

PAWS PLAZA HOSTS DOG*TEC FOR PROFESSIONAL DEVELOPMENT SEMINAR

December 9, 2009 (Santa Fe, NM) — Clever Canines LLC dba PAWS PLAZA will host Gina Phairas, Coach and Instructor with dog*tec, a canine industry consulting company, for a business development seminar December 12-14 in Santa Fe. The staff trainings will focus on efficiency in conducting classes in dog-dog aggression and puppy training and socialization.

dog*tec is a full-service consultancy that helps dog professionals set up, operate, and prosper in their chosen field, be that dog training, dog walking, pet sitting, dog day care, or dog boarding. They offer tools and services tailored to dog pros, workshops, dog walking certification, and more. Gina Phairas, BSc Comms, CTC, is a former San Francisco SPCA Academy for Dog Trainers instructor and trainer with extensive experience in the dog service industry. She previously ran a successful dog training business of her own and consults for shelters and rescue groups across the country.

PAWS PLAZA is a full service dog training, retail and dog day care business in Santa Fe. Owners Robin Morehouse and Pam Castor are graduates of the prestigious San Francisco SPCA Academy for Dog Trainers, and in 2005 were the first Academy graduates to bring to the Santa Fe community the school's science-based, dog-friendly and non-violent training methods. PAWS PLAZA will begin offering classes in early 2010 on dog-dog aggression and puppy training and ongoingly on other topics much needed in the community.

In support of dog rescue and shelter work in the community, PAWS PLAZA will offer scholarships to rescue workers for their first class offerings. The skills to deal with the emotional state of dogs and knowing how to properly socialize dogs are very important for people who foster rescue dogs. Many rescue dogs have much difficulty finding homes because of fearful and aggressive behaviors. Rescue volunteers and foster parents are strongly encouraged to apply for scholarships in upcoming classes. The scholarships represent a \$200 value per participant and are offered to those actively doing hands-on canine rescue work who will benefit from learning—and then applying to their work—a skill set to change the emotional state of fearful, aggressive dogs and to adequately socialize young canines. (Application and enrollment process will be required.)

Robin Morehouse shares her view of the importance of such classes for Santa Fe: “Every town needs a growly dog class, where we help dogs with behaviors that include growling, barking and/or lunging at other dogs while on a leash. Many dogs have this issue but often owners are ashamed when their dogs are this way in public so the dogs don’t get walked. ‘Leash reactivity’ as we call it is very common but there are dog-friendly, humane solutions that are fun and easy to learn by dog owners.” ... “Our puppy classes will cover critical skills—including obedience but going beyond just that--so that puppies will be socialized to be comfortable in being handled by strangers such as veterinarians and groomers and to appropriately and safely play with other canines. For a pup to have these skills is ultimately life saving, as an undersocialized dog can develop severe behavioral issues such as fear biting.”

She explains why dog*tec and Ms. Phairas were selected for the in-house staff training this weekend: “Gina is part of the new movement in real-life, science-based dog training that focuses on how animals learn and teaches owners the most effect methods to achieve the best results for behavior changes. I’ve observed Gina’s style of teaching dogs and their people. She is top notch in our industry.”

Visit www.clevercaninecoaching.com, www.paws-plaza.com, and www.dogtec.org for more information. To enroll for upcoming classes call PAWS PLAZA at 505.820.PLAY (7529).