

Groomer To

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# Groomer

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BEING AN EFFECTIVE  
LEADER OF THE PACK

## HIRING

NORTHWEST  
GROOMING  
SHOW  
PREVIEW



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## BEING AN EFFECTIVE LEADER OF THE PACK: PART 1

### HIRING

by Missi Salzberg

**PAGE 18**



**BREAD & BUTTER GROOMING  
SHIH TZU MAKEOVER**  
by Kathy Rose **PAGE 64**



**CONFLICT**  
by Teri DiMarino **PAGE 56**

### CLEAN UP WITH A SELF-SERVE PET WASH!

by Kathy Hosler **PAGE 32**



### THE FAT DOG

by Mary Oquendo **PAGE 26**

## ALSO INSIDE

<b>Bonnie Wonders: Hector</b>	<b>6</b>	<b>Daryl Conner: Just a Groomer</b>	<b>60</b>
<b>Northwest Show Preview</b>	<b>16</b>	<b>New Product News</b>	<b>70</b>
<b>Dawn Omboy: Chalking the Hawk</b>	<b>25</b>	<b>Classifieds</b>	<b>74</b>
<b>Pet Dental Health Month</b>	<b>38</b>	<b>Calendar of Events</b>	<b>76</b>

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**ON THE COVER:** Illustration by Lucas Colton.



“ Suddenly the door burst open, and she was standing behind this huge ‘thing’ that was about four feet tall. ‘Merry Christmas!’ she said with all the excitement of a five year old. ‘Don’t you LOVE it?’ she asked, her face all aglow like some meteorite. ”

# HECTOR

by Bonnie Wonders-Trent

**A**lthough it will be way past the holidays of 2012 by the time this goes to print, I’d like to share with you my Thanksgiving weekend.

First, let me say that I am one of those groomers who never takes a vacation. Yes, yes, I hear some of you gasping. I also feel some of you in the same situation nodding in agreement. Don’t get me wrong... I have taken a Friday off here and there but never an actual week-long vacation. When I don’t go to work on one of those rare (and I do mean rare) instances, it is usually because of some true emergency. Believe me, I pay dearly for taking that time.

I have what seems like a million calls from customers leaving those big “sighing” messages about how they really needed an appointment and how I “must be on vacation somewhere.” I also get those wise crackers who say, “It must be nice to have banker’s hours” and “You must be making an awful lot of money grooming dogs if you can afford to be closed on a real work day.”

I had one customer call for an appointment two days before Thanksgiving wanting an appointment for that day. When I told her that I couldn’t possibly do it, she asked how I could make a decent living when I’m “never” in. I could feel my cork about

to explode when she said that.

“I mean, you only work two days a week, don’t you?” she asked.

“Uh, no... I’m here four days, and they are 12-hour days, so I get 48 hours in my week,” I informed her in a hot tone.

“Oh, sorry,” she said quickly.

“You know I have the utmost respect for you and what you do. I was just teasing,” she said, trying to get out of the corner that she had backed herself into.

“Of course,” I replied, not buying it one iota.

It was finally time for a “vacation.” For Thanksgiving, I had decided that I was going to take off starting

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This was going to be a fun, relaxing holiday! I didn't have to cook, answer phones, or go to work! We were on the road for almost seven minutes when my cell phone rang.

Wednesday of that week, and hubby and I would go to my daughter's in Tennessee for the holiday. When the day actually arrived for us to head out of PA for the trek down South, I swear I felt like we were in an episode of *The Beverly Hillbillies*. Dave had packed the backseat of the truck with enough supplies to last us through a tornado, a 12-hour traffic jam, 17 hours of being lost, a horrific volcanic eruption, an avalanche, or a combination of the aforementioned.

He really is quite the packer. The

problem is that when you open a suitcase or box after he's had his hands on it, the lid practically propels itself into the next county. At any rate, I let him handle it. It makes him think he's king of the program. Then he's all puffy chested like some big old rooster or something. Whatever...

We left around 1:00 in the afternoon. This was going to be a fun, relaxing holiday! I didn't have to cook, answer phones, or go to work! We were on the road for almost seven minutes when my cell phone rang. It

was the daughter.

"Where are you? Did you leave yet? When do you think you'll get here? Are you bringing the stuff down that I asked you for?" she asked with the rapid fire of an assault weapon.

"We just left. Don't look for us for 10 hours or so in case we want to stop somewhere. Yes, we have your stuff." I told her.

"Why do you need to stop somewhere?" she asked whining. "Don't you want to see us?" she added.

"Now, if I didn't want to see you, we'd be staying home, wouldn't we?" I told her gently. "I'll talk to you later," I said.

We hung up, and Dave looked over at me, smiling. "She's anxious, huh?" he asked with raised eyebrows.

"You could say that," I told him, laughing.

It took us over nine hours to get to Knoxville. I had 14 phone calls

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“Isn’t it great? So do you like it?  
Say something!” Jess said  
excitedly. At that moment,  
I really didn’t know what to say. I still didn’t  
know what it was.

from the daughter during that time. So much for getting away from having to answer phones. I was so busy answering her calls that we never did get to stop for anything other than fuel and a bathroom break. (It would have been 17 calls if I had answered the three that I ignored.)

When we finally got there, we were happy to see everyone and talked into the wee hours. When we finally decided to go to bed, Jess was soon knocking on our bedroom door.

“Mom... MOM!” she was saying excitedly.

“What?” I asked as my husband and I lay in bed.

“I have to show you something! It’s one of your Christmas gifts,” she said, sounding like she was going to explode.

“It’s not Christmas yet.”

“But you have to see this NOW!” she said, stomping her feet out in the hall.

“But you should wait...” My sen-

tence was cut short as Dave sat up in bed and turned on the light.

“For Pete’s sake, let the girl show you what it is, or we’ll never get any sleep,” he said, grinning.

“Okay. What is it?” I asked her.

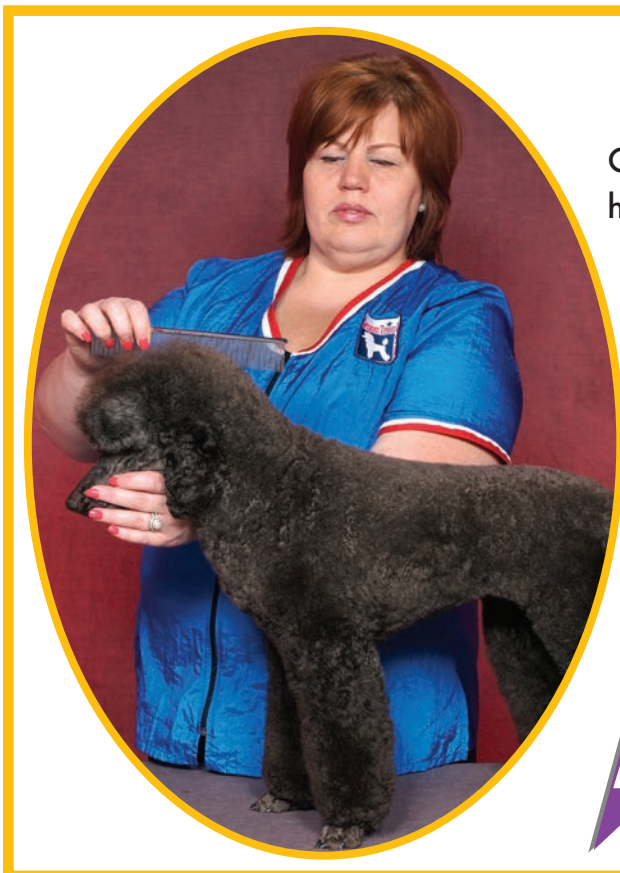
“Is it safe to open the door?”

“YES!” I said, pounding on my husband.

Suddenly the door burst open, and she was standing behind this huge “thing” that was about four feet tall. “Merry Christmas!” she said with all the excitement of a five year old. “Don’t you LOVE it?” she asked, her face all aglow like some meteorite.

I felt my scalp shift and my ears go up. “What the heck is that?” Dave asked. Even though the thing was so huge, I still had to reach for my glasses for a better look.

“Isn’t it great? So do you like it? Say SOMETHING!” Jess said excitedly. At that moment, I really didn’t know what to say. I still didn’t know



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what it was.

I glanced at my husband only to see him with his head turned slightly to one side as he looked suspiciously at the “thing.” His eyes were squinted, and his nose was kinda wrinkled. “Would somebody just tell me what it is?” he said, breaking the silence.

“It’s a DOG!” Jess said, pushing it closer to the bed. I swear Dave and I both backed further away from it at the same time. I could see it much more clearly as she angled it toward us – not that you could miss it for all of its... hugeness... and color. LOTS of color. The thing was every color imaginable, some of which I’ve only ever seen coming out of a kid after an overload of sweet potatoes and cotton candy.

It was comprised of all sorts of metal. Tin, aluminum, bolts,

nuts... You name it. It was a scrap man’s Mecca.

Suddenly I cracked up. I mean, I really lost it. I laughed so hard that I started that backwards laugh thing that occasionally happens when you start to “snart-snork.” This in turn makes my husband always say, “Here she goes again...” Tears were streaming down my face as I tried to stop laughing.

“Now that’s EXACTLY the reaction I was hoping for!” Jess said, completely satisfied with herself. “I just wanted to get you something you’d never get for yourself and would make you laugh.”

“Well, you really did it,” I said, gasping. “I’ll call him Hector.”

She smiled from ear to ear. “Goodnight,” my daughter said. “I love you,” she added.

“Yes, it really shows,” Dave threw

in as Jess went out, closing the door behind her.

“So what do you think of that?” I asked Dave as he turned out the light.

“It’s a kind of scary thing to have watching you when you’re asleep, don’t you think?” he asked. “It looks like it should be in one of those ‘Chuckie’ movies or something. I’ll be too afraid to get up to go to the bathroom in the middle of the night with that thing staring at me,” he added.

“You’ll be okay,” I told him as I patted him on the back.

Our holiday getaway went by so fast, and “Hector” was always in somebody’s way the entire time. He was constantly being moved from room to room.

At one point, my daughter admitted that no one thought he was the “ideal” Christmas gift. “All my friends kept saying, ‘You’re not really going

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to give that to your mom, are you?" she told me. "I just wanted you to laugh. Where are you going to put him?" she asked.

"I think he would be really great in the shop as a sort of mascot."

"That's a perfect place for him," Jess said, nodding in approval.

The morning that we were getting ready to leave, Dave was having

one heck of a time trying to figure out how to secure our new "beast" into the bed of the truck. When he ties something down to be hauled, it could only escape if it were Houdini reincarnated. He covered Hector up and strapped him down, and we were headed back home.

Before we got back to our house, we stopped at the shop to put the dog

in his new home. Dave put him in a corner directly in front of the entry door. I patted Hector on the head and turned to leave. "He really is..."

"I know," my husband cut in. "I know."

When I returned to work on Tuesday, my first customer was an older guy who always looks grumpy and sour. In actuality, he is extremely nice and has a good sense of humor.

In came "Bob" with his old black Poodle. I was standing behind the counter and watched him as he came through the door. He looked straight ahead to the corner and saw my new gift. He still had his hand on the doorknob as he stopped dead in his tracks and jerked his head back exactly like a chicken does when it's ready to peck.

"What the heck is that?" he asked, his eyes opening abnormally huge.

"It's one of my Christmas gifts," I told him laughing.

"Geesh, it must be from somebody who doesn't like you much," he said, raising his eyebrows as he handed me his dog.

"Actually, it's from my daughter," I told him, laughing.

"Wow. What'd you ever do to her to make her that mad at you? That's just plain ugly," he said, shaking his head as he went out the door.

That dog has truly been a wonderful gift. Aside from being the conversation piece that he is, he has terrified children, adults, and other dogs. He has necessitated yet another sign in the salon, however. This one simply says, "If your dog pees on me, you've bought me." Believe me... of anything that people will let their dog lift its leg on, "Hector" isn't one of them. Poor Hector... ☹



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# NORTHWEST GROOMING SHOW 2013 BIGGER AND BETTER!

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**T**he *Northwest Grooming Show* returns to Washington State this March with great anticipation for another successful year. Expanded to three full days of education, competition, and trade show, the *Northwest Grooming Show* is a highlight of the year for many groomers in Canada and the Pacific Northwest region. *Northwest Grooming Show* 2013 runs from March 14 to 17 at the Hotel Murano Bicentennial Pavilion in Tacoma, WA.

With an additional day of educational seminars at the *Northwest Grooming Show*, groomers will be able to attend four days of classes on topics like grooming, business, and animal behavior. Classes begin Thursday with afternoon seminars, which include Teri

DiMarino's five-hour Brusher Bather Certificate Program. Education at the *Northwest Grooming Show* also includes grooming demonstration seminars with industry icons and champions like Teri DiMarino, Jay Scruggs, Michell Evans, Irina Pinkusevich, and Barbara Prueckel.

Competitions at the *Northwest Grooming Show* will also expand in 2013. This year's contests will feature three skill levels and five different classes: Poodles, Terriers, Sporting, All Other Purebreds, and Salon Freestyle. These competitions will also be *Groom-Team* sanctioned as of 2013. Groomers will compete not only for trophies and cash prizes but also for *GroomTeam* points.



Sunday features the creative styling contest, where groomers use their skills in styling and coloring to compete for trophies, prizes, and the coveted People's Choice Award.

Groomers will also have an extra day to spend on the trade show floor. The trade show at the *Northwest Grooming Show* will now run from Friday through Sunday. Attendees will find a larger trade show hall with even more booths filled with excellent deals and special show prices on necessities like shampoos, blades, clippers, tubs, and more. Vendors and company representatives will be available to demonstrate products and answer questions.

The North Sound Professional Pet Stylists will once again host a Saturday night meet and greet. Join other attendees and fellow groomers from the Northwest region for a fun, relaxing

evening. This casual, non-competitive environment provides a wonderful opportunity to "talk shop," share stories, or ask for advice from other pet care professionals.

Hotel accommodations for the *Northwest Grooming Show* are available at the Hotel Murano in Tacoma. The Hotel Murano boasts an impressive collection of glass works from the lobby to the penthouse and is within walking distance from Tacoma's iconic Museum of Glass. Visible from the Murano on a clear day is Tacoma's main attraction, Mount Rainier. To make your reservations at a special show rate, call (888) 862-3255 by February 20, 2013.

Mark your calendar for March 14-17, 2013! More information about *Northwest Grooming Show 2013* will be available on [www.nwgroom.com](http://www.nwgroom.com). <>

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# BEING AN EFFECTIVE LEADER OF THE PACK

## 🌀 PART ONE: HIRING 🌀

**T**here are many different aspects to being an entrepreneur. Juggling the demands of being a business owner or manager is always a challenge. Whether it's balancing the books, dealing with workers compensation, processing a payroll, managing federal and state taxes, or simply mustering the energy to keep yourself motivated for the multitude of hours you spend running your business, being a boss is certainly one of the greatest challenges.

It can be a slippery slope, because it involves real-life, real-time relationships with assorted egos, goals, skill levels, and temperaments. You can put off one-dimensional duties for a bit, but you cannot ignore the responsibili-

ties of being the boss. You can try, but in the end, it will just bite you in the tail end. (No pun intended!)

Whether it's in business or in another context, being a leader is really about being a role model and trying to replicate the characteristics that you define as successful and meaningful. In the professional pet care industry, there is clearly nothing more important than surrounding yourself with people that love animals, but what are the other important pieces to being a successful employer in grooming?

It would be so simple if it were true that groomers get paid "to play with puppies all day." We know that myth is bunk, so what's really important? How do we hire and inspire our

team members along the path to creating a successful business with healthy interpersonal dynamics?

The first part in this three-article series will be on hiring. I will follow this up with a piece on inspiring employees and close the series with admiring and supporting employees.

### HIRING

The hiring process is not easy, and finding skilled groomers can be difficult. Whether you are hiring a finish groomer, a receptionist, or a bather/brusher, in the end you are looking for the same characteristics.

First and foremost, a new hire needs to be enthusiastic about the job itself and possess a longer-term

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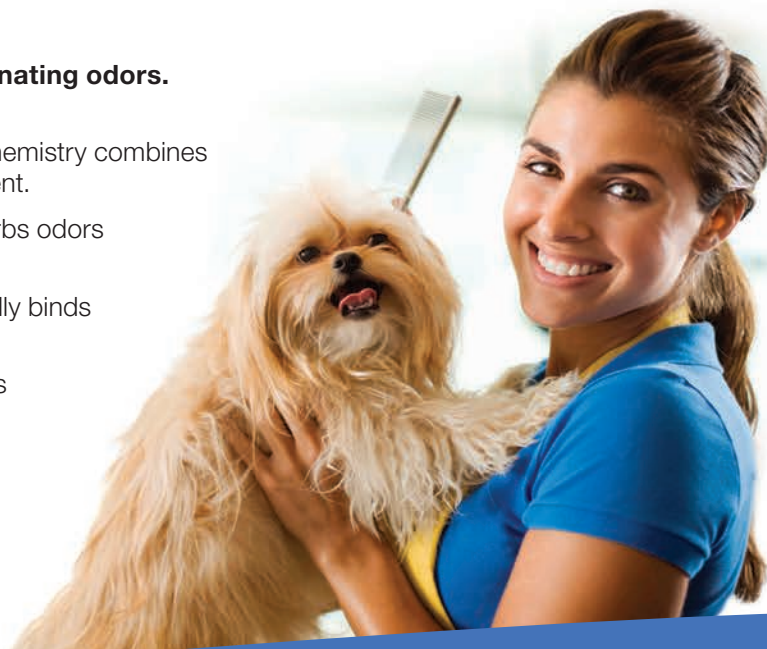


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excitement about their future and their goals. Whether their future is in the professional pet care industry or not, someone with long-term goals and future plans is committed to their future. This is reflected in all of the work they do.

I have had a few bather/brushers over the years who did not intend to become groomers, but they had their eye on another prize and were working

their way through school by working at *The Village Groomer*. One woman came on as a bather and put herself through school to become an acupuncturist. She knew she had goals, and she was committed to her plan.

On the flipside, I've seen bathers come on that didn't intend to become groomers, but they fell in love with the job and mastered the art! The point is that they had a verve for life and their

own definition of what it means to be successful, and that touched every aspect of their life.

Secondly, new hires must be open to embracing the culture of your particular business. When a potential hire fires back, "It's not the way we did it at my last job," it may be the perfect time to remind them that this is a new start, a new business, and a new boss. It's time to look forward.

This is critical when it comes to the standard of the work in your grooming room. What may be acceptable at other grooming establishments may be out of the question at your salon, and you must be very clear from the start about your expectations. You set the bar for your quality, and between you and your grooming manager, that consistency is key to your success.

I will never forget when Annie, my grooming manager and team member of 17 years, responded to a subpar grooming job by a former employee. She said, "When a bad grooming job goes out the door, they don't say that you personally did a lousy job! They say *The Village Groomer* did a lousy job, and I'm *The Village Groomer!*" New hires have to get on board with the quality of work expected and own it. It may take some relearning and education, or it may mean breaking some bad habits, but it is not up for debate.

Another aspect to the culture of your business is the treatment of the animals. There are plenty of heavy hands and verbally aggressive groomers out there, and you must decide if that is acceptable for your business. We have all seen it, and we have all cringed. It's very important to have clear boundaries from day one about what your expectations are regarding respect of your four-legged clientele.

I had to fire a young man for verbal aggression toward a pet in our care. Just a few days into his employment, he let loose a series of expletives

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at a senile girl we had been grooming for 16 years. In my mind, there is a fine line between verbal abuse and violence, and there is no place in my business or my world for either. Being absolutely clear about standards of behavior with the animals means never having to backpedal and make excuses for unacceptable actions down the road.

It is also key to define to a new hire your expectations regarding interpersonal dynamics with co-workers. This is probably the biggest challenge, again, because of all of the different personalities and pasts that are coming to the table. At our salon,

we joke that we are one big happy, dysfunctional family, and although it's tongue-in-cheek, there is some truth to it! Anytime a group of people work in tight quarters on the clock and depend on one another to complete the demands of their job, things come up. The important thing is they get resolved in a timely manner and people move on. This is much easier to do when the other expectations regarding quality and standards are very clear. If everyone is on the same page regarding the goals of the organization, there is less room for error. There will always be days that are challenging, but if the nucleus of respect is strong and clear,

it is much easier to bounce back and move on.

When hiring groomers, I always try to hire talent and the potential for talent, not just trainable skills. I am looking not simply at what this person can learn over time but what innate spark they have in their hands from where they are now in their career.

For example, I have had groomers with years of experience come in and do a demo for a job, and I knew immediately that their sense of balance and what they considered a good finish were not in line with our standard. On the other hand, I had an 18-year-old fresh out of school come in and show me her portfolio, and I hired her on the spot. The balance and symmetry in her work and the way she made the character of the dogs "pop" was amazing for a young woman just starting her career.

I like to think of my parents in this sense. My dad was the one who started the grooming salon, but seven years later when my mom joined the business, she quickly surpassed him in terms of skill and panache! Our eyes don't always see things the same way,

There will always be days that are challenging, but if the nucleus of respect is strong and clear, it is much easier to bounce back and move on.

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and our hands hold different levels of talent and ability to express. Look for the potential!

Be authentic with people potentially coming into your business. Be transparent about your own goals, the goals for your company, and your goals for someone just joining your team. Ultimately, any business owner wants to reflect their most important business priorities in a new hire. You want them to care, you want them to be invested, and you want them to feel like they

are part of something bigger than the job. Be committed to their professional growth and let them know they'll be supported if they're hired.

Hiring a new person is the opportunity to mold and create another powerful player on your team. Don't take it lightly. We have all seen how one negative person can bring down the wellness of an entire group, so hiring the right person is crucial.

I often tell the story of the surly groomer when I teach workshops. She

was an amazing groomer and award-winning stylist, and she obviously had a gift, but she was so angry a lot of the time that when she struck out on her own, she had a hard time making a living. When you hire a new person, you have to believe that they will be a positive asset to your business. Like Annie reminded me the day the aspiring groomer gave that bad haircut, everyone on your team is your business. You can never lose sight of that.

J.C. Penney once said, "Give me a stock clerk with a goal, and I'll give you a man who will make history. Give me a man with no goals, and I'll give you a stock clerk." When you hire, you are putting in place an intricate piece of your business puzzle. One person on a small team makes a big impact, so take the time you need to do it right.

Next month I'll talk about keeping employees inspired for the longer haul. Until then, Happy Valentine's Day! ☺

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# CHALKING THE HAWK AND BODY PARTS, TOO!

✧ by Dawn Omboy ✧

Anyone can get quick, bright color in just a few minutes even if you have never attempted color application. I would like to introduce you to “color without commitment” with Pet Chalk. This great new product will allow virtually any groomer or salon to join in the color revolution. You can even add a little color on dark hair that other color products just won’t show up on without lightening the hair first. Best of all, it is temporary, and there are no messy dyes to spill or airbrushes to get clogged.

Start with clean hair. You will want to use this product when you are finishing your dog. For instance, give the hair on a mohawk a light little spritz with water. Use only a little, though; you will only want the hair damp. Next, take your pat of Pet Chalk in your fingers, and place the hair over the chalk with your thumb on top of the hair. Slightly move your thumb in a back and forth motion on top of the

hair, transferring the soft chalk onto the hair. Seal it into the hair with a spritz of hairspray, and use a flat iron to seal and shape the mohawk.

I have used this product to do the ever popular cheetah pattern in many different color combinations. To do this, I used my fingers and rubbed the product into Brook’s coat right where I wanted it. It lasted until her next bath, which is usually once a week but up to once every two weeks.

You need not worry about mistakes. In most cases, these products will wash right out of the coat in as little as one or two baths or even brush out of a more coarse coat. Have fun and chalk up new profits and fun. ✧

Visit *Queen of Color* on Facebook. Creative supplies and tips can be found at [www.klippers.com](http://www.klippers.com)





# THE FAT DOG

✎ by Mary Oquendo ✎

**Y**eah, I have a fat dog. *Reno*, a German Pinscher, is not what we would call a fussy eater. In fact, if he could, he would eat the wallpaper off the wall. In order for my other dogs to eat peacefully, *Reno* is crated during meal times.

Needless to say, his weight had been an issue long before he adopted us. His ideal weight is 30 pounds. His heaviest weight was 50 pounds. *Reno* is not alone. The Association for Pet Obesity Prevention ([www.petobesityprevention.com](http://www.petobesityprevention.com)) estimates that 54% of dogs and cats in the U.S. are either overweight or obese.

As groomers, it is our concern, because these overweight pets in our care usually come with medical issues. Such injuries and illnesses directly related to excess weight can impact our workday. In addition, that extra weight the pet is carrying puts more of a strain on

our bodies, particularly our backs. In the U.S. alone, there were 185,270 back injuries reported to Workmen Compensation in 2010. As many of us are sole proprietors or independent consultants, out of work also means out of income. A serious back injury can be career ending.

For the pets, it is not just fat deposits; it can affect metabolic, hormonal, and other vital organ systems, none of which you want to rear its ugly head while grooming. The laundry list of complications includes but is not limited to the following:

- Decreased life expectancy by as much as two and a half years
- Osteoarthritis and other joint issues (I use an orthopedic mat on the grooming table to help relieve some of their joint stress while standing.)

- Heart and respiratory conditions
- Heat intolerance (something to take into consideration while drying them)
- Exercise intolerance (It becomes a catch-22. They need to exercise, but if they do, they run the risk of severe medical problems.)
- Dermatological issues involving the skin and coat
- Compromised immune function
- Increased risk for surgical and anesthetic procedures
- Increased risk for cruciate ligament and vertebral disc ruptures
- High blood pressure
- Type 2 diabetes
- Kidney disease

How can they get so overweight in the first place? They get heavier the



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# A pet at its ideal weight will have a discernible waist, and you can easily feel the ribs.

same way it happens with us.

## 1. THE OWNER MAY NOT REALIZE JUST HOW OVERWEIGHT THEIR PET IS

A 15-pound DSH cat is the same as a 220-pound, 5'4" woman. A 90-pound female Lab is similar to a 220-pound, 5'9" man. For more weight translations, visit [www.petobesityprevention.com/pet-weight-translator](http://www.petobesityprevention.com/pet-weight-translator).

## 2. TOO MANY CALORIES CONSUMED VS. THE NUMBER BEING USED

While lifestyles differ, the average 10-pound cat needs between 180-200 calories, a 10-pound dog between 200 and 275, a 20-pound dog between 325 and 400, and a 50-pound dog between

700 and 900. Your mileage may vary. How many people are even aware of the number of calories in the food they feed their pets? ([www.petobesityprevention.com/category/food-and-calories](http://www.petobesityprevention.com/category/food-and-calories)).

## 3. POOR FEEDING HABITS

If you listened to Reno, he would tell you that we hardly ever feed him, and he's hungry. Sometimes it's really hard to ignore those big eyes, but the bottom line is that we gave him too many high-calorie treats and table food. Even good quality pet food can be overdone.

## 4. BOTH NEUTERING AND AGING SLOW DOWN METABOLISM

## 5. HORMONAL DISORDERS SUCH AS CUSHING AND HYPOTHYROIDISM

## 6. BREED DISPOSITION

Beagles, Cocker Spaniels, Collies, Shelties, Basset Hounds, Dachshunds, and Labrador and Golden Retrievers are simply more prone to weight gain than other breeds. Notice that German Pinschers are NOT on the list.

A pet at its ideal weight will have a discernible waist, and you can easily feel the ribs. If the pet's ribs are visible, the pet is underweight, but that is a totally different article.

How do we help? When approaching pet owners, it is important to be non-judgmental. If you put them on the defensive, they will shut down and not listen to you. You can teach, but you cannot make someone learn. Put yourself in their position and relate rather than condescend. It will not be easy for them or the pet. Think about how hard it is for us to lose weight. Help the owners focus on association. Did you know that one pig ear is equivalent to six cans of soda or that one biscuit is the same as two large cookies filled with extra cream?

## OTHER SUGGESTIONS:

- Offer diet and nutrition tips in your newsletter. Don't have a newsletter? Now is the time to start. Here's your first tip: for every treat you give your pet, put another into a cup. At the end of the day, you will see how much extra food your pet is getting.
- Team up with a local veterinarian or nutritionist and offer weight management classes. This is a win-win for everyone.

The other half of a successful weight management plan is exercise. Before any type of exercise program



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is implemented, a veterinarian should check the pet. Do you have room in your facility to set up a pet gym? There are several companies that specialize in pet exercise equipment. If you do have room, make sure you have health waivers from their vet and a staff that is pet first aid certified. Not your cup of tea? There are many other options:

- Have a representative from a pet equipment manufacturer visit your shop for a seminar and receive a commission from any sales.
- Team up with a pet sitter that

offers exercise walks. Many pet sitters are now offering year-round hikes and other forms of exercise as part of their service.

- Team up with a kennel, rehabilitation, or daycare facility that has exercise or agility equipment.
- Team up with local breed clubs that want to advertise agility events.
- Recommend hiring a responsible college kid to exercise their pets.
- Dog parks are usually open year

round but are not suitable for all dogs. Donna Gleason (CPDT-KA) of [www.tlcdogtrainer.com](http://www.tlcdogtrainer.com) has a recorded webinar on dog park behavior, which every pet owner should watch before taking his or her pets to one. It is found at [www.pawsitiveeducationaltraining.com/on\\_demand\\_library](http://www.pawsitiveeducationaltraining.com/on_demand_library).

- Recommend interactive toys for cats to put them in motion.
- Recommend a simple walk around the block at the end of the day.

In order for any weight loss program to be effective, there must be consistency and commitment on the part of the owner. Help them by being their cheerleader and the person they come to for advice. Currently, Reno has lost 10 pounds. Go Reno! ☺

## The other half of a successful weight management plan is exercise.

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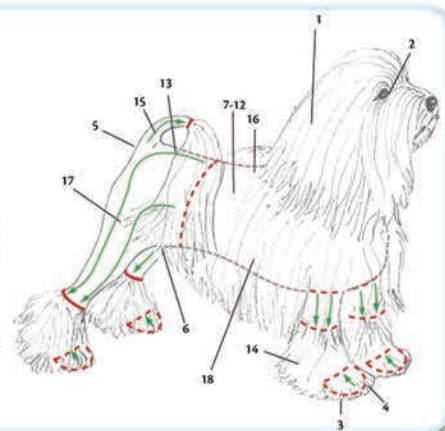
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### Grooming Instructions

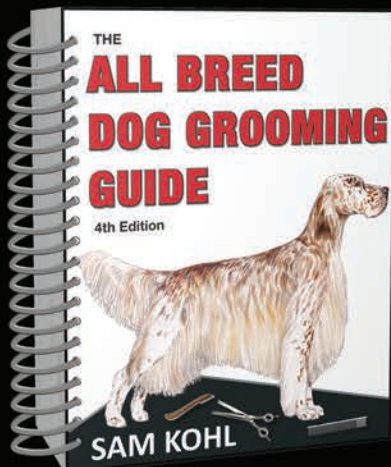
- 1. Ear Cleaning:** First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a Hairmostat® hair puller. Then, clean the inside of the ears using cotton balls lightly dampened with an ear cleaner.
- 2. Wipe the corner of the eye and under the eye with a cotton ball moistened with saline solution to remove eye debris.**
- 3. Clip the hair from between the pads of the feet with a #15 blade. Use the clipper to remove any hair hanging off the edge of the pads. Clip the entire foot, front and rear, to the wrist bone, like a Poodle foot. See Note on Poodle Feet on the next page.**
- 4. Cut or grind the nails, removing only that part of the nail that grows out beyond the quick. Be careful not to cut into the quick.**
- 5. Clip the hair away from the anal area, about one-half inch on either side of the anus, with a #10 blade. Never put the blade in direct contact with the anus.**
- 6. Clip the hair from the stomach area, from the groin to the navel, using a #10 blade.**
- 7. For shorter, easier-to-maintain styles, if you are going to be drastically shortening the coat, do it before the bath.**
- 8. Brush the coat with a slicker brush, VRake® or dematting tool to loosen any tight mats. Use the**
- 9. Bathe thoroughly using a conditioning shampoo, rinse thoroughly. When the coat is still wet apply a conditioner and rinse off. Or, if the dog is in a shorter pet trim, not in full coat, use the tub and high-velocity method: Brush through the coat quickly breaking up any tightly matted areas with a flexible slicker brush, VRake® or dematting tool. Blow through the coat with a high-velocity dryer to loosen tangles. Always keep the nozzle far enough from the coat to avoid "whip mats." Lather in shampoo, blow out the lather with the high-velocity dryer, rinse lightly and repeat the bath and blow out, if necessary. Put on conditioner, blow out with the high-velocity dryer, and rinse thoroughly.**

### Understanding the Lines:

- Direction of stroke used for clipping pattern.
- Indicates a distinct pattern with other hair hanging over it.
- Indicates a distinct pattern line with no blending.
- Indicates a pattern where two different blades are used next to each other to accomplish different lengths of coat without needing to blend the lengths since they are very similar.
- Illustrates a general shape or appearance.
- Indicates a gradually blended area. The darker shading indicating shorter hair which gets longer as shading becomes lighter. There should be no distinct line as hair becomes longer.



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# CLEAN UP WITH A SELF-SERVE PET WASH!

✂ by Kathy Hosler ✂

**“T**he only way to grow a business is to attract new clients or find new services to offer,” says Michael Agunzo of *Biskits Dog Wash Systems*. “If there is a need and you don’t fill it, someone else will – and they will get the new business, clients, and money that you could have had.”

There is a new movement entering the pet care industry: the self-serve pet wash. If you are a groomer, operate a kennel, or have a pet store with a grooming department, you may be able to cash in and do it in a big way with this new concept.

You may ask, “Why would anyone who makes their living by grooming pets welcome a self-serve pet wash? Wouldn’t that just take business away from me?” The short answer is no. Offering self-serve pet bathing is a creative way to attract new business and accommodate the needs of your existing clients.

Once people begin to use a self-serve pet wash, they appreciate the convenience of it. Bathing their pets at home is often a messy chore. If done in the family’s bathtub, it can be hard on the owner’s knees and back and can clog plumbing. After the pet has

been washed, the owner often has to clean up the entire bathroom. Just giving their dog a simple bath can turn into a time-consuming and very tiring project.

At a self-serve wash, they have none of that to contend with. It’s a low-stress, low-cost solution to a dirty problem. To really understand how your business could benefit, you need to know about the different types of installations and how adding a self-serve unit could complement the services you already offer.

You can install self-serve units right inside your existing salon, and



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they can be open to the public during your normal business hours. You provide all the equipment and supplies for the self-serve client – and if it is their first visit, you show them how to use everything. You can charge a flat fee, charge by the size of the dog, or charge by the amount of time they use the unit. You or a member of your staff is always there to oversee the operation, answer any questions, and to receive

the money.

Not only could your regular clients use the self-serve wash between full grooms, but you will also attract customers who would never have their dogs professionally groomed. Once they come in, they may request add-on services like toenail trimming, or they may want to purchase a new collar, toy, or treats for their pet. To encourage repeat business, many operators offer

a frequent user discount card or week-day specials. As they become regular customers, you begin to build a rapport with them, and soon you will have a loyal following in the self-serve as well as your full-serve salon clientele.

David Grass of *Poly Pet Tubs* has been involved in the self-serve pet wash industry for many years. He has written *Start Your Own Self-Serve Dog Wash*, a book that answers many of the questions people have about getting started in this kind of business. “A few years ago, the concept of a self-serve dog wash was foreign to most people,” said Mr. Grass. “Now they are embracing the idea, and there is an ever increasing demand for it.”

If you can install the self-serve equipment in its own room with a separate entrance, you could opt for a coin-operated unit and make it accessible to pet owners 24 hours a day. If a dog gets muddy or rolls in something

Not only could your regular clients use the self-serve wash between full grooms, but you will also attract customers who would never have their dogs professionally groomed.

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disgusting when your primary business is closed, its owners still have a solution for their pet's problem.

Another option is to get the "whole package." A modular unit that only takes up about as much room as two parking spaces can get you into the self-serve business in a matter of a few hours. These fabulous self-contained units can be placed right outside your existing building or in a high-traffic location where pet owners frequent. They are moveable and can

be relocated if you wish. The unit can be delivered to your desired location, and once the electric and plumbing are connected, you are ready to welcome DIY customers.

"The units can be customized to your specifications," says Keith Caldwell, Vice President of *All Paws Pet Wash Systems*. "You can put your shop name and logo on the building, and you can select the colors and signage you want. And even though our units are very easy to operate, we offer train-

ing and continued support for everyone who buys one."

Not only can these stand-alone units make substantial income for you, they can also direct business to your primary location. Many savvy business owners place bulletin boards on the walls that describe all the different services and products that their primary location offers. Pet owners who have never been to a grooming salon may not even know that their short-haired pet could get a de-shedding treatment or that you are offering a special on dental care products or pet treats.

No matter which type of setup or which brand you choose, they all operate on the same basic principals. They all feature a raised tub that puts the pet at a convenient height for the owner to wash, and many of them have a ramp for easy entry of the pet. Most of the coin-operated units can

From the most basic unit to the ones that have all the "bells and whistles," self-serve pet washes are springing up all over, and pet owners are embracing the concept.

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accept cash, tokens, or credit cards in exchange for the number of minutes you choose. They all have easy-to-understand instructions printed right on the units. Customers can choose from several kinds of shampoos, conditioners, and flea treatments. Most offer a choice of high- and low-speed high-velocity dryers. Some even offer a vacuum to suck the water and hair off the wet pet.

These stand-alone units can operate 24/7 or can be locked and unlocked with a timer. Many come equipped with vending machines where owners can purchase aprons or ponchos to wear while bathing their pets. Others can dispense towels, pet brushes, or pet treats.

John Tobias, Director of Marketing for Kleen-Rite Corporation, says "Impulse purchases, like the treats and colognes, can add significant revenue

for groomers with very minimal time or labor investment."

Many options are available with these units, including instant water heaters, climate control, and security cameras that let you monitor all the activity. From the most basic unit to the ones that have all the "bells and whistles," self-serve pet washes are springing up all over, and pet owners are embracing the concept.

"The History Channel's show, *Modern Marvels*, filmed an episode featuring the K9000 Dog Wash," reports Gary Sherman, the owner of K9000 Dog Wash Systems. "It was filmed at the Hoboken Dog Wash and Doggie Barber Shop, in Hoboken, New Jersey. It showed a dog going from a grungy start to a fresh, clean finish in a matter of minutes. The phrase the *Dog Wash* hears most often from pet owners after using their self-serve is 'I'll never,

ever wash my dog at home again!"

Today's pet care professionals are always looking for ways to increase their bottom line without increasing staff or labor. Adding self-serve to your business can be your opportunity to really "clean up"! <

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# CHEW ON THIS!

## MOST PETS HAVE PERIODONTAL ISSUES

✎ by Richard Tickin, CEO and Chief Chemist of *SynergyLabs* ✎

**M**ore than 85% of dogs and cats older than four years have periodontal concerns.

Common dental and oral issues in animals were poorly understood before the 1970s. Today, however, after much research, veterinary dentistry has recognized, treated, and learned how to control several oral diseases.

As a groomer, you might assume that periodontal issues should be a topic between a pet parent and a veterinarian. However, think about the added value you can contribute by recognizing the symptoms of periodontal disease on a pet and the additional services you can provide to promote dental and oral health, which could es-

entially increase your bottom line.

### UNDERSTANDING THE SYMPTOMS

It's a fact that most pet parents never take a look inside a dog's or cat's mouth. It is another fact that, far too often, the lack of checking can contribute to a severe case of periodontal disease. You can become a promoter of good oral health by helping the pet parent recognize the symptoms. Look out for the following signs: bad breath, excessive drooling, inflamed gums, tumors in the gums, cysts under the tongue, and loose teeth. Though only veterinarians should provide a diagnosis, groomers should familiarize themselves with these oral diseases

in order to provide a pet parent with a concerned warning that most will surely appreciate.

Periodontal disease is a painful infection between the tooth and the gum. This can result in tooth loss and infection that can spread to the rest of the body. Signs to look out for are loose teeth, bad breath, sneezing, and nasal discharge.

Gingivitis, considered by many veterinarians to be the first stage of periodontal disease, is an inflammation of the gums caused mainly by plaque, tartar, and bacteria below the gum line. Signs include gum bleeding and bad breath.

Halitosis is a medical term that



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really means bad breath. It can be the first sign of an oral issue caused by bacteria growing from food particles caught between the teeth or by gum infection.

Mouth Tumors appear as lumps in the gums. Salivary cysts are large fluid-filled blisters under the tongue or near the corners of the jaw. They require immediate veterinary care.

Gum disease occurs when the gum grows over the teeth. It must be treated immediately to avoid gum infection that can lead to teeth loss.

Canine distemper teeth can occur if a dog had distemper as a puppy and as an adult has teeth decay. A veterinarian should treat this as soon as possible.

**PROMOTE ORAL HEALTH AND INCREASE SALES**

Groomers can address dental and oral problems and provide pet par-

ents with solutions to most diseases mentioned in this article. For example, according to the *Journal of Veterinary Dentistry* (December 1996), tooth-brushing on an occasional basis is not enough to maintain healthy gums in dogs. Adding a daily dental chew to occasional tooth-brushing can help to reduce plaque and tartar buildup. Special diets and products, however, are not substitutes for the recommended daily tooth-brushing.

Do you carry pet-approved toothbrushes, dental chews, and other oral related products in your store? How about newer dental care products that include antiseptic impregnated chewies or oral health water additives without alcohol? These additional products in your store can definitely boost your sales and provide a well-rounded inventory of pet products from which pet parents can choose.

**THE BOTTOM LINE**

Groomers can play a major role in helping pet parents respond to their pets' dental and oral diseases. All they need is a push in the right direction while providing them with the necessary tools to do it. Take the opportunity to recognize oral issues in cats and dogs and promote oral health. ☺

*For more information on dog or cat periodontal concerns, treatments, and/or questions or comments, email SynergyLabs' Veterinarian Daniela Solomon at dsolomon@synergylabs.com.*

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Loose / Missing Teeth	X						
Bad Breath / Odor	X	X	X			X	
Bumps or Lumps in the Mouth	X	X		X		X	
Bloody or Ropy Saliva	X						
Not Wanting Head Touched	X						
Chewing on One Side of Mouth	X						
Sneezing or Nasal Discharge	X						
Bleeding / Swelling / Inflammation		X			X	X	
Tooth Decay						X	
Gum Grows Over the Teeth						X	
Problems Eating and Drinking				X	X		
Loss of Appetite							X
Vomiting							X
Partial Paralysis							X

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# YOU WANT ME TO DO *WHAT?*

✎ by Bernardine Cruz, DVM ✎

**“Y**ou want me to do what?” I commonly get that response when I tell my clients that they need to brush their pets’ teeth. Though most pet owners have never attended to their pets’ oral hygiene at home or, for that matter, had a professional prophylactic, this doesn’t mean it isn’t essential to their pets’ overall health. Dental disease can adversely affect the liver, kidneys, heart muscle, and joints. The onset of damage is insidious, and it can shorten a pet’s health span by years.

Understanding the significance dental disease can have on general wellbeing is a relatively new phenomenon in veterinary medicine. As with human medicine, dentistry has made

tremendous advances in the past 20 years. No longer is “tuna breath” an accepted part of getting kissed by your pet. As we can see from root canals to braces, bad teeth don’t always need to be extracted or merely tolerated.

Cats and dogs occasionally need to have their teeth professionally cleaned. How often depends on diet, genetics, and luck. Certain breeds of cats and dogs are genetically prone to developing oral disease. Pets with flat faces or brachycephalic breeds, like Pugs and Persian cats, have teeth that are crowded and misaligned in their small mouths. This dental architecture allows food and the normal biofilm that forms on the teeth throughout the day to build up and turn into calculus

(tartar) more easily than their longer-nosed relatives.

Studies have shown that at least half of all cats over one year of age have some form of dental disease. Eighty-five percent of cats and dogs over the age of four suffer from periodontal disease. “Periodontal” refers to the outer surface of the tooth and the tissue around them where brushing can really make a difference. Frequent brushing removes the soft, gummy plaque that builds up daily. If it is not removed every 48 hours, it mineralizes into hard tartar. Tartar irritates the gum tissue, allowing bacteria to get under the gum line. This can eventually lead to tooth loss and abscesses, as well as infections in organs far from



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the oral cavity.

So how do you know if a pet needs its teeth professionally cleaned?

- Flip the lip and take a sniff. Don't expect the breath to be pristine, but it shouldn't knock you over. If it does, see a veterinarian.
- Examine all of the teeth – not just the ones in front. To examine the teeth located toward the rear of the oral cavity, grasp the lips at the point where the top one meets the bottom and extend them upward toward the ear. Pets have salivary glands that deposit digestive juices over these exposed molars. This causes them to build up tartar more rapidly than the incisors in

the front of the mouth.

- All of the teeth should be white in color with a smooth surface. If they are brown or sport a covering of gritty debris (tartar), they need to be cleaned. If you notice that a portion of a tooth is missing, which often happens to the canine teeth or the larger grinding teeth, the pet needs to see a veterinarian immediately.
- Gum tissue should be pink in color and form a smooth line at the tooth margin. If it is red and inflamed or if you notice pus at the base of the tooth, make an appointment right away.

It can be difficult to determine if a

pet's teeth are bothering it. Dogs and cats are often too stoic for their own good. Think "survival of the fittest." A pet that demonstrates weakness or pain may be the first one taken by a predator. Yes, they are now our babies, but through the ages, their predecessors have hard wired their brains and behavior to be phlegmatic.

**WHAT TO LOOK FOR:**

- Reluctance to eat
- Excessive salivation
- Bleeding from the mouth
- Oral malodor
- Weight loss
- Fever
- General "blahs"

When is the best time to start brushing a pet's teeth? Today. Initiating a home dental care program is easiest when the pet is a kitten or puppy, but that doesn't mean you can't begin an older pet on the road to improved dental hygiene at any point in its life.

Even a face-shy pet can have its teeth brushed. It will take a bit of

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patience and a good sense of humor. Basically take it slowly and make a game out of it. Begin by just rubbing fingers over the pet's muzzle. Don't even touch the nose and lips. Praise the pet profusely after the handling. A great time to start the program is while watching TV with your pet next to you. Who wants to watch the commercials anyway?

After a week of fussing with the pet, apply a small dab of pet toothpaste onto its lips. Canine/feline dentifrice is very different than ours, and we should not be tempted to use our *Colgate Whitening* tube on them. Pet toothpaste doesn't foam, because pets aren't good at spitting. It contains no or little fluoride, so they can swallow it without irritating their stomachs. It also comes in pet-friendly flavors such as seafood, beef, and peanut butter. For the next week: toothpaste on lips,

play with muzzle, and praise like crazy.

Now you are ready to brush the teeth. Don't put the pet in a head lock. Let it chew and play with the brush. You only have to concentrate on the outer aspect of the teeth. The tongue does a pretty good job on the inside surface of the teeth. If the brush is not accepted, you can wrap a soft towel around your finger or even slip a cotton-tipped swab under the gums as a cleaning device. How often should you scrub the teeth? In a perfect world, it would be daily.

On the subject of diet and clean teeth, there are excellent diets and treats that can assist in removing the biofilm from the teeth. Liquids are available for adding to a pet's drinking water or spritzing onto the teeth to slow down calculus formation or soothe inflamed gums. Here is a word of caution when purchasing hard toys:

they may cause more problems than they solve by chipping or breaking a tooth. Try offering a dog raw carrots or slices of apple as a healthy dental treat.

Even with a stellar home dental care program, a pet will still need periodic veterinary attention. People often think that their pet is too old for a dental cleansing and have concerns about the risks of anesthesia. Anesthesia is much safer than it was several years ago. A veterinarian will take all precautions to safeguard the pet. If teeth need to be extracted, rest assured that the veterinarian will only extract them if it is absolutely necessary. When advanced dental procedures, such as root canals, are indicated, a veterinarian may perform these services in clinic or refer to a board certified veterinary dentist. Remember, the pet is not going to get any younger, and the teeth are not going to be any better. ☺



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# DENTAL DYNAMITE

**B**y now, unless you have been living under a rock, you have seen a definite uptick – an explosion, actually – in dental products, services, and certifications in the pet industry. Have you followed my advice from numerous writings and the advice from others in this field and started making boatloads more revenue by offering dental services and selling dental products in your facilities? If not, what are you waiting for?! Even the slowest adopters of new

innovation are jumping into dental solutions with both feet.

Think about some of the ideas or inventions that have come along in the past decade or so that some thought were fads or just the “flavor of the day.” How about the Internet? Texting? Facebook or Twitter? Online shopping?

I remember when people thought a smaller mobile phone was ideal. Technology companies are now capitalizing on larger screens and even some mobile devices that do not fit in your

pocket like that really cool flip phone I once had.

It is time. It is time to make more money than you ever have. It is time to provide for your customers a service or product that doesn't demand a ton of extra time that you don't have to begin with. It is time to assume the role as a partner with the pet parent and as a caregiver for their precious pet. It is time to be the expert in a new subject. It is time to explode your business potential, and one sure fire way to do this is to always be essential.

Let's focus on this word for a minute. Essential. The dictionary defines this word as “of the utmost importance” or “importance to the highest degree.” These are pretty powerful definitions. Who are the essential characters in the pets' lives now? Their owners. Their veterinarians. Their pet sitters. Of course these are essential, utmost important people in the pets' lives. But why not their groomer? Why? Because for many of you, you have only assumed the role of “beautician” and not “caregiver.”

While no one can say you don't know what you are talking about when it comes to hair styles, shed control, and even solutions for dry flaky skin, many pet parents will not think of you

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when it comes to their pet's dental hygiene, bad breath, and even worse – tooth loss, pain, poor appetite, and weight loss. All of these things can be prevented if someone who is seen as an “essential” member of the pet's life suggests preventive measures and daily solutions that are easy and, better yet, affordable for the pet parents to do at home in conjunction with what can be done in your facility.

By assuming a “partnership” role in these and other health issues, you are making a commitment and giving the pet parents a reason to think of you first. When they think of you first, you are essential.

Back to the power, the dynamite, that comes from offering dental services and products. Only you can determine what products and services are best for your business. Some of you may offer services such as toothbrushing, some may offer breath sprays, and some may even offer scaling. You may carry some retail items like toothbrushes and toothpaste, mints, water additives, etc. Of course I am biased to offering products that you provide as a service and sell in your retail selections. I am a fan of spending as little time as possible and making the most amount of immediate impact on the overall outcome and, as a result, more profit and repeat business.

Here is a simple way to look at the Dental Dynamite equation: Most will say the average dog's lifespan is just under 13 years. Many say without proper oral hygiene efforts, a pet's life can be shortened by as much as 1.5 years! What does this mean for your business? Yep, it's math time! Stay with me.

During this lost 1.5 years, the

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average pet would have visited your facility 13 times (one visit every six weeks). For this example, let's say the average cost of a grooming visit is \$40. This one pet has just cost your business \$520 by passing prematurely.

If you are a small, one-person shop, and you can groom eight dogs per day. If you work an average of 250 days per year, you probably have approximately 300 or so regular customers. If every one of those pets passes prematurely due to poor oral hygiene or other preventable circumstance, this business loss equals \$156,000!

Enough doom and gloom. Let's look at the positive. Say your 300-customer base of business purchases a dental service every time they are in your facility. Typically, dental services average about \$10. This means a business increase of \$18,000 annually, and if these pets live longer because of it, that means more visits and more revenue! Add this to the customers who will also purchase products to provide daily care at home, and you have pure Dental Dynamite!

Whew! Is anyone else as excited as I am about this? I once heard some-

one say, “You cannot eat an elephant all in one bite.” While that is pretty gross now that I think about it, the saying makes sense. You may not get everyone to buy this extra service or to purchase a product from your retail selection, but you have to ask everyone to make any impact at all. One thing you can control is what you say to the customers. Ask everyone, and you will be shocked at the results.

Start small, and grow big. Pick a dental service, preferably one that truly provides immediate improvement with as little effort on your part as possible. Make easy-to-use products available for your customers to purchase. Most of all, remember to stay essential. ☞

*Joe Zuccarello is National Accounts Sales Manager for Tropiclean, Naturally Green Products, as well as a pet industry consultant. To find out more about Tropiclean Shampoos and Tropiclean Fresh Breath Made Easy! dental products, please visit [www.tropiclean.net](http://www.tropiclean.net) or call 800-542-7387. Follow Joe on his blog by visiting: [www.joezuccarello.com](http://www.joezuccarello.com)*

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# TEETH CLEANING

## COSMETIC OR MEDICAL PROCEDURE?

✎ by Dr. Cliff Faver ✎

**W**ho cleans our pets' teeth has been an ongoing controversy for many years. Should it be done by a veterinarian or groomer? The introduction of anesthesia-free dental cleaning in recent years has also complicated the situation. This is often a heated debate, especially when it comes to who is allowed to charge for it. I think it really falls back on the science of what we are trying to accomplish.

So let's start by looking at the basic anatomy of the tooth and supportive tissue and work from there. The basic tooth is held in by the gums,

bone, and the periodontal ligament. All of these structures are critical to the health and well-being of the tooth. As the pet matures (usually around three to four years of age), a substance called tartar will start building up on the tooth. Tartar is actually a hard substance formed from saliva, food particles, and bacteria. It takes several years to start forming in the young pet, because the enamel (outer surface of the tooth) is very slick in a young pet; tartar does not adhere to it very well. With the aging and roughening of the enamel, tartar begins to stick. Once tartar starts building up, it will

continue to "grow" until it is removed.

Tartar not only forms on the part of the tooth you can see but also under the gum line. The tartar buildup under the gum line is the most damaging. It causes irritation and infection of the gums, which can cause a breakdown of the periodontal ligament and a loss of the bony cup or sulcus. When enough bone loss occurs, the tooth becomes loose, causing movement and severe pain for the animal. At this point, there is typically a shedding of bacteria into the bloodstream, especially during chewing activity. The bacteria can systemically cause secondary infections

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in heart valves, kidneys, bladders, etc., not to mention the secondary effects on the other organs and joints associated with chronic infection.

Knowing that the main disease process occurs below the gum line in dental health allows one to know the correct pathway of treatment. Anesthesia is the best method to ensure complete care of all the teeth and to avoid putting a pet through potentially painful procedures. A complete dental cleaning includes evaluating the health

of each tooth (often including radiographs), cleaning the teeth above the gums and below the gum line, as well as polishing and doing fluoride treatments on all teeth. This process is typically done with a machine that uses vibration to remove the tartar from the teeth. This minimizes the etching process with hand instruments. This machine also uses water not only to clean the teeth but also to reduce heat, which could damage the tooth further. Polishing and fluoride are important in

the process to smooth out any micro-etching that has occurred normally or by the use of the cleaning instruments.

Another method that has gained popularity recently is hand-scaling or anesthesia-free dental cleanings. One problem with this procedure is the animal is awake. If in pain, the animal will move, making it hard to do an adequate cleaning job. Another issue is, in most cases, it is almost impossible to clean the inside of the teeth due to the difficulty of holding a conscious animal's mouth open during the procedure. A third problem is being able to polish adequately and use fluoride to

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remove the etching that is caused by the hand instrument. If these etchings are not removed, then it actually sets the animal up for more problems. These small etchings give tartar something to attach to, thereby adding to the problem versus correcting the problem. Brushing has also been used to clean teeth, but it only takes off the debris left in the last few days.

Another part of the discussion is who can legally do each one of these procedures. By law, only veterinarians

are allowed to administer anesthesia, therefore the complete cleaning is limited to the veterinary field. It varies from state to state as to whether hand-scaling can be done legally by groomers, so you will have to check with your state. Most states consider hand-scaling part of practicing medicine, therefore it is not allowed by groomers.

Lastly, there is the ethical question of whether the person doing the procedure is honestly representing the best interest of the pet. If a client has a

false sense of security as to the level of cleaning occurring, the client may not know to address more severe issues to the detriment of the pet.

Legal and ethical issues are individual choices, but I do think each person should address the following questions:

- 1) As a professional, have I adequately informed the owner of what service (partial or complete medical cleaning) I am doing for their pet?
- 2) As a professional, am I doing a complete cleaning or cosmetic cleaning? Am I setting the pet up for future problems?
- 3) Most importantly, am I doing the best job for the health and well-being of the pet?

The big question is this:

If I'm not doing a complete dental cleaning, is this cosmetic for the owner or something medical for the well-being of the pet? ☹

By law, only veterinarians are allowed to administer anesthesia, therefore the complete cleaning is limited to the veterinary field.



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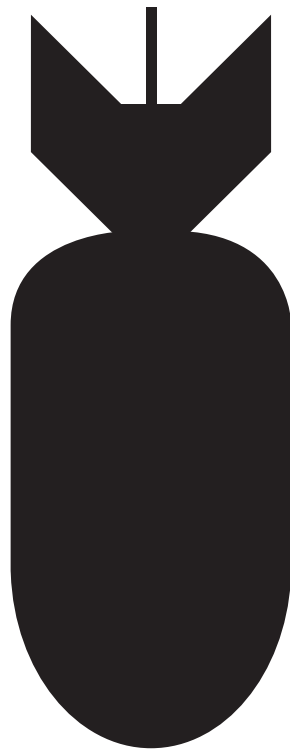
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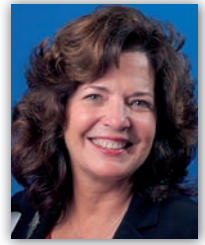
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GETTING DOWN TO  
**BUSINESS**  
by Teri DiMarino



# CONFLICT

**P**ublication deadlines always seem to be out of sync with current news. It's an unavoidable part of the publishing industry. That said, I'm sitting in front of my computer and have just decided to ditch my current column. In real time, it is nine days before Christmas, and I am mentally paralyzed by an unimaginable horror that has brought the nation and the civilized world to tears.

"28 people dead, including 20 first grade children."

Our hearts all sank when we heard that broadcast. Innocent victims paid with their lives by simply being in the wrong place at the wrong time. But what made that particular school on that particular day such a "wrong place"? Everybody there was doing what was right until one young man came along and made so many pay so dearly for what probably started out as just another "bad day" for him.

What goes through the mind of

someone when they willfully inflict that kind of carnage on innocent people? I fear that we will never know, as the selfish coward who committed this heinous act took his own life rather than answer for his actions.

The anguished faces of friends supporting the grief-stricken parents have rendered us all speechless. The pictures say what language cannot. The crime is still so fresh that I have no further words to add, as it is all rhetorical at this point. We all hug our children a bit tighter and hold our loved ones just a little closer, trying desperately to make sense of it all.

Tragedies like this make everything else seem so insignificant and tend to put things into perspective for many of us. Trivial conflicts that were once major sources of aggravation pale in the shadow of disaster, and there have been a lion's share of them lately.

It cannot be ignored that Hurricane Sandy left her devastating mark

on many friends and family caught up in her path. While it will not be easy, these people will rebuild and carry on. They may have been wounded by Sandy, but they are not broken. They lost "stuff," some a lot more than others. Some lost their lives. But while "stuff" can be replaced, life cannot. People will forever be scarred by these disasters, and those that have been have our thoughts and prayers.

Maybe it takes a monumental catastrophe to make some people realize that some stuff that they think is important just isn't that important at all. I know that sounds silly. We all have our own thoughts or "stuff" that is important to each and every one of us, but when we start thinking that our "stuff" is more important or better than the next person's "stuff," that's when conflict can arise, and we begin to lose respect for other people and their "stuff." And you want to know something? It's all just "stuff." Just ask



someone who lost their home during the storm, or even more so, ask anybody in Sandy Hook, Connecticut.

Sometimes this hits fairly close to home. I understand that there have been some industry conflicts in the last couple years that have split friendships, caused anxiety among groups, and unwittingly dragged innocent people into places they don't want to be. Some of the conflicts have gone too far into the personal agendas of some to make their "stuff" heard, like calling for the boycotting of some shows or seminars, not participating in a charity function, or blatant name calling of people who happen to disagree.

Who are these people hurting, and what is their point? They can unwittingly injure a show promoter, who has nothing to do with the conflict. They can injure the charity function, which is a shame. Then can injure innocent

parties with tainted information. But most of all, they unknowingly injure themselves by destroying their own credibility.

Social media have become not just fun tools to keep friends and family aware of what is going on in your life, but they are now weapons in the insidious quest to prove that one

person's "stuff" is better than the next person's. Facebook and Twitter seem to have taken away our ability to deal directly with conflict. It has put our hard-learned communication skills on hold.

It appears to be simpler to tap out a text or post a thought and hit "send," often without re-reading the post.

It has become too easy to post a statement only to have multiple people, many of them strangers, lash out in disagreement behind the thin veneer of anonymity these pages offer.



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They just post and walk away rather than pick up the telephone and deal with an issue one on one. It's easy to hide behind the profile pictures that represent us on these sites, but it is also just as easy to misunderstand someone's position or to be misunderstood. It has become too easy to post a statement only to have multiple people, many of them strangers, lash out in disagreement behind the thin veneer of anonymity these pages offer. It has become too easy to judge and to be judged. When will this ruthless disrespect stop?

I believe that I, along with a number of friends and colleagues, have done an adequate job of trying to disassociate ourselves from some of the major conflicts within our indus-

try. Like quite a few others within the industry, we are considered "high profile." We are relatively easy targets, and we all realize that it is part of the price we pay for getting the job done. While some conflicts are unavoidable and part of the job, others are just nothing but crap. I have been asked to pass judgment on issues I know nothing about, and my name has been erroneously tossed into arenas that I am not at all involved in.

Nobody likes conflict, least of all me, but the only way I have seen these successfully resolved is with simple, bluntly honest conversation. I pick up the phone and state my case, listen to the other side, and ask how we can resolve the issue. Period! There is no need for rumor control when you stop

the rumor in its tracks. While not all conflicts end in a win-win, this personal confrontational approach at least lets the other side know where I stand while giving me some new insight to the other person's reasoning. It is a civil and respectful way of resolving conflict.

When communication breaks down, people begin making assumptions. Rumors spread. Misunderstandings abound. Slander and name calling starts. People get hurt. My mother always told me, "If you can't say something nice, don't say anything at all." And that is SO true. I have found that silence speaks volumes, but sometimes being quiet can also be misinterpreted.

Why are some people compelled to just keep hammering away on Facebook posts where it is so easy to be misinterpreted? Is the importance of making one's self heard more important than saying the right thing? What is the point of a nasty post? Who is it helping? How many is it hurting?

I feel very bad when I see someone try to do something good only to be shot down by a simple quarrel. Or when differences of opinion turn into all-out personal war, causing total confusion among onlookers. Or people who think they are doing more than anybody else become disappointed when they are not recognized for their efforts. These are all things that fall into my "stuff" category. We all know that "stuff" can be replaced. People, their feelings, and their emotions cannot. And we all end up paying the consequences.

A good friend, who is loved by all who know her, picks and chooses her battles by asking herself, "Am I willing to die on that mountain?" I have begun using this simple logic when faced with any kind of real conflict, and it has really helped me realize that so much "stuff" out there is just not all that important. I use that philosophy in everyday life when dealing with

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customers, business associates, or my husband. What it really does is make me think about the ramifications of any possible outcome and what kind of collateral damage may result from it. It calms me down and takes the energy out of the situation by putting it into perspective.

So much energy is wasted on frivolous nonsense. If every angry person who spends too much time on Facebook would take that energy and funnel it into their pet project instead of just posting negative comments, think of how positively productive they would be!

Because of some recent events, there has been a call by some industry leaders for a code of conduct in the industry. While this is a gallant suggestion, does anybody really want to write this, much less police it? Where do you start in trying to tell people how to behave? How do you enforce it

without causing more conflict? Why can't we just go back to the golden rule of treating others the way we wish to be treated? What happened to respect? Or as Rodney King so eloquently put it, "Why can't we all just get along?"

If I am making it sound like the industry is horribly infected with this "disease," I really don't mean to. It is not. There are a lot of good, caring people out there, and I interact with you every day. But sometimes it just gets frustrating. Angry people are in the minority, but their anger tends to make them noisier than most.

I love the pet industry and don't know what I would be doing if I were not a groomer. Nearly all of my closest friends are in the business, and I wouldn't trade these friendships for anything. We can have heated discussions and are able to walk away from them with no personal damage. Such was the relationship I had with the

late Sally Liddick, founder of Barkleigh Productions. We both knew how far we could push the other one without risking the friendship. I truly miss our lively conversations.

But Sally is gone. So are 28 children and teachers in Sandy Hook.

Please take a minute to post something nice about someone on Facebook as a "random act of kindness," or call a friend you haven't heard from in a while. Take an inventory of your "stuff" and prioritize it, ditching the damaging "stuff." Determine what mountains, if any, you are willing to die on. Hug your kids a bit tighter tonight, and hold your loved ones just a little bit closer. And thank your lucky stars that you can. ☺

*Comments or questions about this article? Email your feedback directly to Teri DiMarino (teri@barkleigh.com).*





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# JUST A GROOMER?

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**M**y parents wanted me to be a nurse or a teacher. Those were respectable careers for a young woman coming of age around 1980. But I had been harboring a little quiet dream all my life... I wanted to work with animals. To my family's thinly disguised horror, I became a pet stylist. The career fits me like my favorite pair of blue jeans, and I have been happily grooming cats and dogs for almost 30 years now. But for a long time I would reply, "I'm just a pet groomer" to the question, "What do you do?"

Twenty-two years ago, I made a friend named Terese when I groomed her dogs. I hadn't known her very long when she heard me say that I was "just a pet groomer." In her sweet, soft voice she said, "JUST a groomer? Why, I would think being a groomer would be a career to be proud of. Just think: people trust you with their beloved dogs and cats. For some people, that pet is family. And you take good care of

those pets and make them beautiful. That seems pretty important to me!" I began to rethink the way I perceived my career choice that day. I still think about it.

It is my good fortune to be able to attend trade shows across the country as the representative for the *German Red Clipper*. Many weekends a year, I am surrounded by groomers for hours on end. There is a real pleasure in this; no one understands a groomer quite like another groomer! We speak the same language. We all know the joy of

meeting a new puppy or kitten client and the sadness of saying goodbye to an animal we've cared about for years. Each of us has some hilarious story to share that involves anal sacs.

It's sad for me to realize that there are many, many stylists out there who see themselves as "just groomers." In the years that I have been involved in our industry, I have seen wondrous changes. Pet stylists are more respected than they were in the past. There are new tools and products being developed constantly to make our work

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easier and more efficient. Educational opportunities abound; even stylists in very rural areas can find career-enhancing information within the reach of their computer keyboard. Many groomers now build businesses that not only support their families while they work but are entities that can be sold for a nice profit when the time comes to lay those scissors down.

And then there is this: I recently put an inquiry out on the Internet asking for groomers who are involved in animal rescue work to contact me. My email inbox was flooded, and the stories I read warmed my heart. Groomers from across the globe told me stories of how they have rescued individual pets and have been involved with local rescue league groups to offer free grooming, foster care, fundraising assistance, and more.

As a community, we groomers are making an impact on abandoned, abused, and homeless cats and dogs. Groomers are often at the front line when rescue situations happen, offering their skills and compassion to make a difference.

I once read that the average pet groomer has his or her hands on more animals in a week than most people do in their entire lives. All of that hands-on contact offers us an education in the health and well-being of pets, which is priceless.

Many years ago, I found an odd little lump under the rear leg of a beloved, elderly cat. The lump was in a place where the average owner rarely pets their animal. I brought it to the attention of my customer, and she hustled Elsa the tabby off to see her veterinarian. He told her, "If your

groomer had not found this lump, Elsa would be dead in a matter of months." Surgery and treatment provided Elsa with several more years to bring her human companionship and pleasure.

Pet stylists from everywhere tell me they have had similar experiences over and over again. Vania Velotta (Cleveland, OH) told me, "I had a Westie that was a regular customer. When he had a couple of 'accidents' during his visit, I knew that was unusual for him. I asked the owner if he was drinking a lot of water lately, and she said he was drinking and urinating a little extra. I told her that a lot of times that can indicate a bladder infection or diabetes, so she should get him checked out as soon as possible. The next time she came in, she said that she'd taken the dog to the vet, and he was, in fact, diabetic. Then she said, 'And you know, my husband was having the same symptoms, so I made him go to the doctor. Turns out he's diabetic, too.'"

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PET TRIMS FOR THE SALON

by Kathy Rose



# SHIH TZU MAKEOVER

**A** sporty and cute trim on the Shih Tzu can take a variety of forms. For this segment, we will focus on a short body with slightly longer leg coat and a short and easy-to-manage round face.

The fundamentals of good preparation are essential. The shampoo and conditioning choices will vary depending on the skin and coat condition of the individual. I would like to emphasize the importance of thoroughly rinsing whatever products you choose, and no cage drying, please. It is virtually impossible to achieve a professional finish on cage-dried pets. The fluff dry blow out will save you grooming time and will make the difference in the final outcome.

Before beginning the following steps, make sure to complete your preparation procedures such as nail

trimming/filing, ear cleaning, and trimming of the pads and underwear (sanitary area).

For figures 1–3, I used a #4 blade.

Standing to the rear of the dog, begin clipping about two inches behind the occipital bone. Clip the entire back, following the coat growth direction and natural contour of the dog.

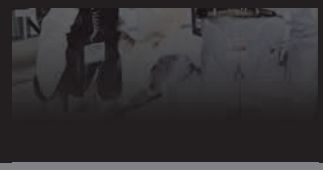
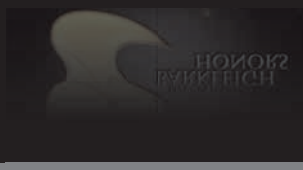
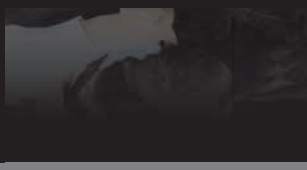
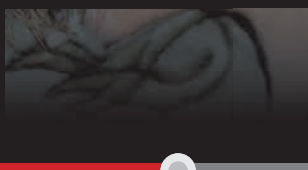
Still working from the rear of the dog, clip the sides of the neck and the shoulders.

**FIG. 1:** Following the coat growth pattern, clip the flanks, “falling off” below the spring of rib (widest part of the rib cage). Clip over the rump and the rear portion of the thigh, “falling off” before you get to the hock.





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**FIG. 3**



**FIG. 6**



**FIG. 4**



**FIG. 7**



**FIG. 5**



**FIG. 8**

**FIG. 2:** Moving to the front of the dog, lift the ear and beard and clip the neck and throat.

**FIG. 3:** Clip the front of the shoulder, “falling off” just below the point of shoulder or just about level with the elbow. This will help to place the dog’s legs well under him, which will enhance the shoulders.

**FIG. 4:** Still working from the front of the dog, clip the underline with an “O” snap-on comb over a #30 blade. Clipping against the coat growth direction on the undercarriage helps to blend to the shorter side coat and smooth cowlicks.

Clip the front legs in the direction of the coat growth. While lifting the head, clip the forechest. While supporting the leg, move to the rear of the dog and clip the legs in the direction of coat growth.

For figures 5–6, I used super blenders.

**FIG. 5:** Tidy the underline by following the natural undercarriage of the dog. The underline should appear natural, not exaggerated or too straight.

**FIG. 6:** “Erase” the clipper “chatter marks” with super blenders on the front and rear legs. The front legs should appear as columns, and the rear legs should follow the natural outline, showing angulation. The bottom of the legs should be proportionately balanced with the upper and middle thighs.

Use blenders or thinning shears to create parallel lines when viewing the rear legs from the back.

**FIG. 7:** Create tight, round feet with small curved shears. Place the scissors at a 45° angle to help create a “bevel.”

**FIG. 8:** Trim the tail to create a soft flag using a long curved shear. You

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**FIG. 9**



**FIG. 11**



**FIG. 13**



**FIG. 10**



**FIG. 12**



**FIG. 14**

can “soften” the look with thinning scissors.

## The Head

You will need a variety of tools to create a soft, round head. For this head, I used long curved shears, short curved shears, super blenders, and fine thinning scissors.

**FIG. 9:** Clip the inside corners of the eyes and the front of the lips with a #15 blade.

**FIG. 10:** Using a small curved shear, trim from the outside corner of the eye to the stop. Do the same from the other side.

**FIG. 11:** Open up the dog’s expression by exposing the eye from the side. Thinning scissors used here will keep the expression soft. It is a matter of personal preference with regard to the eyelashes. However, long dark lashes on a lighter coated dog can be endearing. To leave the lashes, place the thumb of the hand opposite your scissoring hand over the lashes, holding

the eye in a closed position. Then using a small shear or fine thinning scissor, carefully trim the coat over the eyes.

**FIG. 12:** Lifting the top knot coat up between your finger, use blenders to trim it to about an inch and a half to two inches. Trimming in this manner will help you to create a soft top knot that falls naturally into the ears.

**FIG. 13:** Fold the ear back and trim the coat directly in front of the ear (ventilation strip). Pull the cheek coat through your index and middle fingers, and using blenders, trim the cheek coat.

**FIG. 14:** Using curved shears and starting from the ear, trim the beard into a quarter-circle. From the muzzle and going back toward the ear, trim the other quarter-circle to form the lower semicircle of the beard.

Use fine thinning scissors to soften the face.

**FIG. 15:** Finish the face by trimming slightly rounded ears.



**FIG. 15**

This simple, easy-to-complete trim can look great on any drop-coated breed. You can adapt the blade lengths to suit your bread and butter clients’ needs. A good rule of thumb is two or three blades lengths longer on the legs than the body. I recommend the following: 4 body/0 legs, 5 body/1 legs, 7 body/2 legs. For an all over longer look, you can use snap-on combs such as the “A,” “C,” and “E.” Keep in mind that a longer coat will require more scissor finishing.

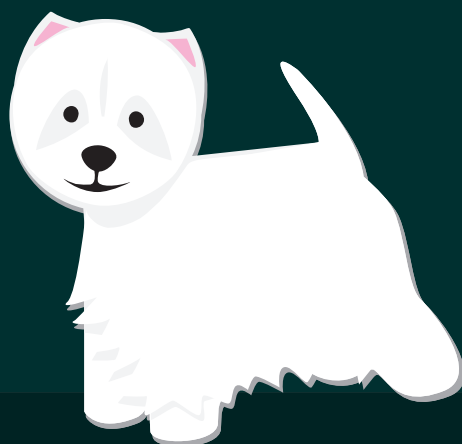
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Best Shot Pet Products Intl. announces its new One Shot line of maximum strength deep action shampoo formulas for groomers, breeders and discerning pet parents. The One Shot line features a Whitening Shampoo, Deodorizing Shampoo and Dry Clean Spray all



with "Maximum Strength Deep Action Formulas." These new items are creatively packaged with distinct branding and consumer friendly labeling important when reaching out to consumers searching for better grooming alternatives. One Shot recently won the award for Best Grooming Product in the new product showcase at SuperZoo in Las Vegas. Available in bulk gallon and 2.5 gallon sizes.

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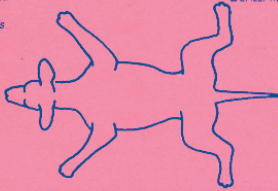
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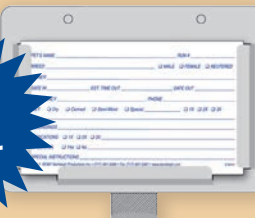
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www.atlantapetfair.com

## ILLINOIS

### ALL AMERICAN GROOMING SHOW

8/15/2013 — 8/18/2013  
Wheeling IL  
(717) 691-3388  
info@barkleigh.com  
www.aagroom.com

## PET INDUSTRY

### CHRISTMAS TRADE SHOW

9/20/2013 — 9/22/2013  
Chicago IL  
(312) 663-4040  
hhbacker@hhbacker.com

## MISSOURI

### GROOM CLASSIC 2013

5/3/2013 — 5/5/2013  
Kansas City MO  
(800) 705-5175  
groomclassic@comcast.net  
www.groomclassic.com

## NEVADA

### SUPERZOO

7/23/2013 — 7/25/2013  
Las Vegas NV  
(626) 447-2222  
www.superzoo.org

## NEW JERSEY

### INTERGROOM 2013

4/20/2013 — 4/22/2013  
Secaucus NJ  
(781) 326-3376  
intergroom@intergroom.com  
www.intergroom.com

## OHIO

### PETQUEST 2013

6/20/2013 — 6/23/2013  
Wilmington OH  
(717) 691-3388  
info@barkleigh.com  
www.pqgroom.com

## PENNSYLVANIA

### GROOM EXPO 2013

9/19/2013 — 9/22/2013  
Hershey PA  
(717) 691-3388  
info@barkleigh.com  
www.groomexpo.com

## WASHINGTON

### NORTHWEST GROOMING SHOW

3/14/2013 — 3/17/2013  
Tacoma WA  
(717) 691-3388  
info@barkleigh.com  
www.nwgroom.com



## GROOM & KENNEL EXPO

2/21/2013 — 2/24/2013  
Pasadena CA

## NORTHWEST GROOMING SHOW

3/14/2013 — 3/17/2013  
Tacoma WA

## PETQUEST

6/20/2013 — 6/23/2013  
Wilmington OH

## ALL AMERICAN GROOMING SHOW

8/15/2013 — 8/18/2013  
Wheeling IL

## GROOM EXPO

9/19/2013 — 9/22/2013  
Hershey PA

## PET BOARDING & DAYCARE EXPO

November 2013  
Baltimore MD

## Proverbial Wisdom

To quarrel with a neighbor is foolish; a man with good sense holds his tongue.

Proverbs 11:12  
Living Bible

## February is Pet Dental Health Month & UPCO has everything you need!



Just a Few of our Dental Products



Triple Pet Tooth Brush  
C.E.T. Toothpaste  
Petrodex Breath Spray

Free Shipping  
On All  
Orders of \$85  
or more

www.upco.com  
800-254-8726



Free Double Ended  
Tooth Descaler with any  
order of \$20.00 or more.  
Please use coupon code:  
**G2G13**

One coupon per customer, per order.  
Coupon expires April 21st, 2013



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- \*Oster
- \*Andis
- \*Wahl
- \*Ring 5
- \*Double K
- \*Laube
- \*Metro
- \*Tropiclean
- \*Tomlyn
- \*Bio-Groom
- \*Miracle Coat
- \*Crown Royale
- \*The Stuff
- \*Edemco
- \*Lambert Kay

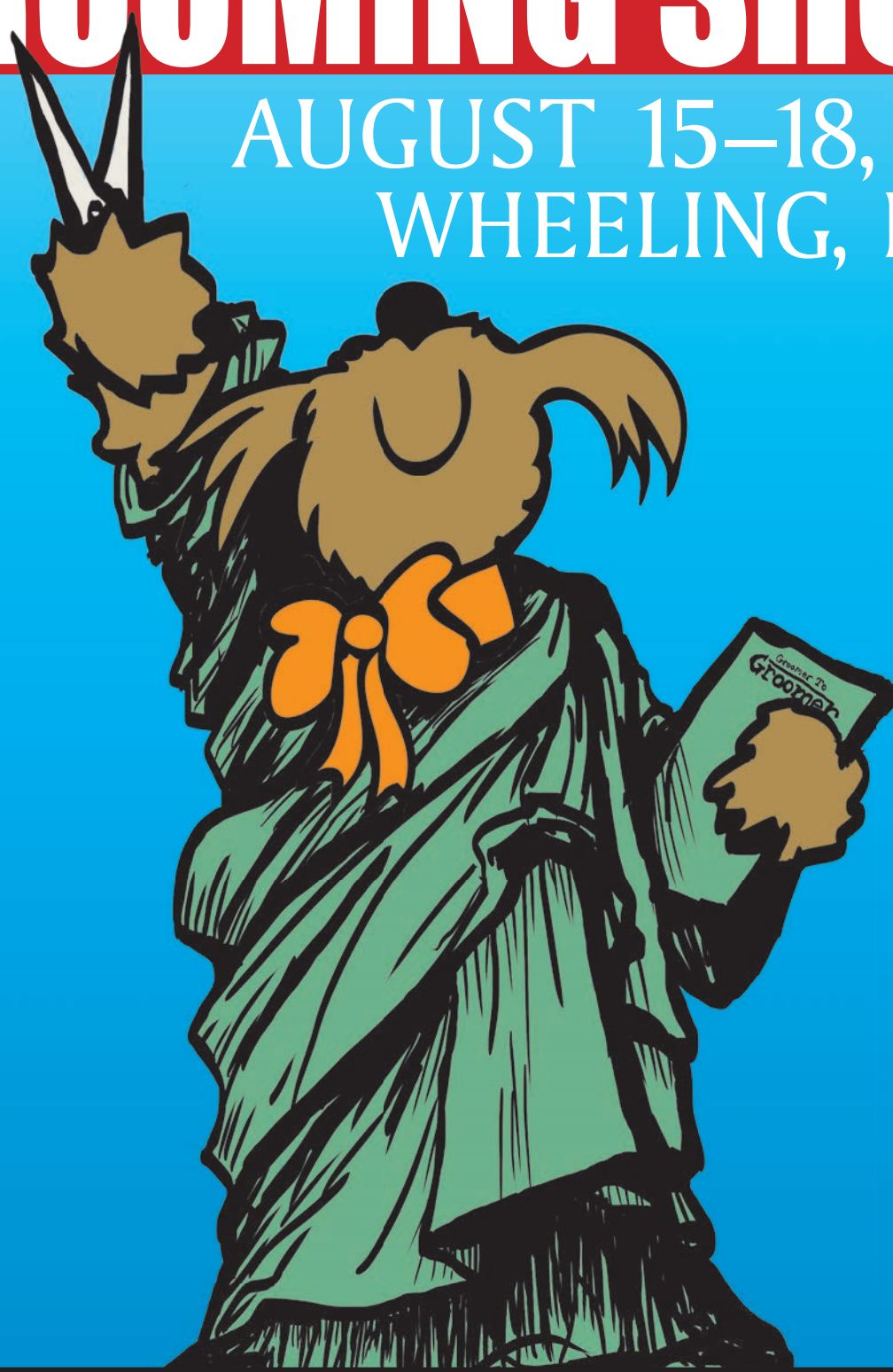


READER SERVICE CARD #9745

# ALL★AMERICAN

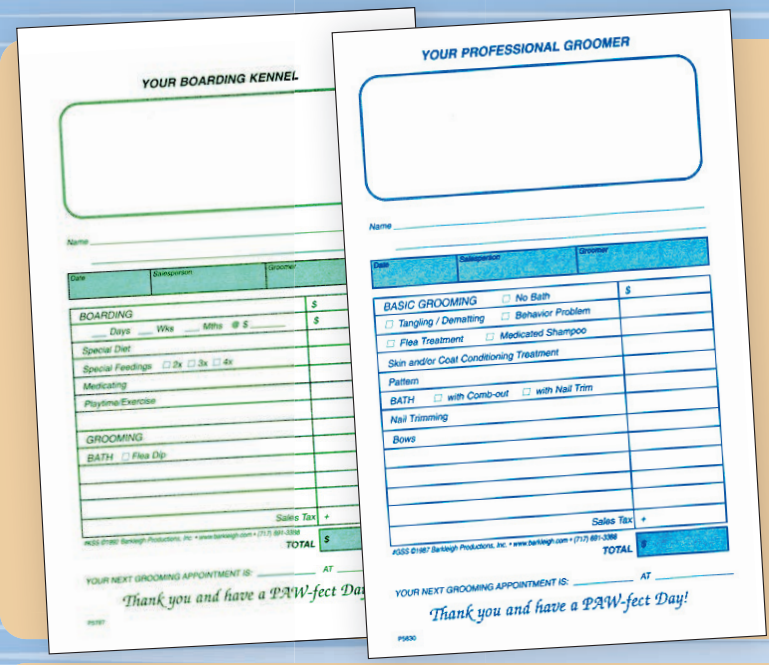
# GROOMING SHOW

AUGUST 15–18, 2013  
WHEELING, IL



READER SERVICE CARD #9717

[WWW.AAGROOM.COM](http://WWW.AAGROOM.COM)



# 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!

- #156 GROOMER SALES SLIP
- #168 KENNEL SALES SLIP

Indicate style number when ordering.  
Mix and match packs of 100 when ordering 1000.

- Pack of 100 \$18
- Pack of 500 \$74
- Pack of 1000 \$107

**As low as 10.7¢ each!**

**As low as 8.4¢ each!**

## Kenn-L-Kards and Run Kards

**Popular Client Index Cards for Pet Day Care and Boarding Facilities!**

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!

- #128 RUN KARD (WHITE ONLY)
- 100 cards \$9
- 500 cards \$36
- 1000 cards \$55

- #123 KENN-L-KARD (WHITE ONLY)
- #124 KENN-L-KARD EXTENDERS (WHITE ONLY)
- 100 cards \$14
- 500 cards \$58
- 1000 cards \$84

This popular Client Record Index Card has all the information any kennel or day care operator needs. Kenn-L-Kards offer boarding, medical and grooming profiles. Easy checklist eliminates tedious handwriting. Speeds your recordkeeping. Extender cards double your records space. Just attach to the back of a full Kenn-L-Kard.



**Kage Kard Holder**

## Happy Camper Card

**Great for Boarding and Day Care Operators!**

Now you can grade each pet in your care from an A+ to an F. Time-saving checklist will let your client know that his pet ate well, had fleas or should see a vet... and much more. Lots of room for your own personal comments, too. It's a personal way to thank your boarding clients. Plus it's a great promotional tool! Pet owners will tell their friends.

- #159 Green
- 100 cards \$16
- 500 cards \$66
- 1000 cards \$95

**As low as 9.5¢ each!**

## Kenn-L-Kard Special

Get started with everything!  
250 Kenn-L-Kard's  
5 x 8 File Box  
Alphabetical Index Guides



#125 KENN-L-KARD SPECIAL \$59

**NEW FROM  
BARKLEIGH  
PRODUCTIONS!**

The Art and Magic of

# CREATIVITY

## DOG GROOMING

Foreword by Sally Liddick

**96 PAGES  
IN FULL COLOR!**

**\$24.95**

FOR A LIMITED TIME ONLY  
**\$29.95** RETAIL PRICE

**ENJOY STORIES  
AND PHOTOS FROM  
BEHIND THE SCENES!**

BARKLEIGHSTORE.COM  
INFO@BARKLEIGH.COM  
(717) 691-3388



C1989

Rescue Remedy and a chicken sandwich, we were back. Josh was regaining his strength, but we had sat out of the competition and lost valuable time. I wasn't sure if I could complete him with the time I had left. Kathy Rose announced "scissors down" just as I added a couple feathers for a headpiece. After all that coat growth, I just didn't have time to finish what I had planned. We still managed to get third place and the coveted People's Choice Award. Lori again got first place, and the "Lion King" managed to remain undefeated.

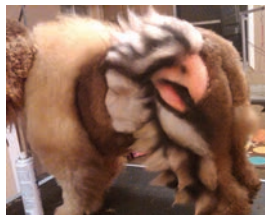
I decided to go ahead and take the design to one more show: Atlanta Pet Fair. I just had to complete this design that I had worked so hard to perfect. Just a couple weeks before Atlanta, my mother passed away. I was devastated. I had no intentions of going anywhere, especially so soon after her death. My mother was my soul, my greatest fan, my seamstress, and my inspiration.

In the days before Atlanta, my entire family pushed me to go on and do what my mom would have wanted me to do. "She would want you to go, Angela!" is what my dad was telling me. I agreed to go but wasn't sure if I would compete. I just wasn't up to it. The night before we left, I told my dad, "I will work on my dog, and if I can do it, I will. For my mom!"

It was time to get the dogs ready, and I am sure everyone thought I had lost my mind. I just kept talking to my mom while I was working on Josh, just like she was standing there. When I was done, I was so excited. It was beautiful, and win or lose, I was happy. I pulled it together and completed the design; my mom would have been so proud. We won first place and People's Choice.

Top: Preparing for Atlanta Pet Fair just after Pasadena  
—Angela thought about a more tribal eagle at first.

Middle and bottom: At Atlanta Pet Fair, where "Cherokee Heritage" took First Place



Angela Kumpke, winner of the 2010 Groom & Kennel Expo People's Choice Award, with "Cherokee Heritage"

BARKLEIGH PRODUCTIONS  
970 W. Trindle Road  
Mechanicsburg, PA 17055

# Great Posters and Counter Signs for Your Salon!

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

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

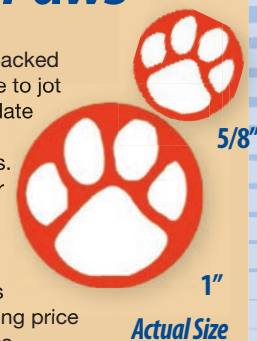
#281	POSTER WITH FRAME 24 X 36	\$59
#280	POSTER UNFRAMED 24 X 36	\$39
#282	WALL SIGN 11 X 17	\$29
#279	COUNTER SIGN 8.5 X 11	\$19

## Top Ten Reasons Why It Costs More To Get Your Pet Groomed Than Your Own Hair Cut!

10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't give you a sanitary trim.
7. Your hairdresser doesn't clean your ears.
6. Your hairdresser doesn't remove the boogies from your eyes.
5. You sit still for your hairdresser.
4. Your haircut doesn't include a manicure or pedicure.
3. Your hairdresser only washes and cuts the hair on your head.
2. You don't bite or scratch your hairdresser.
1. The likelihood of you pooping on the hairdresser is pretty slim.

# Calendar Paws

Red and white sticky-backed Paw Labels have space to jot the next appointment date and time and will be a real hit with your clients. They can affix it to their 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.



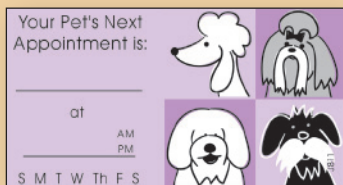
**#186 5/8" Small Calendar Paws**  
 100 CALENDAR PAWS - SMALL \$7.95  
 1000 CALENDAR PAWS - SMALL \$55.00

**#185 1" Large Calendar Paws**  
 100 CALENDAR PAWS - LARGE \$8.95  
 1000 CALENDAR PAWS - LARGE \$59.95

# Pet Appointment Kards



**Bath Tub Appt. Kard**



**Squares Appt. Kard**

**These adorable dogs are printed on quality 2"x 3-1/2" card stock. Great for grooming salons, kennels and veterinarians. Buy only the quantity you need!**

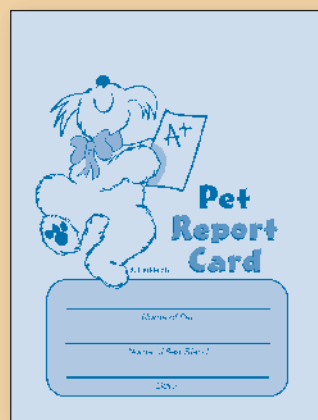


**Tan Appt. Kard**

#182	BATH TUB	Indicate style number when ordering.	
#183	TAN APPT. CARD	Styles may be mixed by packs of 100 when ordering 1000.	
#184	SQUARES	100 cards	\$5
		1000 cards	\$25

# Pet Report Cards

**As low as 9.5¢ each!**



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.

<p><b>My Groomer Sez...</b></p> <p><i>(Indicate style number when ordering.)</i></p> <p><b>My Groomer Sez...</b></p> <p><input type="checkbox"/> I like my coat was in excellent condition.</p> <p><input type="checkbox"/> I could use more brushing and combing.</p> <p><input type="checkbox"/> I had fleas and/or ticks.</p> <p><input type="checkbox"/> I should see my veterinarian for:</p> <p>_____</p> <p><input type="checkbox"/> Other: _____</p> <p>_____</p> <p>Groomer's Remarks</p> <p>_____</p> <p>_____</p>	<p><b>My Pet's Report Card</b></p> <p><b>My Pet's Report Card</b></p> <p><b>A+ I was a Little Angel!</b></p> <p><b>B I was a Paw-fect Pet!</b></p> <p><b>C I was Satisfactory.</b></p> <p><b>D I'll Try Harder Next Time.</b></p> <p><b>F I was a little Devil. . .</b>  <i>But My Groomer Still Loves Me.</i></p> <p>I should be groomed in _____ weeks.</p> <p>My next grooming appointment is: _____ at _____</p>
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#190	Blue
#191	Pink
#192	Tan

Indicate color number when ordering. Colors may be mixed by packs of 100.

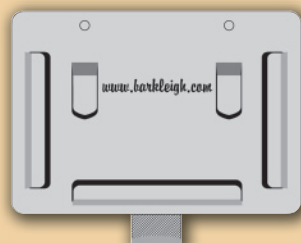
Pack of 100	\$16
Pack of 1000	\$95

## Available Colors



# Kage Kard Holder

**For Boarding or Grooming Cards 3" X 5" or 5" X 8"**



This sturdy aluminum card holder will keep pet information right where you need it. Two popular sizes hold 3 x 5 Run Card or Klip Kard, and 5 x 8 Giant Klip Kard or Kenn-L-Kard. Attaches easily to cage or crate. Has holes for wall mounting near grooming table or tub. Collar and leash holder built in. Practically indestructible, won't rattle, and holds client index cards securely and cleanly.

#164	KAGE KARD HOLDER 5 X 8
1 holder	\$6
10 holders	\$55

#163	KAGE KARD HOLDER 3 X 5
1 holder	\$4
10 holders	\$35





# Groom-O-Grams

Exciting 8½ x 11, 4 page newsletter becomes your OWN Personal Salon Newsletter!

**Over 10 Million Sold!**



- Give to Your Clients at Each Visit
- Leave at Vets, Clinics and Humane Societies
- Encourages future appointments
- Educates Your Clients
- Doubles as an Appointment and Reminder Card
- Undated – Use Them Anytime!

This 8.5 x 11" four-page newsletter contains grooming and health information, stories, and cartoons that present a professional image to your community. Give them at each appointment. Groom-O-Grams encourage better home care and more frequent appointments.

**Use it as a reminder card!** Many groomers report a fantastic 50-100% response.

**GroomOgrams are a fantastic promotional tool!** Your grooming clients will give it to their friends. Leave them anywhere there are pet owners — humane societies, veterinarians, kennels, pet shops, and breeders.

**GroomOgram will keep your clients coming back** while teaching them proper "between grooming" care. Over 10 million Groom-O-Grams have been distributed by caring groomers like yourself.

Seasonal issues are available after February 10 (Spring), May 10 (Summer), August 10 (Fall) and November 10 (Winter). Each issue deals with the seasonal grooming needs of pets.

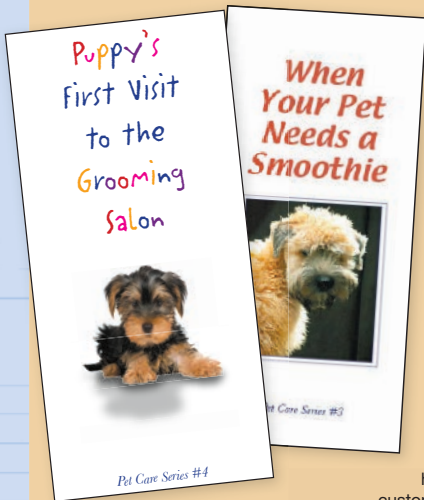
**Standing Order Program! Save 15% on your next order of Groom-O-Grams! Mark Your Order Form! No obligation to future purchases. Cancel anytime.**

## #393 GROOM-O-GRAMS Current Season Unless Specified!

25 GROOM-O-GRAMS	\$10.50
50 GROOM-O-GRAMS	\$18.00
100 GROOM-O-GRAMS	\$25.50
200 GROOM-O-GRAMS	\$49.50
300 GROOM-O-GRAMS	\$70.50
400 GROOM-O-GRAMS	\$88.50
500 GROOM-O-GRAMS	\$95.00
1000 GROOM-O-GRAMS	\$169.00
2500 GROOM-O-GRAMS	\$358.00

## Pet Care Series Brochures

**As low as 29¢ each!**



**Written by Professional Groomers for Your Clients!**

These quality brochures not only answer the constant questions you get from pet owners, but they will also help you sell products that work and that you personally believe in - products that you retail. They will teach your client how to care for their pet in between groomings, which will save you lots of time. Great promotional tools as well.

**#195 - Learning to Brush Your Pet**  
Ensures success in brushing, which will pay dividends to you over the years. Plus it will point them toward the right equipment that you sell.

**#194 - When Your Pet Needs a Smoothie**  
Prepares the pet's owner for what they will see once the matting is removed. This pamphlet will keep this from happening again and will help you develop a regular customer, which means more \$\$\$.

**#197 - Puppy's First Visit**  
Helps your client prepare their puppy for grooming. It will offer ways to teach their pet to enjoy grooming. Beneficial before and after the first groom.

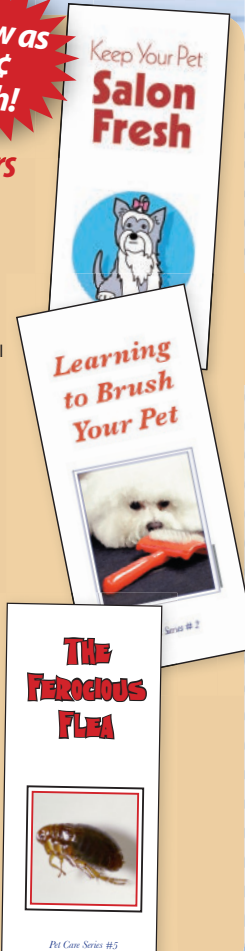
**#196 - The Ferocious Flea**  
Helps your client learn how to protect their pet from fleas and helps you sell retail products you believe in, as well.

**#198 - Salon Fresh**  
Your clients need to be encouraged to keep their pets groomed on a regular basis. Give them a pamphlet that will support the reasons for a consistent grooming schedule. This one pamphlet could increase your business tremendously.

- #195 BRUSHING
- #194 SMOOTHIE
- #196 FLEAS
- #197 PUPPY'S 1ST GROOMING
- #198 SALON FRESH

Order by product number. Mix and match packs of 100 when ordering 1000.

Pack of 20	\$13
Pack of 50	\$28
Pack of 100	\$48
Pack of 500	\$203
Pack of 1000	\$290



## Super Sampler Pack

**See Our Cards Before You Buy!**

- Giant Klip Kard
- Medium Klip Kard
- Regular Klip Kard
- Groomer Sales Slip
- Boarding/Daycare Sales Slip
- Kenn-L-Kard
- Run Card
- Happy Camper Card
- Pet Appointment Cards
- Pet Report Card
- Calendar Paws
- GroomOgram
- Pet Care Series Brochures
- Gift Certificate
- Sympathy Cards
- PetRef Card
- Groomer System Appointment Sheet
- Pet Release Form
- Door Hanger
- Little Angel Award
- Reminder Cards
- Dental Card
- ... and More!

**One copy of each. Only one Sampler per business!**

#252 SUPER SAMPLER \$10

# 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.



- #138 GIFT CERTIFICATE WITH ENVELOPE
 

Pack of 10	\$10
Pack of 25	\$22
Pack of 100	\$75

STAND-UP COUNTER SIGN - FREE with 100 Gift Certificates (Indicate when ordering)

- #275 GIFT CERTIFICATE COUNTER SIGN (CHRISTMAS) \$12
- #276 GIFT CERTIFICATE COUNTER SIGN \$12

# Sympathy Cards

Elegant 4 x 6 cards in ivory linen or blue parchment with gold ink will tell your clients that you care. Matching envelopes included. Great retail item for your facility.

- #219 BLUE SYMPATHY CARD with envelope
- #220 IVORY SYMPATHY CARD with envelope



**(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.*

Cards may be mixed in packs of 10 when ordering 100. Indicate style number when ordering.

- |           |       |
|-----------|-------|
| 10 Cards  | \$20  |
| 25 Cards  | \$43  |
| 100 Cards | \$150 |

## Sympathy Postcard



4 x 6 elegant postcard printed with rich chestnut ink on buckskin parchment and tastefully embossed with gold foil lettering. Inexpensive and easy to send. Just address and mail, or put it in an Ivory envelope for a more personal touch.

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

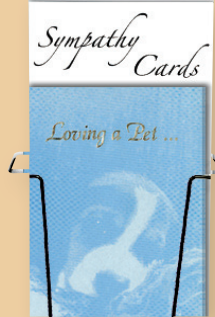
- #221 SYMPATHY POSTCARD
 

10 Postcards	\$12
25 Postcards	\$27
100 Postcards	\$99
- #222 SYMPATHY POSTCARD with envelope
 

10 Postcards with envelope	\$18
25 Postcards with envelope	\$39
100 Postcards with envelope	\$120

# Display Holder

Black metal holder will put sympathy cards at your clients fingertips for resale. Includes the header card. Can be used for pegboard or countertop use.



- #303 DISPLAY HOLDER FOR SYMPATHY CARDS
 

Single Holder	\$7
10 Holders	\$50

# PetRef Kards *Did You Find a Medical Problem?*

**PETREF**  
PLEASE TAKE THIS CARD TO YOUR VETERINARIAN

Groomer \_\_\_\_\_ Salon \_\_\_\_\_ Phone \_\_\_\_\_

**WE NOTICE A PROBLEM THAT SHOULD BE BROUGHT TO YOUR ATTENTION!**

Pet's Name \_\_\_\_\_ Breed \_\_\_\_\_ Date Groomed \_\_\_\_\_

**SYMPTOMS NOTICED** - This is not a diagnosis. It is only an observation.

\_\_\_\_\_

\_\_\_\_\_

If you need any further assistance, please call the number listed above.

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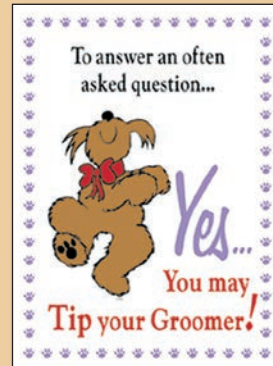
Attractive 3 x 5 cards are used to note your medical concerns. Clients can take your findings to the Vet. Your clients will appreciate your concern. The vet will appreciate your professionalism. Gray card with blue ink.

- #668 PETREF CARDS
 

100 Cards	\$9	1000 Cards	\$60
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# Tip Signs

8.5 x 11" ready to display Counter Signs answers the question "Should I tip my Groomer or Bather?" Increases tips dramatically without offending your clients. In plastic standup card.



- #278 DANCING DOG TIPS SIGN \$15
- #277 TIP SIGN FOR BATHERS \$15
- #370 TIP SIGN FOR GROOMERS \$15
- #274 TIP SIGN FOR GROOMERS - CANADIAN \$15



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**CUTS 2.5 x's  
FASTER\***



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\*Wahl "Ultimate" Competition Series Blades cut 2.5 x's faster than Wahl Competition Series Blades



1-800-525-7387 Best Prices...Best Brands...™

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With Purchase of Full Bank While Supplies Last

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**Electric Tables Under \$300!**



VGR89375

VGR89370

**NEW VALUE GROOM**

**Your Equipment Deserves the Best!**

**AUTHORIZED WARRANTY CENTER**



**20+ YEARS SERVING WHAT WE SELL**

**Ryan's Offers Sharpening & Repair!**

**\$5.89**

**FLAT RATE SHIPPING EVERY DAY!**

On Merchandise Totaling \$150.00 or More Includes Shampoos!  
**FREE** Shipping on Orders of \$550.00 or More  
 No Coupon Code Needed  
 Some Exclusions Apply



**MIX & MATCH**  
 Ryan's Makes Buying at the Lowest Price Easy We Feature Your Favorite Brands and Allow You to Mix & Match Styles & Sizes for the Best Prices

**"Rely on Ryan's"™**