

JULY 2018  
ISSUE 29

# ASSOCIATION OF PET DOG TRAINERS NEW ZEALAND



## THE NEWSLETTER

### WHAT A CONFERENCE!

Thanks to our two amazing  
speakers!



Congratulation to  
our 1<sup>st</sup> TEP

Ken Ramirez for  
our  
10th anniversary  
conference next  
year



More photos of the conference  
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[WWW.APDTNZ.ORG.NZ](http://WWW.APDTNZ.ORG.NZ)

# MESSAGE FROM THE PRESIDENT

Hello members!

I am excited to be writing my first president's report on the heels of yet another successful conference. The three-day weekend provided a combination of practical hands on training as well as a new concept in client work. Kay Attwood motivated us with platform training, cognitive skills and focus games all of which have value in our class environments. There were many attendees excited to get back home to make their own platforms for their classes. Platforms have been part of my classes for a few years now and I have certainly seen the benefits.

Cristine Dahl gave us a new way of approaching client "coaching" to fit in with their lifestyles. She provided us with her tools for identifying the needs of the dogs and formulating a training plan. Cristine's program helps to improve the relationship between owner and dog before behaviour modification starts. It certainly gave me food for thought! New Zealand was extra fortunate as her Whole Dog and Leadership program was making its world debut. It was very exciting to be able to announce our guest speaker for our 10<sup>th</sup> anniversary conference next year. It is the one and only Ken Ramirez! You won't want to miss this conference!

So, after four years of being treasurer I have stepped up to the top job! I am not quite sure how that happened but I look forward to the challenge. I want to say a big "thank you" to Maggie for the past four years of being president, not to mention the previous years of being treasurer. I am sure it was no easy decision to step down from the president's position, but I am thankful Maggie is staying on committee. Her support means a lot to me and to the committee. I also want to thank the existing committee members that have stayed on and to Bridee Manning who has joined. And to the others who volunteered to help outside the committee. The APDTNZ are lucky to have such talented people who volunteer their time to keep this organisation strong.

*Rebecca Roper, APDTNZ President*

## 2018 COMMITTEE

**Rebecca Roper** - PRESIDENT

**Margarette Marshall** - VICE PRESIDENT

**Kate Butler** - SECRETARY

**Darran Rowe** - TREASURER

**Ann Kenny** - MEMBERSHIP

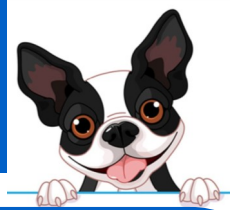
**Susie Londer** - CONFERENCE COORDINATION AND EDUCATION

**Deborah Chadoutaud Maslet** - NEWSLETTER

**Angelika Cawte** - PR AND MEDIA

**Bridee Manning** - FACEBOOK

# IMPORTANT NOTICE



We are happy to announce that any Full Member will have use of



the APDTNZ logo without the need to apply, as in previous years.

## WE NEED YOUR HELP !

### Topics for 2019's conference?

As you know, for our 10<sup>th</sup> anniversary conference, we are excited to have **Ken Ramirez** as a guest speaker.

We would love to hear from you all what you would like to hear Ken speak about, especially if we could hear from those peeps that have already seen Ken in the past?

Just jump on [APDTNZ Facebook page](#) and leave a comment ;)

### Newsletter feedback



Did you enjoy this 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 subjections?

Please send your answers to [deborah.chadoutaud@mindpro.biz](mailto: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: **17th of September 2018**

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## 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.



# MEMBERSHIP SURVEY

In March, we sent out a survey to all our members (86 at the time). Over 35% of our members responded (*we would have loved 100%*) providing some great ideas. This feedback, along with our vision and mission statements, will help guide the committee to formulate our business strategy for the next few years. On the Monday after conference, the committee met to review and discuss the survey results.

We realise that we need to provide more for our members. and that the dog owning public need to know that APDTNZ exist and what we stand for. This diagram illustrates the cycle of influence we want to use as a basis for our future planning.

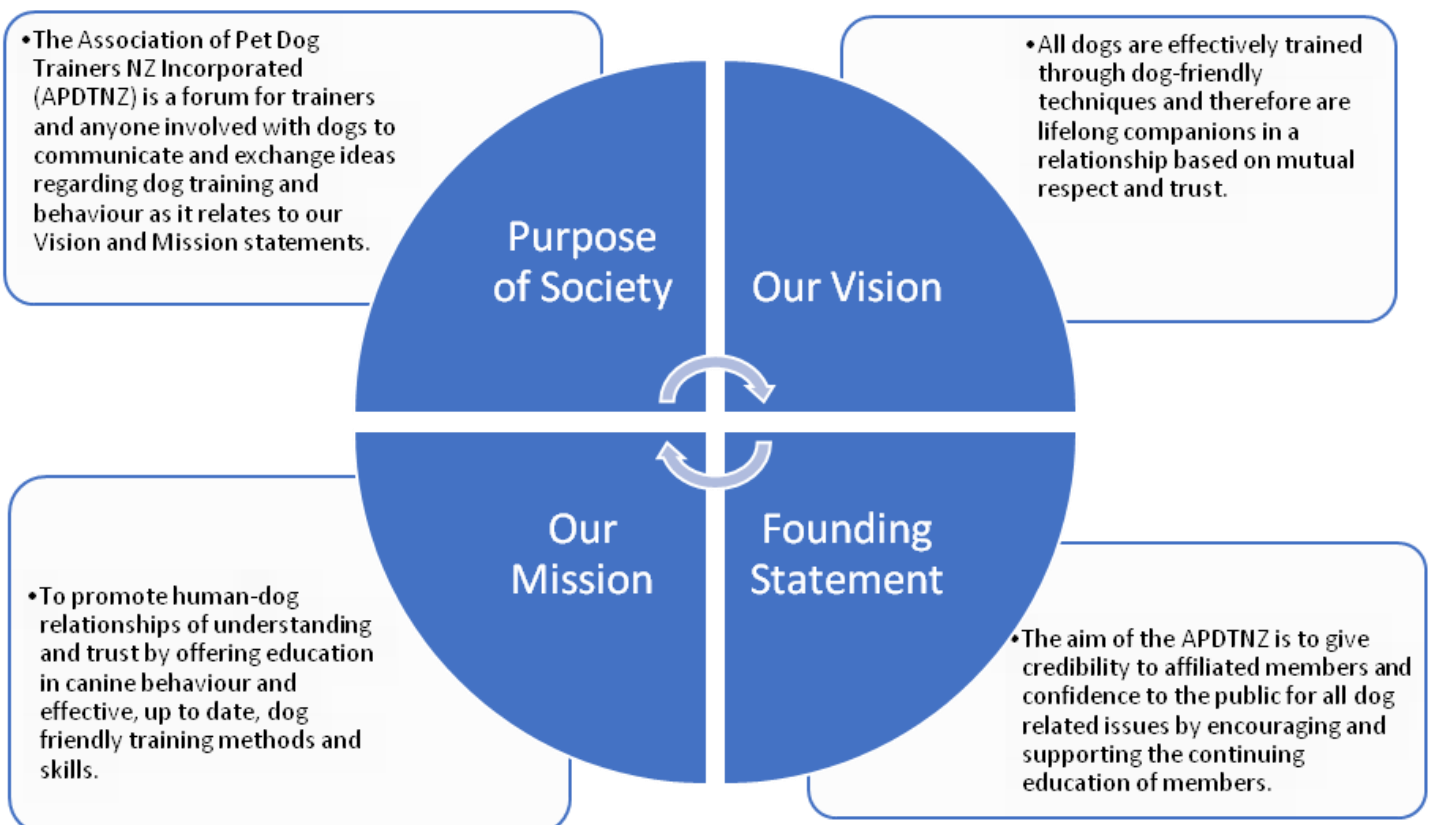


Industry professionals are those people who work with dog owners and their dogs (vets, vet nurses, shelters, groomers, day care, etc.). Dog owners are the ones who hire trainers, often based on recommendations by those industry professionals. Our goal is to have those trainers be APDNTZ members. APDNTZ exists because of these members (over 60% of our members are either professional or volunteer trainers).

Looking at the cycle we see that APDNTZ need to reach those industry professionals, let them know we exist, what we stand for and eventually build a professional relationship with them.

As we mentioned with the membership survey, not all ideas can be implemented. We also will be using our mission, vision and founding statements to guide us in creating our business plan and marketing strategies.

More information will be provided in our next newsletter.



# R+ vs TRAD

## BY VERONICA BOUTELLE

### Competing With Traditional Trainers

In my work helping R+ trainers achieve business success I'm often asked, "Why do clients go to the aversive-based trainer in my town first, and then come to me afterward to fix it?" Sound familiar? We hear variations on this question on a regular basis in our business consulting work and when speaking around the world. Want to make sure people come to you first? Here are some tips for competing with traditional trainers in your area.



### Tell potential clients you can help.

If you're the typical R+ trainer, your website and marketing materials probably talk a lot about relationship and bonding. You tell potential clients you'll help them improve their bond with their dog, you'll fix their relationship. You probably also inadvertently imply that the problem is their fault and that fixing the problem will be a lot of work, with statements like, "We'll teach you what your dog needs" and "You have to learn to be more consistent."

But dog guardians rarely (if ever) get up in the morning, stretch, and say to themselves, "You know, I think I'll hire a trainer today to work on my relationship with my dog. It's clear that I'm not communicating properly with him."

It's probably more something like, "I can't take this anymore! I've got to find someone who will make him stop doing this." They want help. They want results. They want change. And if you've looked at many traditional trainers' websites, you'll notice that's what they offer. They don't talk about bonding. They talk about relief. They don't talk about relationships. They talk about results.

If you really want to improve the relationship between dogs and their people, the fastest way is to change the dogs' behavior. Do long-lasting results require change in human behavior, too? Yes, almost always. But that's never going to happen if you don't get your foot through the door in the first place. So be careful not to mistake your goal (improve the human-animal bond) with your marketing message (results, relief, help, change, the enjoyment of a well-behaved dog).

### Price yourself competitively.

The word "competitively" doesn't mean cheap here. It's actually the opposite. One of the things that often baffles trainers who ask the opening question, "Why are people going to the punishment-based trainer first?" is that, at least where private training is concerned, the punishment-based trainer is usually much more expensive than they or their R+ colleagues in the area.



One way to compete effectively with traditional trainers is to match their price. Raise your rates. Play in the same ballpark. Because, true to reality or not, people tend to equate cost with value. We assume the more expensive products are better, and that the more expensive service providers are better, too. And when serious-minded dog guardians decide to hire a trainer, they'll go looking for the best. One way they'll determine "best" is by price. If your rates are low by comparison, many of these clients will assume you are less experienced or skilled.

It can be scary to raise rates when you're already getting comments about how expensive you are. But our clients who raise their rates generally find that those comments stop. Why? Because their new rates draw a different crowd of potential clients — the ones looking for the best trainer, rather than the cheapest.

### **Professionalize your image.**

If you're going to charge top dollar, make sure your image backs up the claim implied by your new rates. A professional logo and professionally written and designed website and materials are imperative. Any whiff of homemade will undermine your marketing message. If you haven't invested in this area of your business but you really want to take on the traditional trainers, now's the time.

Be careful, too, to avoid an image that is too cute, cartoonish, or soft. Compulsion-based trainers rarely use the paw prints, bones, and cartoon dogs so often found in positive-reinforcement trainers' marketing. These approaches are fine for pet sitting services, but they can easily undermine a serious dog trainer's image.

### **Make sure they find you first.**

You might imagine dog guardians spending hours online closely comparing all of the trainers in the area before deciding who to call. We doubt that happens much. Much more commonly clients choose their trainer in one of two ways: a referral or a quick online search.



Most of us, once we've landed on a website that meets our needs and speaks to us, are not likely to keep looking. So search engine optimization, or SEO, is critical. Good SEO is the difference between potential clients finding you early in their search or not at all, because clients are likely to look first at sites listed on the first page of results. Take a look at who comes up on top in your area, and don't be surprised if it's a traditional trainer who has invested time and money into his website's ranking. If your site isn't coming up high in the results, it's time to hire a qualified SEO specialist to work on changing that.

The other way to be found first is to court and build solid relationships with strong referral sources. Most of us won't look further than a good referral. If someone we trust tells us who to work with, we'll probably jump on that person's site. And as long as the site looks good and reflects well (see "Professionalize your image" above), you'll get the call. Building referral relationships takes time and commitment, but on the plus side can generally be done on the cheap.

### **Offer an "easy button."**

We share your frustration that so many dog owners are uninterested in actively training their own dogs. But that's not going to go away. And we disagree with the notion that their disinterest in training signals a disinterest in their dog. Do parents who don't want to homeschool their children not love them? Dog guardians who take the time and effort to call a trainer and are willing to spend some money to fix a training problem do care. They just don't want to become dog trainers.

If we continue to insist that dog guardians must learn to train their own dogs, we're going to continue to lose clients to traditional trainers who aren't afraid to say that they'll do the training for them. The more R+ trainers who offer board and train and day training options (board and train without the boarding), the better. The coaching model, where we train uninterested novices to train their dogs, is a



fundamentally flawed one in terms of both training results and business success. (As an important footnote, board and train and day training models must include a deliberate, effective transfer

program strategy to make sure training results are transferred to the dog's home.)

## Confront guarantees, then make them.

As an APDT member you know that guaranteeing training results is unethical, and you've pledged not to do so. Most traditional trainers are not governed by the same pledge and many freely guarantee results. What can R+ trainers do to compete with this?

Take guarantees head on. Add a tab to the navigation bar of your website or a link from your training page called Our Guarantee. On this new page, explain why it's unethical to make guarantees about specific behavior results and that as a member of the APDT you have willingly pledged not to do so. Then tell them what you can and will guarantee — dedicated customer service, a customized approach to each client's goals, a commitment to excellence and ongoing continuing education, etc. And tell them again (see "Tell them you can help" above) that you can make things better, bring them some relief — because you can.

## Become the local expert.

Once you've implemented these ideas, if you're ready to take it a step further and you have the skills and knowledge base to do so, it's time to become the local expert. Become so well-known as the go-to trainer in your area that you need no longer worry about potential clients finding the traditional trainer in your area first.

Write a training tips or ask-the-trainer column for a local paper. Work with the local shelter to produce an ongoing lecture series on interesting dog behavior topics. Start a humane education program in the local schools. Develop a relationship with the local paper so that you're the one quoted any time they write an article about dogs. Write a book and get it into local bookstores and the library. Do a mini local book "tour" of talks and signings. (You don't need a publisher for this project; self-publishing is fine, as your goal is local, rather than national, publicity.) If you've got the credentials, create a mentorship program for local people interested in a first career step toward becoming dog trainers. In short, become THE trainer in your area.

You may not be ready for these last steps. Maybe it won't ever be your style, and no worries there. But whether you ever take it to the local expert level, we hope you'll be inspired to take steps to compete more actively for your local clientele — to get their attention, get through their doorways, change their dogs' behavior, and improve their relationships with their dogs.



*Veronica Boutelle, MA, CTC, is the founder of dog\*biz (formerly dog\*tec) and author of How To Run a Dog Business and The Business of Dog Walking, and co-author of Minding Your Dog Business. She teaches business to dog trainers around the world, including speaking at our APDT NZ 2013 and 2015 conferences. To work with the friendly dogbiz team on making your business more competitive, email [info@dogbizsuccess.com](mailto:info@dogbizsuccess.com) or visit [www.dogbizsuccess.com](http://www.dogbizsuccess.com) to learn how dogbiz can help you succeed.*



# dog\*tec is now dog\*biz

## Same people & mission:

To help your business succeed.

(Now we'll do that with a name that's more... us.)

**We got a new website for our 15th birthday!**  
**Take a look at [www.dogbizsuccess.com](http://www.dogbizsuccess.com).**

While you're there,  
pick up your party  
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### NEW ANIMAL WELFARE REGULATIONS

In 2015 the Animal Welfare Act was amended to allow for the creation of legally enforceable Animal Welfare Regulations. Since then, the Ministry of Primary Industries has been carrying out consultation to establish a suitable set of regulations to protect New Zealand's animals. APDTNZ has made two submissions to MPI as part of this process. The regulations were adopted in March, and will come into effect on 1 October 2018.

#### What are the regulations for?

Prior to the introduction of regulations, the only option inspectors had was to bring a prosecution under the Animal Welfare Act. People found guilty under the Act could be sentenced to significant fines and/or jail time, but it was an expensive and lengthy process, so this was only feasible for severe cases of neglect.

The intent of the regulations is to give animal welfare inspectors more enforcement options. In order to be easily enforceable, regulations must spell out unambiguous criteria that a dog owner's actions can be objectively assessed against. MPI considered all of the minimum standards in the Code of Welfare, but only drafted regulations for a few areas where they felt it was possible to clearly separate appropriate and inappropriate treatment of animals.

#### What happens if a regulation is breached?

*Infringement regulations* are like speeding tickets or parking tickets. The inspector can issue a ticket to anyone who has breached the regulation, requiring that a fine be paid. Dog owners can choose to appeal their fine and have the case heard in court, but there are very few defences – for example, they can't use ignorance or good intentions as an excuse.

The MPI has set two levels of infringement at \$300 and \$500. The four regulations related to dogs all carry \$300 fines. This was decided based on the likely impact on the animal if the regulation

regulation was broken, and the affordability of the fines to the people who have the animals. The fact that dog owners usually keep them as pets, rather than in profit-making commercial operations, was one of the reasons for setting the fines at the lower level.

*Prosecutable regulations* allow prosecutions to be brought under a specific regulation, rather than under the Act itself. These prosecutions must be tried in court and can result in a criminal conviction, but the maximum penalties are lower than for a prosecution under the Act, and they are cheaper and less time-intensive. There are two prosecutable regulations related to surgical procedures in dogs, and these both carry a maximum fine of \$3,000 for individuals, or \$15,000 for companies.

#### Who upholds the regulations?

Any animal welfare inspectors can issue infringements and bring prosecutions. The definition of animal welfare inspector includes:

- MPI inspectors, who are primarily responsible for matters involving production animals
- SPCA inspectors, who are primarily responsible for matters involving companion animals
- Police officers. It is not anticipated that police would be actively involved in enforcement of the regulations, but for example, if a police officer saw an untethered dog on the back of a ute, they would be able to issue an infringement ticket for that.

Inspectors have discretion over whether to take action against a breach, and can choose to educate an owner or issue a warning instead.

#### The Infringement Regulations

*Regulation 12 (Muzzles)* states that muzzles must not cause swelling, discharge or bleeding. It also states that muzzles which restrict breathing, drinking and vomiting must only be used under constant supervision when the dog is being handled for veterinary treatment or therapeutic purposes (I believe this would include grooming).

*Regulation 13 (Dry and Shaded Shelter)* specifies some minimum requirements for the size and weatherproofness of a dog's "lying



space”, and also requires that dogs should have constant access to drinking water.

*Regulation 14 (Dogs Left in Vehicles)* addresses the problem of dogs in hot cars, and was one of the more challenging regulations to develop clear criteria for. It states that dog owners must ensure that their dog does not display “signs of shade-seeking behaviour” in combination with at least one symptom of heat stress (excessive panting, excessive drooling, hyperventilation).

*Regulation 15 (Dogs Secured on Moving Vehicles)* requires that dogs must be safely contained or tethered when travelling on open decks or trailers. There are exemptions for dogs which are moving livestock, and for motorbikes and ATVs.

## The Prosecution Regulations

*Regulation 51 (Tail Docking)* bans tail docking in dogs, except when carried out by a vet for therapeutic purposes.

*Regulation 52 (Dew Claw Removal)* requires that dew claws should only be removed by a vet under adequate pain removal. An exception is made for non-articulated rear dew claws, which can be removed by breeders prior to 4 days of age.

## What About Prong Collars?

There's good news and bad news.

MPI's consultation document included a draft regulation to ban pinch and prong collars. This was supported by 77% of submissions. A number of submissions (including APDTNZ) asked for shock collars and choke chains to be included in the regulation. MPI decided not to regulate at this time, stating:

“Submissions indicate this proposal has **not been consulted widely enough** and **should cover all forms of collar**, including electric collars, choke collars and others. Note that the proposal relating to injuries from collars and tethers will progress and this addresses injuries caused to any animal by any kind of collar.”

It is frustrating that we don't yet have a regulation against pinch and prong collars, but also quite exciting that we can expect further consultation on this matter and potentially all of

these aversive devices may be banned!

In the meantime, Regulation 47 (which applies to all species) states that no collar may cause swelling, bleeding or discharge – so infringement notices could be issued if a dog was injured by the use of pinch, prong, shock or choke chains.

## BOOK REVIEW BY MAGGIE MARSHALL

### RAW MEAT DIETS FOR CATS AND DOGS?



The acknowledgements and references cited in this book shows James O’Heare has done his homework and consulted with many well qualified in their field for advice and understanding of the subject.

In the Preface, James explains his motivation to explore this subject and what he discovered. He confesses to not having extensive education or experience in nutritional science, but his background is in critical reasoning and science therefore he looks at the topic in an unbiased way. He has consulted with many proponents of, and those who argue against raw meat diets

### Raw Meat Diets for Cats and Dogs?

An Assessment of the  
Research and Arguments  
Related to the Advisability of  
Feeding Raw Meat-Based Diets  
to Cats and Dogs

James O’Heare, Ph.D.

for cats and dogs. His is a carefully considered opinion rather than an ignorant one and he evaluates the advisability of feeding a raw meat-based diet in a logical and scientific manner along with the feeding of bones, Home Cooked diets and Commercial Pet food.

After performing a thorough review of the literature, he presents his findings in this booklet. Purchased through [Dogwise](#), sale price currently USD6.00

# WELCOME TO OUR NEW MEMBERS

## FULL MEMBERS

**BERIT ABRAHALL**  
Pro Dog Trainer from Kaitaia

**LEANNE WREAKES-FALLEN**  
Pro Dog Trainer from Canterbury  
[Havenwyck Cottage](#)

**HEATHER PARSONS**  
Pro Dog Trainer from Bay of Plenty

**ALICIA DAVIS**  
Daycare from Bay of Plenty  
[Big Brown Paws Doggy Day Care](#)

**CHRISTINA ROCK**  
Veterinarian from Southland

**JILL NORTHCOAT**  
Vol Dog Trainer from Northland  
[Whangarei Dog Training Association](#)

**LISA COPPINS**  
Vet Nurse from Canterbury  
[Four Happy Paws](#)

**BARBARA McDONALD**  
Vol Shelter/Rescue Worker from Auckland  
[Choppers Dog Wear Services NZ](#)

**COLLEEN LAUDER**  
Dog Trainer from Northland  
Ballemore Dog Training

## ASSOCIATE MEMBERS

**PATRICIA MARTINS ROCHA**  
Pro Dog Trainer from Auckland  
[Good Dogs Unleashed](#)

**LIZ WATSON**  
Vet Nurse from Canterbury

**KRISTY AVERY**  
Pro Dog Trainer from Auckland

**AUGUSTA GRAYSON**  
Canine Behaviour and Training Student from Auckland



**SHANNEN PHILLIPS**  
Pro Dog Trainer from Auckland  
Training Dogs for Life

**TYLA GARDINER**  
Pro Dog Trainer from Auckland  
Training Dogs for Life

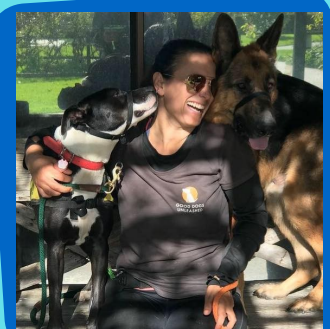
**TIFFANY BROWN**  
Pro Dog Trainer from Auckland  
Training Dogs for Life

**ROSE LYSAGHT**  
Pro Dog Trainer from Auckland  
Training Dogs for Life Ltd

## MEET PATRICIA MARTINS ROCHA FROM AUKLAND



Patricia is originally from Portugal but lived in Australia for the last 8 years and recently moved to South Auckland. Her background is in English Teaching and Marketing but she decided to do a Certificate in Dog Training and Behaviour and pursue her real passion; working with dogs. So she left the corporate world and the city life behind to become a dog trainer and behaviourist.  
[Good Dogs Unleashed](#)





# WHEN “LEARNING THEORY + SAUSAGE” DOESN’T = CHANGE OF BEHAVIOUR

## DECISION MAKING FOR CASES THAT NEED MORE HELP

BY CATH RIVRON

This topic is something that I covered at 2015 Conference but it is worth repeating and some of you were not at that conference so for you it is possibly new.

Asking for help can be difficult for any of us. It usually suggests that we have reached some barrier to progress and this is not always a comfortable realisation. Our feelings may be shadowed in negativity, “I’m not as good as I thought” or “I have failed”. We should try to shift this into a positive light, where we realise that our limits show us where to focus further study (personal growth) and also that we know enough about things to understand that the best thing for the dog at this time is for us to reach out and ask someone to help (putting the animal’s needs front and centre). All of us are aiming to improve the lives of dogs and their owners by whatever it is that we do for them, be that training, grooming, massaging, walking or veterinary treatment. We are dog lovers. With that in mind, most owners respect and trust someone that asks for more help and seeks answers and advice, because they see you as valuable and willing to put in extra effort for their dog. “Excellent question, I don’t know the answer but I am going to find out” is a very powerful statement.



My first piece of obvious advice therefore, is to ask for help *every time* you do not know the answer to the problem or question in front of you. This way your knowledge tree will grow, branch out and give fruit. Fudging a positive training answer is just as silly/risky as blaming all aggressive behaviour on dominance.

What I want to focus on specifically is those dogs where things don’t seem to go as you would expect them to or something is just “not quite right”. The mistake with these cases is to continue with the same treatment plan despite no evidence that it is helping to change behaviour while blaming the owners or yourself for poor timing/drive/commitment or treat choice. Are you missing a case that really needs something more? Are you convinced that just a bit more work/a bit more reading up/a better technique/a different training guru’s book/a more detailed training plan is all that is needed?

The following points assume that there are no major problems with your behavioural assessment or training plan and that the owners are doing the work you have set. I will also assume that you have tried some different approaches and done some further reading for sticky problems. You may have already discussed the problem with another trainer. When a case is still not going as you expect, it is time to ask yourself – Is this dog’s brain actually capable of “learning theory + sausage = behavioural change”?

Some common situations where you should get the dog checked out by their vet or seek vet assistance in the beginning include all elderly (8+ years) behavioural cases, sudden onset behavioural cases that seem to start out of the blue, noise phobia or separation anxiety that is moderate-severe on presentation, cases where the problem list is very long (ie. There is something underlying causing all of the things you are seeing), if there is the slightest chance the dog may be in pain.

Some real examples of cases where vet behavioural help should be sought because medication is the next step:

The dog-“reactive”-dog that despite good DSCC programs, high value treats, pain assessment and many, many practice training hours still has good and bad days



that seem to be unpredictable and doesn't seem to get further. Or the dog-dog aggressive canine sports competitor with a clear ability to learn and follow instructions, with difficulty with vet visits and issues in the car. The “barking while the owner is out” dog that actually is reactive barking to outside stimuli while the owners are home or away, but also is timid around strangers and other dogs and seeks close physical contact with the housemate dog.

The young large breed with a history of pain in certain limbs that seems to suddenly develop over-whelming fear of people and loss of recall on walks who has always been fearful of noises and overly focused on other dogs and when you start training shows improvement but then some new fears just pop-up.

The rescue Staffie that you are called to see for severe pulling on the lead who turns out to have general over-arousal/anxiety in the home, high arousal with and grabbing of treats to the point of being unable to learn what the treats relate to and a total stress meltdown when taken outside on lead or harness.

The little dog that pees inside, dislikes the housemate dog, barks reactively at everything inside and outside and cannot be walked due to “freaking out” at everything.

Why would I recommend that these and many other cases be treated with medication? Because of anxiety. Dogs express their underlying emotions through behaviour – it's all

they have. The chemical pathways and brain circuits involved with anxiety, fear and the fight or flight physiological response prevent calm clear thinking and new memory formation by effectively hi-jacking the brain. Dogs that suddenly develop “deafness” with aggression around other dogs, refuse to perform previously easy tasks or struggle to settle even with lots of treats to tempt them are not being naughty. They are likely unable to focus, respond, eat and hear because those parts of the brain are no longer making the decisions. The dog has no conscious control over the part of the brain involved in that survival response ... this is a good thing when faced with actual dangerous stuff because it gets the dog out of there so that they can survive to ask questions and think and learn afterwards and avoid it repeating. However, the same response is also triggered in our pet dogs for “silly” (but deadly serious for the dog) things like washing machines, other dogs, men in overalls or being left alone. Anxiety has many effects both internal and external and can influence gut, skin and immune health. Anxiety worsens chronic pain and chronic pain opens up channels for anxiety. You cannot teach away anxiety. It must be removed to allow the calm clear learning brain a chance to build new connections and pathways.



You are not failing as a trainer if you cannot teach an anxious dog not to be anxious any more than you are failing as a human if you cannot spread your arms and fly; but you do fail as a trainer the moment you make the choice not to seek further help for that dog. Medication can allow the literal shutting off of the panic highway to allow happy calm positive by-roads to spring up and be used and improved.

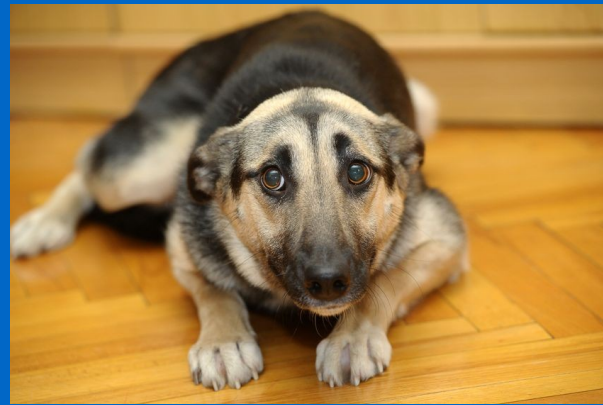
The brain has a chance to learn, both by operant and classical conditioning, without interference from overwhelming anxiety responses.

You cannot be early enough often with timing of treats or markers or disrupting a situation with anxiety, the dog is hypervigilant, can see and smell a long way and is already primed to react fearfully – medication can give you an “in” on the situation. For a dog with separation anxiety, how else can the owner leave the house without the dog tearing themselves or the house to pieces, a situation that constitutes a breach of that dog’s welfare rights? Dogs that go on medication still need all of your environmental management skills, your mental stimulation ideas and games, your training support for both DSCC and basic training. The aim is always to get the medication to help you until it is no longer needed because the dog not only has new behaviours to fall back on but also emotional balance. It is not a case of medication OR training, but medication AND training. Some cases, just like medical conditions, will require life-long medication for various reasons but these dogs still need learning, mental stimulation and training games.

Some of you may be thinking that you can just break the DSCC into tiny tiny little bits and gradually change the emotional response while avoiding all triggers and create a very detailed training plan ... this isn’t really fair on the dog or the owner (who remember is not a trainer and has other stuff to do too and may decide to give up or lose the will to continue). You cannot break the world into small enough pieces for some dogs, it just can’t be done. The things in their head – the anxiety – are big and very real, even when nothing bad actually happens... anxiety IS something bad happening. Anxiety is a mental health condition and therefore, affects welfare and quality of life. I have said it before, a well-known behaviourist said in one of his DVDs that it was up to trainers to prevent dogs being put to sleep for behaviour problems... he did not mean that it was up to you to change and fix the whole world like some sort of self-

sacrificial crusade. And if he did mean that, it puts an unreasonable amount of pressure on one group of people to fix something that is too big and that is not possible alone. Don’t

try. You are setting yourself up for failure and that can lead to all sorts of human mental health problems. You can’t help any dogs if you break yourself.



Anxiety is not something a dog learns. It is something their DNA carries from parents, it is something the brain becomes sensitised to if

the bitch is stressed during pregnancy and the forming puppy brains are overly exposed to stress chemicals, it is something that happens if a developing puppy brain is not fully nourished with correct socialisation and habituation and is overly exposed to negative stuff or under exposed to stuff in general and it is something that can be made worse by pain, disease or old age. It is learned but only so far as the situations surrounding the un-asked for feeling become predictive and recognised. It is not something that sausage alone can conquer.

So please next time you have a case that isn’t fitting or you feel like it’s all a bit dead-end... contact someone for some help and don’t think there is a magic training technique to fix it .... Sometimes the magic is in the medicine.

*Cath Rivron BVSc Vet Behavioural Therapy*

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# 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.

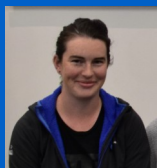
If you are interested in attending a PetTech Pet First Aid Course, get in touch with your local instructor and enquire about what discount they may be able to offer.

[www.pettech.net.nz](http://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.

## CONGRATULATION TO OUR NEW TEP



**Bridee Manning** is our 2<sup>nd</sup> TEP.

The Trainer Endorsement Programme (TEP) recognises and endorses those APDTNZ members who, as dog trainers, have a level of knowledge, experience and academic qualifications, or accreditation that is of a high calibre and is in line with the Association's Code of Ethics promoting dog friendly training techniques.

If you like to know more about TEP, jump to page 16.

## 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](https://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's TRAINER ENDORSEMENT PROGRAMME (TEP)

After much discussion, the committee have agreed that the 12 month wait period for Full Members to



apply for Endorsed Trainer is no longer required. Any new members who apply as a Full Member can apply for TEP after the full membership has been approved by committee.

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.
- 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.

[Trainer Endorsement Programme - documents and application forms](#)

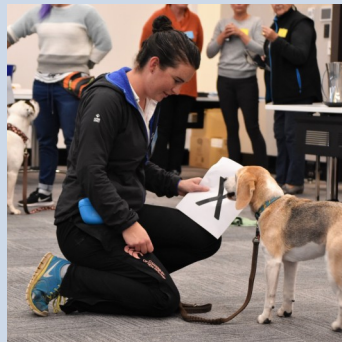
## LIBRARY BORROWING RULES

- 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 [librarian@apdt.org.nz](mailto:librarian@apdt.org.nz)
- 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 [www.apdt.org.nz](http://www.apdt.org.nz) 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](mailto: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.**





# CONFERENCE PHOTO ALBUM





# CONFERENCE PHOTO ALBUM

