

HAVE A GATHERING OF TRAINING PROFESSIONALS DEDICATED TO MOVING EDUCATING AND ENHANCING FUN! THE WORLD OF DOGS

SEPTEMBER 16-19, 2010
HAZEL GREEN • WISCONSIN • USA

APPALOOSA 6

FUN Presentations



Rising To Meet The Challenge | Where's your perspective?

DAN BLOCK | Through a series of hands-on exercises, participants will discover new ways of rising above the "routine" of everyday life. If you've ever wished for a fresh perspective in your personal and work life you will find numerous tools to add to your pouch in this session. The workshop focus will be on practical application. The format will be very interactive and enjoyable to keep you actively engaged. You will leave having experienced and agreeing upon a common set of values and principles that will govern your day-to-day interactions in the workplace.

There's No Biz Like Show Biz

JESS RITCHIE | When did dogs start becoming more popular than the pigs at a fair or the tigers in the circus? And how??? Hear the pros and cons of working in canine entertainment and learn about the differences of performing at one venue for months at a time, performing at numerous events across the U.S. over the course of a season, and performing overseas. Not only will you gain a greater understanding of the industry, you will see Jess in action with some of her very own canine stars. She has impressed thousands of audience members over the years and even wowed Oprah when appearing on the *Oprah Winfrey Show* in 2008, so conference goers won't want to miss her at E-Palooza 6. And best of all, attendees will have the opportunity to attempt various tricks with their own dogs that never fail to be crowd favorites!

When A Pill Alone Won't Fix It | Veterinarians and trainers working together to improve canine behavior problems

DR. ELIZABETH ALVAREZ | Behavioral diagnoses in dogs include separation anxiety, noise phobia, aggression of many types, and compulsive disorders. Behavioral drugs are best used in combination with behavior modification guidelines that utilize positive instructions to the pet. They are a useful adjunct to behavioral treatment plans. The objective of this talk will be to present the basic classes of currently used behavioral drugs along with their uses and side effects. Case examples where behavioral drugs would be an important part of a comprehensive behavioral treatment program will also be discussed.

Intro To K9 Scent Games

SCOTT WILLIAMS | *K9 Scent Games* is all about your dog using his or her strongest sense – the sense of smell. Your dog uses this all the time... To explore the environment, to get acquainted, to hunt, to play and to learn. At last here's a fun activity that virtually any dog and owner can do together! Dogs have an amazing sense of smell and natural desire to hunt. This workshop focuses on teaching you how to encourage and develop your dog's natural scenting abilities. By using your dog's favorite toy or stinkiest, mouth watering treats, we will reawaken the primitive desire to hunt that is within all canines. This is a great workshop for your dog to have fun, build confidence, and burn lots of mental and physical energy. Best of all it's one of the last places in this busy world where a dog can get back to simply being a dog. Working spots for this event are limited so be sure to reserve a spot for you and your dog as soon as possible!

The Magic Of Rapport

LARRY SONNTAG | Sometimes we make those "Instant" connections with people we meet and it feels great! But sometimes we don't. Would you like to learn how to create those same strong connections with everyone? And how to do it without conscious effort or awareness? That's building rapport! How you interact, verbally and nonverbally, with your clients affects whether or not they feel valued and listened to. If your clients feel that you are really hearing them you create trust and credibility. These communication skills and strategies result in clients sending you referrals and prospective clients deciding if they want to work with you. Larry will lead this fascinating communication session that will teach you how to build more trust and credibility. You will find words and techniques that can influence and inspire others whether in person or on the phone. Learn to increase rapport and you will increase business!

K9 Scent Games For Fun And Profit

SCOTT WILLIAMS | Scott will outline how he has taken this enjoyable canine activity and turned it into a nice additional income. Whether you choose to work independently or subcontract through a large established facility, you will be given information on how to set up classes and attract students. Scott is presently teaching fifteen classes per week in the Greater New England area.

Go Bonkers | Dogs, dollars and destiny

MULTIPLE PRESENTERS | We all want to increase our cash flow but often times we get stuck coming up with fresh ideas on how to do it or we get bogged down thinking that it only means *more work*. In this Sunday afternoon session fellow professionals will be sharing some of their best and brightest ideas. We will help you harness your power and express your vision. By learning to *Go Bonkers* you can find the winning balance between making more money and having more fun!

Lively Presenters



Dr. Elizabeth Alvarez | www.vetmed.wisc.edu

Bio | Dr. Alvarez is a native of Michigan and is a 2003 graduate from Michigan State University, College of Veterinary Medicine. After graduation, she worked for three years in a progressive five-doctor practice outside Chicago, Illinois. She then moved to Seattle, Washington where she practiced for two years before participating in an intensive year-long internship program at the Veterinary Specialty Center outside Seattle. For the past two years she has been teaching forth-year veterinary students as a clinical instructor in the Primary Care Service at the Veterinary Medical Teaching Hospital at the University of Wisconsin, Madison. Her interests are in Internal Medicine and preventative care. She is currently pursuing the American Board of Veterinary Practitioners (ABVP) certification in both canine and feline medicine as a general practitioner. She also has experience participating in obedience dog training.



Dan Block | www.teambuildingblocks.com

Bio | Dan Block is the President of Team Building Blocks, located in Dubuque, Iowa. He has an Education BA in Industrial Psychology and MBA in Organizational Effectiveness. Dan is a certified trainer and Ropes Course Facilitator. He is a visiting lecturer at Emmaus Bible College and a member of the American Society of Training & Development, as well as the Association of Business and Industry. Dan is a certified presenter with Achieve Global Leadership and has earned the highest award of achievement with the Dale Carnegie Course. All of the training he offers has an experiential component to it as he has discovered that is how adults learn best.



Jess Ritchie

Bio | Jess Ritchie received her BS in animal behavior from the University of Michigan and has been competing and performing with her dogs for over 15 years. Beyond succeeding at national and international levels in the sport of canine disc, she also has earned multiple MACH titles in agility. And while her true passion is training, she performs with her dogs at various festivals, fairs, theme parks, and theatre shows. She has worked for the two biggest canine entertainment production companies in the world and also produces a number of events herself. Jess has recently relocated to the Denver area to open up her very own training facility, Mountainside Maniacs.



Larry Sonntag | www.saltydogfarms.net

Bio | Larry Sonntag has over 20 years of successful experience training dogs for obedience, hunting and AKC hunt test competitions. Larry is Professional member of IACP, Force Free and TMD certified and is a certified practitioner of NLP, neuro-linguistic programming. Larry coaches and gives seminars for trainers to help them avoid problems & achieve their goals. Larry brings 20 years of sales & sales training experience to his dog training business. He can be reached at Larry@saltydogfarms.com, or 414-530-3139



Scott Williams | www.beyondtheleash.net

Bio | Scott Williams is an award-winning competitive dog obedience trainer who has traveled the United States and France excelling in competitions that put a trainer's skill to the ultimate test: teaching a dog to complete complex exercises and obey detailed commands with near-perfect precision and speed. As a further testament to his dog training and handling abilities, Scott's dogs have been recruited for television shows including the E! Channel's *Scream Play* and an upcoming documentary on the breeding of the English Mastiff. In addition to sharpening his skills with obedience challenges, Scott is certified in pet first aid and CPR. He is also a firm believer in continuing education and professional affiliation: He constantly expands his knowledge by attending a range of dog training seminars, and is a Certified Nose Work Instructor (CNWI). Scott lives in Massachusetts with his wife Cathi, their three children, an English Mastiff, a Pomeranian, and two Belgian Malinois.

That's My Dog! | www.thatsmydog.com

ABOUT Us | That's My Dog! Inc. is devoted to helping you have a wonderful relationship with your dog. Whether you need obedience training, behavior modification or education and socialization for your new puppy, That's My Dog! can fill your needs as a dog lover and pet owner. We understand the psychology of dogs and can help you to create a well behaved, well adjusted pet that you can fully enjoy in every environment. Our programs yield reliable results on leash and off! Take a look at our guarantee. Contact us today and let us help you realize your dog's full potential so you can proudly say... "That's My Dog!"

OTHER FUN STUFF



Wine Tasting And Gourmet Dinner | Stone Cliff Winery

6:00-6:30 PM FOLLOWED BY DINNER | \$20.00 per person includes garlic butter marinated chicken, delicately seasoned & glazed salmon, oven roasted herb potatoes, spinach salad, dinner roll, soda or water. Cash bar available. Stone Cliff Winery started selling its first bottles in 2001 and four of their six wines have received a variety of awards from the Indiana State and Des Moines regional competition. All 10 of their wines are top sellers in the Dubuqueland area. Stone Cliff Winery is among many of the exciting attractions to enjoy along the Mississippi River located at the Port of Dubuque.

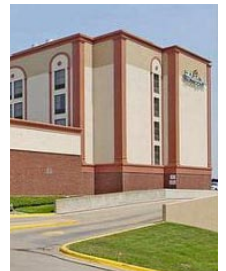


Steak Dinner And Party | The Yardarm

6:30- | Get ready to get your party on! Dinner, D.J. and "What happens in Dubuque, stays in Dubuque!" Come join us for our annual steak dinner and E-palooza bash. \$25.00 per person includes 12 oz. ribeye, baked potato, fruit, salads, dinner roll, dessert and soda or water. Cash bar available.

SCHEDULE AT A GLANCE

THURSDAY, SEPT. 16TH	
PM	Dan Block Rising To Meet The Challenge: Where's Your Perspective
FRIDAY, SEPT. 17TH	
AM	Jess Ritchie There's No Biz Like Show Biz
PM	Dr. Elizabeth Alvarez When A Pill Alone Won't Fix It
NIGHT	Stone Cliff Winery (Wine Tasting and Dinner)
SATURDAY, SEPT. 18TH	
AM	Scott Williams Intro To K9 Scent Games
PM	Larry Sonntag The Magic Of Rapport
NIGHT	The Yardarm (Steak Dinner and Party)
SUNDAY, SEPT. 19TH	
AM	Scott Williams K9 Scent Games For Fun And Profit
PM	Multiple Presenters Go Bonkers: Dogs, Dollars And Destiny



Days Inn
1111 Dodge St.
Dubuque, IA
(563) 583-3297
Group Code:
That's My Dog!

Holiday Inn
450 Main St.
Dubuque, IA
(563) 556-2000
Group Code:
That's My Dog!

HOTELS

REGISTER TODAY

Please mail check or credit card information (including expiration date) to:
That's My Dog, Inc.
1619 Highway 11
Hazel Green, WI 53811

CONFERENCE FEES

Conference Price	\$390.00
Discount For E-cademy Grads	— \$ 50.00
Stone Cliff Winery Dinner	\$ 20.00
Saturday Steak Dinner	\$ 25.00
TOTAL	\$ _____

Please indicate **FREE** T-shirt size (circle):

S M L XL 2X 3X

Please Print clearly or type. Fill in information as you want it to appear on any documentation.

Name _____

Business Name _____

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