

150-160 word bios for different audiences

Vet audience

Interested in low stress handling (or academic type audience who cares about textbooks and academic positions/achievements)

Dr. Sophia Yin is a veterinarian, applied animal behaviorist, and the author of many books and textbooks, including *Low Stress Handling, Restraint and Behavior Modification of Dogs & Cats*; *The Small Animal Veterinary Nerdbook®*; *How to Behave So Your Dog Behaves* and *Perfect Puppy in 7 Days: How to Start Your Puppy Off Right*. She earned her veterinary degree at UC Davis in 1993, and later her Master's in Animal Science with emphasis in Animal Behavior in 2001. Her thesis and related publications were on vocal communication in dogs. For five years Dr. Yin taught the animal behavior courses in the UC Davis Animal Science Department. She currently sees behavior consults, writes for popular magazines, serves as an executive board member of the American Veterinary Society of Animal Behavior, and creates books and instructional materials with the goal of helping veterinarians, animal trainers, and the public. Learn more at drsophiayin.com.

Dog trainers (136 words)

Dr. Sophia Yin, DVM, MS, is a veterinarian, applied animal behaviorist, and the author of many books and textbooks, including *Perfect Puppy in 7 Days*, *How to Behave So Your Dog Behaves*, and *Low Stress Handling, Restraint and Behavior Modification of Dogs & Cats*. She's also the inventor of the Treat&Train® or "MannersMinder®" Remote Controlled Reward-based Dog Training System, and was for five years the award-winning pet columnist for the *San Francisco Chronicle*. She has consulted for several zoos and served as a behavior expert for TV shows such as Animal Planet's *Dogs 101* and *Weird, True & Freaky*. Dr. Yin is also on the executive board for the American Veterinary Society of Animal Behavior and was on the American Association of Feline Practitioners' (AAFP) Handling Guidelines Committee. Learn more at her animal behavior website, drsophiayin.com.

General public

Dr. Sophia Yin is a veterinarian, applied animal behaviorist, and the author of many books, including *Perfect Puppy in 7 Days*, *How to Behave So Your Dog Behaves*, and *Low Stress Handling, Restraint and Behavior Modification of Dogs & Cats* (book and DVD). She sees behavior house calls and lectures and teaches workshops on animal behavior, training, and low-stress pet handling in the U.S. and internationally. She writes for a number of veterinary and popular magazines, and was for five years the award-winning pet columnist for the *San Francisco Chronicle*. She has consulted for several zoos and served as a behavior expert for TV shows such as Animal Planet's *Dogs 101*. Dr. Yin's mission in life is to improve our understanding of animals and their behavior so that we can care for, appreciate, and enjoy our time with them better. Learn more at her animal behavior website, drsophiayin.com.

Vet audience (AVSAB): Longer Bio for Veterinary/Scientific Audience

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Medium-length bio

2-3 paragraphs (e.g. like for the program notes for a seminar)

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Dr. Yin is the inventor of the Treat&Train® or “MannersMinder®” Remote Controlled Reward-based Dog Training System, and was for five years the award-winning pet columnist for the *San Francisco Chronicle*. She practiced at San Francisco Veterinary Specialists for many years, has consulted for several zoos, and has served as a behavior expert for TV shows such as *Animal Planet's Dogs 101* and *Weird, True & Freaky*.

Currently she sees behavior house calls and lectures and teaches workshops on animal behavior, training, and low-stress pet handling in the U.S. and internationally. Her mission in life is to improve our understanding of animals and their behavior so that we can care for, appreciate, and enjoy our time with them better. Learn more at her animal behavior web site, drsophiayin.com.