

Registration Kit

**2020 APDT
Virtual Educational
Conference and
Trade Show
October 21–22, 2020**

**Be a Better Trainer.
Build a Better Business.**

**Start Planning for the
2020 APDT Virtual Conference**

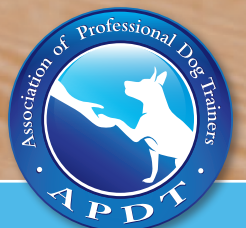
The 2020 APDT Virtual Conference will offer a variety of opportunities to improve ourselves as trainers, as business people, and as an industry. From amazing keynote speakers to CE classes, the APDT Virtual Conference is a dynamic event for serious dog trainers who want to stay at the top of their game.

Register online at
apdt.com/apdt-conference-2020



Register by September 30 and receive nine additional Shorts presentations (9 CEUs) at no additional cost (a \$225 value!)

*Celebrating 28 years as the premier
conference for dog training and
behavior consultation professionals*



Speakers & Agenda | Continuing Education | Registration Info



Speakers & Agenda



Approved
Educational
Provider

APDT is a CCPDT Approved
Educational Provider

The APDT's Body of Knowledge (BOK) consists of information, knowledge and functional skills the association has identified that all professional dog trainers should strive to possess. The BOK is built on the foundation of the six core competency areas identified by APDT:

1. Animal learning
2. Human learning
3. Canine behavior
4. Health and nutrition
5. Business
6. Laws and regulations

Conference session tracks have been marked accordingly.

Wednesday, October 21



OPENING KEYNOTE: Our Dogs, Ourselves: The 21st Century Dog-Human Bond

Alexandra Horowitz, Ph.D.

Track(s): Human learning

The contemporary culture of dogdom is mired by paradox. Dogs are so successful in our society because they seem to reflect us: we see something in ourselves in our dogs. And, thus, we extend our families to include them: keeping them inside, by our sides; feeding them specially prepared foods; acquiring clothes, bedding and accoutrements designed just for them. They may sleep on our sofas. Yet to the law, they are simply owned property, chattel – worth less than that sofa. Our breeding practices have created unhealthy, disfigured specimens; we regulate their sex life and alter their bodies. In this keynote, Dr. Horowitz discusses some of the contradictions that characterize the dog-human relationship today.



Canine Biology Learning Lab

Tim Lewis, Ph.D.

Track(s): Human learning, Canine behavior

This session provides students with opportunities for understanding basic canine anatomy and the implications of skeletal form for trainer professionals. Materials used will be from

wolves and domestic dogs, as well as bone-clone skulls.



Complex Aggression Cases

Michael Shikashio, CDBC

Track(s): Human learning, Canine behavior

"Hi, my name is Karen and I have four dogs, three cats and seven children. I just want my dogs to stop jumping up on the furniture, peeing in the house and stealing socks. Oh, and

they also attack my children. Can you help?" Michael will share an intimate look at some of his most difficult aggression cases and unique solutions for challenging scenarios. Whether it's an intra-household aggression case in a multi-species home, or the dog who isn't responding to a variety of behavior change plans, or the super-uncoordinated client who also doesn't follow through with your recommendations, this presentation will dive deep into troubleshooting.



Components of a Complete Behavior Modification

Lisa White, DVM

Track(s): Human learning, Canine behavior

Organizing the necessary components of a complete behavior modification plan into reasonably sized slices for implementation can be a daunting task, especially in complicated cases. This session will outline how to use a simple framework to organize recommendations to clients. Criteria, risk assessment and indications for medical management will be discussed.



Just Say "No"

Gina Phairas, BSc, Comms, CTC

Track(s): Business

As positive reinforcement trainers, we've excised the word "no" from our vocabularies, and with good reason. But when it comes to running your business, learning to say no is the key to saying yes to success. If you're like most dog pros, you're juggling far too much, finding it hard to catch your breath as you run from one obligation to another, and feeling guilty about never having enough time for your own dogs and family. If this sounds familiar, prioritize this session with Gina of dog*biz. You'll get practical advice for managing your time and your business, including a formula for deciding when to say no so you can say yes to the things that matter most. It's time to stop wearing the busy badge in favor of better work/life balance!



LIMA-Based Management of Inter-Dog Play

Mara Velez, M.A., CPDT-KA

Track(s): Human learning

During this session you will learn how to apply of the science of choice and the Least Intrusive, Minimally Aversive (LIMA) ethical principles to promote healthy dog-dog interactions and manage playgroups. Using the notions of choice, empowerment and adherence to the LIMA ethical guidelines, you can minimize risk and maximize the benefit of inter-dog interactions, including setting the stage for well-managed play.



Multi-Dog Magic

David Muriello, CPDT-KA

Track(s): Human learning

Bringing a new dog into a home with one or more dogs can easily create high stress and bloody battles over resources. Trainers need to understand the many factors we can control that will lead to harmony between the dogs. In this presentation, David will share the story of how he integrated a new dog into his family where 10-year-old dog Hazel (who doesn't always like other dogs) had been solo in the home for nine years. We will discuss the approach to creating a positive relationship between the dogs and review fascinating videos of their interactions and David's training processes.



Speakers & Agenda Continued

Wednesday cont.



Profitable Pricing: Are you charging what you're worth?

Robin Bennett, CPDT-KA

Track(s): Business

Are you really making the money you deserve? How do you know? Pricing strategies are key to generating the revenue you deserve as a trainer. But all too often, pricing is based on best-guess estimates and comparisons with your competition. Is this really the best strategy for pricing your services? In this seminar you will learn how to determine what your time is worth, and how to ensure your pricing strategies are actually leaving you with profit. Come prepared to deal with the financial numbers, but be prepared to take home a spreadsheet that will let you confirm your pricing is sound and profitable.



Project Safety Net: Keeping dogs out of shelters

Sarah Babcock, CTC, CPDT-KSA, CBCC-KA, CDBC

Track(s): Human learning, Business

Shelters and rescues are challenged with too many dogs and not enough homes. In addition to creative adoptions and post-adoption support, there is a need for programs that prevent dogs from coming into shelters in the first place. In this session, we will look at the primary reasons that dogs are surrendered by their owners. We will look at successful "safety net" programs from around the country that provide pet parents with the resources they need to address the challenges they face. Examples include low-cost vet care, behavior helplines, behavior consults, public classes, "fix-it" workshops, foster care, advanced dog-training volunteers and pet-friendly housing guides. We will look at what works and what doesn't, and Sarah will highlight some very creative "outside the box" solutions. Lastly, we will look at ways in which dog trainers might be able to help, even if their primary work is outside of the shelter itself.



Successful Training in Record Time: Choosing the best pace for each case

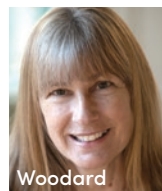
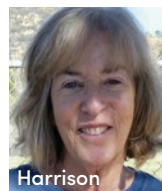
Alexandre Rossi, M.S., and Sarah Rodriguez, B.A., CPDT

Track(s): Animal learning, Human learning

Sponsored by:



Join Alexandre Rossi and Sarah Rodriguez as they discuss what they learned from training under time constraints in the film and television industry and how trainers can use these techniques to help clients achieve fast results. They'll discuss using the natural reinforcers for each behavior to take advantage of the brain's pre-mapped neural pathways for quicker learning. They will also cover the downsides to training behaviors too fast, and how to know the appropriate speed to achieve the optimum welfare for the animal.



Working as a Team Integrating Best Practices and Behavior, Training and Health

Meg Harrison; Katie Kangas, DVM, CVA, CVCP; and Sherry Woodard, CPDT-KA

Track(s): Animal learning, Human learning

This session will help you realize how change profoundly affects dogs, cats and people, plus discover techniques to introduce new family members, create calm environments, as well as deal with loss and grief for pets and people. Learn how emotions and nutrition biochemically affect overall health and well-being. Understand how consequences of both natural and man-made disasters influence current behaviors and discover how you can help those animals.

Thursday, October 22



Antecedent Arrangement and Protected Contact

Ken McCort

Track(s): Human Learning, Canine behavior

Keeping yourself safe and not letting dogs practice unwanted behaviors are important parts to being a successful trainer when working with certain types of behavioral issues.



Canine Neurophysiology

Meghan Herron, DVM, DACVB

Track(s): Human learning, Canine behavior

The brain is the master controller of all behavior. This is as true for dogs as it is for humans. Many anatomical and physiological concepts are nearly identical across many species of mammals, including humans. This presentation will discuss some of those similarities, as well as the vast differences between humans and dogs. The focus will be on the anatomy and physiology of the fear and pleasure processing centers of the canine brain, as well as how learning occurs from a physiological standpoint. An overview of learning theory and how these concepts come together for successful behavior modification in dogs will be presented.



Dealing with Difficult Clients

Chirag Patel, BSc, CAB, CPBC, DipCABT

Track(s): Human learning, Business

Many dog trainers come into the field due to their love of dogs and/or training, then quickly realize the field of pet dog training is primarily about coaching people. Join Chirag as he looks at something many trainers often struggle with: "How do I deal with difficult clients?"



Speakers & Agenda Continued

Thursday cont.



Does Your Dog Even Squat? How to leverage canine physical fitness to enhance your training

Maj. Brian Farr, DVM;
Meghan Ramos, VMD, M.S.

Track(s): Human learning, Health and nutrition

Physical fitness is essential for working, sporting and companion dogs to perform at the required level and live a long, healthy and injury-free life. To help their clients achieve physical fitness, trainers need user-friendly and evidence-based methods to assess and develop physical fitness. Join two sports medicine residents from the Penn Vet Working

Dog Center to learn how you can integrate physical fitness into your training toolbox and improve the performance and health of your clients.



The Gut-Brain Axis: The link between microbiota, immune response and behavior

Carlo Siracusa, VMD, Ph.D, Dipl. ACVB,
Dipl. ECAWBM

Track(s): Health and nutrition

It is common belief that the behavior of a dog is separate from all the other bodily processes. When in presence of an undesired behavior in a dog, you may have heard the question "Is it behavioral or medical?" to differentiate the two possible categories of causes behind it. Current scientific discoveries tell us that this distinction is more fictitious than real. Behavior is regulated by biological processes that are connected to all the other physical phenomena that happen in the body of a dog, and the net that connects all these processes is the immune system. Even more fascinating and intriguing is the role other small living creatures that populate the body of our dogs, the microorganisms of the microbiota, have in orchestrating the immune response and its physical and behavioral effects. In this lecture, we will review these interactions to radically change the way in which you look at your dog's behavior!



Let's Talk Meds: What should we be telling our clients about behavioral medications?

Jennie Fiendish, CVT, VTS Behavior, CPDT-KA, CTDI

Track(s): Canine behavior, Health and nutrition

Trainers are often asked by owners if it would be appropriate for them to use medications on their animals as well as what they should use. The use of prescription medications to treat behavioral problems in animals is a common practice; however, what trainers discuss with their patients about their use can be difficult as it is beyond the scope of their practice. In this session, attendees will learn about common behavioral medications and supplements, their uses and how to discuss them appropriately with clients.



Separation Anxiety: Why your dog can't just "get over" being left alone

Tracey Hagan, CPDT-KA, CBCC-KA, CSAT

Track(s): Human learning, Canine behavior

Tracey will discuss how a simple, ongoing desensitization protocol can help you feel confident about taking on separation anxiety

cases and succeed. This presentation will include information and videos from actual case studies that show the importance of learning stress signs through body language and how that helps when working through these cases.



When Death Strikes for You or Your Client: What does pet loss today look like?

Coleen Ellis, CT, CPLP

Track(s): Human learning, Business

Whether it's your own personal pet, or the pet of a trusted and loved client, this kind of loss is devastating. Professionals like yourself are

looking for ways to be a resource to clients in areas such as rituals and experiences, as well as with the emotional journey and with the various permanent memorialization options available. In this session, helpful tips will be discussed in being a healthy resource for families, as well as tips and techniques for you in creating a balance between your own emotions and those turning to you for help.



CLOSING KEYNOTE: Animal Training as a Technology: Where is it today? Where should it be tomorrow?

Bob Bailey, Sc.D.

Track(s): Human learning

It is Bob's opinion that animal training could, and should, be a science- and data-based technology. This talk expresses Bob's opinion of where training practices are today versus where practices could be. His opinions are based his science background as a physicist, chemist and biologist, and his nearly 65 years studying animal behavior and training animals "in the trenches" as well as in a laboratory setting. He will describe his view of a training technology of the future, including how modern communication can assist pet animal training.

★ BONUS SHORTS PRESENTATIONS

Register for the 2020 APDT Virtual Conference by September 30 and you will also receive the following shorts presentations by industry and business leaders at no additional charge (\$225 value!)



Best Tech Tools for 2020

Bill Dotson

Track(s): Business

Join Bill as he provides you with the best tech tools for 2020 to help you advance your business. This session will help you put your office efficiency into overdrive whether you have a home office or a mobile office. From Bluetooth headsets, routers, watches and phones, to device security, Bill has the answers.



Speakers & Agenda Continued

★ BONUS SHORTS PRESENTATIONS cont.



Everything You Need to Know About CBD Ellen Lindell, VMD

Track(s): Human learning

There's no getting away from it. Cannabis is here to stay. The trend in treating behavioral illnesses in dogs has been to experiment with the same psychotropic products that are used in humans. Doses are extrapolated and it is assumed that serious side effects will not happen. Cannabis is no exception. CBD products labelled for dogs are widely available over the counter – no prescription required. In this lecture, the science behind cannabis will be discussed. You will learn about the types of cannabis products currently available as well as appropriate applications. Safety and efficacy data will be considered, and you will learn what questions to ask before recommending CBD for a dog.



Grow Your Authority, Influence and Revenue with Podcasting Jennifer Longworth

Track(s): Business

There are now more than 900,000 podcasts in the Apple Podcast directory, yet in 2019 only 70 percent of Americans are familiar with podcasts and nearly 20 percent of those aren't listening. Where do you fall when it comes to your relationship with podcasts? In this session we'll talk about: 1) an overview of the current stats and trends in podcasting; 2) why and how you should be listening to shows in your industry; and 3) the basics of why and how to start your own show.



Interrupting Undesirable Behaviors Using Trained Cues Emily Larlham

Track(s): Canine behavior

The focus of a behavior modification plan is on building strong desirable behaviors to replace the undesirable ones. However, even with a great management and prevention protocols, clients might find themselves in a situation where they need to intervene to prevent their dogs rehearsing and potentially being reinforced for doing undesirable behaviors. Emily will discuss 10 different cues that can be trained and used to interrupt and prevent undesirable behaviors in training sessions as well as in everyday life.



Podcasting 101 Jennifer Longworth

Track(s): Human Learning, Business

Podcasts are a great way to build your brand and authority within your industry and beyond. How do you set yourself up for success and growth with a podcast? In this session we'll talk about: 1) creating great content through great topics and guests; 2) promoting your business through your podcast; and 3) the basics of podcast monetization.



The Secret to Success: PQ + CX = Success!

Coleen Ellis, CT, CPLP

Track(s): Human learning, Business

Every day you're with animals, and possibly you marvel at the incredible lessons they organically teach. The pet lover of today is more and more treating these creatures as members of the family and caring for them has turned into quite the experience. Combine an elevated knowledge of what you are organically learning from these teachers, the PQ (pet quotient lessons) and CX (the client experience) and you will hear all you need to know about how to make YOUR business even more successful!



Wolf Park: Studying wolf behavior and care since 1972 Pat Goodmann

Track(s): Animal learning, Human learning

Wolf Park is an education and research facility located in Battle Ground, Indiana. Since 1972, Wolf Park has studied wolves and other wild canids to learn more about their behavior and assist researchers in the wild. This presentation traces our early experiences up to the present, explaining changes to our practices made through the years. Along the way we also learned that wolves and dogs, while very much alike, are yet very distinct populations.



Working Aggression Cases from 10,000 Miles Away Michael Shikashio, CDBC

Track(s): Human learning, Canine behavior

When Michael first thought about working an aggression case completely online, he wondered if that could even be possible. After all, he would need to work with the dog in-person, right? This presentation will highlight how modern technology permits Michael to take on clients from all over the world, allowing him to help clients in locations where a trainer experienced in aggression may not be available. Offering this service can also be a fantastic way to enhance a trainer's business. This presentation will also feature how to conduct remote consultations, including the technology and software involved, the types of cases that are best for remote work, and the steps from start to finish.



You Want Me to Train Your Kids to Train the Dog? How to go from nervous/frustrated to playful/effective when working with kids David Muriello, CPDT-KA

Track(s): Human learning

Families with kids are one of the most common and profitable client types for dog trainers, but teaching the whole family can be surprisingly complex and challenging. In this presentation, we'll talk about how to help families raise great dogs by seeing the situation through their eyes and using proven techniques to get buy-in from each family member. We'll also discuss how to make it less nerve-racking, and more fun for you as a trainer.



2020 Continuing Education Units

CEU Information – Continuing education units are required of various certificants to maintain their credential status. The APDT Conference has received approval for certificants of the organizations indicated below.

CEUs for Conference Sessions

Conference Format	Description	CCPDT-KA, KSA, CBCC-KA, IAABC, KPA, NADOI
Live Conference ONLY	You only get credit for watching the 4 sessions each day.	11
Full Conference on Demand	After the live conference, you go back on demand and watch the remainder of the sessions offered.	29
Bonus Content	If you purchase a registration prior to September 29, 2020, you get access to 9 additional sessions. This is a \$225 value worth 9 CEUs.	9



*Attendees have access to the recordings of the Full Conference on demand for 90 days. Attendees can view the Full Conference to receive the full 29 CEUs.

This information is subject to change.



BLUE-9
Pet Products
www.blue-9.com



Apply Now for the Blue-9 Pet Products Scholarship!

Award recipients will receive free admission to the 2020 APDT Virtual Conference, October 21-22.

Deadline for submissions is **August 31, 2020.**

For more information, visit
apdtfoundation.org/awards-and-grants



2020 APDT Virtual Educational Conference and Trade Show Registration Form

Please type or print clearly – this information will be used for your name badge.

To type and save, use the free [Adobe Reader](#) application. (For the digital signatures below and on the following page, you will be prompted in Adobe Reader or Acrobat to choose a signature option. If you do not already have a digital signature ID, when prompted select the third option, "Create a new Digital ID" and follow the steps.)



NAME _____		APDT MEMBER # _____		DESIGNATIONS _____	
ADDRESS _____		CITY _____	STATE/PR _____	ZIP _____	COUNTRY _____
EMAIL _____		BUSINESS PHONE _____		CELL PHONE _____	

First APDT Conference? ☐ Y ☐ N

What CEUs will you need? ☐ None ☐ IAABC ☐ CPDT-KA ☐ CPDT-KSA ☐ CBCC-KA CCPDT ID # (required for CCPDT CEUs) _____

CONFERENCE FEES: OCTOBER 21–22, 2020

Register by September 30 and receive 9 Shorts presentations as part of your registration – a \$225 value!

Premium Professional Member	Professional Member	Supporting Member	Non-Member
US\$149	US\$159	US\$169	US\$199
CONFERENCE FEES TOTAL			US\$

Registrations will not be processed without payment. Make checks payable to APDT.

Credit card payment can only be accepted by phone. For security purposes, we are unable to accept credit card payments via fax or email. Please call 800-PET-DOGS.

Please mail completed registration (with check payment only) to: APDT, 2365 Harrodsburg Road, Suite A325, Lexington, KY 40504 | Fax: 859-201-1061

☐ I agree to have my contact information provided to exhibitors/sponsors for promotions and discounts.

Conference Policies, Terms and Conditions

About

The APDT Virtual Conference is an event hosted by the Association of Professional Dog Trainers (APDT).

Personal Information

By registering for and/or participating in the event, you acknowledge that any personal information that you provide or that we collect from you will be used to grant access to the virtual conference sessions, exhibitors, etc. through a third-party provider and shared with exhibitors and/or sponsors per the opt-in statement during the registration process.

Recording Notice

All event sessions will be recorded. By attending the event, you consent to and authorize the use of your name and written comments or any reproduction thereof by us in any media whatsoever in connection with the promotion of the event and our programs, materials and services.

Information Shared with Exhibitors, Sponsors and Supporting Organizations

Exhibitors receive an attendee mailing list prior to and after the conference as part of their sponsorship. By completing conference registration, you agree to have your mailing information (name, title, company, mailing address) and limited demographic data shared with exhibitors and sponsors for this purpose.

Mailing and demographic information for attendees who reside in the EU and EEA are excluded from these exhibitor mailing lists.

We permit select sponsors to send limited emails to attendees from our email server. You may opt-out of sponsored emails during the registration process.

Conference Communications

By agreeing to these terms and conditions, you consent to receive emails and/or push notifications from APDT containing important information about the conference including news, giveaways and promotions. These emails are designed to ensure attendees are fully informed about the conference and receive the most satisfactory experience possible.

We may also send you emails about APDT membership, similar APDT events or other APDT products and services.

Non-payment Clause

Once a registration is submitted, it becomes binding and all fees are due and payable according to the terms herein. If you cancel the registration, or do not attend the event, the registration fees as dictated by the cancellation policy below remain due and are nonrefundable.

APDT reserves the right to reject any registration not in compliance with event eligibility requirements. APDT will only refund registration fees as the cancellation policy listed below dictates for any rejected registrations based on the date of rejection.

If an event registration is purchased as a paid member and the membership expires and is not renewed prior to the event in October 2020, the registrant will be subject to the non-member registration rate.

Credit Card Payments

Credit card payments are due at the time of registration. Any registration without a valid credit card payment at the time of registration may be required to re-register or may incur additional fees.

Check Payments

Check payments are due within 30 days of the attendee's registration date, and prior to any rate changes, or the registration will be cancelled and re-registering at the current rate will be required. Check payments should arrive by and no later than October 1, 2020, to allow for adequate processing time.

Once the check payment is received, an additional payment confirmation will be sent. If the check is returned or cannot be processed, the registration will be cancelled. Please allow 5–7 business days for the processing of conference payments upon receipt by APDT. A copy of the registration confirmation letter is required with the registrant's payment to ensure proper allocation. Check must be payable to APDT.

Check Mailing

APDT
2365 Harrodsburg Road, Suite A325
Lexington, KY 40504

Right to Reject Registration or Deny Participation

APDT reserves the right to reject registration, deny event participation or remove from the event any person who, in the reasonable judgment of APDT, does not meet registration eligibility requirements or is disruptive, threatening, distracting or otherwise engaging in conduct detrimental or damaging to APDT, the event, speakers, sponsors, exhibitors or other event participants. Registration fee refunds will be considered according to the cancellation refund policy above based on the date of registration rejection or denial of participation to or removal from the event.

Cancellation Refund Policy

- 100% less \$25 processing fee: July 1, 2020–September 30, 2020
- 50% refund (no processing fee): October 1, 2020–October 20, 2020
- NO refunds are given for cancellations received after October 20, 2020

All cancellations must be submitted in writing to APDT by the above dates via email to apdt@apdt.com

Substitutions

Registrations are not transferable nor are substitutions accepted.

Notice about Speakers

Opinions expressed by speakers at the event are their own opinions and do not necessarily represent the views or opinions of the APDT. We do not provide technical, software, legal, accounting, tax or other professional services or advice, nor do we endorse or guarantee the accuracy of any opinions or information expressed or provided by speakers at the event.

SIGNATURE _____



The Association of Professional Dog Trainers

2365 Harrodsburg Rd., Suite A325, Lexington, KY 40504

Phone: 1-800-PET-DOGS (1-800-738-3647) | Fax: 864-331-0767 | www.apdt.com

Membership Application

First Name _____ Last Name _____

Title _____

Business Name _____

Mailing Address _____

City _____ State/Province _____ Country _____ Zip Code _____

Email Address _____ Website Address _____

Certifications: Please check all that apply:

Check Off	Certification	Certifying Body	ID Number	Expiration Date
<input type="checkbox"/>	CAAAB	Animal Behavior Society	NA	
<input type="checkbox"/>	CAAB	Animal Behavior Society	NA	
<input type="checkbox"/>	CABC	International Association of Animal Behavior Consultants	NA	
<input type="checkbox"/>	CCAB	Association for the Study of Animal Behavior	NA	
<input type="checkbox"/>	CDBC	International Association of Animal Behavior Consultants	NA	
<input type="checkbox"/>	CPDT-KA	Certification Council for Professional Dog Trainers		
<input type="checkbox"/>	CPDT-KSA	Certification Council for Professional Dog Trainers		
<input type="checkbox"/>	CBCC-KA	Certification Council for Professional Dog Trainers		
<input type="checkbox"/>	NADOI-Endorsed	National Association of Dog Obedience Instructors	NA	
<input type="checkbox"/>	CDTA	International Association for Canine Professionals	NA	
<input type="checkbox"/>	PDTI	International Association for Canine Professionals	NA	
<input type="checkbox"/>	DACVB	American College of Veterinary Behaviorists	NA	
<input type="checkbox"/>	ABCDT-L2	Animal Behavior College	NA	

The APDT office verifies the above certifications with certifying organizations. If a certification is found to be invalid, you will be notified by the APDT office and the listing will be modified.

Mailing Preferences: As a member of the APDT, you will automatically be added to the APDT news email list. Members receive our Speak! email newsletter (two times per month) and its purpose is solely to keep APDT members abreast of important APDT membership updates and news of interest to our membership. If you do not wish to receive any communications from the association, you can update your privacy and trainer search preferences in your online account.

Membership is for a full calendar year from the date application is processed.
Membership dues and *The APDT Chronicle of the Dog* subscriptions are non-refundable.

Please choose a membership level or *Chronicle of the Dog* Subscription:

Professional Premium - \$160* Professional - \$110* Supporting - \$89†

The APDT Chronicle of the Dog Subscription - \$50

*Professional Premium and Professional members may opt to receive just the digital version of *The APDT Chronicle of the Dog* for a \$10 discount. Check if desired

†Supporting members may opt to receive the print version of *The APDT Chronicle of the Dog* for an additional \$10. Check if desired

For additional information about the membership levels or to purchase a subscription to *The APDT Chronicle of the Dog*, please visit apdt.com/membership.

Check Amount _____ Make checks payable to APDT.

Credit card payment can only be accepted by phone for security purposes. Please call 800-PET-DOGS.

Please mail completed application (with check payment only) to APDT, 2365 Harrodsburg Road, Suite A325, Lexington, KY 40504. Fax: 864-331-0767.

I agree that I have read the APDT Code of Professional Ethics and Standards of Practice and that I confirm my commitment to these guidelines as a condition of my membership in APDT.

Signature _____



The Association of Professional Dog Trainers

2365 Harrodsburg Rd., Suite A325, Lexington, KY 40504

Phone: 1-800-PET-DOGS (1-800-738-3647) | Fax: 864-331-0767 | www.apdt.com

Code of Professional Ethics

Amended July 10, 2018

The Professional Code of Ethics was created to set forth guidelines for members. Any members is subject to termination of membership, revocation of certification, and/or other disciplinary actions if they: (a) are convicted of a felony that involves violence against people or animals (b) engage in conduct which could lead to conviction of a felony, or a misdemeanor, related to their qualifications or functions; (c) engage in cruelty, abuse, or neglect of animals or humans, crimes against humanity or of violence against animals or humans; (d) fail to cooperate with the organization at any point from the inception of an ethical complaint through the completion of all proceedings regarding that complaint. Any member, or member applicant, who wishes to appeal the termination may do so in accordance with the complaints process.

Principle I: Responsibility to Clients

1.1 Trainers/behavior consultants provide professional assistance to persons without discrimination on the basis of race, age, ethnicity, socioeconomic status, disability, gender, health status, religion, political beliefs, national origin, or sexual orientation.

1.2 Trainers/behavior consultants are aware of, and comply with, applicable laws regarding the reporting of animal bites and suspected abuse or neglect.

1.3 Trainers/behavior consultants respect the right of clients to make decisions regarding their pet's management, training and care. Trainers/behavior consultants are responsible for helping clients understand the potential consequences of those decisions.

1.4 Trainers/behavior consultants obtain informed consent from clients before videotaping, audio recording, or permitting third-party observation.

1.5 Trainers/behavior consultants obtain signed waivers, contracts, or agreements prior to the start of services.

1.6 Trainers/behavior consultants ensure and oversee the safety of clients, animals, and the public in implementing training and behavior programs.

Principle II: Confidentiality

2.1 Trainers/behavior consultants do not share confidential information that could reasonably lead to the identification of a client, or prospective client, research participant, or other person with whom they have a confidential relationship, unless they have obtained the prior written consent of the client, research participant, or other person with whom they have a confidential relationship.

2.2 Trainers/behavior consultants keep accurate and complete records of all clients, their animals, services provided, and the conclusion of the services provided.

2.3 Trainers/behavior consultants provide referring veterinarians with professional feedback on services provided and training or behavior plans to improve continuity of care and ensure the collaborative relationship between health and behavior professionals.

Principle III: Professional Competence and Integrity

3.1 Trainers/behavior consultants work to minimize the use of aversive stimuli and maximize the effective use of positive reinforcement to modify animal behavior through a Least Intrusive, Minimally Aversive (LIMA) based approach.

3.2 Trainers/behavior consultants maintain competence in training and behavior through continuing education.

3.3 Trainers/behavior consultants maintain adequate knowledge of, and adhere to, applicable laws, ethics, and professional standards.

3.4 Trainers/behavior consultants provide truthful advertising and representation concerning their qualifications, certifications, experience, performance and pricing of services.

3.5 Trainers/behavior consultants refrain from providing guarantees regarding the specific outcome of training and behavior plans.

3.6 Trainers/behavior consultants provide full disclosure of potential conflicts of interest to clients and other professionals

3.7 Trainers/behavior consultants work within their professional education and individual expertise.

3.8 Trainers/behavior consultants seek help and education when confronted with complex or difficult cases, and refrain from taking cases beyond their professional experience.

3.9 Trainers/behavior consultants do not advise on problems outside the recognized professional education and certifications, and do not provide advice or recommendations in areas of veterinary medicine or family counseling unless licensed and qualified to do so.

3.10 Trainers/behavior consultants do not permit employees, subcontractors or supervisees to perform or to hold themselves out as competent to perform professional services beyond their training, level of experience, and competence based on certification and education.

3.11 Trainers/behavior consultants exercise care when stating their professional recommendations and opinions through public statements.

Principle IV: Responsibility to the Profession

4.1 Trainers/behavior consultants are respectful of colleagues and other professionals and do not condemn the character of their professional acts, nor engage in public commentary, including commentary in public presentations, written media or on websites, internet discussion lists or social media, that is disrespectful, derisive or inflammatory. This includes cyberbullying, that is, the use of electronic media for deliberate, repeated and hostile behavior against colleagues.

4.2 Professional trainers/behavior consultants maintain adequate professional liability insurance coverage.

Principle V: Financial Arrangements & Truthful Representation of Services

5.1 Prior to entering into the professional relationship, Trainers/behavior consultants clearly disclose and explain to clients all financial arrangements and fees

related to professional services.

5.2 Trainers/behavior consultants represent facts truthfully to clients, third party payors and students regarding services rendered.

Principle VI: Advertising

6.1 Trainers/behavior consultants accurately represent their competencies, education, training, and experience relevant to their practice of training and behavior.

6.2 Trainers/behavior consultants do not use titles that could mislead the public concerning the identity, responsibility, source, and status of those practicing under that name.

6.3 Trainers/behavior consultants correct, wherever possible, false, misleading, or inaccurate information and representations made by others concerning the consultant's qualifications, services, or products.

6.4 Trainers/behavior consultants do not represent themselves as providing specialized services unless they have the appropriate education, training, or experience.

6.5 Trainers/behavior consultants refrain from making misrepresentations regarding marketing and logos for which the practitioner is no longer eligible, and remove logos and claims of certification when no longer maintained by the practitioner.

6.6 Trainers/behavior consultants agree to use the most current logos, and follow recommended usage of said marketing materials.

6.7 Trainers / behavior consultants shall not commit business fraud, plagiarism or copyright infringement, misuse or misappropriation of logos, trademarks, theft of intellectual property, slander or libel.

Standards of Practice

Amended July 10, 2018

The Standards of Practice provide a framework of principles to convey a collective principle of professionalism, skills and values in positive reinforcement-based training. As members / certificants (collectively referred to as "members"), each individual member will undertake the following:

- To understand and promote Least Intrusive, Minimally Aversive (LIMA) training and behavior work.
- To continue professional development by reading relevant material; attending conferences, workshops and seminars; and pursuing other educational opportunities.
- To review and understand source material and academic texts for information.
- To abstain from representing training and behavioral information as scientific, unless the information is derived from peer-reviewed and published research.
- To refrain from offering guarantees regarding the outcome of training and behavior work.
- To always maintain professionalism through:
 - Providing your services honestly
 - Treating animals and clients respectfully
 - Valuing and preserving the privacy of clients
 - Maintaining professionalism with colleagues and other professionals