

Dispatch from Real World Canine

ISSUE #2

\$5 WHERE SOLD

THE RWC TEAM



Winter, 2024/25

CEO - JODIE WANG



IN THIS ISSUE:

- HOW WELL DO YOU KNOW YOUR DOG?
- WHAT MOTIVATES DOG BEHAVIOR
- UPDATE ON OUR BUILDING PROJECTS
- MEET OUR BOARDING TECHS!

HOW WELL DO YOU KNOW YOUR DOG?

Do you know what floats your dog's boat? What does your dog like playing with best? What food does he like best? What toys does she love most? Who are his favorite people?

If you are unsure of the answers to these questions, it may be time for you to conduct a dog "audit." You can do this quite easily by playing with your dog!

Gather your dog's toys together. Using two at a time, see which toy your dog prefers when you offer two toys. Make it fun by moving the toy and see which one your dog gets interested in first. Once your dog has picked the favored of the two, add another toy, and see which one your dog prefers now. Do it till you have an idea of what your dog's top three favorite toys are. Remember that your dog's idea of a toy, might not necessarily be a toy you purchased for him. It could be your old sock, maybe a rope, maybe a scarf, or an old shoe of yours!

Do the same with treats, and figure out what your dog's top three favorite treats are. Similarly, do not only think of treats that you buy. How about steamed chicken? Hotdogs? Cheese? What does your dog go mad for?

Finally, gather the family together in the yard. Let your dog free, and each of you should call your dog (without extra enticements such as treats and toys). The one your dog goes to first is your dog's favorite person, and so on, and so forth.

What is the objective of this exercise, you ask? Well, besides getting to know your dog better, it is a fun activity that will help you bond with your pup. More importantly, knowing what your dog's most favorite things are is the foundation to learning how to guide your dog's behavior. Consider this the first step to any attempt to train your dog.

Knowing your dog's (not your) ranking of low to high value treats, toys, and people will help you tailor rewards when training your dog. In an "easy" environment with few distractions, you can use a lower-value reward to pay your dog to do what you're training him to do. As distractions and arousal increases, your reward will have to rise in value to your dog in order to keep her wanting to work for it! Now you understand why it is so important to know what floats your dog's boat!

WHAT MOTIVATES CANINE BEHAVIOR?

If you have run into problems with your dog, you may sometimes wonder, “Why is my dog behaving like this?” The truth is, our dogs are very rational and they behave the way they do to get what they want.

The respected animal behaviorist Susan Friedman, Professor Emeritus at the University of Utah, said: “What is behavior? It is to operate on the environment to get reinforcers and avoid aversive stimuli. Behavior is for effect, that is, being effective at controlling outcomes.”

Your dog exhibits behavior in order to get things they want (reinforcers) and to avoid aversive stimuli (things they do not want). If you think of your dog's behavior this way, you can find clues to figure out how to stop your dog from behaving in ways you do not want them to.

For example, many people complain about their dog pulling on the leash while walking. The dog pulls because they want to get to where they want to go, quicker. You can help your dog understand that pulling will not result in that positive outcome by simply not walking when you feel the pull. Better yet, turn around and walk in the opposite direction. Do this consistently, and your dog will start to learn that pulling is not the way to get what she wants.

Another example is a begging dog - a problem that I encounter every day. My dog begs because he would like some of my food. My correct response should be to never give him anything when he begs. But I am a softie, and I do not always do the right thing. So I still give him something, but I usually do it only after he has stopped begging, “usually” being the key (and reason I fail) word there. Predictably, I still have a begging dog. Perhaps you will be more disciplined and not reward your dog at all when they're begging.

The thing that makes some canine behavior seem more complicated is that we do not necessarily realize when we are reinforcing a specific action because we do not recognize that our dog is getting what they want with their unwanted behavior. For example, you may think that scolding your dog is a “negative stimulus.” But what if your dog just wants your attention, any attention? In that case, they may not care that the attention is negative. They just want the attention! Or, some people may push their dog down when the dog jumps up. You may think this is a “negative stimulus.” But, if your dog was hoping you would play with them, then the act of pushing him down could be interpreted as an initiation of play. Once you have figured out what your dog is getting from doing something you don't like, you can stop doing it. Try ignoring your dog when they jump on you. Turn your back and give them the cold shoulder. It is highly unlikely that's what he/she was going for when they jumped on you.

Better still, teach your dog something else to do instead of jumping on you. When your dog is doing something you want them to do, they cannot also simultaneously engage in something that you don't want them to do. The more you fill your dog's time with what you want them to do, the less time they have to do things you don't want them to do. And of course, you can always enroll your pup in training at RWC for us to teach them productive things to do!

OUR HOLIDAY OFFERING FOR BOARDERS



We have planned and designed a super nutritious and tasty barkuterie board for our boarders over Thanksgiving and Christmas! We want our boarders to have a special feast to celebrate the holiday just like their pawrents!

On the board are: (L-R, top to bottom): turkey “neckers,” sliced apples, baby carrots, turkey treats, cottage cheese, pumpkin puree and peanut butter; cheddar cheese, salmon skin, dried mussels, and pig ear. Not to be forgotten is the super “cocktail” we have made, comprising a mixture of European goat milk, and nutritious bone broth with mushrooms!

In the interest of not creating weight issues for our pack members, the barkuterie boards will be served for dinner and will include some of your pup's own kibble, on top of what's already on the boards. The kibble will ensure that your dog's digestive system stays healthy without a shock to it. Order one for your boarding pup today! Just \$25 for this nutritious and tasty holiday treat!

STILL BUILDING OUR VERY OWN ROME!



COVERED OUTSIDE PLAY AREA

The covered outside play area is coming along very nicely! All the arches are up, and we are hoping that the fabric roof will be up by the end of this week as I write this!

Contrary to what some may think, this structure is not a temporary one. It comes with a 25 year warranty, and its specifications include:

- 30 lb per square foot snow load
- 140 mph wind speed resistance
- Seismic-proof
- Passes Accelerated UV resistance test
- Heat and cold resistant from -65Deg F to 180 Deg F
- Fire retardant

We like having this area because the dogs will be able to play in a controlled and safe environment while still being able to enjoy the feeling of being outside. This way, housebreaking is less likely to be broken, and the pups stay safe and protected!

At RWC, we always want to help ensure that our pups have a lifelong relationship with their human family, and maintaining housebreaking is a very important aspect of keeping that vital relationship healthy!

HELP US RAISE MONEY FOR PETS IN NEED!

Our customers know that Real World Canine cares deeply for homeless pets in our community. Because of this, we have been raising funds for local shelters since our owners took over day-to-day management in 2022. In 2022, our first year of this community work, we raised \$1214, which was split between the Humane Society of Nevada, and the SPCA of Northern Nevada. Last year, we raised \$1560 for Options Veterinary Care, a low-cost vet clinic that helps low-income pet owners provide life-saving care for their pets. This year's recipient of our fund-raising is the Canine Rehabilitation Center and Cat Sanctuary. Two green dog 10-day camp packages will be raffled off, one on Christmas Eve, and one on New Year's Eve. Tickets are \$5/ticket or \$20 for a pack of 5 tickets. All proceeds will go to the beneficiary! Help us help the homeless pets in our community! We hope to at least match, if not surpass, last year's result!

INGROUND POOL UPDATE

As of this writing, our pool contractor has submitted the permit for the pool, which is officially known as a "dog pond." We are hoping to start digging in January! The sewer line that will be hooked up to the pool was already run during the work on the covered outside play area, and we hope to have the pool all built by the end of March.

After that, work will commence on putting up a building around the pool so that it can be used all four seasons. We expect that the entire project - pool and building, should be completed by the end of June, meaning a summer of swimming fun is in store for our pack members!

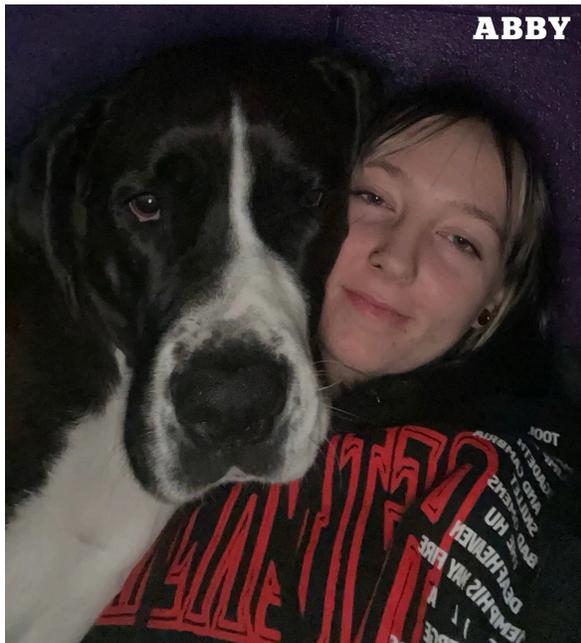
The pool will be heated in winter to keep the exercise and fun going all year long! In addition, all four sides of the pool will have platforms at different heights, so that pack members of different sizes can use the pool (after day camp hours) for hydrotherapy to help in surgery recovery, as well as improving joint problems.

The pool will have a state-of-the-art filtration system that keeps the water clean without high levels of chlorine or salt, same as we did at our previous facility. Our filtration system will use ozone infusion for killing algae and other bacteria, UV light for killing micro-organisms, sand filtration for particulates (and fur/hair), and a high flow recirculation that ensures that the entire volume of water is filtered every 3 hours. The goal is to maintain the pool water at a purity level safe enough to drink. We do this to ensure that your dog doesn't get exposed to the chlorine or salt found in commercial pools, as both are bad for your dog's skin, coat and respiratory health!

And as all our customers know, our pack members' well-being is always #1 on our priorities!

STAFF PROFILES

OUR BOARDING TECHNICIANS



Abby and Christina are the unseen heroes who keep every single one of our boarding pups safe, and healthy, by staying up all night to watch over their every need, including cuddling! As our boarding technicians, they work the very inhospitable 6.30 pm - 6.30 am shift, taking turns to care for our boarding dogs every single day, including holidays!

What makes them remarkable is that they unflinchingly show up every day, to feed our boarding pups, take them out for potty time, dispense their medications, and also keep a close eye on every single pup, watching and recording how well they eat, how well they sleep, their bodily functions, their behavior, state of mind, how well they interact with their fellow boarders, and also fulfill their need for attention, love, or reassurance. They are worth their weight in gold, that's for sure!!!

Asked why she takes on the night shift, Abby said: "Working the graveyard shift at RWC has been so rewarding. Getting to bond with the dogs in this kind of setting is unmatched, especially being able to cuddle with them, it's the best! It's also extremely fulfilling to be able to bond with dogs who are apprehensive at first about boarding. Lucy used to be quite nervous but she has warmed up to it and getting to see her silly, happy side is so satisfying!"

Christina, who lives in Cold Springs, says working at night works best for her because she doesn't get stuck in traffic. She loves RWC's home style of boarding, which she believes makes the dogs much more comfortable and happy at night while not being with their families. Some of the dogs whom she has boarded a lot include Dino and Leopold, who are both great cuddlers, and Thor, who "is always such a good boy!"

I think we can all safely say that we owe a debt of gratitude to Abby and Christina who keep our fur family safe, happy, healthy, loved, and well cuddled, even when their pawrents are away!

Check out our beloved "homestyle" boarding, where every boarder gets a full day of active day camp, before retiring at night to a pajama party with fellow boarding dogs, getting their pick of three king-sized beds to romp on, with the tv lulling them to sleep, just like it would at home with their pawrents! For shyer dogs, we also have crates and dog beds!

Thank you for reading!

REAL WORLD CANINE	1590 E 2ND ST, RENO, NV 89502
www.rwc-nv.com	775-800-4RWC