

**DR. DUNBAR'S ULTIMATE U.S.  
FOUR-DAY INSTRUCTOR'S WORKSHOP**

*Sex and Aggression, Secrets and Games*  
May 6, 7, 8 & 9, 2004 • Orlando, FL

**REGISTRATION FORM**

First Name \_\_\_\_\_  
 Last Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Work Phone \_\_\_\_\_  
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**SEMINAR FEES**

**ATTEND ALL FOUR DAYS**

Seminar Fee (attend all four days) .....\$295.00

**OR... CHOOSE WHICH DAYS YOU WOULD LIKE TO ATTEND**

- Thursday .....\$85.00  
 Friday .....\$85.00  
 Saturday .....\$85.00  
 Sunday .....\$85.00  
 MurderWatch Mystery Dinner  
 Saturday, May 8th • 6:00-7:30 pm .....\$34.00

**TOTAL** \_\_\_\_\_

- Include me on the room share list.  
 I DO NOT wish to have my information published  
 in the seminar material.  
 Please send me \_\_\_\_\_ more brochures to share  
 with friends and colleagues.

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Dr. Dunbar's  
 Ultimate U.S.  
 Four-Day  
 Instructor's Workshop  
 Sex and Aggression,  
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 May 6, 7, 8 & 9, 2004 • Orlando, FL



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**SEX  
 AND  
 AGGRESSION,  
 SECRETS  
 AND GAMES**

**ORLANDO, FLORIDA**

Grosvenor Resort  
 Downtown  
 Walt Disney World

Thursday thru Sunday  
 May 6, 7, 8 & 9, 2004

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 the event planner for dog people

# WOOF!

This is possibly (probably) your very last chance to attend one of Dr. Ian Dunbar's multi-day seminars in the US. After 2004 you'll have to travel to England (September cream teas and cricket), Japan (November sushi and sake), Vancouver (March skiing at Whistler), Australia (February...our winter, their summer), or Freeport, Grand Bahamas (anytime...but probably June or July).

## LECTURE PROGRAM

SEX AND AGGRESSION, SECRETS AND GAMES		
DAY	TIME	LECTURE
Thu • May 6th	9:00 am - 4:30 pm	Canine Sexual Behavior
Fri • May 7th	9:00 am - 4:30 pm	Doggy Play, Social Behavior, Friendliness, Fighting, and Biting
Sat • May 8th	9:00 am - 4:30 pm	Learning Secrets - Changing the Behavior and Motivation of PuppyDogs and People
Sun • May 9th	9:00 am - 4:30 pm	Fun and Games and Extreme Quantification in Dog Training
<b>Lunch Break: noon - 1:30 pm each day</b> <b>Q &amp; A session: 4:30 - 5:00 pm each day</b> <i>Program may be subject to change.</i>		

## LECTURE DESCRIPTIONS

### Canine Sexual Behavior

Thursday • May 6th  
9:00 AM - 4:30 PM  
Q & A Session: 4:30 - 5:00 PM

Both male and female canine reproductive behavior and endocrinology are quite unique.

Did you know that castration often causes an increase in male mounting behavior, seldom reduces rank or decreases aggression, but always reduces dog fights?

Did you know that the bitch is seasonally monestrus, having one estrus per season, and one or two seasons per year? The length of estrus makes predicting ovulation a crap shoot for non-behaviorists. Metestrus mimicking pregnancy makes pregnancy diagnosis tricky for those without the slight of hand. And with no knowledge of the precise time of conception, estimating the date of whelp is woolly to say the least.

The most common reasons for a bitch to refuse to breed is that it is too early in her cycle (proestrus instead of true estrus), or that she does not approve of the breeder's choice of stud. Most bitches have strong mating preferences. (Perhaps some times we should pay attention to her choices.) The most common reason for a mated bitch not to conceive is that she was mated too late in estrus, i.e., that neither the breeder nor the veterinarian had a clue when ovulation occurred. Estrus is defined behaviorally and the abrupt transition between proestrus and estrus allows for a precise prediction of ovulation (within 24 hours) and whelping (within 24-48 hours). Do you know how to precisely determine when ovulation occurs (the optimal time for mating), how to possibly influence the sex ratio of the litter, how to predict the time of whelping, and how to maximize the survival of neonates (especially with poor mothers)? Since dogs don't read sex manuals, did you know that female dogs teach male dogs how to do it?

Topics include: Sexual differentiation, development of secondary sexual characteristics (e.g., urination postures, aggressiveness), mating behavior, normal female sexual cycles of attractiveness, receptiveness, and receptiveness, female sexual reflexes, timing of ovulation, mating preferences, male and female mating behavior, whelping, maternal behavior, neonatal puppy behavior, and the effects of castration.

Much of this information is from Dr. Dunbar's original research studies during his 10 year tenure in Dr Frank Beach's 30 year Yale-Berkeley dog behavior study. This seminar is based on Dr. Dunbar's 1987 US Sex and Aggression lecture series - now unplugged and revisited in Orlando, where it might have ended 17 years ago. The '87 Sex and Aggression series was not an outrageous success. In fact, it was remarkably unsuccessful, (as in flirting with bankruptcy) - dog breeders only came in ones and twos! However, the "sex" lecture is a serious fun (an extremely informative and really quite hilarious presentation), even if you're not interested in sex.

### Doggie Play, Social Behavior, Friendliness, Fighting and Biting

Friday • May 7th  
9:00 AM - 4:30 PM  
Q & A Session: 4:30 - 5:00 PM

Each year in the US dogs kill 10 children.  
Last year in the US, 2000 children were killed.  
Not by dogs though - the children were killed by their parents.

For the prevention and treatment of dog fighting and biting, trainers require a thorough understanding of normal social development. In order to conduct objective "temperament" tests, offer realistic prognoses, and suggest a variety of expedient prevention and treatment protocols (behavior and temperament modification), trainers need to know what is normal and what is not, and how to objectively assess what is serious and what is not. Far too often, utterly normal social behaviors, especially including play and appeasement, are misinterpreted. The dog is often labeled as aggressive, "alpha," or dominant, (Grrrrr!), and many recommended "treatments" are unfriendly, unpleasant, ineffective, and counterproductive. Following punishment, some behaviors may actually increase in frequency and force - including pawing, jumping up, submissive urination, barking, growling, fighting, and biting - because, of course, all too often, the "treatment" is the cause.

Topics include:

- sexual differentiation, social development, intra-sex and inter-sex hierarchies, female amendments to male hierarchical law, (as in "I have it and you don't," or "You may have it but I want it")
- the complexity of cooperative social structure - friendships, allegiances, and sharing
- puppy-adult relationships, developmental nolo contendere, psychological "dominance," and subordination hierarchies, the silly but scarily serious extrapolation of the growly-wowly alpha-fallacy, the physical "dominance" myth, and rampant "lupomorphism," to pet dog training
- The purpose of play, the importance of play-fighting and play-biting
- good and bad play groups-producing social mannerly dogs with good bite inhibition, or inattentive, social loons, and bullies
- reasons for fighting - lack of socialization, baiting, unintentional reinforcement, and negative classical conditioning
- objective assessment of the severity of fighting problems based on Fight/Bite ratios
- prevention, treatment, and control of dog-dog aggression
- positive classical conditioning and confidence building exercises to teach dogs to enjoy interacting with other dogs.
- misleading breed biting statistics and unrepresentative and sensational media coverage

## ***Doggie Play, Social Behavior, Friendliness, Fighting and Biting (Cont.)***

- a variety of behavioral models for the etiology and antecedents of dog bites, including - instincts, drives, traits, interactive traits, situational behavior, subliminal bite stimuli, superstitious bite stimuli, and provocation
- controlling aggression by common sense precautions and sensible and effective legal ordinances, emphasizing the target of the attack (human, dog, other animal), the severity of the wounds, and the level of owner irresponsibility
- objective assessment of the severity of biting problems based on the evaluation of the of wound pathology.
- the relative danger of four types of dog, based on whether or not they are socialized and whether or not they have well-developed bite-inhibition
- prevention, treatment and control of dog-human aggression - four stages of bite-inhibition training during early development, progressive desensitization for human approach, proximity, staring, handling (collar, ears, paws, and jaws), hugging (restraint), and possessiveness around valued objects (e.g., food bowl, bones and toys)
- classical conditioning and confidence building exercises to teach dogs to enjoy interacting with people, especially children, men, and strangers

**This will be a busy lecture day.**

## ***Learning Secrets - Changing the Behavior and Motivation of Puppydogs and People***

Saturday • May 8th

9:00 AM - 4:30 PM  
Q & A Session: 4:30 - 5:00 PM

Training styles and techniques come and go. New methods come into vogue, other methods become old, and yet other methods are so old, that they become new again. Regardless of your specific training philosophy and individual tricks and techniques, you can only grow as a trainer and/or behavior counselor, if you have a thorough understanding of learning theory. Unfortunately, if you learnt learning theory from academic texts and lectures, probably you will have discovered that much of it doesn't work in practice. Most learning theory has been derived from observing consistent computers training rats and pigeons. As such, a good 50% of laboratory research findings are irrelevant when inconsistent humans train dogs. Specifically, most reinforcement schedules do not exist outside of the laboratory, and many punishment techniques are notoriously ineffective.

- Learn how to distinguish between text book theory, laboratory theory, and learning theory that works in practice. The time has come for dog trainers to rewrite a practical learning theory, which is effective and especially, expedient for pet dog training.
- Learn the Eight Criteria for Rewards and Punishments, which make learning lightning fast and solidify retention. The criteria for punishment are of paramount importance. One definition of training could be, that unwanted behavior (and hence, maybe the use of punishment) progressive decreases until eliminated. If, on the other hand, punishment frequency does not decrease, then the technique is not training, but abuse.
- Learn the differences between using goodies as Lures, Rewards, Distractions, Motivators, and Bribes.
- Learn how to evaluate the efficiency and effectiveness (time and trials to criterion) of the most common reward-based, dog-friendly dog training techniques.
- Learn how to evaluate the efficiency and effectiveness of five different bimodal feedbacks. And play the training game to see when you (as a dog) learn the quickest.
- Learn the Five Stages of Training.
- Learn how to empower secondary reinforcements.
- Learn how to empower low-grade primary reinforcements (e.g., kibble) as the most powerful secondary reinforcement in training.
- Learn how to achieve the Holy Grail of dog training to empower the response as its own secondary reinforcement so that the dog gladly wants to do what you want him to do.

### **Business Stuff for The Million Dollar Puppy School?**

Many dog trainers feel that marketing and promotion is tacky. On the contrary, if you think that you are an above average trainer, then it would be negligent and maybe inhumane not to promote

## ***Learning Secrets - Changing the Behavior and Motivation of Puppydogs and People (Cont.)***

your business. To ensure that all puppies and dogs receive at least an above average education, you must do your best to make sure that they all come to your classes (rather than attending below average classes). Promotion is in the very best interest of dogs.

Marketing and promotion does not mean waging yellow-page wars, but rather using your learning theory skills that you have honed as a dog trainer and applying them to change the behavior and motivation of people, namely, your office staff, colleagues, clients, and sources of referrals.

Few dog trainers have had any formal education in running a business. Yet to help more puppies and dogs you need to increase your client base.

- Learn how to teach your puppy/dog clients to promote your business and methods to veterinarians and other dog owners.
- Come and learn how to build your business from Dr. Ian Dunbar, who directs probably the largest puppy school in the US.

## ***Fun and Games and Extreme Quantification in Dog Training***

Sunday • May 9th

9:00 AM - 4:30 PM  
Q & A Session: 4:30 - 5:00 PM

What can we say about this one? In his career, Dr. Dunbar has virtually redefined dog training into the scientific, fun and games, from the dogs' point of view, dog-friendly pet dog training that we all enjoy today. His innovative (common sense) techniques have been adopted and adapted by most thinking dog trainers worldwide.

In the early 70's, Dr. Dunbar was a lone voice promoting early socialization, puppy classes, food lures and rewards, temperament training (classical conditioning and progressive desensitization), integrating training into (dogs' and owners') lifestyles, and objective quantification of reliability.

Over 25 years ago, Dr. Dunbar taught the world's very first off-leash puppy class (so his Malamute puppy could go to school), the classes became SIRIUS® Puppy Training, the classes were filmed and became the first dog training video ever made, the SIRIUS® video went around the world... and changed pet dog training forever. Dr. Mary Lee Nitschke once divided dog training history into BS and ASN before SIRIUS® and After SIRIUS®. Certainly, before SIRIUS®, there were no off-leash puppy classes, no food lures and rewards in dog training, and precious little fun and games either. Nowadays, pet dog training is all fun and games, and extreme quantification.

D. Dunbar's SIRIUS® training technique comprises little (if any) verbal instruction or demonstration. If the information is important, write it down and give it to the owner (or quote the page number in your manual). Instead instruction time involves the owners "doing it." Training is off-leash for the entire session. Off-leash distance commands (emergency sits and downs) are taught before stays. Playtime is interrupted (integrated with training interludes) at least every 60 seconds. Every exercise is a game. Performance reliability in every game is quantified. Games offer the very best objective assessment of the owner's control over their dog, which is essential for motivation and the setting and surpassing of personal training goals.

Playing games adds a little sparkle to the training game. Playing games is a lot of fun and certainly motivating for dogs, owners, trainers, and onlookers alike. Additionally, playing games is the very best way to ruthlessly and objectively test the reliability of the dogs' (and owners') performance and to resolve behavior problems.

There is simply no other dog trainer in the world who has so rigorously scrutinized the comparative efficiency and effectiveness of different dog training techniques. Dr. Dunbar's "Sit Test" (AKC Gazette, June 1990) remains the most frustratingly difficult test of reliability, even though all the dog has to do is sit eight times when requested.

- Learn how to objectively evaluate what the dog understands, what it knows, and how it learns. Frequent objective assessment of the dog's performance decimates the need for corrections, reprimands, and punishments, which otherwise become the most common de-motivating factor during training.
- Learn oodles of games to play in your classes.
- Come and learn the nine K9 Games® (AKC Gazette, October 1991) and enroll your dog school in the US K9Games® Association.

## ABOUT DR IAN DUNBAR...

Ian Dunbar PhD, BVetMed, MRCVS, CPDTis a veterinarian, animal behaviorist, dog trainer, and writer. He received his veterinary degree and a Special Honours degree in Physiology & Biochemistry from the Royal Veterinary College (London University), and a doctorate in animal behavior from the Psychology Department at the University of California in Berkeley, where he spent ten years researching the development of hierarchical social behavior and aggression in domestic dogs. For seven years Dr. Dunbar ran a behavior clinic specifically for biting dogs. Dr. Dunbar is a member of the Royal College of Veterinary Surgeons, the California Veterinary Medical Association, the Sierra Veterinary Medical Association, the American Veterinary Society of Animal Behavior, and the Association of Pet Dog Trainers (which he founded).

Over the past 30 years, Dr. Dunbar has given over 750 one-day seminars and workshops for dog trainers and veterinarians in an effort to popularize off-leash puppy training classes (which he pioneered), temperament modification, and owner-friendly and dog-friendly dog training. Dr. Dunbar's books, videos, and AKC Gazette "Behavior" column (which he created), have won numerous awards. Dr. Dunbar is currently Director of the Center for Applied Animal Behavior in Berkeley, California, where he lives with Kelly, plus Claude, Ollie, Ugly, Mayhem, and Dune.

## DOG RULES

**PLEASE NOTE:**  
THIS IS A PEOPLE TRAINING SEMINAR.  
NO DOGS ALLOWED IN THE SEMINAR ROOM.

## MORE RULES & COMMENTS

**PEOPLE ETIQUETTE:** During the lectures, please turn off all cell phone and pager audio alerts. Please take all private conversations outside the seminar room while the speaker is presenting.

**FOOD AT THE SEMINAR:** In an effort to keep our seminar fees at an affordable cost coffee and refreshments are not included in the price of the seminar. These items are very expensive at this type of facility. Coffee and refreshments are available at food carts and restaurants throughout the hotel.

**VIDEOTAPING POLICY:** No videotaping or audiotaping is permitted. This course will be videotaped and you may order a copy from Tawzer Dog Videos in tape or DVD form at [www.tawzerdogvideos.com](http://www.tawzerdogvideos.com).

**BOOKS & TOYS, ETC. FOR SALE:** A selection of books, videos and toys, etc. will be available for purchase.

**CANCELLATION/REFUND POLICY:** A full refund will be issued if requested before Friday, April 30, 2004. Any refunds requested after April 30th will be issued a 50% credit slip that may be applied to future **PUPPYWORKS** events. All refunds must be requested by email or phone. No credits or refunds after 9:00 am on May 6th.

**HOTEL ROOM SHARING:** In an effort to help those individuals who wish to share a hotel room, a room listing will be compiled and distributed by February 9th. Individuals may contact others seeking a "roomie". To be included on and to receive the room share list, please check the box on the Registration Form.

**T-SHIRTS:** Seminar logo t-shirts will be available to purchase at the seminar. Quantities are limited!

## HOTEL ACCOMMODATIONS

**GROSVENOR RESORT**  
(Downtown Walt Disney World)  
1850 Hotel Plaza Blvd • Orlando, FL 33602  
phone: 800-624-4109  
[www.grosvenorresort.com](http://www.grosvenorresort.com)  
\$89.00 per night (single through quad occupancy)

Make reservations on or before the April 6, 2004 and MENTION **PUPPYWORKS** to receive our hotel rate. Please contact the hotel directly to receive the Puppyworks \$89.00 rate. Each reservation must be guaranteed with a first night's deposit within 7 days of making reservations. Any room reservation canceled within 5 days of arrival will forfeit the first night's room deposit.

**AIRPORT TRANSPORTATION**  
Mears Transportation, 407-839-1570

## PRIZES AND STUFF...

We are in the process of collecting prizes and fun games for this event. We will post this information as it becomes available at [www.puppyworks.com](http://www.puppyworks.com). Look for tickets to DisneyWorld, Discovery Cove, SeaWorld, drink tickets, brunch tickets and more!

## MURDERWATCH MYSTERY DINNER

MurderWatch Mystery Theatre performs whodunit shows with crimes, clues, detectives, and interactive twists. This dinner theatre production will have music, mayhem, audience participation, and lots of fun and prizes! If you like mystery games, you'll be thrilled with these live action plots that catch you in the act! And get this...the director/writer of MurderWatch will include special "doggy speak" into the show and leave 'paw prints' as evidence. The dinner is Saturday, May 8th from 6:00-7:30 pm at the hotel. Our group rate is \$34.00 per person and is limited to 50 reservations. Pre-registration is required. To learn more about MurderWatch, go to [www.murderwatch.com](http://www.murderwatch.com).

## LOCATION & DIRECTIONS

**GROSVENOR RESORT**  
(Downtown Walt Disney World)  
1850 Hotel Plaza Blvd • Orlando, FL 33602  
phone: 800-624-4109  
[www.grosvenorresort.com](http://www.grosvenorresort.com)

### DIRECTIONS FROM THE EAST:

- Take I-4 West towards Tampa
- Go to exit 68 (Old Exit 27) Lake Buena Vista
- At bottom of the ramp, turn right at the stop light
- Proceed to the next stop light and turn left onto Hotel Plaza Blvd
- Grosvenor Resort is the last hotel on the right before Downtown Disney #174;

### DIRECTIONS FROM THE WEST:

- Take I-4 East towards Orlando
- Go to the exit 68 (Old Exit 27) Lake Buena Vista
- At the end of ramp, turn left at the stop light
- Proceed to the 2nd stop light and turn left onto Hotel Plaza Blvd
- Grosvenor Resort is the last hotel on the right before Downtown Disney #174;

### DIRECTIONS FROM ORLANDO INTERNATIONAL AIRPORT:

- Exit the Orlando International airport onto SR 436
- Get onto 528 (the Bee Line Expressway) heading toward Orlando (West)
- Go to the end of the Bee Line Expressway and get on I-4 towards Tampa
- Go to exit 68 (Old Exit 27) Lake Buena Vista
- At the bottom of the ramp, turn right at the stop light
- Proceed to the next stop light and turn left onto Hotel Plaza Blvd
- Grosvenor Resort is the last hotel on the right before Downtown Disney #174;

For maps, go to [www.grosvenorresort.com/directions.html](http://www.grosvenorresort.com/directions.html)

## TRAVEL ARRANGEMENTS

For airline reservations and car rentals contact Diane Polss at All Travel. The closest airport is the Orlando International Airport.

**ALL TRAVEL**  
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Office hours:  
Monday-Friday 7:30am-7:00pm PST  
Saturday 9:00am-4:00pm PST

## CONTACT

For registration inquiries, contact  
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