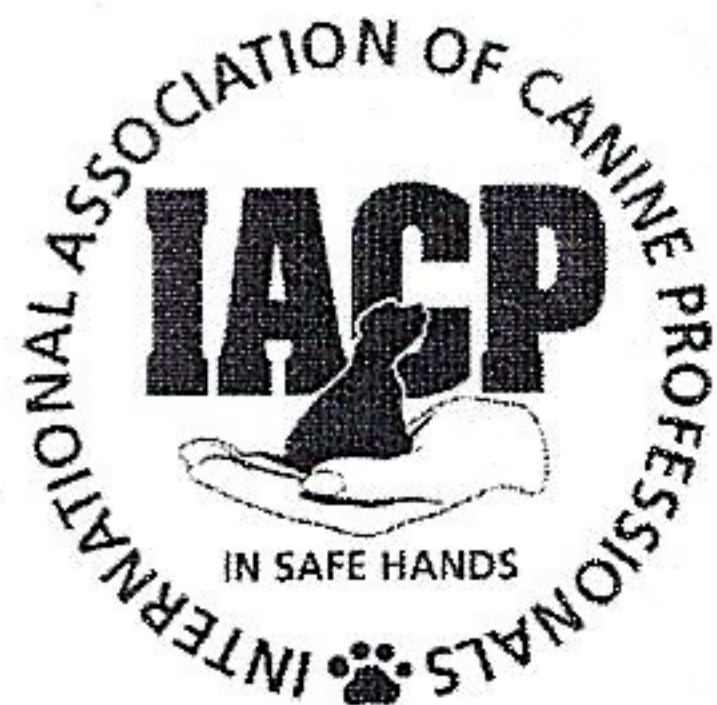




"CERTIFICATION" TRUTH IN ADVERTISING?

by Martin Deeley, Executive Director

Recently a colleague who has been in the business of dog training received a telephone call regarding training a dog that had aggression problems. He did not know the caller, who introduced himself by name alone. In the course of the discussion my colleague became rather apprehensive about the person on the phone. When asked more detailed questions about the dog and the situation, the caller admitted that he was a professional dog trainer himself and claimed proudly that he was a "Certified" Trainer. When asked how he had been certified, he said that he had taken a "Certification" test with a pet dog trainer organization. Asked how much experience he had training dogs, he answered that it was less than a year. My colleague asked whether the test included any practical examination. The answer was no, it had been basically multiple-choice questions and that the problems he was now encountering had not been covered in the books he read to pass the test. Yet he called himself a "Certified" Trainer.

Is this the way our dog training profession is now moving? Are dog trainers of the future to be theoretical experts who attach titles to their names and businesses that give the public the impression that they are experienced and have wide expertise, when in fact "Certified" means only a specific level of knowledge? And too often, it is only a narrow knowledge. Knowledge that is dictated by the examining body and has limits to what they (the Association setting the examination) accept as being correct answers?

I looked up the word "Certified" in Webster's Dictionary and could not find it described. "Certification" is described as "A written declaration or testimonial" and "A writing or statement that the person has completed a certain educational course." The emphasis I see is that it is a "certain educational course." People therefore passing a

written test can claim to have a Certificate in Basic Dog Training, but to call themselves "Certified" is quite misleading.

It is the public perception that concerns me. Dog training is a profession that we want to see recognized and respected for its professionalism and the abilities of the people within it. We have to ask ourselves, are the titles that some trainers give themselves doing this? Or, are we intentionally misleading the public to sell ourselves?

Let's delve a little further. Another title seen on business cards is "Master" Trainer. Trainers who use this title usually have been to a dog training school and attended a course leading to a Master Trainers Level Certificate. The schools often have Basic, Intermediate and what they call Master Level. Again we have to ask the question -- does a three month course at a school provide the experience, expertise and knowledge for a trainer, often with little or none before attending the school, to become recognized (in the public's eyes) as a "Master" Trainer? A Certificate to the level of study for Master Trainer from a "Canine Training School" would be a more accurate statement on their brochures and cards. I have talked to the principals of schools that offer this level of study and have been told categorically that they inform their students they should not use such a title even after they have gained this certification. Passing the course does not confer the title "Master Trainer."

Recently I read an advertisement in a magazine for dog trainers. In parentheses it stated "No Experience Necessary." It did state that training was provided. I am informed that after this training, which is very limited in time (approximately 120 hours) and content, the employees then take the certification mentioned above and can write Certified

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DOG FOODS

So Many Brands, So Little Time

by Duane Overturf

One dog food company tells you corn is a good source of carbohydrates in a dog food and another company boasts that their products don't contain any corn. The next dog food company claims that beet pulp is nothing more than a non-nutritive filler that artificially hardens your dogs stool while another company claims that beet pulp is the source of fiber in their food that keeps the intestinal tract working in a healthy manner. Who do you believe? That's a good question, and hopefully after reading this article you'll understand the label on your pet's food a little better. Judge for yourself which product you'll feed your dog and rely less on what a company claims their product is or does.

To begin you should understand that all dog food manufacturers are supposed to adhere to AAFCO guidelines when labeling their foods. Do they all? Not necessarily. Dog food companies are supposed to use only ingredients approved by AAFCO for use in dog food. Do they all? In the past the answer was no, however, more and more ingredients are being approved all the time. All dog foods are required to meet standards for the life stage the diet is intended for. This just means there are certain safety's built in to the manufacturing of dog foods and treats to safeguard against things like a company making a chocolate (poisonous to dogs) dog treat for example.

It would help if you had an AAFCO handbook to familiarize yourself with what the different ingredients commonly used in dog foods actually are. You can order this book by visiting www.aaftco.org on the web. There is not enough space in this article to go into depth about differences in ingredients, but I will offer this warning, don't believe everything a dog food salesperson tells you right off the bat. Do your own research. Ask the rep to show you actual raw samples of some of the ingredients you want to know more about in their food. If they don't carry around samples

ask them to get them from their home office. Once you get some of the ingredient samples from the dog foods you are researching, check them out and compare how they look. Be sure to compare meats with meats and grains with grains. By looking at the color of the sample, the smell, the amount of bone matter in meat & poultry meals, etc. you will get a better insight into what is going into the dog foods you have available to you.

Some companies make claims that they use only "human" grade ingredients such as fresh chicken. On the surface this sounds great but be aware that this could mean they are using the heads, necks, backs and the feet of human grade chicken after much of the meat has been removed. Just remember that what sounds good may not necessarily be so great after you ask a few specific questions. Maybe you could ask about what parts they use or don't use as well.

In this article we'll focus on protein. To begin with you should know that the percentage of protein is not as important as the quality of the protein. Back in the 80's, The Iams Company funded a study at a university with a group of over 100 puppies. The dogs were divided into 4 equal groups and were allowed to free feed. Each group was fed a different dog food. One group ate Eukanuba, another ate Iams Mini Chunks, another ate Science Diet and the fourth ate an unnamed commercial food (probably something like Purina). The amount of food eaten by each group was carefully monitored and the amount of weight each group of puppies gained was also monitored. At the end of the study it was found that the group eating Eukanuba ate the least amount of food, followed by the Iams Mini Chunks, then the Science Diet and then the commercial dog food, which had the highest rate of consumption. The group that had the best weight gain was also the Eukanuba group followed by the Mini Chunks, then the Science Diet and then the commercial dog. Each of

these diets had a different level of protein in the food with Eukanuba having the highest percentage. What was interesting is that by taking the total pounds of dog food eaten by a group and dividing it by the percentage of protein in the food you actually find out the exact pounds of protein the group consumed. The study showed that the Eukanuba group with the highest percentage of protein was actually the food that had the lowest amount of protein consumed, again followed by Mini Chunks, Science Diet and the commercial dog food. The study showed that higher quality protein in the proper ration to fat allowed the animals system to work less and get more out of the food. This is not to say that if you have a breed that is known to be sensitive to higher protein diets that you should ignore the percentage and concentrate on quality alone. Rather, you should look even harder for a product that combines both high quality of protein and keeps the percentage to a minimal level. You will usually find this in a prescription diet.

So how do you read a dog food label? Basically, there are a few things you want to be present on the ingredient label and a couple of things you don't want to see on the ingredient label. The first thing to look for is the source of high quality protein. Egg is considered the most digestible and usable protein for dogs and all other proteins rank lower in efficiency. So first check to see if your product contains any dried egg and how close to the front of the list it comes. Other good proteins would be chicken, poultry meal, poultry by-products meal, meat meal, lamb, lamb meal, fishmeal, venison and duck. There are slight differences in the digestibility and usability of all these protein sources when compared to egg but not enough difference to worry about. Look for a food that contains as large a variety of the protein sources as possible and for those sources to be close to the front of the ingredient list. The best foods out there will be around 40% animal meal while others might be 10% or even less of the food. Keep in mind that ingredients are listed in descending order by weight and that an ingredient without

(continued on page 4)



PLANNING FOR SUCCESS

by Steve Applebaum

Business Profile Example

Company Name: Joan Smith's Dog Training Company

Services Currently Offered: Teaching private lessons, basic obedience, problem solving.

Current Staff: Two part time trainers (Kristyne Bennett and Sandy Novotny) each working approximately ten hours per week plus Joan Smith working full time. The trainers are employees.

Current Business Referral Sources: Veterinary referral 50%, word of mouth referral 40%, classified advertising 5%, internet advertising 2%, unknown 3%.

Gross Sales: \$9,000 per month.

Operating Expenses: \$4700 per month, including payroll.

Net Profit: \$4300 per month.

Profit Margin: 43%

Taking this business as an example, let's follow the key steps and see how it can grow.

Step One: Whom will I be marketing myself and my service to?

Dog owners with discretionary income earning at least \$50,000 per year. These people are primarily interested in solving house oriented problems, like chewing, digging, house soiling and social interaction challenges such as nipping, jumping, and barking.

Step Two: How specifically will I be marketing it?

My company will focus on increasing customer satisfaction by increasing our focus on quality, giving extra add-ons to existing customers, and creating incentives for existing and past customers to refer new business to us.

Step Three: Set specific goals.

Goal: To increase word of mouth referrals from 40% to 55% of total private lesson business.

Step Four: Create a plan

In creating a plan, you take the concepts outlined in step two, as well as the specific goals you are looking to attain, noted in step 3, and list the precise courses of

action you are prepared to take to make your goals a reality. Be realistic. Always list who will be responsible for each action item and note completion dates. I cannot overstress the importance of putting this in writing. It is also a good idea to work on one or possibly two goals at a time. Any more will likely result in you becoming overburdened. Keep it simple and implement a series of small measurable steps to achieve long-term goals.

An example for Joan's business, profiled above, might look like this:

JOAN SMITH'S DOG TRAINING MARKETING PLAN

Goal: To increase word of mouth referrals from 40% to 55% of total private lesson business.

TOP PRIORITIES

1. Implement quality control procedures with current clients.
2. Create and distribute add ons for current clients.

(Details shown in the table on next page.)

Step Five: Budget

A budget is how much you are willing to spend to implement your marketing plan. Remember, there are often higher start up

DOG FOODS *(continued from page 3)*
the word "meal" at the end means it was added as a "fresh" ingredient, not-dehydrated. An ingredient such as chicken will appear to be the most prevalent ingredient in the food. That's because 80% of the weight is water but, once the food is cooked and the water has been removed, that ingredient is now far less prevalent than the labeling actually shows it to be. This is one way that dog food companies trick consumers. If you see a fresh ingredient on the label, especially in the #1 or #2 spot, be sure the company isn't using low quality vegetable proteins like corn gluten, wheat gluten, soybean meal, etc. to supplement the protein levels of the food. Additional proteins should come from other animal sources.

In the future we'll discuss carbohydrates, fats, fiber, vegetables and other ingredients used in dog food. If you have specific questions that I might be able to answer you can forward them to me at doveturf@socal.rr.com and I will address as many as possible in future articles.

Duane Overturf has been training dogs since he was 15 and has an extensive background in the dog food business.

1. PRIORITY	PERSONS RESPONSIBLE	COMPLETION DATE
Implement quality control procedures with current clients.	Joan Smith	3/1/02
ACTION:		
► Create a questionnaire to be filled out when making quality control phone calls.	Joan Smith	1/15/02
► Call all clients currently being trained by my trainers and ask if they are satisfied with the service. Make notes on all conversations and be prepared to request reasonable changes from my trainers if I receive complaints.	Joan Smith	2/1/02
► Have one of my trainers call all my clients and fill out a quality control questionnaire for each client.	Kristyne Bennett (employee trainer)	2/1/02
► Meeting to discuss all client feedback and make necessary changes.	Joan Smith Staff	2/10/02
► 40% of all new clients called randomly each month for the rest of the year to determine whether changes are being adhered to and/or are successful in increasing customer satisfaction. Also note any new customer satisfaction challenges.	Joan Smith	3/1/02 through 12/31/02
NOTES: Everyone needs to be open to ways in which to increase customer satisfaction.		
2. PRIORITY	PERSONS RESPONSIBLE	COMPLETION DATE
ACTION:		
Create and distribute add ons for current clients.	Joan Smith Staff	ongoing
► Create basic training principles guide for all new students. This will be a two to five page free handout to all students.	Joan Smith Staff	2/1/02
► Create a certificate of completion to be handed out to all students completing a Joan Smith training program.	Joan Smith	2/1/02
► Create a pet services referral list, including recommended veterinarians, groomers, pet stores, pet sitters, internet pet sites, and rescue organizations. This will be a free handout to all students.	Joan Smith Staff	2/1/02
► Create a training goodie bag to be distributed to all new students. Depending on the type of program, this bag might contain a free clicker, bag of training treats, and a training collar.	Joan Smith Staff	2/1/02
► Distribute all of the above items to all new students.	Joan Smith Staff	ongoing
NOTES: The training goodie bags, with supplies, might cost as much as \$25 apiece. However, a 15% increase in private lesson business should more than pay for this expense.		

costs when implementing a new plan, so don't forget to allot for that as well. In determining how much your budget should be, it's a good idea to estimate how much business will be generated if your goals are met. Also, remember the difference between gross and net. Gross is

how much money your business generates BEFORE expenses. For example: a business with gross sales of \$9000 per month is bringing in \$9K before their expenses are counted. Net is how much money after expenses. Net is the important number to have. A business generating \$9000

in gross sales with \$4700 a month in expenses is netting \$4300.

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A CASE TO CONSIDER: EARLY ADOPTION/LATER AGGRESSION

by Sarah Wilson

THE QUESTION:

"Hi Sarah, I have a 6 year old mutt but I don't know what mix she is. Someone gave her to me when she was 3 weeks old; they didn't want the puppies any more. She was very social when she was young and I had no problem with her. When she was spayed at 6 months she started to get people aggressive and dog aggressive. She has been through training multiple times and it helped a little. She knows her basic commands pretty well if I keep training her every day. What can I do now for her dog aggression? I can't walk her outside and when I take her to the vet she goes nuts so I have to muzzle her.

Gail."

IF THIS WERE MY CLIENT:

The first thing I would focus on would be her age of adoption. A 3-week-old pup is just getting mobile in the litter and has had no real dog-to-dog interaction experience. Raise this pup up in a human household and you can easily create a dog with no canine social skills. Other dogs who approach can become confused/annoyed by the pup's lack of social graces and may move to correct the pup swiftly. Since the pup doesn't have a clue what she is being corrected for, this is extremely frightening. A few of these incidents and the pup will become understandably fearful if she wasn't already.

At 3 weeks old, the pup has had no opportunity to learn to inhibit her aggression or contain frustration (these things are taught by littermates and a good dam from the fourth week or so on) and can end up having startlingly large reactions to relative low level stressors. These large responses can, in rare instances, include an uninhibited aggressive response.

Another factor in a young pup raised by novice people is that the pup may not have clear boundaries set early (is put down when it struggles, cuddled when it fusses, it is soothed when it mouths and generally never told in a way it can understand to calm herself or inhibit herself).

For all these reasons, whenever possible, I advise people who have acquired a pup at any age under seven weeks to locate a sensible, socialized, confident but clear headed bitch and let her interact with the pup as often as possible. A female who has had a few litters and set clear boundaries for them is perfect. She will be able to teach the pup things much more quickly and effectively than we ever could. At no point should such a pup be allowed to play with younger/smaller pups that she can easily intimidate or physically overpower.

Add to this picture owners who proba-



Sarah and friends (photo from Metrodog)

bly parented this pup pretty intensely when she was young. This is normal dog-loving human behavior but sometimes we humans have a hard time moving from treating her like a "baby" to treating her like an adult dog. Because of this, I would question the owners tactfully but thoroughly about their daily interactions, fully expecting to find a dog who quietly (or not so quietly) calls most of the shots around the house.

It is also normal for this sort of owners to participate in the dog's fear rather than guiding her around, through or past it. They give the dog loads of attention for fearful behaviors, and this attention can easily contribute to the dog developing a full array of them.

It is noteworthy that the owners report that the dog got worse after being spayed. While it is possible that the increase in the relative testosterone in the pup's system caused this increase in her aggression, it is probably at least influenced in

part by the owner doting on her during recovery. Many a dog who was not quite confident to fully rule the roost blooms into full-blown obnoxious behavior after a bout of being waited on hand and foot during recovery. Her age could also contribute to this increase as well as spaying often coincides with adolescence.

As a trainer, I would probably not expect to change this dog's opinion about other dogs but I would focus on changing her behavior around them. The place I always start is with the basics—namely, the human/dog relationship—because I've found that when that is on track, everything else falls into place more easily.

After addressing those daily basics (amount and type of attention, withdrawing random or excessive attention, having the dog work for everything it enjoys, etc.), then I would build excellent responsiveness in low stress situations using all the positive motivators at my disposal: play, food, attention, physical praise, etc. Only after her responsiveness is quick and reliable would I start approaching what the owner has identified as the "problem," in this case aggression toward other dogs.

This is most likely fear-based aggression. A head halter that controls the mouth (a Halti with a large nylon slip collar as back up springs to mind) would probably be my tool of choice. Focusing on keeping her around dogs but at a distance where she will still take food rewards, I would play attention/obedience games while rewarding her for calm behavior. Yes, I could go with straight counter-conditioning and feed her in the presence of other dogs regardless of her behavior toward them but I prefer to get the dogs thinking and responding around other animals as I've found that a quicker way to an acceptable result can be relevant when working with clients' dogs.

Might I use correction? I might but it would be quick, well placed and cause a change rapidly. It would not be a leash

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HUMAN-ANIMAL BOND HAS HEALTH BENEFITS

by Steve Dale

ATLANTA -- "My patient was very ill with cancer, but he was determined to return to Max," said Dr. Edward Creagan, professor of medical oncology at the Mayo Clinic, where he previously served as president. "I figured he was talking about his son, Max, or Maxine, his wife. It turns out he was talking about his dog, Max. We can no longer ignore the medical significance of the bond people have with their pets."

Creagan was one of several speakers at the first PAWSitive InterAction Summit this month at Zoo Atlanta. The summit was designed to recognize research that validates the therapeutic effect of human-animal relationships. As Creagan puts it simply, "Pets are good for you."

The person who pioneered and documented that simple discovery is Dr. Alan Beck, director of the Center for the Human-Animal Bond at the School of Veterinary Medicine at Purdue University. Twenty years ago, Beck was among the first to promote bringing pets into nursing homes. "The research on the health benefits of having a pet is no longer mere conjecture," Beck said.

Here are some examples of results from science-based studies that confirm how animals can lower stress, contribute to good mental and physical health and enhance recovery from illness:

- Pet owners have higher one-year survival rates following coronary heart disease.
- Children with pets score higher on tests to determine empathy, pro-social orientation and self-esteem scales than non-pet owners.
- AIDS patients who have pets have less depression than those without pets.
- The presence of a dog during a child's physical exam decreases stress.

Creagan said the power of pets is a real, physiological process. In other words, something physical happens when you pet a dog, listen to a cat purr or talk with your

bird. "We're still only starting to understand how this all works," he said.

Dr. Marty Becker covers the "pet beat" for "Good Morning America" and is the author of "The Healing Power of Pets: Harnessing the Amazing Ability of Pets to Make and Keep People Happy and Healthy" (Hyperion, \$22.95). In his book, Becker wrote that an increasing number of physicians -- particularly cardiologists encouraging rehab and psychiatrists treating clients with depression -- are actually writing on prescription pads: "Adopt a pet."

Becker noted that research on the human-animal bond has been published in veterinary journals, and to a lesser extent in psychological journals, but the breakthrough will happen when such findings are reported by physicians for physicians in medical journals.

"It's interesting that we need scientific evidence to prove the living room logic pet owners have intrinsically known for a long, long time," Becker said. (For more information about the summit, see www.pawsitiveinteraction.org).

Steve Dale works for Tribune Media Services, 435 N. Michigan Ave., Suite 1400, Chicago, IL 60611. You can write to him at the above address or send e-mail to petworld@AOL.com. Include your name, city and state.

Coming in our next issue:

- A review of "Therapy Dogs," by Kathy Diamond Davis.
- Part two of Duane Overturf's opus on dog food and on reading those confusing labels.
- Another great member profile—guess who will be featured?
- A preview of the March 2003 IACP conference.
- An article on the American Airlines breed ban controversy.

EARLY ADOPTION/ LATER AGGRESSION

(continued from page 6)

"pop" since that is never appropriate with a head halter. If I found myself wanting to repeat the correction, I would stop and ask myself why the first one didn't get me what I wanted. Was it too early? Too late? Too little? Too much? Wrong type? Cause head noise, instead of increasing focus and compliance (as an effective correction should)? Does the dog need to move away and have some play time to relieve any stress that might be building? How could I better reward the wanted behavior? What part of what I was asking was not clear to the dog? Was I expecting too much too soon?

The more powerful the tool/method we elect to use, the more thought we trainers need to give to its correct application.

This sort of case can be a challenge given the early age of adoption, the length of time this behavior has been going on (2.5 years) and the self-reinforcing nature of fear-based displays, but these are a few of the things I would contemplate as I considered the situation.

Sarah Wilson is an author, trainer and website den mother. The books, with her partner Brian Kilcommons, include Good Owners, Great Dogs, 1992; Childproofing Your Dog, 1994; Good Owners, Great Cats, 1995; Tails from the Bark Side, 1997; Paws to Consider, 1999; and Metrodogs, 2001.

She has been interviewed or published in Boston Globe, Philadelphia Inquirer, Cosmopolitan, Trends, Pet Health, W, New York Newsday, Parenting, Dog World, Dog Fancy, Dogs in Canada, The Healthy Dog, Dogwatch.

Wilson has trained professionally for more than twenty years, run kennels large and small, worked for veterinarians and groomers, taught people privately and in groups, and lectured for such organizations as Tufts University School of Veterinary Medicine, Guiding Eyes for the Blind, Inc., American Society for the Prevention of Cruelty to Animals, Canadian Association of Professional Pet Dog Trainers, Puppyworks.

Her current project is GreatPets.com, an educational web site.



PRO-FILES: AN INTERVIEW WITH GEORGE COCKRELL

by Jeanneane Kutsukos

Mr Cockrell, How long have you been training?

I made my first training dollar in 1977. It was a protection job with a great German Shepherd. I did training jobs after school and when I had time off from my "real" jobs working with cars.

How did you get started?

My Father and my Grandfather were both pretty handy with Gun Dogs. My earliest memories are of taking care of a lot of German Shorthaired Pointers and Beagle Pups. My father had several other pointing breeds. There were always several hunting dogs about the place at all times.

My father used to tell me in his gruff, but fair style that I had a "good hand" with the dogs. Coming from an old school Dog Man, that was a great ego boost.

I served as an Animal Control Warden for a time during the late seventies also, so seeing so many good dogs go to the shelter also played a big part in my decision to train them instead of catch them.

I've also spent some time, researching, raising and rehabilitating Wolves and Wolf/Dog Crosses. I don't advocate keeping these animals as pets, but I had the opportunity and the expertise and found it to be a good learning experience for figuring out our canine friends. I still get calls from people who get these animals and get in over their head.

Where did you do the wolf research?

I read a great book in high school. I still have it. It's called "Of Wolves and Men" by Barry Holstun Lopez. I loved the book and decided that Wolves were probably the best canine of all. Not long after that, I read another little book by Farley Mowat entitled "Never Cry Wolf." It inspired me to go out and freeze my tail off in search of Canis Lupus. I went out west where some friends had told me that wolves had been reported. This was well before reintroduction programs. I got lucky enough to get within earshot of two

(or more) wolves howling to one another. I was totally stunned at the absolute beauty of the sound. Like an idiot, I howled too. They howled back, and I probably blew my only chance to see the real deal, without radio collars or fences. I found tracks, but little more.

As a confirmed wolf junkie, I looked for and found a wolf/shepherd cross and took him home. Dad nearly skinned me alive, but agreed to let me keep him on the family farm. His name was Bear and he was black as night, with eyes that could look right through you. He taught me a lot about how the canine mind works. I've since lived with several such animals, including two pure wolves that were trapped as cubs by a complete moron who thought he was doing them a favor, and then tried to beat them into submission. I worked extra and saved every penny for two months to buy them from him.

The Internet has really helped in my search for knowledge, but quite frankly, I've learned more from the animals themselves than all of the college research papers combined.

I still work closely with a couple of rescue groups that take in Wolves and crosses from neighboring states. They call me in when the hard to handle ones need a little extra help. I do it gratis for the love of the critters.

How do you compare the wolf to today's dog? (Take any breed you prefer to compare.)

The smartest dog I ever saw seems rather dumb compared to what a full grown wolf seems to be able to do. I'm not referring to training really, just in the way they communicate their needs and feelings. I've never interviewed either, but I'd swear those wolves could read my mind sometimes. I can't compare any dog to the wolf. They seem to be a much watered down version. I know the genetics, but I still consider them completely different animals. I discourage the use of "Alpha" type analogies when it comes to dogs. It seems too dynamic in the common dog, and yet

it's an absolute in the wolf.

Did you ever breed wolves or wolf crosses?

I never bred any at all. That would have been a foolish endeavor as far as I'm concerned. I did raise up some that came from a bitch that was pregnant when she came in. Those guys bonded with me very quickly, but one thing I've noticed in every one, was an innate fear of humans other than myself or my closest family members. I think it's genetic, most are very spooky compared to common dogs. I have always said that you can train a dog to live with you, but a wolf will allow you to live with them. I've been lucky enough to be blessed with the ability to move with them, and thus we've become very close. The bond is something very, very special.

What did you do with the wolves you raised?

I kept some to a ripe old age and others were carefully placed in homes that understood exactly what they were getting into. All the ones I have personally placed lived happy and healthy lives. They are all gone now and I don't take anymore into my home due to time and space restrictions. I help others with theirs when I can.

A lot of people have seen your "wonder dog" Tug. How long did it take to train him to count?

Believe it or not, I taught him that one during a snowy weekend. He's an absolutely outstanding dog that learns quickly and holds his lessons well.

How would you describe what you do?

I call myself a "catch all" trainer. I have lots of experience in lots of different things. I've put out great Gun Dogs, Protection Dogs, Trackers, Competition dogs, Assistance dogs and well over 10,000 pet dogs. I really enjoy and feel that I specialize in the aggressive dog that no one else seems to be able to handle. I look at training for a specific task as a puzzle to be solved. You give me the puzzle, and together, we'll find a way to make everything fit.

(continued on page 9)

What do you like most about training?

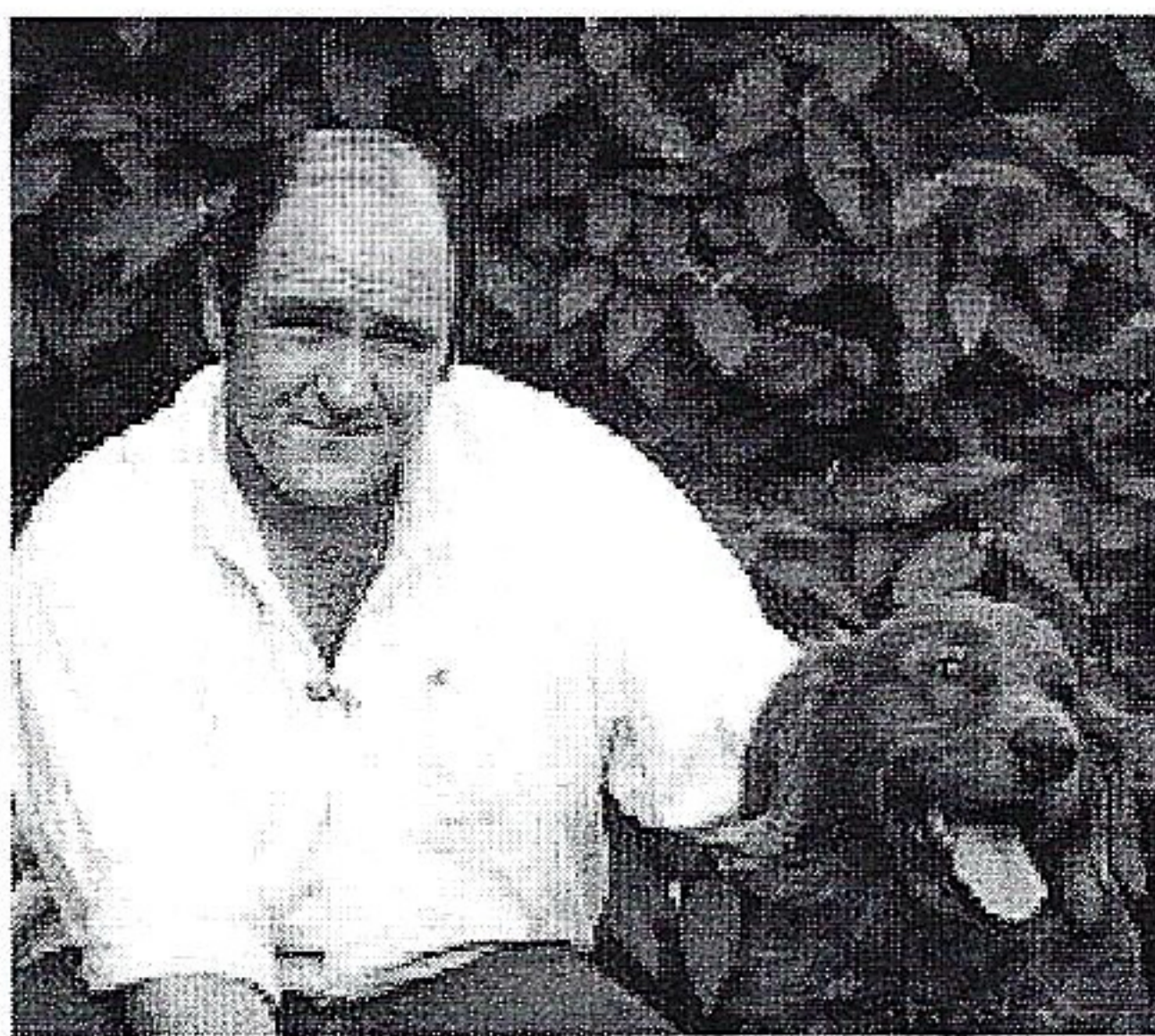
I love the look on the owner's face when we make a quick breakthrough and the dog actually does exactly what it's told to do. It's priceless.

What do you like least?

The constant controversy over methodology. I gauge a trainer's worth by the results they produce. As long as the dog is not harmed, and the dog does the behaviors and the client is satisfied, no other criteria need be considered as far as I'm concerned. I figure that the trainer that needs to badmouth another is really telling us all something about themselves.

What is your most memorable moment?

Bozo, the GSD that saved my neck during a hold up in 1978. I used to take him with me everywhere, including to my job on the graveyard shift at a gas station. Back then, we still pumped gas for the customer. On a wicked cold night, a fellow came in to get warm. He had a ski mask, but the weather outside was near



George Cockrell and Tug the Wonder Dog

zero, so I didn't think much of it. He pulled a knife and came at me. He never saw Bozo until it was too late. 138 stitches later, he understood his mistake.

Which was your hardest dog/puppy to train? How long did it take to train it?

The hardest was "Cooler," a very much abused/neglected, high percentage Wolf/Husky cross. Our first day together

was memorable with a very severe bite. It took months to turn him around. After training, we were able to place him in a suitable home. He lived the rest of his days in peace.

What would you like to see changed in your field?

I would like to see trainers with proven track records recognized as the professional experts that they are. Too much emphasis is put on letters after one's name. I've handled as many, if not more dogs as any Ph.D. behaviorist out there, yet they get all the press. I want to be famous someday too. Maybe I'll have to polish up my comedy act. You know, Abbot/Costello, Burns/Allen, Mutt/Jeff. The headlines would read: "And now introducing... Big Tug and George." I'll play the straight man.

The "wonder dog" Tug has been seen at a number of charity functions and dog related events around the country. Tug amazes people with his tricks along with counting accurately. His owner, George Cockrell, can usually be seen at his side

REFERRING OTHER TRAINERS

by Caroline Hunt

There isn't a trainer out there who hasn't sent a client to another trainer—even if it's just because the client is moving.

Most of us, I suspect, tend to start from a mental list of trainers whose methods we especially like. (Generally, though not always, that means trainers whose methods are like ours.)

What's wrong with that? Nothing, except that it may lead to poor results. Considering only the qualifications of the trainer can lead to oversimplification. Let's look at a referral as a problem with three variables: the trainer, the dog, and the owner. No matter how good the trainer, he's likely to be better with some dogs than others—and certainly better with some owners than others. A poor placement will not only disappoint the owner but hurt the new trainer and reflect badly on you.

Here are three examples from recent experience. "Mimi," a professor, has an unruly Great Dane. She has been through an obedience class with minimal success (largely due to her lack of compliance and/or practice time.)

Do I refer Mimi and Samson to a traditional trainer who could actually get the dog under control? Well, no. Mimi, an academic, loves to over-analyze. She would hate this trainer and would quit right away. The dog would have learned nothing, and both trainer and Mimi would be mad at me. Instead, I confer with the original teacher and send Mimi back to her for a series of structured private lessons. (No, I don't take Mimi on myself; she is the type who bounces from trainer to trainer. If we can get her to stick with one and follow directions, she will be better off, and so will all of us.)

A second potential client has a "sweet Rotti" that has recently begun lunging at people. E-mail correspondence reveals that owner and dog have been separated for a year. Since their reunion, "Chain-saw" has been spending the owner's work day in a crate—and "Bubba" works from 7 a.m. to 5 p.m., Monday through Friday (not counting the time it takes him to get to and from the job.) Bubba "plays ball with m' dawg" briefly after work. That's it for exercise or training, for a healthy two-year-old male Rottweiler.

In this case, I'm all too aware that a lifelong short fuse will cause me to tell Bubba what I think of his arrangements. I confer with a great old-style trainer who could work with this dog—and might even get through to Bubba—but he assures me that he, too, would have trouble with the setup. We agree to refer Chain-saw to another colleague with a B&T, in hopes that Bubba will see how much better the dog does in a more normal setting.

In Mimi's case, the crucial variable was the owner; in Bubba's, it was the trainer and his willingness to work in poor conditions. (And we're all familiar with cases in which the variable is the dog, especially if it is a serious aggression case.)

Of the three, I think, the most frequently ignored variable is the owner. For instance, a Schutzhund-oriented trainer who leaves a new owner in tears after every session with her miniature dachshund is not the right choice for that owner, no matter how competent he may be.

My advice—look at all three variables, but be sure not to neglect the individual owner's personality and needs.

Item	Cost Per Item	Cost First Month	Cost Per Month After First	Time To Create/Implement
Create & distribute basic training principles guide	\$0.25 per copy	35 copies \$8.75	35 copies \$8.75	3 hours to create
Certificate of completion	\$0.25 per copy on parchment paper	35 copies \$8.75	35 copies \$8.75	1 hour to create
Pet services referral list	\$0.05 per copy	35 copies \$1.75	35 copies \$1.75	3 hours to create
Goodie bag	Best case \$13.20 Worst case \$22.15	35 bags	35 bags	2 hours
	clickers \$2.00 treats \$2.95 collar \$8 to \$15.95 bags \$0.25 or \$1.25 with company name	Best case \$462 Worst case \$775.25	Best case \$462 Worst case \$775.25	
Cost to implement Priority #2: Between \$481.25 and \$794.50 per month				

PLAN SUCCESS

(continued from page 5)

Joan Smith's company is looking to generate a 15% increase per month over their current business. Since her current monthly business is \$9000, this will amount to \$1350 per month or approximately \$16,200 per year. Simple right? Yes, but wait, that's the gross amount. The net is what the company will make after expenses are subtracted. In the Joan Smith model, the company is only profiting \$0.43 for every dollar the company earns. This means \$1350 per month will result in a profit of \$580.50 per month or \$6966.00 per year. The question Joan Smith needs to ask is, how much is she willing to spend to make \$6966 per year? Joan's answer is: I am prepared to spend \$375 in the first month and no more than \$200 per month after that. This is a total cost of \$2575.00. Joan then subtracts those costs from the \$6966. This will net her \$4391 after all expenses. As you can see, this type of planning is very important. There's a big difference between the \$16,200 gross and \$4391 net. All too often business owners base their plans on gross sales without a realistic accounting of the expenses necessary to attain those sales. These people are almost always disappointed when they make far less money than they expected.

Step Six: Spending Analysis

Once you've determined your budget, the next step is to take each action item in your marketing plan and as closely as possible determine the costs to implement it. The table below illustrates an analysis of

Why it pays to do your homework.

These costs illustrate why it is so critical to run this type of analysis. It also illustrates why companies lose money and sometimes go out of business. This plan calls for spending \$10,276.50 per year. Since Joan's net profit on a 15% gain is \$6966, had this marketing plan been implemented before the spending analysis, the company could have lost as much as \$3310.50 per year! This also explains why so many business people are disappointed when they attempt to market without an understanding of net and gross, as well as a realistic analysis of plan costs. A trainer expecting to make \$16,200 would've been very upset if instead of earning \$16K, they had lost over \$3K. If your plan costs more than the amount you've budgeted, it's back to the drawing board.

Redo the Plan.

First month budget \$375.

Priority #1 total cost first month \$192.50. **Approved.**

Priority #2 total cost first month \$481.25 - \$794.50. **Rejected.**

Suggest: Eliminate collar and clicker in goodie bag, use generic \$0.25 bags, cost reduced to \$3.20 per bag times thirty-five equals \$112, plus \$19.25 for all other priority two items.

Priority #2 revised cost \$131.25. **Approved.**

Total first month cost \$323.75. **Approved.**

Monthly budget \$200

Priority #1 monthly cost \$50. **Approved.**

Priority #2 monthly cost \$481.25 - \$794.50. **Rejected.**

Suggest: Eliminate collar and clicker in goodie bag, use generic \$0.25 bags, cost reduced to \$3.20 per bag times thirty-five equals \$112, plus \$19.25 for other items.

Priority #2 revised monthly cost \$131.25. **Approved.**

Total monthly cost: \$181.25. **Approved.**

The combination of written handouts, graduation certificates, and pet services referral lists will likely help communicate the "I care" message to Joan's clients. The goodie bag will reinforce this further. Quality control meetings based on trainer feedback from students will allow Joan to make improvements and keep her trainers focused. It's always better to be proactive with customer service than it is to be reactive. All of these items should lead to greater customer satisfaction and more referrals. Finally, the incentives for clients to refer friends should help as well. Other items to be considered are raising the prices of the private programs by \$10. With thirty-five students per month, this would generate approximately \$4200 per year with no overhead cost. This money would be put in a separate bank account.

(Continued on page 13)

Martin Deeley on Certification

(continued from page 1)

Trainer after their name. Is dog training that simple? How about a class full of different dogs and different people? How about when the dogs are not puppies but dogs with set habits and behavior problems? Does "Certified" cut the mustard then? What concerns me is that this dog training organization recruiting new trainers (no experience necessary), is not a one-man operation but a national corporation with a strong influence on the public and their perception of the profession.

Before I get accused of not welcoming qualifications for trainers, this is not and never has been the case. I applaud all that is being done. We need more. We need new trainers and should encourage and support their training to the fullest. We should encourage continuing education through seminars, courses and conferences. We should recognize credentials such as "Basic Certificate in Pet Dog Training" on business cards, because this accurately describes achievements. But this is not what is being stated or implied. I realize that experienced trainers are taking the certification test; my concern does not lie with them, although I still believe that the qualification should be spelled out and the claim "Certified" Trainer or "Master" trainer not be made until there is a nationally recognized standard for it.

My fear is that these self-awarded titles will rebound on the profession in public opinion and reflect on our abilities and integrity. These titles are misleading. They are marketing techniques, creating a status that has not been earned. Yet we are allowing this misrepresentation to happen within our profession.

Many trainers have indicated that they do not want government involvement and licensing of trainers. I do now see this coming because of claims made by those without the expertise or experience. Their claim to be "Certified" will accelerate this process as it becomes realized that, in many cases, Certified does not mean experienced and capable. The government will act to protect the public—and dog legislation is a hot topic.

Anyone who has knowledge of the dog training profession knows that the title issue is causing a serious rift among professionals. Trainers who have years in the business, attended conferences, seminars



SAFEHANDS BOOK NOOK REVIEW:

Beyond Basic Dog Training

by Diane Bauman

Reviewed by Mary Mazeri.

BEYOND BASIC DOG TRAINING

by Diane Bauman

Howell, 1986 (2nd ed. 1991)

Diane Bauman is one of today's most respected obedience authorities. She has conducted seminars and clinics throughout North America and has contributed to *Off-Lead Magazine* and *Front and Finish: The Dog Trainers' News*. Even when competing with highly unlikely obedience candidates (an Afghan hound and other purebred rescue dogs), Diane is a highly successful competitor in obedience and agility tournaments.

"Beyond Basic Dog Training," is more than just a "how to" manual for obedience competition training. Diane carefully lays out important training concepts that help the reader get inside a dog's head and understand why dogs react in the way that they do. She outlines logical steps to con-

and learned at the University of Experience and Hard Knocks are seeing their reputation reduced to a level where a "Certified" Trainer with minimal experience can attract clients by giving the impression of being more qualified. These same experienced trainers are concerned, and rightly so, about the damage that is done both to the profession and to dogs. And the public is oblivious to what is happening. The big problem is that most dog owners only have one dog and a new one every ten years on average. Their experience of the dog training profession is limited and they are attracted by titles and marketing. By the time the owner realizes the problem, it can be too late.

We have the opportunity to correct this by ensuring—insisting—that those with certificates indicate what they have a certificate in and do not use misleading titles. One way we can do this is by ensuring that grades of membership within professional organizations reflect actual experience and expertise. The IACP grades its members in this way; its membership categories mean something. Its certification process is practical and experience based: a video of the trainer is required actually showing them training dogs in new behaviors. The videos are excellent

nect with the dog and engage its mind. Short "concept chapters" at the beginning of the book are particularly valuable in helping dog owners and trainers to communicate more effectively with their dogs.

Chapters on how to make praise more valuable to the dog; understanding when to correct and when to help a dog through learning stages; and the "On and off switch" of dog attention are just three of many valuable concepts that are discussed in this well organized book. Other chapters are devoted to teaching the AKC obedience exercises, which cover the basics from Novice to Utility training.

Diane's thinking in this book reflects why she and her students have competed so very successfully in the sport of obedience.

at highlighting weaknesses and strengths of trainers, and definitely illustrate their capabilities. With IACP Certification, trainers have to show they understand what to do with specific dogs and with specific problems. Ours is the only certification program to do this.

I realize that some members of the IACP apply titles to their business cards and other documents. I can understand why and also say "Why not, you have successfully completed a course of education and training." I certainly am not criticizing those who apply them -- it is accepted practice by many. The trainers within the IACP have the experience designated by their membership grade and are capable of working at a standard that the public would accept as a Certified Trainer. Does that apply to others who are now calling themselves "Certified"?

Isn't now the time to get our house in order before someone outside the profession does it for us? The profession demands, and dog owners deserve, a clear understanding of the abilities of trainers. If we do not get involved in establishing professional standards and titles that the public understands, "Certified" will come to have a meaning different from what was intended.



I CAN GET IT FOR YOU WHOLESALE

Captain A. Haggerty

Shhh! Don't repeat this information. We gotta keep this stuff secret. It is the unwritten law of the land that everyone on the chain of distribution protects everyone else. That's part of the reason this information is not readily available. Now as a member of IACP, a true canine professional, you are entitled to know about one of the fascinating and important phases of business.

What? You're paying retail? I can get it for you wholesale. What is wrong with that? There are a number of philosophical answers to that question and I'll briefly address them, too.

Let's assume you are in the "rag" business--and if you are in the business you speak the language. Your specialty in the rag business is low-end men's suits. Your firm name tells it all. Brand X Men's Suits. You have been invited to a really posh, important party and you look in your closet. There isn't a decent dress there. Nothing but "shmattes." You need a decent gown, not "dreck." Oh my God, you saw that Christian Dior from last season on close out. The gown was marked down to \$1,200 retail. You can't afford that kind of money for one night on the town. You call up your jobber to place an order for some suits. "Hey, Charley, you handle Dior don't you?" you ask. When he answers in the affirmative you quote the model number and add, "Throw on a size 8 black with that order." Now Charley knows his customer doesn't handle dresses, particularly in that price range. Charley is about to violate that cardinal rule of "protecting" the chain of distribution. He is going to sell Sally Suitseller that Dior, wholesale. Business is business.

What business are you in? The dog business. Do you work with dogs professionally? Why then are you buying equipment retail? Are you stupid? What about dog books? Dog food? True, when you buy stuff wholesale the assumption is that you are going to resell it.

BUSINESS 101

This is not Business 101. They don't teach it in business school. This information you learn from life and if you haven't heard it yet sit down and take

notes. Things are cheaper wholesale than retail. In order to buy things wholesale you need an account with the firm you want to buy stuff from.

DRAMATIS PERSONAE

You can't know who the players are unless you know the cast. They are:

- Manufacturer
- Wholesaler
- Jobber
- Retailer
- Customer

The manufacturer manufactures the product and sells to the wholesaler. Now the wholesaler and jobber are quite similar and these terms can be used interchangeably. The jobber might very well be buying from the wholesaler. Let me give you an example of a jobber. Johnny Jobber owns machines dispensing snack food. He goes to a wholesaler to buy his limited product line. Frito-Lay doesn't want to talk to him because he is small potatoes--or small potato chips. Johnny Jobber is a jobber, although he'd prefer to be a wholesaler. He may occasionally sneak around the wholesaler and buy from the manufacturer. You could even say Johnny is a retailer. If not then his machines are the retailers. Jobber is a nebulous term and everyone wants to get as far up the food chain as possible to secure the best price. We'll get back to the jobber and wholesaler later. Where do you fit in on this Dramatis Personae? You tell me. Now everyone up and down the line attempts to protect everyone else. A wholesaler will usually not sell to you. He has to protect his manufacturers. It isn't his generosity and good heart. It is good business. The wholesaler may also have a contractual requirement not to sell to lower people on the totem pole. Now if you have an order for ten gross of widgets the manufacturer may be interested.

Let me throw in the necessary notice that I am not a lawyer (heaven forbid) nor am I an accountant. I'm just a guy that has been there, done that.

The standard discount in the pet industry is 40%. Most mark up more than that by doubling the cost. Dog food is

less, generally in the 20 to 25% range. Would you rather pay \$12 or \$20 for the same item? You can't buy one item of this and one item of that. I'd say you should buy at least a half-dozen of most things you buy. If you are buying jet-airliners or sea-going freighters there is no need to buy a half-dozen. The manufacturer will definitely talk to you.

What are you going to do with the other five? Sell em. That's the purpose of buying wholesale. Depending on the state that you are located in you will need a tax re-sale number. You have to collect (and pay) sales tax. An important word about sales tax. It has to be paid on where the goods are delivered or where the service is performed. It is important so I'll repeat it. Sales tax is paid on where the goods are delivered or the services performed. Now when you buy something on the Internet sometimes you are charged tax and sometimes you are not. The rule of thumb is that if the seller has a presence in the state in which the goods are delivered they should collect sales tax. States collecting sales tax prefer and wish everyone would turn the money over to them. Would you rather pay sales tax or not? Theoretically if you receive something and local tax isn't charged on it you *should* pay the tax. It is your *obligation* to pay it to the state. Just as it is your obligation to pay sales tax on the items you pay wholesale for but use for yourself. It is better to pay sales tax on something you have paid 60% of retail for than 100% of retail. Now let's get to another rule of thumb. There are a lot of hidden taxes out there but there should be no double sales tax. The ultimate user of the item pays sales tax. The manufacturer, wholesaler, jobber and retailer do not pay it. The retail customer pays it.

JOBBER AND WHOLESALE

Some manufactures become wholesalers or jobbers. IACP member Leslie Pirnie was a dog trainer that was losing her supplier of leashes and fitted collars. She had a need that had to be filled and she did it herself. Now she sells to other trainers as her previous supplier had done.

(continued on page 15)

A LEGEND IS GONE

by Martin Deeley and Caroline Hunt



From the mid-1930s into the twenty-first century, the name of Frank Inn was synonymous with the very best in training dogs for movie work.

IACP member Captain Haggerty's book How to Get Your Pet into Show Business gives a vivid picture of Frank Inn's



unlikely start as a *wheelchair* bound trainer and follows his rise from studio to studio and his success with Benji and the basset Cleo, among others.

Here's what Cap has to say about the best-known movies of Inn's career:

"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."

Martin Deeley's statement, relayed to all IACP members by e-mail, is a tribute

to a "trainer's trainer," one of the all-time greats in a difficult business.

"It is with sadness that we have heard the news of the passing of Frank Inn, a member of the IACP Hall of Fame. Frank was a very special person not only to the dog world but also to anyone who knew him. Millions of dogs and their owners benefited from Frank's work and his generosity and dedication is a model which many of us strive to achieve.

Frank with Benji is a legend and we are honored to have been able to recognize this remarkable man by inducting him as the first member of the International Association of Canine Professionals Hall of Fame in 2001.

Our prayers go out to his family. Our work and lives are richer because of his presence amongst us."

If you wish to know more about Frank visit our web site www.dogpto.org/frankinn.htm.

PLANNING FOR SUCCESS

(continued from page 10)

and used to pay for continuing education programs for Joan and her staff. Greater knowledge on the part of the trainers will also lead to higher customer satisfaction.

Note on time. One of the most common mistakes people make is to not keep track of how much time it takes to put plans like this in effect. It's very important to estimate how much time you will need, otherwise you might find that you have planned more tasks than you have time to complete them. Track your time.

Step Seven: Tracking

As we have seen, Joan's company has followed the steps necessary to create, analyze, and implement a sound marketing strategy. The last crucial step is tracking.

By this I mean figuring out a way to find out where the business comes from. This is very important since it's the only

way to know if the marketing plan is actually working. Remember, even the best thought out and researched plans don't always work! As amazing as it seems, many companies spend hundreds of thousands of dollars and in some cases millions on advertising and marketing without adequate ways of tracking results.

Don't make this mistake. In the Joan Smith model, tracking should be relatively simple. All new callers will be asked where they got Joan's name from. This will be written down and in the event a training program is sold, clearly noted next to the new client's name.

Refresher lessons to referring clients will be promptly scheduled and cheerfully given. Old clients referring people who call, but don't actually sign up will also be contacted and thanked for their efforts.

In the end, a service business sells . . . service. A great service business sells a great service. Do a great job, create and implement a realistic workable business

plan and the rewards, the emotional satisfaction that occurs from positively impacting people's lives and the financial satisfaction from running a profitable business, will follow.

Steven Appelbaum started his training business in 1980 by posting homemade flyers on supermarket bulletin boards.

Today, Appelbaum's company, Animal Behavior and Training Associates, Inc. (ABTA) is the largest training company in North America, employing over 400 trainers in forty-one states and four Canadian provinces and Steve created his business without a business degree.

Steve is also the Director of Animal Behavior College, a school for professional trainers, where he teaches others the techniques he successfully employed.

Steve can be reached at 800-795-3294 or by e-mail at dawgbiz@earthlink.net.



TRAINING AND KENNELING: A VIABLE CAREER SOLUTION

by Cyndy Douan

Since 1997, I have owned and operated a 10 run boarding kennel as an add-on service to my professional dog training business. I have watched my annual income triple in the last four years!

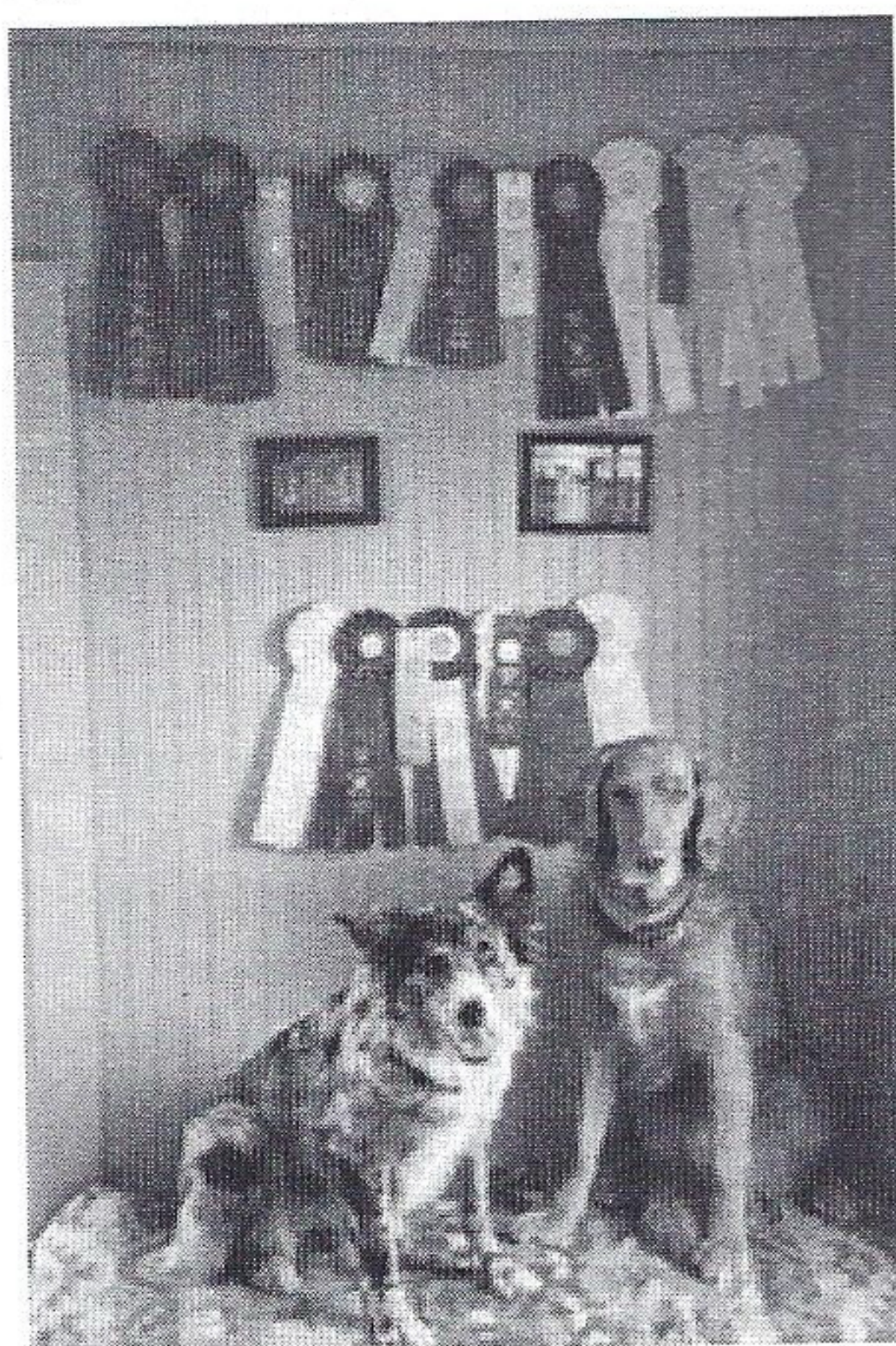
For many dog trainers, making a decent living at training dogs is a difficult proposition. For this reason, there are many good dog trainers who must keep a full time day job and only train on the side in order to make ends meet. Most dog trainers I meet do love to train, but are unable to make a full time living doing it. There are few that can get ahead and be able to build a business that supports their lives and their families.

The key that I have found to create a successful business is to develop add-on services to my dog training. I decided to add on boarding services to my private in home dog training career well before I ever thought I needed to build a kennel. My clients would invariably plan vacations or go away on business trips during the time I was helping them to train their dogs. When asked for a referral for boarding, I would offer to keep their dog myself, picking the dog up from the client's home and bringing the dog back when the client returned. I also offered to give the dog training during their stay with me. Automatically, I'd added 3 new services: transportation, boarding, & more training. Clients were delighted that they were sending their pets to stay with a trainer and a person that they all knew and already trusted. The transport service was convenient for clients and for me as well. At first I provided the service only occasionally. In a few short years I was making a serious side income to my training, but fast running out of room at my home to properly take care of my charges.

I began to study kennel design and to look for a place suitable for constructing a kennel where I could also reside at the location. It was clear to me that the boarding business was only going to grow and that I needed to take advantage of a good thing. Before all of the finishing touches were completed to the new kennel, I was filling the runs to capacity! I was then without a question about whether I'd

made the right decision on the direction I was taking my business.

So now I go from training dogs, to training dogs, boarding dogs, boarding training dogs, and transporting dogs. I began to offer boarding training as a start to finish program since I now had a perfect place to do that. I added on bathing and summer cuts too. When I started bringing in some surplus income, I added on merchandise sales (collars, leashes, dog toys, etc.). By the end of the first year I'd opened the kennel, the business had entirely paid me back my initial investment into it. I have since invested in setting up a training arena complete with a full set of agility equipment. I now have added on group training classes, private lessons on site, and agility training. Somewhere along in there I picked up a dog food distributorship and make commissions on dog food sales as well.



Cyndy's own dogs, shown here with agility ribbons, help advertise the quality of her kennel and services.

The advantages for a dog trainer in opening up a small boarding kennel are numerous. The best of those is that, by doing so, you give yourself not only one more service that makes money, you open

up the opportunity for multiple add on services. You can always justify charging more than boarding services elsewhere, because you are a specialist in dog behavior by your primary profession and are highly qualified for the job. For me, I especially enjoy boarding the dogs that I have trained or have helped owners to train. Trained dogs are often exceptional boarders, being very manageable, polite, and responsive. This alone would make your job caring for these dogs enjoyable and time efficient. What I think is most ingenious about the whole business is that you have the opportunity to turn one purchase of dog training from one client into multiple purchases from that client for years to come! People are going to spend money on boarding, bathing, and supplies more times over the life of their pet than they ever spend on training alone. They appreciate someone they can trust with the care and well-being of their pets and these people, your repeat customer base, will provide you with more satisfaction over the years than you can imagine. They can turn into friends and they can be as close as family.

I guess I'd have to say if there were any drawbacks to running this business, it is that you must work, and you must be willing to keep working. Success is not for those without stamina. Kenneling is an every day, 365 day a year business. Travel is out of the question unless you have very reliable help to fill in for you. With a small kennel, it is not so grueling to run it on your own, and you can plan a few weeks a year to close for vacation so that you can get away. There are no days off, however, and no calling in sick. But, in my reality, nothing I've wanted has come without a price!

I'm not too sure yet what my future plans are for the business. A veterinarian has asked me to build swimming lanes so that he can refer clients to me for physical rehabilitation and conditioning. It would be a nice add on.

*Cyndy Douan, MHDL
Kingston Kennels, LLC
IACP #1000
IACP Director of Education*

WIN!!!! MEMBERSHIP CONTEST WIN!!!!

Rule 1: Prizes will be determined based upon the total number of Professional and/or Associate Level memberships referred during the contest period.

Rule 2: Membership applications MUST include the name of the referring member.

Prizes are as follows—

- 2 to 4 Members: IACP T-Shirt and Certificate of Appreciation.
- 5 Members: Free one-year membership in IACP, Certificate of Appreciation.
- 10 Members: Free one-year membership in IACP, Certificate of Appreciation, large bag of dog food (Natural Balance)
- 15 Members: Free one-year membership in IACP, Certificate of

WHOLESALE (continued from page 12)

If you buy one leash she won't sell it to you at wholesale. Order a dozen and it is a different story. Leslie said, "I have had people call me that have bought from a store in the area and I advise them to go back to that store." Leslie is protecting the lines of distribution and her wholesale customers. She feels, "[It] is not fair to other trainers," or retail stores that these customers, "are buying so inexpensively." Leslie does the right thing and tells these people to buy from the retailer.

Wayne Ferguson was a St. Bernard fancier. He started going to match shows and could never get the equipment he needed. Then he started going to point shows and saw a real need for supplies. He went to one dog show with a card table and a beach umbrella. He brought along \$100 in leashes, collars, Mr. Groom and frou-frou powder. When he took his Saint into the ring he shut his booth down. He sold out his entire inventory. The next week he brought \$200 worth and again sold out. The next week he came with \$400 worth of supplies and he has grown that into Cherrybrook (www.cherrybrook.com) one of the big retailers of pet supplies. (See accompanying side bar at right).

Find yourself a wholesaler or jobber that you can work with and set up an account. Now half-dozen choke collars every six months is not buying wholesale. Start small and increase your quantity as you go along. Should that wholesaler also carry dog food you can readily increase your dollar volume so that YOU look like a worthy customer.

OTHER DISCOUNTS

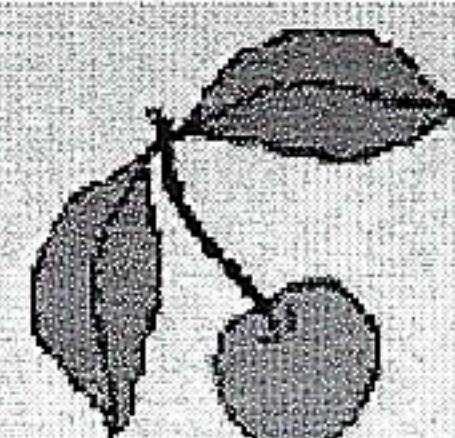
You may be entitled to "other" or

different discounts. There are breeders discounts and professional courtesy. They are not as high as the standard wholesale discounts but they are discounts. Your veterinarian may give a professional discount.

ENTREPRENEURS

You are better off starting out doing business with a fellow entrepreneur. There are more and more mega-corporations in the pet supply business. The mega-corporation relationship is not always an easy one. When I started in business I bought from R. C. Steele. I was small, he was small and we developed a good relationship. Bob Steele sold out to a much larger corporation. He took the money and ran. Not a bad policy but not one for customer relationships. I like doing business with someone I know and can get on the phone. Seek out that kind of supplier. The reason for your success in the dog business is because you are that type of person. You can't beat that personal touch. Think small. Less is more. Now I didn't tell you everything about running your business. Hopefully with this information and a little bit of that every so uncommon quality, common sense, you'll be able to sort it out—or do I have to do another article?

Captain Haggerty has spent his entire life studying dogs. They obsess him. Despite the fact he is in business because of his love for dogs, he doesn't think it is wrong to make a profit. Job One to him is getting the dog trained. As much as he loves dogs he doesn't feel he is being paid for getting the dog to fall in love with him. He is being paid to get the dog to respond--and when he does that the dog falls in love with him anyhow.



Birth of a Company: Cherrybrook

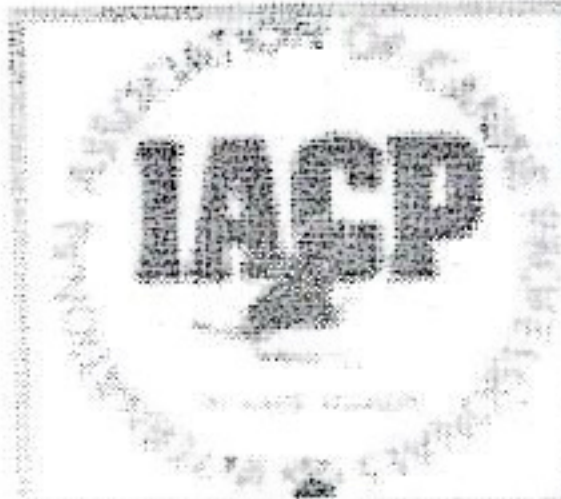
Wayne Ferguson had a great job as sales manager for Chivas Regal in Manhattan but the dog show bug bit him. He knew about wholesale and retail and started selling supplies at local dog shows. It enabled him to get HIS equipment wholesale and pick up a couple of bucks at the same time. Like Topsey, Wayne "jus' grewed" into Cherrybrook pet supplies, an extremely successful business now carrying over 5,700 different items. He saw a need and he fulfilled it.

Lavender Lovell was a real character. She showed French Bulldogs and dressed entirely in--you guessed it, lavender. Her car was lavender, her house was lavender and although I never found out, I'm sure her underwear was lavender. Everything was lavender. Ch. Mr. Chips was her greatest Frenchie but he wasn't lavender. He happened to be the greatest Frenchie of his day. She swirled up all in lavender to Cherrybrook's neophyte show booth/card table saying she would give anything to get lavender show leads.

Wayne told the story to his mother. His mother was always cautioning him not to quit his job at Chivas Regal with all its benefits. Wayne's mother took a dozen of his white show leads and kept dying them until they became the right lavender color. Next week Wayne thought he might get stuck with the leashes. After all who would want lavender show leads? Lavender Lovell, of course. She bought them all. To Lavender he was the greatest guy in the world and there was no greater ally than Lavender. She sent everyone to him.

How many of you always listen to your mother? Wayne didn't. Dog shows were more fun. Wayne became one of the great movers and shakers in the dog show scene. He was responsible for the rebirth of Morris and Essex Kennel Club. He is on the boards of the most important dog organizations in the country. "A real mache." And all that from a crappy card table and a hundred bucks of dog supplies.

Credits: Black and white version of Cherrybrook's logo, from the company



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 cooperation across the wide diversity of canine expertise and knowledge.

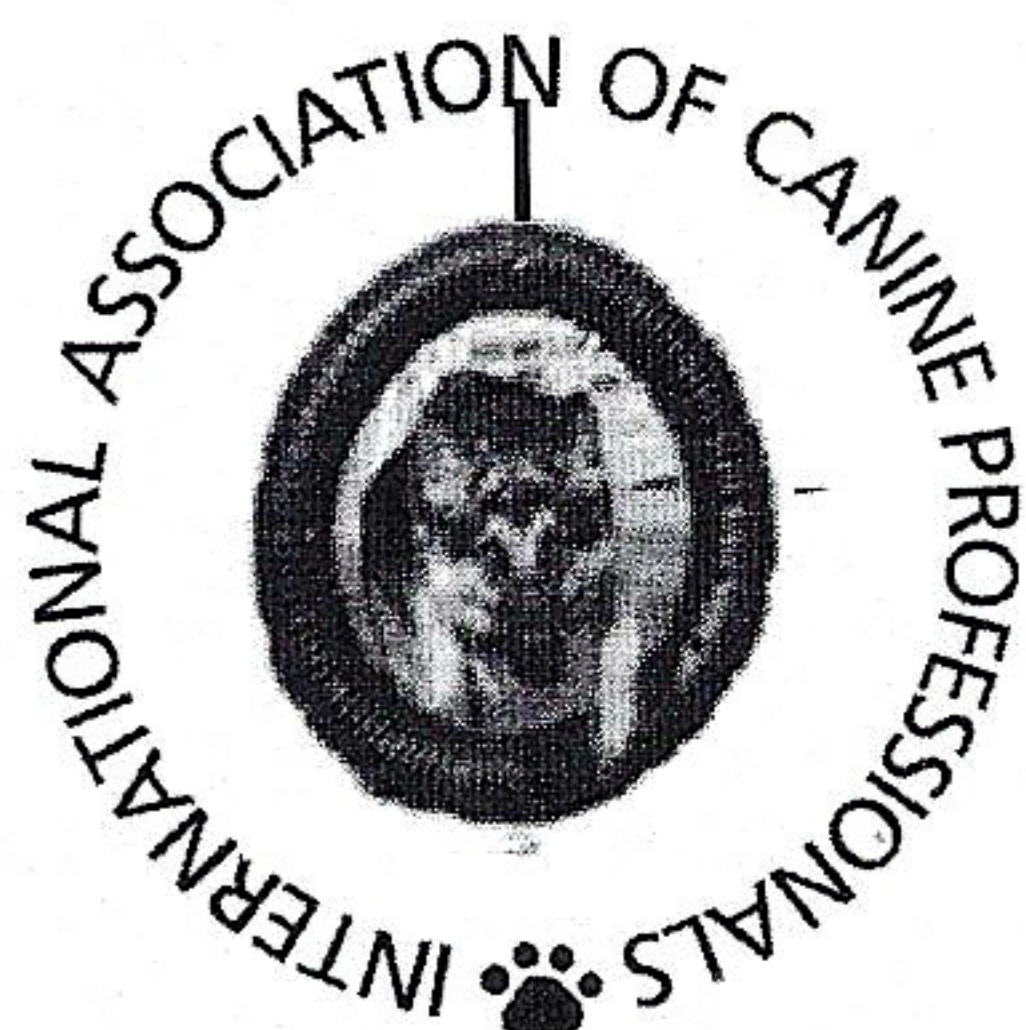
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