

# NEWS FOR IMMEDIATE RELEASE

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## **Ask the Inquisitive Canine: New Weekly Advice Column Offers Entertaining and Insightful Tips for Enhancing Your Everyday Relationship with Your Dog**

*Written by well-known dog trainer Joan Mayer, Noozhawk's new dog-friendly feature offers a simple common-sense approach to dog training and behavior, while empowering readers with proven techniques that reward both owner and dog*

Ventura, CA – January 26, 2009 – Acclaimed dog trainer and behavior coach Joan Mayer shares her expertise and philosophy in a new dog-friendly advice column for Noozhawk.com, the online newspaper that delivers essential local news and community information to Santa Barbara, Goleta, Montecito, Carpinteria and beyond!

“Dear Inquisitive Canine” offers readers the opportunity to ask Mayer about specific dog behaviors and is designed to be a fun and interactive place where inquisitive dog owners can seek practical guidance and solutions.

“These days we all tend to lead remarkably full and busy lives,” said Mayer. “But I strongly believe that no matter how little time you have to spare, you can take steps toward better understanding your dog. With this insight into canine behavior and communication, you can work towards positively reinforcing the behaviors you want – while limiting and preventing inappropriate habits – so you can develop a better relationship with your dog.”

Mayer is a Certified Pet Dog Trainer and founder of The Inquisitive Canine, where her love-of-dog training approach highlights the importance of understanding canine behavior so that dog owners can successfully motivate their dogs to develop good manners through techniques that reward and motivate.

“Santa Barbara is such a dog-friendly community and we know what an important role these wonderful four-legged friends play in our lives,” said William M. Macfadyen, founder, publisher and CEO of Noozhawk.. “We are very excited to team up with such a respected local expert like Joan Mayer to help us expand our coverage and better serve our readers.”

“Dear Inquisitive Canine” runs every Friday on [www.Nooshwk.com](http://www.Nooshwk.com) and is written by Mayer and her trusty sidekick, Poncho. If you (or your dog!) have questions about behavior, training or life with each other, email [advice@theinquisitivecanine.com](mailto:advice@theinquisitivecanine.com)

**The Inquisitive Canine** is dedicated to empowering dog owners with a rewarding education that will help them further develop and enhance their everyday relationships with their dogs. The Inquisitive Canine specializes in training methods that focus on understanding canine behavior and teaching dogs through techniques that reward and motivate both owners and dogs. For more information on private dog training, group classes/workshops and off-leash socials at The Inquisitive Canine or to find out what services best suit your needs, visit <http://www.theinquisitivecanine.com/> or call (805) 650-8500.