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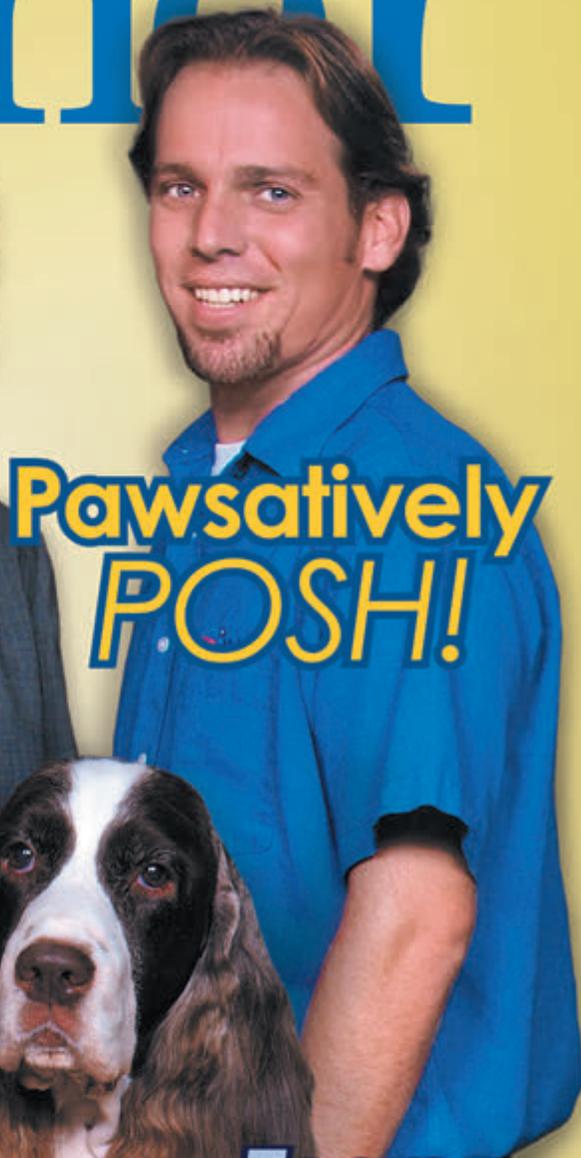
"The Grooming Industry's Trade Magazine"

Vol. 27 Ed. 8 Nov./Dec. 2008

Groomer



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Greta Dalrymple,
2008 GroomOlympics
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Sally's Desk by Sally Liddick



Sally Liddick



Gwen Shelly

Passing the Torch!

Dear Groomers,

After 27 years and nine months, I have decided to take a breather from *Groomer to Groomer*. I am going to try to turn over the Editor's Desk to my young protégé, Todd Shelly. Yes, I said *try*. Can I do it? I don't know. I have been doing this for so many years, that I am just not sure.

But at the ripe old age of 62, perhaps it is time to let some new thoughts appear on this page. I am getting cranky and far too often I get on a soap box. Actually, deadlines are beginning to bug me. They come fast and furious. It is hard to keep up, and especially hard to come up with fresh new stuff since I am not traveling as much as I used to. Todd, Vice President Of Sales And Marketing, is traveling and talking to you guys all the time. He has fresh new ideas. Plus, I am determined to carve out a little time to do some things I really want to do, but don't have the time for.

Firstly, I want to write my book. This has been my desire for so many years. Gwen's and my adventures have been so unusual, and so exciting that I really want to share them with all of you. I want to compile all 27 years of *Sally's Desk* into a book and add some of the missing details of Gwen's and my life.

Did you know that Gwen and I had adventures way before *Barkleigh* even existed? We were best friends from the age of five when we found each other in Miss Allen's first grade class. We went to elementary, junior high and high school together.

We got married to best friends, whose mothers were best friends. Now, there's a story, isn't it? On top of that, we recently completed another dream of ours... to build houses next to each other. And so we did. I often say we have fought every fight but a "neighbor" fight. And now we can put that on our "to do" list.

So, we can all welcome Todd here next issue as the "semi-permanent" *Sally's Desk* replacement. He is Gwen's son and started with *Barkleigh* when he was just a little guy of ten. He examined and counted *GroomOgrams*. Oh, please don't call the feds on me about child labor laws. He wanted to make a few bucks and had his mother's permission. I don't recall him being very good at it, to tell the truth.

But he persevered. Eventually, as a young teen, he began helping with odd jobs and became a work horse at *Groom Expo*, finally graduating to head "grunt." So even though he had loftier goals (he has a degree in psychology which probably helps him deal with me!), he ended up working for us between jobs and never left. A blessing to us, because Todd really loves the grooming industry.

So now it is Todd's turn to charm you. But I am not going anywhere. I will still be here in the office every day dealing with a lot of other *Barkleigh* stuff. And writing? If I get some great thing that I just need to write about, well then I will follow the lead of one of my favorite writers, Jamie Buckingham, and have a column at the back of the magazine called "The Last Word." I hope he would not mind me borrowing his title. I always liked it.

So this is definitely not farewell. Just taking a break to do some things that I really want to do. God bless you.

And Todd... I will be watching you!!! So do a good job.

Sally

GROOM EXPO 2008

Celebrates Twenty Fantastic Years!

"Give them quality! That's the best advertising in the world!" declared Milton S. Hershey, founder of the vast *Hershey Chocolate* empire. He lived by those words. Now, *Hershey* products are known and loved the world over.

That same dedication to quality helped launch *Groom Expo*.

Sally Liddick was a groomer with a dream. Together with Gwen Shelly, they made plans to hold grooming seminars that put a great emphasis on learning and improving the pet care industry.

In 1988 they put their plan into action and scheduled the first ever *Groom Expo*. They arranged grooming demonstrations and contacted top industry experts to speak. Over 500 groomers attended that first *Groom Expo*, and the attendance numbers have increased each year.

Over 4400 attendees helped *Groom Expo* celebrate its 20th birthday this past September at the *Hershey Lodge and Convention Center* in Hershey, Pa. They were greeted in



Photo by Udo Kretschmer

Andis Poodle Tournament

the registration area by the cheerful voice of Frank Brown and by an enormous fountain overflowing with Hershey's candies.

Groom Expo had so many activities planned for their birthday celebration that the festivities had to start on Wednesday.

Brilliant sunshine and bright blue skies greeted an enthusiastic group of pet care professionals as they boarded the bus for a fun-filled and educational day touring the Adamstown area. Their hosts were Judy Bremer-Taxman and *Groomer Has It* star, Jon Bannon.

Their first stop was the *Country Pet Hideaway*, an ultra modern boarding kennel that has a heated, endless swimming pool and luxury suites for their pet guests. Then it was on to *Godfrey's Dogdom* to see their unique and trend-setting pet retail items and their Canine Learning Center. The next stop was at *The Total Dog and a Little Cat*, a grooming and doggie day care facility co-owned by Jon Bannon.



Photo by Animal Photography

Artist Knox watches the "Groomer Has It" Auditions

The group stopped at an antiques and craft village where they shopped for bargains and fabulous one-of-a-kind treasures.

Their full day was made even fuller when they stopped at the *Shady Maple Smorgasbord* for dinner. The two hundred and twenty feet of tempting authentic Pennsylvania Dutch foods had even the most finicky eater filled to capacity. Yummy!

Thursday began with several day-long seminars. Sarah Wilson's

Continued on page 8



Dancing with Dogs

Photo by Animal Photography

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Groom Expo 2008 Review
Continued from page 6

Animal Behavior seminars were filled to capacity all weekend long. Her presentations are filled with humor, common sense, and insight on animal behavior and training.

Another favorite, Thursday's *Amish Fling*, gave attendees the chance to unwind and enjoy a fun-filled day without a dog in sight.

The 'hot spot' of the evening was



Photo by Animal Photography

Artist Mingles at 44/20's Opening Night Party

the *Internet Mingle*, with giveaways and drawings. There were also appearances by some of the *Groomer Has It* contestants and Judge, Joey Villani. The room was 'rockin' as old friends and new enjoyed the fabulous get together. But – that was just a warm up for things to come.

It was a hold-on-to-your-hat Friday when the Expo shifted into high gear. There were more day-long seminars, grooming competitions got underway, the trade show opened, the silent auction began, and the *Off-Lead Arena* became a beehive of doggie dancing activity. There were even more seminars held Friday evening, followed by the kick-off of the big *Opening Night Party*.

Many *Groom Expo* attendees opted for the 'Do-it-All' package that enabled them to go in and out of any of the seminars. Audio and videos of many of the seminars were available again this year, allowing the attendees to take a part of *Groom Expo* home with them to watch over and over. (Watch your



Marc Vander Wal putting the finishing touches on his model dog

Photo by Udo Kreischmer

email for availability.)

An exciting new competition, *The PetEdge Super Model Dog Contest*, was fascinating to watch from start to finish. All the contestants started with the same basic yarn dog. These amazingly talented stylists created beautiful, life-like Poodles, Bichons, Terriers, and Spaniels from their yarn models.

In the *Off-Lead Arena*, the

Continued on page 10



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Groom Expo 2008 Review
Continued from page 8

W.C.F.O. (World Canine Freestyle Organization) Disco Doggie Dancing Meet began. It was amazing to see the beautifully costumed and talented teams of trainers and their dogs compete in this exciting new canine sport.

Over 300 first time attendees were treated to a guided tour of the Expo by Debbie Beckwith. This enabled them to familiarize themselves with the show and meet others who were also there for the first time.

"I have been grooming for seventeen years," said Luba Parfinov, from the St Louis area. "This is the first time that my daughter, Ellen, and I have been able to come to *Groom Expo*. I love it! I'm learning new and useful information. Everyone is very friendly. We will be coming every year. Absolutely!"

Many attendees were anxiously waiting for the trade show to begin. As the doors opened they streamed in with shopping lists in hand, to search for show specials, fill their wish lists, and examine all the newest equipment on display. It was a fabulous weekend for attendees and vendors alike.

"What a show!" said Mary Meeks, President of *Nature's Specialties*. "Our products absolutely flew off the trade show floor. We sold out of many things on Friday and are now taking orders to ship."

The 44/20 *Opening Night Party* was proof positive that hard working groomers can also party hard. The music provided by Mr. B had everyone 'rockin' on the dance floor. Jorge Bendersky, one of the

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Judy Bremer
Taxman and
Patie Ventre

Photo by Animal Photography



Dancing
with Dogs

Photo by Animal Photography



Karen Kretschmer
Judges

Photo by Udo Kretschmer



Jonathan &
Kathy Rose

Photo by Animal Photography



Olga
Wins!

Photo by Udo Kretschmer

Michael Mailman



"Groomer Has It"
Stars with Party
Sponsor, Michael
Mailman of 44/20

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Wow!
What a busy
Trade Show!



Photo by Udo Kretschmer

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-Audrey Wickman
Tail Waggers Kennel



A customer came in with his badly matted dog and was emphatic the dog not be shaved. I decided to use my sample of *The Solution™* and I was able to dematt the hair without shaving!

I was very impressed, but decided to reserve judgement until the dog came in for his next grooming. I felt confident his hair would be even more matted since *The Solution™* probably softened his hair. To my surprise the dog's hair was in extremely good condition! We now use *The Solution™* on everything snarled and matted. I am totally sold on this wonderful product! I know it will enhance my grooming skills and please my customers. Thank you for such a great product!

-Kathy Roberts
Kathy's Kritters



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Groom Expo 2008 Review
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Groomer Has It stars said, "This is my first *Groom Expo*. I came with a little fear, but everyone made me feel like a rock star. This is an amazing experience...I have 4000 new friends!"

Saturday got off to a flying start with more than thirty seminar topics, exciting grooming contests, and

lots of demonstrations.

The *Oster Grooming Theater* offered 'big screen' breed grooming demos presented by Chris Pawlosky and other industry experts.

"I'll say this about Chris Pawlosky's seminars...She rocks!" said attendee Karen Perry Stuck, of *Bubbles to Beautiful*. "With a live demo, she brings the pages of grooming books alive. And, Dr. Boyd Harrell's seminars were incredibly informative. The one about eyes



Joann Camilli is all smiles

Photo by Udo Kreischmer

showed me what to look for and how very quickly an eye condition can turn into a critical situation."

The meals at *Groom Expo* were 'just the ticket' for hungry pet care professionals. "The food is fabulous," said Christine Bittner, first time attendee from Cherokee, Kansas. "And, I've made wonderful new friends that I can 'talk shop' with. They understand all about anal glands and other things that only groomers talk about."

Continued on page 14

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

Hostess Judy Bremer-Taxman, had loving, encouraging words for all the attendees. "Groomers have a gift. Not everyone has the skills to do what we do," said Judy emphatically. "I want each of you to know how important you are."

"I've been coming for five years," said Mary Angela Reed of *Critter*



44/20
Opening Night
Party!

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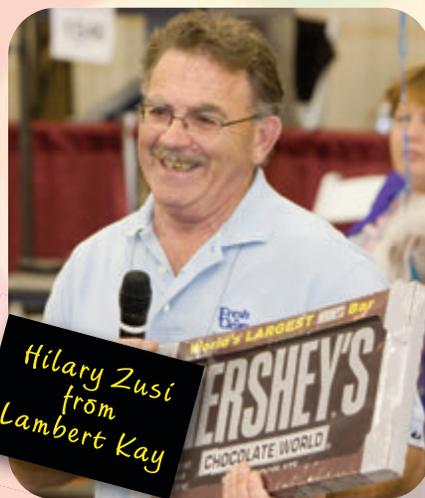
Cuts. "I really need the boost I get from *Groom Expo*. I feel important as a groomer and I feel like a true, solid business owner."

At both of the luncheons, pieces of gold jewelry donated by Judy's husband, Paul, were awarded to lucky attendees. Wild applause and cheers filled the room as the winners names were called out.

Groom Expo has another distinction that sets it apart from all others - *Slipper Daze*. Thanks to the trend-setting Gwen Shelly, Vice-President of *Barkleigh* and Co-Host of the show, attendees can be seen throughout the convention center wearing 'fuzzies'. "Gwen has a complete wardrobe of dress slippers," says Sally.

If you saw her wearing bunny slippers, it might be because Gwen had another project at the expo that kept her hopping - *The Gifts of Love*

Continued on page 16



Hilary Zusi
from
Lambert Kay

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Groom Expo 2008 Review
Continued from page 12



Happy Birthday Joey!

Silent Auction. She outdid herself this year, bringing unique and amazing items to offer to the highest bidder. The proceeds go to *Gifts of Love International*.

The *GroomOlympics* grooming competitions began on Friday and continued throughout Saturday.

The *Andis Poodle Competition* had forty entries – a new *Groom Expo* record. One of Saturday's contestants, James Pesce from New York said, "I have been attending *Groom Expo* for many years, but this is the first time I have entered a grooming competition. I won the 'Difficulty' award for my division. It was great!"

All of the weekend's grooming competitions were *IJA (International*



Gwen Awards a Prize!



Photo by Animal Photography

Kathleen signing Autographs in the Groomers Club Booth!

Judges Association) events. The *IJA* uses a panel judging system, a group decision on the class placements.

Throughout *Groom Expo*, the stars from the *Groomer Has It* reality show – including winner *Artist Knox*, made special guest appearances and presented seminars.

Saturday evening's festivities began with the presentation of the

Continued on page 48

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Zoonotic Diseases Part Two

OF INTEREST TO THE PROFESSIONAL GROOMER

Zoonoses are diseases transmitted among humans and other vertebrates. Zoonoses can be transmitted from animals to people or from people and animals. Our discussion here will be limited to only those zoonotic diseases that occur in North America and those that pose a potential threat to pet groomers. In part one of this series, we covered Bacterial Infections and External Parasites of Pets.

By **Boyd Harrell, DVM**

INTERNAL PARASITES

ROUNDWORMS

ROUNDWORMS IN PETS

Roundworms or *Toxocara* species are the most common parasite of dogs and cats. The adult worms live

in the intestine where each female worm may produce tens of thousands of eggs per day which are passed in the feces. Within two weeks the eggs mature to their infective stage. Eggs may survive in soil for months or possibly years. Typically a dog or cat will come into contact with infected soil and then ingest the eggs during normal self grooming. Next they hatch and burrow into

Continued on page 20



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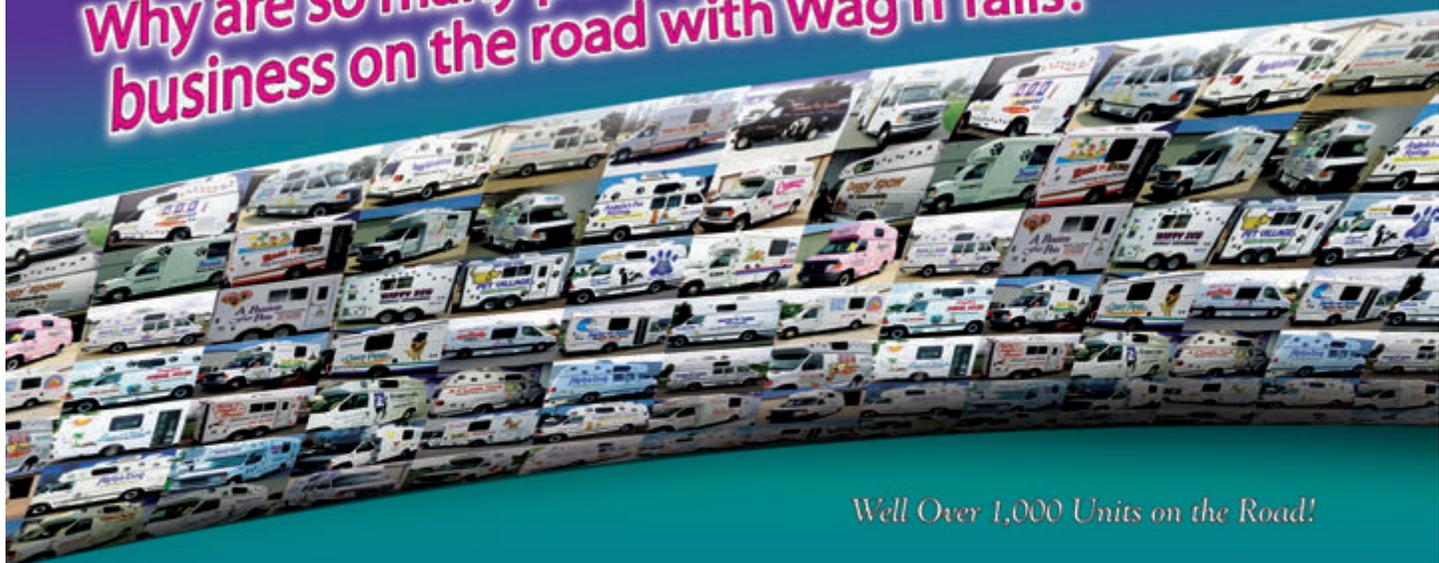
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the wall of the intestine to small blood vessels that transport them through the body. They eventually wind up back in the intestine to become mature adults and start the process all over again.

Roundworms in puppies and kittens may cause unthriftiness, fading puppy or kitten syndrome,

anemia, vomiting, diarrhea and weaken their system making them susceptible to secondary infection. Malnutrition can be a result of roundworm infection and cause

many puppies or kittens to develop the typical "pot belly" appearance.

ROUNDWORMS AND PEOPLE

Roundworm infections in people are referred to as *Larva Migrans*. Depending on the tissue affected, the names *Visceral Larval Migrans*, *Ocular Larval Migrans* and *Neural Larva Migrans* may also be used.

Eggs are most commonly consumed when children are playing in soil previously contaminated with roundworm eggs. Placing their soiled fingers or toys into their mouth begins the process. Once ingested, the eggs hatch to a larval form that begins to migrate through

Continued on page 22

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Zoonotic Diseases
Continued from page 20

soft tissue and into the blood vessels much like in the dog or cat. Since people are not the normal host for these worms, the larvae don't follow their normal path and migrate through soft tissues, causing reaction and destruction as they

go. This is where the term visceral larva migrans comes from.

There are two major forms:

1) Ocular Larva Migrans (OLM):

Toxocara infections can cause OLM, an eye disease that can cause blindness. OLM occurs when a microscopic immature worm enters the eye; it may cause inflammation and formation of a scar on the retina. Each year more than 700 people infected with *Toxocara* expe-

rience permanent partial loss of vision.

2) Visceral Larva Migrans (VLM):

Heavier, or repeated *Toxocara* infections, while rare, can cause VLM, a disease that causes swelling of the body's organs or central nervous system. Symptoms of VLM, which are caused by the movement of the worms through the body, include fever, coughing, asthma, or pneumonia.

Prevention includes good hygiene and regular deworming of pets. Children should not play in areas contaminated with animal feces and sandboxes should be kept covered when not in use. Always wash your hands after handling animals – they may have contaminated soil on their skin and in their coat.

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HOOKWORMS

Hookworms get their name from teeth-like structures, which they used to attach "or hook" themselves

Continued on page 24

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to the intestinal wall where they suck blood from the host. Adult forms lay eggs that are passed in the feces and hatch into larva in the next two to ten days. These motile larvae can enter the body through two modes, either by ingestion or by actively penetrating the skin. Hookworms rob their host of blood and can cause life-threatening anemia and weight loss, especially in the young. Diarrhea and a dark tar-like stool are common signs.

People generally get hookworm by walking barefoot in contaminated moist shady soil containing live and very motile larvae. The larvae actually penetrate the skin and migrate through it, causing *Cutaneous Larval Migrants (CLM)* also known as *Creeping Eruption*. Their migration causes red lines under the skin that sometimes break open. Irritation

from the migration causes significant itching. The larvae generally die within a few weeks and the condition disappears. In more advanced cases, the larvae may penetrate deeper tissues and cause lung damage and sore muscles. CLM is generally treated with a single dose of anti-parasitic medication and antibiotic/anti-inflammatory ointments are used to control local infections.

For groomers, the greatest risk of CLM may be from walking in kennels or exercise areas without adequate covering. Keeping the areas clean where pets are housed or exercised will minimize the likelihood of hookworm contamination. A solu-

tion of three cups of household bleach in a gallon of water is an effective kennel solution to aid in the control of hookworm.

TAPEWORMS

The most common tapeworm of dogs and cats in the United States is called *Dipylidium caninum*, also known as common dog tapeworm or flea tapeworm. Tapeworm segments, which are actually pieces or sections of the end of the adult tapeworm that break off, are passed in the feces or may actively crawl out the anus. When the segments are fresh they appear moist and off white in color. They may be seen moving by contracting to a short stubby form then stretching to a longer, thinner form. When these segments dry, they look like pieces of wild rice or cucumber seeds and may be found around the anal area.

Continued on next page

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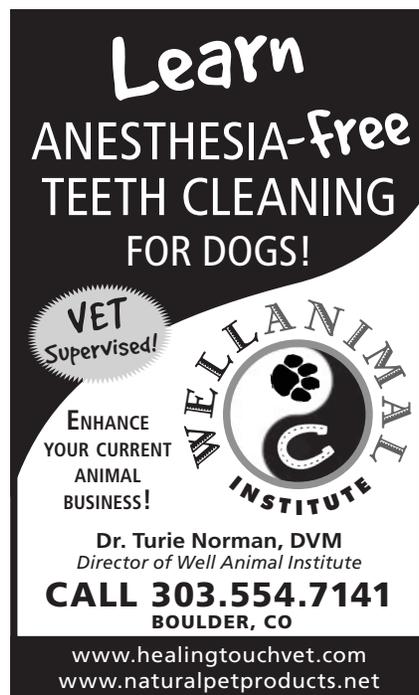
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Zoonotic Diseases Continued from page 24

After drying they release egg packets which are in turn eaten by the flea. The eggs hatch to a larva in the flea, penetrate the intestine and encyst themselves in the flea body cavity. When the infected flea is eaten, usually through normal grooming, the tapeworm matures to an adult and starts the life cycle over again. Consuming a flea is the only way this worm can be passed either to pets or people.

Dogs and cats are generally not greatly affected by the presence of tapeworms. "Dragging or scooting" their bottom may be the most obvious sign usually displayed by dogs.

When this tapeworm affects people, it is usually seen in young children. Symptoms are usually mild and may include diarrhea, abdominal pain and itching when

the segments are present around the anus.

There are effective medications to eradicate the tapeworm from both pets and people. Flea control is the best prevention.

FUNGAL INFECTIONS

RINGWORMS

Ringworm is a highly contagious fungal disease affecting both dogs and cats. This disease is generally caused by one of two organisms – *Microsporum canis* or *Trichophyton mentagrophytes*. Both organisms cause similar disease.

Many animals, especially the young, may carry the disease and show no signs. Young kittens are especially known for appearing healthy and yet passing the disease along to people. In fact most people who contract ringworm pick it up from infected cats and kittens.

When signs are present in either dogs or cats, they usually include scaly patches and broken hairs. The areas may or may not appear reddened and quite often have heavy scales. Itching occurs infrequently.

Transmission to people is through direct contact with an infected animal or things that have been contaminated by the infected animal such as grooming equipment, bedding, furniture, air filters and air ducts, carpeting etc. The time between exposure and disease may be anywhere from a few days to a few weeks.

The ringworm organism forms spores that can live for months in carpet, upholstered furniture and air systems. Daily vacuuming can help reduce the contamination. The exposed parts of the vacuum cleaner should be disinfected daily.

A diagnosis of ringworm in people is usually based on a history of

Continued on page 26



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Zoonotic Diseases
Continued from page 25

exposure and typical looking skin lesions. Ringworm on the scalp usually makes a bald patch of scaly skin. People with ringworm on other parts of their skin can have a ring-shaped rash that is reddish and may be itchy. The rash can be dry and scaly or wet and crusty. Ringworm in people usually goes away within a few weeks with home care. The skin should be kept clean and dry, apply over the counter antifungal creams, lotions or powders and launder clothing and sheets daily.

Grooming utensils contaminated by ringworm should be cleaned and soaked in a commercial antifungal solution. Cleaning with soap and water followed by a 1 to 10 solution of household bleach is an alternate choice. All surfaces and cages that may have become contaminated should be thoroughly

cleaned and disinfected as well.

TICK BORN DISEASES

Ehrlichiosis, Anaplasmosis and Rocky Mountain Spotted Fever are all bacterial diseases transmitted by the tick from one host to another. In each of these diseases, the tick in some stage of its lifecycle feeds on an infected host such as a rodent or deer (or many other animals), becomes infected then feeds on another host and passes the disease along. Each of the diseases in this category share many common traits and will be discussed as a group.

In dogs these species can affect both the white and red blood cells. Early signs typically include fever, lethargy, loss of appetite, weight loss, enlarged lymph nodes and an enlarged spleen. Long term infection may cause clotting defects and swelling of the rear legs, scrotum and tail.

Signs in people include flulike signs and possibly a rash. The signs

can sometimes be so mild as to not even be recognizable and on the other end of the spectrum many patients will need to be hospitalized and these diseases can be life-threatening.

Lyme Disease is caused by the bacterium *Borrelia Burgdorferi* and is another tick borne disease. White footed mice and white tailed deer are the prime reservoirs for this disease although other animals such as dogs, cats, horses, cattle and people can become infected. As with the other tick borne diseases and a section, dogs and cats cannot transmit Lyme disease directly to people, they can however harbor infected ticks.

Symptoms in dogs may include nonspecific signs such as fever, poor appetite, lethargy and a shifting lameness that tends to move from one leg to another. Major internal organs such as kidneys, the heart and the central nervous system may

Continued on next page

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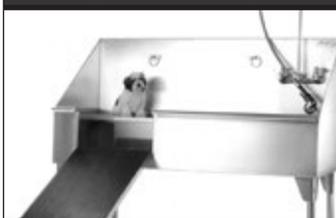
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Zoonotic Diseases
Continued from page 26

also be involved, causing signs such as behavioral change, mental confusion and seizures.

Signs in people start out in the early stages with flulike symptoms. A bulls-eye or target rash may appear on the skin, days to weeks after infection. If the disease is not discovered and treated in the early phase then the bacteria travels through the bloodstream and may cause fatigue, enlarged lymph nodes, joint pain, and nervous system signs. Weeks to years after the initial infection, arthritis, especially at the knees, nervous symptoms, severe headaches, and heart arrhythmias may develop. Once the chronic form of the disease is manifested, it may not be possible to rid the body of the infection and the damaged tissue may not be able to repair itself.

As with the other tick borne diseases, prevention is tick control and tick avoidance.

The information in this article comes from the author's own educational background, internet sources, veterinary textbooks, and the primary source is a book titled "Handbook of Zoonoses: Identification and Prevention" by Joann L. Colville and David L. Berryhill published by Mosby Elsevier, 2007.

Dr. Boyd Harrell is a strategic business coach and co-founder of Pet Pros Business Coaching, LLC. He is also a veterinarian and former multi-veterinary practice owner, an international speaker and a pet health advisor for Oxyfresh.com. He is formally trained in life, leadership, health and business coaching and holds an advanced certification in "The Model of Human Behavior," the model of how people interact and what does and does not motivate them. In addition, he is certified in the "Strategic Mindset Process" coaching model helping business owners to develop entrepreneurial habits to drive their success. Dr. Harrell can be reached at Boyd@PetProsBusinessCoaching.com or by calling (866) 388-3578.



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It always uplifted the spirits of the salon personnel when we saw sweet, old Mr. Freshwater on the appointment book with his Sheltie, *Lassie*. He was always delightfully chipper, flirting coyly with his “girlies” in the salon. A very nice man, of small stature in his early 80’s, he was a reasonably long time client of my South Florida salon. We had seen him through a number of personal issues, including the passing of his wife. But he prophesied that this was a part of life that we all would go through one day and that we had to accept these things and move on.

It quickly became evident that this was strictly lip service. While we never knew his wife, she was obviously a great influence on him as we slowly watched him get more fragile as time passed. The way he dressed was the first clue that he missed her terribly. He was not a “fashion plate” to begin with, but he tried hard. It

Continued on next page

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Senior Citizens and their Pets
Continued from page 28

became a point of humor to see what he might be wearing that day, but it quickly turned to serious concern as we not only noticed him getting more and more fragile, but noticed his sweet *Lassie* paralleling his condition.

She was an older girl and was starting to show her age. Her teeth became bad and when we would mention it to Mr. Freshwater, he would tell us that he would take her to the vet and have it addressed. On his next visit we would relive the entire scenario. He always liked *Lassie* to look good and would bring her in monthly, but he was becoming forgetful and needed to be called to remind him to book an appointment for her.

One day he brought her in for her appointment and her condition shocked us. She was terribly thin and bony; looking to be on the verge of dehydration. Her once beautiful coat was matted and she was infested with fleas. Her groin was urine soaked and she had feces stuck to her rear. She was weak in her rear legs and had trouble stand-

Pet ownership is a responsibility that can become overwhelming to a senior and this is only compounded when multiple animals are involved.

ing. As I gazed at her in awe and began to profess my shock at her condition, I looked at Mr. Freshwater and stopped cold in my words.

He was in no better condition than his dog. His clothing was stained and dirty. His face was pale. His eyes sunken and his demeanor was neutral. He looked like his dog. They were both silently screaming for help. There was nobody for me to call. We took *Lassie* into the salon and assured Mr. Freshwater that we would make her look beautiful.

A call to the vet verified my fears; *Lassie* had not been there in over two years. I can only imagine that dear Mr. Freshwater was deny-

ing himself the same basic care as he denied his best friend.

Upon his picking up his beloved *Lassie*, we inquired how he was feeling and if there was anything “his girlies” could help him with. Could we take *Lassie* to the vet for him? Could we do anything for him personally? I really wanted to take him to his doctor. He said he was fine, got in his car and drove away. That would be the last time we would see either of them. Several weeks later, a call to his disconnected phone number confirmed my worst fears.

My years as a South Florida groomer were peppered with similar

Continued on page 30

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Senior Citizens and their Pets *Continued from page 29*

scenarios. Retired people moving to their personal paradise with their pets. The dogs were getting old right along with their people. Parallel aging. What happens to them all?

Anybody who has been involved with professional grooming or the sport of showing dogs, for any reasonable amount of time, has surely witnessed, or heard of, similar incidents. The difference is that these elderly dog show people usually have multiple dogs in their care. They have trouble parting with the dog that made their kennel name a household word, or that one, wonderful, top-producing bitch who was the benchmark of their breeding program. They all age together and the owner does not see this house full of dogs as a problem as they have always had multiple animals to care for. What they don't see is their

own increasing age and their increasing inability to properly care for the pets as well as for themselves. Pet ownership is a responsibility that can become overwhelming to a senior and this is only compounded when multiple animals are involved.

Recently Laura, an old friend of the *Barkleigh Bunch*, passed away. A breeder and exhibitor of Champion Shih Tzu's, she continued to groom out of her home. *Barkleigh* Vice-President, Gwen Shelly, owns a Shih Tzu and would bring it to Laura's home for regular grooming.

One day, when her husband brought *Willy* for his grooming, he noticed something terribly wrong. Laura was not answering the door and one of her dogs was in the backyard; wet from the rain and covered in mud. These highly unusual circumstances prompted him to call Gwen and Sally, they called the police who quickly informed Gwen that the resident of the house

had been brought to the hospital in the middle of the night and was on life support. Stricken with shock, Gwen immediately went into "what about her dogs?" mode. The police allowed Gwen into the house where she found two more dogs. Upon further searching, three more were found in kennels in her grooming area.

A proud woman, Laura would not ask for help, so nobody had any idea there were problems. Her house reflected her diminishing physical and financial circumstances and it was easy to see that it carried over to the dogs. It truly bothers me to add that the body of an additional dog was found in the freezer as Laura had no way of disposing of it. It turns out that this was her little Hussy, a dog I personally used as a demo dog at many a *Groom Expo*. Gwen did what she (and any of us) had to do... she immediately took the dogs out of the situation and got them to a groomer and a vet.

The dogs included a boarding dog that was in good condition. The two other house dogs, *Lolly* and *Snuggles*, were in decent condition, having just been groomed as demo dogs at *Groom Expo*. The three older kennel dogs were deplorable. Their coats were matted to the skin and urine soaked. Their eyes were crusted nearly closed and their jaws were rotted with the jaw bones broken from infection and lack of dental care. They were only being fed

Continued on page 31

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Senior Citizens and their Pets
Continued from page 30

dry kibble and their jaw issues kept them from eating properly. In turn, they were terribly underweight and on the verge of dehydration. Gwen quickly brought them all to a groomer who removed the matted coats and cleaned them up.

The next stop was to the vet where they were diagnosed with malnutrition and, of course, the jaw issues. "Perhaps they can be saved and enjoy what small amount of time they have left in comfort," thought Gwen. After much searching, she was finally able to contact a niece of Laura's, who had power of attorney and inform her of her aunt's as well as the dogs conditions, their whereabouts and what she had taken the liberty of doing in the dog's best interest. The vet contacted the niece and suggested two of the three old dogs to be euthanized.

Gwen took the remaining dog, *Jiggy*, and had her spayed. She was nine years old and was found to be pregnant at the time of the spay, a testament to the careless lifestyle all had fallen into. An effort to save some of her teeth failed, but she is better off without them. Known as *Piggy Jiggy*, her broken, infected jaw had been wired and is now healed and she is a fat, happy old dog in the Shelly household along with *Lolly*. *Snuggles* resides happily with Gwen's daughter.

Hoarding (Pets) ... is an affliction that begins with good intentions but quickly escalates to uncontrollable proportions.

We see extreme cases of this on episodes of popular *Animal Planet* shows or news broadcasts. Animal Control or Humane Society officers respond to a neighbor's complaint about the smell emanating from a house with a larger-than-usual amount of animals on the premises. *Hoarding* (as it is referred to) is an affliction that begins with good intentions but quickly escalates to uncontrollable proportions. Removal of the animals from these conditions is usually met with great objection by the owner as they see nothing wrong with the situation.

Many of these pet hoarders have the potential of becoming

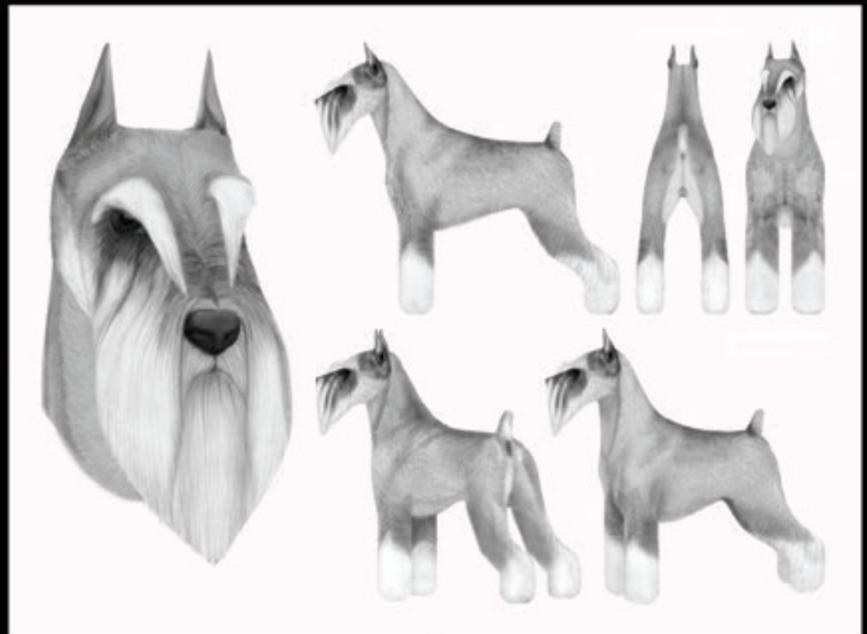
repeat offenders as this is usually a sign of an underlying mental disorder. With this in mind, many large city animal controls are staffed with experts on hoarding that specialize in dealing with these people and monitoring them after the first incident to help keep it from reoccurring.

Another situation that I am hearing of more and more is when a senior citizen has neglected to make proper arrangements for their pets in the event of a catastrophic incident: leaving them incapable of caring for the animals.

Iris Paulis is an icon in our

Continued on page 32

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industry and I had the pleasure of spending some time with her recently at *Groom Expo*. She has been retired for many years but us “old timers” remember and respect her for her foresight and drive as one of the true pioneers within the grooming industry. She is a legend in Japanese Chin (then known as Japanese Spaniels) and Toy Poodles. Her dog population was considerably downsized from her early years, now having only four Toy Poodles in her care. A sudden, devastating stroke left Iris speechless and debilitated. Not only could she not care for her pets, she couldn’t even tell people what to do with them! She had carefully written out her wishes for them but neglected to give these instructions to anyone!

A well meaning dog show friend took the dogs in. The problem was that this person was in ill health herself and was struggling with too many of her own dogs. But, as we previously stated, she did not see taking on several more dogs as an issue. Iris’ poor dogs went from the frying pan into the fire.

As Iris’ health improved she discovered her dogs’ fate and became very disturbed to learn of their whereabouts. Friends close to her investigated the situation and discovered the dogs in horrible condition. Loving friends interceded and the dogs were all rescued. Physical changes made it impossible for Iris to return to the lifestyle she

Have you ever had a conversation with a customer about plans should they become incapacitated?

had known prior to her stroke but all four dogs are now happily living out their lives together at a friend’s home along with the friend’s Standard Poodles. All are in the range of fifteen to seventeen years old and they still regularly visit Iris at the nursing home, where she now resides.

I have no doubt that I am striking close to home with many pet stylists. We see the owners and pets leading parallel existences and headed into a downward spiral. People who see them every day, like neighbors or family, may not notice right away as the changes might be gradual. They may heed what is really happening. But we do. We see them going down in big steps; not gradual slopes. Many of us have experienced a Mr. Freshwater and *Lassie*. We may have a Laura as a neighbor.

Ours is a very personal business to begin with. They trust us with the care of their beloved family member and it is this relationship that I feel gives us latitude to get a little more personal with some of these people. We all know that contact information on our clients is vital, but when it comes to our senior clients, obtaining a bit more information than an address and phone number can really pay off in the end. I do not think it is asking too much for emergency contact information from customers.

Have you ever had a conversation with a customer about plans for their pets should they become incapacitated? Maybe it’s time to ease into casual talk with somebody that is close to you. Perhaps it’s time to make these plans for yourself and your own pets. When you do, please make copies of your requests and give them to the people who are to take your animals. Also, a copy or two to close relatives might help as well. I know some customers will ask their groomer to take their pet if “anything should happen to them.” We have to stop using that word “if” and substitute the word “when”, because nobody is going to get out of this world alive, much less being able to bring their dogs with them.

I can’t help but think that if I had a contact for Mr. Freshwater I might have been able to help him. I try not to dwell on the guilt I feel as so much was out of my control but, it still hurts! I was able to assist several other clients in different ways and I look at those as my success stories. But I will always miss Mr. Freshwater and I take some degree of comfort just knowing that I was one of his “girlies”.

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REQUEST READER SERVICE #5678

Money from Heaven for Groomers

By Deb Disney-Nusbaum

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

been around more than twelve years.)

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

joint problems, etc.

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

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

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

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

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

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

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

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

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BY CHUCK SIMONS

SALON AND GROOMING EXPERT

Now is the perfect time to plan for a banner year in 2009. Start by looking at what you did right in 2008. Did you learn to groom smarter, not harder? Did you find a great way to promote your salon?

And let's remind ourselves that WE ARE THE CHAMPIONS of the pet industry.

When you see a beautiful dog on a television commercial or in a magazine ad, it was a groomer who made them look so beautiful. It wasn't the pet food being advertised or the flea collar being sold that made that dog look so great. It was a professional groomer!

And like the Champions that we are, we must strive to make the most profit from our chosen profession. During 2008, I spoke with hundreds of groomers about raising their prices and most of them did not know where to begin. They were so afraid to lose even one customer in our current economy that they had decided to just stick it out with the low prices they already had.

When I remind them that a plumber or electrician

or a car mechanic can make \$100 an hour, they tell me that's because they don't need their appliance or breaker box or car to be fixed every six weeks so those guys are allowed to make more. And yet, I insist that they can earn an average of \$60-\$80 an hour for their services for even their six and eight time a year customers.

Well some of them give me a stare and say, "Where do you live where you can make \$80 an hour?" And you know what I say?

"I live in the land of making money! But where do you live? In the land of giving it away!"

Everything else has gone up including utilities, gasoline, food, and the list goes on and on. Let's raise our prices so we can afford those things and then add another 10% so we can earn a profit!

This is the last issue of the year and thanks to everyone who has read this column and sent me emails with their questions. What a great year it has been! Thanks to all the groomers who come to my seminars and stop by the *Groomers Helper* booth!

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Dear SAGE,

I have been charging the same for grooming for many years, but I know it is time to raise prices. I am having no problems raising prices for my new customers. But many of my clients have been with me for years.

Still, they have to see that everything else is going up including utilities and gas. I am thinking of writing a letter and could sure use your help.

Dear Letter Writer,

Here is something that I used and it has worked. I started by posting some signs in the shop that said "Due to unforeseen circumstances and the rising cost of doing business, we have been forced to raise our prices. Please speak with the owners for details."

S•A•G•E Advice
Continued from page 34

Your customers will understand as they have seen the cost of everything going up and you want them to come directly to you for information. Here is a copy of the letter.

Dear Valued Customers

This was a very hard letter for me to write, as I am afraid that I will be losing some of you as clients. Due to economic conditions beyond our control and skyrocketing fuel costs we are forced to raise our prices.

For some who have not had a price increase in 3 to 5 years our average prices have been \$50 for the last three years and will be increased to \$60.00 on September 1st 2008.

I value your patronage and we do understand and empathize with you if this poses a hardship, however, I am left with no other choice. I have postponed this for far too long and it is becoming a hardship for me.

I personally will be devastated if I lose just one of you but it is now a choice of the entire business or a few good customers. I hope you understand.

I will consider any alternative arrangements and take your requests on an owner-by-owner basis. Please call or speak with me personally if you have any questions or concerns and thank you for your past patronage.

Sincerely,
Your Pet Stylist

Dear SAGE,

I was at one of your business building seminars and it was a lot of fun! You gave me some great ideas, but I am having trouble with your suggestion to charge \$80 an hour for my services! It often takes me hours to finish a dog and that would mean my customers paying \$100s of

dollars for their pet. No one here is going to pay \$240 for their dog if I work with the animal for three hours. WOW! I know that you say other professionals get that kind of hourly rate, but I think I would rather charge somewhere around \$35. Perhaps a sliding rate depending on what I am doing, like more for finishing work and less for nail grinding.

Dear Priceless,

The idea that you would charge different hourly rates for different services would be a billing nightmare. Can you imagine your customer looking at the bill and then explaining to them why one service cost more than another?

Seriously, I say you are worth it. Try asking for more from the next new client that walks in. Tell them that you have an \$80 an hour base over charge and you also charge \$2 or \$3 for specialty shampoo because you use the best. Of course, if you would like to purchase your own or bring in one from the vet, there will be no charge for shampoo.

Tell them that dematt service is extra, but you will not know until you examine the pet exactly how

WHEN YOU SEE A BEAUTIFUL
DOG ON A TELEVISION
COMMERCIAL OR IN A MAGAZINE
AD, IT WAS A GROOMER WHO
MADE THEM LOOK SO BEAUTIFUL.

much it will be. Charge at least \$80 an hour - that's \$20 each 15 minutes extra you work.

Consider that most artists do not charge what their art is worth, that's why they sell through galleries. Most professional ball players would play for free for the love of the game, but that's why they send an agent to negotiate their million dollar contracts.

We are our own worst enemies when it comes to pricing our services. We price ourselves like it is our own pet that we are looking to get groomed, not as a business person running a company and well aware of the skyrocketing costs. We do not want to lose one client to our nearest

Continued on page 36

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8. TIPS!

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S•A•G•E Advice

Continued from page 35

competitor so we "compete" by lowering our prices to rock bottom.

There is enough business out there at double your prices, even if there were twice as many groomers in existence. Get all your facts and figures together and ask an accountant what your prices should be. You will be greatly surprised.

Thanks to all who read this column! Here is something else to ponder for a fine 2009.

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 25th 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.

His web sites include www.chucksimons.com and www.groomershelper.com.

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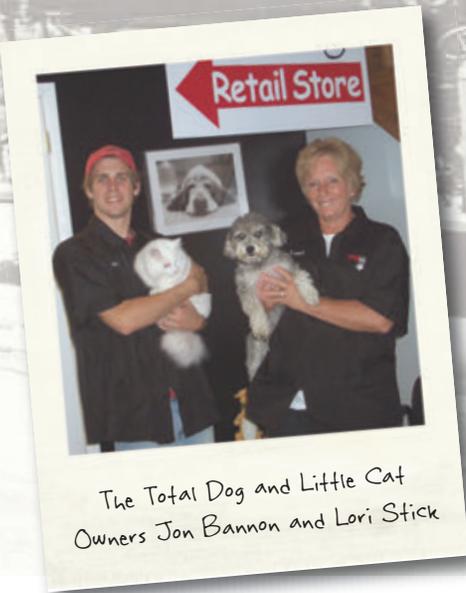
Any enterprise is built by wise planning, becomes strong through common sense, and profits wonderfully by keeping abreast of the facts.

Proverbs 24: 3,4
The Living Bible

Pawsatively Posh

By Audrey Ulrich

The Total Dog and A Little Cat:
How two groomers, one firehouse
and some bog turtles created
a premier pet care facility



The Total Dog and Little Cat
Owners Jon Bannon and Lori Stick

The Total Dog and a Little Cat in Adamstown, Pennsylvania is a state of the art, pet care facility featuring full service grooming, dog day care, dog training and retail products. The owners, Lori Stick and Jon Bannon, may seem like an unlikely pairing but sometimes building something fantastic takes more

hard work and vision than one person can contain. So how did a fifty something groomer and a nineteen year old come together to build this dream pet care facility?

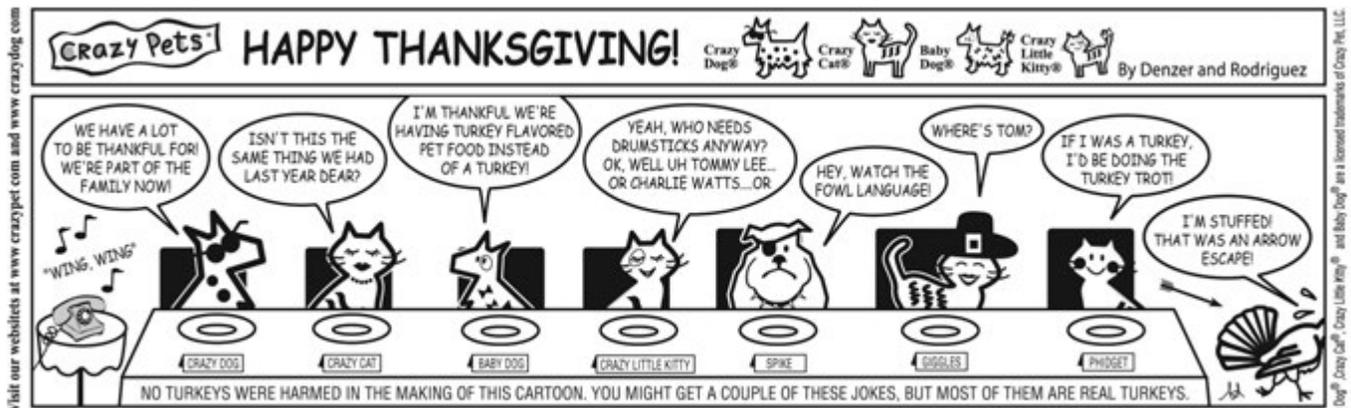
Grooming was Lori's calling. She was running a successful grooming business in the basement of an upscale pet boutique when health problems prevented her from continuing. It's the classic end to many a grooming career. But Lori was not about to go back to her former life as a marketing manager. She placed an ad online and set out to find someone who would be able to carry on the grooming business she had created.

Jon was only 19 years old when he and Lori joined forces. A gradu-

ate of *NY School of Dog Grooming* with a strong love of animals, he was poised for a successful career in grooming. Together they worked in their basement grooming shop where they cultured a reputation for their high quality work. Lori was ready to do more and she knew that with her business savvy and Jon's talent they could create a world class pet care facility. She was dedicated to adding dog day care services and so the search for a place big enough for their big dreams began.

"That's why we chose the name *The Total Dog*. We knew we would provide everything we could for a dog's health," says Lori, "But then

Continued on page 38



REQUEST READER SERVICE CARD #5683



Warehouse BEFORE renovations



Pet Center AFTER renovations

we realized that since we do cats too it should be *The Total Dog and A Little Cat*.”

Jon and Lori looked at several locations before finding the *Adamstown Fire Station*. The building had been home to a sock factory (socks made in the USA!) but when the adjoining warehouse burned down, the company was prevented from rebuilding due to

the endangered bog turtles on the lot. “So we have the bog turtles to thank!” laughs Lori. The mystique of the classic building was alluring. Did they find any hidden treasure during the construction? “We found five socks and lots of lint,” says Jon, shaking his head.

The real treasure was the vision for their dream pet care center. Were they overwhelmed by the magnitude of turning the run down warehouse into a state of the art pet care facility? “Not at all,” says Lori quickly. “We pretty much could see exactly

how it would work. It was perfect.” But making the dream a reality would take a lot of hard work and some creative financing.

One idea for financing led Jon to become a contestant on *Groomer Has It*. “I thought ‘If I win, we could use that money to build.’” As it was, Jon was eliminated early in the competition. Many of us sighed sympathetically at his challenge of grooming a Great Pyrenees puppy in only ninety minutes.

“When I got back from the show it was kind of a relief...we were in the middle of the construction so it wasn’t the best time for me to be gone.” Jon and Lori watched the remaining season of *Groomer Has It* with anticipation. “We had no idea how it would go,” says Lori. In the end they were able to build their facility through a unique arrangement with the property owner who paid for the remodeling costs up front. Those costs will be added to the mortgage when Jon and Lori buy the building which they hope to do next year. This allowed them to build things right the first time and left them capitol to invest in quality fixtures and equipment.

Building *The Total Dog and a Little Cat* was an all day and all night project most days, with Lori’s husband, Larry, helping with the construction. “It was definitely a team effort,” says Jon. Doing the work themselves saved tens of thousands of dollars in building costs. Every detail of the facility was thought out and planned from the flooring to equipment to the color scheme. The result is amazing.

Grooming is at the heart of the business. Jon and Lori chose to equip the 600 square foot grooming salon with *Forever Stainless Steel Tubs* (Request Reader Service #5612) and hydraulic tables, *Laube Clipper Vacuum* (Request Reader Service #5613) systems and *K-9 III* (Request Reader Service #5614) dryers. It’s bright and airy with nice windows. One thing I noticed was there is no

Continued on next page

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REQUEST READER SERVICE #5684



kennel bank.

"We specialize in one to one grooming so most dogs are done in one and a half hours. This really separates us from the competition," says Lori. On the day I visit, Jon is busy with a family of three Poodles. The dogs play while they wait for their grooming. It's easy to see why they love coming to *The Total Dog and a Little Cat*.

The dog day care is a thing of beauty. It is easily the most impressive dog day care I have ever visited. The indoor area alone is 2,600 square feet. Jon really has to wind up his pitching arm to throw a ball the length of the play area. The dogs also have the option of playing on ramps and tunnels by *Puppy Playground* (Request Reader Service #5610). Rubber Cal flooring throughout ensures the dogs can play all day comfortably. The outdoor area is accessed through a roll up fire station door and features *Perfect Turf* (Request Reader Service #5611), a unique synthetic turf specially designed for dog use which is easily maintained and disinfected.

The retail area features 600 square feet of quality products chosen to enhance the health and happiness of the pets. "Every product has been thoroughly researched," says Lori. The retail area was

challenging because it is in the former garage and had lots of duct work which was designed to be practical not pretty. Jon beams when he talks about how he was able to disguise much of the duct work by decorating it to look like a tree. Not totally rebuilding the garage saved money and also helped maintain the charm of the original fire station.

Additionally the facility has a comfortable waiting area. The color scheme of red, black, grey and white runs throughout and gives it a polished look.

Was there anything they wish had gone differently? "The zoning took five months, which was hard,

but we used that time to brainstorm. Also our computer software system really hasn't worked out well because we get very little support from the company so we'll be shopping for a new one," reports Lori.

Part of the success of *The Total Dog and a Little Cat* is the good partnership that Lori and Jon work on.

They are each 50/50 owners in the company and each has specific areas of his and her expertise. This allows them to work together using their strengths while not getting in each other's way and creating conflict. "Lori does the numbers, the checkbook and all the things I would mess up and I pick up the dog poo!" jokes Jon. Lori reminds him that he also oversees the grooming and is a whiz with the product reps. Jon agrees, "My advice to everyone is to bug your product reps for help with advertising and building your business. Even \$50 or \$100 here and there can really be a boost."

What does the future hold for Jon and Lori? The weekend I visited they were gearing up for several firsts. They presented a total of

Continued on page 40



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three educational programs at *Groom Expo* on topics ranging from business management to puppy mills. "This is really exciting for us, and we hope to be able to do more. We want to share with people what we have learned to help them succeed," says Lori.

Additionally Jon is passionate about putting an end to puppy mills. "I want to reach as many people as I can about this. I know that when people see the truth there is no way they would ever allow it."

Jon also entered the competition ring for the first time. "One of the things that kind of sucked about being eliminated early on the show was I really didn't get to showcase my grooming. I just want people to see I know how to groom." He definitely did that, winning the *Difficulty*

Award with an Airedale on Friday and presenting a beautifully groomed Standard Poodle on Saturday. "I'd also consider going on *Groomer Has It* again. This time I would be a lot less stressed. What people watching the show don't realize is that they started with twenty four groomers so by the time the first episode filmed there had already been a lot of stressful competition."

And what does the future hold for *Total Dog and a Little Cat*? "We're always working on something new. Clients come in and say things look better every time they stop by," says Jon. "We'd like to finish the dog day care with a drop ceiling. This fall we'll be adding agility and we'd like to do some clinics like reiki and massage. We've also considered hosting play groups for the dogs, and even singles' mixers where people could come with their dogs," says Lori. "We'd like to maximize use of the space especially after

6:00 P.M.," adds Jon.

Lori leans in with excitement in her voice, "And there's a fire station for sale in Palmyra just outside of Hershey..."

After a long day of seminars at *Groom Expo* I'm driving through the country side to decompress from my day. On the way back to town I notice the fire station Lori mentioned. After spending a few days with Jon and Lori, I too can see their vision.

Jon Bannon and Lori Stick are two groomers who definitely "have it." Luckily for the rest of us it's contagious.

Related Web Sites:

www.totaldogandalittlecat.com
www.unitedagainstpuppymills.org

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 can be reached at info@thebarkinglotfriends.com.

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TEAR AND FACIAL STAINS 101

“Tear stains are caused by excessive tearing, a symptom known as epiphora. There are numerous causes of epiphora. The most common are genetics, blocked or infected tear ducts and teething in puppies.”

BY DEB BECKER

Tear stains, and facial stains in general, are a daily complaint of customers. Your knowledge is important to effectively conquer the problem and ultimately impress your customers (especially those with white dogs)!

Tear stains are caused by excessive tearing, a symptom known as epiphora. There are numerous causes of epiphora. The most common are genetics, blocked or infected tear ducts and teething in puppies.

The normal flow of tears is from the ducts to a collecting sac, just under the skin below the eyes, to a tube that drains to the nose. Genetics can play a role in the disruption of this process. Quite simply, the eye structure of some breeds is unable to support adequate draining of the tear duct. Depending on the severity, a veterinarian may need to surgically correct and open the tear ducts.

Genetic tear duct deformities are commonly found in the Cocker Spaniel, Maltese, Bichon Frise, Miniature Poodle, Pomeranian, American Eskimo and Shih Tzu. Some blockages are not as severe and are cleared up by a veterinarian irrigating the tear ducts. A veterinarian can diagnose the severity by injecting a saline solution into the ducts to check for block-

age in the drainage system.

Epiphora can also result from eye irritation. Hair around the eyes is the most common irritant. Small hairs, invisible to the human eye, can touch the eye and cause excessive tearing. In this case, a magnifying glass may be used to locate the hair. A small misplaced hair can act as a wick and draw tears onto the face. Other common irritants are dust, pollen, smog and allergies.

Excessive tearing may lead to bacterial and yeast growth, due to the constant moisture. The most common, associated with reddish-brown stains, is “red yeast”, which may have a strong odor. When bacterial and yeast infections are present, a veterinarian will need to prescribe medication to eliminate the infection.

Teething puppies are often sufferers of epiphora due to pressure on the

Continued on page 42



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tear ducts from the swollen gums. Remind your customers to keep the area around their pet's eyes clean and dry during this time to avoid infection.

Epiphora is typically a cosmetic concern. However, it may be an indicator of ocular pain caused by a corneal ulcer or inflammation of the eyeball. If chronic excessive tearing is present, suggest the pet see a veterinarian.

Diet may cause facial staining and excessive tearing. It has been determined that a dry kibble, free from additives and preservatives, is the best defense against allergies that may cause epiphora. A common misconception is that foods with beet pulp may cause facial staining. This is not true. Beet pulp used in dog food is from sugar beets, which are white. Inform your clients that facial staining

can also be caused by food bowls, suggesting they use stainless steel bowls. Another culprit is high mineral content water. Recommend the use of purified or commercial bottled water to alleviate the problem. You may even suggest your customer train their pet to use a water bottle.

Ear infections are also responsible for excessive tearing and facial staining. A few simple steps can help avoid ear infections. Clipping the hair in a dog's ear will allow better air flow and minimize the chance of infection. However, some professionals fear that tweezing (plucking) hair from a dog's ear may cause infection. The remaining open pore could allow bacteria to enter.

Remind your customers of the importance of drying their dog's ears thoroughly when bathing at home in between groomings. In this case, specify the importance of keeping shampoo out of the animal's eyes, which can also lead to excessive tearing. Suggest your customers check

their dog's ears periodically for discoloration or odor to identify an ear infection before it worsens.

There are many products available to minimize tearing and remove stains. Nikki Huntley, owner of *K-9 Cruzin' Mobile Salon* in Boiling Springs, SC, notes a huge difference when clients simply change their pet's water to bottled or purified. Nikki's favorite stain remover is *Chris Christensen's White On White* (Request Reader Service #5625). She stresses, "I only apply *White On White* to the face with a Q-tip or cotton ball and never get too close to the eyes. It can only be used on calm dogs that I know won't shake." Nikki also uses *South Bark's Blueberry Facial* (Request Reader Service #5626) in her salon and recommends home use. Nikki states, "The *Blueberry Facial* is safe and works well, even on puppies." Nikki uses *Angels' Eyes* (Request Reader Service #5627) for maintenance and promotes daily use to her customers. *Eye Envy* (Request Reader Service #5628) and *Pets' Spark* (Request Reader Service #5629) are also popular tear stain removers for groomers.

There are a few home remedies your clients may suggest. There are mixtures using peroxide and bleach which can result in serious harm to pets. Deter clients from attempting those dangerous concoctions. The safest option for pet owners is to wipe their pet's eyes twice a day with a clean wet cloth to remove any build up. Another safe suggestion is to add a teaspoon of white vinegar to the pet's drinking water. This method is used for prevention after stains have already been removed.

Our thanks to Eliana Ellern of *Petaware*, maker of *Pets' Spark* tear stain remover, for suggesting this article and providing useful information on tear stains. For more information on *Pets' Spark*, please visit www.PetsSpark.com (Request Reader Service #5629) or see advertisement in this issue.

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A bit of humor:

Pat and Mike had been handlers and then dog show judges for over 50 years. Pat was dying. Mike told Pat that he wondered if there were dog shows in heaven. He asked Pat to let him know. A few days later, Pat died. That night, Pat appeared to Mike in a dream.

"I've got good news and bad news," said Pat.

"The good news is that there are dog shows in heaven. The bad news is that you are judging next Sunday."

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The Nash Salon Series...

By John and Vivian Nash



Introduction to Bathing, Grooming and Styling by Coat Types

In the past few years, John and I have noticed a decrease in the art of styling basic pet trims. What once were well styled, balanced, but still very practical trim styles that the average pet owner could take care of, have become very short trims with no flair and very little style.

We all know that many pets don't come in as often as they should, and that pet owners do not keep them brushed as much as we would like, but that doesn't mean that we can't put a little style back in the grooming and still keep an "easy to care for" trim.

When designing a series of courses for the Nash Academy that explained just how to achieve the best results when bathing, grooming and styling, we found that coat type along with the anatomy of the dog were key issues. Coat type determines the products, tools and equipment that you should use in order to best take care of the skin and coat on man's best friend.

In this series, we want to bring out the artist in you by putting style back into your everyday pet trims. We will use lots of illustrations from our online courses to help you better understand our concepts and to visually show you how to achieve this magic of "Creating Cute Expressions and Stylish Pet Trims". But first, let's start with the basics so that we have a good, solid foundation to build on. Our first article is about Coat Types.

When you understand coat types, everything else makes sense. Coat type dictates the types of products, tools, equipment and technique to use, in order to properly prep, bathe, brush, dry and finish the coat. Knowledge of coat

types allows you to be more efficient and creative in achieving every day trims with style. This may sound overly simple, but in fact, almost everything you do as a bather, groomer or stylist will depend on coat type and this infor-

mation will take some of the mystery out of the process.

Coat Types

There are two types of hair that make up the dog's coat.

Continued on next page



1 - Airedale Terrier



2 - Smooth Fox Terrier



3 - Wire Fox Terrier



4 - Norwegian Elkhound



5 - Maltese

Introduction to Bathing and Grooming Dogs by Coat Type *Continued from page 44*

Undercoat is a short, thick, cottony layer of hair that only appears on double coated breeds, such as the Airedale Terrier (Illustration #1). Its purpose is to insulate the dog.

Topcoat, often times referred to as guard hair, is a thicker and stronger hair which forms a layer of hair that is the longer outer hair of the double coated breeds, and is the type of hair on all single coated breeds. Its purpose is to form an outer layer of protection.

The variations in thickness and length of top coat, and the presence or absence of undercoat, in addition to the coat growth pattern, establish the overall coat type. The various coat types will

be listed in the next article and coat type will be referenced throughout this series of articles. Coat type is often a distinguishing characteristic between certain breeds, an example being the Smooth Fox Terrier (Illustration #2) and the Wire Fox Terrier (Illustration #3).

In this case, coat type distinguishes one breed from the other and determines the products and techniques used for each.

Determined and Undetermined Hair Growth

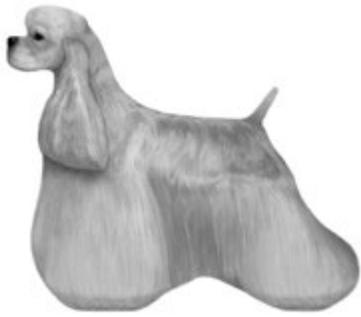
Dogs also have *determined* and *undetermined* hair growth. Breeds with determined hair growth, such as the Norwegian Elkhound (Illustration #4), have coat that grows to a specific

Continued on page 46

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6 - Cocker Spaniel



7 - German Shepherd



8 - Shih Tzu



9 - Pomeranian



10 - Kerry Blue Terrier

Introduction to Bathing and Grooming Dogs by Coat Type *Continued from page 45*

length, much like your eyebrows. These breeds require tools and techniques that remove the coat naturally, such as brushing, carding, and handstripping to maintain healthy skin and coat.

Dogs with undetermined hair growth, such as the Maltese (Illustration #5), have coat that grows to an undetermined length, much like your own hair. Breeds with undetermined hair growth require tools and techniques that remove the coat by artificial means, such as clipping, thinning and scissoring. You will also find breeds such as the Cocker Spaniel (Illustration #6) that have a combination of determined and undetermined coat types, require a combination of both types of tools and techniques.

Typically, the type of hair growth determines the products that you use to properly care for the skin and coat and to prevent skin disorders.

Shedding

There are three types of shedding patterns found on man's best friend and the type of shedding pattern is coat type related.

Breeds with determined hair growth shed in a block or band fashion, such as the German Shepherd (Illustration #7). *Block Shedding* refers to the shedding of the undercoat. The effect that we see in block shedding is large portions of the undercoat shedding at one time. *Band Shedding* refers to the shedding of the top coat on smaller portions of the body, therefore causing the entire process to take longer than in

block shedding.

Mosaic Shedding is a type of shedding that happens randomly and therefore continuous and occurs only on breeds with undetermined hair growth such as the Shih Tzu (Illustration #8). Humans shed their hair in the mosaic shedding pattern.

Natural Coat Growth Patterns and Patterns Created by the Stylist

The hair growth pattern is where the coat grows longer on specific areas on the dog, often creating a signature silhouette or profile for a particular breed or a group of breeds. There are two different types of hair growth patterns that we see on the breeds of dogs. The *natural hair growth pattern* grows that way naturally and

Continued on next page

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Introduction to Bathing
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by Coat Type
Continued from page 46

has determined hair growth, such as the Pomeranian (Illustration #9). The *styled coat growth pattern* must be created by the stylist due to the undetermined hair growth in breeds such as the Kerry Blue Terrier (Illustration #10).

To achieve every day beautiful pet trims you must have a thorough understanding of the natural hair growth patterns in reference to where the length of coat stops and starts on the anatomy of the dog. Once you understand the natural patterns, you can apply the same concepts when you are styling the breeds with undetermined hair growth that require you to create the coat pattern.

Coat Growth Direction

The last topic of importance in order to form our foundation is the coat growth direction. This term is exactly what it sounds like. It is the direction in which the coat grows.

We hope that all of the information about coat types, shedding, natural and styled coat growth patterns, determined and undetermined coat growth and coat growth direction, has not been too confusing. We believe that it will help you to more clearly understand our concepts on creating cute expressions and stylish pet trims.

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The Nash Academy will celebrate its 30th anniversary in 2009. During the first 25 years, Nash Academy taught traditional pet grooming education. In 2003, Nash Academy took the theory/lecture portion of the curriculum and introduced the first online courses in our industry.

These courses have made the Nash Academy curriculum available worldwide and has allowed them to bring international instructors on board to teach online classes. The interactive online platform surpassed all expectations with visuals and discussions with the "best of the best" online instructors making these classes exciting and very educational while allowing everyone to study at home, in their own time.

The courses are unique within the grooming industry because they are instructor driven, not DVD's or correspondence type home study, and groomers receive credit hours toward certificates and diplomas.

The online training has been so successful, that Nash Academy has expanded to equine education, with the first certificate series being for the care and grooming of the horse.

To enroll or for more information about online courses go to www.nashacademy.com. Also, check out their latest website, www.groomersreference.com for an unparalleled compilation of information for the pet or show grooming professional.

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PetSmart Best In Show Awards.

The spectacularly groomed winners of each division were paraded through the ballroom and then went up on the stage to await the judges' decision. Each one looked amazing, but it was Greta Dalrymple with her stunning Springer Spaniel that was declared the *GroomOlympics* World Champion.

After a fabulous meal and yummy deserts, the *Dancing With Dogs Invitational* competition began. Team after team of talented trainers and their dogs strutted their stuff.

The *Off-Lead World Championship* team of Bridget McAlister and her Australian Shepherd, *Canyon*, really wowed the audience. They gave a moving demonstration of their award winning skills as they performed a breath-taking, "olympic stlye" ribbon dance.



Photo by Udo Kretschmer

The Sunday morning breakfast and Gospel concert is always a special time. This year it was made even more special when industry icon John Nash and his wife Vivian, joined us by video hookup.

John has been battling cancer. He shared his incredible journey and the encouraging progress he is making. He has an unwavering optimistic outlook, a deep faith, and a terrific sense of humor.

"There are some benefits to having cancer and undergoing chemotherapy treatments," John said with a big grin. "I don't have to shave or get a body wax or go to the barber any more. I'm real smooth!"

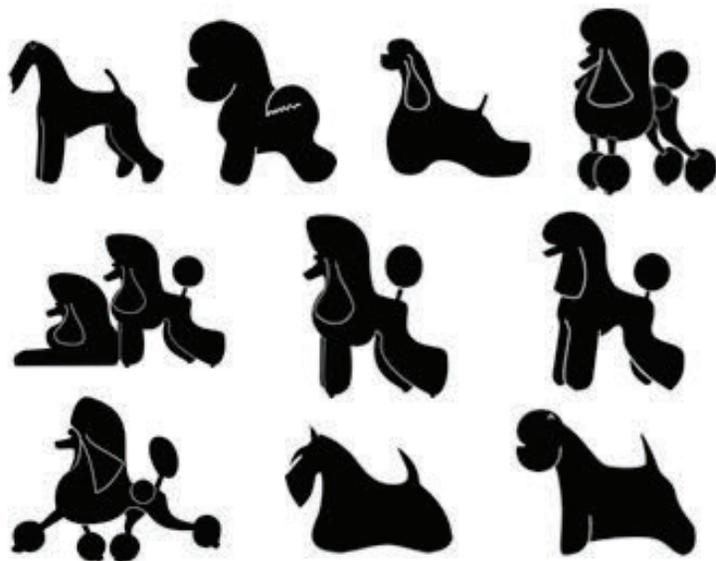
The *Barkleigh Creative Styling Competition* is the highlight of the expo. Competitors come from all over the world. Many have worked

Continued on next page

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Debbie & The Newbies

Photo by Udo Kreischmer



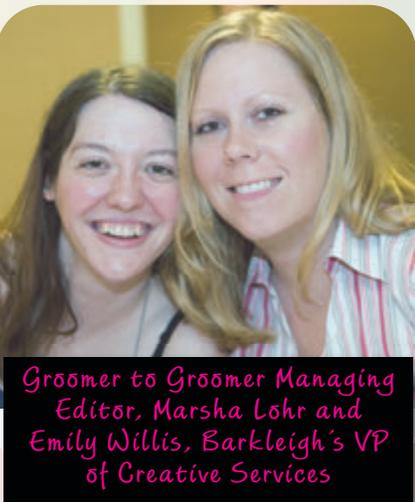
Gan Wee Yet
IA Judge
from Malaysia

Photo by Udo Kreischmer



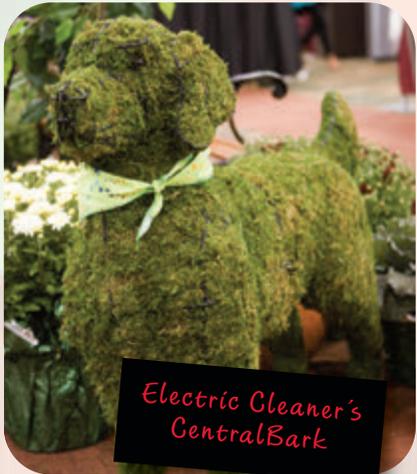
Shark Fin Booth

Photo by Animal Photography



Groomer to Groomer Managing Editor, Marsha Lohr and Emily Willis, Barkleigh's VP of Creative Services

Photo by Udo Kreischmer



Electric Cleaner's CentralBark

Photo by Udo Kreischmer

Groom Expo 2008 Review
Continued from page 48

for months to prepare their dogs, props, and presentations for this unique competition.

Eleven contestants thrilled the onlookers as they worked on their 'living canvases'. It was unbelievable to see the transformations as the artists worked their magic. There were Hawaiian sunsets, Poodles in full bloom, dragons, Nascars, pink ponies, and many more.

The *People's Choice Award* has become the most sought after prize in the competition. The winner is determined by audience applause and is featured on the cover of *Groomer To Groomer* magazine.

It would not be an easy task for the audience to select only one as their favorite. Every one of the contestants did an outstanding job.

They were truly creative in selecting their themes, executing the grooms, and giving their presentations.

The field was narrowed to a few finalists. During the last clap-off, Karen Stickel and her Standard Poodle, *Jackson*, received endless clapping, cheers, and whistles from the standing-room-only crowd. 'Panda'monium erupted in the auditorium as they cheered for Karen and the Poodle she had transformed into an adorable Panda Bear. They were indeed the 'People's Choice'!

All too soon, the fabulous *20th Groom Expo* was coming to a close.

There have been many changes in the last twenty years, but the dream Sally and Gwen had to create a special gathering for groomers where they could meet and learn has never wavered from its roots. Every year it gets bigger and better.

Happy Birthday, Groom Expo!
See you all next year!

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New Product News



BLINKERS PROVIDE SENSE OF SAFETY TO PET OWNERS



The *Flipo Group's Pet Blinkers* are flashing multi-colored lights, battery-operated, water-proof clips that attach to any

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WEE AWAY

The *Alpha Lamda*



Group offers *Wee Away*. A powerful odor eliminator specifically designed for use on pet accidents such as urine, feces and vomit. It is also powerful enough to be used on other organic odors such as garbage areas, septic tanks, mold and mildew. *Wee Away* combines special strains of natural bacteria that have been cultured specifically for their ability

to digest waste quickly and effectively. Natural enzymes and special performance enhancing additives ensure speedy breakdown of all organic matter. *Wee Away* destroys the source of the odors and does not simply mask them. *For information on Wee Away*

and their other products, *Request Reader Service Card #5616.*

ADJUSTABLE BATHING TUB

A new adjustable bathing tub is available through *Direct Animal Products*. The tub uses an electric hydraulic lift that is able to lower to 8" and elevate to 42". Ramps are not necessary, the dog can simply step into the tub and the hydraulic lift will raise any dog to your desired height. Visit www.directanimal.com to view a video of how this tub works and *Direct Animal Products'* complete product line of stainless steel tubs and cages. *Request Reader Service Card # 5615.*

HOLIDAY SPA COLLECTIONS

Happytails Canine Spa Line, Inc recently premiered their new *Holiday Spa Collections*, *Santa Paws* and *Hanukkah Hound*. Both collections include four two-ounce

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bottles of *Happytails* products that will make your dog feel valued and pampered all year round. The collections contain: *Comfy Dog Oatmeal Shampoo* for dry and itchy skin, *Fur Butter* (or *Fur Worse*) a super rich conditioner to nourish and rejuvenate a lackluster coat, *Dog Smog Remedy* that helps eliminate bad breath and gas, and *Fur Breeze* (Citrus Vanilla) a spray



perfume, it eliminates odors and leaves your dog smelling fresh. *Request Reader Service Card #5617.*

LEMON-AID OATMEAL

Best Shot's Lemon-Aid Oatmeal Shampoo features a pH balanced blend of gentle cleaners, oatmeal protein, and jojoba oil that soothe sensitive skin, fight dandruff, and enhance elasticity and moisture retention. It hydrates each hair follicle and closes the cuticle so you can expect superior conditioning

of coat and skin, exceptional body and manageability, significant static reduction, and improved gloss and sheen.

Recommended for silky drop-coated breeds prone to static, as well as smooth coated breeds. It will notably enhance black and dark coats naturally. Works great with recirculating power bath systems too! *Request Reader Service Card #5618.*



CATNIP BATH WIPES

Botanica, LLC

launches a new, all natural and organic product specifically for felines, *Catnip Bath Wipes*. The product is formulated to keep cats clean and happy. The towelettes are designed to wipe away dirt, loose hair, dander and other allergens, while occupying the cat with the scent of catnip. The wipes are biodegradable and environmentally friendly. Additionally, this product will be the first with the company's new name, *de Botanica*. The phrase "de Botanica" is Latin for "relating to plants," making the new name more descriptive of the company's plant-based ingredients. *Request Reader Service Card #5619.*



SKAMPER-RAMP

Skamper Industries manufactures and distributes the patented animal water rescue device known as the *Skamper-Ramp*.



The ramp provides a safe exit for animals that are trapped in swimming pools or have fallen off of docks or boats. The ramp is available in two sizes. The Regular or Original is designed for animals under 40 lbs. and for infrequent use. The *Super Skamper-Ramp®* is for animals up to 200 lbs. and can be used frequently. The Super version is suggested for boats, docks or walled ponds. Both ramps are made of heavy-duty plastic and weigh less than 6 lbs. *For information, Request Reader Service Card #5621.*

RAKE IT CLEAN

Rake It Clean by *Olivia Garden*

is a tool designed to extend the life of brushes, saddle pads and blankets. The hand-held tool has a large rake side to loosen hair and dirt build-up and a short rake side for the tougher areas. The product can also be used to remove hair from furniture and carpet. The shedding blade is also recommended for difficult areas on dogs, cats and horses. *For additional information, Request Reader Service Card #5622.*



Cat Grooming Made Easy

Featuring Debbie Beckwith





Learn tips on handling, nail clipping, carding, trimming and bathing techniques for cats.

Taped Live at GROOMEXPO

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J583

SLIMCAT

SlimCat by *Multivet* is a food distributor ball for felines. It is designed to increase activity and decrease excessive eating. *SlimCat* distributes an adjustable amount of food when the cat plays with it. The product is made of FDA approved plastic, is dishwasher safe and is compatible with most dry cat foods. *SlimCat* food distributor ball is individually packaged in four colors; Blue, Green, Pink and Orange. The product is available in cases of 12 (same color or assorted). Countertop displays are also available. *For more information, Request Reader Service Card #5620.*



ZUKA BOWL



The *Zuka Bowl* by *itzadog.com* is a fun and convenient way for your pet to hydrate on the go. The bowl folds into your hand to be tucked away in your car or purse or the attached clip can hook onto a leash or belt loop. *Itzadog.com* manufactures the *Zuka Bowl* here in the U.S.A. Two sizes are available, 10 oz. and 16 oz. *Itzadog.com* is creating new bright color patterns all the time for *Zuka Bowl*. *For more information, Request Reader Service Card #5623.*

36TH ALL AMERICAN GROOMING SHOW



09 Best In Show picture from left to right Marea Tully & Roxanne Zenner - Andis company representatives, Tammy Siert-Winner, Jay Scruggs-judge.

The 36th All American Grooming Show held August 14 to 17, 2008, at a new Westin Hotel in Wheeling, Illinois, broke all its previous records. There were 200 dogs entered in competition, ninety-plus vendor booths, forty-something lectures and demonstration, and over 1200 attendees. "Sales were brisk and everyone enjoyed the wonderful service and amenities at the new location, especially the fabulous restaurants on-site and nearby," said Jerry Schinberg. The 37th All American Grooming Show will be held August 13 to 16, 2009. For more information for next year's show, contact Jerry Schinberg at 847-364-4547 or aagrmgshow@wowway.com.

CONTEST RESULTS

BEST IN SHOW – Tammy Siert,
BEST ALL AROUND TYLIST – Irina Pinkusevich
BEST 1ST TIME COMPETITOR – Abbie Osgood

SMALL NON-SPORTING

Entry Division – Kathleen Stefanski, Blancy Torres, Marcy Givens
Intermediate Division – Christina Hankins, Ellen Meyers, Butch Singson
Open Division – Irina Pinkusevich, Penny Underhill, Kendra Otto,
Group Level – Irina Pinkusevich, Penny Underhill, Christina Hankins
1st Time Competitor – Karen Tighe

TERRIERS

Entry Division – Mary Finlayson, Abbie Osgood, LuAnn Plzak
Intermediate Division – Heather Shultz, Jeri Hoppe, Dolly Pierson
Open Division – Irina Pinkusevich, Jonathan David, Kendra Otto
Group Level – Irina Pinkusevich, Jonathan David, Kendra Otto
1st Time Competitor – Abbie Osgood

LARGE NON-SPORTING

Entry Division – Mary Finlayson, Nicole Kallish, Kristin Bierens
Intermediate Division – Christina Hankins, Heather Shultz, April Perry

Open Division – Veronica Frosch, Misty Fowler, Deanise Stoops-Kippenhan
Group Level – Veronica Frosch, Misty Fowler, Deanise Stoops-Kippenhan
1st Time Competitor – Kristin Bierens

POTPOURRI

Entry Division – Abbie Osgood, Christina Brandon, Kimberly Cook
Intermediate Division – Jessica Rudden, Tara Denean, Jeri Hoppe
Open Division – Tammy Siert, Anita Leinard, Irina Pinkusevich
Group Level – Tammy Siert, Anita Leinard, Irina Pinkusevich
1st Time Competitor – Abbie Osgood

SPORTING

Entry Division – Mary Finlayson, Nicole Kallish, Blancy Torres
Intermediate Division – Heather Shultz, Joy Chapman, April Perry
Open Division – Lindsey Berry, Greta Dalrymple, Michelle Breen
Group Level – Mary Finlayson, Lindsey Berry, Greta Dalrymple
1st Time Competitor – Joanna Litza

CREATIVE STYLING

Mallory Bennet, Jennifer Jerkovic, Jennifer Orelk, (Year of the Rat), Angela Kumpe, (Gone Fishing) Valerie Partynski, (also 1st Time Creative) (Memoirs of a Geisha Girl)



First place Creative Styling Challenge from left to right Chuck Perry-representing Wag'N Tails Conversions, Winners Jennifer Jerkovic, Jennifer Orelk, Mallory Bennett, Judge Jay Scruggs (Year of the Rat)

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- ✓ KITTY
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J885

REQUEST READER SERVICE CARD #5701

PetQuest 2008 • Tournament Winners



Tropiclean Poodle Tournament
Koko Tanaka
with, Representative, Dan Finkbeiner



**The Groomer's Mall
Terrier/Sporting Breeds Tournament**
Greta Dalrymple with, Representative, Ali Spence

Photos by Barkleigh



**Electric Cleaner Company
Mixed and Other Purebreds Tournament**
Deanise Stoops-Kippenhan
with, Representative, Trevor Vold



PetEdge Model Dog Tournament
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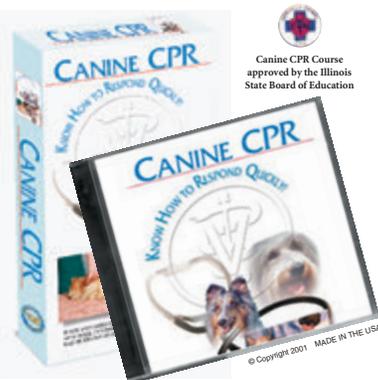


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LAST FIRST CLIP \$

HOME PHONE CELL PHONE WORK-ARS WORK-ARS EMAIL

REFERRED BY BREED SIZE NAME COLOR BIRTHDATE VET. PHONE

MEDICAL PROBLEMS

ALL THAT APPLY

CLIP \$

CLIP \$

HT. WT. NECK BACK CHEST GIRTH

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Available Colors



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REFERRED BY BREED SIZE NAME COLOR BIRTHDATE VET. PHONE

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Available Colors



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APPT. DATE **CHARGES, ETC.** **REMINDER SENT**

LAST FIRST HOME PHONE CELL PHONE WORK-ARS WORK-ARS EMAIL

BREED SIZE COLOR NAME AGE CLIP CHG. \$

VET. MEDICAL PROBLEMS

CLIP \$

CLIP \$

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2008-2009 Calendar of Events



SHOW DATES AT A GLANCE

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2/12/2009 – 2/15/2009
Pasadena, CA
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

Luxury Pet Pavilion Spring Trade Show

3/7/2009 – 3/9/2009
Los Angeles CA
(866) 441-9247
info@luxurypetpavilion.com
www.luxurypetpavilion.com

FLORIDA

Pet Pro Cruise to Jamaica – Carnival Destiny featuring Sarah Wilson

1/3/2009 – 1/8/2009
Miami, FL
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

Global Pet Expo – APPMA

2/12/2009 – 2/14/2009
Orlando, FL
(203) 532-0000
www.appma.org

GEORGIA

Atlanta Pet Fair

3/5/2009 – 3/8/2009
Atlanta, GA
(770) 908-9857
atlantapetfair@yahoo.com
www.atlantapetfair.com

KENTUCKY

SuperGroom 2008

11/15/2008 – 11/17/2008
Lexington, KY
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

PetQuest 2009

(Cincinnati OH area)
7/23/2009 – 7/26/2009
Ft Mitchell, KY
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

MARYLAND

Backer's Pet Industry Spring Trade Show

4/3/2009 – 4/5/2009
Baltimore, MD
(312) 578-1818
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 – Spring Show

2/8/2009 – 2/9/2009
Pier Sixty – New York, NY
(401) 331-5073
petfashionweek.com

Pet Fashion Week

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

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www.groomexpo.com

SOUTH CAROLINA

Carolina GroomFest 2009

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Columbia, SC
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

WASHINGTON

Pacific Northwest Grooming Show 2009

3/20/2009 – 3/22/2009
Tacoma, WA
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

2008 Calendar

SuperGroom 2008

11/15/2008 – 11/17/2008
Lexington, KY

2009 Calendar

Pet Pro Cruise to Jamaica – Carnival Destiny

featuring Sarah Wilson
1/3/2009 – 1/8/2009
Miami, FL

Groom & Kennel Expo 2009

2/12/2009 – 2/15/2009
Pasadena, CA

Pacific Northwest

Grooming Show 2009

3/20/2009 – 3/22/2009
Tacoma, WA

PetQuest 2009

(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

2/18/2010 – 2/21/2010
Pasadena, CA

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

Groomer's Message Board
www.groomertogroomer.com

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

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

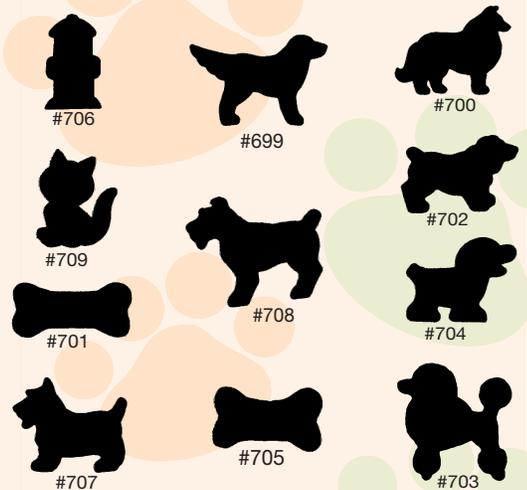
- #652 100 Pet Apt. Kards \$6.95
- #653 500 Pet Apt. Kards \$26.95
- #654 1000 Pet Apt. Kards \$39.95



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

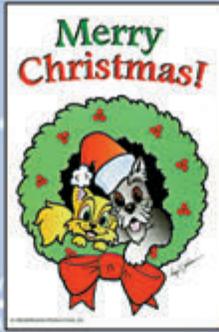
REQUEST READER SERVICE CARD #5711

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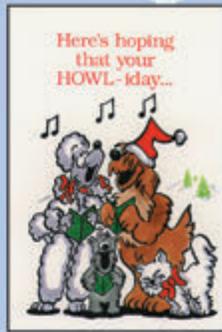
Holiday Postcards



#CC-87 (Back) "Have a Paws-ively Wonderful Holiday Season!"



#CC-96 (Back) "... and a Paw-fect New Year!"



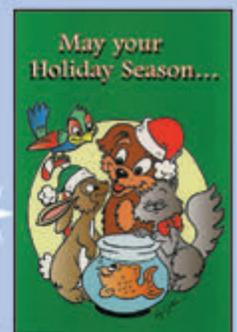
#CC-90A (Back) "... is Just Purr-fect!"



#CC-04 (Back) "May Your Holiday be Filled with PAWS-ively Wonderful Moments!"



#CC-02 (Back) "And YOU are on it for being soooo nice! Have a Purr-fect Christmas and a Happy New Year!"



#CC-95 (Back) "... be full of many little blessings!"

Call (717) 691-3388 or go online at Barkleigh.com to **Order Now!**



#CC-95 (Back) "Holidays are a time to remember PAW-fect friends like YOU!"



#CC-91 (Back) "Have a Purr-fect Christmas and a Paws-ively Wonderful New Year!"



#CC-98 (Back) "May the New Year be filled with wonderful Paws-abilities"



#CC-00 (Back) "Have a Purr-fect Holiday!"



#CC-89 (Back) "Have a Neat Christmas!"



#CC-93 (Back) "Have a Merry Christmas and a Paw-fect New Year!"



#CC-86 (Back) "Have a Merry Christmas and a Purr-fect New Year!"



#CC-07 (Back) "He's got nine lives to be good I've just got one. Merry Christmas"



#CC1-90 (Back) "Have a Happy Hanukkah!"

Send Christmas Greetings to all Your Clients and Friends!

Christmas Postcards

(Indicate Style # when Ordering)

100 or More May be Mixed in Groups of 50

#719	20 Christmas Postcards	\$12.00
#720	50 Christmas Postcards	\$23.95
#721	100 Christmas Postcards	\$34.95
#722	500 Christmas Postcards	\$139.00
#723	1000 Christmas Postcards	\$217.00

C.O.D. Charge - \$9.00
Shipping and Handling - \$8.00

- For Fun... Address them to the Pet!
- Colorful cards can carry a Holiday Special or "After Christmas" Discount!
- Quality, High Gloss card stock
- Easy to Address... Your Clients will love 'em!
- Inexpensive to mail!

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Sympathy Cards

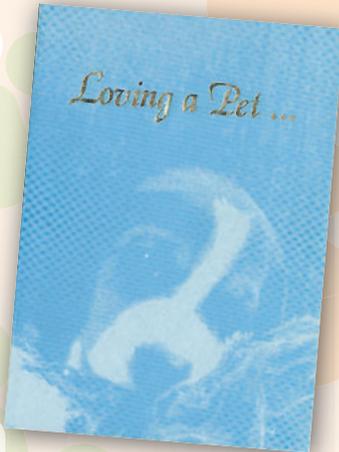


Elegant 4" x 6" card is printed with rich chocolate ink on ivory linen paper. Inexpensive and easy to send. Matching envelopes included.

(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.



After Grooming



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> <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 #5714

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**February
12-15,
2009**

- **Trade Show**

- **Grooming
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*IJA & Groom Team
Sanctioned*

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- **Animal
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**NEW
Location!
Pasadena,
California**

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REQUEST READER SERVICE CARD #5715



LISA LEADY
Certified Master Groomer

TAKES ADVANTAGE OF PERFECTION!

Keeping organized is one key to being successful, using the Wahl Grooming Caddy keeps everything neat and organized and right at my fingertips. I love the fact that it sits right at the end of my grooming table. I no longer have to set tools on my table and risk them getting knocked off or damaged.”

Lisa



The Professional Grooming Caddy

The Professional Grooming Caddy

Designed to efficiently save space, time and your tools.

The Kennel Gear by Wahl Professional Grooming Caddy is a MUST HAVE storage solution that safely holds multiple scissors, combs, clippers, trimmers, sprays, cleaners and your Wahl Stainless Steel Comb Set.

The easy to attach and latch lock system conveniently works with any grooming table for hassle free grooming.



Kennel Gear™
by



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Paw Brothers® Professional Modular Cage System

The cages include everything needed to build a kennel area unique to your space and needs.

Specially engineered and designed for safety, strength, durability and longevity.

Add mobility and versatility with a frame and large cage dividers (sold separately).

BANK OF CAGES
\$1,596.45
Without Pans & Grates



"Dare To Compare"

Bank Includes: 5 Small Cages, 4 Medium Cages, 2 Large Cages and Connectors.

Easily Convert Cages To Accomodate Pans And Grates (sold separately)

Call or Log On To See The Many Option's Available With This System.

- ✓ Heavy-Duty 20 gauge steel zinc plated steel
- ✓ Electrostatically powder coated exterior and interior
- ✓ Hammertone finish, off white color that matches any décor and does not show dirt
- ✓ Coordinates with Paw Brothers Professional Electric Table and Tub
- ✓ Removable doors for easy cleaning
- ✓ True one-handed latch operation
- ✓ Safety engineered wire spacing by latches to prevent animal's paws from getting stuck or manipulating door latch
- ✓ All cages are knocked down and must be assembled giving a tremendous freight savings.
- ✓ Creates a clean, sleek, professional image

FREE Desert Sudz®
Shampoo With Purchase.
See Catalog or Online For Details.



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REQUEST READER SERVICE CARD #5717