

Andy Petesch

Being an Off-Leash K9 Training Licensed Business Owner Offers:

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- A demonstrably recession-proof business
 - Owning your own business with a lot of growth for profit, at a low start-up cost
 - Cutting-edge training methods with guaranteed amazing results
 - Can be all cash business with 100% profit
 - Very low start-up costs to get your business up and running
 - Exclusive protected territory so there will be no competition within the company
 - Unlimited one-on-one local training with on-going support provided
 - The ability to attend free training seminars in order to keep up-to-date with the latest training methods and techniques

Licensing/Certification Opportunity

Are you interested in an exciting career where you work your own schedule, make your own money, own a recession proof business, have low start-up costs, run a no overhead, 100% profit business, where YOU are your own boss? If so, being a certified Off-Leash K9 Training business owner is for you! Whether you are an experienced dog trainer or you have no knowledge of dog training, our program will put you on the right path and give you all the tools, training, and experience you need in order to produce a successful business that will give you the financial freedom that everyone seeks. The American public has a long-standing love affair with their pets and their ardor shows no sign of cooling off. On the contrary, their relationship is getting stronger every day. The NY Daily News, stated that "New Yorkers are finding all sorts of ways to save their pennies as the economy worsens, but so far it seems that Fluffy and Fido have been spared the household budget cuts. Americans are on track to shell out over \$54 Billion on their pets."

Forbes magazine reported that pet training and products will be one of the biggest trends in 2010. "The recession has damaged many segments of the private sector, but the pet industry is booming. In fact 2009 saw RECORD sales of \$45 Billion and the pet industry is on track in 2010 to exceed \$54 Billion." In the height of one of the biggest recessions in US history, the pet industry saw RECORD sales!

Business Ownership: The initial fee is \$48,000 (this includes housing in a nearby hotel for 2.5 weeks). There are very few places that you can have a up and running proven business for less than \$50,000. Especially a business with a huge amount of income potential! This includes your initial licensing fee, Off-Leash K9 Training certification program that is 100% hands-on. You will work hands on with over 70 dogs in this program; ranging in different ages, sizes, energy levels, and breeds! If you are somewhat local, then you could just train on the weekends. For people out of state, we do an intense 2.5-week training period. Where you are training and working with dogs every day for 2.5 weeks straight! Once you have trained and instructed "supervised" lessons with at least 30 dogs and we are confident (and you are confident) that you have a complete understanding of the training methods, the "ins and outs" of the business, and marketing strategies; you will have completed the certification training and you can immediately start your own Off-Leash K9 Training Licensed business in your area. Additionally, you will receive continuous education, unlimited support in-person, via email, and phone for the life of your business. You will also receive Off-Leash K9 Training business cards with your name and information, brochures, as well as our amazing shirts, which you will wear when giving lessons! We will also take you through all the simple steps that are needed to get your business licensed and insured in the state that you are residing in.

FAQs:

Will there be other Off-Leash K9 Training businesses in my city?

-Very low monthly licensing fees

-Ability to use a well established name, logo, marketing, and reputation

-You will be added as a certified trainer with your name, location, and contact information to our existing website which receives thousands of hits per week



Find us on Facebook



Visit my Youtube Channel

All Off-Leash K9 Training Licensees are given a territorial radius dependant on demographics, population, and location. We do this in order to eliminate competition amongst our own certified trainers.

How long should I expect for it to take in order to make my initial investment fee back?

This depends on you, but it should not take you long once you are up and running to make this initial fee back! If you train just 40 dogs over the next YEAR, you have made your initial investment back! Obviously, you can train 30-40 dogs in one week; we usually train 35-40 per week on a consistent basis (not including our 2-week board and train). If you are willing to work hard, lack of clients will never be a problem! Following our guidance, we ensure that you will be more than busy with your business!

Do we work for you?

Absolutely not! You are your own boss! You work your own hours, schedule your training, and manage your own business! Once you complete certification training and we have you up and running, you only need to have approval from us when it comes to how you are using the company name/logo! We do this to ensure that everyone is using the name/logo in the most professional way possible.

What type of revenue can I generate?

You can generate revenue in FIVE ways! As a business owner, you get wholesale pricing on all equipment that is utilized for training, allowing you to receive significant profit on MSRP resale. Additionally, you will have all of the knowledge required to teach puppy obedience, basic obedience as the dog gets older, then advanced obedience as the dog progresses through his/her training. This allows you to make four sources of income off of one dog! Additionally, we will help you become an AKC Canine Good Citizen Certified Evaluator, which will provide you a fifth source of income by testing dogs for their certification! Then, you can even start doing our popular 2-week board and train program, which is \$2800.00 for ONE dog!

What is the advantage of doing a licensee with Off-Leash K9 Training vs. starting my own business?

By doing a licensee, you are getting a well-established name, with a great reputation, national publicity (as seen on our Yahoo Special) a company that already has a huge client base, and one that has a lot of marketing strategies currently in place. You are utilizing our company name, reputation, marketing, and clients and building on it. Also, the more certified trainers we have, the more marketing that's on the internet, the more dogs trained, the more client referrals, and it benefits everyone in the company. It is like owning a McDonalds in your area vs trying to start your own burger restaurant.

Is there an on-going license fees?

Yes, there will be a low monthly \$350.00 license fee or 15% of gross sales, whichever is the greater of the two, which is used by us to continue to market the company, make enhancements, and continue growth. We do this in order to ensure that everyone is doing their part to ensure the growth, reputation, and earning potential for the business. This is a very small monthly fee! If you ONLY train one dog all month (\$600.00 package price), it covers the fee, and you STILL made a profit. Also, this licensing fee does not begin until 3-months AFTER you finish training! We give you 3-months "fee free" to get your business going and start getting clients! This helps cover your on-going supply of business cards, brochures, shirts, website maintenance, and on-going SEO.

How much income can I expect to earn?

Income potential is completely up to you. It depends on a wide variety of things such as how many hours you are working, are you doing additional marketing outside of what we provide (demos at dog parks, pet shows, internet, etc). To put it into perspective, our Basic Obedience Package is \$600.00. If you train JUST 10 dogs per month, you are looking at an additional income of \$60,000 per year. Obviously, you can train far more than 10 dogs per month, that is the equivalent of only training 2.5 dogs per week! We will guide you through the most effective way for your business to make the most amount of money and maximize your income! Remember, your success adds to the company's success and reputation, so we will go through great lengths to ensure you have everything you need to succeed! We have locations that make from \$40,000 per year up to \$250,000 per year!

Why are you looking for new trainers?

Simple! Because the demand for training is higher than our supply of trainers! Also, we are looking to expand Nationally and make it a household name! We received every single day from different cities and states all around the United States from people wanting us to train their dogs, but we cannot accommodate most of those requests! So we need trainers in more regions who can!

Doesn't the recession affect the dog training business?

No! In fact, the complete opposite is true! Forbes magazine reported that pet training and products would be one of the biggest trends in 2010. "The recession has damaged many segments of the private sector, but the pet industry is booming. In fact 2009 saw RECORD sales of \$45 Billion and the pet industry is on track in 2010 to exceed \$54 Billion." In the height of one of the biggest recessions in US history, the pet industry saw RECORD sales!

How do you help us market?

Numerous ways! Your contact information will be listed on our website, so individuals looking for dog training in your location will contact you directly from the website! We also have our amazing Webmaster who does SEO (Search Engine Optimization) for the city that you are opening your OLK9 training in! What this does is it will make your location list in the top of search engines when someone is looking for dog training in your area! Essentially, it will help you come up on the first page of Google anytime someone is searching for a dog trainer in or around your city! Once they go to the website, they will see all of our over 700 (and growing) videos, celebrity testimonials, and then they will go to the contact us page to find that YOU are their trainer in their area! They will simply call or email you directly and you set them up for an appointment! It's that simple! Additionally, we do a nationwide press release about our new location opening, so numerous websites, media outlets, and news agencies help pick the story up and report on it! As stated earlier, you are also given unlimited business cards and brochures that you can distribute throughout your area!

Do I need an expensive facility to start?

Absolutely not! As seen in our Yahoo video, Nick trained outside at a public park and did not get an indoor facility until he was training over 20 dogs per week consistently! Many of our licensees start out training at a local park or field by their house, once they get their clients built up, then they start looking for a facility!

What if I would like more information or I have more questions about being a certified Off-Leash K9 Training business owner?

Email us at info@offleashk9training.com

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Prices



NOW
OFFERING
IN HOUSE,

NO
CREDIT
CHECK,

ZERO
INTEREST FINANCING
ON ALL PROGRAMS!

Basic Obedience Starter Package: One individual lesson is **\$375.00** (This includes the Off-Leash K9 Training E-Collar, 20 foot leash, and the price of the first lesson). Then each additional lesson is just \$100.00 per session!

The Basic Obedience Package: This includes the Off-Leash K9 Training E-Collar which all of our dogs are trained on, a 20 foot leash, and includes all FOUR lessons for **\$625.00** (or 3 monthly payments of \$208.33). So you save \$50.00 by paying for everything up-front! The e-collar we use has a two-year warranty, it is completely waterproof, and it has a range of 3/4 mile (1200 yards)! This will be brought to your first lesson along with the 20-foot leash! By the end of this package, your dog will be able to be outside, off-leash, with distractions listening on command.

Basic Obedience Curriculum
"Come," "Sit," and "Extended Sit."
"Down" and "Extended Down."
"Place" and "Extended Place." They will sit on aspecific location that you point to (chair, park bench, etc)
"Out." To drop any and all things you ask them to.
"Loose Leash Walking." They will walk right beside of you on a leash
"Off." Do not jump on me or anyone else.

****Extended sit, down, and place means your dog will REMAIN in the down, sit, or place position until YOU tell them to "break" (release them).**

Basic and Advanced Obedience Package: This package is for those who really want their dog to be rock-stars! This includes 8

lessons for **\$950.00** (or 3 monthly payments of \$316.67). You save \$75.00 by paying for the Basic Obedience Package and 4 Advanced lessons up-front! The e-collar we use has a two-year warranty, it is completely waterproof, and it has a range of 3/4 mile (1200 yards)! This will be ready at your first lesson along with the 20-foot leash!

Advanced Lessons: Your dog must finish our Basic Obedience Package before we will teach them advanced lessons! We offer numerous advanced lessons! Some are: extended distance obedience (your dog will be sitting/downing on command from 50+ yards away from you), heel command (they come running, go around you and sit down right beside your left leg), watch command (stare at you until you release them), through command (go in between your legs and sit down), stand command (they will assume a standing position on command), front command (they will come running and sit directly in front of you no matter where they are), focused heeling (will stare at you the entire time they heel), touch command (they will run up and stand up against anything you point to), and many more!

Bring Off-Leash K9 Training To You With In Home Training:
Basic Obedience In Home (4 private lessons): \$800.00 (or 3 monthly payments of \$266.67)
Basic and Advanced Obedience In Home (8 private lessons): \$1500.00 (or 4 monthly payments of \$375.00)

2-week Board and Train Program: This is a very popular program and is usually booked for a few months in advance, so please contact us before paying online or trying to schedule an appointment for this. This is where you drop off your dog, and 2-weeks later you pick up a dog that is flawless outside, off-leash, with distractions! See our youtube channel for numerous board and train before/after videos! See more >>

Therapy Dog Development Program: Is your goal to have your dog become a therapy dog? This specially designed 8-lesson course prepares you and your dog for their therapy dog testing and certification. We have had many of our former clients easily pass their therapy dog certification after our training program. The cost of this program is \$950.00 (or 3 monthly payments of \$316.67). With successful completion of this program, we can evaluate and certify you and your dog through Therapy Pets Unlimited.

Dog Aggression Training Package: Does your dog have issues with dog aggression, dog reactivity, or simply go over the top when it comes to other dogs being around? If so, this is a specially designed program may be the best option for you and your dog. This 8 private lesson program is **\$950.00** (or 3 monthly payments of \$316.67), which consists of our basic obedience package (4 lessons/5 commands) which will give you a solid foundation of control over your dog, just like the dogs you see in our 700+ videos on our ***YouTube Channel***. Then, we spend the next 4 lessons working you and your dog around other dogs in different scenarios, commands, and situations. Giving your dog (and you) the skills, tools, obedience, and desensitization that is necessary in order to put you back in control of these situations.

Diabetic Alert Dog Training Program: Do you or someone in your family have Diabetes? This is our 13 private lesson training program which will give you all of the tools, knowledge, and training necessary in order to make your personal dog a diabetic alert dog (service dog). This program will take your dog from knowing nothing about scent detection, to targeting on your blood sugar, and alerting you before you reach a dangerous level. If you are interested in this program, click here: <http://diabeticdogvirginia.com/>

Tracking and Trailing: Are you interested in sport tracking or trailing? Are you interested in being part of a local search and rescue team? Do you just want a fun/engaging outdoor activity to mentally and physically stimulate your dog? Do you want a closer bond with your dog? If you answered yes to any of these questions, check out our tracking and trailing courses! <http://dogtrackingvirginia.com/>

We Now Offer Underground Electric Dog Fence Installation: [Click Here For More Information](#)

Bring Nick and Off Leash K9 Training to you, anywhere in the country! [Click here for more information!](#)

Nosework Training Packages: [Click here for more information!](#)

Appointment Calendar and Payment Below is only for DC and Virginia locations. Please see [contact us page](#) for other locations payment options.

[Book an Appointment](#)

*****Special Pricing for Military, Law Enforcement, Firefighters, EMS, breeders, rescue shelters, and referrals!**

Packages/Prices

Obedience Package \$625.00 USD

Pay Now





Therapy Dog Certification We are certified Therapy Pets Unlimited evaluators! Is your goal to make your dog a certified therapy dog? We would recommend our Therapy Dog Development Course. This is our 8 private lesson course which includes the 4 basic obedience lessons (5 commands outside/off-leash) followed by 4 lessons specifically tailored to you and your dog passing the Therapy Dog Certification. At the conclusion of this course, we can test you and your dog for certification. Upon passing the Therapy Pets Unlimited test, you and your dog will be awarded the Therapy Pets Unlimited certification and ID.



Two-week board and train program!

This 2-week program is a program which focuses on practical, every day obedience that is completed with a high level of precision, outside, off-leash, with distractions! This program provides a little bit of everything, including manners and socialization (dogs and people). All behaviors are taught with high-level distraction proofing. This program offers the following:

Sit and Extended Sit (Dog remains in position until released)
Down and Extended Down
Loose Leash and Off-Leash Walking
Come on command (outside, off-leash, with distractions)
Greeting Manners (not jumping)
Waiting politely at doors and gates (wait when they are opened until you release them)
Waiting politely for meals (wait until they are released)
Training with distractions (dogs and people)
Place and Extended Place (Jump up and sit on any object you point to on command and stay there until released)
Heel Command (off-leash, will come around the right side of your body and sit down right beside of your left leg).

The total price of this 2-week intensive package \$2800.00 (or 6 payments of \$466.67).

After completion of the training, owner will be provided with a 2 hour one-on-one session which will detail everything their companion does, how to handle them, and how to properly control them.

[Click here for more info!](#)

New Puppy?

This will give your new pup a good foundation for basic obedience! Also, during the training, Offleash K9 can teach you how to house train your dog in order for it to quit having accidents in the house! Additionally, Offleash K9 will train it to let you know when it has to go outside! During these sessions, Offleash K9 also answer any questions you have regarding your new pup or its' training.

One puppy training session/consultation: \$100.00. !

Puppy Obedience Curriculum

Introduction To:

"Come"
"Down"
"Sit"
"Crate Training"
"Teaching Pup to let YOU know he/she has to potty"
"Leave it"

Canine Good Citizen Certification



We are certified CGC evaluators! This is a certification program that is designed to reward dogs who have good manners at home and in the community. The Canine Good Citizen Program is a two-part program that stresses responsible pet ownership for owners and basic good manners for dogs. All dogs who pass the 10-step CGC test may receive a very nice certificate from the American Kennel Club. You and your dog will practice the CGC exercises: Accepting a friendly stranger, Sitting politely for petting, Appearance & grooming, Out for a walk (loose leash walking), Walking through a crowd, Sit and down on command and Staying in place, Coming when called, Reaction to another dog, Reaction to distraction and Supervised separation. This class is perfect for continuing your dog's education. You and your dog will work toward creating a better relationship while your dog learns to listen to you consistently. As you work with your dog to teach the CGC skills, you'll discover the many benefits and joys of training your dog. Training will enhance the bond between you and your dog. Whether your dog is ready to for the certification, or you want us to help get your dog ready for the certification, contact us!

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Meet Charlie: The Golden Retriever with a bark that's louder than a

Meet Charlie: The Golden Retriever with a bark that's louder than a pneumatic drill

At a staggering 113.1 decibels, the six-year-old golden retriever's bark is as loud as a rock concert



At a staggering 113.1 decibels, Charlie's bark is as loud as a rock concert

Sick of being woken up on a Sunday morning by the barking of a neighbour's dog?

Well spare a thought for those who live near Charlie - the dog with a bark that's louder than a pneumatic drill or a jet taking off.

At a staggering 113.1 decibels, the six-year-old golden retriever's bark is as loud as a rock concert or a steel mill.

Charlie managed to beat the previous record, which was held by a German Shepherd from London, whose bark registered 108 decibels.

Charlie's owner, Belinda Freebairn, told the *Deccan Herald* that her dog developed his incredible bark when he was only about a year old.

Freebairn told local press that she doesn't have problems with neighbours as Charlie only barks on command.

Charlie joins a select group of pooches who hold Guinness World Records, including Puggy, a male Pekingese with a tongue that measures 4.5 inches, Augie, an 8-year-old golden retriever who can hold five tennis balls in her mouth at the same time and the tallest dog in the world - Giant George who stands at an astonishing 43-inches tall.

Speak! How Charlie's bark compares...

0 db - This is the lowest sound a person with normal hearing can detect.

20 db - The noise of a quiet room at night.

60 db - A normal spoken conversation.

80 db - Someone shouting.

90 db - An underground railway.

110 db - A pneumatic drill nearby

113 db - **Charlie's bark.**

130 db - An aeroplane taking off 100m away

140 db - Noise on an aircraft carrier deck

150 db - A jet taking off 25m away.





Noise is difficult to define!

One person's music is another person's noise. Sounds that are soothing for some are irritating to others.

People who study sound define noise as complex sound waves with irregular vibrations and no definite pitch. In engineering, noise is defined as a sound signal that interferes with the detection or quality of another sound signal. And still others define noise simply as unwanted sound.

))) One person's music is
another person's noise.

Sounds that are soothing for some
are irritating to others. (((

Noise is one of the most common pollutants. It is often ignored because it is colorless, odorless, and tasteless. And yet it can have negative effects on human well-being.

Is music noise? Is highway traffic noise? Maybe early morning construction falls within your definition of noise. Or do you find lawn mowers and leaf blowers to be noise?

Whatever you define as noise, it can affect your hearing. Listening to loud noise for long periods of time can cause a permanent hearing loss by disrupting the delicate hearing system.

This is called noise-induced hearing loss (NIHL). NIHL happens in the following way:

- The loud sound is collected by the ear as sound waves. The sound travels down the ear canal to the eardrum.
- The loud sound passes through the middle ear into the inner ear, also known as the cochlea. The tiny hair cells lining the fluid-filled cochlea can be damaged by loud sound.
- Only healthy hair cells can send complete electric signals to the brain for interpretation and understanding. If the hair cells are damaged by loud noise, the signals cannot be correctly interpreted by the brain.

- Once hair cells are damaged, there is no current treatment to repair them. The resulting hearing loss is permanent.

How can I tell if I am listening to dangerous noise levels?

- You must raise your voice to be heard.
- You can't hear someone 3 feet away from you.
- Speech around you sounds muffled or dull after you leave the noisy area.
- You have pain or ringing in your ears (tinnitus) after listening to loud noise.

Noise has other negative effects on the human body.

Noise can affect our quality of life. It can hamper our ability to do daily tasks, increase fatigue, and cause irritability. Noisy classrooms can make it harder for all children to learn. Just trying to hold a conversation in a noisy restaurant requires more concentration and energy.

Noise can cause nonhearing changes in the body. It can:

- Increase blood pressure
- Change the way the heart beats
- Disturb digestion
- Contribute to premature birth
- Disrupt sleep

What can I do to protect myself?

Wearing earplugs or earmuffs to protect your hearing when you know you will be around loud noise can help. But for unexpected loud noise, it is best to limit your listening time in the noisy area. The same applies when listening to loud music (live or through earphones). Keep MP3 players set to no more than half volume. Become a model for good listening behavior to educate your children. Have your hearing tested by an audiologist certified by the American Speech-Language-Hearing Association (ASHA) if you think you may have lost some hearing.

All noise levels below are measured in decibels. The decibel is a commonly used measurement of sound pressure level. Sounds 85dB or higher are considered dangerous to hearing depending on how much time you are exposed.

Painful

- 150 dB = fireworks at 3 feet
- 140 dB = firearms, jet engine
- 130 dB = jackhammer
- 120 dB = jet plane takeoff, sirens

Extremely loud

- 110 dB = maximum loudness of some MP3 players
- 106 dB = gas lawn mower, snowblower
- 100 dB = hand drill, pneumatic drill
- 90 dB = subway, passing motorcycle

Very loud

- 80–90 dB = blow-dryer, kitchen blender, food processor
- 70 dB = busy traffic, vacuum cleaner, alarm clock

Moderate

- 60 dB = typical conversation, dishwasher, clothes dryer
- 50 dB = moderate rainfall
- 40 dB = quiet room

Faint

- 30 dB = whisper, quiet library

(Retrieved from www.noisyplanet.nidcd.nih.gov/parents/athome.htm and www.lhh.org/noise/facts/environment.html on September 24, 2009)

NOTES:



For more information and to view the entire Audiology Information Series library, scan with your mobile device.

For more information about hearing loss, hearing aids, or referral to an ASHA-certified audiologist, contact:



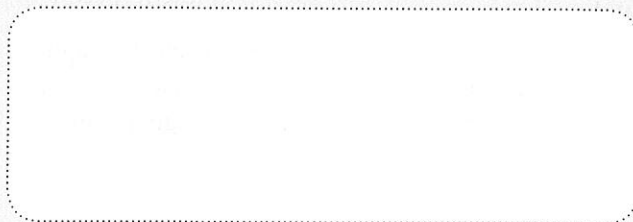
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2200 Research Boulevard
Rockville, MD 20850
800-638-8255

E-mail: actioncenter@asha.org
Website: www.asha.org

Compliments of

American Speech-Language-Hearing Association
2200 Research Boulevard, Rockville, MD 20850 • 800-638-8255



Common Sounds

This decibel (dB) table compares some common sounds and shows how they rank in potential harm to hearing.

Sound	Noise Level (dB)	Effect
Boom Cars	145	Threshold of pain begins around 125 dB
Jet Engines (near)	140	
Shotgun Firing	130	
Jet Takeoff (100–200 ft.)	110–140	
Rock Concerts (varies)	121	
Oxygen Torch	120	Threshold of sensation begins around 120 dB
Discotheque/Boom Box	110–125	
Thunderclap (near)	110	
Stereos (over 100 watts)	105	
Symphony Orchestra	103	
Power Saw (chainsaw)		Regular exposure to sound over 100 dB of more than one minute risks permanent hearing loss
Pneumatic Drill/Jackhammer		
Snowmobile		
Jet Flyover (1000 ft.)		
Electric Furnace Area		
Garbage Truck/Cement Mixer	100	No more than 15 minutes of unprotected exposure recommended for sounds between 90–100 dB
Farm Tractor	98	
Newspaper Press	97	
Subway, Motorcycle (25 ft.)	88	
Lawnmower, Food Blender	85–90	
Recreational Vehicles, TV	70–90	85 dB is the level at which hearing damage (8 hrs.) begins
Diesel Truck (40 mph, 50 ft.)	84	
Average City Traffic	80	
Garbage Disposal	78	
Washing Machine	75	
Dishwasher	70	Annoying; interferes with conversation; constant exposure may cause damage
Vacuum Cleaner, Hair Dryer	50–65	
Normal Conversation	50–60	
Quiet Office		
Refrigerator Humming	40	
Whisper	30	Intrusive; interferes with telephone conversation
Broadcasting Studio	30	
Rustling Leaves	20	
Normal Breathing	10	
		The threshold of normal hearing starts at about 1000 to 4000kHz.

Vedder Mountain Veterinary Clinic | " A BARKING DOG NEVER BITES" by Dr. Leslie Ross B.Sc. D.V.M.

" A BARKING DOG NEVER BITES" by Dr. Leslie Ross B.Sc. D.V.M.

"A Barking Dog Never Bites"

For English-speaking folks, it is common to imitate a large dog's bark phonetically as a "woof", and for smaller dogs; "ruff, arf, yip yelp, aur, au and more rarely, bow wow". Wolves, foxes and numerous other related species can bark. Even parrots can be taught to bark.

Interpreted literally, the expression "a barking dog never bites" supplies little consolation for many folks, dog-lovers or not, who happen to be within acoustic range of a raucous dog.

Along with being undeniably annoying, prolonged, high-decibel barking can cause psychological distress and sometimes permanent hearing damage to humans and other pets within hearing range.

Many dogs are capable of barking at a sound intensity level in the 100-decibel range. In rough comparison, starting at 0 as a baseline, 80 dB is a person shouting loudly and about 110 dB is a pneumatic drill nearby. A dog barking from four feet away can be as loud as 95 decibels. If the dog is closer up, the number could be much higher; two dogs barking together, higher yet!

According to the March 2013 edition of THE INDEPENDENT, Charlie, a six-year-old Golden Retriever has made the Guinness book of records for the loudest ever recorded bark at 113.1 decibels. This noise level approximates that of a loud rock concert! According to the owners, very fortunately, Charlie uses considerable discretion when he chooses to bark.

According to the National Institute for Occupational Safety and Health (NIOSH) noises louder than 85 decibels can cause people to suffer hearing damage leading to hearing loss or persistent ringing of the ears (tinnitus). Furthermore, widespread noise control bylaws make it unlawful for a dog owner to allow a dog to bark or howl to the annoyance of neighbors or the public. For these reasons it follows that dog-owners must accept the responsibility that comes with owning a dog and control any objectionable barking behavior that their dog may have.

Easier said than done of course! There is no canned solution since the causes of undesirable barking behavior of dogs vary widely with the individual dog and his or her environment. The key is to figure out the reason WHY a dog barks.

Below, I will outline some solutions that are often effective for most but not all problem-

barkers. For dogs that do not respond to these measures, professional trainers and veterinarians generally need to be involved. In fact, it is best to have a problem-barker examined by your veterinarian in any case since the dog may have an underlying medical condition that is adding to the problem. For example, as dogs age sensory decline, particularly of their sense of hearing, cognitive decline or pain from degenerative joint disease can all lead to more vocalization.

Healthy dogs have been known to bark for hours on end. Common reasons for strident, prolonged barking include an emotional state of anxiety or outright fear, attention seeking, (often from boredom), and frustration. Many dogs are triggered to bark when they hear other dogs barking. Since dogs are social animals, trying to be with other dogs, i.e. the neighbor's dog across the street can also be a trigger.

Many kinds of inappropriate barking behavior can be eliminated in an inexpensive way with basic training techniques that anyone with a generous amount of patience and time can apply. Perhaps the most difficult part is determining the barking trigger or triggers for the problem dog. Observations need to be made on when the barking occurs, what triggers the bark, what the dog's body language is when he barks and whether the barking occurs when one is absent. Videotaping him during your absence will answer this last question if, of course, the neighbors don't provide this information to you first!

Once these barking triggers are determined, then when the dog responds more appropriately to these triggers, favorite treats can be provided. Then eventually, for example, the dog can be trained to lie quietly on a mat, or to respond to a hand or clicker signal as a "quiet" cue rather than bolting to the door and barking every time he hears a pin drop.

If a quicker fix is desired or if these training measures are unsuccessful, then there are collars of different types available that are designed to control problem barking. One type that is quite humane is the citronella collar which when activated by a bark directs a spritz of citronella oil at the dog's muzzle. In general, these collars are quite effective however, some inventive dogs will learn how to still bark yet avoid the spray by directing their snouts skyward when they bark! It is also important to be aware that the citronella spray can be caught up in the furry mane of Pomeranians and other longer haired dogs and lose its efficacy. (Clipping of this interfering hair is a simple remedy). Two more downsides are that citronella oil has an odor that some people find offensive and it can stain some upholstery. Still, all in all, these collars can be effective and are worth thoughtful consideration.

Other types of collars such as electric (shock), ultrasonic and vibration collars and various combinations of these are also available. Downsides include that they don't work on all highly bark-motivated dogs, and also that "breakthrough bark" can occur if there is not ongoing consistency and maintenance of these collars. They are particularly useful for "distance barkers" who bark some distance away from the owner. Of course, it is very important to have a fail-safe mechanism for these kinds of collars to cause the unit to shut itself off after a set period of time to avoid sustained shocking of the poor dog. Many people and animal rights groups are opposed to the use of these collars, particularly the shock collars. However, most Societies for the Prevention of Cruelty to Animals are in agreement that as a last resort, it is better solution than euthanasia for highly motivated barkers.

Sometimes simply managing a dog's environment to reduce his exposure to his triggers can result in a very satisfactory outcome. For example, when visitors first arrive, one might move him to another room or put him in his crate, pick him up or redirect his attention to a number of his favorite treats that you have just tossed on the floor. For dogs with storm phobias, "thunder capes" (a body-hugging spandex-like affair) may help. If the neighbors are complaining that the dog is barking when you are not at home, you could consider crating him(for a limited time and only if the dog is comfortable in his crate), or blocking his view of the street, taking him to doggy day care or even to work with you. It is also worth mentioning sound-absorbing wall panels as a trade-off for peaceful neighbor relationships.

When anxiety is the driving force behind a dog's extreme barking behavior medications can often be very beneficial. Some useful options include pheromone collars, anti-anxiety medications and some holistic products. Of course, your veterinarian should be involved to ensure safe use of these medications.

Finally, it seems relevant to point out that the idiom "barking dogs never bite" is actually not true. In fact, they may. So it is most prudent to keep your eye on a strange dog barking at you up close and personal!

