



HEARTland Positive Dog Training Alliance

February & March News & Information

March 28, 2019

WELCOME NEW MEMBERS

Welcome [Debbie Schroeder](#) who joined as a Supporting Member on Feb 6.

Welcome [Donna Lane](#) who joined as a Professional Member on Jan 26.

MAJOR WEBSITE UPDATE COMPLETED

HEART launched a major website update on March 3, 2019. If you haven't been out to visit the new website, it's worth some time to check out new features. New website features include:

Multiple Events Calendars for Different Types of Events and Audiences: Local Dog Events calendar for the public, Professional Seminars/Events calendar for members and other dog professionals, Online Education Events calendar, and a **HEART** events calendar

Expanded Resources Section offers more websites and authors categorized by recommended audience

Expanded Group Classes Directories showing **HEART** Professional Members who offer the class and the days on which the class is offered

For Professional Members - Inclusion on Home page featured member rotation

Expanded MEMBER-ONLY CONTENT

Available **HEART** Discount Details

Forum Discussions for members to contribute to topics that may be used in **HEART** marketing and education programs. There are 2 open discussions at present We'd love to hear from our members.

Board Meeting Minutes

Downloadable **HEART** logo files for use according to HEART guidelines

Community Posts area

"How To"/FAQs

MARCH 30 DEADLINE: UPDATE GROUP CLASS INFO

With the launch of the new website, we changed the way Group Class listings are presented on the website. In the past, we had one list that showed any Professional Member that offered one of four different categories of group classes. To improve search capabilities for dog owners looking for various Group Classes, we are now requesting that Professional members who offer Young Puppy, Dog Manners/Obedience, Canine Good Citizen, Agility/Sports, or Specialized Group Classes, please update their member profiles to indicate which of those classes they offer and on what day/days of the week. An initial migration was performed when the new website was launched. Professional members need to update their Group Class information by March 30 to continue being listed on the Group Class pages of the website.

APRIL 26 HEART MEETING - DESIGNING CURRICULA

The April **HEART** meeting is Friday, April 26, 2019 (06:30 PM Social Time/07:00 PM Meeting Start Time). Our guest is Dr. Lon Dehnert, Assistant Dean of the KU School of Education. Dr. Dehnert will speak about designing curricula. We will also be taking photos of our Professional Members for the member directory photo project. Our meeting host is Wagmore Canine Enrichment, 2525 Iowa St., Suite C-1, Lawrence KS 66046.

RECAP - FEBRUARY 22 HEART MEETING

Many thanks to Dr. Abby Snyder and the folks at Grandview Animal Rehabilitation Clinic for serving the dual roles of host and featured speaker for **HEART**'s February meeting. After Mother Nature forced a one-week delay to February 22, Dr. Snyder provided excellent information to attendees about the influence of physical issues on behavior problems in dogs. Criteria for referring for veterinary assessment were discussed.

RECAP - FEBRUARY 24 FROSTBITE 2019

Several **HEART** members spent Sunday, February 24 talking to veterinary professionals at the Frostbite 2019 conference. Thanks to all who coordinated, prepared materials, setup the table, and spent time advocating positive training as well as providing information about Fear Free

and Low Stress Handling techniques for veterinary practices. As a result of those efforts we have 45 new vets to add to our contact lists plus we talked with several people who we met in 2017. Lots of interest in fear free/low stress patient handling, kitten socialization classes, and even initial discussions about partnering with an area vet practice or organization to bring a speaker to the area. Consensus was that the conversations were great and the event was a success!

RECAP - MARCH 15 HEART MEETING

Many thanks to **HEART** Member Emery Kittle of Nature's Select Pet Foods of KC for speaking at **HEART**'s March 15 meeting and to **HEART** Board Member Barbara Miller who hosted the meeting at her Brookside Pet Training Studio for Dogs. Emery provided excellent information to attendees about pet food ingredient labeling and manufacturer tricks. He also talked about recent controversies around grain free foods and possible health problems in dogs. Emery is happy to offer educational presentations for businesses and other pet groups.

MOBILE APP FOR MEMBERS

Have you downloaded the Wild Apricot Mobile App for Members yet? Wild Apricot (our Member Management System) has released a free app available for iOS and Android devices. Using the app is a great way for active Professional and Supporting **HEART** members to access contact information for other members, see calendar events, and to see and update their own **HEART** profile. Help for installing the mobile app and more information about what's included can be found in the "How to/FAQ" section of the MEMBER-ONLY CONTENT sections of the website.

HEART MEMBERSHIP CARDS

A **HEART** Membership Card is available for use by active **HEART** Professional and Supporting members when requesting discounts from **HEART** business partners. Members can access their membership card either by logging into the **HEART** website or through the Mobile App for Members. Members can see available **HEART** discounts on the MEMBER-ONLY CONTENT section of the website.

PROFESSIONAL MEMBER DIRECTORY PHOTOS

The 2019 **HEART** Board has authorized a project to add member profile photos and logos for our Professional members. Photos and logos are for use on our website (membership directories, featured member listings, etc.). Profile photos were taken at the March 15 meeting and will be taken again at the April 26 meeting. Professional members can also take and

submit their own profile photo that conforms to the criteria listed in the February 19 e-mail to Professional members.

MEMBER INPUT NEEDED & SOUGHT!

HEART needs you! There are so many opportunities for you to help, and we really need your assistance to keep information fresh and relevant. Submit that blog post about one of your passionate topics. Send us information about an event you've heard of that's not on our calendar. Send us ideas that interest you for a monthly meeting or education event. Let us know if you've read a book by an author who should be listed as a resource - and maybe write a review of the book as a blog post! Check-out the forum discussions on the Member-Only page and contribute; let us know topics you would like to see us tackle. And, of course, attend the monthly meetings. We'd love to see you!

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