

BARBARA HEIDENREICH CURRICULUM VITAE

*Animal Trainer and
Behavior Consultant
Specializing in
Exotic Animals*



*Dedicated to improving animal
welfare using evidence-based
training technology.*

Connect:





ABOUT BARBARA HEIDENREICH

In 1982 Barbara Heidenreich secured her first job working with animals in a veterinary hospital. After exploring different animal related jobs and receiving her degree in Zoology from the University of California at Davis in 1990, Barbara started her career as an animal trainer in a zoological park. She has been a professional trainer ever since.

Since 2002 Barbara has been providing consulting services to zoos, nature centers and other animal facilities via her own company. She has also collaborated extensively with the veterinary community and is an adjunct clinical instructor at Texas A & M University School of Veterinary Medicine. She has provided her expertise to support conservation projects The Borneo Orangutan Survival Foundation, The Kakapo Recovery Program, and The Bird Endowment. In her career she has trained animals, trained staff, lectured and/or presented conservation education shows on-site at over 90 facilities around the world.

Barbara has been a featured speaker on animal training in twenty-nine countries and has been published in nine languages. Barbara teaches the learning processes as defined by the experimental analysis of behavior with an aim to improve animal welfare. She is also passionate about teaching excellent application of the science. Barbara is thrilled to have had the opportunity to train thousands of animals, from rabbits to rhinos. This hands-on practice with so many different individual animals has been invaluable to helping her provide caregivers the tools they need to address undesired behaviors, train animals to cooperate in medical care, and cooperate in day-to-day care. Other important goals include training animals to participate in educational programming, collecting data for scientific studies and supporting conservation objectives.

Barbara's work has been primarily focused on using behavior change technology to improve the lives of animals in managed care and support wildlife conservation. She hopes to continue to contribute to the community dedicated to improving animal welfare by striving to elevate her understanding of behavior science.

APPEARANCES, EMPLOYMENT, CONSULTING

Barbara works with zoos, universities, veterinary professionals, rescues, sanctuaries, and conservation projects. She has worked on-site at the following facilities.

Zoological Parks

Africam Safari in Puebla Mexico	Orange County Zoo
Auckland Zoo in New Zealand	Oregon Zoo
Audubon Zoo	Perth Zoo, Australia
Austin Zoo	Poznan Zoo, Poland
Boras Zoo, Sweden	San Antonio Zoo
Breeding Center for Endangered Arabian Wildlife, UAE	San Juan de Aragon, Mexico
Brookfield Zoo	Santa Ana Zoo
Caldwell Zoo	Santa Barbara Zoo
Cameron Park Zoo	Sequoia Park Zoo
Chulpultapec, Mexico	Sharjah Safari
Copenhagen Zoo, Denmark	Staten Island Zoo
Curacao Zoo	Taman Safari, Indonesia
Dallas World Aquarium	Tautphaus Park Zoo
Dallas Zoo	Texas Disposal Systems ExoticRanch (Austin Savannah)
Disney's Animal Kingdom	Toledo Zoological Gardens
Disney's Discovery Island	Umgeni River Bird Park, South Africa
Dublin Zoo, Ireland	Vallarta Adventures, Mexico
El Paso Zoo	Wadi Al Safa Wildlife Centre, UAE
Emerald Park, Ireland	Walsrode Bird Park, Germany
Fota Wildlife Park, Ireland	Wellington Zoo, New Zealand
Frank Buck Zoo	Xcaret, Mexico
Furuviksparken, Sweden	Zoo Heidelberg, Germany
Gladys Porter Zoo	Zoo Leon, Mexico
Gulf Park Marine World	
Helsinki Zoo, Finland	
Hessa's Wildlife Gardens, UAE	
Jacksonville Zoo and Gardens	
John Ball Zoo	
Kaliningrad Zoo, Russia	
Karlsruhe, Germany	
London Zoo, United Kingdom	
Marine World Africa USA	
Mill Mountain Zoo	
Ocean Park, Hong Kong	
Omaha's Henry Doorly Zoo	



APPEARANCES, EMPLOYMENT, CONSULTING

Barbara works with zoos, universities, veterinary professionals, rescues, sanctuaries, private facilities, and conservation projects. She has worked on-site at the following facilities.

ADJUNCT INSTRUCTOR

Texas A&M University College of Veterinary Medicine

COLLEGES & UNIVERSITIES

University of North Texas - Denton Psychology
Dept. O.R.C.A.
University of North Carolina Veterinary Medicine at Raleigh Durham
University of California at Davis School of Veterinary Medicine
Texas A&M University Veterinary Medical School
Cornell University Veterinary Medical School
University of Vienna, Austria
University of Tennessee College of Veterinary Medicine
Shuttleworth College Bedfordshire, England, UK
Hadlow College, Hadlow, England, UK
Baylor University

CONSERVATION PROJECTS

Borneo Orangutan Survival Foundation, Indonesia
The Kakapo Recovery Program, New Zealand
The Bird Endowment

SANCTUARIES/RESCUES

Tucson Avian Rescue and Adoption Foundation
Parrots and People
The Gabriel Foundation
Best Friends Sanctuary Garden
Phoenix Landing
Helping Parrots
Parrots First
Mickaboo Companion Parrot Rescue
Parrot University
Cockatoo Downs
National Parrot Rescue and Preservation Foundation
Primarily Primates

ANIMAL EDUCATION CENTERS

Earth Rangers in Canada
Kaytee Learning Center
Hoo Haven
Science Center of Western Virginia

OTHER

US Department of Agriculture
Parrot Society of the United Kingdom
Kaytee/Superpet Pet Product Companies



VIDEOS, BOOKS, MAGAZINE, ARTICLES, AND COURSES

The following are examples of resources produced by Barbara Heidenreich on animal training and behavior.

ONLINE EDUCATION FOR PROFESSIONALS

Membership site with hundreds of educational videos, courses, and content for continuing education on animal training. AnimalTrainingFundamentals.com

VETERINARY TEXTBOOKS AND CHAPTERS

Guest Editor and Chapter Author: Veterinary Clinics of North America Exotic Animal Practice 2012 (Animal Learning)

Chapter Author: Veterinary Clinics of North America: Exotic Animal Practice 2014 (Diet and Behavior)

Veterinary Clinics of North America Exotic Animal Practice 2021 (Behavior) Chapter Co-Author: Behavior of Birds of Prey in Managed Care

Chapter Co-Author in Press: Minimizing Fear and Stress during the Avian Physical Examination

VETERINARY CERTIFICATION COURSES

Fear Free Avian Certification Course Co-Author (two courses)

TRADE ORGANIZATION PUBLICATION CONTRIBUTIONS

EAZA Animal Training Guidelines - First Author

AAZK Forum

The International Association of Avian Trainers and Educators Flyer

PUBLISHED IN THESE POPULAR MAGAZINES

BUST Magazine-USA

USA Today's Pet Guide - USA

Bird Talk Magazine - USA

Birds USA - USA

Rabbits USA - USA

Pet Age Magazine - USA

Good Bird Magazine - USA Editor/Publisher 2005-2013

Urban Animal - Australia

BirdKeeper - Australia

Parrot News - Australia

Parrots Magazine - United Kingdom

World Parrot Trust Psittascene - United Kingdom

Kaijutan - Finland

Companion Bird - Japan

Woliera - Poland

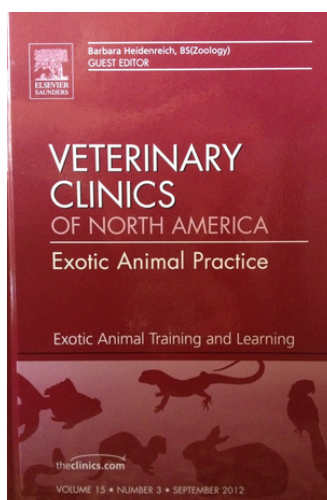
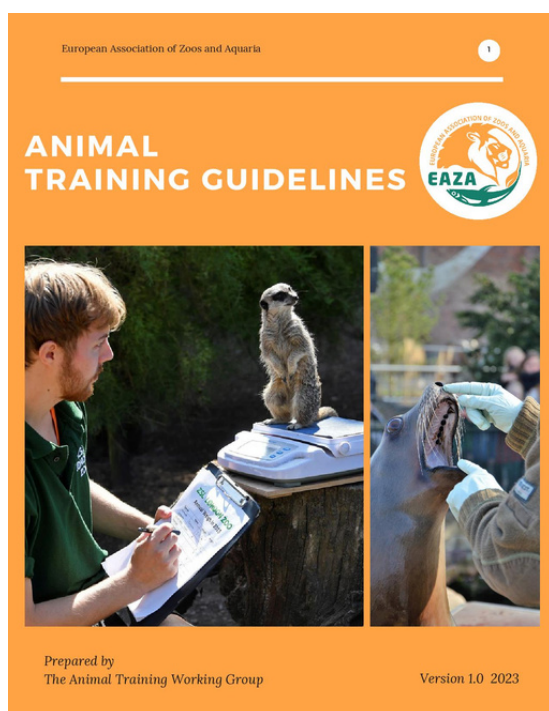
Papegaaen - The Netherlands

B.F.Skinner Organization - Operants Magazine (Intl)

BOOKS

GoodBird! A Guide to Solving Behavior Problems in Companion Parrots Book (Avian Publications)

The Parrot Problem Solver Book (THF Publications)



EDUCATION, AFFILIATIONS, AND AWARDS

EDUCATION

1990 Bachelor of Science in Zoology from the University of California at Davis.
Completed Courses in the Masters Program: Applied Behavior Analysis The Chicago School for Professional Psychology

AFFILIATIONS

European Association of Zoos and Aquaria (EAZA)
-Animal Training Working Group: Advisor
-Parrot Taxon Advisory Group: Advisor

International Association of Avian Trainers and Educators (IAATE)
- Former president and member of the board of directors from 1997 to 2009

The Animal Behavior Management Association (ABMA)
- Charter member

Zoological Association of America (ZAA)
-Animal Training Committee

American Association of Zookeepers (AAZK)

Elephant Managers Association (EMA)

American Federation of Aviculture (AFA)

Association for Behavior Analysis International
-Applied Animal Behavior SIG

Association of Professional Behavior Analysts

Texas Association of Behavior Analysts

AWARDS

2023 "Welfare Advancements Award" for the presentation "Beyond ABC: Improving Interventions and Animal Welfare with Nonlinear Contingency Analysis" The Animal Behavior Management Alliance/International Marine Animal Trainers Association Joint Conference.

2019 "Sharing the Knowledge Award" For the presentation "Training Animals for Euthanasia" The Animal Behavior Management Alliance Annual Conference.

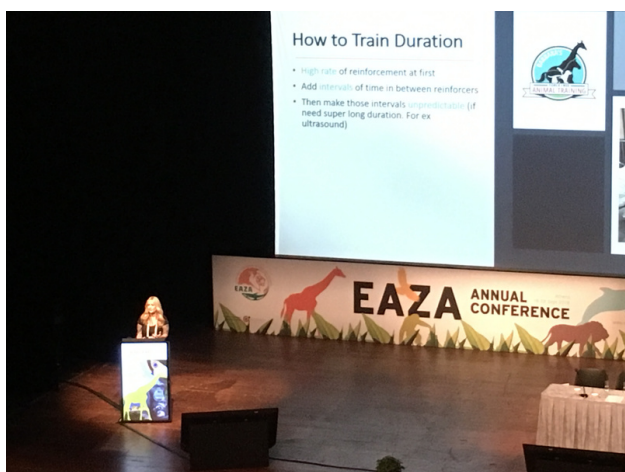
2017 "Excellence in Journalism Award" For the article Weight Management in Animal Training. Pitfalls, Ethical Considerations and Alternative Options. American Association of Zookeepers Forum.

2010 "Behavior of the Year Award" For consulting work on training an exhibit harpy eagle to accept the application of anklets and jesses without restraint. International Association of Avian Trainers and Educators.

2009 "Behavior of the Year Award" For consulting work on training king vultures in a breeding situation for husbandry and medical behaviors. International Association of Avian Trainers and Educators.

2004 "High Flyer Award" Best conference presentation International Association of Avian Trainers and Educators.

2003 "Behavior of the Year Award" For training a macaw to voluntarily participate in nebulization. International Association of Avian Trainers and Educators.



SELECTED CONFERENCE PRESENTATIONS

For a complete list of past appearances, workshops, consultations, etc., please [visit this link](#).

2022

Heidenreich, Barbara .E. (2022, December) *Hope for the Hopeless. Transforming the Behavior of Exotics Animals once Thought Impossible to Train*. Zoological Association of America Conference Phoenix, AZ.

Heidenreich, Barbara .E. (2022, November) *Advances in Maximizing Behavioral Welfare for the Avian Patient*. Exoticscon Virtual.

Heidenreich, Barbara .E. (2022, November) *Hope for the Hopeless. Transforming the Behavior of Exotics Animals once Thought Impossible to Train*. Constructional Approach to Animal Training and Welfare Members Only Conference

Heidenreich, Barbara. E., (2022, September). *Exotic Animal Training: A Constructional Approach to Addressing Extreme Fear Responses and Aggressive*. Conference Proceedings. Southwest Veterinary Symposium. Fort Worth, TX.

Heidenreich, Barbara. E., (2022, September). *Strategies to Reduce or Eliminate Stress for Untrained Animals when Providing Health Care*. Conference Proceedings. Southwest Veterinary Symposium. Fort Worth, TX.

Heidenreich, Barbara. E., (2022, September). *Training Animals to Cooperate in Medical Care. It Can Be Easier Than You Think!* Conference Proceedings. Southwest Veterinary Symposium. Fort Worth, TX.

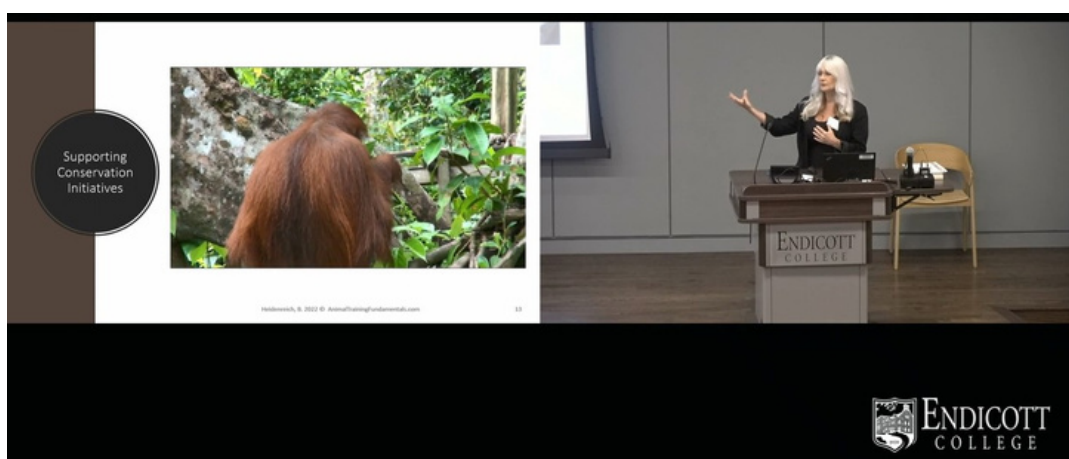
Heidenreich, Barbara. E., (2022, September). *Veterinarians Training to Improve Welfare and Release Success of Orangutans in Borneo*. Conference Proceedings. Southwest Veterinary Symposium. Fort Worth, TX.

Heidenreich, Barbara. E. (2022, August). *We Belong Together. How Behavior Analysts and Animal Care Professionals Can Help Each Other Advance Welfare* 10th Annual Ethics in Professional Practice Conference, Beverly, MA

Heidenreich, Barbara. E. (2022, July). *The Constructional Approach Makes the Impossible Possible: Exploring the Details that Facilitate Success with Wild Caught Herds of Antelope and Other Hoofstock*. The Constructional Approach to Animal Welfare and Training Conference

Heidenreich, Barbara. E. (2022, May). *Hope for the Hopeless. Transforming the Behavior of Exotic Animals Once Thought Impossible to Train*. Association for Behavior Analysis International. Boston, MA.

Heidenreich, Barbara. E. (2022, May). *The Secret Life of the If/Then Contingency: Six Hidden Ways the 4 Quadrants are Impacting your Training*. E-lasmo Conference Virtual Conference.



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For a complete list of past appearances, workshops, consultations, etc., please [visit this link](#).

2021

Heidenreich, Barbara. E. (2021, December). *Constructional Approach to Addressing Fear Responses and Aggressive Behavior*. Zoological Association of America Annual Conference. Fort Worth, TX.

Heidenreich, Barbara. E. (2021, October). *Constructional Approach to Addressing Fear Responses and Aggressive Behavior*. Keynote Speaker. British and Irish Association of Zoos and Aquariums. Animal Behavior and Training Working Group Virtual Conference.

Heidenreich, Barbara. E. (2021, September). *The Secret Life of the If/Then Contingency: Six Hidden Ways the 4 Quadrants are Impacting your Training*. European. Zoos and Aquarium Association Virtual Conference.

Heidenreich, Barbara. E. (2021, May). *Guiding Trainers to Effective, Efficient and Optimal Behavioral Intervention Plans*. Interdisciplinary Forum for Applied Animal Behavior (online).

Heidenreich, Barbara. E. (2021, May). *Constructional Approach to Addressing Fear Responses and Aggressive Behavior*. The Animal Behavior Management Alliance Conference Online.

Heidenreich, Barbara. E. (2021, March). *Training Animals for Husbandry and Medical Behaviors*. Invited Speaker. Zoological Association of America Virtual Event.

2020

Heidenreich, Barbara. E. (2020, October). *Good Trouble. Make Mine a Double*. *Animal Training Advocacy*. Global Online Animal Training Summit.

Heidenreich, Barbara. E. (2020, October). *Understanding the Bridging Stimulus*. Global Online Animal Training Summit.

Heidenreich, Barbara. E. (2020, August). *Stress Free Veterinary Care for Avian Patients*. Invited Lecture Series for Veterinary Professionals in Latin America.

Heidenreich, Barbara. E. (2020, August). *Training Bears to Cooperate in Medical and Husbandry Behaviors*. Invited Lecture Series for Veterinary Professionals in Latin America.

Heidenreich, Barbara. E. (2020, August). *Training Non-Human Primate to Improve Animal Welfare*. Invited Lecture Series for Veterinary Professionals in Latin America.

Heidenreich, Barbara. E. (2020, February). *The Constructional Approach for Addressing Extreme Fear Responses and Aggressive Behavior in Exotic Animal Training*. Invited lecture presented at the Art and Science of Animal Training. Hurst, TX.

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2019

Heidenreich, Barbara. E. (2019, September). *Training Animals for Conversation Success*. Invited lecture presented at the European Association of Zoos and Aquariums Conference. Valencia, Spain.

Heidenreich, Barbara. E. (2019, April). *Training Animals for Euthanasia*. Paper presented at the Animal Behavior and Management Association Conference. Portland, OR (Award winner).

Heidenreich, Barbara. E. (2019, February). *Training Orangutans to Improve Animal Welfare in Borneo*. Invited lecture presented at the Art and Science of Animal Training. Hurst, TX.

2018

Heidenreich, Barbara. E. (2018, September). *Training Animals to Cooperate in Day-to-Day Care*. Invited lecture presented at the European Association of Zoos and Aquariums Conference. Athens, Greece.

Heidenreich, Barbara. E. (2018, July). *Addressing Common Training Challenges*. Lecture presented at the Association of British and Irish Wild Animal Keepers Rhino Workshop. Cork County, Ireland.

Heidenreich, Barbara. E. (2018, April). *Advanced Concepts in Animal Training and their Practical Application*. Lecture presented at the Animal Behavior and Management Association Conference. San Antonio, TX.

Heidenreich, Barbara. E. (2018, February). *Maintaining Behavior, the Natural Way*. Invited lecture presented at the Art and Science of Animal Training. Denton, TX.

2017

Heidenreich, Barbara. E. (2017, November). *Training to Address and Prevent Undesired Behavior*. Keynote lecture presented at the International Animal Training Conference. Twycross, United Kingdom.

Heidenreich, Barbara. E. (2017, November). *Solutions for Common Animal Behavior and Training Challenges*. Lecture presented at the Zoological Association of America Conference. San Antonio, TX.

Heidenreich, Barbara. E. (2017, September). *Training Animals to Cooperate in Medical Care*. Invited lecture presented at the European Association of Zoos and Aquariums Conference. Drenthe, Netherlands.

Heidenreich, Barbara. E. (2017 February). *Exotic Solutions to Exotic Animal Behavior Problems*. Invited lecture presented at the Art and Science of Animal Training. Denton, TX.



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2016

Heidenreich, Barbara.E. (2016, December). *Addressing Common Companion Parrot Behavior Problems and Introduction to Parrot Training Lab*. Invited lectures and lab presented at the Clinical Animal Behavior Conference. Las Vegas, NV.

Heidenreich, Barbara. E. (2016, August). *Introduction to Animal Training*. Lecture presented at the Zoological Association of America. Providence, RI.

Heidenreich, Barbara. E. (2016, September). *Strategies to Address Common Behavior Problems*. Invited lecture presented at the European Association of Zoos and Aquariums Conference. Belfast, Ireland.

Heidenreich, Barbara.E. (2016, September). *Using Science Based Training Technology to Train Avian Exotics and Zoo Animals to Cooperate in Medical Care*. Lecture presented at the Veterinary Behavior Symposium. San Antonio, TX.

Heidenreich, Barbara. E. (2016, August). *Prior Investment in Training Significantly Reduces Stress for Treatment of Unexpected Illness*. Paper presented at the Association of Avian Veterinarians Conference. Portland, OR.

Heidenreich, Barbara. E. (2016, May). *Solutions for Common Giraffe Behavior and Training Challenges*. Lecture presented at the International Giraffid Conference. Chicago, IL

2015

Heidenreich, Barbara. E. (2015, September). *The Benefits of Animal Training*. Invited lecture presented at the European Association of Zoos and Aquariums Conference. Wroclaw, Poland.

Heidenreich, Barbara. E. (2015, September). *Fear Free® Veterinary Exam Procedures for Psittacine Birds*. Lecture and lab presented at ExoticsCon Veterinary Conference. San Antonio, TX.

Heidenreich, Barbara.E. (2015, April). *Conscientiously Creating and Evaluating Motivation*. Paper presented at the Animal Behavior and Management Association Conference. Copenhagen, Denmark.

Heidenreich, Barbara. E. (2015, April). *Solutions for Common Companion Avian and Exotics Behavior Problems*. Paper present at the International Conference on Avian, Herpetological and Exotic Mammal Medicine. Paris, France.

Heidenreich, Barbara. E. (2015, April). *How to Train Avian/Exotics and Zoo Animals to Accept Oral Medications and Injections without Restraint*. Paper present at the International Conference on Avian, Herpetological and Exotic Mammal Medicine. Paris, France.

2014

Heidenreich, Barbara. E. (2014, August). *Reducing Stress for Avian Capture and Restraint*. Paper presented at the Association of Avian Veterinarians Conference. New Orleans, LA.

Heidenreich, Barbara. E. (2014, April). *Weight Management in Animal Training: Pitfalls/ Ethical Considerations and Alternative Options*. Paper presented at the Animal Behavior and Management Association Conference. San Antonio, TX.

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2013

Heidenreich, Barbara. E. (2013 February). *Training for Conservation: Kakapo Recovery*. Paper presented at the International Association of Avian Trainers and Educators Conference. Tampa, FL

2012

Heidenreich, Barbara.E. (2012, October). *Addressing Undesired Sexual Behavior in Kakapo* (*Strigops habroptilia*). Keynote Speaker at the 6th Australasian Training and Conditioning Workshop. Auckland, New Zealand.

2011

Heidenreich, Barbara.E. (2011, September). *An Introduction to Training and its Benefits*. (Parrots and Exotics) Invited lecture presented at the Congreso Veterinario de Leon. Leon, Mexico.

2010

Heidenreich, Barbara. E. (2010, September). *The Value of Training Education Program Animals*. Presented at the Association of Zoos and Aquariums Conference. Houston,TX.

Heidenreich, Barbara. E. (2010,August). *What Makes an Expert and Expert?* Paper presented at the American Federation of Aviculture Conference. San Antonio, TX.

Heidenreich, Barbara. E. (2010, February). *Harpy Eagle Training: Exploring the Potential of Positive Reinforcement*. Paper presented at the International Association of Avian Trainers and Educators Conference. Albuquerque, NM (Award winner).

2009

Heidenreich, Barbara. E. (2009, August). *Myths and Misconceptions about Parrot Behavior and Training*. Paper presented at the Association of Avian Veterinarians Conference. Milwaukee, WI.

Heidenreich, Barbara. E. (2009, August). *Frustrated by Parrot Behavior? Ten Common Training Mistakes*. Paper presented at the Association of Avian Veterinarians Conference. Milwaukee, WI.

Heidenreich, Barbara. E. (2009, February). *Destined to Reproduce: Training Breeding Birds*. Paper presented at the International Association of Avian Trainers and Educators Conference. Cincinnati, OH.

2008

Heidenreich, Barbara. E. (2008, August). *A Formalized Program for In-House Parrot Training Classes*. Paper presented at the Association of Avian Veterinarians Conference. Savannah, GA.

Heidenreich, Barbara. E. (2008,March) *The Ethics of Animal Training and Handling*. Paper presented at the International Association of Avian Trainers and Educators Conference. Alphen ann den Rijn, Netherlands.

Heidenreich, Barbara. E. (2008, March). *The Power of the Secondary Reinforcer (Expanding your List of Reinforcers)*. Paper presented at the International Association of Avian Trainers and Educators Conference Alphen ann den Rijn, Netherlands.

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2006

Heidenreich, Barbara. E. (2006, September) *Training Birds for Medical and Husbandry Behaviors to Reduce or Eliminate Stress*. Invited Speaker for the VI International Parrot Convention. Tenerife, Spain.

Heidenreich, Barbara. E. (2006, August) *Successfully Managing Flighted Parrots Using Positive Reinforcement*. Paper presented at the American Federation of Aviculture Conference. Dallas, TX.

Heidenreich, Barbara. E. (2006, August). *How to Train Medical Behaviors*. Paper presented at the Association of Avian Veterinarians Conference. San Antonio, TX.

Heidenreich, Barbara. E. (2006, February). *Latent Performance of Behavior. Training Quick Response to the Cue*. Paper presented at the International Association of Avian Trainers and Educators Conference. Nashville, TN.

2005

Heidenreich, Barbara. E. (2005, August). *Addressing Aggressive Behavior*. Paper presented at the Association of Avian Veterinarians Conference. Monterey, CA.

Heidenreich, Barbara. E. (2005, August). *Solving Parrot Behavior Problems*. Paper presented at the Association of Avian Veterinarians Conference. Monterey, CA.

Heidenreich, Barbara. E. (2005, April). *Managing the Deliverance of Food to Create Motivation*. Paper presented at the Animal Behavior and Management Association Conference. Houston, TX.

Heidenreich, Barbara. E. (2005, February). *Collection Planning: Choosing the Right Candidate for the Job*. Paper presented at the International Association of Avian Trainers and Educators Conference. Atlanta, GA.

2004

Heidenreich, Barbara. E. (2004, February). *Training Birds for Medical and Husbandry Behaviors to Reduce or Eliminate Stress*. Paper presented at the International Association of Avian Trainers and Educators Conference. Toronto, Canada (Award winner).

1997-2001

Heidenreich, Barbara. E. (2001, February). *Getting in Touch with their Feelings. Developing Sensitivity to Animal Behavior*. Paper presented at the International Association of Avian Trainers and Educators Conference. Orlando, FL

Heidenreich, Barbara. E. (2000, February). *The Power of One*. Paper presented at the International Association of Avian Trainers and Educators Conference. Memphis, TN.

Heidenreich, Barbara. E. 1998, February). *Training the Trainer*. Paper presented at the International Association of Avian Trainers and Educators Conference. Minneapolis, MN.

Heidenreich, Barbara. E. (1997, February). *Creating Magic in your own Kingdom. Attention to Detail to Enhance your Show*. Paper presented at the International Association of Avian Trainers and Educators Conference. Concord, CA.