

ASSOCIATION OF PET DOG TRAINERS NEW ZEALAND

APRIL
2019
ISSUE 32



THE NEWSLETTER

Association of Pet
Dog Trainers NZ Inc
10th Annual Conference

KEN RAMIREZ (USA)

Earlybird closes 26th of April!

31st May - 3rd June 2019

Waipuna Hotel & Conference Centre,
Auckland

Extra accommodation secured at
Ellerslie Palms Motel.



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WWW.APDTNZ.ORG.NZ

MESSAGE FROM THE VICE-PRESIDENT

Hello members!

As I prepare to write this, it gives me pleasure that we are celebrating the tenth anniversary conference, a milestone for the APDTNZ. Almost 12 years ago, a group of people met in Auckland with Dr Ian Dunbar and discussed the possibility of forming APDT in New Zealand. At the time there were a small number of New Zealanders who belonged to APDT Australia and one, John Lane, had already been in discussion with the late Susan Wilkins on the same subject. It seemed an opportune time to begin further discussion, and so a meeting was set up in a cosy pet friendly motel at Taupo for those keen to get the dialogue started. (see next page)

Several weekend meetings were held to form business plans, Constitution, Code of Ethics, committee positions, set subscriptions, form a committee and open a bank account. It was quite intense at times, but the discussion was thorough. This was a huge step for NZ dog trainers who wanted their own organisation they could belong to for networking support and information including the seeds of an accreditation programme.

The first official committee was – Chairman: Susie Londer, Vice Chairman: Helen Reynolds, Secretary and Membership: Diana McKay, Treasurer: Hayley Matthews, Newsletter Editor: Tracy Wilde, Librarian: Maggie Marshall, Media Spokesperson: Denis Nuberg, Webmaster: John Lane.

It seems so long ago that from those initial steps and we are now discussing where we have been and what the future holds for APDTNZ.

2019 Conference: Susie is making sure Ken Ramirez's conference visit will be a memorable one for all who attend. Can't wait as he will be so interesting and informative.

Member benefits: There has been a great deal of activity with proposed bumper stickers being printed, new pamphlets being reviewed, clickers for purchase and **Insurance:** There are now two companies interested in providing insurance for our members. Marsh NZ have been in contact and are in discussion with Marsh Australia to see if they can offer a proposal. Delta have agreed to offer a group scheme for members with \$500k Professional Indemnity, \$1m Public Liability and \$500k Statutory Liability at a total cost of \$6625 divided by the number taking up the offer. With sixteen members very interested the deal would be \$414 each. If we can get a few more to take this up (say 20), individual premiums would reduce to \$331.25 each. The Insurer representative will be at conference to discuss further, including any other insurance that may be required.

It was with regret that the committee received Rebecca Roper's resignation. Rebecca will be missed from the meetings and we extend our grateful thanks to her for her tireless energy and leadership during her time as a member of the committee. Rebecca has indicated she will continue working on the website plus wherever else she can without involving meeting time.

Maggie Marshall, APDTNZ Vice President

2019 COMMITTEE

Margaret Marshall - VICE PRESIDENT

Kate Butler - SECRETARY

Darran Rowe - TREASURER

Ann Kenny - MEMBERSHIP

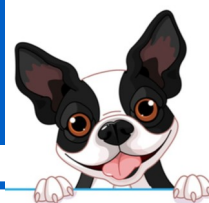
Susie Londer - CONFERENCE COORDINATION AND EDUCATION

Deborah Chadoutaud Maslet - NEWSLETTER

Angelika Cawte - PR AND MEDIA

Bridee Manning - FACEBOOK

IMPORTANT NOTICE



We Need You!



Every year, a bunch of us stand as committee members. You have until the AGM at the conference to think about it and maybe join our group ;)

APDTNZ Foundation group

A weekend in Taupo - 2009



Back: Diana McKay, Jo Thorne, Barbara Robinson, Caroline Abbey (dec), Maggie Marshall;
Middle: Helen Reynolds, Hayley Matthews, Susie Londer, Jane O'Callaghan, Jonna Gibson; Front:

Newsletter Contribution

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: **17th of June 2019**



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A REMINDER TO ALL FULL MEMBERS

- Please remember that when you signed up to become a member, you also agreed to abide by the APDTNZ Code of Ethics. That means that you have agreed not to use or to advise anyone else to use any aversive methods of training.
- Founding Statement – The aim of the APDTNZ is to give credibility to affiliated members and confidence to the public for all dog related issues by encouraging and supporting the continuing education of members.
- Vision – All dogs are effectively trained through dog-friendly techniques and therefore are lifelong companions in a relationship based on mutual respect and trust.
- Mission – To promote human-dog relationships of understanding and trust by offering education in canine behaviour and effective, up to date, dog friendly training methods and skills.

USE OF SHOCK COLLARS BY PET DOG OWNERS IN FRANCE

BY KATE BUTLER

A recent paper in the Journal of Veterinary Behaviour presented the results of a survey about the use of shock collars by French dog owners. The paper asked 1251 dog owners about their use of three types of shock collar – bark-activated collars, boundary fence collars, and remote-controlled collars.

26% of the owners had used at least one of these devices. Remote-controlled shock collars were the most popular option with 14.2% of owners using them, while bark collars were used by 11.9% and boundary fence collars by 4.5%. This compares to a much lower rate found by a similar study in the UK in 2012.

The authors of the paper stress that it is important to study the use and success rate of electronic shock collars in real life. Most research until now has been conducted in the laboratory, with highly skilled trainers and carefully controlled environments. In this setting, training is always going to be more effective (and less prone to side effects) than in the real world – so these studies may show the shock collars to be more effective and less risky than they actually are.

Only 28.2% of the shock-using owners had received professional advice from a vet or trainer prior to using them. 37.2% had no guidance or information at all in how to use them, except for the manuals which came with the devices. This highlights the reality that the collars will often be used by unskilled trainers, often to the detriment of the dog's welfare.

Effectiveness was measured by asking owners whether use of the device had resolved the dog's initial problem behaviour, even when the collar was no longer used. Remote-controlled collars were the most effective with a 51% success rate, while bark collars were the least effective with a 25.5% success rate.

Despite the low success rate, over a third of owners continued to use the collars for several months. Over 40% reported that their dog had had 5 or more shocks, and the authors note that this may be under-reported as owners are not always present when bark collars and remote boundary collars are in use. When asked about their attitudes, 58% of shock-using owners said they would recommend shock

This means that the proportion of respondents who would recommend shock collars to others is actually higher than the proportion who had success with them! The study did show that a further ~30% of shock-using owners reported that the problem behaviour resolved only while the dog was wearing the collar. It seems likely that at least some of these people considered the device to be a "success" and would have been in the group which recommended shock collars. This is another way in which the use of shock devices in the real world differs from the laboratory – pet owners have a much lower standard of what they consider a "success", and some will use the device forever because it solves their problem.



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Bark collars were not only the least effective but also the most dangerous to dogs. 10.7% of owners who used them reported that their dogs had suffered burns from the collar.

Based on this finding, the paper concludes that bark-activated collars and remote-controlled collars should be banned. Electronic boundary collars were less widely used and had a lower rate of injury reported (1.8%), but the paper notes that the use of physical fencing could eliminate the need for these too.

This research highlights that these collars are usually not a quick, easy fix for a problem behaviour, and that there is a significant risk of injury when they are used by unskilled trainers. It also shows that this isn't enough to put dog owners off them, which I think is all the more reason to ban them! MPI is expected to conduct consultation on potential shock collar regulations for New Zealand soon. Until then, they will remain legal here, and we all need to help educate the public that these devices are not the best way to train our dogs.

Reference

Masson, S., Nigron, I., Gaultier, E., 2018. Questionnaire survey on the use of different e-collar types in France in everyday life with a view to providing recommendations for possible future regulations. J. Vet. Behav. 26, 48-60

WELCOME TO OUR NEW MEMBERS

FULL MEMBERS

JUDE MACDONALD

Hugo's Place, rural in-home boarding for selected large breed dogs, situated near Raglan. We specialise in caring for Labradors and Great Danes.

JANE O'CALLAGHAN

Active Dogs NZ
From Wellington

SUSAN DELGADO

From Auckland

KATE NEILL

Central AllBreeds Dog Training School
From Wellington

MEET MANAKO SUGIYAMA FROM AUCKLAND

I have been instructing Heelwork to Music as well as dog tricks at Manukau Dog Training Club for five years and last November I set up my own dog training business **K9 Trickstas** that offers foundation and trick training to local dog owners and their dogs. I look forward to learning more from more experienced trainers here.

SARAH WEAKLEY

k9 Kinetics
From Waiuku

ELLISIA CLEAVE

Awhero Canine Academy
From Northland

BRENDA COLEMAN

Coleman Canine Coaching
From Kaiwaka



MEET APRIL WILLIAMS FROM MASTERTON

Recently, April moved from Australia to her native New Zealand and is busy building her relocated business. **All About the Hound**, April's business, offers puppy and dog training classes and private lessons, daycare for dogs, and dog grooming services. Her "groomabilities" program introduces puppies to the grooming process and helps dogs that already have a dislike of grooming "change their view of their experience" working towards a more collaborative process

5 TIPS FOR A STRONG CLIENT PARTNERSHIP

BY VERONICA BOUTELLE

Gaining client compliance is an ongoing struggle for dog trainers. It's no wonder when you consider that successful dog training generally requires knowledge and skill acquisition plus new habit formation. It's sometimes hard to see from our training geek perspective, but for most dog lovers training their dogs is a bigger challenge than we often acknowledge. With that in mind, here are five pointers to help clients get experience greater success with your training services.

Less Is More

Educational research makes it clear that less is more. The more you tell me in a given sitting, the less I will retain. So keep it simple — one to three things maximum during a training session.

Most trainers proudly wear the badge of “Behavior Geek,” but we have to realize that our fellow non-pro dog lovers don't have our same giddy love of trainer tech talk, our extensive libraries of behavior books and DVDs, and our love of seminars and conferences. They just want to live with a well-behaved dog. So work to cut all extraneous instructions, notes, and concepts — get right to what will help make the most difference for your clients, and keep it as simple as possible.

Put Training in Context

It's hard to learn something new, especially when you're already busy and the something new requires adding activities to your established routine. Asking clients to set aside time to practice repetitions of a behavior is likely, more times than not, to have disappointing results. Wherever possible, create opportunities for clients to practice in relation to real life. Rather than exercises in a vacuum, give clients ways to do setups or to work “on location.”



For example, if a client is seeking a solid down-stay, give them ideas for how to practice that throughout their day — while they check email, or chop vegetables for dinner, or watch their favorite TV program. When the training is relevant to real life,

rather than a set of repetitious exercises, clients are more likely to participate.

Employ Premack's Principle

Teach clients to recognize training moments. This is simple Premack — using something the dog wants to reinforce something the client wants. The old “Eat your veggies, then you can have your cake” trick. To live with a dog is to be surrounded by training opportunities. Teaching clients to recognize and use them can be a powerful way to change how clients interact with their dogs, and a great way to get them practicing on a daily basis. Help clients create an appropriate list of “desserts,”



for their dogs—things like having their leash unclipped at the park, a well-stuffed Kong handed over, a door opened to the great outdoors. Then identify the “vegetable.” A sit perhaps, or any other behavior the client would like to see more of.

Make It Easy

The easier you make training for your clients, the more compliant they're likely to be. You can break things down into small steps, follow the Less Is More principle, provide written notes or short videos to refer to, etc. But the only way to really make it easy on your clients is to do the training for them. And I bet you they're hoping you will, just as they're hoping the plumber will fix their leak, the lawyer clean up their mess, the hairdresser cut their hair. In fact, my guess is that the average client is a bit disappointed to find out they're going to be paying a dog trainer *to learn how to do the training themselves*. In what other industry would we put up with such a practice?

If you are in a position to offer board and train or day training, you, your business, your clients, and their dogs will be more successful for it. (Day training is B&T without the B. In most cases, the trainer does several training sessions with the dog each week, in addition to meeting with the client

weekly to transfer results and teach the client how to maintain them).

As the skilled expert you'll get the training done in a fraction of the time, and it's more likely to stick. You're in a much better position to install behavior, to replace unwanted behaviors with new ones, to proof, to fade lures if you use them or shape quickly if you don't, to move dogs to an effective variable reinforcement schedule.

You're in a better position to do all this because you have the skills and experience and because, unlike most of your clients, you're interested in doing it. Most clients just want the training done. And there's no shame in that — just as there's no shame in wanting your plumber to fix your leak, even if you could have learned to do it yourself. Or, for a more direct analogy, we don't expect parents to homeschool, and we don't think any less of them for choosing not to.

If you're not able to day train or offer board and train for practical reasons, try hybridizing your coaching by spending a portion of each session actively training the dog yourself. This will help move things along more quickly and you'll be able to concentrate more on teaching clients life-with-dog skills such as battling distraction, rather than losing precious time teaching the mechanics of installing behavior.

Make Expectations Clear

Be clear with clients about their role in the training process, and how that role relates to outcomes. If you train in the coaching model, clients need to understand that their training results will be in direct proportion to the amount of work they put in. If you day train or offer board and train, impress upon clients that transfer sessions, in which the dog learns to do his new "tricks" for them and they learn how to maintain the progress you've made, are critical to seeing any results from the work you do.

Back up these explanations with policies that protect you and help the client get the most from your service. For example, make transfer sessions mandatory. Be clear in the written contract — and verbally walk clients through the policy — that cancelled transfer sessions will be charged and rescheduled. Explain that this policy ensures they see the best results possible from the training process, that without the transfer sessions the money they're spending will be for naught.

When a client calls to cancel, remind them of your policy: "I'm so sorry your week has been so

stressful. We can of course cancel, yes, but before we do I just want to remind you of the cancellation policy we discussed. Remember that I'll have to charge you for the appointment and we'll need to reschedule right away to make sure Fido changes his behavior for you, not just me. Are you sure you can't make the appointment work?" Nine times out of ten, clients will change their minds and find something else to remove from their schedules. We all have those weeks when we need to get something off our plate for a little relief; don't make your service the easy thing to jettison. It's in your clients' and their dogs' best interest that you don't.

Doing as much as you can to make the training process easier — keeping training simple and based in real life, enforcing clear expectations for client participation, and doing as much of the heavy lifting for clients as you can — will help them get more from the training process. This means better human-canine relationships and happier clients and dogs — and happier trainers, too.

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. Learn about how dogbiz can help your business succeed through friendly one-on-one support, ready-made business tools, dogbiz University, and more at www.dogbizsuccess.com. Veronica can be reached at veronica@dogbizsuccess.com.



Add business smarts to your dog smarts with these dogbiz University classes:

Money Matters

Feel confident about your rates and policies

Transition Planning

Create a personal pathway to full-time dog pro

Marketing 101

Market your business with comfort and ease

Dog Walking Academy

Start or grow your dog walking business

More online dogbiz U courses coming soon:

Fill Your Classes

Profitable Puppy

APDTNZ members:

Get \$50 off your first dogbiz course with code: BizSmartNZ

dogbiz  UNIVERSITY
Get business smart with dogbiz

Brought to you by dogbiz (formerly dog+tec)

THE FOLLOW UP ARTICLE: DIPLOMA IN SMALL BUSINESS AND PROJECT MANAGEMENT BY DEBORAH CHADOUTAUD MASLET

This is a free study that I have started in February at Te Wananga o Aotearoa - Christchurch. It's a Level 5 New Zealand Diploma in Business delivered over 36 weeks with the support of mentoring session with our kaiako.

We have finished our first Konae Ako 1: Business Risk Analysis and gave our first assessment. It can be challenging to find the time to do the course when you have a business, and I would recommend you to have some hours aside to do your homework every week. But apart from that, it has been good to work on my vision, mission, assess my current business situation to identify projects to improve or develop my business.

I will do my best to give you some follow up information as I take this course in the next Newsletters.

Click [here](#) for more information on this diploma.

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 10

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.

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	Registration, collections and check in Trade Stalls open
8.45 am	
8.45	Conference Opening, Welcome and Housekeeping
9.00 am	
9.00	Ken Ramirez: Complex Tools
10.30am	
10.30	Morning Tea break Trade Stalls open
11.00	
11.00	Nigel Woodd: Ziwi and Emma Birmingham: Ag Research NZ
12.30pm	
12.30	Lunch Trade Stalls open
1.30 pm	
1.30	Ken Ramirez: Non-Food Reinforcers Part 1
3.00pm	
3.00	Afternoon Tea break Trade Stalls open
3.30pm	
3.30	Ken Ramirez: Non-Food Reinforcers Part 2
5.00pm	
DAY 3 – Sunday 2 June 2019	
8.45	Daily Welcome and Housekeeping Trade Stalls open
9.00am	
9.00	Ken Ramirez: Problem Solving Part 1
10.30am	
10.30	Morning Tea break Trade Stalls open
11.00am	
11.00	Ken Ramirez: Problem Solving Part 2
12.30pm	
12.30	Lunch break Trade Stalls open
1.30pm	
1.30	Ken Ramirez: Husbandry Part 1
3.00pm	
3.00	Afternoon Tea break Trade Stalls open
3.30pm	
3.00	Ken Ramirez: Husbandry Part 2
5.00pm	

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

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

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.