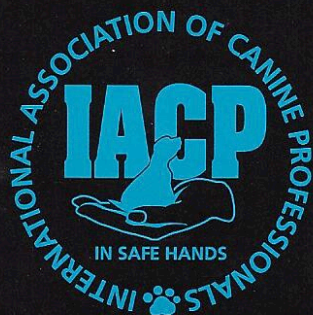




The

SAFEhands

PROFESSIONALS

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August 2000

Not Another Association to Join!

From the Management Board

**SPECIAL
EDITION**

What? Another association someone wants me to join?" We can hear the echo of thoughts rebounding around the country. "Why do I need to join another association?"

In the dog world, dedicated professionals are continually seeking to improve canine welfare through knowledgeable breeding, training, nutrition, health and caring programs, and in so doing strengthen the dog/human bond. You are one of these professionals. Many times your efforts often go unrecognized but you provide the much-needed expertise to support and maintain the special relationship that exists between humans and dogs.

Through your services to dogs and owners you provide an essential service to all society. But many dog professionals today are often isolated, limiting their capability to communicate, learn, understand and share knowledge with each other. Often this deficiency in the professions leads to misunderstandings that create even larger communication barriers. However, by adopting a mature, professional outlook and a belief that

all true professionals are concerned with the best interests of the dog and their owners, disagreements disappear and compassion emerges. Ways of understanding and learning from each other begin to grow.

Within every field of the canine professions there are those who would limit our abilities to work effectively, to work in our own chosen way and allow us the opportunity of doing what we know from experience is the best way for the dog and owner. Only by presenting a united front of like-minded professionals can we counter those who would restrict our ways and those of our fellow professionals whom we depend on to provide specialties that we do not or cannot.

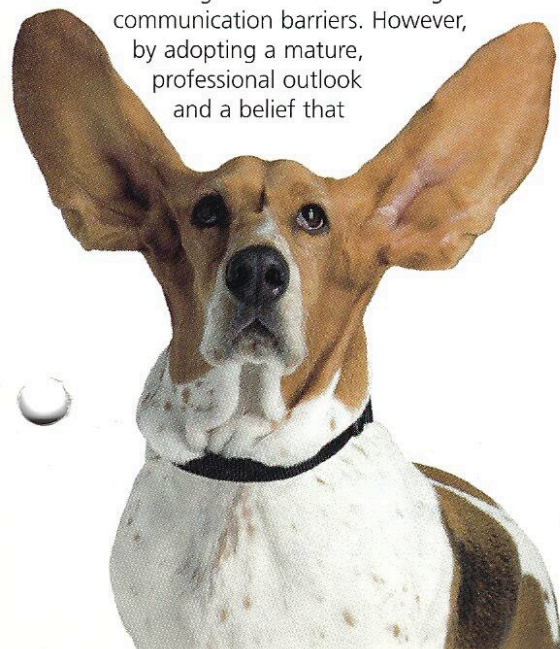
By creating relationships with other fellow professionals within the dog world we can better understand and help fellow professionals, dog owners and dogs, and in doing so enable ourselves to profit and succeed. Referrals are one of our main sources of clients but are often fraught with doubt over whether the person we refer clients to will maintain our reputation and standards, standards that are based on our own professionalism. How can we be sure that our standards will be applied in other specialist areas?

This is where the International Association of Canine Professionals again can play an important role. The IACP is an organization established to maintain the highest standards of professional and business practices within the canine industry. Its aim is to provide support and representation for all professional occupations involved with any aspect of canine management, health, training and husbandry. Its commitment is

to develop professional recognition, communication, education, understanding and co-operation across the wide diversity of canine expertise and knowledge. The ability to communicate, cooperate, support and learn from fellow professionals is in itself of great advantage to any business. The ability to refer clients with confidence to fellow members in associated fields and have them refer clients back to you is invaluable. If you are a professional who pursues work and/or activities related to dogs as a vocation or as a business, and who not only expects but demands the highest standards from all professions, we encourage you to join like-minded colleagues.

Our aim is to bring together and develop a strong body of professionals involved with dogs and their owners to develop an appreciation of skills, knowledge and abilities in the community and, with it, respect for all who are professionally involved with dogs. For trainers, veterinarians, behaviorists, groomers, kennel owners, pet shop owners, manufacturers—or any business associated with dogs—only the IACP brings all dog professionals together under one roof. By working together as a united body of professionals, the IACP is dedicated to assisting members to improve their business, their livelihood, and their interests, and by creating a secure environment in which to work, improving the welfare and lives of our canine friends. ●

We encourage you to visit our website www.dogpro.org to learn more about the International Association of Canine Professionals and make your decision to join and actively support colleagues, business associates and your chosen profession.



IACP Newsletter

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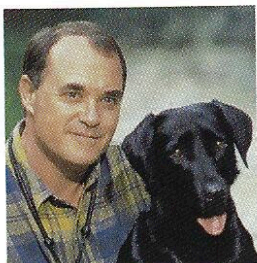
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This has been an exciting beginning to the year 2000 for the International Association of

Canine Professionals. With members being attracted from the grooming, kenneling, veterinary, pet shop, training and equipment retail professions, we are beginning to see our mission to bring together Professions as being an achievable goal. Some may have had doubts but with the specializations that are emerging today there is an increasing need for understanding and cooperation between specialists. The Association can and will help provide that. But by far the most exciting happening has been the recognition of the IACP by the leading manufacturer of remote training equipment and hidden-fence boundaries-Innotek, and America's Premier Dog Training and Event Center Triple Crown and the Triple Crown Academy.

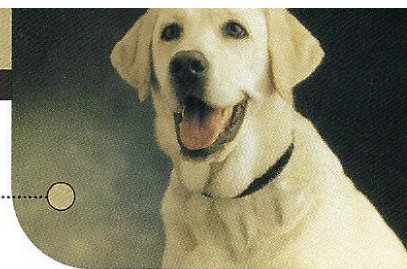
Innotek, hearing of our mission and reading our Code of Practice, equally believed in our dream and approached us with a very open mind—"How can we help and support you?" In discussions we very quickly realized that this was more than financial support we were being offered; this was a true working relationship where they made available their considerable business resources and experience to us. Within this newsletter is explained how IACP members can benefit from the major sponsorship and "partnership" provided by Innotek. Even while reading this

newsletter you are benefiting, as Innotek's first action was to produce high quality brochure/flyers for the IACP and take on the setting and printing of the Newsletter, a considerable task in itself. In addition Innotek has also provided a scholarship for new members that reduces the fee payable, for new members proposed by existing members, to \$75.00 for Professional Members and to \$50.00 for Associate Members.

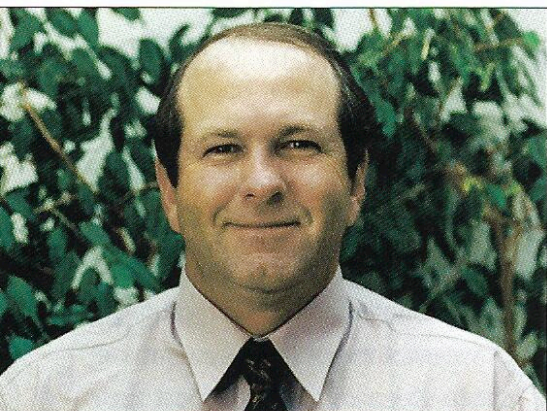
Triple Crown Event Center and the Triple Crown Academy will host the first Conference of the IACP in 2001 and have been recognized as the Official Event Center of the IACP. In addition Triple Crown Academy has been approved and recognized as an official training school for dog trainers and will be coordinating with IACP on preparing trainers for the IACP Certification program.

We believe that where Innotek and Triple Crown have placed their trust and support, others will follow. We need to get our message out and this major sponsorship has enabled us to speed up the communication. This month I will be visiting pet trade exhibitions and conferences, talking to senior executives about our association and distributing a special edition of our newsletter. There are many who will believe in our mission once we inform them of it. I encourage everyone to make the name of the International Association of Canine Professionals one that every respected dog professional will know and want to join and in doing so make the Year 2000 a very memorable one for the association and our related professions. ●

Martin Deeley
Executive Director B.Sc.



From the President



Rocky Boatman

as chew bones for teething, a nutritious diet, comfortable bedding, as well as stress-relieving toys. And trainers provide a healthy mental well-being of the dog through training and bonding with the owners. Other fields within our profession also work together to help the dog live a long and healthy life.

Although TDC is not being used like it should be in many parts of the country, an organization such as IACP will help bring it together. As members, we should be talking and working with the other professionals in our area to ensure this program is in place. We are the ones who will get this program developed. How? For starters, talk to the other professionals. Discuss what they bring to the TDC and inform them as to what you

bring to the program. Have round-table discussions with the various fields and put together a referral list. Start your own TDC program so that each problem encountered with the dog can be referred to the appropriate professional. TDC is about the total dog, not just health care or grooming or training. Soon, the TDC program will be working well in your area and all the professionals will begin to learn from each other. Who knows? You may even see an increase in business.

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

Hello and welcome to all our new members. This is a wonderful time for all of us in the canine profession. Many new and innovative ideas are being discovered and discussed throughout all the various fields. This is a great time for sharing these ideas and understanding the various professions. IACP is dedicated to bringing all these fields together so we can work together for the health and welfare of our canine friends.

I would like to discuss with you the various fields and how we all interrelate to each other. Whether you are a professional groomer, a veterinarian, pet sitter, trainer, kennel operator, or pet shop owner, we all can learn from each other. Each of our fields can work together to insure the total dog concept. Total Dog Concept (TDC); now there is a term I haven't heard in a while. What is it? To me, it means that we, as professionals, need to recognize and identify every aspect of the dog's well-being. Groomers provide quality health care through good grooming of the dog. Anal glands, nails, baths, ear care, etc., all play a role in the health of a dog. Veterinarians take care of the injuries and internal well-being of the dog. Kennel owners and pet sitters provide a safe, stress free environment for the dog when the owners are away. Pet shop owners provide the material items such

BECOME A PROFESSIONAL DOG TRAINER



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Canine Business

Making the Telephone Work for You by Jan Gribble © 200

One of few things all businesses have in common, whether they are veterinary clinics, grooming salons, boarding kennels or trainers, is the need to communicate to actual or prospective clients and customers. While the term "marketing" conjures up images of advertising, too often the business operator fails to realize that the first and foremost step in marketing is how the business communicates with individuals.

The telephone may be a client's first experience with your business, and is therefore a critical aspect of how you do business. Thought should be given as to how you use the telephone to enhance and improve communication, and steps should be taken to ensure that your use of the telephone reflects your professionalism. The basics of telephone etiquette have not changed over the years; it is still important that the person answering your phones be professional at all times. This means being polite, identifying the business and taking accurate messages, including asking for

the correct spelling of names and repeating phone numbers as necessary. Telephones should still be answered within two or three rings, and putting people on hold should be kept to a minimum. However, as businesses have evolved so have the capabilities telephone systems. Options available include automated answering systems that allow people to access specific pre-recorded information, automatic order-taking systems, paging systems that notify

The telephone may be a client's first experience with your business, and is therefore a critical aspect of how you do business.

you of calls received or message forwarding, call transfers that connect the caller to another telephone number automatically, and voice-mail systems that allow messages to be left even when you are on the phone, which represents a step up from answering machines.

Phone systems can be had from a wide variety of sources. Business packages, including voice-mail and

other options, are usually available from your local telephone company as well as independent companies specializing in telecommunications. However, none of these systems are cheap. Keep in mind that most such systems have been developed for corporate businesses and are not necessarily the best option for a service-oriented business. Paying big bucks for a telephone system that is not optimal for your business is not cost-effective.

When examining your options regarding telephone systems, it is critical that you have a clear understanding of how you are currently using your telephone to conduct business. As noted, the latest system on the market may not be the greatest with regard to your business, and you should give serious consideration to whether your business will benefit from spending the extra money, which can be a monthly expenditure and not a one-time purchase. While the general trend towards voice mail and automated answering services is often seen as a laborsaving device by the business owner, these may have a negative impact upon your business. Many clients find spending



long periods of time being on hold, or having to listen to interminable directions about which number to punch, frustrating. In fact, many prospective clients won't leave a message if their first contact with your business is with your voice-mail and not a live person.

If you are considering replacing or adding to your existing phone system, at a minimum you need to know how many calls your business receives each day, whether those calls are spaced out throughout the day or if there are "peak" times during which most of your calls come in. How many people are answering your phones? How much time is spent on the average call? What type(s) of information are most often given out during these calls? With this information you can then evaluate your current phone system and determine if it can benefit from implementing some simple protocols to be followed when on the phone or if your phone system needs to be updated to provide better service. If you have only one individual available to answer the phone, multiple phone lines may not be the answer. Instead you might want to consider a voice-mail system that

answers every call, even if you are on the line. Additional options would allow the caller to access certain pre-recorded messages, such as the days and hours of operation for your business and its location, or to leave a message for a return call. If you don't want to risk the impersonal impression of using voice-mail, you may want to investigate using an answering service, where your calls will be automatically transferred to a live person who can take a message for you.

If you opt for multiple phone lines, it is crucial that each call is answered within two or three rings, and that each call is limited in duration to minimize the length of time any individual is placed on hold. If a significant percentage of your calls are for information about the days and hours your business is open, or the types of services you offer, a system which allows the option of accessing this information or speaking to a live person might be the most effective for your business. Remember, if you choose this type of system, the easier you make it for your caller to speak with a live person the better. Personal service is still a major factor in how people

choose to do business. Indeed, for a veterinary clinic or grooming salon, where a large percentage of telephone calls will be to schedule an appointment, the most efficient use of the telephone is for the caller to have immediate access to an individual who can schedule that appointment rather than relying upon someone returning a call.

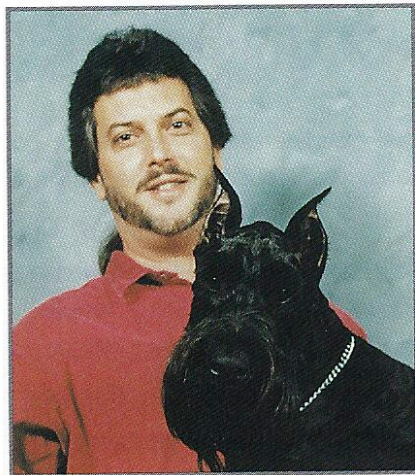
If you have a clear understanding of how your business operates, you will be in a better position to knowledgeably discuss what a telephone system can do for you and avoid paying for options that do not enhance your business. Despite the wide range of telecommunications options available for businesses, it is hard to beat a real person presenting a professional image of your business over the phone as your first contact with clients or prospective clients. ●

Jan Gribble has a masters degree in Biological Anthropology. In addition to working as a field osteologist, she has been employed in the medical and legal fields as well as working with both horses and dogs. She is currently a dog trainer, obedience instructor and freelance writer. She is a member of NADOI, IACP and DWAA.

ProSpeak

The Quest for Balanced Training

By Danny Thomason



More families own dogs than ever before. We bring them into our homes and lives for companionship, sporting and working partnerships. Because of this, never before has training the family dog been of more paramount importance and the advice of expert trainers been so sought out. Owners are realizing that good dogs rarely happen through osmosis. The responsibilities imparted through ownership require the dog be a good family member they can enjoy and be proud of.

But as a trainer and advisor, I have never witnessed these experts falling into such realms of divisiveness regarding methodology, which leads often to heated debate.

The heart of the debate centers around various methods, theories and equipment. New technologies and advances in behavioral science offer a staggering number of adaptations and choices. Trainers struggle with when, where, and to what degree they can implement new learning with the knowledge and methods they currently possess. Individual trainers come up with their own mix of methods, theories and opinions, opinions fueled by emotions that revolve around how we treat and train animals and to what degree we use rewards and corrections in the training process. These issues and opinions have polarized much of the dog training

community; the result has been to form a divide between trainers, one that leaves little common ground on which to stand.

An obvious and noticeable split has formed in theoretical, practical and idealist opinions that pits trainers marketing themselves as "Totally Positive Trainers" against their more "Traditional" counterparts. The Totally Positive Trainers (TPT) often construe the Traditional Trainer's use of corrections or aversives as being abusive. The more traditional trainers maintain that a dog cannot totally understand the reward-based system without occasionally experiencing a correction for unacceptable behavior at some time during training.

Though some Traditionalists may focus on correction-based methods, most have not stood still in allowing their methods to evolve. Positive motivation and the use of rewards have been implemented to varying degrees by most trainers. While virtually all agree that rewards are important and the first choice in behavior modification, traditional trainers do not shrink from carefully using a mixture of methods to achieve dependable results.

Traditional trainers often cite the fact that one effective correction is kinder than a more long and drawn-out method that may not work. Training results that are time efficient and dependable under distraction are the goals of most traditional training programs. These trainers believe that a mix of methods is the best route and often use many of the methods embraced by the TPT programs.

On the other hand, the TPTs believe, to some extent, in correction. The extent of their belief is to emphasize that the correction be in the form of not rewarding any wrong behaviors. They feel the correction is not giving the dog what he wants or expects. Although the TPTs are not theoretically totally positive, the omission of any physical correction or aversive has resulted in the adoption of the "Totally Positive" name.

Every dog, trainer, owner and environment is different. Traditional trainers believe they need to be able to call on a wide range of techniques and equipment to aid in raising and training a dog to become the companion and partner the owners require. However, they are finding themselves having to defend their philosophies, theories and methods due to the TPT's insistence that training can be achieved with only positive methods. TPT advocates often imply that anyone not using their methods must be using heavy-handed domination, which is an untruth. The implication is being unfairly used as the main illustration to spawn the market and sell TPT to the established trainers, the public and to the new trainers entering the profession.

Many new trainers entering the profession are being drawn to the methods of Totally Positive Training and the perfect dream it appears to offer: correction-free training. The magnetic charm and idealism have numbers growing rapidly through an influx of well-intentioned though often inexperienced new trainers. Almost like a blossoming cult, these new trainers study the works of TPT experts and gurus which profess that all behavior modification and training can be managed or eventually overcome by using only purely positive methods.

Some experienced trainers have "crossed over" to the TPT philosophy. They have the zeal of being "Born again," and often preach rather than teach their new mindset. The TPT's major arsenal of reasoning is that it is more fun and much easier to teach with food rewards and that owners are at less risk of obtaining incorrect end results. Many of their techniques are marketed as new, somewhat magical elixirs to training and problem solving. While some open-minded traditionalists also employ many of the same techniques, they do not believe TPT to be the magic potion for



all ailments. They prefer a larger range of methods and approaches from which to select. There is little doubt that rewarding of good behavior, while ignoring undesirable behaviors, has merit and value. It can be used productively with some dogs and in some situations can achieve results. However, the premise that it is a cure-all for every dog is not scientifically substantiated.

Totally Positive Trainers often have strong feelings and objections to the use of some conventional equipment such as chain or pinch collars. Discussion of electronic equipment often creates such opposition that it seems a war is forthcoming.

In many instances, TPT proponents embrace the use of head collars, which are similar in appearance to halters commonly used on horses. The tradition-based community often cites this as an inconsistency in TPT theory. They counter that a head collar is a management device that borders on torturous and can be very dangerous to the dog both physically and mentally. Misuse of any equipment can produce these results. Head collars are viewed not as training aides but as representative of the same kind of heavy-handed domination that TPTs accuse pinch-collar users to practice.

Attempts to counterbalance and generate tolerance and understanding between these two extreme views have created even further division in the industry. The two diametrically opposed sides, each deeply convinced, have left a small and ever-shrinking middle ground on which balanced dog training can survive. While the debate rages on, there has been the drawing of lines and an increased lack of willingness to understand and communicate between the differing sides. Trainers often find themselves pigeon-holed into one side or the other because of an opinion or method. What unfortunately has been lost in this heated battle is the crucial and rational importance of "Balance."

Dog training has paralleled child rearing with a new age of psychological influence and liberalization. Child rearing theories of yesteryear that embraced permissiveness are being replaced. The philosophy is now swinging back to setting limits and boundaries and employing a vast array of corrections when appropriate. While TPTs are touting reward-only training, based in outdated human psychology, they are essentially dragging their paws in historic child rearing ideologies that have proven debatable in their effectiveness for children.

A growing segment of trainers and instructors have become concerned with this division. The desire of this group is to emphasize the importance of a balanced approach, utilizing the many tools and creatively tailoring them to individual scenarios. These are open-minded traditional trainers with methods not based in heavy-handed domination and punitive focus. Balanced, eclectic trainers believe in being able to apply all techniques based on individual needs. The term "Balanced Training" has been coined to express the desire to meet in the middle of the opposing philosophies.

Balanced Trainers must have practical-application knowledge of all learning theories. These trainers must be able to tailor, demonstrate, instruct and explain the flexible combinations offered by a balanced approach. Balanced training embraces positive motivation, appropriate rewards, and knowledgeable use of aversives and correction, all on an individual, as-needed basis. Balanced training acknowledges that no one method will work best on every dog or in every situation. It allows the flexibility of using both positive and negative reinforcements, and balancing the two factors in a way that emphasizes helping the dog learn and retain the required lessons.

As the training profession grows in public recognition, we also have our

opposing factions engaged in battle. The call for balanced training has emerged from the turmoil now plaguing the industry. There is a need for understanding and respect. There is a need to agree that we may, at times, disagree; but that we need to stand together. There is no benefit in denigrating and condemning another's methods provided they are humane. Yet, in the term "humane" lies the emotional conflict, as one trainer's idea of humane is another's definition of inhumane.

Trainers and instructors have a professional obligation to produce reliable results. For those of us deriving income from training and instruction, we are ethically bound to give the client what they are paying for. The motto for trainers on both sides of the divide appears to be the same: "Do no harm." The common love and dedication to dogs should never be in doubt. Why, therefore, are trainers entrenching themselves in ideologies and being forced to defend their positions? A balanced approach and open-minded perspective can bring rewards to the good of dogs, their owners and the profession of dog training.

As with any philosophy, the truth is rarely found at extreme ends of the spectrum. The truth is out there—it is often located near the middle—for that is the only place balance can exist. ●

Danny Thomason is Vice President and a Co-founder Member of IACP. Danny owns Grateful Dawgs, LLC which encompasses his Training and Boarding Business, as well as a Pet Health Food Store called Paws Market. Danny founded a charity that has spayed or neutered almost 800 pets for low/limited income families in his community.

Computers and the Internet *by Lyn Richards*



The Internet is a vast network of computers and linked information that is available to other computer users. The Internet is not owned by anyone, but on-line time and access to the Internet must be purchased from a commercial or local access company. The ISPs and Service Providers listed below are examples.

Software/Systems

I have used the Microsoft Windows Operating System for years and prefer it over an Apple MAC. I do a lot of graphics work and—contrary to claims by some MAC users—have found that the Windows environment doesn't slow me down a bit. But I know Macintosh owners who swear by their systems too! Browsers like Microsoft Internet Explorer 5.0 (or 4.5 for MAC users), and Netscape 4.7 (or 4.0 for MAC aficionados), make navigating the Internet easy for most users. Millions use America On Line, but AOL limits access to the Internet and seriously inhibits user ability to view a lot of graphics and utilize Java and other Internet language-based utilities.

On-line Services

You can access the Web through major on-line services, such as AOL, CompuServe, Prodigy, Microsoft Network, Media One Road-Runner, AT&T net, and @Home. Many supply their own browser software, which is adequate for most users, as it is ready to go and easy to use.

Web-browsing software may not be provided by a local Internet Service Provider (ISP), since some just provide a dial-up connection for your modem. In that case you have to download Microsoft's Internet Explorer or Netscape Communicator free from the Web. ISPs should be listed in your phone book, or you can ask at the store where you purchased your modem and software. If you plan to view or send any photos during over the Net, download some

video recognition software, such as QuickTime or Windows Media Player, most of which are available free from the Web. If you don't install such software, many graphics and video clips received via the Internet will not be visible to you. Music downloads like Real Player and Crescendo are also free and allow you to hear sound files.

Choosing an Access Company

Choosing a company for your access needs can be difficult for a newcomer. The better-known nationwide companies (AOL, CompuServe, Prodigy) are a good starting point if you have little knowledge of navigating the Internet. Their rates are inexpensive and access is easy for a neophyte. However, since most of these are dial-up connections via a phone line, the speed at which you can upload (send info to the Internet, such as email and built web pages), and download information (accept email and place software on your computer) is fairly slow.

I use a cable-based Internet access company. Previously I was a long-time user of dial-up phone-line Internet access; and now I cannot imagine conducting my web-based business without the speed and convenience provided by cable-based access.

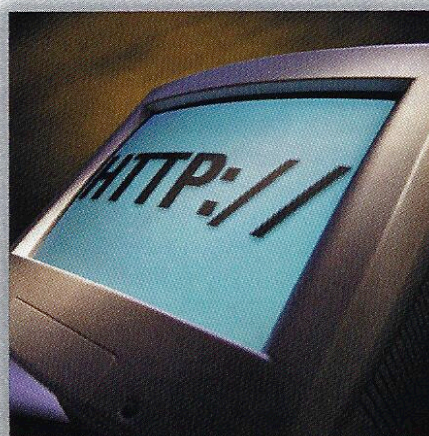
The technique of point and click, plus step-by-step instructions, can make your first cruise on the Web relatively pain free when using most ISPs. Most of the large companies charge a basic fee of, say, \$19.95, for monthly phone-line access, which includes unlimited hours of on-line time. The cable-based services are in the \$30 range. A few points to consider when choosing a provider are:

- Do they have customer-support phone numbers, and what hours are they available? I require mine to have 24-hour support, because I build web pages.
- What are their prices and policies?
- How fast are their download and upload times?
- How many local-access numbers are available if a dial-up modem is required?
- Can the server provide you with email addresses? If so, how many? MediaOne just began supplying multiple email addresses to customers this October.
- Can the server translate web pages to your computer? (Some cannot.)
- Can you communicate with your server via email, and download software from them?
- Do they provide web-access software, or do you have to acquire it yourself?
- Can they host a website for you on their server, and what will this cost?

With the multitude of free web companies such as Geocities, server space is hardly a consideration any longer for personal websites. NetPets.org will host any animal related website for about \$44 a year, and a commercial animal-related site with advertising runs about \$100 a year. Something like this is preferable to Geocities for a business web site.

Email

Included in most software provided by larger commercial companies is an email package that simplifies learning how to send and receive Electronic Mail. Programs such as Netscape Messenger and Microsoft's Outlook Express are simple to use. Email is one of the best ways to become closer to people in your field of interest by joining Internet



Selecting a Trainer

The correct selection of a professional trainer to help a family with their dog training and behavior problems is essential. A good trainer should combine a variety of methods and be sensitive to the individual needs of the owner and the dog. While convenience, cost and scheduling are considerations, finding a class or having in-home consultation where you feel comfortable and successful should be your primary concern.

These guidelines have been developed to help in that selection and permission is granted to copy them for clients. Shop around until you find a trainer that will work for you.

1. Ask your veterinarian for referrals. Vets see many well-behaved dogs often. Ask owners of well-mannered dogs where they received their training.
2. Good training is flexible and suits the needs of the dog and the owner. Competent trainers modify their methods so that everyone can succeed.
3. Find a trainer who can deliver what you and your dog need. If obedience competition is your dream, find a successful competitor. If you want to train your dog to assist you in your disability, find a trainer with that specialty.
4. If you have a specific problem with your dog, ask trainers what their experience is with this problem. Ask if they have experience with your breed. Ask questions if you don't understand their program or if something doesn't sound right.
5. Where possible observe the trainer with other dogs before enrolling. Are lessons orderly and enjoyable? Are students struggling with their dogs without getting help? Does the instructor use assistants to manage large classes? If an instructor won't allow you to observe them, look elsewhere.
6. How does the instructor interact with the dogs? Is the treatment too rough? Does the instructor genuinely enjoy dogs? Do the dogs enjoy the instructor? How does the instructor's own dog relate to the instructor? Would you be proud to have a dog that behaved like the instructor's dog?
7. Instructors only spend a short time each week with the students' dogs. Is the instructor preparing the student to practice until the next lesson?
8. Interview the instructors you are considering. Ask where they got their experience. How long have they been teaching? Ask about failures as well as successes.
9. Be skeptical of instructors who offer guarantees. Not all dogs and owners can be trained to the same performance standard in the same length of time. Look instead for instructors who offer to make time for students who need extra attention.
10. Refuse to deal with trainers who make you uncomfortable.
11. Is the trainer a member of a Professional Trainers organization such as The International Association of Canine Professionals or NADOI?

*This document is provided as a courtesy by
International Association of Canine Professionals
Martin Deeley, Executive Director
Montverde, Florida
www.dogpro.org*

Joel McMains

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mailing lists and bulletin boards. Email is also an excellent customer-communication tool, when you incorporate a private email list into your own web site.

Subscriptions to Mailing Lists (such as the IACP mailing list), as well as breed-oriented lists, can be very beneficial to you as a business professional, pet owner or dog lover. They give you the ability to network with other folks who share your interests. These lists also provide you with new friends, lots of information and endless resources, which in cases such as mine can actually save the lives of your pets. Email sent to these lists by one person is then distributed via the list-server to all subscribers. In this way, many users can access one piece of email.

Everyone who subscribes to an Internet Service or Provider has an Email address. This address is where your Email is sent. It is a series of letters or numbers by which other systems recognize your provider and then identify you. Since I subscribe to two ISPs and have my own domain (doglogic.com), I have three Internet addresses, which are: danelady@gsi.net, danelady@mediaone.net, and danelady@doglogic.com.

Broken down, these elements state my user name, "danelady," my ISP (either GSI or MediaOne), and the name of my domain, "doglogic." The last letters identify the server as commercial (.com) or network (.net). Other suffixes are .edu (educational institutions), .org (organizations), .mil (military organizations), and .gov (governments). ●

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, IACP and APDT, she writes for several breed related magazines, and the Whole Dog Journal.

How do they know? by Joel McMains

The following composite stars a female German Shepherd named Miranda.

One Tuesday afternoon around 4:00 she started acting antsy, trotting back and forth in her run, barking sporadically at nothing in particular. I commented to my kennel helper that Mike—Miranda's owner—would probably be picking up the dog soon.

"But Miranda's not supposed to leave for a couple of days yet. Did Mike call and say he'd be along this afternoon?"

"Nope. Haven't heard a word from him, but I expect he'll be show up within a couple of hours."

"What makes you think so?"

"Just look at how Miranda's acting," I said.

"She senses he's coming."

"Joel, give me a break. So she's a little antsy. That doesn't mean anything."

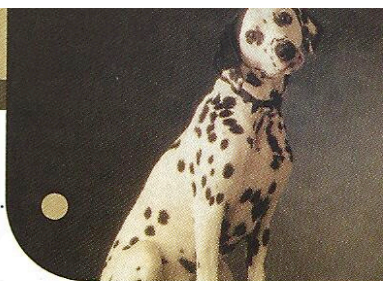
"Maybe not but a pizza says Mike will be here before six."

"You're on!"

Mike arrived a little after five, collected Miranda, my kennel helper dithered about and muttered to herself for a while, and I soon observed the truism that pizza tastes best when someone else pays for it.

How do they know? I have no earthly notion, but I know they often do. I've witnessed the phenomenon too many times to ignore it. An hour or so prior to an owner's unscheduled arrival, some dogs, usually those who are well-bonded to their people, become active. They sniff the air, bark, stare toward my driveway and communicate a sense of anticipation. Would I call the attribute spooky? No. Mysterious perhaps, but not eerie. It's simply another canine ability.

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."



The Great Hounds of Ireland

by Mary Mazzeri

The origins of the Irish Wolfhound are lost in the mists of Gaelic lore. The history of the ancient, wiry-coated greyhound is woven into the romance of kings and castles. In past times they were used for hunting and as dogs of war. Several pairs were sent to the Coliseum in Rome in the year 391 A.D., where they were "viewed with wonder" according to Roman texts by Quintus Aurelius Symmachus.

The Irish are not without their legends and among them is that of Gelert. This faithful, courageous hound was presented to Llewellyn, Prince of Wales, by King John of England about the year 1210. It is said that Llewellyn, hearing an uproar in his child's nursery one evening, ran into the room, drew his sword, and came upon a horrid scene--cradle and furnishings upturned, blood everywhere, his child nowhere in sight. Gelert came to the prince, covered in blood. In anguish, thinking the worst, he ran the noble hound through. As the dog cried out, startled in betrayal, Llewellyn heard his child's crying. He discovered him under a quilt unharmed next to a gaunt, dead wolf.

Spencer the poet caught the spirit of the hound in verse:
 "The flower of all the race,
 So true, so brave--a lamb at home,
 A lion in the chase.
 'Twas only at Llewellyn's board
 The faithful Gelert fed.
 We watched, he served, he cheered

his lord,
 And sentinelled his bed.
 To soothe he was a peerless hound,
 The gift of Royal John."

This breed of antiquity was brought near extinction in the 19th century after the great Irish elk and wolf that they were bred to hunt became extinct. The great famine decimated populations of beast as well as men. These huge, sleek sighthounds hunt by keen sight, but they also have excellent noses and tend to air scent when they lose sight of their quarry. The males often stand over three



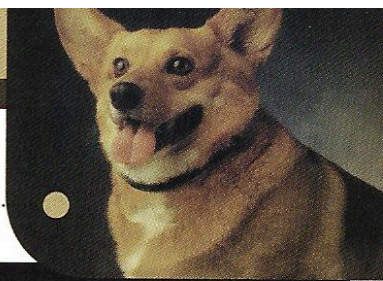
feet tall at the withers and can weigh in excess of 170 pounds. The agility, stamina and speed of a well-conditioned wolfhound is remarkable. The wolfhound's coarse, weatherproof coat comes in a rainbow of brindles, light through dark grey, white (rare), black, and shades of wheat through red. There is nothing quite so majestic in the dog world as the "Celtic greyhound"--the Irish Wolfdog, the shaggy giant with wise eyes.

Through the dedicated work of Captain George Graham and Reverend Edmund Hogan, the breed was revitalized through crosses of remaining wolfhound stock and their close cousin the Scottish Deerhound. A few judicious outcrosses were made to the Great Dane to reconstitute substance and height. In essence they are a giant, rough-coated greyhound.

Of great size and commanding appearance, Irish Wolfhounds are born weighing about 20 ounces and often attain a weight of over 100 pounds by six months of age. Because of this rapid growth, it is important to temper their feeding with a high quality, moderate protein diet during puppyhood. Because excessively rapid bone growth can set them up for bone disease later in life, keeping them lean is very important. Given their relatively small gene pool, other problems that plague the breed are cardiomyopathy and progressive retinal atrophy.

Surprisingly, the incidence of dysplasia is low. As with many giant, fast-growing breeds, one drawback is a short life expectancy: Six to eight years is average.

Today they are largely companions though some are still used to hunt coyote and deer. Beside their great size, fanciers are attracted to this breed because of its characteristic easygoing, level temperament. Noble and forbearing, these hounds seem to tower, not only in stature, but also in depth of character. They possess power held in dignified restraint. "Gentle when stroked, fierce when provoked," is their



Dog Tricks for Fun and Profit

by Capt. A. Haggerty

motto. They are gentle with children, loyal to their family and sometimes aloof with strangers. These hounds get along well with other dogs and tend to be calm and laid back, although Wolfhounds require a moderate amount of exercise to remain healthy. They tend to have a strong instinct to chase game and require a securely fenced exercise area.

I love to watch these giant hounds race each other across the fields—it is beautiful, powerful poetry. Their stride is so long that they seem to run in slow motion, consuming the earth with their footfalls. It is exhilarating when a Wolfhound puppy discovers she can run and then keeps practicing in huge circles with reckless abandon, just for the joy of running, because that is what God designed her breed to do. ●

Mary Mazzeri has been an Irish Wolfhound fancier since 1969. She has bred, owned and trained Champion UDTs. She owns Care Dog Training in the Chicago area.



Most readers of this newsletter have dogs. Groomers, veterinarians, handlers, kennel operators, pet shop owners—you are all dog professionals. You are in the business because you love dogs. You are surrounded by other people's dogs but you have one or two close buddies when you go home to relax.

Being in the dog business, people want to know if your dog is trained and the usual answer is: "He'll do what I tell him." That is training. It may not be formal training. It may not be competition training and it may not be training for a specific job or task. He is your dog—your pet. Instead of a command such as "Place!" you probably tell him in a conversational tone, "Go over there and lie down."

Your clients know you are in the dog business and expect you to have a super dog. You're so busy with dogs belonging to other people that you don't have time for your own. Believe me, your clients will be impressed with your dog responding to that simple command to go over there and lie down. What do you do for an encore? Teach him another trick or two. Not hard tricks but impressive tricks. Retrieving a



dumbbell is not too impressive. Putting a small American flag on each end of the dumbbell makes it impressive. Retrieving takes skill and training but you can use it to switch from one trick to another. Instead of the American flags have him get a beer out of the refrigerator. Now that has style!

Pick out a couple of tricks, and the next time someone asks you, "Is he trained?" just have your dog do a flashy trick. Now you could give out business cards that people will lose or do a trick that people will remember. Whom do you think they will go to to have their dog medicated, groomed or boarded? The one with a well-trained dog, of course! ●

Captain Haggerty has been training for over 50 years. "Cap" is a dog trainer's Trainer, having trained a number of the well-known trainers of today. He also wrote the Dog Training classification for the Encyclopedia Britannica. Cap currently has three trick books in print: *Dog Tricks*, co-authored by Carol Lea Benjamin, *Dog Tricks II* and *How to Teach Your Dog to Talk*. Below is one of the tricks from his latest book.

Retrieve the TV Remote

This is the world's most useful trick. Do you female readers know how to get your husband to exercise? Hide his TV remote!

In this useful trick, your dog "Pup" is going to use his nose to find that elusive channel changer. It has a characteristic odor to your dog's knowing nose. (This is a variation on retrieving toys by name found in chapter 16.)

1. Before starting to train, remove the battery from the remote so the TV doesn't go crazy.

2. Follow the procedure outlined in chapter 16 for learning the names of toys.
3. Start practicing by "hiding" the remote in plain sight.
4. Then hide it under the table, followed by hiding it under an armchair.
5. Start hiding the remote under the covers and under the cushions in the couch.
6. The dog will have the time of his life with this new game.

Presentation: You do not want to show anyone this trick. They'll kidnap your dog and not even send you a ransom note.

Vet Views

Puppy Vaccinations

by Ray Caughman D.V.M.

Dog owners frequently ask these two questions, which have been a topic of debate in the veterinary community over the past few years. With vaccine companies making their vaccines better, the protocol for when to start and at what age to stop vaccinating puppies has changed somewhat.

What hasn't changed is how the puppies are protected in the first 12 weeks of their life. Puppies ingest colostrum (i.e., first milk) from their

mothers in the first 24 hours of life. This milk is rich in antibodies, which are absorbed into the puppy's blood-

stream. These antibodies last anywhere from 6 to 12 weeks. It is these antibodies that protect the puppy from very harmful and potentially deadly diseases, such as Parvo, Distemper, Hepatitis, and Rabies. Therefore, it is very important that the bitch be properly immunized before the birth of her offspring so that the litter will have every chance of optimal protection. However, many other factors have to be figured into how much protection each puppy has. Some pups may not get as much colostrum as others. Some of the antibodies will wane before others, making the pup susceptible to disease. This susceptibility to disease is the reason

we vaccinate against these viruses. But when are these puppies susceptible? When during this 6-12 week period will the maternal protection go away?

If a puppy has maternal antibody protection, and we vaccinate her with a standard Distemper, Hepatitis, Parainfluenza, and Parvo virus vaccine, those maternal antibodies will recognize that vaccine as the disease and fight it off, therefore, rendering that vaccine useless. The question, then, is when does the maternal antibody wear off so that the vaccine will work? Many variables come into play for answering this question, such as vaccine status of the bitch, immune function of the pup, environmental factors, etc. Many of these factors can't be known when you acquire a pup. Therefore, practitioners usually advise their clients to vaccinate starting at 6-8 weeks and to vaccinate every 2-4 weeks (depending on the type of vaccine used, prevalent diseases in their area, and individual environment of the puppy) until the puppy is 16-20 weeks old.

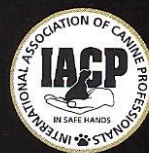
This is why many of us advise keeping your pup's exposure to other dogs and other dog's environment to a minimum until the vaccination protocol is complete. But then we run into another problem that can be even more frustrating to treat than Parvo...the unsocialized animal! People aren't perfect and we can't expect them to know the dos and don'ts of raising

animals. It's hard enough to raise a responsible and respected individual of our own species. So by waiting until 5 months to start a puppy in obedience training, because we fear the transmission of Parvo, we may be creating an animal that will require a muzzle to take its temperature during its yearly physical!

Certainly, we must advise our clients to limit a pup's exposure to possible infection. But, a controlled exposure such as puppy obedience training should be allowed. Respected trainers require proof of vaccination, so exposing a puppy to a group of 10-15 vaccinated puppies certainly will decrease the risk of infection. I look forward to the exams of animals that stand when told, walk willingly to the weigh scale, and allow me to open the mouth and check the teeth. I don't look forward to the exams of the dog that has to be muzzled by the owner, gets dragged to the weigh scale, or barks at me the entire visit, such that the spouse has to take it outside while I discuss the rest of the exam with the owner. People rarely research an animal before acquisition. They know much less about how to raise it. It is imperative to get these puppies and their owners to obedience classes and trained professionals early so they will have an asset to their family, not a liability. ●

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: www.dogwoodanimalhospital.com





Dog Professionals Hall of Fame

The International Association of Canine Professionals Hall of Fame has been established to recognize and honor the legends and pioneers of the dog world. Individuals and groups who have made considerable impact on the life of dogs and owners. They have paved the way for many of the techniques and approaches we use today creating foundations and learning that have been invaluable for the world of dogs. We as an Association wish to record and honor their contributions to dogs through membership of the prestigious Dog Professional Hall of Fame.

We are delighted to announce that the first Hall of Fame inductee and Honorary Member of the International Association of Canine Professionals will be FRANK INN.

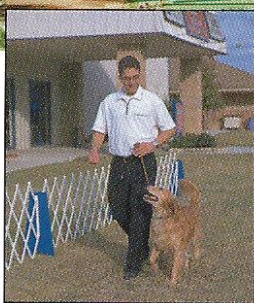
Frank Inn's dog training career has spanned 65-years. His most famous dogs were Cleo the Basset Hound and everyone's favorite dog Benji. Frank, after being struck by a car that nearly killed him, started training his first dog, Jeep, while in a wheelchair. Today Frank, the winner of over 60 Patsy Awards (the Academy Award of animal trainers), is again training Benji from another wheelchair. Both Frank and Benji have been credited with placing over a million dogs from pounds via good publicity. You can't keep a good man and his dog down.

Frank's career has been an inspiration to many and the joy he has brought through the medium of film enabled a multitude of dogs and owners to enjoy the companionship they may never have otherwise experienced.

An extended history of Frank and his work will appear in the next edition of Safe Hands.

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ProPoints

Dog Training: An Ongoing Need in Today's Society

Excerpt from Steven R. Lindsay's highly recommended book for all Canine Professionals,

Handbook of Applied Dog Behavior and Training

published by
Iowa State University Press

Dog behavior problems represent a serious welfare concern. Currently, the vast majority of dog behavior services are performed by dog trainers, with a handful of veterinary and applied animal behavior consultants providing regional counseling services through veterinary schools and private animal behavior practices spread out thinly across the country. It is difficult to pin down exactly how professional services are divided between these groups, but a recent survey by the American Veterinary Medical Association (1997) suggests that a relatively small number of companion animals are referred for behavioral counseling. The report estimates that less than one half of 1% of dog owners in the United States utilized veterinarian behavioral counseling services in 1996. This is a somewhat surprising and puzzling statistic, considering that some authorities suggest that behavior problems represent a leading cause of euthanasia, causing the death of more dogs each year than die as the result of infectious disease, metabolic conditions, and cancer combined. Although this estimate appears to be inflated, dog behavior problems do, undoubtedly, represent a significant source of distress and death for dogs. Obviously, cooperation between all applied animal behavior professionals is required in order to service the behavioral needs of the dog-owning public most efficiently and effectively.

Animal behavior counseling, dog training, and veterinary behavioral medicine bring a variety of specific contributions and unique strengths to the practical control of dog behavior and the management of dog behavior problems. Recently, leadership from these various professional groups made the first tentative steps toward constructive collaboration by establishing various educational programs, sponsoring interdisciplinary forums, and organizing other mutually beneficial ventures. Unfortunately, however, practitioners from these various disciplines are not always familiar with the specialized knowledge and skills utilized by others working outside of their immediate domain or not sharing their academic and practical background. It is my sincere hope that this book will play a constructive role in ameliorating this situation by bridging some of these gaps and contributing to the process of professional and educational reform of dog training and behavioral counseling. ●

Steve Lindsay is from Philadelphia and the owner of Canine Behavioral Services specializing in Dog Training and Behavioral Counseling.

Make It Easy, Start Them Young

by Leah Spitzer

I see them every new session: The 9-month-old Labrador Retriever who drags his owner into the class; the 10-month-old Shepherd who lunges on the leash and barks; the Sheltie who hides behind mom and refuses to walk.

The first night of a beginners' obedience class usually brings a least one of each; but

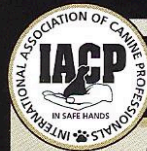
it also brings my puppy graduates. They are barely noticeable the first night. Why? Because they aren't pulling, hiding or barking. They are sociable with the other dogs, with the people, and they are having a good time.

Private behavioral counseling brings out even more frustration for both owner and trainer. I know I find these the hardest. Most behavioral problems I work with could have been avoided if the owners had brought their pet to puppy class. Aggression, shyness, even some separation anxiety could have been avoided in puppy class conducted under a trained eye.

My puppy classes focus on an introduction to the world: the human world. We teach puppy our rules, our culture, and our lifestyle. Puppies learn to be brave, to be focused and calm when asked, and of course, to learn the rules: No biting, no jumping, no pulling and no chewing mom's shoes.

But even more important, as a trainer I am on the lookout for warning signs. I'm looking for dominance, for shyness, for touch sensitivity, and for over-bonding. I am showing the owners the way to start out RIGHT. I am helping to keep the mistakes from happening. It is so much easier to work with a clean slate.

Many owners don't know they are in trouble until their dog becomes a liability. The untrained eye will miss the warning signs. The slightly pushy or mouthy pup can turn into a biter. The sweet, quiet Sheltie can become a recluse with separation anxiety. Owners can inadvertently teach dogs the wrong lessons. Chasing a pup down when he gets your sock can teach him to run away or even to swallow that treasured sock.



How to Join IACP

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

ASSOCIATE MEMBER Less than 5 years experience as a canine professional but practicing as a professional.

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, student, trainees, part-time, and devotees of canine-related occupations.

Annual Fees:

Professional	\$150.00
Associate	\$75.00
Affiliate	\$35.00

Newsletter Subscription

Non-members	\$25.00
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An additional \$25 fee applies for initial processing costs, but does not apply to Affiliate Memberships or Newsletter Subscriptions.

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 2) or phone 407.469.2008 to request an application, Mission Statement and Code of Conduct.

SCHOLARSHIPS AVAILABLE FOR NEW MEMBERS

Innotek, Incorporated, recognizes the value and importance of bringing together professionals from all specialties within the dog world and is generously providing an opportunity for new IACP members. New members can now join the IACP at either the Professional or Associate level at a reduced rate. The fee for new Professional Members under the scholarship funding is \$75.00; the fee for Associate Members is \$50.00. This scholarship offers a unique opportunity for professionals to belong to an organization which supports all true professionals within the dog world, and in so doing bring benefits to our finest and most loyal companion, the dog, and to their owners as well.

A good puppy class should be the most important part of a puppy's life. Socializing at an early age is important. Being observed by an experienced trainer is even more important. Puppy classes should teach:

- learning is fun
- the owner is fun
- the owner is in charge
- other dogs are fun
- the pup to control his mouth, both for biting and for chewing
- confidence, but not to the point of being overbearing
- leash manners
- to come when called

Catch it early and it's easy. Miss it and it's tough. Sometimes it's irreversible. Today I met with a woman with a Lab mix. Deep down inside, Daisy is a sweet dog. Daisy is now two years old and is biting her children's' friends. Daisy has to wear a muzzle when friends come over. Our discussion today was a tough one. It was about options. How reliable will Daisy be? Will she ever be trustworthy? Is euthanasia in the forecast?

What makes this case particularly tough for me is that I feel strongly if Daisy had come to puppy classes this condition could have been avoided. Daisy is fearful. Quick movement frightens her. Strangers frighten her. The owners say the problem began about 6 months ago. That's when the first bite occurred. However, under a trained puppy instructor, it's possible the problem would have been identified at 4 months of age and corrected. Now? Well, now we are exploring options.

If I had but one wish with regard to dog training, it would be that all pet owners bring their puppies to class as early as possible. It's no longer necessary to wait until the puppy is 6 months of age to come to school. A good puppy class is designed for the young pup. It is designed for his attention span, his learning capacity and physical abilities. And a good puppy class will get him off to the right start.

I rarely see dogs in behavior consultations that went to a good quality puppy school between 3 and 5 months of age. ●

Leah Spitzer lives in Atlanta and has been training dogs for 25 years. She offers puppy, pet and competition classes, as well as private behavioral consultations.

And Now, A Word from Our Sponsor

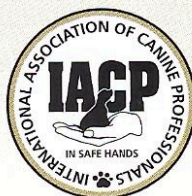
We're Innotek. Headquartered in Garrett, Indiana, we're a major supplier of dog training equipment and in-ground fencing systems. We're delighted to be a sponsor of IACP and SafeHands. We hope that our sponsorship demonstrates our commitment to helping dogs and owners by supporting professionals in the industry and by providing advanced training devices that gently teach dogs the difference between good and bad behavior.

Innotek wants to help create a lifetime relationship between dog and owner. Behavior, of course, is the deciding factor in the success of nearly all relationships. Our slogan, "A New Breed of Behavior Solutions," expresses our belief that canine professionals can help owners improve their dogs' behavior. We hope that IACP members will consider Innotek products an important part of their behavior training resources.

Innotek products are the most advanced in the industry, and we work hard to earn the trust and respect of professional trainers everywhere. We realize that just as there is no single approach to dog training, no single training device is appropriate for all situations—which is why we're always expanding and improving our product line with input from canine professionals like you. Most Innotek employees own dogs and find in them love, comfort, and a very special bond. Many of us have turned to professionals like you to help us make that bond as enduring and satisfying as it can possibly be. And we realize that although the immediate product of professional dog training is a well-trained dog, such training has long-range benefits including the reduction of euthanization and a generally happier life for all dogs everywhere.

We're delighted to see that IACP is dedicated to providing a comprehensive service for dogs and their owners by bringing together trainers and professionals with broad knowledge and experience in innovative, humane techniques. We also support IACP in developing quality professional services to help and support the dog owner and his dog. With so many specialties and individual methodologies emerging in the dog world, there comes a growing need to coordinate and cooperate between the professions. IACP fills this need as no other organization does.

Please consider this our invitation to join Innotek and IACP in our mutual mission to make life better, and happier, for dogs and their owners throughout the world.



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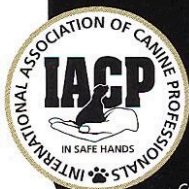


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Our Mission Statement



The INTERNATIONAL ASSOCIATION OF CANINE PROFESSIONALS is 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 co-operation across the wide diversity of canine expertise and knowledge.

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This Special Edition of Safe Hands, the Newsletter of the International Association of Canine Professionals, is being sent to over 30,000 professionals within the dog world to introduce you to the association and to encourage you to join this fast-growing alliance of professionals. We trust that you will share in our mission by joining the IACP. For further information, visit our website at <http://www.dogpro.org/> or call us now at (407) 469-5583.

SPECIAL EDITION

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