

IACP

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International Association of Canine Professionals
P.O. Box 928
Lampasas, TX 76550
(512) 564-1011; Fax (512) 556-4220
www.canineprofessionals.com

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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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Cover photo: "Snookie" by Liz Vasconi

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President's Letter

by Melanie Benware

The IACP is so much more than a canine professional organization. It is a family. Since joining the organization, I have made lifelong friendships, and there are countless ways that the IACP has helped me. Because of all I was getting out of the IACP, I wanted to find a way to give back to the organization that gives so much to us.

My adventure into volunteering for the IACP started with being a conference volunteer; the following year I was on the conference committee, and then elected to the Board of Directors. I have volunteered beside some amazing people, many of whom I now count as my closest friends. Did you know that we have multiple ways that you can support and give back to the organization?

Certifications: This has been debated for as long as the program has been around. Many trainers, seasoned and “newbies” alike, have said there is no benefit for them getting certified. But building a solid certification program gives credibility to the industry and our organization, and gives us a stronger footing when fighting legislation. By working towards your IACP Certifications, you are helping the organization and the canine profession.

Committees: We could not accomplish a fraction of what we do without the hard-working members of our committees. We are almost always looking for committee members with a wide variety of backgrounds and skills. It does take time and teamwork, but it is well worth it. Check out the Committee section of the website; you will find email addresses for each Chair. You can also contact home office to have them send you our volunteer form to get the ball rolling.

Legislative Watchdog: Not everyone has the time to dedicate to

being on a committee, but consider being an IACP Legislative Watchdog! This does not take a ton of your time, and is instrumental in helping the Legislative committee stay up-to-date on Legislative issues that will impact our members around the world. Contact the Legislative Committee for more information on how you can become a Watchdog!

Serving on the Board: This is not for the faint of heart; it often takes more of your time than you think it will, and requires a good deal of patience. Most of our Directors (past and present) are business owners; they are used to being the ones in charge and making all the decisions. For the Board of Directors to run as smoothly and effectively as possible, we must work as a team, communicate effectively, and understand that not all of our ideas will get passed. Things can sometimes move slowly, as it is our job to dissect everything to ensure that every decision we make will have a positive impact on the membership as well as the canine community. We do not always get it right—one of the downfalls of being human—but at the end of the day we know that we have done our best by the organization.

There are so many projects in the works now and the IACP relies on our members as volunteers to make them possible. A few of the big projects we have underway:

The IACP Board has voted to Partner with Dogs Playing For Life (DPFL) specifically to support their Canine Training Center and highlight the work that they do to find every dog a home. This is a pilot program that, if successful, will lead to an annual application process for non-profits to apply for Partnership. The Partnership with DPFL not only



gives the IACP the ability to support the hard work that Aimee Sadler and her group are doing, but it also gives the IACP access to their 13-acre facility in Florida for regional gatherings, workshops, and our February Face-to-Face meetings. Another benefit of this Partnership is that IACP Members will be eligible for 25% off DPFL shadow programs.

The **website** update is coming along nicely. The Board had a sneak peek at phase two and we are all thrilled with how well it looks and will function. Navigating the site will be smoother, and the search function will finally be top quality. We will have the ability to search by zip with radius, and city with radius--as well as being able to do more advanced searches. We ask that our members make sure their profiles are as up-to-date as possible. The new website will allow members to upload pictures, videos, reviews, etc., as well as connect your IACP profile to your FB and Instagram accounts. The plan is to have the new website launched by June 1st!

Surveys: The Service Dog Committee has sent out a survey to all IACP members who marked

on their profile that they do SD training. This will help us gather important information, reach potential volunteers, and better understand the SD trainers we have in our membership. The Education Committee has sent out a survey about the Education Portal so that we can fit in as many "wants" our members have as we redesign it. We will also be sending out a survey to all members that did not renew in 2019/2020 to better understand why they didn't renew and get feedback on what improvements we may need to work on for retention.

I want to thank the Board and the Committees for all their hard work! We have so many projects and plans in the process and the above are just a few. This amazing group of volunteers and our dedicated home office are immensely appreciated.

Respectfully,

Melanie Benware

Melanie Benware, CDT/CDTA/PDTI, President
melanie.benware@canineprofessionals.com

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The Role of Nutrition in Dog Training

by Lauren Turner

Part 2 of 3: Fresh is Best!

Last quarter, (Winter 2021), I wrote an article about the importance of including nutrition education as a foundational part of your training programs to ensure you are maximizing the dog's improvement and the value of your programs to your clients. This article furthers that conversation by discussing what the ideal canine diet actually looks like so you can speak confidently on the topic to your clients.

First, I want to acknowledge the extreme amount of contention that can arise when discussing the "ideal canine diet." There is a confluence of factors that result in these differing opinions, including the global dog food manufacturing industry's worth at nearly \$90 billion, the lack of large-scale, laboratory controlled science on the topic (although I'm keeping an eye on some phenomenal research coming out of the University of Helsinki, led by Dr. Anna Hielm-Bjorkman), the lack of concurrence between the dog food regulating industries, and the differing opinions many very well-educated professionals share. Deciphering what the "best" diet looks like requires starting with several fundamental truths we can use as the basis for our conclusions.

You should also recognize that the perfect diet may not actually be the most practical diet for a client. While I encourage families to really prioritize their dog's diet, I readily acknowledge that every family's situation is different and requires a different solution—the goal is always to maximize the dog's health with the resources the family has available to dedicate. It's a balancing act to find the highest quality diet possible while working with a client's financial budget and lifestyle.

So, without further ado, what fundamental truths can we use to then hypothesize about the ideal canine diet?

Fundamental Truth #1: A dog is a carnivore.

Taxonomically, anatomically, and functionally speaking, a dog is irrefutably a carnivorous creature, beautifully specialized for eating a diet that consists primarily of meat. Dogs are classified in the Order of "Carnivora"—a group of mammals who specialize in eating flesh—along with cats, bears, lions, and their direct ancestor, the wolf. Anatomically, dogs have unique physical and digestive structures that are common among carnivores. They have eyes set in the front of their head for following prey, teeth adapted to shearing and tearing flesh, a jaw with a huge bite force and a lack of a sideways, "grinding" movement, zero digestive enzymes in their saliva, oral antimicrobial lysozymes for dissolving bacterial cell walls, highly acidic and expanding stomachs for processing meat and bones, and relatively short intestinal tracts. Functionally, studies have shown a dog's preference for meat-based ingredients over plant-based material many different times.

The National Research Council (NRC), a research agency that releases reports on the nutrient requirements of dogs based on available literature and research, states conclusively that dogs are carnivores. Keep in mind that labeling a dog a carnivore doesn't preclude it from being an opportunistic and flexible digester of foods that are not animal-based, but simply describes what a dog is most suitable to eating.

Fundamental Truth #2: A dog has no nutritional requirement for carbohydrates.

While dogs have the *capacity* to digest carbohydrates and plant-based material, this should not be confused for a dietary *requirement* for carbohydrates! Many dog food manufacturers state carbohydrates are a source of easy energy for dogs to support their inclusion in their formulas—but remember, "easy" energy (like a doughnut) doesn't necessarily constitute suitable energy long-term! In one of

the world's largest bodies of data on what a dog would eat when left to their own devices, researchers sampled the stomach contents of over 13,000 feral domestic dogs over the span of 30 years and six different climatic regions. Their results showed animal protein made up 97% of their diet and vegetation made up only 3% of all the samples (which consisted largely of seeds from the stomach contents of small birds which were too small to be discarded).

Even the National Research Council unequivocally stated "There appears to be no requirement for carbohydrate [in dogs], provided enough protein is given." The Association of American Feed Control Officials (AAFCO), primarily responsible for their seal of nutritional adequacy of dog food in the United States, also agreed and stated, "Dogs have no requirement for plant carbohydrate." It's interesting to note that despite AAFCO's statement, they still readily approve processed dog food in the United States that has an enormous portion of carbohydrates, which confounds the

truth for the general public's understanding of a dog's nutritional requirements.

Fundamental Truth #3: Fresh food is more nutrient-dense than processed food. Processing food in any way causes nutritional changes that result in a loss of nutrients. Water soluble vitamins C and B (thiamine, riboflavin, niacin, pantothenic acid, pyridoxine, folic acid, and cobalamin), fat-soluble vitamins A, D, E, and K, minerals like potassium, magnesium, sodium, and calcium, and the availability of the amino acids lysine, proline, aspartic acid, glutamic acid,



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threonine, alanine, glycine and serine are all affected greatly by heating. It is for these reasons that on many bags of processed foods you'll find nearly half the ingredient list is a mix of synthetic vitamins, minerals, and amino acids—these are the nutrients that were likely destroyed during the manufacturing process.

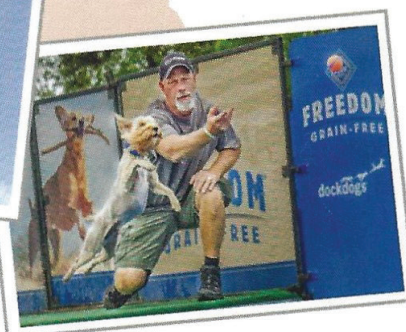
Using these three facts, we can extrapolate what characterizes a superior canine diet—it should be high in meat content, low in carbohydrates, and as fresh as possible! The remainder of this article discusses what types of commercially produced, fresh diets are available, with a few brands I recommend to my clients. Please keep in mind my recommendations may not be available in other countries and represent my opinions alone; the intent behind sharing is to give you a good starting point for your own research and education to your clients.

Balanced commercial raw diets: These are diets that are very minimally processed, usually just enough to mix the ingredients and package them appropriately. At most, some manufacturers use

a high-pressure process to kill bacteria before packaging, but the ingredients are not usually subjected to heat. While I don't want to stray too far from this article's topic, I do want to quickly mention that an average, healthy dog is very well equipped to handle raw meat products, presuming the products were manufactured, stored, and handled, and fed appropriately. You should always take proper precautions when handling raw meat, including a raw canine diet. **Recommended Brands:** Answers Pet Food, Volhard Dog Nutrition, Primal.

Balanced freeze-dried and air-dried diets: Freeze-dried formulas are subjected to a freezing process to extract moisture before packaging, resulting in a diet that is extremely light-weight and shelf-stable; preparation for feeding usually requires adding warm water and giving the food time to rehydrate before serving. Air-dried diets are subjected to a process of dry airflow to remove extra moisture before packaging. Both processes are beneficial because a smaller number of nutrients are damaged during a freezing or air-drying process than using heat, which results

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in a more nutritionally-dense diet that is still shelf-stable. These formulas are usually cost-prohibitive for most families and are generally reserved for clients with small dogs or families with large budgets. **Recommended Brands:** Ziwi Peak, and Primal.

Balanced dehydrated diets: These formulas subject ingredients to low amounts of heat for long periods of time to extract moisture before packaging, which results in a powdery base that simply requires rehydration before serving. Because this does use heat as part of the manufacturing process, some nutrients are damaged (although it's minimal) and you'll notice an increase in added synthetic vitamins and minerals to the ingredients list. **Recommended Brands:** Dogs for the Earth, and Honest Kitchen.

Balanced cooked diets: These types of formulas are a burgeoning new sector in the dog food manufacturing industry. These diets consist of ingredients that have all been lightly cooked before packaging, resulting in a larger loss of nutrients than the other categories. They are a wonderful solution for many families looking for a way to feed their dogs high-quality food. Cooked formulas are usually sent frozen and require thawing before feeding—they lack the “yuk” factor some raw diets have, and don't have the high costs associated with the freeze-dried, air-dried, and dehydrated diets either. Note that not all cooked diets are created equal, and some companies are new to the market, so be judicious when guiding your clients. **Recommended brands:** Farmer's Dog, JustFoodForDogs, and Open Farm.

While nearly 90% of all my training clients end up switching their dog to one of these categories, there are a few who must continue feeding a kibble-based diet, for a number of

reasons. If that's the case for your clients, watch this space next issue for information on how to select a quality bag of dry food and then how to supercharge the kibble! Stay tuned!

Lauren Turner is the Owner and Trainer of Ideal Dog in Virginia Beach, Virginia. She specializes in companion/pet dog training and behavioral modification, with a particular emphasis on canine nutrition. Lauren is a Certified Dog Trainer by the IACP, is certified in the NePoPo® System of Obedience as a Gold School graduate with Bart and Michael Bellon, and she holds a Bachelor's of Science degree in Behavioral Science from the United States Air Force Academy. Previously a Special Agent in the Office of Special Investigations with the U.S. Air Force, Lauren is now a full-time trainer, lovingly supported by her husband and son. Lauren can be reached via her website at www.ideal-dogservices.com or email at idealdogservices@gmail.com.

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A World Beyond “Sit”: The 3 Levels of Effect

by Mark and Stephanie McCabe

In the world of dog training, there is always a discussion of reinforcement. We are typically talking about whether we are reinforcing behavior or punishing it. What if we had a different conversation? What if, beyond reinforcement and punishment, we considered the value of rewarding for the benefit of changing behavior and changing the emotions of the dog?

We once had a client share this thought, and it has stuck with us for several years: “When I took my reactive dog out for a walk and I corrected her for her reactivity, it worked—but it never changed how she felt about the thing that distressed her—it only stopped the behavior.” Our goal in our training system is to change the thoughts and emotions first, and get the behavior we want as a result of an internal change in the dog.

If you’ve been to one of our seminars and observed a stressed and barky dog, you probably heard us say, “Reward the dog.” The response is always, “Reward the dog while it’s barking?” We understand that question. After all, we’ve all been told that giving a dog a reward for behavior we don’t like will just reinforce that behavior: reward pushy behavior and you’ll get more; reward aggressive behavior and you’ll get more; reward fear and reactivity and you’ll get more...you know the list.

Given the fundamental concept of reinforcement, specifically positive reinforcement—that a behavior that leads to a reward tends to happen more in the future—how can it be that in our work we often intentionally and predictably get the opposite result?

We find that there are many circumstances in which we can reward a dog who is behaving in ways we don’t like and often the behavior easily and quickly starts to improve (i.e., we get less of

the behavior that seems like it should be getting reinforced).

To what do we attribute that? In *Training Between the Ears* (TBTE) we call it “The 3 Levels of Effect” and we use this concept to guide us in what we are trying to accomplish with any given dog. In any training interaction (and actually everything is potentially a training interaction), we can affect the dog on three levels.

1) *We can affect behavior.* The most common example of this is obedience. We do something that gets the dog to sit.

2) *We can affect thoughts.* We can get the dog to think about sitting. If the dog is in a situation where we have influenced it to sit in the past, the thought of sitting will likely occur to the dog.

3) *We can affect emotions.* Depending on how we influenced the dog to sit and how it felt about it and the circumstances around the event, when the dog thinks of that event it may experience positive feelings and look forward to it occurring again. It may be attracted to the *behavior*, or towards the *person* involved in it. Or, it may feel uncomfortable, fearful, defensive, avoidant, or other unpleasant emotions.

To use simple terms that easily guide us in evaluating the dog’s emotional responses, we would classify the first set of emotional responses as the dog being in an **appetitive emotional state** and the second set of emotional responses as the dog being in an **aversive emotional state**. Using these classifications simplifies our evaluation of the dog’s emotional responses and makes it easy for us to choose a direction we would like to influence the dog.

In traditional dog training the primary focus is on behavior—getting the dog to do behavior we like, or getting the dog to stop behavior we don’t like.

That's fundamentally a reasonable desire: more of what we like, less of what we don't like.

Of course, this perspective is often only concerned with how the dog's behavior affects the human's quality of life and gives little, if any, concern to the dog's own experience. It rarely asks what's causing or driving the undesired behavior, or, even worse, the training response may be guided by a totally unprovable and mythical set of beliefs that revolve around the dog's constant desire or plan to control the humans or "get one over on them" in some way and for some reason.

When working with the Three Levels of Effect, we operate from a basic concept that behavior is the result of thoughts and emotions. Animals have thoughts and they have emotions. Those thoughts and emotions are the products of genetics, epigenetics, and life experiences—and the sum total of those things determine what an animal will do in response to any given situation and stimuli.

How does this concept help us in behavioral work?

Let's take the example of a dog behind a fence that aggressively barks at people when they approach, and maybe intends to bite if given the opportunity.

Traditional theory would say that if we approach (Antecedent), and the dog barks (Behavior), and we throw the dog food (Consequence), that the behavior of aggressively barking at an approaching person will be reinforced. That's the ABCs of Learning Theory.

The first thing to consider is that in practical terms, the behavior is **at or near its maximum intensity** and can't really be made stronger through reinforcement; it can only be maintained and, it's already being maintained—by its current ABCs that don't involve food.

What would happen if we introduce food, by rewarding the dog while it's doing exactly the thing we'd like to get less of? It turns out that in almost all cases, if we walk up to a point near the fence, throw food and walk away, rinse and repeat, that the vast majority of dogs will initially start to change their body language and tone

of the barking and with more repetition will stop aggressively barking at us.

We need more change than just that to resolve a true aggression problem, but let's just look at the initial change.

Initially, the dog was uncomfortable with people approaching and barked to make them go away.... or maybe really primarily to stimulate dopamine.... or because it's excited and truly wants to bite them.

As we do trials of approach, feed, and leave, the dog starts to anticipate that we will throw food as we approach. We've introduced a new thought.

An advertisement for EZ4DOG training products. The background shows a person from behind, wearing a red cap and black clothing, holding a red EZ4DOG Command Clicker. A German Shepherd dog is sitting next to them. The text 'EZ4DOG' is at the top in a red banner. Below it, '50% OFF TRAINING PRODUCTS' is written in large white letters, followed by 'USE CODE: IACP50'. The redemption location is 'STORE.EZYDOG.COM' with a note '*EXCLUSIVE IACP MEMBER DEAL* US ONLY'. Three features are listed: 'HANDS FREE ergonomic design', 'EFFECTIVE training tool', and 'POSITIVE reinforcement'. At the bottom, the phone number '208.263.3181' and email 'info@ezydog.com' are provided, along with the EZ4DOG logo.

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Cover submissions should be vertical/portrait orientation.

We are now influencing change in the Second Level of Effect.

When the dog eats the food, that will stimulate hormonal responses in the dog that produce emotions of comfort, calmness and safety. That affects the Third Level of Effect, the dog's emotional state.

With repetition, the dog starts to think differently about what it expects or predicts will happen when we approach, and those thoughts are congruent with the emotions of seeking/hunting, comfort, calmness and safety. The dog now thinks and feels differently about us approaching and those thoughts and emotions are not the type of thoughts and emotions that produce aggressive barking.

But, the dog has a long history of the behavior and whatever reinforcement is associated with that behavior, whether the behavior is internal, external, or, as is almost always the case, both. So, it may still have a tendency to bark at us, even if maybe a bit less aggressively.

But now, because of those softened thoughts and emotions, the dog is highly susceptible to manipulation by us through the use of the food and creating predictions. Now, if we approach to the same spot at which we have previously thrown the food, and the dog is barking, we just stop there and don't throw food.... until the dog stops, diminishes, or changes barking. Then, the moment that change happens, we bridge, reward and leave.

Pretty quickly the dog will start to realize that its barking actually **interferes with its new goal**, which is to get us to throw food. The dog is now operating on a completely different set of thoughts and emotions, and those will either naturally produce different

behavior, or make it very easy for us to manipulate different behavior.

In this case not only will the dog stop aggressively barking at us, but more importantly, it starts to see us as something to cooperate with, not be in conflict with. We've gotten onto a pathway to a very different place than we could get to by trying to control or punish the dog's behavior. In fact, we could correctly label the beginning of what we've done as "Punishment by Reward." We got less of a behavior by adding something as a consequence of the behavior. We punished the behavior, but created and reinforced new

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thoughts and emotions and then reinforced the new behavior that was congruent with those new thoughts and emotions.

The concept of the Three Levels of Effect is a fun thing to play with! The next time you are training a dog who is doing a behavior that you don't like, try rewarding it first. There is no harm and no fallout for the dog—at worst it is an interesting experiment!

Mark and Stephanie McCabe are the co-creators of the Training Between The Ears (TBTE)SM system. They live in central Maryland and travel the country (and beyond) sharing ideas about how to emotionally heal dogs with trainers and owners. TBTE is a reward and relaxation-based system that focuses on changing the emotional states of animals to help them change behaviors and live better lives. They offer seminars and workshops throughout the United States in person and online.

Want to learn more about TBTE? Visit them at www.markmccabe.com

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Group, Private, or Day School?

by Babette Haggerty

There are many service types that a trainer can offer owners. This article series will address the pros and cons of each from the perspective of the self-employed dog trainer, both fledgling and veteran. Those options will include group classes, private lessons (both in-home and in-facility), day school, and boarding and training options.

Dog training is unique in that you can start it on a shoestring budget. But before you set up that website, let's examine the different settings available to help dogs and owners: group classes, private lessons, day school, or boarding and training.

There are a few things you may want to consider:

1. How much time do you want to spend training dogs? You may wish to train full-time, but don't quit the day job yet.
2. When are you available to train? Do you have a family that needs you home for after-school, dinner, and weekend sports? Maybe you want the weekends for dog shows.
3. Do you like public speaking?
4. Would you prefer to deal as little as possible with the owners?
5. Do you have a facility in which to train?
6. Are you legally allowed to board dogs in your home? Most municipalities frown upon that, which is another topic of discussion.
7. How will the weather affect your chosen training environment?
8. How much do you need to make, and how much is your time worth?

Group classes offer many benefits to the owners. They are an affordable way to train the family dog, and they foster human socialization. Owners can create playdates for outside of class. And they can also share in the knowing that their struggles

are not unique, while experiencing the positives of group work.

For the trainer, there are also pros and cons:

Pros

- It can be your biggest moneymaker.
- You can train more dogs in less time.
- Your liability is lower in many ways, such as you don't have to worry about a dog getting hurt or sick under your care.
- You are usually dealing with easy dogs—less of a chance of getting bitten by that aggressive dog, as you will have great filters in place so that aggressive dogs don't show up for class.
- Simple problems can be addressed for a number of people at once.
- You don't need to be a highly-skilled trainer adept at solving complex problems to run group classes.

Cons

- You need space for this.
- The weather can affect your classes if they are outdoors.
- Nights and weekends are the most popular time for people to want to go to a training class.
- Owner compliance tends to be lower. Experience has undoubtedly proven that the more money people spend on training, the more effort they will put into their practice.

If you have a facility, finding space is easy; you have it! If you have a facility and you are not offering group classes, then I think you are leaving too much money on the table. Whether you are offering daycare, boarding, or private lessons,

there is space on the weekends and at night that is not in use. Offer group classes during the off-time, and you are making money on that unused space.

Let's say you have a small space. Figure out how much you charge now for private lessons in that same area. Find the number that will allow you to make that same size space more profitable. You can advertise that you have the smallest group classes in town. People will pay more for that.

No space yet? Approach a pet store with a good parking lot. They will often let you use the parking lot for free, but in exchange, you want to put together a list of items that the owners will need in class (all available, of course, at the pet store). Your “mom-and-pop” stores are ideal for this situation. I had a great relationship with several pet stores in Palm Beach County when I lived there. What if the product quality of the store equipment isn't up to your standards? Before you start class, have the pet store order the same equipment (leashes, collars, training collars, treats, toys, etc) you want

the owners to have. While they are making a profit on equipment sales and you are not, the benefits of giving the pet store the profit are priceless. When I ran group classes in parking lots, the course's first night was orientation and teaching the Kata exercises. For the last twenty minutes of class, I would bring them into the store and help them buy what they needed. The pet store owners loved it because my assisting the owners gave their sales staff relief, and I was selling them everything they needed and walking them up to the cash register. While there, owners would often ask more questions about toys, crates, food and buy even more. Not only does the pet store benefit, but so will you:

1. The entire staff is getting to know you.
2. If they know you, they will refer you.
3. The pet store owners will appreciate the sales. With the days of Amazon and Chewy, pet stores need all the help that they can get.
4. If having group classes in their parking lot is



unbelievably awesome, the pet store will be loyal to you.

5. You are helping them create a new customer base.

Another excellent place for outdoor space is a veterinarian's office. I had 26 different veterinarians referring only to my school in Palm Beach County. We rotated about 15 of those veterinarian's parking lots for classes. Very few charged me. I approached them by letting them know how the training would make their staff's job easier when treating the dogs. Their team was also permitted to take my class at no charge (they had to pay for the course, but as long as they completed the training, they would get their money back).

Local parks, and dog parks have open spaces nearby, animal shelters, parking lots, or conference centers can all be possibilities, depending on your area.

Many don't have the luxury of being able to train outdoors all year long. For indoor space, the best places to contact are day care or boarding facil-

ities. They usually have a nice size space they don't use at night and on weekends. You can also reach out to churches and private schools. Offer to donate a portion to the dog park, animal shelter, the church's food pantry, or any charity that the decision-makers prefer. Become creative.

As you reach out to various locations, make certain you are not conducting classes at competing daycares or veterinarians. For example, if you will approach Dr. Jones and already teach classes at Dr. Smith's, make sure that they are far enough away from each other that you are not bringing Dr. Smith's patients to Dr. Jones' facility for training. The same goes for any pet-related location you use. Remember, you do not just want to have an excellent place for your group class; you want to be able to use those locations in a way that would best serve them. I will paraphrase a Zig Ziglar quote; "Help enough people get what they want, and you will get what you want." Figure out how you can help the place you are hoping to secure for classes. Look for the win-win. Help the powers-that-be fill a need or want. Offering group

A promotional advertisement for KONG toys. On the left, a tan and white puppy is running on a green lawn, holding a red KONG toy in its mouth. To the right of the puppy, the word "KONG" is written in large, bold, red capital letters, followed by a red KONG toy icon. Below this, the phrase "Dogs Need to Play." is written in a black, cursive script. At the bottom, the website "KONGcompany.com" is listed next to three red circular icons for Facebook, Instagram, and YouTube, followed by the social media handle "@KONGcompany".

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classes is an easy, cost-effective way to build a dog training practice by word-of-mouth while still working your day job.

This year is proving to be an exceptional year for trainers, so adding group classes into the mix is a great way to help more people in a shorter period while also building a service that will last for years to come and will withstand a poor economy.

In the next parts, I will address the pros and cons of private lessons, day school, and boarding school options.

Babette Haggerty has been working with dogs her entire life. Raised in a boarding and training kennel by dog training pioneer Captain Haggerty, she started making \$2.00 an hour feeding and walking the dogs. Her 16-year-old daughter is now following in her footsteps but is paid better. Babette's family shares their home with a Norfolk Terrier, Standard Poodle, Pug, and German Shepherd. For questions on this article or anything about dogs, feel free to reach her at her school in Midland Park, New Jersey. info@haggertydog.com

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So sad this weekend is over. Everything I knew about dogs as I knew them was blown out of the water...but now I know how to get into their world and see/relate from their perspective.--Alison C. RBBM, Hutto, TX



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Online Training: Supplement Your Income

by Gillian Scarpino

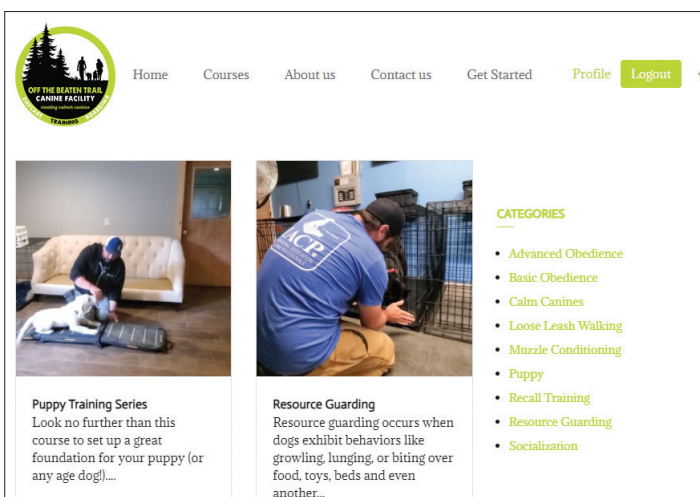
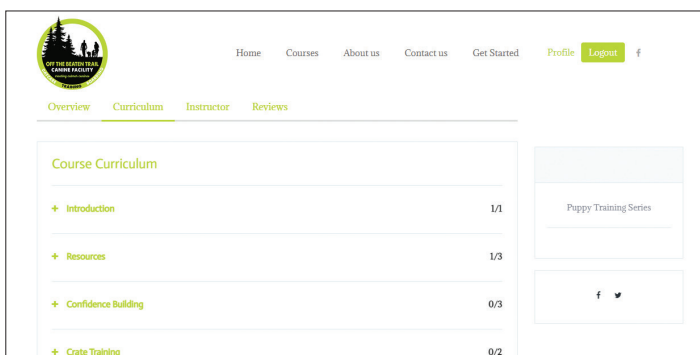
My husband Jeff and I had been wanting to add some kind of online training to our business for quite some time, but we never really knew where to start. We had ideas, but they seemed abstract and even out of reach; plus, we didn't exactly have a lot of spare time while running a busy facility as parents of two young boys! However, we were lucky enough that the people who created and maintain our website (Jay and Chrissy Davis; their business is NEKOnline) reached out to us regarding this same idea and they really gave us a push to get it all going.

Together, we started coming up with a plan for how to create an online membership. First, they recommended we didn't launch until we had at least 4 courses that people could take. Second, they told us that lighting and sound are the two most important things for any online video, and that people will tend to not watch any that are hard to see or hear. Third, we came up with a price point that seemed reasonable for most people: \$29 per month, or \$290 for a yearlong membership (we decided on PayPal Express to collect payments). We also decided that we would commit to adding one new course per month to the membership, and that Jeff would go "Live" in the adjoining Facebook group once per month to answer questions that anyone had, whether about the videos themselves or situations they were coming across on their training journey.

While Jay and Chrissy got started on building the separate website that would house the online courses, we got started with filming. We explained to our clients that we were creating an online training membership and asked if they would like to send their dog to us for training, which would be recorded and added to our online library. The training was, of course, free for our clients, and we also gifted them a complimentary month of the membership as a thank you. We scheduled one day per week at the facility for filming and created enough content to launch in about a month's time.

Our first four courses were *Basic Obedience*, *Advanced Obedience*, *Recall*, and *Loose Leash Walking*. We filmed with our cell phones – I have a Google Pixel 3 and Jeff has a Samsung Galaxy. I filmed the first few videos holding the phone, but quickly realized I needed a tripod, so I ordered an

Amazon Basics 60-Inch Lightweight Tripod with a cell phone tripod adapter for a total of \$35. After recording our first few videos, we realized the sound wasn't too great once they were uploaded to the computer, so I purchased a *Kimafun 2.4G Wireless Lavalier Microphone* on Amazon for \$50. It was a great place to start and added a much clearer sound to our videos. I have recently upgraded to a Saramonic Blink 500 microphone for about \$200, and a *Geekoto Fluid Head Tripod* for \$100. We are still using



our cell phones for recording the videos, but will probably upgrade to something better in the future.

As far as editing the videos, I use a free program called Photos on my HP desktop computer. While this program is basic, it allows me to add titles, trim videos, speed things up or slow things down, and add background music. This is another component I will probably upgrade at some point once I find a program I like.

Since launching the membership, we have added several more courses, including recordings of our two popular group classes, which our members have really enjoyed, as well as courses on muzzle conditioning, socialization, and resource guarding, among others. We usually create content based on dogs we are working with at our facility. We record many sessions of the dogs we have in for board and trains, which then become a series for our membership, or videos that we can add to a course that we have already created. We are taking what we are already doing and simply recording it for people to benefit from later, on their own time.

Our membership, while initially geared for dog owners, has shifted and is now also geared for dog trainers. It is also approved for CEUs for those trainers looking to keep their IACP certifications current.

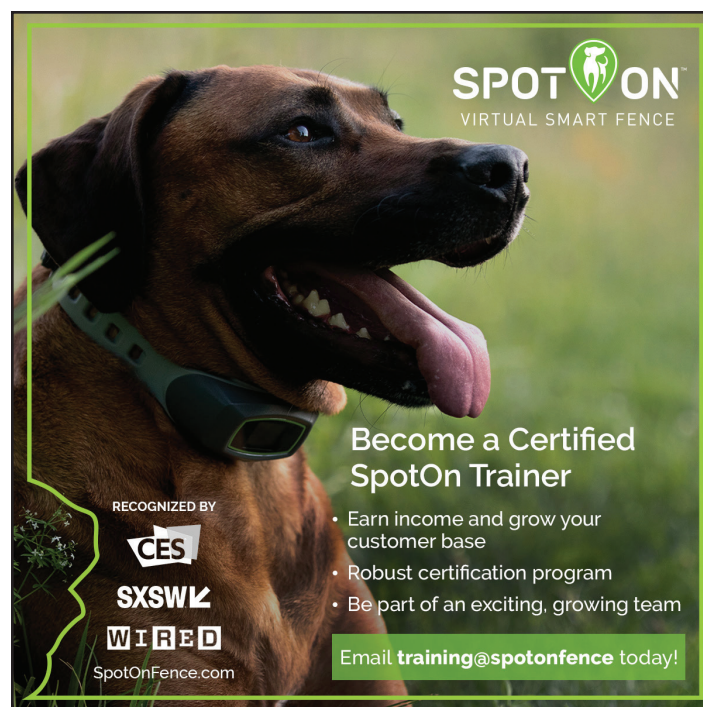
We started our membership in November of 2019, just a few months before the pandemic hit. Now that we are all living a new normal, it has been wonderful to have a place to direct people in a time when we cannot always meet face to face. It has also created a revenue stream which has helped supplement our business during the recent economic downturn. However, I think what we didn't recognize would happen at first is that it is also useful for current clients of ours because we are able to refer them to certain courses that will aid in their training goals. For instance, we might recommend they sign up for a month or two to go through the E-Collar series or the Puppy Training series, to help supplement the training we are already doing with them. We also give every training client a discount code for one month free

to the membership so they can test it out and have a resource to lean on after our in-person training has ended. Our clients have really appreciated the follow-up this provides, as we all know it can get confusing once they are back home trying to implement new routines and boundaries.

If you are considering starting some type of online training, my advice is to start where you are, with what you have! It can seem overwhelming at first, but it is not necessary to purchase expensive equipment or have any previous video editing experience; I certainly didn't! Learn from your mistakes and strive to make each video a little bit better than your last and it will all start making sense and coming together.

Gillian Scarpino and her husband Jeff Scarpino run Off the Beaten Trail Canine Facility in northern Vermont. Gillian has always had an entrepreneurial spirit and a love for dogs. She has her bachelor's degree in Human Services and English and writes weekly blog posts about all things dog here: <https://www.otbtvt.com/off-the-beaten-trail-dog-trainer-in-vt-blog>. Off the Beaten Trail also has an online dog training membership here: <http://otbt.training>. Gillian and Jeff have two sons, ages 3 and 7, and two dogs, a Bullmastiff and an Australian Shepherd/Newfoundland mix. When Gillian is not actively building her business, she is spending time in nature, cooking, reading, writing, and playing with her kids and dogs.

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Critical Thinking

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

“I have no idea how to change people, but still I keep a list of prospective candidates, just in case I should ever figure it out.”

~David Sedaris

When I attempt to explain what type of trainer I am, I like to say that “I fit the training to the dog, rather than fitting the dog to the training.” I don’t recall who I stole that from, but I’ve always liked what it represents: an ability to be open-minded, with a full toolbox, because I understand pet dog training isn’t “one size fits all,” and no tool or method is right for every dog—instead of having a dogmatic view that every dog should fit into the training method I am emotionally beholden to.

But you want to know something else I have learned? Fitting the training to the person is important, too. Your 2 pm appointment and your 4 pm appointment may need the same skills, but you will not teach those skills exactly the same way—not just because the dogs are unique, but because those *people* are unique. We have to make adjustments on the fly to help dogs, and we have to do the same for people so that they understand and can follow through effectively.

To an outsider, it probably looks like we are constantly repeating the same stuff all day long. And in some ways, we are—but we are always tweaking. It takes a lot of my mental and emotional (and physical, while wearing a mask) energy to teach private lessons because I have to adjust, read people well, and know that what they say may not be true. Why might that be? Perhaps they are impatient, distracted, or they want to seem competent. Towards the end of a lesson, it’s because their brains are full. And if the humans are distracted, *only about 1/3 of what you are saying is sticking*. (Remember, the dog is already a giant distraction.) Adjust lessons accordingly for the humans as well as the dogs.

What aspects of a dog owner can influence how they learn from you? Culture, religious/societal beliefs, beliefs about dogs, previous experiences with dogs (positive or negative), gender, race, their emotional intelligence level, and of course how they cope with stress all matter. People who have owned dogs previously generally have a savvy that someone who has never owned a dog would not have. Combine a first-time dog owner from a culture vastly different from the one you are used to, with personal anxiety issues and an out-of-control or anxious dog, and you might be facing your own personal Circle of Hell.

How often does this happen? You have a client coming in for an initial lesson whom you have never met. You have a list of things they’ve told you that they want to change about their dog’s behavior, so you have formulated a rough lesson plan. And then they get dragged into your training area by this dog that only partially resembles the dog you were picturing based on their description. They had complained about leash pulling as their number one concern, but while this dog is a puller, what you notice first is that he is profoundly anxious, or reactive. Maybe they had complained about the dog not knowing “stay,” but you realize within 5 seconds of meeting them that the dog has the attention span of a gnat and it would be wisest to work on building attention before stay—assuming they have realistic expectations for what “stay” actually is.

Or, they tell you that the dog “barks at people when they are walking him” and you think, “oh, I can teach them better leash skills or how to be comfortable seeing people on walks” but when they arrive, you notice that the owner fondles the dog mercilessly and the dog is neurotic because they will not stop petting it and trying to soothe it. This has to be addressed first, of course.

Client dogs almost always have an underlying

foundational issue that we have to fix before we get to fix what we—or the clients—thought we were going to fix.

When meeting a new client, I have to exchange banal pleasantries, remark how cute/silly/persistent their dog is (always compliment the dog on something), assess the dog, and figure out the best way to coach the owner—all within the first 5 minutes.

I have a Rule of Three: I never try to introduce or teach more than 3 concepts to beginning clients in one session. Sometimes, when things are really chaotic, it may be fewer than three, even.

When our session is complete, I want everyone feeling confident that they are smarter than when the lesson began, and can re-enact what I showed them. I used to be slightly obsessive about making sure everyone “got their money’s worth” as far as the full lesson time, but I stopped worrying about that when I realized that they aren’t watching the clock (if they are, it’s just because they want to make sure they leave on time). So I set a timer and I coach them for about 52 minutes, then we review, and I make them show me what they are going to do, and commit verbally to doing the work because public commitments are powerful.

Believe me, 3 concepts is plenty. People and dogs cannot absorb much more at one time.

Upon meeting them, I make microadjustments to my teaching style to make sure I leave them knowing how to do at least 3 things and confident that they can put those things into action—even if those were NOT the things they wanted to work on (or that I expected to teach that day). Once I know them and I have a general idea of their learning style and how distracted they typically are in any given environment, I can make slightly more concrete plans for future lessons, knowing that those can get sidetracked, too, by distractions in the human’s environment over which I have no control.

I truly believe that what the majority of people want when they schedule a private lesson is, well, magic. They want you to come in and solve the problem and then just show them a few things to

do to maintain those results—things that will, of course, mean they don’t have to make any changes at all. They expect the dog to be much better at several concepts after just one hour in your mystical presence (are you rolling your eyes yet?).

I don’t tell them when we begin, “Oh, we are only doing these 3 things.” I just make it happen. If they bring up other issues, I circle them back to the 3 things I think they need as the foundation, and I tell them why.

If the dog has behavioral issues: fear, hyperactivity, aggression, or if there is a safety issue (dog is nipping at ppl when they come in), I have to adjust and address that immediately, or the other stuff will not matter.

For these cases, I often stick to just two concepts at our first lesson—and they don’t have to be new things. In fact, often they are things that the owner claims their dog “already knows”! Having them practice two “easy” protocols will accomplish two goals: it will show me how dedicated to putting in the foundation work they actually are, and it’s an assessment of their learning style and their current teaching style to their dog. And if they don’t do the homework, that tells me loads; if my teaching style was at fault, that is something I have control over, and I can make adjustments on the fly to that, too.

As people trainers, we need to be hyper aware of owner’s behavior, and we often have to address issues we may not have anticipated. You know you are getting the hang of this profession when you can learn through email, text, or phone call (e.g., no body language component) important pieces of the puzzle you have not been explicitly told. It often feels like we are circus performers, keeping multiple spinning plates aloft while riding a unicycle, but the results are so worth it.

Mailey, The Pooch Professor, is Editor of The Canine Professional Journal. She joined IACP in 2003 and served on the Board of Directors from 2014 through 2020. She is a longtime member of the Education and Certification Committee and was in charge of creating the Dog Trainer Foundation Exam. An Atlanta, GA native, Mailey has worked professionally with dogs and their people for 38+ years, holds a Masters in Education, is a CDTA and PDTI, and was Behavior and Training Manager for the Atlanta Humane Society for 21 years. Read more at www.poochprofessor.com and www.carpek9.blogspot.com.

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