



Animal Behavior College Company History

Animal Behavior College (ABC) is a Santa Clarita, Calif.-based vocational college that opened its doors in 1998. Steven Appelbaum, founder and CEO of ABC had a vision to create the best animal career college in North America

ABC is the second successful company Steven built from scratch. Prior to ABC, Steven was president of Animal Behavior and Training Associates (ABTA). Steve and his staff were responsible for contracting and hiring dog trainers for more than 550 Petco in the U.S. and 50 Petcetera stores throughout Canada.

Steven always emphasized the importance of a trainer's qualifications and he was startled when 70 percent of "professional trainers" had failed ABTA's basic training exam. As a result, ABTA faced an unexpected challenge—it needed hundreds of professional dog trainers in order to staff pet stores, but was unable to find qualified trainers. Steven recognized the need for formally educated dog trainers, which led to the founding of Animal Behavior College.

Steven developed a hybrid program that enabled students to attend ABC via online distance learning and experience a hands-on externship. ABC students can attend school and not have to make sacrifices, such as relocating or having to give up their current careers and families. All three ABC certification programs use this model. However, in January 2013, the Dog Obedience In-Classroom program was launched and as of January 2014, the third session was in full swing—the fourth will start in June.

ABC soon went from being a small company with fantastic potential into an internationally recognized vocational college. The pet industry generates more than \$62 billion in sales and ABC has tapped into the market by helping pet lovers pursue animal careers. It is worth noting that ABC Certified Dog Trainers make up the largest group of certified pet trainers in North America with more than 10,000 graduates to date.

ABC continues to be an industry leader in animal career training. In 2008, ABC introduced the Certified Veterinary Assistant Program (VAP). In the first year, the VAP enrollment rate exceeded expectations by 141 percent. As of January 2014, more than 7,000 students have enrolled in VAP. ABC added another certification course in 2010, the Grooming Instructor Program (GIP), which currently boasts more than 2,000 enrollments.

In an effort to ensure that its graduates continue to grow professionally, ABC also introduced Continuing Education Programs (CEPs). ABC offers the following CEPs, Training Shelter Dogs, Teaching Private Lesson, Pet Sitting and Dog Walking, Cat Management and Training and Pet Nutrition and Diet, and Pet Massage.



All ABC courses offer a well-balanced and convenient education to students throughout North America. The innovative curricula has reached students from all walks of life, including recent high school graduates, educators and veterinarians who wish to enhance their knowledge of animals. The ABC Alumni group was founded in 2005 and currently has more than 11,000 members.

Since its inception more than 15 years ago, ABC has harmoniously evolved alongside the ever-growing animal industry, meeting the needs of animal enthusiasts. To date, ABC has enrolled nearly 30,000 students, and continues to grow every month, ensuring a brighter future for students and animals.

More information can be found at:

www.animalbehaviorcollege.com/info

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