



Animal Behavior College ~ Fact Sheet ~



Founded:

Animal Behavior College (ABC) was founded in Southern California in 1998 by dog training expert Steven Appelbaum, ABCDT.

Mission: ABC's mission is to help educate people who are passionate about making a career out of doing what they love — working with animals. Their vocational programs act as a bridge allowing animal lovers to engage in fulfilling, life-long careers.

Courses:

Certified Dog Trainer Instructor Program (Launched in 1998)

Graduates of this course will be deemed Animal Behavior College Certified Dog Trainers (ABCDT). Certified trainers are able to hold group classes and private lessons, practice behavior modification, and advance their careers further by working in more specialized fields such as service dog training.

Dog Trainer Facts:

The average dog trainer works with 250 paying clients each year. The typical dog training client spends \$69-\$85 on pet products after three lessons with a dog trainer.

Certified Veterinary Assistant Program (Launched in 2008)

Graduates of this course will be deemed Animal Behavior College Certified Veterinary Assistants (ABCVA). Certified Veterinary Assistants will be able to work in a variety of different animal care fields including veterinary hospitals and clinics. The average yearly veterinary cost for pet owners in the United States is \$366 per pet.

Certified Grooming Instruction Program (Launched in 2009)

Graduates of this course will be deemed Animal Behavior College Professional Groomers (ABCPG). A professional grooming career affords animal enthusiasts a creative and artistic profession that is also fulfilling as it contributes to the overall health and well-being of a variety of animals.

Student Statistics (as of January 2010):

Enrollments

ABC total student body - 12,059 students
Dog Trainer Course - 10,652 students
Veterinary Assistant Course - 1,405 students

Graduation Totals

5,536 ABC graduates

Alumni Members

(Alumni group founded 2005)

3,934 ABC Alumni

89% of ABC graduates become ABC Alumni members.

Company Growth

In its first year, ABC enrolled a modest 35 students. By 2003, they were up to 500 enrollments per year. Between 2004 and 2006, ABC grew 53% with 2006 setting records in profits and enrollments. In 2007, ABC enrolled over 1,800 students and is expected to enroll nearly 2,500 in 2008. Despite the harsh economy, ABC enrolled 2,871 students in 2009 with 2010 expected to bring in even more growth.

Unique Course Structure:

The ABC programs are 11-stage courses that feature an in-home study component along with a hands-on training module. The first nine stages are mastered by the student online with the guidance of a Program Manager. Stage 10 is the externship stage. ABC has a network of over 1,800 Mentor Trainers and 1,700 veterinary hospitals throughout the United States and Canada who work with students during their externship. Students are set up either with a professional dog trainer or in a veterinary clinic or grooming salon, depending on the program in which they are enrolled. During their externship, students complete a specified amount of required practical hours before moving on to stage 11, which is when they take the final exam and graduate.

Students Saving Lives:

Research shows that 1.8 million dogs are surrendered to shelters every year by their owners. A high percentage of these surrenders can be linked to untreated behavior problems. The Students Saving Lives program is embedded within the ABC coursework. All ABC Dog Training students must complete at least ten hours of volunteer training time at their local animal shelter or rescue group. To date, ABC students have donated over 50,000 hours of volunteer training at shelters all across North America and that number continues to grow with each new student.

Nationwide Program:

All of ABC's courses are available nationwide, in all fifty states and Canada.

Websites:

www.AnimalBehaviorCollege.com
www.BecomeAVetAssistant.com
www.BecomeAGroomer.com