

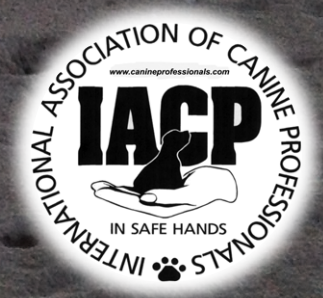
IACP

INTERNATIONAL ASSOCIATION OF CANINE PROFESSIONALS

SAFEHANDS JOURNAL



Volume 14
Issue 2
Summer 2013



SAFEHANDS *is the official journal of the...*

Newsletter Staff

Editor Mailey McLaughlin
Publisher Martin Deeley
Design Evelyn Albertson

The editors reserve the right to refuse any advertising or any article or letter submitted for publication. Copy subject to editing for grammar/length.

Legal Notices

The International Association of Canine Professionals Safehands Journal is intended as an education and communication vehicle for fostering learning, cooperation, exchange of information, and networking across the canine professions. Safehands is published quarterly. The IACP does not assume any legal responsibilities for published articles. The views expressed are those of the authors and do not necessarily reflect the views of the IACP, its officers or editorial staff.

Reprint Permission/Submission

Copyright 2013 IACP. All Rights Reserved.

No items may be reprinted without the written permission of the IACP and authors. Members should mail requests to the journal Editor. Original letters/articles may be submitted to the Editor for consideration. Email submissions to Mailey McLaughlin at poochprofessor@gmail.com

Advertising and Application Address

Per issue Rate:

Business Cards \$45.00, 1/4 page \$350.00, 1/2 page \$450.00, full page \$750.00. Ads may be traded for articles. Please consult the editor. Send black and white camera ready copy together with check made out to IACP to:

IACP Journal, P.O. Box 560156, Montverde, FL 34756-0156

Deadlines

March 1st, June 1st, September 1st, December 1st. Submissions will be considered for the next available issue.

IACP Membership/Journal Information

International Association of Canine Professionals
P.O. Box 560156
Montverde, FL 34756-0156
(877) THE-IACP or (407) 469-2008; Fax (407) 469-7127
www.canineprofessionals.com

Newsletter Subscription

Available to non-members \$30.00; or included free with membership

Officers

Executive Director	Martin Deeley
President	Karen Laws
Vice Presidents	Tyler Muto and Brad Strickland
Secretary	Cyndi Graham
Treasurer	Jack Clark

Directors

Jack Clark, Cyndi Graham, Shannon Heggem, Anthony Holcomb, Gayle Justice, Karen Laws, Chad Mackin, Tawni McBee, Tyler Muto, Brad Strickland

IACP International Hall of Fame

Frank Inn, Vicki Hearne, Carol Lea Benjamin, Lois Meistrell, Winifred Gibson Strickland, Edi Munneke, Weatherwax brothers, Dr. Ian Dunbar, Arthur "Captain" Haggerty, Jack & Wendy Volhard, Bill Koehler, Captain Max Emil Frederick V. Stephanitz, Will Judy, Monks of New Skete, Barbara Woodhouse, William E. Campbell, Dr. Bonnie Bergin, Cesar Millan, Martin Deeley, Scott Mueller, Dr. Daniel F. Tortora, Dr. Bruce Fogle, Konrad Lorenz

IACP Member Hall of Fame

Jay Stull, Dick Russell, Mary Mazzeri, Vivian Bregman, George Cockrell, Cyndy Douan, Lorraine Smith

Honorary Members

Brian Kilcommons, Bash Dibra, Gary Wilkes, Cesar Millan, Ilusion Millan

International Association of Canine Professionals

OUR MISSION STATEMENT

The International Association of Canine Professionals is an organization established to maintain the highest standards of professional and business practice among canine professionals. Its aim is to provide support and representation for all professional occupations involved with any aspect of canine management, health, training and husbandry.

The International Association of Canine Professionals' commitment is to develop professional recognition, communication, education, understanding and cooperation across the wide diversity of canine expertise and knowledge.

**For Those Dedicated to
the Well Being of Dogs**



How to Join IACP:

PROFESSIONAL MEMBER — At least five years experience as a canine professional. Can vote on IACP issues and use IACP name and logo on business materials.

ASSOCIATE MEMBER — Less than five years experience as a canine professional but practicing as a professional. Can use the IACP name and logo on business materials. May not vote.

AFFILIATE MEMBER — An active interest in a career as a canine professional but lacking the experience to be an Associate or Professional member, i.e., apprentices, students of canine professions, trainees, volunteers, part-time, and devotees of canine related occupations. Cannot use the IACP name or logo for business purposes and may not vote.

Annual Fees:

Professional \$125.00; Associate \$100.00; Affiliate \$85.00

An additional \$25 fee applies for initial processing costs of Professional and Associate members only.

Benefits:

All IACP members receive our SafeHands Journal, have access to our email list, seminars, educational materials, business support materials, events and activity calendars, regional group participation, and our Certification Programs. Discounts for sponsor services are available to members.

Applications and renewals can now be paid through MasterCard, Visa and AMEX.

International Association of Canine Professionals

P.O. Box 560156
Montverde, FL 34756-0156
(877) THE-IACP or (407) 469-2008; Fax (407) 469-7127
Email: IACP@mindspring.com
www.canineprofessionals.com

Cover: "Zola"; photo by Jane Fratesi

IN THIS ISSUE...

President's Letter.....	Karen Laws	4
Teaching a Dog to Pull	Daphne Lewis	6
Review: Einstein Remote Collar.....	Marc Goldberg	9
The Basics of Service Dogs	Morgance Ellis	11
Book Review: <i>Culture Clash</i>	Alison Lever	14
Critical Thinking	Mailey McLaughlin	21



SafeHands Journal is Sponsored by

PREMIERTM

Your Pets, Our PassionTM



Gentle Leader[®] Headcollar

Quickly controls
jumping, pulling
and lunging



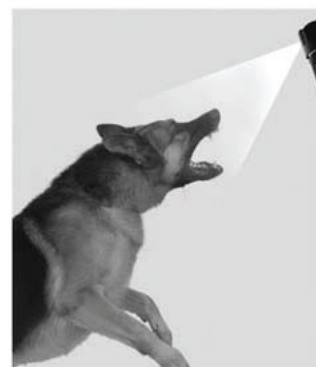
KeepSafeTM Break-Away Collar

Prevents
collar strangulation
accidents



Gentle SprayTM Citronella Anti-Bark Collar

Twice as effective
as shock collars



Direct Stop[®] Animal Deterrent Spray

Humanely interrupts
dog aggression

800.933.5595
premier.com

President's Letter

by Karen Laws

Welcome to summer, 2013! The heat is on! Much of Canada and the U.S. continue to suffer under Mother Nature's devastating influence since early May. Extreme weather in the form of tornadoes, floods and heat waves is occurring at unprecedented frequency and scale and causing debilitating damage. Our thoughts and prayers are with our IACP members in the affected areas. We wish them safety and speedy recovery from these natural disasters.

Summer is often a busy time for everyone. It is easy to get caught up in daily activities and forget about the importance of networking and learning from others to grow our business. How are you growing your professional canine network? What new thing have you learned recently that will grow your business? Check out the latest tips and advice to grow your business on your IACP website at:

<http://www.canineprofessionals.com/Members/BusinessServices>

The exponential growth in scope and function of social media, particularly Facebook, to connect people and provide a teaching/mentorship platform is staggering. It is often difficult to know which social media sites offer the best value for time spent. The IACP has its own Facebook page with videos, photos and Member Brags. Be sure to visit the IACP Facebook page today, and check out the video of the month. 'Like' the IACP page and share your tips, stories and success with our Facebook friends. We would love to learn more about you and your canine work. You can connect to the IACP Facebook Page by going to

<https://www.facebook.com/pages/International-Association-of-Canine-Professionals/113658622633> -

Be sure to click 'Like'!

Workshops, seminars and training clinics are effective ways to get an 'uber' learning experience in one place. Have you registered for the 2013 IACP Conference? The annual IACP Conference is a great opportunity to strengthen your professional network, make new friends and renew old acquaintances and ultimately grow your business. Attendance at the IACP conference is eligible for Continuing Education Units (CEU's). This year's three-day event September 12-14 is focused on engagement with attendees through 'hands-on' workshops. Our host will be the Starmark Academy (formerly Triple Crown Academy) in Hutto, Texas, a familiar and favorite venue. There will be something for everyone! The IACP membership is represented by some of the best canine professionals in the industry who will be sharing their wisdom at the interactive workshops, including Martin Deeley, Mary Mazzeri, Cyndy Douan, Marc Goldberg, Debby Kay, and Camilla Gray-Nelson, to name just a few. You will want to be sure to join the crowd for the evening entertainment as George Cockrell and Dody Dunning share their wit and wisdom.

To learn more and to register online go to: <http://canineprofessionalsconference.com/>

Take the lead to your future ... come to the 2013 IACP conference in Hutto, Texas and launch the next chapter of your business success! I look forward to seeing you there. Have a safe, healthy and prosperous summer!

Pawsitively Yours,

Karen

Laws,

President, IACP



Join Us at Starmark Academy* in Hutto, Texas September 12-14, 2013



W.H.I.T.S.I.T. WORKSHOPS



**FUNDamentals for Basic
Dog Agility Instructors**
Cyndy Duon



**Intro to Force Free
Method of Training Dogs**
Marc Goldberg



"No Sit" Training
Camilla Gray-Nelson



SuperSniffer™ Workshop
Debby Kay



**Linking Languages:
Engaging Canine Drives**
Mary Mazzeri



A Fetching Experience
Martin Deeley



**Easy Grooming Techniques for
Trainers**
Monica Davis

BONUS Evening Presentations by:
George Cockrell - Give Them What They Want!
Dody Dunning - Dog Evolution & Training

- 🐾 **27 Hours of Education & Training Worth Thousands for \$375 (Members)/\$450 (Non-Members)**
- 🐾 **21 CEU's for Trainers / 4 CEU's for Behavior Consultants (from CCPDT)**
- 🐾 **All 3.5 Hour Hands On Workshop Format**

Cyndy Douan presents creative ways to use the sport of dog agility at your facility plus a review of safe & effective methods to introduce and train the most common dog agility obstacles.

At **Marc Goldberg's** workshop you'll learn how barely perceptible remote collar markers plus perfect body language engages the dog's pack drive. Marc's ForceFree Method™ is a specific technique you can learn and apply for fast off leash reliable behaviors.

Camilla Gray-Nelson will be sharing her "No Sit Dog Training"™ formula that is easily understood and easily sold! Simplify client training and get noticed.

Debby Kay brings her SuperSniffer™ methods of training detection dogs and how you can use them in your everyday environment to enhance training, daycare, working with geriatric dogs, uses for teaching service dogs and rescue dogs, and more.

Mary Mazzeri is a favorite presenter at our past conferences and this year her workshop explores the why's and hows of communicating between the canine and human minds through logical incremental sequencing of training steps.

IACP's very own Executive Director, co-founder and MC of our Conferences, **Martin Deeley**, will be showing you how to use retrieving to teach commands and good behaviors in a way the dog enjoys and learns from willingly.

Monica Davis's workshop will feature simple grooming techniques, the right tools for the job (and dog) at hand and information on skin care. Our clients expect us to know everything "dog". Add basic grooming & skin care to your tool box.

It doesn't stop there! **Dody Dunning** and **George Cockrell** have agreed to be our Thursday and Friday evening speakers! You won't want to miss the opportunity to hear George's "Give Them What They Want" or Dody's "Dog Evolution & Training".

Evening gatherings & networking will show you why we say **"What Happens in Texas, Stays in Texas" - W.H.I.T.S.I.T.**

Come learn, earn CEU's, network and make your own W.H.I.T.S.I.T. memories in Hutto with the IACP!

SPACE IS LIMITED. REGISTER NOW @

WWW.CANINEPROFESSIONALSCONFERENCE.COM

Training a Dog to Pull

by Daphne Lewis

Ivan Petersel is a dog walker and trainer from New York City. He spent a week with me in Perry, Georgia, in June 2013. His goal was to learn how to teach dogs to pull. We decided to borrow an untrained dog and to train him to pull--in one week.

We failed. Beau is a weimeraner who lives in the country. He rushes at visiting cars and people. He barks madly at any strange noise or movement. Beau HAD NO TROUBLE PULLING whatever we hitched him to. He had no fear of the rigs. Our difficulty with him was his lack of basic obedience.

Day One - Ground Training

We hitched Beau to bicycle tires. Tires are useful for teaching the basics of pulling. First, the harness is for pulling, and, second, strange and noisy things following you is not something to worry about.

We walked Beau around town for an hour or more. We walked him alongside a stray pointer we had caught the night before. Working alongside the pointer was a plus. Pulling dogs need to be able to work alongside other dogs.

When doing tire pulling, we stop and start over and over to teach "Pull" and "Wait." Dogs need to pull on command and to wait on command.

Beau did so well pulling tires that we decided to hitch him to the wagon and walk the mile and a half to the Feed Store to buy dog food. He got to traverse city sidewalks, lawns, neighborhood roads, gravel alleys and a paved nature trail.

Beau had no problem with tire pulling and wagon pulling.

Day Two

We hitched Beau and my dog Shaggy to the wagon. First stop was the Laundromat, where we put in a load of laundry. Second stop was the butcher, where we got free bones and bought chicken for raw feeding. Third, we went to Walmart. Along the way, Beau and Shaggy sometimes pulled one of us in the wagon. Sometimes they trotted and sometimes they walked. We did a lot of "Pull" and "Wait" practice. It is hot in Georgia, so we always did "Wait" in shade. We carried plenty of water and a water bowl.

Day Three

We drove the car to the paved nature trail adjacent to Big Indian Creek in Perry. Ivan rode the BumbleBee. I rode my bicycle. I was unable to take photos. Beau was not reliable enough for me to ride ahead, stop, and take photos. To do well he needed me on the bike going with him.

It rained inches of rain that night.

Day Four

We decided to run Beau and my two dogs on the unpaved farm roads in Fort Valley, half an hour from Perry. Beau would pull Ivan on the BumbleBee and my two dogs would pull the mountain bike. The red Georgia clay had become red Georgia mud from the rain, and the pulling was difficult. Beau would not pull. He knew how to pull when it was easy (paved) but did not know how to pull when it was difficult (muddy).

We hitched my two dogs to the BumbleBee and Beau pulled the mountain bike. We went three miles. The rain had cooled the air. Beau did pretty well at bikejoring, but had we seen a loose dog, cat or other prey animal, Beau would have bolted and caused Ivan to crash.



A trained pulling dog ignores distractions. The command to ignore distractions is "On by," short for "Go on by the distraction." Beau was weeks away from being able to do that!

Inches of rain fell again that night.

Day Five

We decided that Beau had to pull on a paved trail. We returned to the paved nature trail. Ivan rode the BumbleBee. I rode the bike. We entered the woods. The entire trail was under water! All we could do was circle the small park by the parking lot. Beau would not pull up the short incline at the far end of the park. He only would pull when it was level. The circle was too boring for us to motivate Beau to pull.

To train Beau to be a sulky/cart/wagon/bike dog, we would need more time. Perhaps he needed breaks

between days of learning. He needed sessions of pulling heavier tires so he knew how to lean into the load. He needed plenty of obedience training to learn to ignore distractions. And we did not even begin to teach him to respond to reins and verbal direction commands. And he needed to learn "Line-out." Line-out when pulling a tug line means "face away from the bike/scooter and pull the line out tight." Line-out when pulling the BumbleBee or sulky means face away from the driver.

Day Six



Realizing that we could not train Beau in a week, we decided to end with a pleasure ride. We hitched my dogs to the sulky and Beau to the bike. We went five and a half miles. Not bad for a beginner.

For more information about training dogs to pull, go to Daphne Lewis' channel on YouTube and to her web site www.chalosulky.com

iacp



**STARMARK[®]
ACADEMY**
FOR PROFESSIONAL DOG TRAINERS, INC.

New name and expanded learning opportunities from the World Leader in Pet Education

- Learn a variety of training techniques and behavior solutions
- Obedience, agility, assistance dog training, and much more
- In-depth full time hands-on training with classroom
- 4, 8, and 12 week programs
- On-site student housing
- 100,000 square foot facility located on 360 acres near Austin, TX

Visit us at www.schoolfordogtrainers.com or 877-823-7847 to find out why Starmark Academy is the Smart Choice in Canine Careers.



Continental KENNEL CLUB

1-800-952-3376 www.ckcusa.com

*"Offering the dog world a choice
in canine registration services
since 1991."*

Continental Kennel Club's Mission Goals:

1. To provide dog owners with quality registration services for keeping track of the ancestry and progeny of their dogs
2. To officially sanction and sponsor a variety of canine events for its club members and their dogs
3. To provide canine-related services and products to its club members and their dogs



Registration Services



CKC Quarterly Magazine

Continental Kennel Club provides:

- Free litter registration papers to CKC breeders
- CKC Quarterly Magazine
- Monthly Newsletter
- Educational material such as books, magazine publications, training seminars, and its online presence.

CKC Website offers great information for a wide audience in:

- advertising
 - registration services
 - articles
 - events
- AND MUCH MORE!**



CKC Website



The Continental Kennel Club Training Center caters to all dog enthusiasts by offering:

- courses for instructor training, junior handler training, along with many other educational programs
- an on-site Pro Shop filled with excellent products to benefit your dog's needs
- events and activities in obedience, agility, conformation and more for the whole family to enjoy.

Remote Collar Review: The Einstein 300

Marc Goldberg

Upon its introduction, the Dogtra 280 NCP quickly replaced the Tritronics G3 line of collars as my favorite. The Dogtra has a smaller receiver than the Tritronics and a far more ergonomic remote control. It also has a lower price and gentler stimulation. These features more than compensated for the fact that the Dogtra has slow charge batteries while the Tritronics has quick charge.

Then Dogtra came out with the iQ, a collar and remote even smaller than the medium sized 280, and I began to use even more iQ's than 280's. The iQ has a lower price than the 280, and added quick charge batteries. It sacrificed a bit of range compared to the 280, and although it has vibration, the vibe is much weaker than the 280. But all in all, it was a step forward.

Now a new kid has appeared on the block, and he's winning the race by a nose with the Einstein 300.

Before I give you more details on the collars themselves, let me state that I'm always looking for certain features in a remote training collar system. Here's what I want:

- Vibration because I find that many dogs respond to it and pet owners are comfortable with that sensation.
- Many levels of stimulation so I can find the point where the dog just barely feels a sensation without being troubled by it.
- Stimulation that doesn't feel sharp or disturbing.
- Range so that the dog doesn't move beyond my ability to communicate.
- Batteries that don't often need charge, have quick charge capability and last for years.



- Small collar receiver size to fit the widest range of dogs from large to small.
- Ergonomic remote control so that I can use it while watching the dog rather than staring at the remote.

When I first received the Einstein 300, I didn't like it at all. The remote control is round, about the size of a hockey puck. It also has more buttons than I'm used to seeing, so it put me off. However, from prior experience I know that I tend to bond with whatever tool I use most, and it takes me a while to get used to something new. So I decided to train a dozen dogs on the Einstein 300 before making up my mind.

Fifty dogs later, here are my opinions and findings:

- I have made peace with the round remote, and can operate it one-handed.
- I learned to love the fact that the level can be locked so it doesn't drift if the dial gets accidentally touched. The Dogtra 280 and iQ were subject to level drift and couldn't be locked. The Einstein 300 is easy to lock and unlock on the fly. Just push the dial down to lock or unlock.
- Batteries last and recharge in a couple of hours. I've never had batteries burn out for me or my clients. Sadly, the 280's started burning out for many of my clients who incorrectly, but commonly leave them plugged in a lot. Not a problem with the Einstein 300's lithium batteries, (or with the Dogtra iQ).
- I get the same range on an Einstein 300 as the Dogtra 280: half mile. This is double the range on an iQ. But still gives me great battery performance, similar to the iQ.

- The Einstein has a boost feature which allows you to program the black stim button to be either momentary or constant at the selected level. And if you enable boost, the red button gives you that same momentary or constant at a factory-programmed 20 point jump. However, at my suggestion, the manufacturer made that boost level owner-programmable. So you can set it wherever you want it. This can be handy for the dog who consistently responds to a specific level when not excited, and another predictable level when excited.
- The 300 features a headlight which the 280 and iQ do not have. Some clients like that feature for night time use if they have a large yard. Other owners don't seem to care one way or the other, but I find it a handy selling feature for country folk.
- Waterproof. The 300 remote even floats. The Dogtra 280 is waterproof but the iQ remote is only water resistant. (iQ collar is waterproof but not its remote.)

My personal fave setting for the 300 does not use the boost feature. It utilizes the black stim button as momentary, and the red button as constant... both at the exact level I set, which appears on the backlit led screen. The T button on the other side of the remote always operates the vibration, which Einstein calls "touch." (Pet peeve: why doesn't anyone just call it what it is, vibration? That would make it so much easier to explain to clients.)

So to review. I am very fond of the Dogtra 280 and iQ. But the Einstein 300 has nudged them out with price (priced less than the 280, about the same as the iQ but with more features), features (level lock, boost, headlight), battery life (far better than 280, and a bit better than iQ) and two words that we have all come to love: free shipping.

Contact information: www.Tritronics.com, www.Dogtra.com and for Einstein, www.ecollar.com.

For information on my ForceFree Method training for trainers see: www.ChicagoDogTrainerSchool.com

lacc

Get a "Paw Up" on the Competition!

Enroll in Animal Behavior College's Online Continuing Education Programs (CEPs)

Training Shelter Dogs
Learn the dynamics of the shelter environment while helping homeless dogs.
(8 CEUs for re-certification for CPDT-KA)

Training Private Lessons
A CEP designed to take your business to the next level.





ABC
ANIMAL BEHAVIOR COLLEGE
Where Animal Lovers Pursue Animal Careers

www.AnimalBehaviorCollege.com/CEPs
Access Code ABC

B

Proudly Insuring Pet Service Providers

Since 1995!



-- Am I covered?
-- Do I have the coverage I need?
-- Am I paying too much?

Is finding the right insurance giving you a headache?

Call us today at
1-800-962-4611 ext 214
or visit us online for a
no-obligation quote.

www.business-insurers.com/petinsurance.php



Now Offering Coverage for
Trainers • Groomers • Walkers/Sitters • Doggy Daycares • Boarding Kennels • Non-Profit Service Groups • Rescue Groups • Shelters • Dog Clubs • Pet Supply Stores/Wholesalers • Vets/Vet Hospitals

We Provide All of the Following Coverages
General Liability • Property • Workers Compensation • Auto, Inland Marine/Training or Grooming Equipment • Directors & Officers Liability • Employment Practices Liability • Umbrella Policies

The Basics of Service Dogs: What Every Canine Professional Should Know

By Morgance Ellis

Service Dogs (SD) today are being trained to assist with many different types of tasks and work for people with disabilities that go far beyond Guide Dogs for the Blind, SD's for the Hearing Impaired and SD's for Mobility Assistance. Only dogs and, in some cases, miniature horses can be used as service animals. Many SD handlers have their dogs wear a vest or cape out of courtesy to others, but it is not a requirement.

These SDs assist with disabilities such as: seizure alert from conditions of diabetes, kidney and heart disease; debilitating arthritis; fibromyalgia; autism; and psychiatric conditions such as PTSD (post traumatic stress disorder) and TBI (traumatic brain injury).

Definitions

- **Service Dog:** A dog trained specifically to mitigate the disabilities of one person.
- **Service Dog in Training (SDIT):** A SDIT should be beyond basic obedience, comfortable around others and in public areas, and working on the tasks they will be mitigating for their handler.
- **Emotional Support Dog (ESD):** These dogs are not trained to mitigate a task or work for a handler. A ESD does not have the same public access rights as a SD unless individual state laws specifically grant this right, in which case it applies only in that state. However, U.S. federal law does cover emotional support dogs for access into apartments and housing and this is covered under the fair housing act.



- **Therapy Dog:** These dogs visit with their owner to volunteer in settings such as schools, reading programs for children, hospitals, and nursing homes to provide affection and comfort to improve the life of others. They do not have public access.
- **Police, Federal, and Military Dogs:** These dogs are granted access to public areas when on duty with their handler.
- **Personal Protection Dogs.** These dogs are trained to provide personal protection to a client and are not given public access under federal law.

Most states have SD laws that are obtainable via the state government website. Some states have their own SD registration, ID tags and specific laws.

However, United States Federal Law requires the business (and the state) to follow whichever law is less strict for the person with a disability who is using a service dog.

It is fraud and against federal law to falsely claim a dog is a service dog. In some states, it is a misdemeanor to fake a disability and claim that your pet dog is a SD, with fines up to \$2500 and 6 months in prison. There are also some states that have steep violation fines for distracting and or harming SD's. Knowing your state and ADA laws will help you in understanding your rights and

responsibilities when working with SD and SDIT.

Inappropriate Service Dog Conduct

- **Aggressive behavior;** growling, snarling, baring teeth, lunging, nipping or biting.



We have your opportunity to make a Difference

Are you business minded?
Do you have start-up capital?
Do you love cats & dogs?



For nearly 40 years, Invisible Fence® Brand has kept pets safe by providing trusted technology and proven training techniques.

Discover the satisfaction and superior business opportunity in owning an Invisible Fence Brand Dealership. With our proven systems, you'll benefit from years of sophisticated strategic marketing, a booming pet ownership market, and a strong brand name awareness in the community.

- **SUPERIOR BRAND** - the leading name in pet containment with a 99.5% success rate protecting over 2 million pets
- **SUPERIOR SOLUTIONS** - solutions for every property type and size, every budget, and every dog and cat
- **SUPERIOR TRAINING** - our proprietary Perfect Start™ Pet Training starts at just 8 weeks



Achieve your financial goals and create a new lifestyle for you and your family by owning an Invisible Fence Brand Dealership.

For more information visit
www.IFBDealer.com



Invisible Fence® Brand

The Brand Vets Recommend Most
For Dog Safety and Freedom

- Excessive and uncontrolled barking. (Some dogs are taught to alert their handler to a medical condition by barking.)
- SDs should not be fed in restaurants. They also should not pick up food off floors or other objects. A Service Dog should not be in a handler's lap unless it is tasking (such as alerting a diabetic to low blood sugar).
- SDs are with their handlers and are not to wander on a long or retractable leashes. (Some SDs, especially ones trained for mobility tasks, retrieve items for their handlers that can put the dog a little distance away, but the dog should return to its working position with its handler. A SDs working position is different for each team).
- Inappropriate elimination of urine and stool

- The SD cannot interrupt the staff from conducting business.
- Exhibiting uncontrollable symptoms of fear.

As professional canine trainers, it is our responsibility to ensure that SDIT teams are able to perform reliably around people and other animals before going into any business. In addition, we need to be sure that we are not partaking in the practice of fraudulently identifying dogs as service dogs.

Morgance Ellis, CPDT, Lead With Your Heart, LLC
760-536-7756 www.LeadWithYourHeart.net
leadwithyourheart@msn.com



Dog Training, Education & Behavior Modification
IACP Member #3782 IACP - Service Dog Committee Member
AKC CGC & S.T.A.R. Puppy Evaluator-Instructor #84751
PetTECH Pet CPR, First-Aid & Care Instructor #1246
PSDP - Psychiatric Service Dog Partners-Board Member-Dog Trainer

iacp

NEW Made in USA Mental Stimulation Toys from Starmark!

Treat Dispensing
Pickle Pocket



- FDA approved material stronger than rubber
- Works great with Starmark Flavor Wave Treats or kibble
- Throws, bounces erratically, and floats in water

Everlasting
Groovy Ball



- FDA approved material stronger than rubber
- Stuff kibble and Starmark treats into grooves and inside
- Comes with USA made Everlasting Dental Treats or use original Everlasting Treats



STARMARKTM
TRAINING & BEHAVIOR SOLUTIONS

See our full product range and free behavior solutions, guides, and videos online at starmarkacademy.com.

Book Review: *Culture Clash*

by Alison Lever

Jean Donaldson's aim in *Culture Clash* is to market the ideas of B.F. Skinner. He developed the notion of operant conditioning and was interested in how animals reacted to rewards and punishments, rather than what was inside their heads. Donaldson tells us on p. 10 that the behaviorist model is "inescapably verifiable." Her book became a best-seller, and is still on the list of recommended reading in some modern training books. This is quite a feat, given that only the last chapter is an explicit 'how to' guide to training, and it's difficult to find training points in other chapters, amid the diatribes.

Ethologists, specialists in animal behavior, take a broader view of dogs. Initially, they were interested in wild animals in their natural environment. Then a Hungarian, Vilmos Csanyi, set up a team to study canine ethology, arguing that, because dogs have always been with humans, domesticated dogs are in their natural environment. Research into canine ethology has blossomed worldwide. Ethologists note that dogs are successful because of their close relationship with us. They're more versatile than wolves, and have a longer socialization period, so can learn more. Most dogs are smart at assessing humans, and they like doing things with us, so they need to understand us. Dogs are social animals, so they have social rules, or "morality," though it's not quite the same as human morality. A strength of this research is that it looks at dogs, rather than applying research on rats and pigeons to dogs. It also underlines the deficiencies of *Culture Clash* as a source of information on what makes dogs tick.

So what was *Culture Clash* about? Chapter 1, 'Getting the Dog's Perspective (Dog Intelligence and Morality)' begins with a tirade against simplistic ideas of dogs as wolves, and the portrayal of dogs as intelligent and moral in the same way that humans are. This chapter is sadly uninformative. Oversimplistic views are wrong, whether it's seeing dogs as 'intelligent', with human intelligence as a yardstick, or dismissing them as 'lemon brains', as Donaldson does here. Likewise, her portrayal of dogs as amoral ignores their sense of social norms.

Donaldson appeals to human emotions with bang-on-the-table arguments, rather than careful reasoning and meticulous observation. She has helped foster a 'two camps' model of dog training.

Chapter 2, 'Hard-Wiring: What the Dog Comes With (Predatory and Social Behavior)', makes some useful points, like the benefits of letting dogs play to learn social skills, and of tug games with rules, as a reward in themselves, and to enhance communication and control. Donaldson does, however, tend to downplay inbuilt differences between dogs. Some dogs learn very quickly how and when to solicit play, and how to regulate their strength. Others need more training, supervision, and careful selection of companions. Owners need to learn that not all dogs welcome their dog's attentions, when to allow play, and when play turns into bullying. It's normal to object to unmannered, rough 'play', whether you're a dog or a human.

Donaldson also plays down inbuilt differences when she discusses retrieving. Given similar training regimes, some dogs become obsessive retrievers, while others have less interest. It would be helpful to mention 'off switches' for obsessives, and ways to channel that desire to higher

level work. Donaldson also presents the desire to 'bite/hold/shake/kill' as inbuilt, but again it's much stronger in some dogs than others, and such dogs also need an 'off switch'.

Donaldson sees 'separation anxiety' as inbuilt. She prescribes desensitization, and getting another dog. True, these remedies may work; another dog may help, for example, a rescue greyhound, used to being with other dogs. However, being very attached to a human is common in breeds designed to work closely with humans. Getting another dog won't help if a dog wants human company. It can also create problems if the dogs aren't compatible. Some dogs calm one another, others get each other overexcited, or hate each other; bad news if they're alone together all day. Furthermore, dogs may bark and trash the house for reasons other than separation. Rehomed dogs may panic simply because they're in an unfamiliar place with a new routine, and they don't know what's happening. Dogs left alone for long periods

may trash the house out of boredom.

Donaldson downplays the importance of a dog's age (p. 35), yet this is critical for socializing dogs to humans, other dogs, and small domestic animals, like chickens. Orphan pups, for example, need early contact with their own species, to learn social skills. Again, much of the chapter is taken up with diatribes, which leave little space for information.

Chapter 3 is called 'Socialization and Conflict Resolution (Biters and Fighters)'. Donaldson states that spooked dogs have to choose between biting or fleeing, and stresses socialization to ensure that dogs aren't spooked. In fact, dogs have a wider repertoire than bite or flee in response to threats. They may freeze, try appeasement gestures, or seek protection from their owner. Socialization is important, but so too is building trust so dogs can learn to use this wider repertoire. Donaldson advises allowing pups to bite their owners, though not young children. She claims that little pups can't

SPECIAL WEBSITE DEALS FOR IACP MEMBERS

BASIC WEB PACKAGE

10% OFF

- 4 Pages
- Basic Optimization
- Custom Contact Email System
- Domain name set-up
- 15 hours of Web Design Time Included
- Annual Hosting/Maintenance - First Year is FREE

DELUXE WEB PACKAGE

15% OFF

- 8 pages (with Photo Gallery included)
- Basic Optimization
- Custom Contact Email System
- Domain name set-up
- Annual Hosting/Maintenance - First Year is FREE
- Free .mobi site w/ no annual hosting fees!

PREMIUM WEB PACKAGE

20% OFF

- 15 pages (with Photo Gallery included)
- Advanced Optimization
- Custom Contact Email System
- Domain name setup
- Calendar of Events
- Option for CMS managed site
- Free .mobi site w/ no annual hosting fees!

FOR MORE INFORMATION ABOUT OUR SPECIAL OFFER

CONTACT US TODAY!

TXAD
INTERNET SERVICES

CALL US **877.518.1989**

EMAIL US **WEBMASTER@TXADINTERNET.COM**

learn to hold back on bites unless you use 'harsh punishments' (p. 69). Yet I've taught pups very quickly not to bite, by blowing a gentle raspberry into their faces when they were lying in my lap and tried nibbling me. They stopped, started licking me, and never used their teeth on me again.

Donaldson stresses that socializing dogs with strange humans is very important, true, though her 'socialization hit list' on p. 63 portrays socialization as getting strangers to give your dog cookies. Dogs do need to learn that the default approach is to focus on you, not the stranger. They go up for a treat if you give permission. Donaldson also downplays temperament, but it's important, especially if a dog is expected to handle an environment with a lot of people coming and going, including children. Choosing a 'sociable breed' is a start, but some dogs from popular 'family' breeds have dodgy temperaments, so it's wise to check a pup's line.

Chapter Four is called 'It's All Chew Toys to Them (Behavior Problems and Solutions)', (an odd title, in that chewing is a less serious problem than biting). Certainly, Donaldson is accurate in saying that dogs don't see objects as we do. However she underestimates their intelligence when she argues that they have no perception of the value of items to owners, but just see them all as chew toys. Some dogs deliberately select 'forbidden' items in order to gain owners' attention. Training has to go beyond just teaching what's forbidden and what's permissible.

Chapter 5, 'Lemon Brains But We Still Love Them (How Dogs Learn)', presents dogs as unintelligent, only able to learn through rewards and punishments. Donaldson exhorts owners to learn the 'basic rules', that rewards and punishments can be given or taken away. She makes some useful points. For example, dogs can be allowed rewards that fit their natural desires, and that feedback, and its timing, are important. Her description of commands as building bricks in training is also helpful. One of Donaldson's examples of rewards is a gambling machine. She tells us that we can't help but get hooked on these machines, because they're designed using 'laws governing reinforcement' (p. 144). That's a bad example. Go into a

bar and watch clients and slot machines. Some people are addicts, others are immune. Humans, like dogs, have built-in differences. There's no 'law' that tells us what's rewarding for a particular human or dog, nor is it clear whether the slot machine 'reward' is in the payout, or in the adrenaline rush of anticipation. Unravel operant conditioning, and it's much less clear-cut than it first appears.

Donaldson claims that punishment doesn't kill behavior; what kills behavior is removing the reward. Punishment just temporarily stops the dog (p. 159). This is rubbish. Punishment can be very effective in permanently stopping certain behaviors. If animals didn't learn from punishment, they'd be at risk of extinction as a species. She in fact later states that positive punishment (adding something to stop behaviour) works under certain conditions. Her simplistic view is that you should use a 'large punishment' the first time a dog does something you don't want (p. 162). Yet very mild aversives are often more effective. As with medicine, a stronger dose isn't always more effective, and can be counter-productive. Furthermore, 'punishments' can be qualitatively different. Hosing down fighting dogs works better than hitting them. They can't tune out the shock of the water as easily as blows, which may increase their resolve to fight.

Donaldson also fails to spell out that withholding expected rewards is a form of punishment in operant conditioning terms: negative punishment, or taking away something to stop a behaviour. Since she believes in withholding rewards, she sees punishment as effective, though she has fostered a myth that negative punishment isn't really punishment. Some of her advice on providing rewards is also unhelpful, like rewarding a dog for the absence of unwanted behavior (p. 163). How does the dog know what the reward is for? Better to reward a dog for obeying a command in the presence of a distracting stimulus.

There are good reasons for trying to provide rewards rather than inflicting punishments. Rewards tend to boost trust, punishments can undermine trust. Furthermore, a dog's response

isn't always predictable. A dog hit by a car may avoid cars, or chase them because they're dangerous. Attempts at both positive and negative punishment may be counter-productive. Focusing on providing rewards makes for a better relationship and is more fun for dog and owner. However, attempting to avoid punishment altogether isn't sensible. If owners develop two-way communication and trust, they're more likely to have an intuitive understanding of what's effective with a particular dog, and the dog's forgiveness if they get it wrong.

Behaviorism doesn't of course give a complete picture of how dogs learn, and this is clear from gaps in Chapter 5. First, as in the chapter on hard wiring, there's no mention of sensitive periods, when dogs need to learn key skills, or teaching them becomes very difficult. Likewise, it's more efficient to start teaching high-level skills when dogs are young. Structured obedience and skills training programs are also more successful if

they take into account the dog's level of maturity. Furthermore, there's no mention of social learning, that dogs can directly teach each other both good and bad behaviour, and can learn by imitation, from observing each other and their owners.

Donaldson also claims that dogs only have a desire to please if we teach them they get to do what they want if they obey us. This misses the point that what dogs often want is our company. They're far more likely to take note of 'I'd rather you didn't do that' than are wolves. True, adolescent dogs tend to be more independent and often need work on impulse control. However, as dogs mature and they and their owners get to know one another, some dogs do develop a mature 'desire to please'. Relationships, and learning how to communicate, take time and effort to develop.

This chapter often saddens people with working dogs. The list of what owners need to learn, on p. 168, doesn't mention encouraging dogs to com-



Coastal pet products inc.

The Quality Leader Since
1968

1-800-321-0248
training@coastalpet.com

municate. Owners need to listen, if only to learn when a bark means 'a dog has passed by', and when it means 'let me out immediately, I'm going to expel disgusting substances from both ends'. People who work their dogs develop two-way communication and know that their dogs are, in many ways, smarter than humans. A shepherd and his sheepdog, or a blind person and their guide dog, see the relationship as a partnership. Yes, the human is the senior partner, making the executive decisions, but dogs can understand some things we can't. Sheepdogs sometimes predict what sheep are about to do better than the shepherd. At times, the dog takes over leadership. These dogs certainly aren't 'lemon brains'. Furthermore, with dogs that are carefully selected for high-level tasks, there has to be an inbuilt desire to do the job. When a dog really wants to do a job, a 'correction' may be welcome because it conveys information that the dog needs.

"Skinnerites" believe that only observable behavior counts, not what an animal feels, so 'punishment' is just something that stops a behavior, or makes it less likely to happen. Assuming that 'punishment' is upsetting contradicts their belief that making assumptions about the animal's feelings is unscientific. Skinner's pigeons and rats avoided electric shocks. Most people would guess they were upset by them. However, interactions between dogs and humans are far more complex. When a correction conveys information that the dog wants, it can end a behaviour without being an aversive.

The last and sixth chapter deals with obedience training, and again has some good training points, especially for people interested in clicker training. Obedience training is basically teaching dogs self-control, especially sitting, staying, and recall, basic commands that are important for developing a dog that you can trust in most situations. Self-control is important, but if owners restrict themselves to control, and fail to develop two-way communication, they miss out on much of the joy of dog ownership.

A key gap in this book is a serious discussion of the why of training. Donaldson holds up marine

mammal trainers as shining examples of practitioners of behaviorism (p. 129). But why deprive a wild animal of its freedom to teach it tricks to amuse us? Why shrink from using mild aversives if they help keep a dog alive, and mean we can give the dog more freedom? A sad effect of an obsession with 'punishment' is that we can lose sight of these wider issues. We can connect to dogs in ways that we can connect to no other species. They don't kid themselves in the complicated ways that we do, so can teach us about ourselves. They tell us a lot we can't perceive because of their superior senses of smell and hearing. But to enjoy canine company, we need to be sensible about when to take on a dog. We now spend more time away from home, in places where dogs can't go. We can watch less TV, and get up early to walk the dog, but there are limits if our jobs are demanding. Temperament also affects whether we enjoy a dog's company, or find it a chore--not so much 'good' or 'bad' temperament, as a dog with the personality and energy levels that suit ours. People who don't make sensible choices are more likely to abandon their dogs. Donaldson ends her book telling owners to spay and neuter their dogs. Yet in some countries, especially in Scandinavia, dogs are rarely neutered, and unwanted dogs are less of a problem. Perhaps Scandinavians make more sensible choices.

Donaldson succeeded in marketing a particular 'brand' of dog training. She appeals to human emotions with bang-on-the-table arguments, rather than careful reasoning and meticulous observation. She has helped foster a 'two camps' model of dog training. Humans have a built-in tendency to divide the world into 'us and them', yet both dogs and humans can learn to be flexible about who's an insider, and who's outside our group. Talk to dog people individually, and you can listen to quieter people who are often shouted down. Your understanding can be enriched by listening to people with different experiences. A simple 'two-camps' view of training is an impoverished view which taps into our biology, but doesn't really help us understand dogs.

Culture Clash is a landmark book which can help you understand the history of professional dog

“PROTECTING BLITZ ISN'T A LUXURY. IT'S A DUTY. THAT'S WHY WE FEED HIM EUKANUBA.”

J. Azevedo

Award-winning police K9 team,
Officer John Azevedo and Blitz



Available at Pet Specialty stores.
110% money-back guarantee.*



Did you know almost 70% of a dog's immune system is found in the digestive tract?

That's why Officer Azevedo trusts Eukanuba® for innovations like prebiotics. Clinically proven to stimulate the growth of good bacteria in a dog's digestive tract, the prebiotics in Eukanuba promote your dog's strong defenses in just 28 days.

©2009 P&G

*Visit www.Eukanuba.com for more information.

Eukanuba 
Make A Good Dog Great™

training. It isn't a scientific text, nor does it tell you much about what makes dogs tick. Donaldson 'sold' behaviourism, without explaining it clearly. If you want to understand operant conditioning, try Burch and Bailey's *How Dogs Learn*. For a more thorough approach to training from someone with dog sense and a scientific approach, try Steven Lindsay's *Applied Dog Behaviour and Training*. For a scientific approach to dog behaviour, try *Dog: Behaviour, Evolution and Cognition* by Adam Miklosi, who now heads the team that Csanyi set up. Then check what these authors say with what real dogs tell you.

Thanks to Wendy Hanson, Tiffani Howell, Heather Houlahan, Donald McCaig and Janeen McMurtie for helpful discussions about behaviorism.

Alison lives with three dogs in a village in the middle of Spain. She has a long-term interest in multi-dog households, and in how human cultures can affect the way that dogs behave.

iacp

Want to be published? Here's your chance!

The SafeHands editor is looking for submissions relating to all aspects of professional canine care. Articles should be of interest to a diverse membership of canine pros and should range from 800 to 1,500 words. Articles are subject to editing. See page 2 for details.

PHOTO Submissions welcome, too!

KONG[®]

WOBBLER[™]



Feed a meal or just some treats.™

Critical Thinking

by Mailey McLaughlin, M.Ed., CDT, Editor

“Training is not something you do *to* your dog. It’s something you do *with* him.”

Think about the last time you wanted to learn about something with which you had no experience, e.g., how to salsa dance, how to repair a car engine, how to buy stocks, or how to speak Mandarin.

Maybe you got books about the subject. Maybe you looked up info on the web, via articles or videos. Maybe you hunted down experts on the subject and asked them. Maybe you listened to language CDs on the drive to work. Maybe you found a teacher and just dove right into the experience, hands-on, figuring you’d learn as you went.

We all have a learning style with which we are most comfortable. One of the most common paradigms used to explain this is the VARK model, originally proposed by Neil Fleming in 1987. The VARK model posits that people fall into the following categories as learners: Visual (pictures, videos, diagrams), Auditory (music, discussion, lectures), Reading and writing (making lists, reading textbooks, taking notes), or Kinesthetic (movement, experiments, hands-on activities).

While the validity of this model as a way to improve education has been brought into question, learners who are aware of their own learning styles tend to retain information better. In our line of work, this is paramount. The vast majority of our students/clients have never taken a dog training class or tried to train a dog in a formal way. Some have trained previous dogs with or without professional help, but many have never trained a dog at all. They need our help, and they may learn in a different manner than we do. In a class setting, this can be daunting, as it is possible that everyone in the class has a different style (many styles overlap within learners, of course).

How do we present the information our students need in a way that is easy for them to absorb, especially in a group setting? Is it necessarily easier one-on-one?

Many trainers enjoy teaching classes, while others would rather teach the dog in a B&T setting and have less to do with the owners. I utilize a lot of printed materials in my classes and privates, as well as sending follow-up emails mid-week to give additional info. Some of my students tell me that they read everything I send or give them. The behavior of others makes it abundantly clear that they probably don’t read any of what I send. Most probably fall in the middle, reading most or all of it but actually digesting only about half. This is to be expected.

The more we as educators know about how people learn, the better teachers we will be. Many who come to us lack confidence in their skills, and we can help them gain it. We’ve all had the pleasure of working with people who seem to have two left feet (especially when it comes to heel work) or are all thumbs. For some people, just holding the leash properly takes a while to master! This doesn’t mean they are dumb. They just haven’t been taught yet. If we are going to exhort the humans at the end of the leash to “give training time,” to not “blame the dog because he cannot know what he hasn’t been taught,” we need to extend the same courtesy to them as OUR students.

We generally teach the way we learn best. In other words, those of us who love to read produce more written word assistance than in other formats. Those of us who learn better visually probably create more videos, and those of us who learn better by doing have more hands-on exercises and fewer written ones. This is the default: “others will learn the same way I do.” It’s not always wrong, but it’s limiting. Most people have overlapping learning styles, so whatever way you teach, some will get a lot, and a lot will get some.

How do you know what type of learner someone is? Often, I just ask. Do you like to read? Do you learn well that way? Would you rather see something demonstrated, or hear it explained? I generally assume that having the student actually perform the task (kinesthetic) will help them the most, so that's always a part of every lesson, but it helps me to know if they are also more aural than visual, or prefer to read instruction—because after they leave me, they will need extra help.

When it comes to training dogs, we have what is known as the “curse of knowledge.” That is, we know a certain amount about dogs and training, and we cannot imagine not knowing it. But, as teachers, we must imagine this! One helpful way to do so is to undertake a learning experience (perhaps a class?) with a subject with which you are uninformed. As you stumble in your process, you will understand how it feels for your students. What seems obvious is usually not. Attempting to learn a new skill—especially one that involves using mind and body—can really open your eyes to what your students deal with when they come to you for help. Authors Chip and Dan Heath

wrote, “What looks like resistance is often a lack of clarity.” Give your learners confidence and a discernible “why,” and they can get it—especially if you can tap into how they learn best.

The “self-explanation effect” is the benefit gained by the tutor as he or she teaches the tutee. As we teach, we learn. In fact, some of us learn better by teaching. I have had more than my share of “a-ha!” moments (silently) as I am demonstrating an exercise and I realize I’ve learned something new about it. As a teacher, I relish these moments. They are one of the reasons that I keep getting up in front of students night after night, week after week, year after year.

Be a lifelong learner, and you’ll be a better teacher.

Mailey, The Pooch Professor, is Editor of SafeHands Journal. She has worked professionally with dogs and their people for nearly 30 years, holds a Masters in Education, is a CDT, and is Behavior and Training Manager for the Atlanta Humane Society. Read more at www.carpek9.blogspot.com.

iacp

Kip" by Sharon Jacobson



Men cannot think like dogs. [There exists] a sharp difference in the mental capacity of humans and canines. For example, a human who is given an intricate problem will spend all day trying to solve it, but a canine will have the sense to give up and do something else instead.

~Corey Ford