

# SCHEDULE

<b>THURSDAY, SEPT. 18TH</b>	
PM	<b>Mare Potts</b> Flyball Clinic
<b>FRIDAY, SEPT. 19TH</b>	
AM	<b>Dick Russell</b> Large Field Socialization
PM	<b>Pete Fischer</b> E-collars: Past, Present and Future
NIGHT	Sunset Cruise
<b>SATURDAY, SEPT. 20TH</b>	
AM	<b>Robin MacFarlane</b> Breakthrough: How to get the message across to your most difficult clients
PM	<b>George Cockrell</b> Teaching Tricks For Profit
NIGHT	Steak Dinner and Party
<b>SUNDAY, SEPT. 21ST</b>	
AM	<b>Gary Guller</b> Anything Is Possible
PM	<b>Jt Clough</b> Business Building

## Sunset Cruise on the American Lady

Friday, September 19, 2008

6:30 - 8:00 p.m.

\$15.00 per person includes Taco Bar

This cruise will take you on a relaxing trip up and down the Mississippi river.

To check more details check out there website at:

[www.americanladycruises.com](http://www.americanladycruises.com).



## Steak Dinner

Saturday, September 20, 2008 @ That's My Dog!

\$25.00 per person includes 12 oz. ribeye, potato, fruit, salads, dinner roll, dessert and soda or water.

<b>FEES</b>	Conference Price	\$ 375.00
	Discount For E-cademy Grads	— \$ 75.00
	Sunset Cruise	\$ 15.00
	Saturday Steak Dinner	\$ 25.00
	<b>TOTAL</b>	\$ _____

<b>HOTELS</b>	<b>Days Inn</b>	<a href="http://www.daysinn.com">www.daysinn.com</a> (563) 583-3297
	<b>Holiday Inn</b>	<a href="http://www.kinseth.com">www.kinseth.com</a> (563) 556-2000
	<b>Best Western</b>	<a href="http://www.midwayhotels.com">www.midwayhotels.com</a> (563) 557-8000

Please indicate **FREE** T-shirt size: S M L XL 2X 3X

Please mail check or credit card information (incl. exp.date) to:

1619 Highway 11  
Hazel Green, WI 53811

**866.DOG.LADY**  
[www.ThatsMyDog.com](http://www.ThatsMyDog.com)



**That's My Dog!**  
SUPER TRAINING FOR  
EVERYDAY ADVENTURES



## E★collarpalooza4

A Gathering of Dog Training Professionals Dedicated to the Advancement of Remote Collar Training Techniques

**September 18-21, 2008**

That's My Dog! • Hazel Green, Wisconsin USA

PRESENTED BY



# Think **4** **E** OUTSIDE THE BOX

## Anything Is Possible | Gary Guller

In 2003, Gary became the first person with one arm to summit Mt. Everest, the highest mountain in the world. His unique life experiences as well as personal accounts of struggle and achievement will inspire others to look deep within themselves to achieve their goals and accomplish more in life. Gary's friendly and down to earth speaking style reaches into the souls of his audience as he tells how his experiences have shaped his philosophy of "anything is possible." Gary encourages others to look deep within themselves, motivating them to set goals to maximize their true potential, placing fear and doubts aside and pushing through the barriers to success in life.

**BIO** Gary Guller grew up in England and the U.S. He has spent most of his life climbing and exploring the world, including over 30 trips to the Himalayas. He is active internationally advocating for the potential of all people, but especially those living with a disability. Gary lost the use of his arm in a mountaineering accident just as he had discovered alpine climbing. He stunned a medical team at Duke by asking to have his paralyzed arm amputated. After serious introspection, Gary began climbing again, surmounting the barriers that stood in the way of him realizing his dreams. After leading a group of people with disabilities to the base camp, Gary summited Mt. Everest on May 23, 2003, becoming the first person with one arm to ever scale the world's highest peak.



## Flyball Clinic | Mare Potts

Flyball is a fast-paced sport for handlers and dogs where the dogs jump over four hurdles, trigger a box for a ball, and return over the four hurdles to their handler. The flyball clinic will introduce dogs and handlers to this sport with training focused on developing and shaping the flyball box turn, introduction to the flyball box, training the hurdles to maximize the dogs jumping stride and passing techniques. Other topics discussed will be the use of motivators, identifying and problem solving ball, box or jump issues, and developing a team.



**BIO** Mare Potts owns Flydogs – a dog training and dog entertainment business in Aurora, IL – and has been training dogs for over 13 years in a variety of dog sports. She has been involved in the sport of flyball since 1993, racing and managing teams that have ranged from highly competitive to recreational. Mare has trained multiple dogs for flyball from Grand Champion to backyard player. Her achievements include obtaining an ONYX title with Jake, a Shetland Sheepdog, and Scout, a Terrier mix. She has taken Scout even further achieving the FDGCH title. Mare is recognized as a world-class disc dog competitor and was the 2005 Skyhoundz Micro Dog World Champion with Scout.

## Large Field Socialization | Dick Russell

Participants will center and ground. Dogs will be turned loose in large fenced field. Dick will attempt to maintain his sanity in the face of it all. Owners will be required to walk counterclockwise around the perimeter of the field. Short of drawing blood, the dogs will be allowed to do anything they want. You will go home amazed that something so simple can affect the dogs so powerfully and positively.



**BIO** Dick Russell claims that he served his dog training apprenticeship on Noah's Ark. He's old. Maybe he did. Most likely, though, he didn't. What we can pin down is that on May 6, 1960, Abele DuTriel handed him a five dollar bill and said, "This makes you a professional dog trainer." Dick has been doing it ever since. For the past 28 years, he has taught group pet obedience classes in the Baton Rouge, LA area. His records show that over 80,000 dogs and owners have gone through his classes. The *Baton Rouge Business Report* claims he has achieved guru status among the local pet owning population. The *Baton Rouge Advocate* calls him a local treasure. Dick was the first trainer in the world to recognize the power of yielding to order the dog/owner relationship, to use paper plate recalls to gain absolute off lead control, and was the first trainer in North America to adopt David Klein's *Large Field Socialization* as a cure for dog-to-dog aggression.

## E-collars: Past, Present and Future | Pete Fischer

Pete Fischer, professional Retriever trainer and consultant for the Dogtra Company, will present on the history and future of the e-collar. Pete will also cover the advancement of e-collar training programs. Questions during the presentation are welcome.



**BIO** Since 1979, Pete Fischer has been raising and training Retrievers for the field. His business, Fischer's Kennels & Hunt Club, Inc. near Albany, MN, has established a reputation as one of the Midwest's premier gun dog training kennels. Pete and his dogs have been featured on numerous outdoor TV programs in the Midwest as well as ESPN. His current demonstration dog is Rex, a male Black Labrador. Rex attained his AKC Master Hunter title at just 25 months of age and was one of the youngest dogs qualified for the 2001

AKC Master National. Pete's other credits include: consultant for Dogtra (Pete assists with product research and development, along with sales and marketing); featured trainer in Cabela's Signature Series Water Dog Retriever Training Video; featured speaker at Cabela's stores and Sportsman's Warehouse Stores; and a columnist for *Pheasants Forever* magazine and Minnesota Ducks Unlimited *Cattails* publication.

## Breakthrough: How to get the message across to difficult clients | Robin MacFarlane

More often than not, the success of our training programs lie in our ability to reach our clients effectively. Fortunately, we often have students who are responsive participants in the process, but what about those challenging clients? Those, who for whatever reason, just aren't getting it? How can you keep the rambler from wandering off topic, get the shy and silent to participate, or stop the sharpshooter from tripping you up? This interactive presentation will share tips, techniques and new ideas on how to get results by motivating clients in the direction you need them to go.



**BIO** Robin MacFarlane has been involved in dogs professionally since her vet tech days in the late '80s. She began teaching in 1994 and is the Owner and Training Director of That's My Dog! Inc. She also heads the TMD E-academy, a continuing education program for dog training professionals. She travels extensively through out the U.S. presenting workshops to professionals and pet owners alike. Considering herself a teacher first and dog trainer second, she is often credited for her ability to clearly explain and demonstrate techniques with an enthusiasm that motivates participants to higher levels of expectation and success.

## Teaching Tricks For Profit | George Cockrell

How can teaching clients dog tricks in a class form improve their pet's obedience and your bottom line? George will take attendees step by step through his six-week group tricks course. Teaching how to get the quickest results that keep the owners coming back for more. Each week, a new set of skills is taught based upon basic training techniques.



**BIO** George Cockrell is known throughout the dog world as a results-based dog trainer who cares deeply for the bond between dog and owner. Having trained well over 10,000 students in his many years in the business, George has seen and worked with just about every situation that may arise when dog and human get together. While the general, all purpose family companions are his main focus, he's considered a leading expert in solving the toughest canine aggression cases. George has great experience in other dog endeavors: Animal Control, Police, Military, Assistance, Therapy, Hunting, and TV work are all prominent on his resume. George is also very experienced working with and rehabilitating wolves and wolf-dog crosses. Founded in 1977 by George Cockrell, Companions Dog Training is backed with 31 years of industry experience.

## Business Building | Jt Clough

Join Jt for an afternoon of business building information. Her two presentations: "Using social media for free leads & traffic to your dog training website," and "Building business & LOA (law of attraction): What you think gets the yes or the no," bridge the gap between marketing technique and personal mindset for a successful business strategy.



**BIO** Jt Clough is a professional business coach as well as dog trainer who coaches people and dogs to work from a place of intrinsic satisfying drive rather than an overwhelming sense of fear. Prior to establishing K9 Coach in San Diego, producing six figures in her first year, Jt owned and operated an advertising agency. Her love of marketing coupled with a business degree contributes to the secret of her personal success, and her uncanny ability to teach the art of success to people and dogs. Raised on a ranch in Montana taught her the love for animals, athletics, work ethic, and entrepreneurship. Jt has been an athlete all her life and in her 30s aspired to completing Ironman (1.2 mi. swim, 112 mi. bike, 26.2 mi. run). Her zealous lifestyle rubs off on those who work with her to do what they love and make a living doing it.