

The Pet Professional Guild

An Association for Force-Free Pet Professionals Worldwide
Founded January 2012

Contact us

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**Join The PPG Corporate
Partner Program
2016**

Corporate Partner Options

The Pet Professional Guild Corporate Partner Level Three

For an investment of \$450.00 per year you can take advantage of these great partner benefits.

- A printed subscription to **BARKS from the Guild** six times annually
- A quarter page ad in **BARKS from the Guild** published six times annually
- A 20% discount on any additional **BARKS from the Guild** advertisements.
- A 10 % discount of a vendor exhibit at PPG's annual educational event.
- Partners that provide product discount to PPG members receive a listing in our product partners page
- Annual exposure to our membership through a Corporate Partner member email each December
- Two x 30 second advertisement on our monthly **PPG World Services** live podcast.

Pet Professional Guild Corporate Partner Level Two

For an investment of \$650.00 per year you can take advantage of these great partner benefits.

- A printed subscription to **BARKS from the Guild** six times annually
- A half page ad in **BARKS from the Guild** published six times annually
- A 20% discount on any additional **BARKS from the Guild** advertisements.
- A 15 % discount of a vendor exhibit at PPG's annual educational event.
- A 10% discount of any sponsorship opportunities developed by PPG for the Educational Summit.
- A monthly post of your products or services posted in our member Facebook group on the 20th of each month
- Partners that provide product discount to PPG members receive a listing in our product partners page
- The opportunity to submit a blog to **Blog from the Guild**.

- Annual exposure to our membership through a Corporate Partner member email each December
- Two 30 second advertisement on our monthly **PPG World Services** live podcast
- The opportunity to submit articles to **BARKS from the Guild**. Click on this link to learn more about **BARKS**

Pet Professional Guild Corporate Partner Level One

For an investment of \$850.00 per year you can take advantage of these great partner benefits.

- A printed subscription to **BARKS from the Guild** six times annually
- A full page ad in **BARKS from the Guild** published 6 times annually
- A 20% discount on any additional **BARKS from the Guild** advertisements.
- A 20% discount of a vendor exhibit at PPG's annual educational event.
- A 10% discount of any sponsorship opportunities developed by PPG for the Educational Summit.
- A monthly post of your products or services posted in our member Facebook group on the 20th of each month
- Partners that provide product discount to PPG members receive a listing in our product partners page
- Annual exposure to our membership through a Corporate Partner member email each December
- Four 30 second advertisement on our monthly **PPG World Services** live podcast
- An annual invitation to join us for a 15-minute segment on **PPG World Services**
- The opportunity to submit articles to **BARKS from the Guild**.
- The opportunity to present 2 FREE annual webinars to our membership and four paid webinars
- A Full page ad in our PPG Summit Guide

The Pet Professional Guild Company History

The Pet Professional Guild's History

Founded January 2012



The Pet Professional Guild (PPG) was founded based on a commitment to provide educational resources to pet care providers and the public coupled with an emphasis on building collaboration among force-free pet trainers and professional pet care providers and advocates for mutually agreed guiding principles for the pet care industry. PPG partners, members and affiliates focus on each pet's physical, mental, environmental and nutritional well-being adhering to a holistic approach to the care and training of family pets

Established at the beginning of 2012, The PPG began with the very simple goal of serving the pet industry and as an educational antidote to the scientifically unfounded and dangerous methods and practices popularized by entertainment TV.

Niki Tudge, the founder of The Pet Professional Guild and a dog training and pet care professional, was frustrated by the lack of representation and comprehensive resources committed to force-free training and pet care based on current scientific learning theory.

Tudge believed the pet industry needed a source of information where pet owners and pet professionals who are committed to using force-free training and pet care methods could share ideas, exchange best practices, continue their education, collaborate on efforts and find resources that were truly force-free

based. More importantly she felt that force-free pet professionals needed a trade association to help further the educational and business goals of their individual organizations. In addition, she felt that the pet-owning public needed an educational resource that would clarify the differences in training and pet care methodologies available and where a pet owner could be confident that the information, services and products offered were on the forefront of force-free training and pet care.

Finally, Tudge wanted to establish a vehicle to help further the cause and help educate local governments, pet professionals and the pet-owning community of the fundamental advantages of force-free training and pet care.

With information proliferating at an astounding rate in a world where no one can seem to even agree on what 'organic' or 'all natural' means, The PPG provides a platform for promoting information, resources, equipment, ideas, methods and techniques that owners and pet professionals could trust would reflect the force-free philosophy.

The response to the initial launch was overwhelming. Almost immediately The PPG found a latent market and gained hundreds of new members, worldwide, anxious to be part of the force-free movement. With virtually no advertising PPG membership swelled to over 1,000 active professionals in just a few months and now includes some of the world's most respected pet professionals serving on the PPG's steering committee or acting as Special Council.

PPG's growth and direction are now guided by a steering committee comprised of industry experts with special council provided by pet industry notables. To address issues of particular concern, The PPG has established special committees responsible for membership education, communication, advocacy and ethics.

Soon after The PPG was launched, The International Association of Force-Free Pet Professionals (IAFPP - an organization of pet industry professionals, human companions and enthusiasts who stand against abuse) announced they would join with The PPG to help spread the word of force-free dog training and pet care.

The Guild's Organizational Culture

This was the first time in the pet industry that two international organizations teamed up to accomplish a common goal and create a stronger voice for 'force-free' dog training and pet care.

Not wanting to be "all things to all people" the PPG is the only professional pet industry member association that advocates for force-free dog training and pet care and requires that its members adhere to its "Guiding Principles" which are made available to the public.

The PPG's key business purpose is to act as the force-free pet professionals trade association, initiate educational programs for pet care providers and the public coupled with an emphasis on building collaboration among force-free pet trainers and professional pet care providers. The Pet Professional Guild stands alone as the only single point of access to a variety of information and tools provided by pet care professionals that adhere to a strict code of conduct. The Pet Professional Guild affiliates & members offer a selection of force-free, learning-theory based dog training services and professional pet-sitting and dog-walking services.

The PPG is acknowledged by the IRS as a 501(c)6 nonprofit business entity and is incorporated in the state of Florida as a not for profit business.

The Guild Culture

The first document established before the Guild even became a reality was "The Organization's Guiding Principles." This was not a small endeavor and these guiding principles underwent many edits and reviews.

When the wording was complete we asked the following questions about our principles:

1. Do they encourage collaboration and do they place a high priority on developing and maintaining professional

and productive relationships?

2. Will they help us avoid organizational conflicts?

3. Do they encourage us to work towards perfection and are they relevant and necessary to our purpose?

4. Can we self-actualize and is it possible for us to operate at this level and in accordance with these principles?

5. Do they identify key standards of conduct for our membership and leaders?

6. Are they supportive of our pet's welfare and well-being?

7. Will they have a cohesive effect on those that choose to join us?

8. Will they help engage, educate and unite pet professionals advocating for the use of humane and effective training and pet care procedures?

9. And last but not least, are they innovative and do they set performance standards for the membership unlike any other professional organization?

Our Guiding Principles define our values and norms and they form the basis of our corporate culture. They are our code of conduct, our due north, our compass setting. The culture of our organization affects everything the organization touches. It impacts each of our members, it shapes member morale and well-being and it will ultimately determine how effective we are in achieving our goals and advocating for our mission.



The Guild's Key Charter

The Guild's Key Charter

The Guild key charter states;

a) By combining and coordinating our knowledge, efforts, skills, talents and passions to pursue a common purpose, we can accomplish far more together than any one of us could possibly accomplish alone. The Pet Professional Guild was founded on a commitment to provide educational resources to pet industry professionals and the pet-owning public while emphasizing our collaboration of force-free pet trainers and pet care providers.

b) We aim to publicize "our voice for the profession" advocating for mutually agreed guiding principles for the pet care industry. The Pet Professional Guild members and affiliates focus on a pet's physical, mental, environmental and nutritional well-being, a holistic approach to the care and training of family pets."

To ensure we can fully implement our charter and work within the guidelines of our Guiding Principles I am challenging each of us to help shape and mold our culture.

We all need to focus on:

1. Building a personal organization like an extended family, a place where we all share a lot of ourselves and our knowledge skills and talents.
2. Encouraging a dynamic organization full of entrepreneurial ideas that can be shared among members as best practices.
3. Building an organization that is held together by the glue of loyalty, respect for each other and mutual trust.
4. Shaping a collaborative model that exemplifies open, honest, non-aggressive communication both within our organization and to those who have not yet joined us.

If we are to meet the challenge of our charter "emphasizing the collaboration of force-free pet trainers and pet care providers" and "advocate for mutually agreed guiding principles for the pet care industry" then we all need to lead by example in each and every one of our interactions whether it be with our clients, our fellow members or our industry at large. Through our actions and high standards of conduct

and performance we can influence how our industry evolves. We can engage and educate others to join us in our force free movement.

Each of us wants to bring about change in our industry. We yearn for a day when pain will no longer be used in the training and care of pets. We have a big job ahead of us and this is not going to be a sprint, it's going to be a marathon.

If we are to be highly effective as individuals and as a group then we must manage and shape this change carefully.

Through PPG we have formed a force-free coalition and we have developed our future vision and we are constantly building our strategy, a strategy that must be consistently and professionally communicated. We must remove emotional barriers and welcome individuals who are aligned with us philosophically but not yet armed with the tools and skills to be effective force-free professionals. This is how we can educate and engage others. We need to reach out to other organizations, groups and associations that seek the same change as we do and work together building on early successes. We need to maintain our pace of change and put systems in place to reinforce others who seek to help us in our change efforts.

Our key charter relies on our ability to be persuasive and the process of guiding people toward the adoption of our beliefs. Reardon's ACE Theory suggests,



that people use three criteria to determine whether to respond to a persuader's message; a) the appropriateness of the message, how is the message delivered and in what context, b) the consistency of the message and how much sense the message makes and c) the effectiveness of the message, does it impact a desirable outcome.

Persuasion is not simple and it requires many steps (Janasz et al 2002).

The Guild's Guiding Principles

If we all believe in ourselves and our organization and its underpinning principles and values then we can and will bring about change.

When engaging and educating industry professionals we must know and recognize the audience. When we understand our audience we are better able to communicate with them in an impactful manner. We must balance emotional appeals with facts and solid reasoning. Use facts, data and logic. Question our propositions before presenting them or we can damage our credibility and negatively impact our message. We must use appropriate, respectful and courteous communication and in this era of social media be particularly sensitive to how our written word may be perceived. Use lots of reinforcement and maintain positive dialogue so we can continue to spread our message to audiences that are receptive to listening. Be what we all aspire to bring about. And always be 'force-free' in our own behavior and communication.

The Pet Professional Guild Guiding Principles

To be in anyway affiliated with the Pet Professional Guild all members must adhere to a strict code of conduct. Pet Professional Guild Members Understand Force-Free to mean: no shock, no pain, no choke, no fear, no physical force, no compulsion based methods are employed to train or care for a pet.

The Pet Professional Guild is initiating a serious push for the education of pet care providers and the public coupled with an emphasis on building collaboration amongst force-free pet trainers and professional pet care providers. We aim to publicize "our voice for the profession" that pushes for mutually agreed upon guiding principles for the pet care industry.

The Pet Professional Guild Vision

A world where people and pets can live together to their mutual benefit and where pets can live and function free from physical and mental pain, stress and fear as valued family members.

The Pet Professional Guild Mission

Our mission is to help make every pet a valued member of its family and improve the relationship and the quality of life people share with their pets by:

- ⇒ Providing the greatest value and highest quality, state-of-the-art, force-free, scientific based pet training and pet care for each client.
- ⇒ Always demonstrating integrity, compassion and an uncompromising commitment to excellence in the care and support of clients and their pets.
- ⇒ Continually expanding our knowledge and improving our skills to serve our clients as a valuable resource, providing the most innovative pet training and pet care possible.

Our Pledge

- ◇ We pledge to use our knowledge and skills for the benefit of pets and their owners.
- ◇ We pledge to practice our profession conscientiously with dignity and in keeping with the principles of The Pet Professional Guild.
- ◇ We pledge to accept, as a lifelong obligation, the continual improvement of professional knowledge and competence.
- ◇ We pledge to commit to the highest professional and ethical standards in any business practices and in the approach to pet training and pet care.
- ◇ We pledge to always treat customers with respect, kindness and caring.
- ◇ We pledge to work openly and honestly with clients who share these values in their relationship with their pet and who;
- ⇒ Enjoy working, playing and spending time with their pets.
- ⇒ Integrate their pets into their family and are willing to teach them how to live in a human society.
- ⇒ Recognize and understand the value, effectiveness and power of force-free training methods.
- ⇒ Are dedicated to optimizing the physical, social and mental well-being of their pets.

The Guild's Key Values

The Guild's Key Values

- ◇ First, do no harm. Our ethical principles allow for no harm and provide for the well being of each pet.
- ◇ Emphasize a 'holistic', force-free approach to pet training and pet care by attending to the physical, emotional and environmental well being of pets in our care.

The Pet Professional Guild Members' Professional Ethics

1. We always hold the pet's welfare as our top priority. The pet is the vulnerable component in the consultation process as they cannot offer informed consent.
2. The professionals' role is one that is beneficial to the pet and never to its detriment. Always seek to do no harm.
3. Do not condone or endorse any treatment by a pet's owner that is physically or mentally cruel. We will opt out of a consulting agreement rather than attempt to manage an unethical course of action.
4. We only consult with clients who offer cases that we have the professional competence to deal with.
5. We only use procedures, protocols and training tools that are empirically based and have a proven track record.
6. We always consider communications with our clients privileged. We will only break that confidentiality if a pet is being abused and the client cannot be dissuaded from using their current approach. We always act according to local and state laws in terms of reporting animal cruelty.
7. We recognize that the pet's owner is responsible for their pet and the owner has the right to make decisions about the professional treatment of their pet.
8. Ensure all communications are professional and based in fact. When discussing industry practices, trends or issues, members will limit discussion to practices and consequences rather than the individuals using them thereby ensuring informed, professional and civil exchanges that enrich members and the industry of force-free pet professionals.
9. Apply the following ethical principles to each

situation you encounter:

- ◇ Respect for the freedom and dignity of others.
- ◇ Do no harm.
- ◇ Do good.
- ◇ Act fairly.
- ◇ Be faithful to promises made.

What Does Force-Free Mean?

Pet Professional Guild members understand force-free to mean: No shock, no pain, no choke, no fear, no physical force, no compulsion-based methods are employed to train or care for a pet.

Definition of Force: Within the context of our guiding principles and as a general framework, we define physical force to mean "any intentional physical act against a pet that causes psychological or physical pain, harm or damage to a pet.

Pet Professional Guild Chapters



The Guild's Steering Committee

Niki Tudge
Angelica Steinker
Susan Nilson
Kelly Fahey
Debra Millikan
Mary Jean Alsina
Louise Stapleton-Frappell

The Guild's Board of Directors

Niki Tudge
Rick Ingram
Robert King
Susan Winter
Debra Millikan



BARKS from the Guild



Published six times per year and managed by Susan Nilson, "BARKS from the Guild" presents a collection of valuable business and technical articles as well as reviews and news stories pertinent to our industry. BARKS is the official publication of the Pet Professional Guild and is distributed free to all members.



Advertising Information

Rates

Full Color Advertising Rates

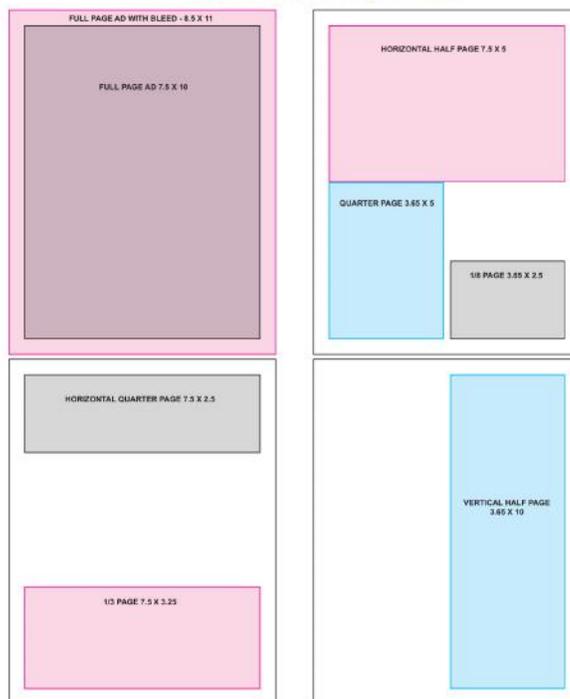
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Quarter Page	\$300.00	\$285.00	\$250.00
One Eighth Page	\$155.00	\$140.00	\$125.00
Directory Listing	\$400.00		
(Print and Online for One Year)			
Cover Banner	\$500.00		

*Other sizes considered upon request

**All prices in US\$

***Please Contact Pet Professional Guild for Website Advertising Rates

Size Specifications (inches)



PPG World Services



World Service

PPG World Service - Bringing the best of our industry to chat, chuckle and share

PPG World Service is the official international e-Radio web-casting arm of The Pet Professional Guild.
The Pet Professional Guild, An Association for Force-Free Pet Professionals

The mission of PPG World Service is “Global News & Views on Force-Free Pet Care” and will serve as an advocacy forum for force-free dog training and pet care issues. The key advocacy goal of the PPG is to facilitate an ongoing conversation with pet owners, pet care professionals and industry stakeholders aimed at moving the pet industry forward toward better informed practices, training methods, equipment use and pet care philosophies. The Guild’s message will strive to build wide-spread collaboration and acceptance of force-free methods and philosophies consistent with its guiding principles. PPG World Services is hosted each month by Niki Tudge and Louise Stapleton –Frapell.

PPG World Service - Bringing the best of our industry to chat, chuckle and share

If you are interested in being featured on PPG World Services then please contact [Niki Tudge](#) or [Louise Stapleton-Frapell](#).



February 7th at 12 Noon EST [Click here to register](#)

[Want to ask one of our guests a question? Simple just fill out this question form](#)

Helen Phillips	PPG Special Counsel member, Helen Phillips, will be joining us from Worcestershire, England. Helen is a qualified teacher and an Instructor for the Gundog Club. We will be asking Helen about her Clicker Training and Gundog Courses and chatting about her +R for Gundog Training philosophy.
Niki Tudge	We will be discussing with Niki her new book, <i>People Training Skills for Pet Professionals – Your essential guide to engaging, educating and empowering your human clients.</i>
Eileen Anderson	We will be chatting to Eileen about her new book: <i>Remember Me? Loving and Caring for a Dog with Canine Cognitive Dysfunction</i> . “Dementia in dogs is surprisingly common, but many people don’t realize their dog is suffering from a condition beyond normal aging until the disease is advanced.”

You SPOKE! We LISTENED

Get Ready for
the Best Pet
Professional
Event on the
Planet



Save the Date for

The Pet Professional Guild's Educational Summit 2016
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-Bigger and Better than ever, including-

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www.ForceFreeSummit.com

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