

IACP

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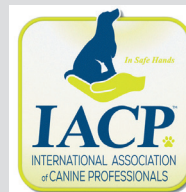
International Association of Canine Professionals

OUR MISSION STATEMENT

The International Association of Canine Professionals is dedicated to the education, development, and support of dog training professionals world-wide. The IACP provides a community where experienced dog trainers mentor, guide and cultivate members to their full potential. Our commitment to the highest quality training increases our members' skills and abilities, develops professional recognition, and improves communication on training best practices. We support our members' rights to properly use and promote effective, humane training tools and methods to create success for each dog and owner, while expanding the understanding and cooperation among canine professionals and dog owners across the full spectrum of the canine industry.

In achieving these aims through education and training, the IACP works actively to reduce cruelty and abuse to canine partners.

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AFFILIATE MEMBER — intended for those who support the goals, positions, and mission of the IACP, but are not canine industry professionals. This membership applies to everyone who loves dogs and wishes to support the IACP's mission to insure the betterment of dogs worldwide. See website for membership restrictions.

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

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

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The IACP is proud to announce that Members

Angela Bentley and Jamie Miller

have successfully completed their Certified Dog Trainer examination and are now able to add the designation IACP-CDT to their names.

In addition, Member

Diane Sammarco

has earned the CDTA and PDTI certifications and are now able to use these designations in her titles.

Wendy Lien and Kerrie Wimberly

have earned the DTFE certification and are now able to use these designations in their titles.

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Well done!

The Board of the IACP



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President's Letter

by Tyler Muto

It is the beginning of June as I am writing and reflecting on the year. In my 5 years on the Board of Directors, this feels like the most productive and exciting year yet, and there are so many people to thank for that.

First and foremost my fellow Board members: Martin Deeley, Mailey McLaughlin, Melanie Benware, Cyndi Graham, Amanda Nepomucino, Jack Clark, Nelson Hodges, Brian Bergford, and Jason Vasconi. It is often forgotten that serving on the Board of Directors is a volunteer position that comes with almost no perks. These folks have been taking time away from their businesses and families to help push the IACP into the future and I am beyond grateful for their dedication and commitment.

I also want to mention our amazing Office Manager Dana Burns. Since she joined our staff she has not only helped to make our operations more organized and efficient, but also has consistently offered to take on more responsibility, without asking for anything in return. In my time working with her, it has become clear she cares deeply about this organization and will always work in our best interest.

With our newly formed Legislation Committee, our volunteer numbers are growing. All of our committees have been continuing to produce consistent output, both individually and collaboratively. From where I sit, the task of oversight is a pleasure, akin to a mechanic admiring a well-oiled machine. Give these folks a task and they will run with it. It is awe-inspiring and I am immensely grateful for everything all of our committee members do.

I want to give a quick shout out to Tawni McBee. Tawni has been working in a volunteer capacity for the IACP for roughly 14 years. She has been a conference volunteer, is a former Director (7 years), currently serves on the certification committee, and is the moderator for the IACP Facebook group. Tawni is often behind the scenes and helping out in areas that don't receive much attention or recognition. Long-term dedication such as this has helped bring much wisdom to the IACP. When you see her at the Annual Conference this year, please give her a high five and a thank you for being a part of the backbone of this organization.

There are far too many people who deserve appreciation to mention here by name. The IACP is and has always been a volunteer-driven organization. Each and every volunteer has made sacrifices to help the IACP promote and protect the betterment of the Canine Industry. I have tremendous gratitude for everyone who has helped shape the IACP throughout the years.

With all that said, it is the time of year when we are reaching out for candidates to join the Board of Directors. If you feel that you can contribute more to the IACP and to the world of dogs as a whole, please consider running for the Board. We have two member elected positions available this year, and we always look forward to bringing new faces onto the Board. Nominations close July 16th, so please don't delay.

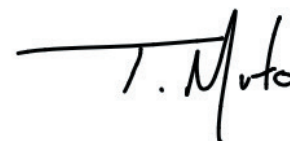
The new Foundation Certification exam is up and running and resulting in more trainers earning credentials through the IACP. With the current political climate in our industry, credentialing is becoming more important than ever. If you have been intimidated by the rigor required to pass our CDT Certification, the Foundation exam is a great way to get started with some credentials and demonstrate to your potential clients that you hold yourself to a standard of education.

Lastly, our conference committee, led by Cyndi Graham, is as busy as ever putting the final touches on preparations for the 2017 Annual Educational Conference. If you have never attended the conference before, there is no way for me to adequately express the value of the educational and networking opportunities provided at this event. Not to mention that it is without question the most fun event of the year. If you have not registered yet, now is the time, hotel space is limited and you don't want to miss out!

I hope you all have a happy and successful summer.

I'll see you at the conference!

Respectfully,



tyler.muto@canineprofessionals.com





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An Intimate Dance: The Training Relationship

by Mary Mazzeri

"Dancing with the Stars" is a popular TV program. When two people move in graceful synchrony there is a stunning, fluid oneness that reveals practiced, disciplined communication. The great ones stand out because of the ballet of balance between trust and respect, the discipline between bodies and minds. It is a beautiful partnership.

We've seen outstanding examples of this in the canine world with such handlers as Carolyn Scott and her partner Rookie, the dancing Golden. "Carolyn & Rookie exemplified the bond that can be achieved through a positive working relationship between dog and handler. They were truly the Ginger Rogers and Fred Astaire of the Canine Freestyle World." (taken from: <http://gottadance.landofpuregold.com/>)

Dog trainers and Obedience instructors are called upon to be the 'dance' coaches for their clients/students. Whether we train dogs for others or assist them in learning to train their own dogs, the most successful dog trainers are those who are able to teach the dog owner how to dance with their dog. The successful owners are the ones that learn how to observe their canine partners, be attentive to each other and to anticipate one another's body language.

Most dog owners don't 'get' dogs in the way that we do. It is our job to teach them how to 'do' the relationship the best that they are able. When they start they are tripping over each other's feet, so to speak.

Where to start? Hopefully the dog and owner have some degree of mutual love and respect. This is sometimes not the case, however, so with students with difficult relationships with their dogs, we need to first establish or redeem their rapport. It may be that they have a dog from a shelter that is insecure, nervous or has trust issues. Others may be dealing with dogs that have been largely left to their own agendas until the self-taught

behaviors have become intolerable. This dog may become unsocial, chaotic, and/or out of control. Still others may have been overindulgent with their dogs, creating a demanding tyrant or even producing dominance and aggression issues in dogs so inclined. Then there is having to teach some owners how to balance a slow dance with the basically friendly but over-exuberant dog.

Although the approach may require different dance steps or tempos for the different problems, and some adapting for individual human and canine differences, the actual foundation is similar for all of them. The basic rhythm of the relationship must be built by teaching some kind of predictable, consistent, reasonable expectations that a dog can understand, learn and participate in. Consistent patterns create a sense of security and increases confidence in a dog. Results build confidence in the owner as well as the dog.

A basic program of "nothing in life is free" can be initiated with all types of dogs. The cadence may vary, but the objective of creating orderly expectation and a trust relationship with the dogs, is essentially the same for all dogs that are out of balance. By having the owner/handler controlling everything that the dog considers of value –food, water, bed, toys, use of time, use of space, etc. that owner can balance pack-prey-defense drives. That owner becomes more important to the distrustful, disconnected, insecure, independent, or rambunctious dog as the leader and source of all things good.

Defense drive is about self preservation on the one hand, and protection of self and pack on the other. Some breeds are genetically predisposed to greater flight-or-fight response than others to suit the purposes for which they were bred. Keeping a dog balanced in the neutral space between fight and flight creates emotional equilibrium.

Prey drive is about eating to survive. The desire to hunt, chase, catch and kill is evident every time we throw a tug toy, a treat, or a Frisbee to an enthusiastic canine. Using and developing this drive is a great way to provide brilliance, enthusiasm and flash to the "dance." A clever instructor can assist the partners in developing physical and verbal cues to develop control over the dog as well as within the dog—by teaching an on-and-off, stop-and-go game to a willing dog. The dog that can be taken from a state of high excitement—as in anticipating a chase—to an instant response to a "Sit!" command can learn a life-saving stop and go switching pattern. This is like controlling the flow of traffic with red-yellow-green traffic lights. Being able to toggle between arousal and control patterns makes for a very impressive dance step. It also provides for greater safety in real world experiences.

Pack drive is all about relationship. Engaging its Pack drive causes a dog to 'care' about what their owner/handler thinks about them, how they feel and interact with them. The dog seeks approval because approval signals acceptance into the pack. The human relational signals are 1. Attention: indicated visually by human eye contact, 2. Appreciation: signaled verbally through voice modulation, and 3. Affection: shown tactilely through touch, pats, stroking/ petting etc. An owner/handler with good communication and relational skills can solicit loyalty and responsiveness in his dog by providing understandable feedback and rewards that appeal to a dog. In this relationship, life flows like a dance and the dog knows what to expect. This type of rapport creates a sense of stability, predictability and security for the dog.

Part of our job as trainers is to be able to distinguish between an easily triggered flighty dog, a balanced dog, and an easily set off, hair-trigger, aggressive dog. Knowing the differences will help us to determine the tempo of the

dance: the speed at which a dog is guided through its triggers.

Effective dog training takes into account the temperaments of not only the dog but also its human pack, and helps them to achieve a workable rhythm in their lifestyles. A balanced dog-human relationship allows bonded partners to dance smoothly and gracefully—long into the night.

Mary Mazzeri graduated Summa Cum Laude from NEIU with a BA in Education. Mary has been operating her Care Dog Training business continuously for over 45 yrs. in Carpentersville, IL. She is a skilled communicator and teacher. Mary is a 'trainers' mentor, having personally apprenticed dozens of other professional dog trainers who now operate their own successful dog training businesses.

Mary teaches in group class, private lesson, consult and board/train formats. She instructs effectively, by breaking down concepts and exercises into understandable sequences and components for both dog and handlers, helping the owner translate from human speak to dog speak. Familiar with many different approaches and techniques, she helps students 'think outside the box' and learn how to link language between the human and canine species. She remains a 'student of the dog' and enjoys sharing her knowledge with others at conferences and workshops.

Mary is a Co Founder of the IACP, IACP Member of the year 2010; Hall of Fame 2011; Ambassador 2012

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The Value of Mentorship

by Brian Bergford

I remember vividly that fortuitous day when I began my mentorship with Aimee Sadler. It was a pivotal moment for me and my career. I knew that I was going to learn a lot, but I had no idea how much her mentorship was going to influence every aspect of how I trained dogs. I've certainly studied with other trainers, but mentorship is a whole different ballgame, and for us trainers, it is indeed a game-changer. Which trainers have had the biggest influence on you? How have they broadened – and added depth to – your scope of knowledge over the years?

Have you learned primarily through books, videos, seminars, conferences, and workshops? I believe this is where most of us begin. But to really hone our craft and become experts in our field, there is no substitute for mentorship. It brings a level of sophistication to our training that no other medium can, as those of you who have benefitted from mentoring with great trainers can certainly attest.

I believe this is such an important topic that I will be presenting on it at this year's Annual Conference in St. Louis. Since my presentation will be focused on becoming a great mentor so you can strengthen your business and create greater freedom, I want to take this opportunity to shift gears and discuss the value of mentorship and how to find the right mentor for you. Let's first define what a mentor is. I would argue that it is not simply someone you "shadow" for a while to study their methodology. It goes deeper than that. A mentor is someone who invests a significant amount of time training you and they are also a trusted advisor. In my case, I studied with Aimee consistently for years, and to this day we stay in touch and I can always reach out and bounce ideas off her.

The Whole Enchilada

I love Mexican food. Being a vegan complicates my obsession with it, but every once in a while

I cheat... and it tastes so, so good. On the rare occasions I indulge in my favorite kind of food, I don't want a scanty little bite; I want the whole enchilada, baby.

What does this have to do with mentorship? Ongoing education can be secured through various mediums: you can read a book or attend a seminar (both of which will probably be very beneficial), but you may be left feeling a bit empty as you nibble on appetizers when all you really want to do is crush an entrée. When you find the right mentor – and we'll talk about how to do that shortly – you gain access to a veritable buffet of wisdom. Wisdom is not the same thing as knowledge. Knowledge is essentially an "appetizer" made up of data and information. Wisdom, by contrast, is an intricate understanding of the relevance of such data and how it pertains to specific situations. In other words, it allows you to put information in context so it can be intelligently applied to solve and/or avoid problems.

As trainers, we constantly have clients reach out to us only after they've exhausted themselves reading books and scouring the internet as they consult with Google on how to fix their dog's problems. Their efforts are normally met with limited success. I always feel bad for these folks. On the one hand, I admire that they took the initiative to try and solve their own issue, but on the other hand I know that they have very likely created massive confusion in their mind as well as their dog's. I always praise them for contacting me and explain that the value of enlisting my help as a professional is that I know how to take that mountain of information and coalesce it into a workable solution that fits their particular dog and family dynamics with precision. I can save them a whole lot of time and energy, as well as the frustration that inevitably comes from trying to figure everything out on their own.

The exact same principle is in play with mentorship. If you are a conscientious, forward-thinking trainer, you are always looking to learn more and become better at what you do. Naturally, you will study various forms of media, and that is a very good thing. But do you ever feel less than satisfied? Do you ever want something you can really sink your teeth into? Like... the whole delicious enchilada, perhaps? If so, make sure you either have, or find, a mentor. A mentor can walk alongside you and point out things you would never have thought of or read in a book or seen in a video. Every time I work with Aimee I come away with precious nuggets of wisdom. She'll make a point or do something that leaves me saying to myself, "I never would have thought of that but it is brilliant and makes total sense!"

Have you ever been there? Have you ever realized someone's guidance helped you make a quantum leap in your ability as a trainer? And it's not just the wisdom your mentor imparts that's important – it's coming alongside them and learning how they think through issues and problem-solve. It will rub off on you and irrevocably change your perspective and how you train dogs and their

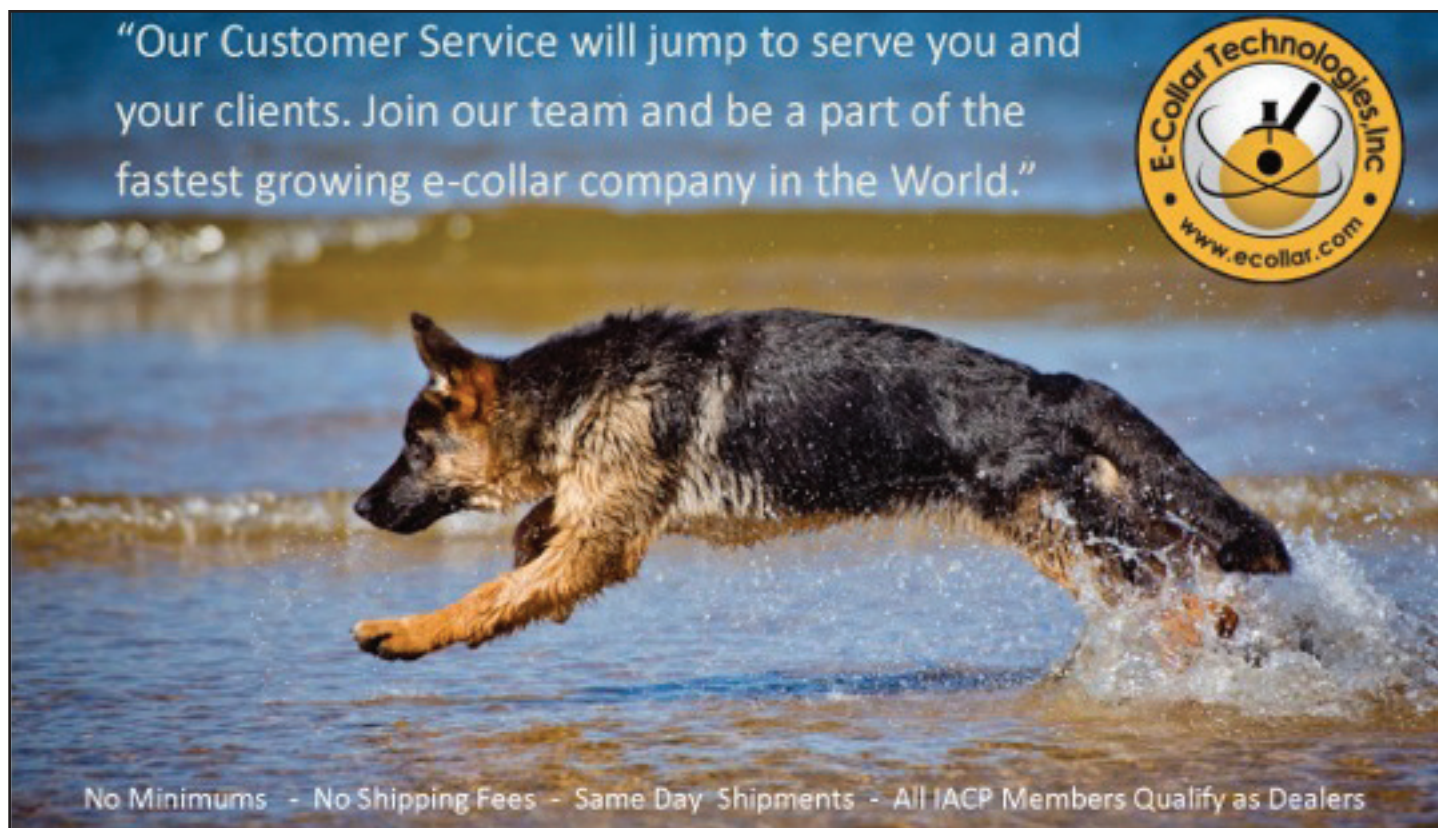
people. Since there's no substitute for finding and building a relationship with a great mentor, let's look at how to do exactly that.

Hello? Is there anyone out there?

If you've ever sought out a mentor, you may have felt like you were calling out in an echo chamber with nothing more than crickets answering back. Finding a great mentor isn't easy. You have to work at it, have faith, and be very persistent for it to happen. There is a lot of patience involved. Granted, some people are very lucky to fall in with the right folks, but that is highly unusual in my experience. Why? Most top-tier trainers are in tremendously high demand. As such, they don't usually have a bunch of spare time to dedicate to someone else's need for educational immersion. How, then, should one go about finding a mentor? Here are some suggestions:

- **Make sure you are adding value to them!**

This item is listed first for good reason: people who are at the top of their game must spend their time wisely. So ask yourself: "What's in it for them?" If you establish a relationship based on contribution (helping with aspects of their



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business, volunteering within their rescue, trading services, scooping poop, etc.), you're going to have an easier time getting "in."

- **Be willing to invest in a mentorship/apprenticeship.** Great trainers are running their businesses and must justify spending time away from their clients and family. If you are willing to offset their costs they will be far more likely to devote their time to you.
- **Be diligent.** I'm going to keep it real: sometimes the road to finding the right mentor is a long one. In the meantime, ensure that you're continuing to grow by investing in resources like books, video courses, workshops, and the brand new IACP Education Portal. Remember also that the IACP Annual Conference is a fantastic place to connect with other trainers. Mentors won't just drop into your lap while you're sitting around waiting; they tend to show up when you're moving.
- **Pop the question.** Pretty self-explanatory, but you need to be clear about what you're asking from a potential mentor. Also remember that he or she is a busy person, so don't chew up precious time talking their ear off.
- **Take what you can get.** I can tell you from first-hand experience that I am unlikely to commit to someone long-term unless I know them really well first. A mentor may test the waters by giving you small opportunities before they're willing to make themselves fully available, and they're not going to invest in building a close relationship unless they enjoy being around you.
- **Be respectful of their time.** Be uber-considerate. Be punctual. Be flexible with your schedule. The best way to honor your mentor's time is to constantly add value to them throughout the mentorship process.
- **Don't take them for granted.** There's a lot to be said for loyalty, so give credit where credit is due. Be eternally grateful to your mentors and call them out. It's an incredibly rare practice, and also tremendously refreshing, I can assure you. Even if you are no longer actively mentoring with someone, always

express gratitude to them and remember where you came from.

Final tips

- **Have one mentor at a time.** With intensive mentoring, the idea is full immersion so you'll want to really focus in and study with one mentor at a time. It's good to mentor with multiple people – you just want to ensure that the timelines don't overlap.
- **Be in alignment!** Perhaps the most important element necessary for any relationship to be healthy and sustainable is an alignment of values. You may end up studying with someone who is a lot different than you are in many ways, but you want to ensure a high level of compatibility on core issues.

If you follow these principles faithfully, I believe you can develop what turns out to be one of the most treasured relationships in your life. A great mentor will make you uncomfortable at times, but they will also push you beyond what you ever thought possible and help bring out your very best.

Brian Bergford is a Dog Behavior Specialist, CDT, and the owner of Altitude Dog Training and Uptown Dog in Longmont, Colorado. He earned his degree in Psychology from the University of Colorado, taking particular interest in neuroscience, psychopathology, clinical psychology, and the principles of peak human performance. Integrating his passion for helping people be their absolute best with his understanding of canine behavior, Brian customizes training strategies to help his clients successfully communicate with their dogs and better understand themselves in the process. For more information, visit www.altitudedogtraining.com or email brian@altitudedogtraining.com.

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Novelty and the SEEKING System

by Chad Mackin

There is a predictable series of responses when a dog encounters a new experience, beginning with a determination of whether it's a threat or not. This assessment may be very quick or it may consist of more cautious exploration, but that will be the first natural response.

Once the dog is convinced it's not a threat, curiosity is the next natural step. Might it help him in some fashion? If it seems it might, he will begin to try to figure out how to access its advantage. If he can, he will adjust his behavior accordingly. We now know that in healthy, neurologically-typical animals, this process of curiosity-driven investigation is a rewarding process. Animals who actively try to find ways to manipulate their environment to their benefit are more likely to survive and reproduce than animals who passively wait for the environment to provide things for them. Natural selection has favored the naturally curious.

Dr. Jaak Panksepp refers to this curiosity towards problem solving as the SEEKING system. In his writings he uses the convention of capitalizing the whole word "SEEKING," and since he coined the term, I will follow his lead.

When I first encountered the idea of the SEEKING system, I knew there were far-reaching implications for dog training, but I couldn't get my hands on enough information to put it all together. I'm still putting it together. But what I'm learning is foundational to many of the things dog trainers debate about. I'm convinced that a clearer understanding of how the SEEKING system works can go a long way towards finding common ground with other trainers. I'm not talking about the "balanced vs positive" debate. That's a whole other issue (though this concept does touch on it in several ways).

I'm talking about other debates.

The SEEKING system is fundamentally related to the reward systems of the brain. When activated, it triggers dopamine, which is the foundational hormone of reward. As a general rule, if you enjoy doing something, it's because it's triggering a dopamine response. The SEEKING system is activated by any of three conditions.

- Desire for a reward (even if not immediately present)
- Presence of a reward
- Novelty

Looking at these three factors, a number of ideas have suddenly become more closely related in my mind. Behaviors related to the SEEKING system may look different, but they are similar in terms of motivation and reward systems in the brain.

I have never been a fan of free shaping. The first demo I saw of it was botched badly. In a span of 10 minutes the trainer succeeding only in turning the dog into a neurotic mess. It was so disturbing I had to leave the room.

My next few exposures were not much better. I met some dogs who had been trained through free shaping. They were constantly (frantically) "offering" behaviors while their owners remained passive and unmoved while they tried in vain to produce cookies from heaven. Addiction is never a joyful thing.

My take on the process was somewhat tainted from the beginning.

I eventually did learn better. If it's done right, shaping doesn't produce that sort of outcome. Even so, my general view didn't change much. I just didn't like it.

As Will Rogers said, "You never get a second chance to make a good first impression."

Over the years, I made a compromise with myself. A small adjustment suggested by Sarah Dixon, guided shaping, fit my needs. It allowed me to avoid my fear of frustrating a dog into neurosis, or creating an “always on” meth-head dog. And I still got to engage in my favorite hobby of “helping dogs figure it out.” I played with it a bit, but not too much (a practical choice, not an ideological one). Shaping represented a significant change in my approach (or so it seemed at the time). It was an entirely new skill set and would probably involve (ugh) clickers! I honestly didn’t see the need to invest a lot of time to become good at it. No one had yet convinced me that it would allow me to do anything I did regularly better than what I was already doing.

But as I got more and more into verbal markers, I also got more into motivation and reinforcement. I realized I didn’t really know much at all about how rewards worked and how to get the most out of them. If I wanted to progress to the next level as a trainer, I would have to get better at reward

strategies, building drive, and finding moments to reward effort. Shaping would force me to do that.

At the same time, I was beginning to explore the idea of “hind end awareness.” The most common exercise for teaching hind end awareness is “bucket drills.” If you’re not familiar with the idea, the gist is you get the dog to put their front paws on a raised surface (usually a horse feed tub), and get them rotate around it while keeping their front paws on the tub. I reasoned the fastest way to get the dog’s feet on the bucket was with guided shaping.

So this was my first serious foray into the world of shaping. The first dog took me 25 minutes to get the paws on the bucket. It was hard for me, and it took a fair amount of luring. Within a week, I was getting most dogs to the end position in under 5 minutes. The amount of luring had diminished greatly too.

One of the first dogs I did this with was a rather timid Weimaraner named Beatrice. After several

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weeks of board and train, she still was somewhat uncertain about me. Every once in awhile she would flinch when I went to pet her. And when I took her outside, any loud noise would send her into a panic. I am not exaggerating when I say "panic." She had a serious emotional crisis. She went deep into fear at the slightest provocation. I had made some headway, but I was far from happy with the results. I decided to do buckets that day because I thought she needed a fun day. The past few days had been hard and she'd made a lot of progress. I just wanted her to have an easy day.

What happened next was unexpected. As we shaped the bucket game, she began to relax. She began to "smile." She was really having fun. But more importantly, her confidence grew. When dogs came into her line of sight, she would simply glance at them and get back to the bucket game. No fear, no concern, only a momentary check in and then back to work. But more importantly, this change was resilient. Even the kennel workers commented that she seemed to have turned a

corner (none of them knew I had done something different with her). The next day she was still very confident and at ease. When I took her outside, there was a small degradation, but not much.

A short time later a dog I hadn't seen in several months showed up for a day training appointment. Macy was also a fearful dog I hadn't been able to help as much as I wanted. In the months since I had last seen her, she had regressed quite a bit. After a few false starts to try and retrieve the skills she had lost, I decided to do buckets with her. I didn't get her onto the bucket that day, but that was a secondary goal anyway. I achieved my primary goal: Her confidence grew. Her owner was amazed and is working on the bucket drills at home. I am told she continues to improve.

No one had ever told me that shaping was such a powerful tool moving a dog out of fear. As I thought about, the pieces started to fall together. I have come to believe the process of shaping can stimulate transition to the SEEKING system.



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Shadow Program Information

Working with dogs and their owners can be a very rewarding career. Heather Beck is focused on teaching how to work with dogs with behavioral issues. You will watch Heather throughout her daily activities, including consultations with clients and their dogs, working with dogs at K9 Lifeline for Board and Train, and working with their own pack of dogs. You will also spend a lot of hands on time with dogs learning how to work with problem dogs in a safe, but effective manner.

Both dogs were initially uncertain about the presence of the bucket. They stayed at least 10 feet away from it and wouldn't look directly at it. But as I began to click and treat for a step towards it, or looking at it, they began to suspect the bucket could be useful. The dogs entered into that second stage of discovery: curiosity. In their curiosity they discovered a puzzle, "How do I use this new element in my environment to produce these fun little pieces of kibble?" Like a kid playing a video game, everything else faded for them. The dogs experienced the joy of actively engaging with a change in the environment. When confronted with change, they now had access to an option that was preferable to fear.

Trainers who use remote collars have long said that depending on the application, the remote collar is one of the most powerful tools for building confidence in shy or timid dogs. This kind of talk is generally met with derision by people who haven't

seen it done. The truth is, even people open minded about ecollars have a hard time seeing them as anything besides tools of coercion.

When I first learned how to use the e-collar, even those at the top of the heap would, at some point, have to admit that they didn't really know as much about the "why" as they did the "how."

Whenever ecollars are discussed as "humane" training tools, there is always the question from a naysayer, "If they aren't causing discomfort, how do they modify behavior? Operant conditioning tells us that stimuli that change behavior are either reinforcers or punishers. The only way these things can work is as negative reinforcement or positive punishment." At which point, the conversation typically derails pretty quickly.

The truth is that few trainers who use ecollars seem to have an answer they can clearly articulate. For years, I simply suggested the operant conditioning

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model might not describe all learning. I could point to videos of dogs happily working on the e-collar. I could demonstrate that for most dogs, as an unconditioned stimulus, the vibration feature on the collar was more distressing to the dog than the electrical stimulation. I could demonstrate why I had to believe the collar wasn't creating an avoidance response, but I couldn't adequately explain what was happening. I would often say that the collar gives information and information is neutral.

It turns out we actually can apply operant conditioning to answer the question. However, to do this, we need to delve into Skinner's "black box." We have to look at what's happening in the brain.

If we apply the principles stated at the beginning of this writing, we can pierce the mystery.

A new sensation appears just on the edge of the dog's perception (if we do it right). "Is this a threat?" It's not painful, it's not overwhelming. While wondering about this, the dog responds to the guiding pressure of the leash, and the collar shuts off. "Hmm ... that's interesting, it seemed to shut off when I responded to the leash."

Curiosity.

The investigation begins. Soon it becomes clear to the dog that the "game" is to keep the collar from activating, like the goal of pinball is to keep the ball from escaping the play area. The collar stimulation is more or less a marker, like a reverse clicker. When it's off, the dog is playing well. When it turns on, he's playing poorly. He wants to win the game, so he fixes it. When he succeeds he gets a dopamine boost, because solving puzzles is inherently rewarding. The fact is, while information might well be neutral, piecing information together in an accurate way is actually rewarding in and of itself. Mammals are driven to make sense of their environment, and natural selection has seen to it that this exploratory behavior is naturally rewarding.

Both in shaping and this style of e-collar work, the dog is working primarily for the dopamine. The

click and treat, or the activation of the e-collar, serve the same purpose--to give the dog feedback as to how they are doing. More importantly the mark success for the dog. Success brings dopamine. The dopamine is the positive reinforcer that's making the whole thing work.

Beatrice and Macy were not new to food training. But until the day they got to play "buckets," food hadn't done much to get them out of their fear. It was the puzzle that made the difference.

Chad Mackin is a trainer, teacher, seminar presenter, podcaster, mentor, and muse to many. Founder of Pack to Basics, he is always seeking ways to provide clarity to dogs and people. He is also past President of IACP and knows a choke hold. It is possible that he is 7 feet tall, though no one has ever asked.

iacp



Facts and Information About Service Dogs, Pt 1

by IACP Service Dog Committee

The Service Dog Committee and Workgroup members will be writing a series of articles to inform other trainers about the service dog industry. The goal of this first article is to get everyone clear on the use of proper terminology and some of the laws governing service dogs.

Working Dogs: These are animals which perform actual duties to enable the completion of one's career tasks. Technically speaking, animals used in sports, therapy, obedience, and conformation areas do not fall into the "working animal" definition. This term applies to animals used by:

- Armed Forces
- Police, Fire, Park, and Security Departments
- Governmental Agencies such as the FBI, Homeland Security, and TSA (airport)
- Professional Search and Rescue Groups
- Professional Services Animals (such as dogs used for scenting bed bugs, etc.)
- Persons with Disabilities who Utilize Service Dogs

Outside the USA, many of these types of animals are referred to as service animals and not working dogs or animals.

Service Dogs (SDs): In the United States, federal law defines a service animal as an animal trained to complete tasks to mitigate the some of the symptoms in the person with the disability. The mission of a trained service animal is to help its handler accomplish activities of daily living (ADL's). These animals are defined as dogs and, in some cases, an exception can be made for miniature horses.

Many people think that if a dog recognizes that a person is having a medical issue, such as a seizure, that the dog can be a service dog. But,

this is not the case. The dog must be trained what to do when it recognizes the medical issue in order for it to be a service dog under federal law. Additionally, the dog must be well-behaved and not interfere with a public entity's ability to conduct business. Therefore, in continuing with the previous example, even if the dog can recognize the seizure and perform the trained alert, it cannot display "misbehaviors"; e.g. pulling to try to greet people or soliciting attention.

In other countries, the term disability-assistance dog is used to describe what the USA terms as service dogs. Only dogs are considered for disability assistance and many countries require the dog to be trained by an Assistance Dog International (ADI) organization.

Service Dogs in Training (SDITs): These dogs are being educated to provide tasks for people with disabilities or ailments. These animals do not have access into public areas under the federal regulations addressing ADA. However, most states have laws permitting these animals access into public areas. Check with your own state legislation for more information. Many trainers make the mistake of taking these dogs out into public before they can meet standards of behavior. Any service dog or any service dog in training that does not reflect proper standards of behavior should be asked to leave the public environment by the manager or staff of that public entity.

These standards of behavior help to ensure the animal is under control and calm while working:

- Housebroken
- Obedience trained (Beyond Basic Obedience)
- Responsive to first commands of handler
- Should not eat off the floor

- Ignores other animals, people, food, and objects
- Displays no aggression such as lunging, growling, snapping, biting, or posturing, showing teeth
- Is clean and well-groomed
- Displays no jumping, licking, or approaching other people
- Is able to maintain composure despite multiple distractions
- Must have 4 paws on the floor unless completing specific tasks to aid handler

Emotional Support Animals (ESAs): In the USA, these animals have the sole function to provide emotional support, comfort, therapy, companionship, therapeutic benefits, promote emotional well-being, or perform some trained tasks. Federal law does not limit these animals to the canine species. What many trainers do not know is that these animals may or may not

perform trained tasks, but the animal does not perform them in public because the handler does not need them in public environments and/or the animal is not considered a service dog under the law. A perfect example of this is the capuchin monkey that is trained to assist a person with quadriplegia.

These animals do not have public access under the Department of Justice Code of Federal Regulations regarding access of individuals with disabilities, but can be approved for housing by Housing and Urban Development (HUD) and on commercial airlines per the Department of Transportation Airline Carrier Access Act.

Further discussion of federal service dog law and service dog fraud will be addressed in the next article in the series.

The IACP Service Dog Committee is dedicated to the proper education of the general public, professional trainers and business owners regarding the utilization and/or training of Service Dogs.

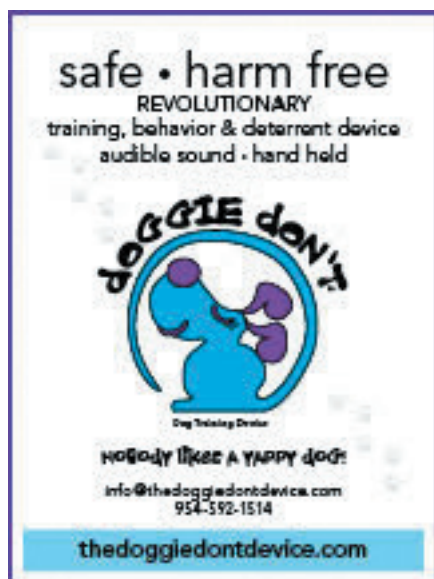
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Additional Resources regarding Service Dog information presented:

ADA: <http://www.ecfr.gov/cgi-bin/text-idx?node=28:1.0.1.1.36>

HUD: https://portal.hud.gov/hudportal/documents/huddoc?id=servanimals_ntcfheo2013-01.pdf

DOT: https://www.transportation.gov/sites/dot.gov/files/docs/20030509_1.pdf



Unraveling the Mystery of You

by Karen Laws

People trust you, as a canine professional, to give them the best advice possible to create the dog that they want. Knowing that clients have an unfettered trust in your skills and judgment, and that they trust you to look out for the best interest of their dogs, can often lead to a hearing impairment ... on YOUR part. After all, YOU are the professional and THEY are coming to YOU for help.

The unencumbered faith that many clients place in you can be intimidating and somewhat frightening. Do you ever ask yourself - Are you getting it right? How do you know? What are your 'metrics?' How could you be more effective? WHO is the client? Why should you care? What business are you really in?

Do you recognize yourself in any of the following conversations with a client or potential client:

1. "I have dealt with thousands of dogs just like yours. I am going to tell you how to fix this. I can make your dog perfect in 2 weeks or less if you do what I tell you - guaranteed!"
2. "I will do some research and will send you more information. I found a really good article about this. Check out this website for more information. In the meantime, here are the exact instructions for you to follow."
3. "Traditionally, we use this training tool or follow this approach. It is best if we stick to this approach or that one. Maybe we should go with this one ... Sure, you can bring your entire family and re-schedule anytime ... Our facility is closed on Sundays, but you can come for a lesson on Sunday."
4. "Who else is joining us? We will have so much fun, let's go out for a drink after!"

Any one of these scenarios may describe your client interactions and enable you to get results

with their dog. The real success is not really about the dog at all.

For many canine professionals, the dogs are often the easiest part of the puzzle to solve. After all, as a trainer, you are task oriented, you focus on results and you know dogs, which is why you decided to pursue working with dogs as a profession. The statement that you have heard a million times is "Work with the one who PAYS you!" The dog doesn't pay you - the people pay you!

So ... how does one work effectively and efficiently with the human member of the client team? Would you like to be even more effective as a professional and have a list of clients willing to wait months for the privilege of working with you? If yes, the answer to your desire is based in SCIENCE! Understanding the science of human dynamics is linked to your business success. That may seem like a no brainer. Of course one must understand humans to be successful with humans. But where does one start?

When I transitioned from working with dogs as a hobby to becoming a canine professional, I quickly developed a waiting list of three months or longer. I thought that I had all that I needed to grow my business to any level. As time went on, I realized that I was doing more talking than my clients. I also realized that even if they were talking, I wasn't hearing them. Why? Because I already had the answer! After all, they had come to me for help, so I must have the answer that they wanted to hear. I thoroughly believed that was what they wanted - MY direct answers! Then I started asking myself how could I have a bigger influence or be a difference maker? How could I discover the real 'key to true success?'

You may be familiar with the lyrics from a Barbra Streisand song: "people who need people ... are the luckiest people in the world." I spent most of

my life not understanding the true meaning behind those lyrics. I come from a very small family (I was an only child). I was raised under the mantra that if you want something done right, do it yourself. Never ask questions because that is a sign of weakness and laziness. So, I was convinced that people were not something that I needed in my life ... until I got into business. Even though I achieved success fairly rapidly, my 'gut instinct' felt that something was missing.

In response to what my intuition was telling me, I accelerated my commitment to personal and professional development, thinking that was what I needed for business success. The unexpected and value-added component of that journey was that, in my pursuit of self improvement, it actually became a journey of self discovery. At that time, the Internet was in its infancy. Online chat groups were awkward to access and FaceBook? Never heard of it. I read books on leadership and business success. I listened to audios by

successful people in a variety of industries. I joined local business network groups to hang out with and learn from people in business.

I became very interested in human behaviour and discovered a simple model that changed my life and catapulted my business success beyond my expectations. This information was not new and it certainly was not rocket science. It was also not something that I expected to discover. Yet, once I became aware of the elements of human behaviour, I could not ignore them! I began first to really look inward at myself. What I discovered was life changing. I realized that I never really understood the influence or impact that I had on others. Nor did I understand why certain people affected me in a certain way. As I unravelled the mystery of myself and became consciously aware of my behavioural 'style,' I began to understand how I was perceived by others. This in itself was a game changer. As I became more self aware, I could more easily feel the influence of certain



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types of people on me. I began to understand why I felt a certain way with some people and not with others. I learned how to better reveal and utilize my effective personality traits and to cap my ineffective traits. I even began to LIKE working with people!

In general, people are in two of four categories - either outgoing or reserved; task oriented or people oriented. Which best describes you? Within those categories are a variety of personality traits. Each person has some of each trait but some traits are more prominent than others, and may shift with life circumstances. Each personality trait has elements of effectiveness and ineffectiveness that influence interactions with others. This is not a 'labelling' exercise. No single trait or group of traits is right or wrong, good or bad - it is the personality makeup of people. We are who we are. But once you discover who you really are, and better know yourself, you will better understand others. This is the basis of the model of human behaviour.

When you understand the model of human behaviour, you know how you affect and influence others. You recognize differences and similarities in clients, friends and family. You are able to easily work with the self-assured, seemingly cocky person and teach them ALL of the steps, even though they constantly remind you that they "just want the results, never mind the details." You are able to accept the overly enthusiastic person who seems to have major attention deficit disorder and really, really likes to talk, constantly, about anything and everything. You can easily identify the passive person who seems to be a "great listener." You will be able to engage them in group or independent conversation and may even discover a super star! You learn to bite your tongue with the person who asks endless questions every time that you meet, because you understand that they simply need more information.

Unravelling the mystery of YOU, becoming more self aware, and improving your social awareness by seeking to truly understand others is a

game changer in business and in life. As long as you seek to become a better person, the evolution will continue and your business success will be imminent.

As the saying goes, "People don't care how much you know, until they know how much you care."

Karen Laws is a Professional member, past President and past Director of the IACP. She is Certified as a Professional at the highest level of IACP standards. She is also certified as a Pet Food Nutrition Specialist and Leadership Coach. Karen lives in Bethany, Ontario Canada with her husband and five dogs.

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Critical Thinking

by Mailey McLaughlin, M.Ed., CDTA/PDTI, Editor

The Pull of the Push

We all have certain types of clients who push our buttons. And the moment we realize we are dealing with such a client, we start to get defensive, irked, steamed, baked, or grouchy. It isn't always advisable to be brutally honest with people, as it can be perceived as poor customer service. Not only that, but sometimes, these are clients we rely on to bring us more business, or people we actually want to help --so alienating them could cause more problems.

It's too easy in this business to grumble about dogs being easy and people being hard, and to plant a flag and proclaim that you hate people. But that's a cop-out, and it won't make you successful in business. Instead, admit that certain people push your buttons, and learn to deal with them in a positive way.

Here are some examples that might seem familiar:

The Babblor

This is the woman (let's be frank—they are almost always female) who cannot stop talking about Bitsy for a second. She prattles on and on about Bitsy's past, present, future, future subjunctive, diet, quirks, habits, inner thoughts, and how Bitsy isn't like the dogs she's had in the past. She talks so much that your inner ear actually starts buzzing. You have taken the leash and are now training the dog, and her logorrhea does not abate. The dog learns sit, lie down, and come before you get a chance to get a word in edgewise. Your inner button console is screaming, "Please stop talking!"

The Mother Clucker

She cannot keep her hands off of the dog. She's petting and stroking and cooing, and if the dog happens to move away from her, she gets openly distressed and orders it to "come back to Mommy."

She is actively contributing to the dog's problems as she tells you the dog's problems.

The Yanker

He (let's face it—they are typically male) cannot stop correcting the dog, or fiddling with the leash. You are standing across from him and asking questions, watching his handling skills, and the dog is flopping about like a fish and he's trying to be "alpha" and jerking the leash repeatedly. The dog finally sits or downs and he won't praise or reward, but just waits for it to get up so he can yank it again. You have to put your hands in your pockets to keep from grabbing the leash and elbowing him in the solar plexus.

The "Yeah, But" Guy/Gal

Everything you suggest or recommend is met with a "Yeah, but..." Or "I already tried that, and it didn't work." This guy can always find a reason why what he needs to do is not what he's going to do. He may be overtly negative, or just passive-aggressive. Whatever the reason, it sets your teeth on edge, mainly because you suspect he really hasn't tried anything.

The Hobo

This person really has tried a lot...of different trainers. They move around a lot because they claim that none of those other trainers were able to help them. They often blame the dog being "stubborn," or "untrainable." The dog is confused and the human is full of excuses.

The "I Can't Hear You"

Oh, you know her. She asks you for advice, even pays you for it, listens intently, then goes away and asks non-experts for their advice, and does what they say, and not you. And if they actually tell her the same stuff you told her? When it comes up

later, she will say she heard it from them and act like you never told her. Or, she will do the opposite of what you say and complain bitterly that it isn't working.

The Rescue Radical

She worries that training will be too stressful for Pookie, because "she's a RESCUE, you know." She wants Pookie to have the best of everything, but no structure or boundaries, because she's had "such a hard life." This owner flutters and worries and rarely follows through. She ignores Pookie's terrible behavior and wouldn't have hired you, or anyone, but her family finally stepped in.

The Emotional Wreck

This is the person or couple who have serious issues that require professional help. The dog is not the problem, but he is suffering because they are using him. You can train the dog six ways to Sunday and after 10 minutes back in their care he will have forgotten everything. They bicker and fight in front of you, and each undermines the other routinely. If only one comes to the lessons, he or she constantly rags on the spouse who is not there. You know very quickly that this is beyond your pay grade.

So, how do you stay sane and unpushed? The first thing to do is to sit down on your own with pen and paper before your next lesson with the person, and figure out what buttons are being pushed, and why they irk you so much. This may take some time and effort on your part, but it's worthwhile. Becoming self aware can be unpleasant sometimes, and is often untidy—but growth is always for the best.

Why do you need pen and paper? Because writing things down is helpful. Trust me on this.

(I'm not insinuating that you necessarily need some professional therapy, though it can be helpful. What I'm suggesting is to get a pad of paper and a pen, put your distractions away, and do some gentle soul-searching. Write down experiences you've had in the past that—for lack of a better word--wounded you in some way. The walls we build up to ward off emotional trauma can

often become buttons that can easily be pushed. Are some of your needs not being met? We all have insecurities, fears, and occasional low-self-esteem. Have a frank talk with a trusted friend or your spouse, and see if they can help point out where you might be getting irked, and why.)

The next thing to do is formulate a plan so that you don't find yourself stuck in a defensive place with those who annoy. That serves no one. Trust me, most of your clients are not doing this purposefully. This ain't gonna be easy, either. But a plan is helpful.

Now you are ready. The next time you are scheduled to see them, have a plan in place for how the lesson will go, and deliver on that plan. Start by taking a few deep breaths before you enter the room or open the door. Smile broadly when you see them. Control as much of the next hour as you can: the environment,¹ the physical space, the direction of the conversation, the pace of the exercises, and the dog (especially if you are dealing with a Mother Clucker or a Yanker)—then create space for the owner to step in and step up.

If you feel your irritation rising, stop, take a deep breath, and (this is important) find something you can reward them for. And then find another thing, and praise for that.

Because no matter how much someone may push your buttons, you shouldn't push back. Most of the time, they aren't doing it purposefully, so they really can't control it. But I'll bet that, in there somewhere, is something you can admire, even if only right in that moment. Find it.

Are they holding the leash correctly? Walking with confidence? Acknowledging their dog's attempts or successes? Petting calmly and slowly? Finally rewarding in position, or marking with more precision? Calling with more enthusiasm? Connecting with their dog? Correcting more appropriately? Rewarding eye contact?

Look for these right actions in your human students, and reward them. Use heartfelt praise, use their name, and be genuinely happy when they hit the right notes. In certain circumstances,

a gentle forearm touch or a shoulder pat may be useful, and hugging may be OK.² But if you are not sure about the touch, your praise will mean tons to them. Why? Because everyone likes to hear the teacher say that they are doing it right. It means something!

And here's another thing. If you are happy and upbeat, rewarding them for their efforts, your mood may rub off on them. Ever heard of mirror neurons? A mirror neuron is a neuron that fires both when a being acts and when the being observes the same action performed by another. Thus, the neuron "mirrors" the behavior of the other, as though the observer were itself acting. It explains why moods are often contagious.

A few paragraphs ago, I told you to control the physical space, the environment, the direction of the conversation, the pace of the exercises, and the dog itself. Sound familiar? It is what you've been doing with dogs all along, right?

How often do we tell our clients to "act the way they want the dog to act"?

Well, take this advice to heart and use it with the people who are paying you. I promise it works.

-
1. *It's definitely easier to do this if they come to your facility or training area, but you can do it effectively even if you are in their home, or in a neutral space. In their home, ask to see the main living areas (these are usually where the dog is expected to behave well around the family), and "claim" them temporarily with spatial pressure and body language. Guide the owner through the exercises within that claimed space.*
 2. *Be careful here. Never touch, anywhere on their person, someone with whom you are not consensually intimate without asking permission first. This is true regardless of gender, but it's especially true if you are a man teaching a woman. If you are female, you can often get away with a short forearm touch (your pointer and middle finger on their forearm for 3 seconds to reiterate a point) as you praise, but only try this if you have already asked permission to touch*

*previously (such as when you are trying to position their hands on the leash or something) and it was granted. Sometimes my clients want to hug me after a lesson, and I allow it—but I always let them initiate it. **When in doubt, do not touch.** (Look at that! Another rule for dogs that works for people.)*

Mailey, The Pooch Professor, is Editor of The Canine Professional Journal and currently co-Vice President of the IACP. She has worked professionally with dogs and their people for over 30 years, holds a Masters in Education, is a CDTA and PDTI through IACP, and is Behavior and Training Manager for the Atlanta Humane Society. Read more at www.carpek9.blogspot.com.

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