

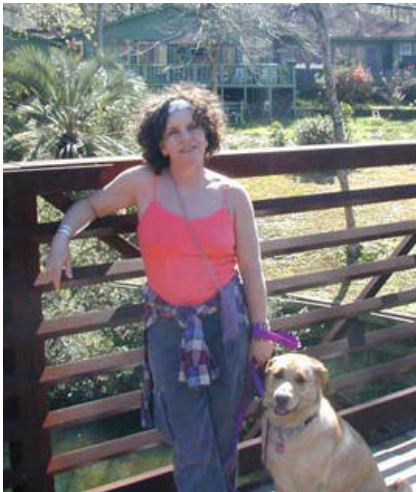
Unleash Yourself

Teaching Humans to Train Their Dogs

WHY OUR METHODS ARE DIFFERENT

Welcome to “Unleash Yourself,” a unique dog training program that defies tradition and produces measurable results.

You’ll find that we differ from most trainers because our work is based on a radical concept... teaching your dog how to *self-manage*. We refer to this as "The Third Way," which stands alone in contrast to the two other ways in which dogs are most commonly trained. Here’s an overview of what we mean by that:



1. The First Way of traditional training focuses on coercing or suppressing the dog to produce an immediate response (such as choke chains, discipline, intimidation and negative reinforcement). Traditionally basic skills were taught by dominating and suppressing dogs to the point where they were too intimidated to not comply. In fact, most of the problems people have with dogs who were trained in this manner are actually the result of the training itself.

2. The Second Way is commonly referred to as “Positive Reinforcement,” and focuses on trainers getting the dog’s cooperation through *bribery with food*. The drawback of this style is that dog can become overly aroused by the presence of food because it is used as an **enticement** rather than as a **consequence** for appropriate behavior. When this happens, the dog is too distracted to accurately learn new skills. This is discouraging to trainers and confusing to dogs

The Third Way is *our* way, and it’s all about getting the dog to perform all the desired behaviors *on a voluntary basis*. We do not make the dog do *anything*. Instead, we teach you to create situations in which your dog *volunteers* the desired behaviors because it increases her communication, affinity and connection with *you*. And that is the best possible reward for both of you. This in turn results in better trained dogs and better dog/owner relationships. The Third Way eliminates the problems caused by using too much suppression or arousal to make a dog perform.

Yes, it’s radical. And if you’re ready to explore a new belief system about your relationship with your dog, the Third Way will work beautifully for you.

MYTHS VS. FACTS ABOUT DOGS AND THEIR RELATIONSHIPS WITH HUMANS

If you are experiencing behavior problems with your dog, it is likely because you’re operating on long-standing myths and misconceptions about dog behavior. A few examples:

MYTH: Dog group behavior mimics wild wolf pack behavior.

FACT: Contrary to popular belief, dogs around the world do not (or only rarely) exhibit wolf pack behavior. Most domestic dogs live alone or in very small groups. Pack behaviors are much more complicated than just hierarchies of social status, and are learned through social play and care-soliciting activities during the dogs formative juvenile period. And your dog spend that period living with you and your human family, not with a wolf family.

MYTH: Your dog needs to perceive you as the Alpha wolf in order to be properly trained

FACT: Dogs don’t behave socially like wolves, nor are wolves socially anything like people. A trainer, who pretends to be the Alpha leader of a wolf pack by turning a dog over onto its back and getting down and growling at its throat is intimidating the dog, not teaching it. The dog perceives it as something entirely

different. The dog knows you are a human and not an alpha dog. The dog thinks you are behaving in a threatening and dangerous manner.

MYTH: A Dog is choosing to be stubborn when she does not come when called away from a distraction. not

FACT: They don't know how to be stubborn. They are either confused or the desired behavior (coming when called) is not rewarding enough.

MYTH: Dogs want nothing more than to please their humans.

FACT: Dogs are only acting according to their natural drives. They are here to please themselves and not to please us

MYTH: Dogs want nothing more than to please their humans.

FACT: This is applying Human thought and emotion to a dog. Dogs are only reacting to their natural behavior motor pattern and drive that they are born with, i.e....retrieving, herding, food, toys, people, other animals, water, affecting (petting) They are here to please themselves not to please us. Dogs facilitate to humans because the human gives the dog what they want.

MYTH: Dogs know when they have done something wrong

FACT: The only thing dogs know is whether or not they are safe or in danger in the presence of their human. Example: Dog pees in the house; the human sees this and immediately changes their emotional state and body language to being frustrated or angry and looks threatening to the dog, grabs the dog and rubs their nose in the pee. This could cause the dog to either work harder at peeing somewhere where the human cant see them or not come to you at a later time when called, because s/he is looking to see if it is safe or dangerous.

MYTH: Dogs know when they have done something wrong

FACT: The only thing dogs know is whether or not they are safe in the presence of any particular human

MYTH: Dogs are aggressive or capable of aggression.

FACT: Aggression is a problem and owners are advised to do everything from beating their dogs to locking them in a crate until they don't want to be aggressive anymore. What's really happening when there is conflict between a dog and a person is that the dog is acting *defensively* rather than aggressively. From the dog's point of view, this is appropriate, natural and necessary.

YOUR RELATIONSHIP WITH YOUR DOG

It is the basis of our training philosophy that dogs are perfect at being dogs and they do not understand human thought and emotion. Yes, they're devoted and cute and fun and loyal, but they are also opportunists, investigators, scavengers and master manipulators. They're here to please themselves, not to please humans.

Dogs are habitual creatures that live in the moment, and they have a short life span, so they know not to waste precious energy. They're very attuned to cause & effect, and they'll always react to defend themselves if they feel the need to. Each dog is unique, with unique drives and sensitivities that respond to feelings of safety and danger. A dog's mind is as simple as that.

Regardless of your dog's role in your relationship, he needs to learn a few basics, such as how to calm himself down when he's over stimulated, to be cue-ready, to relinquish distractions and to focus his attention on YOU. You are his guide, teacher and sole source of companionship and in the world of a domestic dog, you are his only source for *survival*.

So begin with realistic expectations for your dog. If you want her to respond reliably to your cues, such as coming when called, walking on a loose leash or maintaining a sit/stay while other dogs pass, she must understand what is expected from her. And the key to teaching her that can be summed up in one word: *consistency*.

Your dog's environment as well as her physical and personality attributes, will constantly changing as she grows, and it's important to consider these ever-changing factors when teaching a dog how to respond. Your dog's only guarantee, her

only stable point on the earth is YOU. And to function successfully in this role, you must be consistent, focused and ready to spend a lot of time and energy working with your dog.

OUR PROGRAMS

We have several programs and classes designed to suit the unique needs of individual dogs and their owners. Our programs will educate you about the true nature of dogs and teach you to guide and manage them in a healthy, respectful and responsible manner. We're proud to have been voted the Best Trainer in Portland for 2001 by Portland Monthly Magazine, and our Puppy Pounce Kindergarten was voted Best in Portland for 2003 by Willamette Week Newspaper.

**If you'd like to see us in action, you are invited to observe classes before registering.
Call 503-288-4462 to schedule a visit.**

**Class sizes are limited. Schedule subject to change due to demand.
You must complete a Bill of Health before starting classes.**

Our training methods are based on three practices which we call "The Three Foundation Games." They are:

- . **Eye Contact** (getting the dog to be calm and attentive)
- . **Sit/Maintain** (teaching the dog self-imposed impulse control)
- . **Walk Away** (relinquishing distractions and undesired behaviors on cue)

In both group and private sessions, you and your dog will work together as a team to learn these basic practices. They are the foundation for all the other commands and desired behaviors. Once you have mastered these, your dog will know how to calm himself and pay attention to you in much more responsive and receptive way.

Individual private sessions - Scheduled at your convenience and at the location of your choice:

- \$90 per hour (price may vary depending on location)
- \$400 6 week private series (price may vary depending on location)
- \$1.00 per minute for phone consultations

Private training is recommend if your dog needs to work on behavior or social problems. If he or she is socially challenged and would be too distracted in an environment with other dogs, a class would not be beneficial, and we strongly suggest private sessions.

3-Week In-Home Training

Gina will come to your home for an intensive one-hour session five days a week for three weeks, even while you're at work! She can work with your dog on specific skills, such as coming when called or relinquishing distractions. Each session will be videotaped and at the end of the series you will receive the tape to review and refer to. This also includes a 30-minute weekly meeting between you, your dog and Gina to evaluate progress.

\$1,125.00 (price may vary, depending on location and travel time)

Puppy Pounce Kindergarten (voted best in 2003 by Portland Monthly magazine)

This class is for dogs less than four months old, and it is the most important course you'll ever take to get your puppy off to a great start. Young pups are like sponges... their minds are a clean slates from one moment to the next and they're eager to learn. This comprehensive beginner's course is designed to teach humans and their puppies the basic foundation skills, play behavior education and proper management of a puppy's environment. It also helps you to prepare for a puppy's adolescent phase (beginning about 5 months old), during which they go through puberty and momentary memory

loss. It's perfectly natural for your dog to temporarily forget the good manners you've taught her, but don't give up. This course will guide you through the rough times with ease.

The first class is an orientation and will include humans only — no pups!

Starting: Saturday, November 12th, 9:00AM, Saturday, November 12th, 11:00AM

The Foundation for Beginners

For dogs 5 months of age and over. We focus on the basic building blocks (eye contact, sit/maintain and relinquishing undesired behaviors on cue) using management devices and problem-solving tools. The basic idea here is to learn to *redirect* your dog rather than to *correct her*.

- . For dogs 5 months or older
- . Eight 60-minute weekly sessions
- . Limited to six dogs
- . \$185 for the course and the training book

Starting dates: Monday, November 7th, 7:00 PM or Thursday, November 10th, 7:00 PM

There are some prerequisites for this class. Call or email for details.

The Dance - For Seriously Committed Dog Owners

This course is designed for students who have completed Puppy Kindergarten and/or the Foundation class. The goal of this class is to increase your dog's reliability with distractions and undesired behaviors. You'll review previously-learned skills by challenging your dog to respond reliably in even the most distracting situations.

Starting: Thursday, December 1st, 7:00 PM

- 8 weeks, 60 minutes, once per week
- \$160.00