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**Dognition Introduces World-Class Dog Expert Panel
With Unprecedented Depth of Experience**

Leaders in Canine Training, Behavior, Health and Well-Being Contribute to Knowledge Base

Durham, N.C. (May 23, 2013) – [Dognition](#), the science-based service that enhances and enriches relationships between dogs and their owners, continues to assemble a world-class panel of thought leaders across a broad spectrum of disciplines to further strengthen the company’s mission, products and practices.

Co-founded [Dr. Brian Hare](#), the director of [Duke University’s Canine Cognition Center](#), Dognition enables owners to forge an ever deeper connection with their dogs by identifying their unique personality and way of thinking. Dognition provides owners and their dogs a series of fun, interactive games that reveal key dimensions of canine intelligence and everyday problem-solving skills: empathy, communication, cunning, memory and reasoning. The objective is not to quantify intelligence (i.e. determine whether a dog is “smart” or “not”), but to provide owners with a “dog’s eye view” of how their best friends see the world.

The contributions of the [Dognition Expert Panel](#) further extend the rich insights that Dognition provides dog lovers by drawing up proven expertise in the fields of canine well-being, training, behavior, and service. Each Dognition subscriber receives exclusive access to activities and advice that are personalized based on how their individual dog takes in information and navigates their world. Owners will benefit from original content, educational resources, and games that they can enjoy with their dog.

Dognition is proud to welcome and introduce Tamar Gellar, Dr. Richard Hawkins, Paul Mundell, Nina Ottosson, Betsy Banks Saul, Victoria Stilwell and Kyra Sundance as the members of the Dognition Expert Panel.

[Tamar Gellar](#), who Oprah Winfrey describes as “my personal dog coach,” is a Los Angeles-based dog trainer who developed "The Loved Dog" method of dog training. Based upon observations made while studying the habits of wolves, Gellar’s method rejects the use aggression, dominance, or choke chains. Gellar is the New York Times bestselling author of [The Loved Dog: The Playful, Nonaggressive Way to Teach Your Dog Good Behavior](#), and the founder of the first cage-free doggy boarding and day care center in Southern California. She appears regularly on NBC’s Today Show and has shared her coaching talents with a long list of celebrities including Ellen DeGeneres and Jon Stewart. Gellar is also the founder of the non-profit initiatives [Operation Heroes & Hounds](#) and [Another Chance for Love](#), pairing shelter dogs with injured veterans and prison inmates.

Richard W. Hawkins, DVM, is president of the [North Carolina Veterinary Medical Board](#) and a Key Opinion Leader for Merck Animal Health. Dr. Hawkins is a small animal practitioner and owner of a five-doctor, AAHA-accredited animal hospital in Durham, N.C. He has held a host of leadership positions in the field of veterinary medicine, including Board President of the [North Carolina Veterinary Medical Foundation](#), President of the [North Carolina Veterinary Medical Association](#), and member of North Carolina State University's Board of Advisors and Veterinary Medicine Admissions Committee. Dr. Hawkins served for more than 15 years on the Duke Institutional Animal Care and Use Committee. He is a graduate of North Carolina State University and Auburn University's College of Veterinary Medicine.

Paul Mundell is the National Director of Canine Programs for [Canine Companions for Independence](#) (CCI), a national organization that breeds, raises and trains assistance dogs for the disabled. Mundell is responsible for identifying and validating techniques to improve CCI's ability to select, breed and train service dogs. As an expert in applied animal genetics, he leads the breeding, development and training program for more than 700 service dogs annually. He has consulted with the United States Marine Corps to develop high-level training for dogs to remotely detect improvised explosive devices, providing expertise in the selection, training, conditioning and deployment of specialized search dogs.

Nina Ottosson, a pioneer in the dog games industry, is a globally recognized designer and inventor of groundbreaking, interactive puzzle games and toys for dogs. In 1990 she designed her first games, creating a new category of toys that provided fun and engaging ways to stimulate and exercise dogs both physically and mentally. Through her [eponymously branded company](#), Ottosson continues to follow her passion for designing new, fun and engaging toys and puzzles to delight dogs and their owners around the world.

Betsy Banks Saul is the co-founder of [Petfinder.com](#), the largest online database of adoptable pets. With a vision to change the way the public views shelter pets, Petfinder.com, which Saul describes as a Social Profit company, is on a mission to see that no pet is euthanized for lack of a home and ensure that pets are elevated to the status of family members. Through Petfinder, Saul works with nearly 14,000 rescues and shelters throughout North America, with many of these groups receive funding, training, education and grants through the Petfinder Foundation. Saul splits her time among Petfinder, the [Petfinder.com Foundation](#), where she is board chair, the [Alliance for Contraception in Cats and Dogs](#), where she serves on the board of directors, as well as the advisory board for Tufts Veterinary School.

Victoria Stilwell, the star of Animal Planet's international hit series, *It's Me or the Dog*, is a world-renowned dog trainer, best-selling author and a passionate advocate for positive reinforcement training methods. A widely-recognized leader in the field of animal behavior, she is a regular contributor to national news, lifestyle and entertainment media outlets and recently published her third book, [Train Your Dog Positively](#). Stilwell is the founder and editor-in-chief of [Positively.com](#) and CEO of Victoria Stilwell Positively Dog Training, a worldwide network of positive reinforcement trainers. She is a National Ambassador for the [American Humane Association](#) and serves on the Advisory Boards of [RedRover](#), [DogTV](#), and [Canine Assistants](#).

Kyra Sundance is an internationally-known [stunt dog show performer](#), celebrity dog trainer and best-selling author. Her acrobatic Sundance Dog Team has starred in thousands of live shows including a command performance for the King of Morocco, The Tonight Show, Ellen, Disney's *Underdog* stage show, Bravo's Showdog Moms & Dads series, halftime shows, and more. Sundance is the author of

seven books including the international bestseller [101 Dog Tricks](#). Her award-winning DVD series “Do More with Your Dog!” encourages the integration of dogs into more areas of everyday life.

About Dognition

Dognition is the champion for enriching the relationships between dogs and their owners. Dedicated to all dogs, the service is for curious owners who treasure a deeper relationship with their dogs and are excited about gaining unique insights into what makes dogs tick. By tailoring fun, science-based games to subscribers and offering everyday “citizen scientists” a chance to contribute to research that furthers the study of dog cognition, Dognition helps owners discover what is extraordinary about their dogs while contributing to the greater good of all dogs.

About Dr. Brian Hare

Dr. Brian Hare, chief scientific officer of Dognition and the director of the Duke Canine Cognition Center, is associate professor in evolutionary anthropology at the Center for Cognitive Neuroscience at Duke University and one of the top canine cognition experts in the world. Dr. Hare is a member of the Center for Cognitive Neuroscience, a division of the Duke Institute for Brain Sciences. He received his Ph.D. from Harvard University.

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