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ISSUE 33

ASSOCIATION OF PET DOG TRAINERS NEW ZEALAND



THE NEWSLETTER

APDT NZ Presents:

Busting the Myths That Hold Us Back

Veronica Boutelle (USA)

Auckland
9 Nov

Wellington
16 Nov

Christchurch
23 Nov



Learn more inside!

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WWW.APDTNZ.ORG.NZ

MESSAGE FROM THE PRESIDENT

Welcome to the Winter edition of our newsletter. With the shortest day now behind us it is nice to notice a bit more daylight becoming evident and while Winter proper hasn't arrived just yet, there is a hint of Spring just around the corner.

It was fitting that at our 10th anniversary Conference that Susie Londer was made the first Life Member of the Association, in recognition of her significant contribution in organising the conferences for 8 of the last 10 years and for being one of our founding members (page 6).

It is a testament to Susie that the Conference 2019 was very well supported this year with over 100 attendees each day and the feedback being overwhelmingly positive. Ken Ramirez certainly lived up to his reputation as an excellent and engaging presenter who shared a significant amount of his 40 years training experience over the 3 ½ days. I think we all came away with a better appreciation of the very wide scope of what can be achieved with carefully considered training approaches and a reminder that it always pays to get the opinion of everybody in the room when faced with a training problem!

The new committee is now up and running and the initial focus is to prioritise the various projects that are currently underway or have been suggested by members. As a volunteer association we are reliant on the input of individuals to deliver benefits to our members so if you think that you have a little bit of time, energy and passion for certain aspects of dog training then please contact a committee member – I'm sure there is something you can help with.

We have heard the request from some members for more events, possibly at a regional level and this will be one aspect the Committee will be investigating this year. Keep an eye on the APDTNZ Facebook Member page as the committee will be providing updates on there as various things progress.

Mark Weaver, APDTNZ President

2019 COMMITTEE

Mark Weaver - PRESIDENT

Maggie Marshall - VICE PRESIDENT

Kate Butler - SECRETARY

Lisa Sturm - TREASURER

Deborah Chadoutaud Maslet - NEWSLETTER

Angelika Cawte - COMMITTEE MEMBER

Mary Chaffey - COMMITTEE MEMBER

Ann Kenny - COMMITTEE SUPPORT - MEMBERSHIP

Susie Londer - COMMITTEE SUPPORT - CONFERENCE

IMPORTANT NOTICE



Insurance for Members – Update

The premiums for the group insurance policy will be struck on **22 July 2019** so if you have yet to send in your declaration forms, **please do so before then**. Completed forms are to be sent to alison.adams@mauricetrapp.com. Delta Insurance will confirm the individual premiums which are to be paid to APDTNZ, we will then forward these onto Delta Insurance. The initial insurance period will be from 31 July 2019 – 31 March 2020 and thereafter, annually.



Conference 2020

We are just waiting on the final paperwork from our intended speakers before we can announce who they will be in 2020 but we can confirm that the venue will be Jet Park Hotel & Conference Centre in Auckland.

NEWSLETTER CONTRIBUTIONS

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:
24th of September 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.

AN INTRO TO YOUR COMMITTEE MEMBERS



Lisa - Mary - Deborah - Maggie - Kate - Mark - Ken Ramirez - Susie - Ann - Angelika

Mark Weaver - President

For the past 30 years I have been employed in commercial property development and am currently a Project Director for a sizable family business. Over that time, I have served for 20 years as an Army reserve Infantry officer (including deployments to East Timor and the Sinai) and for 8 years I was a member of a school board of trustees, with 5 of those years as the chairperson. I have a keen interest in effective governance and I appreciate the opportunity to serve as the president of the APDTNZ.

I volunteer at Dogwatch Sanctuary Trust on weekends assisting with behaviour modification to enable the dogs to be re-homed. I have learnt a huge amount about behaviour from my own two dogs and those I have worked with and am keen to further my knowledge in the field through the opportunities that being a member of the APDTNZ offers.

Maggie Marshall - Vice president

I am a Founding member of APDTNZ and have held committee roles from Librarian through to President and more recently Vice President.

My involvement as a dog trainer started when I joined my local dog training club in 1993 and then in 1998 I was asked to help at puppy pre-school at my Vet Clinic. I am now sole owner operator of that pre-school and I also hold intermediate classes for older puppies and adolescent dogs, kids and dogs and clicker classes. I do private behaviour consults and retain a relationship with Massey Veterinary Behaviourists for referrals.

My learning journey began with Principles of Canine Behaviour (Massey) in 1996, the Delta Society Australia course 2001 and a Certificate in Adult Teaching and Learning (Polytech) the same year. My dog training journey is still ongoing, and my hope has always been that APDTNZ would become the "go-to" organisation and the leader of NZ dog welfare and training in NZ.

Kate Butler - Secretary

I've been competing in agility (and formerly obedience) for over twenty years, and some APDTNZ members have known me since I was a wee kid. Maggie Marshall encouraged me to stand for the APDTNZ committee in 2010 and I'm still here nine years later. I don't have a dog training business, although I enjoy teaching an agility class at my local club. I am however passionate about promoting modern dog-friendly training methods, and I have decided that my work on the committee is the best way to apply my talents to this mission.

Serving on the APDTNZ committee has been a great opportunity to learn, not just about the pet industry but also about marketing, insurance, business strategy, the tertiary education system, graphic design... My favourite role has been participating in MPI's animal welfare law reform consultations. This has given me a valuable insight into how laws are changed in NZ, and I expect to see more progress towards banning shock collars in the next couple of years.

AN INTRO TO YOUR COMMITTEE MEMBERS - CONT.

Lisa Sturm - Treasurer

The new Treasurer of the APDTNZ is Lisa Sturm, a 2014 import from Germany. At the end of 2016 Lisa started the Dog Training and Walking business Sit Happens in Christchurch which obviously follows the ethical code of the APDTNZ, and is also a living wage employer with 7 part-time staff members who are all pet-first-aid-trained and police-checked. After graduating from University with a B.Sc. Information Management and M.Sc. International Management, Lisa went on to focus on her true passion: Dogs! She followed different trainers, completed different international courses, went to conferences with international speakers, worked in different canine businesses and eventually founded Sit Happens. Sit Happens runs currently about 8 small puppy classes per week, 2 Level 2 classes, 2 puppy socialisation sessions and 5 small group walks in addition to private behavioural and obedience trainings.

Angelika Cawte - Committee Member

Animals, especially dogs, have been a passion for most of my life. I competed in obedience, qualified in Canine Good Citizen (Foundation and Bronze), showed dogs, and raced a two-dog team on scooter. I gained more practical dog handling and training skills through volunteering at the Whangarei SPCA, Whangarei Dog Training Association as class instructors, and helping friends with their dogs. In 2013, Happy Tails Dog Training was born. It was the start of my new full time career as a dog trainer and animal behaviour consultant. Puppy classes started around springtime 2014. Other services such as group classes including nose work, and one-on-one training and behaviour consultations were introduced shortly after. I'm a strong advocate of force-free science-based training methods. I continue my learning journey through ongoing professional development such as undergraduate study, attending several multi-day seminars with renown international and national speakers every year since 2010, and regularly reading books / watching DVDs about all aspects of dog training/ animal behaviour.

My partner and I currently live with Moko, a 12 year old female Alaskan Malamute. Previous careers include web communications, public relations, and finance.

Deborah Chadoutaud Maslet - Newsletter

Born in Andorra (17th smallest country in the world-about the size of Christchurch), I spent most of my childhood in nature, and I was often caught watching (analysing) the animals when out on a tramp. Initially, I wasn't thinking about being a dog trainer, as the only thing I knew about being one, was not that attractive to me (with shock collars and the rest that goes with it).

Fast forward to 8 years ago, owner of a German Shepherd wanting to train a better way, France finally had a national diploma for dog trainers that was respectful to dogs! I then went to see Jacinthe Bouchard at a conference (a bit the French version of Ken Ramirez) and decided to go to Quebec to do her diploma. Since then, my passion for helping dogs and their owners has been exponential. I own Mind Pro Animal Behaviour, doing private behaviour modification sessions with dog owners, take part in the education of the community about dogs and work for Dogwatch Sanctuary Trust as their dog behaviour consultant and volunteer trainer.

Mary Chaffey - Committee Members

My dog training career started 30 years ago, when I was involved in forming the first operational search dog group in New Zealand, Alpine Rescue Dogs, and had one of the first qualified operational search dogs during that period. (If I only knew then what I know now!)

During my Cert in Vet Nursing studies I was incredibly fortunate to meet Dr Sophia Yin, who inspired and enlightened me to the science of positive reinforcement training. Since then, I have connected with numerous incredible Behaviourists who are influencing my knowledge and skills so that I can continually be a better trainer. I have a Diploma in Canine Behaviour and Science Technology, through the Companion Animal and Sciences Institute (CASI) and I'm super excited to start the KPA DTP course this October. I'm very passionate about facilitating the the growth of the Most Positive, Least Intrusive Behaviour- Change procedures for dogs in New Zealand and as an APDTNZ Committee member I'm very honoured to represent you this year, so feel free to contact me through K9mana!

AN INTRO TO YOUR COMMITTEE MEMBERS - CONT.

Ann Kenny - Committee Support - Membership

I am the owner and trainer at Blue Ash Dog Training based in Whangarei. I have over 20 years' experience owning and training dogs and have competed in Agility, Obedience, Heelwork to Music, RallyO and Flygility.

I hold a National Certificate in Animal Care (Lvl 3) and have held a number of committee positions with the Whangarei Dog Training Association over the past 15+ years. I joined the APDTNZ in 2013 and have been a committee member since June 2016. I'm currently responsible for managing the membership applications and maintaining the member database on the website.

Susie Londer - Committee Support - Conference

My life with dogs began late 1998 with a Labrador puppy named Bella. She became reactive to other dogs which started my interest in training. In October 2005 I started my dog walking business 'Dogease' and have never looked back. Dogease specializes in off lead group walks, it's probably the most healthy form of exercise that a dog can have. During a Dogease walk each dog will be allowed to be a dog: sniff, chase bugs, play with Dogease friends, amble or just run around mindlessly. The dogs are given the opportunity to do this at their own pace and make their own choreography for the outing all under the watchful eye of Susie! Recall is practiced regularly during the group walks. Recently I have started teaching nose work classes. Susie lives with her husband and 3 Beagles in Auckland and is a dog*biz certified dog walker. She enjoys doing tracking and nosework with her Beagle Mila.

Photo: Susie receiving her Life Membership Certificate.



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

In the previous newsletter, I started telling you about the 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.

After our first assessments, we got ready for our second assessment. This is an assessment on getting prepared for your projects - One on Sales & Marketing and another one on Operations. I found the List Schedule and the Project Network Diagram quiet helpful. For the list schedule, we could compare that to the way we plan training our dogs by listing every step that it's going to take to realise the project, then add some starting and finish dates. This helps with not getting overwhelmed by a project as you take one step at a time. The Project diagram helps you have a different view on the project, especially helpful if your projects can have smaller projects getting done at the same time.

We are now on our way to our third assessment which is undertaking the projects following the preparation that we have done for the second assessment. As we are doing this, we also have to analyse other business cases, looking at them from a different angle (not from the inside out like we do with our own business).

I have found this course helpful as I can get guidance from my mentor, I'm accountable to apply the project that I have planned ahead and this term in class, we have different experts giving us some tips and presentations.

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



dog*biz

Register today!

Busting the Myths That Hold Us Back

A business building seminar with Veronica Boutelle

Ready to make a better living, get better training results, and help more dogs?

Don't miss this opportunity to spend the day with Veronica of dogbiz!

Over her 15 years helping dog trainers all over the world grow thriving businesses, Veronica has identified pervasive myths that lead trainers into all-too-common pitfalls and mistakes. These missteps not only keep us from making the living we deserve, but also from helping dogs as widely and fully as we're able.

The APDT NZ has invited Veronica to spend a full day busting these myths in 3 cities this November, teaching us how to make the most of our knowledge and skills to help as many dogs as we can, as fully as we can, while making a sustainable living for ourselves.

Learn how to:

*** Recognize and reject the 8 biggest training business myths**

These are the ones that keep most trainers from having maximum training impact and making a good living doing great things for dogs. They've got to go!

*** Design private training services that work better for clients, dogs, and your business**

Learn how to package your private training to help clients opt-in for the whole training plan up front. Imagine actually having the amount of time with clients and dogs you know you need to make real behavior change on both sides—and yes, being paid for that time!

*** Tweak your classes to fill them and keep students coming back for more**

No more holding class half full. No more starting with 8 students and finishing with 4. No more one-and-done students—learn how to inspire students to take a life-long approach to training that keeps them enrolled after puppy and basic manners.

*** Confidently set the right rates and policies for your business**

Learn how to set your prices to sustain yourself financially, draw your ideal clients and students, and create the most opportunity to help dogs. Then set policies designed to protect your income and your students' training progress.

*** Use your training knowledge and skills to market your business**

Uncomfortable singing your own praises? Feel queasy at the thought of marketing? Don't even know where to start? Learn a whole new, comfortable approach to marketing—one that uses skills you already have and actively serves dogs while promoting your training.

*** Make the sale without feeling smarmy**

If you're like most trainers, selling feels awkward at best and downright icky most the time. Imagine the relief of an effective, ethical, and easy step-by-step process and script for talking through options and prices with clients. No more sweating these conversations! No more missing opportunities to help!

Ready to make a better living helping more dogs enjoy better training results?

Join Veronica to Bust The Myths That Hold Us Back!

Reserve your spot today!

Pick the full-day seminar closest to you:

Auckland
9 November

Wellington
16 November

Christchurch
23 November

\$125 for APDT members, \$150 for non-members
9am-5pm

Learn more and register: <https://apdtnz.org.nz/event-2019-dogbiz>.



About Veronica

Veronica Boutelle, CTC, MA Ed, is the founder of dogbiz (formerly dogtec) and author of multiple books, including *How To Run A Dog Business: Putting Your Career Where Your Heart Is*. Since 2003 Veronica and her team have been helping trainers around the world start and grow thriving businesses through one-on-one consulting, dogbiz University courses, and +R business toolkits and curriculum. Veronica is a sought-after speaker at dog training schools and conferences around the world, including the Karen Pryor Academy, Clicker Expo, Jean Donaldson's Academy for Dog Trainers, and APDT conferences in the U.S., South America, Australia, and our own APDT New Zealand. Veronica is the former Director of Behavior & Training for the San Francisco SPCA.

If you've ever heard Veronica speak, you know she has a way of making business stuff surprisingly fun and engaging. Come be inspired!



dog*biz

RISKS OF SOCIALISATION BEFORE VACCINATION COURSE IS FINISHED?

BY JESS BEER - KIWIVET BEHAVIOUR



Now that WSAVA guidelines recommend a final vaccination at 16 weeks it is even more essential to teach puppy owners **where and when they are safe to expose their dogs to all the experiences that they need, before they reach 14-16 weeks of their final vaccination.**

I encourage puppies to start exposure to **safe** outside experiences from 7 days after their 1st vaccination. Gradually expanding the number of locations after each subsequent vaccination.

The key is safe locations... we want to avoid contact with unvaccinated dogs secretions, so that means preventing contact with those animals, or surfaces those animals have been on.

What is a safe location?

- Friend's homes with fully vaccinated well behaved dogs or no dogs
- Own home backyard
- Car rides
- Pram rides
- Vet clinics and dog training schools with good hygiene practices
- Beach at low tide
- Large picnic blanket protection for puppy to sit on in parks or sports grounds.
- Determine based on your clinic, what is in the local area, streets and the community spaces where you know level of infectious diseases or unvaccinated dog populations.

- Some suburbs may have very low risk of disease and thus earlier street and pavement walking socialisation is safe
- Small puppies should be carried in public areas to allow socialisation without physical contact.

Unsafe Locations

- Dog parks
- Suburbs with high percentage of unvaccinated dogs
- Properties where parvo virus has been diagnosed in the previous 2 years
- Shops or spaces with large numbers of visiting dogs, eg pet stores

Follow this link for [AVSAB Position Statement On Puppy Socialization](#)



WELCOME TO OUR NEW MEMBERS

MEET AUDREY BOYLE (HASTINGS)

FULL MEMBERS

What an amazing introduction to the APTDNZ I had with signing up in time to attend my first conference. I am training in the Karen Pryor method and offer the following services within my greater area of Taradale.

Sit: Group and individual puppy training. Workshops for the older dog with common problems. Tailor made training programs. **Stay:** I stay in your home and train your dog in their own environment while you are away. **Play:** Walk and train, individual or group. Dog adventures in groups or design a special day for your dog (great for visitors to the Bay).

I also have a range of crates, training equipment (such as harnesses for growing pups, clickers, treat bags), beds and washable non-fabric toys which can be hired on a weekly basis for a small fee. Great for growing puppies, visitors who may not want to pack a crate or families who just want to provide their dog with a new toy experience without the cost.

Cheers and thanks again for the warm welcome.

Samantha Jackson
Howlistic Help
(Auckland)

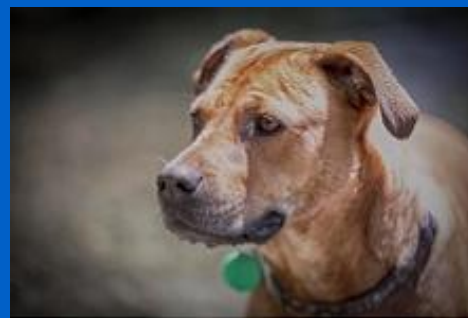
ASSOCIATE MEMBERS

MEET RACHEL JOHNSTON (CHRISTCHURCH)

Thank you for the welcome. I'm pleased to have joined and to have the opportunity to learn more about dog behaviour and training and meet other like minded people interested in this field.

I don't currently have an operational business but my background/degree is in zoology. I have nearly completed the Delta Dog Training Certificate (just waiting on the results of my last assignment). As part of the course criteria I ran several puppy and foundation level group classes and also some one-on-one training consultations, which I really enjoyed and would like to continue with. I am new to the field of dog training, so if anyone is offering mentor-ship I would love to hear from them!.

I have a very keen interest in animal behaviour and welfare and have also recently completed the post-graduate certificate in Clinical Animal Behaviour through Edinburgh University and would like to continue to the Diploma level in the future. I have attached a picture of one of my dog's Keke-she was a pound rescue and takes a much better picture than me :)



Sophie Nannestad
(Auckland)

Gary Martin
(Warkworth)

Josie Caraynidis
Big Brown Paws
(Taupo)

BUSINESS SMARTS: WHAT DO DOG TRAINERS NEED TO KNOW?

BY VERONICA BOUTELLE

We all know the importance of being dog smart—of keeping up-to-date on solid, scientific knowledge of dogs, dog behavior, and training as part of a professional approach to the work of dog training.

But what about the importance of business smarts? If training dogs is how you make your living (or how you'd like to), developing business smarts is just as important. After all, without business smarts you have far fewer opportunities to put your dog smarts to good use.

So what are the basics that make up dog business smarts? What do you need to know to be successful as a dog trainer?

How To Value Yourself

Too many trainers set their rates without true strategy—and the result is usually to undervalue themselves.

Most dog trainers set rates based either on the lemming strategy, the “No one will pay that” strategy (also known as the “I couldn't charge that” strategy), or a combination of both. The lemming strategy consists of looking up other local trainers' rates and copying them. The problem with this approach is that most businesses copied haven't set rates with good strategy, either, so we perpetuate an industry where our services are undervalued.

The “No one will pay that” or “I couldn't charge that” approach to rate setting simply projects our insecurities onto our clients, and turns those insecurities into a self-fulfilling prophecy. Because serious dog owners look for the best trainers in their area, they'll assume the cheaper businesses aren't the best and look right past trainers who are afraid to charge their worth. (If you doubt this, look at the traditional compulsion trainers in your area. Most likely they charge far more than educated, reputable positive reinforcement trainers. Which group does the brisker business in your community?)

One key to business success is setting your

rates with strategy and confidence (both can be learned!), both so that you make what you actually need to stay in business and live a financially safe and stable life, and so that you draw the clients who are the right match for you and your services.

How To Protect Yourself & Your Clients

Protect your business by setting—and enforcing—strong policies. Many trainers either do not set policies, or set them by copying others. The common policy approaches in our industry are generally not worth copying, as they do not do the job they're meant to do. And then there's the issue of enforcing policies, which so many of us are uncomfortable doing, and so simply do not.

Your policies should do two important jobs for you. They should protect your revenue by guarding against cancellations and by requiring clients to use your services as intended. Most dog trainers are not in a position to fill cancelled spots, which means a loss of income as well as lost opportunities to help dogs and their people. The right policies remove this stress, putting your business on safe financial footing.

Good policies don't just protect and stabilize your income. They also set clients up for success. Dog training clients will enjoy much stronger results if training is consistent—if they aren't losing ground due to cancelled training sessions.

Finally, setting, explaining, and enforcing smart policies encourages clients to respect you as a professional service provider and expert in your field, rather than merely a dog lover-turned-hobbyist. Not only do you deserve this, establishing such rapport with your clients will also mean fewer client service conflicts, and clients who are much quicker to respond to your requests, whether to pay an invoice or to take important action regarding their dogs' health, behavioral wellness, or emotional well-being.



How To Market Yourself

This is such an area of discomfort for most R+ dog pros that we simply don't do much of it. And what we do generally isn't particularly effective. Between this and the rate and policy issues we struggle with, it's no wonder there's a pervasive (but entirely untrue) perception that you can't make a good living as a dog trainer.

R+ trainers tend to be altruistic by nature rather than entrepreneurial, and the idea of selling ourselves feels tacky and distasteful. Add in the human fear of rejection and it can be a tall order to get a dog trainer to throw themselves into serious marketing efforts. But without

marketing there are precious few dogs to serve.

The good news: There are approaches to marketing in our industry that are entirely consistent with an authentic desire to do good for dogs and their people. These ways of marketing focus on community education rather than self-aggrandizement, and on doing for others instead of asking for favors.

Learning these approaches to marketing, along with a solid understanding of marketing principles, including branding, marketing messages, and message delivery, are the difference between the stress of waiting for

inquiries and the stress of receiving too many. (Which problem would you rather have?)

What could you do with extra business smarts?



Get business smart with online biz classes for dog trainers

Use code **BizSmartNZ** for a \$50 US tuition credit toward your first dogbiz U online class.

Learn more: www.dogbizsuccess.com/dogbiz-university-about

Brought to you by the business minds at dogbiz (formerly dogtec)

How To Pace Yourself

Most trainers are driven by their passion for dogs. That passion generally starts at home, with our own four-legged companions. Which is why it's such a tragedy when we wake up one day to realize we don't have the time we want with our own dogs.

Then there are the other goals you may have had in starting a business—the freedom, the ability to spend more time with family or friends or on hobbies and other interests. So many of the pre-consulting questionnaires we receive for our business coaching service share frustrations and stress around impossible schedules, lack of downtime and regular time off, years without a break or vacation, and the guilt around not having more time and energy for one's own four-legged best friends.

None of the rest of this matters—the rates, the policies, the marketing—if you don't create a sustainable business and balance. Learning efficient business systems and time management strategies is critical to the longevity of your business and your enjoyment of it, which is critical to helping as many dogs over as long a career as possible.

How To Set Yourself, Your Clients, & The Dogs Up For Success

And all of this—the rates, policies, marketing, and scheduling—must be predicated on what it is you actually do for clients and dogs, and how you package and deliver those services. Dog training services can be provided in all sorts of ways, and the decisions you make here make a real difference.

Take private training as just one example.

There are the high-level questions, such as whether to teach clients how to train their dog or whether you'll do the training for them via day training or board & train. But there are so many levels below this. How will you package your services, and will those packages be customized or pre-set? What will your pre-set packages be designed to address—which types of situations, behaviors, dogs, clients? What will the support component of your packages look like? Will you hybridize and combine services, such as a program combining private training and a group class for leash reactivity, or a weekend socialization/proofing field trip class for your private puppy training or puppy day school clients?

The options are endless, and what you choose to offer will have significant impact on which dog owners—and how many—take you up on those offers. Copying what others are doing instead of learning how to assess your community and make strategic service choices tends to lead to lackluster and disappointing results.



Ready To Get Business Smart?

While it may never be quite as exciting as learning dog smarts (or as wriggly, cuddly and slobbery), deliberately building your dog business smarts is every bit as important if your goal is make your living helping as many dogs as possible. And here's some more good news: Learning business skills for dog trainers can be exciting, stress-reducing, and even fun. (Yes, really!)

Just as responsible dog training professionals do not leave their dog smarts to experience alone and the vagaries of conventional wisdom, instead seeking quality education through reputable schools for dog trainers, it is equally important to seek quality dog business education. You'll enjoy a much longer career, and many more dogs will have you to thank for it.

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. Ready to build your business smarts? Learn about dogbiz' new program, dogbiz University at www.dogbizsuccess.com. Better yet, spend the day getting business smart in person with Veronica during one of our APDT NZ Busting The Myths That Hold Us Back seminars this November! See Veronica in Auckland, Wellington, or Christchurch. Learn more at <https://apdtnz.org.nz/event-2019-dogbiz>.



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 15

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.***

2019 APDTNZ CONFERENCE PHOTOS

