

Groomer To Groomer

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"The Grooming Industry's Trade Magazine"

Vol. 27 Ed. 7 Oct. 2008

Zoonotic Diseases

SuperGroom '08 Summit

Does Your Pet Business Have a 'Niche' That Needs to be Scratched?

Groomers Roundtable: Advertising

Olga Zabelinskaya: A 'Super Model' for Competitive Groomers



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Sally's Desk by Sally Liddick



Sally Liddick



Gwen Shelly

The Groomers Had It!

Dear Groomers,

I don't want to beat a dead horse, but I am still having fun with that phrase. Oh, give me time to get over it. But, groomers did have it. Where? *Groom Expo*, of course. We had such a great time. Over 4500 attendees and exhibitors had such an "up" weekend. It was high energy fun from start to finish... and the *Groomer Has It* folks brought a new kind of vitality to the Grooming World that was needed. And I must say, they opened my eyes.

How could they open the eyes of an old dog like me? Well, they had no preconceived ideas of what grooming seminars should be, and they came with fresh topics and demonstrations with their programs. As I watched them evolve during the weekend, I saw a lot more emphasis on good ole' down home pet grooming. The kind of grooming that we do every day.

I always felt that we covered that in our seminars. Until a great debate occurred in Artist Knox' seminar on grooming matted dogs. This is the first time we held a matted dog seminar and I thought it was a natural for Artist since he got such acclaim on his grooming of the shelter dogs on *Groomer Has It*.

But a debate ensued. Some felt that he should comb out matted dogs... others felt that they should be stripped. It became very vocal and passionate. Groomers took sides during the seminar. Artist, to his credit, handled it very well. He wanted to show groomers how to demat areas of a dog and keep a bit of the pet's charm while clipping other matted areas short.

But it made me rethink our programs. How long has it been since groomers became passionate about a topic. Our programs, as well as most in the country, feature beautiful dogs being groomed... beautifully. Our thought is show the ideal. Groomers should know where the lines are and can bring them down to suitable pet trims. But I really don't think many groomers know how to really do that.

When I see grooming on the streets, I am seeing nice pets with less than nicely groomed trims. There is no shaping of the legs. Ears and topknots are too tight. Butts are trimmed to close. The art is gone. There is an art to clipping dogs short and practical, while making them beautiful at the same time. The art of grooming is being lost. And I want to bring it back.

So thank you *Groomer Has It Groomers*. We are going to start a feature in *Groomer to Groomer* by the *Nash Academy*. It will demonstrate the standard breed trim and how you should groom a salon trim with great balance and beauty. Yet, still be practical. This will also carry over to our seminars as well. So watch out. Salon Grooming at its best is coming back.



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Olga Zabelinskaya

A 'SUPER MODEL' FOR COMPETITIVE GROOMERS

By Kathy Hosler

Thunderous applause erupted and the crowd cheered their approval as the gleaming trophy and first place rosette were placed next to the flawless Bichon Frise.

He was groomed to perfection, yet this prize winning Bichon was unlike most of the Bichons you see in the competition ring. He did not react to the thunderous applause with happy yips and a wagging tail, instead he stood motionless on the platform and held his perfect pose for all to admire.

Olga Zabelinskaya was the talented stylist who

Continued on page 8

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Olga Zabelinskaya
Continued from page 6

created that magnificently groomed Bichon. Her exciting victory was achieved at one of the grooming world's newest competitions – the *PetEdge Super Model Dog Contest*, held at the 2008 *Groom and Kennel Expo* in Burbank, California.

In this sensational competition, the stylists work on life size model

dogs (also referred to as yarn dogs). They can create any purebred dog they wish from their model and must groom it to the AKC standard for the breed they select.

Olga took her model dog and turned it into a stunning Bichon, so real looking that it seemed to 'come to life' on stage.

How did Olga develop her prize winning skills and what made her want to enter this new competition?

Olga Zabelinskaya was born in



Russia into a family that loved animals. Olga bred and showed cats and her father had Huskies, Borzois, and Foxhounds.

Olga came to the United States in 2000. She knew nothing about grooming, but she had a great desire to learn. "I bought and watched all the DVD's about grooming that I could find," said Olga. "And, I went to every seminar and grooming competition possible. Then I took private lessons from some world-recognized groomers like Jodi Murphy, Sarah Hawks, and Karen Tucker."

Olga worked and studied for four and a half years to develop the skills that have helped her achieve success in the competition ring and in her own salon.

Olga is a certified master groomer with the NDGAA, (the *National Dog Groomers Association of America*), and will soon complete her certification with IPG, (International Professional Groomers (Request Reader Service Card #5524).

Olga owns her own home based Pet Spa – the Grooming Gallery, located in Morris Plains, New Jersey.

Olga began to enter grooming competitions. Soon, her fabulous

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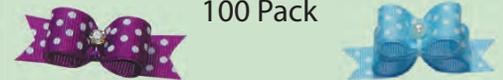
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Olga Zabelinskaya
Continued from page 8

scissoring skills put her into the winners circle. When she heard about the new Super Model Dog Contest, she decided to give it a try.

"I like a challenge," said Olga brightly. "Working with model dogs allows me to be an artist."

"Contestants receive their model dog before the competition," Olga

explains. "We are allowed to completely brush out and comb the dog, but do no trimming before the competition. It takes almost two hours to prepare the dog for the contest.

"I like a challenge," said Olga brightly.
"Working with model dogs allows me to be an artist."

As I brushed my dog, I visualized what I wanted him to look like. I have Bichons and they are my favorite breed to groom. I knew that I could turn the model dog into a great Bichon."

In the *PetEdge Super Model Dog Contest*, every bit of grooming must be done in the ring. The competitors all receive a basic model dog. Whatever they need to do to create the breed they have chosen must be done during the competition, using the model dogs own hair. For instance, if you are grooming a Bichon, you would need to take some long hair from underneath the tummy and add it to the tail to

Continued on page 12



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**-Audrey Wickman
Tail Waggers Kennel**



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Olga Zabelinskaya
Continued from page 10

Soon the model dogs that began as fluffy mounds of hair began to take shape.

create length for the lovely Bichon tail. If you are doing a Westie, you would need to clip hair off the ears and shape them into perky erect ears. Any coloring of the dogs or adding parts like tongues must be done in the contest ring.

Olga was nervous, but excited as the competition began. Soon the

model dogs that began as fluffy mounds of hair began to take shape. The audience watched intently as Poodles, Cocker Spaniels, Westies, and Bichons began to emerge from beneath all that hair.

You might think that grooming a model dog is easy, but it presents its own set of challenges.

“Model dogs have synthetic hair and it can be very hard to work with,” said Olga. “It is really difficult to get a nice smooth finish when you scissor it. And, parts of the model dog are very hard to groom – like between the legs. A real plus that a model dog has over a live one is that the model dog won’t move at the wrong time.”

The competitors have two and a half hours, including a fifteen minute *Sally Break*, to transform their model dogs into exacting representatives of the AKC standard. During the *Sally Break*, the

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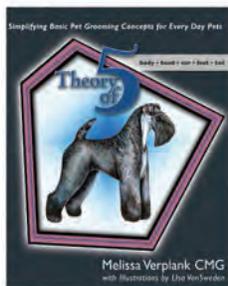


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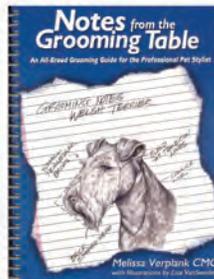
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1-Groomers Usage Survey, October 2002
 2-Pet Owner Usage Study, October 2002

competitors are permitted to step out of the competition area and view their model dogs from a distance.

“You get a whole new perspective of the dog when you view it from far away,” said Olga. “I saw some things that I didn’t like on my dog. After the break, I was able to fix them and finish my groom.”

“I used eye shadow to give him a little bit of stain around his mouth and added some tearstains to make him look real,” Olga said, then added with a chuckle, “I even made him a little butt hole. I was really, really happy with how the groom turned out.”

Olga’s husband, Alex, and her eight-year-old daughter, Elizabeth, are her biggest fans. They go to as many of Olga’s competitions as possible and help cheer Olga on to victory.

Olga gasped. Tears of joy splashed down her cheeks as she said, “I did it! I made it! I tried my very best and I won!”

When they announced her name as the winner, Olga gasped. Tears of joy splashed down her cheeks as she said, “I did it! I made it! I tried my very best and I won!”

Olga donated her winning model dog to the *Bichon Frise Club of America*. They put it on the auction block at their national specialty show. It sold at that auction for a whopping \$750 – and all the money went toward Bichon rescue.

Olga Zabelinskaya is one very busy gal. In just four and a half short years, she has learned how to groom, opened her own salon, and shot to stardom in the Super Model Dog competition ring.

This year so far, Olga has entered and placed in three model dog competitions. First, she entered the Atlanta Pet Fair and took second place with a stunning Dandi Dindmont. Then she entered Groom and Kennel Expo in Burbank and won that in spectacular fashion with her flawless Bichon. Not stopping there – Olga also won first place at Pet Quest in Fort Mitchell, Kentucky with another gorgeous Bichon.

And, you can bet that she’s not done yet. Watch for Olga Zabelinskaya at a Super Model Dog Competition near you – or better yet – join her in the ring.



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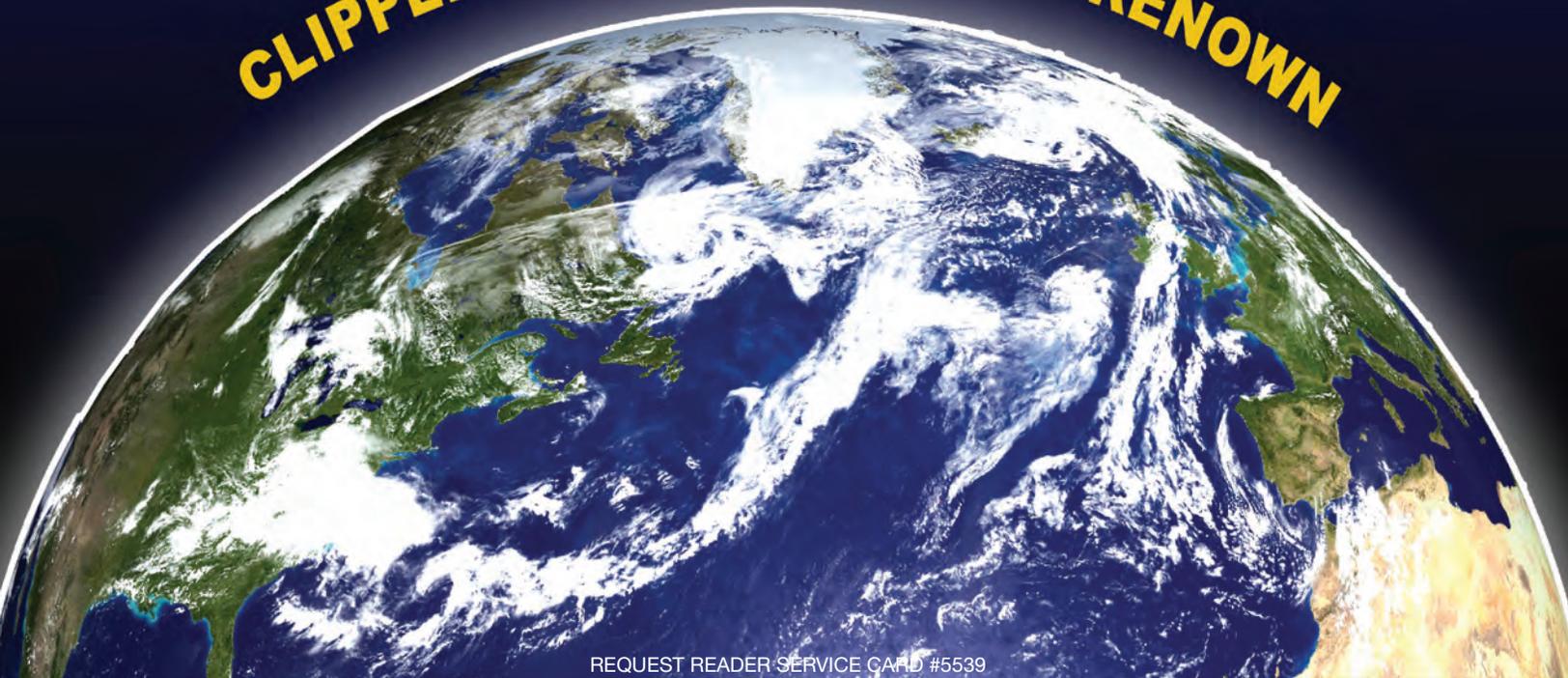
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Zoonotic Diseases Part One

OF INTEREST TO THE PROFESSIONAL GROOMER

By Boyd Harrell, DVM

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.

Zoonotic diseases are transmitted either directly or indirectly. Direct transmission is through contact with

an infected animal or its secretions or excretions. Indirect transmission is when there is no direct contact made and includes fomites, vectors and vehicles. A *fomite* is an object that becomes contaminated and can then pass the disease along. Examples of a fomite are bedding, toys, and grooming tools. A *vector* is an organism that does not cause the disease itself but

Continued on page 17



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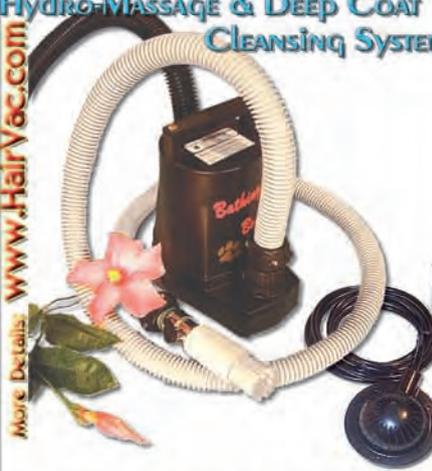
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Zoonotic Diseases

Continued from page 16

which spreads infection by conveying pathogens from one host to another; an example is the tick spreading Lyme's disease. *Vehicles of transmission* are substances brought into the body upon which a pathogen has hitched a ride, such as water or air or food.

BACTERIAL INFECTIONS

BRUCELLOSIS

Brucellosis is commonly known as Bang's disease in animals and Undulant or Malta fever in people. The disease is caused by the bacteria called *Brucella*. *Brucella canis* infects dogs, causing reproductive disorders such as abortion, infertility and early puppy death in the female, testicular and scrotal inflammation and sterility in the male and arthritis especially of the spine.

Transmission to people is by direct contact with an infected animal or contact with infected blood, urine, vaginal discharge, placentas, or aborted fetuses. Early Brucellosis symptoms in people may mimic influenza with signs like headache, weakness, sweating, chills, joint pain, vomiting and diarrhea. The most common longer lasting symptom is a fever which may be continuous, intermittent or irregular. The fever may also be accompanied by fatigue, arthritis, depression and abortions in women.

CAMPYLOBACTER

Campylobacteriosis (also known as Vibriosis) is a common bacterial infection of the intestinal tract often causing vomiting and diarrhea. *Campylobacter jejuni* is the species most commonly found in dogs and cats with puppies and kittens being most severely affected with signs of vomiting and diarrhea. Infection is

typically spread by contact with infected feces. Although some humans have contracted *Campylobacter* from dogs, by far the most common source is raw or undercooked poultry. Infected children can also pass the disease to puppies and kittens, which then can pass the disease on to others.

Campylobacter jejuni is one of the most common diarrheal diseases in the US. Signs of nausea, vomiting, fluid diarrhea, bloody di-

arrhea, abdominal cramping and fever usually develop within two to five days of exposure.

CAT SCRATCH FEVER

Cat Scratch Fever is also known as Cat Scratch Disease and is caused by the bacteria *Bartonella henselae*. As the name would suggest, cats are the primary reservoir for this disease. Young cats (under 1 year) and outdoor cats are most

Continued on page 18



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likely to transmit the disease.

The bacteria are usually spread by a cat bite or scratch. Signs in humans begin with a small pustule that may resemble an insect bite and often progresses to swollen lymph nodes of the neck, arms or legs. These infected lymph nodes can get quite enlarged and may fill with puss. The disease is usually self limiting though sometimes antibiotic therapy is needed.

LEPTOSPIROSIS

Leptospirosis is one of the most common zoonotic diseases in the world. In dogs it is commonly known as Canicola Disease and in people it is known as Weil's disease, Swamp Fever, Mud Fever, Swineherd's Disease and Rice Field Disease. There are a number of strains of Leptospirosis that can infect

many species of animals, with dogs posing the highest risk to groomers.

The organism is passed in the urine of infected animals and is transmitted to the next host through skin lesions and mucous membranes. Leptospira organisms thrive best in moist areas and the most common means of transmission is by drinking contaminated water. Touching or consuming infected tissue will also transmit the disease.

Capillaries in the dog, the smallest of blood vessels, are damaged by the organism, causing blood to leak into the urine. With time complete kidney failure may develop. The second most commonly

affected organ is the liver. The liver damage will often lead to jaundice (or icterus), a yellowing of the skin and mucous membranes. In pregnant animals the organism may cross the placenta and cause abortions.

In people the initial signs of Leptospirosis may be flu-like with signs of fever, chills, headache and muscle aches, vomiting and diarrhea. Pregnant women may experience spontaneous abortion. Some patients seem to recover then become ill again. These milder signs of the disease are nonspecific and often misdiagnosed. In a minority of cases, about 10%, the disease may

Continued on page 20

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SALMONELLOSIS

Salmonellosis is a bacterial disease of the intestinal tract. It is most commonly passed along to people by eating or drinking

contaminated food or water or by direct or indirect contact with fecal material from infected people or animals. Common contaminated food sources are meat, raw eggs, milk and milk products and vegetables.

Not all people or animals exposed to Salmonella will develop disease. Young children, the elderly and the immune compromised are the most likely to have severe infections. It is estimated that approximately 400 people die each year

with acute Salmonellosis.

The primary sign is diarrhea, often bloody. Fever, abdominal pain, and vomiting are also frequent signs.

STAPHYLOCOCCUS

Staphylococcus (Staph) organisms are commonly found on normal healthy skin of both animals and people. The most common Staph species found on dogs is *S. intermedius* and for people it is *S. aureus*, neither typically causing disease in the opposite species. Recently however resistant strains of *S. schleiferi* have caused skin infections in dogs and this strain is transmissible to humans.

In the past few years a resistant form of Staph commonly referred to as MRSA (methacillin resistant Staphylococcus aureus) and less commonly referred to as ORSA (oxacillin resistant Staphylococcus aureus) has been emerging in

Continued on page 22

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Zoonotic Diseases *Continued from page 20*

people. MRSA has also been identified in a few horses with transmission to people being documented. MRSA is not caused by a new organism; rather some strains of the *S. aureus* have mutated to become resistant to the common antibiotics normally used to eradicate them, posing serious challenges in control.

Staph infections in dogs typically appear as small red bumps, pimples (this stage is not often seen because it has such a short cycle) or circular hairless patches with a line of scale at the perimeter referred to as collarettes. Deeper infections are typically seen on the face, legs and between the toes. Signs can include swelling, drainage that is sometimes bloody and enlarged lymph nodes.

Signs of superficial Staph infection in people may include red

swelling around a cut or wound, and white headed pimples around a hair follicle. Severe redness and blistering of the skin is possible when the disease advances. Deeper infections can cause furuncles (boils), carbuncles, abscesses and lymph node enlargement.

Currently the number of zoonotic Staph infections has been relatively small. None the less, it is prudent to be aware of the possibility and to take precautions by protecting wounds with bandages, wearing gloves when handling dogs with skin infections and washing your hands and arms frequently during the day. Alcohol disinfecting gel products will also greatly reduce the bacterial count from your skin when used properly.

EXTERNAL PARASITES OF PETS

Mites: Cheyletiella and Sarcops
Cheyletiella and Sarcops (Scabies) cause similar signs in people

and pets. The Sarcops mite is most common in the dog and Cheyletiella is more common in cats. Transmission is by direct contact or by sharing resting and sleeping places.

Dogs commonly show signs of persistent intense itching. Skin may appear normal or near normal, however there can be extensive hair loss, flaking of the skin, and crusting. Signs are more common along the head, face and neck areas although the trunk and extremities are also commonly involved.

People also demonstrate persistent intense itching and commonly tiny red bumps are present which are caused by a reaction to the mites and mite eggs. Areas of the body commonly affected include around the belt line, skin folds, and groin area. Scabies is also transmissible from person to person. This is commonly found in crowded situations like schools, hospitals and nursing homes.

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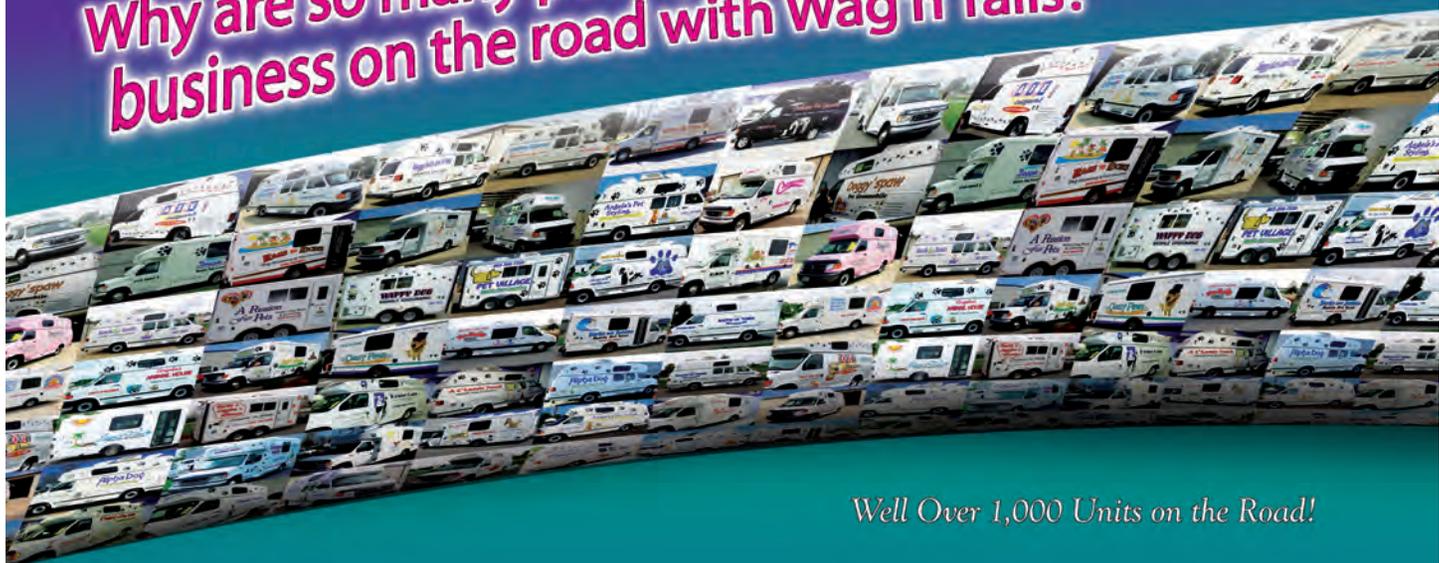
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PetQuest Review 2008



Andis Best in Show Level 3
Greta Dalrymple
(L-R) Judge Marea Tully and
Andis Representative Roxanne Zenner



Andis Best in Show Level 2
Jessica Ruden
(L-R) Judge Marea Tully and
Andis Representative Roxanne Zenner



Andis Best in Show Level 1
Christina Milliken
(L-R) Judge Marea Tully and
Andis Representative Roxanne Zenner

PetQuest 2008 returned to Ft. Mitchell, Kentucky for the second year in a row. Those in attendance found a wealth of information, products and services to meet their needs. From add-on seminars

to top grooming contests, there was something for everyone. The location for this year's event was again held in *The Drawbridge Inn*, which is convenient to the excitement of the Kentucky/Ohio

Riverfront and many attractions in the area. Over 814 attendees took in the trade show, loaded with nearly 50 booths offering show specials and deals.

Continued on page 25

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The IPG certification seminar *You... And An Ungroomed Dog!* took place on Friday, providing groomers with a preparatory event for certification and practical skills testing. IPG is the only non-profit certification association for the grooming industry.

Popular all day sessions; *Animal Behavior Conference* with Pia Silvani, *Everything You Ever Wanted to Know About Mobile Grooming* with Dina Perry, and *Cat Grooming* with Danelle German; were held throughout the weekend. Industry speakers Karla Addington – Smith, Judi Cantu – Thacker, Randy Lowe, Haywood Perry Jr., Tim Prior, Marlene Romani, Kathy Rose, Toddy Shelly and Bob Thompson also held additional seminars for grooming, animal behavior, training and health.

The competitors in the grooming tournaments vied for a piece of the prize money of \$5500.00 offered by *Andis Company*, *The Groomer's Mall*, *Tropiclean*, *Electric Cleaner Company*, and *PetEdge*. IJA Judges were Karla Addington – Smith, John Nash, Vivian Nash, Tim Prior, Kathy Rose and Marea Tully.

Andis Best In Show and *The Groomer's Mall Terrier/ Sporting Breed Competition* winner was Greta Dalrymple from *Top Notch Grooming* in South Bend, IN. The winner of the *Tropiclean Poodle Challenge* was Koko Tanaka from *Koko's Paws* in Nashville, TN. *Electric Cleaner Company Mixed and Other Purebreds Tournament* was won by Deanise Stoops from *Purrrscision* in Sunset Beach, CA. *PetEdge Model Dog* winner was Olga Zabelinskaya from *Grooming Gallery* in Morris Plains, NJ.

Make plans for next year's PetQuest, taking place July 23 – 26. Request Reader Service Card #5364.

PetQuest 2008 Results

(BIC) Best in Show, (T) Technical, (P) Profile, (D) Difficulty

ANDIS

Best In Show

Level 3: BIS – Greta Dalrymple

Level 2: BIS – Jessica Ruden

Level 1: BIS – Christina Milliken

TROPICLEAN

Poodle Tournament

Level 3: 1st–Koko Tanaka,

2nd–Jonathan David,

3rd–Veronica Frosch

Level 2: BIC–Jessica Ruden,

T–Robert Singson, P–Jessica Ruden,

D–Heather Shultz

Level 1: BIC–Christina Millikin,

T–Alyssa Lytle, P–Christina Millikin,

The Groomer's Mall

Terrier/Sporting Breeds

Level 3: 1st–Greta Dalrymple,

2nd–Jonathan David,

3rd–Koko Tanaka

Level 2: BIC–Jeri Hoppe,

T–Joy Chapman, P–Jeri Hoppe,

D–Heather Schultz

Level 1: BIC–Christina Millikin,

T–Nicole Kallish,

P–Christina Millikin,

D–Kathleen Stefanski

Electric Cleaner Company

Mixed & Other Purebreds

Level 3: 1st–Deanise Stoops,

2nd–Olga Zabelinskaya,

3rd–Kendra Otto

Level 2: BIC–Robert Singson,

T–Carol Basta, P–Robert Singson,

D–Jessica Rudden

Level 1: BIC–Christina Millikin,

T–Melinda Spencer,

P–Christina Millikin, D–Kelly Pizzuti

PetEdge

Model Dog

Olga Zabelinskaya, Veronica Frosch,

Deanise Stoops

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SALON AND GROOMING EXPERT

As many of you know, I have been traveling around the world, attending hundreds of grooming trade shows and speaking with thousands of groomers. What a fantastic crowd to interact with. Many ask me how to increase their business and profits, which is a subject I love!

In addition to attending shows and giving seminars, I own a busy salon by the sea (beautiful Margate, NJ, now in its 25th year of business). Over time, I have become a salon and grooming expert, and now I am offering SAGE advice through this column. I am happy to help others enjoy the success that I have without the same

struggle. Thank You, Groomer to Groomer.

Recently, I have been spending time on the grooming message boards, answering questions and commenting on a daily basis. The message boards are a fantastic resource for groomers and you can use them to connect with many industry leaders. You can find the top groomers in the business on the message boards. You will learn that they are experiencing the same daily incidents that we do, have the same crazy customers and have the same crazy dogs. They are happy to share their years of experience with everyone.



BY CHUCK SIMONS

From No-Show/No-Call:

I have a customer who called for an appointment and now has too many no-show/no-calls on record. When I brought

this to his attention, he told me that my receptionist must have made a mistake.

I told him that he will have to become a pre-pay customer and that it is

nothing personal, just business. He very rudely informed me that he should not be penalized for my receptionist being so dumb. Now what?

Dear No-Show,

When you want to rent a car, or a hotel room, or an airline ticket, they make you guarantee or pay up front. It is a standard practice.

We give our customers the benefit of the doubt, so they get one chance to no-show/no-call. If they want to make an appointment after the first no-show, we explain our cancellation policy to them. All no-show/no-call clients are asked for a credit card to hold their next appointment. Appointments may be cancelled with a 24 hour notice or they will be charged for the missed appointment.

We not only mail them a reminder card one week prior, but also call the night before. Just knowing this, they call and reschedule or cancel as they do not want to be charged. I honestly can't remember ever charging anyone because it works.

From Disrespected:

I've had disrespectful customers before, but this last one took me over the

Continued on page 28

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-Delena

"I recently tried out the FURminator Shed-Less Treatment. I ran an ad in the local paper 'Wanted: Shedding Dogs' and offered the first treatment free. The ad also stated that the cost of the bath and brush was not included. I usually do 20-25 dogs in a week during my slow time (I'm a one-person shop). I did 40 dogs that week alone. I now have new returning clients because they loved the treatment so well and I'm making extra money off the treatment!"

-Mary

"Hi! Just thought I would let you know that the 1st two weeks of May, we started using the program and have made \$345 extra in groom sales! Your brochure, shirts, and poster sells it for us! IT WORKS SO WELL, OUR CLIENTS ARE FINALLY PLEASED!"

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-Puppy Kutz Pet Styling

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-Meesh62

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-Darcy

"WOW! Love it, love it, love it. The kit will be a great business builder for me with the brochures, signs, and I will use the link available to their website. Gonna be a good money maker."

-Bennie



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edge! He has Collies which he brought in matted to the bone. I spent hours removing dead hair from the dogs (two garbage cans full) and gave him nearly \$100 off the bill because he is on a fixed income. I told him how stressful it is for his dogs to be worked on in that condition and that he must keep them brushed between grooms.

He returned months later with the dogs in the same condition. I did not give him a price break this time, and when I tried to explain the difficulty to him (once again) he snapped and said he would be taking them somewhere else! I kept my composure and tried to get him to calm down, but he screamed "I don't need you to lecture me!" And then - I JUST LOST IT.

How do you handle this kind of situation? I know I am not the only one this has happened to.

Dear Disrespected,

You gave him \$100 off? No way! Stop feeling sorry for "them" and have some sympathy for yourself. They still came back in the same or worse condition - so what did your \$100 buy? Keep it next time. You earned it!

If my customers are receptive to my suggestions - great, however if they are in denial and abusive there is an extra charge. If I am going to lose the customer anyway and they are an animal abuser with no care of their dogs, they will pay.

"I will take them somewhere else," he said. "You don't need to lecture me." There's your sign! I think this guy needs an Exit Fee.

Mom said, "Don't get mad, get even." I not only have a handling fee for the aggressive dogs, but I have a handling fee for my abusive customers, too. And I settle up prior to releasing their dogs. If they or I have something else to say, it is after I have their money. That always works for me.

And I have heard it all when it comes to matted dogs, as most busy

groomers have. One time, I asked a customer why his dog was in such a matted condition. He replied, "It's not my dog." I asked, "Whose dog is it?"

He said, "It's my daughter's dog!" So wondering why his daughter couldn't comb and brush the dog, I asked, "How old is your daughter?"

He replied, "She's three."

From Flea Fighter:

How do you handle fleas on animals that are already using over the counter products, but keep coming into the salon with tons of fleas? Does everyone treat their houses? What about products that make pets violently ill? What's the safest alternative complimentary product with spot on treatments?

Dear Flea Fighter,

Do you have a pesticide license? Do you know what you are exposing yourself and your clients to? Are you relying on the manufacturer to tell you what the pesticide can be mixed with? Topical

Continued on page 29

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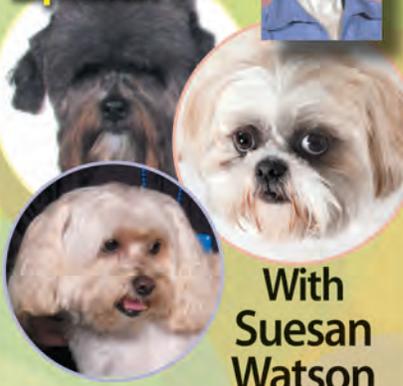
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applications are not the only answer. I have seen dogs and cats crawling with fleas, even after an application of a topical, because their entire house and yard is infested and breeding fleas.

Pesticides are deadly poisons used to kill living organisms. Unless you are thoroughly versed in pesticide use, care and storage, I would leave it up to the owners and the professional pest control operators.

Flea shampoo them off and show the owner a flea free pet when they pick them up, but tell them that as soon as they bring them back into a flea infested house and yard they will get fleas again.

If they bring you the dog, but also own a cat they might as well just throw their grooming dollars out in the street. There are three types of fleas in the US: cat fleas, dog fleas and human fleas. There are very few dog and human fleas

in the U.S. They are almost all cat fleas!

Cats groom most of their fleas off by themselves, so it is more evident that the dog has fleas than the cat, but cats are the food source. You must do all the pets the same day that the house and yard is being treated. Three weeks later (21 days) you must do the house and the cats and dogs a second time to break the flea life cycle.

I have seen so many adverse reactions and death due to incorrect pesticide use. Just because it is an EPA labeled product does not mean that it is safe. In fact "safe" is a word that cannot legally be used when discussing an EPA registered pesticide. There are no "safe" pesticides. There are just less toxic ones.

You will not be able to eliminate a flea problem for a client if their home is infested. Educate your customers to hire a Licensed Pest Control operator who will guarantee their work.

I explain not to re-apply the very next day and the day after that and so on. You must live with an infestation because

**THERE ARE NO "SAFE" PESTICIDES.
THERE ARE JUST LESS TOXIC ONES.**

nothing kills the fleas in their pupae cocoon until they hatch. That is why it is so important to pre-treat your home and yard in the early spring. Using an IGR (Insect Growth Regulator) will prevent re-infestation for seven months.

There is a water-soluble boron called "disodium octoborate tetrahydrate" that is about as toxic as table salt and can be sprayed on the rugs. As long as you do not remove it with hot water extraction, it will work and last forever. It does not work toxically, but mechanically by abrading the flea's exoskeleton and desiccating them (drying them up). It is a natural IGR.

After many years of study, I have

Continued on page 30

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S•A•G•E Advice
Continued from page 32

come to the conclusion that a flea infestation is a condition of bad nutrition. We all give off pheromone scents that send a message to nature. A healthy animal will actually produce scents that repel, but a sick or dying animal will produce one that tells fleas to suck their blood until they die, and then they finish the job by helping nature biodegrade them back into the soil.

Take notice of your next infested pets. Are they healthy looking or just the opposite? Along with educating my customers on the causes and remedies for fleas, I also introduce an awareness of better nutrition.

I have asked vets for years why they do not educate their customers on flea control and many have told me, "We sell them yard and kennel spray, premise spray, and topicals but they just return

in a few days after reading the warning labels, ask for their money back and just live in the infestation."

It is a complicated subject, but for your own safety and the safety of your family, employees, and customers you can never learn enough about what you are using or recommending. Request and read the MSDS (Material Safety Data Sheet) on any pesticide you use or recommend. Be careful and be safe.

SAGE Advice Tip: Use P.A.W.S. to Improve Your Day.

A positive attitude and winning smile (P.A.W.S.) will help you get through the busy grooming day. Look at each dog as an artist looks at a canvas and keep your attitude positive to radiate confidence. Keep a winning smile when customers arrive to pick up their pets and witness the results of your grooming talent.

That's all for this month and please visit the message boards if you have a specific question or comment to make.

**...FLEA INFESTATION IS A
 CONDITION OF BAD NUTRITION.**

You can find me on the boards under the user name Chuck, and I am always happy to offer SAGE Advice.

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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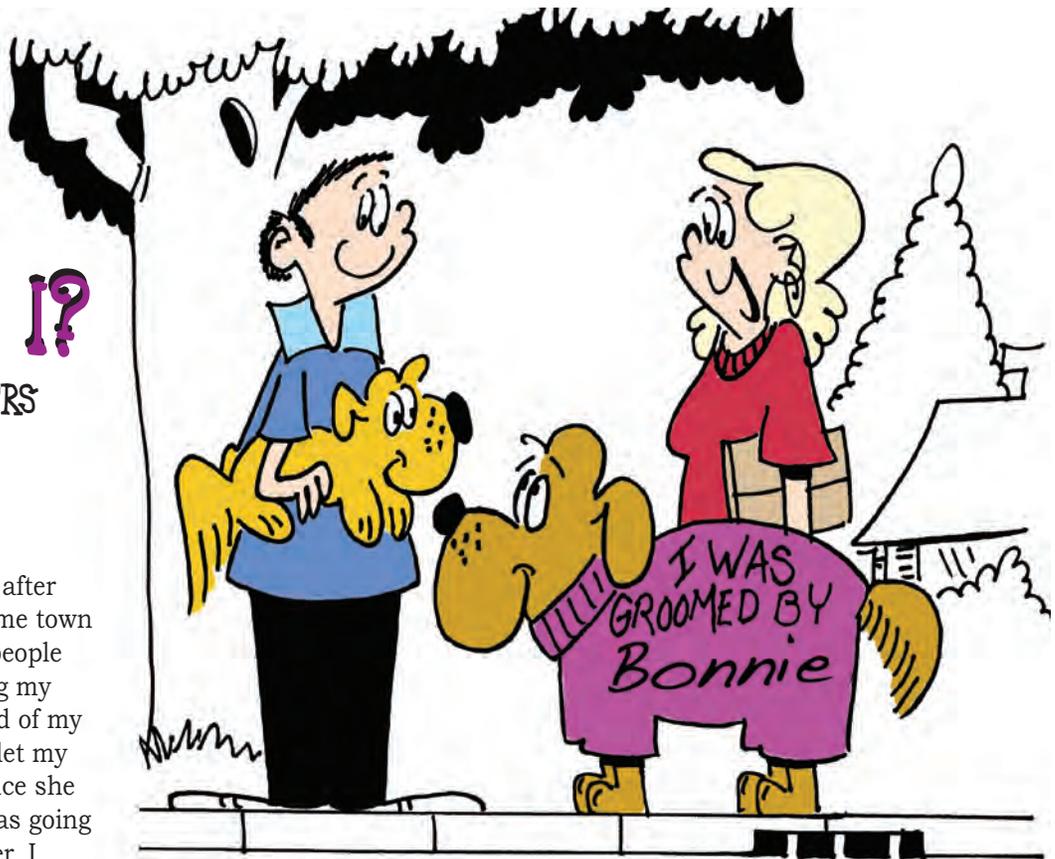
REQUEST READER SERVICE #5558

WHO AM I?

BY BONNIE WONDERS

You would think that after grooming dogs in the same town for nineteen years that people would start remembering my name. Not that I'm proud of my given name. My mother let my older sister name me since she was so upset that she was going to be having a baby sister. I have always maintained that it was an act of cruelty that she would give me a name like Bonita. Yeah, I know it means beautiful in Spanish. But neither Spanish nor beautiful am I. Try explaining THAT name to a school full of elementary school

Continued on page 32



"I got a discount on grooming if Fluffy wears this sweater!"

P. BURSTIN

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REQUEST READER SERVICE #5560

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Who am I?

Continued from page 31

kids. A kid could have lifelong serious identity problems from that one. But I digress.

I have just been "Bonnie" for all my life since those school days. You would think that's not a very hard name to remember. Alas, many of my customers have a mental block when it comes to it. Since my last name was Wonders, I can't begin to tell you how many of the over 70 crowd call me Wanda. I used to try to correct them. I found it's like trying to get *Preparation H* out of a pair of underwear....don't bother.

There are the ones who call me *Dog Lady*. I used to get embarrassed, but have learned over the years to live with it. I don't know exactly when it happened, but somehow someone got the bright idea of putting a "The" in front of it,

thus making me "THE DOG LADY." It always sounds like I should be in a carnival freak show. "Look, it's THE DOG LADY," people will say when I'm out with my husband in a nice restaurant. It's not bad enough that they say it, but they have to practically yell it from over at the salad bar. Then everyone else has to gander a peek at the woman who must have floppy ears and a snout. Ahhhh, that would be me...

I also vividly recall the day in the mall when from across the aisle of Sears I heard a woman shout excitedly to her friends. "Look, it's the toenail lady!" There she was, waving wildly in my direction. Yes, and all the other shoppers around her looked to see to whom she was signaling. I swear I saw their eyes lock onto my feet. I'm sure they were expecting to see me barefoot with talons sprouting from my toes.

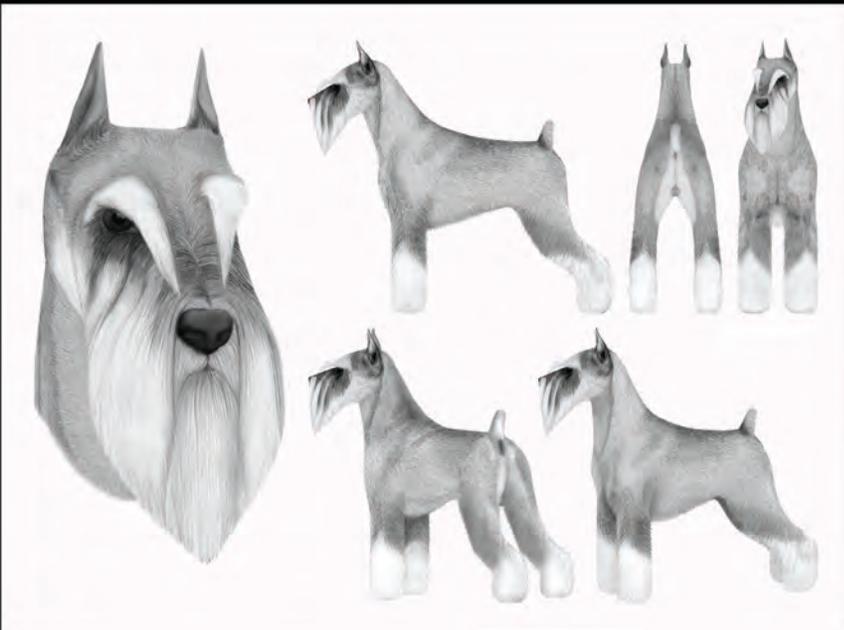
Then there are a few who repeatedly call me "Dog Hair Lady."

I'll be the first to admit that I could use a new "do", but I haven't yet reached the stage where I am in need of a full body waxing.

"The Flea Woman," has also been mentioned, but only once. I could see where that one could come in super handy. Perhaps in a long line of people waiting to get in ahead of me for motel reservations. Yep, I would imagine that one could clear a crowd at the *Hilton*.

I am, with baited breath, however just waiting to hear something about anal glands. In an upper class restaurant, that one should be able to move 'em out like a herd of Longhorns.....

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REQUEST READER SERVICE CARD #5562

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Money from Heaven for Groomers

By Deb Disney-Nusbaum

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

been around more than twelve years.)

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

joint problems, etc.

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

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

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

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

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

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

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

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

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*Marcia Kaiser,
Owner
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SuperGroom Summit 2008

A high Level International Grooming Conference, IJA and GroomTeam USA Sanctioned Tournament and Judges Summit dedicated to the Art of Exquisite Grooming!

“What started out as a need to offer the IJA grooming contest world the Groom Team point contest, that was missed in Las Vegas this year, has become an international sensation and unparalleled opportunity unlike any other event,” says show organizer, Sally Liddick.

Directors, John and Vivian Nash; noted author and international grooming authority and Judges Education Director, Shirlee Kalstone; and Team Leader, Kathy Rose have long envisioned a program for high level competition grooming and study. And the dream has come true. This program will pull together some of the top judges in the world as well as all levels of competition grooming.

Nov. 15-17, 2008, the Nash Academy of Animal Arts, of Lexington, KY, will host the first SuperGroom Summit that is specifically geared to the highest level of grooming. This program will be great for anyone interested in competing or judging.

Featured at this first SuperGroom Summit will be Alexander “Sasha” Pavlovic from Serbia. Sasha is a well-known, top-winning groomer and dog show handler in Europe. A Poodle specialist, Sasha has finished many champion dogs at shows throughout Europe, at World Dog Shows, and in South America. Sasha is the only groomer from Serbia to be invited to compete in the Oster European Tournament



of Champions as well as the Oster International Tournament of Champions in the USA (where he was chosen as one of the finalists on several different occasions).

The Summit will feature a grooming contest every day in the following tournament: Poodle, Mixed and Other Purebreds and Sporting/Terrier. Skill levels will include Novice, Intermediate and Expert (Levels 1, 2, and 3). The tournaments will be followed by education and demonstrations by Sasha, and narrated by Shirlee Kalstone.

Seminars on handstripping and scissoring will fill moderated evening programs by Tim Prior, Nash Academy Director of Practical Skills at Lexington and expert competitors.

Judges and Judge apprentices may observe the IJA deliberations. Contestants will have an opportunity to have their work critiqued and reviewed by experienced judges after each event.

This event is open to all contestants, judges, apprentices and “wannabees”, show handlers, breeders, and those who aspire to become contestants or want to learn more about exquisite breed grooming at the highest level.

Ribbons will be awarded. The summit educational programs are included with all contest entries. For contest rules, go to ijaonline.com. To register for the summit, go to www.supergroom.net.

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REQUEST READER SERVICE #5565

The Groomer's Roundtable

Roundtable Question: What are some good, inexpensive advertising ideas that work for you?

Take an immaculately groomed dog out to the busiest park/area and let your grooming sell itself... we took a Pink Bichon out, so nobody could miss us!! P.S. Take plenty of business cards with you!! Park a van with your signage in a prominent place. Word of mouth is the best advertisement though. – Coral Fincken, *The Grooming Centre, Hartlepool, England*

I print flyers on my computer and drop them off to all the restaurants in the area as well as the grocery stores and strip malls. – Sue

Kessler, Happy Valley Dog Training Center and Pet Grooming, Chillicothe, IL

Advertising ideas that have worked for us are handing out inexpensive promo items such as ink pens, and magnets. We also use magnets instead of paper business cards so our name will stick with them. – Jana Larson, *San Angelo, Texas*

I put an ad up every three days on *Craigslist*. It brings in most of my clients. It's my only advertising right

now. – Shannon Coleman, *The Soapy Puppy Mobile Grooming, Lake Tapps, WA*

Putting brochures/business cards around at different stores/bulletin boards (grocery stores, gas stations, restaurants, etc.) Also going around different neighborhoods and hand distributing. – Lisa Odehnal, *Clippity Do Dog Mobile Dog Grooming, Creal Springs, IL*

Continued on page 36

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Groomers Roundtable
Continued from page 35

I have a good report with some local veterinarians that regularly hand out my business cards. Recommendations from vets sit well with dog owners. Another good way of getting the business you like while grooming the breed you like is to specialize in a certain breed. I chose the Bichon Frise because a lot of groomers do not like to fuss and spend the time scissoring them like I do. I truly enjoy turning these little mops (when they come in to my shop) into a beautiful princess or handsome prince. I do charge more for longer coats and show clips.
Sheree Dietz, Grooming by Sheree, Owner, Manheim, PA

I use magnets with my business cards on them. I made them myself, it is much cheaper. You can buy the magnets at Staples or Wal-Mart fairly cheap. I also rent a sign to put outside of my building. You can rent it for a month. An ad costs much more and most people hardly read the paper anymore. My business is on a busy area and road. I can keep

the sign for a whole month. – *Cozy Critters Hotel Pet Boarding and Grooming, Madison, Indiana*

Press releases to the local paper on any seminars I've attended or new services offered, work great. Also, if I provide a charitable contribution I make sure they mention my name. Also, signage on my vehicle is a traveling billboard! – *DruAnne B. Martin, Asgard Mobile Dog Grooming, Lenoir City TN*

The graphics on the side of my trailer really bring in a lot of customers. The initial price is high but you only pay once and I have not had a need to use any other form of advertising. I print my business cards on my computer and hand them out as well – very inexpensive way of advertising. – *Lorrie Horman, Calling All Dogs, LLC, Severna Park, MD*

Canine Clippers, Inc. was a mobile pet grooming enterprise so our vans were a source of excellent advertising; we also used *Val-Pak* ads when initiating our business. But "word of mouth" beat all other forms of advertising and within three months of our entering the mobile

pet grooming business, we had more clients than we could service. – *Jan Nieman, Canine Clippers Mobile Pet Groomers, Inc., Ft. Myers, FL*

An inexpensive way I like to advertise is by a sign on my car. I bought a really nice large sign (for both sides of my car) and two pictures of a dog and cat for only \$40 bucks. It gets my name out there, looks professional, and was easy to apply. I have gotten some really good clients from it. Beware though, no flipping people the bird or rude driving! – *Lia*

The signs I had made to hang in my window seem to be the best. I took photos of my pets and client's pets and put things like "teeth brushing \$6" and "CAT grooming" etc... I am going to try flyers in the neighborhood. Years ago I did that and it was great. *Cheryl Wyrick, Pampered Paws Grooming Inc, Kansas City, MO*

I advertise on key chains in the shape of the local high school mascot. *Teresa Hewitt, Bubbles and Bones Grooming, Dream Weaver Kennels*

I donate to every fundraiser event in my area. I give a gift certificate, \$40 towards a groom with a stuffed animal stapled to the envelope. Some of my lucky customers win, but I have gotten many new customers this way. This is a great

Continued on next page



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REQUEST READER SERVICE #5574

Groomers Roundtable Continued from page 36

way of giving back to the community and it gives the ladies something to talk about while they're sitting there. – *Clip Shoppe Groom & Board, Newfoundland, NJ*

I printed up some t-shirts and sweatshirts with my shop name, number and logo and wear them whenever I go out to buy dog food or take my dogs walking. I always have business cards handy and hand them out whenever I run into someone with a dog. – *Tracey Smith, Diamonds in the Ruff, Yorktown, VA*

I run free ads on *Craig's List* and *MySpace*. Having your business get on *Angie's List* is another way to advertise cheaply. – *Lara Gordon, Indianapolis, Indiana*

My husband thought of this one and it works really well. Everybody wants to save money and you know your best advertisement is word of mouth so, I tell my clients if they refer anyone to me and I groom that dog then they (referring client) will receive a \$5 credit on the next groom. Man it works so well! And I am doing my present clients a world of good by saving them money. – *Audrey Blackman, Country Critters Grooming, Columbus, IN*

Pass the bone. We took some inexpensive cardboard and made bone shapes and put our contact information on them and a name list. Each client gets one and is told to put their names on the list that is on the bone and then pass it on to a friend. When that friend comes in with their pet the first name on the list gets a \$2 credit for grooming. That new client is told to put their name on the bone in second place and thus keep it going. You get a lot

of new clients and they think it is great. – *Deb Howe*

With each groom we give out a report card (*For a Pet Report Card request Reader Service Card #5521*) and treat bag, on the report card we add a gift to your friend card/tag attached to the ribbon we tie the bag to, which entitles them to 10% off a free groom/doggy daycare, etc. We also give \$5.00 in *Barkery Bucks* to the referring client. We gain more business this way.

Another way is we do a monthly groom seminar in conjunction with a local pet shop. They supply the gift treat bags, we do the information session free to the public, we cover how to care for your dog's coat between grooms, product feature and Q&A. – *Lisa Campbell, The Barkery By The Bay & Barkery Buddies, Penetanguishene, Ontario, Canada*

We educated ourselves on pet nutrition. In five years time we are now considered experts in the area. We wrote a brochure on pet nutrition with ingredient definitions and picked up a line of foods we believed in. The brochure was handed to every customer that came in. We also wrote a small 150 word column

(paid ad) in Sunday paper. Soon people were coming for the brochure and food and inquiring about grooming. Grooming in 2002 was \$67,893.00 and grooming and sales in 2007 were \$634,848.00 – *Bill McQuade*

I have found that if I run an ad in the local paper and give clients \$3.00 coupon for a gently used towel, it gets business and helps with expenses. – *Michelle Boe Oliver's, Dumont, MN*

A simple sign out by the mailbox or in the front yard, works well if zoned for one. At a garage sale, put up a poster of a completed groom. Or perhaps have a dog displayed that you have groomed. They come for the sale, and talk about dogs. I am still getting clients from the cards I passed out from mine, a year ago.

I give demos at schools and have joined a women's civic organization. Both yielded good results – *Ann Isehour, Bow Wow Boutique, Gastonia, NC*

Anything I can do to make the dog look extra special after a

Continued on page 38

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Groomers Roundtable
Continued from page 37

grooming, (adding bows, painting toe nails, adding a bandana or party collar), makes owners so happy and they can't wait to take the dog to the park to show the other dog owners. Most of my advertising is word of mouth.

At the Lodge we have a drawing for a free bath every month. We pick a dog's name out of a hat. This gets our boarding customers excited and reminds them that we have grooming at the kennel. Also, we put up signs in all vets and pet stores in the area. We also have a sign and pictures with the groups that do adopt a pet at the local pet stores. We let everyone know that these pets were groomed by us by having them wear bandannas with our logo and name on them. – Jennifer Beauchamp, Lexington Pet Lodge, Lexington SC

Wherever you go (grocery store, mall, etc.) put a business card in the window of cars that have dogs in them.

Another is to have your

hairdresser, local pet store, grocery store, humane society, anywhere that will put out your cards or post a flyer.

Another idea is if your local radio station ever does spotlight on local business – sign up.

I also volunteered to present at career day at the middle school (this is when working people talk about their careers with students). I passed out business cards and picked up some very good customers.

I also did a little thing with the Boy Scout troop so they could earn a badge and picked up some customers that way. I still think the best source of new business is referrals from your customers, so remind them to tell people about you. You can even give them some business cards or offer a discount or incentive for referrals. – Christine Tooker, Doggie Detailing Shop, Grand Haven, MI

I give all clients a card and tell them that for every new client they send me they will get \$5.00 off of their next groom. They write their name on the card and when a new client comes with that card, I pull the referring client's card and mark it so that they get \$5.00 off their

next groom. If you do a great job, the pet is ultra clean, smells clean and fresh and all the basics are done as well as a nice cut, your client will become a walking billboard and people will be more than excited to refer you. – Kimberly, Kimberly's Pampered Pets, Hackensack NJ

I use an eye catching aluminum sign out by the major road. Our location isn't obvious, so it really helps people learn about us. – Carrie Griffin, Max's Dog Wash & Snack Shack, Chapel Hill, NC

Every few months I go around to all the vets and pet shops that send me referrals with a cake or a fruit platter to say thanks and to remind them who I am. If my name is fresh in their mind they are more likely to recommend me. – Auntie Marg, Keperra

What you can do is every now and then since it's always prudent to keep communication lines open, is donate at your local Lions Club or Police dinners, etc., for their raffles. Your name is mentioned to everyone there, usually also in print, in the section of the bulletin/schedule of those citizens who donated something to the particular event. The costs are minimal, usually just what you'd like to contribute. Also there are local small papers that are not expensive. Also post in the vet office bulletin board. – Lori Zozulia, Grooming By Lori, Wood-Ridge, NJ

I almost always donate a grooming certificate to local restaurants, businesses; training schools and kennel clubs; Lions, VFW and Rotary Clubs etc. when they are having fundraisers, or printing coupon books... or when there is a "Local Family In Need" dinner or pancake breakfast fund raiser. I get involved in local community parades; and festivals (march in the parades, free nail trimmings or training demo at street side). Sponsor local soccer

Continued on next page

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REQUEST READER SERVICE #5569

Groomers Roundtable
Continued from page 38

club teams (\$200 gets 15 kids to wear your name on their shirt, and posted by the field – and with over 500 kids on the fields on Saturday, that's some 300+ families becoming familiar with your name). Also Little League baseball team. Join the Area Chamber of Commerce. \$100 dues per year to be included on all chamber literature and website etc. *Rebecca, Canine-Corner "from hair to heel" Grooming-Training; Red Hook, NY*

I am passionate about rescue, so I work with many of the rescue organizations around, especially the less well established ones, offering them a free groom here and there or whatever they need. They in turn put a flyer about my services, in their adoption packets and they tell people about me. I offer a 25% discount for a recently rescued dog or a free nail clip, whichever the customer desires. I also will do a free assessment of the dog's home grooming needs, including what kinds of brushes will work best for the particular dog. My strong presence in the rescue community helps bring clients. – *William Oser, Bradenton FL*

Inexpensive advertising ideas: A good Christmas plan was to have a drawing. The prizes I use are Brown-trout doggie calendars which can be purchased wholesale if you buy twelve for your business. I use about six for the drawing and have a basket with entry forms for the customers to write their name and phone # and calendar preference. You could use any items you want for the prizes.

I market the vets around our area. I spent \$3.00 each for puppy cakes that Wal-Mart had at their bakery and bought Valentine cards and took them to all the vets. We also threw a float together at Christmas,

(believe it or not, in 45 minutes) spent \$25 for decorations and participated in the city's Christmas parade *Pam Cunningham, Canine Country Club Pet Styling Salon & Spa, Zephyrhills, Florida*

I network with other Mom and Pop smaller businesses around my area where I frequently shop. This only cost me whatever creative home-made flyers I make up and some counter or wall space in my own shop. The counter/wall space is if the other places would like to advertise with me. You can implement a bag stuffing flyer at stores that sell merchandise which gets "you" in their customer's home. At places such as automotive shops, I set up business cards on the counter or a flyer on the wall. This seems to be the low cost way of advertising but I have fun and get creative, making friends along the way. *Dori Thompson*

I keep brochures on the local grocery bulletin board. I made a holder out of hot pink poster board and thumb tacked it on. I only have to check it every week for a refill. It is amazing how many new clients I've obtained. Of course, you have to have cute Brochures, but once the initial type setting is done, it is very inexpensive to order more printing. *Debbie Bridges, The Pink Poodle, Louisville KY*

We sponsor and groom dogs for local K9 units. We started with the city we are in and neighboring cities have jumped in. It's a great thing to get involved in the community. Our shop name is also printed on the K9 officer's vehicle. – *Cyndi 49er Pet California*

The *Newcomers Organization* in your area. I give them a number of my brochures and they hand them out to new families that have moved to the area that have dogs and cats. Therefore, I am not paying for advertising that go to households that

Continued on page 40

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REQUEST READER SERVICE CARD #5570

have no pets. With Welcome Wagon, I have found that they may cover a greater area, and are by far WAY TOO EXPENSIVE with very little results and you are locked into a contract for a year with no way out! – Linda Murawski, Waggles N' Whiskers Grooming Btq., Saline, MI.

I gave a gift certificate (for a free groom) to the Elks Lodge to be bid on at their American Cancer Society fundraiser. I left a stack of my business cards there as well. I've also handed out slip leads with my business name and phone number printed on them. My best response is from \$5 off coupons in the local paper.

This is an idea for making your present clients feel special and have them brag about their groomer to others when the house is filled with company during the holidays. I have been taking photos of all my client's pets and enclose it in a Christmas card. Many say they look forward to my card more than any other. They call and thank me, telling me they show it off or frame it. Some tell me it's now a treasured photo they have of the pet if it's passed away. It helps to take the photos all year because of the busy Christmas rush. In the summer I may take the photo of the client's children with the pet outside on a bench in the yard or near colorful foliage or flowers. That's a real hit! With digital

We take a quick digital photograph of every pet we groom after they are finished and looking their best. We then insert them into "referral" cards. These are printed in color on business card stock with the heading – My pet "Charlie" is professionally groomed at *The Foxy Pup*, including our contact information. When the client picks up their pet we give them the cards, all tied up with a bow and tell them for every card returned to us as a referral we will give them a dollar off their pet's next service. These cards have been a huge success! The cards cost us less than \$6 for a 1000 blank cards. With ink and all it costs us less than .30 for the 10. Oh and we stick one to a magnet which cost us .20 each. Our second best has been direct mail postcards, which cost us \$1000 bucks. – Karen Silva, *The Foxy Pup Grooming Salon and Spa*, Mansfield, Texas

I just recently moved and money was tight. So I used my computer and printed up some fliers. I had my address, logo and pull tabs for phone number's. I put these up everywhere, grocery stores, gas stations, town bulletin boards. I did this in every surrounding town. I also have advertising on my Blazer. When I am shopping, I make sure that I am parked where it is seen. That has also gotten me a lot of new customers. – Linda Reger, *Linda's Dog Salon LLC*, Dodgeville, WI

Local residential developments in our area have their own small resident phone books and contact info. They will allow you an ad space. Some charge a small fee and some are free. We have also created a small booklet listing area pet pros. About six businesses. Each with a 1/2 pg ad, stapled together and given out to all the real estate agents to pass out to home buyers. Also we have an annual fundraiser to benefit area pets with low cost spay and neuter. This event showcases all our pet businesses and talents. We open our shop for a day of grooming and self wash by donation. Our last fundraiser took in over \$6,700. This year we plan to double that by including a dinner and auction the night before. – Cathi Linden, *U Dirty Dog!*, Voted Area's Best Pet Service

I think some graphics on your vehicle are a great way to advertise. You can go simple and inexpensive. My car is quite elaborate and I park it on the highway at the end of the parking lot that my shop is in and people always say they see my car before they see the shop. So far it has been my best advertising yet. I have tried door hangers and that was probably my most expensive advertising that brought the least results.

Continued on next page

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REQUEST READER SERVICE #5571

Groomers Roundtable
Continued from page 40

Apparently went to 20,000 homes and I got 12 coupons back. Cost \$800.00. Waste of money. – *Sandi Coss, Pawsitively Paradise Doggy Daycare and Grooming*

Word-of-mouth is the BEST advertising...and FREE. Other things I do are make up treat bags for local banks. A small (snack size) Ziploc bag with a dog treat or two, a business card and/or magnet, and possibly an advertising pen. To get fancy, I punch a hole in the corner of the biz card and use mis-matched or odd bows and thread the rubber band through the hole. Scraps of bandana material make wonderful mini bandanas to tie around the pen or the dog treat.

A good relationship with local vets makes for excellent referrals. Try to talk to them about your methods and techniques and find out what they want to see in grooming salon services. – *Niki Rickett, Custom Clips Grooming, Ogdensburg & DePeyster NY*

Flyers with removable phone tags. Referral gifts... When someone recommends me, I send them a thank you card with a \$1.00 scratch lottery ticket. I did lottery tickets instead of grooming coupons for people without dogs that recommend

me. For pet stores and vet clinics that refer a large number of clients, I buy them a gift every two months, e.g. a box of chocolates, a lottery ticket for each employee, homebaked pie or cookies. Another highly effective marketing ploy I use is, whenever I see a puppies for sale poster in my neighborhood, I call the people and give them a \$5.00 first groom coupon for each puppy to give to the new owners. This also works well in conjunction with SPCA's. – *Jackie Larocque, The Garage Dog Grooming Shop, Sylvan Lake, Alberta, Canada*

Business networking groups. The cost is usually just lunch and you make contact with 30-50 other business people who talk to many potential clients every day and they will recommend your services. – *Gretchen Meienburg, CKO Pampered Pets Bed & Biscuit, Napoleon Ohio*

At Christmas time I bought a children's chalkboard (A-framed shaped), and advertised my events by placing it outside on my side walk. I have a lot of foot traffic outside. I'm located in town with a big sign out. Once I put that out front I had a ton of people stop in and ask me about my events that normally would have walked by. I got more response from that than our local newspaper. And I live in a small town where everybody reads the paper! – *Pamela Angelovich, A Spa 4 Paws, Lehighton, Pa*

I have found that local papers

will do "stories" that you want to publish in the paper for free. You may just have to write the article yourself and send it to them along with any pics you may want to ad. I did it and had great success when I just opened. Head it "New Pet Salon opening in your area....." – *Kimberly Andrew, Angel Paws Salon in Raymond, NH,*

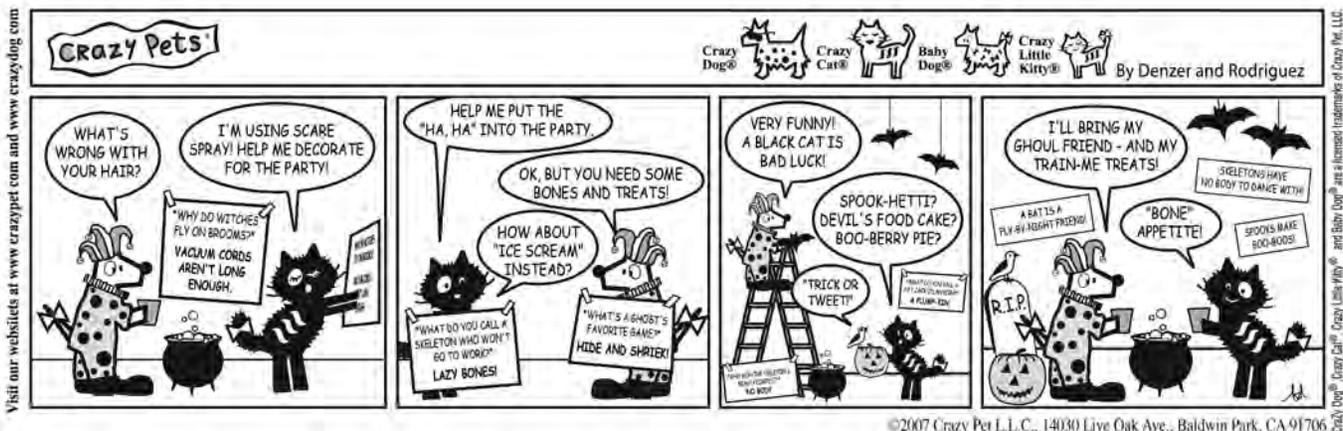
I walk my dog, who is a Standard Poodle dyed purple. The name of the salon is *The Purple Poodle*. I offered free nail trims if you could guess the name of the salon at the dog park one weekend. I offered a free brushing course at a local vet one Monday night. Most of my ideas just take time, not money. – *Cheryl Pertursson, The Purple Poodle, Brandon Canada*

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Proverbial Wisdom

Putting confidence in an unreliable man is like chewing with a sore tooth, or trying to run on a broken foot.

Proverbs 25:19
The Living Bible



REQUEST READER SERVICE CARD #5572

Does Your Pet Business Have A 'Niche' That Needs To Be Scratched?

Want a bigger and better opportunity for your business in 2008? Think Niches.

By Susan Thixton

Niche marketing is the process of locating and serving small but potentially profitable market segments and designing custom made products or services for them. Niche marketing is great for any small pet business – especially those who are in direct competition with the boxed super stores. No matter how hard they try, the super stores cannot be all things to all pet people. Their corporate structure does not allow for the specialized care a smaller business can offer in a niche market.

This leaves a wide open opportunity in the pet industry. The pet food industry is about the only sector that has capitalized on niches with puppy foods, dental foods, sen-

ior foods, diet foods and so on. Just walk down the aisle of any pet store and you will find countless name brands of pet foods, treats, and supplements specifically catered to a particular pet niche. Why are so many pet food manufacturers taking the plunge into niches? Because there are huge profits in it!

So, how do you find your niche? Your customers will tell you if you ask them. And your customer data records will tell you. It's vitally important to talk to and know your customers. Locating niches is one benefit of such knowledge.

Backing up a little, if you do not have a monitoring system for your customers in place, please – start one today. Customer data provides

a business owner with extremely valuable data. Don't miss the boat by not knowing what's going on with your customers! OK, back to the subject at hand...

Evaluate your customer data, and look for similarities that are being ignored in other markets. Your niche marketing needs to be based on your current customers needs.

Look to the outside of big markets – for example, overweight pets or senior pets. By the way, these two areas alone are HUGE and hugely ignored. Again, the pet food industry is about the only pet industry sector that has gotten the message, offering senior foods, treats, and supplements and the same for overweight pets. Once you decide what your niche should be, your next step is to research the subject. Your success in your new niche depends greatly on your knowledge of the topic. Learn everything you can get your hands on!

From your knowledge of the subject, you will find what your product or service will include. Cater to every feasible need of the pet in the niche and build your package from the possibilities. I'd suggest offering a couple of different packages for your niche market. For example, Program 1 offers two specialized products and one specialized service for \$—. Program 2 offers a little more with three specialized products and two specialized services for \$\$—. However, for

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Does Your Pet Business Have a 'Niche'

Continued from page 42

those pet owners that really want the absolute best for their senior four legged family member we offer Program 3 with five specialized products, three services, monthly monitoring of the needs of the pet, and monthly evaluations of the pet in case of any additional needs – all for the incredible price of \$\$\$\$.

Next, when you actually market your niche – explain the benefits of your new product or service to your market. For example, if your niche is to senior pets, explain in great detail the benefit of your service to the senior pet. Don't make any assumptions that the senior pet owner will understand the benefit of your new service. Explain everything.

Break down each element of your niche describing the benefit and the price individually. Your niche market programs will be priced as a package – in other words there will be value for the customer in purchasing the package versus purchasing the components of the package separately. Of course your customers would have the option of purchasing one product or service within your niche market separately, and some will. But the majority will purchase a package.

Statistically, most buyers when offered an option of several levels of a package will buy the most expensive. The amount of savings increases with each level of your program – and who can turn down a good deal?

Let's review...find your niche, educate yourself completely, explore your options of products and services, and finally put together your niche packages. Test your new packages on your existing customers. The feedback you receive will allow you to make the necessary tweaks before you market outside

your own customer base.

Once you're ready, add testimonials and extend your marketing to bigger areas. Hey, who knows, it's very possible that your new niche marketing brings your business many new customers outside your existing market! Yippee!

And let's not forget about media attention. Make sure you invite the media in to take notice of your new specialty! As an example, what local television network wouldn't love to do a story on a pet business that caters to senior pet's needs? Do I hear free advertising? Yeah! And again, wouldn't it be a shame if that media attention gained you a few more new customers into your regular business? Oh darn!

Pricing should be premium with niches. One of the huge benefits of niches comes from no one else marketing to them, no one else offering the specific package, the benefits the pet and pet owner receive from the niche, and last but not least, the premium price you can sell your niche for. Don't be conservative with your pricing. If testing within your own customer base proves you are too high with pricing or more importantly too low, you can always make the necessary changes.

*...find your niche,
educate yourself
completely, explore
your options of
products and services,
and finally put together
your niche packages.*

Do your homework, do your testing. I think it's time the small pet business owner scratches a 'niche'.

Susan Thixton is president of Pet Pro Champions. She has worked in the pet industry for more than 20 years as a kennel owner, trainer, speaker, and most recently pet food industry author and educator. This article is a short example of the innovative business building techniques she coaches her clients with her Success Building Monthly Newsletter. To subscribe or find further information, please visit her website at www.Pet-ProChampions.com.

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REQUEST READER SERVICE #5567

PCSA Provides Training for Entrepreneurs

The *Pet Care Services Association (PCSA)* is offering its *Pet Services Basic Training* seminar series October 26–29, 2008, at the Hilton Pittsburgh in Pittsburgh, Pennsylvania. This four day educational event offers learning opportunities and intensive seminars that are designed to provide participants with the information they need on how best to either start or expand a pet care business.

The *Fall 2008 Pet Services Basic Training* will feature sixteen seminars with topics ranging from understanding the pet care marketplace, securing financing, and deciding what services to offer, to developing and retaining staff, and marketing one's services.

To further entice participants to register early, *PCSA* is offering a free one-year membership or renewal to attendees who submit a full event registration prior to October 1, 2008. For more information on the *Pet Services Basic Training*, including details on the early registration offer, visit *PCSA's* *Pet Services Basic Training* on the Web at www.petservicesexpo.com. Or Request Reader Service Card #5507.

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REQUEST READER SERVICE #5575

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Carolina GroomFest '08



Photo courtesy of NDGAA

(L-R) Judges Michael Lamb, Annette Quick, Center; Greta Dalrymple, Judges; Judy Hudson, NCMG and Ann Martin, NCMG

National Dog Groomers Association of America's Carolina Groom Fest was held recently, in Columbia, SC. The event featured a trade show, educational seminars, certification testing and grooming competitions.

Carolina Groom Fest was located at a larger venue this year. Seminar speakers included: Teri DiMarino, Jay Scruggs, Danelle German and several others. Competitions included: *Oster Career Start contest*; open to groomers with less than a year of experience, *Showseason's Terrier Tournament*, *Kenchii Mixed/ Miscellaneous Tournament*, *Groomer's Helper Sporting Tournament* and *Andis Poodle Tournament*. The *Best in Show* award was sponsored by *Gibson Governor*. Groom Fest ended Sunday with *GROOM TEAM USA's* auction.

This fall, the NDGAA's "Fun In The Sun" will be held in Orlando, FL October 24 - 26.

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Contest Results

Liz Paul "Best Scissored Poodle" Award
Lindsey Berry

Best In Show
(Div.A) Greta Dalrymple

Best Groomed Dog
(Div.B) Wendy Delrie
(Div.C) Zavius Williams

Best All Around Groomer
(Div.A) Komako Tanaka
(Div.B) Wendy Delrie
(Div.C) Marilyn Wainwright

Poodle Tournament
(Div.A) Lindsey Berry, Yoshie Shouse, Kendra Otto
(Div.B) Wendy Delrie, Terry Buckland, Yvonne Aitken
(Div.C) Marilyn Wainwright, Steffany McWaters, J. Yvonne Kasper

Sporting Tournament
(Div.A) Greta Dalrymple, Komako Tanaka, Debi Faircloth Hilley
(Div.B) Sandra Phillips, Yvonne Aitken, N/A
(Div.C) Hilery Rogers, Marilyn Wainwright, Glenda Essic

Terrier Tournament
(Div.A) Komako Tanaka, Jared Lane, Debbie Slocum
(Div.B) Wendy Delrie, Yvonne Aitken, Terry Buckland
(Div.C) Marilyn Wainwright, Jenna Johnson, Christine Millikin

Misc. / Misc. Tournament
(Div.A) Kendra Otto, Hayley Keyes, Maria Hetem
(Div.B) Wendy Delrie, Sandra Phillips, Terry Buckland
(Div.C) Zavius Williams, Marilyn Wainwright, Jenna Johnson

All Other Purebreeds Tournament
(Div.A) Olga Zabelinskaya, Debbie Slocum, Deana Mazurkiewicz
(Div.B) Wendy Delrie, Yvonne Aitken, Shannon Moore
(Div.C) Steffany McWaters, Heather Oliphant, Christine Millikin

Oster Career Start Competition
Karla Bergman, Emily Rupe, Angelina Adams

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Pet Halloween Safety

By Deb Becker



Photos by puppelove.com

The time is drawing near to celebrate ghosts, goblins and all things scary! Halloween is a time to wear costumes, attend parties and eat candy. Of course, pets are included in all of the festivities!

Costumes are a definite! As you know, pet owners sometimes consider the “look” and cuteness more than function and comfort. Here are a few tips to keep in mind when selling pet costumes.

William Viscome, of *puppelove.com*, specializes in pet costumes and believes safety is an important issue. Viscome states, “The owners have to use common sense when choosing a costume. Is it the correct size? Is there too much fabric? Are there any chewable parts? Are there any long strings that can come untied? Are there any sharp edges?”

Continued on next page

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Pet Halloween Safety
Continued from page 46

Unfortunately, many costumes are simply sized, small, medium and large, making sizing difficult. Inform customers that a tight fit will cause discomfort and anxiety for pets. A loose fit will create a potential for falling or getting tangled up, adding even more stress.

Inform owners that their pet's safety is in jeopardy with long strings, which can become untied—resulting in strangulation or entrapment if their pet gets loose. Instruct them to cut strings as short as possible while still being able to tie. Avoid selling costumes with loose parts to reduce the risk of a pet choking. To avoid injury, be certain a costume does not obstruct a pet's vision. Non-flammable costume material is a must. Remind customers to avoid lit Jack-O-Lanterns and candles. Be sure your costume materials are lightweight to prevent overheating. Instruct customers to add reflective tape to costumes, if the pet will be out at night or just in case he gets out!

Candy, candy everywhere! Advise pet owners to pay close attention to what their dogs are eating. Chocolate can be deadly to dogs. Hard candy can be



a choking hazard. Some types of candy produce a “fizz” when mixed with saliva, which has a bad reaction in a dog's stomach and can choke or suffocate small dogs. Inform your clients to keep all candy far away from pets! Also, advise them to be cautious if trick-or-treating with their pet. There is a good chance candy has been dropped all over their neighborhood!

Instruct your clients to keep their dogs indoors or with them during the Halloween season. Cruel pranks occur to pets during this time of year. White and black pets are more vulnerable to abuse.

A watchful eye is the best defense in protecting pets, during Halloween or any time of year. It may be a “trick” to include pets in Halloween fun but, it is such a “treat” to have the opportunity!

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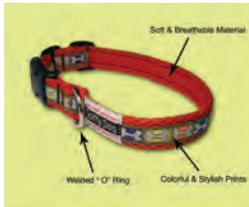


New Product News



SPIFFY DOG - AIR COLLAR

Spiffy Dog introduces the *Air Collar* for dogs. The collar is made of nylon aerospace, commonly used in running shoes and backpacks because it is lightweight and breathable, making it a comfortable and quick drying dog collar. The product is intended for water dogs due to quick drying, but also can be used for landlubbers for comfort and will not chafe on short haired dogs or dogs with sensitive skin. The *Air Collar* is available in 26 different patterns and sized small, medium and large to fit all dogs. For information, Request Reader Service Card #5509.



sensitive skin, fight dandruff, and dramatically 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 for a stunning appearance. 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 re-circulating power bath systems too! Request Reader Service Card #5510.



talize thin, limp, or damaged hair, adding body, strength, and sheen to coats without the weighing down effect and longer drying times associated with most protein shampoos. Superior conditioning often eliminates the need for rinse conditioners while aiding in the brushing out of tangles and snarls. The shampoo deodorizes while leaving a pleasant natural fragrance that lasts for days. Request Reader Service Card #5513.



LEMON-AID OATMEAL SHAMPOO

Best Shot's Lemon-Aid Oatmeal shampoo features a pH balanced blend of gentle cleaners, oatmeal protein, and jojoba oil that soothe

QUADRUPED PROTEIN SHAMPOO

Quadraped's new Protein Shampoo is a quick rinsing and quick drying shampoo that is made with milk protein and botanical extracts. Natural conditioners rebuild and re-

LAWN AID SOFT CHEWS FOR DOGS

Pet urine can discolor beautiful lawns. That's why *Pet Naturals of Vermont* created *Lawn Aid Soft Chews for Dogs*. Those discolored spots, known as "lawn burn," are caused by high nitrogen waste products in dog urine. *Lawn Aid* is formulated with four natural ingredients that are beneficial to dogs: DL-methionine, an essential amino acid that helps to reduce ammonia levels. Brewer's yeast, which is rich in B vitamins, imparts a light diuretic effect so the ammonia is less concentrated. Yucca shidigera extract to bind the ammonia while neutralizing urine odor. Plus cranberry extract to help optimize urinary tract health! Request Reader Service Card #5514.



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Espree's Plum Perfect grooming line is formulated for use on all breeds and coat types and contains the following products: *Plum Perfect Cream Rinse* - a soothing conditioning rinse to add moisture and ease combing and brushing. *Plum Perfect Shampoo* - a fresh and fruity fragranced shampoo to clean and highlight any coat while providing optimum body and shine. *Plum Perfect Facial* - this gentle, tearless, foaming facial cleanser will remove dirt and unsightly tear and food stains while brightening any facial coloring. *Plum Perfect Cologne* - a gentle, static-free conditioning spray with a fresh plum fragrance may be used as a comb out spray. Request Reader Service Card #5517.

GIFTY IDEA HOLIDAY CARDS

Gifty Idea Greeting Cards & Such! is releasing all new dog inspired holiday cards. The new cards and gift tags are currently available. All the products are printed on high quality, uncoated, recycled paper.



Gifty Idea manufactures T-shirts, magnets and cards for all occasions, including blank inside and invitations. Coming soon are new pet sympathy cards and Mother's Day cards. Request Reader Service Card #5518.

NEW UPSCALE PRODUCT LABELS

Stazko Associates, Inc. is pleased to announce new upscale product labels that will appeal to the professional grooming industry, as well as to retailers. The labels will be in trendy colors, and coordinated to match the type of products offered. Stazko's new salon



image labels are eye-catching and have an upscale look while offering the same unique natural shampoo product line that is the favorite of the professional grooming industry. Stazko has begun the transition to the new labels and launched the new Stazko hydrating Conditioner. For more information, Request Reader Service Card #5520.

CUCUMBER MELON ESPREE PRODUCTS

New by Espree Animal Products are *Cucumber Melon Shampoo* and *Cucumber Melon Cologne*. A deep cleansing all-purpose shampoo formulated for any coat or breed. The pairing of natural ingredients and rich fragrances makes this shampoo a salon favorite. *Cucumber Melon Shampoo* was formulated per the request of our Grooming Professional Customers! Use with *Cucumber Melon Cologne* to enhance and maintain the fragrance. For more information, Request Reader Service Card #5505.



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Industry News

DAVIS MANUFACTURING BREAST CANCER AWARENESS DRIVE

Davis Manufacturing announces its first breast cancer awareness drive with the introduction of the *Pawsitively Pink Collection*, featuring the new *Pawsitively Pink Shampoo* and an assortment of pink accessories which includes Satin Bows, Ruffles, Bandanas, Bowser Ties and Nail Polish. October is breast cancer awareness month and Davis will be donating a portion of the proceeds in honor of Cathy Davis, co-founder of *Davis Manufacturing* and a three-time breast cancer survivor. Spread the word – tell a client, friend or loved one to schedule a mammogram today. *Request Reader Service Card #5519.*

THE PARAGON SCHOOL OF PET GROOMING CLOSES DOWN THEIR HANDS-ON TRAINING PROGRAMS

For sixteen years *The Paragon School of Pet Grooming* has had one goal, to provide the best possible hands-on educational experience to people who wanted to become

professional pet groomers/stylists. Unfortunately due to a recent change in the enforcement of a Michigan state law, *Paragon* is being forced to close.

The Paragon School has opted to seek other avenues of training for professional pet groomers that will allow them to comply with Michigan State law. The school itself has not shut down however the hands-on training portion of the school has been closed. *The Paragon School* has been transformed into a high volume professional grooming salon called *Paragon Pet Salon*.

The new format will use the salon as a working studio for new books and DVD's while maintaining a large pet client base from the local community that allows them to test professional pet grooming tools, products and techniques. Look for new educational products by *White Dog Enterprises*, the sister company to *Paragon*. *For more information, Request Reader Service Card #5511.*

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LUXURY PET PAVILION GIVES ATLANTA DOGS A NEW CHANCE AT A HOME

The Luxury Pet Pavilion found three *Atlanta Humane Society* dogs a new home at the Fall '08 show's "Take Me Home Atlanta" grooming competition. Top regional grooming professionals traveled to Atlanta to cut, style, and pamper a mix of rescued dogs in a grooming competition like no other.

Organized by Ann Stafford, Certified Pet Master Stylist and national grooming expert, top grooming experts presided over the competition and named the winners in five categories. Sam and Cynthia Kohl, grooming icons and former owners of the *New York School of Dog Grooming*, Megan Blake, host of *Animal Attractions TV*, and David Frei, co-host of *Westminster Kennel Club Dog Show* chose the top three groomed dogs as well as the *Most Difficult to Groom* and *Most Changed in Appearance*. *For additional information, Request Reader Service Card #5512.*

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Winners of the Luxury Pet Pavilion's "Take Me Home Atlanta" grooming contest include:

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REQUEST READER SERVICE CARD #5591

Halloween, Thanksgiving and Christmas are coming. Order early for best selection. Elchar Dog Bows (800) 972-5857. www.elcharbows.com.

Wholesale fashion bandannas. Slide over collar. Prices per dozen. Sm - \$5.75 - Med. - \$7.75 - Lg - \$14.75. Reversible tie on also available! Email: Michelle.CanineCookies@gmail.com. Phone: 610-463-8095.

BUSINESS OPPORTUNITY

Earn \$100.00 per hour. Easily learn to sharpen expensive dog grooming scissors and clippers. As soon as tomorrow you're making money. Training and equipment. (408) 439-9161.

We guarantee you will easily increase your monthly income dramatically! No investment required. Once in a lifetime opportunity. Toll free (800)474-7044.

EQUIPMENT/SUPPLIES

HOGAN FLAVORS & FRAGRANCES creators & manufacturers of fragrances/essential oils for pet products. Samples requested by letterhead. www.hoganff.com 212-598-4310

MOBILE GROOMING

2 for 1 SPECIAL! Did you know that: You could buy 2 of our state-of-the-art Grooming Vans for what some of our competitors are charging for 1; We have been building Groomobiles for 40 years; Our Mobile Salons have always been GREEN; Our Owners make more Money; Pay less for Financing and Save on GAS! You should speak with us today! Ultimate Groomobiles, Inc. 888-826-5845 and tour www.ultimate-groomobiles.com.

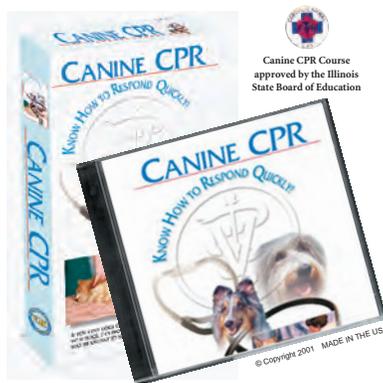
GROOMER WANTED

Have fun. Make Money! While grooming in sunny Coral Springs, Florida. Must have experience scissoring all breeds. Call Judi (The Yuppy Puppy). (954) 753-7647.

New Jersey groomer wanted, Hillsborough Area. Mobile and shop service. Fun staff, Health Benefits, Vacation. Call Janet 908-359-1959.

Professional Pet Groomer
We are actively seeking a full-time Professional Pet Groomer to join our grooming team! We are a busy salon & part of Pewaukee Veterinary Service, so staff enjoys both a growing & loyal established client base who also utilize our luxury pet boarding facility and well-known veterinary hospital. Highly visible location off of Hwy. 164 in Pewaukee, our professional groomers work some Saturdays & have flexible weekly schedules that allow for maximum client volume and a balance with your personal life. We offer supplies and grooming equipment to ensure your success. You supply your own scissors & blades. Must have successful prior experience as a professional pet groomer with both dogs and cats, preferably all breeds. Must have excellent client service skills, great compassion with animals, be comfortable with computer technology, & work well on a team. Great staff, place to work & full benefits package to boot. Accepting resumes by Fax/E-mail to ATTN: Human Resources, Pewaukee Veterinary Service, N29 W23950 Schuett Drive, Pewaukee, WI 53072, FAX: (262) 347-0780, E-Mail ckfeely@charter.net www.pewaukeeveterinaryservice.com

CANINE CPR



Knowing how to respond quickly in an emergency and administer cardiopulmonary resuscitation (CPR), can save the life of a pet in your care.

Veterinarian, Melanie Moks, D.V.M., discusses practical issues of canine CPR and provides a thorough, step-by-step demonstration of the techniques.

- Includes:
- Definition of cardiopulmonary arrest
 - Assessment of the dog
 - Preparing the dog for CPR
 - Demonstration of breathing and compression techniques
 - CPR techniques for one or two people
 - Benefits of learning canine CPR

#1340 CPR DVD - \$27.95 • #664 CPR VIDEO - \$27.95

BARKLEIGH PRODUCTIONS, INC.

(717) 691-3388 • FAX (717) 691-3381 • www.BARKLEIGH.com

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The Wonderful World of Terriers DVD Presentation

Featuring Sarah Hawks
One of the foremost Terrier people in the grooming industry!

#1577 Four hour DVD \$125

Taped LIVE at Groom Expo!

Barkleigh Productions, Inc.
970 Trindle Rd., Mechanicsburg, PA 17055
(717) 691-3388 • Fax (717) 691-3381

Order on-line at www.Barkleigh.com

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STENCILING 101

featuring Dawn Omboy



DVD #1896 \$39.95

Live from Groom Expo 2007!

- Learn the basics of stenciling patterns on to your client's groomed pets!
- Add-on income source!

www.barkleigh.com

Barkleigh Productions, Inc.
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J888

REQUEST READER SERVICE CARD #5596

Reminder & Klient Postcards



MV-1



R-1



R-2



R-3



R-5



R-7



R-4



R-6



R-9



M-1

Inexpensive • Convenient • Colorful

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

Fantastic as Total Reminder Program or between GroomOgrams!

The Back Sez ...

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

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

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

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

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

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

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

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

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

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

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

Reminder Cards

(Indicate Style # When Ordering)

May Be Mixed in Packs of 100

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

REQUEST READER SERVICE CARD #5597

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

2008-2009 Calendar of Events



SHOW DATES AT A GLANCE

2008 Calendar

SuperGroom Summit 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

CALIFORNIA

Groom & Kennel Expo 2009

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

FLORIDA

NDGAA "Fun in the Sun" Seminar

10/24/2008 – 10/26/2008
Orlando, FL
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

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

GEORGIA

Atlanta Pet Fair

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

KENTUCKY

SuperGroom Summit 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

PENNSYLVANIA

Pet Care Services Assoc. Convention & Expo

10/28/2008 – 10/30/2008
Pittsburgh, PA
(877) 570-7788
www.petcareservices.org

Groom Expo 2009

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

RHODE ISLAND

28th Annual New England Pet Grooming Professionals Fall Holiday Festival

10/31/2008 – 11/2/2008
Warwick, RI
(508) 799-5236
lclaf@comcast.net • www.nepgp.com

SOUTH CAROLINA

Carolina GroomFest 2009

5/29/2009 – 5/31/2009
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

CANADA

West-Can Groom Fest

10/4/2008 – 10/5/2008
Nanaimo B.C., Canada
Fax (250) 955-0547
groomfest@yahoo.ca

Groomer's Message Board

www.groomertogroomer.com

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

Klip Kards *Client Index & Extender Cards*

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

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

LAST FIRST CLIP \$

ADDRESS SPECIAL INSTRUCTIONS ALL THAT APPLY.

HOME PHONE EASY

CELL PHONE FAIR

WORK-MR. DIFFICULT

WORK-MRS. BITEY

EMAIL CAGE SOILER

REFERRED BY NOISY

BREED SIZE SHY

NAME CHECK ANALS

COLOR BIRTHDATE CHECK EARS

VET PH. BURNS EASILY

VACCINATIONS BLIND

MEDICAL PROBLEMS DEAF

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

SIGNATURE **OK GIANT KLIP KARD © 1984 • Barkleigh Productions Inc. • (717) 691-3388 • Fax (717) 691-3381 • www.barkleigh.com**

Giant Klip Kard

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

Giant Klip Kard – White • 5" x 8"

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

Giant Klip Kard – Colored • 5" x 8"

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

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

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

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

Available Colors



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

LAST FIRST HOME PHONE

ADDRESS CELL PHONE

REFERRED BY WORK-MR.

BREED SIZE M F NEUT.

NAME COLOR BIRTHDATE

VET PHONE

MEDICAL PROBLEMS

ALL THAT APPLY.

EASY BURNS EASILY CLIP \$

FAIR BLIND CLIP \$

DIFFICULT DEAF

BITEY ARTHRITIC

CAGE SOILER DIABETIC

NOISY EPILEPTIC

SHY AGGRESSIVE WITH:

CHECK ANALS PEOPLE ANIMALS

CHECK EARS MOLES, WARTS, ETC.

MK46 MEDIUM KLIP KARDS © 1988 • BARKLEIGH PRODUCTIONS INC. • (717) 691-3388 • Fax: (717) 691-3381 • www.barkleigh.com

Medium Klip Kard

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

Available Colors



Medium Klip Kard – White • 4" x 6"

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

Medium Klip Kard – Colored • 4" x 6"

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

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

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

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

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

LAST FIRST HOME PHONE

ADDRESS CELL PHONE

REFERRED BY WORK-MR.

BREED M F

SIZE COLOR WORK-MRS.

NAME AGE EMAIL

VET CLIP

MEDICAL PROBLEMS CHG. \$

EASY FAIR DIFFICULT

SPECIAL INSTRUCTIONS:

KLIP KARDS © 1980 • Barkleigh Productions Inc. • www.barkleigh.com 60107

Regular Klip Kard

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

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

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

Regular Klip Kard Extenders • 3" x 5"

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



REQUEST READER SERVICE CARD #5598

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

Groomer & Kennel Sales Slips

Make More Money Without Raising Your Prices!

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

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

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

Groomer Sales Slip (#GSS)

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

Kennel Sales Slip (#KSS)

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

Pet Release Forms

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

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

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

Klip or Kenn-L-Kard Special

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

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

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

Super Kennel Special...

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

REQUEST READER SERVICE CARD #5599

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



Pet Appointment Kards



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



Bathtub Appt. Kard

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

Squares Appt. Kard

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

Brown Appt. Kard

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



Kanine Kookie Cutters

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

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



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

Display Holder



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

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

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

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

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



Gift Certificate (#GC)

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

A Gift for You

REQUEST READER SERVICE CARD #5600

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

Minit Moneymaker Programs!



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

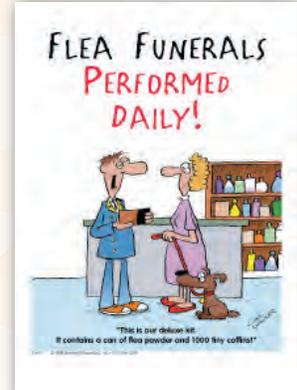
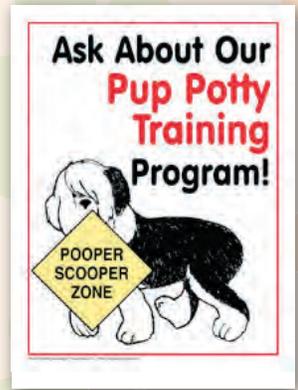
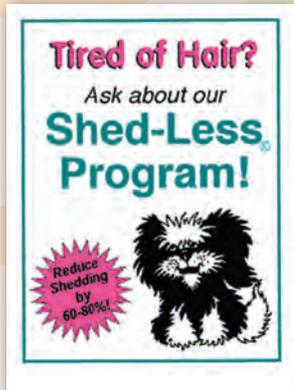
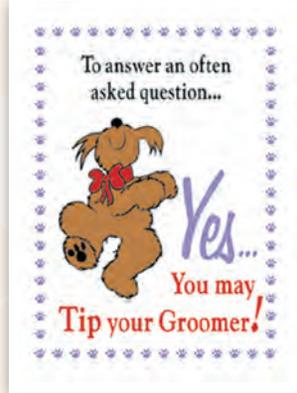
Counter Signs!

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

Great Poster for Your Salon!

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

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



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

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

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

Happy Camper Card

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

Now, like a Camp Counselor, you can grade each pet in your care from an A+ to an F. A time-saving checklist will tell your client that his pet ate well, had fleas or ticks, should see a veterinarian and more. Lots of room for your own personal comments, too. It's a personalized way to thank your boarding clients. Plus, it's a promotional tool, too! Pet owners show it to their friends! Comes in green only.



KENNEL CAMPER CARD (#KCC)

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

REQUEST READER SERVICE
 CARD #5601

Kage Kard Karrier

3" X 5" or 5" X 8"



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

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

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

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

Sympathy Cards

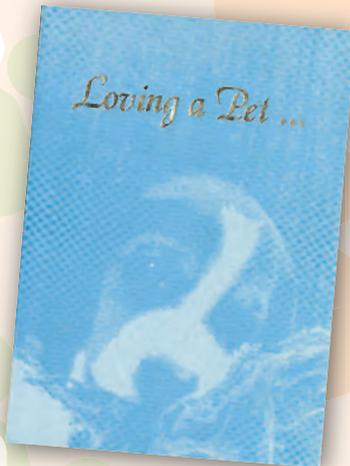
Elegant 4" x 6" card is printed with rich chocolate ink on ivory linen paper. Inexpensive and easy to send. Matching envelopes included.

(S3) Ivory Sympathy Cards w/Envelopes

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



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



(INSIDE)

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

(S-2) Blue Sympathy Card w/Envelope

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



Envelopes Available!

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

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

(S-1) Sympathy Postcards

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

(S1-E) Sympathy Cards w/Envelopes

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

Model Dogs

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



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

Little Angel Award

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



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

Little Angel Awards (#LA)

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

Pet Report Card

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

Pet Report Cards (#PRC)

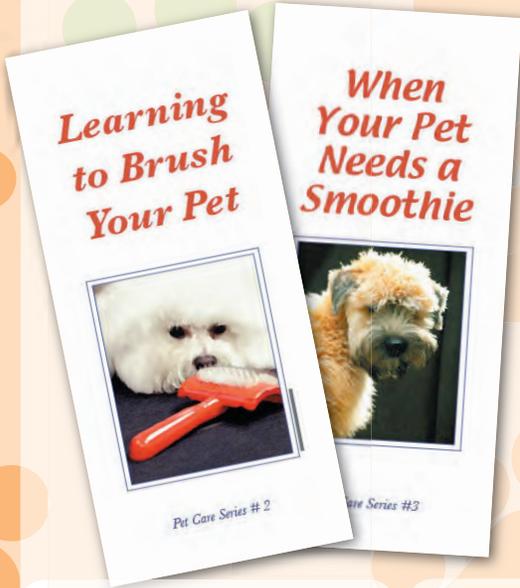
#657	20 - Pet Report Cards	\$6.95
#658	50 - Pet Report Cards	\$13.95
#659	100 - Pet Report Cards	\$25.95
#660	500 - Pet Report Cards	\$99.00
#661	1000 - Pet Report Cards	\$159.95



<p><i>My Groomer Sez...</i></p> <p><input type="checkbox"/> My coat was in excellent condition.</p> <p><input type="checkbox"/> I could use more brushing and combing.</p> <p><input type="checkbox"/> I had fleas and/or ticks.</p> <p><input type="checkbox"/> I should see my Veterinarian for:</p> <p>_____</p> <p><input type="checkbox"/> Other: _____</p> <p>_____</p> <p>_____</p> <p>_____</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... But My Groomer Still Loves Me.</p> <p>I should be groomed in _____ weeks.</p> <p>My next grooming appointment is:</p> <p>_____ at _____</p>
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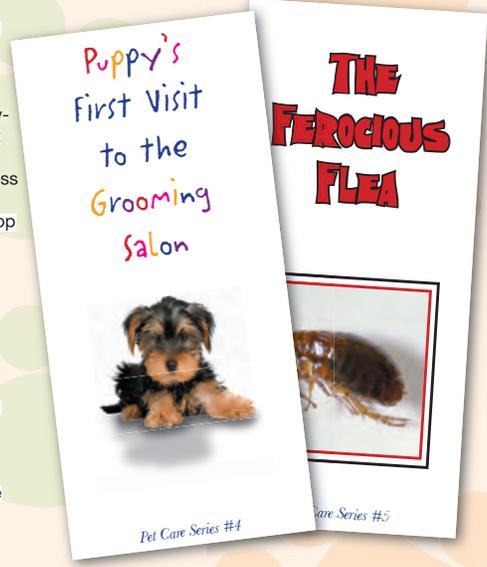


Pet Care Series Brochures



"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)

Smoothie (#PS-3)

Puppy's First Grooming (#PS-4)

Flea (#PS-5)

#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

#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

#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

#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

Kennel-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! **Kennel-L-Kards** contains fantastic Kennel, Medical and Grooming Profiles. This easy check system eliminates tedious handwriting. **Speeds your record keeping!** Extender Kards double your record space...just attach to the back of a full Kennel-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" Kennel-L-Kard (BKK)

5" x 8" Kennel-L-Kard Extenders (BKK)

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

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



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The Ultimate Clipper

• Weighs only 7.9 ounces

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• Extremely quiet, low vibration

• Powerful enough for stubborn hair

• Continuous Cordless Operation

• Unsurpassed Cutting Performance

• 5 Blades in One



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#9, #10, #15, #30 & #40

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