

DOG
TALK
Diva®

DOG TRAINING A WOMAN'S WAY

P R E S S K I T



“In dog training as in life, quiet strength and leadership are often the qualities most predictive of success...”

Camilla Gray-Nelson

- Entrepreneur/Businesswoman
- Media Personality
- Successful Dog Trainer, Breeder & Competitor
- Motivational Speaker



Camilla Gray-Nelson is a dog trainer that proudly calls herself a farmer's daughter. Her “natural” approach to communication, leadership and power has launched her to success not only with dogs—but with a wide and varied human client

tele as well. She has taken her farm-girl wisdom to the masses, sharing the secrets of power and influence from the animal world with corporate leaders, women, parents and couples alike. So don't be fooled. Camilla is not just another dog trainer! She is President of Dairydell Inc. and owner of Dairydell Canine, the fastest growing dog training center in Northern California. She's an innovator, a powerful communicator and a woman on a mission.

Camilla coaches, cajoles and commands her audience, teaching important life lessons on leadership and personal empowerment in an unlikely way—through the process of dog training. Drawing upon her years of studying animal behavior, Camilla discusses the subtler side of leadership—why bigger and louder isn't better and how leadership cues can be applied to all of life's important situations. It's a powerful but pragmatic approach designed to help audiences better achieve their goals—with their dogs and in their lives.

Camilla's humor, wit and unique message have led media outlets to her door. Her energy, passion and commitment to teaching “natural leadership” make her one of today's most in-demand speakers.

What clients say

Just like the best movies, Camilla speaks a universal language; one that empowers women & men, dog owners & non-owners alike.

Jan Wahl
Movie Critic, Lecturer
& Entertainment Reporter

As a communication professional I'm always looking for ways to better engage people on behalf of my clients. Camilla's approach to leadership and communication has been invaluable.

Deborah Halbert
President, Big Dawg Communications

I'm a lawyer and know a thing or two about leadership, but when it came to controlling our own dogs, Camilla needed to train us how to win our case at home. Where was Camilla when I was raising my kids?

Len Tillem
KGO Radio Personality
& Practicing Attorney

[Click Button for Web Site](#)

*Dog Training
A Woman's Way*



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“Natural leadership doesn’t rely on strength or bravado...”

CAMILLA GRAY-NELSON

Lecture Topics

From Your Lips to Their Ears

Communication strategies for success

Ladies, Labs & Leadership

Why women have a leg up on the competition

Quiet Please!

Learning to turn down the volume to turn up effectiveness

Leaders vs. Leash Holders

Are you walking the Dog of Life, or is it walking YOU?

Core Strength—We’re not talking Abs!

Finding the leader within you

.....

Camilla’s Professional Accomplishments

- Consumer Affairs Officer for the U.S. Government
- Founded Dairydell Canine in 1989; training over 9,000 dogs and their owners
- In an economic downturn, has grown her business by 300%
- Featured speaker at International Association of Canine Professionals, American Association of University Women, National Association of Women Business Owners and others.



“She speaks our language!”



“Who’s the Boss? She is!”



“It’s bliss following a leader!”



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Dog Talk Diva® Announces Product Launch Targeted to Women at Global Pet Expo Trade Show

(Petaluma, CA, February 8, 2012)—Camilla Gray-Nelson, also known by her witty online personae Dog Talk Diva™, announced today that she will unveil a new product line of the same name at Global Pet Expo 2012, February 29-March 2, in Orlando FL. The Dog Talk Diva line of products is targeted to the unique challenges women face in the training and management of the family dog.

According to the 2011 APPA Pet Products Trend Report, U.S. households are increasingly bestowing the dog of the house with full family privileges. They travel with the family, wear designer brands and frequently use high tech and eco-friendly toys. But with these additional privileges often come increased expectations regarding behavior and training—the responsibility for which rests primarily with the woman of the house.

“Throughout my career, women have sought my help in getting the family dog under control. Most often it’s well-intended but ineffectual methods of training (relying on physical strength, bravado or endless cookies) that leads them to me. With my new line of Dog Talk Diva products, I feel I can finally provide women with the kind of tools they need to be more successful. These products reflect my core belief in calm power and leadership and continuing commitment to help all women become leaders with their dog.”

Product offerings include the humorously titled “What Did Mama Say” follow-through tab and “Coming Mother” recall cord among others. Retail prices for the line range from \$8.50 to \$24.99 per unit and will be available at pet product retailers beginning April, 2012.

Gray-Nelson added, “We’re delighted to debut these products at Global Pet Expo precisely because this is where industry trends are showcased. We think our products are positioned perfectly to meet the needs of female consumers everywhere.”

Media and buyers attending the show can visit Dog Talk Diva at **Booth 3272**.

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About Dog Talk Diva®

Camilla Gray-Nelson known also as the Dog Talk Diva® has over 20 years of experience training dogs and their people. She owns and operates the Dairydell Doggie Dude Ranch and Training Center in Petaluma, California and is author of the soon to be released “Lipstick And The Leash—Dog Training A Woman’s Way” (March, 2012 / Double Dove Press). When not training or writing about dogs, Camilla can be found with her husband Kurt, and the numerous animals that reside on their Dairydell Ranch in the heart of beautiful Sonoma wine country.

Dog Talk Diva is a subsidiary of Dairydell Inc.
For more information visit: www.dogtalkdiva.com



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LIPSTICK AND THE LEASH: Dog Training a Woman's Way

LIPSTICK AND THE LEASH: Dog Training a Woman's Way is an instruction guide for women who need help controlling their dogs. No wonder – since 3 out of 4 households leave dog care to a woman! Author Camilla Gray-Nelson, a.k.a. the Dog Talk Diva®, explains that it's not about "Sit" when it comes to controlling a canine. It's not about manhandling, yelling or cookies, either.

Using her farm-girl wisdom, Camilla shares that "top dogs" in the animal world aren't the ones doing the barking and fighting; they are cool, calm and collected. She points out that we are all animals at our core and, because of this, can get what we want from our dog in the same way the top dog achieves what he wants: through quiet focus, feedback and follow-through.

The book is full of anecdotal stories from Camilla's childhood with her animal mentors, among them Piggy the Cow and Nellie the Dog. Her country upbringing has made her fluent in the non-verbal language of animals. Her mother was also an important role model for quiet strength and effectiveness as she got what she wanted from Camilla's father, whom the author describes as "one willful puppy!"

The chapter entitled "A Woman's Kryptonite – Stay Away From It!" reveals three specific types of behaviors that can undermine a woman's natural power, just as the mysterious element Kryptonite rendered Superman powerless in its presence. One example: anger and frustration will communicate weakness in animal terms and leave a woman powerless with any dog she is trying to control.

Instead, Camilla explains the importance of powerful body language, eye contact, a calm voice and consistent enforcement of rules. Numerous photos throughout the book show dogs communicating non-verbally with each other and illustrate how women can use these same non-verbal techniques to instruct their dogs more naturally – and effectively.

The final chapter on training demonstrates how to teach basic commands a woman's way and includes practical tips on stopping common household behaviors like jumping, barking, digging, counter-surfing and more.

Women will find LIPSTICK AND THE LEASH insightful and helpful for improving their dogs' behavior and as an added bonus, they will take away valuable lessons for becoming more effective in other areas of their life as well.

* * *



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More information about the author can be found at:
www.lipstickandtheleash.com.

Promotion plans include a six-city tour beginning March 15, 2012. The author will be exhibiting at the Global Pet Expo in Orlando and giving presentations and workshops in San Francisco and the greater Bay Area, Seattle, WA; Portland, OR; Memphis, TN; St. Louis, MO; and Minneapolis, MN.

LIPSTICK AND THE LEASH: Dog Training a Woman's Way

By Camilla Gray-Nelson

Pets/Dogs/Training, Self-Help/Personal Growth

\$17.95/ paperback / 208 pages, 7" x 10" / 131 b/w photographs

Publication date: March 15, 2012

ISBN: 978-0-615-46558-6

Published by Double Dove Press / <http://www.doubledovepress.com/>

PRAISE:

"Camilla's 'farm-girl' approach to a happy life with your animals struck a chord for me. Growing up, that outlook worked at both my homes — the real one and my "other" home on the Hollywood set of the Martin farm with Lassie. My own mother and my TV mom exuded the kind of quiet strength that Camilla presents as the backbone of her dog management philosophy. Somehow, she found a way to translate that heart-warming experience to paper with lively humor, creating a clever and thought-provoking book sure to be of benefit to even the wildest household!"

~ Jon Provost, Timmy from "Lassie" - www.jonprovost.com

"Camilla puts her finger on something no one else is talking about: How otherwise smart, organized, strong and accomplished women turn into dumb wimps with their dogs. I'm one of them! I've had dogs all my life, but Camilla is the first person who has zeroed in on the real reasons why I could not get my precious dogs to do what I ask. As a movie critic I'm strong-willed, opinionated and not afraid to speak my mind, but I was a failure with my dogs."

"Camilla's advice changed all that. Instead of yelling, I speak more softly now and use follow-through instead of force. I make obedience fun for my dogs instead of threatening them. I don't confuse permissiveness with love. Better communication, less emotion and the power of quiet confidence and follow-through are exactly what empowered me with my dogs and what is offered in LIPSTICK AND THE LEASH: Dog Training a Woman's Way. The advice in this book changed my life!"

~ Jan Wahl - Dog Owner, Movie Critic, Television and Radio Personality



"I'm a lawyer and know a thing or two about leadership, but when it came to controlling our own dogs, Camilla needed to train us how to win our case at home. Where was Camilla when we were raising our kids?"

~ Len Tillem - KGO Radio Personality & Practicing Attorney

(regarding Camilla Gray-Nelson's training program)

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Economic downturn not too "ruff" on local dog business.

Dairydell Canine achieves big gains in tough times

(Petaluma, CA, August 24, 2010)—Ask Camilla Gray-Nelson how business is these days and you might get a surprising answer. Camilla is the owner of Dairydell Canine, Northern California's fastest growing dog training and boarding center. In what some might call a stroke of bad luck, Camilla decided to embark on a multi-million dollar expansion to her business in 2007, just prior to the first signs of the general economic downturn.

"My business plan and growing client base called for expansion and major capital investment. The family's dairy business was already being phased out, and I thought the timing was perfect" she says with a laugh. "Little did I know!"

When the recession hit with full force in 2008, Camilla's dream facility had already been built. Located on a 120-acre former dairy ranch in Petaluma, Dairydell Canine has a 11,000 square foot boarding barn, 25,000 square foot covered sports arena and another 20,000 square foot training and exercise arena. It's a state-of-the-art center and is priced accordingly. Overnight stays in private suites run \$55 per dog and four-week training packages can cost as much as \$3,500. The services are clearly aimed at pampered pooches in homes with discretionary incomes. It's just the kind of professional service to get hampered in tough economic times.

In response to the challenge of expanding at a moment of historic economic contraction, this farmer's daughter claims she had several things in her favor. "First I'm Irish, and for the Irish bad times are just another day. I wasn't raised to whine and frankly didn't have time to wallow." But Gray-Nelson had more than a stubborn attitude to help her. She was positive. "I knew my business model was solid. I knew that if I kept what was working, and was flexible enough to respond to the times with some strategic changes, I could make it."

Gray-Nelson held true to the business' fundamentals but also diversified to incorporate more than the standard dog training and boarding services other competitors were offering. She expanded her business hours to accommodate more commuting dog owners who wanted doggie daycare. She added a beautifully maintained private dog park to draw another customer base; the first of its kind in California. She also established herself as "the" authority for helping women manage the family dog. She created the first dog blog for women: DogTalkDiva.com, and now lectures regularly on the subject of "natural leadership and power." Statistics show her point of differentiation is well founded. Over



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73 percent of all US dog-owning households leave primary dog care responsibilities to the woman of the house.

In addition, Gray-Nelson says she's been brought kicking and screaming into the world of social-media. "Like a lot of people, I'm still not sure I understand it, but even old dogs have to learn new tricks. After dragging my feet and consulting with some very savvy specialists, I knew I had to up my relevancy." Bill Grey of Grey Visual Design has been a key resource and mentor in the process. "There was some foot-dragging at first, but Camilla's a smart businesswoman; she knew she had to do this." In addition to her blog, Gray-Nelson has a robust website www.dairydell.com, a presence on Twitter and the requisite Facebook fan page.

Last but not least, Gray-Nelson is quick to point out that she was a forerunner in what has now become a trend in businesses vying for their piece of the consumer pie — direct-to-consumer best practices. "That's just a fancy way of saying we must not only meet, but exceed our client's expectations, and that's how I've built my business since the beginning." She now regularly trains staff on the finer points of her brand of customer service. "We greet every customer and dog by name, and consider them our personal friends, not just clients. Like our mission statements says, we treat every client as a friend, and every dog as our own." She's quick to say this is the key driver of her customer's loyalty.

The results are impressive. In 2009, at the deepest point of U.S. economic downturn and with consumer confidence at an all time low, Dairydell Canine sales revenues grew by over 30 percent. (They've grown over 300% since 2007). Over 10,000 dogs have stayed or trained at the new Dairydell facility and the organization continues to add staff positions. Gray-Nelson is currently penning a book on her experiences and is in increasing demand for media appearances and on the lecture circuit. "Growing my business in the face of tough marketplace challenges is a great source of pride – and thankfulness", she adds. "Behind my trademark cheery exterior and positive demeanor, I can't say I haven't been a little scared, but I wouldn't change a thing. And you can take that to the bank!"

* * *

For more information on Camilla Gray-Nelson or Dairydell Canine please visit: www.dairydell.com or call (707) 762-6111.