



ethicalcanine
training and behaviour modification
good for people. good for dogs.

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To Whom It May Concern,

Please accept this letter as a personal recommendation for Kelsey Cullen.

I have known Kelsey since 2015 when I was contracted to teach dog training classes at the dog daycare she was managing. Over the next several years she assisted me in training classes while she was attending The Academy for Dog Trainers to become a certified trainer. Eventually, she took over instruction of the group classes, and she now runs her own business of dog walkers and trainers. We also continue to collaborate in various ways on a regular basis as dog professionals.

In this letter I will speak to her competency in the areas of creative and critical thinking, teamwork and leadership, applied knowledge and skills, and problem solving and decision making.

Creative and Critical Thinking

Being a small business owner necessarily involves a considerable amount of creativity and critical thinking. In customer-facing businesses, creativity is key in determining what to offer, how to stand out from other similar businesses, and, when teaching, how to think on the spot when circumstances change in the middle of a training session. I have had multiple opportunities to watch Kelsey teaching, and can attest to how she is able to tailor training sessions for individual and group successes. While owning and running her own company, Kelsey has also worked hard to create exceptional offerings for the dog owning community, including some unique options such as training camps and outdoor field trip style classes.

Teamwork and Leadership

Since Kelsey and I first met in 2015, we have maintained a mutually beneficial and collaborative working relationship. We first instructed together in group classes, where Kelsey worked as my class assistant while completing her educational program in dog training and behaviour.

While Kelsey was completing this program, I had the opportunity to act in a mentorship capacity, both in group obedience classes and when Kelsey began to take private clients as well. Kelsey was and is always wonderful to work with as a mentee and a peer, and now shares her knowledge and skills with other new and developing trainers.

We currently run two separate companies but continue to collaborate, occasionally offer services together, work with some of the same assistants and co-teachers, and communicate regularly. Kelsey has always been a reliable, cooperative and supportive collaborator. She is generous with her time and knowledge, and cares about the people she works and interacts with, both professionally and personally.



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Applied knowledge and Skills

The dog behaviour and training industry is completely unregulated in Canada, and Kelsey has always shown dedication to learning, education and application of the best practices for working with dogs in the most humane, modern and scientifically robust way. She completed a rigorous and comprehensive education program to be voluntarily certified in training and behaviour, and continues to pursue continuing education to keep her knowledge current.

Problem Solving and Decision Making

Owning a small business, especially one that serves both people and animals, is an ongoing balance of problem solving and decision making. Throughout the lifespan of Kelsey's business, she has had to pivot and restructure multiple times. First, navigating through COVID-19 (changing services to low-contact between humans and creating socially-distanced group classes), then moving from working under the umbrella of a daycare to launching her own company, then transitioning from working primarily in a facility to serving clients in their homes after losing her training space, and ultimately to adding new services such as dog walking and enrichment visits and moving away from group classes. To succeed and keep her business open, Kelsey has shown resiliency, adaptability and persistence in the face of many changes and challenges.

Please feel free to contact me directly for any further details or if you have any questions.

Sincerely,

Allison Schaefer

Certified Behavior Consultant Canine - Knowledge Assessed (CCPDT)

Certified Dog Behavior Consultant (IAABC)

BCSPCA AnimalKind Accredited

Certified Separation Anxiety Trainer

Registered Veterinary Technologist

