

THE NEWSLETTER

## \*\*\* 2018 CONFERENCE \*\*\*

The committee are very excited to announce this year's conference line up and speakers...



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WWW.APDTNZ.ORG.NZ

## MESSAGE FROM THE PRESIDENT

Welcome to 2018. There is much happening right now and your Committee are very committed to providing a comprehensive and worthwhile year ahead.

Congratulations to Shelly Turner from Wellington, who was APDTNZ's very first recipient of Trainer Endorsement. This was a truly deserving success. Maybe we will have some more members applying before very long.

You will notice a change to the membership subscription reminders already sent to you plus a new added benefit of being able to pay by Paypal. I have already tried it out and can assure you it was magic. The membership is now kept on a specially created piece of software so can be updated and referred to very easily.

There have been a number of new membership applications received over the past few months. Acknowledgement of new members will be a permanent item each newsletter. This will help everyone to recognise and welcome the new members to our organisation.

Conference is once again on the agenda for Queen's Birthday weekend but in a different venue. Jet Park Hotel is a relatively new hotel close to Auckland airport and is serviced by a very reliable free shuttle service. I know because I have tried it out. Speakers will cover some very interesting topics and will be worth attending for.

The conference is also the time for the Annual General Meeting and I would ask that each of you consider either a place on the Committee or maybe offer to assist ex officio. There is much to be done and because private businesses must take priority, committee members are really pushed when allocating time for APDTNZ business. It is becoming obvious that a variety of subcommittees need to be established which will take the pressure off our volunteer committee members. If you feel you could offer a few hours to assist on a sub-committee it would be much appreciated and would help us to complete jobs quickly and efficiently.

APDTNZ is currently part of a working party investigating areas of further acceptable qualifications for people working within the industry. An official announcement will be made if or when this initiative comes to fruition so please do not speculate.

I extend my thanks to the Committee, who have worked hard during the past year to make sure APDTNZ keeps up with day to day commitments plus working towards future beneficial initiatives for the membership including planning for the 10<sup>th</sup> Anniversary of the establishment of APDTNZ.

It was with regret that Committee resignations were received from Paula Denby-Gibbs (now in USA) and Lisa Sturm (business commitments). We thank them for their input and wish them well.

As always, we welcome your thoughts and contributions towards improvement of our services for members. Contact the Secretary Darran Rowe <a href="mailto:secretary@apdtnz.org.nz">secretary@apdtnz.org.nz</a> or myself <a href="mailto:president@apdtnz.org.nz">president@apdtnz.org.nz</a> with your ideas.

Kind regards

Maggie Marshall

#### **2018 COMMITTEE**

Margarette Marshall - PRESIDENT

**Darran Rowe - SECRETARY** 

Ann Kenny - MEMBERSHIP

Kate Butler - WEBSITE

Rebecca Roper - VICE PRESIDENT AND TREASURER

Susie Londer - Conference Coordination and Education

Angelika Cawte - PR AND MEDIA

**Deborah Chadoutaud Maslet - NEWSLETTER** 

## **IMPORTANT NOTICE**



## MEMBERSHIP RENEWALS

Membership Renewals were sent out via email on 6 February 2016. **These are due by 31 March 2018 for the 2018/2019 year.** As per the covering letter, we remind you that in order to receive the member discount for conference your membership must be paid before registering.

We have also added a Paypal option for those who wish to pay their Renewals this way and Paypal invoices were also sent in a separate email.

Also, the Committee have agreed that **all Full Members will be eligible to use our Logo** for their printed and online material. The file will be sent to you once renewal receipts have been processed. Use of the logo is conditional upon members maintaining their membership with the organisation, which we will be checking from time to time. We hope that you will find the logo useful in promoting your business.

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## WE NEED YOUR HELP!

#### Facebook coordinator

As mentioned by Maggie, Lisa has resigned from the committee. Lisa, as Administrator made a valuable contribution to lift the profile of our Facebook page and we need someone to take



over this important role. If you are the person for this important task please contact <a href="mailto:president@apdtnz.org.nz">president@apdtnz.org.nz</a>

See page 10 to see how each of us can help to get some content on our page.

#### **Newsletter feedback**



New format for this March Newsletter. What do you think of it?

- What you would like to see more of?
- What you would like to see less of?
- Any subject desired for the next articles?
- Any other suggestions?

Please send your answers to deborah.chadoutaud@mindpro.biz

Would you like to contribute to the newsletter? We love hearing from our members, whether it be a training article, case study, dog gear or book review. If you've got something to share with your fellow members, please send it to the email address from above.

Deadline for contributions to be included in the next issue: 5th of June 2018

#### **APDTNZ ADVERTISING POLICY**

- The APDTNZ will not advertise training services or courses.
- All material in the newsletter must be in line with the APDTNZ Vision and Mission Statements and the Code of Ethics
- Placement of material in the newsletter is at the discretion of the Editor and the Committee
- No paid advertising is accepted
- Members may place merchandise ads free of charge in the newsletter, but must include a discount for members
- Events may be advertised in a maximum of 5 lines
- Positioning of ads is at the discretion of the Editor and Committee
- The publication of any advertising material does not constitute the endorsement of the APDTNZ for the event or merchandise.

## \* \* \* 2018 CONFERENCE

## The committee are very excited to announce this year's conference line up and speakers...

Is this conference for you?

Do you want to know how to engage a dog's brain in new and interesting ways?

Would you like to know more about how platform training could help at home, in your training sessions and with your students in classes?

Do you wonder if there might be another way to look at temperament assessment that also looks at the human side of the equation?

Would you like to understand more about multi dog situations and how to deal with issues that may arise?

Do you find you're needing more and more strategies to deal with the human end of the leash?

Could you use some more strategies to ensure you look after yourself and as a result, your business?

Topics have been designed to help develop those new the field of dog training and behaviour as well as seasoned pros wanting some new ideas and a chance to network.

# Cristine Dahl,

## from Northwest School of Canine Studies (USA)

- Whole-dog Approach with Leadership Program + Temperament Foundation:
- Multi-dog settings, Dog/Dog social issues:
- Client Counselling
- Self-Development and Longevity Strategies

website: www.nwcaninestudies.com

# Kay Attwood,

from Kay9 Services (UK)

- Get those Cogs turning with Cognitive Skills!
- Step up to the Mark with Platform Training!

website: www.kay9services.co.uk

#### SAVE THE DATE AND BOOK YOUR TRAVEL NOW:

WHERE: Jet Park Airport Hotel & Conference Centre, 63 Westney Road, Mangere, Auckland WHEN: 1-3 (full days, Fri, Sat, Sun) 2018, Queen's Birthday weekend

RATES & REGISTRATION: Registration opens in April and the rates will be available soon!

# REVIEW OF PAT MILLER CERTIFICATION BY KELLY BROWN

## Pat Miller Certification (PMCT1) Peaceable Paws Intern Academies

24 books, 3 manuals, 3 exams, 135 hours of classroom training and 52 hours travelling from New Zealand to the USA and back

again.

That's what it took to be able to add the letters PMCT1 after my name – Pat Miller Certified Trainer. It certainly wasn't easy, but it was definitely worth spending every late night, early morning and weekend with my head in the books in preparation for the Intern Academies in the USA. It's been an honour to have learnt from and spent time with Pat Miller - one of the 'Top 25 Most Influential People in the Dog Training World'.

Pat Miller is the owner of Peaceable Paws, a training centre surrounded by 80 acres of land in Fairplay, Maryland, USA.

Pat has over 40 years' experience with dogs and has a long list of achievements - she is an internationally acclaimed certified professional trainer, behaviour consultant and seminar speaker, training editor for the Whole Dog Journal and award-winning author of five books on dog training and behaviour. Although Pat started her dog training career using 'old methods' that relied on the use of force-based techniques, she is now fully committed to science-based, positive reinforcement, force-free training methods.

I first heard about Pat when I was volunteering part-time in the Dog Behaviour Team at Friends for Life Animal Shelter, Houston, Texas, USA, in 2014. At this point I was very new to the dog world and when I initially signed up to volunteer, all I was looking for was the opportunity to spend quality time with dogs. I began by walking dogs in the evenings and weekends – I helped the dogs by giving them exercise and time outside the shelter and the dogs helped me by providing some stress relief from my full-

time high pressure Human Resources role. It was only a few months later that I joined the Dog Behaviour Team and started working towards my CCPDT- KA (Certified Professional Dog Trainer – Knowledge Assessed) qualification.

Pat's books and articles were often

discussed and referred to during my training and her philosophies and methodologies always made a lot of sense to me. My dream was to meet her in person one day and that dream became a reality when I met her and attended her seminars at the APDT-NZ Annual Conference in Auckland in 2016. It was at this point that I knew that I wanted to spend more time with her so signed up for her Peaceable Paws Intern Academies and started saving my pennies for a trip to visit her in

the USA.

Pat offers five six-day Academies at Peaceable Paws. In addition to the Academies detailed below, she offers two Level 3 Academies — Advanced Behaviour and Training as well as Canine Cognition. Class size is limited to eight students and students can bring their own dogs to work with during the Academy (although perhaps a little difficult to bring a dog from New Zealand?!). I completed the following Academies:

## Level 1 – Canine Behaviour and Training (Tested Out)

Through taking this course, I learnt about the scientific principles of dog behaviour and learning, including how dogs learn and factors that affect learning. We were introduced to behaviour modification techniques such as shaping, prompting, chaining, back-chaining, desensitisation and counter conditioning. We also learnt about the basic principles of running

a dog training business, including ethical dilemmas. As I was CPDT-KA qualified, I tested out of Level 1 instead of attending the six-day Academy in person and after completing the assigned reading, I passed the two-hour exam in January 2017.

# Level 2 – Behaviour Modification (Peaceable Paws, USA)

The objectives of this Academy were to build on existing theoretical and practical knowledge in the scientific principles of behaviour and learning by applying them to dog training behaviour modification, to learn more about the intricacies of a behaviour consultation practice and to practice behaviour modification protocols with an Academy dog. We learnt about separation anxiety, canine compulsive disorders, fear-based behaviours, barking, digging, chewing and reactivity. I had the pleasure of working with Pat's dog Kai, an Australian Kelpie who demonstrated a high level of over-excitability with barking, jumping and biting at the leash. Working with the trainer's dog meant that the pressure was on but by the end of the Academy Kai was calm, quiet and well-mannered - job done! I completed the course with Honours - second top in the class.

# Level 3 – Aggression (Peaceable Paws, USA)

This was an intensive, internationally-acclaimed six-day Academy where we discussed aggressive behaviour, witnessed behaviour consults and developed a deeper understanding of canine aggression consulting skills and modification protocols. I was assigned Bonnie (another one of Pat's dogs), an 11 yearold Scorgidoodle who liked to hike through the woods and get burrs stuck in her fur but would snap and growl when her owner tried to brush the burrs out. Through teaching Bonnie The Bucket Game, she learnt that instead of growling, she had an alternative way of telling us whether she felt comfortable being brushed or not - if she looked at the bucket, the brushing continued and if she looked away from the bucket, the brushing stopped. By the end of the Academy I had brushed her whole body while she wagged her tail! The Bucket Game is great for those dogs who don't like to be

groomed or handled - the dog feels more in control of what happens to them and we avoid being growled at or bitten. To see Bonnie and The Bucket Game in action, check out the video at this link. I passed the Academy with Honours, top of my class this time! What were the highlights of my journey in completing my PMCT1? It goes without saying that the best part was being able to spend time with Pat, picking her brains and asking her each and every question I had on my enormous list. I enjoyed learning at Peaceable Paws alongside her four dogs, three cats, five horses, donkey, pig and chickens and I relished our daily hikes with the Academy dogs along the beautiful trails. During both Academies it was a pleasure to be collaborating with other dog training professionals who share the same values and philosophies in how we teach and communicate with our canine friends. The downside? I could only think of one - that Pat and Peaceable Paws is so far away!



### **Kelly Brown**

BSc (Hons), CPDT-KA, PMCT1, NDTF – Certificate III in Dog Behaviour and Training

Waggle Tails Dog Behaviour and Training, Christchurch, New Zealand

www.waggletails.co.nz

facebook.com/waggletailsdogs

## **START WALKING** BY VERONICA BOUTELLE

#### **Trainers: Put On Your Walking Shoes**

Financial stress is high on many dog trainers' complaint lists. Being your own boss has its advantages, but missing a regular paycheck isn't one of them. Unless your business has reached maturity and you're enjoying a regular wait list, you probably feel the pressure of keeping your dance card full, of watching that revolving door of clients in/ clients out, and trying to keep it spinning.

I've written over the years about the many ways to grow a dog training business. You can keep your revolving door spinning with better, more consistent, more targeted marketing. You can improve the spin by actively working on your sales comfort and strategies. There are ways to slow the door, too-raising your rates to a professional level, and switching to day training or board-and-train to reduce the number of clients needed to turn the carousel.

#### Why add dog walking to your training business?

#### Reliable revenue

If you do your job well as a trainer, you lose your clients. If you do your job well as a walker, you get to keep them. And with proper pricing, service structure, and policies in place, that means an ongoing, dependable income base to reduce stress while you build your training business.

#### Daytime income

If you're like most trainers, the majority of your billable hours are on nights and weekends. Though the move toward day training is helping many trainers do more of their work during the daylight hours, dog walking is another way to take better advantage of your days-and perhaps take a little pressure off your nights and weekends. Imagine a little more time for friends and family and social pursuits.







Upcoming course dates: April 20-22 in Auckland

Another option is to augment your business with another service, providing a second stream of revenue while you build your training clientele. The ideal choice is an ongoing service that affords the luxury of keeping clients long term—the perfect counterpoint to the revolving door of training. And nothing does this better, or more easily.

than dog walking.

#### Opportunity to upsell training

Many people hire dog walkers to assuage guilt about long days in the office. Others are looking for a better-behaved dog to come home to, or an easier dog to walk on weekends. As a professional dog trainer, you have the option to provide these clients with a training program

before settling their dogs into your walking routine.

#### Lots of hands-on dog time

Whether this appeals just in itself or for the opportunity to hone your training skills, the unfettered time with just the dogs is arguably the best part of walking dogs.

#### Low marketing requirement

Because you keep the clients you get, you don't need the volume required for a thriving training business. To build a small group of regular dogs to shore up your training income, you can likely use whatever marketing tools you already have in place—your website, email or print newsletter, etc. You can also upsell your walking services to training clients who would benefit from a regularly exercised dog.



Bringing on another trainer is the most obvious expansion route. Another option is hiring dog walkers. Trainers who have taken this path often note the satisfaction of positively affecting so many more dogs' and clients' lives by getting dogs out for regular exercise and stimulation.

#### **Start Walking**

Whether you choose to walk individual dogs on leash (be sure to charge a premium for this, especially if the single walks are due to behaviour issues), or in small on- or off-leash groups (dependent on your

geographical location and local culture), walking can be a lucrative and fun way to augment your training business and reduce your financial stress.

#### TRAINERS:

- Add dog walking to your dog training
- Spread the word for dog walkers you feel good referring to

#### WALKERS:

- Learn how to run a profitable, safe dog walking business
- @ Get all your canine questions answered
- Make your walks easier and more enjoyable

Also great for pet sitters & dog daycare owners and staff!

Learn more about this professional program at www.dogtec.org/dogwalkingacademy

#### Exercise

It's hard to fit everything in when you run your own business. Most dog trainers I know find the lack of time for their own dogs and for themselves frustrating—no time to exercise is a common complaint. As a dog walker, you actually get paid to put on your tennis shoes and hit the pavement, trail, or beach.

Expansion potential

If your training business is already full, you're facing the limits of a business model that trades time and expertise for income. Veronica Boutelle, MA Ed, CTC, is the founder of dog\*tec and the author of The Business of Dog Walking, published by Dogwise. Veronica co-created the dog\*tec Dog Walking Academy, the first professional course for dog walkers, which is offered in locations throughout the country and internationally, including courses taught in New Zealand by APDTNZ member and Complete Canine Care owner Rhiannon Taylor. The Dog Walking Academy welcomes highly experienced and novice walkers and trainers alike for a powerful educational experience. Learn more at <a href="https://www.dogtec.org">www.dogtec.org</a>.

#### MEET YOUR LOCAL INSTRUCTOR -

#### Rhiannon Taylor, CDW

Rhiannon holds her Diploma in Canine Behaviour and is a full member of both the Association of Pet Dog Trainers NZ and the Pet Professionals Guild. She is a dogtec Certified Dog Walker, a PetTech Pet First Aid Instructor, and has lent her experience to the Canine Team at the Auckland SPCA. Rhiannon owns and runs Complete Canine Care, offering dog training, walking, daycare, and boarding services in Auckland.



## **WELCOME TO OUR NEW APDTNZ MEMBERS**

FM = Full Member / AM = Associate Member

### CLAIR MEAD (FM)

Volunteer Dog Trainer from Cambridge

# JOANNE WILLIAMS (FM)

Kennel Owner from Mangakino

## FROM JULY TO SEPT 2017

## **DARNIELLE TONGE (FM)**

Pro Dog Trainer from Tauranga

## BRIAN BERQUIST (FM)

Pro Shelter/Rescue worker from Owhango

## MICHELLE POWELL (AM)

Vet Nurse from Balclutha

## FROM OCT TO NOV 2017

## SHERRI SIMPSON (FM)

Pet owner from Whitianga

## ABBIE DOUGLAS (FM)

Pet Owner from Auckland

### **CATHERINE WATSON (FM)**

Pro Dog Trainer from Nelson www.canineknowhow.co.nz

"I am very excited to be part of the APDTNZ and bring you CanineKnowHow dog training."

## FROM JAN 2018

## ANNIE THORNE (FM)

Pro Dog Trainer from Wellington

## JO MILLER (FM)

Pro Dog Trainer from Invercargill

### LISA MCQUINN

Pro Dog Trainer from Nelson www.barkademy.co.nz

## MEET LEANNE WREAKES-FALLEN FROM OAMARU (FM)

Introducing myself, I am a Diploma Veterinary Nurse with a keen interest in animal behaviour. It has taken me 20 years to finally find my passion and grow my own business!

Over the past year I have studied hard, gained a professional mentor



and put into practice my learnings.
My small business, Havenwyck
Cottage, has begun successfully
and exceeded expectation.
Havenwyck Cottage boasts a inhome boarding facility for troubled
dogs, promotes positive
reinforcement with training and
your dog is able to be groomed

on site. I take pride in treating those who come

to stay as if they were on my own and encourage settling behaviours and good manners.



## **MEMBER BENEFITS CORNER**



# PETTECH PET FIRST AID COURSES

As an APDTNZ member you can get a discount when you attend a PetTech Pet First Aid course.

The amount is up to the instructor taking the course but Rhiannon offers a whopping 30% discount to our members.

If you are interested in attending a PetTech Pet First Aid Course, get in touch with your local instructor and enquire about what discount they may be able to offer.

#### www.pettech.net.nz

Isn't it great when our fellow members support each other? We think so. So thank you Rhiannon and our other PetTech instructors who are willing to support their fellow trainers continuing their education.

If you want to offer your fellow members a discount on products or services, please get in touch. We'd love to hear from you.

# NEW ENDORSED TRAINER (TEP)

Congratulations to **Shelly Turner**. Shelly applied for and was granted Endorsed Trainer status late last year. Shelly holds the distinction of being the first member to be recognised as an APDTNZ Endorsed Trainer.

If you would like to know more about the Endorsed Trainer Programme (TEP) go to page 11 of this newsletter or to <a href="https://www.apdtnz.org.nz">www.apdtnz.org.nz</a> to download the manual and application form

# APDTNZ MEMBER ONLY FACEBOOK GROUP!



Did you know there is a member only facebook group for APDTNZ members (and is a secret group so you will need to be added). If you're not in the group yet, let us know so we can add you.

#### www.facebook.com/groups/ APDTNZMembers

The rules for this group are in a pinned post at the top of the page. Please make sure that you read these carefully and abide by them so that the group can operate fairly autonomously and free from admin interference.

#### **Promote APDTNZ and your Business!**

The APDTNZ aims to become the go-to institution for any questions around dogs and their training in order to make sure that people choose force-free options above all. Having a strongly known APDTNZ will be hugely beneficial to all its members. So, please help us to achieve this goal by liking and sharing our page and its content. Even better, provide us with content to share to promote your ideas and your business.

What do you need to do?
Go to the Facebook page
https://www.facebook.com/APDTNZ/

Click 'Like' if you haven't yet, then click on "Following" to choose 'See first'. That way you will never miss any posts anymore.

Now click the 3 dots next to 'Share' and click 'Like as your page', so that people can see that your business is associated with the APDTNZ.

In future when you see posts coming up, at least react to them, even better comment and/or share to make the APDTNZ better known.

You created a nice meme, took a photo or video or have anything else to share? Let us know, so we can promote your ideas!

# APDTNZ TRAINER ENDORSEMENT PROGRAMME (TEP)

## We're taking applications now!

Dog training is an unregulated industry in New Zealand, and formal qualifications are not required for dog trainers. The APDTNZ released the TEP in June 2017 with the aim that over time endorsement will become a benchmark for dog-friendly, qualified, and experienced trainers so the public, as well as other dog trainers, can confidently seek them out.

Endorsement is maintained every 3 years via continuing education and activity points to encourage trainers to further their own knowledge across the fields of dog training, education, and behaviour.

Endorsed trainers will be highlighted on the APDTNZ website and have the right to use the APDTNZ endorsed trainer logo.

How to apply

The TEP is open to Full Members after 12 months of full membership.

Before lodging your application, you should complete a self-assessment against the entry criteria. Once confident you meet the criteria, submit an application for endorsement along with any relevant supporting documentation plus application fee of \$80.

A review panel reviews the application, checks the applicant is eligible to apply, and seeks further information (if required) before making a decision, to approve or decline the application for endorsement and informing the APDTNZ President.

<u>Trainer Endorsement Programme - document and application form (PDF, 820K)</u>

#### LIBRARY BORROWING RULES

- Only Financial Members of APDTNZ may borrow from the APDTNZ library.
- There is no borrowing fee but to cover postage and packaging within New Zealand there is a charge of \$8.00 or \$13.00, depending on size, this includes the cost for returning the books. The Librarian will advise you which charge applies to your choice of books. This charge is payable with your request. Should any item be damaged or lost, the member will be required to pay replacement costs.
- Only 2 books or a total of 4 disks may be borrowed at a time with a maximum borrowing time of one month.
- There is a late fee of \$5 per week per item for overdue items. Please include the fee when you return overdue items.
- Please ensure that items are returned in the courier bag provided and covered with bubble wrap. Do not use sticky tape on the bubble wrap so it can easily be re-used.
- To borrow items please contact the librarian with your request at <a href="mailto:librarian@apdt.org.nz">librarian@apdt.org.nz</a>
- When you receive confirmation that your choice of books is available, you can either:
  - send a cheque, made out to APDTNZ to the APDTNZ Treasurer, 78 Pukeko Lane, RD1, Kerikeri 0245, or
  - direct deposit to 03-1503-0398799-00 account name:
     APDTNZ Inc, please provide your name and the word
     "library" as a reference.
- Only when payment is received will the books be sent out.
- When ordering please identify all items by author and title, and provide the librarian with your name and full address including postcode.
- Please do not ask the librarian to make a selection for you.
- The list of items available to be borrowed is on the APDTNZ website <a href="www.apdt.org.nz">www.apdt.org.nz</a> or can be posted if you send a stamped self-addressed envelope to the librarian.
   Or it can be emailed to you. Contact librarian@apdt.org.nz
- Where appropriate, due to either the inability to replace, or the cost of replacing goods, (such as some books & videos) APDTNZ will use Express Post to post such items out to members. Loans from the library of such items will need to be returned by Express Post, as determined & advised by the Librarian.
- The APDTNZ does not necessarily agree with nor condone the information contained in library items that have been supplied on loan to members.