



www.thealphacaninegroup.com.au

Ph: (03) 9753 5766

IMPORTANT NOTE: NOT ALL DOG TRAINING METHODS ARE THE SAME! Please take the time to read the rest of this message and the accompanying booklet. There is a lot of information to help you understand our training services and what we have to offer in an industry that has an increasing number of options and opinions for owners to sort through in order to find genuine help with their dog's training and behavioural issues.

Thanks for your enquiry.

To train your dog requires time and effort, regardless of which approach you take, so the choices of where, with whom and how you do it are all so important. Value for money is not just about how much it all costs, it's about what you actually get for your dollars in return. We are confident that both **Alpha Dog Training** and **Alpha Boarding School For Dogs** are not only exceptionally priced for what they have to offer, but are also genuine when it comes to educating owners on what they can realistically expect from their dogs. On that last point, those realistic expectations are often much higher than the owners ever believed possible for their naughty dogs – it's truly amazing what can be achieved when you are shown how to communicate with your dog in a manner that is practical and makes good sense!

Whether you're new to dog training or you've had past experience with other methods (good or bad), we know that we have something very different indeed to show you. All breeds are welcome and we have earned our reputation amongst vets and other professionals because of our ability to successfully help owners to solve their dog's varying behavioural problems (including aggression, fear, anxiety and over-excitability).

In many, many cases we have achieved successful outcomes for dogs that have failed with other training approaches. This is because the method actually works and we have so many teaching initiatives that just aren't offered anywhere else. In both training options it is our 'unique blend' of method, teaching style and service that creates a truly synergistic system that will work for those who genuinely want to learn how to train their dogs to be obedient and well behaved... when excited and under distraction!

Remember, it's you that has to train your own dog, we have just put the systems in place to make this a reality!

With the **Alpha Dog Training weekly classes you can come along and do it yourself under friendly and professional supervision. As you practice at home and move up the levels you will learn more and more skills that are realistic and relevant to owning a well trained and well behaved dog.**

With the **Alpha Boarding School For Dogs option we will do all the dog's training to a very high standard and when we bring them back (to your home) we will teach you how to maintain and improve on this so you can establish clear communication (leadership) in the home. It's an inspirational starting point for establishing a new relationship between you and your dog/s.**

We can show you the fundamentals behind all this and much more, first hand and in real time at our **free session and guided tour** offered through Alpha Dog Training (commitment free).

There are two main reasons to attend a free session and guided tour at Alpha Dog Training:

1 - For those who are looking to attend weekly training classes and want to 'try before they buy'.

2 - For those wanting to check out our methods before sending their dog to boarding school.

We hope to see you and your dog sometime soon...

SEEING IS BELIEVING!

Our approach to service is to fully explain and prove what we can do... and we go to extraordinary efforts to do so! I hope you can find the time to come and meet us in person or talk to us over the phone so we can discuss training options for your dog.

I have copied a few customer testimonials at the end of this message that have come from our weekly training, boarding school and boarding businesses.

Please note, Alpha Dog Training classes do not run on public holidays or long weekends.

I hope you find all this information and that contained in the attached booklet interesting and helpful. Feel free to call us if you have any questions at all, we'd be only too happy to discuss our services with you. You will talk directly to a professional trainer when you call – not a receptionist! If you happen to get an answering service during business hours it is because our trainers are currently helping other dog owners with their enquiries. If convenient to do so, please leave a message with your name, number and best time to catch you – our trainers will call you back! Our office hours are listed below.

Kind regards,

Greg Fontana

Training Director
The Alpha Canine Group

The Alpha Canine Group

Head Office & Kennels: 8 Kiernan Road, Macclesfield, Victoria 3782

PH: (03) 5968 8101 enquiries@thealphacaninegroup.com.au

Mon, Tue, Thu, Fri, Sat: 8am – 5pm

Wed: 8am – 4.30pm Sun: 9am – 4pm

IMPORTANT NOTE: See yellow section of the following booklet for location for weekly obedience classes held in Boronia.

As good as all the information seems over the phone, on our websites or in the attached info booklet, nothing actually beats seeing the service and training method in action by attending the Alpha free session and guided tour (commitment free).

The training method used at Alpha (weekly classes) is the same as that used for our boarding school service so if you're thinking of either training solution you will be able to get a genuine feel for our ability to train dogs first hand. This intro email contains a lot of information from our Alpha classes, but the concepts and standards are all consistent and relevant to the boarding school service.

IMPORTANT NOTE: Both training services are very popular and successful, however, not everyone can make it to weekly classes. There are also owners who choose the boarding and training option to get a jump start on weekly classes. Those of you who may be considering our **Boarding School For Dogs** service (not as a jump start to weekly classes) are not required to attend weekly classes or even the free first session, it is an optional opportunity that gives you the chance to meet the trainers and see their dogs (and many others) in action.

We just want everyone to know that you are more than welcome to 'check us out' as part of your research into a suitable and effective dog training method!

There is no hard sell, so don't feel that you are walking into something you don't want to commit to – that's not how we work! There are substantial discounts for those who join at the end of the first free session, but there is absolutely no pressure to do so!

We require all 'first timers' to bring their own dog along to this session so you can try the method first hand and learn the fundamentals behind our unique training approach. Don't worry (or feel embarrassed) if your dog is a handful and untrained, we are able to cater to this situation and do so all the time – you'll be amazed at what can be achieved, even in one single class.

The free session and guided tour is informative, fun and commitment free.

At the free session and guided tour we can show you:

REAL OWNERS with their REAL DOGS achieving very exciting and REAL RESULTS.

Not only will you see all the trainers clearly demonstrating the obedience techniques being taught in classes with their own well trained dogs, but you will also see our current customers with their dogs working to exceptionally high standards... **even at the beginner levels!**

Everything will be explained to you in great detail and regardless of which training service you are researching at the time (weekly classes or boarding school), you will experience first hand our professional and refreshingly realistic approach to teaching owners how to train their dogs.

The atmosphere at Alpha is friendly, relaxed and yet the classes are bustling environments where owners can learn to handle and train their dogs under incredibly high levels of distraction.

Many of our first timers on the free tour are amazed at how confident and competent our newest handlers are in this environment – **even after just one class!**

We take great pride in producing reliable and well behaved dogs that can be confidently managed in REAL-LIFE situations when away from training. This can be consistently achieved because the training method is positive, practical and incredibly effective and because of the REALISTIC skills and understanding that comes from our dynamic approach to teaching.

**Training your dog is fun, informative,
challenging and most importantly, productive.**



ABOVE: Advanced dogs in a sit step-away (stay) and then several minutes later remaining in position (the same sit) when the owners return and then move around the group patting each other's dogs – This exercise is great fun, extremely useful and just one example of reliable control under bustling distraction.

Puppies are well-and-truly catered for at Alpha Dog Training with the focus being on owner education, ensuring that you really understand how to guide your pup's social and behavioural development.

Each class covers basic obedience, good behaviour shaping and socialisation skills. Puppy training is part of the overall obedience and behaviour shaping journey and once your pups hit 5 months of age you automatically advance to the next levels of training.

We strongly believe that puppy training is only the start of teaching your dogs to be safe, sociable and well behaved members of the family and society as a whole. Puppies trained at Alpha become sensational family pets because we don't just stop at the basics, instead we actively encourage owners to learn more about their dogs as they rapidly grow and mature. You'll be amazed at how quickly they continue to learn and progress after their puppy training.



ABOVE: Harley, 12 week old Saint Bernard – he's been training at Alpha since he was 8 weeks old.



ABOVE: An Alpha Instructor helping with the sit step-away (Stay) in puppy class. Our instructors are skilled at handling dogs of all shapes, size and age and have had to handle literally hundreds of dogs throughout their trainer's course just to become qualified as an Alpha Instructor.

**This is a standard that we are very proud of
here at Alpha Dog Training!**

We couldn't promote such high claims about our business if we weren't so confident in the unique service and teaching initiatives that we have developed to help owners understand and train their dogs.

Alpha Dog Training and Boarding School For Dogs have pioneered exciting new training techniques for obedience training and behaviour shaping that are relevant to modern dog owners in today's society. To achieve this reality we have discarded what we consider to be out-dated training techniques and attitudes and replaced them with logical concepts and strategies that have actually proven to work for owners and their dogs from all walks of society. If a training technique doesn't work, is impractical or doesn't make sense, we don't use it just because it is what everyone else does. First and foremost, our training techniques have to work on our own personal dogs and then for our valued customers' dogs. We have a very proud and dedicated culture of **'Lead By Example'** at Alpha and have many, many dogs of all shapes and size to prove it!

When you visit Alpha you will see puppies, beginner dogs, dogs that are progressing through the higher levels and advanced dogs that have achieved full off lead reliability under distraction.

We believe that these owners and their dogs are true testament to what can be achieved through our unique training system.

Alpha Dog Training and Alpha Boarding School For Dogs have worked tirelessly since 1996 to set new standards and raise the expectations of what can be achieved in our industry.

The following 5 points are what we believe to be the bare minimum anyone should expect to see when they enter any dog training establishment:

1: Every instructor accompanied by their own dog/s as they actively move around helping members/customers before, during or after class, clearly demonstrating the effectiveness of the method.

Instructor's dogs should be on show at all times!



ABOVE: An Alpha instructor helping during class, demonstrating the stand with his own dog – at any time the instructors can leave their dogs in a drop step-away (stay) and freely help customers, even handling other dogs if required (whilst their own dogs are reliably watching and waiting)

2: Every instructor teaching and demonstrating in class with their own dogs (not just imaginary dogs) so owners can clearly see how to handle real dogs. They should also be skilled enough to handle the customer's dogs when necessary to show how the method works on dogs that are still learning!



ABOVE: An instructor teaching and demonstrating with her own dog – a minimum standard at Alpha!

3: Customers who look confident and in control of their happy dogs – even in bustling situations.



ABOVE: A group of dogs from various levels combining to work under more distraction. Alpha owners learn exactly how to handle their dogs in these bustling situations. The white dog in a stand step-away (stay) at the front belongs to an instructor who is out of shot helping a customer with her dog.

One thing that definitely stands out at Alpha Dog Training is the high quality and consistent instruction that you receive throughout your classes.

With the Boarding School For Dogs option a professional trainer teaches you all your dog's new skills in your own home.

4: Customers who are clearly handling their dogs to high standards in their classes – especially the beginner levels where the development of leadership, trust and control is required the most!



ABOVE: Owners teaching their excitable dogs to calmly ‘heel’ past approaching dogs – Alpha level 2 (there are 6 levels before reaching Advanced, so level 2 is still a beginner level!) Before reaching level 6 you will find that heeling your dog in bustling situations is like walking a feather on your lead!

5: Different breeds of dog to show that the method is effective on all dogs!



ABOVE: An Alpha demonstration featuring customer's and trainer's dogs. This pic was taken before the demo even started – the owners are all chatting and their dogs are waiting patiently.



ABOVE: Advanced dogs in a 150 metre drop step-away (stay) for 15 minutes - owners are lined up along the fence in the distance whilst another group are training their dogs in between.

The breeds in this group are: Doberman, Poodle, Cavalier King Charles, Cocker Spaniel, Lab, Heeler, Beagle, Boxer, Rottweiler, Maltese, Ridgeback and a couple of cross breeds.

All breeds can be trained – don't ever accept advice to the contrary!!!

These minimum standards for dog training clubs or businesses are common sense when you think about it. A dog training establishment should have an abundance of well trained and well behaved dogs and many instructors leading the way with their own dogs as a clear example of what can be achieved.

We have worked very hard to develop these standards within the dog training industry and are proud of the training methods and service initiatives that we have pioneered for both weekly classes and boarding and training.



ABOVE: More advanced dogs (on and off-lead).

TESTIMONIALS:

To the team at Boarding School for Dogs,

Re: Archie



When we first contacted the team at Alpha Boarding School for Dogs, we didn't know what to do with our dog Archie anymore. Our poor dog had developed a Fear Aggression towards other dogs and people and would protect me and my husband too much.

He had lunged at other dogs to scare them away, barked at our family and friends with the most aggressive bark we have every heard and bitten his little brother - a Toy Fox Terrier.

We had discussed that this was our last chance or we were to give him another home where he could have the daily attention he required, in which as a working couple we just couldn't give him.

We contacted Alpha Boarding School for Dogs via email to tell them our story in which they contacted us back immediately offering to help, we requested they pick him up the next day as we needed to give Archie the best possible chance he could have. It was the hardest 20 days of my life, knowing I had sent my poor little man away but I knew it was for the best. I can remember contacting Alpha Boarding Kennels every 2 to 3 days to check on his progress. The team were always willing to have a good chat with me and let me know exactly how he was going.

Each phone call with any of the girls nearly put me in tears of happiness, just knowing that they had been making great progress but yet I was nervous to get him home. What if he goes back into his old routines?

Archie has always been a pretty good dog when at home... but now.... I cannot even think about not having him in our lives. Archie is a new dog. His tail is always up, he is constantly smiling and now he is the best behaved dog. He isn't allowed inside or out unless invited, he won't eat unless told, if he is inside he is always on his mat unless Free'd in which he will now only walk around the house... he used to gallop like a horse and knock furniture over. He now even has boundaries within the home in which he understands and sticks to. When his little brother (Pykie) annoys him he simply pushes him away with his paw (mind you its bigger than the Terriers head)

His barking at people = Gone. His barking at dogs = Gone. We understand you can't change a dog overnight and we have been working on consistency ever since his return. He still gets nervous around other dogs when we take him to the park but now he understand we are in control, he looks at us before he reacts which he never used to do and he still forgets some of his boundaries, but hey we are only human! All of our friends and family continually comment on how much he has changed.

Now when we go on holidays so does Archie. He loves going to Alpha Boarding Kennels and continues to be trained and socialised with all the team and other dogs. Last time Greg came and picked him up he didn't even look back, he simple walked out the door. My little man is growing up.

We owe the team more than they can imagine, they gave us our happy dog back. We cannot thank Alpha Boarding Kennels enough.

Kind Regards,

The Tenabels

To the team at Boarding School For Dogs,

I write this to thank you all profusely for everything you have done for Bruiser aka 'Sponge Bob'. He has been home from boarding school for almost a week and for the first time in a long time I am absolutely loving his company!

The change in him is astounding. Before he left, tempers flared on a daily basis as he destroyed things or was completely rambunctious, now, although still a little sulky he is calm and able to control his more cheeky urges. Sometimes I can see a thought ticking through his head but nine out of ten times now he makes the right choice. Even if he doesn't, you have given me the skills to be able to deal with it appropriately, avoiding frustration and

anger. It seems we now speak the same language and are on the same page with most things.

Bru has conquered the challenge of coming back to work with me and the kids are loving it. They are no longer afraid of being knocked over by him playing too roughly and have enjoyed doing "dog training". The attached pictures are a testimony to his new attitude!



Thanks so much again, I love having my 'new' dog around!

We have also given him a nickname 'Albert' or 'Einstein' for his new found ability to use his intelligence. We expect he'll be reading next...

Cheers

Sarah, Viv, Phil, Matt and most importantly Bruiser

Dear Greg and the team,

We can't thank you enough for transforming our somewhat rambunctious Labrador Bowser into the placid, playful and well behaved dog we have today.

It was at the point where my wife was not able to take him for a walk as he was so strong, would bark at anything that moved, would pull her in all directions and she simply didn't have the confidence to be able to control him. Now she is more than happy to head off alone with him as he listens to everything she says and is a pleasure to walk!

Bowser has always been an important member of our family, but now he is able to mix with all our other 'human' family members without fear of knocking anyone over by his excitement. He even gets along with the cats now! Our friends and family cannot believe the transformation in him and can't wait to see what's next! We plan on taking him to your weekly sessions to further increase his skills and ours.

As a result of your fantastic training we've even got ourselves another Labrador – suckers for punishment some would say – but we are now comfortable in the fact that we can teach Bella the skills that you have taught us and look forward to both Bowser and Bella learning more from you and having holidays in the future.

We have never seen Bowser happier after his time with you all – and we hope that we can continue our association with your exceptional services.

Thankyou for everything!

Brad and Colette

Dear Greg, Amy and Staff,

We would like to congratulate you both and your dedicated staff for your care of our three dogs, Brandy, Ebony and Trixi the week before Easter, while we went to Adelaide for a wedding.

We have had four very bad experiences with other kennels in the past, both in Adelaide and Melbourne. Our beloved pets were returned skinny, stressed, muddy and stinking of doggy/kennel smell. They also took recovery time to get over the experience. We were very upset and felt guilty seeing them like that.

When we returned this time with your care we were thrilled and amazed at the difference in their happiness, appearance and condition of all three dogs.



As you know from your Alpha Training School, Brandy can be very timid, Ebony is shy but friendly and Trixi has very high energy. To add to all this they were all still stressed from our evacuation from the bushfires in the Bunyip Forest in February and were still recovering when we had to leave them.

When Brandy came out walking with the trainer she was totally relaxed, with her tail wagging out the back, she was so happy and stress-free thinking she was just going for another walk. The little ones were wagging their tails very happily, and this was all before they saw us waiting for them. When we got them in the car there was no doggy/kennel smell. All of them were in excellent condition and I think they had also gained a little weight, and there was no recover time.

You passed the 'test' with 100%. We recommend you to anyone to board their beloved pets, with total confidence.

You also get 100% for your Alpha Training School. We have recommended many people who have stopped us and commented on Brandy's good behaviour in public. She is a big dog at 45kg and yet she is under perfect control and obedient. It looks so easy to them but we know that it is through your training program and the time and effort you and your trainers have given us both in class and also on the phone.

We are very happy to continue coming to training, we are learning all the time, and also very happy to board our dogs with you with total confidence when we need to in the future.

Thanking you all,

Regards,
Leone & Aad Biezen

A snippet about Cuddles:

Cuddles is a very cute 3 year old, miniature Labradoodle. We bought him after doing lots of research. From an early age we noticed he was a bit possessive over some things. It became increasing worse even after puppy & dog training (with another trainer). I didn't realise how bad he was until he was returned to us from Boarding school For Dogs.

When Cuddles left us to go to boarding school, it was ours and his last chance before we had to decide whether he was going to be re-homed or put down. I couldn't trust him with our 4 children or any visitors, as you didn't know when he was going to become aggressive. It got to the stage he might not like you walking past him.

After discussions with Boarding School For Dogs we put him into the 20 Day program. Cuddles ended up staying 50 days, due to his behaviour. The trainers didn't want to send him home until they were satisfied with him. I couldn't of been happier with the communication with BSFD with Cuddles being gone, we missed him and hoped he was alright.

When Cuddles came home he was a different dog, he had been well looked after, he was happy, and he had learnt a lot. Then we had to learn how to deal with him, which was easy after the trainers showed us how in their handover at our house. Cuddles has been home now for a couple of months and he is a pleasure to be around, he now listens to me and is 100% manageable, he still occasionally does something wrong, but it can be dealt with easily.

Thank You Boarding School For Dogs for helping us with our 4 legged family member.

Nicola Camm

Mt Evelyn

Important note from Greg Fontana, Training Director: Cuddles was by far one of the most difficult cases we have had in a very long time. Talk about a real firecracker. The trainers put so much work into Cuddles and as the training progressed finally got through his 'trust issues'. Instead of biting first and asking questions later, as per his normal approach to life he started to listen and follow direction. Cuddles had tried to bite most of the trainers and was quite intent on doing so!

The extra training time in this case was due to the fact that there were children involved in the home environment and we felt that the extra work on behavioural scenarios was very important. His obedience and general good behaviour shaping was done within the 20 day period, but in this case it was more about applying the language in more challenging scenarios. In the end Cuddles was accepting of every scenario we created for him.

The most important thing to point out here is the sensational efforts of Nicola and family. Boarding School is the starting point in an important rehabilitation process, especially when dealing with any sort of aggression or anxiety. Nicola followed instructions and managed Cuddles' home environment whilst establishing clear and positive leadership – a strategy that we have proven to be so effective in many 'extreme' situations. Without owner dedication and commitment to the methods taught the outcomes can be far less positive, even with dogs of lesser intensity.

Remember, the dog can't do it on its own!

Dear Greg, Ruth & Team,

Thank you for looking after Archie, our german shepherd dog, while we were away. It gave us great peace of mind to know that he was being cared for in a safe and fun environment.

When we first discussed Archie with you we had a list of issues a page long. We can now happily report that he has improved enormously in every respect. By the time he came home to us it was like he was a different dog - he still had all of his personality, but was a lot calmer and would actually listen to us! We have used the techniques Ruth taught us to continue Archie's training and he is coming along very nicely.

We can now work in the garden with Archie in "drop" - you can get a lot more done when he isn't hassling you to throw the ball to him! We can also take him with us when we go out for a coffee. He is much calmer around other dogs - but still loves making new friends! Our neighbours are also amazed at the change in Archie and often comment on how quiet he now is.

We want to than Ruth for training us to train Archie, and in particular for being there when we needed to have a chat or generally to follow up on things. The advice Ruth has given us has been spot on each time, especially with regard to dealing with his first "extinction burst." We haven't had any major problems with Archie in a really long time. He is now fun to have around, he understands his place in our family and is attentive and more aware of consequences for his actions - both positive and negative.

We have no hesitation in highly recommending your boarding kennel and training methods.

Thanks again.

Luke, Elena & Archie Torpey

To all the wonderful staff at Alpha Boarding Kennels.

I have been bringing my dog Jordan to your Wednesday evening classes for six months now and currently in level 4. I look forward to Wednesday nights all week, not only do I get to spend some quality time with my much loved dog, i also get to spend an hour with some of the nicest, down to earth and professional people I have ever met. (that's you). Every week i come up with a new question which I believe the trainers may struggle with, only to be replied with a simple yet brilliant answer that amazes me with the depth of knowledge each trainer has.

A few months ago I also Put my other dog Cooper through your 10 day course which I was and are still thrilled with the results. Every body who has seen him (cooper) since the course is amazed with the difference and don't believe its the same dog. I might add that i found it very professional the way it was organized, with the pick up and especially the hand back by one of your staff (I'm sorry I forget her name!!!! there is so many of you to remember).

My girlfriend and I have also had various questions answered on the phone. Some questions have to do with training and some have nothing to do with training, however each time you have all been more than happy to help and your advice is SPOT ON!!!

I have nothing but positive things to say about a really well run business. So once again thank you to all the staff at alpha for a wonderful Wednesday night and the contribution to my dogs beautiful nature. keep up the good work!!!!!!

Cheers Lee Mcduffie

p.s you guys have the coolest job.

Part of the Family and Furniture

A special tribute to the team at Alpha Boarding Kennels

Cheiko's history with Alpha Boarding Kennels is long. She is what you call a long term boarder. I started looking for a kennel that would take Cheiko long term in 2006 as I had to move and could not take her with me. She is a big girl and doesn't like to be alone.

She thinks she is a person and even when we go camping she likes to have her own chair or she's just not happy! I'd looked at a few other kennels but Alpha was the one for Cheiko, after all she is my baby girl and she deserves the best. The team were very informative and friendly and I felt at ease.

Alpha could provide her with a large kennel and a large yard to run around, which is important for her because she is such a large dog. There is plenty of fresh air and people to care for her, she even gets to hang out with the other dogs from the office a lot. Actually I think now she thinks it's her office!



**Above: Cheiko resting in reception with Mayra,
one of the trainer's dogs.**

She is a very anxious girl which means I had to feel at peace with where she would be. Her first long term stint lasted nine months. I wasn't living too far away so Alpha would let me come and take her out for day trips so I didn't have to miss her so much.

When her first long term board ended I was so happy with how she looked and so were my parents, (Cheiko is a much loved granddaughter also!), she was the perfect healthy weight, her coat looked amazing and she kept wanting me to throw her ball for constantly which was a great sign as obviously the Alpha team had kept her entertained.

There have been times that have been extremely hard as I have been so far away from Cheiko as she has been my life, but the team have sent me photos and updates of how she is doing via email so I can see that she is well. She is even allowed to play with other dogs in the yard.

I believe that Alpha have gone above and beyond to care for my beautiful girl which gives me great peace of mind that even though I am miles away they care for her as if she was their own baby girl.

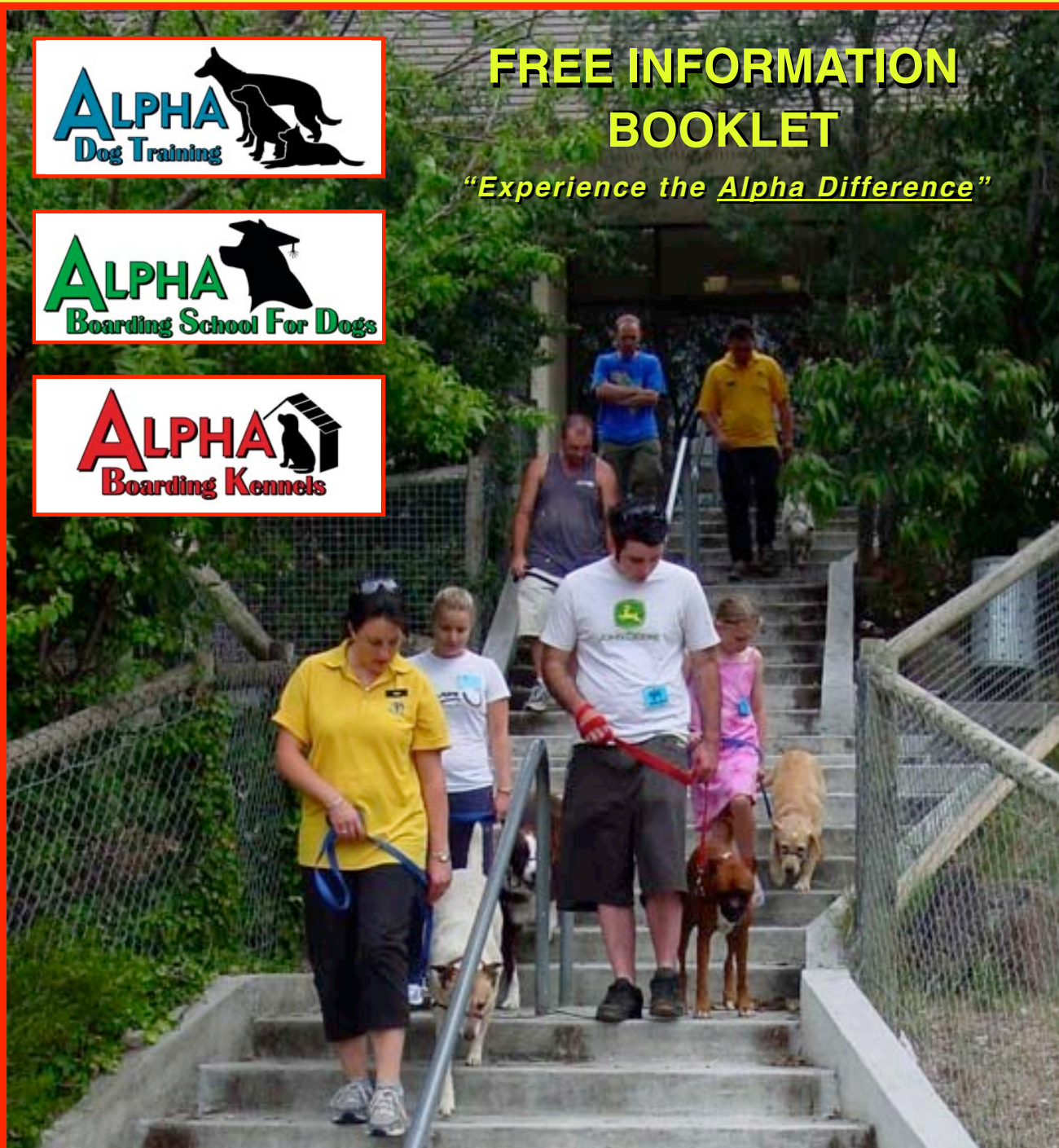
When you drop your dog off for a wonderful stay, you may just see her there! Can you give her a cuddle for me and tell her mum loves her very much?

Brooke Porter



FREE INFORMATION BOOKLET

"Experience the Alpha Difference"



*Pioneering exciting new trends and standards
for both weekly dog training classes and
in-house boarding & training courses.*

*Many years of dedicated research and
development has led to the creation of
complimentary obedience training, behavioural
shaping and service delivery systems that are
unique within the dog training industry!*

PH: 9753 5766



Experience the Alpha Difference!

Effective, reward based obedience training and canine behavioural modification techniques based on a foundation of SERVICE & RESULTS!

Alpha Dog Training is part of a total service strategy for dog owners from all over Melbourne that also includes the Alpha Boarding Kennels and Alpha Boarding School For Dogs ([blue section of this booklet](#)). Our focus on results has earned Alpha a great reputation for helping owners with dogs of any age, breed or disposition. Because of this we are now used as a valuable referral service for many veterinarians and other industry professionals throughout Melbourne.

All of Alpha's services are aimed at educating owners on how to apply our practical *style* of dog training into their everyday lives (under real distraction), making it more a communication system rather than just routine obedience tricks. This is achieved through truly innovative training systems and genuine service strategies that can be clearly seen in action at any Alpha training session. ***This is why we are proud to show our system off at the Free First Session & Tour!***

Here at Alpha Dog Training, effective reward based obedience and behavioural modification go hand-in-hand and we have some very exciting and clever ways of bringing these two training ideals together as one. Everything from our class structures and service delivery to our training method and instructor standards are constantly monitored and developed to ensure that the best results are achieved for each customer and their dog.

Please read on to find out about our dog training services and all the *great inclusions* that make our weekly training membership packages and Boarding School courses...

U N B E A T A B L E V A L U E !

For more information on pricing, Alpha membership packages, boarding school courses, boarding kennel enquiries or how we can help you with your individual dog training needs... Please call and talk to one of our friendly and professional DOG TRAINERS anytime!

Ph: (03) 9753 5766 **Fax:** (03) 5968 9065

Mail: P.O Box 90 Ferntree Gully 3156

Email: enquiries@alphadogtraining.com.au

Our websites can be found at:

WWW.

**thealphacaninegroup
.com.au**



From puppies to off-lead control

WHY OBEDIENCE TRAIN YOUR DOG WITH ALPHA?

**GREAT SERVICE, GREAT ATMOSPHERE,
PROFESSIONAL (FRIENDLY) INSTRUCTORS
& SENSATIONAL RESULTS!**

If you're looking for a training method that is dedicated to both 'real life' obedience that is reliable under distraction and behavioural problem solving techniques that are based on years of research and consistent results, then look no further. That's right, learn about dog obedience and behaviour and get the help you need whenever you need it!

At **Alpha Dog Training** we pride ourselves on our **UNIQUE**, flexible dog training and behaviour shaping system that has proven to be both quick and effective at gaining sensational results for our customers!

Even at our **PUPPY COMMUNICATION** and early levels the results are just amazing, even under distraction!



• *Level One - assessing the sit "step-away" (stay) under distraction - you'll be amazed how quickly this is achieved!*

An important aspect of Alpha's professional and friendly service is our dedication to providing a learning environment where customers and their dogs can feel comfortable and relaxed. Our staff are service driven and as a result are setting incredibly high standards for our industry as a whole - we're always there to help!



• *The focus of our classes is to ensure that everyone gets individual attention when required and we have plenty of experienced staff on hand to make this ideal a reality!*



• *All obedience levels are broken down into sub-groups to ensure smaller classes and greater instructor interaction with our customers - promoting individual development!*



• *At all levels, the ALPHA Integrated Distraction Training helps develop skills that become second nature to both you and your dog. Again, plenty of instructors in their 'stand-out' gold uniforms are on hand for advice or help! One-on-one help is a reality at Alpha!*

Weekly Classes training at Boronia Heights College Mount View Road, Boronia

Entrance on Mount View Road
MELWAYS REF: 65 D9

**Training every Sunday morning and
Wednesday evening (rain ,hail or shine)...
*except for long weekends!***

**No Obligation, First Free Session
& Guided Tour**

**Sunday 10am - please arrive early
Wednesday - 7pm - please arrive early**

**Great discounts available to those who join
at the end of their first free session! See
pricing options on page 10.**

We accept cash, cheque, credit & eftpos

ALPHA Interactive Tuition



All training sessions are staffed by our **professional dog trainers and trainees** (accompanied by their dogs) who use Alpha's ***total-ly interactive class structures*** to educate dog owners on how to effectively train their dogs under distraction. Within each class you can work as an **individual**, taking your own dog's needs and abilities into account, moving through the levels at a pace that suits you. Your trainers *move freely throughout the group* and look forward to assisting you and your dog at any time if the need arises. The relaxed and friendly atmosphere within all classes promotes a calm environment in which all owners can feel comfortable with their dogs and progress through the obedience levels at a steady rate.

Alpha's trainers work very hard to help you learn more about your own dog, and dogs in general. The atmosphere at the training centre is both positive and relaxed, and the service is personal. **We don't rely on gimmicks or assessments of trainability** that will often amount to very little if you can't get the service or results needed to train your dog in the first place. Instead, we have opted for professional, friendly help and effective training methods that are common sense and practical for you and your dog. Alpha's reputation and results will speak for themselves, all you have to do is relax, have a great time and learn how to "communicate" with your dog! Take the time to read the testimonials in this book and on our websites.

This positive approach to teaching customers how to train their dogs is very much reflected in our genuine drive to help you understand your dog and achieve the level of training needed to satisfy your individual requirements. At Alpha, we have the interactive class structures, effective training methods and professional staff to make this a reality. We have many, many customers who can testify to this fact!

The ALPHA Interactive Instructor Ratios are usually around one instructor to about three or four customers per class. *Even if the class is a little bigger, Alpha still has enough instructors to go around and our clever class structures allow immediate help whenever it is required! All you have to do is ask! All photos in this booklet are of actual classes taken randomly throughout training sessions at different levels, showing our service in action. Instructors wear a bright, gold coloured uniform to ensure that they are easy to find when you need that extra help during class.*



Alpha's first free session and guided tour will show you everything our training has to offer you and your dog. When you see just how well trained and behaved our customer's dogs are (under distraction), even at the beginner levels, we know you'll be impressed!



The ALPHA Split System Class Structures

Revolutionising the way obedience training is taught in group classes

The ALPHA Split System has seen the Basic and Intermediate levels of obedience abolished forever, unleashing our obedience classes from a traditional training concept that from our perspective we have long considered to be dated. Patience and determination over many years of research and development has seen a set of gradual and calculated changes that have finally brought us into the present with an exciting new approach to teaching obedience classes. The results of these changes have been truly amazing, proving this revolutionary system of obedience teaching to be incredibly effective!

The Alpha Split System is a set of class structures that compliment **The ALPHA Random Training Principles**, ensuring extremely high levels of control and reliability from your dogs whilst you handle them under distraction. All obedience levels have been specifically designed to enable customers to achieve amazing *results* with their dogs in both obedience and behaviour shaping.

Within Alpha's dynamic class structures there are also clever strategies aimed specifically at the development of owner education. This is done through a set of teaching exercises known as **The ALPHA "Real-time" Obedience Challenges** where your instructors create training scenarios within the class that help owners to develop handling skills that will translate into control over their dogs in real life situations! This is the central focus of Alpha's training system... and it works! It's truly amazing to watch owners handling their dogs under distraction and still being in total, positive control!



This is a reality that can be easily demonstrated to anyone who is interested enough to come down with thir dog and see our service in action - as we say... seeing truly is believing!

ALPHA Integrated Distraction Training

A clever training innovation that makes socialisation and control under distraction a reality!

Specific socialisation classes are now an out-dated concept here at Alpha due to the innovation of a much more effective training process that achieves far greater results for owners and their dogs. During classes your trainers introduce various distractions (sights, sounds or situations) that may be



encountered on a day to day basis or that are likely to be encountered during your dog's lifetime. *This helps to familiarise your dogs to common distractions whilst under control and to also isolate avoidance or over-excitabile behaviours* shown by the dog in which you can now address and actively overcome with help from the many trainers who are there to assist you during class (often one-on-one).

Combined with our random training principles this is just another way that Alpha trainers help prepare dog owners for real time scenarios that could happen in any place and at any time. At Alpha we are continually developing new and better ways to achieve this important ideal for our customers. **When you see all this in action you'll be amazed!**

Alpha Dog Training

The *Pack Leaders* in Training Innovation, Instructor Standards, Effective Training Systems and Friendly Customer Service!

ALPHA Puppy Communication Classes

Teaching owners how to prepare their puppies for the real world!



Puppy training and socialisation is an important part of our dog training service for those starting with young puppies. Puppy training can start from **8 weeks of age onwards** and is one of the most important learning and social development periods in your dog's life. This truly is the time to catch any of your pup's problem behaviours before they develop further. It's really quite amazing to watch how your pups develop in both confidence and co-ordination as they learn from your guidance and positive leadership.

Each Alpha "Puppy Education Class" is a combination of: Puppy obedience training ('Pattern Learning'), **Canine "Good Behaviour" Shaping Techniques** and Puppy socialisation topics. These three areas of training and education have proven to be very effective in teaching owners how to train, understand and socialise their new pup by preparing them for "real life" situations that can occur at home, the vet or anywhere else you may choose to take your dog.

Everything taught in this class is aimed at producing educated owners of stable, responsive and confident puppies as they rapidly mature and start to take part in our society as adult dogs. These classes are both informative and entertaining, giving puppy owners a great chance to learn in a relaxed, but very productive environment. The early social development work done with your puppies is the key to having well adjusted and much loved family pets who are a real joy to own.



Alpha Canine Good Behaviour Shaping (CGBS)

A proven behavioural modification system developed through Boarding School For Dogs (see blue section) and adapted into Alpha Dog Training's problem solving strategies.



At the end of every obedience class there is a twenty minute period where Alpha trainers are available for more individual help with your dogs in relation to other training activities or problems occurring at home etc. We have found this time to be very productive for those requiring help beyond their obedience training needs. Help and advice is also available before class.

However, obedience training should be considered as the first step in any behavioural modification program and as such, the skills and understanding learned from training your dog form a vital role in any of our effective behavioural problem solving techniques and strategies. As your obedience training progresses, so too does the trust, respect, control and bond that is developing between you and your

dog. This creates an overall responsiveness that will be crucial to the 'understanding' required to deal with any behavioural problems that may need to be addressed. Without this base 'communication', the risk of relationship breakdown due to unnecessary stress and frustration between you and your dog is much higher. You will see that this does not have to be the case!

Behavioural Problem Solving is a common request at Alpha and our trainers are more than capable of advising you on the best course of action suited to your dog's particular problem. No problem is too big or too small and we believe that virtually all behaviours can be modified or suppressed if the owner is willing to be a major part of the solution - your dog can't do it on its own! It is our job to teach you how to achieve this ideal.

Behavioural modification is part of the responsibility of dog ownership and we have many examples of reformed dogs who have displayed behaviours ranging from **barking and rubbish raiding to aggressive behaviour and separation anxiety**. In all cases, understanding and teamwork between owner and dog have been the keys to success and if you're in need of such advice, your trainers will be more than ready to help you out.



Full Day CGBS Seminars

Exclusive to Alpha Dog Training Customers

A popular training option for all Alpha members is the informative and productive, full day behaviour shaping seminar at the Alpha Boarding and Training Complex. A combination of practical 'hands-on' exercises specifically developed for behaviour shaping and informative lectures ensure that owners leave with a full understanding of how to take their dog's training and behaviour standards to the highest levels!

The Canine Good Behaviour Shaping System is totally consistent with all training concepts at Alpha.

The ALPHA Service Delivery Initiatives

A culture of professional standards and genuine care combine to create a customer service REALITY that is second-to-none in the dog training industry!

Listed below is an overview of the service initiatives that enables our professional trainers to teach you Alpha's effective, reward based training and behaviour shaping systems.

◆ Highly trained, professional and friendly staff with practical experience ◆ Twice weekly service assessment meetings for all staff members ◆ Continued Research & Development into synergistic service delivery systems ◆ High instructor-to-customer ratios ◆ Innovative, interactive class structures ◆ Revolutionary Split System Obedience levels ◆ Pro-active customer relations strategies ◆ Flexible learning and assessment system ◆ Assessment monitoring and support ◆ Before & After Class Care - canine behavioural and training assistance ◆ Canine Good Behaviour Shaping Full Day Seminars ◆ Regular newsletters ◆ Member's Canine Help & Advice Line (talk to a professional trainer... every time!) ◆ Lifetime Membership (for the owner) ◆ Detailed and informative first free session and guided tour (Try before you buy)

What this all means to you, the valued customer, is that Alpha Dog Training has developed a weekly training service that has a true depth and integrity. Of course, you still have to train your dog, but we're with you every step of the way!

At Alpha we know that we have something very special for you - something that is different, something that is truly exciting. Come to one of our 'no obligation' free first sessions and informative guided tours to see just how good our service really is. Seeing truly is believing - we know you'll be impressed!



Trainer's and Trainee's dogs waiting patiently during set-up!





Membership Pricing & Options

(all incl. GST)

FREE FIRST SESSION & GUIDED TOUR - TRY BEFORE YOU BUY!

No training on public holidays or long weekends

ALL memberships include:

TRAINING TO THE HIGHEST LEVELS using Alpha's unique interactive, split system service - **revolutionising effective "lifestyle" obedience.**

FREE ALPHA HELP LINE! - Call a full-time trainer during business hours for extra help and advice on your dog's training and behaviour problems. We will take the time and do our very best to help you whenever you call! Available to all Alpha Members... forever!

FREE TRAINING for your dogs when they stay at Alpha Boarding Kennels (The quiet and peaceful boarding kennel). Alpha dogs settle really well at the kennels because of the extra attention and we are able to work on any sticking points you may be experiencing with your dogs. Service available even if you are not actively training at Alpha!

FREE Pick-Up or Delivery to and from weekly training sessions for any Alpha dogs staying at Alpha Boarding Kennels - a very popular service when it coincides with your travel plans.

SPECIAL OFFER

A 10% discount off membership fees, training equipment and pre-paid class cards is available for anyone who joins Alpha at the end of their first free session and guided tour!

See following page for pricing details...

Payment methods: cash, cheque, eftpos or credit card

Standard Membership Package: \$300.00

Includes: "One Time" membership

*****First timer (10%) discount: \$270.00**

This membership **does not** include class fees. Additional class fees are \$13 per session or pre-pay 10 sessions and receive 1 extra free session (11 sessions).

Any training leads, halters or pre-pay class cards purchased at the end of the first free session and guided tour will also be discounted by 10%

MEGA-DELUXE MEMBERSHIP Package: \$750.00

Sensational value!!!

*****First timer (10%) discount: \$675.00**

Includes: "One Time" membership, plus one lead & one training halter
plus

NO CLASS FEES PAYABLE for the dog specified on your membership,
to any level... for the dog's life - includes advanced levels

***** The discounted prices above are strictly for those who join at the end of the first free session only. Come along with your dog and check out what makes Alpha so special. This is an information session and there is absolutely no pressure to join at the end**

All membership packages are available at full value price if you choose to join Alpha at a later date.

**Call and talk to a trainer for more details - Phone: 9753 5766
or visit us in person - see page 3 of this booklet for training centre address.**

Prices subject to change without notice.

The next section gives detailed information about our popular and successful boarding and training business:

BOARDING SCHOOL FOR DOGS

Boarding School For Dogs has been our registered business name since 1997 and we are very well known within the industry.

Many dog owners have brought to our attention that there are now other businesses using our business name to try and mislead unsuspecting dog owners searching for our proven dog training service.

If these trainers need to use someone else's successful and well-known business name to get the unsuspecting dog owner's attention, what else are they telling you that isn't completely honest?

There is only one Boarding School For Dogs and we are confident that when you compare what we offer as standard inclusions you will see the true difference between the innovators and the imitators in this industry!

Don't get caught out!



Setting industry trends
and
standards for
service, training and
results since 1996!

The complete training solution for those too busy or unable to make it to weekly obedience classes!

If you are considering a boarding and training course for your dog,
please take the time to read about our unique, value packed service.

When doing your comparisons throughout the industry, BEWARE of those who treat boarding and training as a money making sideline. ALWAYS compare what you actually get for your money. Professional and honest advice, friendly service and most importantly... RESULTS are all standard features of any of our courses and you will notice these major differences from the moment you call us to the time we bring your trained dog back home to you again.

*MORE full-time trainers + MORE training + Purpose built training kennel + HIGHER standards
+ PROVEN, effective obedience & behaviour shaping techniques
= SHORTER, but more productive courses!*

From the sensational feedback that we receive from both potential and actual clients who have done the industry ring-a-round and internet surfing (what we call: informed consumer comparison tests), Boarding School For Dogs is now, in their considered opinion, the stand-out boarding and training service in Victoria. Since 1996 we have been developing a unique service that cannot be matched!

Whether you read through our information booklet or visit our detailed and informative websites, you'll see that a lot of thought and work goes into everything we do. Boarding School For Dogs understand that dog owners want more than just standard, cliché'd snippets of information that try to hook them in!

From the moment you ring and first speak to one of our friendly staff, you'll realise that [you are talking one-on-one with a professional trainer](#) who is willing to take the time to answer any questions you have about your dog's problems and also discuss all of our services in full detail. We are thorough, honest and realistic about what we can do for you and what you can expect from your dog when doing a boarding and training course. You will also detect a genuine passion behind all the advice and information we freely give you because regardless of which trainer you talk to... we all train our own personal dogs using the same training and behaviour shaping methods and believe in the services we have to offer those who need our help!

During that first phone call we will take the time to explain to you our unique **Canine“ Leadership” System (CLS)** and how we approach effective, reward based obedience and **Canine Good Behaviour Shaping**. Combining these two important areas of dog training is the key to bringing owners and their dogs closer together and we have developed a unique system that really works!

The CLS is the result of many years active research and development carried out by our training director, Greg Fontana, working with owners and their dogs in their own home environments. The valuable insights gained from helping owners with difficult dogs in their own homes has culminated in a practical, common sense and extremely effective system that is both easy to learn, and easy to maintain for those who need that extra bit of help and guidance with their pets.

The boarding school courses on offer are second to none when comparing actual obedience and behaviour shaping content and the all important overall service that includes pick-up, delivery and comprehensive hand-back session in your own home. The duration of the courses is set to maximise the results whilst at the same time minimising the time you need to be away from your beloved pet. In short, we can achieve more for you and your dog in a much shorter time frame!

Since 1996 we have developed a lot of training strategies that have enabled us to keep the course duration down to acceptable time frames for owners to be away from their dogs. With 6 full-time trainers plus visiting part-time trainers and trainees we have plenty of staff to ensure your dog receives the amount of work-outs required to achieve sensational results. This approach also allows us to have multiple trainers working with your dog rather than just one individual person, an important tactic to make sure the handling process is easier for you back in your own home.



The proof is in the hand-back!

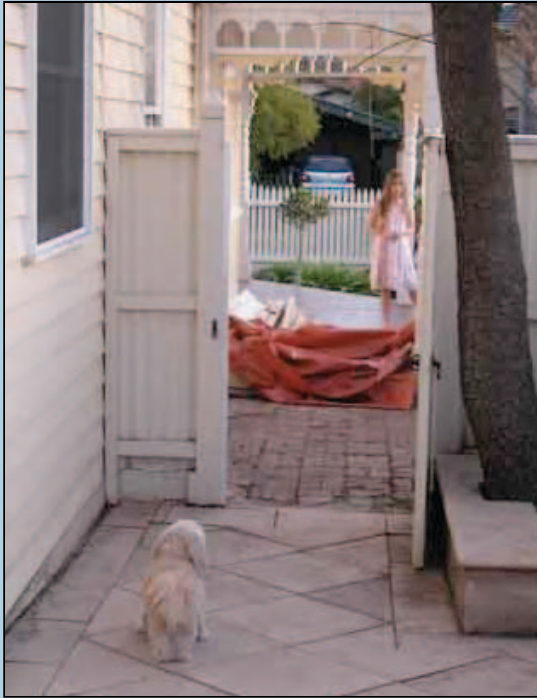
An important feature of all our boarding school courses is the fact that we do actually believe in the effectiveness of our training system and are prepared to *bring your dogs back home to you and then demonstrate them under maximum distraction*, regardless of what we have to contend with when we get there. You can imagine just how excited your dogs are to be back home with you again, especially after their short absence, **but we are still happy for you to pat your dog and re-acquaint before we get started - we don't separate you from your dog in order to demonstrate them away from distractions!** Common distractions we encounter in people's homes are: the owners themselves, children running around, visitors, other dogs, cats, rabbits, chooks, sheep and horses just to name a few. The whole idea behind the CLS is to prove to owners that their dogs can and will behave under the common (and not-so-common) distractions around the home.

Another important factor of the hand-back in your own home is the fact that your dog will behave differently at home compared to at the kennels where they were trained. We want to show you how our training method translates to clear communication back in the home environment even though we are competing with familiar distractions that trigger particular behavioural patterns in your dog. To put it simply, you will be amazed at just how attentive and well behaved your dog can be. [This has been an industry leading standard since 1996!](#)



After the impressive and thoroughly explained demonstration of your dog's new abilities, our professional trainer will take you personally through all the handling and good behaviour shaping techniques to ensure that your dog will listen and respond to you around your home, again, under distraction. You will learn what to do when your dog makes mistakes and how to build reliable responses from that point onwards. This is the practical knowledge and skill base that sets our training system apart and allows us to teach you in your own home environments!

Yes, there will be work to do once your dog returns home, but as your dog experiments with it's old ways you will be able to implement new rules based on understanding and leadership. This sytem has litterally worked for thousands of dogs!



By the time we have finished the hand-back (2 -3 hours later - longer if necessary) you will be completely familiar with the techniques required to handle your dog in both reliable obedience and effective good behaviour shaping. From our perspective, it is quite exciting to see owners taking charge and *leading their dogs*, often experiencing for the first time a real sense of confidence and direction that will see an eventual end to the problems that led to the need for training in the first place.

On that note, behavioural problem solving is covered by our **Canine Good Behaviour Shaping** techniques and we have developed a very clever and common sense approach to help you extinguish your dog's undesirable antics around the home (and elsewhere). Again, you will be amazed at just how quickly you can modify a behaviour by simply applying the language learned in your dog's obedience exercises... and we will demonstrate this for you so you can see it happening in your home, in real time! As we say: "Seeing is believing"

As you will be told over the phone, when we pick up your dog and at the hand-back, Boarding School is the beginning of training and behavioural modification process - an extremely good start! That's why we put so much work into the hand-back process so owners truly understand how to help their dogs learn the new rules of behaviour around the home. At the end of the session you will be left with a detailed 72 page owner's reference manual that covers all the points taught during your hand-back and you will also be presented with a photo in a stylish magnetic frame (to put on your fridge) of your dog during training at the kennels.

Boarding School For Dogs courses are designed to be "everything you need". You will not be required to attend weekly training sessions as part of your course! Weekly classes are an optional extra... not a necessity! **By following our clever practice strategies and keeping in touch with us you will achieve the results your are after - a well trained and extremely well behaved dog!**

Alpha Boarding and Training Kennels

If you choose to train your dog with Boarding School For Dogs, your pet will stay at our training kennels situated on 10 picturesque acres at Macclesfield in the beautiful Dandenong Ranges. Many visitors to our kennel are quick to comment on just how quiet it is and how happy the dogs look as they tour the premises. We are proud of the ambience that has been created and the dogs all benefit from the peaceful environment.

Since 2003 we have had only a few individual dogs contract a mild case of canine cough - this is an outstanding achievement for a busy kennel and many of the vets we talk to attribute this to the quiet, relaxed surroundings and minimum C5 vaccination standards. Fresh country air and plenty of attention from our 7 full-time trainers as-well-as our part-time cleaning staff all contributes to your dog's comfort and health whilst they stay with us.

Basic grooming & hydrobath included.



The service doesn't stop there.

At Boarding School For Dogs we have what we believe to be a sensational team of trainers who take pride in the work they do to help owners with their dogs. Once your dog is trained with us, we will be more than happy to give further advice any time it is required, all you have to do is call. Again, you will only ever get a trainer answering the phone when you call us.

As an added bonus, if you require boarding for your dog any time in the future, we will include FREE training as part of your package to ensure that your dog receives extra attention and settles straight back in to the daily routines.

There is also a range of upgrade or refresher courses for those who feel they require a little extra help beyond the free training offered during your dog's stay at our kennels. We also provide discounted life-time membership packages to those who wish to go on and do regular weekly obedience classes at our affiliated business, Alpha Dog Training. **Again we must stress here that weekly obedience classes are an optional extra... not a necessity!**

A quick review of the services Boarding School For Dogs has got to offer the discerning dog owner looking for professional training and behavioural assistance:

✓ **The Canine Leadership System**, a training system developed specifically by our Training Director, Greg Fontana that combines both reward based obedience and behaviour shaping in a unique process to create a clear understanding (communication) between the owner and their dog.

✓ Boarding School For Dogs exclusive and extremely effective **Canine "Good Behaviour" Shaping** techniques developed on a foundation of consistent results – the product of active and specific hands-on research and development since 1996.

✓ Effective behavioural modification strategies for: **Anti-social and aggressive behaviour (towards other dogs, people or animals), pushy and dominant behaviours, fearful behaviour, mouthing/biting, jumping up, nuisance barking, separation anxiety, over-excitability, stock chasing, cat (or other pet) chasing, destructive behaviours, misbehaving inside, overexcitable around children, elderly and visitors, whining or barking at the back door, digging, pulling clothes off the line...** and so much more!

✓ Alpha Boarding Kennels - Not only are our kennels quiet and peaceful, but we have also created a specialised training environment that includes controlled distractions such as cats, sheep, horses, farm machinery etc for our specific training purposes. There are so many different training areas and scenarios for our professional trainers to choose from to help keep the learning interesting and productive!

✓ We pick your dog up from your home. Options available for those living outside Melbourne metro.

✓ We bring your dog back home to you (for teaching and demonstration) when the course is finished. - a vital ingredient to the overall effectiveness of our specialised courses.

✓ 2 - 3 hour (longer if required), comprehensive hand-back session in your own home once the course is completed - proving that the training will work back at home... **Seeing is believing!**

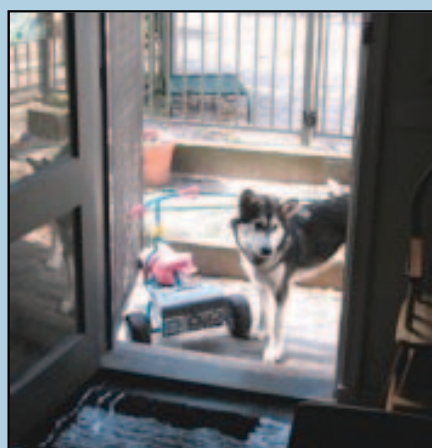
✓ A 100 page, detailed reference manual covering everything learned at your hand-back session and a colour photo of your dog in a stylish magnetic frame for your fridge.



- ✓ Shorter, but more productive courses. The courses are designed to have owners spend less time away from their dogs whilst achieving very high standards when the dogs are back home again. **The proof is in the hand-back (in your own home)! ***Industry leading standard since 1996*****
- ✓ Six full-time professional trainers (plus part-time trainers) ensure that your dogs receive lots of work from different people, **not just one person.** This means that you can be assured that your dog won't just work for one trainer who did all the work and that they are getting plenty of socialisation and attention. **More trainers = more training = higher standards = shorter courses!**
- ✓ Courses are designed to be stand-alone - no further training is required at weekly classes. Our professional trainers will train you in your own home to a high level of proficiency, a task that is made so much easier because of the high standard of your newly trained dog, plus practical practice strategies.
- ✓ **"Boarding School Support Line"** - you can call one of our full-time training staff to discuss progress or to receive further help and clarification once your dog is home again. **A trainer will ALWAYS answer the phone!** Available during BH (8am – 5pm) Monday - Saturday. (8am - 4.30pm on Wednesdays)
- ✓ ***FREE training for your dogs whenever they stay at Alpha Boarding Kennels in the future***
- ✓ A range of upgrade and refresher courses for those who feel they have let the training slip a little and require another detailed hand-back session in their own home.
- ✓ OPTIONAL discounted "Lifetime" membership packages at our affiliated business, Alpha Dog Training for those who wish to do further training with their dogs in a class environment to even higher levels of control.

When looking to choose a professional boarding and training service, always remember to compare:

- ✓ **PROFESSIONALISM & FRIENDLINESS**
- ✓ **GREAT REPUTATION** - (vets and other industry professionals)
- ✓ **HONEST, UP-FRONT & DETAILED INFORMATION** (over the phone - ask all the questions you want, info. booklet, websites)
- ✓ **COURSE CONTENT** - Based on proven obedience and behaviour shaping systems
- ✓ **OVERALL SERVICE** - From start to finish... And beyond!



It's the establishment of 'LEADERSHIP' once your dog returns home that makes all the difference to the success of our sensational courses. Boarding School is just the starting point! We will teach you everything you need to know about our specialised *Leadership Obedience* and *Canine Good Behaviour Shaping* Systems so you can maintain and improve the common sense and practical skills that have been taught to you and your dog. From that point on we are only a phone call away if you ever require help or advice, even years down the track!

To Greg & the team at Alpha Boarding Kennels,

As you are aware, quite recently I left my 18 month old Labrador X Border Collie Gus with you so he could participate in your 10 Day Canine Communication Program. Prior to attending your course Gus was a very boisterous and disobedient young dog. I had tried another obedience school and had been very dissatisfied with their approach, as after a few weeks the trainers left me and Gus alone on the edge of the oval where training was occurring because he was too excited when he got close to other dogs - it seemed they did not know what to do with us. This training was of no assistance to either me or Gus and only led to both of us becoming more frustrated.

After receiving a very high recommendation from a Veterinary Nurse about Alpha and your boarding school courses, I was eager to book Gus in. Gus' problems before attending the course included barking at me, trying to bite (albeit in a playful way), jumping roughly and excitedly on guests, not walking well on a Halti and basically not being allowed in the house because when let in he would run around like a crazy thing, thinking it was a game. His behaviour in the car was also a problem as he would bark at passing motorcycles, bike rides, pedestrians etc.

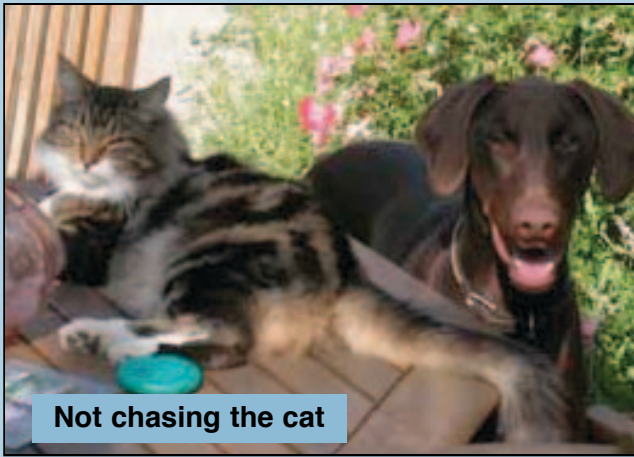
I am writing this email to thank you all at Alpha for the wonderful training Gus received and also the fantastic information provided at the hand back by Greg, which provided me with a wealth of information on how to talk to Gus so he understands commands.

Gus is now behaving very well and if necessary I am clear on the techniques that can be used in everyday situations to get Gus back on track if he should stray into bad habits. I recently contacted you regarding allegations that Gus was barking when I was not at home. I was very pleased with the quick response time for someone to call me about the problem and the advice given. I have been monitoring Gus' barking and I believe he is now very well behaved in that respect. I am also pleased to say that now on most evenings Gus spends his time relaxing on the floor in the lounge room.

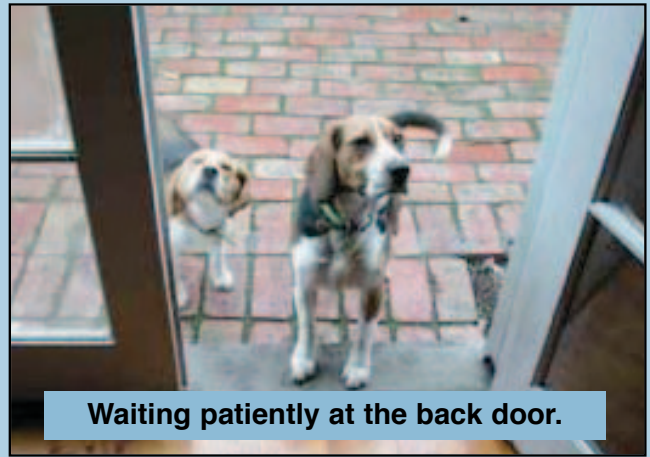
Guests have also noticed the change in Gus and are no longer concerned about greeting him. Our walks have also greatly improved and I am now able to walk past houses with other dogs behind fences without having my arm pulled out of the socket and I am also able to stop and speak to people without Gus jumping all over them.

Once again I extend my thanks to your entire team. The results have been great!

Regards,
Jodie Mackin



Not chasing the cat



Waiting patiently at the back door.

“Att. Greg & Trainers.....A+++ 100% A BIG THANK-YOU for the wonderful training you did with our Red Heeler-‘STORM’. We are totally satisfied with her now that we can finally truly appreciate her!!!! You have worked wonders! She rarely barks now & is more obedient to us than ever-which we wanted. We HIGHLY recommend you to any one. We wish you all the very best.”

Yours sincerely, Tom, Anita & Storm.

...“Then came time for her to come home. I couldn’t believe it when Greg started demonstrating what she had learnt. She was a different dog. Still the happy little dog I knew and loved, but obedient! 4 months down the track and she still hasn’t tried to get out again. She is better with people coming to see us, she still barks to warn us but now when we say “enough” she listens and stops. She is altogether a changed dog. People who saw the “before” and “after” Tinker can’t believe the change in her, she is a much nicer and more confident dog now.

If anyone who is reading this has a “problem” dog and wants another option other than getting rid of it, send him/her to Greg and the team, I couldn’t recommend them more highly.”

Thank you again. Jodie and Tinker.

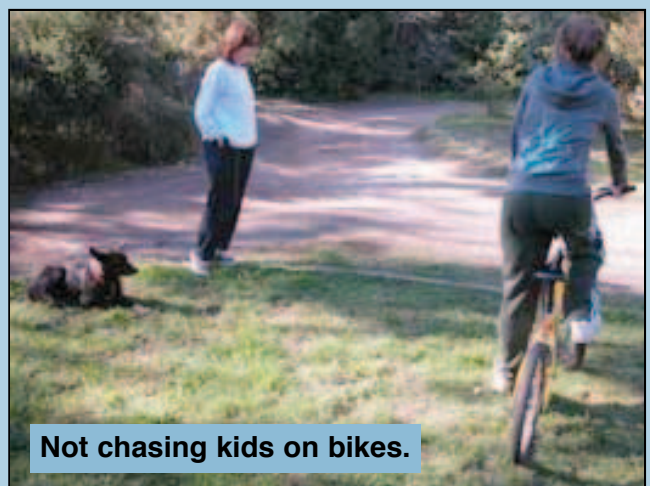
“We sent Digby to Greg on the Thursday before Easter saying to ourselves that Greg wouldn’t be able to do a thing with him, he was a one of a kind dog and we would just have to accept that and he would have to just play in the garden. WOW when Greg brought Digby back after 16 days of training it was a completely well behaved, well mannered and obedient Digby that was returned to us.

We would like to thank you Greg and all your staff for all the time and dedication that you have put into training Digby and us upon his return. We are extremely grateful and in awe of the brilliance and simplicity of the training. With many, many thanks for teaching us all how much fun and enjoyment we can all gain from being owned by a lovely Soft Coated Wheaten Terrier.”

Regards, Digby Smythe and family of David, Sarah & Megan



Not jumping on the children.



Not chasing kids on bikes.



Pricing

Recommended by vets and other industry professionals all over Melbourne!

At the end of the course we bring your dogs back to your home and demonstrate them under the same distractions you will encounter on a daily basis.

Because of this important part of our service, we have developed a unique and effective system of training that is specifically tailored to the individual home environment.

The "Canine Leadership System" combines proven, reward based obedience with our common sense "Good Behaviour" Shaping Program that works right before your eyes - you'll be amazed at just how responsive your dogs can be under realistic distractions.

The concepts of LEADERSHIP and COMMUNICATION are clearly developed between the owners and their dogs during the hand-back training session.

All training is simple to learn and understand and the maintenance is common sense and time effective. There is of course still practice to be done, but you will know exactly how to do it, and why!

Problem solving strategies are structured into your courses and the techniques used to modify common problems (barking, aggression, jumping, dominance, separation anxiety + much more) are completely consistent with the obedience and behaviour shaping taught in the course. We take consistency to entirely new levels!

Both courses include training equipment plus a detailed 100 page booklet full of training, practice and behaviour articles plus a colour photo of your dogs being worked under distraction whilst staying at our boarding and training complex. As a bonus, all dogs will automatically receive FREE TRAINING whenever they stay with us at our quiet boarding kennels in the future!

Outside metropolitan Melbourne Enquiries:

Alpha Boarding School For Dogs regularly trains dogs from all over the state of Victoria. Due to extra time and travel requirements it is necessary to charge a little more to cover our costs. Charges will vary depending on location and can be quoted when you make an enquiry.

Interstate Enquiries:

Alpha Boarding School For Dogs regularly trains dogs from around Australia. Due to extra time and travel requirements (and when necessary, accommodation) for the trainer and transport costs for the dogs, it is necessary to charge more to cover our costs. Charges will vary depending on state and location and be quoted when you make an enquiry.

In both these scenarios we usually ask owners to bring their dogs to us and then we bring the dogs back so we can do the specialised hand-back session in your own home. Dogs from interstate are usually flown to Melbourne and we pick them up from air freight or animal transport depots. For more details and a specific quote, please contact our office: (03) 5968 8101

10 Day Canine Communication Course

The training course on which our great reputation has been built!

10 Day Course Price: \$950 Incl. GST

\$450 deposit due on pick up, pay the balance when satisfied at the end of your professional hand-back session.

10 Day Course Price: 2 Dogs - \$1700 Incl. GST

\$850 deposit due on pick up, pay the balance when satisfied at the end of your professional hand-back session.

•• Pricing may be subject to change without notice.

Your dog will stay at The Alpha Boarding Kennels <<http://www.alphaboardingkennels.com.au>> – the truly quiet kennel. Setting new standards in quiet kennel management!

The Alpha Boarding Kennels <<http://www.alphaboardingkennels.com.au>> is a full time boarding and training complex set on 10 acres with many different and challenging training areas plus a vast array of distractions specifically utilised by Boarding School For Dogs.

Value for money that can't be matched - Price includes:

- *We pick up your dog from your home at the start of the course and delivery back to your home on the 10th day.*
- *All boarding, feeding, brushing (if required).*
- *Play and exercise time each day.*
- *Basic groom (brush, nail clip, ears cleaned) and hydrobath before returning home.*
- *Professional training by skilled BSFD trainers using our proven and effective Canine Leadership System <<http://www.caninecommunicators.com.au/cls.php>> .*
- *High quality, Australian made Blackdog lead & training halter.*
- *100 page BSFD hand-back reference manual.*
- *Stylish framed photo of your dog.*
- *2 - 3 hours of professional instruction in your own home!*
- *BSFD phone support line (immediate access to a professional trainer)*
- *FREE extra training for your dog during future stays at Alpha Boarding Kennels.*
- *40% discount off optional Alpha Dog Training membership (weekly classes).*

On Lead Obedience Training (UNDER DISTRACTION)

Heeling - Your dog will walk nicely by your side and sit automatically by your side when you stop.

Sit & Drop - Your dog will sit and drop on command and will remain there until given another command or released.

Sit & Drop Step-Away (stay) - Your dog will stay in the sit or drop position whilst you walk away... Under Distraction!

Recall - We will imprint an effective, practical recall on lead and teach you how to work it to a reliable off lead standard in different environments.

Exclusive Canine Good Behaviour Shaping techniques taught to you at the end of the course in your own home - Includes Real-time Canine Behavioural Solutions!

20 Day Advanced Canine Communication Course

Our premier obedience and problem solving service!

20 Day Course Price: \$1500 Incl. GST

\$700 deposit due on pick up, pay the balance when satisfied at the end of the professional hand-back session.

20 Day Course Price: 2 Dogs - \$2650 Incl. GST

\$1300 deposit due on pick up, pay the balance when satisfied at the end of the professional hand-back session.

•• Pricing may be subject to change without notice.

Your dog will stay at The Alpha Boarding Kennels <<http://www.alphaboardingkennels.com.au>> – the truly quiet kennel. Setting new standards in quiet kennel management!

The Alpha Boarding Kennels <<http://www.alphaboardingkennels.com.au>> is a full time boarding and training complex set on 10 acres with many different and challenging training areas plus a vast array of distractions specifically utilised by Boarding School For Dogs.

Value for money that can't be matched – **upgraded inclusions:**

- We pick up your dog from your home at the start of the course and deliver back to your home on the 20th day.
- Professional training by skilled BSFD trainers using our proven and effective Canine Leadership System <<http://www.caninecommunicators.com.au/cls.php>> .
- Exclusive Canine Good Behaviour Shaping techniques '**pre-trained**' and then taught to you in your home!
- All boarding, feeding, brushing (if required).
- Regular play and exercise time each day.
- Basic groom (brush, nail clip, ears cleaned) and hydrobath and blow-dry before returning home.
- **High quality, Australian made Blackdog lead & training halter plus specialised off-lead training collar.**
- 100 page BSFD hand-back reference manual.
- **Stylish photos of your dog in both a timber frame and a magnetic frame.**
- Several hours of professional instruction in your own home!
- BSFD phone support line (immediate access to a professional trainer)
- **FREE extra training for your dog during future stays at Alpha Boarding Kennels.**
- **10% discount off extra boarding fees for stays over the 20 day course period.**
- **Free nature walks for future stays over 3 weeks.**
- **Free Luxury suite upgrade (when available) for stays over 3 weeks.**
- **50% discount off optional Alpha Dog Training membership (weekly classes).**

On Lead Obedience Training (UNDER DISTRACTION)

Heeling - Your dog will walk nicely by your side and sit automatically by your side when you stop.

Sit & Drop - Your dog will sit and drop on command and will remain there until given another command or released.

Sit & Drop Step-Away (stay) - Your dog will stay in the sit or drop position whilst you walk away... Under Distraction!

Recall - We will imprint an effective, practical recall on lead and teach you how to work it to a reliable off lead standard in different environments.

Off-Lead Obedience Training (UNDER DISTRACTION)

This course is designed to give the owners a more in-depth level of control and understanding in relation to their dogs. All exercises are first done on lead, the stay exercises are done off lead... and then we demonstrate **sit, drop, recall and stay exercises totally off-lead** (to give you some idea of the standard - drop stays will have been pre-trained around the kennels to a level of 1 hour under distraction). With the extra time on this course your trainers practice off lead exercises in many, many different situations, usually with other dogs running around! Off lead training is to an introductory level, but as you will see when your dog returns home, this is still a very high standard.

Exclusive Canine Good Behaviour Shaping techniques taught to you at the end of the course in your own home - Includes Real-time Canine Behavioural Solutions!

To Greg and all the trainers at Boarding School For Dogs,

Thank you so much for training our Golden Retrievers Rosie (17 months) and Molly (9 months). Life in our house is so much more enjoyable. We cannot believe how well behaved they are and how much they listen to us. It is very rare for Rosie to bark at night now. We don't have to hide our food when we eat anymore as they know they are not allowed to eat it!! The true miracle is being able to walk them without having our arms pulled out of their sockets. A lady commented today on my walk with Molly about how well behaved she was, she is a pleasure to walk now. We really were beginning to wonder if we had made a huge mistake getting a dog (especially two), as we just didn't know what to do with them they were very naughty and destructive. Thanks to you guys we can now really enjoy them being part of our family. Our friends cannot believe the change in them especially staying in the drop command while the kids are playing around them. Thanks again for your help !! Regards Greg, Sue Taylah and Josh.



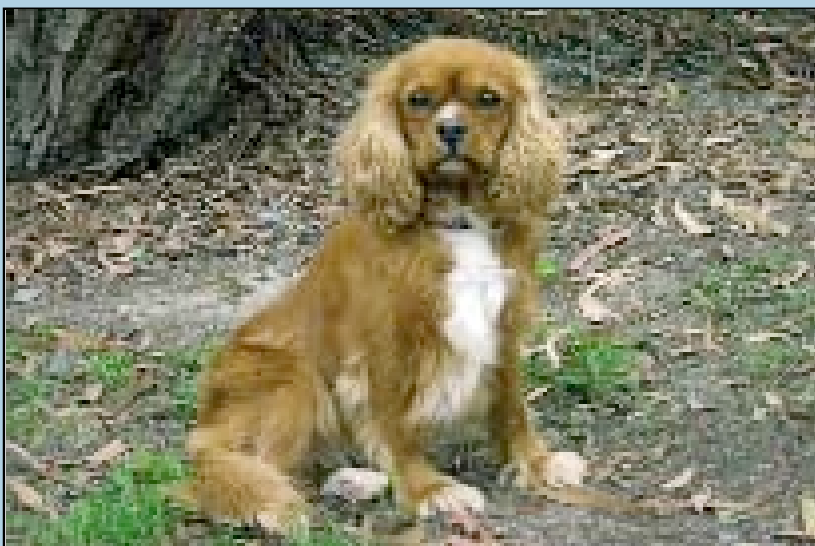
Dear Greg and the Boarding School Team,

Just a quick note to say thank you for all the fantastic work you did with Zoe.

I just wanted to thank you on behalf of myself and my family (and Zoe our 4 year old Cavalier King Charles Spaniel of course) for the wonderful work you did with her while doing the 20 day training at Boarding School. It was the longest 20 days for me because she had never spent a night away from home since I have had her and I am sure I drove you all crazy calling and checking up on her, but I know now it was well worth it. The change in her is just amazing. She now listens when we speak to her and I can actually walk her on a loose lead without her going crazy and pulling my shoulder out of my socket. We can now have visitors over because she doesn't jump on them and go crazy, and with the command of "drop" she can be in the room with all of us without any incidents.

The biggest change in her is that she doesn't bark and tear through the house when people and other dogs walk past the front window. And if she does bark, we now know how to do our correction techniques thanks to our private lesson. She does like to challenge us every now and then and test her limits, but with the techniques we have been taught she has quickly realised that what she has learnt at boarding school now applies at home.

I now find that Zoe has more respect for boundaries which allows for a happier environment, Zoe is happier because she is not being disciplined all the time for doing the wrong things, and us because we don't have to keep disciplining her.



She still has her wonderful personality and we can still enjoy playing with her and now walking her is a joy.

Once again thank you for your wonderful efforts, and showing patience with me whenever I called. I never felt that it was an effort for the trainers to talk to me about the progress Zoe was making.

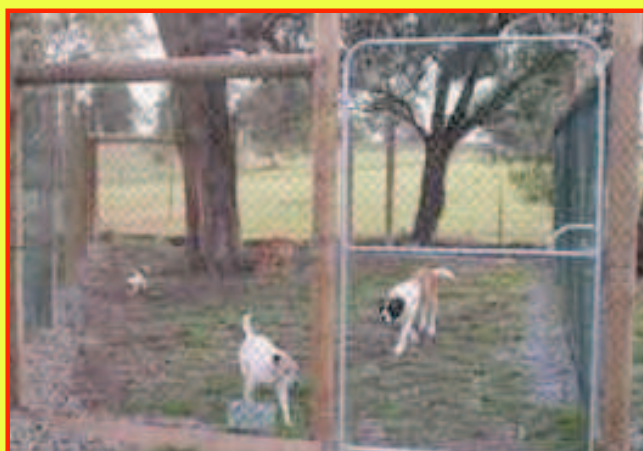


The QUIET Boarding Kennel!

www.alphaboardingkennels.com.au

The dog boarding kennel
set in picturesque and
peaceful surroundings
for your pet's comfort
and enjoyment.

Call us to arrange a tour, we'll be
happy to show you around.



**8 Kiernan Road
Macclesfield, Vic 3782
For enquiries or bookings,
phone (03) 5968 8101**

Trading hours

Monday - Saturday: 8am - 5pm

Wednesday: 8am - 4.30pm

Sunday: Afternoons by appointment only!

Public Holidays: By appointment only!

Why we are the "long term" boarding specialists!

• **Friendly staff** who are experienced at caring for your pets. We also have a professional dog training background and are comfortable handling all breeds of dog and catering to their individual needs, ensuring that their stay with us is as comfortable and stress free as possible.

• **Plenty of grass exercise yards** so your dogs can have a long run and play. Your dogs can play in groups, pairs or stretch-out on their own if that's what you prefer.



• **Large, spacious pens** so your dogs have plenty of room to move during the night!

• **Selection of Quality, fresh dog food** to ensure that your dogs are always well fed. Fresh, clean water is available for your dogs at all times.

• **Comfortable beds** of various sizes to suit all breeds of dog. We supply plenty of blankets for the winter months so your dogs stay warm at night.

***ALPHA CANINE LUXURY SUITES**

Fully airconditioned over summer and heated throughout the winter months. Each suite has its own undercover exercise area and adjoining outdoor courtyard. Luxury bedding and relaxing music are standard features. Also available as optional extras: nature walks around our 10 acre property, extra personalised cuddle 'n' play sessions, email updates with photos.

• **Emergency Veterinary care** is available for all dogs 24hrs per day if ever required.

SPECIAL NOTE: All boarding dogs are required to have a current **C5 Vaccination** to ensure the highest protection for all pets staying with us. Please check with your veterinarian if you are unsure of your dog's current vaccination status!