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TOP DOG ON AND OFF THE RACETRACK

Fuel Doctor Driver Brett Butler Launches Alpha Dog Training

ATLANTA – May 19th, 2010 – Watching Brett Butler on the track, racing in his #47 Fuel Doctor Truck at speeds in excess of 150 MPH, one would imagine he is made of steel. What surprises most is to learn that in his downtime, Butler spends countless hours training canines and recently founded his own company, Alpha Dog Training, with his brother Ken Butler III.

Growing up, Brett and his brother Ken had dogs of their own. “Having a dog in the family provides numerous benefits,” explained Ken, “reports have shown that children with dogs in their lives while growing up are prone to be more emotionally and physically healthy”. Brett’s love of dogs has continued throughout the years.

After visiting ‘kill facilities’, or animal shelters that euthanize unwanted or deemed ‘unadoptable’ dogs many times due to bad behavior, Brett wanted to help them. By rehabilitating misbehaved canines, he could spare their lives and find them homes. “These dogs don’t understand they’re doing wrong because they were never taught,” explained Brett, “if someone just took the time to train them they could make some home and family a very happy one”.

In order to become more skilled in the obedience training field, Brett sought council from expert Andy Hanellin, founder of Dog’s by Andy in North Carolina. There he learned tricks of the trade, from breed knowledge, canine care, kennel management and basic and advanced obedience training. “What was great about learning from Andy was that he taught me not just what to do to train a dog, but why do it” adds Brett.

Brett returned to Atlanta and opened up Alpha Dog Training with Ken in the summer of 2009, where they offer a three-week boot camp for dogs. In the boot camp, canines are taught commands like heel, sit, stay, down, come and place, in any language including French, Belgian, Dutch, or German. Alpha Dog Training’s goal is to reach basic obedience where the owner has 100% control of the dog. They also train canines in narcotics to have the ability to recognize and find illegal drugs.

Brett’s humanitarian efforts are well aligned with his racing sponsor Fuel Doctor USA, a fellow champion of the environment. Fuel Doctor’s FD-47 helps to reduce the amount of carbon dioxide emitted from a consumer’s automobile, providing cleaner and safer air for humans and animals. “We’re really behind Brett’s commitment to providing canines with a second chance,” voiced Fuel Doctor USA CEO, Mark Soffa, “he’s trying to create a better life for animals and so are we.”

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With an abundance of canines trained already for clients like Michael Waltrip, Kelly Picklet and Big Boi from the music group Outkast, Alpha Dog Training is sure to be a top dog competitor just like Brett is on the track. Brett just returned from the Dover 200 and is looking forward to the North Carolina Education Lottery 200 at the Charlotte Motor Speedway on Friday, May 21st at 7:30pm followed by WinStar World Casino 400k at the Texas Motor Speedway on June 4th, 2010. For more information on Alpha Dog Training go to alphadogtrainingga.com or call 770.714.6292.

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