

Bailey-Farhooody Worcester, MA 2010 Registration

Sunday, November 7, 2010

By registering and paying for this seminar I accept the refund policy listed below & liability waiver stated in the website at www.dogsforcourse.com. I also understand that this workshop may be videotaped for retail sales.

Name:

CPDT? _____ IAABC? _____

Address:

City: _____ State: _____ Zip: _____

E-Mail:

Phone (home):

Phone (Work):

Hot beverage preference? _____

(coffee, decaf or tea)

Registration:

_____ \$ 155.00 includes hot beverages and snack at breaks.

(\$130.00 if you register and pay on or before 09/07/10)

OPTIONAL Buffet Lunch: Please add \$8

Lunch? [] Yes [] No

Vegetarian? [] Yes [] No

Payment:

_____ Check enclosed,
written out to: **Dogs of Course**

_____ **I have paid with PAY PAL.** (Use the "Send Money" feature on your account. Send payment to crevling@dogsforcourse.com)

6.5 CEUs expected for CPDT and IAABC

Registration ENDS November 2, 2010

Walk-ins **may** be accepted depending on space. Please call or check out the website a few days before the seminar to see if we have openings. There will be a \$10 additional charge per day for walk-ins.

Refund Policy

Please read carefully.

All cancellations must be in writing (e-mail, letter, or fax):

- o No less than 45 days prior to the start date, full refund, minus \$25.00 admin fee.
- o Between 45 -7 days prior to the start date, 50% refund. Programs with tuition less than \$50.00 will be refunded the full amount minus \$25.00 administration fee.
- o Cancellations 6 days or less before the course, No Refunds.

A written note back from Dogs of Course, within 5 working days, will confirm your cancellation. Your cancellation is not valid without a confirmation of receipt. This policy applies to participants who must withdraw for any reason including but not limited to injury, illness, emergency and personal or work-related reasons. If the seminar does not meet the minimum and must be cancelled, *currently* registered participants will be refunded the full amount without penalty. This policy is without exception.

Registration is not transferable to another person or seminar.

**Mail to: Dogs of Course
Dana Crevling
128 Glen Avenue
Upton, MA 01568**

or register online at: www.dogsforcourse.com

A confirmation will be e-mailed or mailed to you with further instructions and directions after registration and full payment.

This is a rare opportunity to learn from and experience Bob Bailey in a non-conference setting.

You won't want to miss hearing Bob and Parvene.

Elevate your Training

A day with
Bob Bailey
and
Parvene Farhooody



DOGS OF COURSE
COME • STAY • LEARN

Sunday, November 7, 2010
9:00am – 5:00 pm

**Eager Lecture Hall
Worcester State College
Worcester, MA**

Group discounts are available for 3 or more from the same business or shelter.

Robert E. Bailey

Bob is a biologist, chemist, animal trainer, and, what he calls a "Biological-Systems Analyst." He was Vice-President and General Manager of Animal Behavior Enterprises (ABE) for over 30 years. He began studying and changing animal behavior in the mid 1950s as a student at UCLA. Bob's experience ranges from biochemistry (UCLA School of Medicine) through field studies as a biologist (California Fish and Game), to open ocean marine mammal training (Director of Training, US Navy in 1962), and was a pioneer in the use of dolphins at sea and the use of what are now called husbandry behaviors.

Bob's early mentors were Keller and Marian Breland, early students of B. F. Skinner. The Brelands were the first to commercially use operant conditioning technology (1947). In 1951, Skinner graciously acknowledged that the Brelands had founded the field of Applied Animal Psychology.

Bob joined the Brelands' company, Animal Behavior Enterprises (ABE), in 1965, the same year Keller Breland died. He directed ABE's government programs, and headed the Research Department. ABE free-environment animals, (including dolphins, dogs, cats, ravens, gulls, vultures, pigeons, and many others) traveled long distances, sometimes measured in miles, performed difficult tasks, and returned, all under stimulus control. Bob also assisted in the creation of: animal stage productions for many tourist attractions in the USA, and abroad; naturalistic exhibits featuring common wild North American animals, including otters, raccoons, hawks, owls, and vultures; TV commercials; trade show promotions; educational and holiday exhibits for malls and department stores. Bob designed specialized remote operation equipment and automated animal exhibits. He assumed overall operation of ABE in 1969, directing all of the commercial and government programs.

In 1976, Bob and Marian Breland married. Marian and Bob continued applying operant conditioning, or behavior analysis, to change animal and human behavior.

Bob and Marian closed ABE's doors in 1990, but continued consulting on selected projects. In 1992, Bob and Marian began a major historical project, videotaping interviews with prominent scientists, teachers, and practitioners studying and using applied behavior analysis, or operant conditioning. In 1996, Bob and Marian began public classes teaching the fundamentals of applied behavior analysis to animal trainers, using domestic chickens as behavioral models. When Marian died on September 25, 2001, the team of Bailey and Bailey totaled more than a century of experience in the

study and change of animal behavior. Together, Bob and Marian trained, or directed the training, of more than 140 different species, totaling well over 15,000 animals.

Bob continues to consult, lecture, and teach. Some of the story of Brelands and Baileys, and of the early history of operant conditioning, is chronicled in a video called PATIENT LIKE THE CHIPMUNKS.

Parvene Farhooody, MA, CPDT, CABC, CDBC

Parvene Farhooody has been training animals for over thirty years. What began as a hobby became her life's work when she started her own training and behavior business almost eighteen years ago. Today, Parvene owns and operates Behavior Matters, Inc., (behaviormatters.com), an Animal Behavior Consulting and Training service in New York City.

She has a Masters in Psychology with a concentration in Animal Behavior and Wildlife Conservations and is presently pursuing her PhD in Learning Processes and Behavior Analysis at Queens College in NYC.

She is a Past President of the Certification Council for Professional Dog Trainers and an avid promoter of science-based animal training. She's particularly interested in new and better ways to make scientific concepts easily understood.

In addition to consulting with shelters, volunteer groups, professional trainers, and the public, Parvene has been featured on local and national television, including NBC News and The Learning Channel, and has worked with Nickelodeon Jr. on- and off-camera to create information spots about raising dogs with children. She has also written articles for national publication and makes guest appearances as a behavior expert on the national radio broadcasts, DogTalk and CatChat.

Details

1. Registration ends November 2, 2010. Walk-ins may be allowed depending on registration. Please check with us after 11/02/10. Additional \$10.00 fee per day for walk-ins.
2. Registration/Check-in is 8:15 – 8:45am
3. Food: Hot beverages & light snacks. OPTIONAL lunch (\$8) prepaid with your registration.
4. Dogs: This is a non-working seminar. Pet dogs are not allowed in the lecture hall. Please leave your pets at home. Service Dogs: If you are traveling with a service dog, please contact Dana at least 2 weeks before the event so she can plan for your attendance needs.
5. Dress in layers. The lecture hall temperature is set by the college. There is a steep rise and steps getting to the

seats. Contact Dana only if you have mobility limitations and need a ground floor seat.

6. *For information, questions and group discount details:* Contact Dana Crevling at 508-529-3568 EST, or e-mail her at Crevling@dogsofcourse.com, subject line: Bailey & Farhooody or visit the website.

Hotel Information: Make sure you understand ALL the fees and restrictions. Policies and rates may change.

- Hilton Garden Inn Worcester
35 Major Taylor Boulevard,
Worcester, Massachusetts, 01608
Tel: 1-508-753-5700, www.worcester.stayhgi.com
- Hampton Inn, Worcester, MA 1-508-757-0400
- Holiday Inn Express, Auburn, MA 1-508-832-2500
La Quinta, Auburn, MA 1-508-832-7000

Go to www.dogsofcourse.com for more hotel options, area airports, and directions.

Elevate Your Training

A day with Bob Bailey and Parvene Farhooody

Standing out as a trainer in a flooded industry is a challenge. Today's positive reinforcement trainer has to compete with every new training fad. The best way to capture clients is through fast, effective results that your clients can easily reproduce on their own. When time and attention is short, being fast, effective and humane can be tough. Empower yourself and your clients by learning how to combine your mental smarts AND your mechanical skills.

Let Bob Bailey share with you his unparalleled experience with applying the science of behavior and learn how to become better at shaping behavior than you thought possible. Let Parvene Farhooody share with you the many "short cuts" she has developed through her extensive experience training dogs and owners and learn how to get the most amount of behavior in the shortest amount of time.

Maximize the results you get in any training session by understanding how to use behavior analysis. You will improve your own training and learn strategies to help your clients make the most of their training time in between sessions.