



Association of Pet Dog Trainers New Zealand

Newsletter Issue 27

IN THIS ISSUE

Page

2 NEWS FLASH!

No Shock November

4 FACEBOOK

Promoting the APDTNZ
and therefore also your
business

5 BUSINESS MATTERS

Recycle your marketing
to do more with less

**8 APDTNZ's Trainer
Endorsement**

Programme (TEP)

We're taking
applications now!

**9 LIBRARY BORROWING
RULES**

2016/17 Committee

Margaret Marshall - President

Rebecca Roper - Vice President
and Treasurer

Darran Rowe - Secretary

Deborah Chadoutaud Maslet -
Newsletter

Susie Londer - Conference
Coordination and Education

Kate Butler - Website

Ann Kenny - Membership

Angelika Cawte - PR and Media

Lisa Sturm - Facebook

Paula Denby-Gibbs - Committee
Member

MESSAGE FROM THE PRESIDENT

I am in the process of reading "Being a Dog" by Alexandra Horowitz who has a Dog Cognition Lab at Barnard College USA. If you haven't read this book I suggest you either beg, borrow or buy a copy to read. The author explores and discusses a "smell-mapping" group project in Brooklyn (humans only) with a multisensory artist from the UK, Kate McLean and there is research complete with a pee post in a NYC park. Then there is the mirror mark test, and the concerted "smell walk" with her two dogs. She tosses olfactory researchers names about with abandon and I am fascinated with the fanciful, if moderately obscure, words for noses that are used. The beak, nozzle, snoot, bill, gnomon, nib, snot-gall, snitch, trunk, horn, spectacle seat, are just some of the names for the scent-box. I have just read about the research undertaken at an olfaction lab at Rockefeller University and I am presently in an old disused DuPont chemical building where everything is decrepit, stained, broken and bare and the author is waiting for the dog to find her. From the Working Dog Centre of the University of Pennsylvania Veterinary School, these dogs are destined to be detection and therapy dogs. The first litter of working dogs are now 11 months old with five from the litter on site and four with foster families as pets, in an experiment to gauge suitability for future employment. I am amused by the wit of the author and are eager to find out more about the research being undertaken.

From the back cover: "To a dog, there is no such thing as 'fresh air'. Every breath is full of information. Dogs can identify drugs of every type, cancer, land mines, termites, they know about the upcoming weather, earthquakes before they happen, how 'afternoon' smells, what you had for breakfast, and whether a cat touched your leg yesterday. In fact, what every dog knows about the world comes mainly through its nose. This book makes you feel as though you have smelled into a fourth dimension, literally broken free of human constraints; and that you have, however fleetingly, been a dog".

I must remind members of the great resources provided by Dog*tec. Veronica Boutelle has provided a poster for members to personalise and use citing the benefits of choosing a dog trainer wisely. If you do not have a copy, go to the APDTNZ website and download it now. Veronica has also offered a selection of her books and DVDs for the APDTNZ library. We will advise you via facebook, when they are available. Our grateful thanks to Veronica for her continued interest and support.

This year has sped by incredibly fast. We are now approaching December and the mad Christmas rush. I trust that you all have had a significantly good 2017 and your achievements have been many and your goals have been met. On behalf of the Committee I wish you all a very safe and happy Christmas and a bright and prosperous 2018.

As always, we welcome your thoughts and contributions towards improvement of our services for members. Contact the Secretary Darran Rowe secretary@apdtnz.org.nz or myself president@apdtnz.org.nz with your ideas.

Kind regards, Maggie Marshall

NEWS FLASH!

No Shock November

By Dr Jess Beer

When abiding by the goal of training dogs with kind and scientific methods, we look to recent evidence to support what many of us find instinctively to be right. We take this evidence and apply it to a reasoned argument to ensure our clients are educated, and can then make the best choice for their dog. We must focus on providing that evidence to educate the public, in the face of many other anecdotal or even false claims, made by many other people in this unregulated industry of dog training.



To tackle one of the most painful subjects I can think of, we need to actively educate the public, to help them make the right decision when it comes to what tools to use in training their dog. We cannot argue with others, we must focus on providing clear and concise evidence. On that basis, how do we approach the drastic issue of the use of electric shock collars in New Zealand? Unfortunately they are easily available for anyone to purchase from pet stores, online stores, and even more frequently recommended by many trainers and councils throughout the country. Shock collars are used as remote trainers, as anti bark devices and boundary fence systems. Sold as

simple solutions to common problems, the risks and abuse of such devices is not clearly evident to the public who are seeking advice regarding their dog. This is an issue that must be tackled both at the legal stage, hopefully banning the sale of them in the future, but also at the client demand level. So long as people are convinced by advertising and spoken recommendation then companies will not cease their trading. We need to stand up as educated and compassionate canine professionals and inform the public of the risks and the damage of using such tools on their pets.



We have been lucky to see the recent launch of #ShockFree Coalition by the Pet Professional Guild sending out a global initiative to educate and advise the pet industry as to why the use of shock in dog training is not the best nor the kindest way to treat our pets.



NEWSLETTER CONTRIBUTIONS WANTED!

Would you like to contribute to the newsletter?

We love hearing from our members, whether it be a training article, case study, dog gear or book review. If you've got something to share with your fellow members, please get in contact with the editor to let us know.

Deadline for contributions to be included in the next issue:

**15th FEBRUARY
2018**

<http://www.shockfree.org/>

“The Shock Free Coalition believes that pets have an intrinsic right to be treated humanely, to have each of their individual needs met, and to live in a safe, enriched environment free from force, pain and fear. Members of the Shock Free Coalition consider it to be their responsibility and utmost obligation to be vigilant, to educate, to remain engaged and work toward eliminating shock as a permissible tool so it is never considered a viable option in the training, management and care of pets.”

This is a message that we want to broadcast to our local public, our clients, our friends, our neighbours and our social media acquaintances. To add a Kiwi feel to it I have prepared an initiative that we can then easily promote via posters, social media, and in local newspaper publications. **No Shock November**. A targeted month of daily postings and information about why electric shock can be painful, inhumane and unnecessary in training any animal. Thanks to all who have given me their email address to which I will be sending posters and images which can be easily be printed out and provided to all your local pet services. Doggy day cares, groomers, vet clinics, pet stores, community notice boards and more. I urge anyone with local media contacts to provide an interview enlightening the public about how truly dangerous the use of shock collars can be. As an organisation we must be bold about providing alternatives and advice on how we can train dogs and manage behaviour with modern, humane and scientifically based methods.

I have prepared a Facebook page **No Shock November New Zealand** which will be launched with its first post on November the 1st, with one or more posts every day highlighting the realities, myths and misconceptions about shock collar use. Please Join, Like, Follow and share to your business and personal pages.

Information and scientifically supported papers can be found at

<https://www.petprofessionalguild.com/advocacy-resources>

<http://banshockcollars.ca/studies.php>

<https://www.sciencedaily.com/releases/2014/09/140908083344.htm>

<http://www.companionanimalpsychology.com/2013/06/the-end-for-shock-collars.html>

<http://www.cliniciansbrief.com/sites/default/files/sites/cliniciansbrief.com/files/shock%20collars.pdf>

**Dr Jess Beer BVSc MANZCVS Veterinary Behaviour
Director Kiwi Vet Behaviour**

**SHOCK-FREE
COALITION**



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.

FACEBOOK

Promoting the APDTNZ and therefore also your own business

By Lisa Sturm

The APDTNZ aims to become the go-to institution for any questions around dogs and their training in order to make sure that people choose force-free options above all. Having a strongly known APDTNZ will be hugely beneficial to all its members. So, please help us to achieve this goal by liking and sharing our page and its content. Even better, provide us with content to share to promote your ideas and your business.

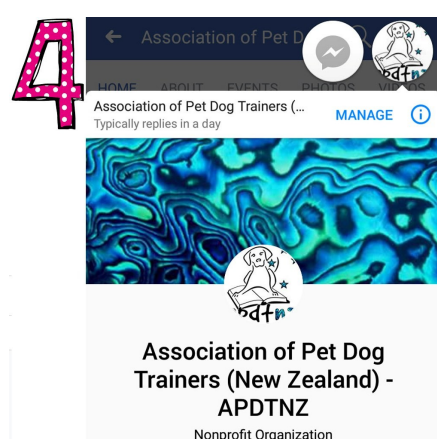
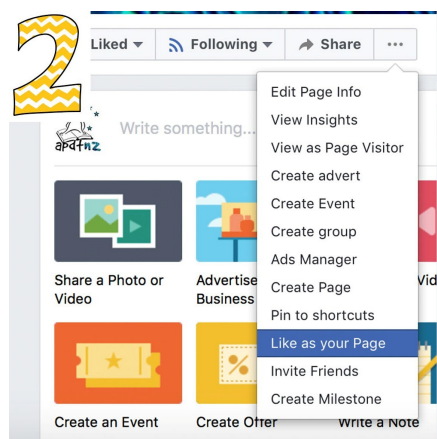
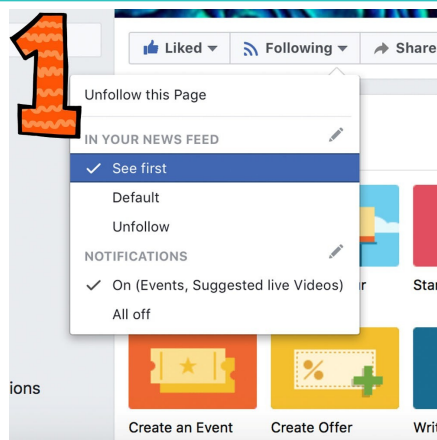
What do you need to do?

Go to the Facebook page

<https://www.facebook.com/APDTNZ/>,

1. Click 'Like' if you haven't yet, then click on "Following" to choose 'See first'. That way you will never miss any posts anymore.
2. Now click the 3 dots next to 'Share' and click 'Like as your page', so that people can see that your business is associated with the APDTNZ.
3. In future when you see posts coming up, at least react to them, even better comment and/or share to make the APDTNZ better known.
4. You created a nice meme, took a photo or video or have anything else to share? Let us know, so we can promote your ideas!

Happy Facebooking!



APDTNZ Member Only Facebook Group!

Did you know there is a member only facebook group for APDTNZ members (and is a secret group so you will need to be added). If you're not in the group yet, let us know so we can add you. www.facebook.com/groups/APDTNZMembers

The rules for this group are in a pinned post at the top of the page. Please make sure that you read these carefully and abide by them so that the group can operate fairly autonomously and free from admin interference.

BUSINESS MATTERS:

Recycle Your Marketing To Do More With Less

By Veronica Boutelle

At dog*tec we talk and write a lot about content marketing (we also call it community marketing)— using your expertise as dog trainers to educate your audience while subtly promoting your business. It's an excellent strategy. While doing good, you're also using marketing that's more effective, often less expensive, and much less sales-y and uncomfortable if you're a bit on the shy side about actively selling yourself.

Unfortunately this kind of marketing is time intensive. It's not called content marketing for nothing—it's all about generating content, and that means work. That's where recycling comes in.

The 3X Rule

At dog*tec, we follow the 3X rule: Any content we generate must be used at least three times. It takes a lot of time and energy to create a written piece or a presentation, so we try to get the most use from each effort. Recycling allows you to get more marketing done for nearly the same amount of work. This article, for example, will most likely someday see new light as a post in our online article archive. The ideas written here will no doubt make it into a PowerPoint presentation. And maybe we'll parcel out some tips to post to our Facebook page, too.

Here are some ideas for recycling your own marketing content:

Put Pen To Paper

Most trainers have a lot to say about dogs, dog behavior, and training. If you have some writing skill, think about putting some of your thoughts together into an article. Perhaps about puppy socialization or understanding and normalizing aggressive displays or how to choose a trainer or teach your dog to be more focused on you. Offer your article to a local paper or magazine.

Then give your content multiple lives. Here are some ideas:

- Reprint the article in a future email or print newsletter—or both.
- Simplify the content into a branded tip sheet to share via veterinarians, pet supply stores, daycares, and grooming shops. You can give it to private clients and class students, too.
- Break the article into several shorter blog posts to publish over multiple weeks.
- Post a teaser line or two and a link to each blog post on your Facebook page, and/or send out a tweet.
- Expand your article into a free e-book to offer on your website.
- Turn your e-book into a PowerPoint presentation.

Take A Stand

If you're more comfortable sharing your thoughts about dogs and dog training verbally, create a rich presentation using pictures, images, and video. Reading body language is a great topic, or maybe a little canine myth busting. Or you might put together a presentation on how dogs learn and the implications for how we interact with them.

Then use your presentation to educate and get in front of multiple audiences:

- Work with a shelter or rescue group to put on a public talk to raise funds for their organization.

- Offer vets a lunch-and-learn opportunity for their staff. You bring the pizza and the PowerPoint.
- Daycare staff are another perfect target to benefit from your expertise. Offer any local daycares a chance to bring their people together for some free training.
- Don't forget shelter and rescue staff, as well as volunteers and foster parents. And in return for the free advice, ask them to send those tip sheets you've been creating from your articles home with their adopters.
- Publish any video clips you use on your YouTube channel (or use them to start one), and post them on your website.

Use Client-Generated Content

Collect the questions clients ask via social media and email—and the answers you write. Turn those answers into content:

- Create or add them to an existing FAQ page on your website.
- Edit as needed for blog posts. (Then see above for recycling from there.)

Also make the most of testimonials and reviews:

- Put them on your website. If you have enough, create a whole page of them. Either way, be sure to sprinkle short excerpts throughout your site, especially on your home, about, and service pages.
- Include these short excerpts in other marketing material, including traditional print pieces like brochures as well as content pieces like newsletters.
- Say thank-you for testimonials and reviews via social media.

Generate Your Own Client Content

Ask clients if you can share their success stories. Write up a narrative that spins a before-and-after tale and how they made their way from the before (hyper, distracted dog or growling over the food bowl) to after (calm, focused family member or dog who wags and drools at the opportunity to share her bowl).

Then publish that story in multiple places, with pictures showing a happy dog and happy clients:

- As a story in your email or print newsletter.
- As a blog post.
- As a client case study on your website.
- Share a short summary via Facebook or other social media that leads to the page on your site.

Marketing can feel overwhelming. Especially when your real love is training dogs, not running a business. But when you get in the habit of recycling content, it's all a bit less daunting. Committing to just one project per quarter (even one per year if you're particularly marketing phobic!) and then transforming that content into multiple iterations can increase your marketing output—and client input—drastically.

*Veronica Boutelle, MA, CTC, is the founder of dog*tec and author of How to Run a Dog Business, The Business of Dog Walking, and co-author of Minding Your Dog Business. She teaches on business topics for dog trainers internationally and has been a featured speaker at two APDT NZ conferences. To work with Veronica and the dog*tec team on your marketing, email info@dogtec.org or visit www.dogtec.org to learn about how dog*tec can support you in doing what you love for a living.*

Happy Holidays!

We've got **3 ways** to wrap 2017
and get 2018 off to a great start!

Use your APDT NZ Member Discount to **save \$50** when you:

1 Start or grow your business with one of our friendly business consultants:

- One-on-one support by phone, focused on your goals
- Work with an accomplished R+ trainer who understands our industry

2 Save time with a dog*tec Business Toolkit:

- Business Toolkit for Trainers—all the paperwork for running your business
- Homework Toolkit—60 editable, brandable R+ class and private handouts
- B-Mod Toolkit—editable, ready-made R+ behaviour case training plans

3 Increase your class business with a ready-made R+ curriculum package:

- Open Enrollment Puppy Class
- Open Enrollment Basic Class
- Topics Classes to get students coming back

Save \$50 off any dog*tec Toolkit, Curriculum Package, or Consulting Package by using code APDTNZ at www.dogtec.org.

We've been helping R+ trainers build their dream careers since 2003.
Is this your year?

Learn more at www.dogtec.org
or email info@dogtec.org.

dog*tec
Our business is to help yours succeed



APDTNZ's Trainer Endorsement Programme (TEP) We're taking applications now!

The Trainer Endorsement Programme (TEP) recognises and endorses those APDTNZ members who, as dog trainers, have a level of knowledge, experience and academic qualifications, or accreditation that is of a high calibre and is in line with the Association's Code of Ethics promoting dog friendly training techniques.

Dog training is an unregulated industry in New Zealand, and formal qualifications are not required for dog trainers. The APDTNZ released the TEP in June 2017 with the aim that over time endorsement will become a benchmark for dog-friendly, qualified, and experienced trainers so the public, as well as other dog trainers, can confidently seek them out.

Endorsement is maintained every 3 years via continuing education and activity points to encourage trainers to further their own knowledge across the fields of dog training, education, and behaviour.

Endorsed trainers will be highlighted on the APDTNZ website and have the right to use the APDTNZ endorsed trainer logo.

How to apply

The TEP is open to Full Members after 12 months of full membership. Before lodging your application, you should complete a self-assessment against the entry criteria. Once confident you meet the criteria, submit an application for endorsement along with any relevant supporting documentation plus application fee of \$80.

A review panel reviews the application, checks the applicant is eligible to apply, and seeks further information (if required) before making a decision, to approve or decline the application for endorsement and informing the APDTNZ President.

[Trainer Endorsement Programme - document and application form \(PDF, 820K\)](#)

INITIAL APPLICATION PROCESS

Step 1

Applicant: Completes a self-assessment against the entry criteria and once confident they meet the criteria, submits an application for endorsement along with any relevant supporting documentation plus application fee.

Step 2

Review Panel: Reviews the application, checks the applicant is eligible to apply (refer to Criteria for Endorsed Trainer Applicants) and seeks further information (if required) before making a decision, to approve or decline the application for endorsement and informing the APDTNZ President.

Step 3

APDTNZ Committee: Notifies the applicant of the outcome of their application and updates relevant records e.g "Find a Trainer" page within 2 months of receiving the application.

LIBRARY BORROWING RULES

- Only Financial Members of APDTNZ may borrow from the APDTNZ library.
- There is no borrowing fee but to cover postage and packaging within New Zealand there is a charge of \$8.00 or \$13.00, depending on size, this includes the cost for returning the books. The Librarian will advise you which charge applies to your choice of books. This charge is payable with your request. Should any item be damaged or lost, the member will be required to pay replacement costs.
- Only 2 books or a total of 4 disks may be borrowed at a time with a maximum
- borrowing time of **one month**.
- There is a late fee of \$5 per week per item for overdue items. Please include the fee when you return overdue items.
- Please ensure that items are returned in the courier bag provided and covered with bubble wrap. Do not use sticky tape on the bubble wrap so it can easily be re-used.
- To borrow items please contact the librarian with your request at librarian@apdt.org.nz
- When you receive confirmation that your choice of books is available, you can either:
 - ~ send a cheque, **made out to APDTNZ** to the APDTNZ Treasurer, 78 Pukeko Lane, RD1, Kerikeri 0245, or
 - ~ direct deposit to 03-1503-0398799-00 account name: APDTNZ Inc, please provide your name and the word "library" as a reference.
- Only when payment is received will the books be sent out.
- When ordering please identify all items by author and title, and provide the librarian with your name and full address including postcode.
- Please do not ask the librarian to make a selection for you.
- The list of items available to be borrowed is on the APDTNZ website www.apdt.org.nz or can be posted if you send a stamped self-addressed envelope to the librarian. Or it can be emailed to you. Contact librarian@apdt.org.nz
- Where appropriate, due to either the inability to replace, or the cost of replacing goods, (such as some books & videos) APDTNZ will use Express Post to post such items out to members. Loans from the library of such items will need to be returned by Express Post, as determined & advised by the Librarian.
- ***The APDTNZ does not necessarily agree with nor condone the information contained in library items that have been supplied on loan to members.***

MEMBER BENEFITS

PetTech Pet First Aid Courses



As an APDTNZ member you can get a discount when you attend a PetTech Pet First Aid course.

The amount is up to the instructor taking the course but Rhiannon offers a whopping 30% discount to our members.

If you are interested in attending a PetTech Pet First Aid Course, get in touch with your local instructor and enquire about what discount they may be able to offer.

www.pettech.net.nz

Isn't it great when our fellow members support each other? We think so. So thank you Rhiannon and our other PetTech instructors who are willing to support their fellow trainers continuing their education.

If you want to offer your fellow members a discount on products or services, please get in touch. We'd love to hear from you.