

ONLINE DOG TRAINING • VIDEO ON DEMAND • EQUIPMENT & SUPPLIES

LEERBURG

www.leerburg.com

Page 18

New and Improved

Learn about the newest features in our Leerburg Online University to help give you the ultimate online dog training experience!

Page 22

Rescued

Read about Rose, a shelter dog that was saved just days before her life could have ended.

Page 28

Groundwork to Establishing Pack Structure

Find out how to properly establish pack structure within your home, especially for dogs that may be dominant or aggressive.

\$5.99 FLAT RATE SHIPPING

PRODUCT PRICES SUBJECT TO CHANGE

ABOUT US

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.

Leerburg Enterprises, Inc. is a family-owned business that was started in 1980 by Ed Frawley, who has owned and trained dogs since 1960. Ed purchased his first video camera in 1978 for personal use and began producing training videos in 1982. He also began breeding dogs in 1978, and continued to breed working bloodline German Shepherds for 35 years. Ed has retired from breeding in order to devote more time to Leerburg.

During the 1980s, Ed competed in AKC obedience, tracking competitions, and Schutzhund, where he titled a number of dogs. In the late 80s, he started training police service dogs, and in the 90s, Ed was a K9 handler for the local Sheriff's Department, during which time he also worked as a K9 handler with a regional multi-department drug task force.

In the early 2000s, Cindy Rhodes joined the Leerburg team. Cindy began training dogs when she was 13, and has bred Dobermans & Malinois under the kennel name Kaiserhaus since the late 80s. She has competed in AKC & CKC obedience and Schutzhund, and she competed in the USA Schutzhund III Nationals in 1990 with a Doberman female she raised from a puppy. Her sports of choice now are Mondioring and Agility. Cindy was also a professional dog groomer for 15 years, and has raised and trained dogs of many different breeds. This experience has given Cindy a wealth of information on training and managing dogs of all breeds. If you have never utilized the Ask Cindy section of our website, we at Leerburg highly recommend taking advantage of this free service.

After serving 8 years in the United States army as a paratrooper with the 82nd Airborne, Jeff Frawley came home to work for the family business. The skills that Jeff learned leading soldiers in Iraq and Afghanistan allowed him to easily transition into the roll as Vice President here at Leerburg. Jeff grew up at Leerburg and has lived with dogs his entire life. When Jeff was 10, he began helping Ed in the kennel, and by the time he was 14, he had helped deliver more litters of German Shepherd puppies than we can remember. During his high school years, Jeff also went with Ed as a cameraman and filmed a number of training seminars and dog shows.

Being a small family-owned business, we feel that quality products and information combined with the best customer service in the industry are the most important things we can focus on. The equipment we sell is designed by and used by professional dog trainers who are out there in the field training dogs every day. The training material we provide has been produced by those trainers and are based on techniques that we are implementing every day. Whether you are competing in high level sport work, Police K9 training, or you simply want a well-mannered member of your family, we can help provide the tool set necessary to achieve your training goals.

“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

ED FRAWLEY

OWNER & FOUNDER OF LEERBURG ENT, INC.

View more Leerburg
DVDs here:



http://leerburg.com/dvd_leerburg.htm



The Power of Training Dogs with Markers

The goal of this DVD is to introduce the dog trainer to the world of marker training. It is a purely positive method of training dogs that is 100% non-confrontational.

DVD \$40.00 | STREAMING \$30.00



Basic Dog Obedience

This DVD will show you how to approach dog training. It will teach you how to break a task into small incremental training steps so the dog can more easily learn the exercises.

DVD \$40.00 | STREAMING \$40.00

LEERBURG ONLINE UNIVERSITY COURSES BY ED

Managing Dogs in the Home

FREE COURSE

The goal of this course is to show new dog owners how Ed and Cindy live with their 5 dogs. It will show people how they mold their dogs by controlling the environment they put them in, and then controlling their behavior once they are in a new environment.

They hope that students will walk away from this course with enough new ideas to have a road map to accomplish the same thing.

Also available on DVD and Streaming Video for only \$20.00.

Basic Dog Obedience

This course is designed for people who are new dog owners that have never trained a dog before, and also for those who have owned a dog for years, but now find it's time to learn how to do a better job training their dog.

This course is also recommended for people who work in humane societies or shelters, or people who want to start a dog-training business and are looking for a way to start learning the nuts and bolts of dog training.

This course has over 150 short videos that cover the most important aspects of learning how to train a family pet.



MICHAEL ELLIS

LEERBURG ONLINE UNIVERSITY INSTRUCTOR

MICHAEL ELLIS ON VIDEO ON DEMAND

200+ FREE Michael Ellis videos available *instantly*

<http://leerburg.com/flix/>

- Training Tips
- Course Clips
- Q & A's
- Demonstrations
- + MORE

Learn more on Page 19



Michael Ellis' Philosophy of Dog Training



<http://leerburg.com/ellisdvds.htm>

<http://leerburg.com/elliscourses.htm>

LEERBURG ONLINE UNIVERSITY COURSES BY MICHAEL

The Principles of Dog Training

The course details all the fundamentals of Michael's approach to obedience and the dog/handler relationship, and helps the trainer build the "toolbox" he/she will use throughout the training process. This course thoroughly 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," and shaping, and we will also discuss the thoughtful introduction of aversives and the creation of motivation in your dog through productive play. We will also cover the foundation for focused heeling and the entire progression of establishing the recall.

The Principles of Dog Training II

The Principles of Dog Training II is a continuation of Michael Ellis's first online course. The course picks up directly where the first course left off. In order to enroll in this course you must have taken The Principals of Dog Training I, or Obedience Intensive through the Michael Ellis School for Dog Trainers.

In this course, students will learn how to take the skills learned in the first course and apply them to more advanced behaviors and situations. Students will learn how to chain exercises together in order to develop more advanced obedience behaviors.

UPCOMING MICHAEL ELLIS COURSES

Training a Working Puppy

In this course, Michael Ellis will teach you how he raises his puppies who are going to develop into solid working and sport dogs. It is a common myth that working dogs and sport dogs are not able to live in your home with the family. By using the techniques taught in this course and combining them with a solid training program, you will be able to develop a dog that performs both on and off the field.

Whether your looking to raise a new sport dog, service dog, police dog, military working dog, or just want a very well behaved house pet, this course is going to give the tool set required to set you and your dog up for success.

Dock Diving Training

Dock diving is the fastest growing dog sport in North America. This is because anyone can participate. You can bring your pet dog out to a dock diving event and have a great day with your dog and your family, or you can train every day and compete at a national level .

This course/DVD will feature dogs of all walks of life. We will be introducing brand new dogs to the water and also be tweaking and troubleshooting dogs that have been completing in the sports for years. 3 of the dogs featured in this course/DVD have set world records in a variety of different dock diving events and under different organizations.

LEERBURG ENTERPRISES, INC. The Power of Training Dogs with Food

This DVD will show you the importance of training your dog with food. It demonstrates skills such as engagement, luring, and drive. Suitable for dogs of all ages.

DVD \$65.00 | STREAMING \$50.00

LEERBURG ENTERPRISES, INC. Training the Recall

In this video, Michael Ellis properly teaches the recall through lecture and demonstration instruction. The recall is one of the most important commands your dog will ever learn.

DVD \$45.00 | STREAMING \$30.00

LEERBURG ENTERPRISES, INC. The Power of Playing Tug with Your Dog

This video teaches you how and why you should play tug with your dog. Playing tug helps build drive and focus, which is important in the learning process.

DVD \$65.00 | STREAMING \$50.00

LEERBURG ENTERPRISES, INC. Advanced Concepts in Motivation

The goal of this training is to teach dog trainers how to turn a reward into an event for their dog. When trainers can learn these skills they are going to be able to manipulate the motivation and drive of their dogs.

DVD \$65.00 | STREAMING \$55.00

Meet

ANN•BRAUE

Leerburg Online University Instructor

For those of you involved in the world of Agility training, Ann Braue needs no introduction. However, if you have never competed in Agility, Ann is someone who you should look into. The drive, passion, skills, and ability to teach that she brings to dog training can transfer over into all aspects of training. Her training will serve as an outstanding new tool for trainers from all dog sports and disciplines.

Ann has set the bar high by competing internationally 6 times with her own dogs, both on the US team at the AKC FCI Agility World Championship, as well as being the USA representative at Crufts. Ann has also been a coach for the US Worlds Agility team 4 times. The list of accomplishments and titles here in the US goes on and on. Needless to say, when it comes to agility, Ann Braue is one of the best in the world.

Leerburg was very fortunate to attend Ann Braue's Puppy Foundations seminar. The Leerburg Online University is now offering an online course with Ann that mirrors her puppy foundations seminar. We are very excited about how the class turned out, and we recommend this class to anyone who wants to build a strong relationship with their dog.

While Ann focuses her training in the Agility ring, her puppy course is something that every sport dog trainer should have the opportunity to attend. Cindy Rhodes has brought 4 of her last puppies to the same class. While Cindy has never competed in agility she has competed in obedience and a variety of protection sports with dogs who attended this class as puppies. Cindy brings her puppies to Ann's class regardless of the sport she plans to compete in. The class helps develop a thoughtful problem solving puppy regardless of your ultimate training goals.



Developing a Problem Solving Puppy

Leerburg Online University Course

3 Modules | \$95.00 | 1 YEAR ACCESS

Goals of this Course

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

Learn more about the Leerburg Online University on Page 18



FORREST•MICKE



LEERBURG ONLINE UNIVERSITY COURSES BY FORREST

The Heeler's Toolbox Series

The Heeler's Toolbox is a series of classes 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 both HOW to teach powerful, precise, and elegant heeling work, and WHY the itemized skills and concepts are a benefit to any serious competitive partnership.



<http://leerburg.com/mickedvds.htm>

<http://leerburg.com/mickecourses.htm>

Teaching Engagement Skills

In this course, Forrest will teach you how to promote engagement, how to 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 class will prepare students with both the why's and how's of making and maintaining engagement as a central attitude, mental state, and defining feature of any and every training program.

MARK•KEATING

<http://leerburg.com/keatingdvds.htm>

<http://leerburg.com/keatingcourses.htm>

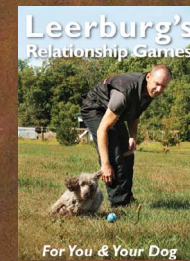
LEERBURG ONLINE UNIVERSITY COURSES BY MARK

Relationship Games

This course shows you games that develop and strengthen your relationship with your dog. Each incorporates the principles and techniques of reward-based training that we use with our dogs at Leerburg and teach in our DVDs. We think you'll find that these games are fun for both you and your dog.

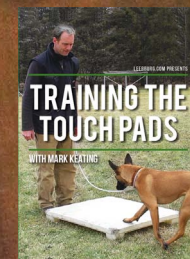


Decoy DVD Set \$75.00



Training the Touch Pads

Within this course, you will find the necessary material to successfully teach your dog the touch pads; regardless of breed, or level of training. The material in this course is designed for everyone and every dog. This information is going to help people who are using the touch pads to eventually train advanced obedience behaviors such as heeling, as well as the everyday house dog being trained to simply stay on their dog bed.





TYLER MUTO

pet dog obedience

About: Tyler started K9 Connection in Buffalo, NY in 2007 to fulfill his dream of helping dogs and owners to live harmonious lives together. Tyler oversees and developed the training programs at K9 Connection, and works diligently to coach the staff and advance their training techniques.

Courses: Leash Reactivity: A Comprehensive Approach
Loose Leash Walking
Obedience and Behavior Foundations
Principles of Pressure



JOSHUA MORAN

small dog obedience

About: Josh is a professional dog trainer from Buffalo, NY who specializes in behavioral issues in pet dogs ranging from extreme fear to extreme aggression. He has worked extensively with both rescue organizations and other professional trainers to help develop clear systems to overcome difficult situations.

Courses: Obedience Training for the Small Dog
Remote Collar Basics



JJ BELCHER

rescue / sport training

About: JJ Belcher has been training training dogs professionally since 1991. He is the owner and founder of Sublime Canine in Tucson, AZ where he and his staff teach everything from basic obedience and behavior modification to competitive dog sports like Schutzhund, Flyball and Barn Hunt. JJ is committed to helping the rescue dog community as a volunteer, a foster and even developed his own rescue organization with the help of his wife Nicole. "I believe owning a dog is not just a commitment or responsibility, it's a lifestyle. My goal is to make my clients as passionate as I am about training their dog"

Courses: Introduction to Flyball
From the Rescue to the Home



JIM CLOSSON

hunting dog training

About: Jim Closson has been professionally training dogs for 27 years. He attended Southern Oregon State College at Ashland, where he majored in Pre-Veterinary medicine. Jim was fortunate enough to study animal behavior under renowned animal behaviorist Dr. John Sullivan. He was able to interact with Dr. Sullivan's pack of wolves & wolf hybrids along with his pack of Dingoes, thus improving his education on dominance, hierarchy positions and canine communication and Pack Leadership development.

Courses: Developing Your Gun Dog Puppy



CHAD HUNTER

french ring / bitework / canine good citizen training

About: Chad Hunter has been a professional dog trainer since 2004. He has over 8 years experience in French Ring training, and frequently travels to France for Ring seminars and training. He has competed in over 70 French Ring trials and over 30 trials in French Ring 3 with various dogs. He has also been Level 2 Decoy and Breeder of Chasseur Malinois since 2009.

Courses: Introduction to the Canine Good Citizen
Ring Sport Decoy Workshop



TAMI MCLEOD

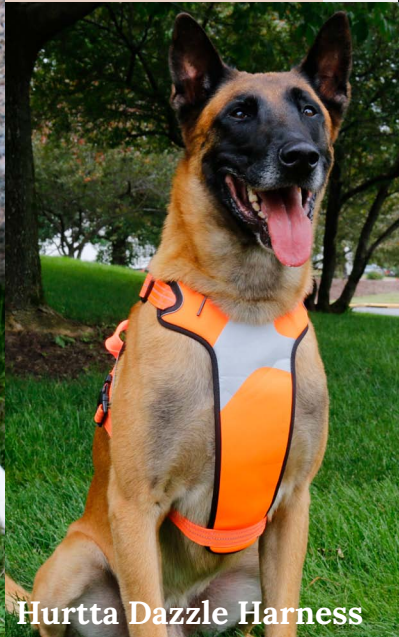
competition obedience

About: Tami McLeod has been a professional dog trainer for 20 years. She titled her first dog in IP (schutzhund) at 16 year of age. She has contributed to dog clubs over the years as founding member of the American Working Malinois Association, board member/delegate to the American Working Dog Federation, serving on past committees including the National Events Committee, former Pacific Northwest Training Director, and Training Director for local clubs.

Courses: Drive Development for Competition Obedience

HIKING AND TRAVEL

<http://leerburg.com/firstaid-travel.htm>



Silver Shade Mesh acts like a mirror reflecting away the sun's heat while you enjoy any available cooling breeze through the mesh fabric. Cooler than shade! Available in 5 sizes!
\$56.95 - \$169.40



- 1.) Hurтта Polar Vest (\$50.00-\$55.00)
- 2.) ComfortFlex Limited Slip Collar (\$16.95)
- 3.) Paracord Convertible Leash (\$65.00)
- 4.) Kurgo Journey Harness (\$40.00)

Hurтта Dazzle Harness

Sturdy, padded harness for dogs on the move. Easy to dress, comfortable to wear. The adjustable collar and chest strap ensure a comfortable fit. Available in 5 sizes and 3 colors!
\$50.00 - \$60.00

- 5.) Gulpy Pet Water Dispenser (\$10.95-\$11.95)
- 6.) Musher's Secret (\$13.99)
- 7.) Firm Up! (\$11.99)

Pet Convincer

The Pet Convincer is a safe, humane, and effective tool aimed at instant results for curbing unwanted behavior. Here at Leerburg, we find this to be a valuable tool to repel off-leash dogs while hiking the trails with our dogs.
\$37.95



Collaps-A-Bowl

Kurgo's multi-award winning Collaps-A-Bowl is the perfect dog travel bowl. Just pack it, pop it, and pour it. Barely an inch thick when collapsed, it is very compact for easy storage. It holds up to 24 fluid ounces and is dishwasher friendly as well as BPA free. Available in 3 colors.
\$9.99

LEASHES

<http://leerburg.com/leashes.htm>



AMISH LEATHER

<http://leerburg.com/amishleather.htm>



3/4" Wide Leather Leash

- Available in black, brown, or distressed brown
- Available in 4ft, 6ft, and 10ft lengths
- Snaps are sewn and riveted on for security
- Made with Amish-made Latigo Leather and high quality stainless steel snaps

\$31.00 - \$47.00

Leather Drag/Obedience Leash

- Available in black, brown, or distressed brown
- 3/8" wide and available in 2ft and 6ft lengths
- Snaps are sewn and riveted on for security
- Made with Amish-made Latigo Leather and high quality stainless steel snaps

\$18.00 - \$24.00

- 1.) Martingale Lead (\$9.95-\$19.00)
- 2.) Paracord Short Slip Lead (\$35.00)
- 3.) 3/4" Leather Prong Collar Leash (\$40.75-\$46.50)
- 4.) EezWalker Short Loop Leash (\$15.95)
- 5.) BioThane Leash (\$19.75-\$26.75)
- 6.) Hurttta Hands Free Leash (\$22.00-\$25.00)
- 7.) Small Dog Nylon Leash (\$14.00)
- 8.) Kangaroo Leather Slip Leash (\$150.00)
- 9.) BioThane Long Line (\$39.00-\$62.00)
- 10.) EezWalker Hands Free Leash (\$24.95)
- 11.) British Slip Lead (\$9.95-\$16.50)
- 12.) 15' Cotton Drag Line (\$12.99)

Leerburg's Amish Leather

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.



3/4" Leather Prong Collar Leash

- Only available at Leerburg!
- Attaches to prong collar and backup collar
- Available in multiple colors and lengths
- Made with Amish-made Latigo Leather and high quality stainless steel snaps
- Also available in 1/2" width, BioThane material, and 2-handled variations

\$40.75 - \$46.50



Lightweight Multipurpose Leash

- 3/8" wide and 4.5ft long
- Available in Black, Brown, or Distressed Brown
- Can be used as a drag leash or regular leash with loop handle
- Designed for dogs of medium size and smaller

\$24.99



BioThane Long Lines

- Available in 4 sizes and 2 colors
- Pliable and soft, yet strong
- 1/2" wide and made with high quality stainless steel snaps

\$39.00 - \$62.00





Educator ET300 Mini Remote Dog Trainer
(\$179.99 - \$289.99)



Easy Educator EZ-900
(\$199.99 - \$499.99)



Dogtra ARC Electric Collar
(\$234.99)



Dogtra iQ PLUS Electric Collar
(\$179.99)



Dogtra YS600 No Bark Collar
(\$89.99)



Educator Bungee Collar
(\$30.00)



Remote Collar Training for the Pet Owner

This DVD teaches pet owners how to safely and effectively train their dogs with low level stimulation from a remote trainer. When used properly, remote collars are one of the most humane training tools available to dog trainers.

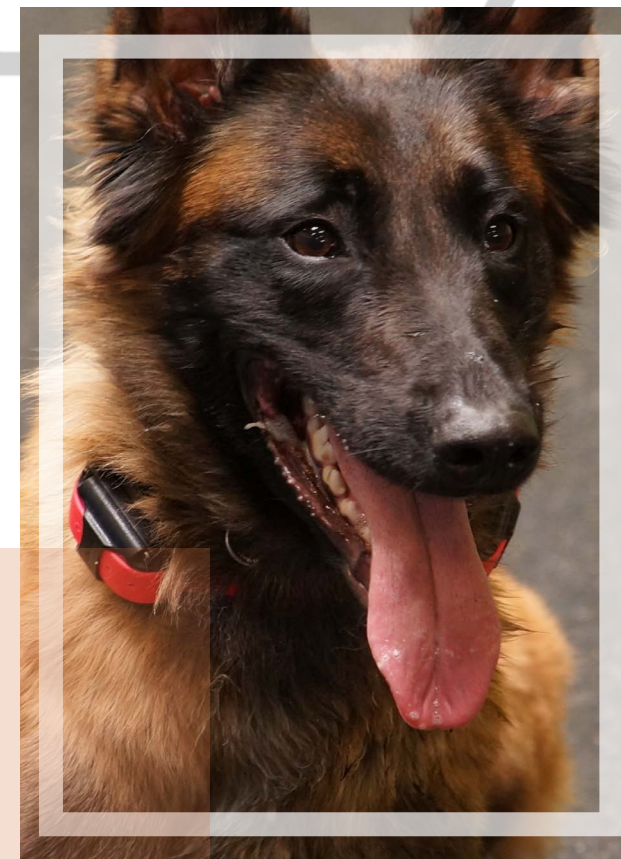
DVD \$40.00 | STREAMING \$30.00



The Electronic Collar with Michael Ellis (Parts 1 & 2)

This 2-part series will show you how to begin your remote collar work in a way that eliminates any superstitious associations that your dog may develop from the remote collar. As well as how to take a dog that has been properly conditioned to the collar and achieve the desired results through low level stimulation.

EACH DVD \$65.00 | EACH STREAMING \$50.00



Remote Collar Basics

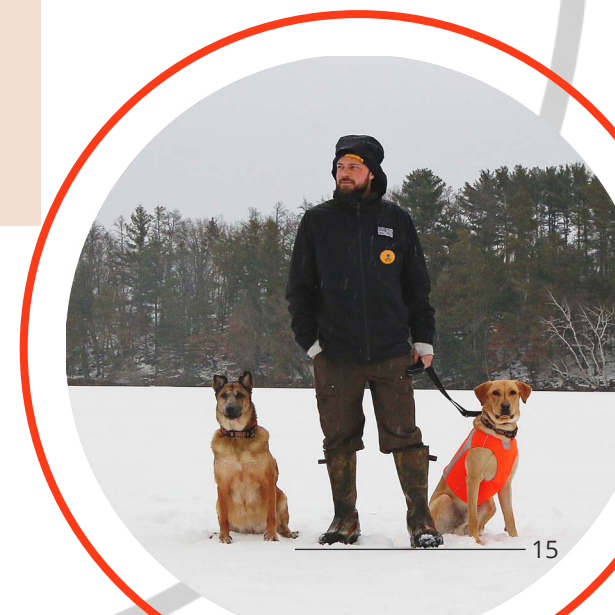
Leerburg Online University Course

6 Modules | \$55.00 | 1 YEAR ACCESS

The remote collar is one of the most useful and most misunderstood tools in dog training. The proper application of a remote collar can truly take your training to the next level. However, if not used correctly it can cause some serious problems.

This course is going to teach you how to properly and successfully incorporate the remote collar into your training. Proper understanding of a remote collar is a huge addition to your toolbox. After taking this course you will have a clear understanding of how to introduce the collar to your dog in a fair and methodical manner.

Learn more about the Leerburg Online University on Page 18



POLICE K9



Police Style Leather Muzzle



MOLLE GEAR

Alpine Cobra Buckles

CaliberDog MOLLE Cape Harness
K9 MOLLE Vest GoPro Dog Camera Back Mount

- 
PRODUCTS
 - 
ARTICLES
 - 
VIDEOS
- LEERBURG.COM/TACTICAL



M1-K9 Collar



CaliberDog MOLLE Canteen Bag with Dog Dish
- Available in 2 colors
- Attaches to MOLLE vests
- Approximately 6" x 9" x 3"
\$34.00



K9 MOLLE Patrol Harness
- Available in 2 sizes & 2 colors
- Velcro accommodates both accessories and patches
- Uses load bearing metal Alpine Cobra buckles
\$99.99



CaliberDog MOLLE K9 First Aid Field Trauma Kit
- Available in 2 colors
- 6" x 8" x 3"
- Designed to be used with the K9 Tactical MOLLE Vest or the K9 MOLLE Patrol Harness
\$68.00



CaliberDog MOLLE Netted Bag
- Available in 2 colors
- 8" x 6" x 2"
Designed to be used with the K9 Tactical MOLLE Vest or the K9 MOLLE Patrol Harness
\$18.00



K9 Scent Kits
- Comes in 2 sizes
- Portable
- Includes scent jars, vials with eyedropper, and magnetic tin (Large also includes cotton swabs)
- Do not contain scents
\$29.99 - \$89.99



Leather Police Leash
- 6 ft. long x 3/4 in. wide
- High Quality Stainless Steel Snaps
- Made of leather
- Amish-made
- Multiple O-rings
\$48.00



2-inch Polyweb Tracking Harness
- 2 sizes available
- Medium: 45 lbs - 75 lbs max 33" girth
- Large: 65 lbs - 120 lbs max 38" girth
- All straps are adjustable
- Lightweight and made of nylon
- Heavy-duty hardware
\$47.95



Police Harness
- 2" double ply webbing.
- 2" contoured snap buckle
- 2" heavy welded D-ring is protected against the dog's back
- Adjustable girth strap
- Military spec sliplock
- Sewn in supports
- Also available in Sheriff
\$80.84 - \$97.95

KEVIN SHELD AHL

Leerburg Online University Instructor / K9 Police Decoy Training

About: Kevin Sheldahl is a retired Deputy Sheriff who began training with police service dogs in 1982. In his career he trained K-9 Teams for his department as well as neighboring departments as a Deputy Sheriff. He has experience deploying patrol, detection, SWAT and tracking canines spanning the duration of his career. Kevin is a well known seminar instructor, speaker, and law enforcement instructor. In his personal life Kevin has participated in numerous dog sports such as Schutzhund/IPO where he has been the training director for more than 20 years.

Courses: Decoy Training for Police K9 Units



IMPROVED SITE NAVIGATION

New course catalog layout with categories and search function.

EXTENDED ACCESS

All access is extended for a year on all previous courses you've taken whenever you sign up for a new course.

FREE PREVIEWS

Get a sneak peek at selected course modules before you sign up.

IMPROVED MOBILE DESIGN

All pages are now more mobile friendly with improved design, layout, and functionality.

NOTIFICATIONS

New notification system lets you customize your watched topics without cluttering up your message inbox.

TIMEZONES

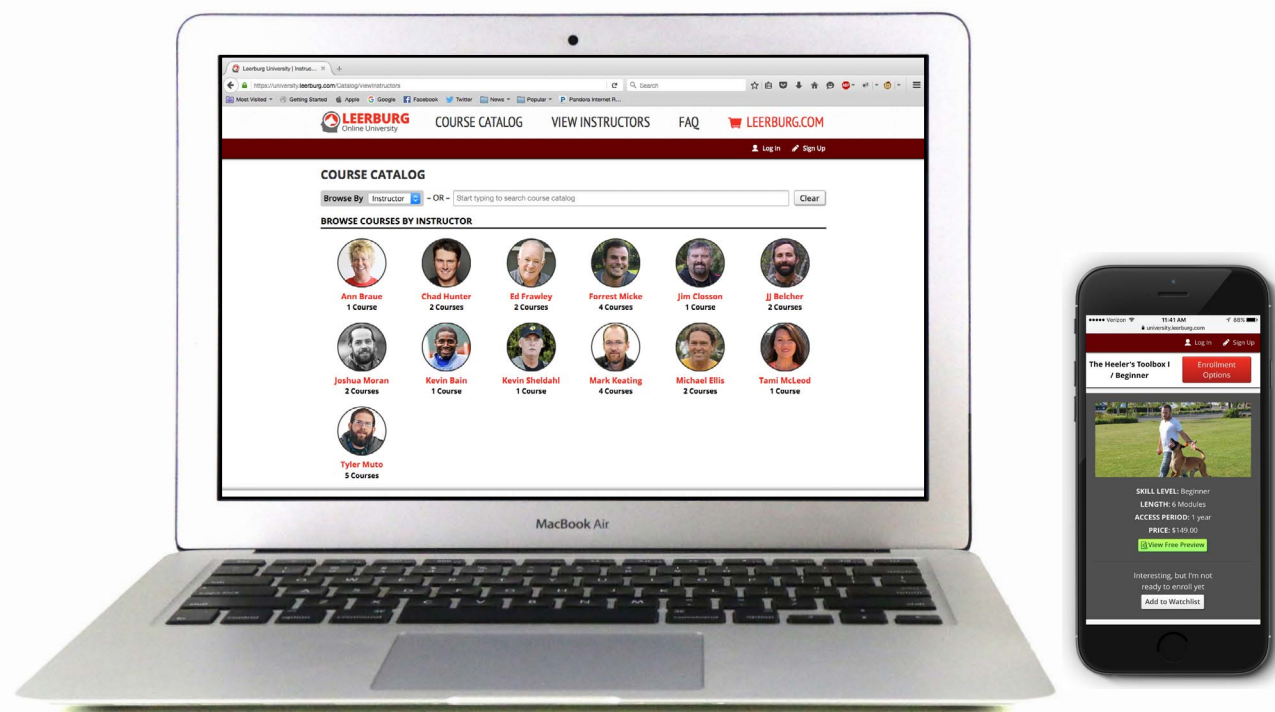
Timezone selection lets users view post/message/livechat timestamps according to their local time.

CERTIFICATES

Improved system for tracking when course certificates are sent.

STUDENT VIDEO UPLOADS

Improvements to student video uploading controls and video forums.



VIDEO ON DEMAND

OVER 1,000 FREE VIDEOS

NEW FEATURES

NOTES

Take notes at the exact moment in the video that you want, making it easier to review demonstrations and explanations.

BOOKMARKS

Video On Demand will remember exactly where you left off in your video, making it easy to start back up again.

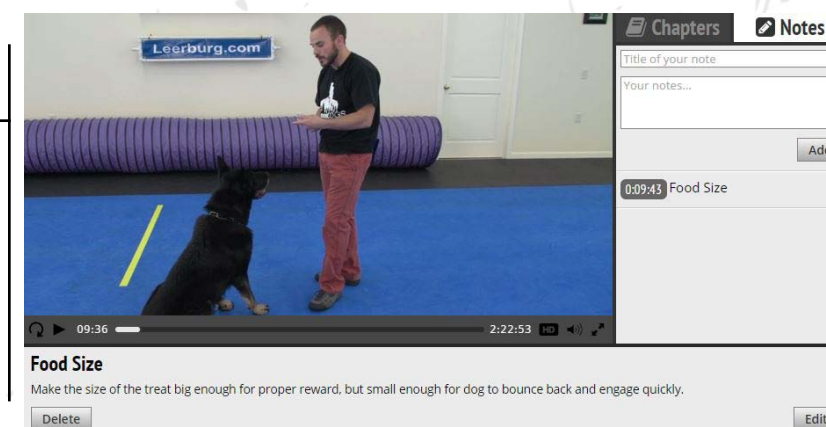
CHAPTERS

Jump to specific chapters in our streaming videos for easy navigation.

REWIND

The rewind button takes you back 10 seconds in the video.

+ MORE leerburg.com/videoondemand.htm



When Ed Frawley purchased his first video camera in 1978, the last thing on his mind was, "Someday I will teach people how to train dogs using a computer." Four years later, Ed produced his first dog training video titled, "Training the Competition Obedience Dog." It quickly became evident that it was impossible to teach everything there is to know about competition obedience in the amount of time you could squeeze into a single VHS tape.

With the advent of the internet came streaming video. Streaming video has opened another door to the world of dog training. It gives us the tools to instantly provide the amount of information that is necessary to teach complex skills. With streaming video, we are no longer limited by how much information we can fit into a DVD. We learned that many people did not have the attention span to watch a 4 hour DVD, but they do have the attention span to watch a two to five minute video on one specific subject.

Enter online training. Leerbουργ's very talented IT staff spent 2 ½ years developing an online training platform tailored specifically to teach people how to train dogs. Leerbουργ Online University allows us to organize a series of short streaming videos, text, audio, PDFs, and other visual materials in a systematic step by-step training process. You can now watch a short video of an instructor explaining an exercise along with instructor and student demonstrations of that exercise. Through our smart phone video uploads, you will have a chance to demonstrate the skills you have learned with your own dog and receive instructor feedback to help hone those skills.

Our goal from the beginning has been to put a hands-on, interactive approach to online dog training. Our system allows you to decide what learning modality best fits you and your schedule. Students have the benefit of watching videos, reading the material, and

listening to podcasts. Students have the ability to review the material and post any questions that may come up through the discussion forum or a private message. In addition to the weekly discussions and messaging, we offer live chats where students can log on and talk directly to their instructors. What sets Leerbουργ Online University apart is the option to upload videos directly from their smart phones for the instructor to review and critique.

We launched our first online training course in February of 2014. Over the past two years, we have developed over 25 new courses and added several new instructors to the Leerbουργ team. We also have several new courses currently in various stages of production. Our students have continued to provide positive and helpful feedback throughout the entire process. Through that feedback, we are continuously updating and improving not only the material within each course, but also the training platform itself. The goal of our training system is for anyone, regardless of your computer skills, to be able to log on and understand how to navigate through a course. Meanwhile, our courses are constantly improving by incorporating the frequently asked questions brought up in previous courses. We invite you to read some of the student comments about their first online training experiences. We feel that these comments speak for themselves, and are a true testament to our instructors and our IT staff.

Our goal has always been to stay innovative in an ever-changing dog training environment and community. Our new online training system will continue to put trainers from all over the world together and has the potential to revolutionize dog training. In 1978, Ed Frawley may have never imagined a world where he could help train a dog in a living room in Australia through a computer, but he was able to foresee a future in dog training that none of us could have ever imagined. That future is today, and Leerbουργ Online University is at the forefront.



THE DOG TANK

<http://leerburg.com/thedogtank.htm>
<https://www.facebook.com/TheDogTankWI>

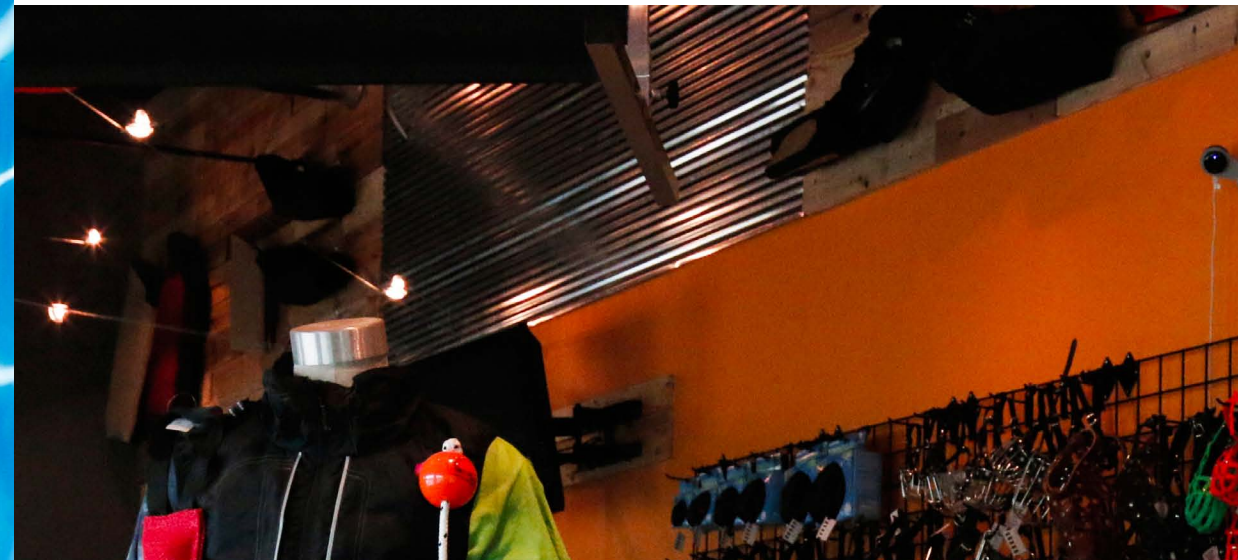
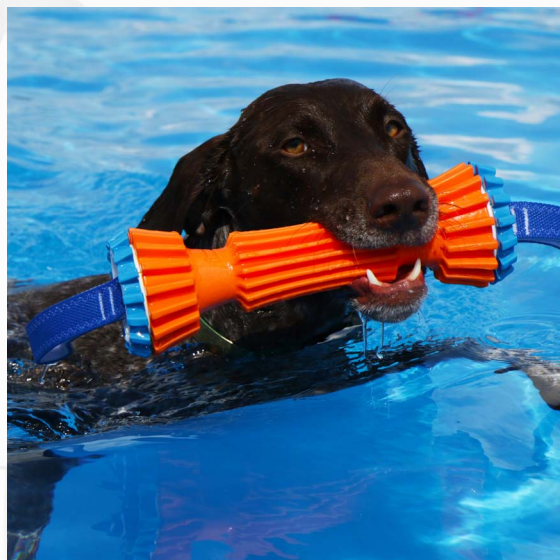
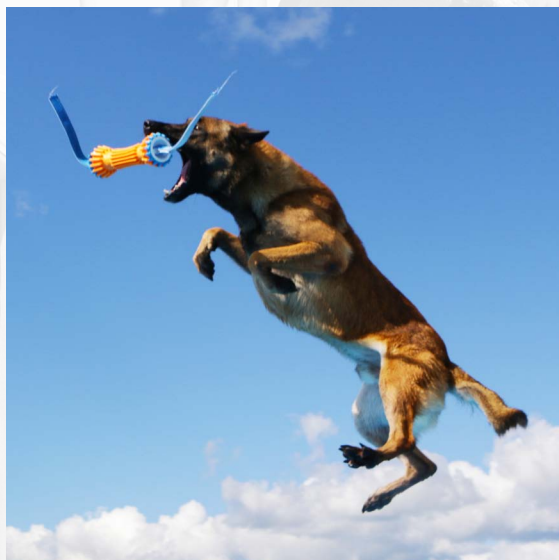
Dogs of all shapes and sizes are welcome to come try our 45' dock diving pool. Come and take your dog swimming, learn about the sport of dock diving, get acclimated to the atmosphere of dock diving, or just let your dog take a lap in the pool to cool off on a hot Wisconsin day.



MAY - OCTOBER

The Dog Tank is located at Leerburg's facility in Menomonie, WI. You are able to reserve 1 hour open swim on Saturdays from 10am to 6pm and Sundays from 8am to 4pm. Half-hour blocks are available during the week by appointment. Look for future dock diving events hosted at The Dog Tank!

Contact Steve Powell at steve@thedogtank.com to schedule an appointment or reserve your time on leerburg.com. Check The Dog Tank's page on leerburg.com or The Dog Tank's official Facebook page for official dates and hours of operation.



leerburg.com/sls.php

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WAREHOUSE
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ADDED DAILY

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LEERBURG'S RETAIL
STORE FRONT

406 TECHNOLOGY DRIVE WEST
MENOMONIE, WI

visit our
STORE

Shop select
products not
sold online!

8:00AM - 5:00PM
Monday - Friday

RESCUETALES



One of Rose's Babies
Photo submitted by Michael Puck
Leerburg Photo Contest 2016

Cindy Puck and her husband, Michael were working as volunteers at their local shelter in Tennessee when they found out about Rose, an abandoned Pit Bull that was due to have puppies. Rose was found in very bad shape and was taken into the local animal shelter along with an injured male pit bull who is the father of the puppies. It was assumed they were in a fight or used for fighting based on the injuries they came in with. The shelter could not house her not knowing when her pups were due, so they were looking at euthanization.

Cindy and Michael were able to rescue Rose, saving both her and her unborn puppies. She was with them for two weeks before she delivered 3 healthy baby boys on January 21, 2016. All 3 puppies were taken in by a rescue agency when they were 7 weeks old, and after a screening and background check and multi step process the agency uses to place their pups in homes to ensure they are going to be well taken care of, not used for breeding, and especially not used for fighting, all 3 pups have found homes.

Cindy and Michael officially adopted Rose. She is now spayed and in very good health. She is also very happy and has made a wonderful new family member.

Unfortunately, Pit Bull fighting and other animal abuse is still taking place all around the country. Please be aware of how important it is to report any known activity, to have all pets spayed and neutered, and to get laws passed that would enforce severe penalties for dog fighting and any type of abuse across the US. If we all work together, we can end animal abuse.

From the Rescue to the Home

Online Course with *JJ Belcher*

In our Leerburg Online Course, "From the Rescue to the Home," we take a behind the scenes look at the journey many dogs take through shelters, rescues, and foster homes. It includes interviews with shelter staff, volunteers, and rescues, so our audience can better understand what these dogs' lives were like before moving into their forever home.

Our goal for From the Rescue to the Home is to educate dog owners, shelter staff, and rescue volunteers in efforts to work with dogs and owners to reduce relinquishment rates and the return rate of dogs that have been adopted and returned due to behavior management issues.

COMING 2017



PRONG • COLLARS

<http://leerburg.com/prongcollars.htm>

Save 10%
by Purchasing
as a Kit!

Prong Collar Leash Kit
\$56.68 - \$67.77



View more Prong Collar Leashes:
leerburg.com/prongleashes.htm



Stainless Herm Sprenger



Black Herm Sprenger



Curogan Herm Sprenger



Chrome Plated Herm Sprenger

STAINLESS STEEL PRONG COLLARS

How to Fit a Prong Collar

The biggest problem with prong collars is that new dog owners don't know how to put them on, how to size them or how to have their dog wear them. This article will address these issues.

Prong collars are ordered by size (small, medium, large or extra large). They come in a standard length, which is adjusted to fit the neck of the dog by removing or adding links to the collar.

Prong collars are meant to be put on and taken off before and after daily training sessions. Unlike a choke collar that is often left on the dog all the time (in some cases this can be a dangerous practice).

A common problem new trainers have is they don't remove enough links to get the correct snug fit. When that happens the collar hangs down on the dogs neck which results in the collar not working the way that it was designed.



Collar should sit here

Read More:



This is too low

Dominant Dog Collar
\$14.50



PRODUCTS ARTICLES VIDEOS
[LEERBURG.COM/COLLARS.HTM](http://leerburg.com/collars.htm)

SEYNAEVE • BITE SUITS

<http://leerburg.com/bitesuits.htm>



- Maximum protection
- Specially designed for training on the whole body area
- Popular with Law and Army Forces
- Offered in Training, Semi-Training, and Competition varieties

"I have been around body bite suits since 1985, and I have never seen a suit that comes close to the quality of these Seynaeve Bite Suits. There are not cheap suits on the market, but when you're faced with an 85 pound adult Malinois, that's a very serious dog, skimping on the protection offered in a suit is not where you want to save money." - Ed Frawley



APPAREL

<http://leerburg.com/apparel.htm>

FEATURES



D-TOWN UTILITY DOG TRAINING SWEATSHIRT™

- Large front and back pockets
- Nylon inner lining to protect outer fabric
- 5x7" zipper pocket for safe storage of wallets, keys, phone (easily houses iPhone 6s+ and large Galaxy note)
- Hidden armpit pocket for stealthy storage
- 5x7" right side Velcro pocket
- Thumb holes in wrist cuffs for extra comfort in colder weather
- Machine washable

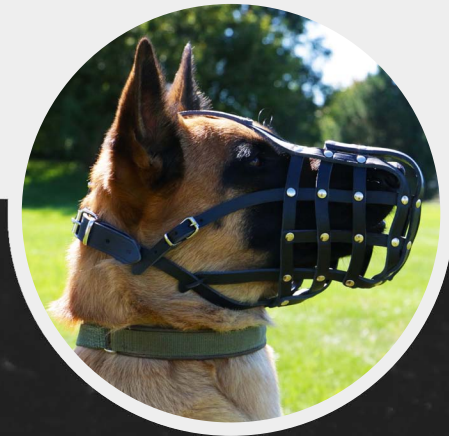


MUZZLES

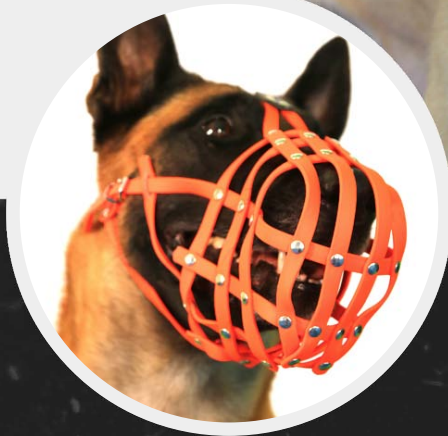
MUZZLE.SIZING
How do I measure my dog for a muzzle?



PRODUCTS ARTICLES VIDEOS
LEERBURG.COM/MUZZLE.HTM



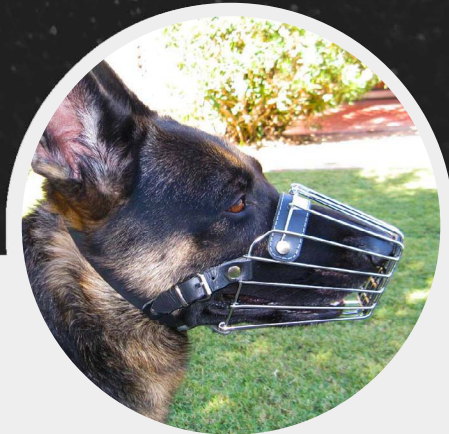
Leather Muzzle
(\$45.45)



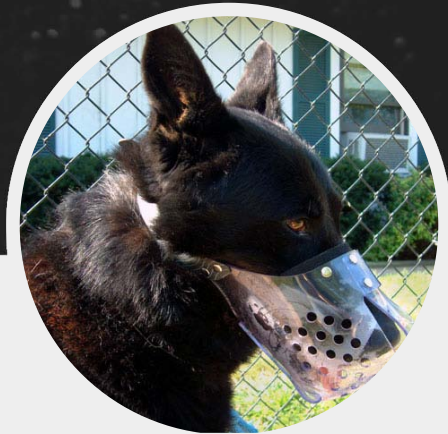
BioThane Muzzle
(\$55.00)



Ultra Baskerville Muzzle
(\$15.50 - \$31.99)



Wire Basket Muzzle
(\$40.00 - \$62.68)



JAFCO Plastic Muzzle
(\$26.00 - \$46.00)



Cloth Muzzle
(\$8.85 - \$12.55)

KEEPER • COLLARS



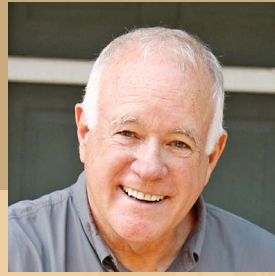
FEATURES



KEEPER COLLARS® HIDDEN PRONG COLLARS

- Prong built directly into collar, allowing for unmatched functionality and camouflaging of the prong
- Designed to be easy to put on and take off
- Available with a standard heavy duty plastic buckle or a leather strap with metal buckle
- Eliminates the worry of the prong coming apart or becoming loose
- No need for a backup collar
- Easier to achieve the perfect fit





written by
ED FRAWLEY

After 50 years of training dogs, over 30 as a professional dog trainer there are a few sayings that make a lot of sense to me:

- "Dogs don't know how to be good unless we show them."
- "You create your dogs value system."
- "You can feed, water, and love your dog and he will like you, but he very well may not respect you."
- "Dogs know what you know and they know what you don't know."

This article details how I establish pack structure with an adult dog. This is especially important with dogs that are predisposed to becoming dominant or aggressive.

The information you are about to read is the way we introduce new dogs in our home here at Leerburg. It also explains the way I have gained control over some very tough and dangerous dominant dogs that I have owned over the past 45 plus years of breeding, owning, and training police service dogs.

Becoming a pack leader involves adopting the attitude of a pack leader. It does not involve aggression towards a dog, it doesn't involve rolling him on his back, hard leash corrections, or even raising your voice to the dog. It involves adopting a leader's attitude. This is something that new dog owners must learn how to do.

Every dog knows a leader when he is in the presence of one. They can sense a leader. They don't need leash corrections to consider their owner a pack leader. In fact inappropriate corrections often result in a dog looking at the offender with contempt rather than respect.

There is an old saying; "Dogs know what you know, and they know what you don't know." This article is going to explain how I show my dog "what I know." It is also going to explain how I establish responsibility and limits to the relationship I build with my dogs.

Love is Not Enough

The vast majority of behavioral problems are caused by mistakes that were made in the basic foundation of how relationships were set up between owners and their dogs.

Continue reading at: <http://leerburg.com/groundwork.htm>



DURABLE LIFETIME GUARANTEED

<http://leerburg.com/durability.htm>



GoughNuts Original
(\$23.00)



Zisc Flying Disc
(\$11.00 - \$15.00)



GoughNuts Orange Mini
Stick (\$18.49)



Toppl Treat Toy
(\$14.95 - \$19.95)



Hurley Dog Bone
(\$8.00 - \$15.00)



GoughNuts MaXX 50
(\$32.73)



Chewber Original
(\$16.99)



GoughNuts Stick
(\$23.00 - \$25.00)

The Groundwork to Establishing Pack Structure with Adult Dogs



is for Puppy



PRODUCTS ARTICLES VIDEOS

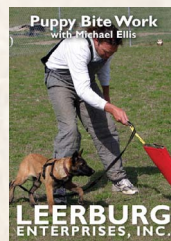
LEERBURG.COM/NEUPEQUIP.HTM



Your Puppy 8 Weeks to 8 Months

This training video answers all the questions new puppy owners have concerning the care of their new puppy. This DVD gives you the information that will tell you how to train your puppy without pushing it beyond the point that could be harmful to your pup.

DVD \$40.00 | STREAMING \$30.00



The Foundation of Puppy Bite Work

This DVD covers, in step by step detail, the foundation of bite work with 8 week old puppies up through teaching adolescent dogs to bite arms and legs on leg sleeves. To effectively train a dog in bite work, the trainers must know exactly what their dogs' genetic likes and dislikes are in biting.

DVD \$65.00 | STREAMING \$50.00



Dogs to Diapers

The family dog is often not properly prepared for the arrival of a newborn resulting in the dog becoming isolated or rehomed. Keep your baby safe by learning the warning signs to watch for when your dog is around your baby.

DVD \$27.99 | STREAMING \$19.99



Living with Your Puppy - Establishing Pack Structure

This Leerburg video introduces how to not only train your dog to be calm and well mannered, but also to be obedient and respectful to their family and friends. For new puppies and dogs under 8-10 months old.

DVD \$40.00 | STREAMING \$30.00

LEERBURG ONLINE UNIVERSITY COURSES FOR PUPPIES

Housebreaking 101 with Mark Keating

Introducing a new dog into your home is an enormous responsibility. The amount of work it takes to raise an 8 week old puppy can be overwhelming especially if you do not have a game plan going into it. This course is going to help you develop that plan. While everyone's lifestyle is different and every dog is different this course is designed to fit all dogs and people, regardless of whether you are raising a working line dog for sport work or a family pet.

This is a management course for new dog owners. While the emphasis of this course is on house breaking we have added several management techniques that you can implement to help develop a well-balanced dog who behaves in your home.

Obedience and Behavior Foundations Part 1 with Tyler Muto

This series is designed to allow a dog and handler to develop all the skills they need to have a solid foundation of obedience and to prepare them for off-leash work or resolving problem behaviors. The course (part one) starts 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); giving simple, easy to follow exercises for the general pet owner, as well as in depth theory and advanced concepts for the enthusiast or professional. Beyond simply teaching the dog commands, Obedience Foundations uses traditional commands as a framework for teaching handlers the fundamental skills concepts they will need to succeed in any endeavor.



1/2" Puppy Collars

The latigo leather is very soft and supple. The hardware is the finest quality available. You will be surprised at how soft these collars are. They feel like your dog has been wearing them for years. You will not find a better quality leather collar anywhere.

\$12.00



Leather Puppy Leash

Our leather puppy leash is light enough for an 8 week old German Shepherd puppy. Also perfect for many of the miniature and toy breeds. They are handmade by the Amish from Latigo Leather and high quality stainless steel hardware.

\$25.00 - \$27.00



Puppy Tug Set

This tug set includes 4 tugs that your puppy is sure to love! The set includes the Leather Bite Rag, Flat Furry Tug, Rubber Puppy Tug, and the Small Braided Fleece Tug. Save \$10 when buying the set!

\$65.99



ExPen

This exercise pen is durable and affordable. Exercise Pens are good playing ground for your pets whether indoors or outdoors. This exercise pen is made of Acri-Lock™ Acrylic Coated Gold Zinc for long lasting protection. It's easy to set up and keeps your pets secure.

\$63.49 - \$113.49



Plastic Heating Pad

These heating pads are made of durable and break resistant of high impact plastic material. Unique "ribbed" design on bottom side eliminates "hot spots" by leaving air space, yet won't collapse to pinch heating element. Waterproof design can be used indoors or out.

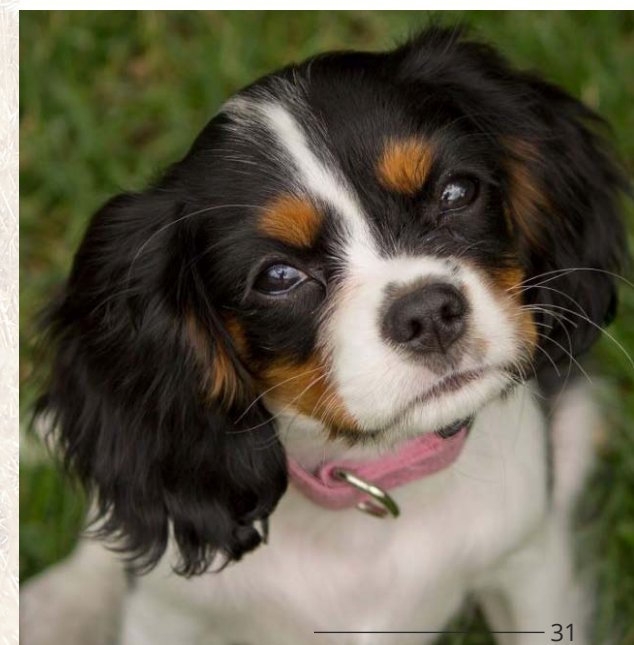
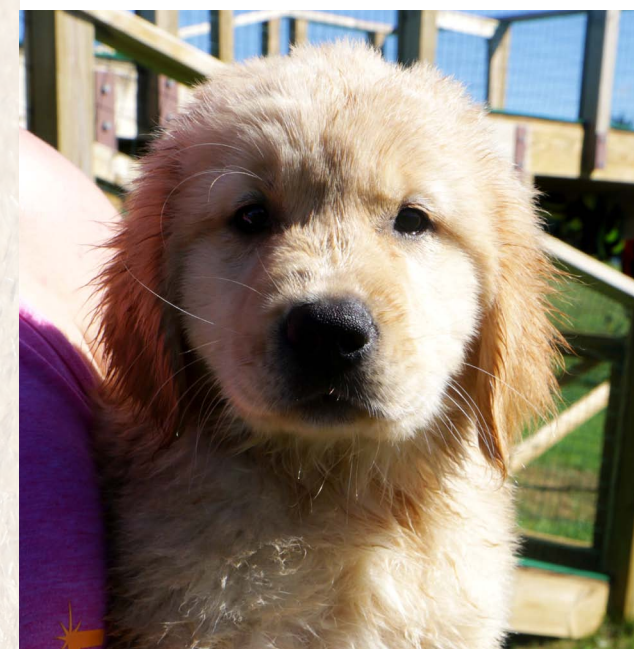
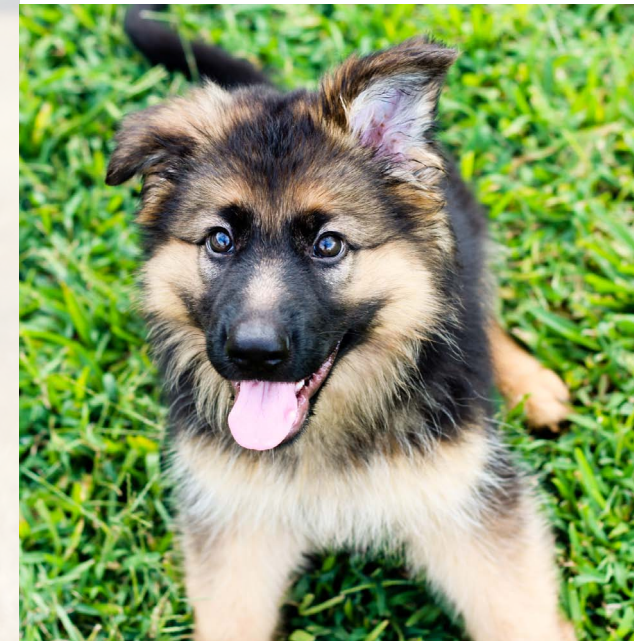
\$86.00 - \$116.00



USA Bully Sticks

These bully sticks are sourced and packed in the U.S.A. and "odor free". They come from free-range grass fed cows and contain no additives, preservatives or chemicals.

\$6.50 - \$14.98



Sonny bred by Jim Closson
TK Hot Retrievers
Idaho, USA

DOG SPORTS



PRODUCTS ARTICLES VIDEOS
LEERBURG.COM/SPORTDOG.HTM

AGILITY

Training Vests, Tugs, Roni Balls, Top-Matic, DVDs, Whistles, Lanyards, Bait Bags, + more

BITEWORK

Bite Suits, Leg Sleeves, Arm Sleeves, Bite Pillows, Electric Collars, DVDs, + more

DOCK DIVING

Bumpers, Safety Vests, Slip Leads, Crates, + more

NOSEWORK

Scent Kits, Scent Oils, Tins, Delivery Devices, Tracking Articles, + more

FLYBALL

Harnesses, DVDs, Tugs, Balls, Treats, + more

FIELD TRIALS - HUNTING

Bumpers, Harnesses, Long Lines, Electric Collars, Whistles, + more



Aluminum Hurdle Jump
- 55" wide
- Easily adjustable from 10" to 39" tall
- All-aluminum frame
- Top rail padded for safety
- Will not rust
\$218.00



8ft Telescoping Blind
- Handcrafted
- Marine grade material
- Anodized lightweight aluminum poles
- Made in the USA
\$179.99 - \$1026.48



Classic CMG Whistle
- Three-chamber design
- Cushioned mouth grip
- Perfect for dog training for hands-free training
- Great for all types of sports
\$6.99



FitPAWS Paw Pods
- 4 Paw Pods included
- Assorted Colors
- Can also be used for improving weight bearing issues for individual limbs
\$34.95



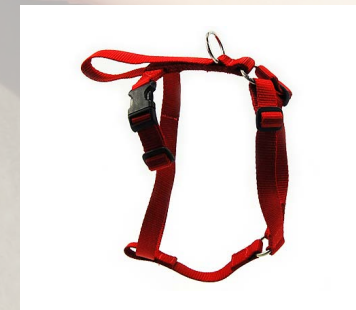
CanineGym® K9FITbone™
- Improve Coordination
- Better Joint Health
- Reduce Behavior Challenges
- Puppy Confidence Building
- Sensory bumps provide neutral stimulation
\$69.99



Leerburg I-Clicker
- A quieter and less harsh click
- Easy to click no matter how you hold it
- Small enough to hide in your palm
\$2.09



Chuckit! Rugged Bumper
- Rigid polypropylene core
- Strong and durable
- Allows dogs to easily grip for pickup and retrieval
- Great for both land and water play
\$14.99



Flyball Harness
- Has top handle
- Available in 3/4"
- Perfect for puppy bitework
\$22.75 - \$30.25



Reinforced Synthetic Leg Sleeve
- Made from cotton/nylon synthetic material
- Reinforced stitching
- Comes in 1 size - French XL
\$185.00



Hard Arm with Adjustable Handle
- Imported from Germany
- Comes in choice of left or right arm
- NOT for dogs 12 months & younger
\$165.50



Nosework Scent Kit
- 3 target odors: Birch, Anise, and Clove
- Contains 36 pre-scented cotton swabs, eye dropper vial of target odors, and magnetic scent tin
\$42.00



Nosework Scent Oils
- Scents available: Aniseed, Clovebud, Sweet Birch, Myrrh, Vetiver
- 1 oz each vial
- Used for nosework training
\$8.00 - \$18.00



KODA for Dogs

leerburg.com/koda.htm

KODA means “friend” in the Lakota language. It truly means much more. It is a wish for a “Long Life.” Long Life is what KODA strives to achieve through natural wellness. KODA supplements are vegan, gluten-free, and made from human-grade ingredients. They are 100% chemical free and are designed to reduce vet visits by providing a daily holistic wellness regimen. There are no sulfates, glycols, parabens, or phosphates. All products are made in the USA.



HEALTHCARE & GROOMING

leerburg.com/healthnutrition.htm

leerburg.com/grooming.htm



Liquid Salmon Oil
(\$36.50 - \$62.95)



Super Snouts Joint Power & G.I. Balance
(\$14.99 - \$22.99)



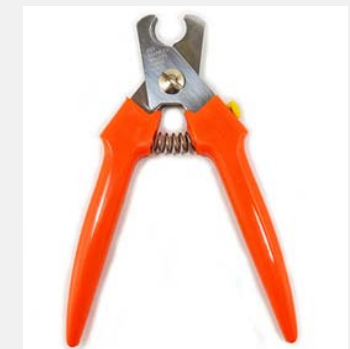
T-Relief - Arnica
(\$11.99)



Garlic Daily Aid
(\$26.00)



FURminator deShedding Tool
(\$52.99)



Millers Forge Nail Clippers
(\$7.00 - \$14.00)



ASK CINDY

<http://leerburg.com/qa/index.php>

Have a question about your dog? Leerburg offers free training advice, as well as management, healthcare, and general dog questions through the [Ask Cindy](#) feature of our website.

Cindy Rhodes began training dogs when she was 13, and has bred Dobermans & Malinois under the kennel name Kaiserhaus since the late 80's. She has competed in AKC & CKC obedience and Schutzhund, and in 1990 she competed in the USA Schutzhund III Nationals with a Doberman female she raised from a puppy. Her sports of choice now are Mondio Ring and Agility. Cindy was also a professional dog groomer for 15 years, and has raised and trained dogs of many different breeds, including the Belgian Tervuren, Shetland Sheepdog, Welsh Corgi, Doberman, Belgian Malinois, Border Terriers, Shih-Tzus, and most recently, an Australian Cattle dog.

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

**TIPS, TRICKS,
& TREATS**
RIGHT IN YOUR INBOX

Our biweekly tail-waggers (newsletters) will give you early access to extra content including sales, training videos and tips, recommended products by our trainers, first looks at things to come here at Leerburg, and more! Plus, it's completely FREE, and you can unsubscribe anytime.

Sign up now at leerburg.com/newsletter.htm

A photograph of a man, a woman, and a dog sitting in a field of tall, golden grass. The man is on the left, wearing a blue t-shirt and sunglasses, looking towards the right. The woman is on the right, with long, wavy brown hair, wearing a striped tank top, also looking towards the right. A brown and black dog is sitting between them, facing right. The background is a vast field of tall grass under a bright, hazy sky.

Leerburg's 2017 catalog dedicated to our dog, Raine
July 6, 2004 - April 16, 2016