



LEERBURG

RUSH
AGE: 12

LEARN MORE ABOUT OUR
UPCOMING 2020 SEMINARS!
SEE INFO ON BACK COVER

DAILY DEALS:
[LEERBURG.COM/DAILY-DEAL.PHP](https://leerburg.com/daily-deal.php)
CHECK BACK EVERYDAY!

2020

A photograph of Michael Ellis, a man with a beard and long hair, wearing a light-colored long-sleeved shirt and khaki pants, training a dark-colored dog in a park setting. He is kneeling and holding the dog's collar. The background shows green trees and a paved path.

MICHAEL ELLIS

THE PRINCIPLES OF DOG TRAINING

16 WEEK SELF-STUDY COURSE // \$1,000

UNIVERSITY.LEERBURG.COM/CATALOG/VIEWCOURSE/CID/10

The course details all the fundamentals of Michael's approach to obedience and the dog/handler relationship, and helps the trainer build the "toolbox" they will use throughout the training process. It covers classical and operant conditioning, reward-based teaching systems, and the use of verbal markers for communication. It also focuses on building behavior through luring, spatial pressure, leash pressure, shaping, and we will also discuss the thoughtful introduction of aversives and the creation of motivation in your dog through productive play. Additionally, it also covers the foundation for focused heeling and the entire progression of establishing the recall.

VIEW ALL OF MICHAEL'S COURSES AT:

UNIVERSITY.LEERBURG.COM/INSTRUCTOR/VIEW/INSTRUCTORID/58

LURING & FOOTWORK WITHOUT A DOG WITH MICHAEL ELLIS

SELF-STUDY COURSE & STREAMING VIDEO

COMING
SOON!

Luring is an important activity used in teaching behaviors to our dogs. When it is done correctly, it builds motivation, understanding and drive in our dogs. When it's done incorrectly it can confuse and frustrate both handlers and dogs. The fact is luring, like many things in dog training, is simple to understand but difficult to do properly. The videos in this online course take a detailed in-depth look into the correct way to lure our dogs.

We open the course with Michael's lectures on luring. He talks about when, how and why we lure. Then Michael and instructors from his school demonstrate the correct way to lure with dogs. This part of the course provides a very clear picture of why luring is so important and what it looks like when the best of the best lure a dog.

Michael Ellis's training program splits or breaks luring into small component parts that students can practice without their dog. Learning footwork, hand coordination and reward handling.



MICHAEL ELLIS 3 DAY WORKSHOP

SELF-STUDY COURSE // \$200.00

UNIVERSITY.LEERBURG.COM/CATALOG/VIEWCOURSE/CID/117

TOPICS COVERED:

Day 1 : Relationship, Engagement & Communication

Day 2: How to Build & Use Motivation

Day 3: Proofing, Finishing Work, & Troubleshooting

This course is only offered on the Leerburg Online University and will not be available as a DVD or streaming video.. Once purchased you will have lifetime access to the content and will be able to take the course at your own pace.

THE COURSE INCLUDES
174 VIDEOS
(OVER 18 HOURS OF VIDEO)



In December 2019, Michael Ellis traveled cross country to Wisconsin for our one of a kind event-The Michael Ellis School: Road to Leerburg-3 Day Workshop.

This event was different than a traditional dog training seminar. This course is formatted as a condensed version of some of the core classes Michael teaches at the Michael Ellis School for Dog Trainers in Santa Rosa, California.

Attendees that wanted to work their dogs with Michael were required to fill out a questionnaire and submit an audition video. Michael then chose a dozen dog & handler teams that best demonstrated the topic of the day. This style of workshop has proven to improve the learning experience for all students.

Each day consisted of a different topic, with lecture in the morning and dog work in the afternoon. Michael also had an open question & answer session at the end of each day.



A man with a beard and a baseball cap, wearing a light blue t-shirt and olive green shorts, is kneeling on a grassy field. He is holding a leash attached to a brown and black dog. In the background, there is a chain-link fence, trees, and a green canopy tent. A large yellow triangle is in the top left corner.

TYLER MUTO

LEASH REACTIVITY

DVD \$70 | STREAM \$65 | COURSE \$65

LEERBURG.COM/LEASHREACTIVITYDVD.PHP

This training material will be tackling the specific issue of leash reactivity, which should be distinguished from dog-aggression in general. However, many of the principles and theories that we will be covering relate to aggression. This, information will be valuable to anyone who works regularly with dogs or has a dog that lunges, barks, or pulls when they see another dog or person.

TYLER MUTO 2020 SEMINAR

AUGUST 7-9 AT LEERBURG | MENOMONIE, WISCONSIN

LOOSE LEASH WALKING

DVD \$65 | STREAM \$60 | COURSE \$65

LEERBURG.COM/LOOSELEASHWALKINGDVD.PHP

This training content takes a comprehensive approach to training your dog to walk cooperatively on leash. If you are looking for systematic, enjoyable, and an effective approach to training your dog to walk calmly and comfortably with you on leash, or you're a training professional looking to brush up your skills or gain more information on training the walk, this content would be very beneficial.

OBEDIENCE & BEHAVIOR FOUNDATIONS PART 1 & 2

2 DVD SET \$117 | DVD \$65 | STREAM \$60 | COURSE \$65

LEERBURG.COM/OBEDFOUNDSET.PHP

Part 1 begins with a reward-based foundation, before diving into leash pressure. In Part 2 Tyler covers in detail the five basic commands that all dogs should know: come, sit, down, heel, and place (go to your dog bed). Tyler gives simple, easy to follow exercises for the general pet owner, as well as in depth theory and advanced concepts for the enthusiast or professional.



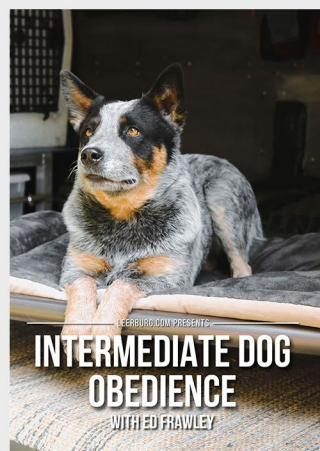
ED FRAWLEY

BASIC DOG OBEDIENCE

DVD \$65 | STREAM \$60 | COURSE \$65

LEERBURG.COM/302.HTM

This training content uses reward-based training (marker training) to turn training sessions into games in which our dogs learn new behaviors (sit, down, come, walk on a loose leash). Our goal is for our dog to look forward to the next training session.



INTERMEDIATE DOG OBEDIENCE

DVD \$65 | STREAM \$60 | COURSE \$65

LEERBURG.COM/302B.PHP

This training content covers a wide range of skills sets that compliment the training covered in Basic Dog Obedience. These are everyday skills that make living with and handling our dogs easier. We show how to split these exercises in small part training parts, how to train those parts, and then put them back together for the final skill.

REMOTE COLLAR TRAINING FOR THE PET OWNER

DVD \$50 | STREAM \$49.99 | COURSE \$50

LEERBURG.COM/ECOLLAR-PET-OWNER.PHP

The purpose of a remote collar is not to punish a dog for not obeying, but rather to redirect the dog from distraction and to get compliance with the least amount of correction possible. We show new trainers how to use remote collars in a way that does not hurt the dog or cause unnecessary stress.

COMPETITION OBEDIENCE



INTRODUCTION TO RALLY OBEDIENCE WITH DUSTY TRIESCHMAN

DVD \$55 | STREAM \$50 | COURSE \$40

LEERBURG.COM/RALLY-DVD.PHP

Rally Obedience is a fun, fast paced dog sport based on traditional competition obedience. In Rally, owners navigate a course of between 10-20 signs, depending on their level, at their own pace. Unlike traditional Obedience, the scoring in Rally is less rigid and communication between the handler and dog is encouraged.



DRIVE DEVELOPMENT FOR COMPETITION OBEDIENCE WITH TAMI MCELOD

DVD \$65 | STREAM \$60 | COURSE \$65

LEERBURG.COM/DRIVEDEVELOPMENTDVD.HTM

This DVD will talk about how to approach dogs with different and varying degrees of drives and temperaments. This is an entry level DVD designed to teach you the quintessential concepts to maximize your dog's drive for the obedience work, and the initial steps critical for advancement.

**DON'T MISS TAMI'S WORKSHOP AT LEERBURG
APRIL 18TH AND 19TH 2020**

LEERBURG.COM/SEMINARS.HTM

TRAIN WITH JANICE GUNN DVDs & STREAMING VIDEOS

LEERBURG.COM/GUNNDVDS.HTM

Janice Gunn has been training dogs for 45 years. She has earned titles to the highest levels and is a trusted obedience trainer!





NOSEWORK

FOUNDATION OF SPORT DETECTION WITH ERICKA DUGGAN

DVD \$150 | STREAM \$145 | COURSE \$150

LEERBURG.COM/SPORT-DETECTION-DVD.PHP

There are a number of new dog sports in America in which dogs are trained to detect non-narcotic odors. These sports have become extremely popular. You will learn commonly used terms for detection training, pre-search prep, and the beginning training steps to detection training. The self study online course features over 24 hours of training content.



LEERBURG NOSEWORK CONTAINERS & EQUIPMENT

We offer different colors, styles, and sizes of tins to best suit your training.
We also have magnets for training!



LEERBURG NOSEWORK
KIT FOR NACSW \$53



UKC NOSEWORK KIT
\$64



AKC SCENT WORK KIT
\$64



CKC SCENT
DETECTION KIT
\$45 - \$69

LEERBURG.COM/NOSEWORKEQUIP.HTM

FORREST MICKE

HEELER'S TOOLBOX SERIES

DVD: \$65 | STREAM: \$55 | ONLINE COURSE: \$149

SAVE MONEY AND BUY THE DVD SET: LEERBURG.COM/HT-SET.PHP

The Heeler's Toolbox is a series with a comprehensive curriculum focusing on beginner, intermediate, and advanced obedience skills and techniques essential to any competitive obedience team. This series focuses heavily on how to teach powerful, precise, and elegant heeling work, and why the skills and concepts are a benefit to any serious competitive partnership.



ENGAGEMENT SKILLS WITH FORREST MICKE

DVD \$50 | STREAM \$45 | ONLINE COURSE \$45

LEERBURG.COM/ENGAGEMENTDVD.HTM

This training will teach you how to promote and maintain engagement, and how to make engagement work for you as you move forward in your training relationship with your dog.

Packed with rich information, this content will prepare you with both the why's and how's of creating and maintaining engagement and will demonstrate why engagement should be the core of every training program.



FAMILY PET

YOUR PUPPY 8 WEEKS TO 12 MONTHS

DVD \$60 | STREAM \$50 | ONLINE COURSE \$50

LEERBURG.COM/120.HTM

How we raise puppies today is much different than how we have done it in the past. Today, we focus our interactions with our puppy on building engagement and a relationship that encourages the puppy's love of learning. We want to build a strong foundation of trust and understanding before we try to teach obedience behaviors. This video covers how to manage a puppy in and around the home and how we build the foundation for all future training.

HOW WE MANAGE DOGS IN THE HOME

FREE SELF STUDY ONLINE COURSE

UNIVERSITY.LEERBURG.COM/CATALOG/VIEWCOURSE/CID/14

The goal of this training content is to show dog owners how we live with multiple dogs in our home. We will demonstrate how we mold our dogs by the controlling the environment and how to manage their behavior once they are in new surroundings. The goal is to help dog owners, both new and experienced, and to offer ideas on how to manage their own dogs while encouraging good behavior and preventing bad habits.

DVD \$30 | STREAM \$25

DOGS TO DIAPERS

DVD \$14.99 | STREAM \$14 | ONLINE COURSE \$25

LEERBURG.COM/DOGSTODIAPERS.HTM

The family dog is often not properly prepared for the arrival of a newborn resulting in the dog becoming isolated or re-homed. Carrie Silva Wooddell, a professional dog trainer with over ten years of experience, teaches families how to better understand their dog and demonstrates how to prepare and introduce their dog to their new baby.



E-COLLAR TRAINING

REMOTE COLLAR TRAINING FOR THE PET OWNER WITH ED FRAWLEY

DVD \$50 | STREAM \$49.99 | ONLINE COURSE \$50

LEERBURG.COM/ECOLLAR-PET-OWNER.PHP

The purpose of a remote collar is not to punish a dog for not obeying, but rather to redirect the dog from distraction and to get compliance with the least amount of correction possible. We show new trainers how to use remote collars in a way that does not hurt the dog or cause unnecessary stress.

THE ELECTRIC COLLAR WITH MICHAEL ELLIS

2 DVD SET \$75 | STREAM \$70 | ONLINE COURSE \$75

LEERBURG.COM/ELLIS-ECOLLAR.PHP

This material covers proper use of the remote collar. This training content will help you achieve understanding of how to begin remote collar work in a way that prevents any superstitious associations your dog may develop from the remote collar.

LEERBURG RECOMMENDS DOGTRA E-COLLARS

LEERBURG.COM/ELECTRIC_DOGTRA.HTM



DOGTRA 1900S
\$239.99 - \$389.99

LEERBURG.COM/1900S.HTM



DOGTRA 280C
\$214.99 - \$329.99

LEERBURG.COM/280C.HTM



DOGTRA ARC
\$234.99

LEERBURG.COM/DOGTRAARC.HTM

RESCUE DOGS



FROM THE RESCUE TO THE HOME WITH JJ BELCHER

DVD \$65 | STREAM \$60 | ONLINE COURSE \$65

UNIVERSITY.LEERBURG.COM/RESCUEDVD.PHP

From the Rescue to the Home takes a behind the scenes look at the journey many rescue dogs go on before reaching your home. This DVD covers common behavior problems associated with dog adoption (nervousness, separation anxiety, etc...) and how to solve and prevent those problems.



**3/4" AMISH
LEATHER LEASH**
\$31.00 - \$47.00



**1" FLAT AMISH
LEATHER COLLAR**
\$28.00 - \$30.00



**CHECK OUT LEERBURG'S
AMISH LEATHER PRODUCTS**
MADE IN AMERICA SINCE 1982

THE POWER OF TRAINING DOGS WITH MARKERS WITH ED FRAWLEY

DVD \$40 | STREAM \$60 | ONLINE COURSE \$65

LEERBURG.COM/219.HTM

Marker training is pairing a specific word or sound with a reward. The concept is simple, but not easy to do without handler training. Learning how to apply markers and use rewards properly will change the way you approach training and will make training fun for both you and your dog.

**FREE 3 MONTH ACCESS TO ALL LOCAL SHELTERS
ON OUR RESCUE TO THE HOME ONLINE COURSE**

LEERBURG.COM/RESCUE-PROGRAM.HTM

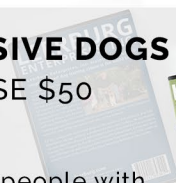
BEHAVIORAL ISSUES

DEALING WITH DOMINANT & AGGRESSIVE DOGS

DVD \$50 | STREAM \$45 | ONLINE COURSE \$50

LEERBURG.COM/301.HTM

This video contains 3.5 hours of information to help people with their issues with dogs that display aggression. This information is going to help you develop a plan to improve your dog's behavior.



LEATHER MUZZLES



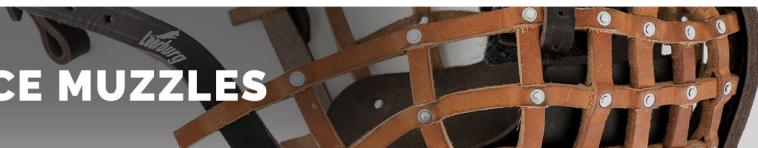
WIRE BASKET MUZZLES



JAFCO PLASTIC MUZZLES



POLICE MUZZLES



HOW TO MEASURE YOUR DOG FOR A MUZZLE

LEERBURG.COM/MUZZLEFIT.HTM

ASK CINDY

Have a training question?

Visit our Q&A at LEERBURG.COM/QA
or ask Cindy your training question at
LEERBURG.COM/NEWCONTACT.PHP

VISIT THE LEERBURG BLOG

LEERBURG.COM/BLOG



SHOP OUR WIDE SELECTION OF
MUZZLES: LEERBURG.COM/MUZZLE.HTM

MUZZLES



TEACHING PROTECTION SKILLS WITHOUT A DECOY WITH MICHAEL ELLIS

DVD \$65 | STREAM \$60 | COURSE \$65

LEERBURG.COM/225.HTM

This DVD is an in-depth, step by step study of Michael's system on establishing the foundation of biting skills without a helper or decoy. Trainers only need a friend or family member that will handle a bite wedge, a bite tug or a high value toy to assist them in rewarding correct behavior.

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LEERBURG.COM/FLIX

SUBSCRIBE TO OUR YOUTUBE CHANNEL
FOR OVER **900** TRAINING VIDEOS!

YOUTUBE.COM/LEERBURG

TRAINING THE RECALL WITH MICHAEL ELLIS

DVD \$65 | STREAM \$60

LEERBURG.COM/DOG-TRAINING-RECALL.HTM

Having a solid recall command is hands down the most important behavior you can train your dogs. As Michael Ellis always says, "You can have a dog that won't sit, down, or stand, but you cannot live with a dog that will not come when called".

This DVD offers a step by step training regimen that will be both simple and fun for you and your dog. In the end you will have a dog that comes when called through any distractions, or competing motivators, within the environment.



RAISING YOUR PUPPY WITH MICHAEL ELLIS

DVD \$80 | STREAM \$75 | ONLINE COURSE \$99

LEERBURG.COM/ELLISPUPPYDVD.HTM

Raising Your Puppy with Michael Ellis covers everyday management, socialization and how to develop your puppy into an active training partner. Learn how to understand developmental periods, how we teach our young dogs how to live in our home, and more.

HOUSEBREAKING 101 WITH MARK KEATING

DVD \$40 | STREAM \$35 | ONLINE COURSE \$40

LEERBURG.COM/HOUSEBREAKINGDVD.HTM

This training video will help you develop a training plan for your new puppy. While everyone's lifestyle is different and each dog is an individual, this content is relevant whether you are raising a working puppy for sport or a family pet.



6ft AMISH LEATHER
PUPPY LEASH
\$25.00 - \$27.00



PUPPY TUG SET
\$77.49 - \$65.99



THE POWER OF TRAINING YOUR
DOG WITH FOOD WITH MICHAEL ELLIS
DVD \$65.00 | STREAM \$60



LIVING WITH YOUR PUPPY:
ESTABLISHING PACK STRUCTURE

DVD \$40 | STREAM \$35

LEERBURG.COM/PUPPY-PACK-STRUCTURE.HTM



YOUR PUPPY 8 WEEKS
TO 12 MONTHS WITH ED FRAWLEY

DVD \$60 | STREAM \$50 | COURSE \$50

LEERBURG.COM/120.HTM

MARKER TRAINING

THE POWER OF TRAINING DOGS WITH MARKERS WITH ED FRAWLEY

DVD \$40 | STREAM \$35 | COURSE \$40

LEERBURG.COM/TRAINING-WITH-FOOD.HTM

Marker training (also called clicker training) is one of the most profound systems of training dogs that I have seen in my 50 years of owning, breeding and training working dogs. In reality this is a training system that is not that difficult to learn. It's a very basic form of communication.



ADVANCED CONCEPTS IN MOTIVATION WITH MICHAEL ELLIS

DVD \$65 | STREAM \$60 | COURSE \$65

LEERBURG.COM/228.PHP

The work in this video teaches trainers of any breed, and dog sport the concepts of how to motivate their dogs. The goal of this training is to teach dog trainers how to turn a reward into an event for their dog.

SNAP OPEN BAIT BAG

\$22 (4 colors available)

LEERBURG.COM/736.HTM



THE POWER OF PLAYING TUG WITH YOUR DOG WITH MICHAEL ELLIS
DVD \$65 | STREAM \$60 | COURSE \$65
LEERBURG.COM/TRAINING-WITH-FOOD.HTM

LEERBURG OFFERS OVER 1,400 FREE TRAINING VIDEOS!

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406 Technology Drive W.
Menomonie, WI 54751

2020 SEMINARS

VIEW ALL UPCOMING SEMINARS AT - [LEERBURG.COM/SEMINARS.HTM](https://leerburg.com/seminars.htm)

APRIL 18 & 19, 2020 - TAMI MCCLEOD

DRIVE + PRECISION: TAKING YOUR SPORT DOG TO
THE NEXT LEVEL WORKSHOP

MAY 16 & 17, 2020 - ALEX ROBINSON

COMPETITION OBEDIENCE

JUNE 19 - 21, 2020 - JOAQUIM DOVAT

PROTECTION SPORTS

JULY 24 - 26, 2020 - JOSEPH CINNANTE

PROTECTION SPORTS

AUGUST 7 - 9, 2020 - TYLER MUTO

LEASH REACTIVITY WORKSHOP

SEPTEMBER 4 - 6, 2020 - JOAQUIM DOVAT

PROTECTION SPORTS

