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"The Grooming Industry's Trade Magazine"

Vol. 28 Ed. 2 March 2009

Groomer



Grooming with
ALDHA!



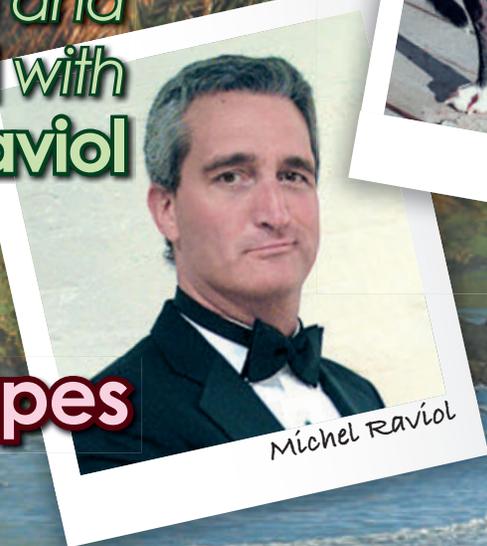
Jeannine and Tara Camp

Be Careful
with the
**Knees
Please!**



Photo by Louie's Bath

Up Close and
Personal with
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Michel Raviol

Coat Types

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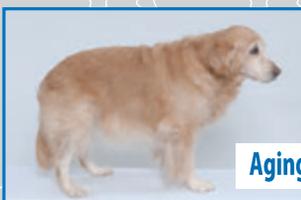
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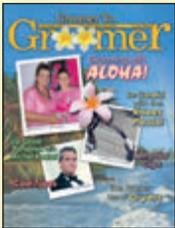
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Groomer To Groomer

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Off the Top of My Head by Todd Shelly



This Old House

I

bought my grandparent's house about two years ago. It is a small bungalow style home right along a quarter mile wide creek. The house was originally built to be a summer cottage in the 1930's.

As a child, going to my grandparent's house was always an adventure. There was a rowboat to take on the creek. A wildlife filled wooded hill behind the house. And a tractor that would attach a small trailer that my grandfather would use to load my brother, sister and I onto for trips down the private road. The house has a nice wrap-around porch and other features that give it character.

The problem was, my grandparents were getting up in age. They couldn't do as much to upgrade, let alone maintain the house. So, when I bought it, I was taking on a huge Do-it-Yourself project.

I figured it would be fun and rewarding – not to mention cheaper, to fix up the house myself. Of course, I don't know a lot about those things, but they do make it look easy on shows like *This Old House* and *Trading Spaces*. And they made it look really fun!

I sought out several opinions on how I should handle the project. Some suggested doing one room at a time. Others recommended I gut the place and start from square one. I was constantly back and forth about what I wanted to do. I initially decided to take it slow and actually nearly finished a room. But that was a cumbersome process, so I decided I was probably better off just gutting the house.

Once I had almost everything ripped out and the subflooring exposed in all rooms, the house looked like an abandoned construction site. At one point a visiting friend looked around and blurted out, "It's so sad that your grandmother had to live here!" I tried to explain that I had gutted the place, but she couldn't see past the carnage that was in front of her.

I'd like to say that I worked hard, put the time in when I could, and am now the proud owner of a beautiful remodeled house. That, of course, is far from the truth. Three years later, my house is a slightly improved, well intended construction site. I should have known from the start that I wasn't going to have the time to invest in such a large project. And, honestly, I don't have the skills to do it right. I've decided that it is time to just pay a professional to do the job.

Building a house is a lot like starting a business. Or, in my case, remodeling a house is a lot like taking your business in a different or new direction. It is important to gather as much information as possible. Gain as many ideas you can from experts or people that have been through it. However, in the end, you know yourself and your business better than anyone else. When you are as informed as you can be, ultimately make decisions based on your personal instincts.

I could have saved myself a lot of hassle if I would have realized that from the start.


todd@barkleigh.com

Pawsatively Posh

by Audrey Ulrich



The Groom Room GROOMING WITH "ALOHA"!

Recently I traveled to Oahu, Hawaii for some R&R and a dose of sunshine. Oahu is home to Honolulu, Waikiki Beach, Pearl Harbor, the Banzai Pipeline, beautiful mountains, pristine beaches and *The Groom Room*; an exclusive doggie destination in Ewa Beach offering spa grooming services, retail boutique, pet photography, dog day care, and overnight boarding to pampered pets.

While on my visit I learned that the *Spirit of Aloha* is what infuses the island with love and goodwill. "Aloha" in native Hawaiian means peace and love. It is used as both hello and goodbye. One of the native Hawaiians I met put it this way, "We never really say goodbye. We just wish you peace and love. You feel the *Spirit of Aloha* when you come to Hawaii because everyday, millions of times a day, people bless Hawaii with this message."

For Jeannine Camp, owner of *The Groom Room*, that feeling began

at just five years old when her father took her to see *South Pacific* at a brand new movie plex in her hometown in Rhode Island.

"I fell in love with Hawaii and promised I would move there when I was of age," she says. That was over thirty years ago, and Jeannine is still just as captivated by the island's beauty as when she was as a new visitor.

Jeannine has always believed in following her dreams and five years ago she decided to follow her dream of working with animals. "I was working in the medical field. I groomed my poodle, Louie, and everyone was always saying I had a talent for it and I should be a groomer. One day I just said 'Let me look into that'." She opened the paper and saw an ad offering *The Groom Room*, a 500 sq. foot shop for sale.

Jeannine's daughter, Tara, was working at a world class spa for pampered people on Oahu's North Shore

when she teamed up with her Mom at *The Groom Room*. Like Jeannine, Tara shared a lifelong love of animals, and her talent for creating a spa experience was exactly what they envisioned for pets visiting *The Groom Room*.

"The previous owner just did whatever types of jobs and was never really able to succeed with that. We wanted to take things to the next level and I knew that with my background in business and Tara's experience in the spa industry we could do it," says Jeannine.

Jeannine also knew that her deep love and compassion for animals would have to be center stage in this new venture. "I couldn't do the dogs for people who weren't willing to take the minimum care for them. My heart ached for animals that were not well cared for." So began their quest to establish the first pet spa in Ewa Beach.

Despite challenges along the way, they stayed focused on their vision. Jeannine recounts, "There are no grooming schools in Hawaii so we took an online course through JKL which did a good job of teaching us the basics. Although, I have to admit,

Continued on page 8

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Continued from page 6

in the beginning all my grooms had the same flavor. But I knew that if I concentrated on giving the best service possible and loved the dogs the way I did; I could make the clients happy.”

Jeannine believes in the law of attraction and the role of having a strong positive view in attaining your dreams. She opened knowing that *The Groom Room* would become the premiere pet spa in the area. And in answer to her dreams, Lee Johnson, a retired master groomer from California came in during their grand opening week and offered his help to the promising start up. “He just walked in and offered to help because he loved grooming and missed the dogs. We learned so much from him, and he still comes in because he loves working here,” says Jeannine.

For *The Groom Room*’s new spa focused grooming salon; Tara designed a spa package that would make any owner jealous. How many of us get a monthly massage? And that’s just one of the services lucky pups receive when they come for their spa day. “In addition to the basic ear cleaning and gland check, pets also receive a “pawdicure” which includes nail filing, oatmeal foot soak and cuticle scrub, a multi step bath featuring gentle shampoos applied using a soft scrub brush to help remove dead skin and hair and improve circulation, finished off with a massage and



remoisturizer. The pets are totally relaxed by the time they get their haircut,” says Tara.

The Groom Room’s success meant they quickly outgrew the original shop location. “We were fanny fighting in there!” laughs Jeannine. Their clients were clamoring for them to add more services such as dog day care and boarding since Ewa Beach is rather isolated from the rest of Oahu where these services were available. *The Groom Room* made the move early this past September so that they would

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be settled in before the busy holiday season. "Our clients came in with tears in their eyes, hugging us and congratulating us. We have the best clients in the world!" proclaims Jeannine, "When I check them out, I always thank them for blessing our lives and let them know how much I appreciate them. Without them we wouldn't have anything."

Everywhere you turn at *The Groom Room* you find beautiful details that draw you in and captivate a sense of whimsy as well as relaxation. Tara's eye for design runs throughout the facility from the beautiful color scheme of pinks and black, to the chandelier over the reception area. The front area includes an expanded retail boutique featuring high end apparel, leashes and toys as well as high quality foods, treats and supplements by

Solid Gold (Request Reader's Service Card #5841). They have also beautifully displayed the grooming products they use and recommend, including shampoos and conditioners by *Nature's Specialties* (Request Reader Service Card #5842), *O.P.I.* pet nail "pawlish" (Request Reader Service Card #5855), and a great selection of bows stylishly arranged on a wrought iron tree branch.

The waiting area features bistro tables where pet parents can relax with a cappuccino while their babies are pampered. Beautiful framed photos throughout the front area advertise an additional service offered by *The Groom Room: Foo Foo Photography*. Several times a year they host a local photographer who does photo sessions for their clients.

The dog day care is uniquely arranged behind the front counter. It features an attractive vinyl fence and home style furnishings. Clients stopping by can see the pets enjoying themselves in the day care suite.



The adjacent overnight area features roomy cottages where pets retire for the night after a day of being cared for in the play area

"We have clients who come from the outer islands to board their pets with us," says Jeannine. She also tells me of a special elderly couple, Mr. and Mrs. Donald Erickson, whom she first met when they came

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Pawsatively Posh
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in, as newlyweds in their 80's, to ask for advice on what type of dog to get. "I told them that if they wanted a dog that would really be their baby forever I would get a Poodle or a Maltese." On her advice, the couple got a loveable Maltese they named *Mimi*. They have since moved to Honolulu to be closer to services

because they can no longer drive. "But they still bring their baby to us every month for grooming! They take a taxi \$75 each way to bring her here and we groom her while they wait."

This type of personal connection is why their spa business is booming. Jeannine and Tara now have a staff of six groomers who groom up to 50 dogs a day. The newly expanded finishing room features *L.I.P.S.* (Request Reader Service Card

#5847) tables each with an overhead positioning system. The biggest expansion was the bathing area which now has several wash and dry stations featuring tubs by *Forever Stainless Steel* (Request Reader's Service Card #5844) and *Tailwind* dryers by *Lange* (Request Reader's Service Card #5843). Additionally, the salon has a separate office with kid's area and a break room featuring a kitchen.

One of the biggest benefits of owning their own business is that Jeannine and Tara can bring their babies to work with them. Jeannine's baby, *Fifi*, is an adorable toy poodle dyed a coordinating shade of pink that spends her days entertaining everyone who walks in the front door. And Tara is able to share her love of animals with her children *Lilikoi*, age 4, and *Styles*, age 2, who are already following in their family's footsteps. *Lili's* job, as she sees it, is to play with the dogs that are in the daycare area, "And rearrange the retail products!" laughs her mom. "The kids are very well behaved and outgoing because of being raised here," beams Grandma Jeannine.

Walking through the salon you notice all the details that are both beautiful as well as practical, but is there anything that didn't go as planned? Jeannine lets out a sigh, "Definitely the floor. We had the concrete floor finished with bright pink *Miracote* epoxy floor paint, which looks great, but we left too much texture on the concrete which makes it hard to clean. We could have done a lot less texture and still had good traction for the dogs."

Jeannine and Tara extend their enthusiasm to other groomers too. Jeannine tells me, "I don't believe in competition. I believe in sharing ideas and building friendships." She calls the other groomers she's met over the years her "Sisters in Grooming."

With so many new things happening for *The Groom Room*, is

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their anything that they are looking forward to in the future? "When the kenneling gets busy we have room to double the number of cottages. I'd also like to bring a grooming school to Hawaii. I love teaching people how to groom and sharing what I know. There is a growing demand for quality groomers here." I shared with

Jeannine information on the *Golden Paws* grooming school franchise (*Request Reader's Service Card #5840*) which makes it easy for busy salon owners to add a grooming program to their business. *The Groom Room* certainly has the right formula for students lucky enough to be taught by Jeannine and Tara. Mitzi Parrish, President of *Golden Paws* agrees, "Good grooming schools are in demand all over the country. A grooming school adds a great financial as

well as personal reward. Not only are you helping that student achieve their dreams, but you are also ensuring great care for all the pets that student will touch during their career."

Does Jeannine have any advice for groomers worried about the economic forecast? "I don't believe that worry is a good way to spend your time. I have never worried about money. I just do what's best for the client and the pet and the rest will come." Jeannine's positive thinking continues to draw blessing to their business. "I was thinking about ways to promote this business because the new location costs a lot more to run, then you contacted me out of the blue [for this *Groomer to Groomer* feature], a local magazine called us to do a story, and a TV station called to set up a live 2 hour feed from the store right before Christmas!"

The last time I spoke to Jeannine I was housebound with a cold, under a mountain of snow, and single digit temperatures. Jeannine teased, "When my family back in Rhode Island complain about the weather I tell them that it got so cold here I had to put on a long sleeve t-shirt!"

By the time this article goes to print I will hopefully be thawed out from a long winter daydreaming about "grooming with aloha." But if I'm finally done for good with all the snow, I'll remember Jeannine's warm, sun-kissed smile and her last invitation to me, "Sister, come join me in Hawaii!"

Related web sites:
www.groomroomhawaii.com

Audrey Ulrich and her husband, Matthew, own *The Barking Lot, Inc* in Richland, WA. They are dedicated to helping every groomer reach their full potential. Audrey will be back in her home town of New York City in April. If you have a "Pawsatively Posh" salon in the NYC area and would like to be featured in an upcoming issue of *Groomer to Groomer* contact Audrey at info@barkinglotfriends.com. © Audrey Ulrich 2008

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Photo by Louie's Bath

**BE CAREFUL
WITH THE
KNEES PLEASE!**

THE two most common knee problems that veterinarians see dogs for are a *luxating patella*, more commonly known as *dislocating kneecap*, and a *ruptured anterior cruciate ligament*. Some dogs may suffer from both ailments simultaneously. Today we will discuss the *ruptured anterior cruciate* problem and how it relates to you the groomer.

Let's begin by looking at the anatomy of the knee and discovering exactly what the *cruciate ligament* is and what function it has. There are two *cruciate ligaments* in the knee and are found not outside the joint like most ligaments, but inside the joint. The ligaments are called *cruciate* because they cross. The cruciates are given their names according to their location.

The ligament that is most commonly involved with injury is the most forward ligament called the *anterior cruciate ligament* or the *cranial cruciate ligament*, two names for the same structure. The other ligament, as you might guess, sits a little further toward the back and is called the *caudal cruciate ligament*. Even though injuries to the *anterior cruciate ligament* are common, the *caudal cruciate ligament* is hardly ever involved.

The *cruciate ligaments* serve to stabilize the knee to prevent any sliding action in a forward or back direction. When the *cranial ligament* weakens or tears, it allows the tibia to move in a more forward direction than is normal, creating stress and discomfort as the other ligaments of the joint and the joint capsule are stretched. One of the ways a

Continued on page 18

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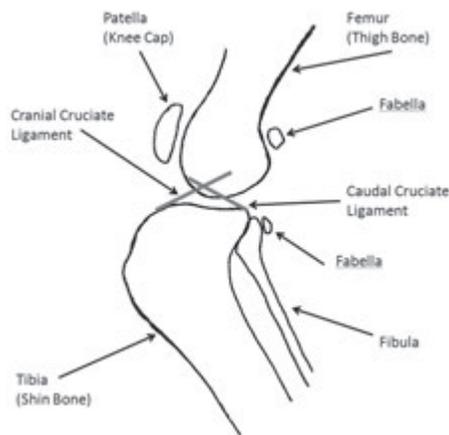
Be Careful with the
Knees Please!
Continued from page 16

veterinarian will check for a torn *cruciate ligament* is to grab the knee above and below the joint and to see if there is excess forward and back movement, referred to as a drawer sign.

Sometimes a ligament tear will pull away a small piece of bone with it as it rips from its attachment, which can later become trapped or pinched during normal joint movement creating another pain source. Often the cartilage on the inside of the tibia called the *medial meniscus* may tear as well.

When the cartilage is torn, it may create a clicking sound as the dog walks.

The most common symptom associated with a torn *cruciate ligament* is a sudden lameness. For large healthy dogs, this commonly occurs after vigorous exercise and happens when the dog makes a hard turn creating a twisting of the knee and tearing a ligament. Large breeds known to be especially prone to ligament tears are the



Neapolitan mastiff, Newfoundland, Akita, St. Bernard, Rottweiler, Chesapeake Bay Retriever, and American Staffordshire Terrier.

Another common cause of torn ligaments in any breed is related to chronic obesity which puts added strain on the knee. Some of these patients may also be affected with *Cushing's disease*, an overproduction of *cortisol* by the *adrenal glands*.

Long-term high levels of *cortisol* can cause many things including a tendency to be overweight and a weakening of all body tendons and ligaments. These dogs may show a more

gradual onset of symptoms as the *cruciate ligament* stretches or partially tears and permanently lengthens. Or they may show a sudden onset of signs usually associated with a jump that tears the already weakened ligament.

A suspected torn *cruciate ligament* should be given attention soon because early signs of arthritis may develop as soon as one to three weeks after the injury.

Some dogs, especially the small breeds, may seem to get better after a few weeks or a few months have passed. This is usually due to the joint capsule responding to the instability and thickening to help support the joint. Even though the outward signs may seem to be reduced, these dogs are still prone to develop arthritis in the knee.

Prompt surgical repair is almost always the best solution. There are a number of surgical techniques available and all of them in one way or another are designed to stabilize the forward and back sliding of the knee after the ligament has torn.

Continued on page 20



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WHY SOLID GOLD DOESN'T USE SUNFLOWER OIL

The Swedish National Cancer Institute conducted a breast cancer study on women. The study divided the women up into three groups. One group was given flaxseed oil, the second group was given canola oil, and the third group was given sunflower oil.

At the conclusion of the study, the flaxseed and canola oil groups showed no difference from before the study. But the sunflower oil group showed a 69% increase in the risk of cancer. The study was concluded in 1999.

When the health food stores read the study, they removed sunflower oil from the shelves. Immediately, sunflower oil became the cheapest oil available since no one wanted it. Just as immediately, many dog food companies put it into their dog foods.

Some dog food companies claim that their sunflower oil is organically grown. They just show their ignorance! Whether it is or not, has nothing to do with the cancer problem.

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However, other oils are way off-balance. Sunflower oil has no omega 3's, but has 233 parts omega 6's. This is the disaster! Safflower oil is worse with no omega 3's and 243 omega 6's. Corn oil is the worst of all. It has no omega 3's and 310 omega 6's.

Solid Gold uses no soybeans (sometimes referred to as lecithin), no wheat, and no corn. These are the most allergic grains of dogs. They make the dog chew at the root of the tail and lick their feet. We use amaranth, millet and quinoa, the non-allergic grains.

In 2007, 197 brands of pet food were recalled. They were made in China that caused the death of 6,000-7,000 pets and made 300,000 become ill. Some of these contaminated pet foods were recalled in May, June, July and again in September. Solid Gold is made in the United States and was never recalled.

Some of the Chinese-made dog foods were recalled three and four times.

Please note that Solid Gold uses hermetically sealed (like vacuum packed) bags. We originally packed the bags to 98% sealed. Unfortunately, that didn't work out. During transportation, the bumps, called dimples, would rub against each other and make holes. We now pack at 93%. The less rigid bags don't create transportation holes. Thus, if your bag is not bumpy, don't worry about it. The one-way valve lets air out, never in. During trucking, the weight of the top bags on the stack jiggles! They press out some excess of the 5% air on the bottom bags valves. Remember, this is a one-way valve. Air can go, out but never in.

Never pour out the contents of the bags into another container. During the act of pouring, you expose the contents to oxidation. If you wish to use a storage container, put the entire bag into the container without emptying it.

We use plants that repel pests. Plants cannot run away from pests. They have to deal with them. They release volatile substances in to the air to attract predators of the bugs. This research was confirmed by Professor C.S. Ramen at the University of Texas Medical School at Houston, Texas.

So, if you want a healthy pet food, feed Solid Gold.

*“Do not go where the path may lead,
go instead where there is no path,
and leave a trail for others to follow.”*

Ralph Waldo Emerson.

Solid Gold is the only dog food company that is a member of the Organic Trade Association, the American Nutraceutical Association, the Medicinal Food Association, Nutraceutical Foods Association and the Life Extension Association.



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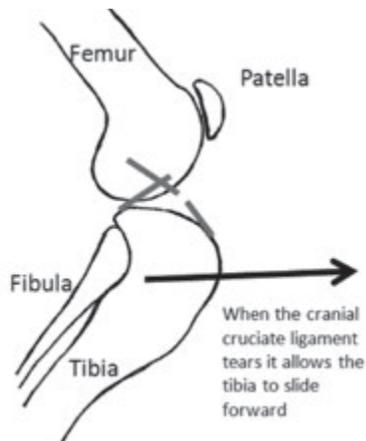


Be Careful with the Knees Please!
Continued from page 18

There are two important roles that the groomer plays regarding *ruptured cruciate ligaments*. The first is to be an informed provider; having the ability to recognize a potential knee problem and bring it to the owner's attention. The second and more important role is to put into place best practices to avoid creating a knee injury at the salon.

Always provide **good footing** to prevent a dog from slipping and potentially becoming injured. Another is to always **help a dog up and down** from the grooming table or **in and out of the tub** so that they are not jumping and putting excessive pressure or twisting action on the knee. The running in place that dogs will often do as they are being taken from a cage or a tub also sets the stage for potential knee injury.

Finally positioning during a groom is also important. Be aware of any twisting or pulling force that may be transmitted to the knee during



grooming. For example, if one is holding a dog's leg below the hock and the foot is rotated toward the body and pulled in a rearward direction, the rotational force could potentially tear a ligament. If you're standing behind the dog this would be a clockwise rotation for the right leg and a counterclockwise rotation for the left leg.

With this said, know that a **rotational force in any direction** has potential to damage the knee. Even a straight back struggle with the dog trying to pull the legs away from the groomer may be enough to tear a weakened ligament. When you find

this happening, it would be wise to stabilize the knee with one hand or to have an assistant help you to do the same. Keep in mind as stated earlier that chronically overweight dogs are especially prone to tearing a ligament.

With this knowledge you will now be better able to recognize a patient with a potentially torn cruciate ligament and to educate the owner on the importance of a quick diagnosis so as to lessen the degenerative changes that rapidly occur after this type of injury and be better prepared to prevent a knee injury during a grooming visit.

Dr. Harrell is a former multi-veterinary practice owner and current business coach to the pet industry and pet health advisor for Oxyfresh Worldwide. 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 or by calling 863-370-6298.



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Economic Woes...

No Competition for Americans' Dedication to Their Dogs

A survey conducted in December 2008 by the American Kennel Club shows that despite a tough economy, pet owners are willing to sacrifice many daily luxuries to provide for the needs of their canine companions.

The survey of over 1,000 people on www.akc.org found that more than 96% of respondents with a taste for gourmet coffee would give up their latte habit to save money for their dog's expenses. Ninety-seven percent also said they would forgo massages or spa treatments in order to afford a vet bill, and nearly 79% would cancel a teeth whitening appointment so that *Fido* could have his annual teeth cleaning.

The only item that seems to compete with people's love for their pooches is internet access, with more than 70% of respondents indicating that they would not be able to abstain from their web addiction. One respondent would give up "pretty much anything. I need the gym and I need the internet, everything else is fair game."

"In general, people are more dedicated to their dogs than ever before. No doubt dogs bring comfort and stress relief to many people during this difficult time," said AKC spokesperson, Lisa Peterson. "This is reminiscent of what we saw during Hurricane Katrina. With people facing great hardship, many remained so loyal to their pets that they were willing to risk their lives. Our survey demonstrates that they are also willing to forgo some of life's luxuries for the welfare of their pets."

The survey also found that during the holidays, most dogs still find a bone under the tree. More than 69% of respondents would cut back on gifts for their friends or extended family before they would skimp on holiday gifts for their dog. Nearly 9% would even scale back on gifts for their spouse before cutting back on presents for their dog.

Healthcare is another area that dedicated pet

Continued on page 24



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Economic Woes....
Continued from page 22

owners seem to be consistent about. PetPartners, Inc., provider of the AKC Pet Healthcare Plan (Request Reader Service Card #5848), says that sales rates are holding up and owners are renewing their policies in consistently high numbers. This shows that pet owners view pet insurance as a way to manage their pet's health care costs. Some dog owners have even opted to purchase health plans for their dogs over themselves. One survey respondent admitted, "My Cavaliers have health insurance, however, I do not."

Holiday Gifts

- 81% of respondents purchase gifts for their pups during the holidays
- 69% spend up to \$50; 24% spend \$50-100; only 3% spend

more than \$150

- 59% planned to spend the same amount on gifts for their dog as they did last year

Giving up Like for Like

- 67% would cancel their travel plans if they could not afford to pay to board their dog.
- 65% would regularly eat Ramen noodles before they would skimp on their dog's high quality food.
- **59% would perm or color their own hair in the kitchen sink in order to keep Fido's appointments at the groomers.**

Cutbacks Owners Are Willing to Make For Their Dog

- Eat more meals at home (97%)
- Cancel gym membership (72%)
- Cancel cable or satellite service (50%)
- Curb spending on new clothes (94%)

- Push back plans for home remodeling (89%)
- Forgo buying new car or buy a less expensive model (88%)

Money Saving Techniques

- 52% look for sales and/or clipping coupons before shopping for pet products
- 48% are purchasing fewer toys/treats and other non-essential dog supplies
- 34% have begun buying dog food in bulk

The American Kennel Club, founded in 1884, is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its nearly 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 20,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests.

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REQUEST READER SERVICE #5888

Up close and Personal with

Michel Raviol

Recent shifts in the world economy have many professional groomers wondering where their next dollar may be coming from. I found myself compelled to ask some of our industry business people to comment on where they felt things were going and how the business-conscious pet stylist might be able to avoid the pitfalls that are portrayed through the media on a daily basis.

Enter Michel Raviol, president of *Les Poochs Fragrances* in Tuxedo, New York. A Swiss national with a family history in the high-end human fragrance industry, Michel stuck his neck out onto the grooming chopping block in the 1980's with a high-quality, and equally high priced line of pet colognes, shampoos and conditioners. My first impression of Michel was that of a party-hard, flash-in-the-pan nice guy with a real cool line of sweat suits and t-shirts. Oh, by the way, he also sold colognes. For a number of years he haunted the industry trade shows, usually selling more sweat suits than cologne but he persevered. He had the branding and the background to make it work and he knew it would take time to establish his line but when he did, he knew the way our industry viewed themselves and their customers would change. And he was right!

Hanging in there with a high-end, high-quality product has paid off for this man and if Webster's had to publish a list of ultimate pet industry entrepreneurs, it would include Michel. His party persona belies his business ethics which are to be envied. The simplicity of taking care of the customer, delivering a quality product and protecting his reputation is tried and true. In a serious interview, Michel displays a keen business perspective on the industry that has been his home for 20+ years. He spilled some of his thoughts on what the average salon might expect from the rocky economy and how to stay afloat in the months to come.

Continued on page 26



Michel
explains how
this recession
affects the
pet care industry!

Up close and Personal
with Michel Raviol
Continued from page 25

TD – So, Michel, although there are no grooming salons on Wall Street, many Wall Street people own dogs and the trickle-down effect is being felt hard. Where do you see the industry now and what can we expect?

MR – In my humble opinion we are not just in a recession, but I see us in a slight depression. The economists don't like to use the "D" word, but they get paid whether they're right or wrong. I don't think there is any doubt that the global issues we are all experiencing is a case of fiscal mismanagement and that poor lending practices are bringing about the first 401K depression we've ever seen. This one is hitting deep and we will have to weather the storm, but storms always have an end.

TD – *It's easy to tell people to weather a storm, but it's hard to stay warm when your clothes are soaked. What can the average groomer do to help ride it out?*

MR – Economical slumps are usually accompanied with a culling of the herd. It always has and always will be the survival of the fittest and your upper echelon salons will be there when the skies clear. While customers will watch their pennies, they still want value for their dollar and the smart groomer who recognizes this will consider using their own dollars to offer quality and will see this strategy as an investment in their business. The locations with the dead or dying plants in the window and the dusty, shopworn merchandise will be the ones who will fail. It's time to step up the game.

TD – *How long do you think this will last and what can our industry expect?*

MR – I am not a financial analyst, but it wouldn't surprise me if it takes two or three years to see light at the end of the tunnel. A 12% to 13% unemployment rate is not unrealistic. In the past the pet industry has been considered recession proof. But this is not a normal recession. Older Americans are staying off retirement as their 401K's have tanked and they must remain in the workforce longer. People are cutting certain personal luxuries, like vacations. This is affecting the kennel business, as more people are opting for the "staycation" and spending more time at home. Many people are losing their homes and having to give up their pets in the midst of it all. These tragedies are causing shelters to overpopulate and we will, unfortunately, see an increase in the euthanasia rates. But I firmly believe that the first thing people will jump back to after economic hard times is pet owner-

Continued on page 28

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Up close and Personal
with Michel Raviol
Continued from page 26

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TD – You cater to a luxury market. Do you think luxury has peaked?

MR – No, but I do think it has tapered down. The luxury world runs in a parallel universe with us and when I see Chanel offering 10% and 15% discounts, we shouldn't feel so lonely. These high end houses never discount, so they are feeling it, too. But dogs and cats provide an emotional comfort level that transcends any other personal market, and this is a good thing we all have going for us.

TD – But what's a poor groomer to do?

MR – While some clients may seek out a lower-priced salon, the smart stylist will work with their customers. A four-week client may want to space out to five or six weeks. A shorter haircut might help them space out the grooms a bit more. These tactics will help maintain the customer until the economy

picks back up. You don't want them going elsewhere! The use of top quality products is a must. Customers know the difference.

I still think the average salon will see a 15% to 20% attrition rate. This makes blanket advertising a necessity. Unfortunately the advertising budget is the first place to be cut at times like this, but this is the last area you should diminish. As businesses close their doors, the smart salon owner must make themselves readily available to the customers these defunct salons leave in their wake. A good advertising strategy will help make up that expected attrition rate. Cutting back on advertising is thinking short term. Are you in it for the long haul? Then don't cut your advertising. The big corporate cosmetic companies put as much as 25% of their gross revenues into advertising, so asking a salon to put 5% to 7% is not much by comparison.

Continued on next page

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Another area where stylists shortchange themselves is in the educational department. How can you stay on your game if your game is stale? Continued education is a must as it defines you from the lesser salons. Besides, in tough times we need the comfort and companionship of our comrades and this should not be skipped. If you're going to pinch pennies; education, advertising and products should not be the place where you get cheap.

TD – OK, Superman. Last question. What is the average amount of heat your home planet of Krypton gives off at any given time?

MR – 52,000 bottles of Dewar's per hour!

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Behavior CLIPS

by Gary Wilkes



A long time ago, I was the manager of a small animal shelter. I wasn't primarily a behavior guy, back then. I was simply getting the job done the best way I could. My first introduction to clippers was an old pair of *Osters* that apparently had been stolen from a local museum. The electrical cord was covered in woven plaid cloth – a popular style in the 1930's. I think the original owners were the first and last to sharpen them. Needless to say, we didn't do much grooming and had little need for professional tools. What we did do was a lot of handling.

While a grooming salon has the option of refusing to handle a dog or cat, we were stuck with accepting

anything and everything that came along, including an occasional possum, raccoon or fox. Primarily we groomed only when the animal stood a chance of getting adopted or a health or comfort issue arose – like *Charlie*.

Charlie was a two year old Lhasa that had been chained up in the back yard because he couldn't understand the concept of house training. He had spent almost a year and a half connected by a wire cable to a very sorry excuse for a dog house. For at least three or four months, that wire had been kinked and matted into his rear end by the poop that had been building up even longer.

By the time he got to us, he was

so thoroughly matted that the only way to tell front from back was by the hunk of green, plastic coated wire sticking out of his coat. (The owner was too dainty to actually try to extract the wire and had merely cut it on both ends.

Needless to say, this dog was a mess. In most cases like that, we simply would have put him down. For some silly reason, perhaps our reaction to such mindless neglect, we decided to clean him up.

The decision wasn't that easy. I was the only full-time employee. Janet Kline worked with me in the mornings and Pam Gawf came in the afternoons. Once Janet and I started working on him, we still had to

Continued on next page

Behavior Clips Continued from page 30

receive animals, clean the shelter, answer the phones and try to hold down *Charlie*. We called Pam to see if she could come in early and with that, we settled in for the long haul.

The first thing that was apparent was that *Charlie* not only didn't understand housetraining, he didn't understand the loud popping noise and buzz of an ancient pair of clippers. Worse, he really, really didn't like that fact that we were literally shaving him like a sheep. The constant tugging on his hair and occasional nick of the clippers sent him over the edge within the first few minutes.

Now it got interesting. Three people spent four hours preventing his teeth from contacting their skin. No, we didn't have a grooming table or any way to secure him – no neck

loop, no non-skid surface, no nothing. The whole job was done on the large freezer that was our exam table, euthanasia table and storage for those who went to dog and kitty heaven. His overgrown nails slipped on the slick surface and doubled the difficulty of getting him to hold still. It wasn't much fun.

After considerable, unscathed shaving (unscathed on the human side), *Charlie* had a multitude of nicks and clipper burns, thanks to my lack of skill. We finally got every last bit of matted, poop-laden hair off his body. We carried him, still kicking and screaming, over to our wash tub and shampooed the heck out of him. We got out a blow dryer, and another round of craziness ensued. Finally, he was done.

We half expected that we had dolled-up a completely nasty creature. He had alternated between fighting us and lying, exhausted, for all four hours. When he caught his breath, he would go back to

... the interaction between groomer and dog is not a trivial matter.

violently struggling until he became exhausted, again. Repeat. The three of us understood how to hold a dog, so he wasn't going to win the struggle – but it was incredibly stressful.

At least twice we almost stopped the process. We really didn't want to kill him, but he was doing his best to convince us that this job was way beyond our skill and patience. It

Continued on page 32

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didn't help that even with the door closed, visitors to the shelter heard blood-curdling screams and snarls from *Charlie's* lips.

Then the miracle happened. Once this little beggar was completely free of his filthy hair, he suddenly became the most friendly, happy dog you have ever seen. He was all over us. I can only assume that the matted hair was so stuck to his body that it pulled and hurt when he moved. He got adopted the next day and lived happily ever after – we checked.

The point of the story is that the interaction between groomer and dog is not a trivial matter. *Charlie's* life would have ended if we hadn't bothered to groom him. No, I'm not suggesting that grooming is the most important part of a dog's life, but it's

a healthy, important part of it.

Perhaps more than anything it teaches a dog to sit still while people do unusual and sometimes unpleasant things to them. I can't prove it, but I am willing to bet that dogs who are groomed are the ones least likely to be a problem at the vet. I am called upon to fix dogs that can't stand to be handled. I can't recall any of them who had a regular groomer.

Obviously, I'm a big fan of

... a groomer is often the most likely person to know of behavioral problems and potentially the first to suggest a remedy.

groomers – even the ones who shave and airbrush Poodles to look like armadillos and football players. I see groomers as an important overseer of a dog's health. By creating a degree of intimacy with the owner, a groomer is often the most likely person to know of behavioral problems – and potentially the first to suggest a remedy.

If you have the right remedy, the dog's life improves, you keep the client and all is right with the world. Also, if you know more about safe handling, you stay unbiten, the dog doesn't learn to hate you and again, all is right with the world. This column is going to cover both areas – good behavior and groomer safety. I hope you like it.

Gary is an internationally acclaimed behaviorist, trainer, author, columnist and lecturer. He has more than 30 years experience working with dogs, including eight years of shelter work. Gary Wilkes is responsible for the innovation and development of clicker training as a practical methodology for dogs and with his former colleague, Karen Pryor, introduced this method to the world in 1992. His knowledge is founded on his experience clicker training thousands of dogs by veterinary referral and includes teaching the first clicker training classes, correcting serious aggression, training animals with physical and neurological disabilities, creating training protocols for search and rescue, assistance and therapy dogs and consulting with MIT on artificial intelligence projects. He currently has a full-time, veterinary referral-based behavior practice in Phoenix, Arizona, and is a columnist and feature writer for Off-Lead & Animal Behavior, and behavior columnist for Groomer to Groomer magazines. Contact Gary Wilkes at WILKESGM@aol.com.

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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.

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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.

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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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Getting Down to **BUSINESS**
By **Teri DiMarino**

The Proper Use of Dryers

Fluff. Blast. Turbo.

Whatever term you use they all mean the same to a groomer. How do you dry your customers? While the techniques may vary slightly from groomer to groomer, the equipment used to perform this task is pretty standard and has proven to be invaluable tools of our trade. Every groomer has, at one time or another, had a dryer break down on them in the middle of a busy day. As the ensuing panic sets in, the work-day grinds to an abrupt halt. This is just a small, spine-chilling example of how dependent we have become on these modern marvels. They save us time. They make our job go faster and easier while helping us turn out a better finished product in the end. Life without our dryers would be difficult, to say the least.

So why do so many groomers insist on neglecting the simple care and maintenance these pieces of equipment need to continue to serve us efficiently and safely? And why is it that there are still groomers (albeit very few) who use their dryers carelessly, resulting in an accident and, worse yet, the death of a beloved pet? I will address the most popular aspects of dryers, their uses, abuses and maintenance in this column.

Have you ever taken a moment to contemplate what professional pet styling would be like if there weren't dryers to get us through the day? These mechanical wonders help make our jobs so much easier and dramatically improve the look of our finished product. A good bath and dry are easily 50% of a groom and, in many cases, 100%. Good scissoring and finishing are usually the result of a good dry job. Few breeds that groomers commonly see call for a finished curly or wavy coat. Most of what we see requires the straightening of the hair for the best finish and when the hair is straightened properly during the

Continued on next page

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Dryers

Continued from page 34

drying process the grooms look better and hold longer. Other pets, like short-hair breeds, do not have this requirement and can be dried in a less hands-on manner. These methods are often referred to as *hand or fluff drying*, and *cage drying*. Some of the equipment we use can cross over and serve both needs.

We would certainly miss our modern dryers terribly if we had to work without them. But if we are so keenly aware of how tough it would be doing business without them, why are there still a small group of groomers out there that abuse the use of the dryers? This blatant carelessness of a few is resulting in legislation barring the use of certain dryers from our salons.

You all know what I'm talking about. We don't hear of it often (thank goodness) but when we do, the repercussions travel through our industry like the aftershocks of an earthquake. We hear about the unfortunate incidents through heartrending news stories and internet blogs. We whisper about it at our groomer gatherings. We point fingers at the "other" groomer, saying we would never allow that to happen in our salons. I am talking about dryer accidents and the unforgivable injury or death of a pet in a professional salon due to improper dryer usage. Anyone that has attended any of my seminars knows that I emphasize the fact that there is no margin for error in our industry! Are you guaranteeing that this will never happen in your salon? Do you have proper measures in place to assure that it never will?

Obviously, I'm done with all my warm and fuzzy stuff. I need to put some teeth in this column and chastise a few people out there. A dryer, no matter what type, is a marvelous piece of equipment. But, like any other piece of machinery, it



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is only as good and as effective as its operator. If a person driving a car falls asleep at the wheel, they are going to have an accident. If a groomer or assistant misuses a dryer, there will be an accident. When I talk about misuse, I am primarily addressing supervision, or lack thereof. Properly supervised animals do not get hurt! Period!

Any groomer who puts a dog

or cat in a box or cage dryer and walks away does not belong in our industry. This is an irresponsible, unforgivable act that can, and occasionally does, result in tragedy.

Every time this issue rears its ugly head, it stains the entire industry. Clients understandably become wary of the procedures performed in salons and have every right to

Continued on page 36

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The Proper Use of Dryers *Continued from page 35*

question a groomer about their practices. These particular pieces of equipment are drying aids and seldom do the entire job for us. Pets in cage or box dryers should be removed every five to ten minutes and brushed to open up the coat and make the drying process go quicker. This is also an excellent time to monitor the pet's well-being and comfort.

There are a lot of misconceptions about box and cage dryers. Some groomers tell me that they never use any added heat in their box or cage dryers to prevent overheating or heat stroke. That's all fine and good, but let's think for a minute. Why do we have that pet in the dryer in the first place? To dry them, of course. Well, doesn't the simple act of drying the hair dry out other things, too? Not all dryer accidents are caused by overheating. Dehydration is an often overlooked issue. The pet may seem cool and comfortable, but air is still circulating around them: drying them out. They may not be panting, like they would be in a warmer situation, but they can lose nearly as much hydration through the normal, non-stressed breathing action as well as from the pads of their feet. Constant air flow over an extended period of time can and will cause severe dehydration. The air does not need to be hot or even warm. It is imperative that we respect a pet's needs during the drying process, no matter how low-stressed

they appear to be. Any cage or box drying **MUST** be supervised.

Many busy salons have a staff of bathers working with the pets and it is up to management to see to it that all precautions are taken to avoid accidents. But accountability shouldn't stop there. Everybody in the salon is responsible for the pets in their care and every effort should be made to keep an eye out for safety breaches.

It is also important to quiz the client about the health of the pet. Do they have any heart or breathing problems? Diabetes or liver disease? Has the dog had a recent illness? Are they old? The more fragile toy breeds or short-muzzle breeds should send up a red flag. All of these things can factor into the pet's reaction to a cage drying situation and each one must be assessed on an individual basis. Regardless of how convenient the system may be, some pets just should **NOT** be dried in a box dryer.

Manufacturers have added timers to their cage and box dryers in an effort to avoid these accidents. It is the law in the state of Colorado that all dryers have timers. The City of West Hollywood, in California, has already banned the use of box dryers in salons within the city limits due to the carelessness of one salon! And, I understand, that the State of Tennessee is entertaining a similar ban; eliminating cage drying of **ANY** kind.

This means that **ALL** animals in Tennessee will have to be hand dried. This includes hand drying the man-eating cat or the twice-a-year Lhasa who lives outside and doesn't like



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anybody to touch him to begin with. Isn't it difficult enough that a groomer has to get the hair off these poor animals and get them brushed, much less add to their stress and hand dry them? If these laws are enacted nationally, I believe we will be seeing more injuries to pets and groomers due to the unavoidable over-handling of stubborn pets and more injuries to groomers making the effort to abide by the law. But, if groomers refuse to step-up their attention and let one more dog die in a dryer; this is what it will come to for all of us. Owners don't understand if their dog misbehaves at the salon and few have any realistic idea of what we have to do to get their pets looking and feeling good. But they **DO** care about responsible treatment of their pets and deserve nothing less than the best.

It is this author's opinion that the people out there who have taxed the industry by their barefaced, slipshod misuse of these drying systems should not be in business. It is our collective job to educate ourselves and take any and all risk of this happening out of our industry.

A supervised salon is a safe salon!



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By John and Vivian Nash



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Coat Types

We will continue our study of the various coat types and how they determine the type of products, tools and techniques that we use on the skin and coat of man's best friend. In this article we will discuss the Rough Nordic and the Rough Coat Type because they are very similar and basically have the same natural coat growth pattern.

Rough Nordic Coat Type

The *Rough Nordic Coat Type* has the same overall appearance as the *Rough Coat Type*, but exhibits a coat growth pattern that is more typical of many of the northern breeds. The breeds with this coat type have determined hair growth, which means that the coat grows to a specific length, determined by the individual breed, creating the overall silhouette naturally. The coat growth pattern

is most obvious in the contrast between the short hair on the head and legs, and the longer hair on the neck, body and tail, which forms a well defined mane, a jacket, a skirt and trousers, with feathering on the legs and a full, plumed tail. The *Rough Nordic Coat Type* has the same overall characteristics as the *Rough Coat Type* with the only exception being the structure. The amount of undercoat lifts the topcoat, giving a somewhat open ap-

pearance to the coat, with this most apparent in a full winter coat rather than a summer coat, in which it is less apparent. The lifting of the topcoat is due to the ratio between the topcoat and undercoat, which sets this coat type apart from the *Rough Coat Type*, which has fewer undercoat hairs per topcoat hair. *Breed Example: Pomeranian 1a; 1b*

Continued on next page



1A - Pomeranian

Rough Coat Type

The Rough Coat Type has the overall appearance of a long coat. The coat growth pattern is most obvious in the contrast between the short hair on the head and legs, and the longer hair on the neck, body and tail.

The basic structure of the coat is closed, however it appears to be open. This impression is caused by the length of the topcoat and the undercoat, and is not based upon the way the coat grows.

The undercoat and the topcoat seem to be of equal length in some areas, but in most areas the topcoat is visibly longer than the undercoat. The longer coat on the neck naturally forms a well-defined mane, with a long jacket, skirt and trousers. The length of the hair on the top of the tail is typically the same as the jacket, and the length of the hair underneath the tail is typically the same as the hair on the trousers without giving a feathered or fringed appearance.



1B - Pomeranian



2A - Collie



2B - Collie

The rough coat type has determined hair growth, which means that the breeds with this coat type come by their overall silhouette or profile naturally. The coat grows to a determined length on the mane, jacket, skirt, trousers, tail and legs, depending upon the breed. *Breed Example: Collie 2a; 2b*

These two coat types require more trimming than the first group of coat types simply due to the length of the coat. We have placed these coat types in our Silhouette Tidy Trim Style Category Breed Example: Pomeranian 1a and Collie 1a because the coat types are very similar in texture and they both have basically the same natural coat growth pattern, the same trimming procedures, products and tools are used.

Other options for the pet families with dogs with these coat types are the Body Contour Trim Style and the Lion Trim Style which we will also discuss in the article. *Breed Example: Pomeranian 1c; 1d and Collie 2c; 2d.*

The trimming procedures for the pet and the show trim are basically the same for these coat types. The only difference with the pet

Continued on next page

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1C - Pomeranian

The Nash Salon Series Continued from page 39

trim is the focus on removing as much undercoat as possible. So with that said, why not take the dogs that come to your salon with these coat types to the next level and separate yourself from your competitors.

Remove Undercoat

To remove the undercoat for the pet trim, focus on areas that are longer where the coat is packed tight. Use tools such as the undercoat rake and the high velocity dryer to remove as much as possible. Use a slicker brush with a line brushing technique and a wide tooth comb to go through the coat after the brushing procedures are finalized to make sure that the coat is properly brushed.



1D - Pomeranian

Silhouette Tidy Trim Style

The main objective, when styling breeds with these coat types is to bring out the signature silhouette. When applying technical skills, great care must be taken to

make the coat appear as though it grew that way naturally. The best tool for this task is thinning shears, often times referred to as "the eraser."

To begin the finishing, remove the hair from between the pads using a clipping technique and use thinning shears to trim the hair around the edges and the tufts of hair that may appear on top of the feet to create a smooth coated appearance.

Tidy the furnishings on the front and rear pasterns along with the trousers with thinning shears. Leave the jacket as it is, however, brushing and/or carding is acceptable. The forehead can be enhanced using thinning, carding and hand-stripping techniques to tighten or take the coat shorter to expose this structure.

For the finishing touch, brush the coat against the lay on the mane to create maximum volume. Of course, these procedures and trimming the whiskers are optional and breed specific when it comes to show trimming, but for the average pet, it simply creates an overall tidy silhouette! *Breed Example: Pomeranian 1A and Collie 1A*

Continued on next page



2C - Collie



2D - Collie

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Alternative Pet Trim Styles

Pet families often times choose to have the coat on their pets trimmed short due to their active lifestyles. Families that go camping, hiking and swimming and include their best friend in these activities want a care free trim style. For these two coat types, the *Body Contour* and the *Lion Trim Style* are an option. *Breed Example: Pomeranian 1C, 1D and Collie 2C and 2D.*

There is controversy about clipping these coat types short. One of the reasons is that if the coat is clipped rather than brushed and/or carded and dead coat is left in the hair follicle, skin disorders can occur. Another reason is that once a coat like this is clipped, the coat texture will often change when it grows back, although if the client decides to always keep his or her pet in this trim, it almost becomes a moot point.

Clients often think that clipping their pet short will keep the pet cooler in the summer. Conventional wisdom says that a coat insulates the pet from the heat as well as the cold and by properly maintaining the coat, the dog will remain cool in the summer.

At Nash we have maintained pets with these coat types in these trim styles for years, because our philosophy is to give the clients what they want. The reality after years of experience is that clients have indeed reported that their pet was cooler and much more active in the summer after clipping.

Of course, if the coat is clipped really short due to matting, we do alert the pet family to the risk of sunburn until the coat reaches a length that will protect the skin. We also have used the brushing and carding routine before and after clipping and have not had issues

with skin disorders.

To trim or not to trim these coat types is left up to the pet family and the salon. It is the responsibility of the salon to educate the pet owner on properly caring for this type of coat without clipping it short.

However, if your salon is unwilling to clipper this type of coat and the client decides that they do want to trim their pet in one of these alternative trim styles; the pet family may decide to find a salon that is willing. It becomes a matter of giving the clients what they want, or sticking to your guns in reference to what you think is "best" for this coat type.

For the lion trim, the amount of coat left on the dog can be altered to adapt to the coat growth pattern of the dog. The length of blade to use to clipper the body and legs depends upon the condition of the coat and what the pet family would like to see. *Breed Example: Pomeranian 1C; 1D, Collie 2C, 2D.*

In closing, to help maintain healthy skin and coat on breeds with these coat types that are clipped, it is critical to brush and card the coat before and after clipping to remove the shedding coat.

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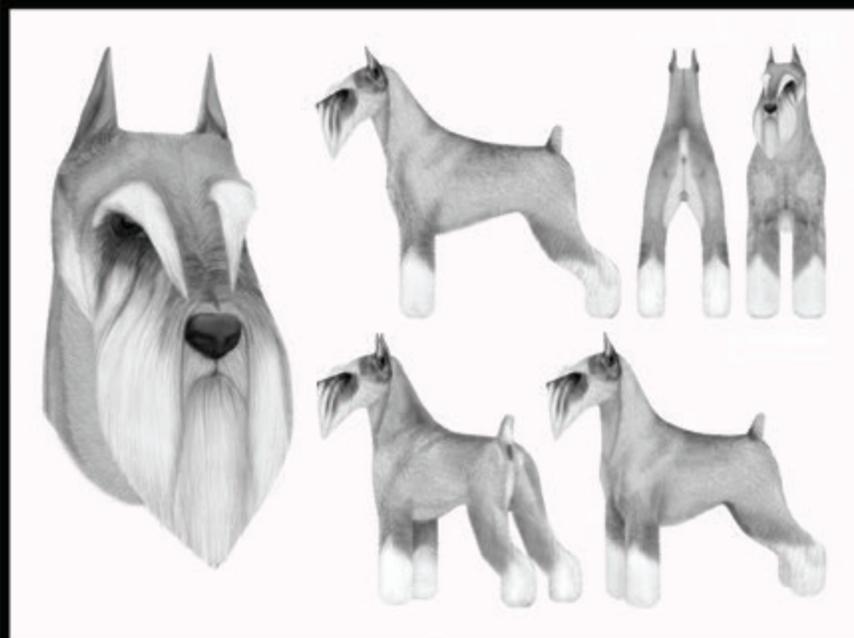
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REQUEST READER SERVICE #5907

SALON AND GROOMING EXPERT

We are well into the New Year and have been focusing a lot on pricing. I think that everyone knows by now how I feel about prices and how much I believe your services are worth. I have received many emails and messages telling me that groomers were going to put SAGE Advice to work for them in 2009. Thanks! They are planning to get the money they deserve rather than what they will settle for. To them I say, "YOU ARE WORTH IT!"

But in addition to prices; there are so many other issues that pop up during the day-to-day operation, whether you are in a salon or a mobile. This month's column is dedicated to the little things that we all have to deal with.

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REQUEST READER SERVICE #5908

Dear SAGE,

Help! I have scrubbed the floors with bleach and cleaned using disinfectants, but I just can't clear the doggie smells! Do you know of any good products that will overcome the smells? This is getting embarrassing.

Dear Dog Smell,

You can destroy the sulfur bond that causes the odor or just mask it with a scent. There are enzyme cleaners that actually eliminate the odor. There are battery operated dispensers of powerful scents that go off every 15 to 30 minutes. I use one that smells like orange and vanilla and I also use a scented disinfectant. And there are also electronic air cleaning machines on the market.

Drywall is like a sponge that will soak up bad smells and then give them back! Seal up the walls and ceiling by painting, using a paint primer, such as Kilz first.

Also, no matter how much you clean, you could simply smell the dirty doggies themselves. More frequent baths may be the answer. I recommend *Fresh and Clean* by Lambert Kay (Request Reader Service Card #5856) as the longest lasting scented shampoo.

Another tip is that disinfectants and bleach (PLEASE be very careful with bleach) take a few minutes to work so if you apply them then immediately wipe them off they are not really doing their job. Take your time when using these products.

Dear SAGE,

I hate doing anal glands and will only do them upon request. And only for small dogs! More and more people are telling me their vets say the groomer shouldn't even touch the anals, which is just fine by me. As far

as I am concerned, this area is now hands off! What are your thoughts on this?

Dear Hands Off,

This is a subject that has become a controversy. I know that for many groomers, it is hard to stop something you have been doing for years. A few years back, we took a hard look at this and agreed to stop for the safety and well-being of the pets.

Severe damage can be done to a dog by overzealous and untrained hands. We will not pluck ears if there is an indication of current or prior ear infection. Anals are only done upon request externally and with a waiver of liability signed.

Groomers used to do everything, but in this day and age of liability you may want to rethink whether or not it is worth the effort. Internal manipulations should be only carried out by a competent vet. I prefer to lose the liability. You could be doing more damage than help. Let's keep our customers healthy and happy!

Dear SAGE,

I sliced a piece of a dog's pad on the toe while I was scissoring. It started to bleed and I used vet wrap which stopped the bleeding. After about 15 minutes, I called the owner, who started to panic. No charge for the groom, of course, and I told her that I would submit any vet bills to my insurance company. The worst thing is the sick feeling I got from cutting the dog! I have never done anything like this before. I am very concerned that it will happen again.

Continued on next page



BY CHUCK SIMONS

Dear Concerned,

It never feels good to hurt a pet. No matter how much we rationalize the event, it is the most terrible feeling in the world. Don't worry! The feelings will get better and you will have learned from the experience. You didn't panic and you did the right thing by getting your insurance company involved.

Remember that scissors and clippers are razor sharp and dogs are lightning fast. Groomers have also cut themselves on these tools. Many dogs have licked the scissors and that is also a nightmare situation that requires you to stay calm. But it happens. Remember to stay cool, get the dog to the vet and stay positive.

Dear SAGE,

Have you ever advertised a day for short hair baths? I thought that Mondays would be a good day and I would hang a sign outside the shop. I am trying to attract new clients, especially the breeds that people usually bathe at home.

Dear Free Bath,

It is a way to get short haired dogs

into the shop, but remember that short haired dogs still shed. We offer Free Shed-Less Mondays or \$10 off their first Shed-Less treatment on all other days. They will also get \$10 off the next Shed-Less treatment when they book their next appointment in advance. You can make a lot of money offering this service when you consider the cost of a Shed-Less tool. Free Shed-Less days attract a lot of new customers. It can turn a shedding dog from a once every three month customer to a once every six to eight weeks customer. Make money!

Barkleigh Catalog offers a Shed-Less program. Request Reader Service Card #5854.

Dear SAGE,

A customer brought in her cat for the first time today. The cat was 12 years and hadn't been to the vet in about 4 years (which I found out afterwards). After the cat was bathed and dried, it was put in the cage. When the groomer checked on her, we found that she had died suddenly. The groomer tried CPR before we took her to the vet.

I've been open for almost a year and this is the first time that anything like this has happened like this. When I took the cat to the vet next door, he said that something had to been wrong

with the cat and that it wasn't our fault. That is probably true, but I feel horrible. Was there anything I could do to prepare for this?

Dear Prepared,

We are not in control of life and death. It happens and sometimes it happens in our businesses. Life is fragile and who knows what triggers death? Sometimes it is just their time. I know we all say, "But why in my shop or my van?" It is quite possible that this will not be the last time.

Volunteers in shelters and vet techs see it much more often. It is a shock to you but the good news is that you will see much less of this kind of occurrence than they will.

It is our policy to require any owner of a pet over 10 years old to sign an "Senior Pet Release." (Request Reader Service #5853) This is to let them know that there is greater chance of stress and injury during a groom due to their pet's age and condition. Permission to seek immediate veterinary care is requested. If the worst happens, you both were aware of the possibilities and it is slightly less of a shock. Sorry for your pain. Keep your chin up and keep fighting the good fight.

Chuck Simons is the inventor of Groomers Helper®, the leading pet safety and positioning system for professional groomers. When he is not traveling to grooming shows, he can be found at The Pet Salon in Margate, NJ, now celebrating its 26th year in business. You can contact Chuck by emailing chuck@petshots.com or calling 866-987-2426 if you are in need of SAGE Advice. Visit www.sageadvice.biz.

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REQUEST READER SERVICE #5910

NDGAA's "Fun In The Sun" Review

Photos by NDGAA



*Best In Show Winner Kamko Tanaka - Center
(L-R) Michael Lamb (Judge), Ann Martin (Judge),
Ali Spence (Sponsor Double K), Judy Hudson (Judge)
and Annette Quick (Judge)*



*Best All Around Groomer Lindsey Berry - 2nd from right
(L-R) Michael Lamb (Judge), Ann Martin (Judge),
Ali Spence (Sponsor Double K), Judy Hudson (Judge)
and Annette Quick (Judge)*

NDGAA's 23rd "Fun In The Sun" Seminar, Competition and Trade Show was held October 24-26th, 2008 at the *Ramada Resort & Conference Center* in Celebration-Kissimmee, Florida. The event of-

fered over 70 exhibitors and various educational opportunities to approximately 800 attendees.

A workshop by NDGAA instructed what it takes to become a National Certified Master Groomer. Joanne Russell, NCMG presented "Joanne's Ah-Ha's - Tips I've Learned from Shows and Seminars"; to demonstrate faster, safer, easier and healthier grooming for you, the pet and the owner. Also, Dr. Fleck instructed "How to Make Bad Skin and Hair Coats Good," to maintain healthy skin and coats. Jay and Sue's "Subtle Changes... Outstanding Results" offered grooming techniques to achieve higher placement for competition dogs. "They Said It Couldn't Be Done" featured Judy Hudson, NCMG sharing her personal experiences in building her own successful business. Ann Martin, NCMG offered "Spaniel Grooming 101". Todd Shelly discussed "Health Insurance Options for Pet Care Professionals." Teri DiMarino offered the "Ready-Set-Go! Prep-Bathe-Dry!" seminar to guide attendees through an average day in a busy salon.

There were numerous grooming competitions offered: *Gibson Governor Insurance Career Start Grooming Contest*; held exclusively for groomers who have less than one year experience in the industry, *Nature's Specialties All Other Purebreds Tournament*, *Wag'n Tails Sporting Tournament*, *ShowSeason Terrier Tournament*, *Andis Poodle Tournament*, *Kenchi Shears Mix/Misc Tournament* which showcased creativity as each dog evolved into looking like some other breed upon completion and the grand finale: "Best In Show" sponsored by *Groomer's Helper*, *Double K Industries*, *Geib Buttercup Shears* and *Blue Ribbon Pet Services*.

As the show came to an end, *Groom Team USA* held an auction to benefit their scholarship program and finance international competitions.

NDGAA's 24th "Fun In The Sun" will be held October 30, 31 and November 1, 2009. Also, South Carolina's "Carolina Groomfest" is coming May 30, 31 and June 1, 2009. Request Reader Service Card #5859

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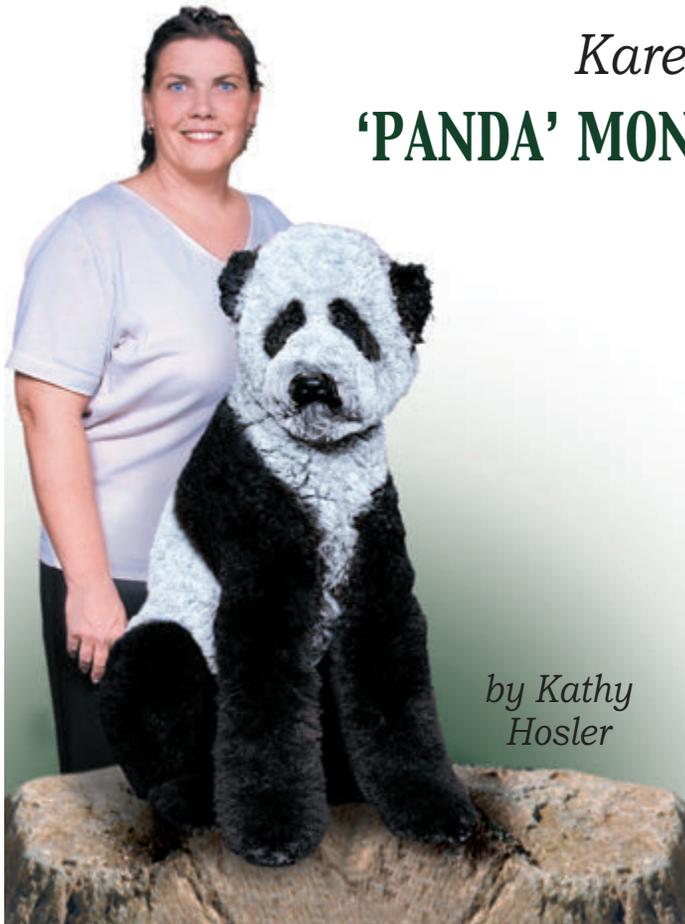
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by Kathy Hosler

Karen Stickel Creates 'PANDA' MONIUM at 2008 Groom Expo

"I'm still shaking!" exclaims a breathless Karen Stickel. "I can't believe that I really won! When I entered the ring, I didn't think that I had a chance; the stage was filled with so many talented groomers and their multi-colored entries."

Karen Stickel had just won the *People's Choice Award* at the 2008 *Barkleigh Creative Styling Competition* held at *Groom Expo*. The *People's Choice Award* is one of the most sought after and highest awards that any creative groomer can win.

The winner of this award is selected by the cheers and applause of the audience. And, the *People's Choice* winner gets to appear on the cover of *Groomer to Groomer* magazine. Many groomers plan for months in advance - practicing their groom and perfecting their coloring techniques in hopes of capturing honors in a competition that has world-wide fame.

How did Karen get the idea for her fabulous creation and then turn it into an award winning entry?

Karen Stickel is the owner-operator of *Karen's K-9 Design* located in Jefferson, New Jersey. She is a self-taught groomer and has been grooming for about twelve years.

"For the last couple of years, I have

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REQUEST READER SERVICE CARD #5913

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Karen Stickel Creates 'Panda' Monium at 2008 Groom Expo *Continued from page 45*

been grooming Jackson, a beautiful black Standard Poodle that belongs to my chiropractor, Dr. Darlene Walode and her family," said Karen. "Jackson was never kept in a typical poodle clip. I always groomed him to look like a big bear."

While watching the *Olympics* that were being held in Beijing, China, Karen got the idea of turning Jackson into a Panda Bear. The more she thought about it, the more she was sure that she could do it. With the enthusiastic approval of Jackson's family- Jordan, Jackie, Lindsay, Melanie, Scott, and Darlene Walode, Karen sent in her entry for the *Barkleigh Creative Styling Competition*.

"I have been to *Groom Expo* a few times," said Karen, "but I never got to watch the *Creative Styling Competition*. I've seen the winners on the cover of *Groomer to Groomer*, and always thought how great it would be to someday get there.

"When I stopped at Dr. Walode's office to pick up Jackson for the competition, I announced to the entire waiting room that we were going to enter a huge competition and soon they would see Jackson on the cover of *Groomer to Groomer* magazine," Karen recalls. "There were a few snickers. I don't think that they all took me seriously."

Coming up with the Giant Panda theme for her creative styling entry was Karen's first step toward her goal of appearing on the cover of *Groomer to Groomer*. Surely next would be months of planning, practicing the perfect groom on her dog and experimenting with coloring products, right?

No. That's not the way Karen Stickel does things.

To begin with, this was the very first grooming competition that Karen had ever entered. And, she had never colored a dog before.

"I live in farm country," said Karen. "Most of the dogs I groom are Labs and Huskies, and farm type dogs. I don't get many Bichons or Poodles that want anything fancy."

"The day of the competition I was running really late," said Karen a little sheepishly. "We missed our exit on the way to Hershey. When I got to registration, I only had five minutes to get in the ring. I never thought I had a prayer when I saw all the other contestants up on the stage. Their dogs were already prepared with vivid colors. I came into the ring with nothing on my dog. I did everything on him from start to finish right there in the ring."

To completely groom and also do the coloring on her dog in the allotted time would be a huge challenge for Karen.

"I'm a 'time is of the essence' kind of person," said Karen. "I knew my time limit and I knew that I had to get him done. I had to work as quickly and effectively as I could." Then she added, "Because Jackson is so well-behaved, it helped me a lot. That kept my stress level down."

With skills equal to that of any athlete competing in the *Beijing Olympics*, Karen snipped and clipped until she transformed that gorgeous black Standard Poodle into an adorable bear. Then to turn him into a Giant Panda, she needed to color parts of him white.

"I used 'White Ice' a spray-on color by Chris Christensen," said Karen. "A friend of mine, who was

already at Hershey, bought it for me and handed it to me as I entered the competition ring. I knew exactly how I wanted Jackson to look, and I was sure hoping that the spray-on color would work as I had planned."

Karen went to work with the 'White Ice' and step-by-step Jackson the Standard Poodle became an adorable Giant Panda.

"I could hear comments and whispers in the audience as I was working and I knew people liked it," said Karen. "But I didn't know just how much they loved it until it was time to vote for the *People's Choice Award*."

There were so many fabulous entries. Did Karen really have a chance to win? There were Rodeo Drive Divas, Hawaiian Honeymooners, Chinese Dragons, pink ponies, Nascar racers, fabulous exotic flowers and more.

The competition was intense as the audience roared their approval for the talented competitors and their creations. But there was no doubt which entry was the *People's Choice*.

"When they called my name, I really couldn't believe it!" said an ecstatic Karen as she hugged Jackson. Tears of joy splashed down her cheeks as she accepted the *People's Choice Award*.

'Panda' monium erupted in the competition arena as everyone surrounded Karen to congratulate her and to get a closer look and take pictures of her fabulous Giant Panda creation.

What an incredible day for Karen Stickel. Even though she had never watched a creative styling competition, colored a dog, or entered a grooming contest in her life; she had a fabulous idea and the skills and determination to turn that idea into reality in front of a spellbound audience at *Groom Expo*.

And, just wait until you see what she has planned for next year's *Barkleigh Creative Styling Competition!*

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REQUEST READER SERVICE #5914

PetQuest 2009 is just around the corner!

Don't miss this exciting, educational seminar and trade show! **PetQuest 2009 will be held July 23 – 26 at The Drawbridge Inn in Fort Mitchell, KY.** (Outside Cincinnati, OH)

The show will include grooming seminars and demonstrations by top stylists, as well as an *Animal Behavior Conference*. Plus, as always, *PetQuest 2009* will host exciting grooming contests and a huge silent auction!

More than 50 pet industry exhibitors will be in attendance! This event is a sure way to view and learn about new products and services available to pet care professionals! Many of the exhibitors will be offering discounts and show specials, making this weekend the perfect time to stock up on supplies!

Events and speakers are being scheduled in order to make PetQuest 2009 a huge success! Watch for more details!

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Gibson Governor Insurance along with www.MyPetsHealthInsurance.com is now offering *Pet Health Insurance* to cover cats and dogs. Benefits include Routine Wellness Care, Prescription Medicine, Specialist Visits, and applies to the veterinarian of your choice. Visit www.MyPetsHealthInsurance.com for a free quote.

Gibson Governor Insurance now also offers competitive home, auto and other personal lines of insurance for Pet Services Clients across the United States. Request Reader Service Card #5846.

GROOMOGRAM AND OFF LEAD MAGAZINE NOMINATED

FOR WRITERS AWARD

Barkleigh Productions is thrilled that both *Off Lead & Animal Behavior* magazine

and *GroomOGRAM* have been nominated for awards in the prestigious *Dog Writers Association of America 2008* writing competition! The DWAA has been recognizing writing excellence in the dog world since 1935!

Off Lead & Animal Behavior magazine received a nomination in the category; *Magazine: Special Interest Dog or All Animal Magazine*.

GroomOGRAM has been nominated in the category of *Canine Newspapers or Newsletters*.

Winners will be announced the evening before the *Westminster Dog Show* in February. Keep your fingers crossed!

For information and a Free Preview of *Off Lead & Animal Behavior* magazine, visit www.off-lead.com. For information on *GroomOGRAM*, go to www.Barkleigh.com and select product catalog or request Reader Service Card #5861.

GROOMTEAM USA ANNOUNCES THE TOP TEN WINNERS OF 2008

GroomTeam USA, Inc. is a non-profit

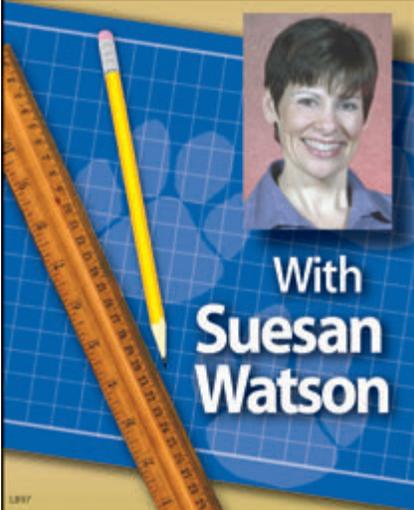
organization which encourages professional pet stylists to maximize their grooming education and skills, and offers them the opportunity to represent the United States at *World Team Competitions*. Team selection is based on points accumulated at various *GroomTeam* sanctioned contests held throughout the country over a two-year period. *GroomTeam* sends the top point earners, as a team, to compete abroad.

Irina Pinkusevich was the leading point scorer in 2008 accumulating 102 points. Additional point leaders were: Lindsey Berry with 82 points; followed by Komoko Tanaka with 72 points; Greta Dalrymple with 67 points; Jonathan David with 56 points, followed closely by Kendra Otto with 54 points. Veronica Frosch scored 44 points and Olga Zabelinskaya scored 22 points. Both Julie Wilkins and Tammy Siert scored 16 points during the 2008 competition year.

The traveling team for 2009 is headed to Germany for the *World Team Grooming Championship*. The team will consist of Irina Pinkusevich, Veronica Frosch, Lindsey

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Berry, Komoko Tanaka and Greta Dalrymple as an alternate. For information, request Reader Service Card #5852.

PROMOTING SAFE AND HUMANE HANDLING IN CAT GROOMING

Kim Raisanen, President of the Professional Cat Groomers Association of America (PCGAA) and Patty Kolk, President of Bitebuster SafetyWear, have announced their joint effort to educate and promote safe and humane handling in the growing field of cat grooming. OSHA's standard #1910.138 requires employers to provide associates with safety gloves if they are exposed to common dangers in the handling of cats. Bitebuster (Request Readers Service Card #5880) products help reduce the risk of these injuries and are therefore favored by PCGAA; whom also offers home study guides for certification in cat grooming, safety materials, mentorship, and educational materials and exclusive PCGAA endorsed products. For more information, request Reader Service Card #5849.

UNITED SHOWMANAGERS

ALLIANCE HAS A NEW WEBSITE!

The United Showmanagers Alliance is proud to announce their new website, www.unitedshowmanagersalliance.com. On

the site is an explanation of the United Showmanagers Alliance, GroomTeam rules for the currently sanctioned shows, explanation of the Ultimate Pet Stylist Award, forms, events, contact info, and pictures and bios of the current 33 sanctioned United Showmanagers Alliance Judges.

The Alliance members were in Atlanta November 8 to November 11 for their biennial meeting. In addition to reviewing inquiries and fine-tuning rules, regulations, and policies, the Board sanctioned two new judges, Tracy Duncan and Anna Hawks (#34 and #35), and added a sixth class, All Other Purebreds, to their contest structure. This new offering will debut at the Atlanta Pet Fair in March. Request Reader Service Card #5860.

BACKER'S SPRING TRADE SHOW

Over 6,000 pet professionals and approximately 400 pet supply manufacturers are expected to attend the 21st Annual Pet Industry Spring Trade Show and Educational Conference, April 3-5, at the Baltimore Convention Center in Baltimore, Md. Additional features of the show include: the All-Natural Area for companies offering "green" products; a large lounge area that will be used for educational Aquatic Answers "Ask the Expert" sessions, and the Product Showcase for a preview of the must-sees and must-haves

in the pet products market. New this year is H.H. Backer's Royal Flush Contest awarding the top three hands each day prizes from sponsors and the chance to win \$50,000 in the daily Royal Flush finalist round. Trade show hours are: 10 a.m. to 6 p.m. on Friday and Saturday, 10 a.m. to 4 p.m. on Sunday. For more information, Request Reader Service Card #5858.

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winner Julie Wilkens Pantages is the current American Groomer of the Year.
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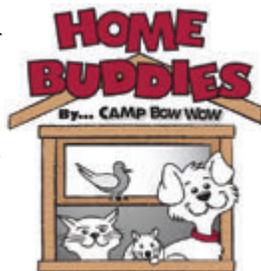


New Product News



CAMP BOW WOW LAUNCHES HOME BUDDIES

Camp Bow Wow, franchiser of dog day care and boarding facilities, announced a new franchise opportunity targeting the in-home pet care market. *Home Buddies*, a single solution for multiple pet households. The new concept will offer dog walking and pet sitting for dogs, cats, birds, fish, small mammals and reptiles. The service also offers transportation to and from veterinary appointments, grooming and training, care for special needs pets, pet food delivery and pet waste clean-up services. Franchise opportunities are available for as low as \$69,000. For franchise information, Request Reader Service Card #5821.



conditioners, and dryers, and *Super Styling Session DVD's* from Jay Scruggs and Sue Zecco. With the *Groomer's Edge* shampoos and conditioners, *Double K* offers a complete line of natural products featuring the very popular *Grimeinator Shampoo*. *Double K* is also an industry leader in animal dryers. With its commitment to providing quality products at great prices with premium service, the *Groomer's Mall* continues to bring in new suppliers and product lines to satisfy the needs and demands of our customers. Request Reader Service Card #5806.

GROOMER'S MALL DOUBLES UP WITH DOUBLE K

AND *SUPER STYLING SESSIONS*
The *Groomer's Mall* is pleased to announce the addition of *Double K* shampoos,

PROGUARD PET PRODUCTS: TUFFIE MUZZLE

This tougher version of our Award Winning *Proguard* series of dog muzzles, the *Tuffie* will give extra protection against frontal dog bites. This design has thickly

padded protection specifically designed for the front that is a cushion for both dog and handler. Works great for medium to mildly aggressive dogs. This unique design allows for the animal to open its mouth to breathe normally while still feeling comfortable. The muzzle was designed to withstand the heavy wear and tear that muzzles are subjected to in grooming shops and other animal handling situations. Request Reader Service Card #5807.



BABY SOUNDS FOR PETS

A new innovative product has just been released, *Baby Sounds for Pets CD*. This product was created to familiarize pets with sounds they will hear upon the arrival of a

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new baby. The CD includes tracks of infants and toddlers crying, gurgling, cooing and throwing tantrums. The CD should be played daily around pets to deter any rejection of the new baby or misbehavior due to lack of attention. Great retail item for your salon! *Request Reader Service Card #5809.*



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For the perfect spa experience for your pampered pet, *Espre* has created a gentle, tearless, foaming facial cleanser to enhance the basic groom. *Oatmeal Baking Soda Facial Cleanser* is quick and easy to use: foam, lather and washcloth off with water. *Oatmeal Baking Soda Facial Cleanser* is designed for removal of odor and smelly build up in the facial folds of some breeds. Baking Soda is a natural odor neutralizer and paired with Oatmeal. The two create a soothing, cleans-



ing, fresh scent facial spa experience. Facials are available in five ounce foam bottles and



one gallon refills. *Request Reader Service Card #5810.*

**GLO-MARR PRODUCTS, INC. –
SPA PRODUCTS**

New from *Glo-Marr Products* are *Barktini Blends*. This fun, innovative product line offers natural shampoos and spritzers for use on dogs and cats. Why shouldn't man's best friend have a Happy Hour too? *Barktini Blends* will turn any time into *Happy Hour* for both pet and pet owner. The great scents and gentle ingredients allow for these products to be used as often as needed. *Happy Hour* has never smelled this good. *Glo-Marr Products* reminds everyone, "Bathe Responsibly" with *Barktini Blends*. *For more information, Request Reader Service Card #5811.*

**GROOMERS HELPER PRESENTS
NEW DRYER HOLDER**
Groomers Helper is now offering a new



dryer holder designed to work with the *Groomers Helper Professional Set*. The easy to use dryer holder is a must have item for groomers who want to expand the use of their *Groomers Helper System* while enjoying hands free drying. The dryer holder has been constructed to fit over the mini-arm that comes with the Professional Set. If a groomer does not own a *Groomers Helper System*, the holder will ship with a table clamp and arm to use. *For more information, Request Reader Service Card #5812.*

MUTTOS DOG TREATS

Cloud Star, a leader in the natural pet products industry, introduces *Muttos* dog treats, an innovative and wholesome line of treats with delicious and natural flavor com-

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binations. Two delicious flavors are combined in every treat using only healthy and wholesome ingredients. Each treat is additionally scored across the middle making Mutto's easy to break and ideal for large and small dogs alike. Each scrumptious flavor combination is corn-free and formulated from a careful selection of high-quality ingredients to provide dogs with a healthy and delicious snack. Flavors include Oatmeal and



Blueberry, Peanut Butter and Green Apple, Turkey and Cranberry, and Duck and Sweet Potato. Request Reader Service Card #5813.

ULTRAEDGE T-10

Andis has developed a new UltraEdge™ T-10 Replacement Blade for any brand detachable blade clipper. The blade is chrome plated with a carbon edge and leaves hair 1/16" long. It is used for easy blending and fading and leaves a smoother finish without lines. Andis makes the largest range of detachable blades in the world, for a complete range in cutting options. The company's professional grooming blades stay sharper, longer, because they are manufactured using an exclusive carburized hardening process called UltraEdge™. The blades have a chrome finish that resists rust. Request Reader Service Card #5814.

THE KONG COMPANY IS RAISING THE BAR FOR TUG TOYS

The KONG Company has developed the KONG Tug, an innovative tug toy designed with fun and safety in mind. Made with the same durable rubber that the original KONG toy is made, the KONG Tug takes tug



toys to a new level. At either end of the KONG-shaped handles are texturized rubber grips, or bite-zones, that allow both owner and dog to grasp without fear of slippage or breakage. The two handles are joined in the center by a rubber connector with Control-Flex technology, which eliminates snapback. Request Reader Service Card #5815.

DR. SHAWN'S PET ORGANICS

Dr. Shawn Messonnier, an international holistic veterinarian, has developed a unique line of shampoos to have a broad appeal to customers looking for a fantastic, multi-purpose shampoo, to meet the special needs of pets with dermatology issues. Dr. Shawn's Pet Organics are designed for frequent use as an aid in healing a pet's skin. Their shampoos are loaded with benefits for all skin types and coats and produce excellent results and are economical for the pet owner. For more information, Request Reader Service Card #5833.



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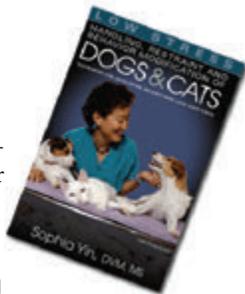
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Dr. Sophia Yin, veterinarian and author of this new book and instructional DVD, believes this information will forever change our relationships with pets. The focus of Dr. Yin's book and DVD is on the



most humane techniques that reduce stress for people and pets when they interact in veterinary hospitals and grooming salons. The techniques taught will save time, improve safety and forge stronger bonds between doctor, patient and client. This package publication offers 480 pages, over 1600 photos, three hours of narrated instructional video and client handouts. *This book and DVD are available at www.amazon.com.*

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hhbacker@hhbacker.com

MISSOURI

Groom Classic 2009
5/1/2009 – 5/3/2009
Kansas City, MO
(800) 705-5175
minkinternational@comcast.net
www.groomclassic.com

NEW JERSEY

Intergroom
4/16/2009 – 4/19/2009
Somerset, NJ
(781) 326-3376
intergroom@msn.com

NEVADA

SuperZoo
9/15/2009 – 9/17/2009
Las Vegas, NV
www.wvpsa.com

NEW YORK

Pet Fashion Week
8/22/2009 – 8/23/2009
New York, NY
(401) 331-5073
petfashionweek.com

RHODE ISLAND

NEPGP
10/29/2009 – 11/1/2009
Warwick, RI
(508) 799-5236
info@nepgp.com
www.nepgp.com

PENNSYLVANIA

Groom Expo 2009
9/17/2009 – 9/20/2009
Hershey, PA
(717) 691-3388
info@barkleigh.com
www.groomexpo.com

SOUTH CAROLINA

NDGAA Carolina GroomFest 2009
5/29/2009 – 5/31/2009
Columbia, SC
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

TENNESSEE

Pet Stylists Super Show
4/3/2009 – 4/5/2009
Knoxville, TN
(865) 769-0598
mrsrottie@concord-inc.com

TEXAS

**Intl. Assoc. of Canine Professionals
Annual Conference**
3/19/2009 – 3/22/2009
Hutto, TX
(407) 469-2008
iacpadmin@mindspring.com
www.dogpro.org

WASHINGTON

**Pacific Northwest Groom,
Board and Boutique Show 2009**
3/20/2009 – 3/22/2009
Tacoma, WA
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

CANADA

**Calgary Pet Industry
Trade Show**
4/26/2009
(800) 667-7452
www.pijaccanada.com

Western Pet Expo
5/3/2009 – 5/4/2009
(800) 667-7452
www.pijaccanada.com

Canada Grooms
6/14/2009 – 6/15/2009
Oakville Conference Center
Oakville Ontario
(800) 268-3716
www.canadagrooms.com
canadagrooms@petsupplyhouse.com

2009 Calendar

**Pacific Northwest
Groom • Board • Boutique
Show 2009**

3/20/2009 – 3/22/2009
Tacoma, WA

PetQuest 2009

Groom • Board • Boutique
(Cincinnati OH area)
7/23/2009 – 7/26/2009
Ft Mitchell, KY

Groom Expo 2009

9/17/2009 – 9/20/2009
Hershey, PA

2010 Calendar

**Groom & Kennel
Expo 2010**
TBA

PetQuest 2010

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

Groom Expo 2010

9/9/2010 – 9/12/2010
Hershey, PA

Barkleigh Productions, Inc.
(717) 691-3388 • Fax (717) 691-3381
www.barkleigh.com
www.groomexpo.com
www.off-lead.com

**For a Quick Response
from advertisers,
use the
Reader Service Card.**

To list your event, send it to sally@barkleigh.com

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



REQUEST READER SERVICE CARD #5938

Order online at www.barkleigh.com • (717) 691-3388

Reminder & Klient Postcards



MV-1



R-4



R-1



R-2



R-6



R-3



R-9



R-5



R-7



M-1

Inexpensive • Convenient • Colorful

Just stamp your salon name, address, and mail them!

Fantastic as Total Reminder Program or between GroomOgrams!

The Back Sez...

MV-1 (back) See you at our new "digs!"

R-1 (back) Dear _____, You are probably very busy toy-tossing, napping and dining on gourmet canine cuisine. But, I know you like to look your very best. So, I'm sending this little reminder just to say that it is time for you to be groomed again. Please call for an appointment at your earliest convenience. Thank you. Your Groomer.

R-2 (back) Is your pet trying to tell you that he needs to be groomed? If so, please call for an appointment at your earliest convenience, before he finds the scissors! Your Groomer.

R-3 (back) All dogs benefit from regular professional grooming. For your pet's continued good health, please call for an appointment at your earliest convenience. Thank you. Your Groomer.

R-4 (back) Dear _____, I know you like to look your very best, smell your sweetest and feel great! Please remind your "Best Friend" that you are now due for a professional grooming. Thank you. Your Groomer.

R-5 (back) ...to remind you that your pet is due for professional grooming. Please call for an appointment, at your earliest convenience. Thank you. Your Groomer.

R-6 (back) Grooming is a PURR-fectly wonderful experience... when performed regularly. Call now for your pet's next appointment. Your pet will PAWS-ively love you for it! Your Professional Groomer.

R-7 (back) Just a reminder that your pet is scheduled for a professional grooming on: _____ at _____. If it's im-PAWS-ible to keep this appointment, please call at once. Thank you.

R-9 (back) It's been Paws-ively wonderful serving you and your pet. Hope to see you again soon!

M-1 (back) ...but just can't find "hide nor hair" of your pet. Is your pet okay? Have you moved? Was your pet's last grooming satisfactory? You are important to us and we'd like to hear from you. Please call at your earliest convenience. Thanks.

**Postcards Cost Pennies ... But Reap \$\$\$!
Give Your Clients a Gentle Nudge for Grooming!**

Reminder Cards

(Indicate Style # When Ordering)

May Be Mixed in Packs of 100

#574	20 Reminder Postcards	\$10.50
#575	50 Reminder Postcards	\$21.95
#576	100 Reminder Postcards	\$31.95
#577	500 Reminder Postcards	\$127.95
#578	1000 Reminder Postcards	\$198.00

REQUEST READER SERVICE CARD #5939

Order online at www.barkleigh.com • (717) 691-3388

Sympathy Cards

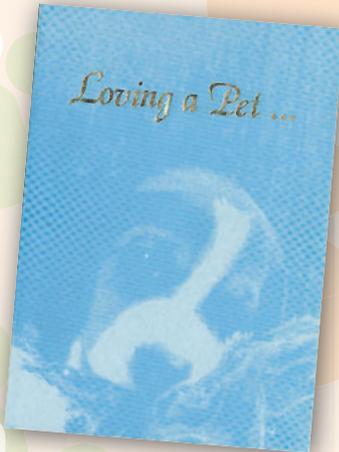


Elegant 4" x 6" card is printed with rich chocolate ink on ivory linen paper. Inexpensive and easy to send. Matching envelopes included.

(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>MY PET'S REPORT CARD</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> <hr/> <p>I should be groomed in _____ weeks.</p> <p>My next grooming appointment is: _____ at _____</p>
--	---

Indicate Pink, Blue or Tan!

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 hand-writing. **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
- 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
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REQUEST READER SERVICE CARD #5941

Order online at www.barkleigh.com • (717) 691-3388

Minit Moneymaker Programs!



Judy Bremer-Taxman says,
"These Products will
boost your bottom line!"

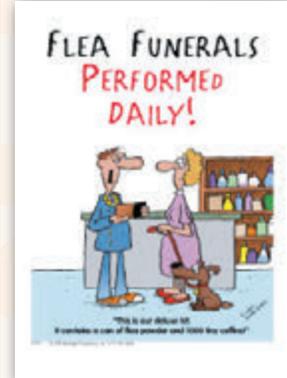
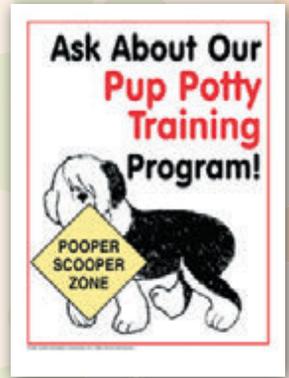
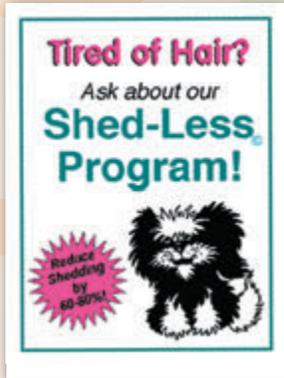
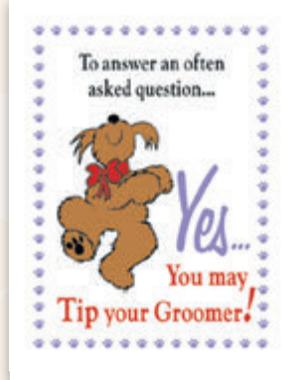
Counter Signs!

- Increase Tips!
- Sell Products!
- Offer Services!

Great Poster for Your Salon!

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

This cute framed 24" x 36" poster will stop all those nasty remarks and replace it with a chuckle from your clients. Why not couple this poster with the Tip Sign and turn "lemons into lemonade!"



#5008	Carding Minit Moneymaker	\$19.95
#5004	Canine Toothbrushing Minit Moneymaker	\$19.95
#5007	Shed Control Minit Moneymaker	\$19.95
#5005	Puppy Potty Training Minit Moneymaker	\$19.95
#5009	Tip Sign Computer Reminder Card	\$15.95
#5011	Flea Funeral Computer Reminder Card	\$15.95

Each packet provides a new money-making program, instructions on how to begin, PLUS an 8.5" x 11.5" colorful display sign for your counter or wall. Some programs include handouts for photocopying!

#6043	Poster/Frame	\$59
#6044	Poster & Tip Sign Special (Reg. \$74)	\$69

Happy Camper Card

Kennel Operators... Was the Pet a "Happy Camper?" Or was he a "Little Devil.. but had a great time!"

Now, like a Camp Counselor, you can grade each pet in your care from an A+ to an F. A time-saving checklist will tell your client that his pet ate well, had fleas or ticks, should see a veterinarian and more.

Lots of room for your own personal comments, too. It's a personalized way to thank your boarding clients. Plus, it's a promotional tool, too! Pet owners show it to their friends! Comes in green only.



KENNEL CAMPER CARD (#KCC)

#906	20 Kennel Camper Cards	\$6.95
#907	50 Kennel Camper Cards	\$13.95
#908	100 Kennel Camper Cards	\$25.95
#909	500 Kennel Camper Cards	\$99.00
#910	1000 Kennel Camper Cards	\$159.95

Kage Kard Karrier

3" X 5" or 5" X 8"



This sturdy aluminum card holder will keep pet information right where you need it. Two popular sizes: Holds 3 x 5" Boarding Run Cards or Klip Kards, and 5 x 8" Giant Klip Kards or Kennel Kards.

Clip on easily to cage or crate. Has holes to wall mount near grooming table or tub. Also has collar and leash holder. Practically indestructible, won't rattle and holds information cards securely.

#1951	Kage Kard Holder 3"x5"	\$5.95
#1952	5 Kage Kard Holders 3x5	\$27.95
#1953	10 Kage Kard Holders 3x5	\$49.95
#1954	Kage Kard Holder 5"x8"	\$7.95
#1955	5 Kage Kard Holders 5x8	\$37.50
#1956	10 Kage Kard Holders 5x8	\$69.95



SUESAN WATSON
Certified Master Groomer

"Everyone needs Wahl, just try it once and you'll soon say, "How did I ever live without this clipper".



LISA LEADY
Certified Master Groomer

"Using quality products is one key to being successful, using Wahl helps me be more efficient."



JUDI CANTU
Certified Groomer

"My Wahl delivers the power I need to get through tough jobs all the while keeping my blade & clipper cool to the touch."



DANELLE GERMAN
Certified Feline Master Groomer

"Customers can request some pretty creative designs on their pets. Thankfully Wahl allows me to safely and efficiently clip cat hair."



ANNETTE QUICK
Certified Master Groomer

I love the new Wahl Stainless Steel Snap-On Combs. They cut through the coat more like a blade than the plastic combs. They make my life easier by minimizing my scissor work and giving me a great finish!



JAY SCRUGGS
Certified Master Groomer

"Wahl has the most versatile clippers."



SUE ZECCO
Certified Master Groomer

"I've used Wahl products for years and Wahl continues to deliver outstanding product and service."

WAHL Xtreme Stylists

Travel to a Professional Pet Trade Show and stop by the Wahl booth to view and try out Wahl's quality product line.



**WAHL'S XTREME TEAM TAKES ADVANTAGE OF PERFECTION!
DO YOU HAVE WHAT IT TAKES TO BE THE BEST?**



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Professional Wholesale Pet Care Products

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Best Prices... Best Brands...™



NEW

Paw Brothers® Professional Grooming Tables

What You Need For What You Do
Tables As Low As \$289.95

Round Swivel Top Hydraulic Table with Round Base
PBP89330



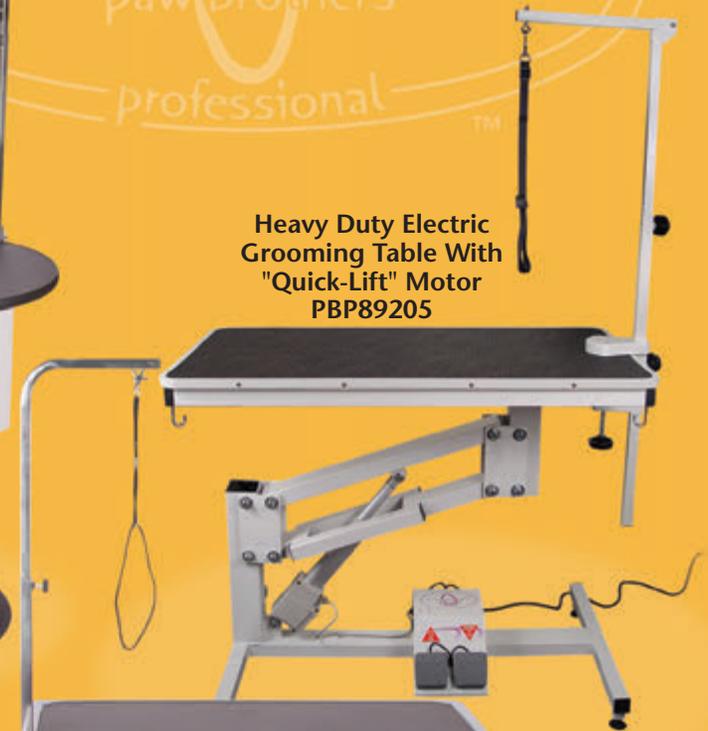
Rectangular Swivel Top Hydraulic Table with Round Base
PBP89335



Round Swivel Top Hydraulic Table with Cabinet & Round Base
PBP89331



Heavy Duty Electric Grooming Table With "Quick-Lift" Motor
PBP89205



Hydraulic Z Style Grooming Table With Removable Top
PBP89320



Electric Z Style Grooming Table With Removable Top
PBP89325



www.RyansPet.com

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REQUEST READER SERVICE CARD #5944