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## Pet Professional Guild Expands Board of Directors with New Appointment

**Don Hanson joins board after several years leading PPG's advocacy committee and Shock-Free Coalition**

By: [The Pet Professional Guild](#)

**LECANTO, Fla. - July 19, 2021 - PRLog** -- The Pet Professional Guild (PPG), an independent non-profit organization dedicated to promoting educational and practical initiatives for the purpose of force-free training and pet care, has appointed long-time PPG associate Don Hanson to its board of directors with immediate effect.

Hanson is a Bangor, Maine-based canine and feline trainer and behavior consultant of some 25 years, who has been co-chair of PPG's Advocacy Committee since 2016 (and, as of 2021, chairman), and chairman of the [Shock-Free Coalition](#) since 2017. PPG established the Shock-Free Coalition at that time as a global advocacy campaign aimed at ending the practice of using electric shock to train, manage, and care for pets; building a strong and broad movement committed to eliminating shock devices from the supply chain; and creating transparency on the methods used for consumers seeking professional advice on pet behavior or training issues.

Given that the pet industry is evolving quickly, particularly in regard to training philosophy, methodology and ethics, PPG strives to ensure it stays ahead of such important and quickly emerging issues. By strengthening its board of directors with the addition of Hanson, PPG aims to enhance its ability to react quickly and appropriately to arising issues at all times.

"Don Hanson has headed up the PPG Advocacy Arm for the past few years, in particular the Shock-Free Coalition, and has a track record of leadership in our industry that the board felt would benefit PPG at a higher level," said PPG president Niki Tudge. "He has the skills and experience to positively and critically contribute to some of the important conversations and decisions we anticipate having to make in the next couple of years regarding ethics, approach and industry progression. By making such changes and amendments to the operating practices within PPG, we guarantee that we can not only serve our membership with a high degree of competency, but that we can best represent our membership body by positively shaping the topography of the industry in which they practice."

"It is an honor and a privilege to be asked to serve PPG and its members on the board of directors," added Hanson. "I've been a pet care professional since 1995 and have been active in industry associations since 1998. It has always been my goal to help people care for their pets in a kind and gentle manner, fostering a life-long bond based on mutual trust. Unfortunately, either due to ignorance or intentional malice, pain, force, and fear are still used in the training and management of pets far too often. I believe that PPG's emphasis on science, empathy, and ethics and its members' passion can bring about the positive changes we need in this industry. To be part of that will be a capstone to my career."

### About Don Hanson

Don Hanson is the co-owner of the [Green Acres Kennel Shop](#) in Bangor, Maine. He is a Bach Foundation registered animal practitioner (BFRAP), certified dog behavior consultant (CDBC), associate certified cat behavior consultant (ACCBC) and a certified professional dog trainer (CPDT-KA) and also produces and co-hosts a weekly radio show and podcast, The Woof Meow Show on [The Pulse AM620 WZON](#). He writes about pets on his [blog](#) and is chairman of PPG's Advocacy Committee and the Shock-



**Hanson, Don With Muppy**

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Free Coalition. [Don Hanson full bio here.](#)

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