

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release

FOR IMMEDIATE RELEASE

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Talking About Pets to Start the New Year

Dr. Susan Dalton to be featured on Florida-based radio show "Talkin' Pets Radio this Saturday, January 6th 2017.

SANTA BARBARA, CA (January, 2017) – When it comes to dog training and canine nutrition, few people know as much about the subjects as certified dog trainer, Dr. Susan Dalton. With over ten years of experience training dogs using positive reinforcement techniques, Dr. Dalton has dedicated herself to educating owners on how to promote good behaviors with their troubled dogs so they will be happier, healthier, and more loyal. This weekend, Jon Patch of "Talkin' Pets Radio" will host Dr. Susan Dalton to explore her signature training methodology and the unique dog treats that make this training extremely productive.

The show will air on Saturday, January 7th at 6:35 PM EST (3:35 PM PST). Listeners can tune in live at <http://talkinpets.com/new/media-gallery/listen-live-2.html> to learn about dog training tips and for a chance to win a bag of Dr. Dalton's Premium Treats.

Dr. Dalton developed her **Em-Pet-Thetic™** training methodology after the difficult challenge of training her own dog, Cassie. From this experience, she learned the importance of establishing trust and understanding between shy and aggressive dogs and their owners. Without a strong foundational bond, a dog can be reluctant or afraid to respond to training efforts. In 2009, Dr. Dalton founded the California School for Dogs and has since trained dozens of dogs using the principles of positive reinforcement and her Em-Pet-Thetic training program.

Positive reinforcement involves prompting good behaviors and rewarding them when they occur. Just like when parents give their child something special for receiving good grades, giving dogs treats encourages them to repeat the behavior. According to the Humane Society, positive reinforcement is one of the most powerful ways to shape or change a dog's behavior.¹ In addition, Dr. Dalton contends that positive reinforcement is the basis for addressing such undesirable behaviors as barking, running out the door, and teaching the command "stay."

One of the cornerstones of positive reinforcement training is the frequent use of treats. Unhappy with the choices of dog treats available, Dr. Dalton developed her very own high-quality treats: **Dr. Dalton's Premium Treats**. Made with just meat, these signature treats are high in protein and contain no additives, chemicals, or preservatives, making them the ideal treat for training purposes. In fact, they are the only treat that Dr. Dalton allows her clients to use during her Em-Pet-Thetic training sessions because they are nutritious and of high-value to the dogs-in-training.

¹http://www.humanesociety.org/animals/dogs/tips/dog_training_positive_reinforcement.html?referrer=https://www.google.com/



To find these special treats, go to www.drdalton.com.

About Dr. Susan Dalton and Dr. Daltons Premium Treats

Dr. Susan Dalton grew up surrounded by animals of all kinds - dogs, cats, chickens, snakes, and even salt water fish. After receiving her Ph.D., she worked with troubled adolescents and served as both a university professor and researcher. Dr. Dalton began training dogs after adopting Cassie, a 10-week old Border Collie who had been rescued from under a car. Cassie was traumatized; fearful and aggressive. When Dr. Dalton consulted various “experts” on how to best rehabilitate Cassie, all of the trainers she spoke with labeled the pup unworkable - a hopeless case.

Drawing upon her decades of experience in behavior modification, Dr. Dalton began reading everything she could about dog training, and personally developed a highly effective program based on positive reinforcement. Using this philosophy, she founded the California School for Dogs Inc. in 2009. Since then, Dr. Dalton has trained hundreds of dogs - specializing in frightened, aggressive and traumatized animals.

With healthy treats a cornerstone of her training program, Dr. Dalton wasn't satisfied with the dog treat options available to her. She started making her own treats in 2012, using clean and simple ingredients like chicken, beef, and pork. It was her clients who convinced her to make her treats available for purchase. Since then, Dr. Dalton has mastered the creation of a dog treat that is both healthy and *doggy-delicious*.

All of Dr. Dalton's Premium Pet treats are sourced, produced, and packaged in the USA. They can be purchased at www.DrDaltons.com and come in three flavors – Simply Beef, Simply Chicken and Meat Medley (made from beef, chicken, and pork).

For more information about Dr. Dalton's Premium Treats, or to interview Dr. Susan Dalton, please contact Gillian Christie at gillian@christieand.co or call 805-969-3744. Visit www.DrDaltons.com.

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