



SMALL ANIMAL & EQUINE NATUROPATHIC ASSOCIATION

MEMBERS NEWSLETTER QUARTER 4

Contents:

- THE PRESIDENTS
WORD & SAENA
PROJECT UPDATES
- MEET THE COMMITTEE
- A MOMENT WITH A
MEMBER
- FUTURE MEMBER
EVENTS
- BUILD YOUR BUSINESS
DURING COVID
- EVENTS NEAR YOU
- SAENA BRAIN TEASER
- CLOSING WORDS

The Presidents Word

TRANSITIONING TO A NEW COMMITTEE & EXCITING SAENA PROJECT UPDATES

I am very honoured to have taken over the reins as the new President of SAENA in July 2020. I would like to thank the outgoing committee Hazel James, Laura Johnson and Linda Bolton-Breen for the fantastic work they have done for the Association and I look forward to working with the new committee to grow SAENA into a thriving Association.

I feel very blessed to have a fantastic team of very passionate and enthusiastic committee members by my side including Michael Yeo (Vice President), Sarah Attwater (Communications Coordinator), Faye Dabrowski (Secretary), Katrina Geelan (Secretary), Tasha Saw (Treasurer), and Wendee Mundy (Treasurer).

We have now fully transitioned and are looking forward to some very exciting projects ahead of us including:

- building SAENA's brand into an industry leader;
- getting courses from schools other than NCTM; accredited which will allow graduates from these schools to join SAENA;
- providing our members with continuing professional development including webinars and seminars from leading practitioners in the industry; and
- recognition of SAENA practitioners by pet insurances.

We are currently brainstorming a few other ideas also, such as a potential mentorship program for our members and business related support seminars. We are open to any suggestions from you – our members. In fact, we would love to hear from you how we can support you!

Finally, I would like to take the opportunity to let you know that we would be very pleased for some more members to join the SAENA committee. The more committee members, the smaller the workload and consequently the quicker we'll get all our projects up and running. We are currently looking for an Events Coordinator and a Website Coordinator. If anyone is interested in any of these positions, please contact us on info@saena.com.au.

Warm regards,
Sandra Bader | SAENA President



Meet the SAENA Committee

THE EXECUTIVE

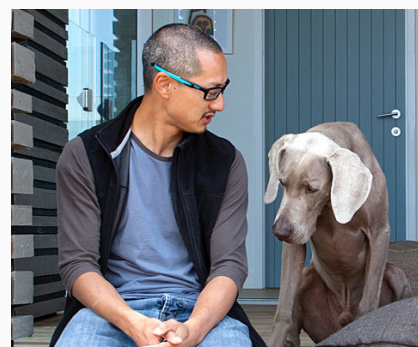
PRESIDENT - Sandra Bader

Sandra is a qualified Canine Myofunctional Therapist with a background in Therapeutic Massage and Shiatsu for humans. Prior to working in the healthcare industry for humans and dogs, Sandra completed a Master Degree in Anthropology at the University of Heidelberg, Germany, and a Phd in Anthropology at Monash University, and held lecturing positions at the University of Melbourne and Monash in the past. Today Sandra dedicates her time fully to improving our dogs' quality of life. She is the founder and owner of Paws4Paws (since 2015) and very proud mum of a Shepherd x Staffy.



VICE PRESIDENT - Micheal Yeo

Michael's interest in canine rehabilitation, sports injury and conditioning came about indirectly through his hobby of training, trialling and showing his Weimaraner's, thus turning a profession of 25+ years as an architect, to that of a "canine rehabber" specialist. A CMT certification at NCTM led to extended training in other allied modalities including Bowen, K-taping, acupuncture and laser eventually leading to studies in CCRP (Certified Canine Rehabilitation Practitioner) and many other international continuing education programs.



SECRETARY - Faye Dabrowski

Faye is a NCTM graduate of Canine Myofunctional Therapy, who joined SAENA in 2018. Faye has a Diploma in Animal Technology and worked as an animal technician for 10 years. As a wildlife lover, she has been a penguin guide in Melbourne and rehabilitated elephants, moon bears and rhinos overseas. Blending her interest in animals and natural health, Faye also became a qualified Canine Bowen Therapist and runs her pet practice, Sit Stay Heal. She also works part time as a quarantine officer and is a loving mum to her 2 fluffy dogs, a Pomchi and Pomeranian X.



SECRETARY - Katrina Geelan

Katrina joined SAENA in 2019 after completing her Diploma of Equine Myofunctional Therapy at NCTM the year before. In addition to this, Katrina holds a Certificate III in Performance Horses, a Diploma of Horse Industry Management, and a Statement of Attainment in Saddle Fitting. Being involved with volunteer organisations such as WIRES, and Riding for the Disabled since a young age, Katrina became passionate about the health and welfare of animals. It was this passion that led her to pursue a career in natural therapies for animals, specialising in equines.



There is currently a position open in the Executive. If you enjoy Event Planning and would like to join the team, please email info@saena.com.au to enquire.

Meet the SAENA Committee

THE EXECUTIVE CONTINUED...



TREASURER - Tasha Saw

Tasha is a qualified Canine Myofunctional Therapy practitioner with more than 10 years experience working in the animal husbandry industry, who founded her business, Release The Hounds: Canine Muscle Therapy, in 2018. Tasha also has a Bachelor in Animal Science and Management and her passion for promoting wellness for all has led to her recently joining the aged care industry in administration. The proud mum of a Doberman, Tasha enjoys competing in conformation shows and dog sports.



TREASURER - Wendee Mundy

Wendee became interested in canine massage when the mobility of her senior dog became restricted due to arthritis. Unable to find a local massage therapist she became trained in Canine Myofunctional Therapy through the National College of Traditional Medicine in 2018. Wendee has been involved in conformation showing and breeding of Manchester Terriers and is currently the proud mum to a 14 year old 'Mannie'. She is passionate about improving all aspects of canine health.



COMMUNICATIONS OFFICER - Sarah Attwater

Sarah has always had an affinity with animals and is especially passionate about equine and canine health and well-being. Sarah is currently studying a Diploma of Equine and Companion Animal Naturopathy at the National College of Traditional Medicine. Prior to commencing the Diploma, Sarah completed a Honours Degree in Marine Biology and Freshwater Ecology Bachelor degree at Deakin University and worked as an Environmental officer. Sarah is also very passionate about digital marketing and growing online businesses.

GENERAL COMMITTEE MEMBERS

New Committee members are always welcome. If you would like to join the team and gain some valuable professional experience and personal development, please email info@saena.com.au to enquire.



A moment with a SAENA member

MEET SANNE, A CMT PRACTITIONER AND DOG TRAINER

Name:

Sanne (pronounce Sah-nah)

Business name:

The Complete Canine

Pets:

Lenyx (amstaff) and Zelda (kelpie x koolie) and 2 rabbits
Tane & Arya

Modalities you practice:

Canine Myofunctional Therapy

Do you offer anything else within your business?

I'm a dog trainer and behaviourist and offer private training and a variety of different kind of group classes.

What is one thing you wish you knew when you started your CMT business?

How much harder it is to massage super fluffy dogs. Makes sense, until you actually put your hands on them in the beginning. And let's not forget the added hair in your face, mouth, clothes and all over your practise! No seriously, I think I actually felt pretty prepared for the day to day running of the business but this was probably because I was already running my training side of things.

What is one thing you have found easy with your CMT business?

I really enjoy marketing, putting the word out there, making infographics and getting social media up and running.

I was very lucky I had a good client base so during the time I was doing my reports and waiting to be certified I managed to massage lots and lots of dogs for free, getting my name out there and even managed to massage at a sport event and a birthday party of a doggy daycare. I also found it easy to set up my own space in the garage. I much prefer massaging at my house on the massage table than going to a persons home.

What is one thing you have found difficult with your CMT business?

For me I think it's breaking the barrier that massage isn't necessarily a luxury thing for your dog, but should be in every dogs regular routine really. Coming from the horse world in the Netherlands where literally everyone I knew would have someone come and massage their horse regularly, I think I kind of expected it to be a bit the same in the dog world. It's not just a spa day. It's actually helping your dog move and feel better.

Funniest moment during a treatment:

The funniest moment is when I massaged Toqui, an English staffy of a friend and fellow trainer. Toqui is super vocal, so much so I was warned to not be worried as he's not aggressive but he sure sounded like it. He wasn't having a bar of the massage until suddenly he realised 'Gosh, this feels good!' And he promptly set on my legs and didn't come off! Every time I tried to move to wrap it up he sat down on my leg again. Haha, it was quite funny.

Continued on next page...



The Complete Canine



THECOMPLETECANINE.COM.AU



@THECOMPLETECANINE

A moment with a SAENA member

MEET SANNE, A CMT PRACTITIONER AND DOG TRAINER

What online presence do you have (including social media) and which one have you found the most influential in growing your business?

I'm on facebook, instagram and have my own website and blog. I mainly use facebook (and link which ever posts I can to instagram as well) but I don't find instagram very effective. The reach on instagram is so big, which isn't really what you want as a business that travels locally or has people come to you. Even though I appreciate people in USA liking my stuff, as a business that's not very effective for me.

As for facebook I actively post every single day, 2 items a day. There is some great books on amazon (kindle unlimited!) on marketing that I've read and having a social media planner is a must! I plan out what I want to post about (which is generally a mix of business, education and something funny) and schedule it on FB. Most content is colourful and has pictures of me massaging or training. Canva is a must for any small business owner.

I also write a blog whenever I feel like I have a good topic, and if I have several news item an email list goes out as well.

Lastly, is there any resources you use to help you with your business that other SAENA members would benefit from knowing about?

At the moment I'm reading the Kyra Sundance - Canine Conditioning book which I really enjoy as it has heaps of hands on additional exercises you can do to make your dog stronger. K9fitness solutions also has good stuff and FitPaws is also worth a look at (although, so expensive). I'd love to have more resources out there though! So if anyone has any good, engaging books or websites I'd love to hear them!

Thank you so much for being a SAENA member profile Sanne! You offered some fantastic insights into your CMT business and I think all CMT practitioners can relate to the fluffy dog comment.

Future Member Events

A FUN PATH TO CONTINUED PROFESSIONAL DEVELOPMENT THROUGH SAENA

The new committee are super excited to present our members with fun opportunities that contribute to continued professional development. I think we can all agree that life is always offering us opportunities to learn tools to add to our professional tool box. The brain is like a muscle, if you don't use it, you lose it. The SAENA committee are currently in discussions on how we can support you in your PD journey. Some of the fabulous ideas being thrown around are the engagement of professionals to deliver webinars, offering a members mentor program and having a data base resource where all PD material will be always accessible whilst you are a member.

We are open to suggestions! Please email ideas to info@saena.com.au



The Business Builder

BUILDING YOUR BUSINESS DURING COVID

Regardless of where you live or what modalities you practice, it is highly likely that the COVID-19 pandemic has effected your business in some capacity. In person consultation is critical for certain modalities, especially for the application of Myofunctional Therapy. After all we need to be able to palpate and feel the muscles to observe any dysfunction and begin to warm and stretch tight muscles. Some modalities can offer more flexibility will online services such as nutrition and herbal medicine.

So depending on your circumstances, you may not be able to physically reach clients due to lockdowns. Luckily there are some things you CAN do in the meantime to build your online presence and increase your client base from a distance.

Here are some great marketing tips to help you thrive through the rest of this pandemic:



Build client relationships online. This one isn't easy but worth putting in the extra effort. Put yourself in your ideal clients shoes, what do they want or would benefit from? You can do things like facebook live Q&A's.



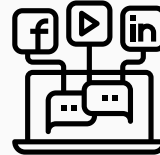
Improve your online presence. Invest time into optimising your website for mobiles, incorporate keywords in your website pages, engage in online forums and communities and lastly improve user experience.



Reassure your customers that you are there for them and your business isn't going anywhere. You can do this through updates through an email list or regular social media updates.



Get creative with your content and marketing strategies to make you stand out from the crowd. Offer alternative options like online classes, zoom conferences or how to videos. The main thing is to have fun with it.



Kick it up on Social. The truth is, this pandemic is a prime time to build your presence on social media with so many people at home and online at the moment. The secret... be present. Post more, join conversations, utilise paid targeted ads, have an online contest or promote special offers.



Events near you

It's been a hard year for events due to COVID restrictions. Luckily some areas have experienced an ease in restrictions and some carefully managed events can go ahead. Please make sure you keep up to date with your states COVID restrictions to determine if events are allowed to go ahead. Please check event details closer to the date for cancellations and postponements.

Also If you know of any events that the SAENA members would love to know about, please let us know and we will share it on Facebook/email or the newsletter.

2020-21 Events

- 7 November 2020 - TBC Paws at the Park, Gold Coast, QLD
- 7 November 2020 - Street Paws Festival Newcastle, NSW
- 8 November 2020 - Dogs in the Park Bayview 2020, Bayview, NSW
- 14 November 2020 - Street Paws Festival celebrating Kukur Tihar (Nepal) Festival of the Dog, Marrickville, NSW
- 7-8th December 2020 - Becauseofthehorse.net 2020 virtual fair 2021 Events
- 31 January 2021 - Dogs In The Park NSW at Mattara Festival, Wallsend, NSW
- 1-2 May 2021 - Adelaide Animal Expo 2021, Adelaide, SA
- 1-2 May 2021 and Oct 22-24 2021 - Melbourne Dog Lovers Show, Melbourne, VIC
- 17-8 August 2021 - Sydney Dog Lovers Show, Sydney, NSW
- 20 - 21 November 2021 - Cherish Perth Pet Expo 2021, Claremont, WA

NEW ZEALAND

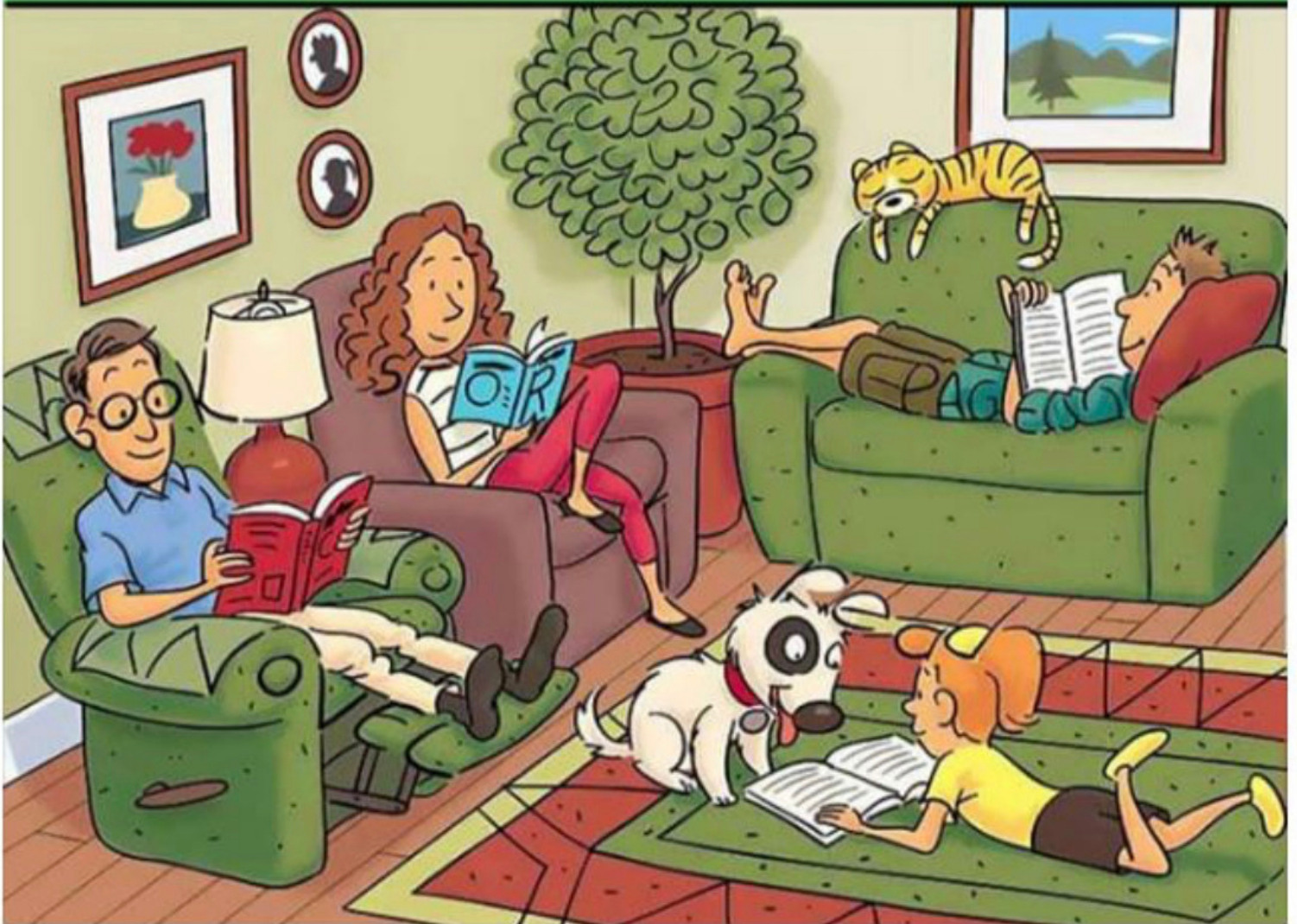
Coming soon- Auckland Dog Lovers Show- Expression of interest

Due to the uncertainty around COVID level restrictions in the Auckland region and significant forwarded planning required, the Auckland Pet and Animal expo has been postponed from 17-18 October 2020.

SAENA Brain Teaser

CAN YOU FIND THEM ALL?

Only genius can find the Six hidden words



Closing Words

Firstly, thank you to all of our valuable members. SAENA would not have the opportunity to grow as an industry leader without your support and contribution.

Lastly, if you have changed any contact details, please remember to let us know at info@saena.com.au

Stay safe, keep smiling and keep making a difference in animals lives.

SAENA EXECUTIVE