

Lake Oswego's Lucid Dog Training brings fresh approach to canine training



Katie Brower (right) of Lucid Dog Training works with a client's dog. (Courtesy of Katie Brower)



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on November 18, 2014 at 11:15 AM, updated November 18, 2014 at 11:27 AM

The owners of a new Lake Oswego-based dog training business hope to not only simplify the training process but actually make it fun.

Katie Brower, a teacher from Wisconsin, and Lake Oswego native Chris Wojda launched [Lucid Dog Training](#) in January – the surprising but fortuitous result of meeting in a park.

"The goal of [Lucid] and why we really started it is to help people with their dogs and prevent dogs from going to shelters," says Wojda, who spent the past 16 years working in advertising.

The lifelong dog lover was ready to embark on a more canine-centric career, but felt he lacked something.

"The one thing that was missing was, 'How do I make it easy for people?'" he says.

Then he came across Brower, a former middle-school English teacher who had recently moved across the country and enjoyed taking long walks in the park to help her adjust.



Chris Wojda of Lucid Dog Training helps a client.

Courtesy of Katie Brower

Brower was also seeking a new career path and shared Wojda's passion for pets.

Taking into account their mutual enthusiasm for dogs, Wojda's experience as a brand strategist and Brower's educational background, they realized that launching Lucid made perfect sense.

While most dog trainers say the process is all about training the humans, Brower says, they don't stop there; she and Wojda actually put together a specific curriculum to achieve their goals.

Using a backward design approach, they identify what results the clients want and map out a reward-based training plan to get there.

"We want people to ask, 'What do I want from my dog?' instead of 'What don't I want?'" she says. "It starts with clients' goals in mind. A lot of people don't know the steps to get there."

They solve doggie dilemmas ranging from barking and separation anxiety to destructive chewing and aggression towards other dogs.

With high-energy dogs, for instance, they show clients how to redirect the dog's energy by giving that dog a job.

"We try to be partners instead of service providers," Wojda says, noting that they have made friends with many of their clients and often meet them for coffee. "If someone's struggling, we will make ourselves very available."

Lucid Dog Training offers a variety of training packages depending on the client's need; rates vary accordingly.

They provide in-home consultations throughout the Portland area, serving Clackamas, Multnomah and Washington counties.

For more information, visit their website at luciddogtraining.com or call 503-702-3690.

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