



BRINGING CANINES INTO THE CLASSROOM





DEVELOPED **CONTINENTAL**  
BY **KENNEL CLUB INC**

CKC is an all-breed canine registry and an organization comprised of educated dog owners, experienced breeders, dog training experts, and professional partners who specialize in important aspects of canine care and breeding.

Established by a small group of passionate dog breeders in 1991, we have continued to provide both breeders and owners with quality canine registration services and a superior membership experience. We are dedicated to empowering breeders, educating dog owners, enhancing breeds, and supporting the extraordinary bond between dogs and humans.

# WHAT WE DO

---



## REGISTER DOGS

CKC offers a variety of registration solutions and services, providing unique certification opportunities to every owner and breeder.



## SANCTION EVENTS

CKC dog breeders and owners have the opportunity to exhibit their dogs, puppies, and breeding program and training achievements in CKC sanctioned performance events and conformation shows.



## PUBLISH BREED STANDARDS

Breed standards should be outlines for an optimally functional organism, not a simple blueprint. CKC is dedicated to improving breed health and the quality of our dogs' lives by creating standards which compare function as well as form.



## SUPPORT BREEDERS

As a registry founded by dog breeders, we understand the economical and legislative challenges that breeders face. We provide ongoing support and affordable services to make the business of breeding a bit simpler.



## KEEP RECORDS

CKC maintains accurate and secure records in order to provide owners and breeders with documented ancestry on certified pedigrees, breeding history, reports of litters produced, points earned by canines, and championship titles and certificates



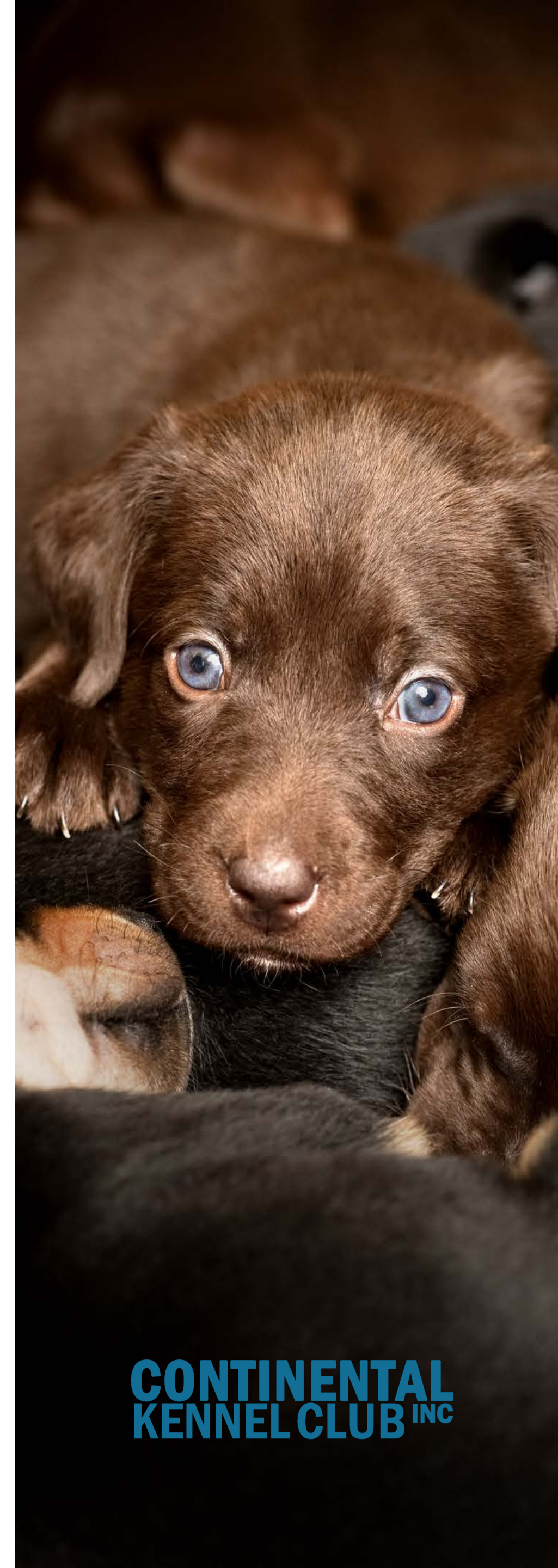
## EDUCATE DOG OWNERS

By empowering owners with practical canine education and training, we hope to strengthen the bond between man and man's best friend.



## ADVERTISE PUPPIES

CKC provides an affordable, search-optimized platform to advertise puppies online, including multiple advertising and display options, as well as an easy contact form for interested customers.





# WE ARE HERE BECAUSE

- **Canine education is fun and we want to share it.**
- **There has never been a better time to pursue a canine career.**
- **You help our students make important decisions about the future.**

# ON THE AGENDA

---



**Why the need for canine education?**



**The Canine Care and Training Program (CCTP)**



**What can we do with canine education?**



# Why is canine education more important than ever?

The importance of canine education and how it is impacting our culture, our consumer choices, our awareness of social issues and the society we live in

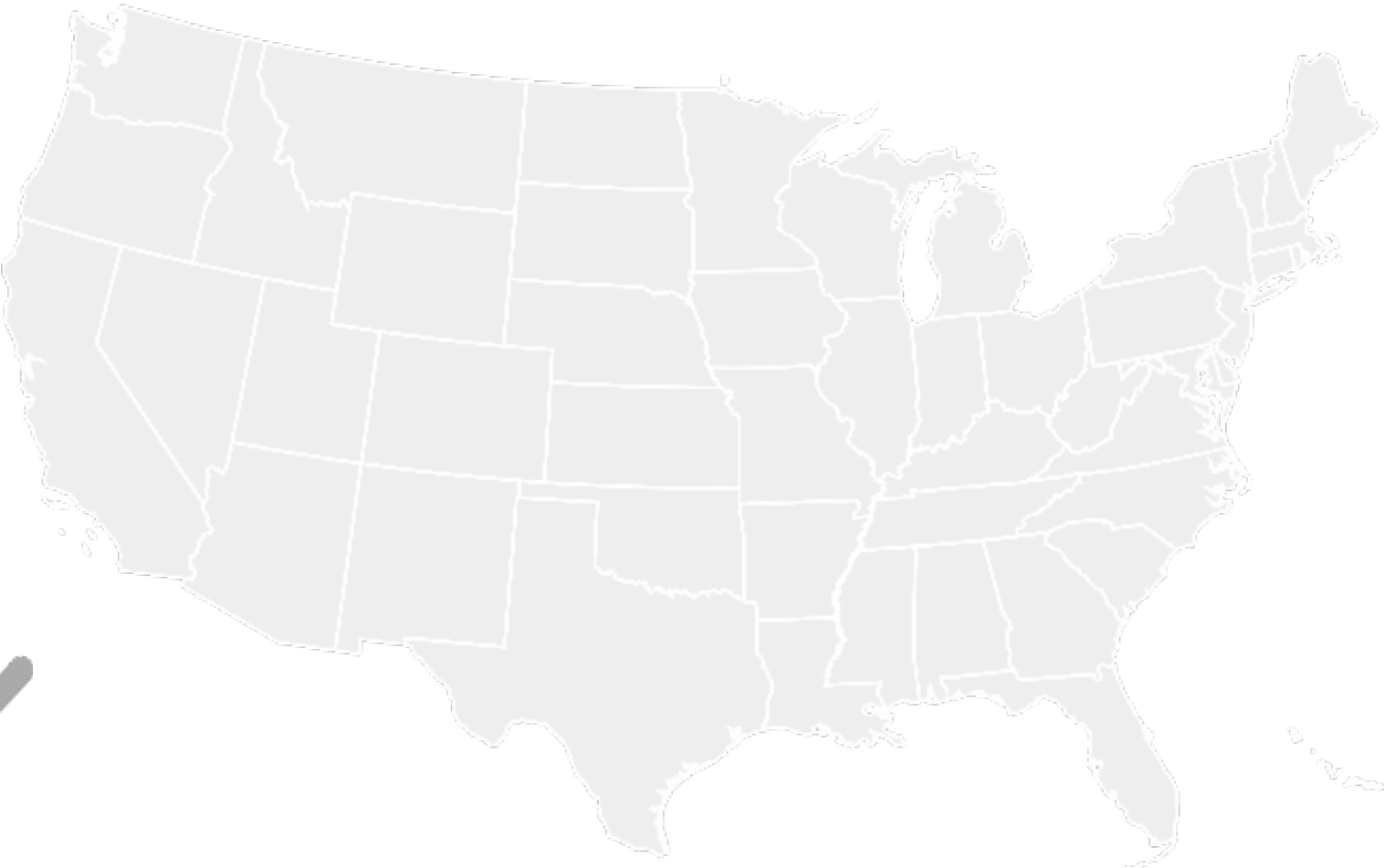
- **Demographics**
- **Pet Industry Trends**
- **Overpopulation**
- **Dogs Improve Lives**

# THERE ARE A LOT OF DOGS

**50**  
**MILLION**



U.S. households owning a dog

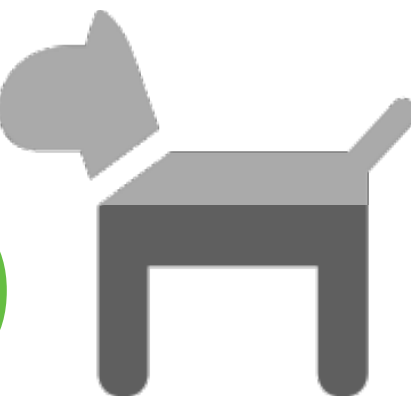


**44%**



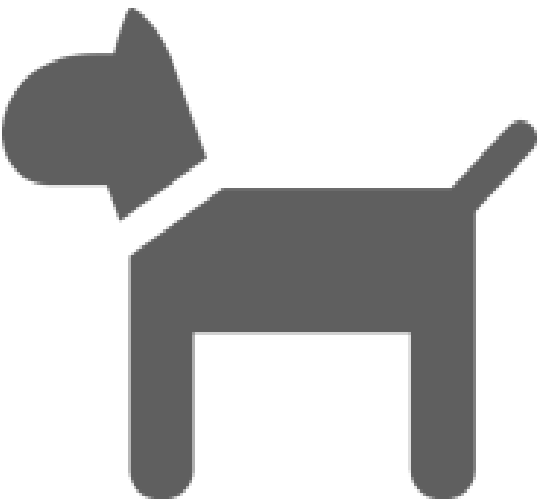
% U.S. households owning a dog

**53%**



% mixed breed dogs in the U.S.

**74**  
**MILLION**



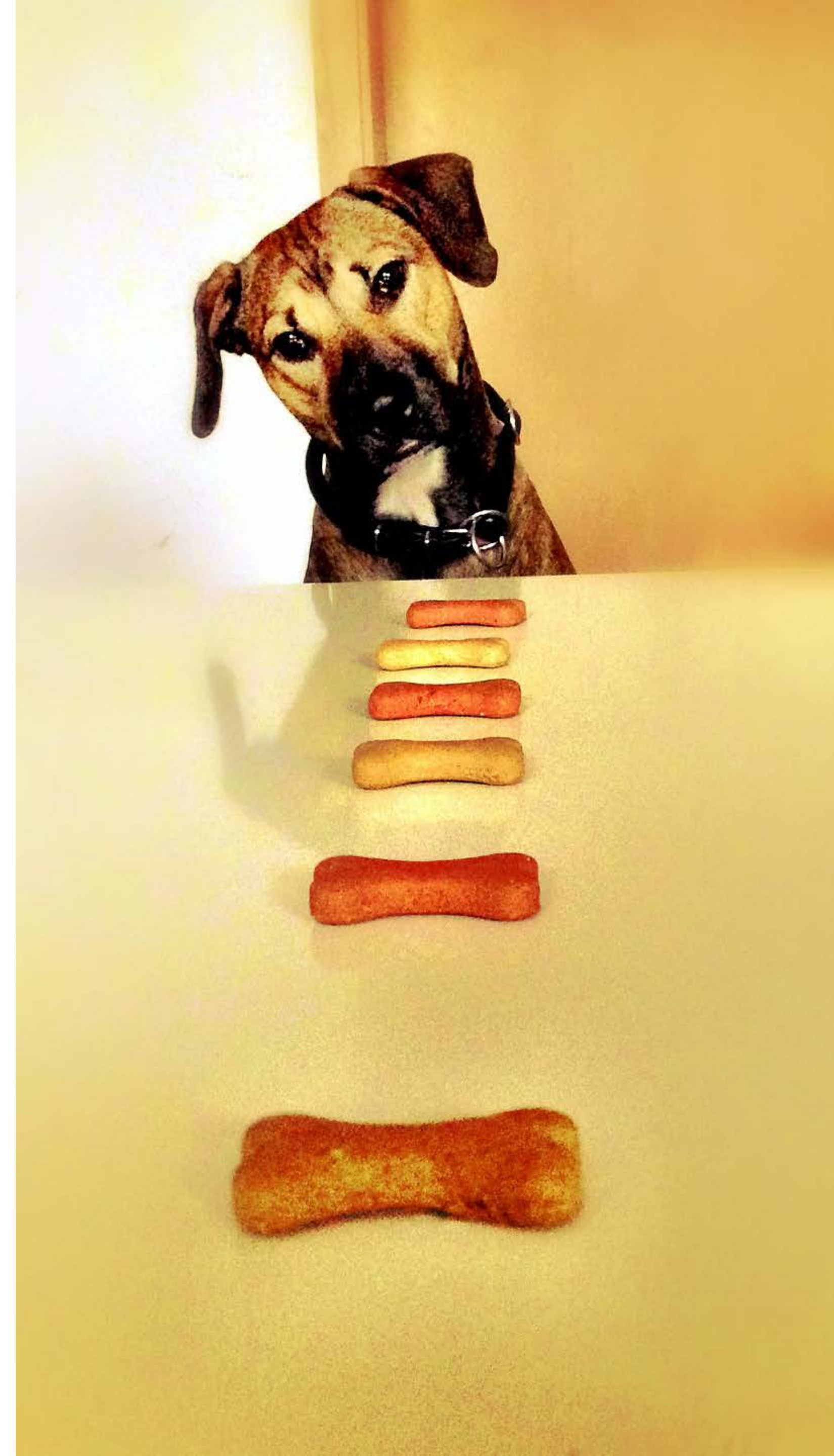
estimated U.S. dog population

# THE PET INDUSTRY IS GROWING.

The pet industry is made up of the products and services that keep pets alive, healthy and happy--food, toys, daycare, training, beds, cages, medical services, and a lot more

Americans collectively spend enough on their pets each year to pay:

- the college tuition for **350,000** needy high school seniors, or
- the salaries of **80,000** street cops





# TRENDS DRIVING PET INDUSTRY GROWTH

## **ANTHROPOMORPHIZATION:**

the attribution of a human form, human characteristics, or human behavior to nonhuman things; i.e.:

- 1) Pets are treated more like people when owners select higher quality foods, high-end accessories, and more expensive medical treatments, based on the notion that the dog “wants” or “appreciates” these choices.
- 2) “Outside dogs” are a thing of the past.

## **PREMIUMIZATION:**

the creation of higher end or specialty products/services to cater to elevated requirements for our pets.

Organic/natural treats/foods, high-tech medical therapies/medicines, luxury services, spas, etc.

## **HEALTH BENEFITS:**

Greater appreciation based on scientifically-documented health benefits of the bond between people and their pets, including: decreased blood pressure, reduced anxiety, enhanced feelings of well-being, etc.



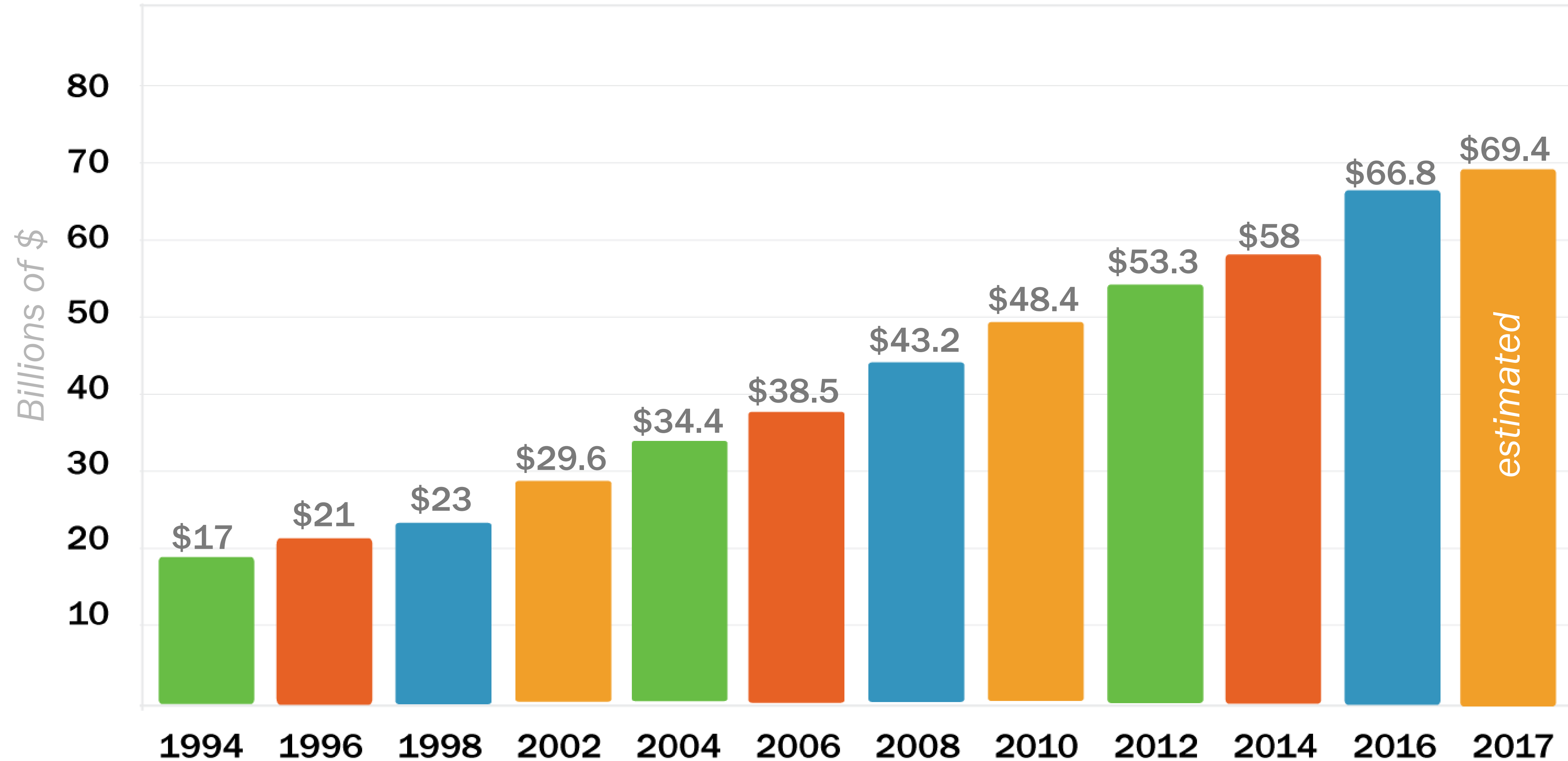
## **DEMOGRAPHICS:**

- Baby boomers are launching their real kids into the wild and replacing them with pets and they are pampering them. In almost all categories, spending declines once a person reaches 55 years of age – but pet spending is peaking between the ages of 55 and 64
- Millennials (people born between 1985-2010) are the first generation to grow up thinking of pets more like humans than animals. They are finding their independence, have disposable income, buying pets and spoiling them. Millennials will be loyal customers for decades.

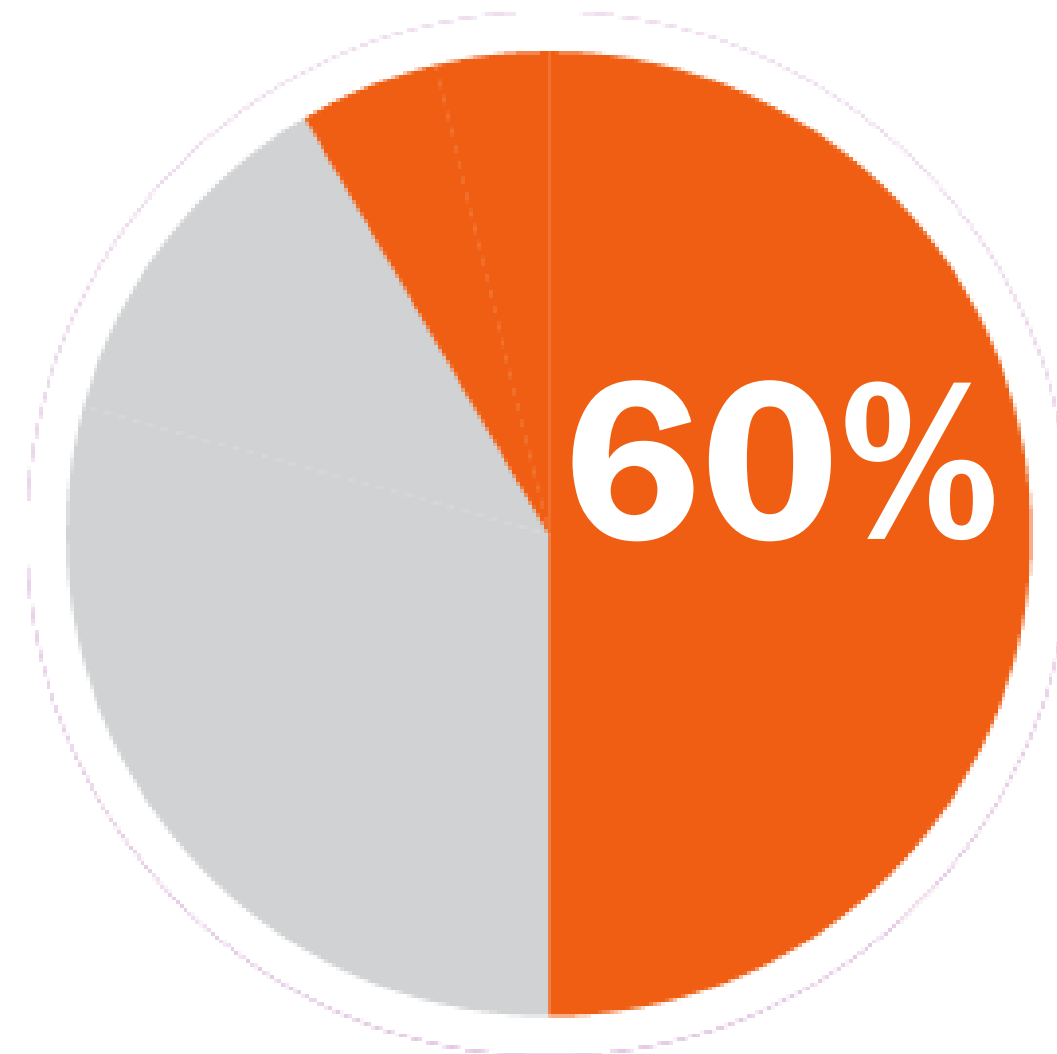
## **ECONOMICS:**

Pet industry revenue has shown growth even during times of economic trouble, including throughout the last 10 years during the Great Recession, so it only makes sense that our current relative economic strength bodes well for continued industry strength.

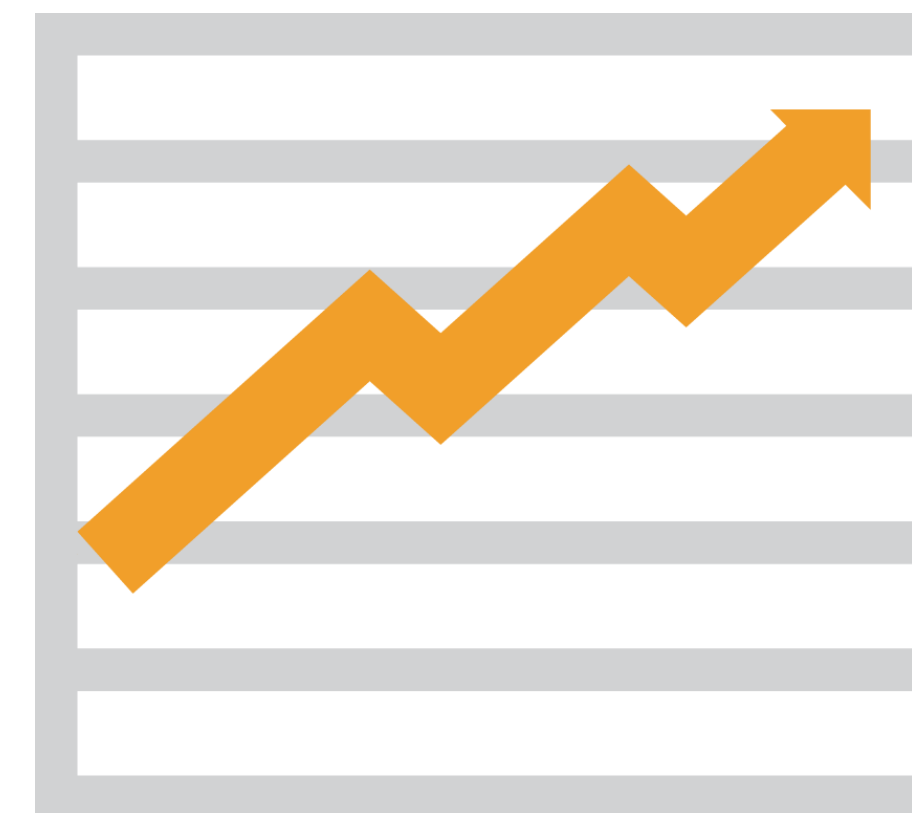
# PET INDUSTRY SPENDING



# PET INDUSTRY SPENDING



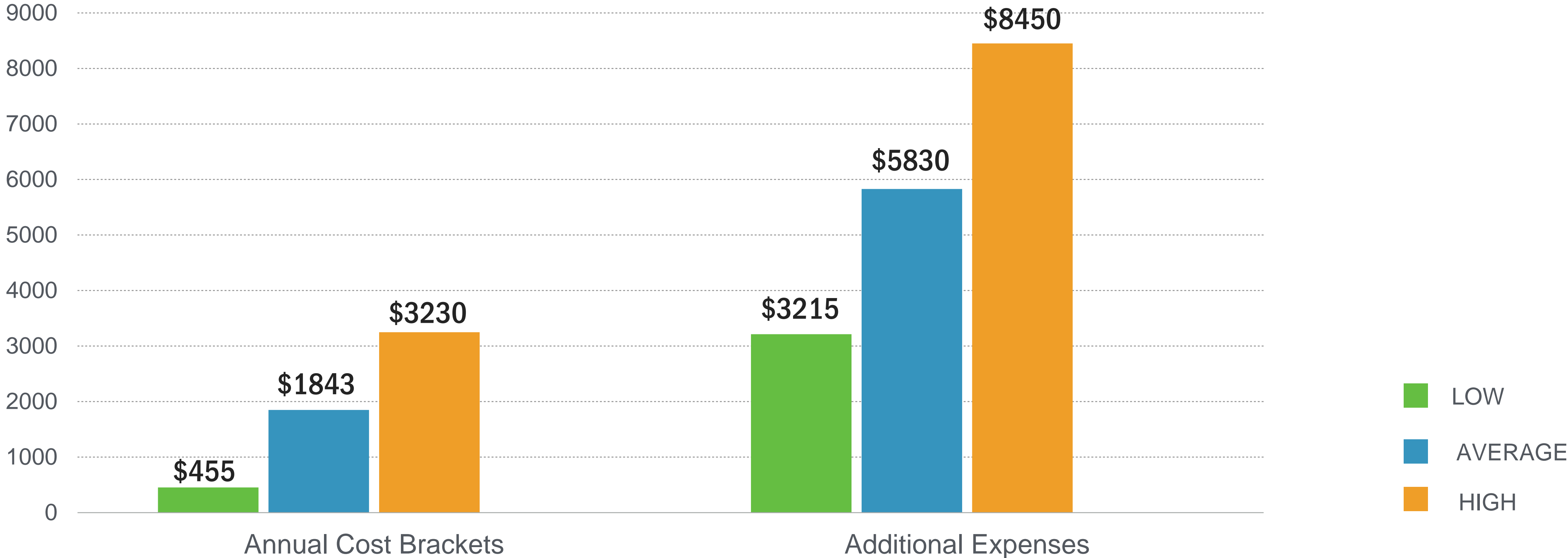
Percentage of pet industry spending from high-income households



**11%**

Predicted pet industry job growth between 2014 and 2024

# COST OF OWNING A DOG

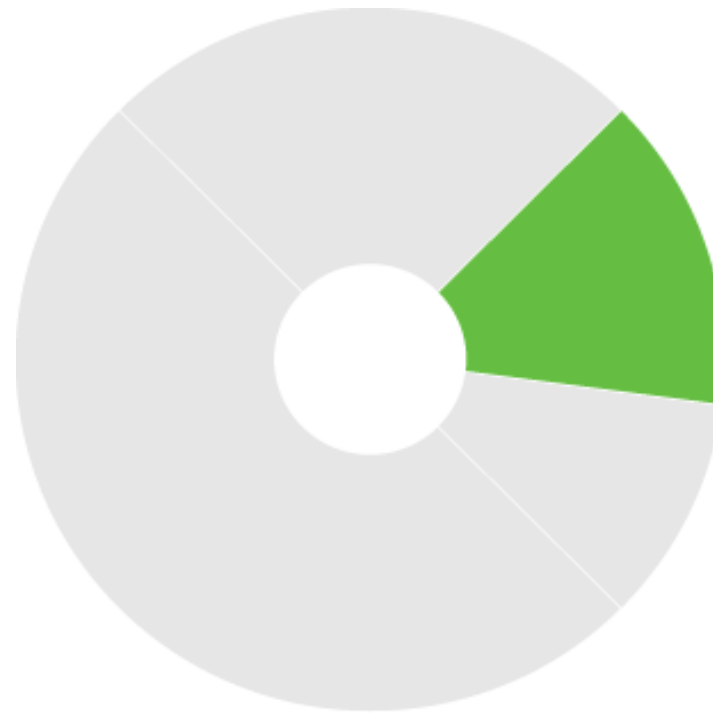


# DOGS ARE THE NEW KIDS.



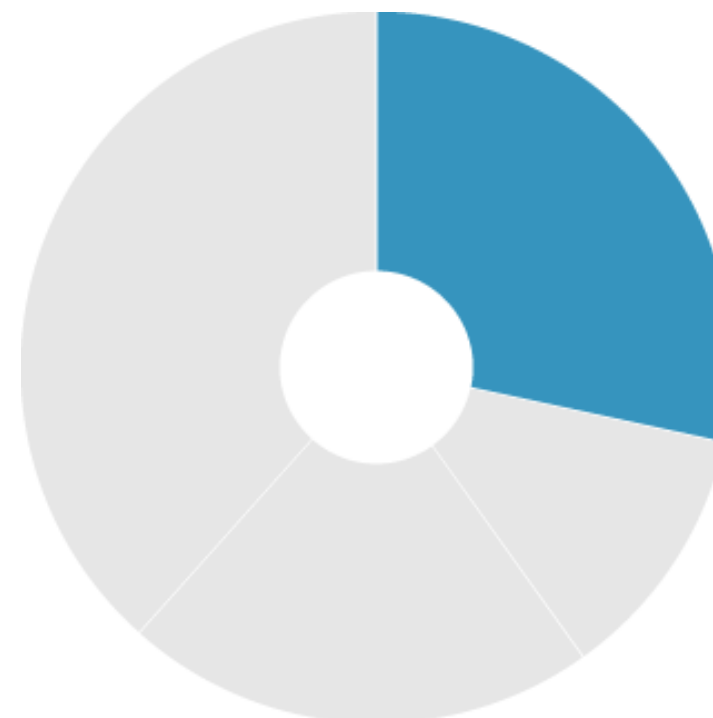
**40%**

Percentage of dogs owners who hang Christmas stockings for their canine kids



**14%**

Percentage of dog owners who manage a Facebook page for their pet



**27%**

Percentage of dog owners who have paid for professional photographs of their pet or who include their pet in holiday and family photos



**90%**

Percentage of dog owners who consider their pet to be a member of the family



**33%**

Percentage of dog owners who take their pet on vacation

# THE WAY WE THINK ABOUT DOGS HAS CHANGED.

How current social issues rank among U.S. citizens in terms of their amount of awareness

**Overpopulation of dogs and cats**

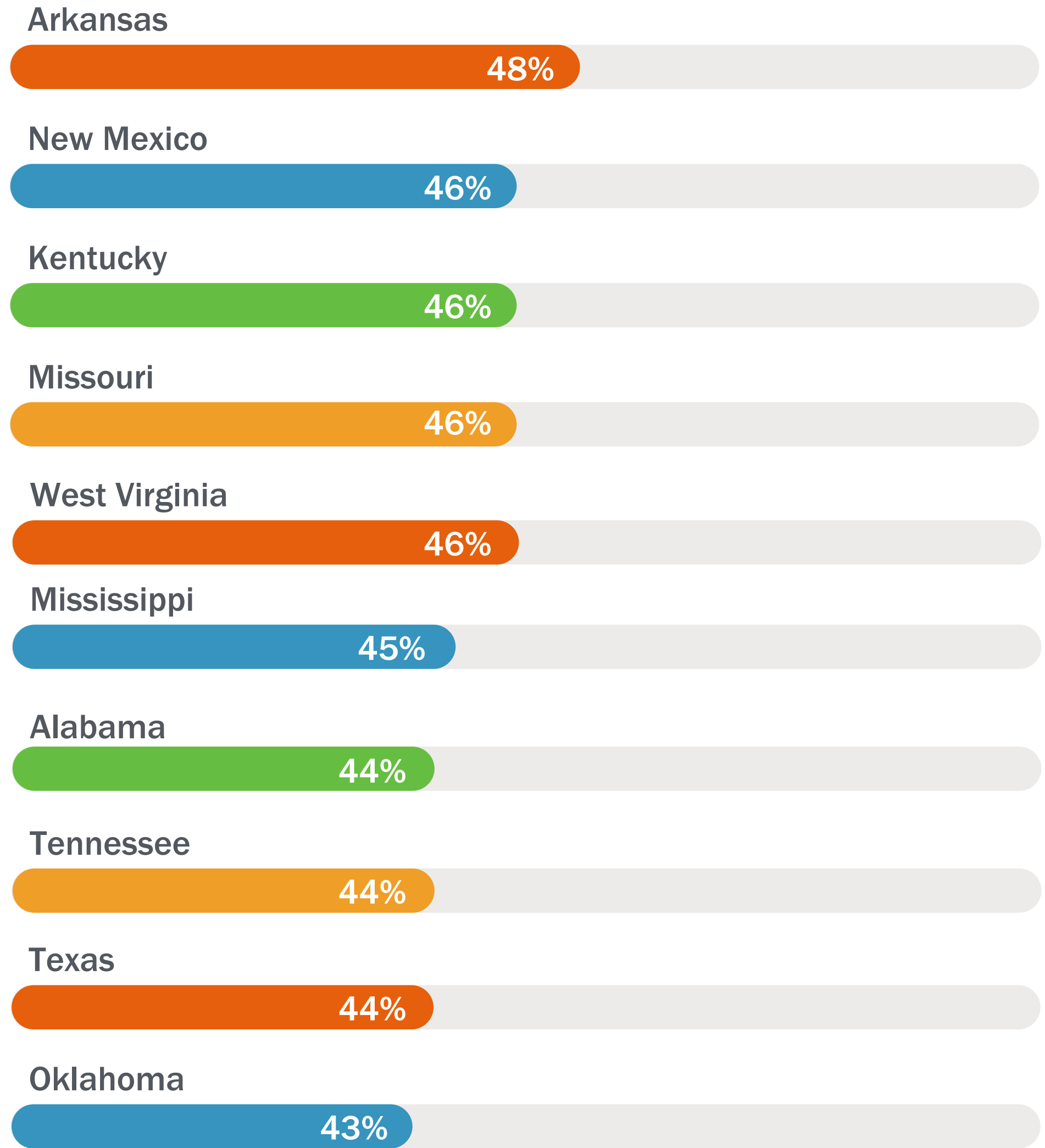
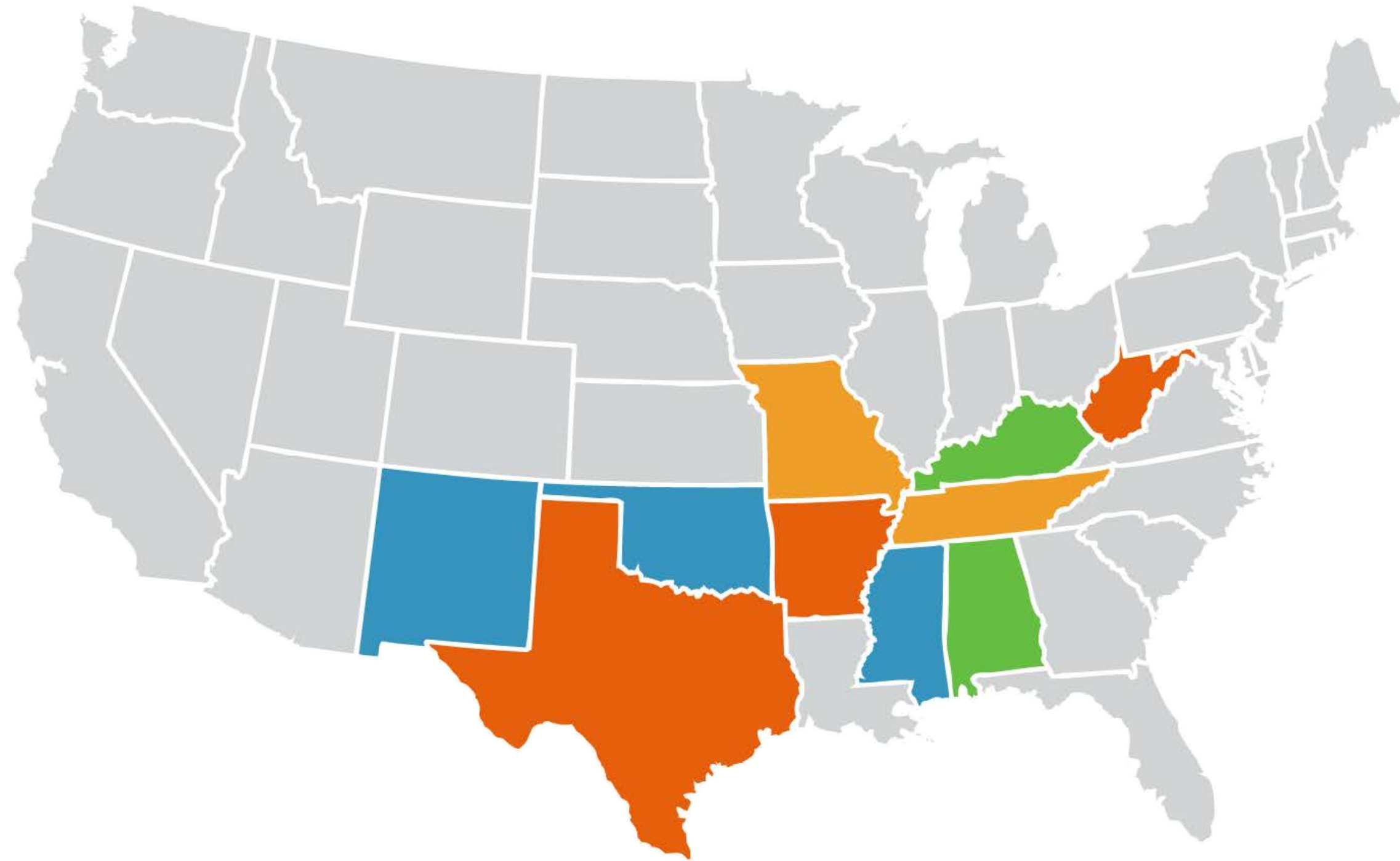
**Global Warming**

**Teenage Pregnancy**

**Homelessness**

**World Poverty**

# STATES WITH THE MOST DOG OWNERS



# EDUCATED OWNERS MAKE A DIFFERENCE.



- Overpopulation
- Euthanasia
- Pet Relinquishment
- Dog Bites
- Breed Legislation





# OVERPOPULATION

## 3.3 MILLION

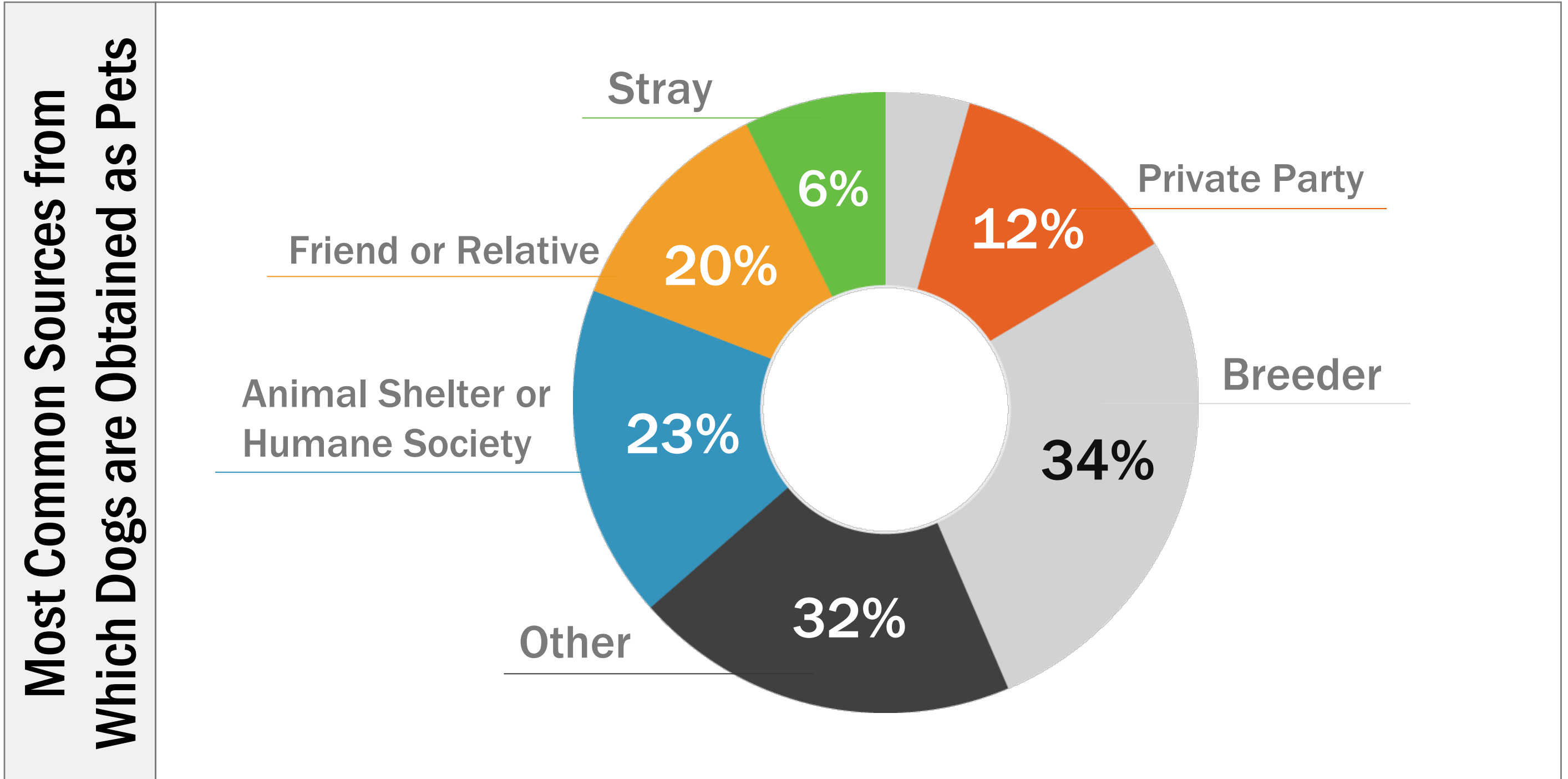
Approximate number of dogs entering U.S. animal shelters nationwide every year

## 5,000 - 6,000

Estimated number of shelters in the U.S.

## 8,000

Estimated number of rescue groups in the U.S.



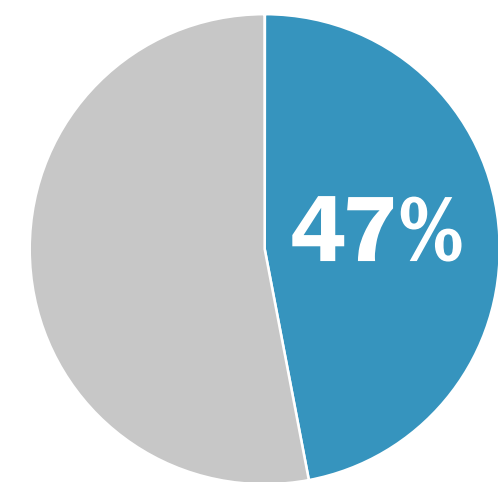
# RELINQUISHMENT

## TOP REPORTED CAUSES FOR DOGS

- Moving
- Landlord Issues
- Cost of Pet Maintenance
- No Time for Pet
- Inadequate Facilities
- Too Many Pets in Home
- Pet Illness(es)
- Personal Problems
- Biting
- No Homes for Littermates

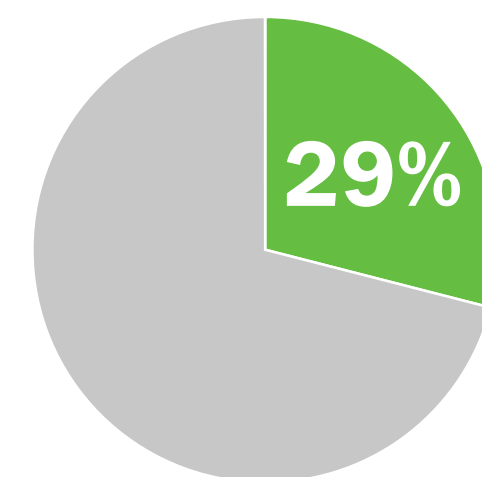
## SUMMARY OF CAUSES

- Breed Specific Legislation
- Unprepared/Uneducated Owners



### Percentage of dogs rehomed due to pet problems, including:

- Problematic behavior
- Aggression
- Grew larger than expected
- Health problems owner couldn't handle



### Percentage of pet dogs relinquished due to:

- Landlord Requirement
- Residence Pet Policies
- Breed Specific Legislation (state/county)

# BREED SPECIFIC LEGISLATION

Over 900 U.S. cities have enacted breed-specific legislation.

Appellate courts in fourteen U.S. states, as well as the District of Columbia, have upheld the constitutionality of breed-specific pit bull laws.



## HIGH RISK BREEDS FOR HOMEOWNERS AND RENTERS:

- Pit Bull & Staffordshire Terrier
- Doberman Pinscher
- Rottweiler
- German Shepherd
- Chow Chow
- Great Dane
- Perro De Presa Canario
- Akita
- Alaskan Malamute
- Siberian Husky
- Wolf-hybrid

# DOG BITES

CCTP reduces the number of dog bites by teaching students the proper way to handle dogs.

High school CCTP students actually demonstrate these same principles to elementary school children in demo sessions.



## DOG BITE STATISTICS

Number of dog bites reported each year in the U.S.	4.5 million
Number of people seeking medical attention from dog bite each year	800,000
Percentage of dog bites occurring in children between ages 5 and 9	50%
Approximate fatalities caused by dog attacks each year	16

## BIG PICTURE STATISTICS

Unintended/Injury Deaths	136,000
Drug Overdose Deaths	59,000
Motor Vehicle/Traffic Fatalities	40,200
Unintentional Falls	32,000
Plant Related Accident Fatalities	4,380



# EUTHANASIA

---

# #1

CAUSE OF DEATH IN DOGS  
UNDER TWO YEARS OF AGE

Approximate number of shelter  
dogs euthanized each year

# 670,000

# Dogs improve our lives.



- Health and Wellness
- Community
- Companionship
- Protection
- Responsibility
- Social Development

# HEALTH & WELLNESS

- Lower blood pressure and anxiety
- Assist veterans in recovering from PTSD
- Provide assistance to children with autism
- Better fitness and exercise habits
- Decrease infant allergies from 33% to 19%
- Improved recovery time from illnesses, trauma, loss or dependency
- Alleviation of symptoms caused by depression and/or seasonal affective disorders
- Elevated levels of serotonin and dopamine, know to make us feel happier
- Service dogs improve overall quality of life for their owners
- Assist with calming of aggressive and hyperactivity in children
- Children with a dog in the home have fewer documented sick days at school and were shown to be healthier (i.e., fewer respiratory tract symptoms or infections, fewer ear infections, required fewer antibiotics) than children with no dogs.
- Children who grow up with pets demonstrate more empathy, are more popular with classmates, and are more involved in activities such as sports, hobbies, clubs or chores.

**11.7 BILLION**

Potential savings to the US healthcare system that can be tied to pet ownership





While dogs offer many benefits and qualities which improve the quality of human life, perhaps one of the most important is the loyal companionship, love and hours of entertainment that they provide.

# COMPANIONSHIP

# COMMUNITY

- Community outreach & involvement
- Adoption & training of shelter dogs in classroom
- Social interaction with dog community
- Training therapy dogs for people in community
- Participation in dog shows and events
- Working relationship with veterinarians





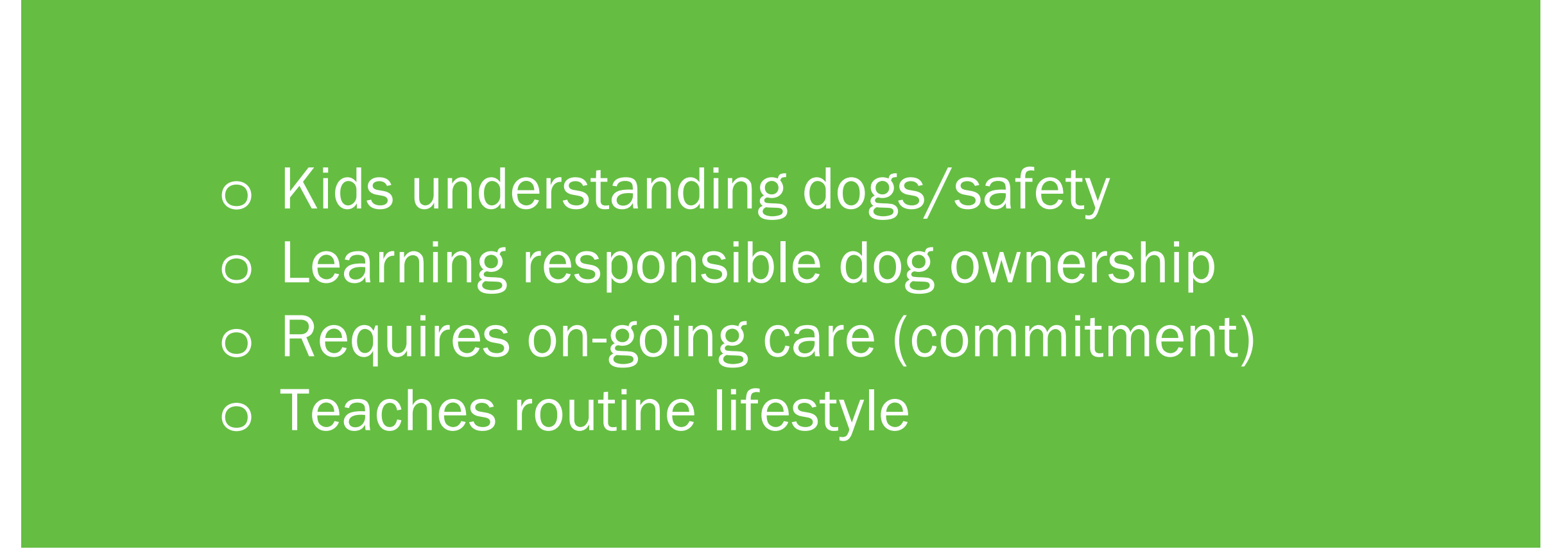


**WELCOME TO MY HOME**

**The door you just kicked in was locked  
for your protection, not mine.**

# PROTECTION

- Protection/Home Security
- Keen sense of hearing
- Burglars deterred by dogs



- Kids understanding dogs/safety
- Learning responsible dog ownership
- Requires on-going care (commitment)
- Teaches routine lifestyle

# RESPONSIBILITY



# SOCIAL SKILLS

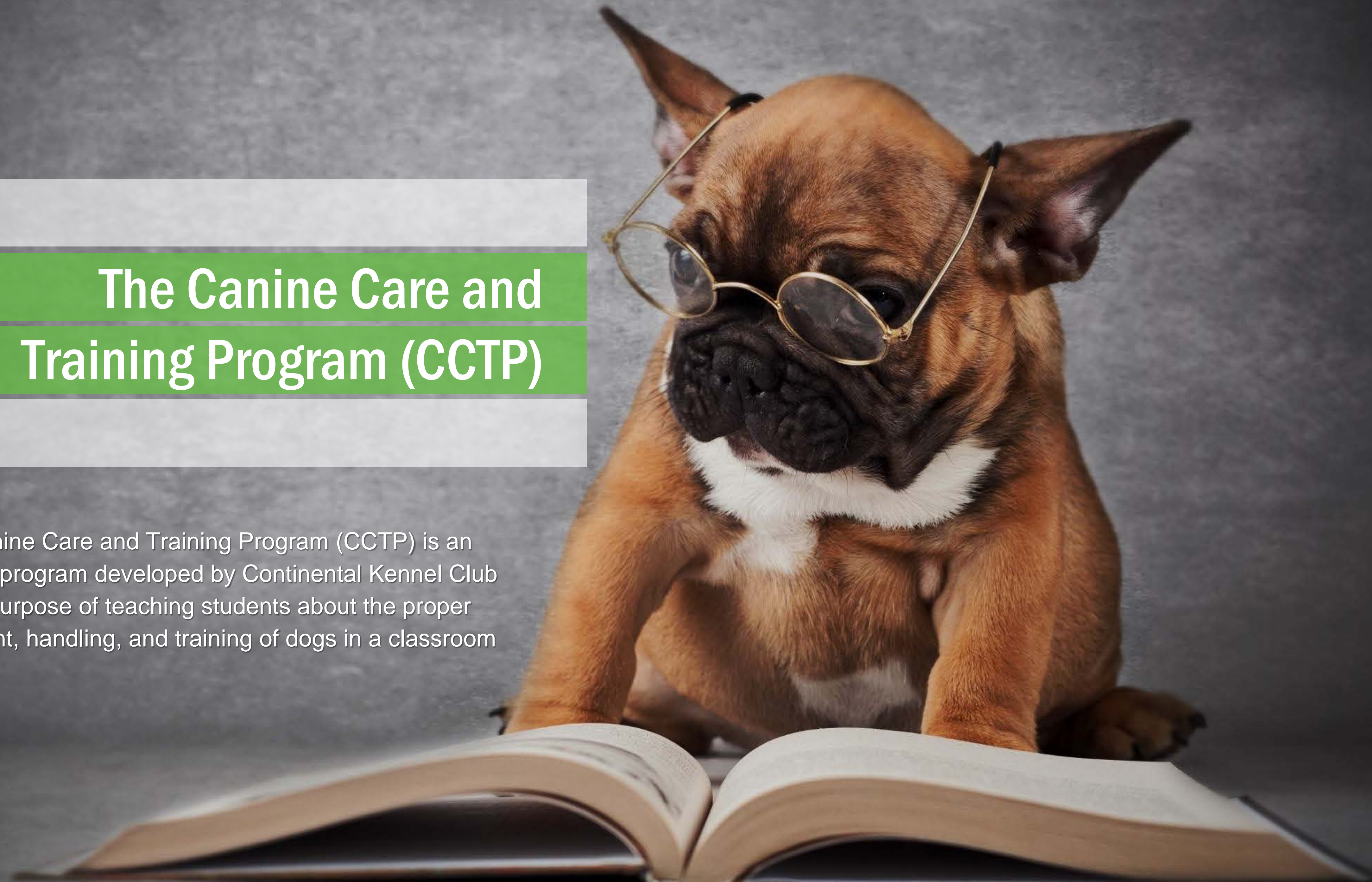
- Dogs build confidence
- Teaches the value/effectiveness of positive reinforcement, as students will never be “confronting” the dog
- Builds relationships, trust, patience, understanding, and teamwork
- Broadens involvement of students
- Increase social interaction
- Better self esteem in children



# 2

## The Canine Care and Training Program (CCTP)

The Canine Care and Training Program (CCTP) is an exciting program developed by Continental Kennel Club for the purpose of teaching students about the proper treatment, handling, and training of dogs in a classroom setting.



# HISTORY OF CCTP

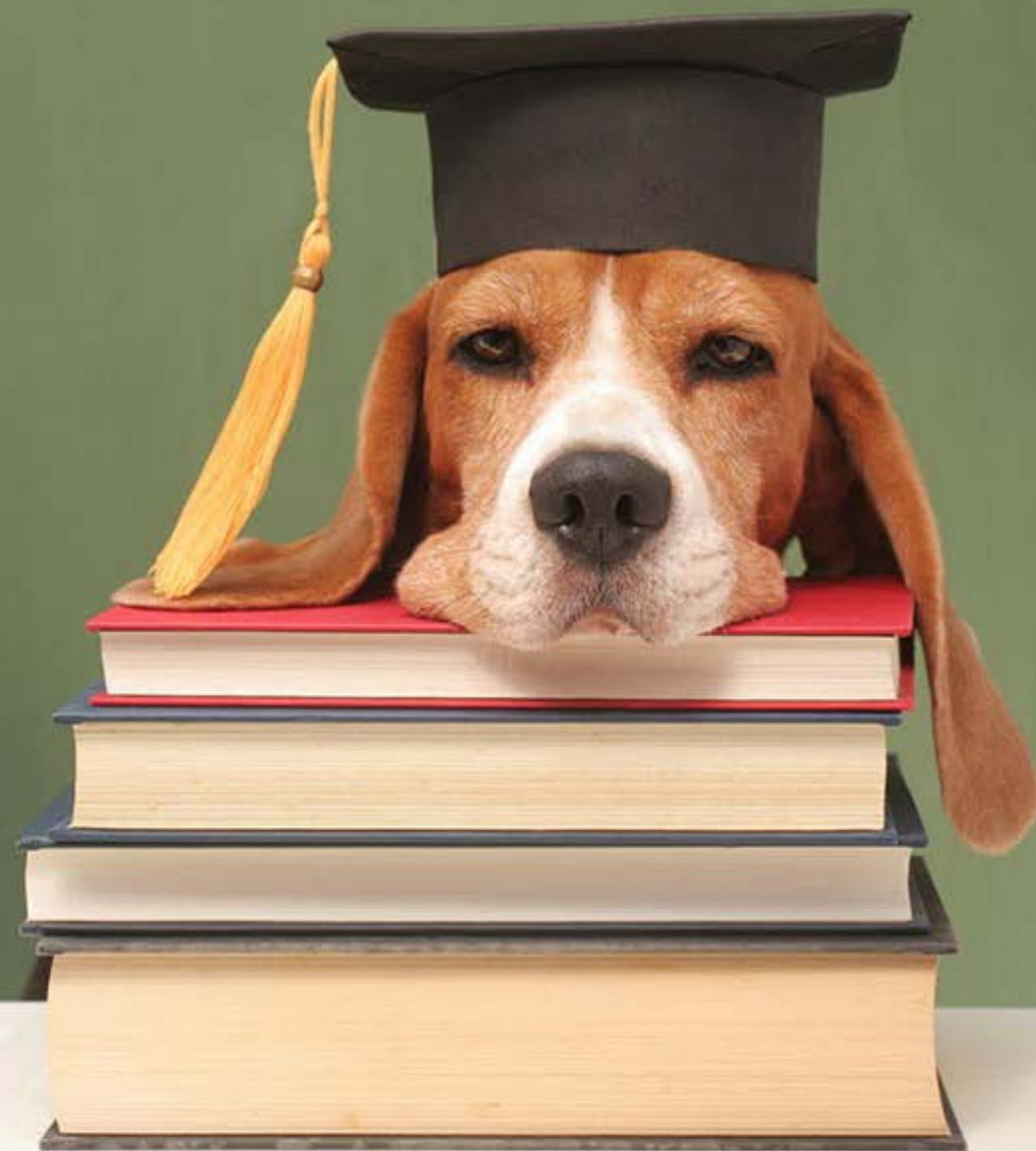
In 2006, CKC began developing a pilot curriculum with the help of several Louisiana teachers and educators for the purpose of educating high school students about the importance of canine care, safety, handling, and training. After 2 years of work, the Canine Care and Training curriculum was adopted by the Louisiana Department of Education as a half-credit course in the cluster of Agriculture, Food, and Natural Resources.

The program now offers an industry-based certification based on the Basic Canine Care and Handling curriculum. This curriculum has been taught in parishes throughout the state of Louisiana, and it is gaining a foothold in other states, such as Florida and Kansas. Students enjoy the program because they are encouraged to work hands-on with dogs in the same fashion as many traditional agriculture-/science-related classes, such as welding or small engine repair.



CCTP Level 1

# BASIC INFORMATION



- Accepted as an accredited course by the Louisiana Department of Education.
- Enriches small animal program
- School systems can incorporate the course into their Agriculture/Science or Vocational Training clusters.
- Students who meet the IBC requirements will be issued an industry-based certification from Continental Kennel Club Inc.



CCTP Level 1

# CURRICULUM SUMMARY

The curriculum serves as an in-depth introduction to all of the major topics of the canine world relating to the basic care and handling of dogs. Its purpose is to develop a specific skillset in students to potentially work in an environment that includes canines.

The curriculum requires approximately 75 hours of classroom time, including:

1. CCTP Teaching Lessons
2. CCTP Student Workbook activities
3. Hands-on activities with dogs

The curriculum also requires 8 hours of field work from each student at a canine related facility or business or to be accumulated during classroom activities.

CCTP Level 1

# CURRICULUM OUTLINE



- The History of Dogs, Breeds, and Breed Development
- Grooming, Kennel Maintenance, and Handler Safety
- Communication, Behavior, and Early Development
- Stress, Play, Predation, Fear, and Aggression
- Safe Handling, Capture & Restraint Techniques, Emergencies
- Anatomy, Proper Nutrition, and Routine Vaccinations
- First-Aid Procedures, Taking Vital Signs, Common Illnesses
- Introduction to Animal Learning Theory and Behavior Modification
- Positive Reinforcement, Shaping, Lure & Reward, and Marker Training.
- Pedigree Research for Selecting Breeding Pairs



# CERTIFICATION REQUIREMENTS

Completion of CCTP Level 1 Student Workbook

Achieve a C or better grade point average for the semester in CCTP Level 1 curriculum

Score 80% or above on CCTP Level 1 Final Exam and pass all class exams

Complete 8 hours of hands-on work with dogs



# STUDENT BENEFITS

The CCTP helps students by teaching them how to properly care for dogs, providing them with the skills necessary for training dogs, and teaching them how to effectively understand and communicate with dogs.

Learning how to care for and train an animal requires patience, persistence, observation, experimentation, critical thinking, and excellent two-way communication skills.

The skills that students develop through the CCTP curriculum will help them succeed in any field relating to animal science, animal husbandry, or animal training.

The CCTP will also teach students how to become more community-minded when addressing some of the problems other species face as a result of human negligence and mismanagement.



# RESPONSIBLE DOG OWNERSHIP



One of the goals of the CCTP is to teach students about the rich history of dogs in society. They worked alongside early settlers on farms and ranches, and many modern breeds have been developed in America within the past 150 years. Certain breed types have been used for hauling, herding, hunting, and guarding, and many breeds have made enormous contributions toward the successful development of agriculture in the United States.

However, while canines have long-provided a tremendous service to humans, statistics show that over four million animals are euthanized each year in shelters across the nation, with dogs making up the majority of that number. Many of the euthanized dogs are abandoned by owners who never understood how to properly care for their pets, while many others are born without homes because they came from unplanned litters. For this reason, the CCTP provides students with important information concerning dog breeding, spay/neuter programs, pet overpopulation in the United States, and the socialization and training needs of dogs.

# COMMUNICATION WITH ANOTHER SPECIES



Good communication requires appropriate feedback, and positive feedback provides the best method for training dogs.

The CCTP emphasizes the necessity of utilizing good communication skills when handling dogs, as well as the importance of using rewards during the training process.

According to the [Centers for Disease Control](#), the majority of dog bites and dog bite fatalities suffered by children occur because of a miscommunication between an individual and a dog.

With the CCTP, students learn how to accurately interpret the messages dogs communicate through their posture and body language.

The inter-species communication techniques provided within the CCTP are great for preparing young people for canine-related jobs, but they can also help students in their daily lives by teaching them how to observe and safely assess a dog's behavior.

# 3

## What can we do with canine education?

Canine industry careers, job outlooks, and the many doors which the CCTP can open to your students



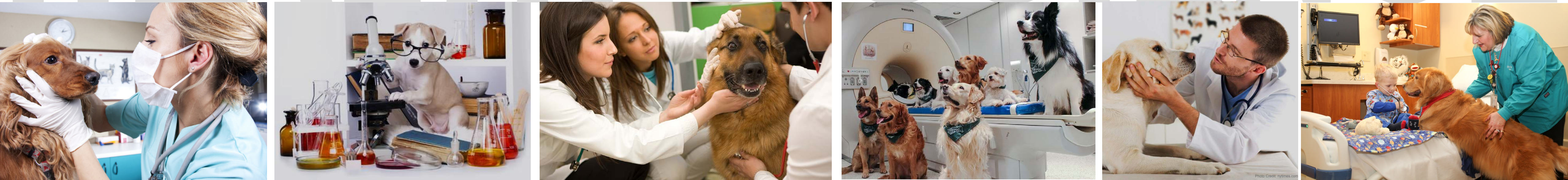
# CAREERS IN THE CANINE INDUSTRY



Health and Science  
Training and Handling  
Production and Care  
Military and Law Enforcement  
Control and Services  
Other Canine Careers



# HEALTH & SCIENCE



JOB TITLE	SALARY	EDUCATION	OUTLOOK
-----------	--------	-----------	---------

**Veterinarian**

\$50,000-\$115,000

Veterinarians must be highly educated: most have a four-year undergraduate degree and a doctorate degree in veterinary medicine. They must also earn a license to practice medicine. Veterinary assistants do not need higher education, but may need to complete a certification program.

9%

**Veterinary Assistant/Technician**

\$16,000-\$40,000

Veterinary technician program associates degree; AVMA exam

19%

**Animal Assisted Therapist**

\$69,280 - \$173,330

Certification program is required; undergraduate degree required for some jobs; many animal assisted therapists hold an advanced degree in an area such as psychology, psychiatry, education, rehabilitation therapy, occupational therapy, or other health care fields.

11%

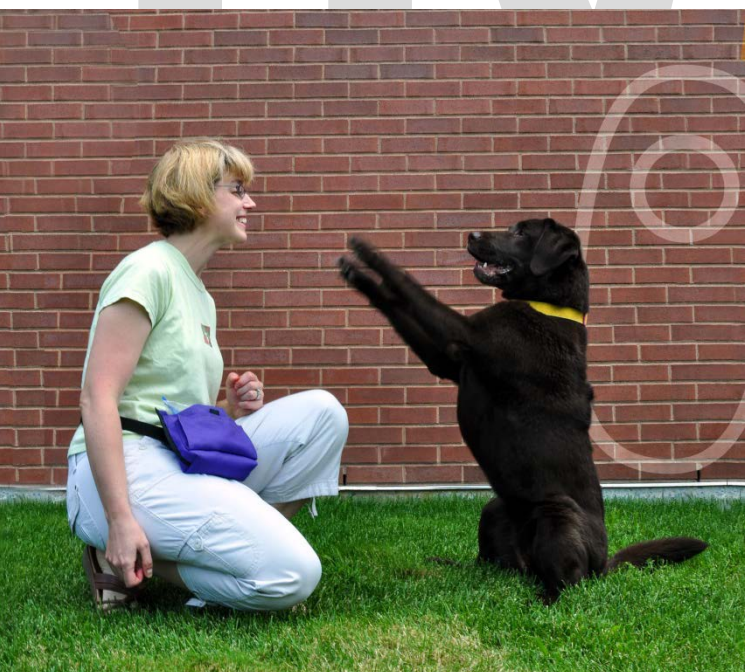
**Animal Scientist**

\$60,390 - \$128,530

Bachelor's Degree in Veterinary Technology; Doctoral degree in animal or veterinary sciences

7%

# TRAINING & HANDLING



JOB TITLE	SALARY	EDUCATION	OUTLOOK
<b>Dog Trainer</b>	\$27,690	Associates Degree and/or APDT, CCPDT Certification	11%
<b>Canine Behaviorist</b>	\$36,000-\$74,400	A number of canine behaviorists have undergraduate degrees in fields such as biology or animal science, and others go on to receive a master's degree or Ph.D. in animal behavioral science. Other canine behaviorists may receive certification through national organizations such as the Association of Pet Dog Trainers or the Animal Behavior Institute.	11%
<b>Obedience Instructor</b>	\$25,770	No degree required, but post secondary training and voluntary professional certification is available	11%
<b>Guide Dog Trainer/GDMI</b>	\$17,570 - \$52,460	No degree is required but many hold a degree in Animal Sciences; an apprenticeship is also common prior to independent career	11%
<b>Service Dog Trainer</b>	\$33,129	Postsecondary courses or apprenticeship	11%
<b>Show Dog Handler</b>	\$61,000	No formal education is required, but handlers should complete a certification or apprenticeship program if they want to be competitive.	11%

# PRODUCTION & CARE



JOB TITLE	SALARY	EDUCATION	OUTLOOK
<b>Dog Breeder</b>	\$39,380	Associate of Science (or Applied Science) in Animal Care; High school diploma or equivalent	-2%
<b>Kennel Manager</b>	\$35,000	No formal education is required but many in this field hold a degree in animal science or biology	11%
<b>Dog Daycare Owner</b>	\$40,000-\$70,000	Most franchises and small businesses require employees to complete a specialized certification program before working in a facility. Owners of doggy day care centers may or may not have college degrees, but experience in business management is ideal.	11%
<b>Dog Groomer/Stylist</b>	\$70,000-\$110,000	No formal education is required, but employees need to complete a certification program. Entrepreneurs who wish to open a dog grooming business should have a high school degree and business management experience.	11%
<b>Kennel Attendant</b>	\$15, 140 - \$35,190	No degree or formal training is required	21%
<b>Dog Walker/Sitter</b>	\$17,000-\$52,000	None, but experience in dog care is a must.	11%



# MILITARY & LAW ENFORCEMENT



JOB TITLE	SALARY	EDUCATION	OUTLOOK
-----------	--------	-----------	---------

**Army Dog Handler**

\$29,233-\$81,023

Training program and certification

0%

**K-9 Police Officer**

Police Academy training course and patrol experience required; a degree in Criminal Justice is sometimes required

11%

**Bomb Dog Handler**

\$61,270

High school diploma and graduation from police academy

4%

**Drug Dog Handler**

\$58,320

Formal education beyond high school may not be required, though an associate's or bachelor's degree in Criminal Justice or a related field is preferred

4%

**Police Dog Trainer**

\$26,610-\$58,320

Vocational training and additional certification may be required

11%

# SERVICES & CONTROL



JOB TITLE	SALARY	EDUCATION	OUTLOOK
-----------	--------	-----------	---------

**Animal Control Worker**

\$26,350-  
\$42,360

High school diploma; National Animal Control Association certification; on-the-job training is usually required

6%

**Pet Adoption Counselor**

\$16,000 -  
\$32,000

No formal education is needed, but certification may be required, and prior experience with animals and shelters is necessary.

11%

**Animal Welfare Attorney**

\$115,820

Law degree and participation in workshops and clinics in animal law; licensure required for all lawyers to practice law

6%

**Animal Patrol/Police Officer**

\$33,450

High school diploma or equivalent; on-the-job training required; experience in a canine related field may be required

6%

# OTHER JOBS



JOB TITLE	SALARY	EDUCATION	OUTLOOK
-----------	--------	-----------	---------

**Animal/Pet Writer**

\$38,150 - \$75,060

No formal training is required; many in the industry have animal related degrees, writing or journalism degrees, or significant experience owning and working with animals.

8%

**Animal/Pet Photographer**

\$35,980

No degree is required to become an animal photographer, but many successful photographers hold a college degree in photography or photojournalism

11%

**Canine Massage Therapist**

\$18,580 - \$25,930

Certificate or training program in animal massage therapy

6%

# 4

## How to bring CCTP into your classroom

What it takes to start teaching the Canine Care and Training Curriculum and how to get certified to educate your students using CCTP



CCTP

# TO TEACH CCTP...

- 1) A teacher must be certified to teach the CCTP Level 1 curriculum by completing teacher training, sponsored by CKC, for Basic Canine Care and Handling.
- 2) Approval to teach the CCTP Level 1 curriculum within a small Animal Science or Vet Tech class.
- 3) Approval as a standalone 1/2-credit course for accreditation is required by the department of education of the state in which the teacher is teaching to ensure that students receive proper credit for the course work.
- 4) In order to issue an Industry-based certification to students, the curriculum must be taught a full semester, equivalent to a ½ high school credit course.

## Don't Worry.

The teacher certification process fully prepares you for selecting dogs to use in the classroom and provide you with the necessary qualifications to do so.

If you still don't feel prepared or are uneasy about the safety concerns of bringing a dog into the classroom, you can always use a puppy.



CCTP

# GET CERTIFIED.

## There are two ways to obtain certification:

1. Complete a Teacher Certification Workshop Online -- for your convenience, CKC has developed an online program for teachers to get certified to teach the CCTP Level 1 curriculum. The Online Teacher Certification training requires approximately 24 hours of course work.
2. Attend an In-Service Teacher Certification Workshop -- Continental Kennel Club will host a workshop for teacher certification onsite for school systems that want to do an in-service workshop for their teachers. CKC will require three full eight-hour days for workshop.



## UPON COMPLETION OF TEACHER CERTIFICATION:

- **Level 1 Teaching Certificate, which shows that all training and testing requirements for teaching the Level 1 curriculum have been completed**
- **All of the CCTP Level 1 curriculum material, including Teacher Certification PowerPoint presentations, all section course tests, and all answer keys for section courses (on two CDs)**
- **A final exam and answer key for students**
- **A CCTP Level 1 Teacher's Workbook (corresponding student workbooks must be ordered separately at a cost of \$20 per workbook)**
- **A dog training book and DVD for additional resource material**
- **Additional resource materials for student projects and recordkeeping (located on teaching CDs)**





# REFERENCES

1. <https://www.mnn.com/family/pets/blogs/38-benefits-of-owning-a-dog?crlt.pid=camp.pLHVf2JezY6w>
2. [http://iheartdogs.com/the-7-free-things-you-get-for-owning-a-dog/?utm\\_content=img-group&utm\\_source=FB\\_AllDogPages&utm\\_medium=link&utm\\_campaign=7FreeThings\\_8-13-13](http://iheartdogs.com/the-7-free-things-you-get-for-owning-a-dog/?utm_content=img-group&utm_source=FB_AllDogPages&utm_medium=link&utm_campaign=7FreeThings_8-13-13)
3. <http://www.apa.org/news/press/releases/2011/07/cats-dogs.aspx>
4. <http://www.health.harvard.edu/blog/pets-can-help-their-humans-create-friendships-find-social-support-201505067981>
5. <https://www.thebalance.com/dog-trainer-125612>
6. [http://study.com/articles/Service\\_Dog\\_Trainer\\_Job\\_Description\\_Duties\\_and\\_Requirements.html](http://study.com/articles/Service_Dog_Trainer_Job_Description_Duties_and_Requirements.html)
7. Everydog Magazine Spring 2016 Issue
8. [http://study.com/articles/Animal\\_Care\\_Degree\\_Programs\\_by\\_Level.html](http://study.com/articles/Animal_Care_Degree_Programs_by_Level.html)
9. <http://amp.timeinc.net/fortune/2016/09/07/pets-are-basically-people/?source=dam>
10. <http://powerfulinfographic.com/wp-content/uploads/2012/04/For-The-Love-Of-Dogs-Earth-Rated-Poop-Bags.jpg>
11. <https://www.mnn.com/family/pets/blogs/38-benefits-of-owning-a-dog?crlt.pid=camp.pLHVf2JezY6w>
12. <http://doglisten.com/the-collie-dog/>
13. <https://visual.ly/community/infographic/animals/true-cost-owning-dog>
14. <http://www.bradfordlicensing.com/documents/pets-fact-sheet.pdf>
15. <https://www.asPCA.org/animal-homelessness/shelter-intake-and-surrender/pet-statistics>
16. <http://dogtime.com/trending/17160-us-states-with-most-and-fewest-pet-owners-named>
17. [http://www.americanpetproducts.org/press\\_industrytrends.asp](http://www.americanpetproducts.org/press_industrytrends.asp)
18. <https://www.franchisehelp.com/industry-reports/pet-care-industry-report/>
19. <https://www.sokanu.com/careers/guide-dog-trainer/>
20. <https://www.thebalance.com/making-a-living-as-an-animal-writer-125629>
21. <https://www.thebalance.com/animal-assisted-therapist-125864>
22. <https://www.thebalance.com/animal-photographer-125853>
23. <https://www.thebalance.com/canine-careers-4073234>
24. [http://www.huffingtonpost.com/entry/the-10-health-benefits-of-dogs-and-one-health-risk\\_us\\_57dad1b8e4b04a1497b2f5a0](http://www.huffingtonpost.com/entry/the-10-health-benefits-of-dogs-and-one-health-risk_us_57dad1b8e4b04a1497b2f5a0)
25. <http://www.drsofostersmith.com/pic/article.cfm?articleid=1201>
26. <http://mentalfloss.com/article/51153/10-benefits-being-dog-owner>
27. <http://www.sciencedirect.com/science/article/pii/S0148296307002214>
28. Herzog, Hal. *Some We Love, Some We Hate, Some We Eat: Why It's So Hard to Think Straight About Animals*. New York, Harper Perennial, 2010.