

LIANNE SHINTON

BIO

Lianne Shinton has spent more than 33 years in dog training, building a career that combines high-level dog training and competition with entrepreneurship, business development, leadership, and coaching. Her interest in professional dog training began while working with a trainer with her own dog, an experience that ultimately led her to attend National K-9 School for Dog Trainers in 1996 and begin her professional career in Toronto, Canada.

Lianne owned and operated dog-training businesses in the Toronto area for nearly a decade before selling her business and moving to the United States. After relocating to Las Vegas, she became co-owner of Sit Means Sit Corporate and helped grow the company from a single-location dog-training business into a franchise with approximately 75 locations during her time there. Her role touched virtually every aspect of building and growing the company, including operations, franchise development, marketing, events, partnerships, vendor relationships, and revenue growth.

After selling her shares in Sit Means Sit, Lianne moved to San Diego and co-founded IQ K9 Training. She helped grow IQ K9 to approximately \$700,000 in annual revenue while building the team and systems behind the business. In 2020, while still owning and operating IQ K9, she founded Automation Dogs to help other dog trainers strengthen their businesses through coaching, sales, systems, automation, and technology. As Automation Dogs grew, Lianne sold IQ K9 Training to her head trainer in 2023. Today, she works with dog training businesses across the United States and Canada and has developed a particular interest in how automation, CRM systems, AI, and emerging technology can help trainers and organizations operate more effectively.

Alongside her business career, Lianne has competed at high levels in dog sports. She is a two-time DockDogs World Champion and was inducted into the DockDogs Hall of Fame in 2016. She represented Team USA at the Mondioring World Championships in 2018 and 2019, was the 2018 U.S. Mondioring Category 1 National Champion and 2019 Category 2 Vice Champion, and earned Mondioring titles through Category 3. She is also a

former Purina Incredible Dog Challenge world record holder.

Lianne has a long history of leadership and volunteer service within dog sports. She founded the Las Vegas DockDogs club and served as its president, served as Chairperson of the International Committee for the United States Mondioring Association, and served on the Board of Directors of the B.A.A.R.K. Foundation. Across these roles, she gained experience building communities, securing and organizing events, coordinating event operations, developing sponsorships, and supporting the growth of the organizations and sports she represented.

Her training experience extends beyond competition. Lianne has trained and handled dogs for commercials, television, music videos, photo shoots, charitable events, and other professional animal-acting projects. Her background also includes rescue work, including serving as an official trainer for SoCal Labrador Retriever Rescue.

In August 2026, Lianne and her husband settled in Florida and founded Zero To Sit Dog Training. Intentionally designed as a small operation, Zero To Sit allows Lianne to remain actively involved in hands-on dog training while developing new ideas and pursuing plans for a dedicated animal-acting division.

Throughout her career, Lianne has remained passionate about both the dog-training profession and the people who make their living within it. She believes strongly in supporting professional trainers, building strong communities, protecting trainers' ability to use training tools responsibly, and giving back to a profession that has been an important part of her life for more than three decades.

Please summarize your experience and interest with the IACP. I began professionally training dogs right around the time the IACP was founded, so I've had the opportunity to watch the organization grow and evolve throughout most of my career. I was introduced to the IACP when I was fairly young and have been a member on and off over the years, although I haven't always been a consistent member.

I attended the 2023 IACP Conference in Minnesota, where I was also a vendor, and I submitted an article to the IACP Journal that was

published earlier this year.

One of the things I've always appreciated about the IACP is that balanced trainers are welcome and represented. I'm also very passionate about protecting our profession and our ability to use training tools responsibly. I know how important that fight is, but it's definitely not my area of expertise! I'm grateful that we have an organization like the IACP with people who understand the legal and legislative side and are willing to advocate for trainers and our profession.

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

Throughout my career, I've almost always held some type of volunteer or leadership role, usually within dog sport organizations and clubs. After several years of traveling, we've recently settled down in Florida, and I finally have the time and desire to get involved and volunteer again. The IACP feels like a great place for me to put some of my experience to work while giving back to a profession that has been such a huge part of my life.

I would first want to listen and learn and understand where the Board feels my skills could be most useful. I don't want to come in assuming I know what needs to be changed or improved.

I do have a lot of experience building communities, whether that's been within a dog-training school and franchise, dog sport clubs and organizations, my own businesses, or the community of trainers I work with today. I'd love to help with member engagement, events, education, communication, or anywhere else I can be useful.

I'm also excited about the opportunities that exist with technology, automation, and AI. These are things I use every day, and I think there are some really interesting ways organizations can use them to communicate better, stay organized, engage their members, and get more accomplished without simply creating more work for everyone.

More than anything, I want to contribute. I'm happy to jump in, work hard, and help wherever I'm needed.

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

I think one of the biggest things I bring is a pretty unique combination of dog-training and business experience. I've spent more than 33 years in dog training and have experienced the profession from a lot of different sides...as a trainer, competitor, business owner, educator, coach, and someone who now works closely with dog-training businesses across the United States and Canada.

I've also spent much of my career building and growing businesses and organizations. I've been involved in franchise development, built teams and systems, organized and secured events and sponsors, developed partnerships, and helped build communities within both dog training and dog sports.

I'm good at taking an idea and actually getting it done. I also have a lot of hands-on experience with podcasts, websites, CRM systems, automation, AI, and technology through my work with Automation Dogs, and I think that brings a perspective that could be useful to the Board.

I'm very organized, I'm passionate, and when I commit to something, I tend to go all in. That's probably the competitor in me!

Whether it's been dog sports, business, or volunteering, I like working toward a goal and being part of a team that's trying to accomplish something. I would bring that same energy and commitment to the IACP Board.