

ANNUAL REPORT FOR 2017

2017 Workshops

<u>Winter</u>	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>
People are from Mars. People are from Venus. 92	Noise Phobia 50	Aggression - what it is and what it isn't 51	Pet Nutrition 29
Pit Bulls 101 16	Communication 101 43	From Fear to Confidence 62	Listening to Your Dog's Body Language 30
Calm Greetings 77	Dogs at Play 54	Helping Your Older Dog Stay Healthy & Happy 17	Manners for Real Life - coping with distractions 39
Training Essentials: loose-leash Walking & recalls 62	Holistic Care 26	Surviving the Teenage Years 45	Working With Your Reactive Dog - a demonstration 115 (plus 1,000+ on FB/You Tube)
Trainer/Rescue Fatigue 31	It Must be Magic - simple solutions to common problems 45	Adopters Workshops - March, April & May 40	PTSD in Pets 50
Adopters Workshops - Dec, Jan & Feb 42		"Copy That" - training by imitation 31	Adopters Workshops - Sept, October & 22 November
		Adopters Workshops - June, July & August 34	

TOTAL: 1, 103 In 2016, the total was 1,018.

We began live streaming some of the workshops in December 2017. We have links to these workshops on Facebook and You Tube.

2017 Newsletters (title; number emails opened; percentage emails opened)

Alarm Barking - Why Does My Dog Bark at "Those People"?	2,035 - 33.8%
Helping Your Fearful Dog Feel Safe	1,847 - 30.8%
9 Halloween Pet Safety Tips	1,394 - 23.3%

3 Easy Ways to Get Your Dog to Listen to You	1,907 - 31.9%
How to Stop Unwanted Dog Behavior	2,023 - 34.1%
7 Things Reactive Dog Owners Want You to Know	2,128 - 36.9%
How to Help Your Dog This Fall	1,883 - 32.7%
Confessions of a Dog Trainer	2,149 - 37.4%
Intelligent Diversions & Creative Play	2,124 - 37.1%
When “Avoiding the Problem” is Okay: The Role of Management in Dog Training	2,127 - 37.2%
Can You Stop Dog Aggression?	2,050 - 35.9%
Summer Tips for Home & Travel	1,496 - 21.5%
Safety Tips for July 4 Activities with Family and Friends	1,870 - 26.9%
Suddenly Spooked - a second fear period in adolescent dogs	1,832 - 26.3%
Teaching “Find It” and “Fetch”	1,832 - 26.3%
An Easy Way to Tire Your Dog	2,174 - 31.4%
Pet Food Safety Recalls	2,446 - 35.3%
The Medication Dilemma - One Woman’s Story	2,226 - 32.1%
Dog ETA: 3 Quick Ways to Assess if Another Dog is Friendly	2,069 - 30.1%
Overcoming Distractions	2,244 - 32.7%
The Name Game - an alternative to barking, fence running, and chasing squirrels	2,040 - 29.8%
It’s Not All in How You Raise Them: the role of genetics in behavior	1,919- 28.1%
How to Keep Multiple Dogs Calm When the Doorbell Rings	1,864 - 27.3%

When Obedience Isn't the Answer	1,862 - 27.4%
Your Dog Hates It When You Do These 10 Things	2,219 - 32.6%
Helping Your Dog Through the Holiday Season (winter holidays)	1,412 - 23.4%
How to Stop Excessive Dog Barking	1,969- 32.7%
Advice for LIVING with Reactive or Anxious Dogs	1,890 - 31.3%
Better Safe Than Sorry - 10 Holiday Pet Hazards	1,687- 27.8%

TOTAL: 56, 718 In 2016, the total was 50,038.

TRAINING CLASSES

Below are the training classes we held in 2017. We had approximately **186** different classes, not including on-going classes (Obedience Skills, Puppy K and Puppy Party). We added two more Puppy Kindergarten classes, bringing our total up to ten, and two more Puppy Parties, bringing our total up to four. We added a new one-session class, Holiday Manners, and a Growly Dog class.

We had **2623 students** in our classes, many of which were repeat students. In 2016, we had 190 classes with 2230 students.

Class Times	# Times	Class	#
Basic Manners 1	37	Agility Games	6
Basic Manners 2	2	Agility	29
Puppy Kindergarten	ongoing	Platform Training	1
Puppy 1 st Grade	25	Treibball	2
Puppy Party	weekly	Nose Work	16
Leash Manners	4	Scent & Search	7
Come When Called	3	Obedience Skills	ongoing
Please Stop Jumping	3	Pet Tricks	1
Play & Games for Small Dogs	3	Kids Camp	2 one-week sessions

Confidence Building	3	Agility Games for Small Dogs	2
Fearful Dog Class	1	Canine Good Citizen Prep	1
Fearful Online	1	It's All Just Fun & Games	4
Reactive Dog Class	6	Out and About	8
Reactive Dog Online	5	Holiday Manners	3 one-time
Growly Dog	2	Memorial Agility	one-time
Distracted Dog	4	Easter Agility	one-time
TTouch	3 one-session classes		

Class # Students Class # Students

Basic Manners 1	375	Agility Games	36
Basic Manners 2	14	Agility	160
Puppy Kindergarten	503	Platform Training	6
Puppy 1 st Grade	185	Treibball	10
Puppy Party	798	Nose Work	72
Leash Manners	24	Scent & Search	40
Come When Called	19	Obedience Skills	19
Please Stop Jumping	23	Pet Tricks	6
Play & Games for Small Dogs	17	Kids Camp	17
Confidence Building	16	Agility Games for Small Dogs	11
Fearful Dog Class	4	Canine Good Citizen Prep	7
Fearful Online	6	It's All Just Fun & Games	26
Reactive Dog Class	41	Out and About	54
Reactive Online	70	Holiday Manners	20
Growly Dog	8	Memorial Agility	20
Distracted Dog	27	Easter Agility	12
TTouch	17		

We increased the price of Puppy 1st Grade, Out & About, It's All Just Fun & Games, Agility Games and Reactive Dog class, with instructors taking their percentage from the original price. We plan on raising more prices in 2018 to help cover the expense of an administrative assistant.

We continue to have waitlists for almost all of our classes, and Puppy Kindergartens classes are typically booked weeks into the future, particularly in the evenings and on weekends.

Reactive Dog Questionnaires

January - July: 153 questionnaires

In July, we stopped taking these questionnaires because they required too much time to answer. We are continuing to assist people and their reactive dogs in our Online Reactive Dog classes and in-person Reactive Dog classes.

Major Fundraising Events

Strut Your Mutt - \$3,425

Giving Tuesday - \$10,926

Sales

Liz Ewart took over our sales in December. Liz plans on tracking inventory and ensuring products are well-stocked. She will also create a display board for the Training Center, so students will be aware of what products we offer and their cost. We have ordered a credit card reader, which we hope will help increase sales.

Website

We hired Gallop Web Services to provide website hosting services and security measures, as well as provide website edits, as needed.

Administrator

We plan on hiring a part-time administrator in 2018 to take over the administrative tasks involved with running the Training Center. The administrator will have a desk and file cabinet in the office in the training center. We will need to get phone and Internet access there, as well as purchase a computer. We are finalizing a job description, hours, and salary, and we hope to hire someone in the spring.

We have begun creating an Operations Manual for YDF, and we hope the new administrator will complete the project as a way of learning the ins and outs of YDF.

Legal Issues

Debbie Anderson and Jen King met with a local attorney, Julian Spierer, who specializes in non-profits. He is helping us revise the by-laws and the Independent Contractor agreement, as well as create a Conflict of Interest policy. The next steps will be to create a Whistleblower policy and a Document Retention policy, like the IRS encourages nonprofits to do.

Our goals for 2018 include renegotiating our lease for the Training Center, hiring an administrator, appointing new Coordinator(s) for the Training Center, begin using QuickBooks, and electing new Board Members who can help YDF grow and thrive.

Submitted by Board President/administrator:
Debra Ekman