

Author & Journalist Annie Phenix

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Summary

After selling my successful Book & Author PR firm, I transformed myself into a nationally published, certified and highly-credentialed dog trainer dedicated to teaching the public how to learn to live with their pets in a positive manner that serves both species. My training and behavior column “Dog School Drop Out” appeared in *Dogster Magazine* (formerly *Dog Fancy*), both in print and online. I am the author of the break out canine behavior book: *The Midnight Dog Walkers: Positive Training and Practical Advice for Living with Reactive and Aggressive Dogs* (Spring 2016/Fox Chapel Publishing). The book, now in its second printing, was nominated for a prestigious Maxwell Award by the Dog Writers Association of America and was endorsed by nationally known dog trainers and behaviorists.

For nearly 30 years I have worked with every breed of dog (and every kind of mixed breed) helping them to navigate their non-speaking role living with humans. I specialize in helping troubled, stressed and anxious dogs and their often highly frustrated and concerned owners. I’ve worked with thousands of dogs who show aggression and/or reactivity behaviors and -- with their owners --I have successfully taught these troubled dogs new behaviors that allow them to stay in their homes and to live peacefully. I embrace proven, scientific methods (such as counter conditioning and de-sensitization) that are combined with working with all aspects of the canine species, including physical health, physiology, genetics, psychology and past traumatic episodes.

As a working journalist and the previous owner of a literary publicity firm (Phenix & Phenix Literary Publicist), I have worked with all forms of media from small town weeklies to national programs such as The Today Show and the Oprah Winfrey Show. I am comfortable working with journalists in any format.

My writing has appeared in well over 100 publications, including: Dogster Magazine, Dogster.com, Lucky Puppy Magazine, Barks from the Guild (Pet Professional Guild), The Bark, INTO Dogs, The Mountain Mail, Pet Perennials, The Durango Herald, Simply Dogs, Coast Dogs Training, Rover.com, Colorado Parks & Wildlife, Fear Free Happy Homes, International Canine Behaviourists, Dr. Andy Roark, and others.

I am a team player who is professional, kind-hearted and quick-witted. I have managed 20-member teams and have served my entire life as a coach and instructor. I am an advocate for dogs and for the people who love them.

Certifications

- Certified Canine Behaviourist (INTODogs)
- Fear Free Pet Professional
- Family Dog Mediator
- Member of the Pet Professional Guild
- Member of the Pet Industry Advocacy International
- Member of the UK Dog Charter
- Certified Nosework Instructor
- Former Head Trainer and Writer for Dogster Magazine
- Former Lead Writer for Dogster.com
- Author of two canine behavior books
- (Ret.) CCPDT-KA
- B.A. in English/University of Texas
- Graduate of Triple Crown Dog Trainer's Academy

Experience

Founder / Head Trainer, Phenix Dogs Training, LLC

Durango, CO | Utah (2007 – 2022)

Owner of a positive reinforcement dog training company that creates clear communication between canines and humans.

- Training methods based on the science of learning utilizing a thorough knowledge of canine behavior.
- Training conducted with no need to use force, fear or pain
- Training focuses on behavioral issues but obedience training also provided.
- Experience in nose work, agility, herding, and obedience competitions.
- Well-versed in behavior modification for aggressive/reactive dogs.
- Lead instructor of a weekly Growly Dog classes and Nose Work classes.

Founder, CEO, & Chairman of the Board Phenix & Phenix Literary Publicists, Inc.

Austin, TX (1994 – 2006)

Phenix & Phenix Literary Publicists, Inc. (P&P) began its mission to let the world know about quality books in May 1994. With one inaugural client, historical novelist Janice Woods Windle, the firm was instrumental in creating the following successes with the author's first book, *True Women*:

- Appeared on both the *New York Times* and *USA Today* "Best Sellers" Lists
- Sold more than 500,000 copies
- Hundreds of local, regional and national media interviews
- Wildly successful 16-city book-signing tour
- CBS mini-series aired during Sweeps Week

P&P went on to become one of the top U.S. media relations firms specializing in literary publicity for authors and publishers, creating comprehensive media campaigns for eight best sellers in eight years, including Marshall Stewart Ball's *Kiss of God* and Roy Williams' *The Wizard of Ads*. The company routinely booked all types of media, from small town local radio shows to programs such as "The Oprah Winfrey Show" and "The Today Show." In total, the company worked in partnership with more than 800 authors and publishers.

Account Executive, Tate/Austin

Austin, TX (1993 – 1994)

Worked independently with local and national clients in all aspects of public relations, media relations, crisis communications and general marketing campaigns. Clients included Dell Web Corporation, Texas Dept. of Transportation, Austin's Capital Metro, various political campaigns and housing developers. Responsibilities included client communications, writing press and advertising materials and oversight of more than \$400,000 in client accounts.

Media Relations Specialist, Texas Department of Commerce, Tourism Division

Austin, TX (1991 – 1992)

Supervised all editorial and advertorial copy for the state's tourism campaigns, including general press releases and speeches for the division director. Served as editor-in-chief of an industry newsletter, as creator and editor of a monthly press packet distributed statewide and nationally, and worked as a liaison for all types of media and the general public.

Skills & Experience Highlights

- Clear communication skills with both canines and humans that result in better behaved dogs and happy owners. Strong skills in rehabilitating “problem” dogs, including aggressive/reactive dogs. Canine work utilizes behavioral science and positive reinforcement. Clicker trainer.
- Professional journalist writing for national dog-related magazines and websites, including *Dogster Magazine* (formerly *Dog Fancy*), *Dogster.com* and *BARKS Magazine*.
- Author of *The Midnight Dog Walkers: Positive Training and Practical Advice for Living with Reactive and Aggressive Dogs* (Spring 2016/Fox Chapel Publishing). Author of: *Positive Training for Aggressive and Reactive Dogs: Proven Techniques to Help Your Dog Recover from Fear and Anxiety and Enjoy Walks Again* (Sept. 2022/CompanionHouse Books)
- 10 years of experience working with equines with strong emphasis on Natural Horsemanship.
- Proven ability to create and implement power-house media relations and crisis communication plans. As CEO/owner of a nationally-recognized media relations firm, I created thousands of media opportunities for a wide variety of clients. I possess an in-depth and professional understanding of how to capture and retain the media’s attention.
- Thorough understanding of many professions including publishing, journalism, marketing and public relations, politics, and animal welfare. My diverse background equips me with extensive expertise in all aspects of marketing products, people and ideas.
- Management skills include oversight for 20 employees, client communications for hundreds of clients, and financial responsibilities for a profitable media firm. Proven ability to hire, manage, coach and retain top professionals to deliver their best for the company.
- Financial and sales skills include launching my publicity firm from scratch and taking it to more than \$2 million in yearly revenues.

Education

Triple Crown Dog Academy – Hutto, TX
Canine Training Specialist, 2007

The University of Texas at Austin – Austin, Texas
Bachelor of Arts, 1988

Major: English Minor: Journalism

SPECIAL AWARDS & MEMBERSHIPS

- IPPY Award for Best Marketing Campaign – Independent Publisher Magazine, 2001
- Austin Communicator of the Year – Women in Communications, Austin Chapter, 2000
- Silver Addy Award – American Advertising Awards, 1997
- General Excellence First Place, Westlake Picayune – Texas Press Association Awards, 1987
- Member, Austin Toastmasters 1997-2001
- Volunteer, Mixed Breed Rescue, Austin, 1999-2001, 2003, 2005
- Volunteer, Austin German Shepherd Rescue, 2003, 2005
- Rescue Team Member, Austin Dog Rescue, 2006 -- 2010
- Participant, John Lyons Riding Clinic, Oklahoma City, March 2002
- Participant, 5 Aaron England Versatile Horsemanship Clinics, 2005
- Participant, 2 Jack Leiser Natural Horsemanship Clinics, 2006
- Participant, Sharon Lindy Parelli Natural Horsemanship Clinic, 2007
- Achieved Level 1 and Level 2 Natural Horsemanship Status, 2005
- Attendee, Texas Federation of Humane Societies, New Braunfels, April 2002
- Attendee, Dr. Ian Dunbar Seminar, Orlando, FL, Spring 2004
- Attendee, Nathan Winograd No-Kill Solutions, Austin, Texas, March 2006
- Attendee, Click to Calm Workshop, Austin, Texas, August 2009
- Attendee, Clicker Expo, Marble Falls, Texas, January 2010
- Attendee, Sarah Kalnajas Canine Aggression Seminar, Austin, Texas, May 2010
- Pet Professional Guild, Full Member, 2013 - Present
- Flash, 9 year old Shiloh Shepherd, CGC Dec. 2006/ Lacy, 5 year old Mixed Breed, CGC, Dec. 2006
- Mia, 3 year old Picardy Shepherd, CGC, Aug. 2006
- Radar, 10 year old Border Collie, CGC, May 2010, CGCA, December 2013, Passed all ORTs 2015
- Echo, 10 year old Border Collie, GCG, September. 2013, CGCA, December 2013, Certified Therapy Dog
- Canine Good Citizen Evaluator, August 2009 – 2018
- Certified Professional Dog Trainer – Knowledge Assessed, March 2014, #1143599
- Graduate, “Train the Trainer” Section 1 and 2, Andrew Ramsey Nose Work, December 2014
- Certified Fear Free Professional – 2016 - Present
- Certified Canine Behaviourist – INTODogs, 2022
- Certified Family Dog Mediator – 2022

References

Available upon request.