

RESUME

Steven Paul Appelbaum
DOB: July 14, 1959

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EDUCATION/TRAINING EXPERIENCE

- 1977-1981 United States Air Force, Lackland Air Force Base, San Antonio, TX
Military Occupational Specialty (MOS) patrol dog handler and
trainer. Security Specialist. Security police officer.
- 1981 Animal Trainers Career Academy, Sylmar, CA
Motion picture trick training, obedience, hands on experience
with exotic animals. Graduated #1 of 56.
- 1981 Canine Encounter, 5-day seminar for canine problem solving
and behavior modification challenges for the professional.
- 1983 Dog Behavioral Seminar. Given by Dr. Ian Dunbar, pioneer in
Behavioral Analysis and puppy training.
- 1989 Counseling Dog Trainers. Seminar for training professionals
regarding updating and computerizing their business.
- 1994 Dog Behavior Seminar. Separation anxiety a guide for the
private training practitioner. Doug Coren.
- 1995 Dog Behavior Seminar. Phobic behaviors, practical solutions.
Gordon Winford, DVM.
- 1996 APDT educational conference focusing on separation anxiety,
operant conditioning, aggression and dog bite prevention.
- 1997 APDT educational conference focusing on fear aggression,
properly diagnosing aggression and business building.
- 1999 APDT educational conference focusing on classical conditioning
versus operant conditioning, properly treating phobias, licensing
of trainers, clicker training, and medications to address
separation anxiety.
- 2001 IACP educational conference focusing on guardianship versus
ownership, dog bite law, aggression, and separation anxiety.

- 2002 IACP educational conference focusing on business building, clicker training, e collar training applications, punishment versus positive motivation, pet products and their applications in training.
- 2002 ABKA educational conference focusing on obedience training as a profit center for boarding kennels.
- 2002 Barkleigh ABTWest focusing on business building for dog trainers.
- 2003 APDT educational conference focusing on licensing of trainers, separation anxiety, common behavior problems, aggression and phobias.
- 2003 Barkleigh Hershey, PA conference focusing on networking for pet professionals, business building for service professionals.
- 2003 IACP educational conference focusing on dog bites and the law, aggression, e collar applications, personal protection training, search and rescue, operant conditioning.

PROFESSIONAL ACTIVITIES

Present

Author, the ABC Practical Guide to Dog Training published December 2003 by Howell (an imprint of Wiley Publications). This book focuses on how to find a dog trainer, how to teach your dog obedience and address behavior problems.

I am a featured columnist for Off Lead Magazine and have also written articles for Pet Business, Pet Product News, and Pet Biz.

I have worked on legal cases as a dog behavior expert. Currently I am available for select cases.

President/CEO/Interim Director of **ANIMAL BEHAVIOR COLLEGE, INC.** (ABC). ABC is a national school for dog trainers focusing on teaching individuals to be professional instructors specializing in behavior modification and positive reinforcement training methodology. The school has students throughout the United States and Canada.

Responsibilities: Formulation of long term policy and expansion. Hiring of management personnel. Final approval of additions to the curriculum. Forging strategic alliances between ABC and numerous pet product vendors, manufacturers and pet organizations .

President and CEO of **ANIMAL BEHAVIOR AND TRAINING ASSOCIATES, INC.** (ABTA, Inc.) From 1996 to 2004, ABTA was the exclusive provider of dog obedience classes for Petco Animal Supplies, Inc. (Petco), the second largest pet chain in the United States. This and other business alliances resulted in ABTA growing to be the largest independent group and private lesson obedience training company in the United States. At its peak, ABTA, Inc. employed 525 trainers in forty-four states, the District of Columbia and every Canadian province west of Quebec.

Petco and ABTA finalized a negotiated agreement in which Petco hired all ABTA trainers in the United States. ABTA still employs trainers in Canada and California.

Responsibilities: Formulation of long term policy and expansion. Hiring of management personnel. Training all levels of obedience and problem solving. Creation of programs designed for trainers to introduce the general public to humane training methods. Forging strategic alliances between ABTA, Inc. and numerous pet product vendors, manufacturers and pet organizations.

Consultant. I am employed as a consultant by eight pet product manufacturing companies. My role involves working with these companies to create marketing strategies to effectively influence professional dog trainers to recommend the various products these companies produce.

Speaker. I give seminars and motivational speeches on business building and networking to pet professionals. To date, I have spoken at numerous educational conferences including: the IACP, ABKA, and Barkleigh events.

1985-1994 Co-Founder and owner of ANIMAL BEHAVIOR AND TRAINING ASSOCIATES. General partnership between Steven Appelbaum and Michael Steinberg. Specializing in group, in home and in kennel training for basic and advanced obedience, problem solving, trick training and personal protection for companion animals and their owners. Steinberg left the company in 1993.

- 1993 Expert on Pet Advisory Audio Library by Metacom. I was the expert, along with my former partner Michael Steinberg, on a series of six audio tapes dealing with canine and feline problem solving. These tapes addressed: housebreaking, excessive barking, destructive chewing, digging, litter box training, and inappropriate scratching.
- 1992 Canine Problem Solvers, Inc. Developed, authored, and produced the nation's first dog problem 900 number hot-line. This product was featured on KABC radio, as well as, appearing in Los Angeles and Parents magazine.
- 1987 Training expert for TV pilot "Pet Pals". On this show, I discussed obedience and canine problem solving solutions.
- 1988 Training expert on cable show "Inside LA". On this show, I discussed obedience, personal protection and problem solving.
- 1982-1985 Protection Dogs Unlimited. Trainer in 1982, head trainer in 1984. Dogs trained for personal protection, contraband detection and bomb dogs.
- 1982 Licensed Sentry Dog Trainer (only 18 licensed in Los Angeles at the time). Requirements: 2000 hours documented hands on experience. Successful completion of written, oral, and demonstration testing before a selected board of professionals. Please note: Los Angeles no longer requires city licensing for Sentry trainers.
- Responsibilities: Training all levels, coordination and scheduling of clients and trainers, development and implementation of custom training programs, formulation of long range company policy.
- 1981-1984 Critters of the Cinema - Supplier of animal actors. Trainer and consultant for tricks, obedience and protection on commercials, television and motion pictures. (Stand By Me, Police Academy II, Hardcastle and McCormick, Hill Street Blues, The Yellow Pages.)
- 1981 Moe Deseso Working Wildlife. Motion Picture Animal Trainer. Trainer and Handler of animals for commercials.

ORGANIZATIONS

International Association of Canine Professionals (IACP), Board of Directors
2002 - 2004

Association of Pet Dog Trainers (APDT)

American Boarding Kennel Association (ABKA)

Honorary Friend of the Southern California Veterinary Medical Association
(SCVMA)

American Society for the Prevention of Cruelty to Animals (ASPCA)

Pet Industry Joint Advisory Council (PIJAC)

Humane Society of the United States (HSUS)

HOBBIES

Jogging, skiing, horseback riding, antiquarian book collecting

References available upon request.