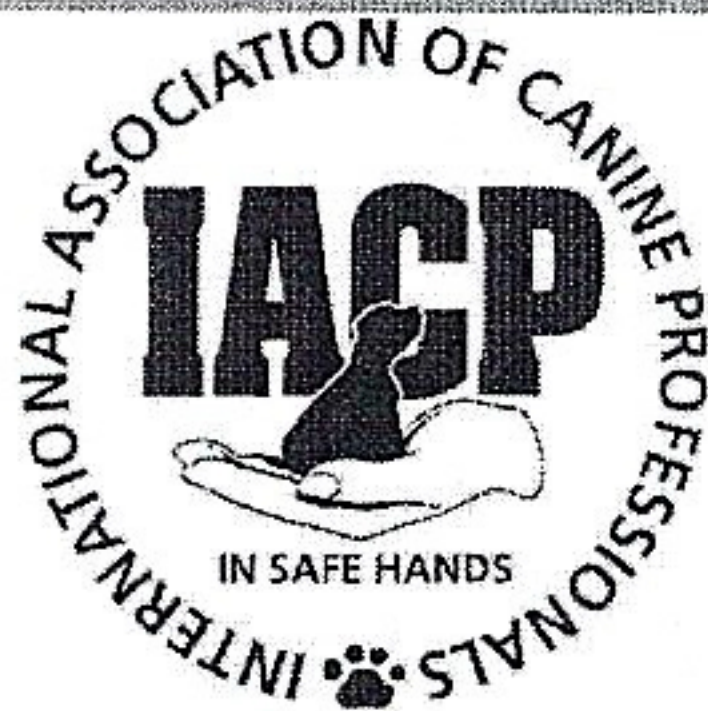


VOL 2 Issue 1

Spring 2001



INTERNATIONAL ASSOCIATION OF CANINE PROFESSIONALS

SAFEhands

Professionals

SUCCESS IN TRAINING AND BUSINESS

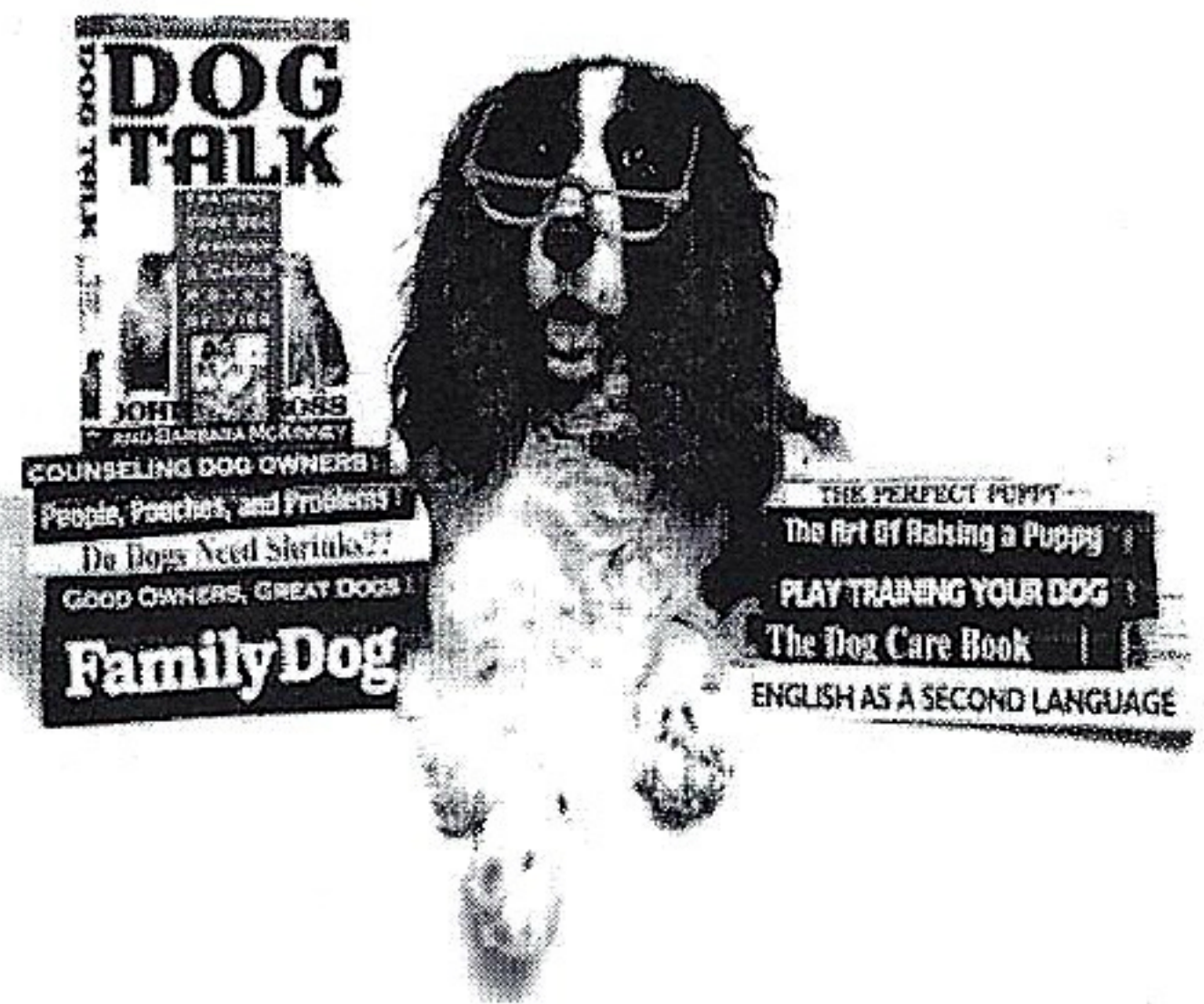
Many small businesses fail through lack of business expertise rather than the practical ability and skills of the founder. Too often I hear of struggling dog trainers in particular who have problems making ends meet. Their income is insufficient to meet their everyday needs, and often they are supported by a spouse who works or has to take an additional job to make a decent living.

For some reason, doing something we love appears to bring with it the impression from others that we should not charge for it. Sometimes we even feel guilty charging for our services; it's as though we think, "How can I charge for doing something I enjoy so much." If we consider the training profession in particular, the fact is that not everyone can train a dog, not everyone has the expertise and ability, and certainly not everyone has a natural affinity with a dog to be a good trainer.

Tradition has almost dictated that dog trainers run classes for clubs or help other dog lovers for no or minimal fees. This is a tradition as trainers we must overcome, not only in the minds of clients but also in our own minds. If an attorney really enjoys her job, should she not charge a fee? Should a carpenter not charge because he loves working with wood? Of course not—no one would even consider the idea, yet many do with dog trainers.

Creating a market for fee-paying services is a skill of business that many of us are weak at. A client asks why fees appear high and we get tongue-tied. We are questioned on what results can be expected and we become vague: "Well it all depends on your dog and yourself." Asked about our own strengths, we undervalue our services and abilities. We often price our services only after comparing them with other trainers in the area; and then usually try to undercut them. We do not appreciate or evaluate any added value that we may have. We seldom consider what fee the market will bear and when we do, we underestimate this fee.

Common approaches to attracting clients are to put an advertisement in the Yellow Pages and maybe approach vets with fliers, if we are bold enough to contact them. Occasionally we put our name on our vehicles. But then we convince ourselves that word of mouth from previous clients will bring in enough for the future. Sometimes it does—but alternately sometimes it doesn't. Yet marketing and advertising is far more than this, and we really need to analyze more what brings clients to our door, what makes them contact us, what makes them want and accept our services, and, of course, what makes them feel they have received quality service and achieved results.



Marketing, however, is only one business activity. There are many other functions: office administration, purchasing, time management, business legislation, insurance, asset management, telephone management and skills ... the list goes on and it definitely includes accounting and tax management. Every one of them is a headache for the small-business owner, as is any job that does not directly bring in income.

I've no doubt that dog professionals play a very active role in creating happy dog-owning families, and in doing so minimize the potential for family problems. Trainers and other dog professionals can save families not only thousands of dollars through the work they do but also can save much heartache. In addition, society itself benefits in many ways from their work. As professionals we deserve to be recognized for the services we provide, and we need to educate society to accept that we require adequate remuneration.

However, if we are to achieve this, we must also show our professionalism by running our businesses correctly and making them grow, not only for our own gain but to further provide for the needs of our clients and their dogs. And, of course, to create the professional image which perpetuates even more business. In addition to being good practitioners, if we want to be recognized as professionals in the business world we must run our businesses ethically, effectively and efficiently. The new Small Business Unit of the IACP has been established for just this purpose, to provide support and advice for all members to help them build a successful business..

Martin Deeley
Executive Director, IACP

IACP NEWSLETTER



IACP NEWSLETTER

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FROM THE DESK OF THE PRESIDENT



Hello and welcome to another wonderful addition of our newsletter. Be sure to welcome aboard all the new members and say thank you for helping IACP grow. Together, we can make a difference.

I also wish to take this opportunity to thank Leah Spitzer for the wonderful job she has done as IACP Secretary. As many know, Leah had to step down due to an overflowing schedule. She performed her duties with the utmost professionalism. Thank you, Leah.

I would also like to welcome Robin MacFarlane as IACP's new Secretary. As many know, the job of Secretary is a demanding one and Robin was nominated by the Board and has accepted this position. Thank you, Robin.

I wish to discuss with you the meaning and goals of IACP. We are an organization of all canine professionals, but we are mainly made up of professional trainers. This is a great start to a new organization, but in order to meet our goals, we need to recruit other professionals as well.

One of the goals I had when I helped develop IACP was to introduce and develop the Total Dog Concept (TDC). What this means is that we, as professionals, must help our canine friends in all areas of care. As a trainer, my responsibility is to teach the owner and dog training and behavior modification. I work hard to ensure that all my clients learn to live with their dogs in the best possible way. However, there are many areas outside my expertise which our clients need. The TDC provides for the total care of the dog. By understanding and developing a network of caring professionals, we can begin to meet the needs of our clients. Working with groomers, kennel owners, veterinarians, pet sitters, pet shops, and others in our profession, we can help ensure the client and dog have a happy and healthy life together.

So, how do you develop a TDC in your area? Well, for starters, meet others in the canine profession and have workshops where you and others in various fields can learn from each other. By inviting and meeting professionals in all canine related fields, we can begin to understand where everyone belongs in the TDC picture. Meetings can be held to explore how the circle of professionals work. Each professional can share their duties and responsibilities with each other. Each professional can explore ways to observe, note, and recommend each other to our clients. Learning what to look for and when to recommend is a valuable tool in helping clients maintain the health and welfare of their dogs. Plus, you are developing a strong network that can benefit all concerned.

One of the main goals of IACP is to bring all canine professionals together. IACP needs your help in reaching this goal. As you develop your network of other canine professionals, invite them to join us. Share your newsletter with them so that they can learn about IACP. Invite them to submit articles to the IACP newsletter about their profession. Together, we can all learn from each other and truly have a Total Dog Concept, as well as a diversity of canine professionals. Together we learn and grow.

Rocky Boatman
President, IACP

NEW SECRETARY

Due to increased business and personal commitments Leah Spitzer, IACP Secretary to the Management Board has resigned from this position. A member of the founding team Leah has worked hard since the inception of the IACP and contributed a great amount to the success that it is now experiencing.

To replace Leah, Robin MacFarlane from Wisconsin has accepted the position of Honorary Secretary to the Management Board. Robin is an enthusiastic, motivated trainer, experienced both in business operation and with dogs. There is no doubt Robin will be an asset to the Association and a popular choice.

THE BEST CONFERENCE EVER!



Speakers at the First Annual International Association of Canine Professionals Conference held at Triple Crown Academy and Event Center.

From Left to Right - 'Captain' Arthur Haggerty, Bash Dibra, Martin Deeley (Executive Director IACP), Deborah Lynch, Mary Owens,

(Photo by Bob Maida)

That was the cry from all who attended the International Association of Canine Professionals first Conference at Triple Crown in Austin. "There was so much synergy" speakers and delegates were heard echoing around the conference. No matter what your methods, beliefs, interests or approaches, this conference was a meeting of minds and demonstrated just how everyone should be able to discuss, debate and gain understanding and cooperation. Speakers, panels and demonstrations of dog training held the audience enthralled, entertained and created an enthusiasm to learn more about dogs and the dog professions.

The conference had something for everyone from genetics to business operation, from training approaches to ethics

and where all training equipment was openly discussed, debated and demonstrated. Triple Crown showed exactly how all equipment could be employed. To see their dogs working happily and impeccably using a combination of prong collar, e-collar, clicker and treats with the occasional gentle leader thrown in for good measure where required, would be an eye opener for many dog professionals today. Yes, clicker training with an e-collar or prong collar being applied during the same session when required – and why not. It worked extremely well and the

results were impressive.

Bash Dibra really set the scene with a passion for dogs and the dog business, which had all the audience buzzing – marketing became fun with Bash. Brian Kilcommons, always a favorite, pushed home the point that we have responsibility for good humane training no matter what tool was used. Mary Owens came from Ireland to share her fascinating experiences and tips on training for getting your dog into film work, and was delightful. Nicholas Everett bravely took a lot of the misconceptions out of modern nutrition. Captain Haggerty demonstrated and explained how the Art of Zen can be applied to dog training. Debbie Lynch gave a fascinating talk on the work of the AKC Foundation and how a knowledge of DNA and genetics will help not only the dog but also humans. Patti Strand of NAIA opened our eyes and highlighted the problems we are facing from elements that would wish to restrict and control our relationships with animals and explained how we can counter these threats. However for sheer delight everyone had to admit that Dick Russell's presentation on what he calls the 'Wow Factor' has to go down in history as one of the most down to earth and entertaining talks on marketing the dog business and dog training any of us had heard. The man was and is a true character with a love

of dogs that shines through his every being. He certainly went to the top of the doggie hit parade for everyone present – quite amazing as he had never spoken at a conference before.

The speakers were joined on the discussion forums by Therese Backowski of Off-Lead and Steven Appelbaum of ABTA and the Animal Behavior University where they generously gave advice and information on successful business operations, writing and dog management from their own personal experiences.

Synergy, understanding, enjoyment, education and togetherness – this was the image and message the IACP left in all the minds of those who attended whether delegate, exhibitor or speaker. A message that will be communicated to all of the dog world.

Sponsors for the event were Innotek Inc., Triple Crown Academy and Event Center, Big Dog Sportswear, PetSafe Inc.

Make a note in your diary for next years conference, not to be missed as this will be again "The Best Conference Ever" –



**2nd ANNUAL CONFERENCE
March 22nd to 24th 2002**

Speakers include -

Sarah Wilson

Brian Kilcommons

Dr Soraya V. Juarbe-Diaz

Steve Appelbaum

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Hall of Fame Inductee FRANK INN

(taken from 'How to get your Pet into Show Business' by Captain Arthur Haggerty)

In the mid-1930s a car came sailing across the highway and smashed into Frank Inn. He was rushed to a hospital in Culver City, California, where he was pronounced dead by Dr. George Ham and sent to the morgue. A group of student morticians were waiting for their instructor to appear. They were learning embalming, and their project lay in front of them-Frank Inn. Thank God, the instructor was late! One observant student determined that Frank was still alive. It was not to be the end of Frank Inn but rather the beginning. If it weren't for that sharp-eyed student there would be no Cleo, no Benji, at least not in the form that we know them.

Frank had an enormous hospital bill staring him in the face, and no hospitalization. A friend, Art Close, took Frank under his roof and started the long nursing process to bring Frank back to health. Frank, confined to a wheelchair, was housebound. Art's son, Bobbie, had a dog that "followed me home." Bobbie's mother tried unsuccessfully to find the owner of the stray, much to the joy of her son. The stray's owner probably knew the dog was in a family way and wanted to avoid the responsibility. Shortly thereafter the stray presented a litter of pups to the family. The dogs were placed, except for Bobbie's favorite. The boy explained to Frank that if Frank told the family he'd like the dog for company the pup could stay. The Closes gave permission, and Frank had company when the family went to work and school.

Both he and the pup learned from one another. Frank's companion, 'Jeep'-named after a dog cartoon character, preceding the fabled American military vehicle by a number of years-managed to take a dump in his room and nearly wound up at the pound. Frank, wheelchair bound, couldn't walk Jeep and had to learn about housebreaking. Fast! The solution was to cut a hole in the door. There were no doggy doors then but the family made one.

Thin slices of sausage were what Frank used to motivate Jeep. One day the paperboy arrived and Jeep put his mouth on the paper. Frank threw a sausage to stop Jeep from slobbering on the paper. The ritual continued every day. Frank knew how to stop Jeep from slobbering on the paper and Jeep learned how to get sausages. The movement of one arm and one leg was all Frank could manage at the time, but Jeep picked up

on those cues. They taught one another how to teach Jeep to retrieve and hold the paper. When asked today about food reward, Frank says, "I use whatever is necessary to do what needs to be done." Frank is not a "foodie." He is a trainer.

One day, when Frank was encouraging Jeep to come closer, he reached over the side of his wheelchair. Frank tumbled over and the chair landed on Jeep, who let out a ghostly series of howls. Jeep was pinned under the wheelchair. A neighbor, hearing the howling, came rushing in and righted Frank while releasing Jeep. The neighbor told Frank if he needed any help at all to let him know.

Now Jeep was afraid of the wheelchair. Frank encouraged him to come closer with the ever-present sausage. It was slow work, but Frank had time and was making progress. One day Frank was again leaning over the side of the wheelchair and, again, it nearly tipped over. This time Frank righted himself before falling, but not before Jeep started to bark. Frank learned that he could get Jeep to bark with a wiggling movement of the wheelchair. He could also get the neighbor to come in and help him reach something by getting Jeep to bark. Frank, Jeep and the neighbor were well on their way. They were all learning about training. "Training is nothing more than common sense" explains Frank, "which few people have." He is quick to add, "including politicians."

When Frank was back in one piece, or in a series of semi-mended pieces, he returned to work at MGM. The people at the studio liked Frank, and knowing of the accident, gave him some light work sweeping up cigarette butts. One day on the set he watched Henry East the grand old man of film training, handle a dog for a film on the sound stage he was sweeping. Frank spotted the error that East was making in his handling of the dog. The dog was supposed to climb up a flight of stairs, enter a bedroom, jump into bed, crawl under the covers, and stick his head from the other end of the covers and bark. The dog was not working because East put the food reward he was using under the covers. The dog smelled the food, and rather than climbing under the covers, he bit at the blanket where the food was located. Frank told Henry he had a dog that could perform the routine. The skeptical East said, "Oh, yeah. I'd like to see that." The cast and crew broke



for lunch, and Henry continued practicing to get his dog to perform. Frank went and got Jeep. He showed up and repeated his statement to Henry East. Frank took a ball and used it to lure Jeep up the stairs into the bedroom and onto the bed, and gradually he got Jeep further and further under the covers. Frank tricked Jeep into thinking the ball was under the covers and the dog worked his way down under the covers and out the other side. By this time Frank had replaced the rocking, tilting chair with a finger signal, which he gave to Jeep. *Voila!* Jeep barked! Henry East was impressed. He offered Frank fifty cents a day and a place to sleep if Frank would come to work for him. Frank explained he was making \$29.10 a week. East said that, in addition to the fifty cents, he would give him \$5.00 a day for each day at the studio. Frank accepted. East putting a roof over his head was worth money, and what Frank didn't tell East was that his salary was garnisheed because of his hospital bill. After the \$15.00 for that was deducted, he netted \$11.00 a week after taxes. At fifty cents a day Frank was on his way!

Rennie Renfro, another well-known trainer ne' prop man, saw Inn working and wanted to know what Last was paying him. He told him fifty cents a day, and Renfro offered him a dollar a day. But Frank added he was getting \$5.00 a day for studio work. Renfro offered him \$7.50 a day for studio work.

Next Frank Weatherwax (the brother of Rudd, who was Lassie's trainer) let Inn watch him work with Toto on *The Wizard of Oz*. The Weatherwax brothers recognized Frank's talent and offered him \$5.00 a day and \$10.00 a day for studio work. They decided, as insurance against being outbid by another trainer, to raise him to \$10.00 a day and \$25.00 a day for studio work, an unheard-of sum at that time.

Frank was moving onward and upward. He had the opportunity to work with

the greatest of trainers at an ever-increasing salary. Carl Spitz supplied trained dogs to other trainers for film work, and Frank had the chance to use a number of his dogs over the years. "Papa" Spitz looked like the old German trainer that he was. He didn't have long conversations with Frank, but one day when Frank was returning a dog after a day's work on the set, Papa presented him with a bottle of whiskey. The surprised Frank wanted to know why. Carl answered in his German-accented English that the dogs did not charge the water bucket when he returned them. It went without saying that Frank would keep his dogs comfortable and well watered, unlike many other handler/trainers in the business. Frank found a champion in Carl Spitz. The ring came full circle when years later Carl's son, with a couple of partners, took over Frank Inn's animal rental business.

With over a half-century of training movie animals under his belt, Frank is very selective about the jobs he takes. And it is a very large belt that he wears. Frank is a big man physically. He is also a big-hearted man. He is continually financing his private charities to help those less fortunate than himself. For example, he supplies a van, complete with the insurance, to transport the elderly in his church group. Frank is also a big man in animal training. He has trained some of the world's best-known animals, such as Cleo, the Basset Hound, and Arnold, the pig from "Green Acres." Today, his best-known animal is Benji.

If you have an opportunity to watch a Benji film, notice the genius in filmmaking. Joe Camp produced a script that, with as few words as possible, tells a complete story. Great for children-and international sales, because it requires a minimum amount of dubbing. Even D. W. Griffith could have taken lessons from Camp on how to put out a silent film with as few title cards as possible. We, however, are interested in the animal work, and it is a sight to behold. Even Joe Camp doesn't realize what a genius he has working for him. Benji is never looking off-camera at the trainer, Frank. He is constantly looking exactly where he should be looking. There is not a false frame in the film.

Frank's a little older now and has to take things easier. He gets around in an electric golf cart. It is ironic that Frank started training dogs in a wheelchair and has reverted back to that device. You can't keep a good man down, and Frank is the best.

The International Association of Canine Professionals is Proud to honor Frank Inn as their first inductee into the IACP Hall of Fame

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PROFESSIONAL MEMBER - At least 5 years experience as a canine professional. Can vote on IACP issues and use the IACP name and logo on business materials.

ASSOCIATE MEMBER - Less than 5 years experience as a canine professional but practicing as a professional. No voting but may use the IACP name and logo on business materials.

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. Receive IACP benefits but cannot use the IACP name or logo for business purposes.

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Plus

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Other Benefits:

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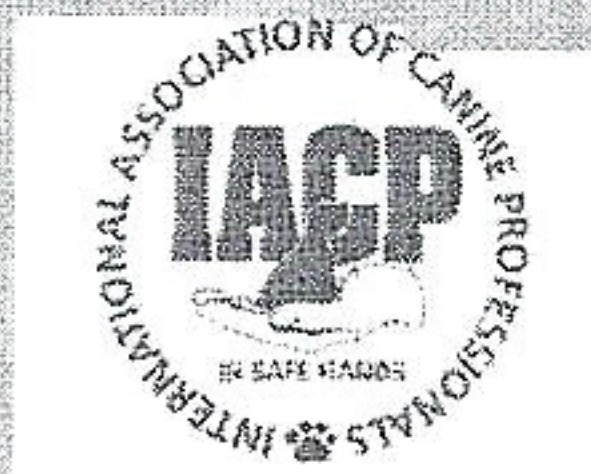
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ARE THE LIGHTS FLICKERING

Joel McMains

After washing our dinner dishes, Skate and I drifted outdoors, each doing what you do with toothpicks. His dog, Sadie, wandered onto the cabin's porch as we lowered ourselves into handmade chairs and commenced to rock, in sync, I noticed. As I was feasting on an autumnal Kentucky sunset that put me in mind of a foundry pour, Skate was loading a generous poke into his pipe. He took a wooden match from his faded flannel shirt, puffed a time or three, and then chuckled as Sadie's eyes followed the flight of the spent matchstick into the yard. "Old Sadie there, she don't miss much," he said.

"She sure doesn't," I said, grinning as I reached to pet the prone German Shepherd. She swatted her tail against the dusty pine flooring as she glanced up at me, her eyes the color of strong coffee. "But them there damn whine-a-lots," Skate said. "They miss most everything!"

"Huh?" I said, ever eloquent. I thought the old gentleman was referring to neighbors, until I remembered he didn't have any, having long ago chosen a remote, almost wilderness-like setting.

"Still and all, gobs of people listens to them, fer some reason," Skate said.

"How's that?"

"Them there whine-a-lots, lad. Ain't ye been paying attention?"

"Uh, Skate, forgive me, but what are you—"

"And they'll be the ruination of good dogs and good training!"

"I've no doubt of it. Now, Skate?"

"Yep?"

"What in the world are you talking about?" I noticed our chairs rhythms had gone syncopated.

My aged training mentor stopped his chair and fixed me with a steady gaze, one I'd seen countless times. It spoke of infinite patience and a resigned acceptance that his listener was a trifle dim.

"I'm talking about them there whine-a-lots in dog training, boy. Them what claims that if'n you do anything different from what they say, then you're just no by-God good. Fact is, you're down-right evil."

"Oh, those." I'd heard the bleatings of such folks. It's hard to take them seriously. As a favorite author once wrote, "They've spent too much time on the Mount."

Skate brushed thinning strands of white hair from his eyes and went on. The fragrance from his pipe was strong, but not insulting. "Their way is the only way!" He said. "Anybody says otherwise, they bad-mouths him 'til the cows come home. 'He's no good,' they say. 'Mean to dogs,' they say." Skate took a long pull on his pipe. "Jerks. I mean, what gives 'em the right?"

Somebody ought to slap 'em down."

"Aw, Skate, that's a bit harsh, don't you



(Photo by Martin Deeley)

thin—"

"A bit harsh?!" His stare would have terrified a glacier.

Sadie put her head on her forepaws. I thought I heard her groan. She'd known Skate a long time.

"A bit harsh—is that what you said?"

"Well—"

"Listen, boy! And listen right good! These idjits is trying to get laws passed—getting the job done in some places, too. A little bitty bit at a time. That's how their kind works. Laws that say what kind of dog you can and can't own, what kind of equipment you can and can't use fer training."

My ears perked up on that one. I halted my own chair in mid-rock. I'd known that some locales were legislating against ownership of certain breeds, but this business about outlawing various types of training equipment was new to me.

"Skate, are you sure about this 'training equipment' stuff?" And, by extension, I thought, *What methods you can't use?*

"Course I'm sure!" You could have heard him in the next hollow. Sadie let out a deep sigh. "Boy, they's doing it! Getting local laws passed. Then they'll go for state ones. Then—" He let that thought hang, its implications as clear as they were spooky.

Skate frowned at his pipe, which had died, and after he re-lit it, said, "They's working on book censorship, too. Quiet meetings with publishers. Saying that this or that writer ain't what you call, 'politically correct'—in other words, that he don't agree with these power-hungry dunderheads—and telling publishers that members of their organizations will boycott all their books unless this and that book are taken off the shelves."

"Where did you hear that about book censorship?"

"It's all about power, boy. They claims to just be concerned with dogs' welfare, and I expect as some of them

might genuinely be, but that's just votes in their leaders' pockets, 'cause in the end—power, boy. That's their leaders' game. Power. Nothing else."

That night, resting on the guest bunk (i.e. the couch), my hands clasped behind my head, studying shadows that somehow seemed to swirl like storm clouds on the ceiling, Skate snoring across the room, I replayed my old friend's words. I thought about signs I'd registered but not really pondered the past few years. Attitudes were being legislated, trite words and phrases dripping with insincerity had become a form of code, every third person claiming to be "offended" by something or other and each incident was cause, according to televised drones, for grave concern. But I'd written off such mindlessness bilge to plastic do-gooding, children in adult form with perspectives clearly at odds with reality.

My thoughts began to drift ... political correctness ... wonder who defines it? ... whoever whines loudest, Skate would say ... an extreme example? Spanish Inquisition ... that was long ago; how about more recent? Nazi Germany ... fool Chamberlain's myopic appeasement policies...a chilling book title from my college days, *It Can't Happen Here!*

Skate's scraggly image came to mind, thinning white hair spilling over his forehead, passion shining in his intelligent green eyes ... laws that say what kind of dog you can't own ... laws that say how you can't train your best friend ... books you're forbidden to read ... thoughts you're forbidden to think? ... Fahrenheit 451? ... Skate jabbing his pipe toward me, warning ... "Power, boy! ... A little bitty bit at a time. That's how their kind works." ... power ... power ... power ... "Somebody

Are the lights flickering contd.

ought to slap 'em down."

Even though Sadie had flattered me by nesting at my feet, my sleep was off some that night.

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."

WHY?

Grant Teeboon,
Police Dog Handler, Royal
Australian Air Force, April 87

A torch & a radio hang off my belt,
In winter I freeze, In summer I melt.
I'm awake all night, I'm asleep all day,
Will I patrol my life away?

If you don't see us, the man or the dog,
Rest assured, we're doing our job.
Ours is to see, and not to be seen,
That Black & Tan Shepherd with the handler so keen.

Those long conversations where nothing is said,
Where he lifts his paw and I pat his head.
He gets all the attention and deservedly so,
He's the most courageous creature I know.

He'll Sit, Down or Stay, or Rip off your legs.
One word from his handler and he'll tear you to shreds.
When he brings down a man, his tail will be wagging,
Though seldom in anger, more likely just bragging!!

My big furry playmate, so fearsome & tough,
And I'll never tell just how much is bluff.
All that excitement by the light of the moon,
We've trained for months, it's all over too soon.

From sunburn to frostbite, from mozzies to flies,
To the wind in your face and the sun in your eyes.
We've braved all the elements to make piles of money,
Well, the piles I've got, and the pay just ain't funny.

So why you may ask do I favour this life,
Where I talk more to "him" than I do

to the wife?

If it isn't the pay, the perks or conditions,
Then what is the reason for this silly rendition?

Well the reason I stay here, and the reason I slog,
is not for the money, but for the love of a dog.....

So "Why?" you may ask when you quiz,
Is the friendship between us so fine?
It's because the life he lays down will be his...
And the life that he saves will be mine.



Photo from *Dog Logic* by Joel McMains published by Howell Books

Potty-Training Puppies

Jo Sykes

Anyone who enjoys outdoor living and has nothing else to do with his time can housebreak a puppy. Potty training a whole litter of puppies, however, takes a bit of doing.

My breed is the Smooth Fox Terrier. The puppies are fun in the summertime when they can romp in the fresh green grass of their sun-thatched yard and pause at will to answer their astonishingly frequent calls of nature, but winter presents some difficulty. Little six-weeks-old, short-haired juvenile delinquents cannot stay out long in the icy temperatures of a Montana January. The problem is made worse by their hair-trigger faucets. While you race for the door with one puppy in distress, two others can't wait.

So my winter litters grow up in the kitchen. The puppy pen is resurrected from the garage. The rocking chair and half the dinette chairs go to the basement, an area too dark and remote for little developing personalities. Some breeders recommend that you start a puppy by teaching him to take care of his needs on newspapers which are absorbent and generally in good supply. Initially you paper the total area of floor space that is available to the puppy and then, as he decides on a favorite location for deposits, you lessen the area of newspaper until eventually--theoretically--he needs only the front page. (Or the rear page, as the case may be.) With five puppies, however, because of individual preferences, you still have up to five such areas, and the garbage truck must come twice a week to haul off the bales of soiled papers.

Since my puppy pen is relatively small, I give the little fellers the run of the

kitchen and adjoining bathroom several times a day. This entails lots more newspapers and emergency pick-ups with face or bath tissue. Six-week-old puppies should have four meals a day and, after each meal is consumed, the waste from the previous meal exits. Bedtime and early morning movements are extra.

This winter it occurred to me there had to be an easier way. If a kitten can learn to use a litter tray, why not a puppy? Or a herd of puppies? So I obtained a tray that was three feet long by half that wide, placed it in a favored location, and filled it with coarse gravelly cat litter. The first day the puppies mistook the tray of litter for a new brand of puppy food. This did not seem to affect them adversely except to add to the problem I was hoping to solve. When, purely by chance, a few rest stops did happen in the litter, I took great care to give praise. Puppies are not as wise as kittens in this department.

On the second day I was encouraged to see that all of the puppies used the litter tray occasionally. I did not criticize near misses and genuine attempts where the puppy stood with all four feet firmly planted in the tray and the deposit fell outside. Fox Terriers, more than some breeds, will whirl round and round before making a major dump, and it is hard for a puppy to calculate just where the drop will occur.

That day I had high hopes of offering my puppies to the public at eight weeks as, "Healthy, wormed, first shots. Box Trained!"

However, that was before the gopher alert.



POTTY TRAINING Contd

Terriers are varmint dogs. It was the third morning that gophers were first suspected. Busy forepaws raised a cloud of dust, and the contents of the tray spurted across the kitchen in all directions. Now, in addition to dealing with sodden papers and miscellaneous mishaps, I had to sweep the entire kitchen at frequent intervals.

Still, they were learning to use the litter, and after a day or two they realized they'd been fooled by a false alarm. There were no gophers.

Another day passed. Fox Terriers do not give up easily. If not gophers, perhaps a badger or even a fox. Every play period became a re-enactment of the Dust Bowl. Five times a day for a week I swept the kitchen.

Ah, well, nothing ventured, nothing gained. Back to the newspapers. If I stayed in the kitchen, the puppies did pretty well. If I left them, they would grow careless. When I did return they played a new game: "Snatch the Tissue When She Tries to Pick Up a Potty." Watching the toilet flush was especially fun. Ten little forepaws and five little heads would rim the toilet bowl.

Still, progress was made. One evening I left the crew playing in the kitchen and went to call on a neighbor. I stayed longer than intended and when I returned, not surprisingly, some accidents had happened. What pleased me, though, was that the puppies had become conscious of their untidiness. They knew, of course, that I used tissue for cleaning up; so they had gone into the bathroom and gotten about sixty feet of toilet paper. Apparently, then, they'd had some discussion as to the amount of paper needed for a given task; so they had made pieces in all sizes. In fact, they become so engrossed in making pieces, they had not yet gotten around to cleaning up.

For Sale: Smooth Fox Terrier puppies. Healthy, wormed, first shots. Creative!

Jo Sykes has trained dogs and taught owners since 1956, titled dogs through AKC Utility, and breeds Smooth Fox Terriers. Along with being published novelist, an artist and art instructor, Jo teaches obedience classes in Livingston, Montana.

Tornadoes, hurricanes, earthquakes floods! "That'll never happen to me!"

That may be true, but smaller disasters can, like blackouts, hardware failures, theft, key personnel leaving, viruses or small localized fires.

Are you prepared to recover? What if a small local fire destroyed all your handouts, supplies, vendor and customer listings, and your computer? Effectively, your whole business. How fast could you recreate your office environment, shop or clinic to begin business as usual?

Disaster recovery is much more than just hitting the Save key on a regular basis. All businesses should have some form of a disaster recovery plan in place. It could be as simple as backing up your data files once a month and taking it to your safety deposit box. Exchanging that data monthly means you only have to recreate one month worth of data. Not bad, considering. For more elaborate operations, it could mean listing your hardware and configurations, supplies, customers, vendors, bookkeeping and tax data, and placing all this at a separate location.

I quickly warn here: avoid paranoia. You could easily back everything up and duplicate every document in your office and ship it to storage out of state weekly, but at what price? Determine what is critical to you.

Following the steps below should provide you the assurance that you can recover quickly and restart income flow as soon as possible.

1) Complete a vital business analysis. Determine what data is critical to your business. What would cause you the most delays in starting up your business again? Some items can be recreated easily, like enrollment forms. Others, like a training manual, might be more difficult. Is your vendor and client information critical? How about supply lists? Passwords? Tools? Employee payroll data?

2) Complete a risk analysis. Ask yourself, "What would it mean if I lost it?" Identify which vital business data cannot be recreated and those that will be very difficult to reconstruct. Don't just think data. Is your accounting-system application up to date? If you had to purchase a replacement version of your accounting software, will your backed up data file be compatible?

Disaster Recovery Plan

Peter Slorp

3) Document the plan. This is a simple but important step. Identify the data, its importance, how often to backup, and location. You'll then have a road map to a successful recovery. Secure this off-site.

4) Execute the plan. Make backups and/or copies and secure them away from your office. Update that data on a schedule that fits your business. Make it a habit. Whether yearly, every six months, monthly or every two weeks, don't skip an update. You can bet if you miss one, disaster will be watching ... waiting ...

Above all, don't panic but be prepared! Remember: It doesn't always happen to the other guy.

Peter owns Slorp Canine Service in Morgan California. He was a manager with IBM prior to his move to the dog profession and is a member of the IACP Business Advisory Group Team.

IACP Business Advisory Group

The Business Advisory Group exists to support IACP members in their business ventures by providing sources of information and contacts that may assist members in the creation of a new business and maintaining or expanding a current one. Information from the Business Advisory Group is available to members via the IACP email list and newsletter. Requests for assistance can also be directed to members of the Business Advisory Group via:

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Dogs Give Peace of Mind to Crime Victims

by Dong-Phuong Nguyen

Staff Writer, San Diego Union-Tribune, September 17, 2000

Amy knows what it's like to live in fear-afraid to walk down the short driveway to her car, to mingle in a crowd, to jog around the block.

After she was sexually assaulted by a stranger five years ago, her life changed. "It takes a little bit out of everything you do," said the 24-year-old liberal studies student at San Diego State University. "School was really hard. It was hard being around large crowds, going out to eat ... little things people take for granted."

But Amy got a big part of her life back earlier this year when she was introduced to a dog named Fedor. The two-year-old German Shepherd accompanies her everywhere--on airplanes, to school, to the grocery store--so he can watch everyone she encounters.

And when someone who might be a threat approaches Amy, Fedor positions his 103-pound body in front of her so he can confront the stranger with growls, barks and unmistakable menace. It's his job.

Fedor is at Amy's side as part of a new San Diego program that matches victims of crimes with large dogs trained to protect them and help them regain a sense of security. The animals are considered service dogs, so they accompany their handlers everywhere, just like canines that assist the blind and people with other disabilities.

Service Dogs for Victims of Assault is pioneering the effort in the United States, and it has sent dogs to three other states that want to offer the same service.

"I was in pretty bad shape," Amy said in describing her life before Fedor (pronounced, Fay-door). But now, with the large dog by her side, things are different. "Life has changed, all for the better," she said. "(Fedor) gives me a sense of self-confidence that I thought was gone, and safety and peace of mind to just be in crowds of people and know that I'm going to be okay."

The idea that dogs could assist crime victims was developed by Sherri Goldstein, a licensed and certified hypnotherapist in North Park whose patients deal with such issues as agoraphobia, post-traumatic stress disorder and other problems.

A few years ago, Goldstein had finished going through relaxation techniques with a rape victim when the woman leaned down to hug one of the three German Shepherds who lounge around Goldstein's office. Goldstein, who has trained German Shepherds and who has done canine rescue work for more than 15 years, considers herself somewhat of an expert on the breed.

Through tears, the patient told Goldstein that the only place she felt safe was when she was at Goldstein's office, with the dogs.

"A light bulb went on," Goldstein said. "My sense of security is largely enhanced by traveling with a large pack of dogs, and they're German Shepherds at that. I realized my clients could also enjoy that sense of security if they were to have a companion animal with them."

So Goldstein started researching the subject and learned that the Americans with Disabilities Act covered hidden disabilities, like those her patients suffered from.

At the end of 1999, after \$3,000 in legal fees and hundreds of hours of research, Service Dogs for Victims of Assault was created. In less than a year, the group has helped 15 women and two men in the San Diego area and has sent dogs to Nevada, Oregon and New Hampshire.

The 17 people who have the service dogs were referred to the organization by law enforcement, the District Attorney's Office, psychiatrists and social workers. The people have been diagnosed as suffering from psychological effects of crimes such as assault, stalking and rape.

William Stothers, Deputy Director for the Center for an Accessible Society in San Diego, said programs that carry out the goals of the ADA are of great help. "Where animals are able to be very, very helpful to people and enable people with impairments to lead fuller and more independent lives, that is very valuable," he said.

Legally, people with disabilities do not have to identify why they have the dog. Goldstein instructs her clients to say the dogs provide handicap assistance. "By having to detail their reasons just reactivates the trauma," she added.

However, not just anyone is given a

service dog. The organization does not provide dogs in spousal-abuse situations or if a person's psychiatric disorder is too extreme to entrust him or her with a dog.

A victim's advocate referred Amy to the program in March, after she discovered her house had been burglarized. Amy came home just as the burglars left. Two 13-year-old boys were later arrested and convicted of the crime. But it left Amy, who had gone through therapy because of the sexual assault years earlier, feeling even more vulnerable.

She was soon introduced to Service Dogs for Victims of Assault and given Fedor. As part of the boys' punishment, the court ordered them to pay \$700 to cover the cost of acquiring and training Fedor.

Other victims receive financial assistance through the program's donors. Fedor has become a constant companion with Amy in the seven months they have been together, even accompanying her to classes at SDS.

During an hour long lecture on geology recently, Fedor sat at Amy's feet, his head on the floor but eyes alert. He wore a blue vest instructing people not to pet him and a badge identifying him as a service dog. Amy poured him bottled water.

Fedor is constantly aware of his surroundings, although he rolls over for the occasional belly rub. "He's still in training," Amy said as she affectionately ran her fingers over his belly during a break between classes.

While she sat, Fedor lay at her feet, sometimes with his muzzle flat on the ground. As students scuttled to class, their feet hit inches from Fedor's nose. He did not flinch. He is trained to not be alarmed by noise and bustle around him.

But at the sign of a threat, Fedor snaps into action. Amy and Fedor are training together so Fedor will respond to voice commands. Fedor's protective nature is common among his breed, but more specialized training is needed in order for him to become a service dog. The pair train together once a week, with more lessons ahead.

There are seven trainers in San Diego County who teach the dogs for free or at a discount.



Dogs Give Peace of Mind to Crime Victims

Contd.

One of the first people to assist the organization by volunteering her time to train the dogs and create a model for other trainers is Brigitte Shaw, owner of CBS Dog Training based in Alpine. Shaw, who has trained dogs for about 18 years, said that depending on the dog's temperament, it can take four weeks to four months to train a dog for the program.

"There is no bite work involved," she said. "The only things we basically want the dog to do is bark but not to bite. You have to turn the dog on and turn the dog off on command." She continued, "No abusive training methods are used in the training of these service dogs."

Some of the best breeds for the job are the German Shepherds, Doberman Pinschers, Giant Schnauzers, Bouviers, Airedales and Rottweilers.

All of the dogs in the program are rescued from shelters. The cost for medical checkups, treatment and training can run the group about \$800 a dog. Once trained, a canine goes to a sort of halfway house where the animal waits to be assigned to a handler, someone the dog will live with permanently.

When Amy first got Fedor, her husband left for work one morning and turned right back because he had forgotten something. Amy was still in bed when he walked through the front door and was stopped by Fedor at the doorway. The dog barked and growled and refused to let him pass until Amy called him off. Now that Fedor has been in the family for seven months, he's protective of Amy and her entire family.

"He's always my first line of defense," she said.

Amy's experience with Fedor is common. One handler emailed Goldstein a letter of thanks for her dog and told of her new companion's protective nature. They went into a store with "larger than life-sized" statues of goblins and wizards up on pedestals. The figures were posed in threatening positions, arms raised and crouched over. "(The dog) did not like that," the woman wrote. "She kept stepping in front of me and alerting each time we came near one. That made me feel safe."

The dogs in the program have given their handlers exactly what Goldstein has hoped for--greater normalcy and a greater life experience.

And Fedor may be a working dog, but at home he gets spoiled as much as Amy's other dog, a "training-challenged" Australian shepherd named Ginger.

"Fedor is part of the family," Amy said. "When he comes home, he gets to be a dog, basically."

When they are no longer needed for their intended purpose, Goldstein said, "the dog may be able to stay home as a beloved pet and eat bon bons."

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Vets, groomers or trainers wishing to volunteer their services to help with this program, or for more information about acquiring a dog or to make a donation, contact Sherri Goldstein at Service Dogs for Victims of Assault, 2316 32nd St., San Diego 92104, or visit the website at www.dogsaver.org.

Freedom from Fear

Mary Mazzeri

The overwhelming response to the San Diego front-page news article and TV coverage of Service Dogs for Victims of Assault (SDVA) has varied widely. Sherri Goldstein, founder of the SDVA, received nearly 80 phone calls in less than two hours when the newspapers hit the streets. There was strong and enthusiastic support from the District Attorney's office. Law enforcement officials liked it. The Victims of Crime Foundation called it a "solution to crime." Recipient's lives were transformed.

Yet Goldstein was shocked by the response from many dog trainers. "I would have expected an uproar from the perpetrators of crime and from abusers, but I was not prepared for those representing themselves as assistance-dog trainers to be so vicious. And they were complaining these dogs were being trained to be vicious, which they most certainly are not!"

The irony is that those who supposedly love dogs are threatening Sherri, threatening to cripple this program and harass victims of violence. She has been warned that an email-discussion group was enraged to the point that they were making plans to track down and terrorize these victims of assault for the purpose of agitating the dogs and discrediting the SDVA program.

Sherri was stunned to receive additional threats via phone, regular mail and email, threats such as, "You're go-

ing to need one of those service dogs yourself." Threats from those representing themselves as dog trainers, and even service-dog trainers, indicated a broad misunderstanding of the SDVA training program. Some of the threats were serious enough to initiate an FBI investigation. (It is a federal crime to harass or threaten a person who owns a service dog, or the agencies that train them.)

What motivates such cruel responses? Are they just a result of people who are misinformed? More likely they were spawned by extremists of the "dog advocacy" lunatic fringe, and who knows what motivates them--Jealousy? Insecurity? Low self-esteem? A need to control others? Or to drag others down to the criticizers' own pitiful level so as not to feel inferior? Probably all of the above. There is never a valid reason to victimize anyone, and certainly not people who have already been victimized.

Undaunted, Sherri moves ahead with her goals. Though she derives no income from this labor of love, she still helps select dogs and does some of the basic training. She responds to inquiries and screens for suitable recipients. (The recipients' psychiatric profiles must indicate that they are able to care for and handle their dogs properly.) She checks in on dogs that have been placed in service. Goldstein is currently working hard on the legalities of psychiatric disabilities--included under "hidden disabilities" coverage--to offer clearer guidelines for client usage as it reflects existing laws. There still seems to be much anti-bias from some of the people within the canine-assisted communities. Some of the messages Goldstein received were against psychiatric disabilities as being a valid form of disability deserving of an assistance dog.

A common misconception is that SDVA is training vicious attack dogs and handing them over to ill-equipped handlers. This is not the case. The purpose of the program is to help restore normalcy, coping skills and confidence for victims of assault. The dogs give the victims a real sense of protection and safety. It allows them to go back out in public and look people in the eye again. The recipients are restored to some semblance of order and control over their own lives.

Goldstein's program currently uses German Shepherds because she sees them as a versatile and naturally protective breed. Most dogs in the program are started between 18-24 months of age. Their suitability for the work is evaluated by qualified behaviorists. Selected dogs must have a stable temperament. In addition to resourcing other renowned trainers, Goldstein consults with Hans Schleger of Switzerland's International Police Canine Academy. Mr. Schleger trains police dogs for police departments in 18 different countries.

All dogs go to experienced trainers

FREEDOM FROM FEAR Contd

for finishing. These well-qualified trainers donate or discount their time and services for the program. Many of these trainers are also experienced assistance-dog trainers. The program requires the dogs to acquire very reliable basic training.

Impeccable manners in public are paramount. The dogs are taught to respond to threatening or suspicious behaviors by putting themselves between the handler and the threat. Yet they must be tractable in normal interactions with others. They are trained to discern and react appropriately to a threat. Because of the rigorous and comprehensive training, some dogs wash out of the program and are placed in pet homes.

The human candidates are also carefully screened. Goldstein liaises with clients and their therapists. She works closely with the clients through the initial mutual one-year training program. Frequent evaluations and follow-ups are part of the safeguards to insure that things continue to work correctly.

Goldstein hopes to expand the program nationally. She foresees adding several other working/herding breeds. She hopes to network with assistance-dog trainers regionally across the U.S.

Sherri hopes to establish a sound, functional program that dispels the myths and eradicates the fears. She desires to help others understand that these dogs give freedom from fear to the victims of assault; that these dogs do not represent a threat to the public. They represent a threat only to the perpetrators of assault.

Mary Mazzeri has bred and trained Champion, UDT, FCh and Agility Irish Wolfhounds since 1969. Director of Car Dunal Obedience Dog Training Club and Care Dog Training since 1970, she holds private/group obedience classes.

A LAWYER'S TIME AND ADVICE IS HIS STOCK IN TRADE

Abraham Lincoln

"...SO IS A DOG TRAINER'S"

Captain Haggerty

The Dog Who Knew Too Much

Chapter 1

If You Weren't Careful

Some folks take a step or two and then wipe their brow and stand still. Not people like Carol Lea Benjamin. She has progressed from dog owner to trainer to instructor and lecturer to journalist to writer of dog books to novelist. Here for your enjoyment is the opening chapter of her Rachel Alexander and Dash Mystery, The Dog Who Knew Too Much, published by Walker and Company, New York, copyright © 1997 by Carol Lea Benjamin.

DASHIELL STOOD MOTIONLESS on the dark, wet sand, his eyes cemented to the driftwood log I held up over my head. Just before I moved to send it spinning over him and into the ocean, as if he were able to read my mind, he turned to mark its fall; then, all speed and power, he ran flat out into the surf. Looking beyond him at the vast, gray-blue Atlantic Ocean, flattened under a bright spring sky, I remembered myself as a child playing fetch on this very beach with some other dog, now long gone.

I used to come to my aunt Ceil's house in Sea Gate, the gated community just beyond Coney Island, when I was a kid. I would race for the water the minute we hit the beach, shedding flip-flops and T-shirt as I ran, staying in until Beatrice, my mother, standing on the shore about where Dashiell stood a moment ago, hands on her hips, a line showing over the center bridge of her sunglasses, would shout to me that my lips were turning blue, and why didn't I come out and play on the sand like a good girl, as my big sister Lillian had long since done.

"I can't hear you," I'd call back, bobbing like the stick I'd just thrown for Dashiell.

"You'll be the death of me," Beatrice shouted, her voice like the roar of the waves from far away on the shore.

Playing on the hot, gritty sand under my mother's scrutiny held no charm power, beauty, mystery, and life. Even death, if you weren't careful. At least that's what Beatrice used to say, as if being careful could do the trick and keep you safe. Beatrice found the scary side of everything, the don't instead of the do. That's why I grew up looking for trouble, just to defy her. At least that's what my shrink used to say. That sad fact, according to Ida Berkowitz, Ph.D., would explain what I was doing here today, even though my mother, like that pup I had played fetch with when I was a kid, was long gone.

Dashiell was riding a foamy, frigid wave back toward me, the driftwood crosswise in his mouth. I had hesitated for only the moment it took for the guard to call ahead and make sure I had actually been invited to come to this private and protected community that occupies the point of land where the Atlantic Ocean meets Gravesend Bay. By the time he had lifted the barrier and motioned me to drive in, I knew I had a stop to make before keeping my appointment, for my sake as much as for Dashiell's.

I'd headed here, to the deserted beach, so that my partner, the other unlicensed PI with whom I was in business, could dig in the sand, swim in the ocean, and roll in dead fish and used condoms, reminding me as he always did, precisely how delicious it was merely to be alive. Soon enough I'd be immersed in less expansive feelings, because it was a case that had brought me to Brooklyn on this cool, clear April day. Dashiell stood squarely in front of me, holding the stick dead center, eyes locked on mine, water running off his underside and down his legs, his one-track mind on the task at hand.

"Out," I told him. I have a way with words.

He dropped the driftwood heavily into my hand and, hoping for another toss, retreated to where the incoming waves could just reach him, washing over his feet from behind, then swirling in front of his ankles before returning, as eventually we all must, from whence it came. I gave him one last swim, sending the driftwood high and far over the waves, watching him watch it, electrified with pleasure. We saw the splash. Dashiell, the quintessential pit bull, charged forward with sufficient grit, strength, and tenacity to bring the damn ocean to its knees, if need be. Work or play, it was all the same to him. He'd use whatever force he deemed necessary to meet a challenge.

We ran around on the sand to dry off, then headed back to the black Ford Taurus that David and Marsha Jacobs, Aunt Ceil's neighbors and friends, had rented for me so that I could drive here to the quiet community where they had lived for forty-seven years and listen to them tell me about the sudden, unexpected, and violent death of their only child.

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**BILL
KOEHLER**
Contd.

PRACTICAL ETHICS

Sharon Benter

dog, probably several. But that doesn't make you a dog trainer." I looked at him quizzically as he continued, "Working with the non-perfect model will."

An epiphany took place for me that next hour. I watched as Bill worked a seemingly impossible situation into pure poetry. The artful manner in which he worked through this problem was nothing short of masterful. The dog no longer forged, and more importantly, the client was empowered with a means of reinforcement that he could manage. At the end of that session I knew exactly how little I knew.

This was how Bill taught: He brought the student to the point of understanding, and then reinforced what was understood. One objective at a time, one concept at a time, one success at a time. Then he moved on to the next objective, the next concept, the next success. Dog or human, both were taught in the same manner. We rarely discussed theory or principle, or any of the psychobabble favored by some of today's modern trainers. We just trained dogs.

Another memorable experience happened in the Spring of 1976. Bill was working on his Utility book. One of the things he did to "clear the cobwebs" was to come into the training yard and work a dog. I remember watching him work a bull-terrier bitch. The session started with this bitch insanely fascinated with chasing her tail. 20 minutes later she was focused, composed, and absolutely dedicated to the heel position. What was so interesting was that he seemed to get her there without any corrections.

I asked Bill how he was able to effect such a result without corrections. He remarked that he had made several. "I didn't see any," I protested, to which Bill replied, "That's because they were correct corrections."

I realized that Dick's initial assessment in the park had been right on the mark. Humbled for a second time in under 90 days, I turned to Dick and said, "Teach me," and thus was born a relationship which transcends any understanding.

I have apprenticed under, worked for, and partnered with both Bill and Dick Koehler. My life has been enriched as the result, particularly by Dick. Bill may have been the architect, but let it be known that Dick was the personification of the Koehler method of dog training. I miss them still.

Tony Ancheta runs the Koehler School for Dog Training, Pomona, California

Accusations

I subscribe to a computer list of professional dog trainers. Recently, I learned about two different professional trainers who related incidences to the group that disturbed me.

The first incident involves a trainer who was in a local dog park was practicing stays and go-outs, with distractions. Along came a woman who began asking questions to the trainer about the necessity of using the park to train his dog. The trainer was pleasant, and explained that training with distractions was preferable, and that many dogs would benefit with such training. He explained further that he had taken steps to insure that he was not bothering anyone else's dog in the process.

The woman asked this trainer for his card. He gave her one; on it the card identifies the man as a Koehler trainer.

This apparently bothered this woman, as she then proceeded to tell him that he was "definitely" not welcome to train within the confines of the park. She identified him as an undesirable trainer, despite the fact that the dog he was working was not only patiently waiting some yards away for another command, but the dog was actually displaying enjoyment of his tasks by wagging his tail!

The second story is about a trainer who had the good fortune of having a camera crew from the television production 20/20 do a story about children and dogs. I watched the piece when it aired. One of the segments followed a couple that owned a Chow-Chow mix that was intolerant of the couple's toddler. Once, during an obedience exercise, the dog had bitten this trainer's assistant, and she pinned the dog down in an attempt to subdue and calm him. There was nothing particularly harsh or unusual about the dog's treatment, given the circumstances.

However, reaction from other trainers who believe no type of force is ever warranted was swift and condemning. In other words, professional colleagues knowing only half the story were judging this trainer's business in general, and some of their comments made about the trainer himself bordered on slander.

Both of these trainers suffered from the condemnation of others who refused to see the whole story.

Ours is a profession that more than ever needs the support of one another, to unite for the good of all trainers and for dog owners.

A well-known cliché states the only thing two dog trainers can agree upon is what a third trainer is doing wrong.

But folks, we are in the 21st century. It is high time we as professionals abandon trainer-bashing and examine the whole picture. We will never completely agree on any one method or way of training all dogs.

In the words of King Solomon: "What a shame, what folly, to give advice before listening to the facts." Proverbs 18 verse 13, and, "Any story sounds true until someone sets the record straight," verse 17, New Living Translation.

We would all do well to remember those words.

The first example dealt with a competent and kind trainer being treated unfairly because of his preferred training method. The woman who confronted him did not want to see the whole picture. Because of that, she felt he didn't even belong in the dog park at all.

In the second example, that trainer not only lost business but was forced to endure the criticism of colleagues who refused to see the whole picture. The trainers who claimed to shun any kind of force, and who thereby accused the individual of being too harsh, did not wait to hear the trainer explain the events that led up to the time the assistant was bitten. (She had been using food treats to help lure the dog, a technique "no-force" advocates use a lot.) Kindness on the part of the trainer did not stop this dog from protest biting. The dog today is a welcome member of the family and no longer has issues with the couple's child. Had the training failed to produce a good-natured dog, one that was tolerant of the child, the animal would likely have been destroyed.

It is unethical and unprofessional to degrade a trainer because of one's perception of the methods employed to get the job done. We must remember that we have a job to do and a relationship with dog owners, as well as with the dogs we train. If we believe another trainer is employing methods we feel are too harsh, or not harsh enough, we owe it to that trainer to get the whole picture before we comment on the appropriateness of methodology. It is never professional to condemn someone without knowing all the facts.

Sharon Benter has been a respected dog trainer for 23 years. Her reputation for integrity and honesty is well known.

Renewal Fees Now Reduced

Due to the continued growth and success of the International Association of Canine Professionals, at the Winter 2000 Board Meeting the Management Board of the IACP passed a motion to reduce renewal fees for the IACP for Professionals to \$75.00 per annum and for Associates to \$50.00 per annum. This became effective from January 2001. It also agreed that members who joined prior to the Innotek matched funding scheme and paid \$150.00 would have their second term of membership renewed for no additional fee. In other words these members will receive two years membership for their initial subscription. This has been made possible because of the growth of the IACP and the generous funding provided by Innotek Inc.

The IACP is an Association committed to passing on savings and economies to members wherever possible. Already registered as a corporation, it is now applying for non-profit status. Surpluses in income will be used for the benefit of all members. By investing in ways that will encourage and support our professions, this Association will equally grow and in doing so be able to further provide support for its members.



WHATS IN A NAME

Robin McFarlane

Unless you have an advertising budget the size of Nike or Starbucks, creating top-of-mind awareness among the public can be challenging. A key element in achieving a lasting impression is your business name.

Picking out a business name is a very personal decision. First and foremost, pick something you yourself like. Keep a list of every idea, no matter how silly each may sound initially. It is possible you will find elements to piece together in different ways.

Here are some questions to consider:

How does it sound? Say it out loud several times; does it roll off the tongue well? You will be answering the phone this way several times a day.

Is it easy to pronounce and spell?

Where will it fall alphabetically in the phone book? This may or not be important depending on how many other professionals are listed in your area.

What are other people in your area using? Are there lots of cute names? If so, you may want to be more upscale, or vice versa. If there are lots of "Joe Schmoe's" training schools, you may want to have a business name to distinguish yourself and sound larger.

Should your company name represent only your current services? Or is it possible your future endeavors may

evolve into other areas such as boarding, grooming, training or retail?

Once you decide, then it's time to develop an identity (logo). In doing so you may wish to consult with a professional design company for assistance. Or, if you're a creative do-it-yourself type, check out www.cooltext.com for some help. Keep it simple and clean--too much clutter stops people from reading. Don't use loud, trendy colors as it may be difficult to have the finances to do a new print job a year from now just because the colors aren't popular anymore.

Once things are finalized, make sure your identity is presented in a consistent manner. Don't allow Yellow Pages sales representatives or specialty-advertising companies to modify the type or logo. After all, when's the last time you've seen the Golden Arches in blue?

Most important, have fun with it and let the identity-package reflect your goals and personality.

Robin MacFarlane, veterinary technician, hospital manager and owner of That's My Dog!, offers private lessons and residency training programs and boarding services. She and her husband, Jeff, have developed award-winning identity and marketing programs for That's My Dog! for veterinary hospitals and local humane societies.

How do I love thee? Let me count the ways... author unknown

1. I love thee agreeably--enough to let your stinky doghide on the bed after a run through damp leaves, mud and slug infested gardens.
2. I love thee steadfastly--enough to devote a year to raising you from a wobbly speck into a strong ealthy adult (who promptly attempts to seize control).
3. I love thee passionately--despite your repeated efforts to probe my ears, eyes and mouth with the same tongue you use for various other atrocities.
4. I love thee well--despite the amazing odors you produce.
5. I love thee deeply--though you use me as a napkin at every opportunity.
6. I love thee madly--despite the various bodily functions you have performed at inappropriate moments--in inappropriate places.
7. I love thee constantly--despite the dog "bladder curfew" I have lived by for many years.
8. I love thee truly--despite the "doggie landmines" hidden in the grass.
9. I love thee absolutely--because you never (well, hardly ever) hog the remote control.
10. I love thee gratefully--because you stay by my side (or on my side).
11. I love thee devotedly--more than clean carpeting, clothing, furniture, floors or walls.
12. I love thee bravely--enough to battle the indomitable flea on your behalf.
13. I love thee monetarily--enough to put the vet's children through college.
14. I love thee openly--I will bear any embarrassment for your furry sake.
15. I love thee totally--more than free time, excess cash or a predictable life.



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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