

ASSOCIATION OF PET DOG TRAINERS NEW ZEALAND

The Newsletter



Wag! The Science of Making Your Dog Happy

BY ZAZIE TODD

"We are responsible for providing everything our dogs need, and the way we do so can make a difference to how happy they are -- or whether they're happy" - (Todd, 2020, p. 124)

Want to read more? Want to read the reviews for last issue's book choice? Join the APDTNZ Book Club! See inside for details.

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Committee 2020

Mark Weaver - President * **Maggie Marshall** - Vice President * **Lisa Sturm** - Treasurer * **Kate Butler** - Secretary * **Erin Jones** - Newsletter * **Angelika Cawte** - Committee Member * **Mary Chaffey** - Committee Member * **Ann Kenny** - Committee Support - Membership * **Susie Londer** - Committee Support - Conference

Message From the President

If anyone had told you on New Years eve that by April 2020 there would be:

- People spending more time at home with their dogs,
- A massive increase in the number of people walking their dogs on leads in public places,
- People walking their dog were actively giving your reactive dog space when you were out walking,
- Some of our members significantly increasing their social media reach and some would be teaching solely via video link,
- Nationwide advertising asking people to Be Kind,
- A drastic reduction in pollution globally,

you might have thought that person was mad.

It is amazing the impact that one of the most basic lifeforms on the planet can have on what we considered to be normal life pre COVID-19 and how quickly things can change for us all. The economic impact has been, and will continue to be, significant right across all types of business. However, New Zealand seems to be on track to come out of this well in the near future. Things may be challenging at present but it does help to spend some time focusing on the silver linings!

Hopefully, if needed, you have been able to take up some form of government assistance to see you through this period, and for those running a business, while it may be difficult to work IN your business by providing training services, perhaps you have made the most of this opportunity to work ON your business to be well prepared to serve a wider client base face to face when the opportunity arises.

It is encouraging to see a number of members significantly increase their social media profiles and service offerings, embracing the advances in online classes & content as well as video link consultations. It does require a different approach to how we deliver value but if there is one thing that R+ trainers are good at; it is coming up with ways to solve problems.

It would have been no surprise that the committee decided to cancel Conference 2020, a decision that is now clearly the correct one as air travel will be quite limited for the foreseeable future and it is anyone's guess when the government will reopen our borders.

Despite the lack of a conference this year, we are still required by our constitution to hold an AGM, and this will be online via ZOOM link on Sunday 5 July at 7.00pm. Details will be sent out to full members nearer to this time. We will be holding the election of officers so start giving some thought to whether you are keen to get involved and help drive the APDTNZ dog friendly message to a wider audience while also helping grow the knowledge of our member base.

Finally, don't forget that we are here as a community to support and encourage you. If you need help, advice, a mentor or just someone to cheer you along, reach out because we are better together and no one of us has all the answers. Stay safe and best wishes to your family, friends and clients at this time.

Mark Weaver

President

Why Marketing Your Training Business Is More Important Now Than Ever

Wherever we are in the COVID crisis when this article goes to print in April and finds its way into your hands, I hope you are safe and well.

I also hope you're marketing.

I'm writing this in late March, from my home office, sheltered in place. At dogbiz we've been scrambling to help dog trainers find ways to weather this storm, and to put out as much guidance as possible. We've been speaking and writing on a number of topics toward this end—making creative adjustments to services, taking care not to devalue those services by underpricing them, being more flexible enforcing policies, staying in touch with clients and your community, and making all decisions with an eye both on surviving the crisis and setting up to emerge from it as quickly and strongly as possible.

Regarding that last bit, marketing is key. It's common during times of crisis, particularly those that involve economic hardship, to pull back and tighten up. There are areas in which this makes sense. Marketing is not one of them. This is a time to redouble or even triple-down on your marketing efforts.

When I have time...

It's a common marketing refrain in our industry. You've maybe said it to yourself in the past, that you'd get to your marketing plan or a particular marketing project "someday, when I can find some time." If you're still sheltered-in-place and/or experiencing a fall-off in work due to the virus, you now have that ever-elusive "someday" of time on your hands. Put it to use for your business.

Getting through

Your clients and other dog lovers in your community still need you. If you're reading this while we're still in the midst of the virus' spread, you probably have a lot of clients working from home who are climbing their walls. Their dogs still have whatever issues they had before all this hit, and the extra time at home is a great opportunity to address those.

Then there are the new issues presented by sheltering in place. Many dog lovers still have their jobs to do, but now they're home managing their dogs all day and possibly managing children schooling from home, and spouses or partners also working from home. It's a lot of togetherness that no one is accustomed to. The dog is likely climbing the walls, too, unused to all the 24/7 stimulation and suffering from too little exercise. That doesn't bode well for good dog behavior.

You can help. But you can only help if people know you're available to do so, whether that's via phone consults or video consults or virtual classes or any other creative idea you've launched.

Emerging strong

Marketing through the crisis will also be key to emerging ready to rebuild stronger than ever. Marketing has a long delay time built in. It generally takes many months for efforts to lead to

results, putting your business on shakier ground if you stop and wait to begin again when the health crisis is over.

So much of marketing is about building relationships, and when can it be more important to come together than in a time of shared crisis—particularly one that forces us into social distance? The relationships that you forge, strengthen, and care for in time of need are ones that will serve you well into the future. This applies to current and past clients, referral sources like vets and pet supply stores, and your community at large.

What you can do

Our marketing advice hasn't really changed much. Offer value. Share your knowledge and expertise. Find ways to help others. It's the same as it's always been; we just can't do any of it in person.

Put out a great newsletter full of ideas and insight and advice. Share tips via your social media channels. Offer vet and shelter staff virtual lunch-and-learns, and be sure they know that (and how) you're providing training services. Send them fliers they can share with clients. Offer a webinar or virtual Ask-the-Trainer session to customers of your favorite pet supply store that they can market through their email list and social media, and via fliers slipped into deliveries or bags. Offer a short free web seminar or one-off session online to give people a taste of attending a virtual class with you.

In short, think about the kinds of marketing you already do, or that you've seen us write and speak and teach about in the past, and adapt it to the current times. If you're short on ideas, reach out to referral sources and simply ask what you can do for them. Don't be shy about being and staying in touch with clients and referral sources; we can all use the connection.

Once a bit of normalcy returns and it's safe to do so, return to reinforcing relationships in person, too.

One more reason to market right now

Moments of crisis often make us feel powerless, vulnerable, and afraid. There's a lot we can't control, and a lot of uncertainty. One of the best antidotes to anxiety is action.

Despite all that is outside our control, there remain many ways we can assert agency. For your business, marketing is one of them. And done well, your marketing efforts carry additional benefits, too. Marketing gives you a way to help others by sharing your expertise, and a way to connect to your community—both things that are likely to buoy you, too.

Veronica Boutelle, MA, CTC is author of *How To Run a Dog Business: Putting Your Career Where Your Heart Is*, and co-founder of *dogbiz*, whose business is to help yours succeed—whether in good times or bad. For free biz survival tips and to keep informed on all dogbiz efforts to help +R dog pros through the COVID crisis, [subscribe to the dogbiz Monthly Minute](#).

Helping Clients During Level 4 Lockdown

It's a strange and unusual time. There are so many variables that affect us, as trainers, our clients, and their dogs. There are things to consider that we would likely not ever cross our minds during "normal" life. But life is not normal right now, and we have to be ready for the worst. And we have to be ready for after the worst is over!

Preparation for the worst case scenario:

What if a client gets sick and ends up in hospital? What happens to their dog? Make sure they have a plan in place. This will include:

- Checking with friends and family who may be willing to take their dog in the face of emergency.
- Checking with local kennels to make arrangements if needed.
- Getting vaccine records in order. Kennels will require that vaccines are up to date. Otherwise, some kennels may have room for a certain number of quarantine dogs.

Things to do during lockdown with your dogs:

- Make good use of this time and enjoy their company
- No socialising can be detrimental to your dog's health and wellbeing. Make your dog's life easier by using clear cues, keeping routines as normal as possible, having consistent rules, and providing a comfortable and reinforcing environment
- Provide some down time away from humans for short periods. When you go back to work your dog will not miss having you around all day
- Be innovative with puppies that cannot yet go out in public places. There is plenty you can still do at home
- Lots of environmental enrichment and extra training sessions will keep them busy and mentally stimulated
- When out walking, dogs must be on-lead at all times. Don't touch other dogs and don't let others touch your dog

The future ahead will be affecting us all, and there will be some frustration and anger. Dogs don't understand why our behavior has changed. It is important to remind your clients to take a deep breath before reacting badly with your pets

Some ideas for enriching their environment:

- Make up a special toy box that only comes out once a day. All the toys are tipped out on the floor for dogs to choose a toy to play with. After playtime the toys go away again for next day.
- Make a ball pit with a kiddie pool and tennis balls. Hide treats and toys inside.
- Make up a tunnel using chairs and a duvet cover
- Hide food under cardboard cartons, in muffin pans with a tennis ball cover so they use their nose to find their meal
- Hide and seek - hide dry food or toys under cushions, behind couches etc. Or take it outdoors around bushes, behind plant pots etc.
- Scatter food on the lawn over a wide area, again using their noses



Cones, chairs, whatever is safe and available, and practise lead walking around and/or weaving

- Mealtime: Put food in egg cartons and tape together; plastic milk or soft drink bottles (caution – remove caps); KONGS, snakes, and other food dispensers are great, too!
- Teach a new trick every week. Work on it a few times a day.

-- Marggie Marshall and Erin Jones

Welcome
New
Members!

Members Corner

MICHAL MCCRACKEN
PET SCHOOL ACADEMY
WELLINGTON

New TEP Member: Mary Chaffey

I had a chance to catch up with new TEP member Mary Chaffey!

Erin: Tell me about your journey to become a dog trainer?



Mary: The Dog Trainer journey has been a journey of continual learning for me, with no completion date, as there is always more to know about dog behaviour and the science of training! Like all journeys, it's had highs and lows, moments of utter joy, times of self-doubt and moments when I've wanted to throw it all in. However, even if I take all these aspects into consideration, including the new challenge of Covid 19 and its ramifications to the dog training industry, it's impossible for me to give up my absolute passion and what I have been put here on the earth to do.

Erin: What is your favourite aspect of working in the dog training industry?

Mary: There's the obvious aspect of meeting such a diverse range of wonderful people and their dogs, but I have another favourite aspect. It's when I'm communicating in sync and mutual understanding with the dog in front of me. When the sense of time disappears and I'm in that zen moment. It's that total sense of connectedness for me, bridging the communication gap between owner and dog. Seeing the relief and joy that this brings to them both plus a compassionate understanding for the owner.

Read the rest of Mary's interview on page 7.

APDTNZ Member Only Facebook Group!

Did you know there is a member-only Facebook group for APDTNZ members? If you're not in the group yet, let us know so we can add you!

[@APDTNZMembers](#)



Find us on
Facebook



Did you know there is no borrowing fee for APDTNZ members? All you need to do is 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.**

Rules and available books can be found at <https://apdtnz.org.nz/library/>
Contact librarian@apdt.org.nz with any questions

APDTNZ Trainer Endorsement Programme (TEP)

The TEP aims to become a benchmark for 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.
- Complete a self-assessment against the entry criteria.
- Submit an application for endorsement along with supporting documentation and an application fee.

All applications will be reviewed by a panel.

apdtnz.org.nz/trainer-endorsement-programme/

Erin: What are your top five foundation behaviours you would pick as your favourite/most important?

Mary: Foundation behaviours for clicker training are different from the usual sit, down, stay and come when called. 5 Foundation behaviours for the clicker dog are:

- touch a target
- respond to a cue
- give attention to the handler
- offer behaviour
- settle in a crate or on a mat.

Teaching the foundation clicker behaviours and concepts will open the door to communication between dog and owner and the owner will be less likely to view normal dog behaviour as a major problem.

The dog will be less likely to engage in the types of behaviours that irritate owners. Preventing behavioural issues from arising is more effective than trying to suppress them once they have become established.

No matter what behaviour problems the dog owner may be experiencing, introducing the fundamental behaviours will result in an immediate change in the owner's perspective. Simply teaching a dog to follow and touch a target stick will give pet owners insight into the learning and teaching process that may well help them replace some nuisance behaviours with more acceptable alternatives.

This new skill set and different perspective may result in changes in the dog's behaviour for the better without a lot of effort directed at unwanted behaviours.

Touch a Target:

Teaching a dog to touch a hand or a target stick as the first clicker exercise a dog ever learns has several benefits including:

- Creates a useful "default " behaviour
- Gives the owner a powerful tool to use to create other behaviour instead of just reaching for the food lure.

Respond to a Cue:

Cues are the main means of communication with the dog. After you have taught the dog owner about targeting, shaping to touch a target, and adding a cue to the various targeting behaviours, he or she should be ready to teach other cues for simple behaviours. It should be an easy step to use nose targeting to a target stick to teach sit, down, come and walk alongside.

Give attention to the Handler:

By the time a dog has learned a few basic behaviours through targeting and knows a few cues, it will likely be very attentive to the owner! This is a good time to start clicking and treating for eye contact plus giving eye contact in response to its name and you can then add the "watch-me cue." This is exceptionally useful cue because it gives the owner a way to get the dog's attention with anticipation of another cue to follow.

Offer Behaviour:

The clicker trained dog is an active participant in the game of training and willing to offer new behaviours. "101 Things To Do with a Box" Game is ideal, assisting the dog to be an active learner/participant and the owner can sharpen their skills while being creative about training instead of just waiting to be told what to do.

Settle in a crate or on a mat:

It's a wonderful thing to have an eager dog throwing behaviours right and left, but at the same point the dog needs to just go and lie down! The ability to settle is an important behaviour for every dog."Excerpted from the Karen Pryor Academy Dog Trainer Professional course.

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Erin: Tell me about your hobbies outside of dog training?

Mary: I really enjoy practicing yoga, love sailing, fishing, kite flying and hiking. This summer I entered the world of breeding, tagging (numbering) and releasing monarch butterflies. I'm a conservationist at heart and incorporate minimalist living into my daily life, leaving as small a footprint as possible on this planet

Mary Chaffey -- K9mana
Canine Behaviour Consultant and Trainer
0212880881



EVENTS, NEWS & SWAG

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 CLICKERS IN STOCK

Price and Shipping:

\$3 each, sold in min quantities of 5 (\$15 for 5)
Postage: up to 10 clickers \$3.50,
15-30 clickers \$4.50.
Extra for Rural Delivery \$3.90

How to Order:

1. Email your order and address details to the treasurer:
treasurer.apdtnz@gmail.com
2. Deposit the cost plus postage into
03-1503-0398799-00 with your
"surname" & "Clickers" in the
reference fields



SIT HAPPENS

Online Puppy Classes

- Puppy Theory Seminar
- Weekly Training Videos
- 3 X Weekly Live Q & A's
- Weekly One-On-One Coaching
- Access to the Puppy Community for Group Support & Connection



Hi APDTNZ Colleagues,

I hope you all are keeping well throughout this lockdown!

We have Online Puppy Classes up and running and welcome your referrals.

If you'd like to send a client our way in the meantime, we will take good care of them and thank you with a 20% referral fee for each booked puppy. Just email us with the client's details, so we know whom to thank. :)

All the best,

Lisa

admin@sithappens.co.nz

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The Lemonade Conference

An International Gathering of the Best in
Dog Sports, Training, and Behavior.

WHEN: May 23, 24, 25, 2020

WHAT: 16 hours each day of leading-edge education.

3 days of sports, training, and behavior with worldwide live access.

2 classrooms at all times, your choice, and 25+ presenters

... all from the comfort of your living room!

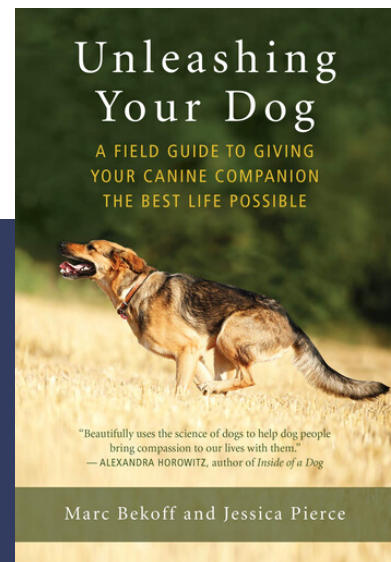
TheLemonadeConference.com

IAABC
FOUNDATION

FDSA

Pricing and more details coming soon. We are stronger together.

Book Club



Unleashing Your Dog

Marc Bekoff and Jessica Pierce (2019)

Well, I may have been this issues only book club participant! I sincerely hope more of your decide to join me next issue!

Nonetheless, my review of the book will follow. I really enjoyed it, and I hope you get a chance to enjoy it too, in the future.

"This book was a nice follow-up to Bekoff's Canine Confidential. Though there was some redundancy from between books, this was a quick and exciting read. I couldn't really put it down! Quite litterally, in fact. I read the whole thing in two sittings! I love the way Bekoff writes. It's easy, light hearted, yet he cites lots of great studies, bringing this informaiton to the ordinary dog owner. I wish every dog owner would read this book when they book a consultation.

I do love how Bekoff highlights emotional welfare -- acknowledging dogs for being dogs derserving of ethical condideration. It's a bit of a bridge between the behavioural science and the humanities based social science of caring for dogs."

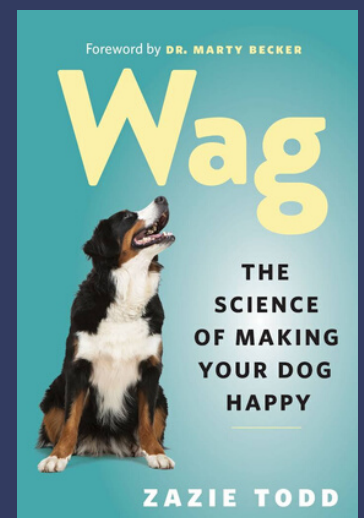
- Erin

THIS ISSUE:

Wag! The Science of Making Your Dog Happy

By: Zazie Todd, PhD

I have been looking forward to the release of this book. I pre-ordered it from Amazon and it arrived about 2 weeks ago! I have been holding off, partly to save it for book club, but frankly I have had a lot on the go. Now that we're all house bound, what better time to grab a copy!



Send me your review to be discussed in the July issue of the APDTNZ newsletter!