

IACP

INTERNATIONAL ASSOCIATION OF CANINE PROFESSIONALS

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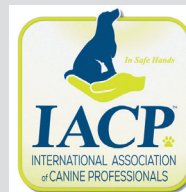
International Association of Canine Professionals

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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How to Join IACP:

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

ASSOCIATE MEMBER — Less than five years experience as a canine professional but practicing as a professional. Can use the IACP name and logo on business materials. May not vote.

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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The IACP is proud to announce that Members
Jill Annese, Rosemary Dybel, Sunghee Kim, and Lauren Turner
have earned the DTFE certification and are now able to use this designation in their titles.

In addition, the IACP is proud to announce that Members
Virginia Ahlers and Jessica Hudgins
have successfully completed their Certified Dog Trainer examination and are now able to add the designation IACP-CDT to their names.

In addition, the IACP is proud to announce that Member
Petra Koehler
successfully completed her Certified Dog Trainer Advanced/Professional Dog Training Instructor examination and is now able to add the designation IACP-CDTA/PDTI to her name.

We know how much work goes into this and we are proud of your achievement.

Well done!
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President's Letter

by Tyler Muto

The New Year is always a potent time, providing opportunity to aspire toward the future as well as reflect upon the past. As dog trainers, I believe the process of self-reflection is particularly important, especially in the current climate of the industry.

The beauty of animal behavior is that it is an ever-evolving field. Collectively we know more now than ever before. Not only about the nature of learning and behavior, but also about the richness of dog's emotional lives and of our relationships together.

As a results based practice, it is easy in dog training to get into a rut. If something has been working sufficiently to meet our client's needs, to sustain our income, and manage our dog's behavior, it can often be difficult to step outside of our daily practice and perform a critical assessment of the status quo. However, if a process or practice "working" were sufficient enough, then we would have seen little evolution, if any, in our practices in the past 100 years. After all, when Colonel Konrad Most published *Training Dogs, A Manual* in 1910, by all appearances dog training was meeting his needs.

It is those individuals who have reflected on their practices and what they have learned with restlessness and dissatisfaction who have driven dog training, and animal behavior as a whole to new dimensions.

In an industry that is facing increasing scrutiny and regulation, it is imperative now more than ever that we each reflect with a critical eye. We must always look back and ask: "Is there a better way?"

As the collective standards of our field rise, education is becoming increasingly important. It is no longer enough to know what to do. We must know why we are doing it. When things don't go as planned in a training session, it is the understanding of "why" that will guide us toward the best solution.

The future of the IACP, and in many ways the future of dog training as we know it, depends on this collective process of self reflection. And it is here, in my opinion, that we have dropped

the ball. For years we have invested much of our energy in defending the status quo. It began out of necessity, and continued out of convention. In doing so, we have allowed other groups to commandeer the concept of "Humane Dog Training," and paint us who believe in a more open approach as Neanderthals, stuck in the stone ages.

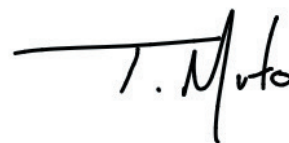
Do not misunderstand my intent. I am in no way suggesting that there is no need or reason for us to defend some of the tools and practices that we know to be essential for true animal welfare. However, we cannot speak with authority in defense of our techniques, tools, and values if we don't take seriously the ongoing process of improving our own best practices.

Honest reflection breeds innovation, supports integrity, and ensures that our moral compasses are properly calibrated. We are at a pivotal point in our industry, and I truly believe that the most powerful thing we can do to protect our rights, tools and practices is to become the strongest voice for animal welfare in the industry. The status quo is no longer good enough. We can do better, and prove that better, more humane dog training does not require falling into extreme beliefs.

Change on a grand scale begins with individuals, and individual change begins with self-reflection. As we enter 2018, I invite you all to find some space to reflect. By holding ourselves to higher standards both collectively and as individuals, we can prevent standards from being imposed upon us.

Together we can make 2018 a year of greatness, and we can ensure that the IACP is at the forefront of shaping the future of the industry. I hope that the New Year brings you all prosperity and abundance, and thank you all for your continued support.

Respectfully,



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The Canine Professional Journal editor is looking for submissions relating to all aspects of professional canine care. Articles should be of interest to a diverse membership of canine pros and should range from 800 to 1,500 words. Articles are subject to editing. See page 2 for details.

PHOTO submissions welcome, too!



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A Primer on Effective E collar Training

By Mary Mazzeri, IACP PDTI

Modern E collar tools and training methods have undergone a remarkable evolution. Technology has developed subtle, sophisticated settings that can get a dog's attention with medical grade stimulation, stimulation that is equivalent to the sensation produced by a doctor's muscle stim unit.

An electronic collar remote is not like a TV remote. Dogs do not automatically know what 'channel' you want them on just because you've pushed a button. However, when combined with long line work, body language, good timing, markers, cues, and rewards, initial learning takes place relatively quickly. Like all other approaches to training a dog, consistent application of techniques over time are necessary to guarantee habituation.

Most of my students pursue E-collar training because they want safety and off leash reliability for their dogs, or to stop unwanted behaviors that other approaches have failed to achieve—or both. They love their dogs and want to do them no harm. All of this can be achieved with a systematic approach that employs technique, timing, and teamwork.

It makes "Sense" to a dog

In my approach, we engage all five of the dog's senses: Sight, sound, touch, smell and taste. The dog is 'learning through all 5 senses.' Understanding speeds up because of the multiple sensory inputs.

Sight: The dog learns through the visual cues offered by the handler's body language (signals/gestures). This critical component is a dog's primary way of communicating within its species.

Sound: Judiciously placed verbal cues mark correct responses as the dog tries to navigate what it is experiencing. "Marking" and "Naming" the behaviors as they occur help the dog recognize

and understand verbal commands. This is the human handler's primary way of communicating within its species.

Touch: We engage the dog's sense of touch on 2 levels. A line is initially used to guide the dog's movement in association with the sensation of the low-level electronic stimulation. These 2 forms of tactile pressure (the physical line and the E stim) combine to direct the dog into a change of behavior and direction. Pressure is applied from both. The line guides the dog's movement in a turn as the stim pressure is applied. Both forms of pressure disappear when the dog is moving into the desired response/direction. Eventually the line pressure is delayed, then gradually eliminated. A verbal cue such as "Let's Go" is paired with the stim once the dog starts to initiate the turn in response to the stim. Once the habit is well established, the dog learns to respond to just the verbal command.

Smell & Taste: Once the dog understands and takes ownership of the stim pressure (SP) it is rewarded randomly with food, praise, petting, play etc.

Reading the Dog

A skilled trainer is a student of the dog. He or she learns to watch for subtle cues/body language responses from a dog. Determining a given dog's awareness of stimulation is critical in deciding what a dog's level of stimulation needs to be whether the dog is in a calm state, or whether it is aroused.

Learning through Associations

The foundation for correctly taught remote collar training is helping the dog to understand and to 'own' what he 'feels' (stim), and what he hears (command). These two senses work together

to help the dog to process the E stim and know how to respond to it. The initial associations are accomplished by determining a given dog's range of sensitivity when it is calm, then eventually when distracted, when engrossed, when alerted to the environment, when aroused, and when in flight. Every dog has a "range of awareness" that must be carefully observed through watching reactions to the range of stim levels. The initial training is done with minimal distractions so that the levels can be kept in the low range. The dog must associate an initial movement with the stim. This is done by using the line to 'turn the dog around' when it feels stim. The dog is initially guided into that turn with a line attached to a separate collar. Stim is initiated as the dog is moving away from the handler and continues until the dog is guided through a turn back toward the handler. The stim stops after the dog has taken a few steps toward the handler. Correct responses are immediately reinforced with a "Yes" marker.

This is repeated at intervals until the dog initiates the turn in response to the stim--with no verbal cues or line pressure--over many dozens of repetitions over several days. Then mild distractions are introduced. Gradually the dog is asked to turn away from increasingly stronger distractions, where the stim level may have to be increased in proportion to the dog's response.

The same general process is used to associate the stim with each command. When told to "Sit," for example, low level stim is started with the word "Sit" at the same time upward leash pressure and or shaping is applied. The stim and the leash pressure are both discontinued just as the dog sits. Eventually the command is spoken without E stim or leash pressure and they are only used when the dog doesn't comply.

Timing is Everything

One of the more difficult aspects of training a dog for the average pet owner is helping them learn how to read what the dog is saying with



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its body language. A good trainer recognizes a dog's behavioral patterns and can anticipate "what is coming next" from the dog. "Thinking ahead of the dog" requires the human to become a student of the dog. No matter what tools you train with—collars, leashes, food, clickers, play, praise, petting, or any combination of these—it helps a lot if the human has a pretty good idea what is coming next. By anticipating a dog's next move, the trainer can develop perfect timing and pair the appropriate reward or correction to the dog's behavior. The closer the consequence follows the behavior, the more likely the dog is to make the connection. It will either strengthen the behavior or diminish it—depending on how the dog interprets the consequence.

That is why having a good instructor to point out these behavioral nuances is invaluable. A good teacher can show a student what to look for, and to learn to think back to what a dog generally does just before it does the behavior being taught and encouraged or the behavior being eliminated.

Contrast and Comparison

Dogs learn which behaviors are desirable or avoidable because of their experiences with previous outcomes where they could compare what works for them and what doesn't. While a good trainer will guide a dog into the correct response many times, there will come a time when the trainer will set up a controlled choice for the dog to make. Based on what they have already learned, the dog might be exposed to a distraction and, if the dog aborts or disregards a command, it is guided back into the correct response to a given command (e.g. a "sit-stay"). Eventually the dog is allowed to choose its response to the distraction. If it holds a stay for example, it is rewarded. If it doesn't, it receives electronic stim and is guided back calmly into the stay, where the stim ceases. This test would be repeated until the dog shows clear understanding—and what choice it is expected to make. The dog is immediately rewarded for the right choice. Over time the dog would be exposed to more choices and decision-making opportunities, until it understands the scope and definition of a

stay. It learns by comparing and contrasting the consequences of its choices—what works and what doesn't work.

Modern Remote Collar training helps us to make the learning curve much quicker and clearer for the average dog owner and their dog, but the rules of dog training remain the same: use patient, consistent, predictable patterns that a dog learns over time.

It doesn't matter whether your client is a rocket scientist or an artist, our job as their teacher is to break the electronic collar system's learning process down into small, logical steps—from simple to more complex, from shorter to longer duration, from non-distracted to controlled distractions (and sometimes unexpected ones), and from proximity to eventual distance control. The wonderful technology and tools at our disposal still rely on good communication and teaching techniques for our clients and their dogs.

Mary Mazzeri, IACP CDTA/PDTI, is a founding member of the IACP.

She's been awarded IACP Member of the Year and inducted into their Hall of Fame

Mary Has operated Care Dog Training in the Chicagoland area since 1970. She's taught thousands of students and mentored countless dog trainers that now run their own successful dog training businesses. She loves teaching people and their dogs how to live together in harmony.

www.CareDogTraining.com

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Facts and Information About Service Dogs, Pt 3

by IACP Service Dog Committee

Service Dog Fraud: What Can Dog Professionals Do?

Counterfeit: adjective: made in exact imitation of something valuable with the intention to deceive or defraud.

With the proliferation of service dogs and their proven value in assisting persons with physical and mental impairments such as post-traumatic stress, diabetics, deafness, blindness, autism, etc. also comes the predictable plethora of unscrupulous trainers and suppliers of “fake” service dogs and service dog supplies. The IACP has taken a professional position on this growing problem and strongly opposes the counterfeit use of service dogs (SDs). Industries exposed to these animals have rights and interests that must be considered as do the handlers and trainers. Airlines, hotels, schools, hospitals and retail operations need and want to accept the trained SD but have trouble distinguishing between the legitimate and the counterfeit (fake) SD.

What can we do as canine professionals to stop the proliferation of fake SDs?

1. We need to take a part in the education of businesses and others to the trained tasks SDs perform and the access of persons with the disabilities who use SDs.

The IACP SD Committee has developed working standards for the training and use of Service Dogs. The committee has developed education packets for businesses and public entities to use to train their employees regarding interactions with persons who utilize SDs, which are available for free download online at <http://www.canineprofessionals.com/education-packet-for-business-owners>. Information to the general public regarding service dogs is available at <http://www.canineprofessionals.com/service-dog-committee>.

2. We need to be knowledgeable in order to give the best advice to our clients and businesses.

The IACP SD Committee encourages trainers to know and comply with the federal and state laws that govern persons with disabilities using SDs. In the USA and in addition to the well-known Americans with Disability Act, there are less known federal laws guiding access such as the Department of Transportation Air Carrier Access Act Code of Federal Regulations, Federal Aviation Administration regulations governing airports, and the Department of Transportation Transit regulations. It is also important to know the state mandates for SDs and Service Dogs in training (SDIT). Many states are proposing SD fraud law, but these laws are hard to enforce.

3. We need to speak up if we see a SD behaving badly in public.

We can do this by following a few simple steps:

- Do not confront the dog's owner
- Quietly and politely ask to see the store manager
- Explain your concerns
- Explain their rights
- Explain impact of fake SD's on businesses and those with disabilities

Remember, even the best trained SD can have an off day, so the goal here is to educate and not berate.

4. We need to be sure we are training quality service dogs which maximize the independence and function of persons with disabilities.

When training a service dog, a professional should know the following:

- a. Disease process--in order to train the dog to perform tasks to best mitigate the disability, one must know and understand the disease process
- b. Public access versus obedience—having a dog being able to go to into a store or go to an event is not public access training. Public access training involves building the dog's skills so that it can fit into the handler's lifestyle. For example, a mobility service dog not only has to help the person navigate in public areas, but it also must help the person get dressed, take public transportation, go to work/appointments/shopping and perform tasks, get back onto public transportation, help the client with dinner and evening activities, including getting ready for sleep. Then, the dog has to do the same thing the next day.
- c. Overconfidence in skill set—many of us feel we can train a dog to do anything. However, we need to be sure we have experience or have help getting experience to train tasks. The SD has to love the work and get something from the relationship. Otherwise, the dog will just stop doing the work. In addition, we need to know what specific tasks will help meet each of client's needs. SD training is not a "one shoe fits all" type of training process. We need to vary our training as our clients' needs dictate and many times, the training varies within a disease process.

5. We need to be the example.

As SD trainers, we must ensure the service animals we are placing with our clients and in the public represent the highest standards of behavior and health. Just as all children cannot grow up to be astronauts, not all dogs can excel as SDs.

When evaluating candidates for SDs, we need to consider:

- a. Health
- b. Temperament
- c. Size and Tasking
- d. Breed Selection and Public Perception
- e. Handler Knowledge and Skill
- f. Training Tool Requirements
- g. Age
- h. Socialization

When evaluating candidates for SD handlers, we need to consider:

- a. Compliance with Healthcare Regimen
- b. Ability to Provide Care for the Dog and to Properly Handle the Dog
- c. Compatibility of the Trainer and Handler--We are working with these people for a long time, so we have to be able to get along with them and vice versa.
- d. Support of Others in the Process--This one can be tricky. If the significant others want a

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SD more than the person with the disability, this may not be the time to place a SD with that handler. At the same time, it is helpful if the handler has support.

e. Commitment--People with disabilities will have days where they feel poorly, but they still need to take care of the dog.

6. We need to maintain quality standards in the training and placement of SDs

The IACP SD Committee has formulated a service dog trainer certification with the objective of credentialing experienced service dog trainers. Members and non-members of the IACP are encouraged to contact the committee at IACPSDCmte@gmail.com for information.

In addition, stay tuned to IACP SD Committee announcements. The SD Committee will soon be rolling out 2 wonderful programs:

- a. Mentoring
- b. Public Access Testing

For more information:

<http://www.canineprofessionals.com/service-dogs>

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



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When You Are Feeling a Bit Wobbly in Life

by Erica C. Boling, PhD

The life of a business owner and entrepreneur is not for the faint of heart. It's an emotional (and sometimes financial) roller coaster. One minute you are feeling successful and very confident with yourself. The next minute you are questioning every single move and every single decision that you make. It's your vision (and passion!) that gives you the drive to keep pushing forward when many others give up.

I originally wrote this article for those who are interested in starting up a canine business or for those who already have a business. Once I started writing, however, I realized that this topic could easily apply to many other areas in our lives!

There is one thing that should be a driving factor behind all that you do. It's the one thing that keeps us moving forward when confronted with failure, critique from others, and our own self-doubt. It's your VISION that you have for yourself, both personally and professionally. It's the vision that you have for your life today and your future.

Your vision can inform the how, what, and why for everything that you do. Your vision includes the kind of lifestyle you'd like to lead.

There can be a number of factors behind your vision. For me, for example, I want to help others. I want to make a difference in people's lives and help them have healthier and fitter dogs. In addition to this, I want to have a business that allows me to have freedom in my life. This includes freedom to do what I love, freedom to live where I want to live, freedom to decide with whom I want to spend my time, and freedom to decide what kind of clients and students I want to have.

Being clear about the desires and passions that drive you forward is so very important. It's also important to periodically remind yourself about your vision. Write it down, revise it when needed, and be sure to revisit it various times throughout

the year. This is especially important when feeling discouraged, lacking motivation, and/or lacking direction in life.

Here's one example where having a vision and reflecting on that vision helped get me out of a rut.

"This is way too hard. I'm not even sure if it's possible. It's so much easier to just keep doing what I'm doing rather than move forward into the unknown."

I admit that I've said these types of things to myself during certain points in my life. I don't know about you, but my drive, passion, and confidence seem to ebb and flow. Some days I feel on top of the world where everything seems possible. Other days, I'm doubting and questioning everything.

Recently I was feeling a little low. I'm not sure what prompted it, but I was back to questioning myself and wondering if my vision and dream could actually come true. Soon after that, I started to question my future. I thought I had things figured out. I thought I knew what I wanted in life. As things got challenging, however, I felt myself falling back into "just settling" in life. I realized that this was happening because I felt like my vision and my dream were pulling further and further away from me.

I felt my vision was impossible.

I began to question everything I was doing. My motivation was low. My self-confidence was low. My frustration was high.

I then took time to revisit my vision and reflect on my life. I asked myself, "What do I REALLY want?" These last few weeks I've been on Mount Desert Island, Maine. I came here for a "working vacation" and also to reflect upon my future. I thought I knew what I wanted, and that included ultimately purchasing a home up here in Maine.

I wanted to spend time on the island to get a better sense of where, exactly, I'd like to live.

These last three weeks have brought so much clarity! I've revisited my vision and my goals. I've done some journaling. I've done a LOT of thinking and planning. And guess what? My vision has changed. I'm now imagining a different life for myself. I have new goals.

It's OK if your vision and dreams change! Something isn't working? Doesn't feel right? Not a problem! REVISE AS NEEDED!

Revising why I'm doing what I do and the kind of life (and business) I want to have has given me more clarity. With this clarity, my motivation has spiked. With this spike in motivation, my confidence has spiked. Just a few weeks ago my vision was wavering. I had questions. I felt myself falling back into "just settling." By making readjustments and getting clearer about what I truly want, I'm back on



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track, taking action, and moving forward instead of falling behind.

Having clarity about what you want both professionally and personally can help you follow what your heart truly desires. This can give you the drive, passion, and confidence to move forward when things get tough (and possibly scary!). THIS is why building a vision for yourself and periodically revisiting it (and possibly revising it) are so very, very important.

If you are feeling frustrated, wobbly and low on motivation or confidence, revisit your vision!

Remind yourself WHY you are doing what you do. Remind yourself WHY it's important to you. If your vision does not spark within you excitement, energy, and passion, you might need to revisit what you truly want. If you keep giving yourself excuses as to why your vision is not possible, perhaps it's time to take a closer look at WHY you keep making these excuses. Perhaps you were meant to be on a different path?



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So where are you? Do you have clarity about what you want? Do you have a vision for yourself, your business, and/or your future? Are you feeling uncertain and skeptical about it all? If you are struggling, stop and listen to your heart. Stop and reflect. Feel what's calling you. Do what it takes to get that clarity that you need. I promise, you won't regret it!

Erica C. Boling, PhD, is an Associate Professor of Education at Rutgers University and the owner and founder of Northeast K9 Conditioning, LLC and Northeast K9 Conditioning Academy. Erica helps canine professionals stand out within their industry and succeed financially by teaching them how to create and sell innovative, profitable programs. She also helps sport and working dog handlers create peak performance, canine athletes by teaching them how to integrate canine fitness into their training programs. Erica is a Certified Canine Fitness Trainer



(CCFT), Certified Canine Massage Provider, member of the United States Federation of Sleddog Sports (USFSS) and a member of their USA National Team. Erica currently teaches canine fitness to officers at the Atlantic County "John Sonny Burke" K-9 Academy. She also does narcotics detection with her Belgian Malinois and trains and competes in French Ring.

Contact Erica today if you are interested in knowing what it takes to become a Certified Canine Athlete Specialist (CCAS) or if you want to know about her business Mastermind group!

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What the “Mean” Means

by Chad Mackin

When I start training a dog, I try to begin by marking and rewarding things I want the dog to do. I try to get the dog into the idea of “scoring points” in games that eventually become obedience. However, when I start a new client, I generally start by teaching them to mark unwanted behavior. One reason for this is that humans are way better at saying “no” than they are at saying “yes.” We are more likely to complain about poor service than we are to compliment good service. So I start by playing to my client's strengths.

Why are humans so much more inclined to say “no” than “yes”? There are some selective pressures involved. But those aren't what I'm focusing on today. Those don't help us train dogs. On the other hand, there's also a sort of reinforcement illusion that is a pretty large contributor. If you bear with me, you'll see (I hope) why this matters to people training a dog.

Dog trainers are all very familiar with the idea that dog/owner teams will have good days and bad days. I caution all my clients to not let the good days give them a false sense of progress, nor let the bad days give them a false sense of despair. The real measure is how the dog behaves on a “normal” day. And despite knowing this, we aren't immune. After a particularly good session we are likely to pat ourselves on the back, and tend to believe it represents the dog's current ability. When the dog has a bad day we tend to feel like we've lost a ton of ground. In both cases we are wrong, but it's very hard to ignore the evidence in front of your eyes.

The Israeli air force struggled with this is a very particular way. Despite the advice of experts in psychology, flight instructors were certain that rewarding trainees for exceptional performance actually caused a degradation in performance, and punishing trainees for poor performance would cause an improvement in pilots. When challenged

by psychologists, all the flight instructors did was show them the data. A very clear pattern emerged. The data seemed to indicate that a pilot who had been complimented for an exceptional performance would tend to do more poorly on his next flight. Likewise a pilot who had been criticized for a poor performance would tend to do better on his next flight.

It wasn't until they consulted Daniel Kahneman, a psychologist and statistician, about this that they learned the data didn't show what they thought it showed. Kahneman showed them what they were seeing was a very normal statistical effect known as “regression to the mean.”

The key word in the description of the pilot performance is “exceptional.” In both the good performance and the poor performance they were looking at exceptional data. The pilot either did better than he normally did, or he did worse than he normally did. This meant the chances are, in either case, his next performance would be closer to his average. In the case of an exceptionally great performance, the next outing would likely be worse. Conversely, the outing following a poor performance is likely to be better. The important part is that those results would be expected regardless of what the flight instructors did in response.

The flight instructors were confusing correlation for causation. They were likely to reward an exceptional performance, and a better than average performance is likely to be followed by an average performance. The two things are independent of each other. The second result is not caused by the first. But when we assume that the former causes the latter, we cannot help but conclude that our compliments result in a worse performance.

This kind of thing happens all through our lives and we unconsciously store the information until

we have a bias towards punishment and an aversion towards rewards. This pattern creates an illusion that affects our perceptions on an unconscious level.

This is why it's important to evaluate our work based not on single trials or even single days. We can only truly evaluate a dog's progress by seeing steady improvement over a period of time. The occasional dip or jump is to be expected and is, quite frankly, unavoidable. It doesn't reflect directly on the general level of the dog. However, what we do hope to see is the bad days being less bad and less frequent. We should hope to see a "normalization" where the range of responses becomes less varied. The less varied the responses, the more truly reliable the dog is.

In the mean time, understand that saying "yes" to your dog is far more valuable than the regression to the mean might indicate, and saying "no" may not be as effective as it may seem. The bias towards punishment is entirely understandable. In fact,

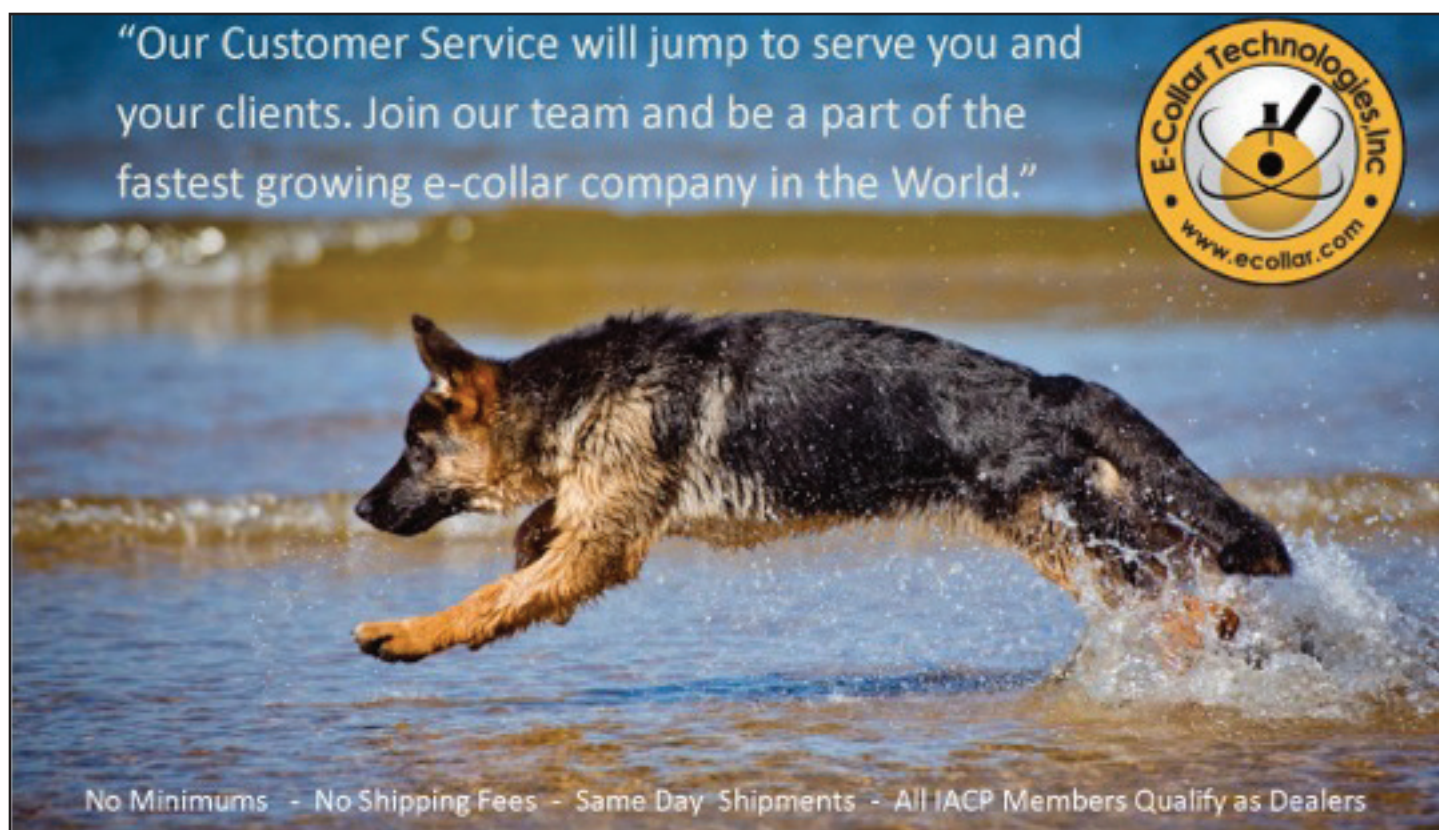
it's nearly unavoidable. But learning to rely more on "yes" than on "no" has been one of the most important tools on my path to creating lasting and real change in the dogs.

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.

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The advertisement is split into two main sections. On the left, a blue background features the PetSafe logo, which includes a circular seal with "SAFE PETS" and "HAPPY OWNERS" around the word "PetSafe". Below the logo is the tagline "protect. teach. love." and a large white text block that reads "PetSafe brand is proud to be an IACP Sponsor!". At the bottom left of this section is the website "PetSafe.net". On the right, a photograph shows a Bernese Mountain Dog sitting in green grass, looking towards the camera.



The advertisement features a large photograph of a German Shepherd running through shallow water, creating a large splash. In the top left corner, white text on a blue background reads: "Our Customer Service will jump to serve you and your clients. Join our team and be a part of the fastest growing e-collar company in the World." In the top right corner is a circular logo for "E-Collar Technologies, Inc." with a stylized dog head and the website "www.ecollar.com". At the bottom, a line of white text on a dark background states: "No Minimums - No Shipping Fees - Same Day Shipments - All IACP Members Qualify as Dealers".

Service Puppy: Getting Started with Service Dog Training

by Victoria Warfel

Free shape—or not?

Our service dog training program is exclusively for owner-trainers of service dogs. These dogs are individually trained to mitigate their owners' disabilities, and while owners can train dogs on their own, many need the support and guidance of an experienced service dog trainer. The big questions people have when starting their search for a service puppy are where to find a puppy, what to look for, and when to start training and socialization. Since Rich and I just brought Gypsy home, we thought this was a perfect time to share our journey, so you can help your clients when they have these questions.

The service dog candidate's breed is chosen based on need of the person with disabilities. We recommend writing down a list of tasks that would benefit them and mitigate their disability before we discuss breed. The specific breeder and litter chosen is based on health testing of the parents and general temperament of their lines. The exact service puppy is chosen based on behavior and temperament of that individual puppy, not looks. Starting with an ideal service puppy candidate makes training so much easier; it is still a lot of work, but you are working with genetics, not against it.

Arrow is my current service dog. He is a Belgian Malinois and while he is a great dog, we cannot recommend a Malinois for the general public or as service dogs. Since he is getting older, we knew it was time to find his successor. Our family debated breeds, based on our needs, and decided on a golden retriever. Goldens make excellent pets and service dogs, and they are a breed I feel comfortable recommending to pet and service dog homes alike.



The next step is researching golden retrievers and talking to many breeders, looking primarily at health testing and temperament. Encourage your clients to make sure the breeder has health certifications before they breed the parents, preferably posted on the OFA website (ofa.org), so they can research parents and grandparents, previous litters, and siblings. If the breeder does not do health testing because their veterinarian tells them that the parents are healthy, this is not the same, and that is a breeder to stay away from. They also want to check the longevity of the dogs and what they eventually die from.

If the breeder sends cute puppy pictures, and your client falls in love with a certain puppy because she was pretty, or he was a preferred color, these are not good reasons to choose a service dog. Temperament is key. That pretty dog could be shy. The one with the nice coloring could be fearful.

The breeder we selected was in Atlanta, Georgia, and had puppies due in a month. Because I was looking for a female service puppy, she gave me first pick of the females. Rich, Arrow, and I flew up to pick out Gypsy and bring her home. There were only 4 girls. 2 were show quality, confident, outgoing and friendly. Girl #1 was more people-focused while girl #2 was environmentally-focused. For the pet quality girls, #3 was a little shy, and girl #4 was content playing on her own. After interacting with all of them, we chose girl #1.

Once we picked Gypsy, her training and socialization started immediately. We flew home with her in the cabin with us as a service dog in training. We had talked with the airline ahead of time to find out how much it would cost to fly her home, and since we are professional dog trainers and she is going to be my service dog, there was no charge for her.

Many times, owners let their service dog candidate be a wild and crazy puppy for the first 6 months to 2 years of their life, and then expect the dog to know that it is now time to be serious about training. However, we prefer starting service puppy training as soon as possible; for Gypsy this was at 8 weeks old. As a puppy, she gets plenty of rest time, crate time, play time, and training time. We have seen service puppy owners bring their dog with them everywhere, and the dog burns out before they actually begin working. We do not advocate for that at all. However, we do strongly recommend starting their training, having them work for their meals, and doing short public outings of 5-10 minutes long. Enough to get in, do some training, and get out.

During Gypsy's first week with us, she worked for meals each day. We needed to build her food drive, so after filling her bowl we started with no more than 10 repetitions and then she got the rest of her bowl. We needed the sessions to be short



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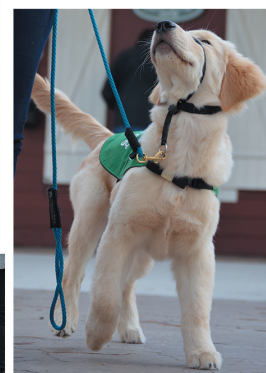
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and fun, and end before she was bored and lost

attention. We started with her name and marker words, then we began luring and shaping sit, look, touch, come/here, and let's go. Of course, we also started crate training and leash training, including having her potty while on leash and while free in the yard. This is one that some dogs in the suburbs have a hard time with, as their dogs may not be taught to potty on a leash, or potty in a different environment than their home, which makes it hard for pet dogs and difficult for service dogs. Gypsy was also acclimated to our household, the animals on the Ranch, and the noises in the house, including vacuum, dishwasher, washer, and dryer. Socialization is vital for every puppy, not just service puppies. The first three months is the primary and most important time for puppy socialization, according to the American Veterinary Society of Animal Behavior, even though the puppies are not fully vaccinated. We never recommend that young puppies go to places that are "dog-heavy," like big pet stores, dog parks, and adoption events. Instead, we choose places where we do not see many--if any--dogs. Depending on your state laws for service dogs in training, you have some options. You can visit dog friendly locations like feed stores, home improvement stores, and city parks. If your dog is a service dog in training, and allowed under your state laws, you can also start light public access. You need to be ready to leave at a moment's notice, paying attention to your service puppy the whole time. When we do outings, Rich does the shopping while I work Gypsy. During her first week with us, Gypsy visited our rural Tractor Supply, McAlister's Deli for outdoor dining, Sam's Club, and Disney's Hollywood Studios. We kept these outings short and sweet, giving her plenty of potty time before, during and after. We had her training rewards and she was dressed

in her service dog gear. By starting her public access training as soon as she is potty trained, Gypsy will be confident and secure in any situation, and things that may have startled her will be no big deal.

Under the watchful eyes of two professional dog trainers, Gypsy will grow to be an amazing service dog, family dog, training helper, and everything we wanted in our golden retriever. You can follow her adventures on Instagram @ gypsy_rose_service_dog.

Victoria Warfel is a CDT, CDTA, and PDTI. She and her husband own Dream Dogz - K9 Wellness & Behavior in central Florida. Visit them at DreamK9SD.com

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Critical Thinking

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

“Begin anywhere.”

~John Cage

I remember being a child and making New Year’s resolutions. I would resolve to be a better friend, to do my homework sooner, to be nicer to my siblings, or whatever it was I (or my parents) was concerned about at that age.

I don’t remember when I stopped making them. I was probably in my 20’s. It dawned on me that one could decide to make changes for the better the other 364 days of the year, too. What was it about the New Year that made this so important, especially since most people do not keep their resolutions beyond the end of January?

We know that change is difficult. The proof is all around us, and in our line of work, we deal with trying to make dogs AND people change their behavior. It’s much easier for the dogs, of course—implement the change, make it rewarding, make previous behavior impossible or unrewarding, be consistent, and POOF! Dog is reprogrammed.

But teaching people to make changes, especially in regards to their dogs? It can be extremely difficult. Heck, it’s exceedingly difficult to get people to change their *minds*, let alone their behavior.

Did you know that facts are not very persuasive when you are trying to change someone’s mind, or set them on a course to change their behavior? Being rational may seem like the best way to persuade someone, but science has proven that it is not. No one makes decisions solely based on facts; everyone needs their emotions to help them navigate this process. In fact, research by neuroscientist Antonio Damasio found that if a person’s brain is damaged to the point where they cannot feel emotions, they are unable to make even the simplest choices, from what color shirt to wear to what to have for lunch.

So we already know that changing minds is difficult. But what happens after you’ve convinced your client that training is best for his dog and for him, and for the community? Are you finished with the difficult part? He’s heard you, and he says he’s ready for things to be different. He’s signed on the dotted line. She’s fully on board. When prompted, she can repeat back to you exactly what needs to be done for Boopsie to be a Good Dog.

But when she returns for her second lesson, Boopsie is no better than when she left. You know you were clear—she told you so and she even took notes on what to do. He was physically able to do the work, as you guided him through it. What went wrong?

It wasn’t poor information, or muddy instructions, or a stubborn dog. What was lacking was commitment. Your client wasn’t committed to do the work.

Persuading clients to commit to doing what needs to be done to help their dogs (and them!) can be as arduous as trying to change their minds in the first place. But without commitment, training will wither on the vine.

So how do we get it?

1.) Commitments should be publicly made, and people should own them.

Dr. Robert Cialdini, in his seminal 2009 book *Influence: The Psychology of Persuasion*, notes that “once we have made a choice or taken a stand, we will encounter personal and interpersonal pressures to behave consistently with that commitment.”

This Public Commitment Principle produces results, especially over the long term, and especially with people who care about social approval. They feel an innate social pressure to be consistent. Weddings, baptisms, bar mitzvahs, and even alcohol-cessation meetings contain powerful public declarations of intent.

So get as many family members as possible to come to the lessons, and make each of them own their piece of the commitment, out loud: “I, Billy, will commit to making Dakota sit and wait for 10 seconds before she is allowed to eat her meals.” If you run group classes, have each student give a one sentence declaration of intent: “I, Ruth, will require my dog Idgie to sit and wait to have her leash put on.” Persuade your clients to do the same on your social media platforms, too. Get creative!

2.) Get specific.

Goals that are highly specific are easier to meet, and goals that are more nebulous are easier to forget. Recently, my mother broke her hip and after it healed, she was sent to a rehab facility. When she was admitted, she could not walk (even with a walker), and this frustrated her. So her “big picture” goal was to walk again, with the aid of a walker (realism is also important when seeking commitment; her days of walking with zero assistance are long gone). But we decided she needed a more specific goal, so we invited her to Thanksgiving dinner at our home, where she would have to walk from my brother’s car, across the driveway, up one big step into the house, and to the table, with her walker. The dinner was 5 weeks from the start of her rehab.

I’m ashamed to admit that I was secretly dubious that she would make it. I never told her this, but it seemed that 3 weeks in rehab and 2 on her own would not be sufficient, based on her deterioration. However, my mother was thrilled with her specific goal and after about 5 days of moping and whining about the rehab, she got serious and committed to it. We cheered her on, and her progress was amazing. She told everyone she saw about her goal, in detail, too—and that made it public!

Thanksgiving dinner came, and my mother walked from the car, up the step, and to her chair. Well, “shuffle” is more like it, but she got to the table under her own power. When dinner was finished, she did it in reverse, all the while moaning about how full, and happy, she was. Having that specific, public goal made her commit fully—and we couldn’t have been more proud.

3.) Get a pen and paper, and ask questions.

Writing things down helps people to remember more easily, and helps facilitate commitment. This will be easiest to do in private sessions, and you can reiterate your points one more time as you have them read back to you what they have written. Ask them specific questions about how they will accomplish their goal. For instance, if the goal is to get Pluto to heel, ask them how many training sessions per day they will do, and for how long, and where these will be done. (Before I instruct an owner regarding Koehler’s longline exercise, I ask them if they have access to a flat, open space in the shape of a square, at least 20 feet by 20 feet, and where is it? If it is their yard, I know they will do more practice sessions than if it is a few miles away and they must drive to it. If they cannot access a place with those measurements at all, I know I may have to tweak the formula a little bit.)

Giving out written homework is helpful, but it’s more effective if they write down the main goals, too. In a class setting, you can set aside the last 5-8 minutes for them to do this, while their dogs chill beside them. I often suggest that my students set aside a notebook to journal their progress and help them stay focused. Having that handy also helps them if a problem crops up—they can write down questions to ask me at our next meeting, or in email before.

4.) Create attainable goals.

While you might think that setting lofty, long-range goals makes more sense, you’d be wrong. The trick is to make attainable, short-range goals that can build upon one another and create a “staircase” for climbing. Studies show that it is more inspiring, when one is on a path of change, to be further along a longer path; i.e. closer to the finish line, that to be at the beginning of a shorter path. Accentuate the things they have already done, or already have in place, that will make the commitment easier for them to fulfill. For instance, it’s much easier to teach a dog to “roll over” if he already loves to flop down on the floor on his back—you are halfway there!

Goals should be attainable, yes, but they should also require some challenge. It can be difficult to figure out where motivation ends and apathy begins—a thin line separates them. But some amount of challenge is necessary to build that staircase and feel a sense of accomplishment. The harder it is to do, the more solid the commitment can be once the first and second rungs are reached.

Instead of instructing your students with specific numbers, say, to “do 6 reps of this, then stop; then do 10 reps of this other thing, etc.,” give them ranges, such as 5-8 reps, or 8-10 reps.

5.) Environment matters

What we see and experience around us as we strive for a goal can make us or break us. This is why experts say that if you are trying to cut calories from your diet, you need to banish all snacks, sweets, or other foods that may tempt you. Lock them away, or get rid of them completely. It's much harder to binge on Cheetos and wine if you have to go to the store and buy them and then come home, lock the doors, pull the shades, and put on your sweatpants first.

Trying to get more fit? Sleep in your exercise clothes, with your running shoes right by the bed, so you have zero excuses when you wake up. You will have fewer decisions to make, and the first thing you will see when you swing your feet over the side of the bed will inspire you to get up and move.

How does this work with dog training? Have your students leave the training collar hooked to the dog's leash. Leave the leash next to the bed or crate. Keep a treat bag hanging near the leash. Put on the dog's e-collar first thing in the a.m. In short, set up the environment to make training opportunities plentiful.

Getting people to make, and keep, their commitments to working with their dogs every day can be a daunting task. It's much easier to give them information and then blame them for not following through. But, for me, I truly desire success from my students because that way, everyone wins. I

don't feel like I truly made a difference if I can't inspire them to make and keep their commitment. My job simply isn't finished.

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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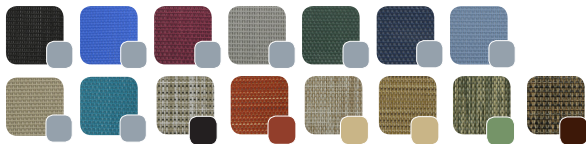
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