## Manners are important!

Willamette Humane Society (WHS) recognizes the first step in re-homing hard-to-place dogs is to work with the animals, making them more desirable pets, improving the transition into a new environment, and increasing their opportunity to remain in their new home. To that end,
 WHS participates in the Open Paw program through 1) education of guardians before they adopt their pets, 2) socialization of animals through human and animal bonding sessions and "playtime" with other animals and 3) training animals with basic commands to help make the pet more socially well-mannered and well behaved.

Two hundred eleven (211) volunteers with over 10,450 hours annually, work with the dogs at WHS, to help them maintain their good habits (house training, basic commands) in addition to providing the animals with the physical and emotional stimulation they require while on the adoption floor.

Additional programs are utilized to bring the dogs to marketability. One such program, successfully introduced in 2008, was a Junior Trainer’s Camp pilot program. Twenty campers, ranging from 12 - 15 years old, joined WHS's dog trainer, Annie Ingersoll, CPDT, to train basic manners to shelter dogs such as sit, 'watch me' attention skills, down, and settle. The program was designed to enhance the dogs' adoptability, ascertain a greater history of the dog based on what was learned at camp, and improve the dogs' interaction with children. It also taught the campers how to work with the animals and how to be better guardians.

Out of the 20 dogs in the program, 10 were in the hard-to-place category, many with multiple groupings such as a black pit bull, making it increasingly difficult to place them. Overall, we had 5 pit bulls or pit bull mixes, 7 black dogs, 3 seniors and 3 with behavioral issues. The dogs were pre-screened for their ability to be around other dogs and other campers, as well as tolerant to being leashed. Finally, the dogs needed to be of a suitable size range ( 45 - 70lbs), so campers were able to manage them.

During the pilot, campers were given a Training Log in which they mapped out the dog's profile. For each day in the log, the middle school children had specific training tasks and assignments to accomplish with their dogs. In addition, campers completed a Motivator Rating Chart, identifying several items or actions they believed their dog would like, testing each one to determine which was more successful as a motivator. Campers rated the dogs' reactions and repeated the test in multiple locations to establish, and record, the best motivator.

During the week-long sessions, campers made camp dog bandanas, "I'm a camp dog" signs for kennel doors, "scrap-booked" pages for the shelter's public areas designed to profile and promote their assigned dog, and made gift bags for the dogs. The camp culminated with a Saturday Showcase, where camp trainers and dogs were able to meet potential adopters. The campers highlighted the training and unique qualities that they had learned about the dogs while working with them.

The training logs and motivator charts were given to adopters to assist the dogs in transitioning to their new home. All camp dogs were adopted. Once they 'graduated' the average length of stay (LOS) to adoption was 4.4 days. The other 79 dogs on the adoption floor during the same period had an average LOS of 9.6 days. Clearly the camp achieved its goals.

Building on the success of the pilot, WHS is expanding the camp, doubling its size in 2009. WHS will utilize a combination of publicity, paid advertising, and on-site promotion to market the canine camp graduates as well as all hard-to-place animals participating year round in the Open Paw program. Key messaging will focus on the added benefit of adopting a dog who has some basic obedience skills and manners. Total marketing hard-to-place animal program cost is $\$ 20,000$.

## FOR IMMEDIATE RELEASE

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## Adopt a Recent Graduate!

## Canine Camp Graduates Available For Adoption This Saturday

(Salem, OR)— They may not be papered, but they've earned their degrees - in doggie manners, that is! Twenty shelter dogs were recently selected to participate in Willamette Humane Society's Junior Trainers Camp and are now ready to graduate and find their new forever homes. Throughout the week-long camp, students (ages $12-15$ ) worked with the dogs under the guidance of WHS’s certified pet dog trainer, Annie Ingersoll. The students helped the dogs improve their manners, learn basic commands (such as sit, settle, and come) and even master a trick or two. "For anyone who's been thinking of adding a dog to their home, they won't want to miss this opportunity to meet our Camp graduates," says Ingersoll. "Not only will adopters be adding a wonderful new companion to their family, but they're getting a dog who has a real head start in basic training and skills. With these dogs, the training is a huge bonus that comes with the adoption and should help them transition more easily into their new homes." All adopters will receive their individual dog's training log and information about what motivates their dog to learn, which is "immensely helpful for continuing their training," adds Ingersoll.

The twenty dogs who participated in Junior Trainers Camp will be featured during a special adoption showcase, held Saturday, July 26, beginning at 1 p.m., at Willamette Humane Society (4246 Turner Rd. SE). The dogs will be on hand to showcase their new skills and receive their "diplomas" for completing their Camp classes. To learn more about the individual dogs in training and other dogs available at WHS, go to the website at www.willamettehumane.org.

Willamette Humane Society has served the communities of Marion and Polk Counties since 1965 and is an independent, private nonprofit that receives no tax dollars. WHS is not supported by, or affiliated with, any other local or national animal welfare organization. WHS serves more than 10,000 animals annually and relies on donor support and its for-profit ventures to promote the welfare of animals through leadership, education, and action. To learn more, visit www.WillametteHumane.org.


## Koin

Koin, a 16-month old, 60-pound pit bull, was adopted in the spring, only to return two (2) months later due behavior issues. Koin had impulse control problems that had overwhelmed his adopter.

When he returned to our kennel, he came close to becoming

kennel crazy, showing extreme behavior problems, and staff felt it was not helpful for him to be put out in the adoptable kennels due to his adverse reaction to other dogs. The shelter manager discussed the situation with Willamette Humane Society's Certified Pet Dog Trainer who had previously worked with Koin and his adopter.

She felt that Koin had the capacity to learn and should be given the chance to do so. He was a "last chance" dog. They placed him in Junior Trainer's Camp and assigned him to Erin, a 12year old student.

Erin worked steadily with Koin, patiently teaching him how to walk quietly on a leash, and training him in basic manners such as sit, down, 'watch me', come and settle. Additionally, Koin learned an adoption enhancing trick. Koin learned his lessons well and was very interested in the activities that Erin and the camp offered. Each day, as he returned to his kennel, he was relaxed, he didn't react to other dogs, and he proved to be good with children. He had received the physical and mental stimulation he required to be a happy dog.

As he participated in camp with enthusiasm, he moved up in rank from 'a last chance' dog, astounding staff and confirming the assessment of the Trainer. By the end of camp, Koin had reached 'Star' status. He was the best.

After Koin 'graduated', he was adopted by a family with five (5) children. When they met at Saturday Showcase, Koin was stretched out on the floor surrounded with all of the camp children and dogs as well as all of the visitors. It was a busy event and Koin was 'Mr. Cool' through it all.


## Motivator Rating Chart

1) Find several things that you think your dog will like (treats, toys, petting, etc)
2) Test each thing, or motivator, on your dog by showing it to him, encouraging $h$ with it, and offering it to him.
3) Observe what happens. Does your dog get excited? Do you have his attentior focused?
4) Rate each motivator from 1-10 according to how well it motivates your dog.
5) Repeat the test in each of the different locations.




## Dag Profile

Dog's Name: $\qquad$
Breed(s): $\qquad$

Color(s): $\qquad$
Markings: $\qquad$
Hair type: $\qquad$
Male/Female: $\qquad$ Spay/Neut? $\qquad$
Weight: $\qquad$ Pounds

Favorite Toys: $\qquad$

Favorite Treats: $\qquad$


| Monday's Nates |
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My dog already knows the commands for:
$\qquad$
$\qquad$
Today I worked on training my dog to:

The hardest thing about today's training was:
$\qquad$
$\qquad$
The best thing about today's training was:
$\qquad$
$\qquad$


Today we worked on learning:
$\qquad$
$\qquad$
My dog is getting really good at:

My dog still needs to improve on:

The tricks my dog is learning are:

The best thing about today's training was:





## Itdaption <br> Pecannuendations

My dog would be a great dog to adopt because:

My dog would do best in a home that:
$\qquad$
$\qquad$

The things my dog will need are:

A home that adopted my dog would need to help him learn:
$\qquad$

My dog's new family would need to be patient with:

## Adoption Noted



## My Dog's Toolbox



