

# Groomer To Groomer

"THE GROOMING INDUSTRY'S TRADE MAGAZINE"

www.GROOMERTOGROOMER.com

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Canine  
Influenza  
An Emerging Threat

Audrey  
Ulrich  
Remembered

Frank  
Rowe  
The one  
and only!

Getting Down  
to Business  
Perspective

Nash Salon Series

Curly  
Coats  
Part 2

Lori Craig  
Winner of the  
Groomer to Groomer  
Creative Styling and  
People's Choice Award  
at Groom Expo 2009



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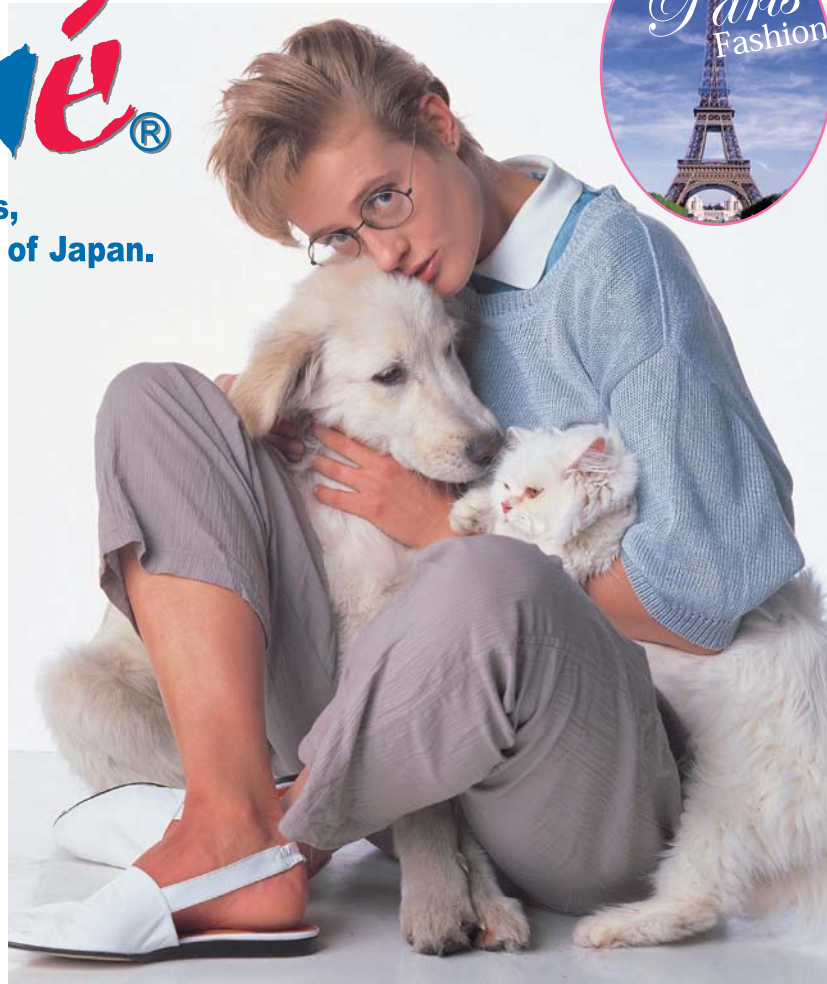
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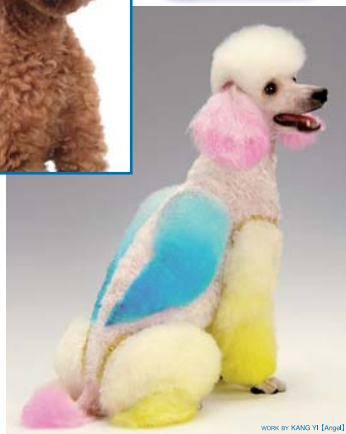
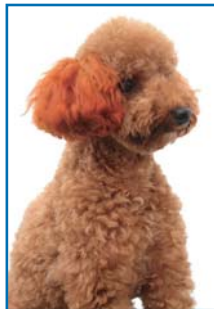


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Creative Styling Contest First Place and People's Choice winner, Lori Craig with "The Lion King"

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## Off the Top of My Head by Todd Shelly

### A Competitor's Drive...



Most of the people competing at a grooming show are fairly local to the show. They compete at one or two shows a year. I think this is great in that I believe there is so much that can be learned in the competition ring and it is the best way to get to know other groomers. However, there is a completely different set of competitors that compete at numerous shows all over the country.

I recently had a chance to sit down and talk with several of those competitors to find out what drives them to compete. Most of them travel long distances with their dogs, or spend a large amount of money to "rent" a dog for a competition (it's common for a good rental dog to cost \$200). Competitors often get up very early in the morning to prep the dogs, and then spend the day competing, often without anything more than a snack for meals. I wanted to hear what was behind their motivation.

The group was a good mix of experience level. Everyone from a groomer that just started competing to a *Groom Team USA* gold medal winner were present. The most obvious thing that stuck out to me was the friendliness among the competitors. All of them were adamant that one of the best things about competing is the bonds of friendship that develop in the ring. Everyone is quick to help each other and offer advice when needed. In fact, it's not uncommon for one expert competitor to provide a dog for another expert for the same class that they are competing against each other. Furthermore, experienced competitors are always quick to help the novice competitors.

This camaraderie was consistent among all of the people I talked to, but the other reasons for competing were unique to each individual person. One experienced competitor told us she spends \$15,000 - \$20,000 per year in an attempt to reach her goal of being one of the top groomers in the world. After that, she plans to retire from competitive grooming to pursue a career in the industry based on the great reputation she made for herself.

A second competitor reported that she does it simply for the wealth of information that she gets from the ring. The tips from the other, more experienced groomers and the input from the judges is what she sees as most important. She went on to say that she doesn't necessarily want to move up to the intermediate class because she loves competing against the friends she made in the novice class.

Another groomer stated she competes simply because "it's in her blood." Her mother was a grooming competitor, so she grew up around it. She knew from an early age that she would compete.

My favorite reason for competing was voiced by a groomer that won her class a few hours before our impromptu meeting. That win moved her from intermediate to expert level. Her reason for competing is for the thrill of competition. Much like an athlete in a big game, she loves the adrenaline rush that comes from being in the ring.

There may be many different motivations for competing, but it seems that the reasons that are consistent for everyone (the friendships developed and the knowledge gained) are very good reasons for anyone to try their hand in the competition ring. Are you ready to give it a shot?

  
todd@barkleigh.com

Audrey Ulrich . . .

If she could dream it,  
she could do it!



“Mother Dies of Crash Injuries said the *Yakima Herald Republic*. The truth was that Audrey Ulrich and her young son, Raphael, both died of injuries, as well as the family dog. Her mother and husband were seriously injured.

The loss is not only felt by her husband, surviving son, and mother; but also by her church and community who have lost a dedicated business person and animal activist. But we at *Barkleigh*, and the grooming community at large, have lost a groomer advocate in Audrey. She had touched many lives through her writing in *Groomer to Groomer* and speaking at *Barkleigh* shows.

I asked her husband Matt to tell us about Audrey. As in most things in life, Matt and Audrey were a team. He hopes to continue writing in *Groomer to Groomer*.”

Sally Liddick

1975-2009

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## *From Matt Ulbrich, Audrey's husband.*

*I'm* deeply moved to hear of your plans to memorialize my wife. I would love to give you some more insight to who she was, outside of her writing and speaking. Though, I must admit that I have been struggling with writing about her all week. There doesn't seem to be enough ink in my pen, or breath in my body, to describe the vibrancy that was Audrey. Yet, all seems lost in flat lines of "loving mother, devoted..."

I met my wife just after she turned twenty. So young, still in that not a teen, but not an adult phase that lasts about ten seconds. We worked together at her second job that she took, so she could afford to stay at her first job which she loved. Not surprisingly, her first job was in vet medicine. She rose to the top in that field in a few years.

Soon after, we opened the Barking Lot, again rising to the top in our area in a few years. She approached her hobbies the same way. She participated in dog sports with our dog, Calvin, that she is pictured with in her bio shot. Last time I checked, he is still #7 Vizsla in Rally-O, posthumously.

We enjoyed travel and nature. The first time we met you (Sally) was in Hershey. It was our first time to a big show. Audrey was fascinated by the idea of dog dancing in the program. On the night of the contest she volunteered to be one of the judges. After speaking for the volunteers, someone at our table asked, "Why weren't you afraid to speak in front of so many people?" and, "How old are you anyway, honey?"

Someone always asked how old Audrey was at every one of her speaking engagements. She was forever youthful, though she wondered if people thought she was a pregnant teenager when she first spoke for Barkleigh.

As passionate as she was about her career and hobbies, she was even more dedicated to motherhood. She delighted in the day-to-day tasks of being a Mom. Juggling writing and public activism, with being a business owner, and running back and forth to play dates was just enough to keep her life full.

She had boundless energy, she rarely missed an opportunity, and she saw the universe as filled with limitless possibilities. If she could dream it, she could do it.

### *Here is a chronological list of events in her life:*

**Audrey was born July 18th, 1975**

**We were married in 1997**

**We opened our business in 1999**

**Our first son, Raphael, was born August 9, 2007**

**Our second son, Xavier, was born June 14, 2009**

**Audrey passed away October 25, 2009**

*Audrey was the kind of person who "hit the ground running" and had a depth of enthusiasm for the industry that was contagious.*

*Always willing to share her successes, she became a wealth of information for groomers, and a very popular speaker.*

*But that wasn't all. She had a thirst for new ideas which drove her to become a great writer as well, bringing the popular Paws-atively Posh series of articles to Groomer to Groomer.*

*When we would need a last minute speaker to fill in, Audrey could do it! And could usually be found in the audience gleaning nuggets of wisdom from other speakers. She would quickly trade hats, and help where needed. A rare ability.*

*Audrey will be missed. Not only by her family, who were a great support to her, but by those who knew her in the industry. We didn't have her long enough. She had so much more to give.*

*Sally Liddick*

*President*

*Barkleigh Productions, Inc.*



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# Canine Influenza

## An Emerging Threat

by Dr. Boyd Harrell



**T**here are many strains of influenza that may affect either animals or people and sometimes both. Dogs have been relatively safe from influenza, at least until recently.

In 2004, an influenza type A strain H3N8 virus was discovered in a Florida greyhound track where the disease rapidly spread among the greyhound community popping up in several states where dog racing was allowed. Since then the virus has been confirmed in at least 30 states and has affected primarily race tracks, shelters and boarding facilities.

*Continued on page 12*



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- Alyssa Janiszak (Valor Kennel)



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### Judges:



**Melissa Verplank**  
Certified Master Stylist, 2004  
"Journalist of the Year", Member "Groom Team USA"



**Lisa Leady**  
Certified Master Groomer, Member "Groom Team USA", nominated Groomer of the Year



**Jodi Murphy**  
2-Time Master Pet Stylist, National Certified Master Groomer, Master Pet Stylist Meritus



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The virus is thought to have made the jump from horses to dogs and since this is a new canine viral threat; most dogs regardless of age, breed or sex are susceptible, allowing the disease to spread rapidly through shelters, pet stores, boarding kennels, veterinary clinics and anywhere a group of dogs might be housed. The virus is spread by aerosol, direct contact and fomites like contaminated clothing. The CDC says there is no evidence of spread from dogs to people.

Typical signs include a cough which may last for two to three weeks. The cough is often productive, unlike the dry unproductive honking cough of kennel cough; though this difference is not diagnostic by itself. A mucoid nasal discharge, sneezing and eye discharge are other common signs. About 80% of exposed dogs show signs within

Good cleaning, disinfecting and attention to air exchange should be everyday measures to prevent potential spread of this and any other disease from one dog to another.

two to four days of exposure with the other 20% remaining free of any symptoms. Up to 10% of dogs with signs may develop a secondary pneumonia which can be fatal.

Treatment is not specific and mostly supportive, including antibiotics. Anti-cough medications seem to have little effect.

Outbreaks have caused at least one shelter and one veterinary/boarding facility to shut down and depopulate (remove all dogs from the premises) in order to eliminate the virus from the facility and break

the contagious cycle. This can obviously be very costly and devastating to a shelter or business.

Intervet/Schering-Plough Animal Health recently announced the availability of the first vaccine against canine influenza virus (CIV) for use by veterinarians in the United States. Like most vaccines, two doses given at least two weeks apart are necessary for protection. The risk factors for canine influenza and kennel cough are nearly the same. They include any dog being

*Continued on page 14*



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boarded, in a shelter, dog parks, a grooming salon or anywhere multiple dogs are brought together in close proximity.

The really important take away here for the grooming community is to be aware of this new virus and how it is transmitted. Be very vigilant of any coughing dogs. Good cleaning, disinfecting and attention to air exchange should be everyday measures to prevent potential spread of this and any other disease from one dog to another.

Should canine influenza vaccination be a requirement for your facility just like kennel cough (Bordatella and Para-Influenza) is today?

That is a tough question and one that should be discussed with your local veterinarian. There are many states that have not confirmed any cases yet and then there are hot spots or pockets of

outbreaks in other states. Some areas of the northeast have had a concentration of cases and the state of Florida is now considered endemic; meaning that spread of the disease cannot be controlled solely by quarantine, the disease is well enough established throughout the dog population to perpetuate the illness. Other states will likely join the endemic status.



Dr. Harrell is a former multi-veterinary practice owner, a current business coach to the pet industry, pet health advisor for Oxyfresh Worldwide and

team educator and coordinator for SPCA Florida Animal Medical Center. He has been speaking internationally and coaching others to succeed in business for over twelve years. He is formally trained in life, leadership, health and business coaching and helps people to understand themselves, how others tend to perceive them and how personalities affect team building, performance and harmony in the workplace. He also coaches all types of business in the Strategic Mindset process, helping owners develop entrepreneurial habits. He can be reached at [Boyd@PetProsBusinessCoaching.com](mailto:Boyd@PetProsBusinessCoaching.com) or by calling 863-248-4257.



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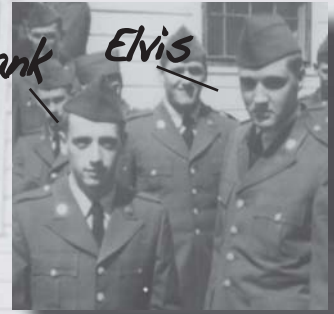
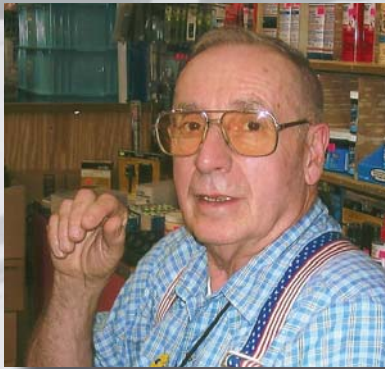


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# FRANK ROWE

## The One and Only!

BY KATHY HOSLER



**Y**ou've got to get up pretty early in the morning to get a jump on Frank Rowe. This energetic go-getter is usually in his shop and working by four a.m. every day.

Frank is the founder of *Frank Rowe & Son* in Hershey, PA. The main focus of this family run business is sharpening clipper blades and scissors and repairing clippers, but has expanded to include a full line of professional pet grooming supplies. Frank was led to the pet industry by an interesting series of events...

In 1958, Frank went into the Army. "I was in the Armored Division," said Frank. "During basic training at Fort Hood, Texas, Elvis Presley was in my outfit and he lived in the barracks next to me. Girls would come by the busloads and truckloads just to see Elvis. They were everywhere. It was amazing! And, Elvis and I were on the same ship when we were sent to Germany. Elvis was a great guy, and pretty tough too." (The

next time you see Frank; ask him about the 'touch football' game that Elvis played in.)

Frank remained in the military for twenty years. While he was in the service, Frank tried his hand at several businesses. He was a chimney sweep, harvested and sold firewood, sold mushroom soil, repaired lawn mowers, and sharpened everything from ice skates and knives to chain saws and mower blades.

The last five years of his military career were spent at *Fort Indian-town Gap* in Pennsylvania. Frank loved the area and decided that it would be a great place to retire. But even before he retired, Frank was planning and preparing for his next career...

"I knew that I wanted to do something where I could set my own hours," said Frank. Soon he found the perfect choice. Several people who had Frank work on their lawnmowers were pet groomers. They asked Frank if he could sharpen their clipper blades.

Frank looked into it and discovered that there were very few people who knew how to sharpen clipper blades for the pet industry. He also found out that those who did know sharpening, were not interested in sharing their knowledge.

After much research, Frank designed, developed, and built his own

*Continued on page 18*



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Frank Rowe  
Continued from page 16

machines to sharpen. "I spent 3 or 4 years perfecting my system," said Frank. "Although there have been some refinements over the years, the basic technique that I developed is still what we use today."

The sharpening business grew. Frank began to go to trade shows. "The first booth I set up consisted of two card tables, two folding chairs, an assortment of rebuilt clippers, a few brushes, and some grooming products," said Frank. "I started out with about six products, now we have over one thousand products and are growing every day."

Frank is a regular exhibitor at Groom Expo and many other trade shows around the country. He always has a big smile on his face, and can often be seen wearing his red, white, and blue suspenders, and a flashing bow tie.

This gregarious guy has friends all over the world. Even vendors who

are in direct competition with Frank love him. He is friendly and generous to everyone.

He will often visit the other vendor's booths to chat with them and lend a hand if they need it. They will come to his booth if they need a tool or are looking for change. "In fact," says Gwen Shelly, "he has become known as 'Franko Banko' by many people because he is the one everyone can count on to have change."

"Frank Rowe is and has always been a wonderful friend and fellow vendor," says Marlene Romani, of *Clipper Vac Inc.* "He's quite a comedian and full of all kinds of jokes. One time we were at a busy seminar and we asked Frank how he was doing. With a grin, he pulled out a hundred dollar bill and wiped his forehead with it!"

When the phrase 'practical joker' was coined, they must have had Frank Rowe in mind. Frank and his granddaughter, Sophie, are always trying to outdo each other. Frank delights in putting plastic snakes, frogs,

and lizards in her bed, drawers, and all around her house.

Sophie returns the favor by putting bubble wrap under Frank's rugs (which makes a great popping noise when you step on it), and by putting Bang Snaps under his car tires. More than once he has backed up and thought he had hit something or blew out a tire.

Frank's grandson, Scot, recently enlisted in the Marines. When his family sent him a 'care package' from home, Frank secretly slipped a fuzzy pink teddy bear into it. It seems that Scot's drill instructor had great fun with that.

Frank's son, Dan, has been part of the business since he was twelve years old. "One of the most important things I learned from my dad was integrity," said Dan. "Say what you are going to do, and then do it. That goes along with customer service. That's one of the reasons we have been in this business for so long - We place the customer first and do everything in our power to satisfy them."

Dan has just retired from the Air Force and is now assuming a greater role in the everyday operations of the business.

"My son will take over the business soon, but I will continue to work with him," says Frank. Then he adds, "I don't plan to ever retire. Other than obstetrics and gynecology, where else could I have a job totally surrounded by beautiful women?"

Perhaps that smaller workload will give Frank the opportunity to

Continued on page 20

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## Frank Rowe

*Continued from page 18*

pursue some of his other interests.

Frank loves to travel. "I've been to 43 countries, most of them after I was out of the military," said Frank. "I want to visit all the far away countries first. I'll tour the United States when I get older; after all, I'm only 74 now."

Frank also loves to dance - especially square dancing and ballroom dancing. OH, and ladies...Frank is single!

Frank likes to explore flea markets in search of treasures. And, whenever the opportunity presents itself, Fisherman Frank is ready to drop in a line and reel in the 'big one'.

Everyone who has the privilege of knowing this special man agrees with the comment made by Marlene Romani who says, "Frank Rowe - You've got to love him...We sure do!"

### **Sally on Frank Rowe...**

*Depending on your age and gender, Frank can be a friend, a father, a brother, a mentor or a flirt.*

*I came to know Frank as a young groomer, clad in the groomer garments of the late 70's, (a sweatshirt and cut off jeans). I remember so well a wiry Frank, stopping at my home grooming*

*salon to pick up or deliver blades and shears. I had started a little publication, called the GroomOgram and it had blossomed with a 4 page companion newsletter, called Groomer to Groomer (GTG).*

*I needed a sharpener to expand my company offerings. GTG carried no ads at that time, and groomers were looking for a sharpener. I cast a discerning eye at Frank and saw dollar bills.*

*"Can I advertise your services, under my name, get the sharpening in here, you take it and bring it back... and I will ship it out?" I tried to coerce. Always the inveterate business person, I was frustrated by this sharpener who couldn't see the big picture.*

*"No, don't want to do that," he would say. I didn't know Frank except for these short frustrating exchanges every few months when he would drop off blades. A few years past, and I had grown to the point of traveling to shows. Gwen and I went to Chicago for the All American Midwest Grooming Show. Frank apparently had the same idea.*

*We arrived in a downpour. Puddles glistened all over O'Hare field. When we left the plane, the terminal was swamped with stranded passengers. "Thank heaven's we have a hotel room nearby", I said to Gwen as*



Frank (R) and son Dan (L), the next generation.

*we practically stepped over stranded passengers.*

*At the hotel phone, I was assured the shuttle would be there soon. Frank Rowe, always the problem solver, had a different message. These passengers were not stuck because they couldn't get a flight. They could not get out of O'Hare. It was an island surrounded by water! Fear gripped me. Get me out of here, I inwardly screamed. Nothing appeals less to me than sleeping on a floor.*

*"Hurry," said Frank. I found a stair case at the Hilton across the street (on airport property). "We can all sleep under it tonight and get out tomorrow." Well... I just found that thing that appealed less! I really didn't know Frank well enough to sleep under his stair case. As luck would have it, the L (elevated train) opened up and Gwen and I were able to make it to downtown Chicago at midnight. A lovely welcome at the famous Palmer House became our accommodation, and Frank was left alone under the staircase at O'Hare.*

*Years later, Frank took a trip to Guatemala with Gwen, Don and Barb Kassebaum and others to see the Gifts of Love ministry in action. By then, Frank's charms had begun to grow on me. Though still not a visionary, he certainly was a salesman as he toted a suitcase nearly his size.*

*Inside were tiny drawers and cubby holes filled with all the necessities known to man. He had a diagram to get to every one of those treasures. And if you wanted something, he would sell it at a fair price. "Tampons were mentioned," in an effort to prove he didn't have everything.*

*Continued on page 22*

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Frank Rowe  
Continued from page 20

"I don't carry them anymore," said Frank seriously. "They just don't move fast enough." Every day he

would give us a sampling of his wares that were not moving. I remember vividly the day we all got a plastic pipe tie. Believe it or not, we all appreciated this little favor from the U.S. In Guatemala, our biggest prob-

lem was cash, specifically Dollar bills into Guatemalan Quetzales. Franco Banco (as we began to call him) was our answer. He was always able to make change.

Frank was never long without a girlfriend. And he had some lovely "keepers" over the years that we all became fond of. But little by little, they would fade from memory and a new girl would come along. He always pressed them into service in his grooming booth.

We always wondered what Frank's charm was. Could it be his short military hair cut? His beady eyes? The Frank Purdue nose? The plaid shirts? His short stature? No, it was his dancin' feet. He was a ladies' man on Saturday night... when he became country music's dance hall's answer to John Travolta. Lots of women went to these dances in hopes of finding a "dancin' man." Frank had found his niche.

From my perspective, you can't find a nicer guy. He is always ready to help and he never wears out his welcome. He stops in the office to say Hi and before you know it, he is out the door again. He says he is slowing down, but you can't tell it by me. The only thing he doesn't do now is drive clear across the country for a grooming show, but he still hits the local auctions and honkytonks. He is one remarkable, likable fellow, that Frank. And he lives up to the name pin he wears. "Frank Rowe... an extra nice guy!"

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Creative Styling Contest 3rd Place  
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Level 2 Intermediate Best In Class • Trudy Van Arsdale



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**GOVERNOR Terrier and More Tournament** with Robert Thompson, President



Level 3 Expert Best in Class • Nicole Baltes



Level 2 Intermediate Best In Class • Joann Camilli



Level 1 Novice Best in Class • Claudia Attoff

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**LAMBERT KAY Sporting Tournament** with Hilery Zusi, Grooming Show Representative



Level 3 Expert Best in Class • Jennifer Lee



Level 2 Intermediate Best In Class • Marilyn Wainwright



Level 1 Novice Best in Class • Christine Grant

Photos by Animal Photography

**TROPICLEAN Salon/Freestyle Tournament** with Derrik Kassebaum, Director of Sales



Level 3 Expert Best in Class • Julie Pantages



Level 2 Intermediate Best In Class • Bridget Stewart



Level 1 Novice Best in Class • Jayne Gallagher

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**BARKLEIGH All Other Purebreds Tournament** with Teri DiMarino, Industry Consultant



Level 3 Expert Best in Class • Jeri Hoppe



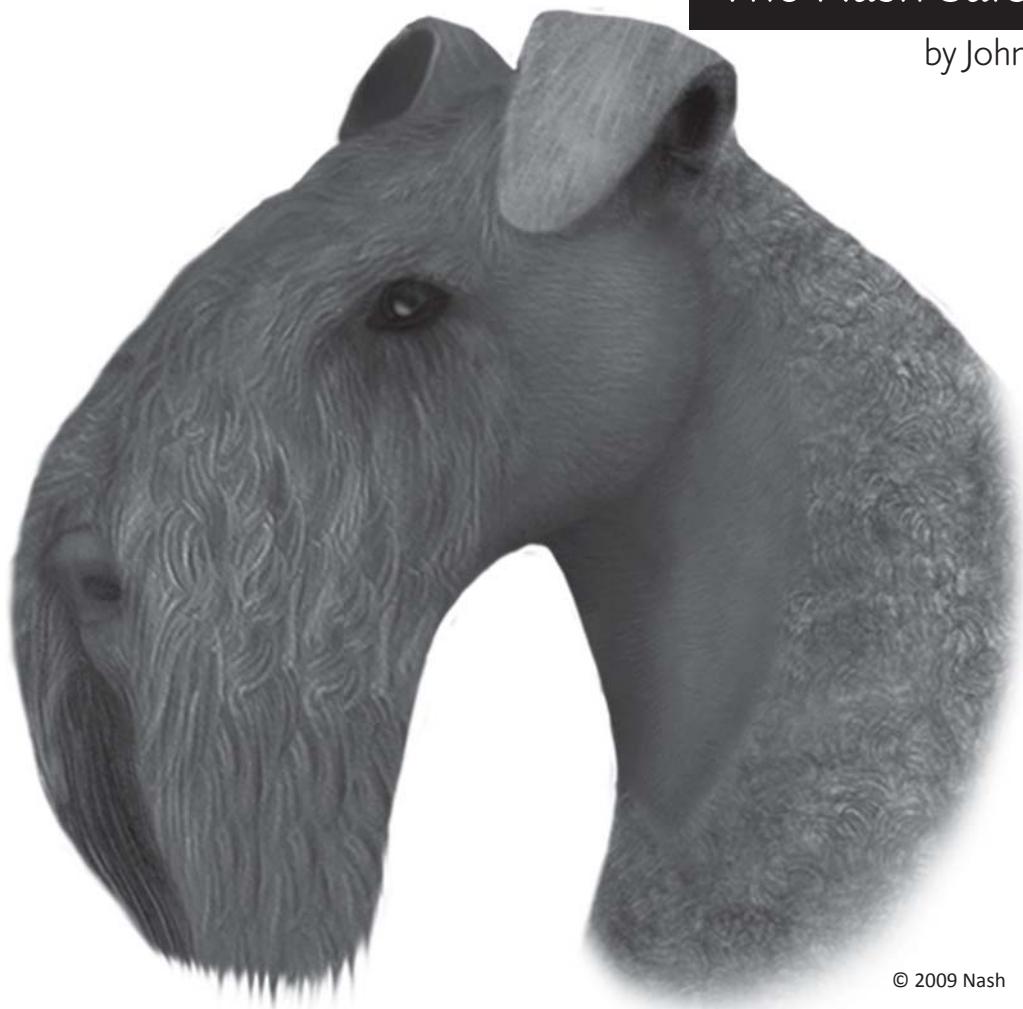
Level 2 Intermediate Best In Class • Joann Camilli



Level 1 Novice Best in Class • Deb Davis

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by John and Vivian Nash



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## Curly Coats – Part 2

### Trim Styles

You see a variety of trim style categories with these two coat types for the show ring. For the pet trim typically it is a shorter version, however anything goes, especially on the Poodles. Some breeds are very stylized, such as the Poodle in the Continental and the English Saddle Trim Style.

These trim styles certainly make a statement. They say, look at me! I have been pampered, clipped, scissored and styled to the max and there is no doubt about it! You also see a very stylized trim style on the Bichon Frise, however, this trim style could fool the average pet owner into thinking that it grows that way naturally.

Then, of course, you have the unique and exotic Lion Trim Style and the Full Coated Jacket Trim Style on the Portuguese Water Dog. The Kerry Blue Terrier and the Soft Coated Wheaten Terrier exhibit the Long Legged Terrier Trim Style and we can't forget the unique trim style of the Bedlington Terrier.

We also have the Havanese in the Long & Flowing and the Komondor and Puli in the Corded Trim Style. Of course the "exceptions to the rule" breeds with these two coat types are the Curly Coated Retriever and the American Water Spaniel. These two breeds receive the Body Contour Trim Style due to their determined hair growth. *Poodle 1a,*

*Side View; Portuguese Water Dog 2a, Side View; Bichon Frise 3a, Side View; Bedlington Terrier 4a, Side View; Portuguese Water Dog 5a, Side View; Irish Water Spaniel 6a, Side View; Soft Coated Wheaten 7a, Side View; Kerry Blue Terrier 8a, Side View; Komondor 10a, Side View; Havanese 11a, Side View*

### Head Styles

You see more variations of head styles on the Curly Coat Types than any other due to the undetermined coat growth and the fact that the coat grows all over the head and ears with no particular coat growth

*Continued on page 28*

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Poodle 1a, Side View



Portuguese Water Dog 5a, Side View



Komondor 10a, Side View



Portuguese Water Dog 2a, Side View



Irish Water Spaniel 6a, Side View



Havanese 11a, Side View



Bichon Frise 3a, Side View



Soft Coated Wheaten 7a, Side View



Poodle 1b, Head View



Bedlington Terrier 4a, Side View



Kerry Blue Terrier 8a, Side View



Portuguese Water Dog, 2b

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Patent #6,516,752



Bichon Frise 3b, Head View



Bedlington Terrier 4b, Head View



Portuguese Water Dog 5b, Head View



Irish Water Spaniel 6b, Head View

## Nash Salon Series Continued from page 28

pattern. This type of coat growth allows you to create whatever style you want on most breeds with these coat types when creating pet trims.

For example, creating a Bedlington Terrier or a Bichon Frise head style on a Poodle is fun and exciting and most families love the overall unique look and expression. Being creative with breeds with this coat type is also acceptable in the grooming competition ring in a free style class. However, for the conformation show ring, the standard trim styles must be adhered to. *Poodle 1b, Head View; Portuguese Water Dog 2b, Head View; Bichon Frise 3b, Head View; Bedlington Terrier 4b, Head View; Portuguese Water Dog 5b, Head View; Irish Water Spaniel 6b, Head View; Soft Coated Wheaten 7b, Head View; Kerry Blue Terrier 8b, Head View; Komondor 10b, Head View; Havanese 11b, Head View*

## Ear Styles

The ears are trimmed to appear full coated, short coated, tasseled and corded for the show ring with this coat type. However, for the pet trim, being creative is often times a necessity due to the matting that is frequently seen on the breeds with these coat types.

Matting is caused by lack of brushing between styling sessions and/or ear infections due to lack of ventilation. Trimming the coat from the underside of the ear and leaving coat on the topside creates excellent ventilation. Any ear style where the top portion of the ear leather is trimmed short and coat left on the bottom is an excellent style for the active pet, pets prone to ear infections and the senior pet. It promotes healthy ears because it not only allows for excellent ventilation but it also prevents the need to brush the coat on a set schedule to prevent

Continued on page 32

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# There Are No Coincidences



Solid Gold recently had a vendor booth at a large multi-day dog show. The first day, an angry woman came to our booth. She had been attending a national conference for her breed.

The speaker had made the audience aware of possible federal legislation. Only two pets would be allowed pet family. The lady had five dogs.

“Which of my three dogs am I expected to kill?” She asked.

Seems as though the federal government said that dogs are dirty and the amount of food “wasted” on dogs could be sent to under developed countries of the world.

My Great Danes aren’t dirty. They are bathed at least once a month with our Super Sen Gelle Shampoo for sensitive skin (6-1 concentrate.) Then, they are conditioned with our Solid Gold jojoba rinse (6-1 concentrate.) Jojoba is the only oil that penetrates three layers of skin and rebuilds cell tissue. Don’t rinse off. Can be used daily for dry itchy skin.

Some ladies pay \$100 an hour for such SPA treatment.

Remember in 2007, when 197 American dog food companies were exposed and recalled for fraud for having their dog food made in China, 6000-7000 pets died of kidney failure. Supposedly, this problem has been corrected. However, even now, there are only about five dog foods made in the U.S. Solid Gold has always been sourced and made in the U.S.

One company sourced its ingredients from China and shipped here. Then, the ingredients were manufactured here. They advertised that their food was made in the U.S. This is deception, people don’t care where the machinery is, they want to know where the food is grown. Finally, in 2009, this company said it would source the ingredients from the U.S.

Recently, in Miami, Florida, a class action suit was filed against several major pet food manufacturing companies. The suit alleges that these companies frequently advertised that their food was healthy and safe. In fact, these companies were using euthanized dogs and cats, waste products, restaurant grease fat, hair, hooves, road kill, toxic chemicals and additives. (Reference Pet Products Industry Magazine, July 2007.) Solid Gold was not involved.

Some dog food companies use peanut hulls as a cheap filler. Many hulls contain a fungus that causes ear infections. If this happens, spend 69¢ at the market for apple cider vinegar. Put it on a cotton ball, squeeze out the excess and clean out the ear. A fungus is an alkali, apple cider vinegar is an acid. If there is a cut, dilute the vinegar so it won’t sting. Then, put in two squirts of Solid Gold Ear Care with Comfrey. Comfrey works in a strange way. It causes the cells to multiply, with such rapidity that the cells actually implode upon themselves and kill themselves. It also works on fungus infection between the toes. But use vinegar first.

You can order from us directly if your local store doesn’t carry them.

So if you want a healthy dog food, feed Solid Gold. It is the Best Dog Food in the World for your “fur person”

Now, about coincidences: It was over 100 years ago, that farmer Fleming in Scotland was walking along with Goldie, his Golden Retriever.

Suddenly, Goldie stopped and listened. A child’s voice could be heard screaming. Farmer Fleming ran toward the river. A boy about 10 years old was being swept downstream. The boy grabbed an overhanging tree. Fleming told Goldie to “go get him”, but the boy wouldn’t let go of the branch. Fleming uncoiled his rope that he had been carrying and put in the Goldie’s mouth and commanded Goldie again. This time, the boy wrapped the rope around his waist and let go. Fleming pulled from the front and Goldie pushed from the rear. They landed on shore. Then, the boy went home.

The next day, a coach and four horses pulled up to Fleming’s house. The gentlemen wanted to give Fleming a reward. But Fleming declined. Then, the rich man proposed that he would pay the tuition of Fleming’s son for the same private school as his son went to, so he could get a good education. Fleming gladly accepted.

Eventually, the farmer’s son went to St. Mary’s Medical School and became Dr. Fleming who developed penicillin.

Many years later, the rich man’s son became very ill with a deadly infection. It was the penicillin that saved his life.

*You know the river boy who eventually became famous. His name is Winston Churchill.  
There are no coincidences.*

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Soft Coated Wheaten 7b, Head View



Kerry Blue Terrier 8b, Head View



Komondor 10b, Head View



Havanese 11b, Head View

## Nash Salon Series Continued from page 30

matting. Poodle 1b, Head View;  
Kerry Blue Terrier 8b, Head View;  
Bedlington Terrier 4b, Head View;  
Komondor 10b, Head View

## Tail Styles

Tail styles are definitely unique with these coat types. You see the Pom Pon on the Poodle, the unique rat tail on the Bedlington Terrier, the exotic lion tail on the Portuguese Water Dog and the one and only signature carrot tail for the terriers. The Havanese shows off a long and flowing tail and to create an overall appearance; the Komondor exhibits a corded tail trim style. For the pet trim, anything goes and in many cases due to severe matting on the tail area, your imagination can mean a satisfied or dissatisfied client. Poodle 1a, Side View; Portuguese Water Dog 2a, Side View; Bichon Frise 3a, Side View; Bedlington Terrier 4a, Side View; Portuguese Water Dog 5a, Side View; Soft Coated Wheaten 7a, Side View; Komondor 10a, Side View; Havanese 11a, Side View

## Foot Styles

Foot styles are much more limited with these coat types. Most trim styles require a beveled trim style, even if the coat is corded, to accommodate the massive amount of coat except for the shaved foot on the Poodle and the Portuguese Water Dog in a Lion Trim Style.

For the pet trim, more and more pet families choose the beveled foot rather than the shaved. For senior pets or the dog that hates to have the feet shaved, the best choice is a short beveled foot trim style with a perfect paw print to create good traction for senior pets. No matter the trim style, the hair between the pads and around the edges of the foot must be trimmed on a regular schedule.

## Sanitary

Breeds with a Loose Curly, the same as the Tight Curly Coat Type, require a sanitary clipping to remove this continuous coat growth. The only technique to use to remove this coat is a clipping technique, whether you are preparing the dog for the show ring or for a pet. A #10 or #15 blade should remove the coat without irritating the skin on most

Continued on page 34



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**By Janis O'Neill**

*Jan's Grooming  
Breeder/Owner*

*Fantasy Yorkshire Terriers for 20+ years.*

As a pet groomer, I'm just like other business owners that continually look for ways to create new sources of revenue without having to invest hard earned money or precious time. Not long ago I found a fantastic program from NuVet Labs that perfectly fits the bill. As the owner of a grooming business I don't have a lot of time to give, so for me the best programs are the ones that are simple, easy, and won't take up time that I need for my clients. NuVet's program works like a charm and best of all I didn't have to invest one penny to get started, or even have to sell anything to make the money. All I have to do is talk to my clients about NuVet, hand out some flyers or brochures, and have them contact the company if they want to make a purchase or have any additional questions. In exchange, NuVet pays me up to 50% of the retail price of their product each and every time the customer orders.

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## Nash Salon Series

*Continued from page 32*

coats and would be the choice especially on a pet.

If the area under the tail and around the rectal area is clipped, including the stomach and groin area, the new hair growth can feel like little pins causing the dog to lick and chew, especially if it is the first time the sanitary has been clipped. Each time the dog moves, the new hair growth pricks the skin in these friction areas, causing the dog to constantly lick and bite if he attempts to walk or move his/her tail. This constant chewing and licking can cause severe skin irritations, causing the dog to have to be monitored for days until this area heals.

The dog often times scoots on the floor to get relief, causing additional skin irritation. If the dog scoots on carpet, it can result in a severe rug burn, taking additional

days and constant monitoring for the skin irritation to heal. To prevent this ordeal for the pet, apply a skin treatment immediately after clipping if there are any signs of redness and make it a habit for first timers.

## Overall Before the Styling Begins

As seasoned professionals, with these coat types, we know the evaluation with the client during check in procedures determines the type of trim style due to possible matting with this coat type. The evaluation before the styling begins and during the finishing phase is to determine how much coat you can leave to create a cute expression and a trim style with good balance and symmetry.

Begin with an overview of the entire dog to determine how much coat you have to work with to create a good balance for the size and build

of the dog. Evaluate the length of coat on the ears and topknot. Next, go to the amount of coat on the tail. Basic rule of thumb is more volume or more length on the head than the tail and typically the head is higher than the tip of the tail. Next, go to the front legs and then to the back legs to determine the length if you are creating a column style leg. The coat on all four legs should be about the same to create your overall balance.

## Finishing Phase

To begin your styling in the finishing phase, after the sanitary procedures and the pads are trimmed, stack your dog so that you are able to achieve the ultimate in balance and profile, especially if you are creating a full coated trim style.

Typically, with the Curly Coat Types, you begin at the rear to establish your correct topline and proper length for the body type. For example, most of the breeds with this coat type have a square or a rectangle body type with a normal front and backhand. You will continue your styling on the rear legs to create the proper rear angulation and/or backhand.

Next, go to the front to finalize the length of body and to establish the correct forehead and/or proper front angulation for the body type. Complete the front legs making sure you have achieved a good balance with symmetry on the rear legs.

Now you must bring the front and rear together. Evaluate the overall silhouette and start by creating the depth of chest using the elbow as a guide. Next create the tuck up and utilize this area to enhance or hide a body that is too long or if the tuck up is too severe. Go to the rear and complete the tail and then to the head. After you have finished the head, you must create a smooth transition from the head to the body using the neck as the connector.

After you have completed these

*Continued on next page*

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procedures, you must first evaluate the expression. Is it correct? Can you enhance it? Next, evaluate the overall profile from the front and the rear for balance and symmetry. Check the profile from the side for balance and symmetry and to insure the front and rear appear as though they belong to the same dog. The biggest challenge for even the most seasoned professionals is to bring it all together. If you draw an imaginary line down the middle of the dog and visually separate the front and rear portion of the dog and then bring the two back together and they fit like two puzzle pieces, you have mastered this challenge!

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# GROOMING MAKEOVER MAGIC with Christine!

Dear Sally,  
I thought you would like to know a little more about one of the girls you chose for the makeover at Groom Expo.

As Christine's boss and friend, I am so pleased that her first Groom Expo experience was so much fun. I have gone to Groom Expo every year, but this was the first year that Christine has been a groomer (previously she was our salon manager). It was great to see everything through her eyes.

She has been with me for over eight years and is always the first to volunteer when needed. When we ran out of funds to finish our third expansion, Christine stayed after work to help sheet rock, paint, and even move into our new retail area.

We foster and work with our local shelter and dog wardens. When a dog is in need, Christine is always on board. Our fosters are a lot of extra work, but she is always there to back me up.

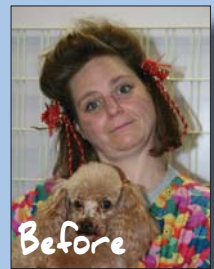
Christine was an excellent Manager. I always knew when I left her in charge it was in good hands. She organized and helped other employees learn their jobs. So when she asked to groom, I knew I was going to lose a great manager and gain a caring groomer. She is all that and more. A natural talent.

Sometimes, the most exceptional people do not see themselves as we do. I must admit, I tend to forget to tell my staff how truly great they are. Without the help of a group of caring, giving workers a business can not run. Thank you so much for showing how much Christine means to all of us and for making her feel like the special person she truly is.

Marjorie Wentworth  
Paws & Effect Inc., Oswego, NY



Our Christine is in need of a makeover. She works very hard and gets a bit confused with her own grooming needs. We all feel she is in need of help to relearn how to groom herself. We hope you can help her with this and will pick her for the groomer makeover!



Thank You!!  
Margie and staff @ Paws & Effect Inc.  
(Christine too, she knows she needs help!)

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Dear Sally,

Thank you for giving me the opportunity to write about my experience at Groom Expo and my makeover.

I was prompted to enter the Groom Expo makeover by co-workers. When we saw the competition, they all asked if I was interested. One of the other groomers, and my boss, did my hair and our pet photographer took pictures with one of our foster dogs.

I was excited about my first trip to Groom Expo and since it had been a hard year for me personally, I knew it was sure to be a great pick me up. Upon receiving the e-mail that I had been chosen, we all knew that this year would be memorable!

I started working at *Paws & Effect Inc.* about eight years ago. Before I

*Continued on next page*

READER SERVICE CARD #6719

## Grooming Makeover Magic with Christine!

Continued from page 36

became a groomer, I took on many roles. I worked in the kennel and helped to brush and bathe. When we expanded and added a big retail store, I was asked to become the manager. I have always had an interest in grooming. I love to work hands-on with the dogs and enjoy watching how happy both the dog and the owner are after the grooming. I told my boss about my interest and how I wanted to be part of that.

We are located in a rural area of upstate New York and most of our business is word of mouth. When I approached my boss with my interest, she was excited for me. I felt very special because she is so particular about quality of work. She taught me how to groom the dogs that we foster. I entered an on-line course to do the

book work and sent in the pictures of the dogs I had groomed to earn a certificate.

*Groom Expo* was a wonderful experience for me. I could try out all the equipment and supplies. I was able to find new things that I enjoy using. The seminars were helpful and I learned new techniques to improve my grooming skills.

The makeover was very exciting. I must say I was a little nervous about not having any input, but that was part of the fun! I felt very comfortable with Lisa doing my hair. And Kim was very good at keeping us at ease. They both made us feel like a group of friends just enjoying girl time.

I guess it is hard to see yourself look different in the mirror. I have always had light hair, so at first it took

a bit of getting used to the change. Everyone... friends, family and even customers... love my new look. One of our regulars even calls me the "new girl". I do have more confidence now. I have always felt that I should look my best when greeting customers. If I care about my appearance, I feel they will know I will do my best to make their pet look good too.

I would not change a thing about my experience! It was fun and exciting! Thank you all for making my first *Groom Expo* so memorable.

*Christine Couse*

### Lisa's Comments (Makeover Hairstylist)...

Christine was a great candidate for the Groomer Makeover. She was

Continued on page 38

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Grooming Makeover Magic with Christine!

Continued from page 37

nominated by her fun-loving co-workers and was eagerly willing to have a style change.



The key was redirecting the focus of her style to compliment her best features... her bright eyes and great smile. A warm velvet brown semi-permanent hair color was used to neutralize Christine's dated highlighted hair. "Magma" powder color was woven thru the top of her hair creating intense gold/red strands becoming more noticeable towards the front.

Christine has a beautiful smile. Her hair was cut with a razor and texturizing was done throughout the strands to lighten and lift the ends into an upward motion lifting her face and accentuating her smile. As with Christine finishing style... it does not

have to be complicated or time consuming. The natural wave in Christine's hair was now able to work for her in an easy and flattering way.

No matter what your hair type is, these basic blow dry rules apply. *Protect your hair:* Always begin blow drying with a thermal protectant spray, gel or volumizer to safeguard the hair and hold the style. *Work in sections.* Dividing your hair into manageable sections will cut down on frizz and ensure that your hair is fully dry. Use clips to keep wet and dry sections separate. *Cool Down.* Finish your blow-dry with a frizz-fighting blast of cool air. Use a polishing serum or spray to add shine, fight frizz and tame flyaways.

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# GROOM EXPO 09

## ... opening doors to the Future

by Kathy Hosler

"Focus on the positive!" encourages Joe Zuccarello, during his seminar *Up-selling Made Easy*. "People spend their money where their priorities are – and for many people, their pets come first!"

Mr. Zuccarello's sound advice, and the knowledge and wisdom that was shared by many other speakers at the 2009 *Groom Expo*, gave attendees the tools they need to take their careers and businesses to the top.

Whether you are brand new to the industry, or a veteran groomer with years of experience, *Groom Expo* offered help for every facet of your business.

More than 4,300 pet care professionals gathered at the spectacular *Hershey Lodge and Convention Center*, located in beautiful Hershey, Pa. for a weekend filled with fun, fellowship, and learning.

As lines formed at the Expo registration check-in area, Mr. Frankie Brown warmly welcomed eager attendees who planned to 'do it all' and helped direct them to their destinations. Beside him was a mammoth fountain filled with all kinds of *Hershey* candies that everyone could munch on as they passed by on their way to seminars, contests, or the trade show.

The Expo's activities got underway Thursday morning. A day of relaxation, fun, and shopping awaited attendees of the *Amish Fling* as they boarded their tour bus – first stop...*Hershey's Chocolate World!*

Others opted for the day-long seminars. In his *Grooming Secrets of the Pros* seminar, Eric Salas shared stories from the show ring and the salon. His presentation was peppered with humor and packed with a wealth of information.

He covered varied topics from how dogs react to your body language, to signs of hair damage (Did you know that hydrated hair is 300 times stronger than dry hair?), to tools and products that make your life and job easier – and then he demonstrated how to use them properly.

Martin Deeley, trainer, speaker, and author, conducted several seminars on animal behavior topics. In his *Aggression, Stress, and Anxieties in Dogs* seminar,



Photo by Udo Kreisner



Photo by Animal Photography



Photo by Julie Durham



Photo by Udo Kreisner



Photo by Udo Kreisner

Mr. Deeley said, "There are 58 million dogs in the USA and every year dogs bite 4.7 million people." Then he explained some causes of aggression and suggested ways to deal with these behaviors in our salons.

On Friday, *Groom Expo* turned into a beehive of activity.

Celebrating its tenth year at *Groom Expo*, *The WCFO (World Canine Freestyle Organization)* began its *Off Lead Disco Doggie Dance Meet*. Lively music accompanied by enthusiastic cheering and clapping filled the arena as each beautifully costumed team performed their flashy moves in choreographed dance routines.

The *Gifts of Love Silent Auction* has always been a special project of Gwen Shelly, co-organizer of the show – and a real favorite of expo attendees. This year the auction was so large that it was held in the Cocoa Ballroom. Row after row of tables were filled with everything from adorable Poodle purses to specialty grooming equipment to one-of-a-kind collector items. The good natured bidding got pretty intense at times, but it was all in fun and for a very good cause. With big smiles, the winning bidders triumphantly claimed their treasures.

The *PETSMART GroomOlympics* began its two day tournament in the grooming contest area. One of the greatest things about this and all the grooming contests at *Groom Expo* is that the audience can see everything. It's a real education in itself to watch these top notch stylist's expert skills from the moment they turn on their clippers, to the final snip of their scissors.

The seminars on Friday and throughout the weekend were geared toward helping each attendee achieve success. The economy and how it affects business is a hot topic for everyone these days.

"Dare to dream – then take action!" says Bob Harris, of Nature's Specialties, in his *Recession, What Recession?* seminar. "When it comes to selling retail products to your customers, step into the role of educator, not the role of salesperson. Show them what they need – then explain to them why they need it and how to use it."



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Mr. Harris's hour long presentation was filled with insightful tips for great customer service and business success. "The best time to implement a price increase is in July, not January when everyone else is raising theirs," says Mr. Harris. He explained why, "because in July, the weather is great, the sun shines till 9 PM, people go on vacations and are happy and in a good mood. When you tell them that you have had a price increase, they say "Oh, OK. No problem."

There was non-stop action all throughout *Groom Expo*. From business building seminars, to instructional grooming demonstrations, animal behavior, mobile grooming, cat grooming, day care, and more; there was no way to do and see it all. Fortunately, many of the *Groom Expo* seminars were available on DVD.

The Trade Show opened bigger and better than ever with 174 booths filled with anything and everything a groomer could ever want. Excited shoppers poured through its doors with their wish lists in hand, and in search of great bargains.

The show exhibitors pulled out all the stops this year as they introduced new products and demonstrated the latest equipment. Many of the manufacturers were giving out samples and others were offering fantastic *Expo* deals. One attendee (who prefers to remain anonymous) relays this story....

I called home to check on things and as we were talking, my husband said to me 'You must be getting a lot of bargains there.'

Puzzled, I said, 'Yes, I am. But, how could you know that?'

He laughed and replied that our credit card company had called to check on an unusual amount of activity on the card.

Throughout the weekend, stars from *Animal Planet's, Groomer Has It* hit television show made appearances at various booths – and *Charmin*, the beautiful Sealyham Terrier who won the 2009 *Crufts Dog Show*, was also a special guest.

Saturday hosted the first ever *Show Ring Seminars*. Attendee Kim Geidel, owner of *Barking Beauties* in Ellwood City, Pa. states, "I loved it! It was every-

thing I had hoped for – and more. The seminar was aimed at people like me, breeder/owner/handlers. I learned what to do from the moment I enter the show ring in order to present my dog in the best possible way. My dog and I will definitely be competing in the conformation ring soon.

The meal events at *Groom Expo* give groomers the chance to 'talk shop' with old friends and new while enjoying fabulous food and entertainment.

Judy Bremer-Taxman hosts these events and sets the tone for the festivities as she welcomes each person as they enter the door. But wait; was there a new greeter this year? Well, yes and no. It was Judy, but she was an amazing eighty-five pounds lighter than last year. Way to go, Judy!

At the *Groomers Got Talent Luncheon*, it became evident that groomers have skills that extend

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well beyond the grooming salon and competition ring. Singers, dancers, and comedians had the opportunity to showcase their hidden talents. The winner, selected by audience applause, was Danielle German who wrote her own lyrics (grooming related, of course) to the song she performed.

On Sunday, the first *Top Groomer Super Model Competition* was held. Several of the contestants/models designed and made their own outfits – right down to the water-resistant bathing aprons, coordinating hair masks, and paw print accessories.

Another *Groom Expo* first was a *Groomer Makeover* contest. Three lucky groomers were selected to have complete makeovers. They were treated to new hairstyles, makeup, and adorable grooming outfits. Their 'before' pictures were shown on the 'big screen' as they modeled their new look for the Expo attendees.

At both luncheons prizes of jewelry were generously donated by Judy Bremer-Taxman's husband, Paul. As the winner's names were called, each got to come to the stage and select their own piece of jewelry.

Charlene Hibbs, owner of *A Gentle Touch Pet Care Services*, was one of the winners. "I was thrilled when they called my name!" said Charlene with a huge smile. "I got a beautiful bracelet." She quickly added, "I love every minute of *Groom Expo*. It has absolutely helped my business by keeping me up to date with everything and it gives me that little 'boost' every year!"

The Saturday evening banquet opened with the *Best In Show Awards Reception* to crown the 2009 *PETSMART GroomOlympics World Champion*. It had taken two days of stiff competition to determine the winners of the four tournaments.

The four top class winners in each division – the *Governor Terrier Tournament*, *LAMBERT KAY Sporting Breeds Tournament*, *TROPICLEAN Salon/Freestyle Tournament*, and *ANDIS Poodle Tournament* entered the ballroom.

The crowd roared their approval as each superbly groomed dog



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was presented. Cheers and thunderous applause erupted when Deb Davis was pronounced the Level One winner, and once again when Bridget Stewart became victorious in Level Two.

The culmination of this incredible event would be to crown the winner of Level Three as the *World Champion*.

The room grew silent and all eyes were on the judges as they made their final selection. The gleaming 2009 *GroomOlympic World Champion Trophy* was lifted from its place of honor and presented to a thrilled Julie Pantages and her sensational rescue Poodle, *Maxwell*.

After a fabulous banquet, the eagerly awaited *Off-Lead Dancing With Dogs Invitational* competition began. It took two days of intense competition to select the dogs and their human partners that would participate in this highly antici-

pated event.

Team after team in full costume delighted the audience as they danced their way to stardom. Toes were tapping and hands were clapping as the competitors of this exciting new dog sport put on amazing performances. The audience joined in the fun, doing the *Chicken Dance*, *Macarena*, and the *CanCan*.

One of the most highly anticipated events at *Groom Expo* is the *Groomer To Groomer Creative Styling Competition* that is held on Sunday afternoon.

The sky's the limit as the contestants unleash their creativity. Many of them plan their groom months in advance, along with designing their costumes, props, and preparing their presentation.

This unique competition has drawn worldwide interest. Tim Flach, the world famous photographer for *National Geographic*, was

taking before and after photographs of all the *Creative* entries to include in his newest book about dogs and man's relationship to them.

Just as exciting is the news that one of the biggest cable TV networks is looking into the possibility of doing a pilot episode, and perhaps a series, of creative grooming competitions.

The competition began and ten amazing stylists went to work. As they snipped and clipped, incredible transformations started to occur.

Excited whispers rippled through the crowd..."Look, she's turning that dog into a skeleton! And...his leg, it's a giant crayon! Oh my gosh, is that an udder on that dog?"

As the competition progressed, the room filled to capacity with curious onlookers eager to see the final grooms and the



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presentations.

For many entering the competition, their greatest desire is to win the coveted *People's Choice* award. That winner is determined by the applause and cheers of the audience and gets to be on the cover of *Groomer To Groomer* magazine.

The fabulous colors, the spectacular scissoring skills, and the astounding creations... how could the audience choose just one? Every entry was truly outstanding and showed great creativity. As the judging for the *People's Choice Award* began, everyone cheered and clapped mightily for their favorite contestants. With overwhelming approval, the winning entry was chosen. The people had spoken....

The *People's Choice Award*, and also First Place honors, went to Lori Craig and her spectacular entry *The Lion King*.

Lori had transformed a Standard Poodle into the king of the beasts and it roared to life on that stage. In addition, Lori placed an intricately carved zebra on one of his hips, and a fabulous giraffe on the other. What an amazing feat!

After the exhilarating climax of the Creative Competition, everyone realized that *Groom Expo* was almost over.

Many scurried to make one last visit to the trade show for their 'must have' items, and others headed to pick up seminar DVDs to take home.

As final good-byes and hugs were exchanged, the recharged, de-stressed, shopped-out attendees were already planning to meet at the next expo - and do it all - again.

*Groom Expo 2010, September 9-12 at Hershey Lodge and Convention Center, Hershey PA.*



Photo by Sue Durham



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In 1998, Bob Thompson also designed specific coverage for the expanding Mobile Grooming Industry. In addition to the Professional Liability and Animal coverage, Bob created coverage forms to provide for the Loss of Income for a grooming van or trailer, should it be damaged or destroyed; and to insure the customized portion of the van or trailer also.

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# Perspective

Getting Down to BUSINESS  
BY TERI DiMARINO



I am writing this from 33,000 feet, looking over the beauty of the seemingly infinite desert landscape on my way to the northeast for a quick visit with my family in New York and finishing up with an assignment at the NEP-GP show in Rhode Island. Looking out the window of an airplane has always mesmerized me. How fascinating that we can actually fly. How different things look from up here.

Perspective can sometimes be deceiving. Things that are looming and large on terra firma are but specks at this altitude. So many things get lost in the vastness of it all. It puts good, visual perspective on how small and insignificant we

really are in the scope of things. It is a good reminder of our "humaneness". I like taking time out to see the whole picture and always enjoy a nice clear day in the skies.

All too often we go about our lives with blinders on; seeing just what is in front of us, selectively blocking out the whole picture. We see what is important to us at the time and say we will get to the rest at a later date.

Time, or lack of it, causes many of us to hurry through life, making us unwitting members of the "woulda, coulda, shoulda club". "I should have called you yesterday, last week, last month." While I really try hard in this area, I am still a card carrying member

with a respectable list of people to get in touch with. Sometimes we need, and occasionally get, a rude wake-up call that changes our viewpoint on things.

This past week an e-mail, a phone call and a knock on my door from three corners of the country became my personal perspective changers.

The grooming industry lost a young rising star. The lives of Washington based *Barkleigh* author, Audrey Ulrich and her two year old son were tragically whisked away in a car accident.

I had just finished reading her newly published interview/article

*Continued on next page*

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Perspective  
Continued from page 46

in the October GTG when I got the news. I felt pain for her family at the sudden loss. She was a groomer like most of us, raising her children, loving her job and family and enjoying her newfound niche in the industry. While I did not know her well, I am sure we would have connected on

the road and swapped stories. She was going about life like nothing like this was ever going to happen. But it did.

Then came the phone call.

It was the son of the person who bought my salon in South Florida. He sadly informed me that his mother, Cherie Kester, passed away,

Continued on page 48

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## Perspective

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very suddenly, that very morning.

I had known Cherie since the early 1980's when we both showed dogs. Needing dog show money, Cherie came to work for me as a bather/brusher and was by my side for over fifteen years. When it came time for me to sell the salon, some ten years ago, Cherie stepped up and made it hers. Loyal and hard working, sweet Cherie thought more of the people and pets around her than she did of herself and it was this fateful self neglect that contributed to her untimely passing.

We had stayed in touch, albeit sporadically, through e-mail, trading family stories and recent happenings. She had just totally re-decorated her home and purchased a new Belgian Tervuren puppy, as her older Terv, *Alf*, was getting fragile. She was going about life like

nothing like this was ever going to happen. But it did.

Then came the knock. The son of a new neighbor, a young man who was doing some work for us around the house, had lost his father in a tragic accident the night before. Obviously, he was not going to be able to keep his appointed time with us, but he insisted on stopping by to tell us in person.

He and his dad were reestablishing a relationship they had never had when he was younger and life was looking up. Now wracked with guilt, they had played "phone tag" for the entire previous week thinking they would catch up eventually. I did not know his father, but the agony on this man's face said it all. He had been going about life like nothing like this was ever going to happen. But it did!

I found myself rather deeply affected by these heartbreaking stories. The people left in the wake of all three of these tragedies now have to deal not only with living without

a loved one, but the unfortunate business of having to continue life without them. I pray for them, their friends and their families and have an aching feeling in my heart for these people.

Audrey left a husband, Matthew, a five month old son and her mother (all survivors of the crash that took her life) and countless friends, extended family and business associates. Cherie's passing left not only a family who loved her dearly, but a salon full of faithful employees who are as devastated as one can only imagine. In the vernacular of the dog world, the pack has lost the alpha. And a young man now has to struggle with phone calls and lifelong questions left unanswered.

As I mentioned, I did not know Audrey well and I never knew the young man's father, but Cherie and I were good friends. I told of the misfortunes of these families to several people and they asked if I knew

Continued on page 50

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Perspective  
*Continued from page 48*

of any plans for Cherie's business. I guess it's a common question to ask when someone is snatched from us so quickly. I think people ask questions like this because they don't quite know what else to say. It fills air space and helps ease uncomfortable feelings. I can only guess that Cherie had things "in order", as she was always good at obtaining efficient business advice. Time will tell, but all I know is that her salon will never be the same without her.

We hear of the people who pass without trusts, wills or wishes and I wonder how many of us are walking around in the same situation. While I have all the big things "in order", I thought of what I don't have "in order". I'm sure Howard Hughes may have thought he was going to live forever and had a good handle on his stuff, but look at what happened there. That estate will never be settled, at least in my lifetime.

The house and other possessions are all in trusts with everything spelled out, but I started asking myself questions like "Who will take my dog?" "What will happen to my cats?" Then some stupid ones

crop up like "My plants will need water." But understand that these are things that are important to me and my husband, so why shouldn't I take care of getting these things "in order"? These may be small in the scope of things, but they are very legitimate concerns. Small stuff puts the big stuff in perspective. The big picture is nothing but a lot of small stuff.

Years ago I used to have a small, handwritten note regarding the care and placement of my pets in the event of my premature departure from this world and I kept it updated as the number of pets I had fluctuated with time.

Then one day I realized that I was the only one who knew where the note was! How foolish! Perhaps it would have been found eventually, but it would have been well past the point of helping my beloved pets and there would be no telling where they would have ended up.

I have had customers give me notes regarding their pet's care after they passed, but they really needed to get these jottings in the hands of someone other than me. They needed to be "legalized" into something that will be recognizable as a document covering the care and dispersal of their pets. Microchip

*Continued on page 52*

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[info@barkleigh.com](mailto:info@barkleigh.com)  
[www.barkleighevents.com](http://www.barkleighevents.com)

## KENTUCKY

### PETQUEST 2010

7/22/2010 – 7/25/2010  
Ft Mitchell (Cincinnati, OH area), KY  
(717) 691-3388  
[info@barkleigh.com](mailto:info@barkleigh.com)  
[www.barkleighevents.com](http://www.barkleighevents.com)

## MARYLAND

### PET PRO CRUISE

from Baltimore to the Bahamas  
1/17/2010 – 1/24/2010  
Baltimore, MD  
(717) 691-3388  
[info@barkleigh.com](mailto:info@barkleigh.com)  
[www.barkleighevents.com](http://www.barkleighevents.com)

### Backer's Pet Industry Spring Trade Show

4/23/2010 – 4/25/2010  
Baltimore, MD  
(312) 578-1818  
[hhbacker@hhbacker.com](mailto:hhbacker@hhbacker.com)

## MISSOURI

### Groom Classic 2010

4/30/2010 – 5/2/2010  
Kansas City, MO  
800-705-5175  
[minkinternational@comcast.net](mailto:minkinternational@comcast.net)  
[www.groomclassic.com](http://www.groomclassic.com)

## NEVADA

### Groomer SuperShow at SuperZoo

9/14/2010 – 9/16/2010  
Mandalay Bay, Las Vegas, NV  
[Info@superzoo.org](mailto:Info@superzoo.org)  
[www.SuperZoo.org](http://www.SuperZoo.org)

## NEW JERSEY

### InterGroom 2010

4/16/2010 – 4/18/2010  
Secaucus, NJ  
(781) 326-3376  
[intergroom@msn.com](mailto:intergroom@msn.com)

## PENNSYLVANIA

### GROOM EXPO 2010

9/9/2010 – 9/12/2010  
Hershey, PA  
(717) 691-3388  
[info@barkleigh.com](mailto:info@barkleigh.com)  
[www.groomexpo.com](http://www.groomexpo.com)

## TEXAS

### IACP Educational Conference

3/18/2010 – 3/21/2010  
Hutto, TX  
877-843-4227  
[iacp@mindspring.com](mailto:iacp@mindspring.com)  
[www.canineprofessionals.com](http://www.canineprofessionals.com)

## TENNESSE

### Animal Care Expo

5/12/2010 – 5/15/2010  
Nashville, TN  
800-248-3976  
[www.animalsheltering.org/expo](http://www.animalsheltering.org/expo)

### Pet Stylists Super Show

5/14/2010 – 5/16/2010  
Knoxville, TN  
865-687-7139

## WASHINGTON

### NORTHWEST GROOMING SHOW

3/19/2010 – 3/21/2010  
Tacoma, WA  
(717) 691-3388  
[info@barkleigh.com](mailto:info@barkleigh.com)  
[www.barkleighevents.com](http://www.barkleighevents.com)

### NORTHWEST PET INDUSTRY TRADE SHOW

3/20/2010 – 3/21/2010  
Tacoma, WA  
(717) 691-3388  
[info@barkleigh.com](mailto:info@barkleigh.com)  
[www.barkleighevents.com](http://www.barkleighevents.com)

## WISCONSIN

### Rescue Rover

### Magical Makeover Competition

2/6/2010 – 2/6/2010  
Milwaukee, WI  
608-795-9837  
[WisconsinPetStylists@gmail.com](mailto:WisconsinPetStylists@gmail.com)  
[www.wisconsinpetstylists.org](http://www.wisconsinpetstylists.org)



## 2010 Calendar

### Groom & Kennel Expo 2010

2/11/2010 – 2/14/2010  
Pasadena, CA

### West Coast Pet Industry Trade Show

2/11/2010 – 2/14/2010  
Pasadena, CA

### PetQuest 2010

7/22/2010 – 7/25/2010  
Ft Mitchell, KY  
(Cincinnati Area)

### Bahamas Pet Pro Cruise

1/17/2010 – 1/24/2010  
Baltimore, MD

### Groom Expo 2010

9/9/2010 – 9/12/2010  
Hershey, PA

### Northwest Grooming Show

3/19/2010 – 3/21/2010  
Tacoma, WA

## 2011 Calendar

### PetQuest 2011

7/21/2011 – 7/24/2011  
Ft Mitchell, KY  
(Cincinnati Area)

### Groom Expo 2011

9/8/2011 – 9/11/2011  
Hershey, PA

### Pet Pro Cruise

Western Caribbean  
1/15/2011 – 1/23/2011

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[www.barkleigh.com](http://www.barkleigh.com)  
[www.groomexpo.com](http://www.groomexpo.com)

## PROVERBIAL WISDOM

Good news from far  
away is like cold water  
to the thirsty.

Proverbs 25:25  
The Living Bible

Perspective  
Continued from page 50

identification should be included in these documents to assure a proper match up in the event of multiple pets.

Yes, I realize that this is a strange subject for this column, but I am compelled to do this for myself, my husband, my family and my pets. At a time where I am having a bit of difficulty finding

solace in these sudden close losses of my contemporaries, I feel it is the least I can do to help assure that I have made the day after a tragedy go a little easier for those left in the wake.

Life is so short and nobody's getting out alive. Live to the fullest, laugh till it hurts and love as much as you can. And remember, don't sweat the small stuff, but don't forget it either. It's all part of the big picture.

## NEW PET RELEASE FORMS & TIP SIGNS!

These cartoon Pet Release Forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet. \$7.95 per pad (50 sheets)



PR2 - General

SP2 - Senior

FP2 - Fuzzy



#6143 - Groomer Tip Sign



#6144 - Bather Tip Sign

A light-hearted way to say gratuity is appreciated!

8 1/2 x 11 framed counter sign \$15.95 each

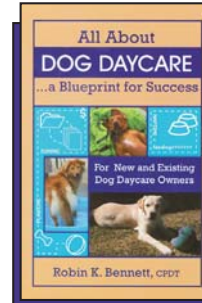
Order Online at [www.Barkleigh.com](http://www.Barkleigh.com) or by phone (717) 691-3388

W1360

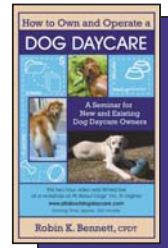
READER SERVICE CARD #6741

# STARTING A DOG DAYCARE BUSINESS?

Looking to add lucrative day care services to your kennel, grooming salon or clinic?



All About Dog Daycare...  
A Blueprint for Success  
Book #6000 - \$32.00



How to Own and Operate  
A Dog Day Care  
DVD #6001 - \$69.95

Get Both for Only \$99.95!  
#6002

Order On-Line!!!!  
[www.barkleigh.com](http://www.barkleigh.com)

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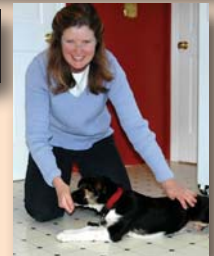
E846

READER SERVICE CARD #6742

## Sarah Wilson's Animal Behavior Conference

10 BIG Hours!

- Working with people
- Getting the Results You Want in a way you like
- Working with Stubborn Dogs
- Working with the Fear Aggressive Dog
- Socializing the Deficit Dog



Live from Groom Expo!

#1799 • DVD set - \$139.00

E1205

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[www.barkleigh.com](http://www.barkleigh.com)

READER SERVICE CARD #6743



# GROOM & KENNEL EXPO 2010

## WEST COAST PET INDUSTRY TRADE SHOW

**Attention Pet Pros** - It's time to head out west! *Groom & Kennel Expo 2010* is just around the corner and is sure to be the best one yet! This year the West Coast Pet Industry Trade Show will debut in conjunction with ***Groom & Kennel Expo*** on ***February 11-14, 2010***.

The Pasadena Convention Center in beautiful California will again be home to this spectacular event. Last year *Groom & Kennel Expo* welcomed nearly 2,600 attendees and featured more than 70 exhibitor booths.

By expanding and including the *West Coast Pet Industry Trade Show*, additional pet industry companies will be on site to present retailing opportunities; which means even a larger event is anticipated this year!

*Groom & Kennel Expo 2010* will also feature all the educational seminars you have grown to appreciate. Leading industry experts will present a wide variety of topics to help you advance your business and enhance your pet professional skills!

Of course, all of your favor-

ite grooming contests will be presented! The *Winner's Circle Tournament*, *World Cup Grooming Games* and *Creative Styling Contest* will entertain attendees throughout the weekend. A Silent Auction featuring hundreds of pet themed items will be held daily with the proceeds being donated to *Gifts of Love International*.

For more information on *Groom & Kennel Expo 2010* visit [www.GroomExpo.com](http://www.GroomExpo.com) or request Reader Service Card #6688.



See the newest visual info for the Pet Pro. We have Barkleigh Show Coverage, News, Interviews, Facility Tours, Groomer Video Tips, Company Profiles, and More!

NEWLY ADDED:

**Creative from GROOM EXPO**  
**Groomer News and Notes**  
**Puppy Mill Rescue**  
**Tailwinds Pet Resort Tour**



[www.BarkleighTV.com](http://www.BarkleighTV.com)

# Sympathy Cards



Elegant 4" x 6" card is printed with rich chocolate ink on ivory linen paper. Inexpensive and easy to send. Matching envelopes included.

### (S3) Ivory Sympathy Cards w/Envelopes

#6033	5 Sympathy Postcards /Env.	\$12.95
#6034	10 Sympathy Postcards /Env.	\$23.95
#6035	25 Sympathy Postcards /Env.	\$42.95
#6036	100 Sympathy Postcards /Env.	\$125.00

Your clients will be touched by your thoughtfulness with this beautiful French fold, baby blue parchment sympathy card. It is delicately embossed with silver foil lettering found only on the best "card shop" cards. You will be proud to send it. Matching blue parchment envelopes are included. Be sure to carry extras for retail sales to your customers.

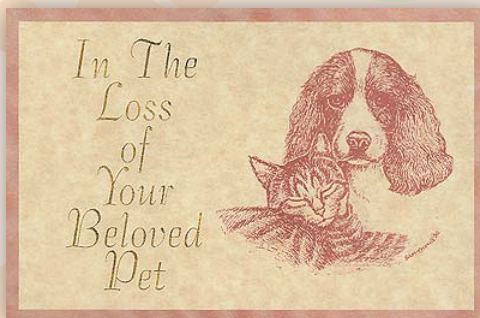


### (INSIDE)

Brings great joy and deep sorrow. May it be comforting to know that the loss of your beloved pet is shared by those who care.

### (S-2) Blue Sympathy Card w/Envelope

#524	5 Sympathy Postcards /Env.	\$12.95
#525	10 Sympathy Postcards /Env.	\$23.95
#526	25 Sympathy Postcards /Env.	\$42.95
#698	100 Sympathy Postcards /Env.	\$125.00



### Envelopes Available!

Elegant 4" x 6" postcard is printed with rich chestnut ink on buckskin parchment and tastefully embossed with gold foil lettering. Inexpensive and easy to send. Just address and mail. Ivory suede envelopes (optional) for a more personal touch.

**BACK:** May it be a comfort to know that we share your feelings and extend our deepest sympathy.

### (S-1) Sympathy Postcards

#518	5 Sympathy Postcards	\$7.50
#519	10 Sympathy Postcards	\$12.95
#520	25 Sympathy Postcards	\$23.95
#696	100 Sympathy Postcards	\$75.00

### (S1-E) Sympathy Cards w/Envelopes

#6033	5 Sympathy Postcards /Env.	\$10.95
#6034	10 Sympathy Postcards /Env.	\$19.95
#6035	25 Sympathy Postcards /Env.	\$38.95
#6036	100 Sympathy Postcards /Env.	\$110.00

# Model Dogs

These mini-sized Yarn Dogs can be groomed into a variety of breeds. Show your clients what your grooming really looks like. Decorate your salon with your own true workmanship. Dog has a hard plastic form imbedded with white yarn plugs. Yarn can be sprayed with color to make more realistic. Also, great for students, to teach grooming and brushing techniques without harming a real dog. Brushing instructions included as well as recommendations for grooming from top groomers. Needs 2-4 hours of brushing before grooming.



#6031	Model Dog	\$99.00
#6032	2 or more Model Dogs	\$89.00 ea.

# Little Angel Award

The Award Sez ... This certifies that \_\_\_\_\_ has successfully completed a professional grooming in our establishment. Your pet has exemplified courage when confronting combs, brushes, clippers, and scissors and has shown valor in crossing the waters of shampoo, creme rinse and dip. It is with great pride that your pet has been selected as a Paw-fect specimen of beauty to be held in highest esteem by this grooming establishment.



**You will be proud to present these finely lithographed awards to all your clients. The goodwill generated will be "money in the bank" in new and repeat clients. A great gift and advertising tool!**

### Little Angel Awards (#LA)

#648	20 Little Angel Awards	\$12.95
#649	50 Little Angel Awards	\$29.95
#650	100 Little Angel Awards	\$49.95
#651	500 Little Angel Awards	\$150.95

# Pet Report Card

Like a teacher, now you can grade each pet from an A+ to an F. Did you ever forget to convey important information to your client? A time-saving checklist of common recommendations is included, with space for your personal comments. Plus, it doubles as a reminder or appointment card. Great promotional tool, too — your clients will tell their friends about your "caring" pet report card.

### Pet Report Cards (#PRC)

#657	20 - Pet Report Cards	\$6.95
#658	50 - Pet Report Cards	\$13.95
#659	100 - Pet Report Cards	\$25.95
#660	500 - Pet Report Cards	\$99.00
#661	1000 - Pet Report Cards	\$159.95



<p><i>My Groomer Sez...</i></p> <p><input type="checkbox"/> My coat was in excellent condition.</p> <p><input type="checkbox"/> I could use more brushing and combing.</p> <p><input type="checkbox"/> I had fleas and/or ticks.</p> <p><input type="checkbox"/> I should see my Veterinarian for:</p> <p>_____</p> <p><input type="checkbox"/> Other: _____</p> <p>_____</p> <p>_____</p> <p>Groomer's Remarks</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>MY PET'S REPORT CARD</b></p> <p><input type="checkbox"/> A+ I was A Little Angel!</p> <p><input type="checkbox"/> B I was a Paw-fect Pet.</p> <p><input type="checkbox"/> C I was satisfactory.</p> <p><input type="checkbox"/> D I'll Try harder next time.</p> <p><input type="checkbox"/> F I was a little Devil... <i>But My Groomer Still Loves Me.</i></p> <p>I should be groomed in _____ weeks.</p> <p>My next grooming appointment is: _____ at _____</p>
--	--

**Indicate Pink, Blue or Tan!**

# Klip Kards Client Index & Extender Cards

Extenders staple to your filled Klip Kard and add more record space!

**DATE**      **SERVICES, PRODUCTS, ETC.**      **CHARGES**      **GROOMER**      **REMEMBER SENT**

LAST      FIRST      CLIP      \$

ADDRESS      SPECIAL INSTRUCTIONS       ALL THAT APPLY:

HOME PHONE       EASY

CELL PHONE       FAIR

WORK-MR.       DIFFICULT

WORK-MRS.       BITER

EMAIL       CAGE SOILER

REFERRED BY       NOISY

BREED      SIZE       SHY

NAME       M       F       NEUT       CHECK ANALS

COLOR      BIRTHDATE       CHECK EARS

VET      PH.       BURNS EASILY

VACCINATIONS       BLIND

MEDICAL PROBLEMS       DEAF

*In event of an emergency, I authorize this establishment to provide necessary treatment for my pet at my expense.*       DIABETIC

#      SIGNATURE       EPILEPTIC

OK GIANT KLIP KARD © 1984 • Barkleigh Productions Inc. • (717) 891-3388 • Fax: (717) 891-3351 • www.barkleigh.com

## Giant Klip Kard

Our most popular card! 5" x 8" Klip Kard features a dog diagram for notation of old injuries, warts and sensitive areas. Sketch the clip right on the card. Emergency permission included, plus a size chart for easy sales reference. Includes Pet Profile checklist with lots of space on the back for date, charges, services, groomer and reminder sent date.

### Giant Klip Kard – White • 5" x 8"

#500	100 Giant Klip Kards	\$13.75
#501	500 Giant Klip Kards	\$59.95
#502	1000 Giant Klip Kards	\$99.00

### Giant Klip Kard – Colored • 5" x 8"

Indicate Color Choice: Lavender, Pink, Blue, Yellow or Green

#503	100 Giant Color Klip Kards	\$15.75
#504	500 Giant Color Klip Kards	\$69.95
#505	1000 Giant Color Klip Kards	\$109.00

### Giant Klip Kard Extenders • 5" x 8" – White

#506	100 Giant Klip Kards Extenders	\$13.75
------	--------------------------------	---------

Available Colors



**DATE**      **SERVICES, PRODUCTS, ETC.**      **CHARGES**      **REMEMBER SENT**

LAST      FIRST      HOME PHONE

ADDRESS      CELL PHONE

REFERRED BY      WORK-MR.

BREED      SIZE       M       F       NEUT      WORK-MRS.

NAME      COLOR      BIRTHDATE      EMAIL

VET      PHONE

MEDICAL PROBLEMS      CLIP      \$

ALL THAT APPLY:      CLIP      \$

EASY       BURNS EASILY

FAIR       BLIND

DIFFICULT       DEAF

BITER       ARTHRITIC

CAGE SOILER       DIABETIC

NOISY       EPILEPTIC

SHY       AGGRESSIVE WITH:

CHECK ANALS       PEOPLE       ANIMALS

CHECK EARS       MOLES, WARTS, ETC.

KLIP KARDS © 1980 • BARKLEIGH PRODUCTIONS INC. • (717) 891-3388 • Fax: (717) 891-3351 • www.barkleigh.com

## Medium Klip Kard

This 4"x 6" card offers space for pet description and medical problems, referral, birth date, vet phone and clip description. Popular Pet Profile checklist denotes a number of conditions about a pet. Back has columns for date, services, charges and reminder date.

### Medium Klip Kard – White • 4" x 6"

#507	100 Medium Klip Kards	\$11.95
#508	500 Medium Klip Kards	\$46.00
#509	1000 Medium Klip Kards	\$75.00

### Medium Klip Kard – Colored • 4" x 6"

Indicate Color Choice: Pink, Blue, Yellow, Green or Lavender

#510	100 Medium Color Klip Kards	\$13.95
#511	500 Medium Color Klip Kards	\$56.00
#512	1000 Medium Color Klip Kards	\$95.00

### Medium Klip Kard Extenders • 4" x 6" – White

#513	100 Medium Extenders	\$11.95
------	----------------------	---------

Available Colors



## Regular Klip Kard

Are your client files a disaster? Do you forget to get pertinent information over the phone? These 3" x 5" client index cards will stand up against the daily abuse of any active grooming salon. Space provided on the back for date, services and reminder date.

### Regular Klip Kard – White Only • 3" x 5"

#514	100 Regular Klip Kards	\$10.50
#515	500 Regular Klip Kards	\$39.75
#516	1000 Regular Klip Kards	\$62.95

### Regular Klip Kard Extenders • 3" x 5"

#517	100 Regular Extenders	\$10.50
------	-----------------------	---------



# Pet Care Series Brochures



**"Learning to Brush Your Pet"...** is an attractive pamphlet that will help your clients learn how to brush correctly. Don't take valuable time to answer these everyday questions. This pamphlet covers the topic in more detail than you could... ensuring success in brushing. Great promotional tool, too! Rubber stamp your shop name in the space provided and leave them at vets, shelters, and pet shops.

When a pet's hair becomes severely matted, there is simply no way to remove it except to give the pet a very short haircut, often referred to as a 'smoothie.' **"When Your Pet Needs a Smoothie,"** is a new addition to the Pet Care Series. Owners are advised what to expect once the matting is removed, and what equipment and products will be recommended.



**Written by Professional Groomers for Your Clients!**

**Puppy's First Visit to the Grooming Salon** will help your client prepare their pup for grooming. Beneficial before and after the first groom.

**The Ferocious Flea** helps your clients learn how to protect their pet from fleas! Helps sell retail products too!

## Brushing (#PS-2)

#631	20 Pet Care Series – Brushing	\$9.95
#632	50 Pet Care Series – Brushing	\$18.50
#633	100 Pet Care Series – Brushing	\$29.95
#634	500 Pet Care Series – Brushing	\$99.00
#635	1000 Pet Care Series – Brushing	\$180.00

## Smoothie (#PS-3)

#1844	20 Pet Care Series – Smoothie	\$9.95
#1842	50 Pet Care Series – Smoothie	\$18.50
#1843	100 Pet Care Series – Smoothie	\$29.95
#1845	500 Pet Care Series – Smoothie	\$99.00
#1846	1000 Pet Care Series – Smoothie	\$180.00

## Puppy's First Grooming (#PS-4)

#1853	20 Pet Care Series – Puppy's	\$9.95
#1852	50 Pet Care Series – Puppy's	\$18.50
#1854	100 Pet Care Series – Puppy's	\$29.95
#1855	500 Pet Care Series – Puppy's	\$99.00
#1856	1000 Pet Care Series – Puppy's	\$180.00

## Flea (#PS-5)

#6013	20 Pet Care Series – Flea	\$9.95
#6014	50 Pet Care Series – Flea	\$18.50
#6015	100 Pet Care Series – Flea	\$29.95
#6016	500 Pet Care Series – Flea	\$99.00
#6017	1000 Pet Care Series – Flea	\$180.00

## Kenn-L-Kards and Run Kards

**At Last! The Most Advanced Boarding Kennel System Ever Devised!**

After extensive research, we've designed a 5" x 8" client record card with all the information the Kennel Operator needs! **Kenn-L-Kards** contains fantastic Kennel, Medical and Grooming Profiles. This easy check system eliminates tedious handwriting. **Speeds your record keeping!** Extender Kards double your record space...just attach to the back of a full Kenn-L-Kard.

**3" x 5" Run-Kard** is completed at each visit and attached to the run. Contains all the up-to-date information you need about the pet. The back contains a boarding release for your protection, which is signed and dated by the owner. You'll wonder how you ever lived without them!

## 5" x 8" Kenn-L-Kard (BKK)

#589	100 Boarding Kenn-L-Kards	\$13.75
#590	500 Boarding Kenn-L-Kards	\$59.95
#591	1000 Boarding Kenn-L-Kards	\$99.00
#592	2500 Boarding Kenn-L-Kards	\$215.00
#593	5000 Boarding Kenn-L-Kards	\$350.00

## 5" x 8" Kenn-L-Kard Extenders (BKX)

#901	100 Boarding Kenn-L-Kards Extenders	\$13.75
#902	500 Boarding Kenn-L-Kards Extenders	\$59.95
#903	1000 Boarding Kenn-L-Kards Extenders	\$99.00
#904	2500 Boarding Kenn-L-Kards Extenders	\$215.00
#905	5000 Boarding Kenn-L-Kards Extenders	\$350.00

## 3" x 5" Run-Kard (BRK)

#594	100 Boarding Run-Kards	\$10.50
#595	500 Boarding Run-Kards	\$39.75
#596	1000 Boarding Run-Kards	\$62.95
#597	2500 Boarding Run-Kards	\$125.00
#598	5000 Boarding Run-Kards	\$200.00

## Calendar Paws

Red and white sticky-back label with space to jot next appointment date and time. Your client can affix it to his home calendar as an appointment reminder, or just as a general reminder to call. Makes an excellent eye catching price tag, too! Two great sizes.



### 5/8" Small Calendar Paws

#601	100 Calendar Paws – Small	\$7.95
#602	1000 Calendar Paws – Small	\$55.00

### 1" Large Calendar Paws

#599	100 Calendar Paws – Large	\$8.95
#600	1000 Calendar Paws – Large	\$59.95

## Super Sampler Pack

**See Our Cards Before You Buy! Try Them on Your Clients!**

- Reminder Kards
- Klient Kards
- Thanks for Coming Card
- Sympathy Cards
- Klip Kards
- Kenn-L-Kard
- Kennel Run Card
- GroomOgrams
- Kennel Sales Slip
- Grooming Sales Slip
- Happy Camper Card
- Pet Report Cards
- Pet Release Forms
- Little Angel Award
- Pet Care Series Magazine
- Groomer to Groomer Magazine
- Off Lead Magazine
- Pet Boutique & Spa Magazine ... and More!

**Only One Sampler Per Business!**

#677	1 Super Sampler Pack	\$9.95
------	----------------------	--------

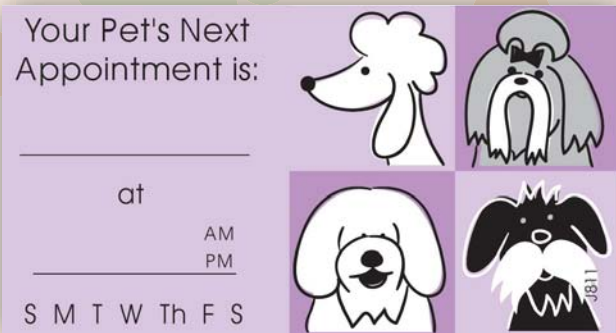
ORDER ONLINE AT [WWW.BARKLEIGH.COM](http://WWW.BARKLEIGH.COM) OR REQUEST READER SERVICE CARD #6744 FOR MORE INFORMATION



# Pet Appointment Kards



**These adorable dogs are printed on quality 2"x3-1/2" card stock. Great for grooming salons, kennels and veterinarians. Buy only the quantity you need!**



## Bathtub Appt. Kard

- #1936 100 Apt. Kards \$7.95
- #1937 500 Apt. Kards \$29.95
- #1938 1000 Apt. Kards \$43.95

## Squares Appt. Kard

- #1939 100 Apt. Kards \$7.95
- #1940 500 Apt. Kards \$29.95
- #1941 1000 Apt. Kards \$43.95

## Brown Appt. Kard

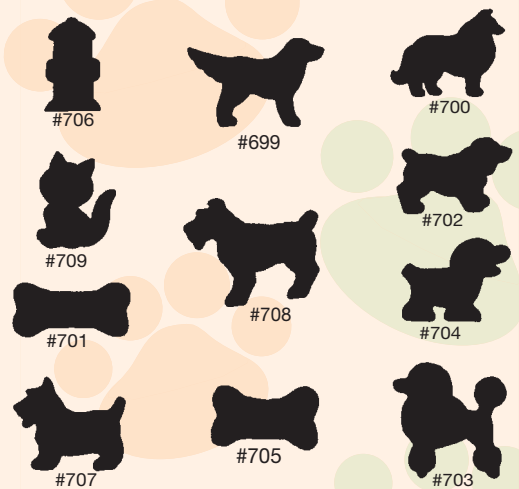
- #652 100 Pet Apt. Kards \$6.95
- #653 500 Pet Apt. Kards \$26.95
- #654 1000 Pet Apt. Kards \$39.95



# Kanine Kookie Cutters

Sizes range from 2-3/4" to 4-1/2". Great for breed club treats, fundraisers, sandwich cutouts, treats for your customers' pets or kids, dough ornaments, and more. Dog Bone Recipes included FREE!

**Poodle, Cocker, Scottie, Terrier, Collie, Setter, Mutt, Kitty, Large Bone, Small Bone, and Hydrant**



- #710 Kookie Cutters - 2 Bones + Hydrant \$8.50
- #711 Kookie Cutters - 7 Dogs + Kitty \$19.95
- #712 Kookie Cutters - Complete Set \$27.95
- Kookie Cutters - Individual (Indicate #) \$3.95

# Display Holder



This black metal holder will put your Groom-O-Grams, and Sympathy cards, at your client's fingertips for maximum appeal. Special built-in "angle" feature for best viewing and response. Buy several to place at Vets, Kennels, Pet Shops, etc. Keeps your Groom-O-Grams and Sympathy Cards neat and easy to remove.

Attractive header cards for Sympathy Cards will promote sales. For peg-board or counter top use. Width is adjustable from 2-1/2" to 7."

- #685 Display Holder \$5.95
- #686 Display Holder for GroomOgrams \$5.95
- #687 Display Holder for Sympathy Cards \$5.95
- #688 5 Display Holders \$26.95
- #689 10 Display Holders \$49.95

# Gift Certificate Great for Pet Shops, Groomers, Kennels, Trainers and more!

These elegant parchment certificates, bordered with paws, are "just paw-fect" for gift-giving. Great for pet shops, Groomers, Veterinarians and Kennels. A nice way to show appreciation for referral customers, too. Rubber stamp your business name in the corner. Stub attached for your records. Certificates come with beautiful matching envelopes.



## Gift Certificate (#GC)

- #603 10 Gift Certificates/Envelopes \$9.95
- #604 25 Gift Certificates/Envelopes \$22.00
- #605 50 Gift Certificates/Envelopes \$40.00
- #606 100 Gift Certificates/Envelopes \$75.00
- #607 500 Gift Certificates/Envelopes \$299.00
- #608 1000 Gift Certificates/Envelopes \$500.00

A Gift for You

# The Wonderful World of Terriers

## Sarah Hawks

Sarah will cover hand-stripping, breed profile, coat texture, carding (removing undercoat), tools, chalking, products, bathing of the hand-stripped coat, and how to satisfy your clients.

Sarah will show six long-legged Terriers, many of which are show dogs: Airedale, Soft Coated Wheaten, Lakeland, Wire Fox, Kerry Blue and Welsh; and six short-legged Terriers: Cairn, Norfolk, Norwich, Sealyham, Scottie and Westie. She will discuss

the nuances of each of the various breeds.

The Set of 4 DVDs includes all of the following seminars:

- Airedale, Soft-Coated Wheaten, Kerry Blue
- Cairn, Norfolk And Norwich
- Min. Schnauzer, Parson's Russell, Lakeland, Welsh
- Scottie, Sealyham And West Highland Terrier



- |       |   |          |
|-------|---|----------|
| #1577 | The Wonderful World Of Terriers Set Of 4 (DVD)          | \$125.00 |
| #1588 | Airedale, Soft-Coated Wheaten, Kerry Blue (DVD)         | \$49.95  |
| #1591 | Cairn, Norfolk And Norwich (DVD)                        | \$49.95  |
| #1589 | Scottie, Sealyham And West Highland Terrier (DVD)       | \$49.95  |
| #1590 | Min. Schnauzer, Parson's Russell, Lakeland, Welch (DVD) | \$49.95  |

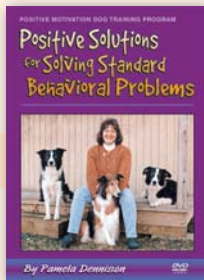
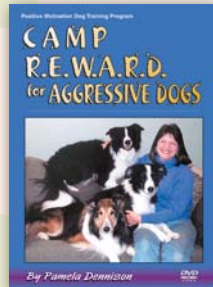
## Pam Dennison Training DVDs

### Camp R.E.W.A.R.D. for Aggressive Dogs

Accredited by APDT Realizing Excellence With Attention, Redirection and Desensitization.

For pet pros, trainers or pet owners of any level, this seminar teaches how to manage, train and start the desensitization process with an aggressive dog in a positive, pro-active and effective manner.

#1403 Camp R.E.W.A.R.D. - DVD \$29.95



### Positive Solutions for Solving Standard Behavioral Problems

For pet pros and trainers of any level, this seminar will address typical problem behaviors using positive training methods. Behaviors discussed are: jumping, pulling on leash, not coming when called, charging through doorways, nipping, stealing and guarding objects, etc.

#1405 Positive Solutions - DVD \$29.95

## That Old Vac Magic (Vacuum Grooming)

### Debbie Beckwith, CMG

Vacuum grooming at its best. Tried it? Like it? Messed up? Don't know what to do with it? Vac grooming could be the best way in modern pet styling. From short cuts to scissored looks, join Debbie for futuristic money making, easy styling, and clean grooming with no hair flying in your face, dropping on the floor or clogging your lungs with the help of a vacuum system.

#1899 That Old Vac Magic (Vacuum Grooming) \$39.95

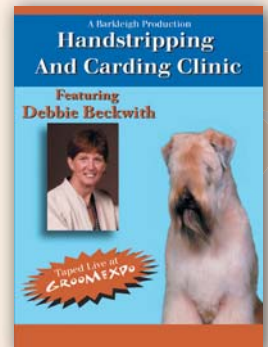


## Handstripping & Carding Clinic

### Debbie Beckwith, CMG

This program unveils the truth about how stylists can add harsh coat hand stripping and carding skills to their everyday grooming techniques. Go the extra mile for your customers who prefer the attention to detail, and make more money, too, by adding this extra professional service.

Learn how to hand strip dogs from mixed breeds to simple terriers. Find out how to cheat on terriers with clippers, yet maintain better color and texture with carding skills. Learn tricks on double-coated breeds from Afghans to Shepherds, and Whippets to Greyhounds. Carding skills will enhance the



proper look of many breeds, help with the natural shedding process and add easy \$\$\$ to your income. Hey, works for cats too.

#1409 Handstripping & Carding Clinic - DVD \$59.95

## Cat Grooming Made Easy!

### Debbie Beckwith, CMG

Is it a CAT-astrophe when you put clipper to feline in your grooming salon? Do you think the words EASY and CATS should not reside in any grooming program? Well, Debbie thinks differently. "I firmly believe that cat grooming should be done by cat-lovers," says Debbie. Now, if you have passed that first step to "feline finessing" then join Debbie for tips on handling, nail clipping, carding, trimming and bathing techniques. Cat grooming could just turn out to be a great income source for you.

#1420 Cat Grooming Made Easy! - DVD \$49.95



## Grooming Equipment Clinic

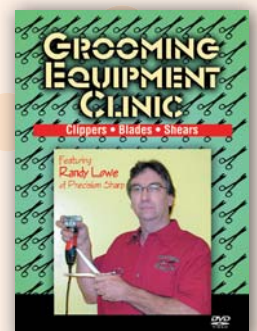
### Randy Lowe

Randy talks about everything that clips in this two-hour seminar. From clippers and blades to shears, Randy offers his expertise from his thirteen years of experience in the sharpening trade.

Randy talks about the eight biggest problems with blades, and some easy fixes that you can perform without sending them off to a sharpener. He will go over the major clippers and discuss things that you can do to fix and repair, before you replace.

The second part of this program is devoted to Shears. Here are just some of the topics: *What are the differences in scissors? German style vs. Japanese style edges? What does Rockwell hardness mean? Should you buy Stainless, high carbon, cast aluminum, ceramic or a combination? And What about "hot dipped", cast or stamped?*

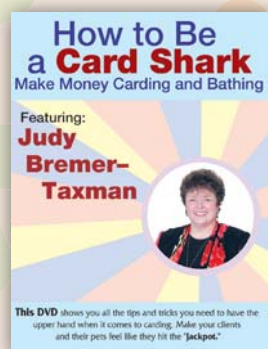
#1567 Grooming Equipment Clinic (DVD) \$39.95



## Be A Card Shark! Make Money Carding and Bathing Judy Bremer-Taxman

Want cash in a flash? Money in minutes? Learn to card a dog properly and find out how to double your money! For services that sell themselves, watch, learn and "cash in" when you go home!

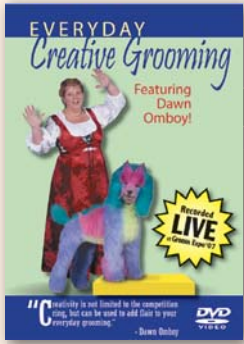
#1570 Be a Card Shark! Make Money Carding and Bathing (DVD) \$49.00



# Dawn Omboy Creative Grooming DVDs



## Everyday Creative Grooming



In this four-hour comprehensive coloring and styling demo seminar, Dawn will transform one dog into a small work of art before your very eyes. There will be a demo on jazzing up those little matted clipper strips that will have them coming back for more, and sooner!

This class will blow you away and unleash your creative side. Dawn will even tell you how to introduce your clients to the wonderful world of color and creativity. Then you too can make the world a more colorful place, one dog at a time.

#1877 Everyday Creative Grooming - 4 Hour DVD \$99.95

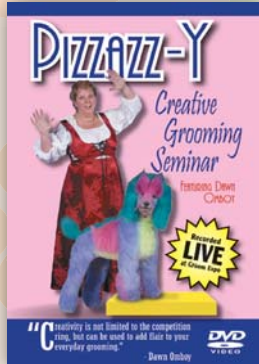
## Pizzazz-Y Creative Grooming Seminar

You will learn that the world of grooming can be full of rich color and beautiful carvings. Dawn will show you how to achieve them with proper balance.

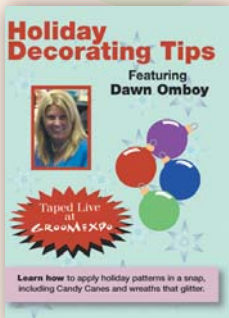
Dawn will cover topics from temporary to semi-permanent color, from coloring the entire dog to using stencils, to just adding a little touch of pizzazz that will tantalize and complement your client's pet.

It will cover products, and how to use them, as well as a live demo on black dogs. Finishing touches will also be covered.

And for the wannabe creative competition groomer, or for the seasoned creative groomer, Dawn will share freely from her winning "bag of tricks" that may put you up on stage at the Barkleigh Creative Styling Competition or improve your techniques in the competition ring.



#1575 Pizzazz Creative Grooming Seminar (4 Hours) DVD \$99.00



## Holiday Decorating Tips

Dawn offers endless possibilities to help insure family pets are a part of the festivities.

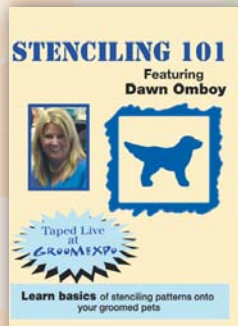
Dawn will show you how to apply holiday patterns in a snap, including candy canes and wreaths that glitter.

#1895 Holiday Decorating Tips \$39.95

## Stenciling 101

Did you ever want to put just the right design on a dog but are not good at freehand? Want a special design for just the right occasion but can't find the right pattern or size? Well, this is your chance to find out how. In this one hour class you will learn the basics of stenciling patterns onto your groomed pets. It only takes a few minutes to rack up on this fun and easy income that will help set you apart from the competition. You will also learn how to make stencils to suit your specific needs.

#1896 Stenciling 101 \$39.95

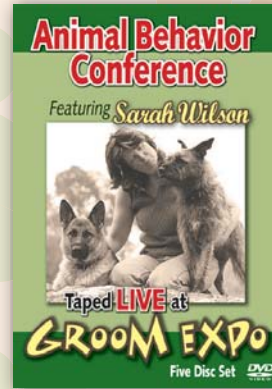


# Animal Behavior Conference

## Sarah Wilson

This Exciting Conference Includes:

- Understanding Breed History
- Hardwiring...What does it mean?
- Understanding subtle changes in behavior
- What makes a dog a serious threat
- Avoiding the triggers...or removing the danger
- Three things that make a dog dangerous
- Simple ways to assess problem behaviors
- Helping reactive dogs
- Is it miscommunication... or medical?
- Red flags in behavior
- Safety handling tips



#1676 Animal Behavior Conference - Set of 5 (DVD) \$199.95  
#1677 Animal Behavior Conference - Set of 7 (CD) \$59.95

CD'S		Price	DVD'S		Price
#1679	How Breed History Influences Behavior	\$9.95	#1678	How Breed History Influences Behavior	\$29.95
#1681	Reading Stress and Threat in Dogs	\$9.95	#1680	Reading Stress And Threat in Dogs	\$29.95
#1682	What Makes a Dog "Dangerous"	\$9.95	#1683	What Makes a Dog "Dangerous"	\$29.95
#1685	Behavior Problems	\$9.95	#1684	Behavior Problems	\$29.95
#1686	Helping the Reactive Dog	\$9.95	#1687	Helping the Reactive Dog	\$29.95
#1689	When is Aggression Not Aggression	\$9.95	#1688	When is Aggression Not Aggression	\$29.95
#1690	Handling Dogs Safely	\$9.95	#1691	Handling Dogs Safely	\$29.95

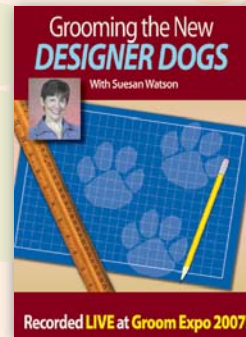
## Grooming the New Designer Dogs

### Suesan Watson

We are all getting them now, all those little or big Mixed Breeds, no, wait, "Designer" Dogs. The owners have no clue what their pet should look like because they never want it to look like what it really is.

Sue can give you suggestions that can help you deal with those clients and make their decisions easier for them and their fancy designer dogs.

#1897 Grooming The New Designer Dogs \$39.95



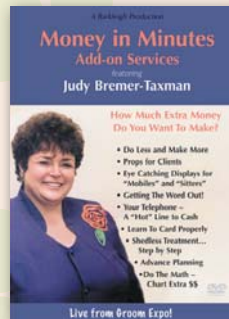
## Add-On Services: Money in Minutes

### Judy Bremer-Taxman

Spend a fast paced two-hours laughing and learning in a seminar to make extra money in minutes! What's the secret? "First, learn to work smarter, not harder," says Judy. Then add a few new simple extra services and watch your income jump \$4,000 to \$10,000 per year!

Can't believe it? Can't sell extra services to your customers? This seminar is your answer. Every detail, and advantage, will be presented to you step by step!

#1787 Add-On Services: Money in Minutes \$49.95



## Doggie Repair Kit How to Help Fix a Client's Pet

### Gary Wilkes

Learning to stop unacceptable behavior is the key to keeping dogs alive. Most dog owners seek help at the last minute - and last minute solutions are the only ones that are going to save the dog's life. This presentation will describe what it takes to stop the most common canine catastrophes in an effective, safe and proactive manner. Don't miss it - you won't find this information anywhere else.

#1413 Doggie Repair Kit - DVD \$49.95



# Groomer & Kennel Sales Slips

## Make More Money Without Raising Your Prices!

Professional Sales Slips for groomers and kennel operators! Both have space for all the little extras you haven't been charging for. These 5-1/2" x 8-1/2" two-part NCR forms are clean, with no carbon needed.

**Groomer Sales Slip** includes space for groomer's name, skin treatment, next appointment, bows, medicated shampoo, tangling, bad behavior and more!

**Kennel Sales Slip** includes space for salesperson and/or groomer (for easy tally of commissions), number of days, weeks or months of boarding and charges, next grooming appointment and much more!

### Groomer Sales Slip (#GSS)

#623	100 Groomer Sales Slips	\$18.50
#624	500 Groomer Sales Slips	\$72.00
#625	1000 Groomer Sales Slips	\$117.50
#626	5000 Groomer Sales Slips	\$450.00

### Kennel Sales Slip (#KSS)

#627	100 Kennel Sales Slips	\$18.50
#628	500 Kennel Sales Slips	\$72.00
#629	1000 Kennel Sales Slips	\$117.50
#630	5000 Kennel Sales Slips	\$450.00

**YOUR PROFESSIONAL GROOMER**

Name \_\_\_\_\_

Salesperson \_\_\_\_\_ Groomer \_\_\_\_\_

**BASIC GROOMING**  No Bath  
 Tangling / Dematting  Behavior Problem  
 Flea Treatment  Medicated Shampoo  
 Skin and/or Coat Conditioning Treatment

Pattern \_\_\_\_\_

**BATH**  with Comb-out  with Nail Trim

Nail Trimming \_\_\_\_\_

Bows \_\_\_\_\_

YOUR NEXT GROOMING APPOINTMENT IS: \_\_\_\_\_  
 Thank you and have a P

**YOUR BOARDING KENNEL**

Name \_\_\_\_\_

Salesperson \_\_\_\_\_ Groomer \_\_\_\_\_

**BOARDING**  
 \_\_\_\_\_ Days \_\_\_\_\_ Wks \_\_\_\_\_ Mths @ \$ \_\_\_\_\_ \$  
 Special Diet \_\_\_\_\_ \$  
 Special Feedings  2x  3x  4x  
 Medicating \_\_\_\_\_  
 Playtime-Exercise \_\_\_\_\_

**GROOMING**  
 BATH  Flea Dip \_\_\_\_\_

Sales Tax + \_\_\_\_\_  
**TOTAL \$** \_\_\_\_\_

YOUR NEXT GROOMING APPOINTMENT IS: \_\_\_\_\_ AT \_\_\_\_\_  
 Thank you and have a PAW-fect Day!

## Pet Release Forms

These cartoon pet release forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet.

Each pad is a different color. Mix or match. Pad of 50 forms General Pet #PR-1 (for most clients), Fuzzy Pet #FP-1 (for matted dogs), and Senior Pet #SP-1 (for the older pet).

#614	1 Pad - Pet Release Forms - Select One Style	\$7.95
#615	3 Pads - Pet Release Forms - Mix and Match	\$22.95
#616	5 Pads - Pet Release Forms - Mix and Match	\$35.00
#617	10 Pads - Pet Release Forms - Mix and Match	\$69.00
#618	25 Pad - Pet Release Forms - Mix and Match	\$149.00

**Pet Release Form**

Date: \_\_\_\_\_  
 Pet's Name: \_\_\_\_\_

Your Pet is important to us. Because we care, we want to assure you that every effort will be taken to make your pet's visit as pleasant as possible.

Occasionally, grooming can expose a hidden medical problem or aggravate a current one. This can occur during or after grooming.

In the best interest of your pet, we request permission to obtain immediate veterinary treatment, at your expense, should it become necessary.

I hereby grant permission to this Grooming Establishment to obtain emergency veterinary treatment for my pet. Also, realizing that Senior Pets have a greater chance of injury during grooming, I will not hold this Grooming Establishment responsible for accident or injury to my pet during the grooming procedure.

Sincerely,  
 Your Professional Groomer

Signature \_\_\_\_\_

**SENIOR PET FORM**

Date: \_\_\_\_\_  
 PET'S NAME: \_\_\_\_\_

Your pet is important to us. Because we care, we want to assure you that every effort will be made to make your senior pet's visit as pleasant as possible.

Occasionally, grooming can expose a hidden medical problem or aggravate a current one. This can occur during or after grooming.

In the best interest of your pet, we request your permission to obtain immediate veterinary treatment for your pet, should it become necessary.

Your Professional Groomer

I hereby grant permission to this Grooming Establishment to obtain emergency veterinary treatment for my pet. Also, realizing that Senior Pets have a greater chance of injury during grooming, I will not hold this Grooming Establishment responsible for accident or injury to my pet during the grooming procedure.

Signature \_\_\_\_\_

**FUZZY Pet Form**

Date: \_\_\_\_\_  
 Pet's Name: \_\_\_\_\_

Your pet is important to us. Because we care about your pet's safety and well being, we want to assure you that every effort will be made to make your pet's visit as pleasant as possible.

Because your pet is severely tangled or matted, it is at greater risk of injury, stress and trauma. All precautions will be taken. However, problems occasionally arise, during or after grooming, such as nicks, clipper irritation and mental or physical stress.

In the best interest of your pet, we request your permission to obtain immediate veterinary treatment should it become necessary.

Sincerely,  
 Your Professional Groomer

I hereby grant permission to this Grooming Establishment to obtain emergency veterinary treatment for my pet at my expense. Also, realizing that matted pets have a greater chance of injury during grooming, I will not hold this Grooming Establishment responsible for accident or injury to my pet.

Signature of Pet Owner \_\_\_\_\_



## Klip or Kenn-L-Kard Special

### Klip Kard or Kenn-L-Kard Special...

includes 250 Klip Kards or Kenn-L-Kards, one File Box and one Set of Alphabetical Index Guides.

#680	Regular Klip Kard Special	\$21.95
#681	Medium Klip Kard Special	\$28.95
#682	Giant Klip Kard Special	\$34.95
#683	Kenn-L-Kard Special	\$34.95
#684	Super Kennel Special	\$68.95

### Super Kennel Special...

Includes File Box, Set of Alphabetical Index Guides, 250 Kenn-L-Kards and 500 Run-Kards!

# "TOP 10" PRODUCTS

**New!**

## "Top 10" T-Shirts and Smocks!



**Only \$19.95**  
2XL - \$21.95

**Smock Special**  
Only \$24.95

Purple, Black, Pink  
S, M, L, XL, 2XL, 3XL

### TOP TEN REASONS WHY IT COSTS MORE TO GET YOUR PET GROOMED THAN YOUR OWN HAIRCUT:

10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't give you a sanitary trim.
7. Your hairdresser doesn't clean your ears.
6. Your hairdresser doesn't remove the boogies from your eyes.
5. You sit still for your hairdresser.
4. Your haircut doesn't include a manicure or pedicure.
3. Your hairdresser only washes and cuts the hair on your head.
2. You don't bite or scratch your hairdresser.
1. The likelihood of you pooping on the hairdresser is pretty slim.

## Fun Poster for Your Salon!

Do you get tired of hearing the same old comments from your clients?

This cute framed poster will stop all those remarks and replace them with a chuckle!

**3 Sizes!**

8.5 X 11  
Clear  
Stand-up  
Frame Included  
#6059  
**\$19.95**

11 X 17  
Clear  
Stand-up  
Frame  
Included  
#6058  
**\$29.95**

24 X 36  
Poster  
(No Frame)  
#6060  
**\$39.95**

24 X 36  
Poster Framed  
#6043  
**\$59.00**

### Top Ten Reasons Why It Costs More To Get Your Pet Groomed Than Your Own Hair Cut!

10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't give you a sanitary trim.
7. Your hairdresser doesn't clean your ears.
6. Your hairdresser doesn't remove the boogies from your eyes.
5. You sit still for your hairdresser.
4. Your haircut doesn't include a manicure or pedicure.
3. Your hairdresser only washes and cuts the hair on your head.
2. You don't bite or scratch your hairdresser.
1. The likelihood of you pooping on the hairdresser is pretty slim.

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IT'S OUR TRADITION



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- 12VOLT, DC ROTARY MOTOR PROFESSIONAL CLIPPER
- CONVENIENT BELTED POWER PACK FOR A 4-5 HOUR RUN TIME.
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- SEALED MOTOR REQUIRES NO MAINTENANCE OR REPAIR PARTS
- INCLUDES WAHL #10 COMPETITION SERIES BLADE
- NOW INCLUDES A NEW CLIPPER HOLSTER



PRODUCT TESTIMONY FROM  
**LISA LEADY, CERTIFIED MASTER GROOMER:**  
"I LOVE THE LISTER LIBRETTO FOR IT'S  
SPEED AND EASE TO CLIP THE DOG PLUS I  
DON'T HAVE TO WORRY ABOUT A CORD  
GETTING WRAPPED AROUND MY TABLE!"

**NEW LISTER LIBRETTO!**



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COMPETITION SERIES  
BLADES**

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TO CUT FUR THE FIRST TIME USED. IF AT ANYTIME ANYONE IS  
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HAND TESTED BEFORE LEAVING THE U.S.A. PRODUCTION LINE.

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**ComfortSharp™**  
BY PAWBROTHERS®



**ComfortSharp™ By Paw Brothers®**

ComfortSharp™ by Paw Brothers® offers a full line of professional, premium quality shears. ComfortSharp™ shears were developed for the professional groomer and offer the highest level of quality, sharpness, and comfort. ComfortSharp™ Shears have professional high tech features:

- ✓ Made of Japanese Cobalt 440C Stainless Steel
- ✓ Dial Adjustor
- ✓ Rockwell Hardness 59-61
- ✓ Convex Hollow-Ground Edge
- ✓ Ergonomic Handles with Comfort Grip. The grip allows the whole hand to be used while cutting, giving total comfort and control.
- ✓ Ball Bearing for Ultra Smooth and Quiet Operation.
- ✓ Each pair comes with a case, 2 replaceable silencers, 2 finger rings, and a polishing cloth.
- ✓ Left Handed Shears Available



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