Calling All Trainers!
Conservation Ambassadors and iReinforce.com present:

Training with ZOOmility Workshop

Join the crew of Conservation Ambassadors and Dr. Grey Stafford, author of *ZOOmility: Keeper Tales of Training with Positive Reinforcement*, for our next animal training workshop featuring dozens of exotic species in beautiful Central California's wine country.

The seminar will present positive reinforcement-only training techniques and feature dozens of wild animals from Conservation Ambassadors’ vast exotic animal collection located at their Zoo to You facility in Paso Robles, CA on April 16th & 17th, 2011.

This one-of-a-kind event is open to everyone interested in learning how to train the way zoos and aquariums do—with the exclusive use of positive reinforcement! Best of all, every participant from professional dog and horse trainer, zookeeper, health care professional, veterinarian to pet owner will learn to apply these proven techniques to improve the lives of any animal, wild or domestic.

This educational workshop will feature a blend of discussion, behavior problem solving and *live training demonstrations with exotic animals from all over the globe.*

Training topics include:

**3R’s of Training: Request, Response, & Reinforce**

*Everything you ever needed to know about Positive Reinforcement and more!*

What makes a good reinforcer? Are all reinforcers created equal? What’s the most effective way to use reinforcers and when? Using placement, timing and balance of reinforcement to help shape new behaviors. To click or not to click?

**Desensitization**

**Training by Approximations**

**Least Reinforcing Scenario**

How do we avoid rewarding unwanted behavior responses and still remain reinforcement-only trainers? Using the extinction process to reduce unwanted behaviors. Why the LRS is not the same thing as a “timeout.”
Alternate Response Training
Must we wait for unwanted behaviors to happen or can we be proactive?
Learn how to use Differential Reinforcement to prevent unwanted behaviors before they occur.

Behavior Troubleshooting
Excessive barking? Fearful pet? Training in Groups? Need help crate training?
Aggression? Jumping on guests? Pulling on the leash? Looking for higher criteria in agility or other sports?

Attendees are encouraged to submit specific training questions and unwanted behavior scenarios for inclusion in the program.

Join us in Paso Robles, CA for this fun, unique and informative training experience.
Come for the animals & training, stay for the wine!!

Training Seminar Registration Information
• Session Dates: April 16th & 17th, 2011.
• Early Bird registration is $140 (before February 22nd, 2011) and includes light lunch on Saturday.
• After 2/22/11 registration is $165
• CEUs pending
• For more information or to register online visit www.iReinforce.com. A detailed confirmation email will be sent to you upon receipt of payment. No refunds after 3/15/11.

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