

A close-up photograph of a black and brown puppy sitting on green grass. The puppy is holding a bright yellow maple leaf in its mouth. The puppy's fur is dark with some lighter brown patches, especially around its eyes and ears. It has a red collar with a silver ring. The background is a soft-focus green lawn.

WINTER 2020

LEERBURG

EXPERT DOG TRAINING AT YOUR FINGERTIPS

Anytime, anywhere & on any device at the Leerburg Online University

UNIVERSITY.LEERBURG.COM

Photo by: *Katie O'Connor*



LEARN FROM MICHAEL ELLIS

LEERBURG.COM/ELLISDVDS.HTM

Michael is an internationally renowned dog trainer and teacher with nearly forty years of experience in competitive dog sports and companion dog training.

Michael started his career as an instructor for dog trainers in 1996, when he began giving seminars and clinics to training clubs and organizations around the world. Over the next thirteen years he taught extensively to a very diverse group of professionals and hobbyists, from competitive sport trainers, police departments, and the US military, to search and rescue groups, service dog agencies, and pet dog trainers. During this period Michael taught over three hundred seminars in the US, Canada, and South America, that comprises more than one thousand days of lecture and practical work, not to mention many hours of private training and coaching.

Michael's clear, concise, and patient style of communicating made him one of the most popular coaches of trainers in the country, and he did much to popularize the use of reward based techniques in the world of protection sports.



ENROLL IN MICHAEL'S ONLINE COURSES: UNIVERSITY.LEERBURG.COM



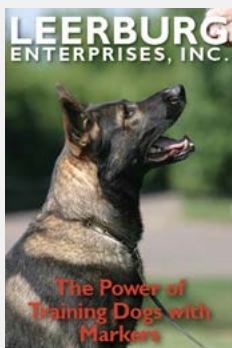
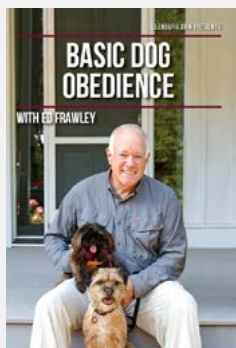
leerburg.com/frawleydvds.htm

ED FRAWLEY



"This video is packed full of great training information! It does a great job of breaking down the steps in which to make your dog attentive to your every word. I will be buying more of their advanced training DVDs soon! When I am sitting at work I get excited about the idea of going home and working with my dogs because of the great training this video has taught me! I highly recommend this for any one... because everyone knows an untrained dog is no one's best friend."

- LEERBURG CUSTOMER AND STUDENT / YOUR PUPPY 8 WEEKS TO 12 MONTHS



Leerburg Enterprises is a family owned business that Ed Frawley founded in 1982. In the late '70s Ed was videotaping dog training seminars for his own use and because of the many requests to purchase the training material he began editing and producing videos in 1982.

Ed also bred working bloodline German Shepherds from 1978 until 2007, was an AKC Sheep Herding judge in the 1980s, and from 1990-2000 was a K9 handler for the Dunn County Wisconsin Sheriff's Department and a member of the West Central Wisconsin drug task force.

Ed brings over 50 years of dog training experience along with many years of law enforcement to Leerburg's videos and online courses.

ENROLL IN ED'S FREE ONLINE COURSE: UNIVERSITY.LEERBURG.COM

LEARN FROM TYLER MUTO

LEERBURG.COM/TYLER-MUTO-DVDS.PHP

Tyler Muto, a Rochester, NY native, is an internationally renowned dog trainer, entrepreneur and advisor, who has had a lifelong passion for training dogs.


Upon moving to Buffalo, NY in 2007, he began researching the local dog training facilities, looking for a place to apply his knowledge and skills, and was instantly dissatisfied with the services available to dog owners in the area. With few resources, and with no local connections, Tyler decided to start his first company, Kg Connection, and offer a behavioral service that was previously unavailable in the Buffalo region.

Tyler's passion for training, along with his ability to help families and dogs achieve harmony, is unparalleled, and has earned him recognition as not only one of the best in Western New York, but one of the most sought after trainers throughout the world.

Leerburg offers Tyler's training content on DVD, streaming and online course formats. We also offer occasional **FREE** training videos from Tyler on our **YouTube** channel.



ENROLL IN TYLER'S ONLINE COURSES: UNIVERSITY.LEERBURG.COM



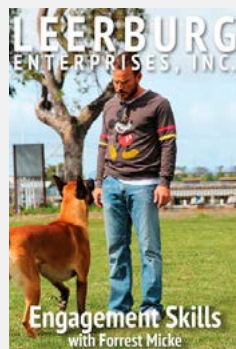
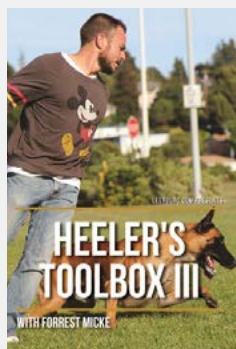
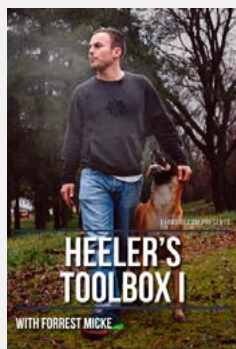
leerburg.com/mickedvds.htm

FORREST MICKE



"Awesome course! My dog and I were struggling with heeling for many years in the obedience ring. After taking this course it all came back together. I would recommend this course to anyone wanting to sharpen their heeling skills. Forrest is such an inspiration! He makes heeling fun and easy to learn! I liked this course so much that I bought the video as well as the course. Thanks again Forrest and Leerburg!"

- LEERBURG CUSTOMER AND STUDENT / HEELER'S TOOLBOX I ONLINE COURSE



Forrest Micke is an American dog-training and behavior educator, wellness advocate, and public speaker located in Oregon. He is a midwest native who began his career working with shelter and rescue organizations in the areas of behavior modification and lifestyle obedience.

He now conducts workshops in competitive obedience and protection sport for private and public groups across the country. His international seminar work and popular online educational classes have influenced thousands of students globally.

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

ENROLL IN FORREST'S ONLINE COURSES: UNIVERSITY.LEERBURG.COM

COMPETITION OBEDIENCE

Shop all obedience supplies at:
leerburg.com/obedienc equip.htm

Puppy Tug Set

TOY0003005 \$77.49 \$65.99



Introduction to Rally Obedience with Dusty Trieschman

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. Unlike traditional obedience, the scoring in Rally is less rigid and communication between the dog and handler is encouraged.

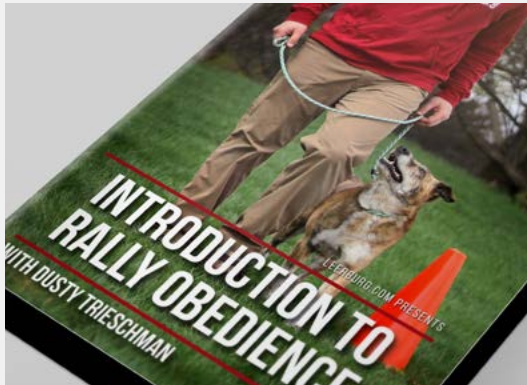
DVD \$55 • STREAM \$50 • ONLINE COURSE \$40



Drive Development for Competition Obedience with Tami McLeod

This training content covers how to approach dogs with different and varying degrees of drive and temperaments. This is an entry level DVD, designed to teach you techniques to maximize your dog's drive for the obedience work and the initial steps critical for advancement.

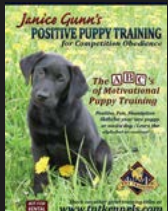
DVD \$65 • STREAM \$60 • ONLINE COURSE \$65



Balls with Handles
leerburg.com/balls.htm

JANICE GUNN DVDS & STREAMING VIDEOS

[LEERBURG.COM/GUNNDVDS.HTM](http://leerburg.com/gunndvds.htm)





OBEDIENCE TRAINING

Shop all obedience supplies at:
leerburg.com/obedienceequip.htm

A. Hurtta Trainer's Vest

A training vest for the diverse needs of active dog enthusiasts. The vest is equipped with a variety of really great features for training!

APL0009003 \$132.50

B. Snap Open Bait Bag

Great for training sessions! The sewn in French hinge allows for easy, one handed treat access.

TRT0074001 \$22

C. Rubber Feed Pan / Touch Tub

The first step in teaching any dog touch pads is to provide a raised target for the dog to step up on. Our rubber touch tubs, when turned upside down, make the perfect target for this training.

DSH0061001 \$20 - \$30

D. 3/8 inch Double-Ply Leather Obedience Leash

This short, leather drag leash is perfect for when a regular length leash isn't necessary in training. Perfect for precision heeling work.

LSH0001015 \$20

E. Training Treats

[Shop all: leerburg.com/trainingtreat.htm](http://Shop.all:leerburg.com/trainingtreat.htm)

F. Whistles and Accessories

[Shop all: leerburg.com/obedienceequip.htm](http://Shop.all:leerburg.com/obedienceequip.htm)

ED & CINDY'S FAVORITES

A. Leerburg's Newly Designed Training Vest

New bi-directional heavy duty zipper opens from top and bottom to prevent pressure on the zipper bottom. A total of 8 pockets. Two NEW snap pockets in the lower pockets for controllers, clickers, whistles and more!

[APL0067003](#) ~~\$106~~

B. Leerburg's Sport Training Dumbbell

Perfect for IGP or other disciplines. Includes cords on each end so you can reinforce a firm hold during training sessions.

[DSP0217005](#) ~~\$39.99~~

C. 3/8 inch Lightweight Multipurpose Leash - Handle Optional

This leash is 3/8 inch wide and 5 ft long. The leash is beautifully handcrafted by our Amish leather makers and features a stainless steel clasp. Recommended for small/medium sized dogs.

[LSH0001028](#) ~~\$19.99~~ - ~~\$24.99~~

D. Zwig Dog Toy

A fetching "stick" so wonderfully bendy and squishy that humans like to play with it almost as much as dogs do! Zwig combines shapes and textures to create an irresistible chew-feel with a bouncy action.

[TOY0032013](#) ~~\$18.25~~

E. Thin Synthetic Wedge

This wedge will help encourage the dog to take a full grip rather than just grabbing the edge of a bigger bite pillow that they can't fit their mouths around yet. Strong enough to handle grown dogs as well!

[BW0067001](#) ~~\$50~~

F. Vital Essentials Freeze Dried Treats

Now you don't have to feel guilty about rewarding your dog with a treat. These treats are packed with vital nutrients, made with only fresh, whole, single-sourced USDA animal protein.

[TRT0163001](#) ~~\$9.30~~

Leerburg's Easy On Collar for E-Collars

(not pictured - view on website)

The Easy On Collar is a replacement strap for electronic collars. The design of the collar allows you to easily slide the collar over your dogs head and tighten the bungee for a perfectly snug fit every time.

[CLR0003004](#) ~~\$10~~ - ~~\$24~~





NOSEWORK

Shop all nosework supplies at:
leerburg.com/noseworkequip.htm

A. Foundation of Sport Detection with Ericka Dugga

In this DVD you will learn commonly used terms for detection training, pre-search prep and the beginning training steps to detection training.

[DVD0206001](#) \$150

B. M/LG Prong Easy Snap Kit

Quickly put on and take off your prong collar with the Easy Snap Kit. Equipped with buckle style of your choice. Choose between gunmetal, antique brass and silver.

[KIT0003025](#) \$16 - \$75

C. Scent Work Kits

Leerburg offers a variety of different scent work kits including the AKC Scent Work Kit, UKC Nosework Kit, CKC Scent Detection Kit, scent kits with no odor and more!

[Shop all: leerburg.com/noseworkequip.htm](http://leerburg.com/noseworkequip.htm)

D. Weekend Warrior ECO Harness

Fully manufactured with recycled plastic bottles. This harness is an easy to put on all-purpose harness perfectly designed for active dogs.

[HNV0009012](#) \$29.99 - \$50

D. 3/8 inch Multi Sport Training Line

[LSH0001040](#) \$18.50 - \$19.50

F. Nosework Bowls, Jars, Tins & More!

[Shop all: leerburg.com/noseworkequip.htm](http://leerburg.com/noseworkequip.htm)

LEERBURG RECOMMENDS DOGTRA

Shop all Dogtra e-collars at:
leerburg.com/electric_dogtra.htm



A.

E-COLLARS

Shop all e-collars & accessories at:
leerburg.com/electric.htm

A. Dogtra 280C E-Collar

The Dogtra 280C e-collar, offers all the key essentials for dog training in an ultra-compact unit without sacrificing the benefits of a remote training tool.

[ECR0016021](#) ~~\$214.99~~ - ~~\$329.99~~

Dogtra Handsfree Kit

[ECR0016039](#) ~~\$184.99~~

Dogtra ARC Handsfree

This collar has a 3/4-mile range e-collar designed for all breeds with medium to mild temperaments. The Handsfree Remote Controller gives you the freedom to multitask and have discrete control during field operation. Perfect for hunting dogs and police K9 professionals.

[ECR0016034](#) ~~\$269.99~~ ~~\$249.99~~

Small Dog E-Collars

Shop all: leerburg.com/electric_smdog.htm

Electric Collar Accessories

Shop all: leerburg.com/e-col-accessories.htm

PUPPY EQUIPMENT

Shop all puppy supplies at:
leerburg.com/newpupequip.htm

A. 1/2" Leather Puppy Collar

The perfect collar for any new puppy or small dog. Handcrafted by our Amish leather craftsman, this collar features stainless steel or brass hardware and is available in black, brown, or distressed brown.

[CLR0001003](#) \$7.50 - \$8.50

B. Double Braided Junior Collar

This soft and durable collar is colorfast and adjustable. The hardware is made of non-corrosive brushed nickel. Collars are 9/16" wide and handcrafted in the US.

[CLR0007001](#) \$7.50

C. Adjustable V Neck Nylon Harness

The Nylon Adjustable Harness is available in four different sizes to fit most dogs. The high quality nylon is thick and strong and is specially processed to prevent fraying. Perfect for use with young dogs and puppies beginning in bite training or ring sport training.

[HNV0105001](#) \$8.99 - \$15.99

D. 3/8" Puppy Leash with Handle

Our puppy leashes are 3/8" wide, lightweight and are handmade by the Amish from latigo leather and high quality brass hardware. Available in 4ft or 6ft.

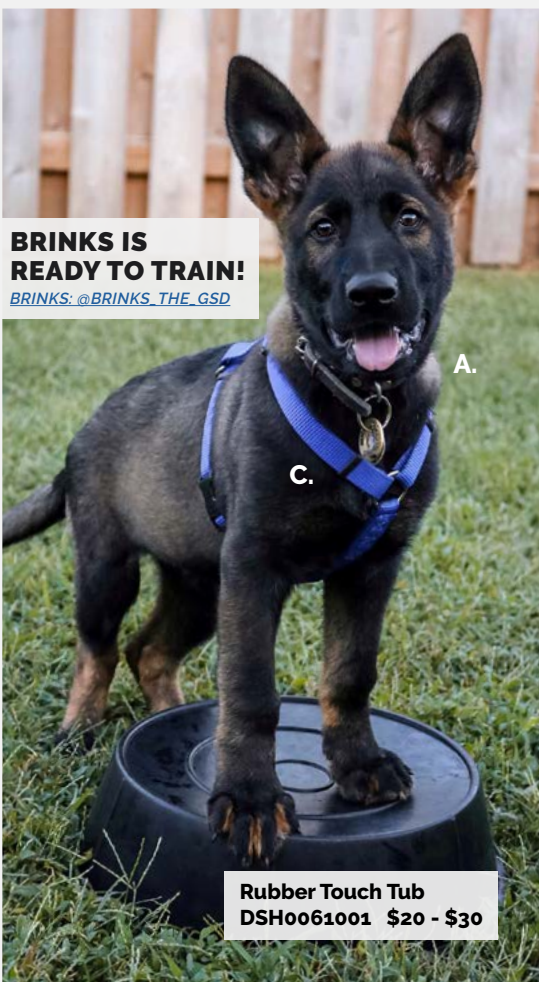
[LSH0001003B](#) \$25 - \$27

E. Puppy Toys

[Shop all: leerburg.com/puppytoy.htm](http://leerburg.com/puppytoy.htm)

Puppy Gates & Pens

[Shop all: leerburg.com/puppypens.htm](http://leerburg.com/puppypens.htm)



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READY TO TRAIN!**

[BRINKS: @BRINKS_THE_GSD](#)

Rubber Touch Tub
[DSH0061001](#) \$20 - \$30



A.

D.

B.

C.

E.
all muzzles

BEHAVIORAL PROBLEMS

A. Prong Collars

Leerburg offers a variety of different prong collars. Varying from different metal types, sizes and styles including one of our best selling collars, the Hidden Prong Keeper Collar.

[Shop all: leerburg.com/prongcollars.htm](http://shop.all: leerburg.com/prongcollars.htm)

B. Dominant Dog DVDs

[Shop all: leerburg.com/dominantdvds.htm](http://shop.all: leerburg.com/dominantdvds.htm)

C. Dominant Dog Collar

This collar is used to specifically control reactive dogs that display aggression towards other dogs and people.

[CLR0005001 \\$14.50 - \\$18.50](http://shop.all: leerburg.com/CLR0005001)

D. Prong Collar Leashes

[Shop all: leerburg.com/prongleashes.htm](http://shop.all: leerburg.com/prongleashes.htm)

E. Muzzles

Leerburg offers a variety of muzzles, varying from JAFCO plastic, leather, police and polymer coated wire muzzles..

[Shop all: leerburg.com/muzzles.htm](http://shop.all: leerburg.com/muzzles.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



NEW PRODUCTS

Shop new products at:
leerburg.com/new.htm



**Medium-Large Prong
Easy Snap Kit**
KIT0003025 \$16 - \$75



**KLIMB Dog Training
Platform & Agility System**
DSP0191001 \$159.95



Skamp Dog Toy
TOY0032014 \$17.95



Rumbi Treat Toy
TOY0032015 \$20.95



**Limited Edition
Keeper Collar with Snap**
CLR0152009 \$63 - \$70



**1/2 inch BioThane
Prong Collar Leash**
LSH0001046 \$26.99



**Leerburg's
Leather Bite Pillow**
TOY0001020 \$35



Leerburg's 4x11 Tug
TOY00067002 \$20



**7 ft Multifunctional
BioThane Leash**
LSH0001044 \$38



**Leerburg's
Fleece Rubber Tug**
TOY0003015 \$14.99



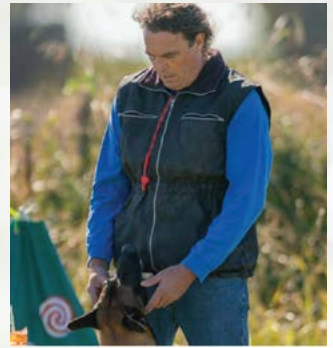
Visit our Leerburg dog training blog for the best source in dog training tips and tricks right from world class leaders in dog training.

LEERBURG.COM/BLOG

THE VALUE OF “MARKERS” IN DOG TRAINING

written by: Michael Ellis

Read the full article at: leerburg.com/michaelellis-markers.htm



The Value of “Markers” in Training

I am often asked about the value of markers (conditioned reinforcers and conditioned punishers) in our training. Do we need markers to train dogs well? How do they work? What advantages might they give us over more traditional communication systems? How should we create and implement them into our training? This article will attempt to acquaint those of you who are unfamiliar with markers with their use, and perhaps give those of you who use markers a better understanding of their power, as well as some ideas on how you might expand their use in your training.

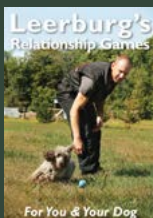
What is a Marker?

What is a marker? A marker is a dog trainer's term for a stimulus (typically a word or sound, although it could be a visual stimulus as well) that signals (precedes) reward or punishment repeatedly until the stimulus itself becomes a reward or punishment via classical conditioning. The use of a clicker is ultimately the same thing as a reward marker. You will hear trainers use terms like conditioned reinforcer, conditioned punisher, secondary reinforcer, secondary punisher, or bridge...these are simply other ways of saying marker. For the purposes of this article we will use the term reward marker for a sound that signals reward, and punishment marker for a sound that signals punishment. Once conditioned, a marker allows a trainer to reward or punish their dog with a sound in lieu of the primary reward (food, toy, etc.) or a physical aversive (correction). Conditioning a marker is a very simple process in which the trainer produces a sound and follows it with either a reward or punishment repeatedly, but there can be a wide variety of different markers that signal different types of rewards or punishers. For instance, the trainer could create a marker that releases the dog to access a reward delivered by the trainer, one that asks the dog to continue performing the behavior that is being rewarded while it receives the reward, one that releases the dog to a remote reward (one away from the trainer), one that signals a toy reward, one that signals a food reward, one that signals negative punishment (withholding reward), one that signals positive punishment (some aversive applied to the dog), etc.

Michael Ellis

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LEERBURG.COM/OBEDIENCEDVDS.HTM



75,000 FOLLOWERS AND GROWING ON YOUTUBE!

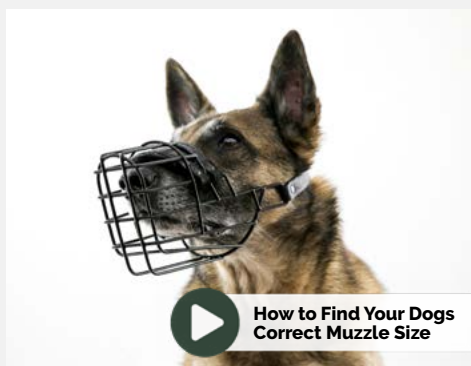
YOUTUBE.COM/LEERBURG



How to Find Your Dog's Correct Muzzle Size

This video explains how to correctly measure your dog for a muzzle.

> Over 90,000 views on YouTube



Michael Ellis' Philosophy of Dog Training

Michael Ellis' philosophy on dog training is something that all dog trainers, and owners for that matter, should listen to. This video was filmed at a seminar held by Leerburg a few years ago. We like to periodically feature it in our newsletter for those of you who are new to Leerburg and have not had a chance to listen to this yet.

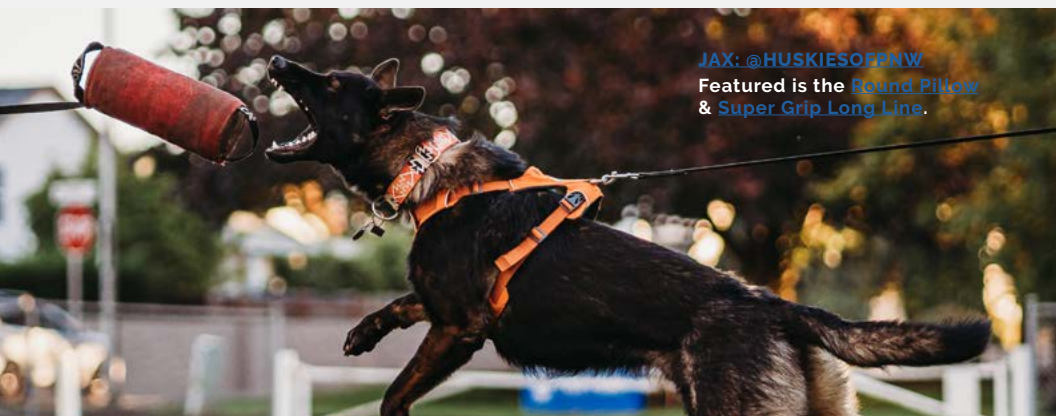
Michael Ellis is one of the most respected dog trainers in the United States. Leerburg has produced a series of DVDs as well as online course with Michael. Michael understands the theory of how dogs learn better than almost any other trainer in the world.

> Over 513,000 views on YouTube

Leerburg offers FREE training videos to help guide your training career with your dog.

Whether it's for police work, a new puppy, or training for a new sport!

Follow us on YouTube for new videos every Monday, Wednesday & Friday!



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