

# LEERBURG

2018 Gear & Training | [Leerburg.com](http://Leerburg.com)



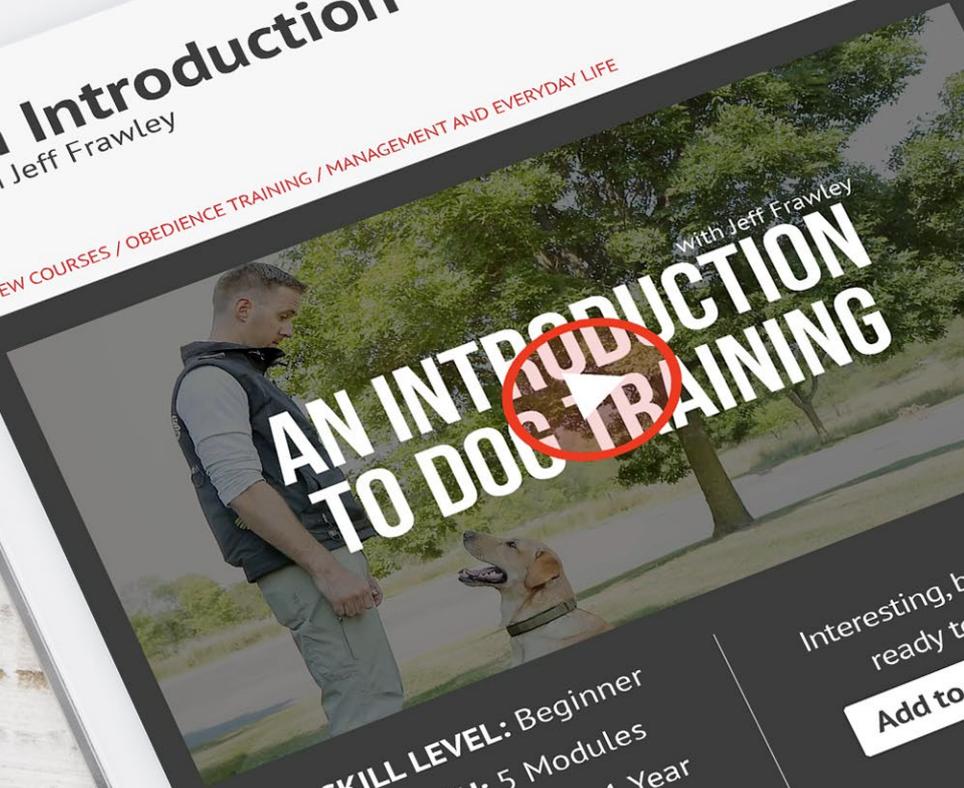
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Hand-drawn by [signature]

# An Introduction to Dog Training

with Jeff Frawley

NEW COURSES / OBEDIENCE TRAINING / MANAGEMENT AND EVERYDAY LIFE



SKILL LEVEL: Beginner  
LENGTH: 5 Modules  
ACCESS PERIOD: 1 Year  
PRICE: \$25.00

Interesting, but  
ready to

Add to

## ABOUT

So you got a new dog and feel completely overwhelmed. This course is designed for new dog owners who are eager to train but do not have the time to watch hours of lecture on training theory.

Join Jeff Frawley as he takes a laid back approach to some complex training concepts.

Interesting, but I'm not yet  
ready to enroll yet

Add to my Watchlist

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[leerburg.com/introduction-dog-training.htm](http://leerburg.com/introduction-dog-training.htm)

\$25



Leerburg Enterprises, Inc. is a family-owned business founded in 1980 by Ed Frawley, who has owned and trained dogs for over 60 years. From the very beginning, Leerburg has built a reputation by providing quality products and the best training information available. Our customers are dog trainers that insist on quality products that work and last. We have built our business based on a policy of only selling quality products that we use with our own dogs. Rather than trying to compete with the big box retail stores or the pet food warehouses of the world, we chose to fill that niche. The training material that we put out in our DVDs, streaming videos, and online courses has been developed by some of the best trainers in the world, and is based on countless years of experience.

Whether you are competing in high level sport work, police K9 training, or you simply want a well behaved family pet, Leerburg has everything you will need.

# WHO WE ARE

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LOCATED IN



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“Our mission is to inspire and contribute to the health and well-being of dogs by providing the highest quality education and products to our customers.”

- The Leerburg Team



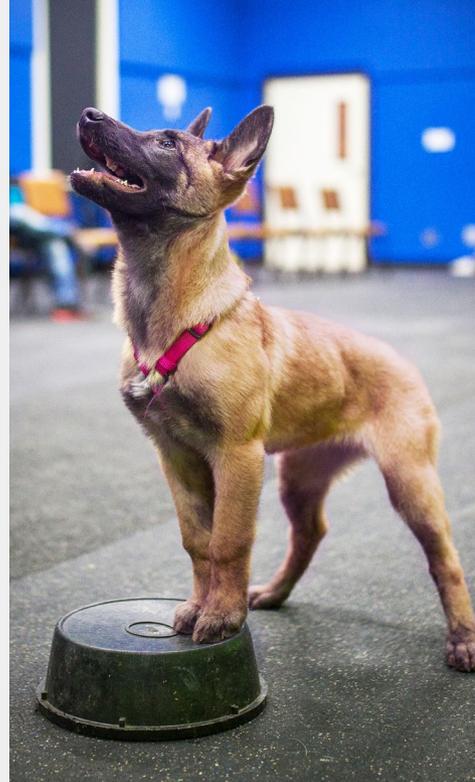
# Michael Ellis

## School for Dog Trainers

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Michael's clear, concise, and patient, style has made him one of the most popular coaches of trainers in the country. He has given over 300 seminars in the United States, Canada, and South America. Those seminars add up to over 1000 days of lecture and practical work in the last eight years alone. Michael's teachings have been one of the main influences in popularizing reward based training systems for the protection sports.

Michael has competed in and done decoy/helper work for several national level competitions both in Schutzhund and Ringsport competitions. He was also one of the first Mondioring decoys to be certified in the U.S. Michael has coached national champions in several disciplines, and many national and international competitors. Michael was also a past president of the American Working Malinois Association and a former board member of the U.S. Mondioring Association. However, out of everything he has accomplished he is perhaps most proud of helping the hundreds of beginning and club level trainers improve their physical and verbal skills.



200+ **FREE** Michael Ellis Videos  
Available Instantly at [leerburg.com/flix/](http://leerburg.com/flix/)



## TRAINING MEDIA AVAILABLE WITH MICHAEL ELLIS

### **ONLINE COURSES**

#### **The Principles of Dog Training**

Course Level: **Beginner**

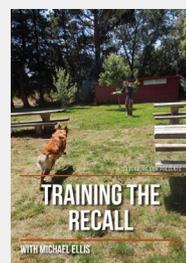
Obedience Training | 1 Year Access

#### **The Principles of Dog Training 2**

Course Level: **Advanced**

Advanced Training Concepts | 1 Year Access

\*3 of 16 DVDs Shown



Available in both DVD & STREAM Formats

# Environmental Influences Behavior

written by: Cindy Rhodes

For a large majority of the dog trainers I spend time with this statement is a given. The environment we are in will greatly influence the behavior of our dogs and our behavior as well. Sometimes this is a positive influence but often it's the opposite of what is expected.



I'd like for you to think about some scenarios. How do you behave when you are in church with your grandmother? How do you behave when you are in a bar with your friends? Think about being called into your supervisor's office. I'm fairly certain that the environment and the people surrounding you influence your behavior quite a bit.

When we are spending time with our dogs the places we take them will greatly change the behaviors we see from them. We often train new behaviors in a somewhat sterile environment inside our home or quiet space. Successful trainers understand that adding a new environment that includes distractions will likely show gaps in the dog's understanding of behaviors that were easy in a low to no distraction location. Sometimes new trainers or even experienced trainers with a new dog may fail to recognize that the dog isn't "blowing you off" or "giving you the finger", he or she is simply overwhelmed by the environment.

How does your dog behave in your kitchen? What type of reactions will your dog have to the distractions at a park? At an agility or IPO trial? In city traffic? At the vet's office? How do you behave in these environments? Are you nervous? Distracted? Excited?

The way you behave in new environments also influences your dog. A fearful dog can gain confidence from your calmness, but if you are nervous it can have a negative effect on an already unconfident dog.

I think many dog trainers select a certain type of dog for our personal dogs. Until recently I always chose working or herding breeds like the Malinois. It makes sense to pick a dog that is so motivated that it is easy to work them through training challenges in the environment. The issue lies in the large number of dogs that are not extremely motivated for primary reinforcers like food and toys or dogs that have fear or other confidence issues. I know that I have been spoiled in the past. I have had dogs that could focus and engage no matter what the distraction or environment. These dogs are priceless and make training easy. Dogs like this also make it easy to forget that not all dogs are this way.

Six years ago I got my first terrier. She's probably the most intelligent dog I've owned and a real problem solver. She's a breeze to train until you get out of a sterile training environment. Once you are outside and the delicious smell of critters is on the breeze she can appear to be a completely untrained dog. I've had to work extremely hard for the smallest increments of progress with this dog in that particular environment. I've had other trainers tell me she's blowing me off and I suppose this may be true but the core of the issue is that I'm not as valuable or interesting to her as her new environment. I just have to work harder on our relationship and reward system. This dog has made me look at training from a different point of view and evaluate my training environments from the dog's side. I don't believe I was very good at doing that before.

This is my first blog post and was written as a reminder to myself more than anything. Train the dog in front of you at that moment and try not to compare dogs to each other because you will not only shortchange the dog but your education as a trainer. Look at things from the dog's point of view when changing environments.



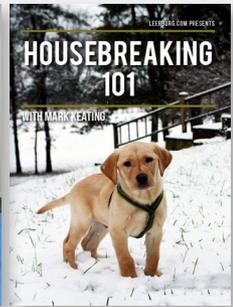


# MARK KEATING

Mark has been training dogs professionally since 1998 in various forms of obedience, agility and protection work. He works and trains primarily at Red Star Kennel in Hudson, where he serves as one of three trainers who conduct private lessons, group classes, and handles dogs who stay for the boarding and training program.

As a general dog trainer, Mark has been assisting dogs and handlers in the midwest since 1998. From teaching group obedience classes, to behavior modification, he has worked with over 1000 dogs to date.

Mark has taught numerous seminars across the US in sport-style bitework in sports such as French Ring, Mondio Ring, PSA, and Schutzhund.



# ANN BRAUE

Ann is a professional dog trainer who has been competing in the obedience ring, and agility for decades. She is widely regarded for her skills as a trainer, but her true passion is sharing information and helping students excel. Her training philosophy focuses on positive reinforcement and building a strong relationship between the dog and the handler.



## Developing a Problem Solving Puppy DVD, Stream, & Online University Course

### Goals of this DVD / Course

1. Build a strong relationship between you and your puppy
2. Find balance between drive, passion, and impulse control
3. Build a strong desire to learn in your puppy
4. Develop your puppy's body awareness and strength



# TYLER MUTO

Tyler Muto owns and operates K9 Connections, a dog training facility in Buffalo, New York. Tyler has taken his passion for dog training and his skills as an entrepreneur and turned his business into the standard for pet dog training facilities around the world. Tyler's courses and DVDs are geared for other professional trainers as well as dog owners who want to develop a well behaved family dog. Tyler's extensive knowledge and professionalism transfers over into his other role as the president of the International Association of Canine Professionals (IACP).

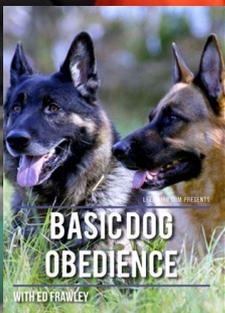
## COURSES BY TYLER MUTO



# ED FRAWLEY

Leerburg Enterprises, Inc. is a family owned business that was started in 1982 by Ed Frawley. Ed has owned and trained dogs since 1960. Ed started filming dog training seminars in 1978 and in 1982 he produced his first training video on VHS tape. He also began breeding German Shepherd's in 1978, and continued to breed working bloodline German Shepherds for the next 35 years. Ed was a K-9 handler on the Dunn Country Sheriff's Dept from 1990 to 2000. He brings 50 years of dog training experience and many years of law enforcement to his training videos and courses.

## COURSES BY ED FRAWLEY



# MORE TRAINER PROFILES

[university.leerburg.com/instructor/viewall](http://university.leerburg.com/instructor/viewall)



**CHAD HUNTER**  
French Ring / Bitework

Chad Hunter has been a professional dog trainer since 2004 and has competed in over 70 French Ring trials. Chad is also a certified French Ring Judge and Decoy.



**JIM CLOSSON**  
Hunting Dog Training

Jim Closson breeds and trains some of the best field trial Labs in the United States. Jim applies the training learned in the sport world to hunting dogs.



**JJ BELCHER**  
Rescue / Sport Training

JJ and his wife Nichole operate a dog training facility in Tuscon, AZ. They specialize in sport dog training, rattlesnake avoidance, and rescue dogs.



**JOSH MORAN**  
Small Dog Obedience

Josh specializes in adapting training concepts to fit the needs of our smaller dogs. He also professionally trains dogs of all shapes and sizes.



**TAMI MCLEOD**  
Competition Obedience

Tami has been training dogs professionally for 20 years. Her true passion is training competition dogs at the highest level for IPO and AKC obedience.



**KEVIN SHELDAHL**  
Police K9 Handler

Kevin has more than 30 years experience in training law enforcement officers, corrections officers, military handlers, and their service dogs.

# POLICE K9



## LEERBURG.COM/TACTICAL

Molle Gear, Harnesses, Collars, Muzzles, Bite Suits, DVDs, & MORE



**Mil Spec Collar with Handle**  
\$64.95



**K9 MOLLE Patrol Harness**  
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**Police K9 Bite Suit**  
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ROCA Thin Synthetic Wedge



Equipment Case



Caliber Dog MOLLE Canteen Bag with Dog Dish



Leerburg Long Line



K9 Tactical MOLLE Vest



**KEVIN SHELDAHL**  
Police K9 Handler

**AVAILABLE ONLINE COURSES**



**TRAINING POLICE K9 DECOYS**



**PROBLEM SOLVING WITH  
POLICE TRACKING DOGS**

# HIKING & TRAVEL

[leerburg.com/firstaid-travel.htm](http://leerburg.com/firstaid-travel.htm)



While we expect our dogs to be under “100% control, 100% of the time,” we also want our hikes to be enjoyable for both you and your dogs. Leerburg’s **DVD Hiking With Your Dog** with Ed Frawley provides information both new and experienced dog owners should know to make that happen. This DVD explains how we handle the various distractions encountered on our hikes. Some of those include bikers, joggers, other on and off leash dogs, both predators and prey animals, and more. This video explains how Ed and Cindy deal with these various distractions. What they do depends on the experience level of the dogs they are hiking with.



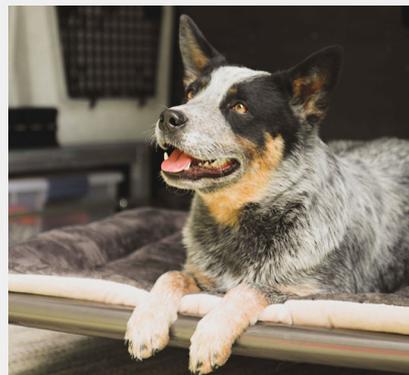
**Hiking with Your Dog**  
DVD \$25 & Stream \$19.99



**H2O4Kg Stainless Water Bottle & Travel Bowl** \$16.99



**Silver Shade Mesh Tarp**  
\$56.95 - \$169.40



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# PROTECTION SPORTS

[leerburg.com/protectiondvds.htm](http://leerburg.com/protectiondvds.htm)

DVDS

TUGS

BITE WEDGES

BITE SUITS

LEG SLEEVES

ARM SLEEVES

WHIPS & STICKS





leerburg.com/blog

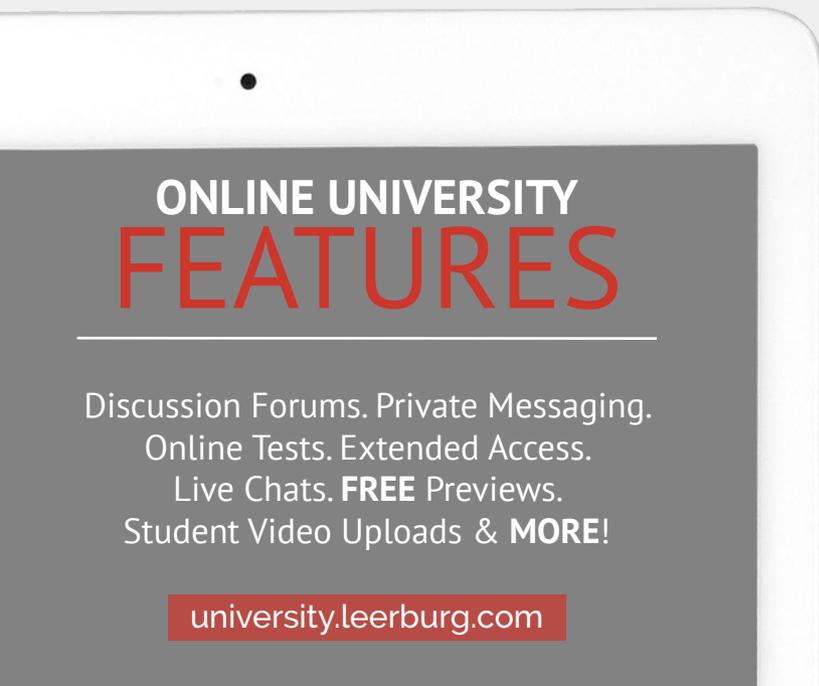
# LEERBURG BLOG

The best source for dog training news, tricks and treats from world class leaders in dog training.



# LEERBURG

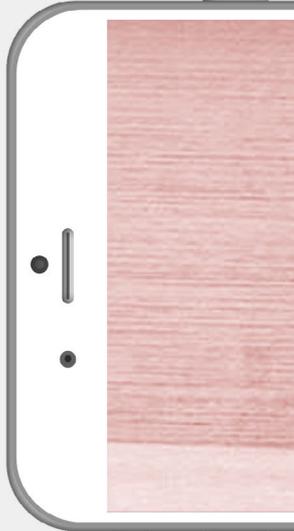
Online University



## ONLINE UNIVERSITY FEATURES

Discussion Forums. Private Messaging.  
Online Tests. Extended Access.  
Live Chats. **FREE** Previews.  
Student Video Uploads & **MORE!**

[university.leerburg.com](http://university.leerburg.com)

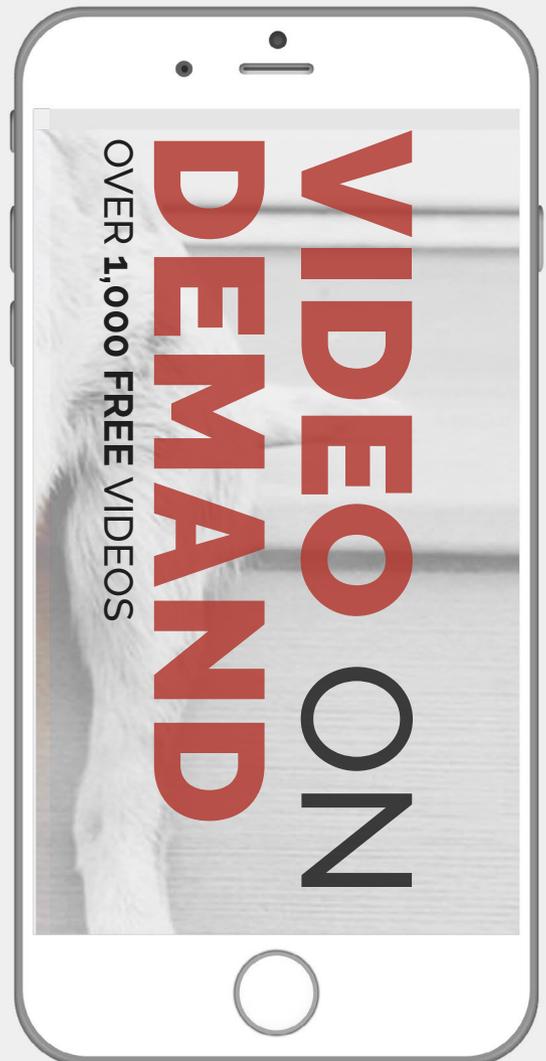




Interact with streaming video via our unique **NOTES** feature. Only available on Leerburg on Demand.



**TRAIN ANYWHERE.  
ANYTIME.**



**VIDEO ON  
DEMAND**  
OVER 1,000 FREE VIDEOS



**ONLINE DOG TRAINING**

How does online dog training work? Check out our video or register for our free course to see what it's about.



## Functional Obedience and the Development of Character

written by: Tyler Muto

“...Thorough obedience training does more than assure a dog’s response to his master’s command; capacities for learning and emotional stability could be increased and integrated as permanent qualities of character.” -William Koehler, 1962

For many years, I chose to leave the behavior of sit-stay out of my basic obedience programs, and give preference to teaching the dog to stay in either a down position, or on a dog bed. This is not to say that I did not teach sit, or that I did not teach stay. I simply did not find that it was important to teach the dog to hold a sit position for a duration of time independently of his human.

When questioned about this, I held fast to two primary points of reasoning:

1. It is not functionally necessary. The rationale behind this trajectory of thought is that I have already taught the dog to stay in a “place” command (on a dog bed), and I have already taught the dog to stay in a down position. With these two positions, I can control my dog and expect them to stay put in virtually any circumstance that I can imagine. So, why would I need a third “Stay” position? Additionally, I cannot fathom a scenario where it would be necessary for my dog to stay where he is, at a distance from me, and it be absolutely imperative that he is sitting up rather than lying down. [ ... ]

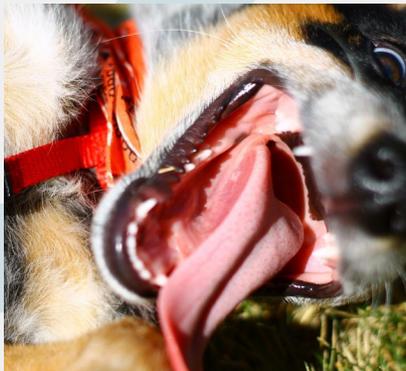
- READ MORE -

[leerburg.com/blog-functional-obedience.htm](http://leerburg.com/blog-functional-obedience.htm)

# LEERBURG.COM/BLOG



**Marker Training: The Game Changer in all of Dog Training**  
by: Mark Keating



**“My Dog is Crazy!” Dealing with High Energy Dogs**  
by: Tami Mcleod



**A Logical Approach to Practical Tracking for LEO’s**  
by: Kevin Sheldahl

# FORREST MICKE

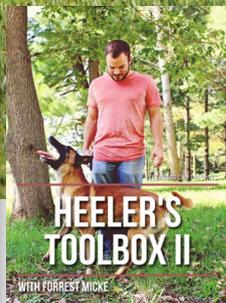
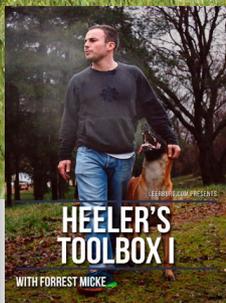
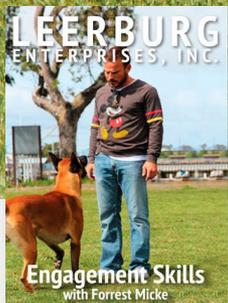


Forrest Micke is an American dog-training educator. His international seminar work and popular online educational classes have influenced thousands of students globally.

His popular seminar topics have been presented over 100 times across 5 continents in the past 6 years.

Forrest is known for his innovative, relationship-centered approach to training and his passionate and personalized teaching style. He's been called inspiring, genuine, motivating, and outside the box.

Forrest lives in Oregon and enjoys experiencing the Pacific Northwest with his dogs Amos, Elzer, and Endy.



**Engagement Skills:** DVD, Stream, Online University  
**Heeler's Toolbox I:** DVD, Stream, Online University  
**Heeler's Toolbox II:** DVD, Stream, Online University  
**Heeler's Toolbox III:** Online University

Developed by Forrest Micke, The D-Town Unisex Hooded Pullover features a 4 pocket design convenient for storing personal and dog items. With a heavier-weight design than the classic crew, the sweatshirt is perfect for cool weather.

It's durable, stylish, and functions with comfort. The design and seam work also make for easy range of motion and access to its unique pocket design. Perfect for every day life and sport-specific training.



Leerburg has been providing the best leather training leashes, collars, and harnesses on the market for nearly 30 years. Our dog leashes are made from a soft latigo leather with stainless steel hardware. You'll never find a leash of this quality in any pet store or dog food warehouse. We start with the finest latigo leather available and stainless steel hardware that will hold up to any condition. Leerburg works with a family of 5 Amish Leather Craftsmen whose skill with leather can only be described as an art.



# AMISH LEATHER

[leerburg.com/amishleather.htm](http://leerburg.com/amishleather.htm)



# LEASHES

[leerburg.com/leashes.htm](http://leerburg.com/leashes.htm)



**Introduction to Dock Diving  
with Michael Ellis | Online Course**  
[leerburg.com/dock-diving.htm](http://leerburg.com/dock-diving.htm)



# THE DOG TANK & LEERBURG'S STORE FRONT

Visit Leerburg's store front and dock diving pool, The Dog Tank!  
Store is open Monday-Friday 8AM - 5PM.  
406 Technology Dr W Menomonie, WI 54751



# SCENTWORK

[leerburg.com/scentwork.htm](http://leerburg.com/scentwork.htm)



**Licensed AKC Scent Work Kit**  
\$57.00

**UKC Nosework Kits**      **K9 Scent Kits**  
\$52.00                      \$29.99-\$89.99



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**Top-Matic Magnetic Fun Ball with Rope**  
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Top-Matic® was designed by renowned dog trainers. The world's best master trainers (World champions) helped develop and substantially tested Top-Matic®. Top-Matic® will give you optimum results, and the work becomes a lot more fun for you and your dog. Top-Matic® guarantees that only the highest quality of materials is used under the highest regards of animal and human safety. Made in Germany.

The Top-Matic® Training System is self-motivating and allows the handler to reward the dog exactly to the point. You will recognize and see the success of this system after only a few training sessions! Whether you are in the dog sport, playing, or simply going hiking with your four-legged friend, this unique magnet ball system allows you to reward your dog to your liking in every situation.



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**Top-Matic® Magnetic Mini Fun Ball**



**Top-Matic® Magnetic Power Clip**



**Top-Matic® Magnetic Tugs**



**Top-Matic® Magnetic Technic Ball**

# ECOLLARS



PRODUCTS



ARTICLES



VIDEOS



**Dogtra 200C E-Collar**  
\$189.99 - \$299.99



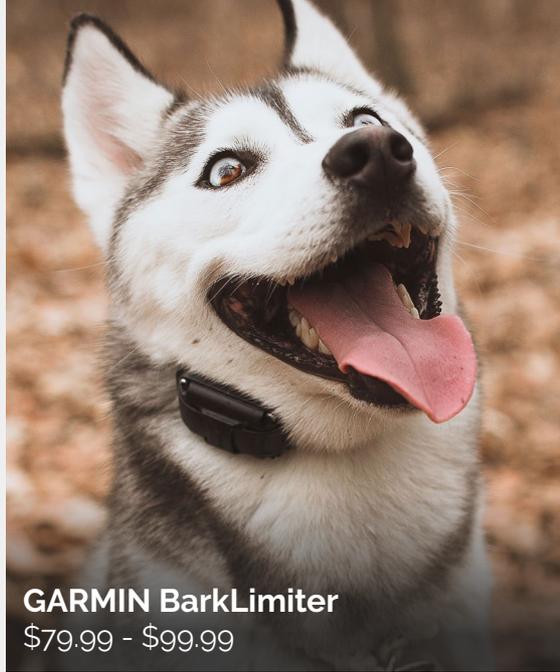
Remote Collar Training  
for the Pet Owner



The Electric Collar  
with Michael Ellis  
Selecting & Conditioning Your Dog to the Collar



The Electric Collar  
with Michael Ellis  
Part 2: Common Applications of the E-collar



**GARMIN BarkLimiter**  
\$79.99 - \$99.99



**Dogtra Pathfinder E-Collar**  
\$399.99



**Dogtra ARC Handsfree**  
\$249.99



[LEERBURG.COM/ELECTRIC.HTM](http://LEERBURG.COM/ELECTRIC.HTM)

Ed Frawley & Leerburg recommend Dogtra & Garmin E-Collars

## “ The Evolution of Training Methods Used to Control Dog Aggression with Remote Collars ”

This article is about the evolution of training methods for using remote collars to deal with dog aggression. The article is not about teaching people how to establish stimulation levels or how to condition a dog to remote collars.

I bought my first electric collar in 1979. It was a Tri Tronics Pro 100 that cost \$1,000.00. Today that collar is the model-T Ford of remote collars.

Just as remote collars have drastically improved and changed over the years, so too have the methods of training and using remote collars.

One of the best quotes I ever heard is

### “WHEN YOU KNOW BETTER YOU DO BETTER”

Hopefully this will apply those who read this article or listen to the podcast.

Years ago we thought we could use an electric collar (e-collar) to stop dog fights and/or dog aggression by simply stimulating the dog while it showed aggression. One doesn't need to do this very often to quickly learn that this often made things worse.

Too often dogs that get stimulated while acting aggressively actually think the stimulation is coming from the other dog and they end up fighting harder. If they are on leash and can't get to the other dog many will turn and redirect their aggression into their handler.

Those of us who have trained police service dogs or dogs in biting sport have seen young

dogs being trained in protection work who turn and strike their handler as the handler pats their side to tell them that they are doing a good job. When this happens it's just a reflex action on the part of the dog, it happens because the young dog is so pumped up that its brain stops working. This same thing can happen if a dog gets stimulated from a remote collar while it is in a high state of agitation and focused on another dog.

The next training method that came along involved stimulating the reactive dog when it just looked at another dog. We didn't wait until the dog started to bark or act aggressively. We kept a close eye on our dog and the moment he looked at another dog it got stimulated.

This worked with some dogs but with other more reactive dogs who got stimulated at too high of a level of stimulation it resulted in the dog again redirecting their aggression into the handler, this means they bit their handlers.

We found that lowering the level of stimulation often eliminated this redirection problem. We also learned to start this process at a greater distance from the second dog. The key being to find the lowest level of stimulation that caused the dogs to redirect their attention away from the second dog without redirecting aggression into the handler.

We learned that the levels of stimulation often need to change during training. Dogs that are faced with a higher level of distraction usually need a high level of stimulation than they would normally get. We also found that some dogs would need increasingly higher levels of stimulation because they became desensitized to lower levels while other dogs would redirect away from the second dog with increasingly lower levels of stimulation. The bottom line is each dog reacts differently and it's the handler's job to read his dog and make appropriate adjustment. This topic is covered in our DVDs.

leerburg.com/keepercollars.php

# KEEPER COLLARS



## CUSTOMER REVIEWS

Excellent product! Bought 2 for my dogs. Highly recommended product for hard to walk dogs. Nice quality as well. - **Kaitlyn S** ★★★★★

Wonderful Collar!

This collar is a dream on a variety of levels. It is high quality, it eliminates my difficulties with pinching the prongs on and off by having the secure clip on and off...now I don't worry about her prong collar coming off unexpectedly. It still allows for quick release of corrections AND it prevents my neighbors from offering their insights as to how unkind I am to my dog to have her in a prong. It came just in time as even at my vet office in their well meaning ignorance they "frown" on prong collars and try to discourage me from using one. I love the pink color and plan on ordering another. Whoever thought of this...THANK YOU. - **Katie N** ★★★★★



Plastic JAFCO Muzzle



Police Leather Muzzle



Wire Basket Muzzle



Cloth Muzzle



-  PRODUCTS
-  ARTICLES
-  VIDEOS

[leerburg.com/muzzle.htm](http://leerburg.com/muzzle.htm)

# MUZZLES 24

Baskerville Muzzle



PRODUCTS



ARTICLES



VIDEOS

[leerburg.com/newpuppy.htm](http://leerburg.com/newpuppy.htm)

# NEW PUPPY?

**Everything You Need to Succeed**

TRAINING DVDS . LEASHES . COLLARS . HARNESSSES & MORE



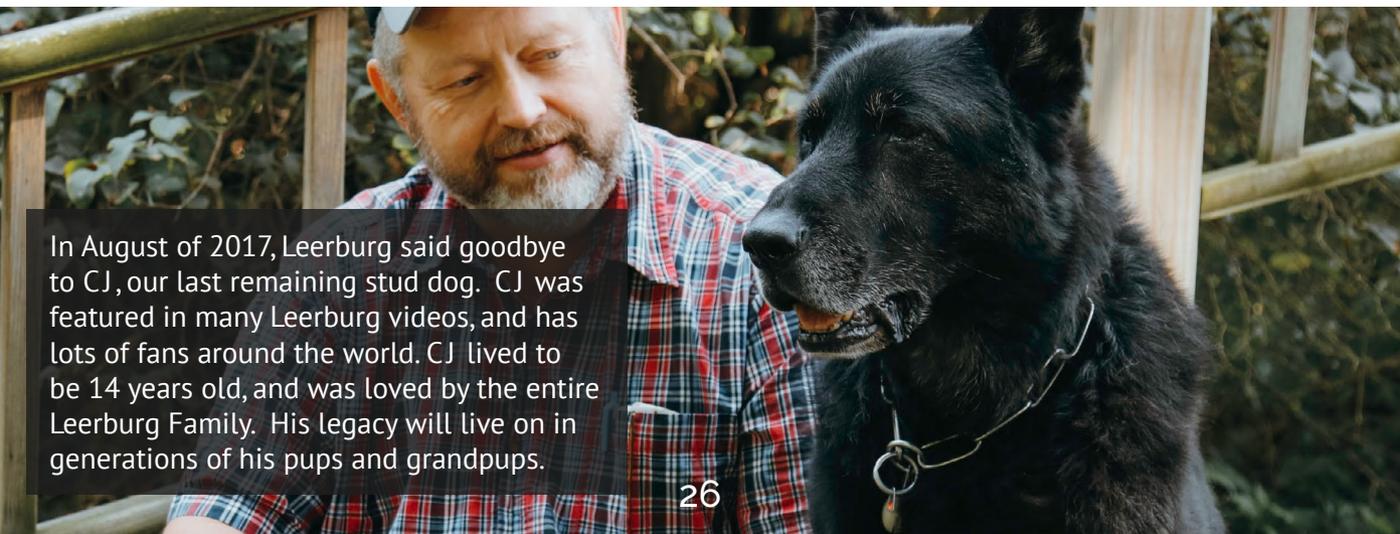
[leerburg.com/qa](http://leerburg.com/qa)

# ASK CINDY

Have a question about your dog? Leerburg offers free training advice, management, healthcare, and general dog questions through the Ask Cindy feature of our website.

Cindy Rhodes began training dogs when she was 13 years old and has bred working bloodline Dobermans and Malinois under the kennel name Kaiserhaus since the late 1980's. She has competed in AKC & CKC obedience / Rally, Schutzhund / IPO, and Mondioring. In 1990 she competed in the USA Schutzhund III Nationals with a female Doberman she raised from a puppy, and starting in 2010 began competing in Mondioring with her homebred Malinois, Rush. Cindy has also been a professional dog groomer for 15 years and has raised and trained many different breeds including: Shetland Sheepdog, Belgian Tervuren, Malinois, Pembroke Welsh Corgi, Doberman, Border Terrier and Australian Cattle Dog.

Leerburg has also collected and organized over 3,200 commonly asked questions, located under the Q&A tab at the top of our website.



In August of 2017, Leerburg said goodbye to CJ, our last remaining stud dog. CJ was featured in many Leerburg videos, and has lots of fans around the world. CJ lived to be 14 years old, and was loved by the entire Leerburg Family. His legacy will live on in generations of his pups and grandpups.

