

Dispatch from Real World Canine

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\$5 WHERE SOLD

THE RWC TEAM



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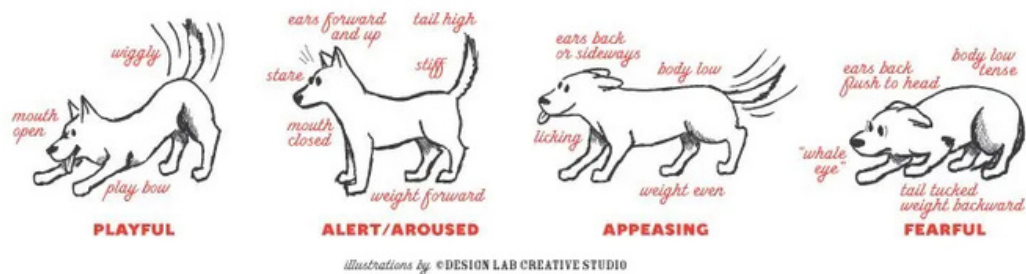
HOW TO READ YOUR DOGS' BODY LANGUAGE

In response to customer requests, we have put together a guide to understanding your dog's body language. Being able to read your dog's body language is an important step to understanding how they are interacting with other dogs, the world around them, and with you! Dogs telegraph their emotions through their tail, posture, eyes, ears and mouth. Though each part of the body tells a story, it is still important to look at the entire dog and their overall posture.

Tail: There are many misconceptions about a dog's tail and what it means. One common misconception is that if a dog has a wagging tail, that must mean it's happy, right? Well, that is not always the case! Of course, it is often a sign of a "happy dog;" however, owners must take into consideration the placement of the tail. A high wagging tail (above the center line of the body) can mean that the dog is overstimulated or highly "aroused". A mid wagging tail usually indicates a neutral dog who is open to communication from other dogs. And finally, a low wagging tail indicates shyness, timidity, or even appeasement. It is also harder to gauge a dog's mood if it has a cropped tail, since the tail cannot reach all positions or wag fully.



Body Posture: What is your dog trying to tell you with their bodies? Body posture can be a first indication to a dog's intentions. If your dog has a tall posture and is fully leaning forward with a raised head, they are making it clear that they will not back down if something were to occur. Standing upright with no lean, usually means that they are neutral to the situation they are in. A dog who is leaning back or even backing away indicates that they are intimidated by the stimulus. Dogs who do a downward dog or a "play bow" are inviting play with the stimulus or may even be attempting to de-escalate a tense situation. Though body posture is a great first tell as to what your dog is thinking, it is important to look at the rest of the body too.



EYES: Eyes are the windows to the soul and a great source of communication! Receiving eye contact from your dog can be a great way to ensure their attention is on you, but prolonged eye contact is not normal in a dog's world. Dogs communicate with long eye contact – or “hard staring” – with other dogs to show intimidation, unease, or dominance. When a dog is hard staring another dog or object, attempt to break their focus with a distraction to decrease the intensity of their feelings, and help them regulate. On the other hand, a very squinty or blinky dog means that they're uncomfortable, or showing that they are submissive. This behavior is usually accompanied by a crouched body posture, tucked tail, lowered head and squinty eyes. Such a posture indicates discomfort, and possibly fear.

WHALE EYES: A particular misconception persists where people think that if they see a dog with averted eyes, showing lots of white, it means that the dog is feeling guilty for doing something wrong. This is **NOT TRUE!** The side-eyed look, averted gaze with lots of white showing, is called a “whale eye”. It indicates stress, anxiety or discomfort. So if you come across your dog doing this when you show them something they've done wrong, it is not because they are guilty, it is because they are uncomfortable and anxious in the situation.



EARS: Ears are another body part that dogs use to express their emotions. Floppy eared (“drop ears”) dogs, e.g. labradors, poodles, cocker spaniels, have a full range of body language versatility. They're able to prop their ears forward, indicating alertness or attention. They can also pin their ears back, expressing uncertainty, discomfort, or unease. And most importantly they can have a neutral placement to their ears. Pointy-eared (“pricked ears”) dogs, e.g., samoyeds, huskies, corgis, cattle dogs, etc., do not have this same flexibility. Their ears will usually remain erect in most situations, which makes it hard for them to express themselves, and also makes it harder for other dogs to read what they are saying. Pricked-eared dogs can pin their ears back to make “airplane ears” which can be a sign of discomfort or annoyance, but they are limited in how they can communicate alertness, neutrality, and/or indifference. Why is this important? Well, dogs who approach a pricked-eared dog may have a hard time understanding what is being conveyed, and may approach with more intensity than it would have if the ear had been in a slightly different position – which can result in an overreaction from both parties. Is this the fault of the dog? Of course not. Decades of selective breeding to achieve a certain type of ear for work or aesthetics is not within anyone's control. However, this does put the onus on us humans to watch the dog's entire body to really understand what the dog is conveying.



Mouth: A dog showing teeth does not always indicate aggression. It can indicate fear, excitement, or appeasement. Let's break it down! The corners of a dog's mouth are called commissures and these are important in reading this aspect of canine body language. A dog who has relaxed commissures paired with an open, slightly panting mouth or closed mouth indicates a relaxed dog. When the commissures are pulled tightly back where you can see wrinkles on their face, as well as heavy panting and/or salivating, this indicates a stressed or warm dog. A tight closed mouth with pursed commissures can indicate aggression or that the dog is feeling threatened.



Smile: Now the smile! Smiling with soft, blinking eyes can indicate appeasement. It can be very cute but be sure to give your dog some reassurance because they may be feeling uncomfortable.

Yawn: Associated with the smile above, a dog who yawns without it being near their usual bed or nap time, is expressing stress, or attempting to appease and calm. For example, if you get into your dog's space, your dog might yawn (or blink), because they feel uncomfortable at the closeness. This could happen if you try to hug your dog, for example, since dogs usually do not hug.

The truth is, dogs are constantly communicating. It just takes practice and patience to understand what they are saying. We hope that this guide gives you a primer into understanding your dog(s) better. As dog owners, it's important for us to understand our dog's body language, first and foremost, so we can advocate for them when necessary. On the whole, we are way ahead in the game of cross-species communication. Imagine your dog, who has to learn an entire new language based on oral sounds that they can't even replicate! They also have to live in a world where the predominant body language is completely different from theirs. It is therefore to their greater credit that they do as well as they do in the human world.

WHAT'S NEW AT RWC

COVERED OUTDOOR PLAY AREA

Our Covered Outdoor Play Area is now officially legit! The permit was finalized and closed by the Reno City Code Dept late January. As customers who have been by have seen, we have also finished putting the final touches on the space, with the cement walls completed, capped, and the Reinforced Fiberglass Panels installed on the face so that the space can be easily cleaned. New lights and a door have also been installed!

IN-GROUND POOL PROGRESS

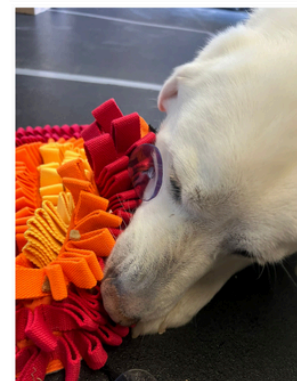
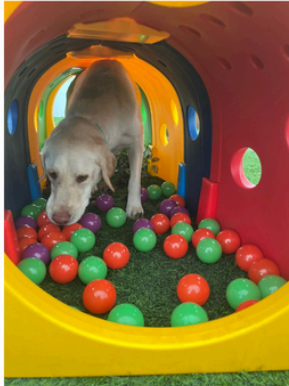
As of this writing, the Code Department has sent our pool contractor several queries and we have responded to those questions. They have also sent questions on the building that will go around the pool, and responses are being prepared to those as well.

We anticipate that groundbreaking will happen within the next month, and the entire project should still be completed by midsummer.

HAVE YOU SIGNED YOUR DOG UP FOR ENRICHMENT?

As many of our customers know, we have been running themed enrichment activities for our dogs since the last two weeks of February. The reason we are organizing enrichment activities for dogs is to provide them with a healthy outlet for their natural instincts. When dogs were domesticated, they worked alongside humans, doing herding, guarding, fighting, or hunting. Now, most dogs are relegated to being companion dogs who love their humans, but don't always get to do stimulating and fulfilling activities with them. The lack of outlets to do what they were bred for, such as sniffing, digging, foraging, and yes, problem solving (anyone who has had a dog break into their bags to steal stuff knows this), could lead to boredom, a lack of fulfillment, and maybe even behavioral issues.

Dog pawrents whose pups have been doing the enrichment activities report calmer, more relaxed and tired dogs when they are at home. Studies have shown that enrichment activities such as scent work, puzzles, and overall, a sense of purpose, can help rehabilitate dogs with anxiety, and even aggression issues. So, do sign your dog up for one of our many enrichment activities. There are new activities every day! We are also making available discounted packages for enrichment activities for parents who want to make enrichment a regular part of their dogs' daycare experience.



STAFF PROFILES

OUR OPERATIONAL LEADERSHIP

The secret behind any successful operation is the operational staff, and at RWC, we are lucky to have a strong team of three leaders who make sure that your dogs' day at RWC goes without a hitch! Meet Brenna, Kaylee, and Julia, the trio ensuring that your pup has the best day and time when they are with us, day or night. All of RWC's leadership are passionate about dogs, and are motivated to work with dogs to make a difference in their lives.



Brenna (pictured with her dog Abbot) is our Director of Operations, having first, been a customer at RWC, and then a dog handler. She took over the Director of Operations role in April of 2022 when RWC owners Jodie and Angela took over management of RWC after the previous management team's departure. She was just 24 years old when she assumed this position. Working under the mentorship of the owners over the past 3 years, she has most definitely grown into her role. She now keeps RWC running smoothly every day, ensuring that our four-legged pack members are safe, well-entertained, and happy!

Her duties include: hiring and training all staff, setting up standard operating procedures, planning out staff schedules, canine activities, resolving customer issues, overseeing daily events, ensuring compliance with local rules and regulations, overseeing outside contractors, as well as planning and devising new products and services. She works closely with both the CEO Jodie and COO Angela in strategic planning, as well as building and facility layout, amenities, and customization.

Brenna says that RWC's structured environment makes it possible for many dogs to become socialized. "My dog, Abbot started out as a yellow boy and was trained to green status with lots of time and patience! With the dedication from the team and management, the dogs are able to create bonds not only with each other but with our staff.

"I have always felt like every RWC dog is my own dog, and I care for, and love them, like they are. On my days off, I will often do a double take of dogs on the street in case they're my pack members, just to say an extra hello. I love the environment that has been created by Jodie, Angela and myself. The staff has built up such a strong bond with one another, and the dogs truly look to us as their leaders. I'm excited to see where this group of amazing individuals and dogs take this company! I am so thankful for RWC."

Kaylee (pictured with our Facility Dog Sofie) is our Operations Manager and has served in this role since late 2023. She is responsible for ensuring that day camp activities run smoothly and on schedule, that dogs are grouped appropriately with their friends, being properly supervised and trained, and that we have enough staff to handle the groups for the day. She also supervises staff to make sure that cleaning is performed to the standards required by RWC, and oversees staff training. She is the Manager-on-Duty on Saturdays, and helps Brenna in hiring decisions. In addition, she also performs evaluations of new dogs who want to join RWC's pack. She has also been helping Brenna and Jodie plan our enrichment themes and activities!



Kaylee says one of the things she likes about working at RWC is the different methods and techniques we use to cater to every dog's needs. "The dogs really are my motivation to come to work everyday. Just being able to see all their faces motivates me to try to be at my best so that they get the best. RWC definitely gives a different experience to dogs than other daycares in Reno. With our smaller group ratios, dogs stay engaged with our handlers and play appropriately with their friends rather than just run around like crazy all day."



Julia (pictured with her dog Ollie) joined RWC in late 2023, and has been Asst Operations Manager since last summer. As Asst Operations Manager, she helps Kaylee run the day's activities, and steps into the Manager role whenever Kaylee is unavailable. Julia also helps coach employees when they fall short of RWC standards. In addition, she is the Manager-on-Duty on Sundays. She jumps in to help whenever a staff is out on vacation or ill. She also helps out at the Front Desk whenever needed, and is familiar with our daycare software.

Another dog lover, Julia worked at other canine facilities in the area before joining RWC. On RWC, she says: "Working at Real World Canine, I like having the smaller groups with our dogs. It's not only safer, but also more fulfilling. We can focus more on the dogs and interact with them more, which creates stronger bonds. I also really like that we work to get our yellow dogs into group and become green! We've had a few since I started and it makes me happy."

I think it is quite clear that RWC is led by a strong team of dog lovers who work hard to do their very best for the dogs in our care. Our team is motivated by our passion to do right by all the dogs who enter our world. We are eager to take care of our customers' dogs, and help them live the best life possible! We thank our customers for giving us the opportunity to fulfill our passion!

Thank you for reading!

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