

LEXI BEERMANN

EXPERT DOG BEHAVIORIST



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LEXIBEERMANN.COM

ABOUT LEXI BEERMANN



Lexi Beermann is a nationally recognized dog behaviorist and canine well-being expert specializing in highly customized training programs. Lexi's unique and full service curriculums have established her as one of the foremost professionals in her field and created a loyal following that includes several Fortune 500 executives as well as numerous high profile clients across America.

Lexi's programs are unique in their focus on facilitating stronger, clearer communication between dogs and owners by using actual language syllabuses to condition desired behaviors that match each owner's specific lifestyle needs. By immediately identifying each dog's specific issues and needs,

Lexi's programs make the process of integrating a puppy into a household easier and more efficient, a process that can oftentimes be more difficult than integrating a baby. Using her innate ability to understand the secret language of dogs through their behavior, Lexi has established an incredibly successful business with an impressive 95% "no accidents" success rate.

Born and raised in New York City, Lexi studied oil painting at Davidson College where she received a BA in Fine Arts. The child of two successful entrepreneurs, soon after graduation she founded her first business, a jewelry company Neckisses by Lexi, in Venice, California where she lived with her first English bulldog, Lyle.

Lexi had grown up with dogs but Lyle was her first. Studying everything she could about training dogs and shaping their behavior, she soon learned the art of non-verbal communication. Walking down Abbot Kinney Boulevard one day, Lyle serendipitously learned to skateboard. Though generally averse to walking, the moment Lyle got on a skateboard, he had found his preferred mode of transportation. Seeing his passion for the sport, Lexi identified her true passion for helping Lyle (and other dogs) learn how to be the best they can be.

Lexi and Lyle were soon hired by Natural Balance Pet Foods to join their promotional team of skateboarding, surfing and snowboarding bulldogs. They participated in high profile events across the country including the Rose Bowl Parade, the Winter Olympics, multiple Major League Baseball "Bark in the Park" events as well as appearances with The Mets, Dodgers, Rangers, Angels and Giants.

In response to numerous inquiries from pet owners, Lexi is currently developing an online education platform where she will share her expertise in online video courses.

Lexi and her famous dogs, along with Natural Balance Pet Foods, and fellow professional canine athlete Tillman, have appeared on The Today Show, Good Morning America, CBS, FOX, ESPN, Fuel TV and in premier print publications including The Hollywood Reporter, InStyle and People. Lexi and the Natural Balance team also starred in the reality TV show "Who Let the Dogs Out" which aired on Animal Planet and The Hallmark Channel.

LEXI BEERMANN'S SERVICES

A comprehensive source of support for new puppy parents and dog owners, Lexi Beermann offers bespoke services that help busy pet parents figure out how to maximize the time spent with their puppy while juggling work and social commitments. Raising a balanced and well-adjusted dog is a full-time job that requires time, energy and effort. Lexi will customize and implement streamlined in-home dog care programs designed to ensure a puppy is consistently and happily cared for.

Lexi's Most Requested Service Packages:

Puppy Behavioral Bootcamps

Bootcamps are the perfect way for owners to get a break from the often puzzling routine of having a new puppy. Lexi will stay in-house with a puppy for weekly or monthly intensive behavior conditioning sessions to straighten out any unwanted issues that have set in during puppyhood. Lexi gets owners on track by figuring out the most ideal dog-care and training program specific to each owner's needs. When owners come home, a total transformation has occurred and life with puppy is easier. Depending on the developmental stage of the puppy, Lexi will focus on housebreaking and crate training schedules, leash training, and general listening skills by creating a fun learning environment. By identifying which activities the puppy naturally enjoys, Lexi is able to teach basic communication so the puppy understands what is expected and when. Lexi prepares an owner's manual at the end of boot camp that, when followed, promotes seamless integration of puppy into the owners' often busy lifestyles. Because the fundamentals of training have been set, life with a puppy becomes more fun for everyone.



Puppy Parent Coaching

The Puppy Parent Coaching Program is designed for the hands-on owner who is dedicated to raising up a well-mannered dog but who needs help and advice along the way. Via weekly hour-long Skype sessions, Lexi will walk the client through her program and curriculum and address any issues that have arisen. Offering expertise, insight and guidance, these sessions will move through the different developmental stages the puppy will be experiencing. After each session, Lexi will assign homework and practical solutions to help the owner and puppy understand each other's needs.

Puppy Nurse Program

The Puppy Nurse Program begins before the puppy comes home. Lexi assists clients in the process of finding the perfect breed or rescue dog and often travels with her clients to pick their puppy up to ensure training begins immediately. Lexi works with puppy, owners and staff members to ensure good habits are adopted from the beginning. If everyone handling the puppy follows one consistent program, bad habits like enabling unwanted behaviors have less chance of creeping in. Lexi helps everyone manage their human emotions so training is fun rather than stressful. Disciplining can come from a positive and productive place rather than a fear and guilt based place. Identifying the ideal schedule for puppy that matches the needs of the client's varying lifestyle means the process of household integration is easier. Lexi spends each day teaching puppy proper behavior within its new environment and shapes calm energy patterns so puppy is on the same page with the rhythms of the household. Lexi creates a language curriculum to teach word and behavior associations so the puppy knows exactly what's expected and when.

Additional Services Include: Breeder/rescue research and puppy selection, Household Integration, Charming Dog Academy, Group classes, Puppy & Dog Concierge, Walking, Fitness and specialty sports, Travel and transportation, Intuitive training and Senior Dog care.

RECENT PRESS



NEW YORK POST Millennial 'pet parents' pay up for dogs to get ritzy human services



When shoe designer Vanessa Noel brought home two poodle puppies recently, she knew she had her hands full. Left to their own devices, the brothers would no doubt make short shrift of prized designs, not to mention the furnishings, in her Upper East Side home.

"I'm a terrible disciplinarian," the 55-year-old said. "They're divine little dogs, but they can't be chewing on my shoes or alligator bags."

Her solution: Lexi Beermann, who whips puppies into well-mannered shape in one week of boot camp. The cost is a cool \$4,600, with the option of adding ongoing maintenance for \$8,000 per month. Beermann either moves into a dog owner's home for the week, or brings the pups to live with her.

"I'm like Mary Poppins for dogs," the trainer, 39, said.

"I'm off to Jamaica for a week, and Lexi will live in my house and take care of Rasta and Reggae," added Noel. "When I come back they shall have Park Avenue manners!"

As The Post reported last week, a report by the New York-based Conference Board predicted that dog walkers will be more in demand than elementary-school teachers in the next decade — presumably because millennials are more interested in having dogs than babies.

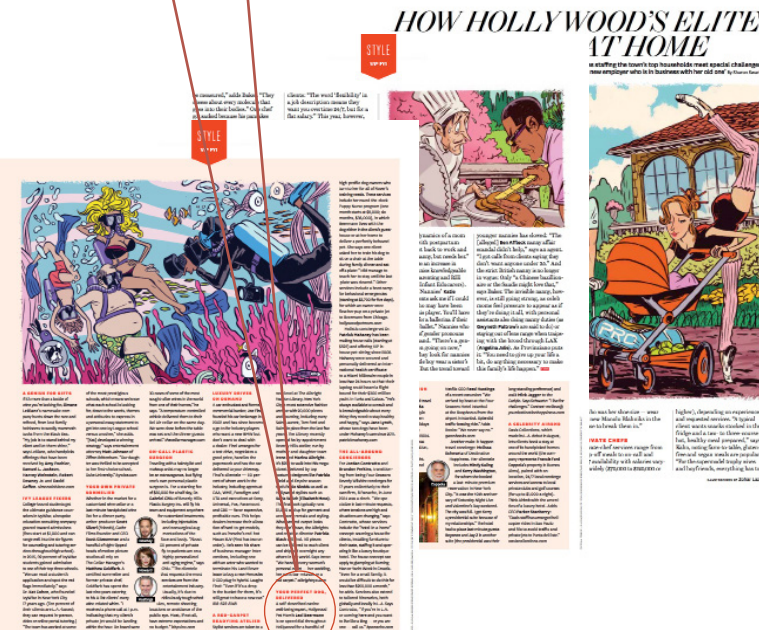
"The pet market has been transformed by humanization of pets," David Sprinkle, the research director at MarketResearch.com, told the New York Times recently. "The term 'pet parent' has increasingly replaced 'pet owner.'"

And boot camps aren't the only human services NYC's pampered pooches are enjoying. There are swim lessons, food-delivery services, chiropractors and shrinks. There is alcohol-free wine for dogs (Apollo Peak's CharDogNay, \$11.95 for 8 ounces, at Bushwick Bark in Brooklyn). You can even treat your canine to nail art that matches your own manicure.

But Beermann warned that training can be easily undone if dogs are allowed to turn into spoiled brats.

"I create a school, and all owners have to do is follow the guidelines. I always tell clients: The hardest part is to simply follow my instructions," she said. "Spoiling happens because they are so cute."

"But dogs are like Gnomes — if you don't stick to the rules, there is a little monster lurking inside every adorable puppy."



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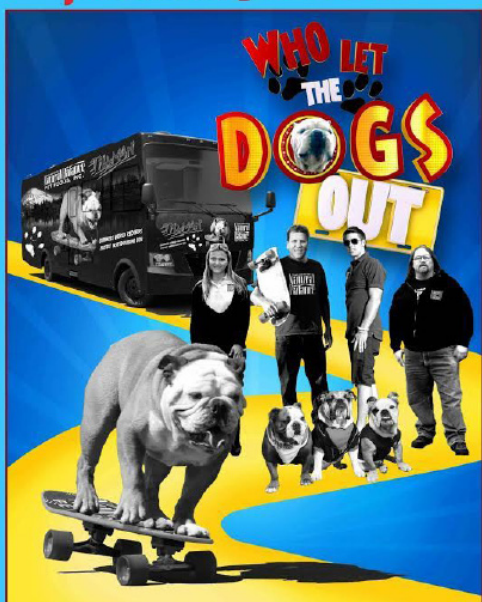
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Does your furball have what it takes to bring home an Olympic gold medal? We want to see how your pet is gearing up for the Winter Games! Send us a pic of your furry athlete in action, and your cutie could appear on PEOPLE.com!

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WHO LET THE DOGS OUT



Saturdays starting February 18th, 2012 on
Animal Planet
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CONTACT INFORMATION



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