

BILL CHURCH

BIO

Bill Church is a professional dog trainer, educator, entrepreneur, and lifelong advocate for strengthening the relationship between dogs and their owners. With more than 20 years of experience in the canine profession, he has dedicated his career to helping people better understand their dogs through practical, effective, and relationship-focused training.

Bill is the founder of Train With Love, an AI-powered dog training platform that combines professional guidance with modern technology to make quality training more accessible to dog owners and trainers alike. He is also the founder and publisher of Dog Industry Daily, an online publication created to connect, educate, and celebrate professionals throughout the canine industry.

Known to many as Bow Wow Bill, he has spent years teaching seminars, interviewing respected trainers from around the world, and creating educational content that encourages lifelong learning and professional collaboration. His passion lies not only in training dogs but also in helping elevate the dog training profession by sharing knowledge, supporting fellow trainers, and promoting high standards of ethics and education.

Bill has continued his own education throughout his career, earning certifications including NePoPo® Gold Multiplier, NePoPo® Gold Graduate, NePoPo® Silver Graduate, and KMODT Graduate. He believes there is always something new to learn and values the opportunity to learn from trainers with different backgrounds and perspectives.

As a candidate for the IACP Board of Directors, Bill hopes to give back to an organization that has played an important role in the professional dog training community. He is committed to listening to members, encouraging collaboration, supporting continuing education, and helping the IACP continue to grow while staying true to its mission of serving canine professionals.

Please summarize your experience and interest with the IACP. I have been a part of the IACP as a non member as well as a member and I love the organization and have experienced many conferences and want to help it grow and be a successful advocate for dogs as well as professionals around

the World

Why do you want to become an IACP Director? What do you hope to improve or work to improve to benefit the IACP?

The IACP has had a positive impact on both my career and the relationships I've built within the dog training community. Serving as a Director would be an opportunity to give back to an organization that has given so much to me.

I want to help strengthen the value of IACP membership by encouraging member engagement, supporting quality education, and helping the organization reach more trainers and dog owners. I also believe there are opportunities to better utilize technology and digital communication to connect members, share knowledge, and promote the professionalism of our industry.

Most importantly, I want to be someone who listens to the membership, works well with others, and helps move the organization forward. My goal isn't to change what makes the IACP great, but to build on that foundation and help ensure it continues to grow and serve trainers for years to come.

What skills/areas of expertise, or knowledge will you bring to the IACP Board?

I think one of my biggest strengths is that I genuinely enjoy bringing people together and helping move ideas forward. Over the years, I've worked with pet owners, professional trainers, and businesses throughout the dog industry, which has given me a well-rounded perspective and an understanding of the challenges many of our members face.

I also enjoy educating others, whether that's through teaching, interviews, writing, or developing new tools and technology that make learning more accessible. I'm always looking for ways to help people grow and to promote our profession in a positive light.

More than anything, I bring a strong work ethic, a willingness to listen, and a desire to serve. I don't expect to have all the answers, but I'm always willing to learn, work with others, and do what's best for the IACP and its members.