



New York Times Article Dated December 27, 2007 Cites the Rise of "a Chorus of Dog Whisperers" – People Wanting to Become Dog Trainers

Jim Burwell's Petiquette challenges those who wish to become dog trainers to become more than just a member of the chorus – become a truly knowledgeable and skilled dog trainer and stand out from the crowd.

Houston, TX, January 04, 2008 --(PR.com)-- “Dog training is a skill set that continues to develop the trainer, says Burwell. With each dog you train you gain knowledge; with each owner you help to better understand what dogs need in order to be balanced, you become a better communicator; with each dog you help stay in their forever home you become more than just a dog trainer, you become someone the client respects and trusts. The best way to stand out from the crowd in your dog training expertise is to start with a solid foundation.”

[Jim Burwell's Petiquette](#) teaches entrepreneurs with a passion for dogs, to be exceptional dog trainers using the “Burwell Method”; a positive reinforcement training system developed over 25 years of training. Burwell explains, “There are no gimmicks, only sound, mainstream handling techniques. We teach our franchisees a clear understanding of what makes dogs behave in the way they do and how they can help owners go about fixing that behavior while we also educate the owners on the appropriate and positive way to have a peaceful, rewarding, enduring relationship with their dog.

“It is truly rewarding to help people with a passion for dogs fulfill their dream and turn it into a rewarding career. As we always say, Opportunity Barks!”

About Jim Burwell's Petiquette

Jim Burwell's Petiquette™ offers entrepreneurs and dog owners the benefits of a 25 year proven method of in-home dog training and behavior modification, using positive reinforcement to achieve training goals, and a working partnership with experts like no other. Their goal is to help owners establish peaceful, rewarding, enduring relationships with their dog. In 1988, after building a successful career in commercial banking for more than two decades, Petiquette founder Jim Burwell felt it was time to trade in his expertise in banking to starting a business in barking. Proclaimed by the 4th largest city in the U.S. as "The Houston Dog Whisperer," by the Houston Chronicle, Burwell has become one of the nations most established and thriving dog trainers. His in-home dog training process, The Burwell Method, applies to canines of virtually all breeds and their owners. Franchising since 2006, Petiquette currently operates one company owned unit and two franchise units. Company plans call for 110 locations nationwide in 2011. For more information on Petiquette in-home training or for more information on Jim Burwell's Petiquette Franchise opportunity please visit www.petiquettedog.com or call 1-866-336-9300

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