

punishment impedes learning. Punishment may suppress behaviour in the short term, but is needed time and time again as the animal does not really learn from it. The most reliable behaviours are those taught by setting the stage for the animal to succeed and then rewarding success. The world's top trainers of assistance animals, performance animals and working animals train by teaching the animal what *to* do (as opposed to what *not* to do) and then giving food or another reward when the animal does the right thing. There are a million ways to do something wrong, but only one way to do it right, so it makes a lot more sense to teach the right way to do something than to punish or correct if the animal does it the wrong way.

MYTH #5: You can't teach an old dog new tricks, and you can't train cats, period.

FACT: Of course you can teach an old dog new tricks, and you can certainly train cats (and any other animal for that matter). The laws of learning apply to all species, young and old. Behaviour that is reinforced is repeated. Behaviour that is not reinforced fades away. Find a way to get the animal do to the behaviour you want, limit the opportunity for behaviour you don't want and give the animal something it likes as a consequence of appropriate behaviour. The animal will be more likely to repeat that behaviour in the future, giving you yet another chance to reinforce it. 🐾

Joan Orr is the producer of the award-winning Clicker Puppy DVD, co-creator of the award-winning Doggone Crazy! board game (www.doggonecrazy.ca), co-author of the book Getting Started, Clicking with Your Rabbit (www.clickerbunny.com) a member of the Karen Pryor Clickertraining Clicker Expo faculty and a member of the Advisory Board to the Karen Pryor Academy for Dog Training and Behavior. She is also the co-founder of TAGteach International, a company dedicated to the application of marker-based positive reinforcement teaching with humans. Joan is the president and co-founder of Doggone Safe www.doggonesafe.com.

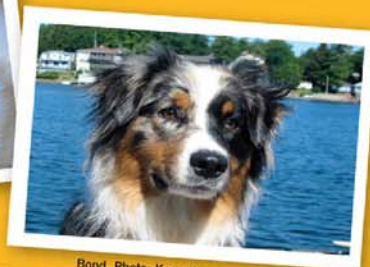
PETS MAGAZINE PHOTO CONTEST 2009

**NEW ENTRIES MUST BE SUBMITTED NO LATER THAN
SEPTEMBER 30/09.**

**CONTEST WINNERS WILL BE ANNOUNCED IN THE
NOVEMBER/DECEMBER 2009 ISSUE**



Shalley. Photo: Holly Abidi



Bond. Photo: Karen Larocque



Tsunami. Photo: Howe Sim



Mouse. Photo: Mila Bridger

All entries will be eligible for a draw for a free subscription.

Good quality photos will be published and credited to the sender.

Best photos may win one year supply of pet food or a high quality photo printer.

Cover-quality shots will be credited with a cover photo and will receive a framed cover

of the **PETS Magazine** cover on which your pet appears.

The print process requires that all photos are high quality and resolution (minimum of 300 DPI).

Please make sure to send only high resolution files.

Submitting a photo to this contest will constitute your consent and agreement to have the image and your name published in PETS Magazine.

**Send picture of your pet to
photocontest@petsmagazine.ca.**

Please include the name of your pet and your contact information in your email.