively measure and understand answers to all of their potential questions regarding outcome and severity.

What is a prognosis? It is the probable outcome in a case based on a variety of objective components. In aggression cases, these can include the severity of the bite(s), the range of antecedents for aggressive behavior, the predictability, the client’s participation, or even the dog’s involvement with animal control.

The prognosis can be revisited at each session as certain variables may change as you continue working with the client.

There are 18 total variables in the prognosis for aggression cases. More info can be found here: <http://raisingcanine.com/course/>

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prognosis-realistic-goals-in-aggression-cases/ This can be a very powerful tool to communicate objectively with clients in aggression cases to discuss pertinent topics the client must comprehend and implement.

One of the most valuable components of the prognosis is “the client’s participation.” All of us often struggle with client commitment in our training and behavior modification programs. This prognostic component is a perfect opportunity to stress this imperative part of success in an aggression case.

As I am discussing the prognosis with a client, I will pause at the “client participation” component and say “one of the most important parts for measuring potential outcome in an aggression case is the client’s participation. For a positive prognosis, clients must consistently follow through on the management and training.”

This simple statement puts client participation into the forefront of overall success based on the objective nature of the prognosis. It makes it an awfully easy way to impart “you need to do your homework” while ensuring the client is aware of their responsibility in the case.

Did someone say squirrel?

Let’s face it. Almost everyone is glued to their mobile devices these days. We can either work with or against this trend. To improve client participation, we need to be where they are.

Modern technology and the platforms available to communicate have been an incredible time saver for me as well as a very efficient means to communicate with clients. In fact, I no longer write behavior reports (aka homework notes) for clients. Yes, you read that correctly. No more behavior reports (unless I am working in conjunction with a veterinary professional or municipal entity). Also, be sure to keep accurate records on your own intake forms.

The beauty of modern technology is that it can be used much more efficiently and effectively than written words via email or behavior report.

Cell phone? Rather than spending hours at the end of your day writing up client reports, have the client video both the techniques involved during the session and your wrap-up and review. They will then have an easy way to access the techniques and behavior plan.

Text messaging? Texts allow for all the client’s follow-up conversation, including pictures and videos, to be stored in one convenient, easy to access location, and it is all time stamped for record keeping and data tracking purposes. I am also able to see what clients are doing with their dogs, rather than relying on interpretation of words, which improves coaching of their techniques.

A common question I receive from other trainers or behavior consultants when I tell them about texting is “how do you establish personal boundaries?” Quite simply, don’t answer your texts when you don’t want to! I have found it more difficult to get clients to respond rather than the opposite of clients abusing that channel. I have also found many clients appreciate this “concierge level” of service of “having their dog trainer on speed dial.” It not only encourages follow-up communication and gives a “personal touch,” but has a positive impact on referrals.

Several other applications offer additional features. Facebook Messenger, WhatsApp, and Marco Polo are just some of the apps where conversation can happen via messaging, pictures, and video. Coaching can be augmented by “drawing” on pictures or videos to highlight a dog’s body language, observing client mechanics, or simply giving positive reinforcement using an app’s creative effects. Of course, much will depend on the tech savviness of the client.

Anywhere from a rotary phone to an emoji, we should be communicating where they are most comfortable...and more importantly, where their attention is focused. We have many tools available that can greatly impact our effectiveness in aggression cases. Creatively layering them into our work to improve communication and understanding of our recommendations can greatly increase the chance for success and positive outcomes with both our clients and their dogs.



Michael Shikashio, CDBC, is the past president of the IAABC and provides private consultations working exclusively with dog aggression through his business Complete Canines LLC. He is a featured speaker at conferences around the world and is sought after for his expert opinion by numerous media outlets, including the New York Times, New York Post, WebMD, Women’s Health Magazine, and Real Simple Magazine.



Who or What are Your Biggest Personality Challenges?

Animals can exhibit one, more or all behaviors that may require ‘thinking outside of the box’

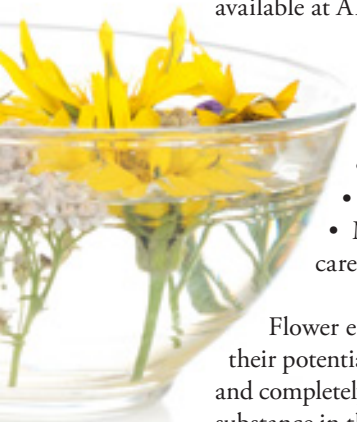
By Meg Harrison

WHEN INCORPORATING FLOWER ESSENCE THERAPY into your practice, often the values and benefits for your animals and your chosen profession (paid and otherwise) are incalculable. Essences and their value are also intangible. The proof, however you look at it, is visible in observing the improved behaviors.

Natural and positive remedies require no effort on your part or new ideas to memorize. Essences and homeopathic blends assist trainers, owners, competitors, and professionals obliged to interact with dogs and other species in difficult mental and emotional states. These natural remedies improve the ability to achieve calm focus, good manners, and co-operative behaviors, including training sessions, travel, boarding, health care, and during emergencies.

Is it possible to obtain excellence in every situation and circumstance? In my experience, nine out of 10 times. I will share which plant-based remedies facilitate developing collaborative relationships with humans and each other, no matter their history, including trauma, chronic stress, abuse, and neglect. If you are willing to briefly “let your mind go off-leash” and look at learning something new — or to go deeper in your existing practice — see for yourself how chronic problems currently manifesting as “bad” behavior and negative personality traits can be overcome.

Important information is available from the first article: Flower Essence Therapy: A Natural Approach to Positive Behavior in the SUMMER 2018 issue of the *Chronicle of the Dog*, wherein we covered history, theory, specific remedies, and best application practices. Also, if you want visuals and more case studies, several educational (record-breaking) webinars are available at APDT.com, search for Meg Harrison.



For this article, we are going beyond theory and onto the difficult personalities we encounter and how to help them. Allow me to repeat only three things from that previous article:

- My premise is flower essence remedies can improve behavior;
- My intention is to broaden interest in the collaborative experience of our world’s inhabitants;
- My purpose is to make this practice meaningful, improving your life and adding value to the lives of those you care for and love.

Flower essences are simply ‘flower water’ (flowers floated in water for 20-plus minutes in the sunshine), which makes their potential difficult to understand and may require one to “think outside the box.” How is it possible something this simple and completely invisible can be so intelligent? Scientists are confounded when they can find only slight traces of the original plant substance in the water that makes an actual essence. With vast experience improving the lives of the hard-to-help and seemingly hopeless, I have learned to trust these flowers at the darkest, scariest times.

Personality challenges include dogs being nervous, shy, angry, bold, no impulse control, and potentially unpredictable, which in my book makes them dangerous. Give me cranky and acting out 24/7 and I can ‘trust’ that, but off and on, hot and cold, and unpredictable presents problems. Challenges become a problem when the behaviors interfere with some aspect of their life – or yours.

Do you worry about injury? Taking a vacation? Do you worry about pet sitter? Trip to the groomer’s? Embarrassing trips to dog park? Do you GPS your walk according to who lives where or who walks when? Be honest... I have heard it all. What can be done for the current confusion or past trauma ruling their lives? What can we do for an apparent unwillingness to form a cooperative relationship? What can we do when we are not even there with them? How do we get them to trust us? My answer: Flower essences and possibly a new approach.

While researching individual traits, I discovered there were few boundaries and definitive attributes and the majority could be classified as blurred lines. My favorite case study exemplifying those blurred lines is the case of the gorgeous, sweet German Shepherd-type we will call “Boy.” Here were his presenting challenges: After months of fence running with Rottweiler types on the other side, the owners of Boy used a shock collar, electrocuting him while instantaneously shouting his name. He continued to run the fence line. A prong collar was used on all walks and all on-leash activities. Behaviors now include: isolating from family and other house dogs, no longer responding to any requests, dislike of doorways, hovering the walls, avoiding eye contact, and often simply staring at humans.

An Invitation

Fifteen minutes of observation will tell you lots about the personality you are about to work with, massage, groom, trim, or help in some way. First, take a full minute to check in with yourself. Make sure you are not bringing emotional baggage into the session. Introduce yourself and ask permission to be there, revealing your intentions. This does not have to be out loud, but it does need to be truthful. My personality is to be chatty and when I am quiet, that makes me more attentive and in-sync with the animals and their immediate needs.

How do you “feel” in front of this emotional storage unit? What in the heck is stored inside? Fear, loathing, grief? Love, compassion, trust? And how is it affecting the overall well-being of this individual? What else can you learn by just standing there? How do you feel? Is your head swimming with worry? Do you want to shift your weight back and forth from one foot to the other? Are you starting to get nervous? I was taught if I got nervous to “lower everything,” including my voice, head, shoulders, eyelids, blood pressure, and heart rate.



How did I feel standing in front of this dog, Boy?

All of the above. He was on his owner’s bed and she said they usually grab his collar and pull when he refuses to listen to their varied requests to get off, come here, or go outside. Not me. I was not going to ask anything of him, nor expect anything. Here is what I did: leaned in to take his picture. He immediately pulled back a bit, fattened his lips, got wide-eyed, and stared deeper. I pulled back. I used a combination of essences, listed below, previously proven to me to work for fear issues, past trauma, and lack of trust.

Within eight minutes, he relaxed, exhaled deeply several times, laid his muzzle on my extended hand, putting extra weight on it as he got more comfortable. When he got distracted by activities in his environment (glancing in the direction of dogs running outside the bedroom window), that was one sign he had improved. Fence runner! He felt safe. I knew that. Don’t ask me how. You know it, too, when your animals feel better. Can’t measure it except in that moment and you see they are pleased with themselves, their surroundings, their decisions; they are happy.



What did Boy do next? Ten minutes after I left him on the bed, he appeared in the kitchen, relaxed and calm, laying down 10 feet behind me and super close to his canine companions. To get here, he had to get off the bed of his own volition, walk through two doorways and down the hall.

Plants have personalities, too.

Personality is used here to describe traits, qualities, and characteristics of weeds, trees, and flowers studied in varied disciplines. For today's discussion we can keep it simple, considering Dr. Edward Bach, British physician and creator of Flower Essence Therapy in the 1930s, always intended flower essences to be in the hands of the layperson.

"No scientific explanation of how or why these remedies worked was offered by Dr. Bach. Indeed, he was wary of the trends that science is prone to and encouraged others to keep his remedies 'free from science, free from theories,'" wrote F.J. Wheeler in *The Bach Flower Remedies*, first published in 1931, re-printed in 1979 by Keats Publishing (New Canaan, CT). "If certain observable

principles were operative in nature, there was no need to complicate the issue. Wild animals did not need an explanation of why certain plants helped them when they were ill."

Putting it all together for the modern day animals that humans share their lives with domestically bears good news. My proof: Three days after arriving at the barns housing hundreds of dogs rescued from New Orleans' floodwaters three weeks after hurricane Katrina struck, the diarrhea (in all but three-to-four medical cases) cleared up! In three days! How? Flower essences was the only new factor added to the excellent care they were receiving. Did this equation make me popular? Wildly so. As Katrina rescue efforts continued, I remained in New Orleans for five months, working for the Humane Society of the United States and the Louisiana SPCA. That experience was life-changing for me, which I documented in my book, *"Helping Humans One Animal at a Time"* in chapters called: 'The Real Reason I Went to New Orleans Was My Son's Border Collie, Chocolate Chips' and 'Liars and Thieves: Rescuers at Katrina.' True stories, although often hard to believe or understand.

Pairing blends of flower essences and homeopathics to help the seemingly errant personalities:

Anxious = Help animals overcome fear of travel, trauma, loud noises, and storms. Blend essences of Impatiens flowers for restlessness, Star Tulip for grounding, Rock Rose for bravery, Star of Bethlehem for emotional shock, Clematis for positive focus, Cherry Plum for self-control, and homeopathic Arnica 30x to help negative memories. Used individually these are excellent essences but when used in combination, you are better equipped to address all facets of the problem including prior trauma, present conditions, and avoiding future difficulties.

Bold—Calm and quiet every time you ask. Blend your own Essences of Echinacea for excitability, Impatiens for impulse control, Valerian for relaxation, Yarrow for stubbornness, Star Tulip for grounding, with homeopathic Arnica 30x for mental clarity. Use this combination often until you visibly see, hear, and feel calm. When your voice and your leash are relaxed; then you can relax.

Crazy makers—Trainers' favorite because it establishes respect and trust while learning and encouraging co-operation. Flower essence blend of Chestnut Bud for communication, Arnica for motivation, Gorse for friendship, Mimulus for emotional insecurity, and Lady's Slipper for (in)decisiveness. Ask for what you want. Quiet at the front door, good manners in public, less yapping, less demanding attitudes are more than possible. Be consistent, be patient, and stay positive – good results will follow.

Difficult— Adjust to new situations and environments feeling safe. Resolve past trauma and chronic stress with positive results visible in new action and accomplishments. Suggest a flower essence blend of Dandelion to eliminate deep rooted fears, Yarrow for gaining mutual trust, Gorse for optimism no matter the circumstances, Star of Bethlehem for addressing emotional shock and worry, Sweetgrass for a positive outlook, homeopathic Aconitum 30x for past trauma, Arnica 30x for stress, and Chamomilla 6x for relaxation.

Good guidelines to follow: Use less more often throughout the day. In other words, use just a few drops (or sprays) every few hours. Mist the air, ground, bedding, crates, or ourselves. My favorite is to spray my own hands and gently pet. In emergencies and emotionally charged situations, use every five-10 minutes for the first hour or until composure resumes. Follow up as needed. Because we are working with animals with possibly deep-seated issues, let's err on the side of caution and support these changes by observing and giving recognition to positive improvement every few minutes or every few hours, adding to the new changes.

What is The Process of Change?

1. Identifying the problem.
2. Creating the opportunity to change.
3. Setting up for success.
4. Focusing on intention, not on outcome.
5. Recognizing the change.
6. Enjoying the results.

After years of working with difficult and “damaged” animals headed to their end because of bad behavior, I came to believe they were, to varying degrees, in a state of shock, albeit emotional shock. Many were so surprised by their inhumane and confusing treatment they either shut down or became enraged, making them unpredictable and dangerous. Also consider the animals with no previous experience with humans, who were raised wild or in isolation. Thanks to flower essences and homeopathic blends, dramatic behavior improvements took place that seemed impossible, given the history of the animal or the circumstances, such as hurricanes, firestorms, tornadoes, puppy mills, hoarders, slaughterhouse rescues, and court ordered animal seizures.

Flower essences address current crises and, equally as important, the past – replacing old, negative memories with healthy, positive thoughts. Effects on the animals' future behavior include giving them the opportunity to learn, and to accept, co-operate with, and trust human intervention and companionship.

When do the remedies fail to work?

1. When not prepared properly, according to the traditions of Dr. Bach.
2. Not properly used. The guideline to follow use less more often throughout the day.
3. Physical damage is too great.
4. Stage of life, meaning the behavior is natural and part of the maturing process. For the elderly or infirmed, we can still offer comfort and relief with essences of Chamomile, Forget-Me-Not, Rose, and Yarrow.

Training Tips

One of the most important things we can do as a “trainer” is learn to apologize. I had ridden, taught and trained horses for 25 years before I realized how far down the road a simple apology would get me and my horses. With Gentian Flowers! Gentian flower essence is a wonderful remedy for “matters of the heart” and in essence form, I believe it helps courage and optimism replace doubt and pessimism. Arnica essence is for cleansing hurtful memories, and Mimulus is for known fears. Damaged and traumatized animals do well on this combination, giving all of us a fresh start.

In training procedures, we can create a positive atmosphere by vigilantly looking for and encouraging the TRY. Many people are used to big deals, and unless there is drama, flair and a bit of the unnatural, some are not satisfied that enough has happened. We all benefit from having a basic plan, whether it is for the next 15 minutes or the next three weeks. And, just in case, I always have a “Plan B,” keeping in mind it is better to have a goal and not expectations, because for me expectations are fraught with frustrations. Make sense? If you are a groomer with a difficult pup and you only get two paws trimmed — is that a failure or progress? Depends on the expectations, I think. Personally, I'd give them a high-value reward to recognize the two paws and try again in a few days while continuing with your blends for trust.

Find the Joy

Are we having fun yet? Are you, your clients, and their animals enjoying training, grooming, time away from the house? If yes, then your clients and customers are going to keep coming back plus tell their friends and other influencers. A win-win situation. Turn a negative into a positive. I wrote a blog recently about dogs who jump up uninvited, explaining to the owners that teaching them a new trick using jumping up as positive and rewarding. It is called: “Jump Down and Fetch me a Beer.”

Don't forget the importance of play. As one brilliant trainer pointed out: "Dogs do not play if they do not feel safe." Don't start to argue because, yes, I, too, have met those retrievers and one-trick ponies that don't know how to play.... But we can still try to have fun! Yes, I, too, have been in rescue and behavioral rehabilitation for many years, seeing the worst man and nature can serve up, so hold the emails, or not, if it will make you "feel" better to yell a bit. I can handle it... I have flowers!

In 40-plus years experience of playing with and researching flower essences to help the most difficult personality challenges re-balance their lives from the aftermath of abuse, neglect, trauma, or being in the wrong place at the wrong time – your stories and our collective experiences have proven themselves too utterly astounding to convey in words. Seeing is very often the only way to believe. I hope you get the chance to play and see for yourself the positive difference you can create in someone else's life. Write your own story while you re-write theirs.



Meg Harrison, owner of *BlackWing Farms Remedies* in Valley Center, California, is a flower essence expert specializing in animal behavior. She has successfully helped thousands of behaviorally-challenged animals using unique blends of essences,

essential oils and/or homeopathic remedies. Working with trainers, health care practitioners, rescuers, fosters, clinics and shelters nationwide, she facilitates positive change in the vast majority of cases, no matter how difficult or emotionally damaged, which includes rescues in California wildfires, the aftermath of hurricanes, tornadoes, puppy mills, hoarding cases, court-ordered seizures, research labs, captured Mustang horses, dogs, feral and community cats, plus farm animals rescued from slaughter. She has advocated for 40 years for gentler, more effective ways to improve overall well-being and behavioral health of 24 species, including humans.



January is the APDT's National Train Your Dog Month. Promote your business throughout your community with our valuable marketing resources including customizable handouts flyers, posters and postcards.

For more information go to trainyourdogmonth.com/promote/ or trainyourdogmonth.com!

SOLUTIONS FOR CLASSROOM CHALLENGES: VOICES FROM THE TRAINING COMMUNITY

By Jamie McKay, CPDT-KSA

Ask 10 trainers a question and you'll get 10 different answers! If you have a suggestion for a topic to be covered in this series, please email jamiemckay@optonline.net.

This challenge was suggested by **Jamie McKay, CPDT-KSA**.

"I am teaching a basic manners class. My class is held indoors in a limited space area. I find that although having a dog that walks nicely on leash is desired by the majority of owners, loose leash walking is actually one of the hardest skills for owners to train. Loose leash walking is also evaluated on the canine good citizen test which is a goal for some of my students. How do other trainers manage to teach their students how to train this skill when the training area available for your classes is fairly small?"

Nancy Field, CPDT-KA
www.harmonydogtraining.com

Living in the New York City area, I've had to adapt my training methods to the small spaces that are available. To teach loose-leash walking to group classes in close quarters, I use a setup inspired by Helix Fairweather's great video series "Polite Walking with High Rate of Reinforcement."

I set up a line of sport cones for each student and dog. The students work in parallel, along their row of cones, like swimming lanes in a pool. Five cones spaced six feet apart for each student is ideal (giving each team a "lane" about 30 feet long total), but if space is tight, the exercises can be done with as few as three cones, and the space between cones can be



as little as four feet. The distance between the rows depends on the available space, but I like to have at least 10 feet of working space between dogs. I have numbered sets of several different color cones, so each team can be "color-coded" to their own area.

The cones can facilitate a range of different leash walking exercises: Walk from cone-to-cone, reinforcing at each cone, then intermittent cones; stop at each cone and sit at side; about-turn or call back at the last cone; serpentine around the cones to teach right and left turns. As the class works together, the dogs also practice parallel walking next to other dogs, and passing other dogs walking in the other direction. And as the teams became more proficient, I scatter toys on the floor for them to practice walking past environmental distractions as well.

Ron Bevacqua AA, B.A., CDT
<http://www.dogwoodacademy.com/>

What I do is work with one or two teams at a time while the rest watch and learn.

I like to teach heeling first, and then I work on loose-leash walking (we cue this as "easy walk"). What I have found that if you teach heel first, then mastering loose-leash walking becomes much easier.

Julie Humiston, CPDT-KA
www.puppy-love.biz

A small area can actually be a plus, since a huge area just encourages students to head out with their pulling dogs. There are ancillary exercises that can be worked on in a small area. I like to start with loose leash standing and attention. If the leash is already tight, the student shouldn't even take the first step. Rewarding for attention helps keep the dog more focused on the handler than the environment. Then they can try taking just one or two big steps, encourage dog to move with them, and reward that small movement if the dog keeps the leash loose. Then make a quarter turn and repeat.

While I don't ask dogs to heel when just out for a casual walk, teaching the dog to just be close to your side can't hurt when you are eventually out for a walk. Another exercise that takes no space is to just put steady, gentle pressure on the dog's leash and collar and mark and reward when they move toward the pressure, rather than leaning away from it. This is what you want them to do on a walk if their leash gets tight. I start by pulling to the left or right of the dog's neck, then forward, then finally pulling back, which is what happens when the dog pulls on a walk.



Going in and out of doorways with attention on both sides can also be a loose-leash exercise. When people are ready to take more steps, you can have them take turns walking one at a time in a small space. Everyone else works on attention or stay while they wait their turn to walk. Finally, if weather permits, go outside!

Barbara Davis, CPDT-KA, CDBC
www.baddogsinc.com

We typically have six-to-eight students in a class, using our training room, which is about 35-feet square. We teach loose-leash walking (LLW) exercises with folks circling their chairs, as well as doing figure eights using two chairs.

We also split the class in half, and divide the room into “lanes,” so one-half can practice LLW exercises in a straight line across the entire length of the room. The other half of the class works on focus and relaxation exercises while the other dogs are up and moving around.

Jamie McKay, CPDT-KSA
www.McKay9.com

As I stated in the challenge, it has been my experience that loose-leash walking is one of the hardest skills to master. It can be quite

the challenge to work on this in a classroom setting, especially with the distractions of other teams and limited available space.

I like to use a method inspired by Gail Fisher’s YouTube video (All Dogs Gym, Manchester New Hampshire) of having people walk backwards with their dogs on leash, while marking and rewarding frequently. The next step is to have them turn with their dogs at their side, mark and reward every step or two. This can be done in a limited space area by either setting up a gated area lengthwise across the back of the room or if the appropriate for the teams in the class they may do this parallel to each other.

In puppy class, I use a gated area lengthwise across the back of the room for individual off-leash following and discuss optimum reward placement to promote their puppy walking along side of them.

For a challenge during the last class of the session, I bring a hands-free leash and owners practice walking their dogs with it in the gated area. For those up to a harder challenge, I give them a large spoon that holds a plastic egg and they must walk the length of the room with their dogs on the hands-free leash while not dropping their

eggs. Another challenge is tying a large loose knot in the leash. The handler must walk the dog with slack in the lead, so the knot doesn’t tighten up. These exercises prompt handlers to reward their dogs more frequently and to be more aware of where they are placing their rewards. Recently, I read about someone making a leash out of toilet paper for a loose-leash walking challenge, but I haven’t tried that one yet!



Jamie McKay, CPDT-KSA,
gained her early experience at the Humane Society of Westchester teaching safe handling skills to volunteers to

enhance the adoptability of shelter dogs. Jamie teaches group classes at Port Chester Obedience Training Club in New York. She is a Canine Good Citizen evaluator and competes in agility and rally obedience. Jamie and her husband, Stephen, CPDT-KSA, own McKay9 Dog Training, LLC.

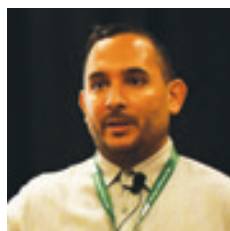


Photo courtesy of Best Friends Animal Society

'Save Them All'

Campaign sets 90-percent save rate by 2025 for animal shelters

By Devon Hubbard Sorlie, COTD editor



Marc Peralta

AS SHAKESPEARE POINTED OUT, a rose by any other name would smell as sweet. Marc Peralta hopes to take the stink out of “kill-shelter” terminology to where all shelters can work together for the goal of achieving “no-kill” status by 2025.

Marc, the senior director of the national no-kill advancement at Best Friends Animal Society, said the term “kill shelter” is a difficult word to hear when describing his work. “Stop using the term like “kill shelter,” he said during his presentation at the Making A Difference Now (MADN) conference September 21 in Lexington, Kentucky. “Why, why, why are we using words like killing. I’m against using that language. The public doesn’t understand what it really means, and it’s become weaponized.”

Marc pointed out even “no-kill” shelters will euthanize animals, although usually for illness or aggression.

Using terminology like “limited” admission (shelters that only take the most adoptable animals) and “open” admission (shelters that must take every animal brought in), “it’s a way to create conflict among ourselves,” he said. “No-kill” shelters aren’t

against a community shelter or anti-enforcement. But it’s also not pro-hoarding, as some community shelters will argue.”

Both sides working together, however, can turn a 50-percent euthanasia rate at some facilities into ones that achieve a 90-percent save rate, which is considered having “no-kill” status. The good news is there are almost 1,500 no-kill communities now, he said.

The number of animals being killed each year have reduced drastically since 1984, when 17 million were euthanized; it’s down to 1.5 million annually today. “We are changing minds and laws,” Marc explained. “But more than 4,100 animals are killed in shelters every day. We are striving toward “Save Them All” by 2025.”

During the next six years, BFAS will prioritize working with eight states to improve their save rates: Arkansas (33 percent), Mississippi (40 percent); Kentucky (41 percent), North Dakota (46 percent), South Dakota (48 percent), Alabama (51 percent), Louisiana and Oklahoma (tied at 53 percent). Twenty-one states have a save rate of 80-89 percent, and just two, Delaware (90 percent) and Maine (92 percent) have “no-kill” status.

“The south has the highest numbers of pets killed,” Marc said. “Shelters giving people spay/neuter vouchers aren’t working. They need to change the laws so no animal leaves a shelter without being spayed or neutered.”

According to the BFAS National Save Rate Map (bestfriends.org/2025-goal), there are more than 4,000 shelters that take in 6.9 million animals a year, saving 4.8 million for a national save rate of 70 percent. That leaves a gap of just 1.4 million to reach a 90-percent save rate. Big picture plans to improve those numbers include ending puppy mills, ending dog meat farms, unnecessary shelter death, unaltered community pets, such as street dogs and free roaming cats.

The first trick to getting kill numbers down for a shelter or improve its Live Release Rate (LRR) is to adopt a “Trap, Neuter and Release (TNR)” program for community cats. Marc said there is a huge feral cat issue in the nation and it won’t be solved by killing them as soon as they are brought to the shelter. The problem is there are regulatory barriers that don’t recognize a return to the field as an option.

“A cat TNR program will increase your save rate the largest,” he said, and it is the most proven and humane means of controlling community cats. In 2011, Los Angeles was the worst city in the U.S. with its treatment of animals. The shelter had a cat save rate of 36.3 percent, a dog save rate of 71.3 percent, for an average of 57.7 percent for all animals.

“That’s a life-saving gap of 18,000 animals,”

Marc said. After implementing a TNR program, the shelter improved to a 63-percent save rate in 2012, up to 70 percent in 2013, and finally 89.8 percent in 2018, nearly to that magic number of a 90-percent save rate, qualifying it as a “no-kill” shelter.

“Set up a strategic plan and set goals,” Marc urged. “Determine where you are now, set the goals to get there: Foster, seven-percent dog intake, and 15-percent cat and peak (kitten season) intake.”

Getting good data is the best plan, Marc said, or “nose-in, nose-out” numbers. Categories include live intake numbers, zip codes, types of intake, community location, intake numbers by month, species, size of breed, age in months, numbers euthanized, why euthanized (disease, medical) and euthanasia numbers by month, species, size of breed and age in months.

Another reason dogs languish in shelters may be from shelter staff having pre-conceived notions as to whether someone who doesn’t look like them can adopt a dog, according to Kenny Lamberti, the southeast regional director at Best Friends Animal Society. He

suggested shelter staff take a closer look at their reasons for turning down a potential adopter.



Kenny Lamberti

“Life in the shelter sucks, it’s miserable for the dog,” Kenny said. “We need to solve the issue of pre-judging adopters and improve diversity for adopters. So, a guy walks in looking for the biggest-headed Pitbull you’ve got – unless you know he is going to use that dog for fighting, do you think he’s going to get that dog?”

And just like some people, not all dogs will get to live the same, Kenny pointed out. He urged shelter staff to increase their community outreach not to confiscate, but to help the residents struggling to keep their dogs. “Get them flea and tick and heartworm medicine, help them get food and shelter, because not every dog gets to sleep in the house or on the couch.”

Rethinking adopters and their changing their cultural norms through education brought down shelter deaths in Pennsylvania, Kenny said. “We aren’t sharing enough with urban communities about the need to spay and neuter.” When a kid who owned an intact Pitbull named Ace realized how many of Ace’s puppies were showing

“Life in the shelter sucks, it’s miserable for the dog,” Kenny said. “We need to solve the issue of pre-judging adopters and improve diversity for adopters.”

up and being euthanized, Ace was neutered the next day and the young man became a big advocate in his community for spay and neuter. In 2010, 87 percent of dogs were intact, yet two years later, 93 percent were neutered. “When people have access to resources and information, they will make the right choice,” Kenny said.

“The reason dogs and cats are suffering is because of us,” Kenny said. “We need to get over our differences and judgements and create an army of animal advocates. Otherwise, it’s like working out at the gym every day but going home and eating pizza and doughnuts – you’re putting in the effort, but still getting fat.”

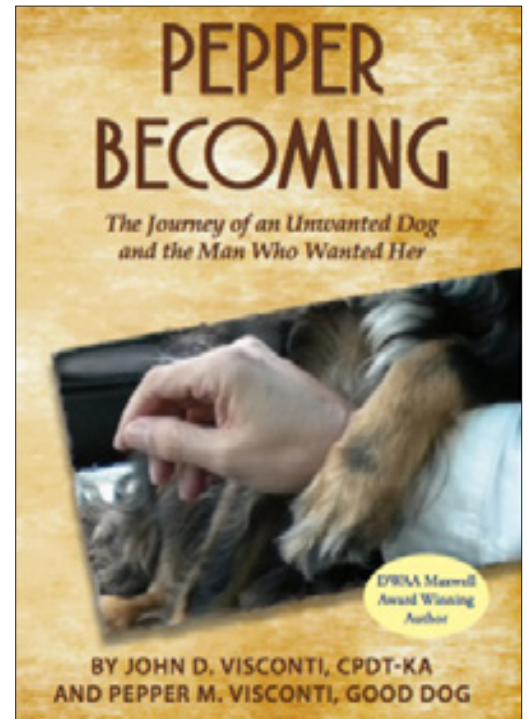
Editor's Choice

PEPPER BECOMING

The Journey of an Unwanted Dog and the Man Who Wanted Her

Written by John D. Visconti, CPDT-KA and Pepper M. Visconti, Good Dog
Published by Rising Star Dog Services, LLC, Cary, North Carolina; August 2018 release; 185 pages. Where to purchase: Amazon for \$12.95 hardcover, \$7.49 digital version. Additional pictures may be seen at www.PepperBecoming.com.

“Pepper Becoming” is not only a story about a dog trainer adopting a dog with issues from a shelter. The book is also not just how a dog trainer honed his skills on this reactive dog who had been discarded on more than one occasion and deemed unadoptable. “Pepper Becoming” is a love story.



Oh, don't worry – there are plenty of training methods outlined for mitigating certain behaviors that come with a dog that suffers abandonment, thunderstorm, delivery truck and men-in-uniform issues, just to name a few. But the heart of this book is the relationship between Pepper and the author, John Visconti, who wrote “Fetch More Dollars for Your Dog Training Business,” the 2015 winner of the Dog Writers Association of America Maxwell Award for reference book of the year.

Pepper was found wandering the streets of Long Island 15 miles from her owners, who refused to claim her. That put her on the euthanasia list. She was saved from that fate by an elderly gentleman, but unable to deal with her myriad behavior issues, he brought her back a few days later. Diagnosed by then with a severe case of heartworms, the Collie-mix was put back on the kill list. On Nov. 7, 2007, she was accepted by the Great Tails Animal Shelter.

The rescue organization treated Pepper for the heartworms and got her to a healthy weight from an emaciated state of 26 pounds. But little was done to help her emotional state. Branded with a “yellow” label as a dog with problems, Pepper languished at the shelter for two years.



In the meantime, the author was contemplating his career as a dog trainer, but reluctant to own a dog himself. He upgraded from a Betta fish to adopt a cat named Buddi, who taught him to respect her “animal-ness” first; yet her death convinced him he was done with the responsibility and pain of pet ownership.

Interested in improving his dog training skills nonetheless, Visconti decided to volunteer at an animal shelter close to his home and requested a local trainer, Mira Leibstein, to mentor him. Her patience, experience and humor shaped the novice dog trainer to handle what would soon be his greatest challenge as a trainer.

And so it was John Visconti, dog trainer and avowed non-pet owner, would serendipitously meet the repeatedly abandoned and reactive Pepper at the Great Tails Animal Shelter after a traffic jam detoured him from his original destination.

As Visconti explains in his forward, the book title was inspired by Zen teachings: “Nothing exists. All things are becoming.” Through this book, Visconti shares his and Pepper’s “becoming” journey from the second he recognized “there’s a dog inside that dog” and Pepper taught Visconti how to live in the present, because for Pepper, “every good moment was the best moment ever.” — The editor



Worzel Goes For A Walk! Will You Come, Too?

Written by Catherine Pickles
Illustrations by Chantal Bourgonje

Hubble & Hattie Kids! Publishing, a
division of Veloce House, Parkway
Farm Business Park, Middle Farm Way,

Poundbury, Dorchester, Dorset, England, 32 pages, published Nov.
20, 2018. Where to purchase: hubbleandhattie.com, Amazon and
BN.com for around \$9.99 hardcover.

“Worzel Goes For A Walk! Will You Come, Too?” is the second book in a series that shows everything dogs and children can do together. The delightfully illustrated children’s book emphasizes the importance of teaching children the responsibility of dog ownership, such as going on walks, picking up after them, visiting the beach and how to be aware of other dogs and their demeanor. first offering the “soundbite” and then a short explanation on how to utilize that advice.

The book’s star is shy Worzel Wooface, a Lurcher (sighthound mix) who enjoys long walks on the beach. Through the book’s gently rhyming stanzas, Worzel explains how the children can help him be a good canine citizen in public places.

“Some of the dogs at the beach are my friends,
They’re happy to see me, they want to play.
But others are older, or worried or scared,
They’d much rather I played further away.”

In her introduction, author Catherine Pickles explains one of her favorite places to walk her dog was along a local beach, but there have been challenges in the United Kingdom for the rights of dogs to use those public spaces. “Dogs need spaces where they can exercise, but, at the same time, it’s up to their owners and guardians to look after these spaces carefully. If we don’t, we will lose them.”

The book’s foreword is written by Dr. Ian Dunbar, a veterinarian who also holds a doctorate degree in animal behavior and the founder of the Association of Professional Dog Trainers. “The message is simple yet extremely important – teaching children how to have a rich, fun-loving and responsible relationship with their family dogs and how to ‘read’ dogs that they may meet in other people’s homes, in parks, or on walks. It is vital for self-esteem that dog training is successful for children, hence the reward-based training techniques – using brain instead of brawn.”

As in the first book of the series, “Worzel Says Hello! Will You Be

My Friend?,” the illustrations by Chantal beautifully depict Worzel and his friends.

But don’t take my word for it. Here’s a review by a member of the target audience, six-year-old Lucas Franco: “Always pick up after your dog does his business and always bring a bag with you. The pictures were very colorful and interesting. Worzel is a very good dog. This book explained that dogs can be like people: some are sensitive to loud noises, scared or shy toward new people. After reading it, I wanted to take my dog to the beach. I brought the book the next day to share with my classmates on how to take care of a dog.”

Well stated, Lucas! With the holiday season now upon us, this book could be a nice gift for clients, family or friends who have young children and dogs. — The editor and Lucas Franco



Train Your Dog Now! Your Instant Training Handbook, from Basic Commands to Behavior Fixes

Written by Jennifer L. Summerfield
DVM, CPDT-KA

Published by Adams Media (New York, London, Toronto, Sydney, New Delhi), an imprint of Simon & Schuster, Inc., 57 Littlefield St., Avon, Mass.; March 2018 release; 255 pages. Where to purchase: Amazon for \$13.93 paperback, \$12.99 digital version; Barnes and Noble, \$16.72 paperback, digital version \$12.99; Walmart, paperback \$13.93 and \$12.99 for e-book.

“Train Your Dog Now! Your Instant Training Handbook, from Basic Commands to Behavior Fixes” offers simple, actionable step-by-step instructions to accomplish the most commonly desired canine life skills and address typically encountered behavior problems. Jennifer Summerfield, a veterinarian and professional dog trainer, has organized the 255-pages into five discrete parts allowing for ease of reference.

Summerfield thoughtfully opens the book with ‘The Basics - What Every Dog Owner Needs to Know,’ which covers how dogs learn, how to use rewards effectively, the use of corrections (or not), training equipment, the importance of management and the importance of enrichment.

With sprinkles of dog training terminology, the steps to teach 36 basic canine life skills, eight husbandry skills and 13 tricks and games are mostly easy to read and implement. While this book offers 23 solutions to various behavior problems, Summerfield

offers this caveat: “There’s definitely a lot you can do on your own. But it’s important to realize that sometimes you need some hands-on guidance from an expert.”

Train Your Dog Now! is a great resource to help anyone refine the training skills they have already learned in a puppy kindergarten or basic obedience class. It also serves as a great starting point for anyone experiencing “Trouble in Paradise.” – Melinda Lee, APDT supporting member



The Teaching Dog Partnering with Dogs for Instruction, Socialization and Demonstration in Your Training Practice

Written by Nicole Larocco-Skeehan,
CPDT-KA

Published by Dogwise Publishing, 403 S. Mission St., Wenatchee, Washington, 98801; 2018 release; 108 pages. Where to purchase: Dogwise, \$19.95 paperback; \$9.95 e-book; Amazon for \$19.34 paperback, \$7.96 digital version; Walmart.com for \$17.16; Barnes and Noble, \$19.95 paperback, \$9.95 e-book.

“The Teaching Dog: Partnering with Dogs for Instruction, Socialization and Demonstration in Your Training Practice” targets other trainers on the idea of leveraging the dog’s natural abilities, personality traits and temperament for teaching purposes.

The 108-page book has nine chapters, including a concluding thoughts section and one on recommended readings. The book is a quick read: I started it on a plane flight and was able to get through one-third of it during a 50-minute flight with all the usual interruptions. This book could be finished in one sitting.

The chapters, written with a clear, approachable and engaging writing style, are well-organized and build off one another. Each chapter is devoted to a specific topic; for example, the first chapter is strictly focused on the overall definition of what a teaching dog is. The second chapter goes beyond the first chapter in that it covers the personality profile of a teaching dog, drawing on the definition of the teaching dog.

The key takeaway of this book is the trainer doesn’t have to rely on any one particular dog as a teaching dog. Many dogs a trainer encounters in his/her practice or journey may serve the purpose of a teaching dog, depending on the dog’s personality strengths and weaknesses, and how (s)he is being used as a teaching dog. For example, dogs with certain personality traits can excel as being helper dogs to

shy and fearful pups, while other dogs are more appropriate for successful puppy socialization.

I would highly recommend this book to any trainer regardless of tenure. There is at least one “a-ha” moment for each reader.

– Tatiana Yastremski, M.A., CPDT-KA

Resolving Fears, Phobias, and Anxieties: A Guide for Dog Guardians *and* An Errorless Differential Reinforcement Approach for Professionals



Written by James O’Heare

Publisher: BehaveTech
Publishing: Ottawa,
Canada; 2018 release; The
guardian book is 37 pages
and ranges in price from
\$10 to \$20; the profession-

al book is 70 pages and ranges in price from \$20 to 27. The books can be found at Walmart, Amazon, Dogwise and Barnes and Noble.

James O’Heare identifies himself as a “behaviorologist.” This discipline stems from behavior analysis and distinguishes itself from psychology and other disciplines that aim to explain human behavior. (For more information, visit The International Behaviorology Institute at <http://behaviorology.org>.) In these two closely-related books, O’Heare has applied behaviorology to the behavior modification of dogs and other pet species. He is the author of dozens of books and articles on the science of animal behavior and training.

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In these two companion books, O’Heare explains how to eliminate problem behaviors that result from fear in dogs. Both books are highly technical. The methods proposed are science-based and widely used among dog training and behavior professionals. O’Heare’s preferred method for addressing fear-based behavior is differential reinforcement of other behavior (DRO). This means adding reinforcement for any behavior the subject offers that is not

the undesirable behavior while allowing the undesirable behavior to extinguish. He also recommends DRO's similar companions: differential reinforcement of incompatible behavior (DRI) and differential reinforcement of alternative behavior (DRA).

"An Errorless Differential Reinforcement Approach for Professionals" is a complete guide to eliminating behaviors like reactivity, escape, noise phobia and more. O'Heare starts with a basic overview of behavior principles and conditioning, covers the problems with aversive methods, explains how to conduct a functional assessment with your client's pet and how to design and implement a behavior modification plan. It is quality advice. The treatment O'Heare describes is the foundation of modern, force-free, dog training. The technical information is spot on but may be difficult to digest at first read.

"A Guide for Dog Guardians," however, is too technical to be user-friendly to nonprofessionals. It's not the use of technical terms that is the problem, but the obscure way O'Heare explains the concepts. For a guardian guide, O'Heare should have used more colloquial language to make the concepts accessible to everyone. The guide reads like a college text book. There are few practical examples and no individual case stories. It will be a rare client who will have interest in and gain insight from reading the book cover to cover.

— Ellen Mahurin, ACAAB

Movie Review



Life in the Doghouse' showcases compassion of rescue organization's namesakes and founders

Title: "Life in the Doghouse;" Genre: Documentary; Director: Ron Davis (of 2016's "Harry and Snowman" fame); Executive Producer: Geryl Dreyfous; Cast: Ron Danta, Danny Robertshaw; Release Date: Sept. 12, 2018. Length: 83 minutes. Website: <https://dannyrnsrescue.org/> Find a Theater: <http://www.lifeinthedoghousemovie.com/find-a-theater.html>

As with most things in life, it started Ron Danta and Danny Robertshaw taking in just one or two dogs and finding them

homes. More than 20 years later, however, that has amassed to thousands of dogs being rescued by this remarkable South Carolina couple. As the film's tagline states: "Two Men. One Mission. 10,000 Lives." That is the premise of "Life in the Doghouse," a documentary that shows how the two men have turned their 4,400-plus square-foot home on their Beaver River Farm property in Camden, over to their rescue dogs. Except that number now tops 11,000.

What space do they have for themselves? As Ron joked: What's the square footage of a king-sized bed? To answer Ron's question, it's 42 feet. And that would be a stretch considering as many as 10 dogs share that bed with them at night, packed into every nook, cranny, knee and elbow bend they can find. Getting up to go to the bathroom results in dog-spread that fills in the still-warm void.

Hurricane Katrina was the catalyst that got Ron and Danny from just a couple of big-hearted guys finding homes for dogs to becoming Danny & Ron's Rescue, a 501(c)3 charity that averages 900 dogs being rehomed a year. Adoptable dogs are taken to horse shows on the hunter/jumper circuit, where both Ron and Danny had successful careers. It is the support of the animal-loving horse community that allows their rescue to be so successful, the two men state.

Ron and Danny scour the Internet for those "critical – last day" dogs advertised by shelters, saving those who have that lost look of "why am I here." Each new addition is vetted, vaccinated, groomed and introduced to the pack.

People visiting the rescue are surprised to find as many as 75 dogs live in the house...until they see the crates. The house is cleaned twice a day, with 19 loads of laundry daily in a commercial washer, and the dogs are bathed weekly. Spare rooms have been turned into a quarantine for ill dogs, those needing medical rest and relaxation from heartworm treatment, and puppies. Ron and Danny fix breakfast in the bowls that are washed daily and deliver them to each dog.

During the day, while volunteers and staff clean, wash floors, bedding and change out poop pads, the dogs roam the house or play in the multitude of fenced or gated area based on size and temperament. When they are ready for adoption, the adoption manager takes the applications and matches them with the proper dog based on their lifestyle — like a canine version of eHarmony — even if that dog isn't the one they originally wanted to adopt. The rescue always brings several dogs on the hunter/jumper show circuit, where most of the dogs are adopted.

Both Ron and Danny admitted there are times when they wonder if they would ever be able to give it up and travel. But then they both think of the dogs who will end their lives at the end of a needle because no one stopped by the shelter to save them. And that is what keeps them going. Take a moment to check the Internet to find where a showing might be held. It's worth the 84 minutes. Bring tissues. — The editor

- Think about business in a strategic way
- Study and research the facts of business

● MARKETING PLAN

Develop a marketing and public relation strategy in order to:

- Understand your market
- Identify effective market efforts

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals and key elements of a marketing and public relations plan • Effective promotional materials utilizing internal talent and/or external vendors as needed • Media process and planning • Branding procedure and processes • Advertising • Community relations • Type of marketing materials • Type of talent needed • Project management techniques • Competitive analysis • Industry economics • Distribution channels • Target customer demographics • Marketing strategies • Promotional strategies • Social media 	<ul style="list-style-type: none"> • Vision and direction • Researching • Promoting products and services • Strategic and analytical thinking • Planning, scheduling, and organizing • Creative writing • Applying project management techniques • Team work and collaboration • Good sense of timing • Projecting • Measuring results • Interpersonal communication • Multi-tasking • Delegation • Applying branding processes and procedures • Communication (written and verbal) • Conducting competitive analysis research • Analyzing research findings • Math, budgeting

BUSINESS

● OPERATIONAL PLAN

Develop a thorough operational plan in order to:

- Identify and organize daily operation
- Identify service area and location
- Identify and required supplies and equipment
- Develop policies and procedures

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Fundamentals and key elements of writing business policies and procedures • Laws and regulations governing businesses • Human resources system • Business related software • Project management techniques • Develop employee training manual • Key elements of an employee training manual • Fundamentals of instructional design • Fundamentals of adult learning theories and practices • Filing systems and record management • Identify needed resources including, but not limited to: <ul style="list-style-type: none"> - Equipment - Staffing - Stationary - Computers - Software, etc. • Information technology 	<ul style="list-style-type: none"> • Written and oral communication • Strategic, analytical, and critical thinking • Problem solving • Setting standards • Team work and collaboration • Researching • Personnel practices • Using common business software • Coaching staff • Organizing effective meetings • Negotiation • Documentation • Applying project management techniques • Writing • Identifying key issues • Explaining concepts • Identifying outside resources • Filing • Organization • Typing/writing • Recording data and information • Human relations

● MANAGEMENT AND ORGANIZATION

Identify management and organizational structure in order to:

- Determine day-to-day business management plan
- Identify staffing needs and requirements

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Business management • Organizational chart • Job descriptions • Project management techniques • Fundamentals of customer service • Fundamentals of effective communication • Business products and services • Basic project management • Fundamentals of operating a business • Regulations impacting businesses • Ethics • Internal/external correspondence • Business operation policies, strategies and requirements 	<ul style="list-style-type: none"> • Management • Supervision • Delegation • Written and oral communication • Problem solving • Critical thinking • Using social media • Planning, organizing, and scheduling • Setting priorities • Budgeting • Project management techniques

● FINANCIAL PLAN

Develop a thorough and accurate financial plan in order to:

- Reasonably estimate financial future
- Improve insight into inner financial workings of business

KNOWLEDGE OF:	SKILLS IN:
<ul style="list-style-type: none"> • Budget development • 12 month profit and loss projection • Projected cash flow • Start-up expenses • Capitalization • Financial/accounting principles and concepts • Investment principles • Payroll and payroll procedure • Financial software • Tax law and other legalities • Developing a financial system, including but not limited to: <ul style="list-style-type: none"> - Payroll - Invoices - Sales receipts - Reports - Expenses - Project management techniques - Accounting system - Inventory management software - Retail sales - Personal financial statement - Taxes - Business investment options 	<ul style="list-style-type: none"> • Budgeting • Systematic thinking • Financial projection • Financial management • Bookkeeping • Accounting • Filing • Math • Attention to detail • Organization • Managing inventory and supplies • Planning, scheduling, and organizing • Operating a computer



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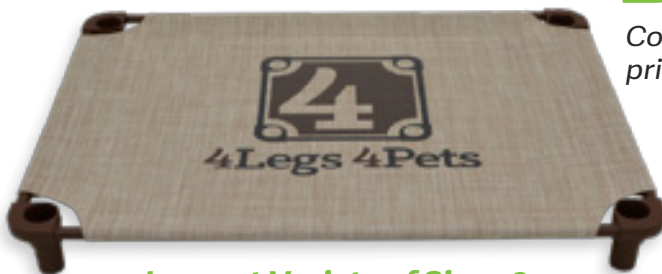
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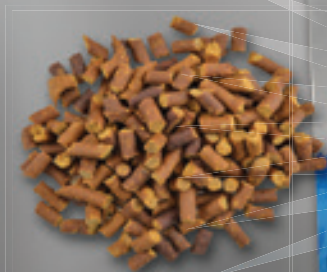
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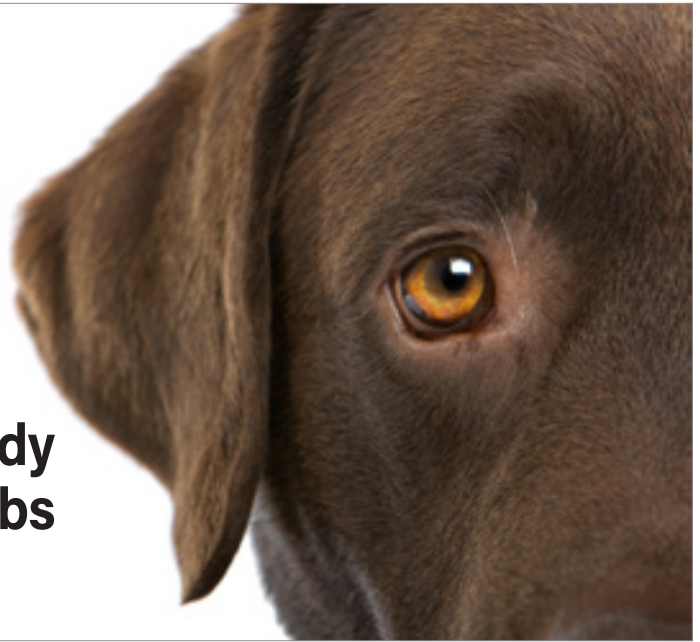
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Chocolate Conundrum: Study hints that brown-coated Labs have shorter lives

When it comes to judging a Labrador Retriever in the ring, all coat colors—yellow, black or chocolate—are judged the same. And no matter the color of the coat, one of the world's most popular dogs is just as goofy, loveable, loyal and hardwired to swim. They are also equally prone to obesity, ear infections and joint conditions.

But when it comes to genetics, chocolate Labs get the short end of the stick, meaning they are statistically likely to live less longer and suffer more ear and skin disorders than their yellow or black brethren.

At least that is the conclusion made in a study called “Labrador retrievers under primary veterinary care in the UK: demography, mortality and disorders,” published recently by Canine Genetics and Epidemiology. The lead researcher, Paul D. McGreevy, Ph.D., an animal welfare researcher and professor with the Sydney School of Veterinary Science, at the University of Sydney in Australia, pointed out the study was limited to 33,320 labs under veterinary care in the United Kingdom during 2013.

Of those numbers, 44.6 percent were black, 27.8 percent yellow, and 23.8 percent liver/chocolate. The average weight was nearly 73 pounds (33 kg) and males were significantly heavier (35 kg) than females (30 kg), despite females being more likely to be neutered (60 percent) than males (55 percent). The study subjects were comprised of 54 percent male and 46 percent female. The birth range for the dogs was from 2004-2013, with the median age around five years.

While the median life span for Labradors was 12 years overall, when taken by coat color, chocolate Labs lives were nearly 10 percent shorter. According to the report, the most common causes of death were musculoskeletal disorders and cancer based on 2,074 dogs during the research year.

The longevity between males and females did not differ, but those neutered tended to live almost a year longer than those who weren't fixed. But when the numbers were done by coat color, the median longevity went from 12.1 years for non-chocolate colored dogs, and just 10.7 years for those with brown/liver coats.

“Because chocolate color is recessive in dogs, the gene for this color must be present in both parents for their puppies to be chocolate,” McGreevy explained. “Breeders targeting this color may therefore be more likely to breed only Labradors carrying the chocolate coat gene. It may be that the resulting reduced gene pool includes a higher proportion of genes conducive to ear and skin conditions.”

That coat color also appeared to affect the chances of a Labrador getting a skin disease called otitis externa. That disease was found in black Labs at 12.8 percent, in yellow ones at 17 percent, but more than 23 percent in chocolate Labs. “Hot spots” or pyo-traumatic dermatitis, was found in 1.1 percent of black Labs, 1.6 in yellow Labs, but 4 percent in brown Labs.

This study of more than 2,000 Labrador retrievers provides important disorder information on the general population of Labrador retrievers, McGreevy concluded. “The most common disorders in Labrador retrievers were otitis externa, overweight/obesity and degenerative joint disease. Otitis externa and pyo-traumatic dermatitis were less prevalent in black dogs and yellow dogs than in chocolate dogs. Chocolate dogs had a significantly shorter lifespan than non-chocolate dogs. These results provide a framework to identify health priorities in Labrador retrievers and can contribute positively to reforms to improve health and welfare within the breed.” — The editor

Source: <https://cgejournal.biomedcentral.com/articles/10.1186/s40575-018-0064-x>

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