

TEACHING TWO SPECIES

Dog Genie is all about human-canine communication

Dog Genie

5800 Santa Rosa Road, Suite 144, Camarillo
805-479-8900
doggenie.com

By Alex Wilson

When Genie Tuttle was 5 years old and growing up in Thousand Oaks, she begged her parents for a dog. Fortunately for her, the neighbor's German Shepherd had puppies.

"And I was just completely passionate about it from the get-go," Tuttle told the Ventura County Reporter.

Tuttle worked a variety of jobs when she grew up but always wanted to spend more time working with animals. She started her dog training business, Dog Genie, back in 2003 and has never looked back. This year, Dog Genie was deemed the top dog trainer by Best of Ventura County voters.

"I specialize in teaching people how to communicate with their dog using humane, modern techniques. I do not use any fear or coercion or intimidation. I do not use any aversive equipment or punishment," she said.

Tuttle said the dog training industry has really evolved over the years. "To respecting the animal and understanding that it's a two-way street. You have to consider the needs of the student. In this case, I teach two species something brand new at the same time a lot of times. Be-



Genie Tuttle has owned her dog training business, Dog Genie, since 2003. (Submitted)

cause humans are humans and dogs are canines. They're not people in a dog suit, you know."

Generally, Tuttle conducts private lessons at people's homes, but she also does at least one group class a week, using a "clicker" that audibly signals to dogs that they have done the correct behavior.

"So, I teach group clicker training classes and I do around-town skills for people who want to take their dogs with them to breweries or cafés and things like that," she explained. "So primarily the bulk of my practice is private lessons, but I do group classes once a week just so that people can have that different type of experience."

While many lessons focus on basic manners and skills,



Outdoor group dog obedience classes are held weekly by Genie Tuttle. (Submitted)

Tuttle is also adept at working with dogs that have more complex psychological issues.

"I do a lot of more complicated behavioral modification. So, dogs that maybe are reactive with other dogs and have anxiety about it, and then you kind of go in and help them understand that they don't need to have anxiety over the other dogs, you know? And so, I work a lot on reactive dogs, separation anxiety, all of the things," she said.

Tuttle has two rescue dogs of her own that each weigh 86 pounds, which she adopted from Ventura County Animal Services, where Tuttle serves on the board of the charitable foundation supporting the agency. One is a coon

hound mix and the other is a Rottweiler mix.

"Petting dogs releases endorphins and/or dopamine and happy feelings in people, and they are nonjudgmental and they are just, you know, packed full of love and devotion. And you can tell them anything," she said.

Asked about the secret to her success, Tuttle said love is a key ingredient.

"The people who say, 'Do what you love, follow your passion and it'll work out.' I think there's a heck of a lot of truth to that," she said. "I really wanted to teach people how they could communicate with a dog using effective, kind techniques, and it just took over my life. And I'm so happy that I get to run a business doing just that." ♦

Ventura Unified Information Night!



Meet representatives from all VUSD schools and programs!

Learn more about:
Fall '25 enrollment,
Schools of Choice Lottery,
and more!



Tues. Nov. 12, 2024
5:30 pm @ Buena High
www.venturausd.org