

Groomer To Groomer

"The Grooming Industry's Trade Magazine"

www.groomertogroomer.com

Vol. 27 Ed. 5 August 2008

Kathleen:
Groomer
HAS IT
Cover Winner!

Missy Gullett

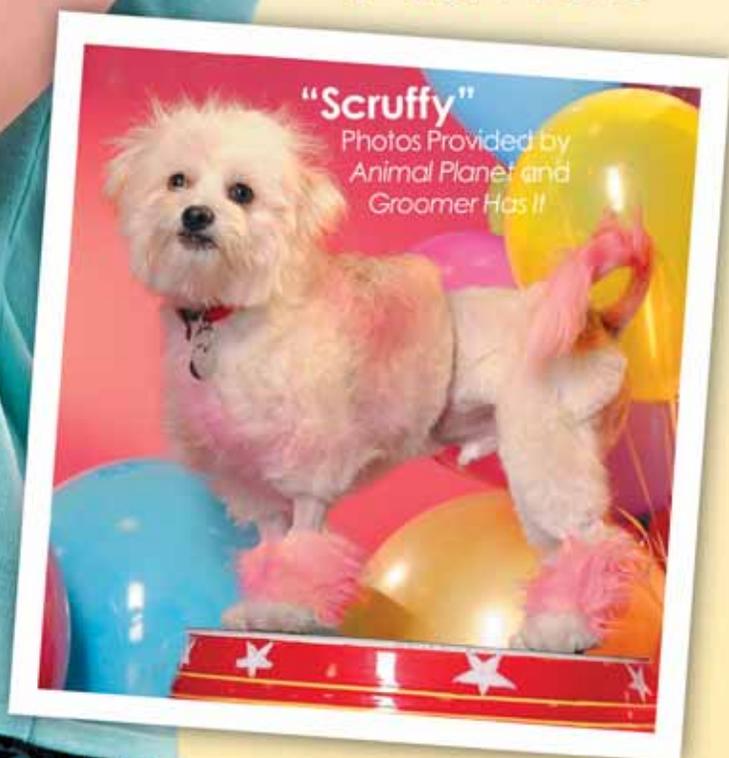
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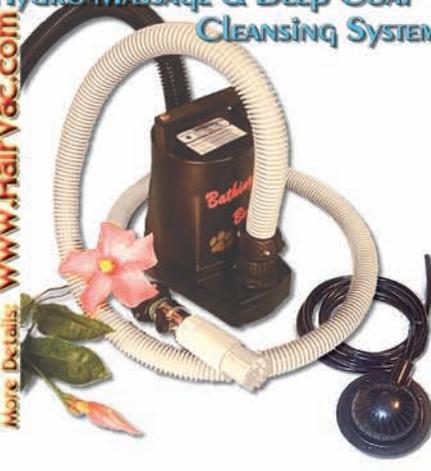


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Sally's Desk by Sally Liddick



Sally Liddick



Gwen Shelly

This Groomer Has Had it!

Dear Groomers,

Have you seen *Groomer Has It*, the new reality show from *Animal Planet*? Following on the success of such shows as *Survivor*, *Blow Out*, *Work Out*, *Cops*, *Deadliest Catch*, *Dog the Bounty Hunter*, *Project Runway*, *Top Chef* and lots more... WE... the pet grooming profession have joined the ranks. And through a stroke of luck, *Groomer to Groomer* got involved.

We were at our Burbank show, *Groom & Kennel Expo*, at the time of filming. The magazine they planned to have for the cover backed out, and they offered it to us. In hours, our Art Director, Emily Willis, was whisked off to a converted warehouse in LA, to take part as a judge. And voila! We quickly found ourselves promising a cover to the winner (see the promise fulfilled with the winner on this *GTG*.)

People either love reality shows or hate them. I can't say I am a reality show junkie, but I have seen all the *Project Runway*, *Dog the Bounty Hunter*, *Blow Out* and most of the *Survivor* episodes. I never miss *Deadliest Catch* or *Apprentice*, and forgive me, but I find *Gene Simon's Family Jewels* a riot even though I was never a *KISS* fan. I even liked *Family Plots*, about a family owned and run funeral home... and believe me they were "catty" (note my great pun) between funeral viewings. Hey, maybe I really am a junkie!

Anyway. I have enjoyed *Groomer Has It*. And knowing some of the people on the show has even made it more fun. Judge, Joey Villani and I are friends and he is an *IJA Judge*. Xavier Santiago was a guest judge at our Burbank show. I also know Will Comparsi. He has been a top competitor at *Barkleigh* shows. The others I am just getting to know by phone as I discuss ideas with them about coming to Hershey for speaking or demonstrating on their breeds, salons, etc.

Then my phone rang. It was one of the contestants.

"What does my industry think of me?" was the question. I think it's all good, I said. I hadn't really heard anything negative. I told him I really enjoyed it and it was really better than I thought it would be.

This contestant, however, related how many message boards were paning the show. "Don't worry about it," I said. "You did a great job." Later that evening, I heard from another contestant.

"Oh no, I won't come," he said emphatically. "Groomers hate me. They are so nasty on my blogs. I can't believe they could be so mean."

I was shocked, as he went on. "Those groomers will tear me apart." This groomer was a show handler, breeder and successful groomer for many years. And he was afraid of his own industry and his own peers. I reassured him that *Groom Expo* is not that way. Groomers would love him, I said. He wouldn't be able to walk ten feet without giving an autograph. I had almost convinced him. And I believed I was telling him the truth.

That evening, I got this email. "I am appalled that your organization is supporting this show. What happened to personalized pet grooming???? Being a professional pet groomer for over 30 years and heading up a nationwide chain of over 450 locations, our company has been focussing on building the groomer and client relationship. This show is totally a waste of airtime. So sorry to hear your company is involved. Appalled in San Diego"

I checked out this person's email and they do not do business with us or get our magazines. So much for being a professional groomer and being in the know. Don't you just hate people who give a strong opinion and then don't

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Missy Gullett

Carves Her Dreams From Mounds of Hair

By Kathy Hosler

“I couldn’t believe it!” exclaims an ecstatic Missy Gullett. “When the audience was voting for the *People’s Choice Award*, the whole crowd was screaming and cheering for me and *Trinity*. It was amazing!”

The *Barkleigh Creative Styling Competition* is always one of the most popular events at the *Groom and Kennel Expo* held in Burbank, California. Groomers from all over unleash their innermost creativity to transform their entries into never before seen magical creatures, amazing animals like camels and buffalo, or even carousel horses or giant goldfish.

One of the most exciting parts

of the competition is the selection of the *People’s Choice Award*. The audience gets to choose the winner with their applause, and the winning team appears in *Groomer To Groomer*.

Enthusiastic applause rewarded all the contestants for their hard work and unique creations – but it was evident from the deafening cheers and thunderous applause – that Missy and her spectacular entry *Captain Jack Sparrow* were indeed the *People’s Choice*.

The audience wasn’t the only ones who thought Missy’s entry was fantastic. The judges absolutely loved it and awarded her first place honors in the 2008 competition.

“I was ecstatic to win the *People’s Choice* award. Then, when they announced me as the First Place winner – I thought I was going to pass out! It’s still hard to believe!” said Missy breathlessly. “I think that every groomer would love to be in *Groomer To Groomer*...It blows me away that I have done it a second time!”

How did Missy do it?

“For this competition I used my own parti-color Standard Poodle, *Trinity*,” said Missy. “It was *Trinity’s* first time in the ring. I began preparing her at least eight months before the competition. I allowed her hair to grow and began to cord it.

Continued on page 8



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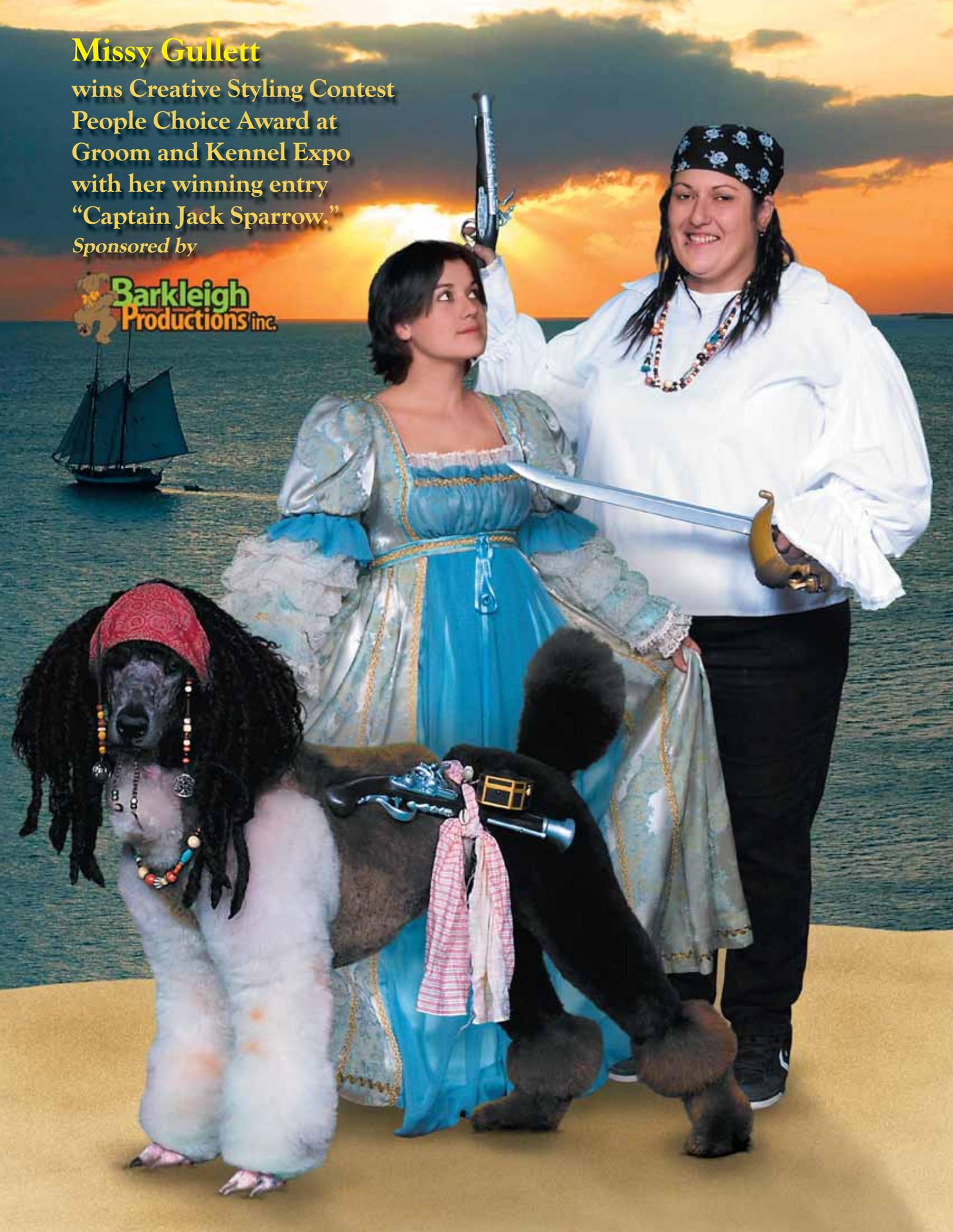
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Missy Gullett

wins Creative Styling Contest
People Choice Award at
Groom and Kennel Expo
with her winning entry
"Captain Jack Sparrow."

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Missy Gullett
Continued from page 6

The *Captain Jack* dreadlocks were *Trinity's* own hair.

"One of the most important things to me is the pre-contest preparation," Missy said emphatically. "My dog has to be perfect."

"Usually, I'm really nervous when I go into the ring, but this

time I was excited. I couldn't wait to get up there and start working on my design," said Missy.

Missy had never practiced the groom that she was about to execute on the stage in front of a huge audience. "I had gone over and over it in my head, but not on the dog," said Missy. "I never set my pattern before I go. I do everything on stage. I like to go into the ring with my dog looking all hairy and wild. No one in the audience had a clue what *Trinity*

was going to be. I like that.

"During the competition I saved the boots for last. The whole time I was on stage I was thinking, 'What am I going to do!' What am I going to do?' Then it just came to me. I started snipping here and there – and – the next thing I knew – there was a boot. It turned out so much better than I envisioned." A final snip or two and the dashing *Captain Jack Sparrow* was complete.

How did Missy develop the lightning fast scissoring and grooming skills needed to create her award winning entry?

The groundwork for her impressive career began when Missy was just a little girl.

"Our next door neighbor, Mary Cox, was a groomer," said Missy. "She gave me the love for grooming. When I was nine or ten years old, I would sit for hours and watch her groom. I wanted to be just like her. She taught me to bathe a dog when I was about fourteen, and soon I was learning to groom."

"Mrs. Cox told me that every dog had to be perfect," Missy states emphatically. "Because of her training, I am very much a perfectionist now. I believe that you should make every dog look the best that it can look, whether it is a show dog or a pet."

Missy owns and operates *Missy's Pampered Pet Spa* in Palm Desert, California. Her clients are avid supporters of Missy's creative grooming endeavors. They are still talking about the time she was featured on the cover of *Groomer To Groomer* in July of 2006, with the magnificent buffalo she created.

(See this cover at groomertogroomer.com.)

One of Missy's biggest fans is her fifteen-year-old daughter, Jennay. Jennay is also a huge *Captain Jack Sparrow* fan. She was at the competition and appears in *Groomer To Groomer* with her mother, Missy.

Missy has passed the love

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Groomer HAS IT



Emily Willis

Guest judge of *Groomer Has It*.
V.P. of Creative Services for
Barkleigh Productions.

On The Cover by Teri Di Marino

Groomer To Groomer and *Barkleigh Productions* has long been the showcase for *Creative Styling* in the pet grooming industry. Initiated at the *All American Grooming Show* in Chicago, Creative was immediately and passionately embraced by *Barkleigh* President Sally Liddick, who became a long-time advocate of the event at many contests across the country. A huge favorite, this class continues to attract crowds of curious onlookers as well as seasoned stylists, all admiring the creations and appreciating the hard work that goes into crafting these artistic, living masterpieces.

Many salons around the world have taken designs and ideas from the creative competition arena

and applied them in the work of the everyday salon, offering clients a different twist on their regular pet's style. The addition of a simple carved design or swatch of color can jazz up the most mundane groom and attract a great deal of attention to the pet as well as the daring owner.

Now, it seems that our industry's own reality show, *Groomer Has It (GHI)*, has caught the creative bug in a recent episode called "On The Cover."

If you haven't seen or heard of it by now, please crawl out from under that rock and re-claim your attention span. The *Animal Planet* reality, competition show *Groomer Has It* has hit the scene, bringing with

Continued on page 12

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Groomer Has It
On the Cover
Continued from page 10

it waves of kudos and curses. Reality-show aficionados are in hog-heaven (or should I say hair-heaven) while foes are left grumbling in their crates. By the time you read this, the U.S. pet styling industry will be recognizing a new kind of celebrity. Like it or not, you can't deny that this show has brought attention to our profession in a way that nothing else ever has. Next month's issue of *Groomer To Groomer* will contain a full report of the show, from planning and development to the grand finale. As the Professional Consultant for the show, I will be able to shed some fun insight on this history-making event.

In the meantime, an opportunity for one special groomer to grace the cover of this month's *Groomer To Groomer* came about in conjunction with *Groom & Kennel Expo* in Burbank this past February. The show

was being filmed at a Los Angeles location not too far from the show. Our own Joey Villani, a familiar face at *Barkleigh* shows, is one of the *IJA* contest judges at many *Barkleigh* shows, as well as one of the judges of *GHI*. Joey stopped by to help out judging some of the grooming competition classes and brought along one of the other *GHI* judges, Xavier Santiago, as well as the show's producer.

They came to "check out" some of the creative work being done, as the episode being filmed the next day involved a photo shoot and the remaining contestants were instructed to make a "Cover Dog" that people would remember. While they were there, they asked *Barkleigh Productions VP of Creative Services*, Emily Willis, to guest judge the event.

Back at set, the salon was transformed into a photo studio and the popular canine photographer, Christopher Ameruoso, was brought into the set of *GHI* to shoot the creations. Various pre-determined themes were randomly appointed to

the six remaining contestants and they were set loose at the dog park to find appropriate models that would best fit their appointed theme.

The contestants had four hours to concoct their creations. Jasper got laughs with his "Sports" theme, portraying a maniacal sports-fan dog with a hairy chest and back displaying a team logo. Artist ended up with a Rock n' Roll Briard while Jonathan's beautifully blue Disco Dog posed patiently beneath a mirror ball. Jorge styled his Cocker in a "formal" setting while Jessica's Western style Golden Retriever did not thrill the judges, and she was sent packing with her tools that evening.

The top dog... and groomer... for the evening was Kathleen Sepulveda with her rendition of "Circus." The judge's decision came after deliberating several key points. Judges Joey Villani, Xavier Santiago, Dr. Karen Halligan along with *Barkleigh's* Emily Willis weighed all factors and came

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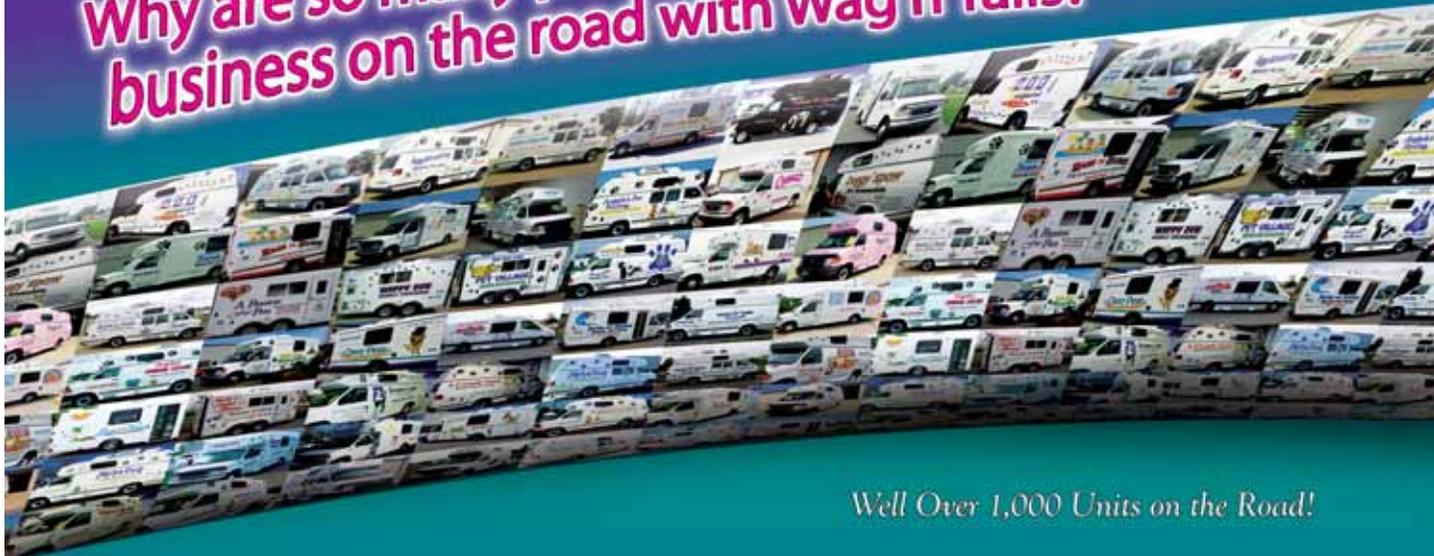
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Groomer Has It
On the Cover
Continued from page 12

up with their final decision. Emily commented on the process stating that they "...went through all the pictures and first eliminated dogs that really weren't groomed well or were deemed ungroomable. Then we narrowed down by creativity," adding that "It was tough in the end once we

narrowed down the final two."

Emily did comment that they would have liked to see more creative cuts as well as better use of color, so I was compelled to ask the industry's "Queen of Creative Color", Dawn Omboy, for her thoughts on the episode. The first thing that came to her mind was "Why did they photograph that dog with the tags and collar on?" Nuf said on that subject! Dawn's two favorite styles were Kathleen's Circus ("She could have had

sharper, cleaner lines and more vibrant color for the circus theme") and Jonathan's Disco ("He could have done more with that Disco theme, like color the jacket differently and apply some accessories. That dog needed 'bling'")

Dawn also felt the contestants should have all been given the same type of dogs, as it would have evened the playing field. She noted that white Poodles have long been the standard canvas of creative stylists, as they lend themselves to a variety of sculpting techniques and color applications. While the styles on this episode may have shown some room for fine-tuning, Dawn noted that the stylists all appeared to be having fun. "Fun is what Creative Styling is all about," says Dawn and she hopes that this episode will encourage stylists to add a touch of color into their everyday life.

Enter *GHI* contestant Kathleen Sepulveda, a 30+ year veteran of the professional grooming industry and long-time dog show breeder/exhibitor/handler gracing the cover of *Groomer To Groomer* this month. Her original breed of Irish Setters has been trumped by her love of Japanese Chin, which has brought her outstanding successes in the show ring. Her salon, the *Rancho Solana Pet Spa* in Solana Beach Southern California, lies about 1500 feet from the ocean and her clientele reflect the exclusivity of the high-end location. She managed the twenty-eight year old salon for two different owners and now calls it her own. With seven employees working the salon six days a week, Kathleen feels the salon can concentrate on the specific needs of each client. A coat-care specialist, Kathleen prides herself in customer service and professional, compassionate handling of the pets in her care.

While most of her competitive nature has been confined to the dog shows, Kathleen actually confessed that she entered the grooming competition arena in the early 1990's (which she describes as the "dinosaur days") at the California Long Beach

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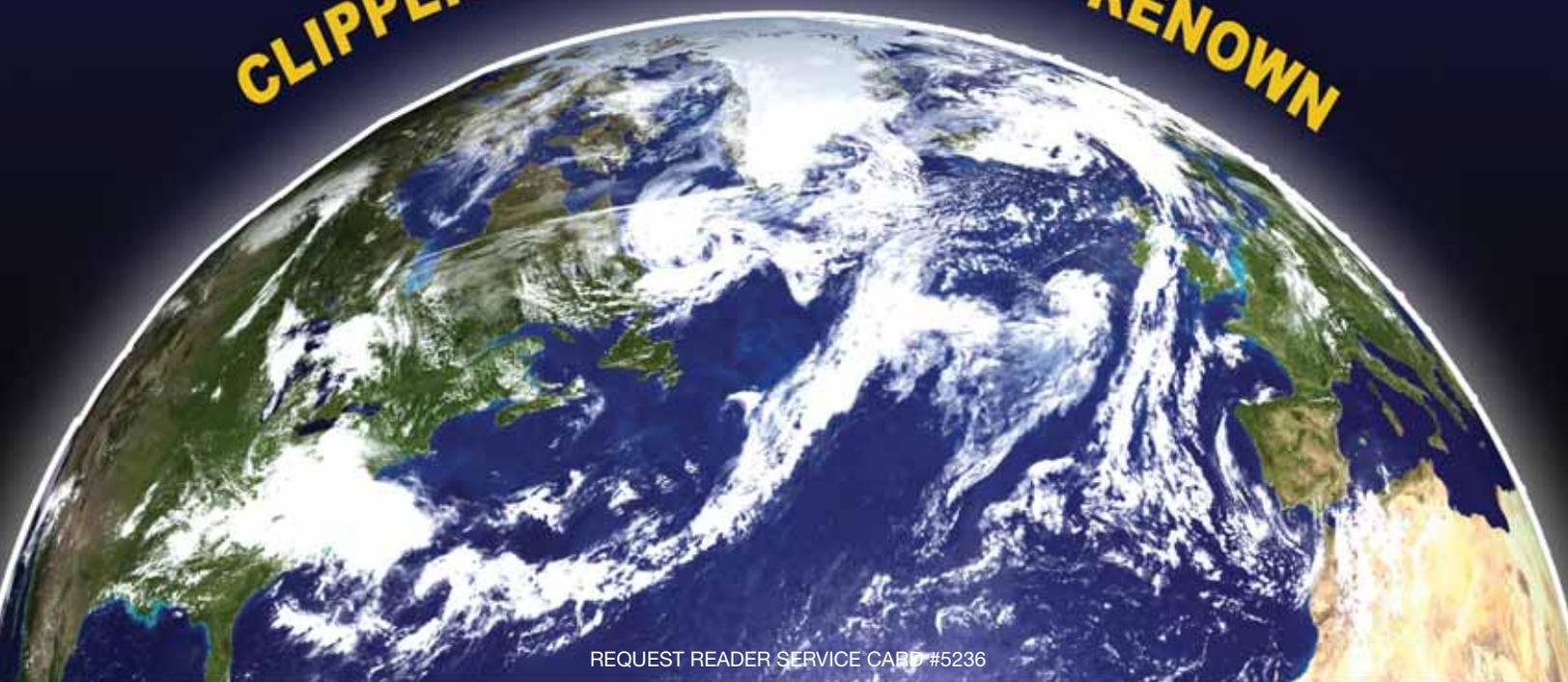
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How to recognize, treat and prevent a flea infestation

by Dr. Boyd Harrell, DVM



Fleas are the most common dog and cat parasite and flea allergy dermatitis is the most common skin disease of dogs and cats. Allergic signs include itching, hair loss, redness and open or scabbed sores. Fleas are also primarily responsible for passing along tapeworms to dogs and cats, one more reason to be proactive in their prevention. Heavy flea populations may even lead to life threatening anemia, especially for the young. Fleas are such a

challenge because they multiply rapidly and like most insects have the ability to rapidly adapt to their environment, including available insecticides.

As expected, the newest products tend to be the most effective and they too will yield eventually to the next generation of flea control products. We will discuss the flea life cycle, flea control measures and some flea control products available at this time.

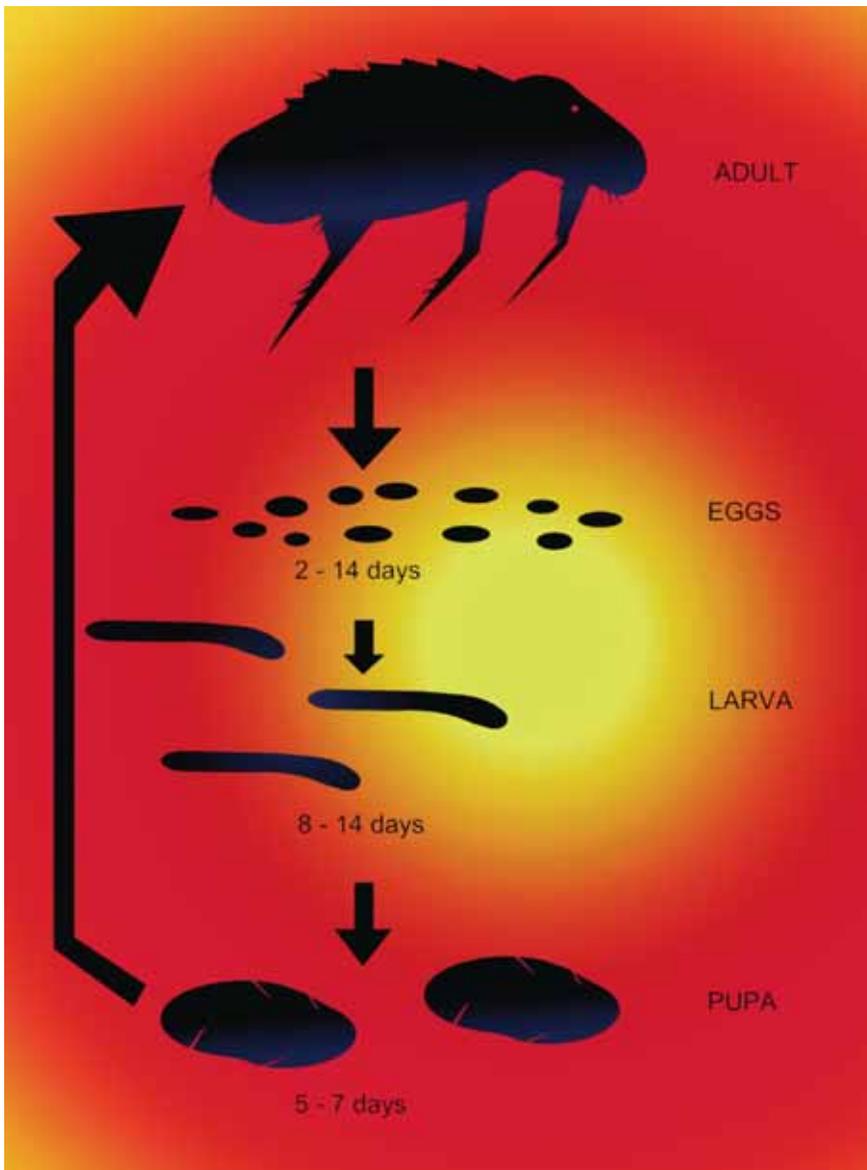
There are over 2000 species of fleas

and only two that are typically found on pets in North America, *Ctenocephalides canis*, the dog flea, and *Ctenocephalides felis*, the cat flea. In the US, the cat flea is by far the most common for both dogs and cats and accounts for almost all the domestic pet flea population. Some people make references to sand fleas which are not pet parasites and really are not fleas at all; they are small orange amphipods found along the beach and hence their other name, the beach flea. The reference to sand fleas probably comes from finding fleas in sandy outdoor areas and inappropriately referring to them as sand fleas.

The Flea Life Cycle

Adult female fleas lay up to 50 eggs a day and 2000 in a lifetime directly in the hair of the host or pet. These eggs are slightly sticky and adhere loosely, falling off when the pet shakes, scratches or otherwise causes the skin to move. The egg stage is not susceptible to insecticides and is susceptible to insect growth regulators which affect the hormonal system responsible for development of the egg and larva to the next life stage. Eggs typically hatch in two to ten days depending on how favorable conditions are. Fleas like warmth and humidity to propagate, hence the most severe flea infestations typically occur during the summer months.

The newly hatched worm-like larvae move to protected areas where it is dark. They love carpets, bedding, upholstery and rugs and don't do very well on hard surfaces such as tile, linoleum and hardwood floors. Larvae feed on organic debris and the food of choice is flea feces; essentially undigested dried blood that passes right through the adult flea and is deposited on the host. Adult females can eat up to 30 times



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No Fleas Please! *Continued from page 16*

their weight in blood per day and excrete up to six times their weight daily. These dried blood packets often take the shape of a comma (,) and are frequently referred to as “flea dirt”.

A flea infested pet is like a giant salt shaker, sprinkling eggs and packaged blood meals wherever they go. The larvae grow and molt twice, finally spinning a cocoon where they become pupae. The larval stage lasts an average of 12 days. Larvae are susceptible to insecticides, insect growth regulators (IGR's) and borates.

The now formed pupa or cocoon stage is slightly sticky, helping it to pick up debris from the surroundings and blend in very nicely becoming nearly invisible. This is the most resistant stage of all, the cocoon wall is very protective and the next chance to interrupt the flea life cycle will be as an adult flea. This is also the reason that adult fleas may be seen for days to weeks after a

good flea control program is put into place.

The pupa takes about nine days to mature and may remain in this stage for several months. Almost instant hatching is stimulated by heat, vibrations and increased carbon dioxide – telltale signs that a host and a warm meal are nearby. This is why it is common for a family to return from a stay away from home and walk into a flea frenzy. The pupae have had time to mature and are waiting to hatch until they know a victim is within their reach!

The new adults instantly begin to feed, mate and the cycle starts all over again. The entire cycle can complete in as little as two and a half weeks. No wonder fleas are so hard to control!

Understanding the flea life cycle is essential to knowing how to control these prolific parasites. Modern topical and oral flea products alone may be enough to control the problem and at times it is necessary to treat the premises as well. For indoor pet flea control, treating the yard can sometimes be helpful and generally outdoor treatment contributes only slightly to overall

control. Control measures should be concentrated on moist areas such as mulch and shaded areas like under trees, bushes and shrubs.

If pets are housed outdoors then the shelter should receive the same control measures as used in a home. There are a number of products available for area treatment in the form of granules and sprays. To avoid excess insecticide exposure don't allow your pet to traffic treated areas until the granules have been watered in or the spray has had time to dry. Treat at the frequency recommended by the manufacturer and always read and follow label directions carefully.

Treating the House

Over 90% of the flea cycle is in the environment, only about 5% of the cycle is on the pet. Treating the premises then can be critical to an efficient eradication of these unwanted guests. Start by vacuuming the floors several times a week. The vacuum physically removes many flea eggs, larvae and pupae while

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the vibrations from the beater bar help to cause the pupae to hatch to adult fleas - effectively shortening the life cycle and producing an adult that can now be controlled with insecticides.

Spray or fog the house once or twice at two week intervals and possibly again in four to six weeks. Select a product that has both an insecticide and an IGR for a one-two punch and then as always, follow the label directions closely. Sprays are preferred over foggers because the spray can be directed where the product is needed like under beds, nightstands, couches and in closets.

Foggers do not reach all areas in equal concentrations and objects like beds serve as an umbrella not allowing the fogger mist to reach the floor beneath. Foggers also require removing or properly protecting fish tanks, removing plates etc from cupboards and all people and pets must vacate the area for a

time; sprays do not carry the same restrictions.

Wash all pet bedding weekly. There is no need to worry about any special laundry treatment - fleas and their eggs won't survive the typical washer and dryer cycles. If the bedding can't be washed or dry cleaned then replace it.

Don't be surprised to see some fleas for the next two or three weeks. These are likely the pupae stage hatching to adults. Don't panic and spray the house again, continue the vacuuming to remove the fleas you can and to stimulate the hatching. The new hatches will at least shorten the time you will need to continue the house treatment and remember that the pupae cannot be killed with any currently available house treatments.

Pet Treatment

Flea sprays and dips have been largely replaced with the newer and effective topically applied products. Generally speaking, there will only be a few special circumstances when a spray is indicated (such as a *Frontline® Spray*) so our discussion will not

include them.

If the flea problem is mild to moderate then applying a good topical product may be all that is needed. Remember that seeing fleas for a while does not mean the product is not working; these fleas are probably young, newly hatched fleas that have just hitched a ride. The better topicals will reduce the flea population on the pet by 90%+ within 24 hours and be nearly 100% effective in another 24 hours. The flea kill is not however instantaneous; the flea does need to be exposed to the product for a short time before it is lethal.

This time requirement coupled with newly hatching fleas early in the eradication period causes many people to believe the treatment is not working and thus they suffer undue frustration.

When the flea population is heavy then premise control is mandatory and additional steps may be added as well. Bathing can be very beneficial in giving the pet some relief and washing away flea dirt, flea eggs and some adult fleas. Bathing is not however a significant

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We tried your *Alpha White™* on a cute Westie that had been at our boarding facility for a week. My groomer used *Alpha White™* on him and she thought it was great, but the true test is what does the owner think? The very next day the owner called and wanted to know how we got her dog so clean. She said "he has never been so white!" Thank you for making us look so great!

**-Audrey Wickman
Tail Waggers Kennel**



A company sales rep offered me a free sample of *The Solution™* I declined his offer, as I never use cream rinses since they tend to soften hair causing mats between grooming. At his insistence I took the sample with me. A month later a customer came in with his badly matted dog and I was emphatic the dog not be shaved. I decided to use the sample of *Solution* and I was able to dematt the hair without shaving! I was very impressed, but decide to reserve judgement until the dog came in for his next grooming. I felt confident his hair would be even more matted since the *Solution™* probably softened his hair. To my surprise the dog's hair was in extremely good condition! We now use the *Solution™* on every thing snarled and matted. I am totally sold on this wonderful product! I know it will enhance my grooming skills and please my customers. Thank you for such a great product!

**-Kathy Roberts
Kathy's Kritters**

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Partial List of Available Spot on Type Products

Below is a partial list of available spot on flea products. The list is not all inclusive and does not cover the majority of frequently used products currently on the market.

- **Advantage®, K9 Advantix and Advantage Multi** manufactured by *Bayer*
Key flea ingredient is imidacloprid, labeled for 30 day protection
- **Frontline Top Spot® and Frontline Plus®** manufactured by *Merial*
Key ingredient is fipronil, labeled for 30 day protection
- **Revolution®** manufactured *Pfizer*
Key ingredient is selamectin, labeled for 30 day protection
Female flea egg production is halted immediately
- **Promeris Duo for Dogs® Promeris for Cats®** manufactured by *Forte Dodge*
Key flea ingredient is metaflumizone, may last for 6 weeks, can reapply in 30 days
- **Vectra 3D for Dogs** manufactured by *Summit Vet Pharm*
Key flea ingredients are dinotefuran, permethrin, pyriproxifen
Labeled for 30 days, has some repelling action and contains an IGR

OTC Products

(Note: permethrin and cyphenothrin are insecticides while s-methoprene and pyriproxifen are IGR's. Permethrins are not to be used on cats!)

- **BioSpot Flea and Tick** manufactured by *Farnum*
Key flea ingredients are permethrin and s-methoprene
- **Cutter For Pets and Cutter For Pet Plus** manufactured by *8 in 1*
Key flea ingredients are permethrin and Plus contains s-methoprene
- **Hartz Ultraguard, Ultraguard Plus and Ultraguard Pro** manufactured by *Hartz Mountain*
Key flea ingredients are permethrin and Plus/Pro contains s-methoprene
- **Seargents Pet Care** family of products
 - *Sentry Pro* contains permethrin and pyriproxifen
 - *Bansect* contains permethrin
 - *Sentry Pro XFC* contains cyphenothrin and pyriproxifen
 - *Seargent's Gold* contains cyphenothrin and pyriproxifen
 - *Seargent's Silver* contains cyphenothrin
- **Triforce Canine Squeeze On** is manufactured by *Agri Laboratories*
Key flea ingredients are cyphenothrin and pyriproxifen
- **Zema One Drop** is manufactured by *Virbac*
Key flea ingredients are permethrin and pyriproxifen
- **Zodiac Spot On** is manufactured by *Wellmark International*
Key flea ingredients are permethrin and s-methoprene

Oral Flea Products

- **Comfortis® for Dogs** is manufactured by *Elanco Animal Health*
Active ingredient is spinosad in a chewable tablet
Labeled for 30 days with quick control
- **Capstar®** from *Novartis*
Active ingredient is nitenpyram
Has quick kill and lasts one day

No Fleas Please!

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contribution to the overall flea eradication program due to a lack of residual protection. Bathing can actually diminish the effectiveness of the topical flea control by removing much of the oil from the skin that is the "transportation system" so to speak for most topical products. For many topical flea treatments bathing should not be done for at least one day prior or one day after application.

Capstar® is an oral product that kills fleas completely and quickly, in as little as 30 minutes and lasts for 24 hours. It can be used in dogs and cats as young as four weeks of age. One option is to bath the pet and use *Capstar®* for the first couple of days combined with household or premises treatment then follow up with a residual topical that will last for the next 30 days. This product also has some unique applications such as administering prior to visiting a dog park or dog show and prior to surgery, boarding, or grooming. It is not a preventive and not commonly used as a long term control product.

Summary

There are many choices of effective flea control products available to today's pet owner. Always read and follow label directions and do not use dog-only products on cats!

The best flea control program is always a good flea prevention program!!

Dr. Boyd Harrell is a former multi-veterinary practice owner and current business coach to the pet industry. He has been speaking internationally and coaching others to succeed in business for over twelve years. Dr. Harrell is formally trained in life, leadership, health and business coaching and a partner in Pet Pros Business Coaching. He holds an advanced certification in human behavior 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 is also a pet consultant with Oxyfresh, a marketer of high end products that maintain the health of pets. Dr. Harrell can be reached at Boyd@PetProsBusinessCoaching.com or at 863-370-6298.

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_____ happens!!

By Bonnie Wonders

Last week was one of those "Nightmare on North Center Avenue" periods. It suddenly got into the 60's here and everyone of course decided to have their dogs groomed. This includes the 13-year-old dogs that have lived their lives outside on the farm, roll in sheep, cow, horse or chicken manure (take your pick) daily, and have absolutely no affinity for baths or clippers or me.....in that order. They are for the most part, on every groomer's "Wanted DOA" list. Most often on the "D" part of that when it comes to my experience.

At any rate, in came this massive old Golden Retriever mixed thing that had long feathers that someone had chopped up whilst trying to dematt. The tail they had left alone. It was one humongous matted mess of a thing that resembled a paddle that one of my elementary teachers had allowed me to get up close and personal to when I spent too much time chatting in class. That was fairly often as I recall... anyhow, this tail must have weighed four or five pounds. I felt sorry for the dog having to carry it around and was sure that she wouldn't have been able to wag it if her life depended on it. The dog came in literally dragging it behind her.

The owner left and Trudy and I went to lift the dog into the tub. I took the back half of the dog and she took the front. Just as we proceeded to lift the beast into the tub, unbeknownst to me, she started to pee and had gotten her tail right in the middle of it. It was on our hoist over the side of the tub, that it hit me

smack right upside the head. That tail, sopped with urine got me on the entire right side of the face. Yep... hair, cheek, neck, lip and right eye. There was nothing I could do, short of dropping the dog in mid-lift. Not such a wise idea, I decided, so I toughed it out.

Trudy saw what was happening and burst into laughter, which in turn caused her to lose most of her ability to help lift. The dog started to squirm to get back out of the tub and I was left holding the rear end with that atrocious tail flopping wildly in the air. I got "thwapped" in the face several more times until Trudy was able to come to

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grips and be of any aid at all.

My eye was stinging from my mascara running into it and I was doing that "Pahtth, paaahh, tahhh," thing you do when you accidentally swallow a bug while you are riding a four wheeler on a summer evening with your mouth hanging wide open. (Oh, you already KNOW how I know what it feels like...don't pretend that it has never happened to you....)

Then there was that hulking Old English Sheepdog mix, who weighed in at about the same poundage as my trusty little helper. He had decided that he wasn't going anywhere near those God forsaken clippers and that my head looked like the safest place to seek refuge. YOU try peeling 120-some pounds of dog off YOUR neck without losing some serious skin. I

looked like I could have been Ozzie Osborne's long lost sister.

And how about those Basset Hounds? You just GOTTA love those guys. One man has three of them and of course he just had to bring all three in on the same day. They couldn't stand to be separated and geez, let the baying begin! As Trudy bathed the first one, he started with the first spray of water and didn't stop until she muzzled him while she towed him off. At that same time as I was cutting nails on the second one, he "Barrrr, barrrr, barrred" until my eyeballs were reverberating in my skull. Number three was of course, doing his own rendition of something akin to the American Idol auditions when that William Hong guy was on. "It weren't pretty," as they say.

There was also the Springer Spaniel that came in with his buddy, the Bichon. Apparently the Bichon is an indoor dog and the Springer an outside one. Trudy took the Spaniel's leash from the woman and the lady thrust the other dog at me. I immedi-

ately felt wetness against my smock and you couldn't help but notice that the white dog absolutely reeked.

"Watch for the wiener," the woman said as she moved toward the door.

"Huh?" I asked, looking to see why my side was so wet.

"HIS wiener," the woman said pointing to the Spaniel. "He absolutely hates the Bichon. He lifts his leg all over him every chance he gets," she explained.

"Ewwwww!!" was about all I got out as I held the dog at arm's length. Sure enough he had a fresh giant yellow spot on his side and old ones on top of him. As if that weren't enough, when we finally got the dogs bathed and Trudy was drying the "Pee-er" and I was drying the "Pee-ee," suddenly the leg lifted on the Spaniel as he aimed it at the Bichon on MY table. I had seen it all.

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1-Groomers Usage Survey, October 2002
 2-Pet Owner Usage Study, October 2002



Grooming Tips

By Christina

Pawlosky

Nail Care

If you are like me, I dread the deed of nail care for dogs. With an understanding of the nail structure I make decisions that keep the dogs more comfortable and create a better finish for a true Pawdi-cure. The nail is made up of two main components, the Dermis and the Epidermis. The Dermis is made of collagen which is strong and durable, elastin fibers which are springy and blood vessels which nourish and supply oxygen. The Epidermis

is the outer layer of the nail. Just like the skin, the nail is layered. The big difference between the nail and skin is the outer layer (Horny Layer) which is much thicker on the nail.

When trimming nails I make an assessment based on the individual pet. Each has its own needs. We will start with long over grown nails, which are never fun. This type

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of nail belongs to two kinds of dogs. First is a dog that does not get nails trimmed regularly and does not like nail care for obvious reasons. Restraint and a good chance the Dermis has been cut before. Second type of dog with long nails is those breeds that seem to have grown thicker nails and do not wear them down easily, such as Terriers and many Sporting breeds.

For dogs with long nails I question the owners first, to see how they feel about the nails being injured by cutting in to the Quick or Dermis. If they are ok with it I explain that we may have bleeding and they must treat it as any other cut or scrape on the skin. Keeping the nail clean and dry until it heals is important to prevent infection. I may also sell quick stop to take home in case of more bleeding. If the owner is willing I recommend a follow up sell of a file or a nail grinder to maintain nails better at home.

In many cases the owners refuse to have the nail injured and I then cut just before the quick and for an extra charge I will use my nail grinder to take nails as short as possible. I normally like to file or grind after the bath because the nail is more pliable after being wet. Unfortu-

nately the nail is still a bit too long at this point and still hitting the floor. I then recommend bi-weekly grinding to help recede the Dermis so we can shorten the nail to the proper length in time.

Regularly maintained nails normally are not an issue. I follow the same steps as above without the follow up. The only time I do things in a different order is when a dog has dry, brittle, flaky nails caused from some illness. For these nails I will soak the dog's feet for 10 minutes, sometimes adding a little conditioner. This helps soften the horny layer and prevents more splintering and rough edges. There are benefits to cutting nails following a bath rather than before the bath.

If nails are not cut short enough to clear the floor or grooming table, which is considered a proper length, there can be serious consequences. The most common is when the nail gets caught on something and is torn from the foot. If you have ever seen this you know how hard it is for the dogs to recover. It is worth going the extra mile for your four legged friends

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BY CHUCK SIMONS

Chuck Simons has traveled the world, speaking to groomers and demonstrating his invention Groomers Helper. Now celebrating the 25th Anniversary of his grooming shop, The Pet Salon, Chuck continues to attend grooming shows throughout the year. Groomers have begun to seek him out for his advice and the chance for some one-on-one input from an industry S.A.G.E.

Using input from groomers around the country who contact him daily, Chuck combines wit and humor with real life experience in a busy salon. Chuck looks at solutions in the business of grooming and ways to cope with customers and situations.

Chuck Simons has become well known on the message boards and through his business building seminars. Each day, groomers contact Chuck through private message, public forums and his toll free number, making him a sought out advisor to the grooming industry.

Dear Chuck,

I know you have a release form that is signed daily at drop offs. What, if anything, do you do about someone that calls a week - or even weeks later - saying there was a scrape or small injury on their dog?

I inspect all the dogs my groomers groom, so if there is a problem I will

see it. I also DO trust them and have complete faith they would tell me if there was an accident.

I'm thinking of something along the lines of requiring the owners to inspect their dogs upon pick up and a sign or something stating that if they have any questions or concerns about their pet's grooming, they need to

contact us within 24 hours after the groom.

What do you think? Do you do anything like that? - Jennifer

Dear Jennifer,

There are chronic complainers and customers who use negative

Continued on next page

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S•A•G•E Advice
Continued from page 30

tactics to control a situation.

Take it on a day-by-day and case-by-case basis. I ask the customers to inspect their pet at checkout. I also ask them to call me immediately if they see anything that they would like to change about their last groom.

If they call weeks later with an

injury to report, I refer them to my insurance carrier and ask that they refrain from using my services and find someone who can make them happy.

If they ask for an explanation, I tell them that it is irresponsible of them to blame me for something weeks later because they should have inspected their dog and alerted me of a problem when it happened. You do not need people like this. If this is a habit with a customer then get rid of them!



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Money from Heaven for Groomers

By Deb Disney-Nusbaum

As groomers, we are always looking for ways to boost our income without adding extra work or cost. I've recently fallen in love with a great program for groomers, from NuVet Labs, one of the older companies in the pet supplements industry. (They've

been around more than twelve years.)

Actually, NuVet's program is quite clever. They don't require us to sell anything or invest any money, which got my attention. It's so easy. NuVet Labs sends us free samples of their product to hand out to our customers whose dogs and cats have skin and coat problems, allergies, arthritis and

joint problems, etc.

In exchange, they pay us approximately 50% of the retail price each and every time these customers order. Not only does this boost our bottom line, but in most cases the improvement to the pet's health is dramatic.

The product itself is a natural, human-grade supplement. This product is so pure, it's actually manufactured in a pharmaceutical environment, meeting and exceeding GMP (Good Manufacturing Practices) as defined by the FDA (for humans), which is virtually unheard of in the pet industry.

It took NuVet Labs eight years to develop this unique product, which is only distributed through veterinarians and pet professionals, like us. It is not available in pet stores, which is another plus.

Initially, veterinarians and show dog breeders were selected to distribute the products because they are the most finicky and educated regarding the health needs, nutrition and costs spent on their animals.

Groomers were then added to the list because we have first-hand access (no pun intended) to so many dog and cat problems, especially skin and coat, allergy, arthritis and joint problems, etc.

So far, more than twenty-thousand groomers, vets and breeders across the country are already in the program. Many earn \$1,500 to \$2,500 every month, for no work beyond handing out the samples.

To learn more about their Groomers Program, call NuVet Labs at 1-800-474-7044. Request Reader Service Card #2903.

Deb Disney-Nusbaum, the owner of Aldemar Weimaraners, has been a groomer and a breeder of award winning Weimaraners for more than 25 years.

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"This year's *Hershey Show* has been one of the most fun ones I have ever planned," says show organizer, Sally Liddick. "It is our 20th Birthday... so we have pulled out all the stops! We are even bringing in several of the incredible groomers on the *Groomer Has It* reality show series.... Artist is coming courtesy of *Wag'n Tails*, Jorge is courtesy of *Forever Stainless* and Jonathan is coming courtesy of *Wahl*. Others include Kathleen, Jasper and Jon and judge, Joey Villani."

"On *Groomer Has It*, it seems like they just squabble and back-bite, but in reality these are some very good groomers with great credentials, doing amazing things for their communities from which we can all learn."

Groom Expo returns to the Hershey Lodge September 10 - 14, 2008.

Attendees can select from multiple tracks of educational seminars covering grooming, pet health, holistics, boarding and day care, animal behavior, business, marketing, retail and training.

Beyond that, *Groom Expo* has some incredible international talent coming to the show

Continued on next page

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with Kitty Dekeersgieter, from Belgium, and Gan Wee Yet, from Malaysia. Kitty and Gan Wee are both very well known in Europe and Asia, respectively, for their top grooming skills. It will be a blessing to hear these two.

We have tons of great Add-on Programs: a ten-hour *Mobile Grooming* seminar by Dina Perry; six-hour *Animal Behavior* program by Sarah Wilson; even an *Aromatherapy Lab* where, like a mad scientist, you can combine fragrances and learn how to do it properly.

Dawn Omboy will offer a hands-on *Creative Grooming Workshop* where you can groom your own dog into a beautiful colored creation. Dawn will help you personally so that you too can enter a future creative

styling contest and maybe get on the cover of *Groomer to Groomer* magazine.

Other exciting Expo events include a *Cat Grooming* seminar by Danelle German; *Success Solutions* and *First Aid for Pet Pros* by Dr. Boyd Harrell (*Groomer to Groomer's* veterinary columnist); *All in a Day's Groom* and the *Brusher Bather Certificate Program* by Teri DiMarino; *21st Century Grooming Facility* by Walt Morris; *Playgroups*; *Matted Dog Seminar* by Artist Knox; *Both Sides of the Comb* and *Model Dog Grooming* seminar by Kathy Rose; *Dog Trainer Fun in Friday Night Lights*; and the *Strategic Business Owner* seminars, to name just a few.

Continued Page 48



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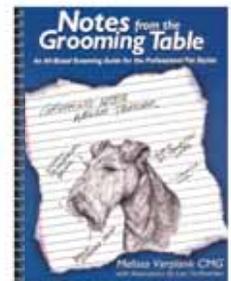
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Protecting Your Most Valuable Asset

By
Kathy Hosler



What would you do if you were suddenly unable to work because of an injury or illness? Do you have health insurance to cover your medical expenses? How about disability insurance to help you survive while you cannot work?

Recently *Groomer To Groomer* magazine asked its readers to relate their experiences with injuries or illnesses and how having (or not having) healthcare coverage affected the quality of care they received and how it impacted their career.

The response was overwhelming. The following is just a sample of some of the groomer horror stories as well as happy endings.

Susan G. recently changed shops. Her new employer didn't offer health insurance until six months of employment. Susan injured muscles in her back while moving furniture in her apartment.

"I was advised to have an MRI," said Susan. "I didn't because I had no insurance coverage. I was not able to work for two weeks, so of

course I lost two weeks pay, and I have medical bills." Susan continued, "This injury has really gotten me thinking. Our job is so dependent on physical strength. What if I couldn't lift dogs anymore? It scared me. Going

Continued on next page

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Protecting Your
Most Valuable Asset
Continued from page 36

without coverage for even a few months is a big mistake.”

Pam, a mobile groomer, fell out of her van backwards and hit her head on an asphalt driveway. Although she was in excruciating pain, Pam finished her day of work. Then she called her insurance agent – to make sure that she had coverage – before she went for medical treatment.

Angela H. has diabetes and no insurance coverage. “In July, at age thirty, I had a stroke,” said Angela. “What did I do? I went home, rested about four hours, and returned to my shop to finish my grooms. I still have complications.”

Lisa carries medical insurance and says that without it she may have gone bankrupt. “I went to my

doctor with a little bump behind my ear. During the examination, he felt a mass on my thyroid, which was soon diagnosed as Thyroid cancer. I couldn’t even picture going through that operation and cancer treatment after it without insurance,” says Lisa. “Insurance should be treated like a mortgage payment or rent – you HAVE to have it in life.”

Linda P. is the grooming manager in a shop that does not offer group health insurance to its em-

ployees. For months she has been working with discomfort which escalated into stabbing pains in her upper abdomen. She was sent to a surgeon who told her that her gallbladder needed to be removed – and soon.

Linda said, “When I sat down to speak with their patient service representative I was told ...Linda, you are uninsured. You will have to pay \$1700 before we can do anything for

Continued on page 38



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Protecting Your Most Valuable Asset

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you. The representative said that I was looking at a \$13,000 surgery. She gave me the surgeon's card and told me to call when I had the money."

"I make too much money to qualify for my state's *Medicaid* program, but not enough to afford my own individual insurance," says Linda. "I have medical bills being sent to me almost every day and bill collectors calling me at all hours...and...I am still living with pain."

Janice S. says, "I had to have surgery to repair tendons in my left elbow that were literally ripped to shreds. I was on disability for seven weeks. With my insurance, I only had to pay \$100 for an operation that cost \$12,000."

Cheryl P. has health insurance, but still suffers with repetitive motion injuries. "My surgery would be covered, but I have no disability coverage," says Cheryl. "I can't afford to be out of work while I have the surgery and then for the recovery time.

I work every day, sick or not, because I can't afford not to."

Then Cheryl adds, "When it comes to medical coverage, don't be fooled. The better the coverage you have, the better care you receive."

Careese M. used to have a very successful grooming salon. "I got injured," said Careese. "I had no disability insurance and no income. I had to close the shop that I was in the process of expanding. My injuries have prevented me from continuing the career I love."

Valerie T. does not have health insurance. "I have several health problems that might have been caused by working with flea dip at an early age – hypothyroidism, high cortisol, and diabetes," reports Valerie. "I can't afford health insurance. I now pay over \$400.00 a month for insulin, glucose monitoring supplies, and medications. I have so many medical expenses that I am not able to save anything. I am barely surviving, in spite of having a pretty decent income."

Barbara B. has been grooming for 47 years. "I have always had good insurance," says Barbara. "I have had three surgeries and extensive therapy on my right hand as the result of years of scissoring. In

spite of good shoes and mats to stand on, I have developed leg and foot problems. I had a riding accident twelve years ago and broke eleven ribs. I developed cervical dystonia in my neck and had denervation surgery at the *Mayo Clinic*."

Having medical coverage enabled Barbara to always get the care she needed, and allowed her to continue the career she loves for almost half a century.

As you can see, there is a huge difference between groomers who have coverage and those who don't – in the care they received, and the impact their experiences have had on their careers.

When you read about the nightmares that some of these groomers have been through, you realize how incredibly important it is to take care of your most important asset – YOU.

Have you had an experience similar to one of theirs?

You deserve peace of mind and good medical care – not continuing pain and persistent bill collectors. No one should live in fear of losing their business or home due to illness or injury.

It is estimated that there are twenty four million people who are self-employed or working for a small business that have no health care coverage.

There is no 'one' solution for those who are uninsured. However, there are an increasing number of options to help you obtain the health care coverage you need.

Todd Shelly's series of articles in *Groomer To Groomer* will help you understand the different types of coverage that are available, and help you make informed decisions about your health care options.

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Don't Leave Me!

By Catherine J. Crawmer

What is the most stressful point in the grooming experience that is equally shared by both the dog and the owner? Of course, it's the point where the client moves away from her dog and heads for the door. In this situation the client is likely to be looking at the pet as the groomer is pulling the lead in the opposite direction. The dog is similarly stressed out. His human is leaving

and he is being forced to go with someone he doesn't know. A photo of both their faces at that exact moment would speak volumes.

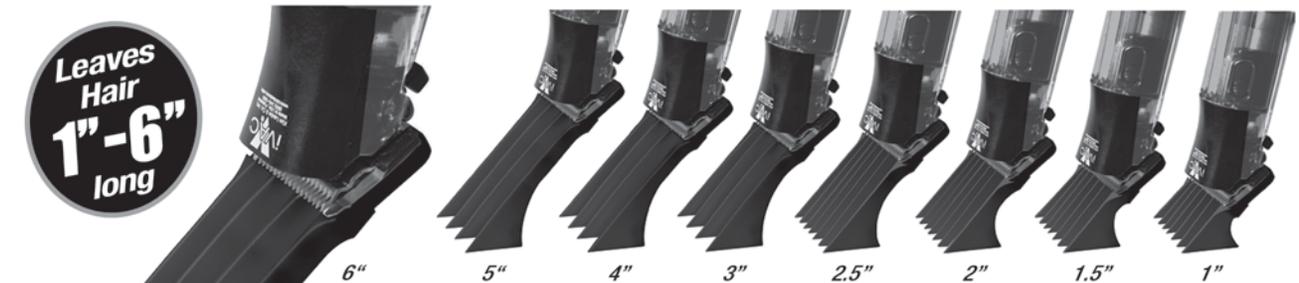
How many times have you had a client, seeing her distressed dog, return to the dog in an attempt to comfort him? All this serves only to inflame the situation

Continued on page 40

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Don't Leave Me!
Continued from page 39



even further. The two of them become increasingly more upset at the next attempt to leave. Most groomers have heard the full gamut of comments all the way from "He doesn't like me to leave him!" to "He doesn't like you!"

Some dogs put on a performance worthy of an Academy Award while screaming and clawing the floor in a determined attempt to get to their savior. He also appears desperate...to get away from you! This may be the last impression the client is left with. What an unfortunate spectacle, not only for the dog owner, but also for everyone else who may witness this scene. Not exactly good for business and certainly not an impression that we want the client to leave our shop with.

Fortunately, there is a system that works much better. While separation of client and dog is never the easiest part of the process, it can certainly be improved for most dogs and owners by a simple change in procedure. We have been using this

method in our grooming shop for many years with great success. It's simple enough, just a matter of timing really, and takes no extra effort at all.

Dogs that are presented on leash are held in place while the groomer, having taken possession of the leash, pets and talks to the dog. No attempt is made to pull the dog in any direction. Wherever the owner stops with the dog is where the groomer goes. Many dogs are too nervous in an unfamiliar place to take treats but we keep small treats nearby and offer them to any dog that will take them. Even if the dog doesn't take them, the client can see that we are going the extra mile to make her pet feel at home.

We then gently explain to the client that we have found that dogs are more comfortable going with us AFTER they see the client leave. We then wait until the client is out the door. We continue to talk to the pet for a moment more and then encourage him to walk with us. Surprisingly, immediately after the door

closes behind the owner most dogs can be led away very easily with nary a look back.

If a small dog is carried in, we always have the owner place him on a table for the pre-groom examination and discussion of the work to be done. When it is time for the owner to leave we like to keep the dog on the table, right where the owner placed him. We continue to pet and talk to him until the owner has completely left the premises. After the owner has left, the dog will provide little resistance as you pick him up and carry him to the crating area or work station.

The difference this simple change in procedure can make is amazing. The owner is left with a picture of you petting the dog. No screaming, clawing the floor or other hysterics. It is much easier on the dog as well. When his owner is gone he simply turns away from where his person was and goes with you. After all, the client is no longer there and you are the only one he knows. It is often a very dramatic shift in loyalty. Maybe it is better that the client not be there to see it!

Catherine J. Crawmer is owner of Crawmer's Grooming and Training in West Sand Lake, New York. TrainEmAll@aol.com.

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From DONS to Dogs

By Teri DiMarino

As a native New Yorker, I savor any excursion that takes me “back East” as an opportunity to visit family and friends. While the “city” is a thrill for many, it’s “home” to me. It’s always been there and I immediately settle into my groove the minute the plane touches down in LaGuardia.

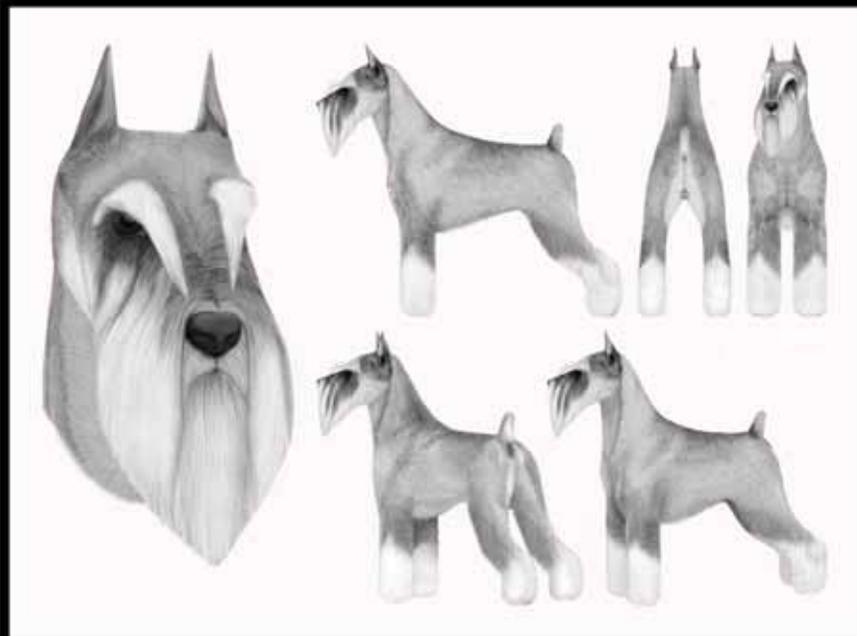
My recent trip to *Intergroom* once again found me and my honey, Jeff, as the inhabitants of my sister’s basement. *AeroBeds* are actually quite comfortable and the solace of the underground abode brings back memories of times gone by. My sister’s home in Queens is actually only two houses away from our mother’s home and she resides in the same house in which I was born and raised. Big brother and family come in from “the Island” for Sunday dinner and the annual Festivus celebration (“Festivus for the rest of us” a’la Seinfeld) and all is good in Middle Village, Queens, New York.

As a Queens’s girl there are several things that are indigenous to us and our locale. I really do speak the ‘Queens English’ and it will take me a good two weeks to purge my dialogue of the under-announced, matter-of-fact, don’t-waste-my-time dialect that drives my California-raised Jeff crazy. Queens’s people also curse a lot. That’s a fact and it just comes with the territory. So I usually have to work on that after I get home, too.

Continued on page 42



www.GroomersReference.com



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From Dons to Dogs
Continued from page 41

Another thing that identifies a person as a true Queensite is that we have all been raised in very close proximity to at least one cemetery. Years ago, with the habitation and industrialization of Manhattan and Brooklyn, burial space quickly became a premium. Queens, just across the river from Manhattan and adjacent to Brooklyn, offered plenty of wide open spaces and the farmers were only too anxious to sell off some of their less productive land for “bury patches” for the new wealthy of New York. Queens quickly became known for its grand expanses of gravesites of the rich and famous as well as the common folk of all religions, creeds and colors.

My cemetery of convenience was *St. Johns Catholic Cemetery*, a short one-block walk from my home. Occasionally a misdirected car would careen into the ominous wrought-iron fencing, graciously widening an opening for us. *St. John’s* was often used as a shortcut to the other side of the neighborhood. We would enter, greet the resting-residents, welcome newcomers and respect all of their final resting places. This “resident-greeting” would also allow us to enjoy an occasional after-hours game of hide and seek amongst the tombstones. My reverence and affinity for cemeteries as a place of local history, as well as a

place of peace, continues to this day and I am hard pressed to pass by one without bidding the inhabitants “hello”.

As a child walking through the rows of granite, I would notice names etched in the stone that were fairly commonplace to me, as my particular micro-neighborhood was rich in Italian culture. But *St. Johns Cemetery* is a special place, as it is the legendary burial place of the great Italian Family Dons. Luciano, Columbo, Gambino, Gotti and scores of others. This legacy actually provided me with certain bragging rights when asked where I lived, as those who really knew truly appreciated it. So when the chance came to do a story on a certain grooming salon that occupied a certain building in a certain Queens neighborhood I jumped on the opportunity in a “New York minute.”

My timing to wander into a busy grooming salon was absolutely the worst: 1PM on a Saturday afternoon. But I like to see a good salon in action. The owner, Tina DiToro, obviously had not gotten my phone message, as my “barging in” took her totally by surprise. But, she still found time to give me a guided tour of the once infamous *Bergin Hunt & Fish Club* owned and operated by Mr. John Gotti himself.

John Gotti garnered his fame as the legendary Don of the New York Gambino Family from 1985 to 1992. Known for his style and flair, he was touted as the “Teflon Don” since prosecutors were unable to make



Tina DiToro and Jovani, her young Standard Poodle.

charges against him “stick” until his conviction on murder and racketeering charges in 1995. He died in prison in 2002 of cancer and is buried in (no surprise) *St. John’s Cemetery* up the block from my mother’s home.

The *Bergin Hunt & Fish Club* has long been disbanded and 600 square feet of the location are now occupied by Tina DiToro’s *Dog ‘n Cat House*. The legendary red doors leading to Gotti’s personal offices have been replaced and now serve as the entrance to DiToro’s salon as well as the medical supply business next door.

Tina herself has a good piece of history to brag about. As a 35+ year, self-taught, veteran pet stylist with a successful veterinary-based grooming business, she took occupancy of the location in mid-2006 and successfully moved her company as well as her long-time employees with her.

Continued on next page



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From Dons to Dogs
Continued from page 42

Several of the groomers on staff boast 20+ years of experience, many of them with DiToro.

Tina DiToro (ironically, Italian for “the Bull”) is a successful breeder/exhibitor of Bulldogs. But we were greeted at the door by *Jovani*, her young Standard Poodle. The salon was packed with pets, attesting to her claim of 30+ dogs per day. I witnessed at least eight employees bustling around the cramped quarters, but everybody was on a mission and everybody knew the drill.

As a native, I appreciate the value of the limited space available and the creative, efficient use of every nook and cranny. This was no exception! Receptionists orchestrated the check in and check out of attractively groomed pets while technicians bathed and fluffed dogs in their stainless steel tubs. Hydraulic tables were so close they were nearly touching, but each stylist remained focused on their charges.

Looking through the salon from front to back, I tried to imagine how it once was. Gotti kept a cappuccino machine in the club and I could nearly taste the bitter-sweetness of the brew. The barber chair once gracing a corner for the Dapper Don’s daily shave is now gone, but in the back of the salon I could not help but notice that several fixtures of old still remained. I am referring to the “throne room” or the “John” to some.

The Gotti bathroom still contains decorative fixtures envied only by some of my past in-laws. The black granite vanity with its gold faucets is trumped only by the square black porcelain toilet. All of this is now garnished in a fine film of gossamer dog hair, as is nearly everything in a small, busy pet

salon. The salon cat, *Forrest*, followed me in as if to say “fugged-aboutit”.

I believe that we are followed by the past and this location is no exception. Doorbells ring when no one is there, and the salon staff half-jokingly greets John Gotti back to his club. Residents of this neighborhood still remember “the way it was” when the family watched over the area, remembering it as a safer era. This thought is still comforting to Tina DiToro.

While the average family pet is traditionally tended to by the ladies in most salons, this neighborhood salon attracts the old men. They enjoy picking up the family pet and spending a few moments in the salon, visiting with the ghosts and breathing in the air of old, along with some dog hair.

The return to my mothers’ house, as always, takes us past *St. Johns Cemetery*. I was compelled to drive through it, not only to visit the relatively new grave of my father, but to pay homage to Don Gotti and thank him for the opportunity of visiting his old *Hunt & Fish Club*.

I wonder if he had a dog.



The Gotti bathroom remains as it was.



Teri, Tina DiToro and Jovani.

Teri

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PETFASHIONWEEK^{NEW YORK}

Highlights The Les Poochs Poodle Challenge

Pet Fashion Week – NY will host an innovative new grooming competition. The *Les Poochs Poodle Challenge* will be held August 23–24.

Eight selected contestants will compete for over \$70,000 in cash and prizes, the largest award offering in grooming competition history! This invitational challenge will bring contestants from the United States, Europe, South America and Asia.

By showcasing the talents of celebrated styling professionals, this competition will reflect *Pet Fashion Week's* dedication to being an inspiring design platform to the pet industry. The concept for *Les Poochs Poodle Challenge* is to return elegance and style to Poodle grooming. Contestants will create new and innovative patterns that are clipped and sculpted.

The winner of the *Les Poochs Poodle Challenge* will be awarded \$5,000 in cash, *Michel's Signature Black Damascus "M" Collection* shear (\$30,000 value), a limited edition electric table from *Edemco* (\$3,000 value) and a Cover Photo on *Groomer to Groomer* magazine. The event will be judged by the most prestigious judg-

ing association in the world, *The International Judges Association*. The judges are: John and Vivian Nash, Kathy Rose, Joey Villani, Naohisa Tsujihara, Shirlee Kalstone and Kitty Dekeersgieter.

John and Vivian are co-founders of *The International Judges Association*, the *Nash Academy of New Jersey* and the *Nash Academy of Kentucky*. Both have been recognized internationally for their success and contributions in the grooming industry. Kathy is the Team Director of *The International Judges Association* and an international top-winning stylist. Joey, judge for *Animal Planet's Groomer Has It*, is the president, director and owner of the *Nash Academy of Animal Arts* in New Jersey. Naohisa, an award winning groomer, breeds and shows Poodles and Miniature Schnauzers. He is also an instructor and demonstrator for a popular grooming magazine in Japan. Shirlee is the founder of *Intergroom* and has authored 15 books including, *Poodle Clipping and Grooming: The International Reference*. Kitty, of Bel-

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gium, is an award winning groomer in Europe and America. She is the creator, owner and designer of *Tikima Pro Wear* and an international speaker for grooming seminars.

The *Les Poochs Poodle Challenge* is proudly sponsored by: *Les Poochs, Pet Boutique & Spa, Edemco, GroomingBusiness, Pet Elite, International Judges Association, Inter-groom, RonisDogs* and *Blue Rocket Sales*.

For additional information about *Pet Fashion Week*, please visit www.petfashionweek.com.

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Missy Gullett
Continued from page 8

of grooming on to her daughter. Jennay is already grooming dogs, and her career started early too. "Jennay has been bathing dogs since she was five years old," says Missy with a smile. "She would stand on a stool at the tub and scrub dogs."

Missy thrives on setting goals for herself and then reaching those goals.

Last year Missy faced a challenge that she neither asked for nor wanted. Missy was diagnosed with cancer.

"I had to close down my business for a little while when I was undergoing treatments," said Missy, then quickly adds, "It's a miracle – but I beat it!"

Putting that battle behind her, Missy is setting her sights on some new projects. "One of my next goals is to become certified," says Missy. "When prospective clients call and ask me if I am certified, I want to be able to say 'Yes!'"

"Also, I'm getting ready for the next creative styling competition in Pasadena. In fact, I have my next six creative themes planned out."

How does this super busy single mom do it all? How does she run a successful grooming salon, overcome a serious medical condition, compete in creative grooming contests, and improve her career by seeking certification?

Missy Gullett carves her dreams from mounds of hair, and when touched by tragedy, turns it into triumph.

Groomer Has It On the Cover
Continued from page 14

WWPSA show and was judged by the late, great Liz Paul. She and a friend competed in the Creative classes for three years running and she won awards each time. The *GHI* win and *GTG* cover leaves her undefeated in this class! She took this "will to win" to her *GHI* interview, which she found news of on Craig's List, screen-tested at the Eukanuba Championship in Long Beach, garnered a spot in the first twelve and the rest is history. Ironically, Kathleen does not traditionally watch a lot of television and had to buy a TV and have cable installed in her home in order to watch *GHI*!

Given her lack of television savvy, Kathleen actually did not know what to expect from a reality show. Thinking it would be more like a grooming competition, she was actually pleased with the "Quick Sniff" challenges, finding them fun as well as educational. "I had fun baking dog cookies, designing doggy fashions and hearing what a pet physic had to say."

In a predominantly female operated industry, Kathleen was ironically the last woman left on the show. In her typical tongue-in-cheek style, she answered "I live with two sons, my husband and male show dogs. I was used to the smell :)."

And what do your clients think about the show? "They absolutely LOVE IT! I need about a million copies of *GTG* for all of them."

There has been much discussion among groomers and on the message boards about *GHI* perhaps not portraying groomers in a "real" everyday environment. Kathleen's comments reflect a healthy marketing strategy. "Anything that gets people talking about grooming or helping homeless dogs is good. Even with some of the conflicting comments made on the show it has stimulated conversion so how can one go wrong?"

Kathleen's *Groomer To Groomer GHI* photo model was "The Amazing *Scruffy*", a four-month old, never-been-groomed puppy she plucked from the dog park and she thanks the owner for trust-

ing her with him. *Scruffy* was extremely tolerant for the four-hour groom and photo shoot, but Kathleen confesses that they stopped the photo shoot early when he became tired. "...but he gave me the shot I was looking for."

Three questions I felt that needed to be asked;

What was the most fun you had on the show? "Without a doubt the *Mobile Grooming Challenge*. After being locked up for so many weeks it was fun to get out and about! I have a whole new respect for mobile groomers after that."

What was the least fun? "Watching people leave the show :("

Would you do it again? "A big YES!"
Thank you Kathleen!

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Solid Gold researches the ingredients that go into its products very carefully. The owner, Sissy Harrington-McGill, recently went to India to study ayurvedic herbs. The biscuit treat, Solid Gold's Cinnabone Biscuit for dogs, was of a special interest.

Sissy has been breeding, showing and raising Great Danes for almost 50 years. Her dogs are fed at 6am and at 6pm. We all go to bed at around 10pm. If she forgets to give them their night-time biscuit, around 2am, a very loud yawn is heard saying, "I'm starving to death. Feed me my biscuits."

Then, they go back to sleep through the night. Their people are well trained!

Of all the five biscuit recipes, Cinnabone Biscuit is the all-time favorite. South East Asia is known for its cinnamon. Nothing is too good for our fur kids.

Cinnamon information first appeared in Chinese writings around 2800 B.C. It was given to people for a variety of ailments. It helped with kidney, liver, and heart problems. It was used to keep meat from spoiling and kept disease from spreading due to its anti-bacterial properties.

In the first century A.D., Pliny, the Elder, thought that cinnamon was so valuable that 350 grams of cinnamon were equal to 15 times the value of silver.

Medieval physicians used it for respiratory problems such as coughing and sore throats. They didn't know how effective it was for bacterial infections. They just knew that I worked.

Cinnamon was thought to have an anti-aging use, since it slows down the deterioration of cells.

Today, cinnamon is used for weight control and Type II diabetes. The Bellville Nutrition Center is under the auspices of the U.S. Dept. of Agriculture. Their 2003 study found that cinnamon lowered glucose, triglyceride, LDL cholesterol as well as improved diabetes problems.

The department also found that it helped with insect problems. As an additional bonus, the department found that even after the experiment was over, all the beneficial effects continued for 20 more days.

A professor of nutrition at the Public School of Nutrition at the Harvard School of Public Health was amazed at the long lasting results. Dr. Anderson of the U.S. Dept. of Agriculture said, "Cinnamon makes cells more sensitive to insulin."

Cinnamon contains sulphur, the seventh most prevalent substance in the human's and dog's bodies. Dogs love cinnamon. Fleas, ticks, flies and mosquitoes hate sulphur.

In 2004, the island of Taiwan found that if they sprinkled cinnamon around the island, it killed mosquitoes larva more effectively than DEET, a common pesticide. On July 14, 2004 a recommendation was made from the Agriculture and Food Chemistry Dept. in Taiwan to use cinnamon to repel insects. Yet, if the dogs found the cinnamon and ate it, it wouldn't hurt them. Dogs love cinnamon.

From Sissy's notebook about India in the spring of 2008, she tells what she observed.

"The elephants and camels are common beasts of burden in the city of Bombay (now called Mumbai). They poop all over as they walk along. The sacred white cows stop traffic and walk into the street, into shops-pooing all the way. Traffic comes to a dead stop as the cows wander across the streets.

At night, women come out and gather up the poop, mix it with straw, dry it out, and use it for fuel for cooking.

In the early 1800's in the U.S., pioneers also collected Buffalo Chips and Cow Pies for the same reason.

The chips were so valuable that they were shipped to various ports as cargo. At first, they were stored into the bottom of the ship's hold. But they produced methane gas. So, if someone approached the chips with a lighted lantern, it exploded.

So sailors marked on the ship's walls STORE HIGH IN TRANSIT to let the air circulate. Later on, the abbreviation S.H.I.T. was used.

I always thought that expression was used by dog handlers as they left the ring, if they didn't win.

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Groom Expo to feature Stars from "Groomer Has It"
Continued from page 35

On Wednesday, an all new and exciting day-long Bus Tour will go to three top grooming, boarding, retail and training facilities in Berks Country and will stop at some antique malls in Adamstown, the *Antiques Capitol of the USA*. Thursday will feature the *Amish Fling* bus tour.

On Saturday and Sunday, the Expo will host 49 one-hour long seminars with over 38 top speakers on grooming, business, boarding, training, retail and management topics. See the *Puppy Playground*, *Dancing with Dogs Competition*, and *PetSmart IJA and Groom Team Sanctioned GroomOlympics Tournaments* with over \$25,000 in prize money. *PetSmart* alone is offering \$8500.00 to the *Best in Show* winners in three levels. Regular classes are the *Andis Poodle Class*, *Gibson Governor Terrier Class*, *Lambert-Kay Sporting Breed Class* and *Tropiclean Mixed and Other Purebreds*

Class. Petco is sponsoring the *Best in Show Reception* on Saturday Evening. Specialty Classes will include the *Nature's Specialties Winners Circle Class*, *Barkleigh Creative Styling Competition* and the first time at *Groom Expo*, the *PetEdge Super Model Dog competition*.

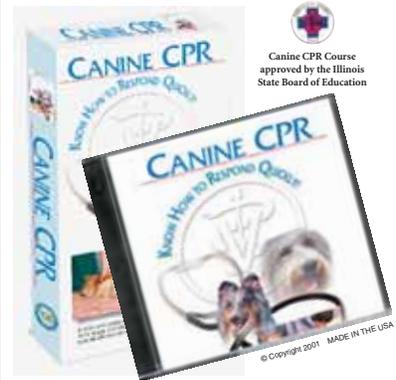
Judy Bremer Taxman will host the Luncheons, Saturday night *Dancing With Dogs Invitational* and the second *Opening Night Party* featuring the *Groomer Has It Reunion*.

This show promises to be the best yet... celebrating *Groom Expo's* 20th year! Happy Birthday, *Groom Expo*!!!

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For more information about the show, call *Barkleigh Productions, Inc.* at (717) 691-3388 or e-mail at info@barkleigh.com. Visit our website at www.groomexpo.com. Request Reader Service Card #5225.

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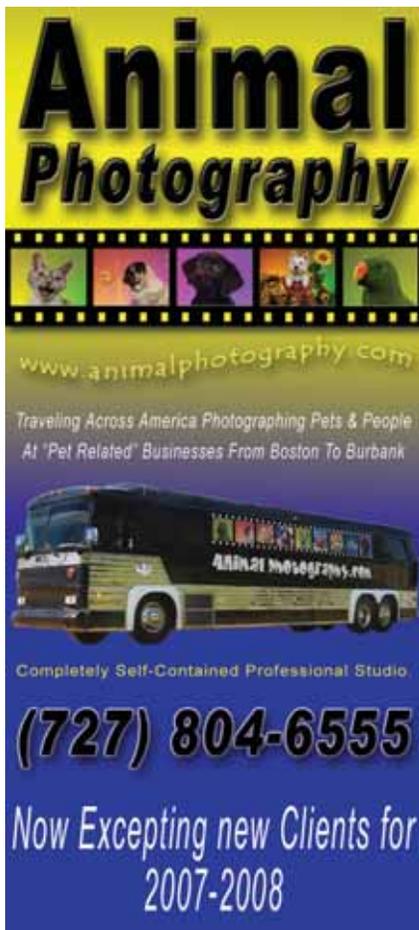
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Sally's Desk

Continued from page 5

have the guts to sign their name? They couldn't even spell *focusing* right. And how in the heck did this show reflect on personalized pet grooming and the groomer - client relationship?

Well, I guess those contestants were right. Groomers can be nasty. Instead of enjoying the fact that there are tons of occupations out there, ours was selected. Are they "catty" with each other on the show? Of course! They are living together, first off... and secondly, THIS IS TV folks! That is why people tune in.

This show is not a documentary about grooming. How fun would it be to watch Sally at *Shear Heaven Dog Grooming* (the name of my salon, years ago) squeeze anals, remove gunk from eyes, make appointments and clean up poop? Get a life! You would have to wait a long time to see that on *Discovery* or the *History* channel.

Why not be happy for the positives and for the contestants themselves? A lot of those groomers were down right good. Some had great people skills when dealing with clients. None were abusive or even harmed one pet (something that absolutely does go on behind some closed grooming doors). And for pet owners, it showed how tough it is to groom a dog. Who of us would have faired well on those matted Briards, Chows... or the cats?

I am sure many pet owners have gotten a dose of reality from that reality show. They can see how hard we work on biting, wiggling creatures and still turn out a masterpiece.

And guess what? We are getting good press out of this. *NBC's Today Show*, as well as other national shows, have featured three of the contestants doing makeovers on shelter dogs. I will take that any day instead of local and national reports of how a dog died at the hands of some maniacal groomer, or how a dog was "cooked" in some deadly dryer. What press would you rather our industry have?

Give me more! I have enjoyed *Groomer Has It*. Hats off to those groomers who pushed our industry a little higher... even if it is only for the fun factor. I understand it was so popular that they are going for a second season.

And give the contestants a break. Shake their hand if you meet them at Hershey or pat them on the back. At worst, they are only so-so groomers who love our industry, and will learn and get better. At best, some of them have a lot to teach us about grooming, handling, client relations and projects they are working on such as eliminating puppy mills or teaching inner city project kids how to care for their pets so they don't end up in shelters. These contestants took a chance, and put their reputations, and feelings, on the line.

I for one support them. I hope you will too! God bless you.

Sally



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