



Puppy Culture Essentials Playlist

For Puppy Owners

Are you a new puppy owner, ready to take the Puppy Culture journey? This playlist is a guide through the film "Puppy Culture: The Powerful First 12 Weeks That Can Shape Your Puppy's Future." It will guide you through the chapters in the film that you want to focus on with your new puppy, as well as answer questions that many others have asked. Keep in mind that we do recommend that you eventually go back and watch all the other chapters in the film as it explains how the Puppy Culture Program works!

And remember, Puppy Culture is instant wisdom - just add puppies. We've been raising, training, rescuing, and breeding dogs for 33 years and we have good news for you. It's much simpler and easier than you think to raise a puppy, if you do just the right thing at just the right time. But you need the wisdom to know what those things are, and when to do them. That's why we made Puppy Culture - it's your mentor-in-a-box!

An Introduction to Socialization

Chapter 4 of DVD, Chapter 5 of Video on Demand

I'm kind of busy this week...can't we just do this next week?

We're going to say no.

Dogs will naturally mistrust anything new. If you don't properly socialize your dog as a puppy, he may express that mistrust with aggression or fear to the point that you can't take him anywhere with you. And its best to hustle when it comes to socialization - there's a very short window when you have that magic touch to make a big difference with very little effort.

In this section, Dr. Meghan Herron, DVM walks you through what socialization really means, when it needs to take place, and what you can do if you missed the critical socialization window.

Remember, it's a cultural understanding, not a cocktail party. While exposure to new things is great for puppies, it's only one of seven key components to a well socialized dog. In this section, you'll also learn about the seven areas you need to cover in a good socialization program.

The Communication Trinity

Chapter 7 of DVD, Chapter 8 of Video on Demand

What do puppies, human infants, and some autistic children have in common? Hint: They'd tell us if they could talk to us.

Did you know that the ability to communicate and control outcomes has been proven to reduce frustration, aggression, and improve mental function in animals and in humans?

In this fascinating first step of your new life with your puppy, you'll learn how to give your puppy a voice by using "doggy sign language." Once you see your puppy "talking" to you, you'll never feel the same way about puppies and dogs again!

Potty Training

Chapter 10 of DVD, Chapter 11 of Video on Demand

It's easy, we promise.

Puppies will naturally potty train themselves, if you just have a tiny bit of patience and persistence. Learn how to plan, manage, and get out of the way so your puppy can house train himself!

Little Monsters - Is My Puppy Normal?

Chapter 11 of DVD, Chapter 12A of Video on Demand

Ouch! What is WRONG with this puppy?

Nothing. Your biting, growling, barkin', jumpin' fool of a puppy is totally normal. But a "normal" puppy is not pre-programmed to behave the way we would like, so we have some work to do.

Love Hurts - Biting

Chapter 12 of DVD, Chapter 12B of Video on Demand

Love hurts. But you don't have to stand in the line of fire.

We've been raising puppies for almost 35 years and we can make you two iron-clad promises:

1. Your puppy is not biting you or your children because he's dominant. He's biting you because that's what puppies do. Every one of them, since the beginning of time.
2. If you follow our simple instructions, you and your kids won't get hurt and the puppy will grow out of biting. Really, hand to our hearts, we swear.

Everything Here is Mine - Resource Guarding

Chapter 13 of DVD, Chapter 12C of Video on Demand

My little angel would never growl at me... would he?

Yes, I'm afraid he would. Resource guarding often does not emerge until the puppy is closer to 18 months old. The sad thing is that resource guarding is virtually 100% preventable with some ridiculously easy early interventions, but owners don't do them because their puppy is "so sweet."

You need to do these super easy and quick protocols NOW with your cute bundle of fur, while he's still little and cute.

Why Not Just Punish? The Outcomes of Reward Versus Punishment

Chapter 15 of DVD, Chapter 12E of Video on Demand

Wouldn't my puppy learn faster if I tell him when he's wrong?

Oddly enough, the research says no. Dr. Meghan Herron, DVM, tells us about the results of her research into the use of reinforcement vs confrontational training methods and the results may surprise you!

Ready... Or Not?

Chapter 17 of DVD, Chapter 14 of Video on Demand

I can't wait for everyone to meet my new puppy!

In this section you'll receive our four part essential socialization plan for new puppy owners.

8-10 weeks of age can be an extra sensitive time for puppies - something we call a fear imprint period. We demonstrate how to deal with your puppy's natural fear periods and give you Puppy Culture guidelines to keep your puppy comfortable and safe!

Practical Skills Training

Chapter 18 of DVD, Chapter 15 of Video on Demand

Time for some social graces...

In order for you to be able to get your puppy out and enjoy a rich socialization experience, you're going to need a few handy behaviors:

- **Recall**
How to become a puppy magnet.
- **Crate Training**
Be kind to your dog and keep your sanity.
- **Advanced Manding**
Ask and ye shall receive. And everyone's happier.
- **Leash Walking**
Because it's fun to go places with your dog.

Running With The Big Dogs

Chapter 19 of DVD, Chapter 16 of Video on Demand

Does this really all have to happen now?

In this section, we give you a plan for these very important last two weeks in the critical socialization period. You'll learn how to set up good socialization sessions with outside dogs, make sure you're covering all the bases with your socialization program, balance exercise and rest for calmer puppies, and finally, how to take all the skills on the road and do cross-training trips!

But what if I got my puppy after 12 weeks old?

No worries, you can still do all the same things with your puppy it just may take more exposures to get the same result, and you may have to do more training. But you can still use our socialization and enrichment program for your puppy!

Vaccination vs Socialization

Chapter 20 of DVD, Chapter 17 of Video on Demand

The danger may not lie where you think it does.

Is it safe to take your puppy out to be socialized before he receives all his shots? Drs. Kenneth Leal, DVM, and Meghan Herron, DVM explain in simple terms how vaccines work. You learn what the real risks and benefits are of taking your puppy out in the world to be socialized before he's finished with his puppy shots, and how and when you can socialize your puppy safely.

Puppy Kindergarten

Chapter 21 of DVD, Chapter 18 of Video on Demand

Does it really matter where I take my puppy for puppy class?

Yes, it matters so much that we wish every person who is even thinking of a puppy would watch this section **before** they get a puppy, so they have time to shop for a suitable puppy class.

A good puppy class is the cornerstone of your puppy's socialization, but a bad puppy class can scar your puppy for life. In this section Dr. Terri Bright, Director of Behavioral Services at the MSPCA Boston gives you a 12 point checklist that you can use to find a good puppy class for your puppy.

What if I can't find a good class near me?

No worries, just say “no” to bad puppy classes and do it yourself! Dr. Bright tells you how to select appropriate playmates for your puppy and set up your own puppy play and learn sessions.

Guarantees - The Road Ahead

Chapter 21C of DVD, Chapter 19 of Video on Demand

Can you guarantee my puppy will grow up to the dog I dreamed of?

In this closing section, we explore how early socialization ties in to the road ahead and what you can expect in the coming years.

To Do Lists and Chapter Recalls

Disc 4 of DVD, Chapter 20 of Video on Demand

How can you expect me to remember all of this?

We present a lot of material in Puppy Culture and all those cute little puppies can be very distracting, so we give you a fourth “Recap” disc that outlines lists and even more detailed explanations for everything you should be doing on a week by week basis.