

The Happy Puppy Update 2015

May 2015



Networking

We've had a wonderful time networking with many of you this year and look forward to doing more!

E-Learning

We're pleased to announce the release of our Body Language Module in our E-Learning series. We have a host of sketches and professional photos with a gradual elaboration of understanding through a trained eye. We often see people trying to assist their dogs to overcome insecurities including being comfortable in the show ring. This module will help many identify their dog's signals so that an effective desensitizing plan can be created. To date, many people have approached our booth with insecure dogs, unaware of the body language signals and asking for us to touch their dogs that have become wary of judges in the show ring. In this module, I explain why it's important not to push through signals. Acknowledging insecurities and desensitizing works best! **This unit is available to all of our clients receiving this newsletter at a 50% rebate.**



Public Perception – Let's Educate and Enlighten People!!!

For years now, we've collectively heard many negative remarks regarding purebred dogs and their breeders. We hear it from professionals in the dog industry, actors through the media and amongst the public. Recently a professional shared a video on my website entitled "Bizarre Truth about Purebred Dogs" which is incredibly damaging to purebred dogs and their breeders. Sadly, this has been seen by millions of people to date (*link in body of email message*) who will be quick to believe the video since there is lack of active leadership in the industry in this regard. A CKC Committee Member recently said "Where there was once pride of ownership in having a purebred dog by ones side, the media and public perception has made it a matter of shame". This is something that has to change and we want to be part of that change!

As you are aware, I support the efforts of ethical breeders. This support was reached through considerable studies on what you do and then a comparison with what other breeders do. The nutrition, genetics, early handling, exposure and so on before 8 weeks of age makes an enormous difference in how that dog will develop mentally and behaviour. Behaviour is the most important aspect of dog ownership for family pets, closely followed by health.

Elaine and I are pleased to say we have commenced discussions with the Canadian Kennel Club in hopes for a brighter future for purebred dogs and their breeders. We plan to give ethical breeders a much needed voice in the dog industry. We plan to enlist the assistance of the CKC and affiliates in supporting all of you who invest in the mental development of your puppies once they enter their new homes. We plan to bring structure and leadership to a highly fragmented industry and we are pleased to say, **discussions have commenced**. We will do our best for all of you, for dogs in our society and for families with dreams of love and companionship.