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"The Grooming Industry's Trade Magazine"

Vol. 28 Ed. 3 April/May 2009

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Contents

- 6 Eyeee Chihuahua!
- 12 Dislocating Knee Caps – The How and Why
- 18 Pawsatively Posh: Jen's All Natural Pet Spa
- 26 The Nash Salon Series #4: Coat Types
- 34 Jamaica me Crazy about Dogs
- 37 Behavior Clips: Discovering Behavior Problems 101: The Power of Suggestion
- 39 Getting Down to Business: Motivation
- 42 Are You Making this Mistake in Your Business
- 45 Sage Advice
- 47 "Show Ring Seminars" to Debut at Groom Expo
- 48 Industry News
- 49 New Product News
- 54 Classifieds
- 57 Calendar of Events
- 62 The Last Word by Sally Liddick



Cover:

Groom and Kennel Expo 2009, Andis World Cup Grooming Games Champion, Jackie Boulton with ANDIS Representatives Pete Carroll and Marea Tully.

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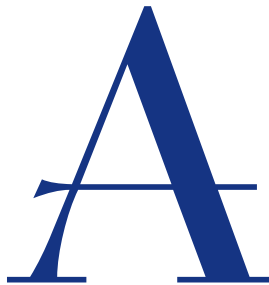
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Off the Top of My Head by Todd Shelly

The First Dog



ny new president has a huge number of appointments to make and positions to fill. However, probably the most anticipated decision President Obama will make is his pick for the new family pet. During the election, he promised his daughters, 10 year old Malia and 7 year old Sasha, that he would get them a dog in April.

They announced that they wanted a rescued dog. They also needed to take Malia's allergies into consideration. After narrowing their choices, the Portuguese Water Dog beat out the Labradoodle for their choice for a family pet. They are currently in the process of searching shelters.

Presidents, and their relationship with dogs, got off to a quick start with our first president. George Washington had, among other pets, ten hounds. Along the way, there have been many other interesting "First Dogs."

President Warren Harding had his newspaper delivered every morning by *Laddie Boy*, his Airedale. *Laddie Boy* even had his own hand carved chair so that he could sit in on cabinet meetings.

President Franklin D. Roosevelt also had a pampered pooch. His Scottie, *Fala*, traveled on nearly every trip the President made. Roosevelt even had the White House staff place a bone for *Fala* on the President's breakfast tray.

Presidents Coolidge and Kennedy both practically turned the White House into a zoo. They were known for the quantity and uniqueness of their pets. In addition to the typical dogs, cats and birds, they had wombats, raccoons, guinea pigs, rabbits, ducks and a pony. Coolidge once said, "Any man who does not like dogs does not deserve to be in the White House."

I wonder what President Coolidge would have thought of President Harry Truman. After stating, "If you want a friend in Washington, get a dog," he gave away his puppy. He never had a dog after that. Does that mean that Truman had so many friends in Washington that he didn't need a dog? Or perhaps that he couldn't even be a friend to a dog?

President Lyndon Johnson provides one of the more heartwarming "rags to riches" stories. Even though the White House was already bustling with several dogs at the time, the family took in a mutt that Johnson's daughter, Lucy, found at a gas station.

A Springer named *Millie* became a bestselling writer when she co-authored a children's book with First Lady, Barbara Bush. The book, called "*Millie's Book*" actually out sold President George H. W. Bush's own memoirs.

Millie gave birth to *Spot* in the White House. *Spot*, along with *Barney*, were the pets of President George W. Bush. *Spot* has the distinction of being the only dog to have lived in the White House during two administrations.

President Bill Clinton entered the White House with a cat named *Socks*. His people determined that it seemed more "presidential" to have a dog. So, they added a Lab named *Buddy*. Throughout their nearly eight years together in the White House, *Socks* and *Buddy* never did learn to get along.

When the Obama family dog is finally selected, he will instantly be one of the most famous dogs in the country. However, *Buddy* showed us that no matter how famous or pampered a president's dog may be, they are still just like everyone else's dog. *Buddy* was caught on tape by a camera crew relieving himself on the Oval Office carpet. So, all said, you better brush up on your water dog grooming skills.

todd@barkleigh.com



Eyeee Chihuahua!

Yesterday one of my oldest friends called me to ask if I would have time to cut his Chihuahua's toenails. "Sure, I told him. Just stop in anytime today."

"Well, I can't do it myself, he told me. I'm at work, but Kimberly will bring him in. I really want you to meet her," he told me. "She's someone I know you're going to like. I think this might be THE one," he finished. I could tell he was really smitten with this girl. Mark and I have been friends for more than 25 years and he's one of those guys who would give his right arm for you.

As we both were going through divorces at the same time, we leaned on each other quite a bit and talked daily. He had a horrendous divorce and has been looking for his "soul-mate" for the last 8 years. He got this dog shortly after his split

with his wife and this dog has hated me from day one. Each time I would stop at Mark's house the dog would terrorize me to no end. It barks non-stop at me and comes after me if I turn my back to it. Therefore, I spent all my time walking backwards at his house. I did, however, learn to negotiate his two sets of stairways in rapid succession. Thank goodness the dog has such short legs....

I used to make a house call to cut the dog's nails for a while, but my life got rather hectic and we didn't talk as much as we had been accustomed. So I hadn't yet had the opportunity to meet his new flame. From our conversations that we did have though, I knew he was finally happy.

So, I went about my day of grooming and at about 10:30 a.m. in walks a nice-looking blonde

woman with the dreaded Chihuahua. "Hey, Scrappy," I said as I looked in the dog's direction. I motioned the pair into the grooming room and said, "come on back."

"Just put him on the table and hang onto him so he doesn't try to take a leap," I told Kimberly. "You only want nails done, right?" I questioned her.

"Yep," that's it," she told me.

I picked up a front foot on the dog and started clipping. "So how are you and your honey doing?" I asked casually.

"Oh, we're fine," she said.

"I know he really sounds happy with you," I told her. "Every time I've talked to him over the last couple of months, he has really seemed tickled to death with you. He has really had a rough couple of years before you came into his life," I told her.

Continued on page 8

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Eyeee Chihuahua!
Continued from page 6

She did a half nod.

"When's the last time you spoke with him?" Kimberly asked.

"Actually, just this morning when he called to ask if I could cut the dog's nails," I said. "We really didn't have a chance to talk since he was at work," I told her.

"Oh, I didn't realize he was going to call you," she said. I just thought I'd take a chance and stop by to see if you had time to do this," she said. "Actually, I can't believe he was able to find your number on his own," she laughed. "I'm surprised that he knew the name of your shop," she added.

"Are you kidding?" I said, as I stopped cutting the dog's nails. Between here and my house I don't know which number he has called more over the last few years. He probably knows MY numbers better

The only thing I could get out was "Oh Crap!" as my hand flew to my mouth.

than his own!" I said laughing.

"Gee, I didn't realize you two knew each other THAT well," she went on.

"Oh, my gosh," I said. He has cried on my shoulder so many times between the way his ex-wife raked him over the coals and then some of those nutty women he tried dating," I informed her.

"Which women," she asked, her one eyebrow going up.

Believe me, I know my old buddy Mark well enough to know he hadn't keep any of those disastrous dates a secret from her, so I didn't feel odd letting her know that I knew about them.

"Well, there was the one who informed him on their first date that she was a Witch. I remember him telling me how she said he didn't need to be afraid of him though,

because she was a good one," I told her.

"You're kidding!" she exclaimed, genuinely surprised.

"Heck no!" I told her. Apparently, she really was into the whole witchcraft thing. He was totally freaked out by that woman. He couldn't get rid of her fast enough that night," I informed her. "I can't believe he didn't tell you," I laughed. "Maybe he was too embarrassed," I offered. By now, I was finished cutting the nails on the dog. It had gone surprisingly well. I guess I was so into our conversation that I didn't notice if the dog had been being his usual tyrannical self.

"All done," I told Kimberly. She scooped up the dog and leaned over the grooming table.

"So what other women stories

Continued on page 10

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Eyeee Chihuahua!
Continued from page 8

do you have?" she asked wide eyed.

"Let's see," I pondered.

"Oh...how about that one that told him she keeps some of her dead husband's ashes in a necklace that she wears every day? How creepy would that be to kiss somebody who has a corpse hanging around their neck?" I asked. "Needless to say, he dropped that one in record time," I told her. I swear I could hear Kim's jaw hit the table with a thud. It occurred to me that perhaps I had divulged too much information. I really couldn't believe Mark had not told her about these girls. Thankfully, the buzzer on the door went off and my next customer arrived.

"Well, it was good meeting you," I told Kimberly. "Let's make it a point to get together and we'll all go out on a Saturday," I told her.

"Uh, we'll have to think about

that," she said with one of those fake smiles that I knew meant more like 'Not in your lifetime sister.'

I knew at that point that I had definitely said way too much. She paid for the nail clip and left with great haste looking less than thrilled with me.

I started grooming the schnauzer the next lady had dropped off. As I worked, I thought of calling Mark and asking him why he hadn't told Kimberly anything about these girls. I also felt rather badly that he apparently hadn't told her what close friends we were. The more I thought about it, the more I decided that I was going to call him as soon as I had a few free minutes.

Customers came and went and about 2:30 that afternoon the buzzer went off out front. I stopped working on the dog I had in the tub and went out front. There stood a woman looking around at some collars. "Can I help you?" I asked smiling.

"Yes! Are you Bonnie?" she asked walking toward me.

"That would definitely be me," I said smiling back.

"Oh good!" She said extending her hand. "I'm Kimberly. It's so nice to meet you. Mark has told me so much about you!" she said awaiting a response from me.

The only thing I could get out was "Oh crap!" as my hand flew to my mouth.

The girl looked stunned. "Didn't Mark call you about cutting Scrappy's nails? I have him in the car," she informed me. I had nothing to say. "Am I here on the wrong day or something?" she looked really perplexed now.

"No....no....you're fine," I told her. "Just bring him in," I said.

I stood dumbfounded as I watched her go out and get the Chihuahua out of the front of the car.

Somewhere, some poor man in Pennsylvania was about to be strung up....I just had a feeling.



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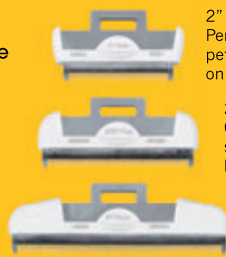


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BY DR. BOYD HARRELL

DISLOCATING KNEE CAPS— THE HOW AND WHY

Patellar luxation or dislocating kneecap is one of the more common knee problems for dogs, especially the toy breeds. Several small breeds are prone to a genetically controlled developmental form including Toy Poodles, Yorkshire Terriers, Pomeranians, Miniature Pinschers, Chihuahuas, Boston Terriers and the Pekingese. As many as 50% of dogs with *developmental luxations* will have both knees involved.

Continued on page 14



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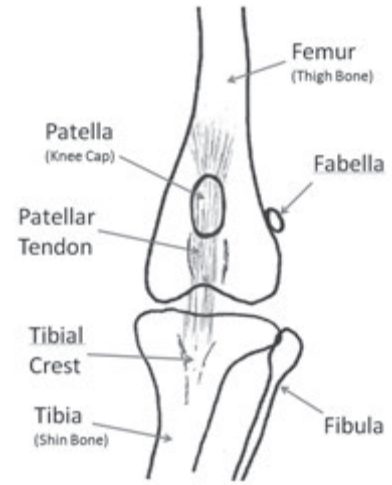
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Dislocating Knee Caps
Continued from page 12

Although patellar luxation may be the result of some sort of trauma, most of the time it is developmental. A developmental abnormality is not the same as a birth defect even though both are influenced by genetics. Birth defects are problems present at birth, developmental problems occur as the dog matures. So even though we are talking about an inherited trait, pup-

pies carrying the responsible genes will have normal knees at birth and for possibly the first few months of their lives.

Traumatic *luxating patellar* events are sudden onset caused by an injury to a previously normal knee. A traumatic luxation may allow the kneecap to dislocate to either the inside or the outside of the knee, however when the kneecap is dislocating due to a developmental problem it will almost always dislocate to the inside. In medical terms this is referred to as *medial patellar luxation*.



A Normal Knee

A normal knee joint has a deep furrow in the femur called the trochlear groove that helps to guide the knee cap in a straight line with its attachment by the patellar tendon to the triangular protrusion of the shin bone called the tibial crest (see illustration). If the trochlear groove is very shallow then it is easier for the knee cap to dislocate to the side. As dogs

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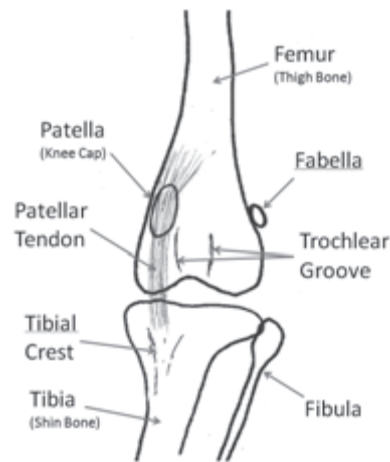
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Dislocating Knee Caps
Continued from page 14

carrying the genes for a luxating patella develop, the tibial crest will often move from its normal position by gradually rotating inwardly. This process begins very early in development and is often completed at around four months of age. This new inward position of the tibial crest pulls the patellar tendon away from and out of the trochlear groove. (This is demon-

strated by comparing illustration 1 with illustration 2.) Depending on how severe the tibial crest is rotated and how shallow the trochlear groove is; the knee cap will either remain permanently dislocated or flip flop from a normal position to being either partially or fully dislocated.

Symptoms may come on gradually and may not be noticed until degenerative changes begin to take place inside the joint. The least severely affected dogs may show no signs at all. Early signs often include a skipping or limping motion which may seem to



Luxated Patella

come and go. Sometimes there is reluctance to jump or a reduced jumping ability. When both knees are severely affected, a bunny hop gait may be noticed. With time and in the most severely affected dogs, a bowlegged stance may be obvious.

Dogs with suggestive signs should be examined by a veterinarian. Diagnosis can sometimes be made by

Continued on page 17

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Dislocating Knee Caps Continued from page 16

straightening the knee and putting some sideways pressure on the knee cap to see if it either slips in or out of the trochlear groove. X-rays may be necessary in other cases to confirm the diagnosis or to check for degenerative joint changes and other abnormalities.

Affected dogs are assigned a grade of 1 to 4, with 1 being the mildest grade. Grade 1 patients may or may not show signs, Grade 2 patients will intermittently carry the affected leg, Grade 3 and 4 patients will transfer weight to the front legs and may bunny hop and/or appear bowlegged. Grades 1 and 2 may do well with non-surgical treatment such as watching the weight, moderating exercise and using nutraceutical supplements such as glucosamine, chondroitin, and MSM. Occasional non-steroidal pain medications may be suggested to be used on an as-needed basis. Dogs not responding to this type of therapy and dogs with Grade 3 or 4 luxations are candidates for surgical correction.

Surgery may involve; removal of bone spurs if they are present, deepening the groove for the knee cap to travel in, tightening the joint capsule on the opposite of the dislocation and moving the tibial crest with the attached patellar tendon to a more normal position to pull the knee cap and patellar tendon in a straight line. Delaying surgery until after bone spurs and degenerative changes are present may improve the lameness but cannot reverse damage already done. The outlook is generally very good for those dogs needing corrective surgery though it may take several months for healing to be complete.

Medial patellar luxation and a ruptured cranial cruciate ligament may be present at the same time. As many as one out of five dogs with patellar luxation will eventually suffer from a ruptured cruciate ligament as well. A luxating patella alters the mechanics and stability of the joint causing an increased stress on the cranial cruciate ligament. In addition, degenerative changes of the joint cartilage associated with a long term dislocating patella may lead to degeneration of the cruciate ligament as well.

Since many owners are not aware of what a dislocating knee cap is, nor the consequences of ignoring the signs, you as a groomer and an informed pet professional can be a valuable source of information and pet advocate. It is prudent if you notice signs suggesting a knee problem in one of your clients that you immediately bring it to the attention of the owner. In turn you can create a grateful and bonded customer for life.

Dr. Harrell is a former multi-veterinary practice owner and current business coach

to the pet industry and pet health advisor for Oxyfresh Worldwide. He has been speaking internationally and coaching others to succeed in business for over twelve years. He is formally trained in life, leadership, health and business coaching and helps people to understand themselves, how others tend to perceive them and how personalities affect team building, performance and harmony in the workplace. He also coaches all types of business in the Strategic Mindset process, helping owners develop entrepreneurial habits. He can be reached at Boyd@PetProsBusinessCoaching.com or by calling 863-370-6298.

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Jen's dog, Zeus, greets clients by opening and closing the door for them.

Pawsatively Posh

by Audrey Ulrich

Jen's All Natural Pet Spa

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Have you ever found yourself dreaming of a quieter, less hectic grooming day? Being too in demand is a problem we may feel ashamed to complain about, especially as others lose their jobs in the tightening economy. The truth is many of us struggle to balance how many dogs we can groom comfortably with how many people want our services.

This was just what Jennifer Northern, owner of *Jen's All Natural Pet Spa* in Issaquah, Washington was facing in 2005 when she decided to sell her highly successful grooming salon *The Personal Touch* in Bothell, Washington.

"I built it completely from the ground up. It's a beautiful salon. We were very busy and I had a staff of seven groomers."

Jen was able to sell her salon for a nice profit and took a break to be home with her young daughter. "I knew that I wanted to continue grooming, but not in the same way." Instead Jen moved to a growing, affluent area, Issaquah Highlands, where she could start a successful home based business. She spent a year

Continued on page 20



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Pawsatively Posh
Continued from page 18

researching how she would like to do things and increasing her knowledge of shampoos and natural grooming products. "I wanted to create a true spa experience for dogs," she says. And indeed, *Jen's All Natural Pet Spa* is one of the most luxurious grooming experiences a pet can have and the pinnacle of the home based grooming segment.

There are many benefits to owning an exclusive home based grooming spa. Jen has chosen to set her prices on the high end so she can devote more time to each pet and groom fewer dogs a day while maintaining a good income. The costs of running a home based salon are significantly lower than a shop location, and no longer managing a large salon and a team of employees saves time, money and stress.

In a small home based business you have the additional advantage of being able to tailor your equipment choices and layout to what works best for you, something Jen spent a lot of time considering. Jen is also able to be selective about who she accepts as clients and what type of grooming she does. For Jen, this means marketing herself as an exceptional spa, with unique services and expert knowledge. In doing this, Jen is able to attract a clientele list of pampered pups whose owners are devoted to giving them the



Custom marble and stonework throughout the spa room create a clean, airy feel.



The inviting entry way to *Jen's All Natural Pet Spa* blends beautifully with the rest of the home.

best care possible.

Arriving at *Jen's All Natural Pet Spa*; I knock on the door which is opened by Jen's personal greeter Zeus, her two year old German Shepherd. (Yes, Zeus literally opens and closes the door!) I am still in awe at being greeted by this amazing dog as I take in my surroundings. The hall shimmers with aromatic candles while soft relaxing music drifts through the air. Zeus tries to get me out of my reverie by bringing me a tiny ball, the size of a cat's toy, for me to throw for him. Jen's spa is built in the former dining room of the home and flows nicely with the rest of the house without overtaking the living spaces. Jen welcomes me into the beautiful pet spa she created based on her lifelong knowledge of grooming.

Every detail of Jen's grooming spa was carefully thought out and designed. Some of the choices are bold like the custom marble and travertine stonework throughout the spa area. "It is wonderful to be surrounded by the stone which has its own energy. I like using natural materials as much as possible and everyone comments on its beauty as well," she says. Other choices are more subtle, like the specialty lighting that makes the room glow. All of it was chosen with an eye for what was

beautiful, as well as practical, and a plan for being able to groom there for a long time. "I've worked in grooming for over 30 years, and I want to be able to do it a lot longer, so I designed this room so an old person can groom here," she explains with a laugh.

Jen believes in buying good basic equipment that makes your day as a groomer go well, but then presenting it in an eye appealing way. "You don't have to spend a bunch on your equipment, but you should make the place look nice," she says. Her choices reflect this philosophy. You won't find tangled electrical cords and dusty equipment in Jen's spa.

"All the dryers are built in so they are out of the way and quiet," she explains. This feature alone is exceptional. The two fluff dryers by *Double K* (*Request Reader Service Card #5952*) and *K9* are both built in under the marble bathing cabinet. Jen had her electrician run switches to the wall next to her *Master Equipment* hydraulic table so the dryers go on and off without any bending. The *Sahara Dri Eze* cage fluffer (*Request Reader Service Card #5953*) is built into a special compartment in the crawlspace of her home. A flick of a switch and all you hear is the air coming through the

Continued on page 22

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Pawsatively Posh
Continued from page 20

hoses. "The dryers are much quieter and that makes the dog's experience much more comfortable," she states.

A central vacuum system is one feature Jen had to have. The system is very quiet compared to the traditional *Shop Vac* and means no unattractive bulky machine to trip over. Jen's custom built bathing cabinet features a large bath tub and a smaller wash tub both bought at a home improvement store.

The cabinet was then fully encased in marble to match the rest of the room. "The tubs were very inexpensive and work great. The advantage to doing it this way was I could put them at the exact height I needed." The marble is completely sealed and very easy to clean. The efficient and well designed layout of the 8'x 12' grooming room creates an airy and clean feel. Nothing seems out of place. Was there anything in Jen's design that she would have liked to do differently? She laughs, "I put the light switch, which is a dimmer style, too close to the grooming table so sometimes the dogs adjust the lights for me!"

The aesthetic features of *Jen's All Natural Pet Spa* create a feeling of welcome and relaxation but what really makes her spa above average is the personal spa services and custom styling she does for each pet. Her spa bath features four shampoo steps each chosen for specific benefits to the dog's skin and coat finished by a deep conditioning treatment.

"The dogs don't get smelly between groomings because

Continued on page 24



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Pawsatively Posh
Continued from page 22

the skin is so clean and free of all the yeast and bacteria that the owner really notices," she explains. Jen uses a variety of all natural shampoos and conditioners and has a *Senproco Bath Master* bathing system (Request Reader Service Card #5954) which dispenses a precise shampoo dilution. Jen has modified her bathing system hose with a stronger sprayer. "It's the best way to get down to the skin and really clean the coat. The standard sprayer was not very powerful," she explains.

Jen's grooming techniques are also unlike what is most common in the grooming industry. I have never seen dogs trimmed this way before. Instead of using clippers and clip on combs to style the coat, Jen uses her fingers and hands much the way a human hair stylist does. "I literally watched my own stylist and played with it until I got what I wanted," she says. Jen has always been one to follow her own instincts and the hand styled finishes she

creates are in huge demand from her clients. Jen works closely with her clients to create the look they want for their pets.

She has a large clientele of Goldenoodles, dogs many other groomers find challenging, because of her ability to create what owners envision. "They want a special look for these dogs because it's a Goldendoodle," she explains. One technique Jen shared is to bathe and blow dry the Goldendoodle as you would any other breed so you get straight hair that can be trimmed evenly, then she styles it and afterward she wets parts of the coat down again and applies a human salon product, a curl enhancing lotion.

Using this method the dogs end up with a signature look of loose, even curls. Combined with the thorough bath treatment, the results of Jen's artistry lasts for weeks. "The styles grow out so the pet is longer but still looks groomed by the time of their next appointment." Results like these have Jen's clientele paying top dollar and clamoring for appointments. "I am generally fully booked for months, and many of my clients drive far distances to bring their dogs to me."



Jen offers professional pet portraits at her on site photo studio.

Jen's expertise goes beyond the grooming of pets. She is also a pet photographer and sets up a small photo studio where she can take professional portraits of the pets right after their grooming. Her pictures are gorgeous, the fees are very reasonable and the owner goes home with a CD of all the poses.

Jen also offers her clients consultations on health issues, behavior, puppy selection, and home grooming care for their pets. Her office faces the spa room and offers a comfortable place to discuss client concerns. She is a strong proponent of natural diets and supplements to keep pets in optimal health. Jen has helped many pets that were suffering from severe skin problems and allergies become well again.

"You have to be careful when talking to owners about pet health because you are not a veterinarian. I can make suggestions of what I would do if this were my pet and suggest products they can use to keep their pets healthy," she explains. Jen works closely with the three veterinarians in her area and they trust her opinions. Because she does not sell products, she also works closely with the local pet stores to have the product selection she recommends.

Jen's exceptional one on one client care also directs how she manages her business. Every year she sends out a

Continued on next page

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short survey to all clients asking for their feedback on her spa. "The information from the clients is how I base my decisions," she says, "In my first salon I changed my business plan five times in a year and a half because of what the clients asked for." Giving clients what they want is a key to success and Jen makes sure to get the information she needs from her patrons.

Jen's main motivation for starting a smaller home based business was being able to spend more time with her daughter and have a balanced work life. She has set her pricing and scheduling so that she can be very successful while grooming 3-5 dogs per day. Jen's daughter Ariel is nine years old and seems enraptured by her Mom's pet spa.

On the day I visit, Ariel is busily attending to the family's two poodles, Prince and Princess, and keeps asking her Mom if she can do some of the grooming on them. Today Princess is getting a special heart pattern for Valentine's Day. When I ask Ariel if she would like to be a groomer when she grows up she quickly replies with an enthusiastic "Yes!"

What's next for Jen? Jen has spent her life learning about grooming and caring for dogs. Now she would like to offer that knowledge to other groomers who want to consult with her about the spa business. "I enjoy sharing what I've learned and I have already trained several groomers and would like to do more of that. I am available to consult with groomers who are interested in starting a spa or converting an existing grooming shop into a spa. I want to teach people every aspect of doing this."

After spending an afternoon with Jen, I am ready to sign up for her consulting services. Her spa has opened my eyes to how much is possible when you combine a beautiful vision, beautiful grooming and a beautiful spa environment.

Related Web Site:

www.jensallnaturalpetspa.com

Jen can be reached at

jgnorthern@yahoo.com for more information on her consulting services.

Audrey Ulrich and her husband, Matthew, own The Barking Lot, Inc. in Richland, WA. They are dedicated to helping every groomer reach their full potential. If you have a "Pawsatively Posh" salon in the Portland, Oregon area that you would like to have featured in an upcoming issue of Groomer to Groomer contact Audrey at info@barkinglotfriends.com

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The Nash Salon Series...

By John and Vivian Nash



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Coat Types

In this article we will discuss the medium long and the sporting coat types found on man's best friend. The coats types are similar in reference to the natural coat growth pattern. Tools, techniques and products may vary due to the coat texture and the amount of undercoat but the basic styling procedures are the same. We have placed the breeds with the medium long coat type in the Silhouette Enhancement Trim Style Category and the breeds with the sporting coat type in the Sporting Trim Style Category. To begin, we should review the definition of the two coat types so that we have a thorough understanding of what separates the two coat types.

Medium Long Coat Type

The medium long coat type is the same as the medium smooth coat but with a longer topcoat, creating a more visible coat growth direction and a more distinct coat growth pattern. The coat growth pattern is more obvious in the contrast between the short hair on the head and legs, and the longer coat on the body, legs and tail, creating a jacket with an upper and lower

apron, skirt and trousers, with the longer coat forming feathering on the back of the front legs and from the hock down on the rear legs. The length of the hair on the top of the tail is typically the same as on the jacket, and the length of the hair underneath the tail is typically the same as the hair on the trousers. The medium long coat type sheds in a block and band pattern and demonstrates determined hair growth, meaning that the coat

grows to a specific length on the jacket and lays flat, creating a smooth coated appearance, with the longer coat forming the apron, skirt, trousers and feathering. The length of the longer coat that forms the coat growth pattern on the medium long coat type is determined by the individual breed. *Golden Retriever 1A, Golden Retriever 1B*

Continued on page 28

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The Nash Salon Series
Continued from page 26



1A - Golden Retriever



1B - Golden Retriever



2A - Irish Setter



2B - Irish Setter

Sporting Coat Type

The sporting coat type naturally shows off the coat growth direction and a coat growth pattern. The top-coat on the body and jacket is water repellent, has a silky appearance and texture, and can vary in length but always follows the contour of the body. This creates a smooth jacket appearance with hardly any signs of undercoat, is determined, and sheds in a block or band pattern. The coat on the ears, legs and tail has a longer, silky, softer appearance creating a feathering effect that is similar to the drop coat type, and is considered to be undetermined, shedding in a mosaic pattern. The coat is short on the top of the skull, cheeks and muzzle, on the front side of the front legs and also on the rear pasterns. The

longer hair growth on the ears, chest, underline, backside of the front legs, the tail (if it is not docked) and the rear of the body creates the signature silhouette of the sporting breeds. The undercoat of this coat type should be neither profuse nor dense, and may be nearly invisible. *Irish Setter 2A, Irish Setter 2B*

The Secret

The secret to styling the breeds with these coat types is to bring out the signature silhouette for the breed. The way to achieve this magic is to "enhance" the overall natural hair growth. This means that you enhance or trim the jacket, shape and tidy the longer coat growth and tighten the shorter coat growth. It is that simple! Your biggest task is to make the overall coat appear as though it grows that way naturally.

Continued on next page

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Foot Trimming

Trimming the hair between the pads and the pastern area is optional and breed specific for the show trim for the two coat types. For the pet that lives indoors, trimming the feet to create a perfect paw print eliminates tracking and gives traction, especially on slick surfaces. To create a foot with a naturally short and smooth coated appearance, you can use clipping and thinning techniques to trim the hair around the edges and the tufts of hair that may appear on top of the foot. You can also trim the coat on the front and rear pastern area using thinning shears to create the same short coated appearance.

Clipping the Sanitary Area

For the typical pet with these coat types, clipper or thin just slightly around the rectal area. Trim the underside of the tail at the base. Use a blending technique to prevent taking the coat too short and creating a clipped or bald appearance. Trim only enough so that when the tail is tucked, the coat is trimmed enough to prevent fecal matter from sticking to the coat. Clipping the stomach area is optional and often times determined by the lifestyle of the pet. For the show trim, always check the breed standard.

The Silhouette Enhancement Trim Style

The overall bathing, grooming and styling is basically the same for both the pet and the show trim on

breeds with the medium long coat types. The only difference is the undercoat is removed on the pet trim and left for the show trim. To remove the excessive undercoat, focus on the longer coated areas using a line brushing technique, with the lay of the coat, with a slicker brush and then check the coat by using a wide tooth comb. Remember to apply all technical procedures with the lay of coat to maintain a smooth coated jacket appearance. To prevent fluffing the coat on the jacket during the drying phase, always stand at the front of the dog, never off to the side or toward the rear. This position directs the force of air with the lay of coat and achieves the best results for smooth fitting jackets. *Australian Shepherd Head 3A*

Shorter Coated Areas

To begin the finishing phase, you should start with the short

Continued on page 30

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3A – Australian Shepherd Head



3B – Australian Shepherd



4B – English Setter Front Side



4C – English Setter Side

The Nash Salon Series Continued from page 29

coated areas. Use a carding technique to remove dull, faded and stray hair on the forehead and backhand to give maximum exposure and to give the longer coated areas a more distinct appearance. Begin on the shoulder area and work your way down. Continue with the carding technique on the short coat on the front and rear legs to enhance the short and smooth coated appearance. Typically there is very little trimming required to enhance the shape of the ears and to maintain the proper length of coat for the breed standard. Trimming the whiskers is always optional and breed specific. *Australian Shepherd Body 3B*

Neck, Jacket & Tail

Brush the coat on the neck, jacket and top of tail with the lay of coat. The hair on the jacket and the top of the tail is typically the same length, creating a smooth transition from the body to the tail. Bulk thin if necessary to create a smooth transition and continuous line from the occiput to the tip of the tail. Areas to pay special attention are at the withers and the base of the tail.

Longer Coated Areas

Now it is time to style the longer, natural hair growth that creates the upper apron, lower apron, skirt, trousers and the furnishings under the tail. Shape and remove bulk and length with thinning shears to enhance this natural hair growth pattern. The furnishings on the legs can be tidied to achieve the proper coat length for the breed.

The Sporting Trim Style

The biggest difference in the pet and the show trim for the breeds with the sporting coat type are the techniques used on the jacket. For the show trim, brushing, handstripping and carding are used and for the pet, clipping replaces the handstripping technique. *English Setter Front Side 4B*

Shorter Coated Areas

To begin the finishing phase for this coat type, you will start with the short coated areas. Use a carding technique to remove dull, faded and stray hair on the forehead and backhand to give maximum exposure and to give the longer coated areas a more distinct appearance. Begin on the shoulder area and work your way down. Continue with the carding technique on the short coat on the front and rear legs to enhance the short and smooth coated appearance. *English Setter Side 4C*

Head

The coat on the head should be short on the top skull, cheeks and muzzle. For the show and pet trim, the muzzle and cheeks can be clipped and the topskull handstripped and carded to create a smooth coated appearance. If the head is clipped, the coat on the topskull will become more textured. The coat on the ears is left full or the top portion of the coat may be trimmed short, depending on the breed. The feathering on the ears is trimmed to create an overall tidy appearance. Some breeds require the throat to be clipped short and the transition lines blended with thinning shears. Other breeds with this coat type have an upper apron and do not require this trimming. *English Setter Head 4A*

Continued on next page



4A - English Setter Head

The Nash Salon Series
Continued from page 30

Neck, Jacket & Tail

Brush the coat on the neck, jacket and top of tail with the lay of coat. The hair on the jacket and the top of the tail is typically the same length, creating a smooth transition from the body to the tail. Hand-stripping, carding, and bulk thinning is used to create a smooth transition and continuous line from the occiput to the tip of the tail. Areas to pay special attention are at the withers and the base of the tail.
English Setter Rear Side 4D

For the pet trim, clipping is the alternative technique to remove the excessive length on the neck, jacket and tail. When a clipping technique is utilized on the jacket area, it is critical that the coat be brushed and carded before and after clipping to help maintain the

coat texture, color and healthy skin on the jacket area. Take care not to over brush or over card this area before and after the clipping. If these procedures are not applied with the clipping technique, the coat color fades, texture softens due to an abundance of undercoat and possible skin disorders may occur due to the hair being cut rather than removed from the hair follicles. If a clipping technique is used, blending can also be accomplished with clipping along with thinning to create a smooth transition from the shorter coat on the jacket to the longer coat on the chest, skirt, legs, and rear. Keep in mind the shorter the blade, the more difficult it is to blend the coat.

Styling the Longer Hair Growth

The long, natural hair growth that creates the upper apron, lower
Continued on page 32



4D - English Setter Rear Side



4E - English Setter Front



4F - English Setter Rear

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The Nash Salon Series
Continued from page 31



1C - Golden Retriever

apron, skirt and trousers, under the tail and on the back of the front legs, creates the signature silhouette of the sporting breeds. The undercoat in these areas, if any, may be nearly invisible, making this longer coat silky in appearance. The coat in these areas should be neither profuse nor dense. The trimming of the feathering on the sporting coat type for the pet and the show trim is accomplished with thinning techniques to remove excessive length and bulk to maintain the proper length and a very natural appearance. *English Setter Front 4E; English Setter Rear 4F*



2C - Irish Setter

Final Presentation

Stack your dog and overview your work of art from all four sides.

Check for balance, symmetry and the proper hair growth pattern for the breed. Make sure you have a flowing topline and underline.

Alternative Pet Trim Styles

Pet families often times choose to have the coat on their pets trimmed short due to their active lifestyles. Families that go camping, hiking and swimming and include their best friend in these activities want a care free trim style. For these two coat types, the Body Contour Trim Style is optional. *Golden Retriever 1C; Irish Setter 2C*

There is controversy about clipping the medium long coat type. One of the reasons is that if the coat is clipped rather than brushed and/or carded and dead coat is left in the hair follicle, skin disorders can occur. Another reason is that once a coat like this is clipped, the coat texture will often change when it grows back, although if the client decides to always keep his or her pet in this trim, it almost becomes a moot point. We have addressed this issue previously, so for a more detailed discussion, reference Article #3 in the previous *Groomer to Groomer*. See you next month and hope you are enjoying this series. Join us in our forum on coat types in the GR Cafe in groomersreference.com.

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REQUEST READER SERVICE #6008

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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Jamaica me Crazy *about Dogs*

by Wendy Isham



Photo by Wendy Isham

Susie and Wendy

As soon as we got to the Airport in Memphis, TN I felt the excitement knowing we were ready to sail the seven seas. A short flight to Miami, the smell of sea air and warmth of the Florida sun; it was the beginning of a fun-filled adventure!

The next morning we met with the "Cruisin' Lady" Lucy Wheeler and off we went to the port to embark on the Carnival "Destiny" Fun Ship. We had the best surprise as we strolled aboard the ship. We were greeted by Sally and Gwen with cute visors that had dog ears

dangling from them. We saw *Pet Pro* people all over the ship wearing their visors with the dog ears. Very cute!

Then we recognized guests, Bruce and Michelle, from the last *Pet Pro* Cruise we sailed on to the Bahamas in January 2007. Seeing old friends and making new ones, was what it was all about. Making a connection with people who share the same passion and love for dogs.

When it was time to set sail to Grand Cayman Island and Jamaica, most headed straight to the

Lido deck for music, dancing, sun, drinks, and lunch (any kind of food you can imagine, around the clock!)

By this time, we had settled in our stateroom and were waving good-bye from our balcony to everyone on shore. We were shoving off with a Caribbean Sea breeze. Air like no air you typically breathe this time of year. The sea air took all of our cares away, and in our line of work it was a priceless moment.

The next day our seminar speaker, Sarah Wilson, walked by our breakfast table and introduced herself. We started talking like we knew each other for years. Sarah was very personable and knowledgeable. I could not wait until her seminar on Animal Behavior. I am a 24 year-old certified master groomer. I do not get many opportunities to study animal behavior, especially not with a seasoned professional like Sarah. Susie, my business partner, was not as motivated with the education side of the cruise as I was, but as soon as she met Sarah, she was the first one at the seminar and the last one to leave and loved every minute of it. It was an incredible day of information on how to talk

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Continued on next page



Photos by Sule's Pet Photography

Animal Behavior Seminar with Sarah Wilson

to, listen and watch for signals from dogs, clients, and co-workers. We learned how to read each other and how to lower stress we all face every day. And how to use different techniques when you feel you have extinguished every other possible approach. Sarah was an entertaining speaker. She knew how to capture her audience with her funny one-liners, and kept us rolling in the aisle. She was the best!

The following day, we woke up to our first port, Grand Cayman Island. It was a beautiful, sunny 70 degree day. There was shopping, island tours, a beautiful seven mile beach; anything you could want to do, and the water was a stunning blue. One of my favorite parts of the Caribbean Islands was *Margaritaville*, a restaurant/bar with a DJ/comedian stirring up local atmosphere. There was a pool, Caribbean music, pub grub and refreshing beverages. Lots of fun!!

The next day we were in Jamaica. This was a great day to wake up early and watch the ship dock and tie off at the port. Again perfect weather with every kind of shore excursion; a dog sled tour (everyone said this was awesome), waterfall tour, snorkeling, Bamboo beach party (all you can eat and drink on the beach) and scuba diving. It's Jamaica. How can it be anything but a perfect environment? No Problem!

Each evening, everyone washed behind their sunburned ears and put their best foot forward starting with a semi-formal dining experience, with the most decadent food anyone can imagine. Then the evening continued with Broadway shows, comedians, casinos, bingo, talent shows, couple's games, meet and greets, a piano bar and a jazz bar. We ended up at the disco. I almost hurt myself on the dance floor; I wiggled everything I had to wiggle 'til the wee hours in the morning.

What an incredible week of sun and fun that

Continued on page 36



Margaritaville



Margaritaville



Jamaica Dog Sled Tour



Jamaica Dog Sled Tour



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Photos by Sule's Pet Photography



Groomers climb the falls in Jamaica.

Jamaica Me Crazy Continued from page 35

you cannot bottle up and bring home with you. You have to enjoy the time you are given in the moment you are given it. So at this time I must thank the Barkleigh team for the memories, friends, good times, and bringing Pet Pro people together to "Jamaica Me Crazy About Dogs." Now I'm recharged and ready to face the new year.

Where are we sailing next? I can't wait to find out! *Request Reader Service #5973.*



Cruisers having lunch

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REQUEST READER SERVICE CARD #6014

by Gary Wilkes



Discovering Behavior Problems 101: The Power of Suggestion

Let's face it – how well you groom a dog is not the only factor that determines whether or not you keep a client. If the client gets rid of her dog, your services are no longer needed.

Of all the reasons people get rid of their dogs, unacceptable behavior is at the top of the list. Ironically, this most important aspect of a dog's well-being is often a taboo topic. Dog owners often feel embarrassed about their dog's behavior. They often hide the details from their friends and family. They may even hide it from their vet.

The one person most likely to be able to broach the topic of inappropriate behavior is actually you, the groomer. You see the dog longer and handle it more than anyone, other than the owner, and you know a lot more about dogs than they do.

Knowing that you may be the first line of defense in a dog's overall behavioral health is a sobering thought. Many a purebred dog has taken a trip to the shelter because it couldn't be housetrained. Some of your clients rescued cute little dogs, knowing the animal had a history of improper elimination. They may have been mesmerized by the dog's looks

and trusted that love will conquer all.

Be forewarned; unless someone can figure out to houstrain *Sterling*, the Yorkie, you won't be grooming him for long. Many especially attractive dogs get bounced from home to home in a long sequence of frustrated owners and ruined carpets. Friends and family lament the choice and the sanity of having a house that smells of urine. Veterinarians may provide excellent medical treatment for urinary disorders but may fall short when the improper elimination is purely a behavioral issue. The owner has few places to turn to get practical solutions to *Sterling's* problem.

The same is true of dogs that can't be handled, especially small dogs. Many owners depend on a groomer to handle *Sofie* because she bites when they try to brush her. While that looks like a plus for you, it may eventually trigger a move to get rid of the dog. Dogs that can't be handled can't be examined for even the slightest injury or something as simple as a matted coat. This often transforms small problems into bigger ones that must be corrected by someone other than the owner.

A common, critical danger comes if the dog learns that bared teeth and snarls can make big humans back off. Regardless of their overall confidence, many initially fearful dogs become aggressive bullies when owners are passive and fearful. Many owners keep their mouths shut when the topic arises because they are ashamed to admit that a five pound dog has them buffaloed.

The solution to this problem is simple, but may not be immediately apparent. Of all the people who interact with the owner and the dog, a groomer is in the best place to observe the real relationship between the two. Sometimes a simple comment or question can open up a flood gate of relieved confessions.

For instance, mention to a Yorkie owner that they are sometimes tough to houstrain. By making it a statement rather than a personal question, you are likely to trigger an honest admission of problems. If you comment that Wheaten's are often aggressive and then ask if Bunky is sweet at home, you may find out that he is a living terror when children

Continued on page 38

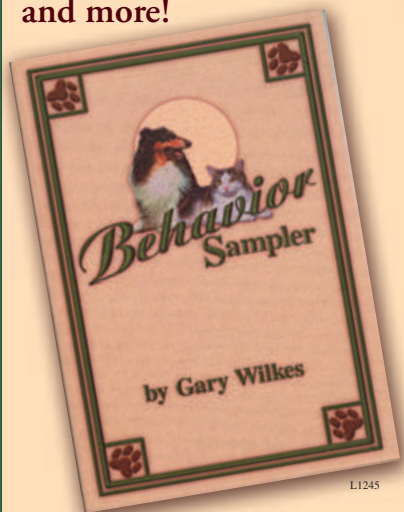
ride their bikes past the living room windows.

The key to this is to remove the personal connection long enough for the owner to vent. In both of these cases, if the dog really is housetrained or sweet at home, you will instead trigger an outpouring of justified pride; which strengthens your relationship as one of the people who are part of the dog's family. If behavioral problems crop up in the future, the open pathway to frank discussion is already paved.

One of the ways to become good at this type of communication is to know a lot about breed-types. To use breed-specific information correctly to discover behavioral problems, there are three distinctly different sources. Learning to combine these types of information will assist you in becoming a structured listener.

A common source for breed-specific behavioral information is, understandably, from a major kennel registry.

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REQUEST READER SERVICE #6015

Of all the people who interact with pets; a GROOMER is in a perfect position to observe the bond between a dog owner and their dog.

These represent the accepted, but general, descriptions of the breed's expected temperament. Your second best source is from breed books, breeders and websites that feature a specific breed. Pet owners often rely heavily on this type of information when deciding which dog to buy. Your best source will always be your personal experience from grooming many individuals of a given breed. Here's an example of three different descriptions of the behavior of Miniature Schnauzers.

Breed Registry Description:

The typical Miniature Schnauzer is alert and spirited, yet obedient to command. He is friendly, intelligent and willing to please. He should never be overaggressive or timid.

Pet Enthusiast Description/

Popular Breed Books: The Miniature Schnauzer requires extensive stimulation as they have the tendency to become noisy and destructive if left alone for long periods of time.

Groomer's Description: The term Schnauzer translates as "Hitler's Revenge." Dogs of this breed are normally uncontrollable, yappy and occasionally snippy. A firm hand is required to groom them successfully, but they are forgiving little darlings once you get to know them.

In reality, all and none of these descriptions are really adequate to describe the behavior of all Schnauzers. As a groomer, your relationship with the dog is based on how easy it is to handle. The owner lives with a dog that most closely resembles the web-site description that includes noisy and destructive. The owner picked the dog based on glowing praise from breeders and over-the-counter breed books that may humorously describe Schnauzer "antics" but emphasize their intelligence and trainability.

The reality is that most pet owners have little or no ability to train a dog

and need someone to guide them through the process. A simple comment about a Schnauzer's tendency to bark at the mailman may be all that is needed to start the conversation.

Of all the people who interact with pets; a groomer is in a perfect position to observe the bond between a dog owner and their dog. Your experience with dogs makes you perceptive to subtleties about the relationship

that may not be visible by friends, relatives or even the dog's vet.

Your biggest advantage when identifying behavior problems is the unique, intimate connection you have with your clients as confident, fan and "family" of their cherished pup. Learning to spot and perhaps solve behavioral issues before they become deal-breakers is a service that can preserve clients and enrich their lives.

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

Motivation

Getting Down to BUSINESS
By Teri DiMarino



I have trouble motivating myself every now and then. I get busy with life “stuff” then I use that as an excuse for procrastination. When I get busy, I get lazy. This may sound a little weird but I can really make that work. I think we all do it; some more than others. This is not a healthy situation, as you can imagine, because I then allow my life to be governed by excuses.

Every January 1st there is this plethora of New Year resolutions we forget about some time around the beginning of February as we fall back into our routines, like the one I routinely make about losing weight and getting in shape. I can come up with some pretty creative reasons for not hitting the gym!

This year I am proud to say that I kept my resolutions fairly easy and attainable. I promised myself, with my husband’s prodding, to be better about turning off lights when I leave a room. I’ll admit that there are often enough lights on around the house to safely land a plane at night. I know this is not “green” friendly and I vow to do better. He, on the other hand, resolved to stop calling or talking to me from another room.

My many years as a groomer have taken their toll on my hearing and my retort to him is usually a

frustrated “What did you say?” or, worse yet, I stop what I’m doing and go see what he wants. Ladies, you understand this! Sometimes I do admit to using this handicap selectively. While I may not hear “Teri, where is the #*@&!^/% remote control?”, the phrase “Honey, do you want to go out for dinner?” comes across as clear as the rattle of a food bowl to the ear of an old, deaf dog.

So far, these resolutions have survived well past the dimming of the New Year’s glitter and we are

both actually doing quite well. I recognize that I do not have to illuminate the world and he realizes that just because he hollers louder doesn’t mean I’m going to hear him. We both have to work at it constantly and we do, on occasion, relapse back into old habits. But, the electric bill is a bit lower and the house is a bit quieter of late.

My point is we can accomplish most anything, with relative ease if we just put our minds to it. It really

Continued on next page

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REQUEST READER SERVICE CARD #6016

Motivation

Continued from page 39

doesn't take much. The trick is that we have to be consistent!

This brings me back to my initial thought: motivation. Motivation is the way we train our dogs, our kids, our employees, our customers and, yes, ourselves. *Fluffy* comes when she is called because she will receive a treat or some loving when

she does. Your child will hop into bed willingly if he knows he will get his favorite story read to him. Employees appreciate your appreciation and an occasional "lunch on the house" does not go unnoticed. Customers may be more accepting of a price raise if you strive to give them their money's worth.

There are many things a person may inadvertently do that can be irritating and become a catalyst in causing unnecessary conflict or

indifference. These attitudes may be caused by boredom, apathy or our old friend, sheer laziness.

Simple things, like answering a phone abruptly or rudely, can put the person on the other end on guard and make the entire situation unnecessarily tense. You know what I'm talking about! I have been guilty of this offense myself and I have to make a keen effort to recognize and prevent it.

Simple solution? Try answering the phone with a smile on your face. Yes, I know it sounds silly. The customer can't see you and you may be having a bad day, but try it. It really makes a difference. And if the person on the other end does not respond favorably, keep that smile going. It's not your fault or your problem that they are cranky, so don't allow it to become contagious.

This is an undemanding, effortless change you can make in your everyday routine that will help improve your customer relations and that's something we all want to do! Is a pleased customer enough incentive to try this?

But, everything I have mentioned so far deals with motivating us to keep the customer, and everybody else in our lives, happy. So what about us? What are we to do for ourselves when we get stale, unmotivated and uncaring?

Some people use the term "burnout" but I think that's a bit strong in this case. I'm just talking about mundane everyday tedium and lethargy. This is a disease that can, and will, fester and develop into burnout if ignored. It is best treated swiftly and early. Don't wait until a New Year to make the resolution to fight this offender. You can make a pledge any time of the year; you just have to stick to it.

Motivation begins with the piece of paper you are holding in your hands right now. The simple fact that you are receiving *Groomer to Groomer* tells me that you are a

Continued on next page

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E1315

REQUEST READER SERVICE #6017

Motivation

Continued from page 40

conscientious person, interested in bettering yourself and your business. The only way you can get this magazine is to have ordered Barkleigh products, which are all professional or customer-service oriented, OR to have asked specifically for the magazine OR to have attended a Barkleigh trade show or event.

If you have attended a Barkleigh event, you know all about motivation. You know the adrenaline rush you have when you head home. New knowledge, new tools and new friends. It's the shot-in-the arm you needed to get you feeling good about your business again. You return to your salon with new ideas you can't wait to share. You can't wait to go again next year.

But wait! Someone you met at the show told you of another conference that is within your reach. You go home, mark the days on your calendar and begin saving to go to the event. You are hooked! You are now a trade show junkie!

The date of the trade show comes close and you just don't feel you can justify spending the money to go. The economy issues are affecting your business and it's starting to wear on you. You're becoming a bit depressed and start making excuses on why you can't go. The date comes and goes and you feel bad that you missed the event. It's the same kind

of guilt you feel when you order the desert you know you should stay away from, but you do it anyway.

Well, don't let that guilt plague you or slow you down. Motivate yourself to start saving now for that next event.

While our industry is, much to our chagrin, not a high tipping one, many stylists still do pretty well in this category. All too often meager tips received are stashed in back pockets, only to be dispersed for lunch or gas. Don't do this! Try putting them in a "safe place" where there will be less temptation to use them frivolously.

Count it out at the end of the month and be ready for a nice surprise. This is only one of the ways we can find that little extra to help get us to the events that motivate us into becoming better groomers and better business people. I like to think of it as burnout insurance.

Don't avoid the opportunities to inspire yourself and give yourself what you need. It's a win-win for your business and your personal well-being. Resolve to take the tiny steps that enable you to make life easier and, in the process, more fun.

Right now, I hear my husband, Jeff, in the other room. I think he's mumbling something about lights, or remote controls or dessert or going out for dinner. I have to go see what he wants. Then I have to start next month's column right away before my editor has to bug me for it.

See you all ringside.

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REQUEST READER SERVICE #6019

Are You Making This Mistake In Your Pet Business?

By Wes Murph

The Studly Pooch Pet Salon owner

With the holidays behind us... the New Year here... and the economy ramping up, I'd like to talk about something that you won't hear too often.

Make sure your overhead DOES NOT eat up your profits.

And to share this lesson with you, here's a little story:

It all started back in December with what was supposed to be my perfect day. But when I found myself yelling into my cell phone, I knew this day was turning ugly.

My third annual holiday pet photos event had rolled around and new clients were piling into my grooming salon, faster than you can hand scissor cut a Bichon Frise!

To top it off my grooming calendar was full. My staff was working like Santa's little helpers. And a jolly spirit was floating through my salon like the smell of buttery popcorn at the movie theater.

So why did this day turn ugly? Several months earlier, I received a



card in the mail from a guy named Darien. I had no idea who Darien was or why he was writing to me. All I knew was Darien was some guy in Florida that was congratulating me on my Dog Whisperer episode. So I decided to call Darien and thank him for thanking me.

One thing led to another and Darien told me that he was in the business of processing credit cards and if I wanted, Darien could take a look at my current statement and show me where I was losing money.

Now I had been through this 'pitch' before countless times. But to be honest, talking with Darien was different.

Before even looking at my statement, Darien spent 10 minutes educating me on the 'hidden secrets' of processing credit cards.

What I must do to save money?

What I must watch out for to not lose money?

What type of equipment I must have in order to not lose money?

And so forth.

Something no other vendor had ever done with me. Educate me on my needs before trying to sell me.

The truth is, after Darien looked through my statement, he showed

Continued on next page

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REQUEST READER SERVICE #6060

Are You Making this Mistake In Your Pet Business

Continued from page 42

me several quick and easy ways that would cut my credit card processing bill by as much as \$200 a month. And it was all stuff I could do for FREE! But I was still VERY skeptical.

I mean, what was Darien gonna tell me? That he couldn't help me? Get real!

But on a hunch, I decided to give Darien a try. After all, he was giving me a brand new terminal with a debit machine for free. And I had 60 days to cancel without penalty. What could I lose?

There I was... at my holiday pet photos event, with a salon full of barking dogs, gobs of laughing, giddy clients and enough clippers buzzing to make *Wahl* proud.

My mailman had just dropped off my new credit card processing statement so I ripped it open to compare it with my old one. As I held each statement side by side, my blood began to boil.

Mainly because Darien's statement was two times higher than my original company, NOT two times lower as Darien promised.

I bolted out of my salon, hopped into my car and phoned Darien as fast as my little fingers could dial. My plan was to tell Darien that he was a lying... cheating... no good... double crossing...(@^%#^#!

And before the words could leave my mouth, Darien picked up the phone and said, "Wes fax me your old statement along with your new one. Let me look at them and I'll call you right back," Darien said.

Darien called back 5 minutes later. "Wes, let's go through both statements and I'll show you how I saved you at least \$100 on the same number of transactions. Are you ready?" Darien asked.

And we did just that. We went line by line, comparing statement

A to statement B. And guess what? Darien was right. Darien was charging me half of what my old company had.

My problem was that I didn't know how to read a credit card processing statement. I mean, have you ever looked at one of those puppies? They're as complicated and jumbled as your phone bill. It's enough to make a Tax Attorney cringe!

But the best part of my conversation with Darien was this: Not only had Darien saved me a gob of money (around \$1543 a year) but he also gave me something far better...KNOWLEDGE!

That's right. Darien had empowered me with the knowledge to read and understand my credit card charges.

And here's the lesson to you: Understand your numbers in your business so that overhead doesn't 'eat up' your profits. Take it from me; those couple of dollars here and there add up to thousands over the course of a year!

Translation: look for every way you can to save money but DO NOT short change quality. Remember you want to be frugal but NOT cheap! There are oodles of small improvements you can make right

away! Here are a few:

1. Order enough shampoo to run your business. Don't stock too much and don't under stock either.

Overstocking puts too much in your supplies cost, leaving you with less cash flow. Remember, in a small business cash is king. Understocking will cause you to order too often which can rack up shipping charges.

2. Market to your current clients. Don't ask me why but, small business owners plow gobs of money into getting new clients but do little if any marketing to their current clients. Remember, it's

Continued on page 44



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REQUEST READER SERVICE CARD #6021

Are You Making this Mistake In Your Pet Business

Continued from page 43

much easier (and more cost effective) to stay in touch with and market additional services to people that have already done business with you, than it is to convince new people to try you out. Newsletters, emails, voice broadcasts and post-cards work great for this... and will cost you pennies on the dollar. (For a Barkleigh Catalog Request Reader Service Card #6009)

3. Have enough employees on schedule but don't overstaff.

Overstaffing will cause your payroll to explode, which will eat your profits faster. Make sure you are clear about how many dogs you expect your staff to bathe and groom? Remember, what gets measured gets improved.

4. Track your marketing. Put creative 'coupon codes' in every marketing piece that leaves your salon. An example might be: "Don't forget to ask about our first time Papa Smurf special which gives your dog a "FREE"

Why must you do this? So that you can track where your advertising dollars are giving you the most bang for your buck.

5. Sharpen your blades before buying new ones. This will save you a bundle, especially over time.

6. Take care of your scissors so you don't have them sharpened

more than necessary. This means DON'T drop them!

7. Buy and use sponge towels instead of cotton ones. In my salon, I got rid of cotton towels mainly because I was doing too many loads of laundry which was causing my water and electricity bills to go sky high. (Hint, hint, Sham Wows are the bomb!)

8. Go to your local hardware store and ask them about how you can replace your hot water tank with an 'instant water heater'. This is an investment of around \$500 but one that will save you space and money over time.

9. Find trusted professionals to 'audit' your statements. This could be a credit card processing audit, a phone statement audit or an electricity statement audit.

Empower yourself with knowledge that can save you buckets of money over the course of a year. Don't bury your head in the sand, hoping the problems will go away. They won't and it's your responsibility as the owner to sniff them out!

But the BIGGEST LESSON for you is this: Understand your numbers!

Remember, business is about two things: Psychology

and Numbers.

Make sure you are clear about your numbers. WHERE'S YOUR MONEY GOING????

I don't know about you but, I work too darn hard and I pay too many people, to toss money out the window.

Good luck and my best wishes to you in your grooming salon.

Wes Murph owner of The Studly Pooch Pet Salon has been known for not pulling any punches when it comes to helping small business owners run successful, fun and profitable businesses. To get a free CD of his in depth interview with Darien 'The Credit Card Guy' Hill titled, "How You Are Losing Gobs Of Money Every Month To The Credit Card Companies... And How To Quickly and Easily Put That Money Back Into Your Pocket" call this 24 hour, free recorded message at 1-888-269-4080 to request your free copy.

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REQUEST READER SERVICE CARD #6024

SALON AND GROOMING EXPERT



BY CHUCK SIMONS

I have continued to put my own advice to work when it comes to saving money. Anyone who has visited my blog lately has seen the photo of my new and improved kitchen area at the Pet Salon. I am now cooking my breakfast and lunch instead of getting delivery. For some reason, the food tastes so much better!

Based on an average of \$20 a day for both breakfast and lunch, you will spend \$120 a week. Multiplied by 50 weeks a year and you spend \$6000.00! Can you believe it? That kind of money goes a long way towards keeping the lights on.

More and more groomers are conserving and we have discussed creative ways they are saving money in this column. This month, we continue to focus on the day-to-day dilemmas that we all face.

Dear SAGE,

Are you losing customers due to the economy? I have lost a few. Others have changed their schedules and visit less often. My schedule has always been full and now I have a ton of openings. The phone is not ringing either.

Dear Lost Customers,

I recently called a customer who was a regular but hadn't re-scheduled in three months. It was a courtesy call to see how the dog and owner were. The owner stated that she was unemployed and times were tough. So I said, "Bring Fluffy in at no charge." The owner was grateful and the dog was groomed gratis. If you can afford to help some of your clients, it will return to you in the long run.

If they have been good clients, but have fallen on hard times, I can certainly afford to do one a day and keep our relationship going. Stay busy and keep the faith!

Dear SAGE,

I have been saving my money with the goal of buying my own shop. I'm earning good money working from my parent's home. I dream of having a cute

little pet shop at the front and groom out the back, get my Mom out of her job so she can work for me, finally have my own place and get the dogs that I want.

I am still a few years away, but the perfect location has become available! I don't know what to do! I know that I can't afford it, and yet I don't want to let the opportunity slip away. I am feeling very frustrated.

Dear Frustrated,

Tell your parents that this is your chance to shine and you would like their blessings and need their help. Opportunities like this do not come around often.

Explain to them that you won't be leaving home. In fact, you can rent the flat above the shop and stay home. This is also a great way to reduce your debt. Maybe you already have your backer

(Mom and Dad) and don't even know it.

You say it is an existing pet shop with a cash flow and you would add grooming services that will boost the revenues to the point of making it profitable and attractive to lenders. You would actually have two businesses to make profitable, the pet shop (supplies, food, etc.) and the grooming services.

The most important thing is you and Mom will make a great team and she will have an extra income for their retirement. This is more of an opportunity for them than you. Make it a win-win for both of you and go for it.

Continued on page 46

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REQUEST READER SERVICE CARD #6025

Dear SAGE,

I have read your money saving tips and have some suggestions of my own. I recently had an "energy audit" done on my shop and found a dozen places to save money. One area was replacing the old weather stripping and adding some new caulk. It feels ten times warmer in here!

Dear Warmer,

That's great news! You can go online and find free advice on energy saving and how to perform an energy audit including checklists to print out. I just did the same thing to my front door, replacing the old weather stripping and installing a new door sweep and floor plate. These things wear with time and should be inspected every season. The only inconvenience was sending my customers to the side door while the adhesive was drying!

Dear SAGE,

I'm getting tired of grooming out of my home, especially the big dogs. While I

realize that a lot of my success is because of the home atmosphere, I am thinking of renting a commercial location to work a few days on the big and hairies. I would love to make it a day spa and sell retail products. Should I split my time this way?

Dear Split,

Make as much money as you can and bank the money that you would spend on a shop. Put it away for a rainy day or use it to make more money, like buying more supplies. Why pay two rents, two overheads, two insurance policies, pay for travel, and two utilities? Some groomers would give their right arm to be able to groom at home.

Business is good so don't let the money burn a hole in your pocket. Save! Save! SAVE! You may need it down the line. As far as the big dogs are concerned, get the bigger equipment you need to make it easier on your back. Spend some of that money on a bather/brusher and make more money grooming. Get something good for yourself or your family like health insurance or a new vehicle.

Dear SAGE,

I am just starting out as a groomer

and a few of my co-workers are planning to attend a grooming show. One of them is going to compete and the others are going to classes. It sounds like a lot of fun, but we would be on our own for expenses including food. The owner of the salon says she will cover the cost of admission to the show, but can't afford to pay for the hotel. In fact, she doesn't even plan to go! How important are trade shows if the salon owner won't pay for anything or even attend?

Dear Trade Show Newbie,

Welcome to the big, wonderful world of trade shows! I hope the show you are planning to attend is Hershey because that is one amazing show (*Request Reader Service Card #6010*). But there are plenty of great shows around the country where you can learn about the business of grooming, look at the latest and best equipment and congregate with your fellow groomers.

I recommend attending at least one show a year. Take time to walk the trade show floor and speak with the vendors. You will see a lot of products that will help you make money. Attend as many seminars as you can, but take some time to relax. Of course, if you plan to be a competitive groomer, you probably won't be able to relax!

Attend the show for what it is – a chance to learn more about your chosen profession. The owner might not attend because they have to run the shop or perhaps they have already attended their share of shows. Perhaps you can help out by bringing back news and information that will make your salon a better place for both the customers and employees.

And look for the *Groomers Helper* booth! I would love to speak to you in person about professional grooming and show you the latest products from my line. You will find dozens of vendors who are ready to serve you and show you how to make the most of grooming. Please check my tradeshow schedule and see you sometime in 2009!

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

The advertisement features a screenshot of a web browser window with the URL <http://www.barkleigh.com>. The main text reads "Now you can order Barkleigh Products with ease over the internet!". Below this, a shopping cart is filled with various items including books like "Groomer To Groomer", "Looking for...", "The Empowered Employee", "CANINE CPR", and "RED SHEDding", as well as a "GROOMGRAM" magazine. The text "Barkleigh On-Line Store" is prominently displayed in large, stylized letters, with the website address www.barkleigh.com at the bottom.

REQUEST READER SERVICE CARD #6026

Shirlee Kalstone



"SHOW RING SEMINARS" to debut at Groom Expo



Frank Sabella

In addition to their many accomplishments in the pet grooming world, Shirlee and Larry Kalstone have always dreamed of producing educational programs for dog show exhibitors and breeders. Now, with the incomparable Frank Sabella as a partner, this is becoming a reality. The first event in a series *Show Ring Seminars*, will be an all-day program focusing on show ring handling and grooming that will take place at *Groom Expo* in Hershey on Saturday, September 20, 2009. A partial list of the participants include:

Frank Sabella:

World-famous judge who has judged at every major show in the USA including *Westminster* and the *AKC/Eukanuba Championships* as well as throughout Canada, South America, Europe, Japan and Australia.

Legendary show handler who has won over 600 *Bests in Show*, including *Westminster*.

An extraordinary Poodle groomer, Mr. Sabella also designed the Bichon Frise trim when that breed was first recognized by the AKC.

Peter Green:

Famous Terrier expert and judge, who has recently judged at the *FCI World Show* in Sweden in 2008 and *Best in Show* at *Crufts* (UK) in 2009. The only living person to have won *Best in Show* at both *Westminster* (which he did four times) and at *Crufts*. Five times piloted a dog to the position of No.1 All Breeds in the US.

Margery Good:

World-famous breeder/owner/handler. Accompanied by her "superstar" *Sealyham Terrier Ch. Etbe's Hidalgo* at *Goodspice* ("Charmin").

The very famous *Charmin* has won many awards two of the most important being *Best in Show* at the 2008 *AKC/Eukanuba National Championships* and *Best in Show* at the 2008 *FCI World Show* in Sweden (36,000 dogs entered).

Sasha Reiss:

Professional handler from Serbia who has shown over thirty different breeds and finished over 500 *FCI* certified champions

throughout Europe and in Argentina, Brazil and Israel. Founder of the European magazine *Show Dog Review*. Award-winning groomer.



Sasha Reiss

Poodle specialist who also has been instrumental in the development of grooming styles for the *FCI*-recognized breeds the *Lagotto Romanoglo* (Italian Water Dog) and the *Barbet* (French Water Dog).

This is just a partial list of participants. The complete list and a detailed description of the breeds/subjects to be covered will be announced next month.

Come and learn from the experts. If you are seriously interested in grooming and showing dogs in the breed ring, this program is for you! For more information, contact Shirlee Kalstone at kalstones@aol.com or by mail: 250 East 73rd Street, #4F, New York, NY 10021.

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REQUEST READER SERVICE CARD #6027

INDUSTRY NEWS

CARDINAL CREATES NEW WEBSITE FOR CARDINAL CRYSTAL AWARDS

Dog grooming product manufacturer, Cardinal Laboratories, has always followed a philosophy of "giving back" to its professional community. Now the company has taken a new step in supporting the grooming profession by creating a dedicated website for the *Cardinal Crystal Awards*, to feature both the *Grooming Achievement Awards* and the *Show Dog Groomer of the Year Award*.

The new site, www.CardinalCrystalAwards.com will include information on: how *Cardinal Crystal* award candidates are nominated, how ballots are collected and tabulated, how and when the awards are presented, rules for voting, the award schedule, the Academy of past winners, news about the awards, biographical information about winners and nominees, connections to past winners on MySpace and Facebook, articles of interest to the grooming community and online ballots during voting periods. Request Reader Service Card #5964.

RECESSION BUSTER

Odyssey Mobile Grooming of Wharton, New Jersey now offers a "Recession Buster" program. Due to current economic conditions, mobile groomers are considering new ways to cut costs or delay spending money on a new mobile grooming salon. Grooming Salon owners are also more cautious about going mobile or adding mobile grooming to their services.

For Mobile Groomers with existing vans; *Odyssey* offers a solution. Whether it is an *Odyssey* salon, a competitor's unit or even a home built; *Odyssey* can update or improve your interior, exterior, plumbing, electrical, ventilation or any other part of your van to offer you a more dependable unit or just freshen up an older salon. For more information, request Reader Service Card #5961.

WORLD WIDE PET INDUSTRY ASSOCIATION, INC. ANNOUNCES 'GROOMER'S JACKPOT' AT 2009 GROOMER SUPERSHOW

Professional Groomers will compete for Prize Pot totaling over \$60,000

SuperZoo, a national show for pet retailers, announces the *Groomer SuperShow* will host the first-ever *Groomer's Jackpot* Sept. 15-17 at the *Mandalay Bay Convention Center* in Las Vegas. The *Groomer's Jackpot* competition will offer contestants the opportunity to compete for the largest cash pot ever with \$40,000 worth of prizes and the grand prize winner receiving a \$20,000 payout. Contestants for *Groomer's Jackpot* will be selected both from

contest winners around the world and by a lottery system. For more information request Reader Service Card #5972.

ASPCA - 'GO ORANGE FOR ANIMALS'

This April, the ASPCA will commemorate *Prevention of Cruelty to Animals Month*. From its beginnings three years ago as a small grassroots adoption event in New York City, the ASPCA's April celebrations have grown into a nationwide celebration of animals. The ASPCA will kick off the month on April 7 when buildings and landmarks across the country such as the *Empire State Building*, *Sears Tower* and *Niagara Falls* will show support and light up in its signature color and "Go Orange for Animals."

Various events are planned throughout the month. Tuesday, April 7 *New York City's Union Square Park* will feature adoptable animals, live music, and refreshments from 4-8 p.m. Saturday, April 18 in Austin, Texas the ASPCA's first annual *Wag-n-Walk 1 mile Dog Walk* will begin at the *Rock Garden* area of *Zilker Park* at 11 a.m. At 12 noon the festival will feature adoptable animals, discounted services from local spay/neuter groups, music and refreshments. On Saturday, April 25 in *Venice Beach, Ca*, the *Windward Plaza* area will host a *Wag-n-Walk 1.5 mile Dog Walk* at 11 a.m. The festivities begin at 12 noon with adoptable animals from the *Bark Avenue Foundation*, broadcasts and giveaways from L.A. radio stations, ASPCA experts and refreshments. For more information, visit www.ASPCAApril.org.

ESPREE'S 20TH ANNIVERSARY



Espre Animal Products Inc. is celebrating 20 years in production of natural and holistic grooming products for pets. The cornerstone upon which *Espre* Animal Products, Inc. was built is, and always will be, our dedication to pets and our family of pet friendly customers to deliver the best natural animal products. It is our uncompromised belief that effective, pesticide-free products with natural ingredients are safer and gentle for pets and owners alike. Thanks to all of our customers for their continued loyalty and support over the last 20 years. We appreciate your business. For more information, request reader Service Card #5957.

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NEW PRODUCT NEWS

THE COMFY CONE



The *Comfy Cone* is now available by *All Four Paws*. The *Comfy Cone* is a healing collar made of nylon fabric laminated onto foam which is soft and yielding while being sturdy and protective. The product has elastic loops to thread through the pet's own collar to keep the e-collar securely in place. The collar can be folded back for eating and drinking or checking healing wounds. The *Comfy Cone* uses Velcro tabs to adjust to different sizes and has reflective binding to protect your pet at night. *For more information, request Reader Service Card #5962.*

SHARK CORDLESS VX33



Shark Euro-Pro releases their newest handheld vacuum, the *Cordless VX33*. The product features an extra large detachable motorized brush to remove pet hair from upholstery and furniture, trapping hair, dirt and allergens into a bag-less dust cup. The *Shark Cordless VX33* offers three cleaning modes, straight suction, a detachable motorized brush head and crevice cleaning tool, a powerful 16.8 volt battery, *Twister Cyclonic Technology* for advanced suction, lightweight design for easy maneuvering and a washable filter. *For information, request Reader Service Card #5956.*



shafts of viable strands while releasing damaged strands and undercoat. *Simple Shed Treatment* enables easy removal of unwanted hair leaving the coat in top condition. Frequent use reduces seasonal and non-seasonal shedding. The product is available in 12 oz. and gallon sizes. *For information, request Reader Service Card #5958.*

RUFF TO SMOOTH

Happytails launches *Ruff to Smooth*, a leave-in conditioner and detangler with calming lavender and chamomile. *Ruff to Smooth* contains gentle emollients to loosen stubborn matts and soothing aloe to condition the fur. The product



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can be sprayed on a dry coat to remove specific tangles or after bath time for an easier brush out. It is ideal for dogs who need conditioner but hate to be bathed. The alcohol-free formula makes brushing easy and is useful on matted or snarled coats. *Ruff to Smooth's* bottle is made of recycled materials, contains no SLS or parabens, and of course, is cruelty free. *Request Reader Service Card #5965.*

BiologicVET NUTRITIONAL SUPPLEMENTS

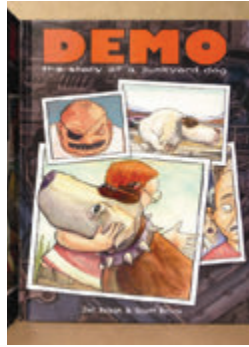


BiologicVET introduces a line of easy-to-use nutritional supplements that have been scientifically researched and developed for dogs and cats. The nutrients that pets need to thrive are included in seven different, all natural formulas, including two for daily optimal wellness and five condition-specific formulas designed for skin and coat health, weight management and joint health. *BiologicVET* was developed by Franco Cavaleri, a nutritional biochemist and researcher in animal and human wellness. Cavaleri authored the best-selling *Potential Within* and will soon publish a new book focused on pet health. *For more information, request Reader Service Card #5976*

DEMO: THE STORY OF A JUNKYARD DOG

BY: JON BOZAK

A new illustrated book paints a different picture of the Pit Bull Terrier. Pit Bulls are getting an image makeover! With the Michael Vick dogs gracing the covers of magazines and starring in their own



television shows, Pit Bulls are becoming the targets of something they're hardly accustomed to: positive press. Public sentiment toward this controversial breed of dog is changing, and this new illustrated book seeks to build on that momentum and capture readers' hearts. In *Demo: The Story of a Junkyard Dog*, author Jon Bozak and illustrator Scott Bruns combine dynamic visuals with an inspired storyline that lampoons society's dangerous dog dilemma. Unwanted by his tyrannical master because of his friendly disposition, yet feared outside the yard due to his junkyard appearance, Demo is a dog with few options. When his master hatches a vengeful plan to destroy the neighboring town of Newton, Demo seizes the opportunity to save the day and finally show everyone the kind of dog he truly is. *Request Reader Service Card #5977.*

BLUE DOG BAKERY UNLEASHES "MEATY FLAVORS"



Blue Dog Bakery has expanded their premium line treats to include a new assortment of all-natural biscuits. Their new MEATY Flavors Premium Natural Low Fat Dog Treats feature four flavors, Grilled Steak, Roasted Chicken, Liver and Beef & Bacon. All four flavors come in an assortment of large and small animal shapes. There are no animal by-products, no preservatives or additives, no artificial flavors or colors in the biscuits. The suggested retail price for a 16-ounce box of MEATY Flavors is \$4.59. *Request Reader Service Card #5951.*

Continued on page 52

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A LETTER WE RECEIVED...

Dear Editor and Staff,

I want to take a moment to say thank you for the great job you do with Groomer to Groomer.

I have thoroughly enjoyed your magazine for years. However recently I've found it even better!

The articles are so invaluable to anyone new to our trade as well as old timers like myself. For students an absolute must read!

I especially look forward to the Groomer's Roundtable. So many marvelous ideas to share.

So again, thank you all for your efforts to keep us informed, growing and succeeding!

*Sincerely,
Kathy McGee*

BIO-GROOM NEW DVD

Bio-Groom offers a free DVD with five separate product videos to Groomers and Salon/Spa Owners. Each DVD includes, *Bio-Groom Brand Image Video, How to Bathe Your Dog Video, Bio-Groom Ear Care Video, Bio-Groom Waterless Bath Video,* and the very popular *Bio-Groom Hot Oil Treatment Video*. Plus, a video loop has been added on each DVD for use in a grooming salon, store, or any other place where customers gather. The loop contains all videos except the *Hot Oil Treatment*. It is a how-to for groomers and other professionals. *Request Reader Service Card #6000.*

Joanne's Ah Ha's

By Joanne Russell



When I go to grooming shows where training seminars or *Off-Lead & Animal Behavior* magazines are offered, I hear people say "Oh no, I am a groomer, I don't do training."

What a loss. I have learned so much from people like Sarah Wilson and Stephen Rafe on behavior tips and helpful hints to use in my grooming.

For instance, on the *Groom Boat*, I heard Sarah say, "most of the time, dogs do not bite when their mouths are open."

Ah ha! I never thought of that. Usually, if they growl, it is a warning, they are saying, "I don't want to bite." Lip licking is a sign of stress. These tips help! Thanks, Sarah!

For more information, on Off Lead & Animal Behavior magazine Request Reader Service Card #5978.

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Photos by Animal Planet

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Beginning Saturday, April 11, at 9 PM EST



Joey Villani



Dr. Karen Halligan



Xavier Santiago

Well, the claws are out, and the catty comments and tearful hissy fits are back as Animal Planet kicks off the second season of its hot reality competition series *GROOMER HAS IT*, hosted by Emmy award-winner, Jai Rodriguez (“Queer Eye for the Straight Guy”). See which groomer will outshave, outclip and outdo the rest.

The contestants will be put to the test each week to see who can turn the dingiest dog into a glamorous, pampered pup. These talented and quirky groomers live together in a swanky Los Angeles loft, aka “The Doghouse,” which can sometimes be too close for comfort. During each grooming challenge, the contestants work shoulder to shoulder, sometimes as teams. Tasked with everything from creating signature looks for a “bride and groom party” in the show’s first-ever doggie wedding to using their canine-grooming skills on pot-belly pigs.

After each challenge, Jai consults with our outspoken panel of judges including; esteemed veterinarian Dr. Karen Halligan, champion dog handler Xavier Santiago and leading U.S. grooming expert Joey Villani as they decide which contestant does not make the cut. The grand-prize winner will receive a state of the art mobile grooming salon from *Wag’n Tails Mobile Grooming*, a brand-new Subaru Forester, a cash prize of \$50,000 and the prestigious title of “Groomer of the Year.”

With a prize package totaling approximately \$145,000, groomers fight for their right to jump start their careers and change their lives.

The Judges:

Dr. Karen Halligan is a renowned veterinarian and author, gaining acclaim as a national authority on animals. Doc Halligan, is the Director of Veterinary Services at the *Society for the Prevention of Cruelty to Animals*, Los Angeles (SPCA LA).

Joey Villani began his career apprenticing for industry visionary, John Nash. Having trained thousands of groomers, in 1998, Joey became president, director and owner of the *Nash Academy of Animal Arts in New Jersey*. He is a co-developer for *Nash Canine Reference* and *Groomers Reference* online dog and grooming instructional guides. Joey is frequently seen at *Barkleigh* shows as a *judge* and *IJA* director.

Xavier Santiago is a second-generation owner/handler of Alaskan Malamutes and working breeds. Since then, he has expanded his expertise with handling and grooming to the sporting, non-sporting, herding and hound groups.

The Contestants:

Animal Planet searched for the most talented dog groomers across the country. Comprised of both amateurs and professionals, they discovered 12 groomers with diverse backgrounds and a variety of grooming experience who will duke it out to be the “Groomer of the Year.”

- **Cassandra, 25** – “The Spunky Chic” with five years of experience from Akron, OH

- **Danielle, 25** – “Groomer from the Bronx” with 11 years of experience from Los Angeles, CA

- **Huber, 42** – “Groomer with a Heart” with 33 years of experience from Los Angeles, CA

- **Jessica, 22** – “The Girl Next Door” with four years of experience from Jefferson, MA

- **Joe, 58** – “Chicken Joe” with more than 50 years of experience from Wells, ME

- **Krista, 28** – “Vegas Girl turned Groomer” with two years of experience from Canada

- **Lisa, 42** – “Veteran Groomer” with 30 years of experience from Genoa, IL

- **Marco, 25** – “All Business” with three years of experience from Redondo Beach, CA

- **Michael, 39** – “Confident Groomer” with five years of experience from Chicago, IL

- **Sherri, 28** – “The PTA Mom” with eight years of experience from Medina, OH

- **Vanessa, 27** – “The Animal Communicator” with 10 years of experience from Long Grove, IL

- **William, 41** – “The Fashionista” with 16 years of experience from Delray Beach, FL

Viewers can visit AnimalPlanet.com for more information.

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**DOGS AT WORK: A PRACTICAL
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BY: LIZ PALIKA AND JENNIFER FEARING
Just in time for Dogs at Work Day, June 26, Humane Society Press announces the publication of *Dogs at Work*; the definitive guide to creating a business environment where employees' dogs are welcome.

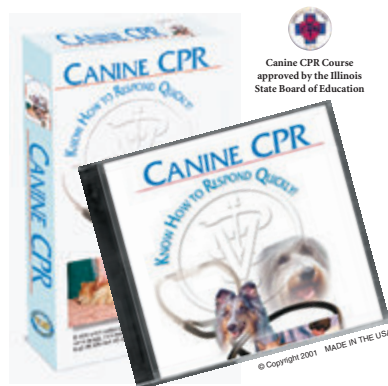
Authors Palika and Fearing present the tangible benefits of dog-friendly policies and

provide step-by-step advice on obtaining management approval, setting fair procedures and dealing with any concerns about dog-friendly policies in the workplace. *Dogs at Work* also includes detailed advice about how to prepare your dog for the office environment, provides sample policies and handouts and two comprehensive case studies describing successful dog-friendly workplaces. For more information, Request Reader Service Card #5955.



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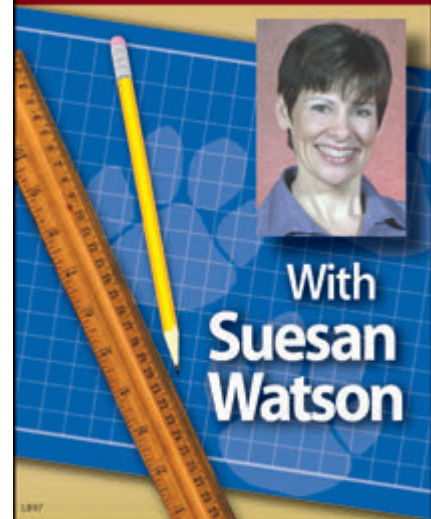
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10/30/2009 – 11/1/2009
Kissimmee, FL
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

ILLINOIS

All American Grooming Show
8/13/2009 – 8/16/2009
Wheeling, IL
(847) 364-4547
aagrmgshow@wowway.com
www.aagrmgshow.com

KENTUCKY

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

PET PRO CRUISE

Baltimore to the Bahamas
1/17/2010 – 1/24/2010
Baltimore, MD
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

MISSOURI

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

NEW JERSEY

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

NEVADA

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

NEW YORK

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

RHODE ISLAND

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

PENNSYLVANIA

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

SOUTH CAROLINA

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

TENNESSEE

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

CANADA

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

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

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

2009 Calendar

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

Groom Expo 2009
9/17/2009 – 9/20/2009
Hershey, PA

SuperGroom 2009
Featuring Ryan's Pet Supplies Open House
10/9/2009 – 10/11/2009
Mesa (Phoenix Area), AZ

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

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www.groomexpo.com
www.off-lead.com

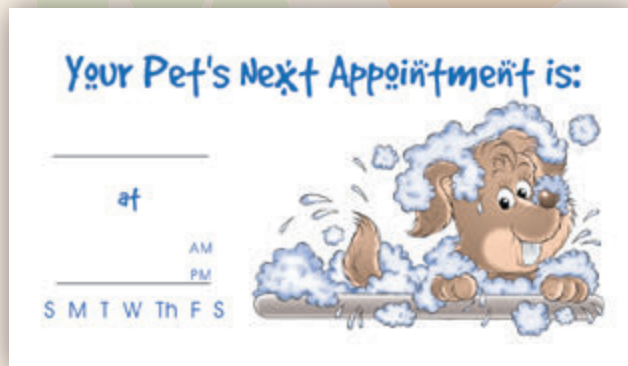
Proverbial Wisdom

*Pride ends in a fall, while
humility brings honor.*

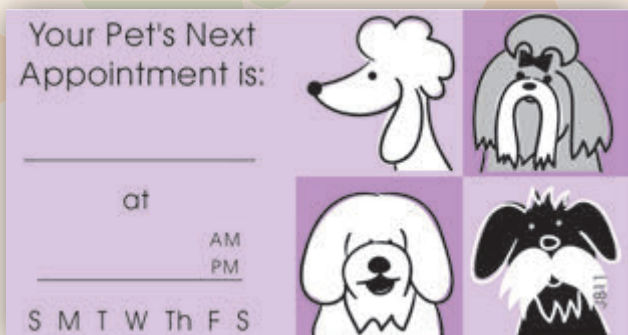
Proverbs 29:23
The Living Bible

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

Pet Appointment Kards



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



Bathtub Appt. Kard

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

Squares Appt. Kard

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

Brown Appt. Kard

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



Kanine Kookie Cutters

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

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



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

Display Holder



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

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

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

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

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



Gift Certificate (#GC)

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



REQUEST READER SERVICE CARD #6052

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 #6053

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



(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.

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.

(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

My Groomer Sez...

My coat was in excellent condition.

I could use more brushing and combing.

I had fleas and/or ticks.

I should see my Veterinarian for: _____

Other: _____

Groomer's Remarks _____

MY PET'S REPORT CARD

A+ I was A Little Angel!

B I was a Paw-fect Pet.

C I was satisfactory.

D I'll Try harder next time.

F I was a little Devil...
But My Groomer Still Loves Me.

I should be groomed in _____ weeks.

My next grooming appointment is: _____ at _____



Pet Care Series Brochures



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

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



Written by Professional Groomers for Your Clients!

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

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

Brushing (#PS-2)

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

Smoothie (#PS-3)

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

Puppy's First Grooming (#PS-4)

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

Flea (#PS-5)

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

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)

#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

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

#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 Magazine
- Groomer to Groomer Magazine
- Off Lead Magazine
- Pet Boutique & Spa Magazine ... **and More!**

Only One Sampler Per Business!

#677	1 Super Sampler Pack	\$9.95
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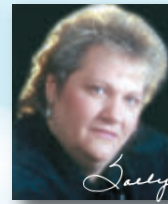
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REQUEST READER
SERVICE CARD #6055

The Last Word

By Sally Liddick

PANNING for PEE!



My husband Tom is a gagger! When it came to changing diapers, picking up dog poop or holding my hand during a sick spell... you could count on him to be gagging away in some corner.

"I can't do it," he would say between gags. Translation: this is husband-speak for "oh, honey, you are so much better at handling disgusting, smelly, putrid, slimy things that I will just stand over here and gag quietly while you pick up the poop, clean the vomit or change the diaper."

But things have changed. Since I now ride a hand-capped cart due to bad knees, Tom has become the go-to guy for all things disgusting. He still gags. But he gags while doing. Enter *Xena*, our 11 year old Afghan.

Xena was the dog with the 10 gallon bladder and twice a day bathroom habits. She never had an accident in the house... pee or poo. She doesn't steal food or nag for attention. She was the perfect dog, if you like a couch potato. And I do.

Then *Xena* began peeing during the night, and drinking water like crazy. I suspected diabetes. The vet was called.

"Bring in a urine sample," the receptionist said.

I know how to do it. You slip a pie tin underneath the dog while peeing and dump it in a container. Tom didn't like the idea, so *Xena* was taken to the Vet for blood work instead. Negative. No diabetes.

"We still need a urine sample to test for infection," said the vet to Tom. He came home with a sterile collection bottle and instructions. *Collect the first morning specimen. Slip the pie pan under the dog's mid-stream urine. Pour into sterile container. Bring specimen in within four hours.* Sounds easy but Tom put off the unpleasant procedure for two days. Another night time puddle in the foyer convinced him this had to be done.

The appointed morning arrived. He walked her on leash in our postage stamp yard. Not being used to a leash for this process, *Xena* exhibited her indignity by holding off for a half hour of walking the 15' x 60' lawn. Back and forth, back and forth they marched. *Xena* just couldn't understand his motives. Finally, she dropped

and Tom slipped the pie pan under and waited. He then carefully dumped the contents into the sterile bottle without getting any on his hands.

"I'm taking this to the Vet," he said proudly. Twenty minutes later he was back. "They were closed," he says dejectedly, forgetting that they were not open on Mondays. He washed out the urine bottle to await the next attack.

Tuesday arrived and he and *Xena* walked again. This time for an hour. Finally, she squatted and he slipped the pie pan under. Great collection. Tom was proud of his skill.... until. Until.... *Xena* stepped back and spilled the contents.

Wednesday collection began early as well. One hour of walking. Back and forth. Back and forth on a cold Pennsylvania morning. Finally success. The experienced *pie panner* slipped a pie pan under his mark. The glistening specimen was taken carefully to the porch door. Tom sat it down and maneuvered *Xena* past it and into the house and removed her leash. Tom wanted no repeat of the foot stepping incident. He went back outside carrying the specimen bottle. Oh no! The pie pan was upside down. Specimen gone. The gusty wind had blown it over!

Thursday. Tom got the leash. He clicked it on *Xena*. He got a pie pan. He readied his specimen bottle. He walked her and walked her. Finally the squat! The pie pan! Success within his reach, he carefully juggled the pie pan's contents inside trying not to spill it. He put *Xena* inside as well. He dumped the specimen into the sterile bottle. All was right with the world.

He drove to the vet. The vet checked the specimen. It was infection free. We were at square one! No diagnosis. But no real problem either. The Vet did suggest that we change her food and gave her medicine to strengthen her bladder muscles.

But did he have success? I think so. Tom learned to do yucky things without gagging. *Xena* got a good walk daily. Tom got exercise he wouldn't have gotten ordinarily and I got a great laugh.

Sally



SUESAN WATSON
Certified Master Groomer

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



LISA LEADY
Certified Master Groomer

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



JUDI CANTU
Certified Groomer

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



DANELLE GERMAN
Certified Feline Master Groomer

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



ANNETTE QUICK
Certified Master Groomer

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



JAY SCRUGGS
Certified Master Groomer

"Wahl has the most versatile clippers."



SUE ZECCO
Certified Master Groomer

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

WAHL
xtreme
Stylists

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



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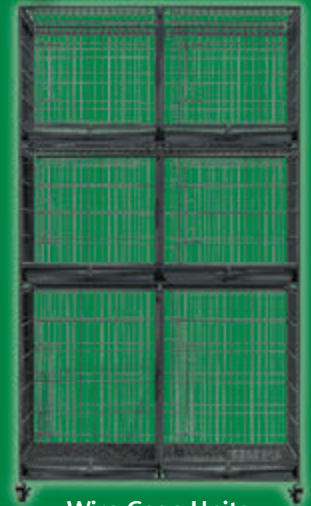
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Hybrid Grooming Tub With Stainless Steel Bottom
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Modular Cage System



Wire Cage Units
PBP89004BANK

Round Swivel Top Hydraulic Table with Round Base
PBP89330



Rectangular Swivel Top Hydraulic Table with Round Base
PBP89335



Round Swivel Top Hydraulic Table with Cabinet & Round Base
PBP89331



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



Electric Z Style Grooming Table With Removable Top
PBP89325



Hydraulic Z Style Grooming Table With Removable Top
PBP89320



Quality Counts



www.RyansPet.com

REQUEST READER SERVICE CARD #6057

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