



Spring has sprung and we've got a
jam packed newsletter for you!

(isn't it nice to say goodbye to wellies and mud!)



Exciting news!

Here at PCDT, we've got some ***very exciting*** news to announce and to celebrate in style we are gifting our super wonderful clients (that's you!) a very ***special offer***.

We'll be letting you in on the secret before anyone else so keep your eyes peeled for the big reveal and your exclusive pressie landing in your inbox next week...

New classes

Highbury Hall, Tenterden - classes start 1st May

Puppy Life Skills - 9:30am - £92

Adult Beginners - 10:30am - £92

Adult Improvers - 11:30am - £90



Pluckley Village Hall - classes start 1st May

Puppy Life Skills - 6:00pm - £92

Adult Beginners - 7:30pm - £92

Adult Improvers - 8:30pm - £90

Spaces available. Please [drop me an email](#) to book!

Next classes starting in June, date TBA.

Training Glossary - 'Extinction Burst'

Last time we learned about reinforcement and what that actually means in terms of behavioural science. If a behaviour is not decreasing then it is being reinforced.

However, there is an exception - if a behaviour has a long history of being reinforced, the animal (or human) learns that's a great strategy to get the thing they want. If that reinforcement suddenly stops the animal (or human) will scratch their



reinforcement they seek, the behaviour will become more and more exaggerated. Eventually the animal (or human) will give up and the behaviour fades away. This is called an **extinction burst**.

Think about the light switch example we used last time. Press the switch

heads and try again. If reinforcement is still not forthcoming then the tiniest bit of frustration will creep in and the behaviour will be repeated but this time with more intent. As frustration continues to rise because they still aren't getting the

and light doesn't turn on? I bet you'll turn it off and on again several more times with increasing speed and frustration before realising it's getting you nowhere and you give up! That's the extinction burst!



Are you bored with your same old daily dog walks?

Want some tried & tested recommendations from an expert?

Our good friends at [Paws, Claws and More](#) have put together this really excellent **FREE** guide '[10 Great Adventure Walks With Your Dog](#)' to help put some *zing* back into your dog walks!

Trudging round the same old park day in and day out is boring for both you and Fido. Get out on a different adventure, reclaim the precious time you spend with your best friend and try one of the walks around Tenterden, Ashford and the surrounding areas that Paws, Claws and More owner, Phil Houston, has carefully and personally researched and tested. For each walk you get a full map so you don't get lost and a short video full of useful info for that particular walk.

We are fortunate enough to live in a beautiful part of the country with loads of exciting adventures to be shared with your dog, but many of them are unknown and off the beaten track. Take advice from an expert and [download the guide](#). Your dog will thank you for it!

Competition time!

If you've been to a PCDT training class you will have learned some fun recall games to play with your dog. We love elastic recalls and puppy ping pong to teach a dog that recall is super fun and definitely worth getting involved with!

It's time to dust off that recall training and enter our **competition** to win one of these fantastic [Pocket Bungee Sheepskin Ball Tug](#) toys from premium toy manufacturer **Tug-E-Nuff!**

These toys make an excellent reward in recall training; the enticing sheepskin that dogs love to bite can be thrown and chased because of the weight of the ball at the end and the bungee absorbs any tuggy shock going through your wrist and the dog's neck

To enter the competition all you need to do is film a short clip of your dog having a great time doing some recall training! It doesn't matter what recall game you decide to play, we just want to see that your dog is having fun with you. You can send it to us via email hello@pureconnectiondogtraining.co.uk, via Whatsapp on 07857189416, or via Facebook at www.facebook.com/PureConnectionDogTraining/. You have until midnight on 12th May 2019 to submit your entry. The winner will be picked at random and notified by email by 14th May 2019.

We may ask for your permission to share your video on our Facebook page.

To start things off we filmed Finnegan having a great time chasing cheese back and forth during a fun game of Elastic Recalls. Check out the video below!





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