

## Who is Ginny and Why should I care?

**In the Dog World**, Ginny is an accomplished trainer in agility and obedience, and more recently in herding. She currently volunteers her time to help beginning herding students learn the basics at the farm of friend, mentor and nationally recognized trainer, Shannon Wolfe, near Lake Geneva, Wisconsin.

Ginny is well known in the region for her steadfast, reliable and down-to-earth way with dogs.

Taking a common sense approach to most training issues, Ginny uses the best techniques from old school repetition and consistency, to cutting edge modern approaches on positive reinforcement and behavior modification - and applies that methodology to both dog and handler.

"A good trainer has to have a lot of tools and tricks to choose from. You'll rarely get the best results using a one-size-fits-all approach."

Ginny's style of training is to help owners and handlers see exactly what they're doing right, and try to take a mental "snapshot" of what "right" looks and feels like so they can build upon that.

"Beginners make all sorts of mistakes - that's what being a beginner is all about. From my point of view, you don't have to do it perfectly ... you simply have to keep making progress."

Ginny's lifelong involvement in dogs was a springboard for her own training, grooming and boarding facility in the 70's. This led to the adventure of a lifetime in the 80's as a licensed professional guide in Idaho's mountain backcountry and a position as *General Manager* for one of the premier horsemen outfitters in the state. Ginny honed her inherent skills in marketing, organization and logistics in the tourism industry and served for 5 years as an elected member of the Board of Directors for the Idaho Outfitters and Guide's Association.

**In the Corporate World**, Ginny now works from her home office as a private consultant to upper-level executives and corporate officers in a wide variety of Chicago area businesses.

Ginny's services include confidential editing and advice on content and design for presentations in all types of media, along with analysis and recommendations on accounting issues, operations, logistics, and overall organization.

Working for over 20 years with her brother, Scott, in Venning Enterprises, Ginny earned a solid reputation as an innovative problem solver whether tackling operational issues or building successful marketing strategies for companies such as:

- Cellular One
- Cingular Wireless
- AT&T Mobility
- Northern Trust Bank
- Aetna Casualty & Surety
- along with many other companies protected under confidentiality agreements

Ginny accepts limited new clients by referral only.



*Always thinking. Always.*