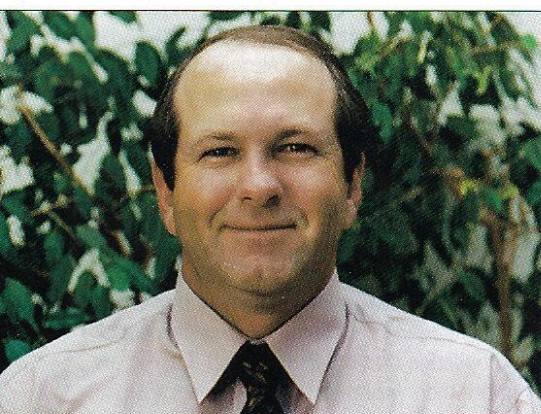


## From the President



### Rocky Boatman

**W**elcome to all new members of IACP. You have joined an elite group who share common interests. Congratulations on becoming a partner in IACP.

In this issue I want to discuss the word professional. The Oxford Dictionary defines it as: 1) of, belonging to, or connected with a profession; 2a) skilful; b) worthy of a profession (professional conduct); 3) engaged in a specific activity as one's main paid occupation. This definition describes a primary IACP purpose. We seek to improve ourselves and our profession through sharing our special skills and knowledge. The world

of canine professions encompasses many different fields: pet sitters, vet techs, veterinarians, groomer, kennel owners, pet shop owners, trainers, etc., we all belong to a profession. Despite differences and each field being a profession in itself, the canine profession includes all related fields. IACP hopes to bring the fields together to maintain high professionalism. Each profession is just as important as all others, and the sharing of knowledge gives others better understanding of each field.

As the new millennium begins, we are responsible for continuing and improving our respective professions. It is our duty to ensure their success and growth. We must examine what we do and seek ways to improve them. We need to share skills and help each profession understand the other. We need to become one.

As we grow, we will have members from various professions. New professions will develop and join our ranks. We need to understand the new professions and help them grow. We are responsible for the education of others in our own profession as well as those in other canine-related fields.

It is our duty to educate and help those entering our field to reach levels that will benefit us all. We must support each other and share our secrets with those who are less skilled or experienced than we.

IACP helps educate all members, and non-members, through our newsletter, our various internet lists, workshops, camps and seminars. IACP and its members will lead the 21st century and must continue to learn and grow. As your President I challenge every member to find ways to help others. Ways to educate and share skills with those just starting out. Ways to improve your field and help it grow. Ways to share information with other fields and learn from them as well. And above all, ways to maintain a professionalism within yourself and your career. We are here to learn from each other, and thus to improve the lives of our canine friends.

Until next time,  
Rocky Boatman,  
President, IACP

Rocky also belongs to NADOI and APDT and owns Arizona Canine Academy. He can be reached at: [dog@primenet.com](mailto:dog@primenet.com)

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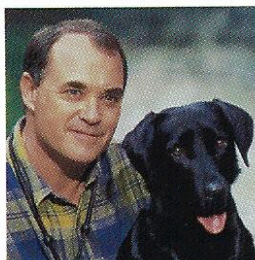
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## Executive Director Martin Deeley



Watching nine new grandpups come into this world, take their first breaths and

help their mum make her first contact with motherhood, is intoxicating.

The wonder and realization of how much animal instinct is involved even after 27 years of experience with dogs it is still among my more thrilling and fascinating experiences.

Five females and four boys eased their way into the world, and within seconds of taking their first breaths they immediately were worming their way to the milk bar, even though their eyes and ears were closed. The first little fella to arrive needed some help, and Mum momentarily lost her marbles while I was dozing on the job alongside her whelping box. But working together we were able to give him life and now he is as bright, bold and determined as any of the rest.

Mum just needed a little help to show her the way and then she took over with confidence, recognizing that my encouragement of all was fine and that I was proud of her. Her initiative and intuition were all there but her concern about what was happening had rocked her confidence.

A natural caring mum, she appears to know what is needed. She and I through the years have already become a team, and through this new experience of raising a litter, I can see that what we are doing is supporting and training her new members together.

Break time has me sitting alongside the whelping box, watching in awe, talking, stroking and holding both Mum and the puppies. Mum is very happy for me to be among them, to hold them while she stimulates and cleans their bodies, and if they are scattered everywhere or in a difficult position in the bed when she and I return from a little exercise and bathroom duties outside, she asks me for help and patiently waits until I

put all the pups to one side to allow her an open place to carefully get in and settle down without stepping on anyone.

This experience and time with mum and the pups has given me the opportunity to do much thinking. Thinking about when we really start training, about building relationships and bonding, and especially about how much we need each other within the dog world. As dog professionals we should be working together, building trust and confidence in each other and becoming team mates. Why? Because all of us, like my little lab bitch, often lack experience and knowledge in new ventures, experience and knowledge that others have and if asked are more than willing to share. And, because there are factions that will attempt to limit our methods, our ways, our interests, our livelihoods and even our sports. To counter these factions we must create understanding, sound argument, reliable facts from research, results and experience and a resolute membership from the varied interests and professions within the dog world.

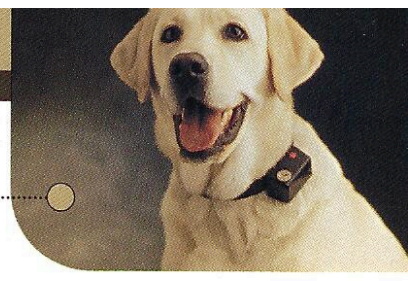
The International Association of Canine professionals was established to support professionals and assist them in becoming more successful; to provide an alternative and counter approach to those who would take away our freedom of choice and approach, that as professionals we are entitled to require.

I would encourage those reading this newsletter who are not members to join this growing team of professionals. To those who are already members, I encourage your colleagues and friends to join and become part of the Association's voice.

Like my young pups, who will all grow strong and well and be good citizens because of the diversity of support and strength that comes from a cooperating dog world, members of the IACP and the association itself, will grow strong and successful through all of us becoming teammates and working together.

Martin Deeley  
Executive Director, IACP





## Kindergarten Korner

### *Nothing Personal* by Mary Mazzeri

raise and love Irish Wolfhounds. Holly is my nine-year-old alpha bitch. Liam, a 36 1/2 inch, 172-pound, four-year-old male is content to be at the bottom of the social ladder. The two of them cohabit with Wyspr, an eight-month-old, 14-pound female Border Terrier. This presents an interesting dog pack. My dogs are my teachers. I've learned a lot from them and I've taught them a thing or two. When Wyspr was very young, the hounds put up with her when she would attach her teeth to their tails, legs or lips. For the first few weeks they tried to pretend she didn't exist, but

eventually their patience wore thin with her pesky persistence. This was when her education began in earnest.

Picture an Alpha Wolfhound bitch contentedly gnawing on a nice, juicy, marrow bone. Along comes a 3-month-old pup who simply runs up planning to drag off the bone, which is equal to her size. Being a self-respecting matron, Holly lets out a low growl as Wyspr approaches. The warning goes unheeded. Next Holly raises her upper lip as the Border attaches her tiny teeth to pull at the far end of the bone. The intensity of the growl continues to escalate. Meanwhile this 6-pound-mite grovels her way determinedly to the bone, wagging every part of herself as furiously as she can. "Surely," she thinks, "No one could object to all this tail-wagging thievery?!"

Holly suddenly sticks her nose under Wyspr's belly and flips her away, the terrier rolling side over side for about ten feet. As she flops to a stop, she holds still only long enough to plan a different approach, this time sliding her way on her side toward the prize. When she finally arrives, she turns her head just enough to reach the farthest corner of the bone and begins nibbling cautiously. The old Wolfhound places a large paw across the center of the bone and is now content to share with this pariah so long as she makes no further attempt to remove the treasure. Wyspr's deference earns her a small privilege.

As Wyspr got older, Holly consented to play with her, running, chasing, batting at her carefully with big paws and flipping her across the lawn with her nose. Now at ten months, when Wyspr doesn't respect the old girl's wishes to end the play, Holly takes the terrier in her mouth and applies immediate, deliberate pressure at the neck or head just until the pup squeaks. Holly then releases her and Wyspr offers signs of respect, usually

groveling or belying-up as she closes her eyes or looks away. After this ritual they often wind-up affectionately snuggling together to take a nap, no hard feelings, and they rest up for their next adventure, their relationship securely defined.

**Pick your battles, not every**

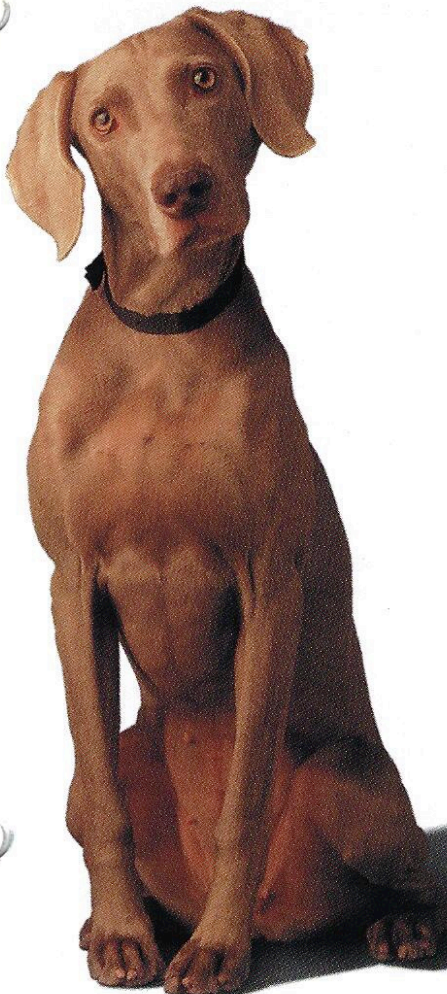
**infraction is worth a war, some**

**puppy behavior is, well just**

**being a puppy!**

What I have learned about discipline from observing my dogs' interactions has helped me train and communicate with them more effectively. Here is some of what Holly has taught me about inhibiting unwanted puppy behaviors. Pick your battles—not every infraction is worth a war—some puppy behavior is, well, puppy! Don't lose—remember, you are the adult. When a pup does deserve a correction, the feedback must be fast for the pup to associate her behavior with the consequences. The correction must help the puppy clearly understand what lines may not be crossed. The correction should just pass the threshold of discomfort. Most important, the correction is unemotional—neither the behavior nor the subsequent correction should wreck the relationship; it should serve to promote the healthy survival of the pack. It's nothing personal, just loving discipline. ●

*Mary Mazzeri has been training in the Chicago area for over 25 years.*





### An Interview with

### Martin Deeley *by Jan Gribble*

**M**artin Deeley, Executive Director of the International Association of Canine Professionals (IACP), has been involved with dogs for the past 29 years. In addition to training hunting dogs, providing in-home pet-dog training, and giving seminars and workshops, Martin has written three books and writes for several magazines. His articles have been published in the United Kingdom, the United States, Australia, and have been translated for magazines published in Japan, Holland and Denmark. His numerous videos on training have been among the best sellers in the UK and he is internationally recognized as the commentary voice at the British, Irish and Danish National Championships for retrievers and Spaniels.

Martin first came to the United States as a result of an invitation by Dr. Ian Dunbar, following work they did together on Ian's television program. Martin spoke at the first Association of Pet Dog Trainers conference held in Orlando, Florida, in 1993, and gave seminar/workshops at various cities throughout the US. Claire Koshar, an attendee at the APDT conference, asked him for help in training her Flat-Coated Retriever. Always a helper and a keen trainer of people, Martin spent a day working with Claire and a friend of hers with their dogs. Claire enjoyed the session so much that she organized a four-day workshop for Martin the following February in Florida. This was so well received that the workshop has become an annual event. In fact, Martin's new Florida home is next door to the location where these workshops are held. He has also conducted workshops throughout the US, Britain, Holland and Switzerland.

In 1996, Martin moved to Dallas, Texas, forming a partnership with Pat Trichter and operating under the name City Dawgs. Martin and Pat first met at one of his seminars in Houston and although the seminar was on hunting dogs, they both realized that despite the different type of training each did, there were several similarities in the way they trained and that they shared many techniques and philosophies. Married in 1997, Martin and Pat recently moved to Florida and now live near Orlando with their extended family: two Labrador Retrievers, a Springer Spaniel, a Catahoula Leopard Dog, an Australian Shepherd, a Toy Poodle and two cats. Martin holds a degree in Engineering and worked for six years at a power station in Great Britain. He then moved to London to take a job as a Management Consultant which had him traveling in England and Africa before becoming a lecturer at a Polytechnic, teaching Business Studies and Management. In the 18 years at what became The Bournemouth University, Martin established and managed the Bournemouth Microsystems Centre and then went on to establish and become Head of the Business School.

Martin was first introduced to the business side through his interest in working with his own dog. It was while he was a lecturer at the college that a friend invited him to go pigeon shooting. His friend had a Springer Spaniel who so enchanted Martin that he soon bought a gun, the necessary Wellingtons, and a Springer Spaniel himself. Very quickly dog training became his first love, especially with successes in trials and tests.



Martin's enthusiasm and reputation grew and he began training hunting dogs and owners on a part-time basis. It was the pure enjoyment of this work that motivated him to buy some land and establish a kennel. In addition to boarding dogs, he provided training for hunting dogs, grooming and even boarded cats. Martin credits his ability to read dogs and know how to motivate them to his tenure as a kennel owner. He had at any time over 30 dogs of different breeds and ages in his charge. These dogs were all trained or walked three to four times daily, giving Martin ample opportunity to interact with each dog. While he didn't consider that he was training the dogs during boarding, owners often felt otherwise and commented on how well behaved and happy their dogs were when they returned home.

As a founding member and driving force behind IACP, Martin believes that it is time for dog trainers to be recognized as the professionals they are. IACP was founded to help secure for all canine professionals the recognition for the services they provide as well as to help provide the necessary support to create and build a successful business.





For too long dog trainers have often been providing services at low cost because they enjoy working with dogs. A well-behaved dog is important in today's society, and it is imperative that dog trainers be given the recognition for the service they are providing, just as good teachers of children are recognized. Martin stated that many good trainers can't make a living training dogs or teaching people how to train their dogs and he believes the IACP can help change that. When asked about the current direction dog training seems to be heading, Martin does not feel completely comfortable with licensing because of the problems involved in testing. He knows first-hand about students who can pass exams but who can't perform in the real world. Too often, exams emphasize academics while giving little attention to the practical side, which is especially important in dog training where much can depend upon innate skills and natural ability.

Another of his concerns about regulating the industry is that rules and regulations are often made by people who lack an understanding of the profession they are regulating. Since the media usually only focuses on negatives, the general public tends to be informed only about the rare instances of abuse and therefore may be led to believe regulation is necessary when education and information about the profession can allay some of the current misconceptions about training and trainers. The biggest change in dog training Martin has seen in the past ten years is the emphasis on using treats and positive training methods. He doesn't believe the change is in the methods used, since positive training and the use of food has been around for much longer, but he sees the change being on the almost singular emphasis placed upon it. Martin's concern is that the emphasis on a



narrow methodology is not the complete answer to dog training. Focusing himself on a positive approach and motivation of dogs, Martin uses mainly retrieving and his own personality, limiting the use of food rewards. Martin believes that trainers should be educated in as many methods and motivations as possible, and that the trainer's toolbox should contain a "treasure chest" of options.

Martin has been fortunate to work with and interview many successful trainers of all disciplines and there are many, past and present, with a wealth of knowledge and information about dogs and dog training whose approaches should be studied and recognized for their contribution to the profession and dogs. Within City Dawgs, Martin and Pat work closely with veterinarians, groomers and other professionals. He knows that veterinarians, groomers and

kennel owners want their clients' dogs to be well-mannered since they can then concentrate on their own specialty.

Martin believes that all of these professions can and should be working together towards a common goal. He also knows that the skill of other professionals can help and support him to train better and be more successful with dogs. Knowledge and understanding of the role of fellow professionals is the key to developing good dogs and good dog ownership, and much of this can be achieved through effective communication and coordination between the professions.

Martin's advice to anyone who wants to become a trainer is to understand that dog training is as much a people business as a dog business; and the ability to communicate and handle human behavior is paramount in this profession. He feels that the future is what you make it, and that to expect a good living from dog training one needs to provide a quality service for both dogs and owners. This includes being a good business person. And to achieve this, you must enjoy and get satisfaction from what you are doing. ●

**A well-behaved dog is important  
in today's society, and it is imperative that dog trainers be  
given the recognition for the  
service they are providing, just as good teachers of  
children are recognized.**



## To Serve and Protect Always A Dog

by Joel M. McMains

The following excerpt from my Howell book, *Manstopper: Training A Canine Guardian*, offers insights as to what a guard dog is. And isn't.

Nikai of Marks-Tey was the registered name of one of my dogs, a striking red-and-rust Doberman who had a lion's heart and a stare that could melt glass. His call name was Nick and his nickname (if you'll forgive that) was The Red Blur. In terms of quick, sudden bursts of movement, Nick

was as fast a Dobe as I've known, but that alone didn't lead to his sobriquet's selection. It had been a stormy evening, both within and without. Within: I had confronted Nick

*"Truly, he was tougher than*

*Chinese algebra and a scrapper*

*of the first order."*

about the reality that a roast chicken on the counter does not confer permission to purloin. Without: Thunderstorm cells were prowling the darkness. When I went to turn in, Nick, still miffed over having to make do with kibble while I fanged down the festive bird, decided to crash on the couch rather than on the bunk, his customary berth.

"Hasta la bye-bye," I said and padded to the three-acre bed, leaving the Doberman to deal with his case of the sulks.

Now, Nick also topped the charts in hardness. Truly, he was tougher than Chinese algebra and a scrapper of the first order. He hit like a savage wind, and even such prosaic pursuits as chasing a ball elicited his full intensity. As one helper put it, "You couldn't knock that dog off a sleeve even if you hit him with a brick."

So the fast, tough manstopper was asleep on the sofa as I was tumbling toward the place where they keep the dreams when thunder exploded right above the house, about one foot above the chimney, flash-boom, ground-zero, the kind that shakes foundations, rattles windows, and leads to nicknames like The Red Blur. As one movement Nick sprung off the couch and over the coffee table, touching the floor but once in his beeline to the bedroom, and the next thing I knew there

was this trembling, bug-eyed, furry red mass curled by my neck. A few days later I recounted the incident to an acquaintance, a trainer possessed of meager talent but ample certitude. He commented in down-the-nose fashion, "Humph! Some guard dog!"

"True," I said. "If I'm ever attacked by a thunderstorm, Nick may let me down."

Some folks never get the idea. They may know this, that and the other technical aspect about dogs and training, but they possess neither the wit nor the compassion to see the implications of any of it.

But that's a sidebar. A chapter title in my dear friend Carol Lea Benjamin's excellent book, *Second-Hand Dog*, is, "The Good Life-What Your Dog Needs." I embrace that sentiment. Your dog deserves "The Good Life." So does mine. The concept includes providing your dog with love and security on demand. He won't ask for anything frivolous

*"The Good Life-What Your*

*Dog Needs, I embrace*

*that sentiment."*

(save for an occasional drumstick), just to be with you whenever possible, good nutrition, fresh water, and an understanding friend to lean on when the roof seems about to fall in. ●

*Joel M. McMains is a world renowned and highly respected author of a number of dog training books. Three of his many sought-after titles are "Manstopper," "Dog Logic," and his Dog Writers' Award winning book, "Kennels and Kenneling."*





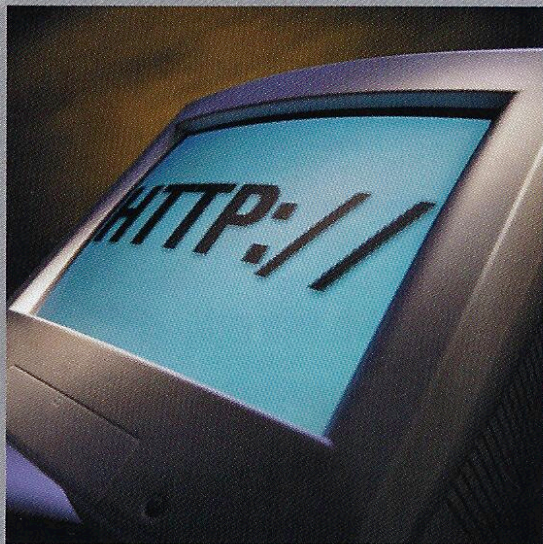


# Computers and the Internet *by Lyn Richards*



In order to better promote your business, and increase your knowledge as a canine professional, these days it is of vital importance that you become familiar with the internet and related computer info.

This series of articles presupposes that the reader is new to or only vaguely familiar with computers and the Internet. While use of some in-house terminology cannot be avoided, I've shunned (avoided) buzzwords wherever possible.



Before explaining equipment and the Net, know this: For better service and warranties, buy your computer from a computer manufacturer rather than from a generic computer store or outlet. Also, locate a good hardware/software outlet and get to know the employees well. They can walk you through anything you need. **Hardware:** A computer system entails hardware and

software. Software is another word for programs, electronic instructions stored in your computer that allow it to do work, (such as MS WORD or Quicken). Examples of hardware are the computer itself (the box), monitor, keyboard, mouse, and printer. Inside a computer is a central-processing unit (CPU) whose speed should equal at least that of a Pentium. Anything less makes computing tedious, especially those on the Internet. Other hardware essentials, all of which reside within the computer, are at least 128 (switch to 64 megs) megs (megabytes) of RAM

(Random Access Memory) for temporary storage of data, a hard-drive having at least 8 gigs (gigabytes) for permanent data storage, and a video card with at least 4-megs of memory to speed viewing of graphics, which is Web artwork. **Modem:** To access the Internet you need another piece of hardware: a modem. It connects your phone line to your computer and allows it to "talk" to the Net. A modem can be internal—hooked up in-side your computer—or external, where you plug it into your computer with a Modem Cable and it sits on your desk. Modem speed should be at least 56K. The

other major player in internet access is a Cable Modem (external, non-phone line) by Broadband or Cable Access service, such as provided by @Home or Media One Road Runner. This service is 25 times faster than a 56K modem and leaves your phone lines free. Your computer is online from the time you turn it on until you shut it off, and offers Cable-based internet service, too, thus elimi-

nating the busy signal, and getting booted offline for idle time. **Printer:** A printer allows you to print information from your programs as well as from sites you visit on the Internet. You cannot copy and paste info from the net to your files with certain access providers, but you can print it .... go figure! In this case a printer is a must. I use an InkJet Printer as it provides great resolution and clean, crisp print. InkJet printers provide very good quality and are affordable for small businesses.

**Scanner:** A Scanner is a necessity for any web-based business. This piece of hardware takes a photo of a picture or document and places it into your computer. Then you can send it in an email, use it in a document, or upload (transfer) it to the web. You save money that would otherwise be paid out to photo labs and third parties.

Lyn Richards has been training dogs and dressage horses for over 22 years. She is an Internet Support Tech for Mediaone RR, and the Dog Site Administrator for NetPets.org. She enjoys dog training, web building and computer support for dog related businesses. A member of DWAA, IAPD and ABTA, she writes for several breed related magazines, and the Whole Dog Journal. ●

## Useful websites:

**Acme Pet: Your Guide to Pets on the Internet:**

<http://www.acmepet.com/canine/>

**NetVet: Veterinary Resources Page:**

<http://www.netvet.com/>

**Tellington Touch:**

<http://www.spiritdog.com/>

**DogWare!:**

<http://www.dogware.com/>



## Three Cheers for Clever Hans

By Carol Lea Benjamin

Late last century, a horse named Hans was purported to have the astonishing ability to solve math problems, consistently tapping out the correct answer with his hoof. For a while Hans, dubbed Clever Hans, and his owner, Van Osten, were all the rage. But after many tests in which Hans proved himself clever indeed of Oskar Pfungst who did some experiments of his own, published his view that Hans was not doing math at

**Other animals, horses and, of course, dogs have been thought to speak, spell or do math. Each time they have been unmasked, knowledge about animal intelligence takes a giant step forward.**



all. Instead, Pfungst claimed, the horse was keying in on small unconscious movements of the eyes or head of the experimenter that let him know when he had tapped out the right number. Van Osten, heart-broken and ashamed died years later in obscurity.

Other animals, horses and, of course, dogs have been thought to speak, spell or do math. Each time they have been unmasked, knowledge about animal intelligence takes a giant step forward. After all, is the fact that Clever Hans could not actually do math the most significant fact gleaned from the many studies in which he participated? Isn't what he actually did do at least as important?

At that time, it was thought Hans was responding to an accidental subliminal cue. This means he was able to pay careful enough attention to his human tester that he could notice signs so elusive that for a rather long time, they eluded all the human observers. On top of that, he was able to understand that when he saw subtle cues - the raised eyebrow, the slight tilt of the head - it meant he had reached the tester's goal.

Fantastic as that is having considered the Clever Hans Syndrome while training dogs, I think it may have been something other than an outward cue to which Hans responded. I believe he felt the tester's pleasure when the correct member of taps had been made.

### Reading Emotions

Years ago when I began training dogs professionally, I used to take my Golden Retriever, Oliver, any place I'd be invited - libraries, schools, nursing homes, even a mental institution - and give a little talk on dogs, hoping to get myself known in the area in which I worked. The highlight of any show, no matter its purpose, was always Oliver's amazing bark tricks. For adults and older kids, Oliver might, for instance, bark the square root of 25. For little children, we

might do 2 plus 2. Ollie loved an audience. Because he was so happy and excited when performing, he learned tricks very quickly. Firstly, he figured out that when a question began with the word how, as in, "How much is 2 plus 2?" he should bark when I stopped speaking, and keep going until I petted or praised him. The next stage was that instead of saying "Good Boy," to stop the barking at the right answer, I would simply break eye contact.

The third and most interesting stage was when I no longer had to do anything to let Ollie know the desired number of barks had been reached. Clever Oliver would pick up from the audience just when it was time to stop and reap his reward. A rush of pleasure followed immediately by applause and laughter. Instead of watching me for the signal to stop, he'd pay most careful attention to the children.

This happened in many classrooms with many different children. It was not an issue of consistent accidental cueing. Something universal was

**For adults and older kids, Oliver might, for instance, bark the square root of 25. For little children, we might do 2 plus 2. Ollie loved an audience.**







**It is by noting and responding to  
subliminal cues and the physiological  
changes the accompany  
emotion that dogs learn  
much of what is the truth  
about their owners and  
their world.**



In those situations where in truth, owners thought it was adorable, funny and cute that their dogs stole, the

dogs were receiving the same sort of positive reinforcement both Hans and Oliver had been clever enough to learn from.

About the time of the school demonstrations, I was also going to a lot of dog shows, to observe and learn.

This was many years ago, before the flip finish became a standard alternative for getting a dog back to the heel position. I was admiring a Miniature Poodle working beautifully in the obedience ring when it came time for the finish. The little dog executed a perfect flip, but the audience, many of whom knew little of

obedience work but had drifted over for a little entertainment, laughed.

The poodle, whose attention had been totally on its handlers face, the audience and desirous of more of the lovely positive reinforcement that laughter can give a dog hopped, skipped and flipped through the rest of the performance thereby blowing its leg and green ribbon for the day. It was clear that eliciting pleasure in observers, whether they are asking math questions or simply watching a performance, is something animals will work for.

Although poor Hans was discounted because he wasn't doing math, the Clever Hans Syndrome, or unintentional training, is an important aspect of understanding dog behavior. It can explain interesting phenomena. Such as how your dog knows not only when you are about to go out, but whether or not you plan to take it along. (Don't be fooled by supplicating tail wags. Just because a dog knows the awful truth doesn't mean it'll accept it lying down.)

Clever Hans also taught us dental cueing can have dangerous results. Take, for example, the aggressive dog whose owner protests the dog's dangerous behavior but inwardly feels pleased to be protected. No



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matter what this owner does, the reinforcement coming from what he or she feels, even if those feelings are unconscious, is far more potent to the dog.

It is by noting and responding to subliminal cues and the physiological changes that accompany emotion that dogs learn much of what is true about their owners and their world, an important lesson we learned from a most clever horse named Hans. ●

*Carol Lea Benjamin is a noted author about, and trainer of, dogs. She has written such classic dog training books as Mother Knows Best and Dog Training in Ten Minutes as well as the award-winning Rachel Alexander and Dash mystery series, the latest of which is Lady Vanishes. This article first appeared in the AKC Gazette.*

going on. I began to watch the children, too, to see what Oliver was seeing. It seemed to me that when the right answer was reached, the children would relax, relieved, as it were, that the dog got it right. Then their excitement rose, and they'd clap and giggle.

Ollie so enjoyed the response that once when I was giving a rather dry talk to members of the local Rotary Club, I was interrupted with laughter despite the fact that I hadn't said anything funny. When I looked down at Oliver, he was sitting high, having decided he could teach me a thing or two about public speaking.

In the same way that you cannot fool most dogs into thinking you are asleep by merely closing your eyes physiological changes, however subtle, tell the animal all sorts of truths about you; that you are sad or happy, pleased or annoyed, relaxed or afraid.

### **The Underlying Truth**

Once Oliver keyed in on the kids, my own learning curve took a swing up. Now it became clear to me, for instance, that despite what my clients said about how upset they were that their dog stole food, the dogs that continued to steal even in the face of correction did so because they accurately picked up the emotion underneath pleasure.



## The Learning Curve *by Dick Russell*

**D**ogs, like all higher animals, can learn from the consequences of their actions. When a dog does something that causes a result he finds desirable, he will continue doing that thing. When he does something causes a result he finds undesirable, he will tend to quit doing that thing. The closer the timing between the thing the dog does and the good or bad result, the more strongly he makes the association between the two and the sooner he learns. The lapse between a dog's action and the resultant reward or punishment must not exceed two seconds. He will always associate the reward or punishment with the last thing he did.

If within two seconds the dog does anything else, he won't make the desired connection. That said, there are times when it is desirable to delay a reward to extend the length of time that he will continue performing a particular behavior, such as a sit-stay. If he doesn't continue performing for the required time span, he won't be rewarded. On the other hand, punishment should never occur more than two seconds after a transgression. Over time a dog learns through repetition, and from the moment when you first teach a new command until you can be sure he will always remember its meaning takes about 33 days. Any day during this learning period



when he does not have an opportunity to practice the lesson, he not only doesn't learn anything, he loses some of what he has learned.

The first time that you show your dog how to do something, he can remember it for only about five seconds. It's in his short-term memory. This is similar to what happens when we first look up a telephone number: If we have to call again a half hour later, we have to look up the number again.

Most people go home from their first obedience class feeling pretty good. They were able to get their pet to do a number of

things. They feel hopeful. What they usually find the next day, however, is that they have to teach him all over again. This is because the things they taught were in his short-term memory. Learning psychologists have confirmed that dogs must be re-taught on five consecutive days before they can retain a word's meaning from one day to the next. They label this medium-term memory. When you move a command from your dog's short-term memory to his medium-term memory, you lengthen his memory of the word from a few seconds to 24 hours. This does not mean that the dog can or should be expected to remember the word 48 hours later. From the time that he can remember a word for 24 hours, he must hear that word and respond to it daily for 30 more days, when the word will become locked into his long-term memory.

So when teaching your dog something, show him how to do it and give him the opportunity to practice it daily for 33 days. It's that simple. And anybody who will do that can train a dog. ●

*Dick Russell is a "living legend" who lives in Mississippi and has been training for over 35 years.*



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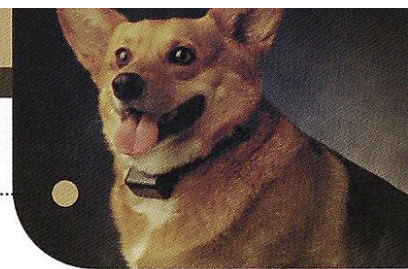
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## Vet Views

### Supplements for Dogs?

by Ray Caughman D.V.M.

Like most of us, our pets eat highly processed, overcooked food. They get fed the same thing day in and day out. This processing and cooking damages the nutritional value of the food. Essential nutrients are often either missing entirely or difficult to absorb.

The results are obvious. Our pets face many of the same health issues we do (like chronic degenerative diseases and allergies) largely because of their poor diet. Foods like Juice Plus+ for Dogs and Juice Plus+ for Cats are less processed, and include "active" ingredients like enzymes and friendly micro-organisms that help to correct these nutritional deficiencies. They contain concentrated, highly nutritious whole food powders that are processed at low temperatures. This food is closer to its natural state, therefore easier for your pets to absorb. It also contains a wide variety of essential vitamins, minerals and fatty acids, which your pet needs and scores, of micro-nutrients that exist in nature and make whole

food the best source of nutrition. These micro-organisms are naturally found throughout the digestive tract of healthy animals and help keep the tract free from unfriendly bacteria.

The goal of Juice Plus+ for Dogs, and Juice Plus+ for Cats is simply to help our pets' live healthier, more energetic lives through better nutrition.



The ingredients included not only provide a rich blend of vitamins, minerals and essential fatty acids, but may also help your pet defend itself against common pests, such as fleas (brewer's yeast and garlic), worms (garlic), and odors (alfalfa). Flaxseed and safflower are included to help promote healthy skin and coat.

This famous Juice Plus+ concept of "whole food nutrition", which thousands of people around the world are experiencing, is now available for pets and a difference is being seen. Animals with allergies and irritable bowel diseases are benefiting greatly simply by the addition of Juice Plus+ for pets to their diet. It has also reduced the amount of prednisone required in a dog with Lupus and cut the insulin requirement in a diabetic cat. Give Juice Plus+ a try, because your pet needs to eat better, too! ●

Dr. Ray Caughman D.V.M. is a 1991 graduate of the University of Georgia College of Veterinary Medicine and owner of Dogwood Animal Hospital in Lawrenceville, GA. Visit them at:

"<http://www.dogwoodanimalhospital.com>"

## How to Join IACP

**PROFESSIONAL MEMBER** At least 5 years experience as a canine professional.

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PROFESSIONAL MEMBERS can vote on IACP issues and use the IACP name and logo on business materials. They also can participate in the Registered Trainers' database on our web site.

ASSOCIATE MEMBERS can use the IACP name and logo on business materials.

AFFILIATE MEMBERS receive benefits but cannot use the IACP name or logo for business purposes.

### Other Benefits:

All IACP members receive our newsletter and have access to our email list, seminars, educational materials, business support materials, events and activities calendars, regional-group participation, and our Certification Program for Dog Trainers. Discounts for all services are available to all members.

### To Apply:

Contact the IACP through our web site, email, address (all found on page 1) or phone 407.469.2008 to request an application, Mission Statement and Code of Conduct.



## FROM THE INTERNET



### Let Sleeping Dogs Lie

One afternoon, I was in the back yard hanging the laundry when an old, tired-looking dog wandered into the yard. I could tell from his collar and well-fed belly that he had a home. But when I walked into the house,

he followed me, sauntered down the hall and fell asleep in a corner. An hour later, he went to the door, and I let him out.

The next day he was back. He resumed his position in the hallway and slept for an hour. This continued for several weeks.

Curious, I pinned a note to his collar: "Every afternoon your dog comes to my house for a nap." The next day he arrived with a different note pinned to his collar: "He lives in a home with ten children—he's trying to catch up on his sleep. I'm sure he appreciates the rest you allow him to get at your quiet home!"

A nursery school teacher was delivering a station wagon full of kids home one day when a fire truck zoomed past. Sitting in the front seat of the fire truck was a Dalmatian dog. The children fell to discussing the dog's duties.

"They use him to keep crowds back," said one youngster.

"No," said another, "he's just for good luck."

A third child brought the argument to a close. "They use the dogs," she said firmly, "to find the fire hydrant."



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