

Kamp K-9 Jax Bck

Dr. Greg DiFranza
Canine Behaviorist

Better Humans,
Better Planet.



Table of Contents

Part I

Signed Application

Part II

History and Philosophy

Management

Growth

Innovativeness and Response to Adversity and Competition

Leadership and Community Contributions

Addendum

Biography

Statement of Merit for the Overall 2023 Small Business Leader of the Year

Business Materials

Additional Materials

*If Following is beneath you,
then Leadership is beyond
you...*

Small Business Leader of the Year
Presentation Book and Interview Application



Part I:

1. Name: Dr. Gregory DiFranza Title: Founder/CEO
2. Company: Kamp K-9 Jax Bch
3. Business Phone: 9045667625 Email: winfirst1@gmail.com
4. Business Address: 270 Melissa Ray Drive, Jacksonville, FL 32225
5. Are you a member of the JAX Chamber? ☒ Yes ☐ No
6. Your business is a ☒ Corporation ☐ Partnership ☐ Proprietorship
7. Year company established: 2013
8. Percentage of the business which you own: 100%
9. Industry Type: ☐ Financial ☐ Manufacturing ☐ Real Estate ☐ Health Care Services
☐ Technology ☐ Retail ☒ Other (specify) Training and Education
10. Give a brief description of your company's products and/or services. Teaching people to have a better relationship with their dogs.
11. Number of outlets or offices: Infinite (I go to client's houses)
12. Is the company headquartered in Jacksonville? ☒ Yes ☐ No
13. Gross annual revenue: ☒ less than \$1 million ☐ \$1-5 million
14. Number of employees: ☒ 1-25 ☐ 26-50 ☐ 51-100 ☐ more than 100
15. List Business/Trade/Professional and Civic/Service Associations and Positions held:
Jax Chamber Beaches Division 2020 SBLY; Beaches Division Community Involvement Committee; Professional Women's Council; International Association of Canine Professionals, Professional Level; Trainer for statewide rescue organizations (Florida Giant Dog Rescue, Mastiff Rescue of Florida, Boxer Rescue, S.A.F.E. Rescue, Sunshine Airedalers)
16. Honors/Awards Received: Ph.D. Magna Cum Laude, Adult Education; 2020 SBLY, Jax Chamber Beaches Division; Jax Beaches Best Dog Trainer, 2022

Small Business Leader of the Year

I have reviewed this application and confirm that all information given is correct:

Signature: Gregory C. DiFranza

Date: 12-8-2022

History/Philosophy

I've owned dogs all of my life. Sometimes I was a good pack leader, other times not. I have owned a variety of dogs, but mostly big dogs (Great Danes, German Shepherds, English Mastiffs, and now my wife and fellow pack leader, Lisa, and I own Rhodesian Ridgebacks named Malu and Pono).

So, in late 2013, I put together a free short class on dog behavior and tool usage – recognizing what dog behavior truly is, how to WALK a dog, and the keys to a happy, healthy pack. Of course, dogs were welcome, and it ended with a big pack walk around the park – past ducks, kids, people, other dogs – with no incidents. That one event has grown into traveling nationwide and giving talks on Pack Leadership and visiting clients to help with their dogs.

My philosophy of the two-way streets of Better Humans, Better Planet means that if we humans can become more focused and in control of emotional drive, we will communicate better with each other AND communicate better with other species. So, let me share insights about how to create balanced human and canine packs, improve ourselves, and have fun through universal leadership skills!

Management

Kamp K-9 Jax Bch is a microbusiness. I have two employees, and my location is wherever the humans live with their dogs; in essence, I go to the clients' places of business or home environment. My client management style is one of service – if I have the time during a day, I will fit them into my schedule. Usually, people will contact me when they are desperate for a solution, and I like to fulfill the hope aspect of my philosophy. Giving a person hope when they are supremely frustrated with their dog, and they feel they have made a mistake, but they love the dog too much to give up on them is my mission.

My mission is to provide the best service possible to each individual family member and to ensure that the human can demonstrate their ability to address the issues they wanted to focus on and to follow up with them while always remaining available for questions or concerns by text or phone.

I also manage and plan my business relationships based on “The Four Agreements” by Don Miguel Ruiz: **Be impeccable with your word, don't take anything personally, don't make assumptions, always do your best.**

Growth

Kamp K-9 Jax Bch's client base has grown by 20% each year during the past two years. I began by working with 493 clients' dogs. For the past 3 years, I have worked with over 670 new clients' dogs each year. These clients have ranged from Grammy Award winning artists, professional sports athletes and coaches, dot-com millionaires, Nobel Prize winners, college professors from all over the country as well as professional dog trainers from the entire United States.

The growth that I have enjoyed is because I follow those Four Agreements and make each client visit the best possible connection to provide hope and to give them a path to success. Word of mouth advertising, as well as utilizing social media as a *teaching* tool rather than an advertising tool, is where the strength of my company growth stems. One positive comment to several people exponentially grows into interest, then curiosity/researching me, then finally reaching out and talking one on one in a way that explains what they see in their dogs and giving them a complete understanding of 1) what they see, and 2) how I can help them move forward.

Growth is the outstanding provision of the service the customer seeks.

Innovativeness & Response to Adversity and Competition

Kamp K-9 Jax Bch started as an innovative approach to teaching people about their dogs and I consider what I do as different from other “dog trainers” because I treat all dogs, all breeds, all issues. The approach is instinctual and more in line with true canine psychology rather than human psychology. For instance, most other training programs teach excitement (which is usually a frustrating issue for humans and their dogs). This is often done through “treat training” so that the treat represents excitement instead of a calm brain. No wolfpack carries treats for behavior – in fact, instinct practices calm more than excitement so the messages can be and are clearer – which allows the dog to understand the direction and allows them to follow.

Therefore, the innovativeness then comes in the form of knowing how to teach THIS human about THEIR dog. I always joke that after I arrive, I’ll take their dog for a walk so they can tell me their side of the story. But it’s less of a joke and more about reading the dog so I know how best to approach training the owners based upon the dog. This approach is highly successful since the process is almost 99% of the time a one session visit with the opportunity to participate in the free community events I sponsor each month (Aloha ‘Aina Beach Walk, for example).

I visit several clients every day, seven days a week. I consider each one a brand-new event, not coast upon the fact I had a good previous client. I also consider what I do fun – I get to meet new people, new dogs, challenge myself to find the best approach with my clients each time starting from scratch. I use humor and common sense and their dog is always my co-instructor and I tell them this. And when I’m referred through social media to a potential client, I always just make it about them, not the dog. My phrase is, “Here is my number. Call me if I can help you.” My competitors don’t do that.

Leadership & Community Contributions

Member, Jacksonville Regional Chamber of Commerce

Member, Beaches Division

Member, Professional Women's Council

Member, Community Involvement Committee, Beaches Division

Vendor, Jax Chamber Trade Show with my dogs

Professional Member, International Association of Canine Professionals

Have taught numerous area businesses how to safely have dogs in their work environments

Conduct free seminars for communities nationwide related to canine communication and pack leadership

Trainer, BARC (Boxer Rescue Assistance Coalition)

Trainer, Sunshine Airedalers of Florida

Trainer, S.A.F.E. Pet Rescue Shelter, St. Augustine, FL and Board of Directors/S.A.F.E. Middleburg, FL

Trainer, Golden Retriever Emergency Assistance Team (GREAT) concerning rescued Turkish street dogs

Trainer, Florida Giant Dog Rescue

Trainer, Mastiff Rescue of Florida

Assistant volunteer trainer, Cesar Millan's Dog Psychology Center ("Dog Whisperer")

Conduct free monthly community "pack walks" at area beaches for pet professionals and all pet owners (30-50 at a time) for the past 7 years

Consult and assist area veterinarians concerning canine behavior and aggression

Have appeared on NBC TV's "First Coast Living" with my pack concerning integrating packs of dogs into families



Addendum

Biography

I grew up in Jacksonville Beach and after graduating from Fletcher High School in 1975, I attended Florida State College at Jacksonville and earned an Associate in Science in Criminology. I began a career with the Jacksonville Sheriff's Office as Class Leader of Class 2-79 Police Academy and was assigned to the inner city. In 1982, I won the Florida State Police Olympics in judo and began being assigned to instructing arrest techniques to recruit officers at the Northeast Florida Regional Training Center and from 1984-1986, I was assigned as the full-time Officer Survival Instructor for recruit and in-service personnel. During that time, I also began being invited to teach these same techniques to worldwide classes and traveling to other countries for the Institute of Police Technology and Management at the University of North Florida. My connection to training people began at this level and continued throughout my career at JSO. Shortly before my retirement, I earned both a Masters (cum laude) and a Doctorate (magna cum laude) in Adult Education. In 1998, I formed WinFirst International, Inc., a training and education company to provide the best training and expert witness services to departments around the world.

After enjoying servicing many contracts teaching in the Middle East for our allies with my company in conjunction with the State Department and receiving security clearances to teach in the United Arab Emirates, in 2013 (during the rise of ISIS) many contracts dried up and I started boarding friend's dogs during their vacations for fun.

Biography – Continued

Some of these dogs had behavior issues which eliminated them from being boarded at a facility and, since I was no longer traveling extensively, I started keeping their dogs. I would find out what behavior issues they had and then while with me, we would work on their issues in an instinctual approach and I would send videos and photos to the owners showing their progress. This bloomed into a thriving business which I called Kamp K-9 Jax Bch, a subsidiary of WinFirst International, Inc.

I have always followed Cesar Millan (world renowned behaviorist) and used his techniques nearly exclusively. In 2018, I got the chance to attend his Fundamentals of Dog Behavior I & II at his Dog Psychology Center in CA, where you work with a host of his animals besides dogs. While there working with the trainers, I caught the eye of his group of trainers and of Cesar and was asked to return as a volunteer assistant later that year to assist in both the basic and advanced class. Using this new depth of knowledge, I returned and have been passing along this information to make working with Mother Nature less stressful so that everyone who meets a dog can create a Trusting, Respectful, and Loving relationship to move forward. I believe the same principles using canine communication and leadership work with every species on the planet, including humans.

In 2020, I was selected as the Beaches Division Small Business Leader of the Year, also known as the “Year of the Pandemic Shutdown”. While my business was deemed “essential”, many opportunities to promote the Small Business Leader Program within the Chamber did not occur. It’s my mission to do 2 years' worth of promoting in this year and to elevate the program beyond the current status.

Statement of Merit for the Overall 2023 Small Business Leader of the Year

Entrepreneurship is important to me. Creating something of lasting value (relationships, children, job passion) and being your own director is something that entrepreneurs want to do but often don't know how to take that leap of faith to grow beyond their initial wishes. I am passionate about small businesses and micro businesses, which is what most people call a "small business" (they are 2 entirely different organizations). My passion for this conversation is to improve the status of micro/small businesses by elevating the status of the SBLY Program.

I have not only run other successful businesses for over 30 years, but I also had to reinvent myself with a new business using sound, common sense principles. Being the overall Small Business Leader of the Year will allow me to enter new doors to continue to spread the message that small businesses – whatever their size – are the true backbone of our country's economy and often people don't truly realize this. Even business organizations take this for granted. However, for small businesses and micro businesses to succeed they must understand that gaining the client/customer attention only creates interest. What you leave them with at the end of the contact will create loyalty and often this is not about the product or service as much as it is about the personal connection. Creating trust in your company means relationships. Creating respect is about the morality. And generating hope is all about leaving the belief (not impression) that they are important to your business and that they are worthy as a person. But valuing leadership accomplishments is not one-sided; organizations that indirectly benefit from the accomplishments of small business members should be elevating the proclamation of that accomplishment. If the award is an after thought, then the interest and focus necessary to continue to generate internal interest will be lost.

I can elevate the Small Business Leader of the Year program with my ability and comfort in speaking to any size group or audience by spreading this message as the 2023 Overall Small Business Leader of the Year for the Jacksonville Regional Chamber of Commerce.



Why KAMP K-9 is the **BEST**
training for **YOUR** pack
members!

- Seminar presentations around the country for rescue/foster groups & individuals
- Over 50 years of dog handling
- I understand the animal/dog/breed
- Exciting challenges
- Outstanding results
- Greg comes to you on your schedule for in-house training!
- Photos & videos of your dog will highlight their progress!



KAMP K-9 Jax Bch

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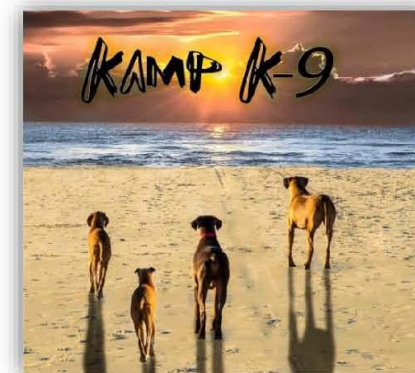
<http://www.kampk-9jaxbch.com>

www.facebook.com/kampk9jaxbch



**KAMP K-9
Jax Bch**

Canine Behavioral Training



ABOUT KAMP K-9

With over 50 years of dog experience behind us, Kamp K-9 is a multi-level training venue for your pack member! Behavioral training takes place at your own home so that you can continue the work – I show you what your dog can do then train you to the same thing! Forget taking a loan out just to have your dog “trained”. Humans receive the training and your pack will tell you how well you are doing! From Dot Com millionaires, professional sports athletes, Grammy Award winning artists, and wonderful pack leaders with hearts of gold for our furry friends, many of my clients don’t need a return visit after one 2-hour session. If it takes 8-10 times to have the results you need then the trainer or you or **BOTH** are doing something wrong. I don’t do treat training, I do Instinct Training which has proven to have faster and longer lasting results... it’s all up the pack leaders to stay consistent. No dog or behavior is too much!

ABOUT THE FOUNDER

I have owned a variety of dogs all of my life, but mostly large & giant breed dogs. As a retired deputy, former Tactical Unit member, training coordinator and now owner of WinFirst International, Inc. (an advanced police training company with years of global instruction experience), I teach and show how teams can best utilize Police Canine Units to their advantage. My clients include all breeds, dispositions from fearful & anxious to dominant & aggressive, and everything in between. Where other training methods fall short, I will help you conquer the issue!

WHY DO PACK LEADERS RETURN TO KAMP K-9 FOR THEIR TRAINING NEEDS?

“Greg is amazing! Lola is always excited when she sees him and enjoys her time at Kamp K-9. She has learned new skills by staying with Greg. For example, Lola now walks on treadmills to get out her energy. I am extremely pleased with Kamp K-9 and we keep returning every week!”

-Emily W., Nursing Student

“Greg was fabulous. I was originally just trying to find a daycare for Zoey to go to during the week, but he was so much more. He spent a lot of time working with her on her issues, and also updated me often throughout the day; even had a video showing what he had done with her when I got back! He was really active and involved with her and she had a great time!”

-Heather K., Banking Professional

“Greg is so knowledgeable and skilled in dog handling and understanding the needs and traits of all types of dogs. His laid back yet very knowledgeable approach put me at ease and I know Louie would do very well. Greg sent me daily photos and updates on Louie, which made me smile each time. He also provided me with a lot of very helpful information about his behavior and how I could change some not so good character traits.”

-Liz H., Business Owner

10 ITEMS THAT WILL HELP OUR PACK MEMBERS AND MAKE US BETTER PACK LEADERS!

- Rules, Boundaries, and Limitations!
- Dogs follow and respect BALANCE
- Energy
- Nose, Eyes, Ears
- Exercise, Discipline, Affection - in that order!
- Animal, Dog, Breed, Name
- Body Language
- Be the Pack Leader your dog wants & needs
- Master The Walk
- Correct Unacceptable Behaviors

For information on the next “How to Be a Better Pack Leader” class and for pricing information, email winfirst1@gmail.com or sign up for the Kamp K-9 E-newsletter at www.kampk-9jaxbch.com

current



DAANGEROUS ROADS
Readers respond, cite streets
and spots that are unsafe Page 4

Dog trainer focuses on teaching people, not canines

Greg DiFranza decided to start his Kamp K-9 after seeing how many owners needed help while out on their walks

By Michele Gills
current@jacksonville.com

If you're having issues with a dog's behavior, Greg DiFranza says the issue is probably not with the dog, but with you.

"Dogs are really pretty simple to operate," said DiFranza, owner of Kamp K-9, which offers canine behavioral training, boarding and day care. "Humans don't really understand that concept so they get confused in how they treat the discipline and training

of their dog. I work with people on how to be a better pack leader."

DiFranza opened his training/boarding operation in his Jacksonville Beach home last spring, and now he works with dog owners and their pets from across the First Coast at their houses. He also addresses issues dogs are having when they stay with him during day care or boarding.

Kim Faulkner's dog has anxiety issues, and she said DiFranza's hands-on train-

ing really made a difference in the pet's behavior.

"Hereacts to skateboards, bikes and other dogs," said Faulkner. "Greg has spent time at the skateboard park with Roscoe, desensitizing him to the sounds and sights. He has also taken us to the dog park which is something we haven't done in two years [due to his behavior]. It was a major success."

DiFranza says he has worked dogs his whole life, and says many common problems can be related

to a dog having too much pent-up energy. He recommends exercise as an outlet, whether a run, brisk walk or a bike ride.

"Shorten the leash and keep the dog right beside you and keep up the speed so they stay engaged in going forward," he said.

DiFranza said that dogs generally project a mirror image of whatever it is their master is feeling. If you are nervous and upset, they will be too. He said to stay calm and in control, and a dog will follow suit.

"If you don't fix yourself, you can't fix your dog," he said. "The most important things are exercise, discipline and affection in that order."

DiFranza says it really doesn't matter what you say to a dog, but rather how it's said.

"What I try to get my clients to do is to try not talking at all," he said. "You might use a sound such as 'Shh' or 'Hey' or snapping your fingers. A true pack leader in the wild, such as wolves, can correct

someone by just looking at them."

He likened the correction of a dog to "that look" you get from a parent or grandparent when you've done something wrong. Another tip he shared was to always be calm and assertive when correcting your dog's behavior. If you are calm and assertive, the dog will become calm and submissive and will respond better to your commands.

DiFranza said it's very important to have rules, boundaries and limitations with dogs and to enforce them at all times.

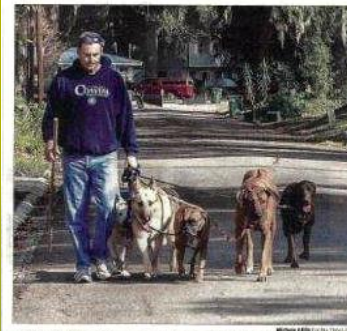
DiFranza said you don't need to have tension in your leash when walking a dog — the dog should follow your lead, not lead you.

DiFranza retired from the Jacksonville Sheriff's Office in 1998 after 20 years in which he served as a deputy, former Tactical Unit member and training coordinator.

After he retired, he started Winfirst International, a global police training company that trains police officers how to work with the dogs in the K-9 unit.

He shows tactical teams how they can best utilize police canine units to their advantage by learning the jargon and cues of working with dogs and then creating live action dynamic exercises to practice those skills in real time.

Since the police training classes are not consistent, he decided to put his training skills to work by opening Kamp K-9 last spring.



Greg DiFranza, owner of Kamp K-9, offers canine behavioral training, boarding and day care. DiFranza started the business last year and works with dog owners and their pets from across the First Coast.

TRAINER

Continued from page 1

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WORKING WITH OWNERS
Most mornings you will find DiFranza and other "pack leaders" and their dogs where the beach meets Eighth Avenue North.

"We meet there and walk for half mile or so," he said. "The walk itself is more about the control of the dog, not necessarily the exercise part. The person is the leash, not the tool that you have in your hand. You are the leader."

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He also uses his skills as a dog handler at the Jacksonville Humane Society.

Kamp K-9 started out as sort of a joke while on his morning pack walks. They would walk a bit, then

DiFranza said they would come into contact with so many owners who were trying to control their dogs that he decided to do something about it and open a company that could help.

He said many have a basic misunderstanding of their role as the pack leader.

"Pack leaders serve two main functions: protection and direction," he said.

Liz Harris says the owner of DiFranza in search of help with her dog, Louie.

"Greg is an amazing dog handler," said Harris. "He is so knowledgeable about animal behavior, and how the dog's owners affect the dog directly. Greg helped me to see and understand how my fears and concerns affected how Louie was behaving, especially around other dogs."

TIPS FOR 'PACK LEADER'
DiFranza offered a free seminar recently, "How to be a Better Pack Leader" at the Community Presbyterian Church Fellowship Hall in Atlantic Beach.

"Not controlling your dog is dangerous for the community and yourself," said DiFranza. "The seminar taught people how to be the pack leader on dogs need to be. I didn't teach from the human's perspective, I taught from the dog's perspective."

More than 70 people attended the free seminar and he is planning another soon.

For more information regarding Kamp K-9 and upcoming seminars, visit www.kampk9.com.

BUSINESS

Dog park with a bar aims to keep patrons from getting too 'ruff'

FROM CONTRIBUTOR

Keeping the peace in a field of playful pups is a "ruff" job but the owners of a new multi-use dog park in Neptune Beach are working to create a paws-itive experience for dogs and owners alike. BrevHound, a combination dog park and bar located off Florida Boulevard at 1848 King Circle South, enlisted a team of "Ruffares" to help monitor behavior, assist during check-in and manage membership responsibilities.

The training sessions included a mix of classroom and hands-on park training using a group of canine volunteers to help the staff experience such scenarios as nervous energy, lack of leadership, high energy canine interactions and owner protectiveness that can lead to tension or fights.

Ruffares learned techniques and observational skills to recognize the signs of aggression and disrupt situations before they escalate.

DiFranza is considered top dog in the field

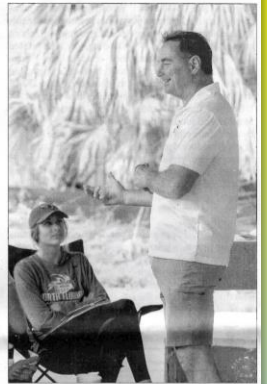
Wyckoff participated in the 16-hour training program.

"We came to partner with Greg, owner of Kamp K-9, through mutual friends, who had taken his training course. After reviewing his extensive experience not only as a law-enforcement officer but trainer we knew that he would have the structure and operational skill set to most benefit and understand the environment we are creating," said Underwood.

The training sessions included a mix of classroom and hands-on park training using a group of canine volunteers to help the staff experience such scenarios as nervous energy, lack of leadership, high energy canine interactions and owner protectiveness that can lead to tension or fights.

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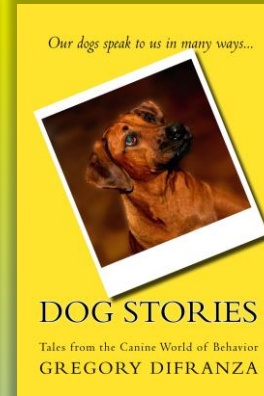



Greg DiFranza of Kamp K-9 trains Ruffares for the BrevHound, opening soon in Neptune Beach.

be trained but ultimately with our eyes on that calm, peaceful demeanor that can't necessarily be taught and showing signs of leadership," said BrevHound owners Lauren Wyckoff and Jason Underwood. "The primary duty of BrevHound Ruffares is to create a space fostering neutral energy and harmony between all patrons and dogs. Ruffares will be trained to notice and constantly monitor for signs of aggression between canines in an effort to

available at local vets, doggie day care facilities or at BrevHound. While all owners and dogs are expected to follow the procedures and rules of 'The Yard,' BrevHound staffers will review violations for bad behavior on a case by case basis. If a dog becomes highly aggressive with another dog or dogs or is the cause for aggression, Ruffares will ask the owners to remove the dogs from the park until a situation dissipates. If the negative behavior

Photo Gallery





*Not every human knows
how to love a dog, but
every dog knows how to
love a human...*

Better Humans, Better Planet