

FEBRUARY
2019
ISSUE 31

ASSOCIATION OF PET DOG TRAINERS NEW ZEALAND



THE NEWSLETTER



Association of Pet
Dog Trainers NZ Inc
Annual Conference

KEN RAMIREZ (USA)

31st May - 3rd June 2019

Waipuna Hotel & Conference Centre,
Auckland

Complex Tools

*Aggression
Management*

**Becoming a
Top Trainer**

Concept Training

Non-Food Reinforcers

Earlybird ends 4th of May 2019!

IN THIS ISSUE

THE 6 MOST OVERLOOKED
FUNDAMENTALS OF
SUCCESSFUL TRAINING
BY KEN RAMIREZ

SET YOURSELF APART

CONFERENCE PROGRAM

WWW.APDTNZ.ORG.NZ

MESSAGE FROM THE PRESIDENT

Hi members!

I hope 2019 has gotten off to a good start for everyone and that you had a nice break over the holidays.

Well, here we are getting closer and closer to our 10th anniversary conference and registrations are now open to members. In case you missed the invite, the link to register is <https://apdtnz.org.nz/conference-registration-members/> The form that is available from the menu will be open on 1 Feb for everyone to register.

I am pleased to let our members know that committee is once again offering some very nice incentives to attend our 10th anniversary conference this year. If you plan to attend conference you may be entitled to some rebates for travel and/or accommodation. In order to receive your rebate please ensure you complete the online form at this link. <https://apdtnz.org.nz/members-conference-rebate/> Once you are at the website you may notice a new look. We've been busily working to update and transform the site over the past few months. The underlying structure will allow us more flexibility in updating the site as well as how we provide useful information to our members and the public. It's early days but there are more features on the way. One new feature available now is the online membership application, making it so much easier for people to join the APDTNZ. Do let us know if there is something you would like to see added to the website.

I want to let the members know that due to personal reasons I will not be standing for committee this year, but I will continue to support the organisation behind the scenes. Unfortunately, I will not be able to attend the conference either. Please consider putting your hand up for a committee position and supporting your organisation.

Rebecca Roper, APDTNZ, President

2019 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



Membership renewal is due by 31 March

We will be sending out renewal forms which must be returned to

membership@apdtnz.org.nz

Also, renewal invoices will be sent via PayPal. Members can choose to pay by PayPal or online payment.



WE NEED YOUR HELP !

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 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 above.

Deadline for contributions to be included in the next issue: **25th of March 2019**

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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.



THE 6 MOST OVERLOOKED FUNDAMENTALS OF SUCCESSFUL TRAINING BY KEN RAMIREZ

As a consultant, I am asked to critique training sessions, evaluate program designs, and help problem-solve. Each client presents unique challenges, whether I am helping a private client, a working dog organization, or a zoo training program, but my suggestions for improvement tend to be the same. When I evaluate students at [The Ranch](#), or look to improve my own training, I revisit these important points time and time again.

#1: [Rate of reinforcement](#)

A high rate of reinforcement can fix many problems and improve animal performance quickly. When clients use a very thin schedule of reinforcement, I see animals that are confused or frustrated. Sometimes trainers use less reinforcement because they are trying to conserve food for later training, and sometimes trainers believe that experienced animals no longer need [continuous reinforcement](#). When training starts to break down, however, rate of reinforcement is one of the first things I examine. I understand the need and desire to reduce reliance on food, but trainers must work hard to develop alternative reinforcers. With a concerted and purposeful effort, trainers can use a wide variety of reinforcers other than food; once established, these non-food reinforcers must be monitored and evaluated carefully to make sure that they are effective.

#2: [Make training sessions fun](#)

Sometimes trainers can become so focused on the end results of their “important” training that they, inadvertently, put too much pressure on the animal to succeed. Even when the training must be serious, like training to take a blood sample; teaching a guide dog to avoid obstacles; or training a dog to detect explosives, the trainer should keep the session fun for the animal. The session should be interesting, engaging, and reinforcing. Intersperse the harder approximations or longer durations with shorter and easier tasks that have a strong reinforcement history.

I regularly encounter trainers who lose the joy of training and transfer their tension and concern about accomplishing a critical task to their animals. No matter how serious or important the training task, making sure the animal is having fun will help the animal relax and be more successful.

#3: [Enrichment and filling the void](#)

Animals are always learning, not just when we have treats and a clicker in our hands. We often pay so much attention to what occurs during a training session that we forget about what the animals are doing outside of training. Training takes up only one small part of an animal’s day. It is up to trainers to make sure that the remainder of the day is also set up to enrich the animals’ lives. [Toys](#), [feeder puzzles](#), putting food in interesting places, proper social structure, opportunities to rest, ability to exercise, and locations that provide comfort and shelter from the elements are just a few of the important things that must be provided to create a safe and enriching environment. If training is the only part of the day that is stimulating, then a large part of an animal’s day may be boring, which can have a huge impact on the well-being of the animal—and lead to a variety of avoidable behavioral and medical problems. I encourage trainers to be thoughtful about every aspect of an animal’s day so that its mental and social needs are met. This effort will result in a healthier, more engaged animal, better training sessions, and improved overall welfare.

I encourage trainers to be thoughtful about every aspect of an animal’s day...

#4: [Core behaviors are a foundation for success](#)

To train complex behaviors, make sure each animal has a solid foundation of fluent and regularly practiced core behaviors. These behaviors may differ for every animal and program, and can include stationing, targeting, stay/wait, recall, follow, retrieve, pick it up, drop it, push it, pull it, come closer, back up, spin, and many more.

Training fluent core behaviors is helpful in several ways. This training:

- Sets up animals with the skills to learn new and more complex behaviors quickly
- Helps animals learn to use new enrichment devices and solve food puzzles more easily
- Enables the trainer to create variety in training sessions by interspersing easy core behaviors into a long, difficult, or otherwise predictable session

- Allows trainers to adjust and fine-tune behaviors by guiding the animal into the correct position or [shaping](#) their movements. For example, an animal that has a back up [cue](#) and a hip targeting cue can get into a new position for a medical exam quickly, something that would otherwise take a long time to train.

New core behaviors can be trained easily, and they expand an animal's repertoire quickly. These behaviors form the foundation for other behaviors. Having them in an animal's repertoire can enhance training success.

#5: Reading the emotional body language of animals

It is essential that a trainer be able to read the animal's body language and respond to what the animal is experiencing.

A big part of gaining an animal's trust and being successful as a trainer is learning to read and respond to the signals that animals exhibit.

Although this tenet may seem obvious, I am often surprised when I see a trainer who either doesn't know how to interpret an animal's reactions or simply ignores what the animals is clearly indicating. A big part of gaining an animal's trust and being

successful as a trainer is learning to read and respond to the signals that animals exhibit. For example, a trainer should only give a cue when the animal shows it is paying attention and is ready to proceed. Trainers should be able to tell when an animal is tense or relaxed, hesitant or eager, excited or nervous, and that information should shape the trainer's decisions about next steps in each session. Experienced trainers seem to discover this truth at some point in their careers. An understanding of animal body language should be one of the first things taught to new trainers because it is one of the most important keys to exceptional animal care.

#6: Communication with people

Trainers understandably focus their attention on the animal's needs, sometimes not giving much thought to the human part of the equation. Being a successful animal trainer involves working with people, including coworkers, clients, and family members. Good training teams set clear training goals, agree on [criteria](#), implement consistent protocols, and communicate from day to day. When communication systems are not in place and

trainers or family members fail to talk about their training goals, progress, or setbacks, the animal suffers. If trainers don't have shared expectations of the animal's behavior, clear criteria, consistent cues, and consistent interactions from one trainer to the next, animals can receive conflicting information and find training sessions confusing and frustrating. In addition, leaders, consultants, and teachers can only be successful with employees, clients, and students if they are good communicators.

Animals come first

There are certainly far more aspects to successful training than I have articulated here. However, I have selected these six principles because they are the most common. When I am called in as a consultant, I can usually count on one or more of these aspects being neglected or forgotten.

When trainers improve their training, and use the principles discussed above, they come closer to making the lives of animals better.

I believe firmly that the animal's needs should always come first. When trainers improve their training, and use the principles discussed above, they come closer to making the lives of animals better. I am hopeful that you find this list useful, and that an idea or tip might make your training more effective.

Happy Training,

Ken
13/07/2018

For more articles from Ken Ramirez, follow this link: "[Ken's letters](#)"

Ken Ramirez Bio

In October 2014, Ken Ramirez began his role as Executive Vice-President and Chief Training Officer of Karen Pryor Clicker Training where he helps oversee the vision, development and implementation of training education programs for the organization. This role aligns with Ken's philosophy of helping to bring positive reinforcement training to all corners of the animal training world.

Follow [this link](#) for the rest of Ken Ramirez Bio.

WELCOME TO OUR NEW MEMBERS

FULL MEMBERS

MEET PHILIPPA DELLA BARCA FROM WAIRARAPA

Hi!

I have a business which is called **Dogs101nz**. We are a full-time boarding, daycare and training facility here in Carterton, Wairarapa at our home on 18 acres which we have developed over 30 years. I have been running the business now for 2 years. We have 3 staff including myself as well as having a supportive husband. I worked at South Wairarapa vets for 18 years and have been teaching puppy school for 19 years based at South Wairarapa Vets. I particularly love helping people understand their dogs from a behaviour point of view. I believe in having a big bag of useful tools in helping people with their dogs as there is always more than one way to solve problems and there is always lots to learn. My vision statement is happy dogs make happy owners.



Pip Della Barca

MEET PAM HOUSTON FROM AUCKLAND

Bridging the Gap Training Solutions

Certified Assistance Dog Instructor and Specialist Consultant – Disability Service, Hearing Assist, Bio-Detection Dogs, AAI (Animal Assisted Intervention)

As a 25+ year veteran within the Assistance Dog Industry, I have trained, place and supported professional working dogs team internationally and in New Zealand; one of less than 60 dual Certified Assistance Dog Instructors world-wide – as certified by Assistance Dogs International (ADI) while working for 2 ADI organisations.

With clicker training (KPA), positive reinforcement methods, a comprehensive knowledge and understanding of a myriad of disabilities, I have experience in the following disciplines for in-home and public access training and certification preparation:

Wheelchair service dogs (manual/power wheelchairs, etc.), **Mobility bracing service dogs** (Parkinsons/Stroke survivors, etc.), **Hearing Dogs** (partners who are deaf or hard of hearing), **Facility Therapy Dogs** (specialized training for a particular facility application with a professional healthcare worker), **AAT (Animal Assisted Therapy) Dogs** (specialized training working with professionals in a variety of fields – social work/criminal justice, OT, PT, etc. therapies. This also includes Rehab Intervention Dogs – specialized training designed to assist with rehabilitation spinal cord injury and severe physical trauma units), and separate from the Assistance Dog Industry, I have also trained and handled **Detector Dogs** (related to both law enforcement applications as well as studies in bio-detection work – diabetes, cushings/addisons, cancer, MRSA/MSSA and other ‘super bugs’).

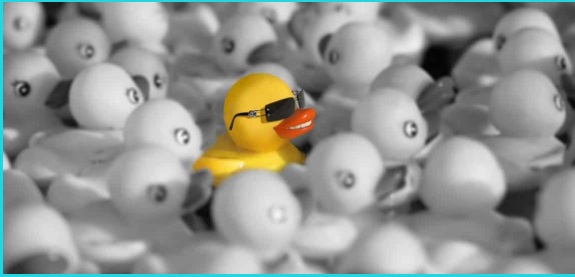


As part of the above experience, I have significant expertise in the selection, puppy raising and training of working puppies, as well as breeding, and natural rearing husbandry. My focus within New Zealand is to work with people who want to train their own dog (ideally selected in conjunction with my guidance), either for tasks around the home or in preparation for certified public access. I am keen to work with other trainers around the country who have such clients and wish to accomplish a curriculum for task training as the opportunity arises.

SET YOURSELF APART BY VERONICA BOUTELLE

What makes you special?

If you're the only training game in town, it makes sense to tell potential clients you do it all. But if there are multiple dog trainers in your service area, what makes a client call you instead of someone else? Don't leave the answer to chance. Give them a reason to call you: market a specialization. Find a niche and fill it well.



Why Choose A Niche?

Easier marketing. Most trainers don't count marketing among their favorite business tasks. Having a niche makes your marketing easier in two ways. One, you can focus on a single message instead of finding a way to express all that you can do. It's often easier to get your message to potential clients, too. If you specialize in working with young families on dog-baby or dog-toddler issues, for example, you can focus your marketing around fertility and OBGYN clinics, moms' groups, and boutique children's shops. If your niche is dog-dog aggression and reactivity, your marketing might center around veterinary referral relationships and networking with fellow trainers who don't take dog-dog cases. In both examples the narrow focus allows for more targeted marketing, which means more results from less work.

Easier sales. Marketing a niche gives a subsection of potential clients a reason to call you over other service providers in your area. If you're the local puppy expert, why would a new puppy owner choose anyone else's puppy class? If you specialize in bully breeds, it stands to reason that a Pit Bull owner would call you first. These clients will be less likely to compare

your services to others', and more likely to come already convinced you're the right fit. And if you're like most trainers, anything that makes the sales process easier is a welcome thing.

Personal enjoyment. There are probably types of cases and classes you enjoy more than others. You may also have preferences for the types of dogs and clients you work with. Designing your business to allow yourself more of the work you like best—and less of the work that drags you down—means more enjoyment and longevity. As you consider possible niches, look for options that make you happy and for which there's a need in your community.

And don't worry. If you like lots of variety you can still be a generalist while promoting a niche. Say you specialize in treating separation anxiety, and your marketing efforts predictably bring you clients with sep anx problems. If you help solve those problems, likelihood is the happy client will refer you to friends and family for any training needs they have. Even with a narrow niche focus you can expect a good half of your cases to fall outside your specialty.



Finding Your Niche

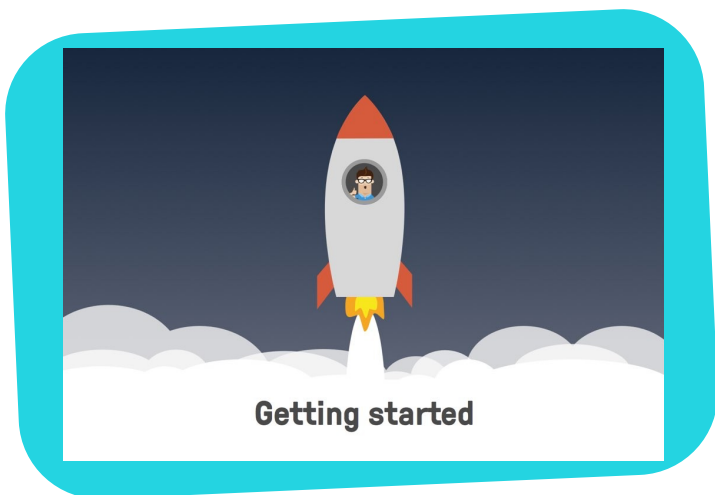
There are many types of niches. For example, do you prefer working with a particular type of dog, such as puppies or small dogs? Is there a training issue you're particularly good at handling? If you're adept at tackling cases that others in your area avoid, so much the better. Dog-dog and dog-human aggression and separation anxiety often make powerful niches.

Or perhaps you'd prefer to specialize in canine sports, even becoming the go-to for a particular sport like agility or nose work.

Do you have skills from a former career or hobby that might serve as a useful complement to your training? A former school teacher or family counselor might be especially adept at working with families with children. Experience in the corporate world could open doors to lunchtime or other workplace training programs.

Or you can come at niches from the client side. Who are your ideal clients? Perhaps you prefer training for busy professionals or have a soft spot for seniors.

Also consider services not currently offered that could be of use to dog owners in your area. Is there a need for specialty classes such as tricks or workshops focusing on coveted behaviors like recall or loose leash walking? Are there other R+ trainers offering board-and-train or day training for busy clients? You might also look at specialty programs like creating a comprehensive puppy raising support program or offering basic manners fieldtrip classes.



Getting Started

Successful dog pros find a way to make themselves stand out—what could yours be? If you're generalizing now and don't hear the phone ringing as often as you'd like, it's time to find your niche. Start brainstorming today, and seek input from friends, family, and past clients on what you do best or what is needed in your community.



Once you've made a decision about your direction, amend your website and basic marketing materials to reflect your new specialization, and consider marketing projects designed to promote your focus. You might produce a newsletter for expecting parents and young families, for example. Or a behavioral wellness folder for new puppy owners, full of great tips for getting off on the right paw. Finally, don't forget to tell your colleagues, clients, and anyone you network with—vets, groomers, shelters, pet supply stores, walkers, day cares, and other trainers and contacts—about the exciting new direction you're taking.

Veronica Boutelle, CTC, MAEd, is founder of dogbiz (formerly dogtec) and author of How To Run a Dog Business: Putting Your Career Where Your Heart Is and co-author of Minding Your Dog Business: A Practical Guide to Business Success for Dog Professionals. Need help choosing or marketing your niche? Learn about how dogbiz can help you succeed through friendly one-on-one support, ready-made business tools, business education, and more at www.dogbizsuccess.com. Veronica can be reached at veronica@dogbizsuccess.com.



Looking for a job that pays you to exercise, spend time outside, and hang out with dogs?

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APDTNZ Members: Use code APDTNZDWA for a \$50 tuition discount

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.

TRAINER ENDORSEMENT PROGRAMME

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 11

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'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
- 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 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.**



DAY 1 – Friday 31 May 2019	
8.15 8.45 am	Registration, collections and check in Trade Stalls open
8.45 9.00 am	Conference Opening, Welcome and Housekeeping
9.00 10.30am	Ken Ramirez: Complex Tools
10.30 11.00	Morning Tea break Trade Stalls open
11.00 12.30pm	Nigel Woodd: Ziwi and Emma Bermingham: Ag Research NZ
12.30 1.30 pm	Lunch Trade Stalls open
1.30 3.00pm	Ken Ramirez: Non-Food Reinforcers Part 1
3.00 3.30pm	Afternoon Tea break Trade Stalls open
3.30 5.00pm	Ken Ramirez: Non-Food Reinforcers Part 2
5.30pm	AGM

DAY 3 – Sunday 2 June 2019	
8.45 9.00am	Daily Welcome and Housekeeping Trade Stalls open
9.00 10.30am	Ken Ramirez: Problem Solving Part 1
10.30 11.00am	Morning Tea break Trade Stalls open
11.00 12.30pm	Ken Ramirez: Problem Solving Part 2
12.30 1.30pm	Lunch break Trade Stalls open
1.30 3.00pm	Ken Ramirez: Husbandry Part 1
3.00 3.30pm	Afternoon Tea break Trade Stalls open
3.00 5.00pm	Ken Ramirez: Husbandry Part 2

DAY 2 – Saturday 1 June 2019	
8.45 9.00am	Daily Welcome and Housekeeping Trade Stalls open
9.00 10.30am	Ken Ramirez: Concept Training Part 1
10.30 11.00am	Morning Tea break Trade Stalls open
11.00 12.30pm	Ken Ramirez: Concept Training Part 2
12.30 1.30pm	Lunch break Trade Stalls open
1.30 3.00pm	Ken Ramirez: Aggression Management
3.00 3.30pm	Afternoon Tea break Trade Stalls open
3.30 5.00pm	Ken Ramirez: Handling Animal Mistakes Positively
7pm	Conference Dinner

DAY 4 – Monday 3 June 2019	
8.45 9.00am	Daily Welcome and Housekeeping Trade Stalls open
9.00 10.30am	Ken Ramirez: Becoming a Top Trainer
10.30 11.00am	Morning Tea break Trade Stalls open
11.00 12.30pm	Ken Ramirez: Conservation Training

The Conference Committee reserves the right to make such alterations to the programme as circumstances determine and will be free of liability from any errors, omissions or changes made to the programme or for events outside our control.