



FEATURES

Page

- 1 Better Case Resolution by *Veronica Boutelle*
- 4 Article 9 Punishment by *Susan Smith*
- 6 Outdoor Adventures by *Lauren Fox*
- 8 Book review: In Defence of Dogs
- 10 Trials of the Timid by *Pat Miller*
- 14 D'For Dog Case Study by *Jo and Paula Thorne*

ALSO IN THIS ISSUE

Page

- 1 President's Message
- 5 Library Borrowing Rules
- 7 Advertising Policy
- 7 Committee Contact Details
- 7 Vision Statement
- 8 Mission Statement
- 9 Founding Statement
- 15 Code of Ethics
- 16 Terms and Conditions for Logo Use

President's Message

Hi All,

A busy year ahead! This year we will be looking into certification for our members: what shape or form that will be in is to be worked out by a sub-committee. If you would like to be involved in helping the APDTNZ with this huge task please send me an e-mail, we need you to voice your opinion because this is YOUR organisation.

Thanks to Dennis Nuberg for his contribution to the APDTNZ. Dennis is leaving the committee for the time being to focus on his business, we wish him all the best.

In the next issue we will reveal what topics we have in store for the 2012 conference with keynote speaker Sarah Kalnajs. Venue is the Waipuna Hotel and Conference Centre in Auckland.

Happy reading,

Susie Londer, APDTNZ Chair.

Better Case Resolution

By Veronica Boutelle

In my one-on-one work with trainers I am often asked to help bring down the number of unsolved behavior cases—by which I mean those clients a trainer sees once or twice, maybe more, without resolution. In such cases clients don't meet their goals, dogs are not helped, and business suffers. I have said in past columns that you cannot start and build a business on word of mouth alone, and that is true, but having a strong reputation is nonetheless important. Bad word of mouth can really hurt a trainer. Each unfinished case means another dog owner who possibly says, "Well, I tried using a trainer, but it didn't really work," instead of "I hired a trainer and the change in my dog's behavior was amazing. Here's her number, you have to call her." Another concern with unfinished cases is the degree to which they contribute to burnout—few things are more discouraging than knowing you could have helped a dog but not having the opportunity to do so.

What, then, can raise a trainer's volume of unfinished cases? Blame a near-universal discomfort in closing sales for larger packages, or even the outright lack of training packages in place of week-to-week sessions. Also, the scope of the training plan itself can be the problem. Enamored as trainers are (and rightly so) with learning theory and technically correct solutions, they often forget that successful pet dog training rests upon pet dog owner training. Behavior modification plans have to fit into clients' daily lives in order to be successful—don't ask or expect the average client to rise to your level of skill or interest in training. Just as with dogs, set your clients up for success by working at their level. A number of guiding principles help in this work.

Don't Over-Train

Unless safety is at stake, don't insist that owners do more than they want or need. With his or her extensive knowledge, the trainer always sees the potential in a dog. He knows just what he would do if the dog were his, and this can bring

(Continued on page 2)

(Continued from page 1)

him to push further than a client may be interested in or really need.

Say a retired couple lives in the countryside with their dog, who is fearful of children. If the dog's only contact with kids is a yearly visit from the grandchild, the couple may feel frustrated with an extended desensitization and counter-conditioning program and eventually let the training fall by the wayside. Instead, a good management plan for that one weekend of the year will serve everyone—the clients, the dog, and the trainer.

Similarly, consider the different needs of two households with food resource guarders—one, a professional couple with no kids, another a busy family. While the latter calls for full treatment along with careful management, the professional couple may be perfectly happy following a work-to-eat regime while they're at work, and crating Fido when he has chews. Don't forget obedience issues, too—there are times to teach a nice heel or loose-leash walking and times when an anti-pull harness or head halter more than meets a client's goals.

While you may not have as many sessions with management clients as you would with full treatment, you will receive the clients' good will and potential referrals. Also, the success they experience with your instructions means they're more likely to call you back for other needs now or in the future.

Help Clients Set Realistic Goals

Sometimes clients are the ones who overshoot. When a client comes to you hoping for quixotic results, catering to their fantasy goal, even if you do so with the best of intentions, only sets everyone up for failure. Don't be afraid to be straight with clients about what is possible and what is not.

Start by getting at the heart of what a client wants, then help them to reset their expectations. What does 'problem fixed' really mean to them? For example, a Papillion pup going 8 hours without relieving herself is not an achievable goal. But if you push and find that the central issue isn't so much that the puppy is peeing ("It's a puppy, after all," the owner concedes), but rather the damage to the client's home, you can put together a plan for housetraining that includes immediate rug protection.

Once you know what the owner wishes for, balance wants with needs. A client who dreams of a flawless recall must devote the resources necessary to meet this goal. Does she have the time, skill, money? It is your job to make sure. If you see a disconnect, help rescale her definition of

'problem fixed' to match what she realistically can achieve. Often, this is a good time to think in terms of management. If an owner will have just the one Saturday walk each week to practice recall, a long line would allow for greater freedom to exercise outdoors in the meantime.

The goals of owners are frequently based on what they feel is expected dog behavior. A complaint about an adult female refusing to play with other dogs at the park does not require training but education. Once your client knows the behavior is common, even typical, she no longer feels her dog is acting inappropriately.

Develop a Human Training Plan, Too

A solid behavior modification plan is all well and good, but don't forget to design a training plan for your human clients. What skill sets and knowledge do they need, and in what order, to successfully train their dog? (Or to maintain training already learnt.) What are your goals for the client, and what will you be reinforcing? What are you willing to overlook? Remember, your client does not have to be a professional trainer—he just has to be able to meet his specific goals. Armed with answers to these questions, write up a series of exercises to set your client up for success.

Treat The Humans as Well as You Treat The Dogs

One great thing about positive reinforcement training is the attitude it engenders toward dogs. When they do something we don't like (or don't do what we want them to), we don't think them bad or stupid or willful. We simply lay the problem out: The dog is doing X; I want him to do Y. What will I do to help him be successful? I love this problem-solving, blameless approach. It is kind and effective.

When it comes to human clients, rather than jumping to value judgments—the owner is ignorant, uncaring of his animal, purposefully wrongheaded—apply the same thought process you would for a dog. The client does X; I want him to do Y. Or: he believes X; I want him to understand Y. What will you do to help him succeed? This is part of your human training plan.

Practice patience, just as you would with dogs. Changing and proofing behavior takes time and this is particularly true of the human species, so build in benchmarks to remind yourself and the client of progress made. Praise anything you like, ignore or redirect what you don't.

Don't Under-Train Your Clients

(Continued on page 3)

(Continued from page 2)

Yes, you want to simplify where possible, but don't under-train either. After the initial consult, the majority of each session should be practice time for the client so she can benefit from ample feedback and build strong muscle memory. It's crucial to see fluency at each step before moving on. Skills and knowledge built on shaky ground set clients up to train poorly on their own. If an owner is not mastering a certain skill or exercise, take a page from Bob Bailey and simplify what you are asking for by breaking it down into smaller steps. Always be willing to adjust your human training plan, just as you would with dogs. If even a solid 'sit' isn't happening, reassess, and, depending on the situation, consider working on timing exercises without the dog, simple luring practice, exercises to build dog-client focus, or whatever other baby steps might be helpful.

Use Tracking Tools

Tracking tools, such as progress charts or logs, can be useful in keeping clients focused and may save you a great deal of time. Ask clients to keep track of data you want them to focus on. For a tough house-training case you might have the client write down the number of indoor accidents, rewarded outdoor potties, and unrewarded outdoor potties. This serves as a reminder that she is supposed to reward outdoor eliminations. It also provides you with data that would otherwise have to be collected through careful interviewing. If you see that very few eliminations were rewarded in the yard, you have your likely culprit for slow house training and know where to redouble the client's focus. If the problem continues, reassess the situation to learn what is making it difficult for the client to take advantage of the outside potties, and find a new solution.

Try a Universal Cue

One solidly proofed behavior is worth ten that require a treat in the hand. Consider whether your and your client's goals could benefit from a universal cue. Trainers are fond of teaching multiple commands—sit, down, stand, leave it, stay, watch, let's go, come, wait, and so on. But, and perhaps you have come across this phenomenon, private and public class clients often settle on one cue and use it for everything, gravitating toward whichever command their dog does best. The reinforcement provided by the dog's compliance lead them to use and more heavily rely on that particular behavior— an example of operant conditioning at work. A trainer's first instinct is often to correct this, to insist on using 'leave it' for leaving it and 'wait' for wait, 'stay' for stay. The thing is, these universal cues

actually work well for many people.

Few dog owners hire trainers with anything as grand as ring obedience in mind, or anything else, for that matter, that requires adherence to strict rules. So let's break them. If a dog has a jumping problem, why teach 'sit' and 'off'? A strong 'sit' does the trick, since sitting and jumping at the same time is a physical impossibility. Sitting is also an effective incompatible behavior to lunging and other undesirable activities. 'Let's go' and 'leave it' are excellent universal cues—you can use either one for not picking up trash on the ground, not lunging or moving towards another being, breaking attention and redirecting it to yourself, etc. They can be powerful commands in working with everything from dog-dog aggression to poor focus.

A universal cue means that there is only one thing for owners and dogs to learn and practice, resulting in stronger, more reliable behavior from both the client and the dog. And owners are more likely to experience success with training.

Ultimately, it comes down to this: Too many unfinished cases can stymie a business. Which is why devising training plans that takes into account the client's goals as well as the reality and restrictions of her life is a win-win-win: for the clients, the dogs, and your business.

Veronica Boutelle, CTC, MA, is dog*tec President and the author of *How To Run A Dog Business* and co-author of *Minding Your Dog Business*. dog*tec provides business support and growth services for dog professionals, including business and case consulting. For more information about these and other dog*tec services and products, visit www.dogtec.org.

APDT Australia Annual Conference

28-30 October 2011
Bankstown Sportsclub, Sydney

Featuring:

Dr. Kersti Seksel
Dr. Gabrielle Carter
Kay Laurence

For more info see

www.apdt.com.au

Article 9 - Punishment

By Susan Smith

First, we need to take the emotional baggage out of the word “punishment.” Punishment is simply the procedure of providing consequences for a behavior that reduce the strength of that behavior. (Chance, Learning & Behavior, 5th ed., pg 454.) As we become more fluent in the use of behavioral terminology, these words become less emotionally laden and more useful. We may choose not to use the terms with our clients, but there is no reason not to use them with our peers.

Just as reinforcement is necessary for our survival, so is punishment. When we do something which has the potential to cause us harm, we need to get feedback so we will be less likely to do that behavior in the future.

As with reinforcement, the process of punishment will involve either adding or removing something from the environment. So, if something is added to the environment which reduces behavior it is considered positive punishment, and if something is removed from the environment which reduces behavior, it is considered negative punishment. The process is the adding or removing of stimuli and the effect is the decrease in likelihood of future behavior.

In the article on Operant Learning we discussed the operant matrix and the process and effect of stimuli, as well as the humane hierarchy. Here is a quick reminder as it relates to punishment:

Positive Punishment (P+) – The dog is spanked for getting in the garbage; the dog’s frequency of getting in the garbage decreases

Pain was added (positive) to the environment and the scavenging behavior decreased (punishment)

Negative Punishment (P-) – The dog paws at the owner and the owner gets up and walks out of the room; the dog’s pawing behavior decreases

The owner was removed (negative) from the environment and the dog’s pawing behavior decreased (punishment)

Negative punishment falls in the second-to-last tier of the humane hierarchy and positive punishment falls at the very last tier of the hierarchy. Most reinforcement-based trainers do use some negative punishment in the form of time outs. Positive reinforcement and negative punishment in combination can be quite effective; however, as we grow in our understanding of behavior and learning, we should try to replace negative punishment operations with positive reinforcement operations and we’ll discuss

some ways to do this in a future article.

The use of punishment is a tricky proposition. This is going to get a bit complicated, so please take the time to follow the logic. Here’s what we know:

Punishment can reduce behavior quickly

Reinforcers maintain behavior

Variable reinforcement schedules create stronger behavior

Variable reinforcement schedules create behaviors that are resistant to extinction

Let’s apply this knowledge to the use of punishment. Punishment can reduce behavior very quickly; therefore, it is reinforcing to the punisher. So, if we are reinforced for punishing, we are likely to continue punishing. However, if we don’t replace the function (or reinforcer) of the behavior we are punishing, it’s likely that the behavior will recur. It will probably come back and, because we were reinforced for punishing that behavior originally (it stopped at the time it was punished), we will punish it again. If the consequences of using punishment are on a variable reinforcement schedule (i.e., sometimes it works, sometimes it doesn’t), that may actually create a stronger behavior of punishing.

So why do we care? Why does it matter whether or not we use punishment? Well, we care because research has shown that there can be unintended consequences that may be detrimental to the animal’s well-being. There has been extensive research on punishment and the potential problems are escape, aggression, apathy, abuse and imitation of the punisher (Sidman, 1989b). We cannot predict how an animal will react to punishment – every animal behaves according to their prior learning history and genetic make up. Therefore, it behooves us and the animals we are responsible for helping to err on the side of caution. If we can use positive reinforcement, we should. And, as we grow in our understanding of behavior and learning, we should try to replace punishment-based operations with positive reinforcement-based operations; we’ll discuss some ways to do this in a future article.

As with reinforcement procedures, there are variables that can affect punishment procedures. These variables are:

Contingency – the punishment must have a relationship to the behavior and the animal must associate the two events.

Contiguity – the closer in time between the behavior and the punishment, the more likely the animal is to relate the punishment to the behavior. The exception to this is taste aversion, where the reac-

(Continued on page 5)

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 send a cheque, **made out to APDTNZ** to:
APDTNZ Treasurer,
37 Turoa Road,
Wanganui 4500
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.
- *APDT New Zealand Inc. does not necessarily agree with nor condone the information contained in library items that have been supplied on loan to members.*

(Continued from page 4)

tion to what was ingested can happen quite some time after it was actually eaten – and if look at this from a survival point of view, it makes sense.

Intensity – the more intense the punishment, the more effect it will have on the behavior. This can be very important when the behavior is first punished. Humans have a tendency to start with a mild punishment and then increase the intensity when we don't get the results we want. However, this can result in what Jean Donaldson calls a "punishment callous," where the animal develops a resistance to the punishment.

Reinforcement qualities of the behavior – the punishment must be more punishing than the reinforcement the animal receives for performing the behavior is reinforcing. Remember that behavior is maintained through reinforcement, so whatever behavior is being punished must have some reinforcer maintaining the behavior.

Alternative means of being reinforced – this is similar to the above condition in that, if the animal can find another way to receive the reinforcement it has been receiving for the behavior being punished, it is likely to take that alternative reinforcer.

Deprivation level – if the animal is deprived of the reinforcer maintaining the behavior, the punishment will not be as effective. I.e., if an animal is very hungry, but is being shocked for accessing available food, he's more likely to ignore the shock than if he is not hungry.

These are the main points we, as consultants, should know about punishment. The biggest takeaway from all this is that there is the potential to do harm through the use of punishment. Therefore, as responsible trainers and consultants, we should learn how to use positive reinforcement to replace undesired behaviors rather than relying on punishment to decrease undesired behaviors.

Susan Smith's business, Raising Canine (www.raisingcanine.com), provides remote education opportunities for animal behavior consultants, as well as business and marketing products to help their businesses, including an intensive course for beginning dog trainers. Sue is the co-author of the book "Positive Gun Dogs: Clicker Training for Sporting Breeds." Sue is certified through CCPDT, IAABC and the San Francisco SPCA. She is an ex-Board member for the CCPDT, an active, professional member of the APDT, former Chair of the APDT Member Relations & Communications Committee, moderates the APDT list discussion group and was named APDT Member of the Year in 2004.

WANTED! Newsletter Editor. Would you like to become more 'hands on' involved with APDTNZ? No experience required. Contact president@apdt.org.nz for more info.

Outdoor Adventure: “Leaving Tracks All OverTown”

By Lauren Fox

In my last article about Outdoor Adventure I discussed the reasons you should offer an Outdoor Adventure like class. Now that the weather is getting warmer it's time to start having adventures of your own! In this article I will go over the details of the class, how to choose locations, and special considerations involved with teaching an off-site class.

The first thing you need to consider when teaching a class like this is do you, as an instructor, want to teach it? Not everyone is cut out to teach an outside off-site class, and that's ok. This class has challenges that an instructor and assistant do not have to deal with in an inside facility. So, here are a few things to consider to help you decide.

First, grace under pressure is a must. Although teaching in the classroom is far from predictable, adding in the uncertainty of the outdoors and the public can make it very hard to maintain control. When the unexpected occurs clients will be the first to panic, which means the instructor and assistants need to remain calm.

Second, a good Outdoor Adventure instructor must be able to interface with the public. Even though our clients aren't always the most “dog savvy”, they are generally quite sympathetic to dogs. This is not always true for the general public. As dog trainers, we tend to surround ourselves with other dog people and may forget that there are people out there who actually do not like dogs! So, it is important we make sure that we, along with our clients, are respectful to the general public. This may mean enforcing strict rules with our clients regarding the interactions their dogs have with people and other dogs when out in public. Instructors also need to be prepared to sometimes protect the dogs in class from the public.

Lastly, having great assistants to whom you can delegate is a major necessity in making this class successful. For instance, there are times when you will have to split up a class due to an issue one dog might be having. Your assistant needs to feel comfortable when such situations occur.

Once you decide you are cut out to teach this class, there are a few items you need to consider before you start. Be sure that your insurance will cover you and your class outside of your training facility. If you are not covered, you can then find out how much that would cost and how that would affect your monthly bill. You (and perhaps a law-

yer) will also need to review your liability contract to ensure that when your clients sign it that it includes off-site classes and issues that may come up in a public setting. As with any new venture, you want to make sure you CYA!

Another obstacle you might also have to overcome is local leash laws. We combated this in our town by using 20-foot long lines in the city parks and areas, and by conducting further research. For instance, I found county parks that did not have leash laws or had voice control areas where we could legally take the class and work off leash.

Another area you need to consider is preparation for medical emergencies. This includes conditions such as allergies, asthma or other health concerns your clients and dogs might experience when outdoors. Having a first aid kit is extremely important, as well as a dogfight kit. Being prepared in all facets will help everyone feel safe and well protected, therefore it is your responsibility as the instructor to ensure this happens.

Next, a question you must answer is what the prerequisites will be for dogs to get into an Outdoor Adventure-type class. It is quite risky to teach a class such as this without the dogs having first taken basic classes. For instance you can require basic, intermediate and advanced “family dog” obedience classes before they can go into Outdoor Adventure. This way you and the other instructors are already familiar with the dogs so you know of any major issues before accepting them into class. Hopefully the dogs have already worked in an outdoor environment during these basic classes. If your setup does not allow you to work lower level classes outside you may want to consider giving the dogs baby steps before taking them out into the great wide open.

Finally, your clients' use of positive training methods should be a prerequisite for this class. Although clicker training does not have to be a requirement, this class could certainly disturb the public with correction-based training, and would definitely give off the wrong impression of dog training. Remember, we want the public to see this class and want their dog to take it, not scare them away!

Your next step is to research locations. In Colorado we are blessed with an abundance of dog-friendly locations. Although you may not be as fortunate, every part of the country has treasures of its own - it's up to you to find them in your neck of the woods.

When choosing your locations you need to choose
(Continued on page 7)

(Continued from page 6)

a wide variety so as to balance what behaviors and challenges each place will provide to the dogs. You don't want all of your locations to be busy downtown areas or all big open fields. Once you investigate a location write down what key behaviors that location will work on. This will help your clients decide which locations they want to go to. You also will want to find out if any locations require advanced permission or special preparation. 'Tis always best in Outdoor Adventure to be prepared!

Finally, you are ready to start classes. I typically take 6-8 dogs per class, but can accommodate more when I have multiple qualified assistants available. My first class is held at the training facility without the dogs. This gives the clients the opportunity to provide information about themselves and their dogs, and then I like to tell fun stories from previous Outdoor Adventure classes so they have an idea of what they are in for. I also discuss realistic expectations of this class, in particular how this class is not "magic" in terms of changing unwanted behaviors in their dogs. At this time I review what supplies they need to bring each week, and what supplies my assistant and I will provide.

I then give them an approved list of locations and discuss the behaviors and challenges for each location. At this point the class votes on which locations they will want to visit, keeping in mind the need for variety. I try to order the locations by degree of difficulty so that as the weeks go on, the locations get harder – assuming that the dogs are getting better at working in offsite locations. You can then either email the schedule to your clients or give it to them at the next class.

An Outdoor Adventure class lasts for approximately an hour, depending on weather and the stress levels of the dogs and humans. The assistant usually makes sure everyone stays together, are in a safe location, and ensures the dogs exit the cars appropriately and safely. Once class begins we start with stationary exercises, followed by an explanation of any special rules or etiquette required for this particular location. Then we start on our merry way!

Outdoor Adventure classes can be highly beneficial to both your business and your clients. I hope I've given you some tools so you can start experimenting and creating your own adventures. Get out there and start leaving tracks all over YOUR town!

Lauren Fox, CPDT, has been the Executive Director of All Breed Rescue & Training in Colorado Springs, CO since 1998. She presented on

"Outdoor Adventure: Leaving Tracks All Over Town" at the 2007 APDT conference in Portland, OR. She is happy to be contacted at fox711711@msn.com.

APDT NZ Vision statement:

All dogs are effectively trained through dog-friendly techniques and therefore are lifelong companions in a relationship based on mutual respect and trust.

APDT NZ Mission statement:

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.

Committee Members

Diana McKay..... secretary@apdt.org.nz
Jan Voss..... vicechair@apdt.org.nz
Jo Thorne..... membership@apdt.org.nz
Kate Butler..... librarian@apdt.org.nz
Margarette Marshall. treasurer@apdt.org.nz
Paula Denby-Gibbs conference@apdt.org.nz
Paula Thorne..... education@apdt.org.nz
Susie Londer..... chair@apdt.org.nz

APDTNZ Advertising Policy

- APDTA 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 APDTA for the event of merchandise.

Available from the library: *In Defence of Dogs*



Professor **John Bradshaw** is holding out a clenched fist - you might see this as a novel way of greeting a stranger were it not that it is my dog, Lily, he is approaching. He is giving her a chance to have a good sniff at him.

Before we go any further, it needs spelling out that Bradshaw is not a dog trainer. He has not come to my house to turn Lily into a reformed character. He is a scientist - founder and director of the Anthrozoology Institute at the University of Bristol - who has devoted the last 25 years to studying the domestic dog and has just written the most fantastic book, *In Defence of the Dog*, which is already on United States bestseller lists and is about to become required reading for dog lovers everywhere.

Bradshaw is not interested in canine hearsay. He does not peddle opinions. His style is tolerant, clear and benign and he is interested only in what science can support. His book is a revelation - a major rethink about the way we understand our dogs, an overturning of what one might call traditional dogma.

The first idea to bite the dust is so huge and entrenched that some owners will struggle to adjust. We have had it drummed into us by trainers such as Cesar Millan that because dogs are descended from wolves (their DNA is almost identical), they behave like wolves and can be understood as "pack" animals. The received thinking has been that dogs seek to "dominate" and that our task is to assert ourselves as pack leaders - alpha males and females - and not allow dogs to get the upper paw.

Bradshaw has no quarrel about DNA. His argument is that scientists have been studying the wrong wolves and jumping to the wrong conclusions. He says: "People have been studying

American timber wolves because the European wolf is virtually extinct. And the American timber wolf is not related at all closely to the ancestry of the domestic dog."

Bradshaw's hypothesis is that domestic dogs were descended from more sociable wolves but that "whatever the ancestor of the dog was like, we don't have it today". The wolves alive now are unreliable specimens, necessarily rough diamonds, who have been able to "survive the onslaught we have given them".

And here is the rub: new research - including work with Indian village dogs - shows that dogs "do not set up wolf-type packs. They don't organise themselves in the way wolves do".

Dogs are not striving, in other words, for household domination. Bradshaw believes our relationship with dogs has been sadly distorted. He writes: "The most pervasive and pernicious idea informing modern dog training techniques is that the dog is driven to set up a dominance hierarchy wherever it finds itself."

He explains that apparently dominant dogs are usually "anxious" rather than "ambitious". He says: "They don't want to control people, they want to control their own lives. It is what we are all aiming for - to keep control of our own lives. It is a fundamental biological urge."

But Bradshaw is far from suggesting we slacken in our efforts to train our dogs (it is the more brutal training methods he would like to banish). But I wonder how Cesar Millan and his followers will respond to these findings.

Millan, America's internationally influential "dog whisperer" has made a television career explaining dog psychology in terms of wolf lore. Bradshaw says: "I am reluctant to demonise Millan, he has come under a lot of pressure." He adds, "He is a smart guy and sees which way the wind is blowing. He is now embracing reward-based methods. All that stuff he spouted about wolves was not based on science." Besides, as Bradshaw observes, there are more "hardcore" trainers out there.

Bradshaw favours humane, reward-based training. The latest science shows that dogs learn to "please their owners". It is wonderful to hear this: he makes one feel fantastically upbeat about being a dog owner (and it is a relief to drop all thoughts of a primitive power struggle).

Bradshaw first went to the dogs - in the best sense - because of his interest in "the science of smell. I used to study ants, wasps, moths ... then I thought:

(Continued on page 9)

(Continued from page 8)

why not broaden this out?"

When he started out, a quarter of a century ago, he was in an unglamorous minority. Now canine science is a "huge industry - with 200-300 people working worldwide". The reasons for this include the sequencing of the canine genome, the rise in animal welfare science, increased interest from vets wanting to specialise in dog behaviour and primatologists who can no longer afford to study chimpanzees.

But the most remarkable reason, Bradshaw explains, is that since 9/11 there has been a the huge increase in the use of sniffer dogs. Dogs are now used not only for narcotics but to help epileptics (able to alert them when they are on the edge of a seizure) and to sniff out everything from bedbugs to shark's fins and even certain kinds of cancer.

Bradshaw, in his book, follows the dog's nose brilliantly (it was intriguing to learn that while dogs love to sniff other dogs they "do not much like being sniffed themselves"). He urges us to show "manners" and be aware of our dog's sense of smell. And his championing of a dog's right to be a dog is attractive.

But I had been hoping he might have a solution to what happens when the sense of smell gets out of hand: Lily, whenever there is a roast in the oven, is overcome with greed and longing - and barks. On this matter, he says only: "Ignore her." (I suspect him of being on her side.)

For anyone interested in dog emotion, In Defence of Dogs is also a sentimental - and surprising - education. The first shocker is this: dogs do not experience guilt. So the look Lily gives us when discovered illegally on the sofa (creeping off, flashing the whites of her eyes) is not guilt? Bradshaw explains she may know to associate that basking on the sofa leads to owner disapproval but that is not the same as feeling guilt, or as having the mental equipment to differentiate between right and wrong.

Less surprising is Bradshaw's sense that dogs may be capable of jealousy (when I give my husband a hug, Lily wants to be part of the action). But dog jealousy is not of the all-consuming, Othello sort: "They may be able to feel jealousy in the moment but don't obsess about it or trawl Facebook for evidence."

Bradshaw's most incredible - and gratifying - assertion is that dogs are more interested in people than in other dogs. This is not soppy wishful thinking but the result of studying "co-evolution, the two species evolving towards each other". We forget

that the play between species, enjoyed by dogs and humans, is very rare. The family feeling that wolves display has been replaced in dogs by "an intense need to bond with people". Bradshaw says that from the moment puppies open their eyes, they start to bond with people "completely, spontaneously and as hard as they can".

He writes about love (science plays safe and calls it "attachment") but in answer to the question: does your dog love you? replies: "Of course!"

The positive hormone, oxytocin, is triggered by love: "Dogs experience a surge of oxytocin during friendly interactions with people." And, he explains, "Dogs really do miss their owners when separated from them." Of an estimated eight million dogs in the UK, it is thought that more than half a million are suffering from separation stress. The closest Bradshaw comes to being interventionist is on this subject (he quotes excellent, easy instructions on how to train a dog not to feel separation anxiety). Bradshaw is determined to make "It's a dog's life" into a positive statement. I ask about his title: do dogs really need defending? "They need defending from people who persist in the old methods and don't take any notice of science."

He is good news for owners and - there is no doubt about it - Professor John Bradshaw is a dog's best friend.

- OBSERVER

By Kate Kellaway

Deadline for contributions to be included in
Issue 10, Oct/Nov/Dec 2011
1st November 2011

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.

TRIALS OF THE TIMID

By Pat Miller

© 2008 Pat Miller/Peaceable Paws LLC

All Rights Reserved

Somewhere at this very moment, perhaps at a shelter near you, a frightened dog huddles in the back of her kennel, trembling, terrified by a chaotic overload of sensory stimuli: sights, smells and sounds that are far beyond her ability to cope. Somewhere, today, a warmhearted, caring person is going to feel sorry for this dog - or one similar - believing that love will be enough to rehabilitate the frightened canine. Sometimes, it is. More often, though, the compassionate adopter finds herself with a much larger project than she bargained for.

While shelters can a prime source for frightened and shy dogs, they are certainly not the only source. Pet stores, puppy mills, rescue groups, irresponsible breeders, even some who breed top quality show dogs, can be guilty of foisting off temperamentally unsound (genetics/nature) or under-socialized (environment/nurture) puppies and adult dogs on unprepared adopters.

This is not to say that no one should ever adopt a dog with fear-related behaviors. Rather, the point is that if an organization or individual is going to rehome dogs who are timid, shy or fearful, they have a responsibility to ensure that the adopter knows full well how large a project she may be facing. And if you are thinking of adopting a fearful canine - or already have - you need to have access to good information to help you make a wise and informed decision, and to provide the best quality of life possible for your frightened Fido.

Sensitive Soul or Shy Guy?

I volunteer to assess dogs for adoption at our local shelter one day a week. When we get the list of dogs for the day, the first thing I do is walk through the kennels and take a quick glance at the ones we'll be working with, to get a first impression. I make a mental note of those who appear shy, frightened, or aggressive.

Some of these we won't even take out of their kennels, if we feel a dog's level of aggression or fearfulness is such that it's too great a risk to the safety of the assessor. However, I always like to give the frightened ones an extra chance. I'll go in and sit on the kennel floor, and coax them to trust me enough to say hi. If I can safely leash them, we take them out.

A surprising percentage of these frightened dogs make a miraculous turnaround as soon as we get

them outside. These are simply very sensitive dogs who are traumatized by the cacophony that can exist in any kennel environment, be it shelter, vet hospital or boarding kennel. I like sensitive dogs - they tend to develop close relationships with their humans, make excellent companions, and do exceptionally well in training. They just don't do well in chaos. Assuming they pass the rest of the assessment process, these sensitive souls are good candidates for adoption.

If they have to sit in the shelter adoption kennels waiting for a home, however, they won't show well - and will probably wait in that difficult environment for an excruciatingly long time. Under the constant stress of the shelter, their health and behavior are likely to deteriorate until they are no longer suitable adoption candidates. If they can be adopted quickly, or go to a foster home or rescue group where they don't have to be kenneled in chaos, their prospects for finding a lifelong loving home and leading a normal life are bright. If not...

Far more challenging are the dogs who are truly shy due to lack of adequate socialization, poor breeding, or both. Simply taking them outside or to the relative calm of the assessment room does little to assuage their fear. Unless a shelter or rescue group has considerable resources to devote to behavior modification, or turns a blind eye and allows them to be adopted by an unsuspecting soft-hearted public, these frightened dogs are often euthanized. As long as there are far more dogs than there are homes, triage tragically dictates that the most promising adoption prospects get dibs on the available kennel space and foster homes.

Fixing the Fear

Not all fearful dogs are euthanized. Judging from my own clientele and discussions with my peers, plenty of shy guys and gals find their way to loving homes, with owners who want to give them happier lives.

Cautions and common sense aside, it's human nature to want to rescue the doggie in distress - the pup who shrinks away from human contact and looks at the world with fear in his eyes. If you are the rescuer type, you have my respect and admiration. Whether you came by your Timid Tommy through a shelter, rescue, breeder, Craig's list, or rescued a frightened homeless dog off the street yourself - or are still contemplating such an adoption, rest assured that in all but the most extreme cases, you can help your dog have a reasonably normal life. Some will turn around quickly, some take a longterm commitment to management and modification, and a sad, small percentage can never be rehabilitated.

(Continued on page 11)

(Continued from page 10)

Here are some tips for you if you've already adopted a Shy Guy, or if you know your heart will someday be captured by the challenge of an unsocialized pup:

If You Haven't Adopted Yet

Get your pup as young as you can. The benefits of staying with his litter until eight weeks of age are outweighed by the benefits of getting started as early as possible with socialization.

Or, give him the best of both worlds: take the entire litter, or at least several of the pups, and start them all on the road to a happier life. Then be sure to find capable, knowledgeable adopters for his siblings when they turn 8 weeks – adopters who will continue with remedial socialization.

Avoid the temptation to keep more than one pup. They are likely to bond to each other more closely than to you, which makes your socialization challenge many times more difficult. Even well-socialized littermates or same-age pals can have separation problems if raised together.

Know that love is not enough. Many well-meaning rescuers think that giving a psychologically neglected pup a home filled with love will be enough to "fix" the problem. Don't fool yourself. Love is an important part of the equation, but it will take a lot of work as well.

If You Already Own a Timid Dog, or Haven't Adopted Yet

Locate a qualified positive behavior professional who can work with you to help your dog become more comfortable in his world. Try the International Association of Animal Behavior Consultants (www.iaabc.org) or Truly Dog Friendly (www.trulydogfriendly.com) for good lists of positive behavior professionals.

Have a solid understanding of counter conditioning and desensitization, and make a strong commitment to practice this with your dog every single day. (See Sidebar: Counter Conditioning and Desensitization)

Read about the CAT procedure (Constructional Aggression Treatment) and consult with your behavior professional to determine if this procedure might be a useful behavior modification tool in your dog's program.

Teach your dog to target – touch his nose to a designated target on cue. Dogs get confident about targeting (most love it!) and you can use the be-

havior to help him be more confident in situations where he's mildly to moderately fearful. (See Sidebar: Touch!)

Read these books:

Do-Over Dog by Pat Miller

The Cautious Canine by Patricia McConnell,

Dogs Are From Neptune by Jean Donaldson,

Help For Your Fearful Dog by Nicole Wilde,

How to Right a Dog Gone Wrong by Pam Dennis-

son, and

Scaredy Dog by Ali Brown

Be prepared to assertively protect your dog from unwanted advances by well-meaning strangers who want to pet your dog. You must not let people pet or harass him until he is well socialized enough to tolerate petting and harassment.

Be prepared for heartache. Some poorly socialized dogs – most likely those who are genetically sound – do respond well to remedial socialization and grow into reasonably well socialized adult dogs. Others don't. If you don't succeed in enhancing your dog's social skills, are you prepared to live with a fearful dog who may be at high risk for biting – you, visitors, children...? Implement a strict management program to protect him from unwelcome human attention and protect humans from his defensive aggression? Perhaps even make the difficult decision to euthanize, if you decide at some point that his life is too stress-filled to be humane?

Square One

Of course, much of the above advice presumes you have enough of a relationship with your timid dog that he's reasonably comfortable with you, and will take treats easily enough for you to be able to do counter conditioning, and engage him in training. If that's not the case, you're really starting at square one. You'll need lots of patience and very realistic expectations as you work to repair the damage caused by lack of socialization or – less a common cause of severe fearful behavior than you might think – by outright abuse.

You may need to spend a lot of time just sitting quietly in your dog's presence, reading a book, being as non-threatening as possible. Keep him in a quiet room in your house. This will be a safe haven for him, so he doesn't have to deal with all the scary activity in the rest of your home. Spend as much time as you can sitting on the floor in his room, avoiding eye contact, while keeping your body language relaxed and loose. Scatter bits of high-value treats (chicken, roast beef) on the floor around you, far enough away that your dog might be comfortable eating them while keeping a wary eye on you. Gradually shrink the circle of treats so

(Continued on page 12)

(Continued from page 11)

he comes nearer to you to get them. Sprinkle some on your pants legs when you think he's ready to come that close. Finally, rest your hand on your knee, palm up, with treats in them. Be sure not to move your hand as he's reaching for them, you'll scare him off!

Sometimes while you're doing the treats-on-the-floor routine, talk to your dog in a calm, low tone, so he becomes accustomed to hearing your voice, and associates it with tasty stuff. Gradually add more normal human behavior to the interactions. Briefly make eye contact. Move your hand a tiny bit as he's nibbling treats from it. Increase slight body movements in his vicinity. Try sitting in a chair for the scattered treat routine. Work up to normal human behavior, always trying to avoid causing a big fear reaction in him as you increase the intensity of your presence as fear-causing stimulus. Stay sub-threshold, if you can. When he will take food from your hand, start hand-feeding all his meals.

When he's reasonably comfortable in your presence, try the umbilical cord method or relationship-building. Attach a leash to his collar and keep him with you as much as possible when you are home, as you move around the house. Until he is braver, return him to his sanctuary if you have guests over, or periods of high family activity happening, but bring him out as soon as things settle down. Try to anticipate when something will be too much for him – don't wait for him to tell you – but at the same time keep looking for ways to expand his horizons and help him become as normal – and brave – as he's capable of being.

COUNTER CONDITIONING AND DESENSITIZATION

Counter conditioning involves changing your dog's association with a scary stimulus from negative to positive. The easiest way to give most dogs a positive association is with very high-value, really yummy treats. I like to use chicken – canned, baked or boiled, since most dogs love chicken and it's a low fat, low calorie food.

Here's how the CC&D process works: Determine the distance at which your dog can be in the presence of the fear-causing stimulus and be alert and wary but not extremely fearful. This is called the threshold distance.

With you holding your dog on leash, have a helper present the scary stimulus at threshold distance X. The instant your dog sees the stimulus, start feed-

ing bits of chicken, non-stop.

After several seconds, have the helper remove the stimulus, and stop feeding chicken.

Keep repeating steps 1-3 until the presentation of the stimulus at that distance consistently causes your dog to look at you with a happy smile and a "Yay! Where's my chicken?" expression. This is a conditioned emotional response (CER) – your dog's association with the stimulus at threshold distance X is now positive instead of negative.

Now you need to increase the intensity of the stimulus. You can do that by decreasing distance to X minus Y; by increasing movement of the stimulus at distance X (a child walking, skipping, or swinging her arms); by increasing number of stimuli (two or three children, instead of one); increasing the visual "threat" (a tall man instead of a short one, or a man with a beard instead of a clean-shaven one); or by increasing volume (if it's a stimulus that makes noise, such as a vacuum cleaner). I'd suggest decreasing distance first in small increments by moving the dog closer to the location where the stimulus will appear, achieving your CER at each new distance, until your dog is happy to be very near to the non-moving stimulus, perhaps even sniffing or targeting to it.

Then return to distance X and add intensity of your stimulus (move the vacuum a little; have two children instead of one; have the man put on a hat, or a backpack), gradually decreasing distance and attaining CERs along the way, until your dog is delighted to have the moderately intense stimulus in close proximity.

Now, back to distance X, increase intensity again, by having your helper turn the vacuum on briefly, feed treats the instant it's on, then turn it off and stop the treats. (Or turn up the volume, or add more children, etc.)

Repeat until you have the CER, then gradually increase the length of time you have your dog in the presence of the increased-intensity stimulus, until he's happy to have it present continuously.

Begin decreasing distance in small increments, moving the dog closer to the stimulus, obtaining your CER consistently at each new distance.

When your dog is happy to have the higher intensity stimulus close to him, you're ready for the final phase. Return to distance X and obtain your CER there, with a full intensity stimulus – a running, moving vacuum; multiple children laughing and playing; a tall man with a beard wearing a hat, sunglasses and a backpack. Then gradually decrease

(Continued on page 13)

distance until your dog is happy to be in the presence of your full-intensity stimulus. He now thinks the stimulus is a very good thing, as a reliable predictor of very yummy treats. In the case of a human stimulus, you can gradually work up to actual interaction with the human(s) at this stage, by having the person(s) drop treats as they walk by, then letting him take treats from their fingers – without direct eye contact, and eventually working up to normal interaction.

TOUCH!

Targeting teaches your dog to touch his nose (or other designated body part) to a target when you say the word “touch.” This behavior has multiple uses, from giving confidence to a dog who is timid or shy, to positioning your dog wherever you want him (put the target where you want your dog to be and give the “touch” cue) to creating an effective lure to use to induce a new behavior. The target can be your hand, a finger, or a “wand” or baton of some sort, or almost any other object.

With your dog in front of you, offer your hand, palm forward with fingers pointing toward the floor, at his nose level or just below. He’s likely to sniff it just because he’s curious. When he touches it, click your clicker and give him a treat. Note: Your shy dog may be too fearful of the sharp “Click!” sound of a clicker. If so, use a verbal marker instead, such as “Yes!” or just say “Click!” If he’s still wary of taking treats from your hand, you can drop it on the ground.

When your dog is eagerly touching your offered hand, say “Touch!” just before you offer your palm. When he is clearly responding reliably to and enjoying the Touch cue, offer your palm in different places so he learns to move toward the target when it’s farther away; when it’s in motion; and when it’s above and below his nose level.

If your dog won’t touch the target, try rubbing some of the tasty treat on your palm. If he’s still a little wary of touching your hand you can shape the touch by clicking him (or using your verbal marker) for being close to the target and eventually touching. When he has learned to eagerly touch your hand on cue, you can ask him to target when you see him becoming concerned about something. It won’t work for over-threshold stimuli, but his joy at targeting can overcome the effect of sub-threshold stressors.

MORE TIPS TO HELP YOUR SHY GUY

Manage your dog’s environment to minimize his exposure to stressors until he’s ready and able to handle them.

Use Comfort Zone™ (dog appeasing pheromones) to help ease his anxiety. Keep one plugged into a wall socket in his sanctuary room – out of his reach if he’s a chewer, and use the spray on a bandana around his neck when you take him out of his safe zone

Feed a diet that includes high-quality protein. Low-grade protein may interfere with his ability to utilize serotonin, a substance produced naturally by his body that helps keep him calm. Among other things, serotonin plays an important role as a neurotransmitter in the modulation of anger, aggression, mood, and sleep.

Consider using an Anxiety Wrap™ - or the economic alternative, a snug T-shirt – to give your dog that calming “swaddled” feeling. (www.anxietywrap.com)

Try a Calming Cap™ when you must expose your dog to super-threshold visual stimuli. Similar to the hood that falconers use to keep their birds from being overstimulated, the Cap is made of a sheer nylon that allows dogs to see shapes but not detail, thus reducing the intensity of visual stimuli. (www.premier.com)

Use your hands to help your dog relax, through the use of TTouch™ (www.lindatellington-jones.com) or other calming massage techniques.

Consider the use of aromatherapy in conjunction with your TTouch or massage. If you burn a lavender candle while you massage, you can then use the scent of lavender in other potentially stressful situations to help your dog maintain his cool. His association between the scent and being calm can transfer to other places.

Consult with your holistic veterinarian about the use of other agents such as calming herbs to help your dog deal with difficult situations.

Pat Miller is a Certified Dog and Horse Behavior Consultant and Certified Professional Dog Trainer. She offers classes, behavior modification services, training clinics and academies for trainers at her 80-acre Peaceable Paws training facility in Fairplay, Maryland (US), and presents seminars worldwide. She has authored “The Power of Positive Dog Training,” “Positive Perspectives,” “Positive Per-

spectives 2,” “Play With Your Dog,” and “Do-Over Dogs.” Miller is training editor for *The Whole Dog Journal*, writes for *Tufts University’s Your Dog*, and several other publications. She shares her home with husband Paul, five dogs, three cats, five horses, a donkey and a potbellied pig.
www.peaceablepaws.com

D’For Dog Case Study

Breed: Beagle, spayed Female, 6 years

Issues

Barking at owners for attention, particularly when they came down stairs in the morning to feed her, stealing food from the kitchen while the family sat down to eat dinner and displaying generally demanding behaviour.

Background

Jess is a well loved family member but recently her owners were having difficulty dealing with her demanding behaviour – primarily barking for things that she wanted such as attention and food. This behaviour has escalated over the last year. Jess lives inside but has restricted access around the house through the use of baby gates. She is alone for 3-5 hours each day, gets walked at least once a day and is generally very much a part of her family’s life. She is a very social dog and loves attention from anyone that will offer it!

Observations

On arrival at Jess’s house we got to experience her demanding behaviour right away. She barked persistently at us from behind her baby gate. As we entered the kitchen space where she was kept and sat down with her family she ceased barking and immediately began soliciting attention from us by nudging and climbing on us in a very persistent way. As we talked about Jess it became clear that each family member was employing different methods to correct her behaviour ranging from verbal reprimands and threatening with the water spray bottle, to just giving in to her demands for the sake of some peace!

Treatment

In order to improve Jess’s behaviour we needed the whole family to be consistent about how they dealt with her attention seeking.

No Attention for Barking: The primary way we got her family to deal with barking for attention was to simply withdraw their attention. We asked them to turn their backs and walk away from Jess with no eye contact, touching or speaking if she barked at them in a demanding way. Because the house was set up with baby gates this technique was easy to carry out as they could walk through the gate, leav-

(Continued on page 15)

Conference 2011 photos



Committee 2011-2012: from left to right: Paula Denby-Gibbs, Jo Thorne, Susie Londer, Kate Butler, Margarette Marshall, Paula Thorne, Diana McKay, Dennis Nuberg, Jan Voss



Committee with speakers: from left to right: Nicki Cross, Teresa Crich, Dr. Gabrielle Carter and photo below: Jean Donaldson.



(Continued from page 14)

ing Jess behind to contemplate why she had been abandoned! They applied this strategy during Jess's dinner time – if she barked at them while they were preparing her meal, they simply put the empty bowl down and walked away. It was also used first thing in the morning when the family came downstairs - if Jess barked they turned around and walked back up the stairs until she was quiet. At first we asked for them to wait for just 15-20 seconds of quiet before they re entered the room.

Stay on your bed during meal times: Because Jess had a bad habit of food stealing while the family sat down to dinner we decided to teach her an incompatible behaviour – stay on your bed! Her owners worked on teaching this behaviour over several weeks, gradually increasing the time period and distractions that were going on in the kitchen. The key to getting a solid stay was to consistently ask Jess to get back on her bed each and every time she made a move to hop off.

Mental Stimulation: Being a beagle, Jess has a great instinct for sniffing things out. We took advantage of this by having her owners scatter her breakfast around the backyard as they left for work each morning. This gave Jess something to do in the hours that she spent alone. Because she was so good at hunting out her food they had to think up some really inventive places to hide it!

Attention for quiet calm behaviour: The other side to ignoring Jess's barking was to lavish attention on her when she was being quite, calm and patient. The family set aside some of her daily ration of food to use as food rewards for any behaviour they liked.

Results

By simply ignoring Jess's demanding behaviour and putting some consistent rules in place her family noticed a remarkable difference in a very short period of time. Jess no longer barks incessantly in the morning for her breakfast and now stays on her bed while her family are preparing and eating meals. Sometimes she relapses and tries out her old strategy of barking, but the family are being consistent in the way they deal with this and are seeing these relapses less and less often.



*The APDTNZ
Newsletter—a great
read*

Code of Ethics for Association of Pet Dog Trainers New Zealand

As a member of the Association of Pet Dog Trainers New Zealand I will:

- Make the long term welfare of the dog of primary importance bearing in mind the needs of society.
- Employ only humane, dog-friendly techniques in the training of dogs and I shall develop and apply training programs in line with the APDTNZ's mission of advocating dog-friendly training. Refer to Appendix 1 (Source APDT UK Code of Ethics).
- Please also refer to Appendix 2 AVSAB Position Statement: http://www.avsabonline.org/avsabonline/images/stories/Position_Statements/Combined_Punishment_Statements.pdf and Appendix 3 Delta Professional Standards for Dog Trainers <http://www.deltasociety.org/Document.Doc?id=374>
- Promote conscientious dog ownership and incorporate what it means to be a socially responsible dog owner into training programs.
- Promote a nurturing human/canine relationship between owner and dog.
- Treat all dogs and clients with respect, taking into account their physical and emotional well-being and respecting clients' wishes regarding the training of their dogs.
- Continue professional development by reading relevant material, attending conferences, workshops and seminars, and pursuing other education opportunities in order to provide a service based upon sound scientific principles and current best practice.
- Be honest and trustworthy in my dealings with clients.
- Refrain from giving guarantees regarding the outcome of training, because there is no sure way to guarantee the cooperation and performance of all parties involved and because the knowledge of animal behaviour is incomplete. This should not be confused with a desire to guarantee client satisfaction with professional services.
- Represent accurately the source of any information and disseminate to clients and members of the public.
- Respect the confidentiality and privacy of clients.
- Be respectful of colleagues and other professionals and not falsely condemn the character of their professional acts.
- Not advertise myself as a member of the APDTNZ Inc or use the logo of the APDTNZ without prior approval of the Association.
- Not represent myself as a spokesperson for APDTNZ Inc without prior approval of the Association.
- Refer any and all suspected medical problems to a veterinarian before beginning or continuing a relationship. The relationship between dog trainers and vets must be cooperative for the benefit of dogs and their people.
- Perform services to the best of my ability within the guidelines of this code of ethics.

Appendix 1

There can never be a definitive list of equipment and techniques that the APDTNZ does not endorse. The following list gives examples of some of the equipment and training methods which are covered by the Code of Ethics not to be used as training tools in a dog training class:

- Pet corrector – emits a hiss of cold air
 - Dog stop – emits a high pitched sound
 - Remote controlled spray collars
 - Automatically triggered spray collars
 - Antibark collar – emits spray directed onto dog's skin (including new product jet master)
 - Training discs
 - Liquid sprays
 - Loud noises – inc. rattle cans/bottles/chains/keys
 - Throw stick/chain
 - Strong smelling substances – inc. smelling salts/bite back
 - Any electronic training collar
 - Any check/choke chains, prong or spike collar
- Punitive methods not to be used in a dog training class:
- Pinching – ears/feet/toes
 - Hitting
 - Biting (of dog)
 - Alpha roll
 - Any manhandling that causes pain or discomfort.

Alteration

This code may be altered by the committee of the Association provided that the proposed alteration is notified to all members and their comments requested and duly considered by the committee.

Terms and Conditions for the Use of the APDTNZ Logo by Full Members

The APDTNZ logo is the sole and exclusive property of APDTNZ. This logo may be used only by APDTNZ members in good standing. Any failure by a user to comply with the terms and conditions contained herein may result in immediate revocation of the use of the logo, in addition to any other sanctions imposed by APDTNZ. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by APDTNZ in its sole discretion.

The logos are made available to APDTNZ members in electronic format. The logos may not be revised or altered in any way, and must be displayed in the same form as produced by APDTNZ. The logos may be printed in black and white or colour. The colours on the logos cannot be altered.

The logos may be used in a professional manner on the user's business cards, stationery, literature, advertisements, and storefront window or in any other comparable manner to signify the user's membership of APDTNZ. The logo may never be used independent of the term "FULL MEMBER". Notwithstanding the foregoing, the logos may not be used in any manner that, in the sole discretion of APDTNZ: discredits APDTNZ or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between APDTNZ and the user, including by but not limited to any use of the logos that might be reasonably construed as an endorsement, approval, sponsorship or certification by APDTNZ of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services.

If a member changes their membership level to associate, they must immediately discontinue use of the logo.

The logo can be displayed on the front page of a full members website with the following text beside it: *Are you up to date? Heard of the Association of Pet Dog Trainers New Zealand? Check the link.*

Permission to use the APDTNZ logo is given to individual full members only, and not to a business or club. If the business or club has a number of staff/volunteers, the logo can only be displayed in connection to the full member, i.e. in the 'about us' section of the website.

Use of the logo shall create no rights for users beyond these terms and conditions. The logo shall remain at all times the sole and exclusive intellectual property of APDTNZ. APDTNZ shall have the right, from time to time, to request samples of use of the logos from which it may determine compliance with these terms and conditions. Without further notice, APDTNZ reserves the right to prohibit use of the logos if it determines, in its sole discretion, that a user's logo usage, whether wilful or negligent, is not in strict accordance with the terms and conditions, or otherwise could discredit APDTNZ or tarnish its reputation and goodwill, or the user is not an APDTNZ member in good standing.

Any questions concerning the use of the logo or the terms and conditions should be directed to the president@apdt.org.nz

The APDTNZ is pleased to announce that after a query from us and others to Massey University regards their Principles of Canine Behaviour extramural paper which had been deleted, they are putting together a replacement paper and they hope it will be available from late 2012 or early 2013.

Free

dog*tec

Marketing Web Seminar

The business consultants at dog*tec share advice on marketing your dog training business, whether you're just getting started or are looking to grow an existing business. If the phone isn't ringing as often as you'd like, there's no better resource to help than dog*tec.

By special arrangement with dog*tec, we'll be offering one dog*tec business success web seminar to New Zealand APDT members every 3 months.

Check out all that dog*tec does to support trainers, including one-on-one consulting, business tools and services tailored to dog pros, and educational opportunities like this web seminar. www.dogtec.org

How To Watch

Just click on the link that you can find on www.apdt.org.nz under events to watch the seminar.

Don't wait too long, as this class will only be available until the end of October!

WANTED! Website Co-ordinator.
Would you like to become more
'hands on' involved with
APDTNZ?
Contact president@apdt.org.nz for more info.