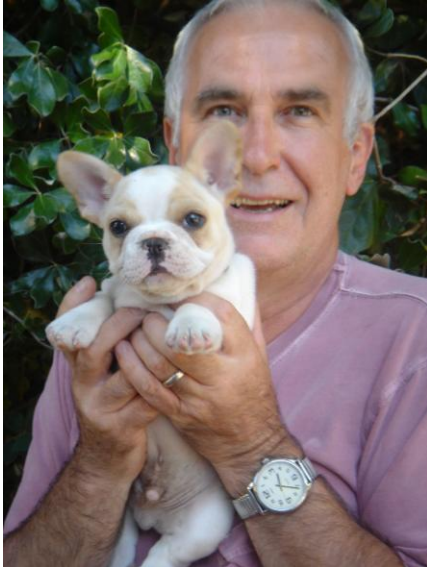




**Mungo's Books
for Dog People**



present



**Dr. Ian Dunbar's
Science-Based
Dog Training
(with Feeling)**

3-Day Seminar



**April 6th – 8th, 2012
in Calgary, Alberta!**

Dr. Ian Dunbar's SCIENCE-BASED DOG TRAINING (WITH FEELING)

This 3-day seminar highlights a number of diverse theoretical and practical issues that are severely holding back puppy-raising and dog training. We must all strive to make training as quick, easy, effective, expedient, efficacious and as enjoyable as possible for dogs and their owners. When socialization or training is under par, dogs make mistakes, owners get frustrated and then, dogs get punished, banished, surrendered or euthanized.

Friday: WE CONTINUE TO WASTE PUPPYHOOD!!!

How to predict and prevent all the things that go wrong in adolescence — the many behavior and temperament problems that are created in puppyhood yet seldom manifest themselves until much later — house-soiling, destructive chewing, excessive barking, separation anxiety, fearfulness, dog-human and dog-dog aggression. There are huge holes in basic puppy husbandry that lead to a drastic decrease in the quality of life for far too many dogs and their owners, or for many dogs, loss of life itself. Puppy prevention of behavior problems and aggression towards people is as easy as it is enjoyable. Whereas raising a dog to be dog-dog friendly throughout adulthood can be a challenge and requires oodles of classical conditioning during puppyhood and adolescence (when the dog is still friendly), there are simply no excuses for dogs to grow up to become fearful or aggressive towards people. However, we are simply not doing one tenth of the training, one hundredth of the socialization, or one thousandth of the classical conditioning. We are wasting a golden opportunity by missing the socialization window. Puppies need to be raised with safe socialization and handling, housetraining, chew toy-training and basic manners programs up and running from the outset (starting with neonatal handling). Good habits are just as hard to break as bad habits. Many prospective puppy owners would much rather pay premium prices for housetrained, chew toy-trained, well-socialized and well-mannered puppies, rather than getting peeing-pooing, destructively chewing, shy/fearful and unruly puppies at bargain basement prices.

Saturday: LEARNING THEORY REDUX — BINARY VERBAL FEEDBACK

Learning Theory was laboratory-generated from studies in which computers trained captive rats and pigeons using food and shock, which, of course, is a very different situation than when people train dogs off-leash and at a distance, i.e., with many distractions and with many options. These days, many trainers are trying to emulate computers and indeed, a great deal of consequential feedback is given in the form of quantum clicks and kibble and jerks and shocks, wherein instructiveness depends almost entirely on precise timing and consistency. Now, of course, we can never match the tireless consistency or impeccable timing of a computer but when we use our voice as feedback, we may easily transcend many of the constraints of being a computer, radically increase the speed and effectiveness of learning and revitalize the spirit and soul of dog training in the process. Binary verbal feedback is both instructive and analogue. In addition to communicating whether behaviors are desirable or not, analogue feedback communicates how well the dog did, or the relative seriousness or potential danger of non-compliance. Moreover, instructive feedback communicates how the dog may get back on track a.s.a.p. A Specific Redirect acts like punishment (by decreasing or eliminating undesired behavior) but also immediately prompts the desired behavior. Verbal feedback is, by far, the very best means to correct unwanted behavior and achieve absolute compliance — without using aversive stimuli, without causing fear or pain, and without even raising our voice. When training animals and educating people, the notion of non-aversive punishment is essential. What are you going to do when your dog is about to run across the street? What are you going to do when your child is about to push a paper clip into an electrical outlet? Effective feedback needs to be binary. Decreasing and eliminating undesirable and/or dangerous behavior is a necessary facet of training. However, the process does not have to be unpleasant and therefore, should not be unpleasant.

Sunday: OFF-LEASH LURE/REWARD TRAINING

How to quickly and easily teach reliable, off-leash verbal control at a distance, within distractions and without the continued use of training aids. How to phase out food lures within less than a dozen trials and replace them with hand-signals. How to use hand-signals to teach the meaning of verbal commands. How to phase out food rewards and replace them with life rewards, so that response-reliability does not become contingent on you having food in your hand or food pouch. How to turn distractions, that normally work against training, into high-level life rewards that work for training. How to use interactive games such as tug and fetch to motivate your dog to the max. How to convert behavior and training problems into ultra-mega life rewards, i.e., how to use hyperactivity, barking, jumping-up, pulling on leash, and (my favorite “problem”) running away, as extremely effective rewards. How to teach your dog to be self-motivating, so that desirable behaviors are internally reinforced. How to make science-based training fun. Since luring allows us to predict precisely when the dog will perform desired behavior, lure-reward training enables us: to begin to associate the verbal cue with the required behavior from the very first trial, to teach hand-signals within a dozen trials, to implement a differential reinforcement from the second trial, and to teach the verbal cues for several behaviors at the same time. Furthermore, phasing out food lures (and food rewards) is quicker than phasing out (hand, leash, or collar) physical prompts.

**Dr. Ian Dunbar's
Science-Based Dog Training (with Feeling)
3-Day Seminar
Seminar Registration Form**

Please print carefully.

Name _____
Address _____
City _____ Prov/State _____ Postal/Zip Code _____
Daytime phone _____ Evening phone _____
E-mail address _____
I am a Dog Trainer Veterinarian Vet Tech Other _____
How did you hear about the Seminar? _____

Seminar Fees

Early Bird – received by February 29th, 2012

3 Days \$300 Cdn

Full Price – received after February 29th, 2012

3 Days \$325 Cdn

Seminar Accommodations

Coast Plaza Hotel & Conference Centre
1316 – 33 Street NE, Calgary, Alberta T2A 6B6
(403) 248-8888 Toll-free 1-800-661-1464

Please quote Mungo's Books room block when booking to receive special room rate.
Applicable taxes and pet fee are extra.

Registration Information

Meals

Coffee & tea will be provided in the morning and during the afternoon break each day. Lunch will not be provided. The Coast Plaza Hotel & Conference Centre has its own restaurant, and the surrounding area is full of a diverse choice of restaurants.

Dogs

While our hotel is pet-friendly, this seminar is for humans only.

CEU's

Pending

Cancellation Policy

All refunds must be requested in writing. A cancellation fee of \$50 will be charged. No refunds will be granted after March 1st, 2012. Mungo's Books for Dog People and James & Kenneth Publishers are not responsible for any loss or damage as a result of alteration to the program, cancellations or postponement of the seminar due to unforeseen occurrence or any other event that results in staging of the seminar being impracticable or impossible. If we are forced to cancel the conference due to unforeseen circumstances, we will only be liable to reimburse the seminar fees.

Contact Information

mungosbooks@platinum.ca Phone (403) 936-8536 Fax (403) 250-3446
Mungo's Books for Dog People will be set up at the seminar.

Payment

Cheque made out to Mungo's Books

Visa MasterCard

Card # _____

Exp _____

Name on Card _____

Signature _____

Early Bird Seminar Fee \$300.00

GST#803503945 5% of Sub-total \$15.00

Total (Cdn funds) \$315.00

Full Price Seminar Fee \$325.00

GST#803503945 5% of Sub-total \$16.25

Total (Cdn funds) \$341.25

**Mungo's Books
for Dog People**

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8 Thomas Street NW
Langdon AB T0J 1X2**

or

Fax (403) 250-3446