



Pet Professional Guild 2016 Virtual Summit Presenter Guide

Presentation Title: The Myths That Just Need to Be Busted

Presented by: Mary Jean Alsina

Presentation Description

This presentation will debunk myths that have been prevalent for a long time and which continue to cause problems in handlers' relationships with dogs. The topics will range from dominance theory to the fact that a wagging tail does not always mean a happy dog. Pet care providers will leave the webinar feeling more comfortable as to what is scientifically sound and what is not true, but has become accepted as such because of misleading representation in the media.

Learning Objectives

- Learn and understand why dominance theory has been debunked and how applying the pack leader mentality to working with animals can cause various behavior issues.
- Learn that dogs, in the majority of cases, do not bite out of nowhere.
- Learn why dogs petting dogs or giving them treats when fearful is not rewarding the fear.
- Learn why yelling at a dog in many cases (shelter, kennels, etc.) does not stop barking or undesirable behavior but actually makes it worse.

Presenter Bio

Mary Jean Alsina is the owner and head trainer of The Canine Cure, LLC in New Jersey. She was named one of the first worldwide 27 accredited professionals to earn the title of professional canine trainer-accredited through the Pet Professional Accreditation Board and was also named recently to the Pet Professional Guild steering committee. She is a certified professional dog trainer-knowledge assessed and is also certified by the American Kennel Club as a Canine Good Citizen evaluator. She is a regular contributor to *BARKS from the Guild* and is also the author of the newly released book, *Dogs Are People Too-A Guide to Understanding and Training Your Dog (because you're more alike than you think!)*.



Presentation Title: Battling Burnout: How to love your business as much as you love dogs you take care of

Presented by: Britt Alwerud

Presentation Description

Most likely, you started your dog walking business not because of your love of business, but your love of dogs. However, running a pet service business is not always a walk in the park and the busier you get, the more burnout can set in. The key to battling burnout is to fall in love with your business. Britt Alwerud, owner and head trainer of DogZenergy in San Diego, California and founder of Handlr, an all-in-one mobile business management platform, walks you through the five steps necessary for putting your pet business on auto-pilot so you can focus on doing what you love. Britt has made millions of dollars working with dogs and has been able to grow her business because of the way that she has used modern mobile business software to automate her daily operations and trust her growing staff. Now, she can teach you how to train yourself to not just work "for" your business, but work "on" it to achieve better work/life balance, financial freedom and success.

Learning Objectives

- Work "on" your business and not just "in" it.
- Make a steady income even if you're not physically working.
- Set up systems and processes so that your business can run without you.
- Create consistency in your business for quality control and growth.
- Let go of fears that are standing in your way on your path to success.
- Learn how to let go of control and trust your team using simple modern mobile technology.
- Five essential business platforms that are key to running a pet care business.
- Reward and positively reinforce yourself and your team for reaching goals and milestones.

Presenter Bio

Britt Alwerud lives in Los Angeles, California with her menagerie of two golden retrievers, Daisy and Taj, two cats, Tiger and Monkey, and two horses named Gracie and Moo. Britt owns DogZenergy in San Diego, California and is also the full-time founder and CEO of Handlr - a modern mobile-first business platform that automates pet service businesses.



Presentation Title: Need Help Reinforcing Behaviors When you are Gone? Crate Strategies

Presented by: Wes Anderson

Presentation Description

How can you reinforce behavior for a dog in a crate when you are not around? What do you do if you are across the room, out of the room or even away from home? What about times when you would like to reinforce, but need to do it unobtrusively such as while instructing or participating in a class? Positive training is very a powerful training methodology, but some training scenarios are very challenging when it comes to delivery of the reinforcement. Crates and X-pens are awesome tools for the training and management of pets, but let's face it, they can also contribute to problems like barking, separation anxiety and lack of mental stimulation. This presentation will show you how technology is now available to address many of those tough training scenarios and how the new system Pet Tutor® can be used with dogs in crates to reduce barking, help in addressing separation anxiety, reinforce calm behavior from a distance and provide mental stimulation for long periods of time. This session will share examples of how other professional trainers have been using Pet Tutor for these training needs

Learning Objectives

- How to reduce barking in the crate while not home. This is probably one of the toughest training scenarios in which to apply positive reinforcement. It is one thing to reinforce a dog for not barking (instead of punishing the bark) but what if the dog is alone in the house or apartment? New technology can now be used in this setting. Methods for reducing barking will be covered. Note that this can also be handy for dogs crated in a hotel room or while in a dog training class.
- How to incorporate technology in dealing with separation anxiety, a very difficult, but treatable behavior issue. This often requires the pet parent to enlist the help of a professional but part of the protocol can require reinforcing the dog when the owner is out of sight. Examples of how to weave this into a program for separation anxiety will be discussed.
- New games to reduce boredom and anxiety in the crate or X-pen. Part of the cause for many behavior issues is simply boredom. Stuffed toys can help, but a way to engage more mental and physical activity while in a pen will be demonstrated.
- How to reinforce calm from a distance. You are the instructor and your dog is in his crate at the back of the room and you know he will start barking while you are trying to lecture. What do you do? Or you are a student in a class and would like to keep



your dog calm and quite during the lecture, but need to reinforce for calm and still pay attention to the class and not disturb others. What do you do? Examples of how to do this will be shared.

Presenter Bio

Wes Anderson is the founder of Smart Animal Training Systems, LLC and the inventor and patent holder on the Pet Tutor® system for training and enrichment. He holds degrees in electrical engineering and statistics and has been involved in neuroscience research for many years. His passion for positive reinforcement methods developed over 14 years in the study of animal training and behavior modification. He has worked as a volunteer with a prison based service dog program where he became known for working with the “challenging” behavior cases. In addition, he has taught pet dog classes for several years specializing in aggression cases. His education with animal training has included workshops, videos and books by positive trainers such as Ken Ramirez, Ken McCort, Kathy Sdao, Chirag Patel, Malena DeMartini-Price, and Kay Laurence. However, it was during the famous Bob Bailey Chicken Workshops that the spark for the idea of using advanced technology in positive training was born. Bailey had explained how Animal Behavior Enterprises used a variety of over 500 automated feeders to increase trainer productivity and address difficult training scenarios. This idea led to the concept that the application of smart technology to training could bring more powerful tools and improve training productivity to the positive training world. Anderson’s company's mission is to create a new family of innovative positive reinforcement products. The mission is “smart technology for positive training” with a vision of making obsolete other technologies designed for punishment. These products provide pet parents and trainers new, dynamic ways of addressing behavioral issues, novel ways to positively reinforce training and creating mentally stimulating games. Smart Animal Training Systems is a Pet Professional Guild corporate sponsor.



Presentation Title: Risk Management and Insurance

Presented by: Laura Bridges

Presentation Description

This presentation is designed to present Pet Professional Guild (PPG) members with an overview of insurance coverages that may be used to cover exposures to risk in their pet services businesses. It will go through PPG's liability policy, including care, custody and control/animal bailee and veterinary medical coverages, as well as other general liability, professional liability, commercial property/equipment/business owners' policies, workers' compensation, commercial auto, bonding and umbrella policies. The presentation will include actual claims examples from the claims files at Business Insurers of the Carolinas in an effort to provide members with an understanding of the types of claims often seen and that are specific to the pet care/service industry.

Learning Objectives

- The importance of understanding the various insurance coverages that they need to properly cover their business.
- The differences between general and professional liability and the importance of reading coverage forms.
- The differences between PPG liability policy versus other policies on the market including differences between care, custody and control, animal bailee and veterinary medical expenses.
- The importance of workers' compensation and how workers compensation law differs from IRS/tax law as it pertains to employee/employer relationships.

Presenter Bio

Laura Bridges has been providing insurance and working with pet service professionals (dog trainers, pet sitters, pet groomers and boarding/daycare facilities) since she started working with Business Insurers of the Carolinas in August, 2000. She has headed the pet services department since 2002, specializing in insuring pet trainers, pet sitters/dog walkers, boarding kennels/daycares and pet grooming professionals. Laura works closely with David Pearsall, co-owner of the company, and attends many association conferences each year, including the PPG Summit, meeting face to face with clients and working with them to reduce their exposures to risk.



Presentation Title: Thinking Outside the Box: Marketing for pet care professionals

Presented by: Kimberly Burgan

Presentation Description

If the thought of marketing gives you the heebie-jeebies, if your marketing efforts have not yielded the results you were hoping for, or if you just do not know where to begin, this session with dog*tec business consultant Kimberly Burgan is just the ticket. Dedicated to the success of positive-based dog care businesses, dog*tec is widely known for making marketing accessible to the non-business minded. In this presentation Burgan will break down marketing basics and provide easy, even fun marketing project ideas to get your business moving. Leave old, tired marketing like business cards, brochures, and ads behind. Forget uncomfortable sales tactics like cold calls and visits to vets and pet stores. Kimberly will show you creative, alternative approaches to help you stand out in your community, build powerful referral relationships, and keep your phone ringing and your email inbox full.

Learning Objectives

- Understand the basic tenets of effective marketing, including what makes a powerful marketing message and how to avoid common marketing message mistakes, what makes for effective marketing projects, and what makes for effective marketing materials.
- Understand why traditional forms of marketing like advertisements, business cards, and brochures fail to create strong results in the dog care industry.
- Learn new, creative, alternative approaches to marketing your business that do not require a large marketing budget or pushy or talented salesmanship.
- Learn the basic tenets of and theory behind a community-based content approach to marketing, and be exposed to multiple examples of successful community/ content marketing projects to choose from for your own business.
- Understand the importance of a professional approach to the creation of their marketing materials and branding, particularly for those whose goal is to make a full-time living as a dog care professional.

Presenter Bio

dog*tec Dog Walking Academy (DWA) director and business consultant Kimberly Burgan has dedicated her career to the success of positive reinforcement-based dog care professionals. As DWA director Burgan oversees and supports a talented team of instructors worldwide who provide cutting-edge education and certification for professional dog walkers. She also teaches the DWA workshop in her hometown of Austin, Texas. Additionally, she provides support to dog walkers, pet sitters, and dog day care and boarding facility operators as a dog*tec business consultant, helping positive reinforcement dog lovers start, run, and grow their dream



businesses to make a positive difference in the lives of dogs and the people who love them. A certified professional dog trainer, knowledge assessed, AKC Canine Good Citizen evaluator, and nationally recognized, award-winning dog trainer, Burgan is one of only a handful of U.S. trainers accredited through renowned behaviorist John Rogerson's Northern Centre for Canine Behaviour (UK). A tireless advocate for proactive dog bite prevention education and rewards-based training, Burgan is the author of the children's book *Poppy and Puppy Are Friends: A Child's Introduction to Responsible Dog Ownership*, an illustrated children's story that includes comprehensive information and teaching tips to help parents raise a generation of safety-conscious, humane-minded animal lovers.



Presentation Title: Large or Small-How to Care for Pocket Pets in the Home

Presented by: Emily Cassell

Presentation Description

Often believed to be an easy first pet to care for, pocket pets such as rabbits, hamsters and guinea pigs are highly popular among children and new pet owners. Unfortunately, there is a significant amount of misinformation regarding proper care for these pets, who have earned the reputation of “fragile” simply because the majority of pet professionals do not know how to care for them. In this webinar you will learn the basics of housing, nutrition, and natural history for a variety of small and furry friends. We will dispel some myths about caring for pocket pets, who are hardly “simple” to care for, and help new owners learn how to navigate a trip to the pet store without falling prey to false advertising. Included as well will be some tips for prolonged lifespans and advanced health care. While pocket pets may be small, they still require as much time, energy, and attention as a dog or cat, and they can certainly be just as rewarding as a part of the family!

Learning Objectives

- Discuss adoption versus purchasing.
- Learn the natural history of several pocket pet species.
- Discuss the basics of nutrition for various species.
- Learn how to properly house various pets.
- Discover fun ways to provide appropriate enrichment.
- Review basic health tips often not covered by veterinarians.
- Pets covered include: rabbits, guinea pigs, chinchillas, gerbils, mice, hamsters, rats, hedgehogs, and ferrets.

Presenter Bio

Emily Cassell is a keeper and trainer at Busch Gardens theme park in Tampa, Florida and a professional pet trainer. She began her career in 2010 with fish and guinea pigs before graduating to dogs, cats, and rabbits. She operated her own training business, Phins with Fur Animal Training, and worked with Class Act for Dogs in Gainesville, Florida while pursuing a degree in animal science at the University of Florida before returning to Tampa to work at Courteous Canine, Inc. After completing internships with manatees, otters, and dolphins, she currently works as a full-time keeper and trainer with orangutans, tigers, gibbons, and various other species.



Presentation Title: Managing a Safe and Successful Dog Day Care

Presented by: Tristan Flynn

Presentation Description

This presentation will outline the best practices for running a large dog day care facility with a strong focus on both playgroup safety and maximizing profit potential. It will cover how to ask the right questions when assessing new dogs, how to conduct new dog assessments, managing large play groups safely, what your staff need to know and how to set up your facility for success. It will also cover the financial aspect of the business from what should you charge, how to offer discounts and how to ensure your business is successful and profitable.

Learning Objectives

- How to assess a new dog for day care.
- How to manage a large playgroup of dogs.
- How your playgroups and facility should be set up.
- How to price your business properly for maximum profits.

Presenter Bio

Tristan Flynn is a certified dog trainer (CPDT-KA) and a certified dog behavior consultant through the International Association of Animal Behavior Consultants. He hosts a weekly radio show *K9 Connection* on the Rogers Radio network in Nova Scotia, Canada and appears on Global Television each month hosting *Dog Talk*. Flynn is the owner of Jollytails, the largest dog day care, training, retail and grooming facility in Nova Scotia with two locations in central Halifax and oversees the assessment and behavior of the nearly 130 dogs per day that attend the facility. Flynn has previously presented webinars for the Pet Professional Guild on teaching reactive dog classes and day care operations, and also presented at the 2015 Association of Professional Dog Trainers Conference. He hosts several presentations a year for pet owners and veterinary students on behavior modification in Atlantic Canada.



Presentation Title: Feline Communication and Social Behavior

Presented by: Paula Garber

Presentation Description

Much of feline communication and behavior is subtle and not easily recognizable to us, so cats are often seen as mysterious and “aloof.” This presentation will help you realize that this could not be further from the truth. You will learn how to recognize and understand cats’ communication and behavioral signals, and hopefully develop a deeper appreciation for cats too!

The webinar will commence with a brief history of the domestic cat as a species to gain a better understanding why cats communicate and behave the way they do, and how their communication style is different from that of humans and dogs. It will discuss the importance of scent in feline communication—a silent form of communication that can be invisible to us except by observing how and where a cat deposits his/her scent. It will also explore the different vocalizations of cats and their meanings, as well as how to interpret what a cat is saying through the position of his/her body, ears, eyes, whiskers, mouth, and tail. In addition, the presentation will explain how the context in which a behavior occurs affects the meaning of a cat’s communication signals, and will explore cats’ social behavior toward humans, other cats, and dogs. The many photos and videos of cat communication and behavior “in action” in the presentation are provided not only as examples, but also as opportunities for you to practice recognizing feline communication signals. After the webinar, you will be able to immediately apply your new knowledge to the cats in your care, and also help your clients better understand their cats.

Learning Objectives

- Understand the history of the domestic cat.
- Recognize the differences between how cats and humans communicate.
- Understand the importance of scent in cat communication.
- Identify the different vocalizations of cats; interpret cat communication based on the position of the cat’s body, ears, eyes, whiskers, mouth, and tail.
- Recognize that the context in which a cat communicates affects the meaning of his/her signals.
- Understand the social behavior of cats toward humans, other cats, and dogs.
- Apply your understanding of cat communication and behavioral signals to examples.

Presenter Bio



Paula Garber is the owner of LIFELINE Cat Behavior Solutions located in Westchester County, New York. She is a certified animal training and enrichment professional and certified feline training and behavior specialist through the Animal Behavior Institute. She is also certified in low-stress handling (Silver-2015) through Dr. Sophia Yin's course, 'Low-Stress Handling for Dogs and Cats.' Garber holds a Master's in education and is currently earning a diploma in feline behavior science and technology from the Companion Animal Sciences Institute. She provides private, in-home cat training and behavior consulting services, and works with cats in shelters and rescue groups to help increase their adoptability.

Garber also serves as a co-vice chair for the Pet Professional Guild's Cat Committee and is a supporting member of the International Association of Animal Behavior Consultants. She is an advisor to the board of directors for FurBridge, a local animal rescue and community outreach organization, and a volunteer for the Jackson Galaxy Foundation's Cat Pawsitive Initiative. A consummate cat advocate, she proudly heads up the Cat Protection Council of Westchester in her community, and hosts an annual event to build winter shelters for feral cats in her community. She resides in Ossining, New York, with her husband and five rescued cats.



Presentation Title: How to Enrich the Lives of Those You Care For

Presented by: Liz Geisen

Presentation Description

There is no doubt that enrichment helps improve our pets' quality of life. In this presentation, Liz Geisen will explain how to enrich the lives of the animals you care for, whether in a boarding facility or veterinary hospital, or in the clients' own home. In this webinar you will learn a host of useful, practical tips on how you can enrich the lives of your patients and clients that goes far beyond routine and preventative health care.

Learning Objectives

- How to prepare and ensure canine enrichment.
- How to prepare and ensure feline enrichment.
- Creative ideas for enrichment in the boarding or pet care environment.
- How food toys can help contribute to environmental enrichment.

Presenter Bio

Liz Geisen is a recent graduate of the Karen Pryor Academy for Dog Trainers and has been employed as patient care coordinator and senior veterinary assistant at Deer Run Animal Hospital in Schererville, Indiana since 2007. After graduating in criminal justice/law from Purdue University in Lafayette, Indiana, Geisen began volunteering at the local Humane Society, which eventually led to a permanent position. This experience awakened her passion for animal care and when an opening presented itself at Deer Run, she jumped at the chance. Supporting rescues and shelters is another of Geisen's passions and eight years ago opened her home and heart to rescue dog Finn, a yellow Labrador mix.



Presentation Title: Learn All the Necessary Canine & Feline Health and Handling Skills

Presented by: Rebekah King

Presentation Description

In this two-part series attendees will learn about canine and feline common health issues such as parasites and diseases, vaccination protocols and important daily and emergency handling skills.

Learning Objectives

- Handling Skills.
- Canine Health Issues.
- Feline Health Issues.
- Common Vaccine Schedules.

Presenter Bio

Rebekah King has been in the pet care industry for over 10 years. Initially, she was a receptionist at a veterinary clinic and then worked her way up to a management position. She is currently involved in several pet industry businesses including roles as membership manager of Pet Professional Guild, student support for DogNostics Career College, vice president of Doggone Safe and Pet Professional Accreditation Board and operates her own pet business. King holds a B.S. in animal science and an MBA in management from West Texas A&M University. Rebekah is also certified as a pet care technician, pet first aid responder, DogNostics fun scent games instructor and professional canine trainer - accredited. When not working, King enjoys spending time with her two dogs, Empress and Edgar, and getting the occasional weekend baking and reading.



Presentation Title: Small Business Branding for Pet Care Professionals

Presented by: Dr. Robert King

Presentation Description

This presentation will discuss the concepts of branding your small business and the implications of having a well-managed brand. Topics will include the basics of branding, how branding can benefit your business, ways to brand your business, and how to evaluate your branding efforts.

Learning Objectives

- Understand the basics of branding.
- Understand how branding can benefit businesses.
- Learn how to brand your business.
- Gain a general knowledge of how to evaluate your branding efforts.

Presenter Bio

Dr. Robert King holds a BBA in marketing, an MBA in marketing, an M.S. in finance and economics from West Texas A&M University, and a Ph.D. in marketing from the University of Mississippi. Dr. King teaches the principles of marketing and advertising to undergraduates as well as marketing strategy and social media to graduate students. He serves on several boards of directors as well as enjoying his own small business ventures and uses this knowledge to aid in the teaching of his class. Dr. King's research includes a wide variety of topics, but most fall under the scope of marketing strategy, electronic word-of-mouth, the use of technology in business, and business ethics. His work has appeared in *Journal of Interactive Marketing*, *AMS Review*, *Journal of Business Ethics*, *VOLUNTAS*, *Journal of Global Business Management*, *Journal of Business & Economic Research*, and *Empirical Economic Letters*. Dr. King enjoys spending time with his wife and their two dogs. When not at work he enjoys reading and cooking.



Presentation Title: The Do's and Do Nos of Grooming a Clients Dog

Presented by: Michelle Martiya

Presentation Description

This presentation will discuss how to set up a location for grooming your dog, how to prepare him for grooming, what tools you should use, and how to effectively brush your dog. It will also look at some of the common mistakes made when brushing dogs at home, as well as health issues that owners should be looking out for. Grooming can be a wonderful bonding experience for dog and owner when done correctly, and can help dogs have a better experience when groomed professionally.

Learning Objectives

- How to prepare your dog for grooming at home.
- Choosing your tools.
- How to properly brush your dog at home.
- Ear infections and grooming.

Presenter Bio

Michelle Martiya is a dog trainer and pet stylist with over 20 years' experience in the dog grooming industry. Having worked in both grooming salons and mobile grooming businesses, she is very familiar with the problems that can develop when an animal is not groomed on a regular basis. She is also familiar with the challenges that owners face in maintaining their dog's coat between grooming sessions, such as not knowing how to properly brush their dogs, or how to resolve behavioral issues that may arise when introducing grooming to their pet. Along with her mobile grooming business in Boca Raton, Florida, Martiya also works with other groomers and their clients to help dogs that are fearful and/or anxious during the grooming process. She teaches owners how to use positive reinforcement to prepare their puppies for a lifetime of grooming, or how to countercondition their dogs to difficult procedures, such as nail trimming and blow drying.



Presentation Title: Keeping You and Your Clients Safe - Understand Dog Bite Safety

Presented by: Maxwell Muir

Presentation Description

This presentation will focus on dog bite education and potential bite situations with safety and prevention in mind. Topics will include how to go about safely interacting and approaching dogs, how dogs interpret our movements, expressions and voice tones, and how to use our body language to reduce conflict. The presentation will look at the safe use of equipment and how to safely attach collars, harnesses, leads and muzzles where necessary. It will also explore the body language, early signs of conflict and warning signals used by dogs, what one can do to diffuse a potentially dangerous situation and what one should and should not do if one occurs. Any dog has the ability to bite and it is imperative that owners and pet professionals can make dogs feel as safe as possible so that they do not feel they are put into a situation of conflict. If a situation does happen, what people do has the potential to diffuse or escalate the encounter. This knowledge is vital to anyone working with dogs in helping them have the skills and tools to choose the best course of action in preventing dangerous outcomes and ensuring the well-being of both human and dog.

Learning Objectives

- Safely approaching and interacting with dogs.
- The safe application and use of equipment.
- Understanding and recognizing the warning systems in dogs.
- How to handle a dog that is injured and in pain.
- Observing the early warning signs and taking the appropriate action if a situation develops and escalates.

Presenter Bio

Maxwell Muir grew up in the company of hunting dogs and his father regularly took him out with the family's many lurchers, salukis and coursing whippets. His passion and bond with dogs comes from as far back as he can remember. He continues his own education by hosting and regularly attending seminars and workshops to further his understanding of dogs, while his real passion lies in the study of wolves and wild dogs in their natural habitats. Muir holds the Compass diploma in canine aggression and is currently studying for the Compass advanced diploma in canine behavior management. He speaks publicly through his Humans and Dogs seminar series on a wide variety of dog related training and behavior topics and he has published several articles relating to canine behavior in *Edinburgh Life Magazine* and other small publications. He



has also appeared on local radio stations presenting a weekly discussion on living harmoniously with dogs. Muir states that it is his mission to help owners understand their pets better so they can take a step towards achieving that natural balance in relationship we all desire with our dogs.



Presentation Title: Are Your Canine Clients Playing Appropriately?

Presented by: Maxwell Muir

Presentation Description

This presentation will be aimed at those who work in various aspects of the pet care industry. It will be beneficial for shelter workers, pet sitters, dog walkers, groomers, vet technicians, kennel hands and kennel staff. Objectives of the presentation are to provide pet care professionals with the necessary tools in administering responsible care and handling of their clients' dogs, while ensuring that the dogs have an enriched experience in as positive a way as possible keeping the utmost safety in mind. A variety of topics will cover how to enhance your observations skills, the correct way to handle dogs safely, how to choose groups suited to each other, recognizing the early signs of stress and anxiety, and how to provide enriched social outings and activities for the dog(s). This presentation is a must for anyone considering entering the professional field of dog care or for those who wish to advance their skill set in working with dogs.

Learning Objectives

- Interactions between pet care professionals and dogs; exploring how to safely interact with a small group of dogs.
- Appropriate handling skills and effective handling techniques when walking small groups of dogs.
- Observing healthy social contact among dogs.
- Recognition of stress.
- Providing enriching activity and mental stimulation.
- Ensuring safety and well-being of the dogs.

Presenter Bio

Maxwell Muir grew up in the company of hunting dogs and his father regularly took him out with the family's many lurchers, salukis and coursing whippets. His passion and bond with dogs comes from as far back as he can remember. He continues his own education by hosting and regularly attending seminars and workshops to further his understanding of dogs, while his real passion lies in the study of wolves and wild dogs in their natural habitats. Muir holds the Compass diploma in canine aggression and is currently studying for the Compass advanced diploma in canine behavior management. He speaks publicly through his Humans and Dogs seminar series on a wide variety of dog related training and behavior topics and he has published several articles relating to canine behavior in *Edinburgh Life Magazine* and other small publications. He has also appeared on local radio stations presenting a weekly discussion on living harmoniously with dogs. Muir states that it is his mission to help owners understand their pets better so they can take a step towards achieving that natural balance in relationship we all desire with our dogs.



Presentation Title: Managing Multiple Dogs

Presented by: Kathy Sdao

Presentation Description

Whether you supervise a dog day care or playgroup, take your dog to a dog-park, or simply have a multi-dog family, you will have to manage groups of unrestrained dogs. These situations in which dogs are off-leash and free to interact can be potentially volatile. Dogs can be physically hurt and they can also experience emotional trauma from threats or bullying. You need to be able to recognize warning signs, intervene when necessary without making the situation more risky, and have a plan to facilitate friendships between dogs. The presenter will review some skills, protocols and behavioral knowledge that will help you keep dogs and handlers safe while promoting constructive canine socialization and fun.

Learning Objectives

- Identify common but unwise advice for managing groups of dogs.
- Define the role and the associated behaviors most important for people who supervise groups of dogs.
- List minimum requirements for dogs' physical and mental health in daycare settings.
- Understand general safety guidelines for off-leash interactions between "normal" dogs.

Presenter Bio

Kathy Sdao is an applied animal behaviorist who has spent 30 years as a full-time animal trainer, initially with marine mammals and currently with dogs and their people. As a graduate student at the University of Hawaii, she received a Master's as part of a research team which trained dolphins to solve complex cognitive puzzles. She was then hired by the United States Navy to train dolphins for open-ocean tasks. Next, Sdao worked as a marine-mammal trainer at the Point Defiance Zoo and Aquarium in Tacoma, Washington. After leaving the zoo world, she and a colleague created Tacoma's first dog day care facility where she began teaching clicker training classes for dog owners. For the past 17 years, Sdao has owned Bright Spot Dog Training in Tacoma. Services include consulting with families about their challenging dogs, teaching private lessons, and mentoring professional trainers who want to maximize the power of positive reinforcement training. Sdao is an original faculty member for Karen Pryor's ClickerExpos and has



taught at 29 of these popular conferences since 2003. She also has traveled extensively educating students about the science of animal training. Her first book, *Plenty in Life Is Free: Reflections on Dogs, Training and Finding Grace*, was published in 2012.



Presentation Title: Don't Get in a Tangle – Learn How to Positively Walk Dogs

Presented by: Claire Staines

Presentation Description

This presentation will cover all aspects of dog walking. Is dog walking for you? It appears to be an easy way to earn a living but there is more to it than meets the eye. Not only do you require good business skills but your customer service has to be personable as well as professional. The presentation will include topics such as setting up, transporting and walking groups or individual dogs in a safe, fun yet stimulating manner while ensuring you follow the Pet Professional Guild's code of ethics to help set a standard in a growing industry.

Learning Objectives

- Give a better insight into how walks should be structured to ensure a stimulating and fun experience.
- Helping minimize risk factors for the safety of the dogs, dog walker and the general public.
- When to say no, not to the dog but rather assessing whether the dog will benefit from group walking or is perhaps more suitable for solo walks.
- Keeping a good client base.
- Maintaining professionalism.
- Flying the Pet Professional Guild banner is not just about training.

Presenter Bio

Claire Staines PCT-A is a Pet Professional Guild steering committee member representing the British Isles as well as a professional dog trainer. She has been active in the industry for 12 years and also runs a successful dog walking and training business that caters for all individual dogs' needs and the clients' peace of mind and enjoyment. Staines is based in West Lothian, Scotland with her family and three Rhodesian ridgebacks.



Presentation Title: How Pets Learn - Reinforcing the Good Stuff

Presented by: Louise Stapleton- Frappell

Presentation Description

Play is essential for healthy brain function and reinforcement is an integral part of the 'game.' The reinforcement strategies you use will affect the behaviors being carried out and your canine clients' desire to engage in them. Struggling to get a dog to walk on a loose leash, to go in a crate or to lie on a bed? Not sure how to aid relaxation and help ensure a dog remains happy and calm while you are putting on a harness or while there is thunder overhead? This presentation will provide you with much of the knowledge and skills you need to set you and your clients (both human and canine) up for success. You will learn how to create an atmosphere that is conducive to your canine clients' well-being. Happy canines mean happy guardians and happy guardians mean recommendations and an increase in your potential client base. There are lots of positive consequences that result from learning about reinforcing the good stuff. Animals are learning all the time and we need to ensure the learning that takes place is appropriately reinforced - we need to reinforce all of the behaviors we would like to see repeated. This presentation will an overview of operant and respondent conditioning in the context of pet care processes, with a particular focus on positive reinforcement. It will delve into the what, when, where, how and why of reinforcement, take a look at different reinforcement (reward) strategies and how any chosen strategy will enhance or impede daily interactions with canine your clients.

Learning Objectives

- Understand the basics of how pets learn.
- Learn how your behavior impacts the behavior of pets in your care.
- Provide an overview of operant and respondent conditioning.
- Learn how to effectively lure a pet into position.
- Develop a greater understanding of the reinforcement process.
- Learn how to choose an appropriate reinforcer to enhance your canine clients' ability to learn and thrive while in your care.
- Gain a deeper understanding of the 'hierarchy of rewards.'
- Understand what we mean when we refer to primary and secondary reinforcers.
- Understand how the environment will affect the 'value' of your chosen 'reinforcer.'
- Learn how to create a positive association with a head-halter, muzzle, harness, collar or other novel items.

Presenter Bio



Louise Stapleton-Frappell B.A. (Hons), PCT-A, CTDI, FN-FSG1, CAP3 holds a force-free instructor's award, K9 first aid certification, and animal behavior and welfare and dog emotion and cognition verified certification. She also performed as the Dog Trick instructor at In The Doghouse DTC and is an instructor and assessor for the Pet Dog Ambassador program launched this year by the Pet Professional Guild. Stapleton-Frappell is a passionate advocate of force-free training, promoting a positive image of the "bully" breeds and advocating against Breed Specific Legislation in favor of breed neutral laws and education about dog bite safety and prevention. She is proud "mum" to Jambo - Staffy bull terrier trick dog: the first Staffordshire bull terrier to achieve the title of Trick Dog Champion and has her own *YouTube* channel where she shares "how to teach" videos and fun trick videos. Jambo has appeared on *Talent Hounds* in Canada and was also featured as a Victoria Stilwell *Positively Success Story*. Stapleton-Frappell blogs for the Pet Professional Guild and is a regular contributor to *BARKS from the Guild*. She is a steering committee member of the Pet Professional Guild and membership manager of the Pet Professional Guild British Isles; co-presenter of the Pet Professional Guild World Service radio show; faculty member of DogNostics Career College; steering committee member of Doggone Safe and regional coordinator of Doggone Safe in Spain, where she is based. Stapleton-Frappell believes that everyone should know how to teach their dog using science based, rewards based, force-free training methods and that all learning should be fun. She is the creator of TrickMeister, a comprehensive online force-free training program from DogNostics Career College, aimed at increasing the knowledge



Presentation Title: Canine Communication for the Pet Care Provider

Presented by: Angelica Steinker

Presentation Description

This presentation will focus on learning the language of dogs, understanding the canine social behavior and communication system, recognizing distance increasing and distance decreasing behaviors, and understanding social communication to be a behavior. It will also discuss affiliate and agonistic communication, and passive and active appeasement behaviors.

Learning Objectives

- Correctly identify distance increasing behaviors and distance decreasing behaviors.
- Correctly identify conflicted behaviors and signs of stress.
- Correctly identify signs of joy and understand consent testing.
- Understand preference testing and how to create a customized ethogram.

Presenter Bio

For more than 16 years, Angelica Steinker, president and founder of Courteous Canine, Inc. DogSmith of Tampa, Florida has specialized in dog training methods that create “results the fun way.” using empowerment training and emotional learning techniques, Steinker and her team of trainers have successfully trained thousands of puppies and adult dogs in basic manners/obedience, trick training, problem behavior change, agility, dock jumping and other skills, all while increasing the bond of trust between dogs and their human companions.

Steinker is also a published author. Her books, *Agility Success: Training and Competing with Your Dog in the Winning Zone* and *Click and Play Agility*, address the handler of the agility team and the use of clicker training techniques in the sport respectively, and emphasize the importance of playing and bonding in order to train agility behaviors to the highest level. She is on the steering committee and education committee of the Pet Professional Guild as well as a founding member. In addition, she is director of training for The DogSmith in Tampa and the co-founder of DogNostics Career College a pet care, dog training and dog behavior trade school.

Steinker has a Master’s in education, which has served as the foundation for her continued certifications in dog behavior consulting and her extensive understanding of emotional learning, operant and respondent conditioning.



Presentation Title: Humane and Effective Approaches to Calming via Touch

Presented by: Lori Stevens

Presentation Description

Stevens' presentation will provide an overview of how she approaches an animal who is stressed or leery of touch. She will also discuss the benefits of touch and demonstrate at least three introductory bodywork techniques for calming dogs and cats. Note: Specific examples will be mostly focused on dogs. This will be an interactive webinar so bring your challenges and questions with you.

Learning Objectives

- The importance of body language.
- Empowering our animals.
- How to approach an animal for touch.
- Tools and methods for success.
- The power of touch.
- An overview of Tellington TTouch® training and the benefits thereof.
- Specific Tellington TTouch® bodywork techniques.

Presenter Bio

Lori Stevens is a senior Tellington TTouch® practitioner for dogs, cats, and other animals as well as a certified professional dog trainer – knowledge assessed, a FitPAWS master trainer, a certified small animal (dogs and cats) massage practitioner with a specialty in rehabilitation, and is certified in canine massage by the National Board of Certification for Animal Acupressure and Massage. She is also a certified canine fitness trainer via the University of Tennessee. She uses humane, friendly, scientific and innovative methods in an educational environment to improve the health, behavior, and performance of animals. She has an established companion animal practice in Seattle, Washington which offers private sessions and webinars, teaches workshops worldwide and has three DVDs produced by Tawzer Dog Videos.



Presentation Title: Putting Your Virtual Summit Experience to Action

Presented by: Niki Tudge

Presentation Description

How often do you attend a workshop or event where you make a considerable investment in your personal and professional development? This webinar will show you how you can ensure you get a return on your investment by simply "eating the frog" on your return. This webinar covers topics from how you can best learn and how getting hands on as soon as you get home is the best way to close your learning cycle, to how to overcome procrastination and stay motivated while you implement key ideas you have learned about from structured to-do lists and goals.

Learning Objectives

- Understand what learning is.
- Identify key ideas you have learned.
- Plan to put your learning into effect.
- Take action – set goals.
- Get it done!

Presenter Bio

Before following her passion for animals into her own pet business, Niki Tudge enjoyed a distinguished career in the hospitality industry holding executive positions all over the world. This extensive experience managing luxury hotels serviced by hundreds of employees and management personnel provided her with incredibly broad knowledge in every facet of business. Her formal education and over 20 years of practical management, leadership and employee development experience allows her a uniquely effective perspective on the right way to manage a successful business. Her professional credentials include: AABP - professional dog trainer, AABP - professional dog behavior consultant, Pet Professional Accreditation Board – professional canine behavior consultant – accredited, and she has earned diplomas in animal behavior technology and canine behavior science and technology. Along with her business degrees from Oxford Brookes University, UK Tudge is also a certified Six Sigma Black Belt, an HCITB TS1, TS2 and TS3 certified people trainer and a certified facilitator and project manager. As the founder and president of the Pet Professional Guild, DogNostics eLearning and The DogSmith, Tudge has substantial leadership experience in the pet industry. She has also recently become president of Doggone Safe, a non-profit educational organization. Tudge has published numerous articles on dog training and behavior and her pet dog training businesses have been featured in many



publications including the *New York Times*. She is also the author of *People Training Skills for Pet Professionals – Your essential guide to engaging, education and empowering your human clients*.



Presentation Title: The Essential Pet Care Policies and Procedures – Differentiate yourself from your competitive set

Presented by: Niki Tudge

Presentation Description

This two-hour presentation (broken down into two 1-hour sessions) will give you an overview on the key topics that need to be standardized within your pet care business. Everything from branding your business, safety and security policies to the necessary documentation and employee policies. Each presentation comes with action items the viewer can use to develop workable to do lists. Whether you want to understand professional competency or learn about pet care policies and procedures this is a must attend for those operating professionally in the pet care arena

Learning Objectives

- How can we increase the professionalism of our industry while enhancing competency and ethics?
- What are non-negotiable operating policies and how can we define them?
- How can small business branding help our operation and enhance our profitability?
- Understand the necessity for standardization particularly when growing the business from being just a lone operator to taking on and developing employees.

Presenter Bio

Before following her passion for animals into her own pet business, Niki Tudge enjoyed a distinguished career in the hospitality industry holding executive positions all over the world. This extensive experience managing luxury hotels serviced by hundreds of employees and management personnel provided her with incredibly broad knowledge in every facet of business. Her formal education and over 20 years of practical management, leadership and employee development experience allows her a uniquely effective perspective on the right way to manage a successful business. Her professional credentials include: AABP - professional dog trainer, AABP - professional dog behavior consultant, Pet Professional Accreditation Board – professional canine behavior consultant – accredited, and she has earned diplomas in animal behavior technology and canine behavior science and technology. Along with her business degrees from Oxford Brookes University, UK Tudge is also a certified Six Sigma Black Belt, an HCITB TS1, TS2 and TS3 certified people trainer and a certified facilitator and project manager. As the founder



and president of the Pet Professional Guild, DogNostics eLearning and The DogSmith, Tudge has substantial leadership experience in the pet industry. She has also recently become president of Doggone Safe, a non-profit educational organization. Tudge has published numerous articles on dog training and behavior and her pet dog training businesses have been featured in many publications including the *New York Times*. She is also the author of *People Training Skills for Pet Professionals – Your essential guide to engaging, education and empowering your human clients*.



Presentation Title: Ethics and Boundaries for the Pet Care Provider

Presented by: Yvette Van Veen

Presentation Description

This presentation will define the roles of various pet care professionals, what they bring to the table and the importance of working together with clients as a team to meet the needs of the dog, family and community. It will investigate the detrimental effects a "mixed message" can bring in terms of a dog's behavior, how mixing methods can lead to frustration, aggression, anxiety and learned helplessness, how to deal with conflicts, and when to know when to walk away. It will also discuss the benefits to clients of working with professional trainers, and how working with trainers can make your job easier in terms of management, long-term client care and creating happy clients for life.

Learning Objectives

- Ethical boundaries: "Stay within your knitting." From education to factors such as insurance, stay within your defined role and work in cooperation with those in other roles.
- The detrimental effects of mixed messages to the dog that can lead to serious behavior problems. Good intentions can undermine results.
- It is okay to walk away. Know your own ethical and professional boundaries. Communication and honesty is key to meeting client needs.
- The importance of transparency. Say what you do and do what you say. Allow clients to consent to care.

Presenter Bio

Yvette Van Veen is a member of the Pet Professional Guild and a professional canine trainer - accredited through the Pet Professional Accreditation Board. She is also a multiple Dog Writers Association of America award nominee, pet columnist for the *Toronto Star* and owns and operates Awesome Dogs in Dorchester, Ontario, Canada. Her business specializes in training and problem solving for the companion dog. She has worked with various Humane Societies and rescue organizations including Animal Rescue Foundation Ontario. Van Veen shares her life with two dogs, Kip the rescue dog who serves as her primary decoy dog, and Karma the border collie. Karma is Van Veen's community canine and visits schools for dog bite prevention education and student stress relief programs.



Presentation Title: Fetch More Dollars for Your Pet Care Business

Presented by: John Visconti

Presentation Description

Professionals invest substantially in their websites, logos, marketing, branding etc. but unless they possess excellent sales skills, their ability to convert prospective interest into clients is extremely limited. The goal of this webinar is to bust some myths about the sales process, help trainers to channel sales-related anxiety, and to develop a sales script which will assist them in gaining more clients.

Learning Objectives

- Bust myths about sales.
- Remove barriers that lead to sales avoidance behavior.
- Define the importance of sales even in this age of websites and social media.
- Identify ways to channel sales-related anxiety.
- Build sales through differentiation, emotional connection and value added benefits.

Presenter Bio

John D. Visconti, CPDT-KA is an award winning author and owner of Rising Star Dog Training Services, LLC; Rising Star Dog Training, LLC; Dog Trainer ConneXion business management software; and Fetch More Dollars sales consulting. He has written several columns for *BARKS from the Guild* and the *Chronicle of the Dog*. He has also served as a chair for the APDT business sub-committee and presented several sales coaching lectures and webinars to dog training schools and force-free organizations. Additionally, during 23 years in corporate life, Visconti has been a sales consultant, and vice president of sales and customer relations. His book, *Fetch More Dollars for Your Dog Training Business* is the 2015 winner of the Dog Writers Association of America Maxwell Award reference book of the year. Visconti is also an award winning, published songwriter and performer.