

# Ventura Pet Wellness & Dog Training Center



## New Client Form for Private Training Session with Shannon Riley

**Please DO NOT fill out this form for a Group Class with Shannon Riley!**

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Please return the required paperwork at least 3 business days prior to your scheduled appointment. You may return the paperwork via email to [shannonvpw@gmail.com](mailto:shannonvpw@gmail.com) or to our mailing address at **368 Saul Place, Ventura, CA 93004**.

**Please Note: If your paperwork/ payment is not received, your appointment will be cancelled.**

### Private Training Session Checklist:

1. New Client Form – Private Training Session with Shannon Riley
2. A copy of your dog's most recent vaccinations
3. Payment towards the Private Training Session – please do not make payment until an appointment date/ time has been confirmed.

### A Note from Shannon:

Shannon schedules her private training sessions every other week so that each client has time to practice in-between appointments and so that she is able to help more people and their furry companions.

Please remember, when helping your pet with behavioral issues such as anxiety, fear, and/ or aggression it is similar to attending a therapy session and there is no "guaranteed" time of rehabilitation. A lot of the work is done at home consistently to see a result. Shannon will provide you with the best tips and tools to set your dog up for success and you will receive a training plan a few days after each appointment!

### Why We DO NOT Need to See a Behavior Simulated:

Most problem behaviors are exhibited by many dogs. In most cases, Shannon does not need to see the unwanted behavior "in action" and your description is enough for Shannon to know how to help you and your dog. If Shannon wants or needs to see a specific behavior, she can discuss that during the appointment, otherwise there is no reason to give your dog another opportunity to "practice" the unwanted behavior.

**Owners Information:**

Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Second Owner Cell/ Alternative Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

E- Mail: \_\_\_\_\_

Who can we thank for your referral? \_\_\_\_\_

**Dogs Information:**

Name: \_\_\_\_\_ Breed: \_\_\_\_\_

Age: \_\_\_\_\_ Weight: \_\_\_\_\_ Sex: \_\_\_\_\_ Color: \_\_\_\_\_

Veterinarian: \_\_\_\_\_ Phone: \_\_\_\_\_

Spayed/ Neutered: \_\_\_\_\_ If yes, at what age? \_\_\_\_\_

Reason: \_\_\_\_\_

Any behavioral changes following spay/neuter? \_\_\_\_\_

Where did you get your dog? \_\_\_\_\_

At what age? \_\_\_\_\_

Did you meet your dog's parents? (please specify if you met both parents or just one of the parents)

If yes, what were your dog's parents like (friendly, shy, hyper, fearful)? Please describe as thoroughly as possible.

\_\_\_\_\_  
\_\_\_\_\_

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List People living in the house with the dog, including children's ages: \_\_\_\_\_

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List other animals in the household, their species, breed, age, and sex and whether or not they are neutered. (Please indicate which of these animals were living in the house when the dog was acquired):

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Describe relationships between the animals in the household: \_\_\_\_\_

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Describe interactions / relationships between the dog and family members: \_\_\_\_\_

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How does the dog react to strangers – both in the home and outside of the home? \_\_\_\_\_

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Behavior of the dog in the veterinary office and during examinations: \_\_\_\_\_

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Does the dog live primarily inside or outside? (Describe any restrictions to dog's movements inside the house/ kennel, such as tethers, crate, baby gates, etc.): \_\_\_\_\_

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Has your dog experienced any kind of trauma or scary event (mild or extreme)? Please describe the event that took place: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
How old was your dog at the time of the event? \_\_\_\_\_

What are the short term-term goals for your dog (within the next year)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are your long-term goals for your dog (Therapy dog, agility, family dog, take dog to work, etc.)?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Medical History:**

Who is your pet's primary Veterinarian: \_\_\_\_\_

Date of last physical examination (Please include copies of any relevant medical records and/or blood AND dates of vaccinations): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Any known medical problems? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Any current medications (Please include dose if known): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Behavior**

Are you interested in basic obedience or does your dog have any behavior issues you would like to address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**If you have had a behavioral incident, please fill out the box below, if not you may skip to the next page.**

What is your dog's behavior issue and at what age was the behavior first noticed? \_\_\_\_\_

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Duration of incident: \_\_\_\_\_

Frequency of occurrence: \_\_\_\_\_

Have there been any changes in the pattern, frequency, intensity and /or length of incidents from the time of onset to the present? \_\_\_\_\_

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Can the dog be interrupted when engaged in the behavior? \_\_\_\_\_

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How long is the interval between the behavior stopping and the beginning of the next occurrence?

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Describe any methods attempted to stop the behavior and the dog's response to these methods?

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Please give a detailed description of the last time this problem occurred: \_\_\_\_\_

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## **Behavior History**

### **Dog's Daily Activities:**

Please describe a typical 24-hr period in your dog's life. Start with where the dog sleeps and when the dog wakes up in the morning, including any nocturnal activities (such as having to go to the bathroom):

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### **Diet:**

Type of food: \_\_\_\_\_

Frequency of feeding, and the amount fed: \_\_\_\_\_

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Other food/treats/table scraps: \_\_\_\_\_

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### **Exercise:**

On leash, including location, for how long and how many times a day: \_\_\_\_\_

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Off leash, including location, for how long and how many times a day: \_\_\_\_\_

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Time spent playing actively with owner. Please include location and how many times a day. Describe activities that take place: \_\_\_\_\_

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Time spent playing actively with other animals. Please include location and how many times a day: \_\_\_\_\_

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**Socialization:**

Before you puppy was 5 months old, did he/ she (check all that apply)

- I did not have my dog when he/ she was 5 months old
- meet new people    meet new dogs    go to a new environment    meet children
- go in the car    hear a variety of sounds

Was your puppy afraid of anything when he/ she was young? If so, please explain below

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**Obedience Training:**

Did you take your dog to a puppy class (under 6 months)? Where and when? \_\_\_\_\_

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Have you attended obedience classes with your dog? Where and what kinds of training methods were used, including equipment (choke chain, pinch collar, clicker, etc.): \_\_\_\_\_

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Does your dog do the following willingly (check where appropriate):

- Sit                       Stay                       down                       Come                       Stand for grooming
- Fetch                       Walk nice on a leash                       Do tricks

Situations in which your dog is less likely to listen to you: \_\_\_\_\_

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What kind of equipment do you use with your dog (check where appropriate):

- Regular buckle collar                       Limited slip collar                       Choke chain
- Pinch collar                       Gentle leader/halite                       Body Harness

Does your dog work well for (check where appropriate):

- Food                       Ball/Frisbee/Retrieve gam                       No reward                       Praise                       Petting

**Interactive Behavior**

Does your dog demand to be pet or receive attention? \_\_\_\_\_

Does your dog ever seem irritated by or resent petting or touching? If so, where on their body?

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Does your dog bark excessively? If so, when and where? \_\_\_\_\_

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Does your dog cower or run away if people talk loudly or act boisterously? \_\_\_\_\_

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Does your dog ever urinate or roll over on his/her back when greeting (check where appropriate):

People       other dog's       Men       Women       Children

How does your dog behave around crowds of people? \_\_\_\_\_

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How does your dog act when strangers come to the house? \_\_\_\_\_

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How does your dog act when he meets or passes strangers away from the house? \_\_\_\_\_

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Has your dog ever bitten a person or other dog (please specify which one)? \_\_\_\_\_

If yes please describe the situation and the seriousness of the bite: \_\_\_\_\_

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How does your dog act when he meets strange dogs?

1. When both are on a leash: \_\_\_\_\_

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2. When both are off leash: \_\_\_\_\_

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3. When he/she is leashed and the other dog is free: \_\_\_\_\_

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Is your dog frightened excessively by anything (check where appropriate):

- Thunderstorms/loud noises                       Other dogs  
 Other (specify):

Does your dog chase (check where appropriate)?

- Running children       Jogger       Bicyclists       Cats/other furry animals       Cars

Does your dog urinate/ defecate in the house? How often and where? \_\_\_\_\_

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Has your dog ever chased lights, his/her own tail, flies, reflections, or displayed any compulsive behavior, such as licking or flank sucking? \_\_\_\_\_

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Do you consider your dog hyperactive? All the time or sometimes? When? \_\_\_\_\_

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<b>Behavior</b>	<b>NO</b>	<b>Mild</b>	<b>Moderate</b>	<b>Severe</b>
Does your dog follow you around the house?				
Does your dog become anxious at the sound of car keys?				
Does your dog become anxious when you put on your coat or shoes?				
Does your dog become aggressive when you leave?				
Does your dog exhibit other problem behaviors as you prepare to leave?				
Does your dog bark or whine excessively within 30 minutes of your departure?				
After you leave does your dog's activity decrease?				
After you leave does your dog appear depressed?				
After you leave does your dog have a loss of appetite?				
Only in your absence does your dog destroy property?				
Only in your absence does your dog urinate or defecate in your home?				
Does your dog regularly have diarrhea, vomit, or lick excessively in your absence?				
Does your dog exhibit an excessive greeting on your return (jumping, hyperactivity, barking, more than 2-3 minutes)?				

## Cancellation Policy – Private Training Session with Shannon Riley



We thank you so much for choosing Shannon Riley owner of Ventura Pet Wellness & Dog Training Center as your fur-babies Private Trainer.

We also wanted to take a moment to remind you of our cancellation policy. First, we want to let you know that this policy is as important for you as it is for us. A strong cancellation policy keeps you accountable and ensures that you keep the commitment to yourself and your fur-baby. However, when clients know they will be charged for a session if they don't show up, it forces them to prioritize their appointments. This policy dramatically decreases no-shows and short-notice cancellations that do not adhere to our 72-hour cancellation policy. It is this type of consistency that ensures the best results for our clients.

Second, a cancellation policy is also important for us as a business. The average dog training facility can expect to experience a 25-40% cancellation rate of their weekly scheduled appointments. Can you imagine losing 25-40% of your business revenues or income every week?

A hair-stylist doesn't need such a strict policy because most people eagerly anticipate getting their hair done; a massage therapist wouldn't have to enforce as firm a policy because few people want to miss their massages. These industries don't suffer from the high rate of cancellations that a dog training business does. You see, when you make an appointment with your trainer, we reserve that time for you. Your trainer spends time preparing for your session and may drive quite a distance to be here for you. When a client cancels on short-notice, it is very difficult (and many times impossible) for us to make a connection with another client who could possibly take that appointment. That time then becomes lost and the revenues and loss to the trainers' income cannot be recovered. Other industries that suffer this type of cancellation rate have developed different systems for sustaining their business. The airline industry's strategy is to overbook appointments with the advanced knowledge that a certain percentage of people will not make their flights. We are unable to use this approach because there is no way for us to know who will cancel on short-notice and when. This type of approach would result in multiple double-bookings and upset clients every day. We hope you understand that we spend time regularly discussing this topic because we never want to institute policies that can potentially upset our clients. We recognize that we are in a difficult situation as a business: our number one priority is customer service, but how is charging a client for an appointment they cannot make a good customer service initiative? At the same time, if we do not have a strict policy, our business does not succeed.

**Let's review our cancellation policy as stated in your Private Training Client Agreement Form:** I understand that Ventura Pet Wellness & Dog Training Center operates on a scheduled appointment basis for all Private Training sessions and thus, requires that I provide 72 hours (business days) notice when canceling an appointment. No charge will be levied should I cancel with MORE than 72 hours (business days) notice given. Should I cancel a session with LESS than 72 hours (business days) prior notice, I will be charged in full for that session. I understand that Ventura Pet Wellness & Dog Training Center recommends that all cancelled sessions be rescheduled to ensure consistency and progress.

Our approach to dealing with this difficult situation is to begin by educating our clients in written correspondence as to why this policy is critical for them and for our business. We are confident that if you understand our predicament, you will make every effort to give us advanced warning of a cancellation and, in the event, you have to cancel on short-notice, it will be easier for you to understand the charge knowing the background information. We also want you to know that we will make every effort as a business to try to reschedule your cancelled appointment as soon as possible with no additional charge. We are also sympathetic and understand that things come up that may force you to cancel unexpectedly (illness, work and home emergencies, etc.).

Thank you so much for your understanding! If you have any questions or concerns, please feel free to contact Ventura Pet Wellness & Dog Training Center at (805) 620-7616 or email us at [shannonvpw@gmail.com](mailto:shannonvpw@gmail.com)

**Office Hours: (different location then training center)**  
Monday through Friday from 8:30 am – 12:00 pm

**Please read and check off each box before you sign.**

- I hereby acknowledge that I have voluntarily applied to participate in dog training activities with Shannon Riley, BA, RVT, CPDT-KA, KPA CTP, Fear Free Certified Professional and Ventura Pet Wellness & Dog Training Center.
- I hereby acknowledge that the use of a pinch, prong collar, electric collar or anything that will cause harm to your dog will not be allowed when training with Shannon Riley (Coyner) and Ventura Pet Wellness & Dog Training Center. If a pinch or prong collar is used, your appointment(s) will be cancelled without a refund.
- I am aware that there are inherent risks and hazards involved in activities with and around dogs, and I am voluntarily participating in these activities with knowledge of potential dangers. I am aware that any dog, regardless of training, handling, or environmental circumstance, is capable of biting and I expressly acknowledge the risks therein.
- In order to participate in dog training classes or other activities, I, being fully informed of such risks and hazards, agree to assume all risks of such occurrences.
- I hereby waive any and all claims or actions that I or my guardians or representatives may have, from any and all personal injury to myself, my dog, children in my charge, or harm to property or person caused directly or indirectly, through action or inaction of self or others, by acts that might occur in dog training classes, any other format of training activities or secondary training without trainer present or engaged.
- I agree to indemnify Shannon Riley and affiliates from any and all claims by myself, member of family, or any agent while within training facilities, within my home property, or in the general public as a result of any action or inaction, of either my dog or any another.
- I also agree to assume sole responsibility for injury or damage caused by myself, children in my charge, or by the dog I own or handle and further agree to indemnify, defend and hold the instructors, trainers, assistants and property harmless from any damage, loss, liability or expense, including legal cost and attorney's fees, which result from damage caused by myself, children in my charge, or by the dog I own or handle.
- A dog trainer shall deliver to a purchaser of dog training services at the time of purchase of the dog training services, a written disclosure containing all of the following:**(1)**The trainer's name and address.**(2)**Any civil judgments related to the dog trainer's services, or a statement that no judgments exist.**(3)**Any criminal animal cruelty convictions against the dog trainer or an employee of a dog trainer that will be providing the dog training services to the purchaser, or a statement that no convictions exist.**(b)**The written disclosure made pursuant to this section shall be signed by the trainer certifying the accuracy of the statement, and by the purchaser of the training services acknowledging receipt of the statement.**(c)**A person may bring a civil action in a court of competent jurisdiction for damages arising from a violation of this section. *Ca. Health and Saf. Code § 122395.2 Added by Stats 2022 ch 276 (AB 1901),s 1, eff. 1/1/2023.*
- I have read the policies for dog training and I agree to adhere to them.
- I have provided current vaccination documents from a licensed veterinarian.**
- I agree to pay the initial Private Training deposit fee of \$250 prior to my scheduled appointment in order for my appointment to be held. The deposit fee will be used as the payment for the first session or will be credited towards any training package you may decide to purchase. Payment can be made via PayPal using our company name or email or by check payable to Ventura Pet Wellness mailed to 368 Saul Place. Ventura, CA 93004.**
- Appointments will be automatically cancelled if you are 15 minutes late or more.**
- I understand that if I cancel my appointment with less than 72 hours (business days) notice my deposit will be forfeited. Deposits will be refunded for any cancellations before the 72-hour deadline minus a \$15 processing fee.**

Client Signature \_\_\_\_\_

Date \_\_\_\_\_

**We encourage you to check out “The Evolution of Dog Training” by Shannon Riley formerly Shannon Riley (Coyner) available as eBook, Print book or Audiobook on AMAZON!**