

FOR IMMEDIATE RELEASE March 6, 2012

Contact: Tammy Rosen, CEO, Fur-Get Me Not

703-229-0165, Tammy@furgetmenot.com

Or Steve Rosen, VP, Customer and Business Development, Fur-Get Me Not

703-229-0120, Steve@furgetmenot.com

Fur-Get Me Not Dog Trainers Champion Positive Reinforcement Methods With Leading Training Organizations

*Three Fur-Get Me Not Trainers Asked to Join the **Certification Council of Professional Dog Trainers'**
(CCPDT) Board on the 2012 KSA Exam Subcommittee*

*Tammy Rosen Selected to Join the **Association of Professional Dog Trainers** (APDT) on the Board of
Trustees Nominations Committee*

Arlington, VA, March 1, 2012 – Three members of Fur-Get Me Not's Dog Training team were recently selected to actively work with a renowned and respected dog training association and a leading testing organization to assist with their missions. This exciting announcement will allow Fur-Get Me Not to work with other professional dog trainers worldwide, to improve the dog training industry.

Since 2004, Fur-Get Me Not has been a local champion of positive reinforcement training. Fur-Get Me Not's training department's specialty is to help adopted rescues get a good start and to develop well-mannered family dogs. They are committed to teaching people how to train their dogs using positive training methods based in science, with a focus on learning theory and animal behavior. This commitment extends from their class offerings to their partnerships with local pet organizations by offering free education seminars for volunteers and it now extends to working with recognized dog training organizations to further the industry as a whole.

Exam Evaluators:

Tammy Rosen, Vivian Leven Shoemaker, and Roz Ferber, who recently joined the ranks of an elite group of only 58 KSA Certified trainers worldwide, were selected to join the Certification Council of Professional Dog Trainers' (CCPDT) Board on the 2012 KSA Exam Subcommittee. Establishing a credentialing program enhances the reputation of the dog training profession. A certification program is not an endorsement of an individual by the organization, but it signifies to those seeking to use the professional that the professional has sought out a credentialing program and has passed the credential's requirements. Certification is a voluntary program, unlike licensing which is not voluntary for professions such as physicians, nurses, and psychologists. It also provides an indication of a professional's level of commitment to their chosen profession. Fur-Get Me Not is proud of its trainers

for both achieving this elite status AND for being selected to help evaluate new trainers seeking out a KSA Certification.

Nominations Committee Member:

Fur-Get Me Not Owner & President, Tammy Rosen, was selected to join the Association of Professional Dog Trainers' (APDT) Board of Trustees Nomination Committee. This committee is responsible for issuing a call for nominations for the 5 member Board of Trustees who govern the organization. The committee is comprised of the CEO and Executive Director, a current board member, a past board member, and two members at large which is the role Tammy will serve. They will review all applications, interview candidates, then select a short list to approve to be on the ballot for the organizations member elections this Fall. The Nominations Committee is vital to ensure future board members are elected that have the experience and ability to guide the organization and uphold the high standards set by the APDT to educate the public on dog friendly training techniques.

Training In The Spotlight:

Fur-Get Me Not's history is rooted in its deep commitment to animal behavior and training. Starting over 11 years ago when owner Tammy Rosen apprenticed with renowned trainer, Dawn Sylvia back in 1999 and continuing today as Fur-Get Me Not's Training Department has matured into a rich and flourishing establishment that provides superior service and distinctive offerings in a variety of formats to help accommodate all needs.

- 3 of the 6 Fur-Get Me Not trainers have achieved KSA Certification – joining only 58 total KSA Certified trainers Worldwide.
- 3,200 Square foot facility dedicated to training opened March 2011.
- **Group classes** feature Levels training, where students progress at an individual pace.
- **Multi-week Unique Specialty Classes** include: Confidence Building, City Walks, Reactive Dog, Therapy Dog and Many More.
- One session **Workshops** include Leash Manners, Recalls, Dog Games and more.
- Puppy classes and free puppy socials are also offered.
- **Private in-home training** is available for general obedience training or for targeting specific behavior problems.
- **Canine Good Citizen** (CGC) award classes and tests are held at Fur-Get Me Not several times per year.

ABOUT FUR-GET ME NOT:

Tammy Rosen founded Fur-Get Me Not in 2000 as a small pet sitting business operating out of her home. By 2003, the company had grown to 25 employees and was ready to expand. Finding a great location in Arlington, they opened a dog daycare and have continued to expand service offerings, which now include dog daycare, boarding, dog walking, pet sitting, DIY Dog Wash, and dog training. The company's recent expansions include bringing Tammy's husband, Steve Rosen, on board as the new VP of Customer and Business Development, the purchase of a do-it-yourself dog wash in Adams Morgan and the opening of a 3,200 square foot facility Dog Training School one year ago. Fur-Get Me

Not's 3 locations in Arlington, VA and Washington, DC employ over 100 employees that provide service to over 8,500 customers throughout the region. Fur-Get Me Not celebrated its 11 year anniversary and the company has consistently been recognized for quality services and friendly, professional staff that make it all happen. Recent recognitions include "Best Of" awards from Washingtonian and Northern Virginia magazines and the 2010 Service Small Business of the Year Award from the Arlington Chamber of Commerce. For more information visit www.furgetmenot.com.

About the Association of Pet Dog Trainers

The APDT is a professional educational organization of trainers who are committed to becoming better trainers through using positive, dog friendly methods based on sound scientific principles. With over 6,000 members worldwide, the APDT provides professional dog trainers with a respected and concerted voice. The APDT promotes caring relationships between dogs and people and works to increase public awareness of dog-friendly training techniques. For more information, visit the web site at www.apdt.com.

About the Certification Council for Professional Dog Trainers

Established in 2001, the Certification Council for Professional Dog Trainers establishes and maintains humane standards of competence for animal training and behavior professionals through criteria based on experience, standardized testing, skills and continuing education, and identifies and markets those individuals to the public. The CCPDT's certification program was the first national certification for dog trainers. Today the CCPDT also offers knowledge and skills based examinations covering animal training and behavior.

###