

Groomer To Groomer

"The Grooming Industry's Trade Magazine"

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Vol. 28 Ed. 5 July/Aug. 2009

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Groomer To Groomer

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Off the Top of My Head by Todd Shelly

Keeping up with the times



A few weeks ago, I attended the tenth anniversary of my ten year high school reunion (ok, I can say it...my twenty year high school reunion). The last page of the memory book that was given out had a list comparing our graduating year to current times. It had the typical comparisons: price of gas, top movies, top news stories, *Super Bowl* and *World Series* winners. However, the very last comparison was top website. For the "Now" it listed *Facebook*, *Google* and *Twitter*. For the "Then" section, it simply said, "What is a website?"

I used to be on the cutting edge of technology. When I was in middle school, I saved up money from my paper route to buy a *Commodore 64* computer. I was so excited to get it, and then when I finally had it, I wasn't sure what to do with it. I could write code that made my name flash across the screen, but that is about as far as I got. The excitement with computers quickly wore off.

The past few years, I've been making a stronger attempt to keep up with all the advances in technology and cyberspace. I'm by no means a computer expert, but I do try to stay as current as I can on the latest advances in anything that can help the business. We were one of the first print magazines in the country to do desktop publishing and to offer an e-magazine. We've also created *MySpace* and *Facebook* accounts for our magazines.

I recently read an article that said you should claim your name and your business name on *Twitter*, *MySpace* and *Facebook*. The idea is that even if you have no interest in maintaining them, you don't want someone else claiming your name. And, at some point down the line you may hire someone that enjoys that type of thing.

Personally, I have no interest in *Twitter*. I have no desire to keep people updated on my every move, and I certainly don't care about what anyone is having for lunch, etc. But, I did take the advice from the article and created a twitter account for us. *Barkleigh* was taken, so I went with *BarkleighProd*. I did nothing more than claim the name. Within a few hours, I had numerous friend requests. Now, I'm reconsidering my attitude towards *Twitter*.

However, the best thing you can do to help yourself utilize the internet is to collect email addresses. That sounds simple enough, but I talk to many groomers that do not have their customer's email addresses. Email blasts and reminders are the cheapest and most effective method of keeping in contact with your customers. You can create added value for your customers if you include useful information with a reminder.

It is important to stay on top of all the latest developments that will save you time and money, and grow your client base. Visit www.Barkleigh.com to view our latest marketing tool for groomers, *Barkleigh E-Cards*. The new E-Cards offer various reminders and notices for your clients, using the simplicity and efficiency of today's technology!


todd@barkleigh.com

Little Shop of Howlers

"A salon to howl for in Hamden, Connecticut"

Pawsitively Posh
by Audrey Ulrich

Small decorating touches add to the comfortable feeling at Little Shop of Howlers.



The detailed layout of Little Shop of Howlers gives the small salon a clean open feel.



Erin Adrianoff grew up with a heart full of love for animals which, like so many of us, pushed her into a career she hadn't expected- professional pet grooming. Erin was in college looking for a part time job when she found herself working with pets for the first time. Today, Erin is a skilled competition groomer and owner of Little Shop of Howlers, a beautiful and successful pet grooming salon in Hamden, Connecticut.

Erin got her start as a receptionist at *Best Friends Pet Resort and Spa* in Chestnut Ridge, NY. When the receptionist job did not end up being hands on working with pets as she wanted, her employer urged her to see if the grooming department would be a better fit. Erin thought, "Why not give it a try? I bathed my first dog, a red pit bull, and had such a blast... I was hooked!"

Erin continued to work in the



Erin credits much of her success to other groomers who have shared their knowledge with her and she does the same for others.

grooming department while she finished college. "I learned everything I could from the groomers there as well as Val Penstone when she would visit the facility. She taught me the importance of always using my comb." (Val Penstone is a grooming industry leader with over 45 years experience as a salon owner, competitor and judge and is the Di-

rector of Grooming Services for the Best Friends chain.)

After college Erin moved back to Connecticut and wanted to continue to work in grooming. "I looked for a salon to apprentice in, however, no one was hiring so I went to work at Petco." By now Erin knew that grooming was her calling and over the next few years she started to formulate her own dream salon, but she hadn't felt quite ready to act on it when the opportunity came to her.

Erin was signing up for an agility class with her dog *Bear* at a large pet care and training center, *Paws N Effect* in Hamden, CT. "My friend and I were chuckling about starting our own dog daycare and grooming business when the owner of *Paws N Effect* asked if we'd like to do it there. It was an offer I could not refuse." Erin's friend ended up not going into the dog daycare business, but Erin has been happily grooming at the salon she opened there since October 2005.

Continued on page 8



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Little Shop of Howlers
Continued from page 6

Paws N Effect is a sprawling multi-building campus for all things dog. They offer every variety of dog training, dog sports, and day care services. This variety of clients has helped Erin carve out a great niche of pet parents to draw from. “Between the businesses here and word of mouth I haven’t had to do any

additional advertising.”

Erin’s salon has grown to a busy three person staff. Erin remembers her wish to apprentice under a groomer when she was starting out and now offers that opportunity to her grooming assistant who recently graduated from grooming school. “I like having someone here who is still learning, that I can show my way of doing things while helping their skills improve,” she says.



Erin is the only groomer in her area who offers hand stripping.

A large advertisement for Bio-Groom Super Cream. The central image shows a large white bottle of 'SUPER CREAM COAT CONDITIONER Concentrate' with a red and white label. A young boy in a blue shirt is hugging a black and white dog (likely a Bernese Mountain Dog) in front of the bottle. The background is a bright blue sky with white clouds and sun rays. Below the main image, the text reads 'It's A Miracle!' in a large, elegant script. Underneath that, it says 'SUPER CREAM™ IS A LUXURY "OIL CREAM" WITH THE POWER THAT WILL CHANGE THE WAY YOU DO BUSINESS!'. At the bottom left, there are two smaller bottles of the product. To the right of the bottles, the text states: 'With limitless possibilities, Super Cream™ is the "miracle performer" of the grooming industry. The Bio-Groom Super Cream Hot Oil Treatment is one of a kind..... your miracle in a bottle.' The Bio-Groom logo, featuring a green leaf design, is at the bottom right. Below the logo, it says 'Call - 1.800.762.0232 or visit our website at www.biogroom.com'.

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Little Shop of Howlers sets itself apart by offering top quality service in a relaxing environment. “The biggest challenge was creating the atmosphere I wanted within the other business,” she says. As you walk in the front door of the building where *Little Shop of Howlers* resides, you enter a retail area and adjacent dog day care where dogs definitely rule. The next door takes you into Erin’s salon, which immediately feels like a tranquil oasis. Erin uses music, aromatherapy, candles and tranquility fountains to create a quite, relaxing atmosphere. “I always dream of going to a spa and indulging my senses in what they have to offer; I want the dogs to feel the same way about coming to my salon.”

Little Shop of Howlers builds loyal clients through their great customer service and their belief that ‘Every dog is a show dog.’ “Don’t you show off your freshly groomed pet as you walk down the street? Every owner should take great pride in how their dog looks, official ‘show dog’ or not,” says Erin.

Erin has also developed a specialty in spa treatments for pets.

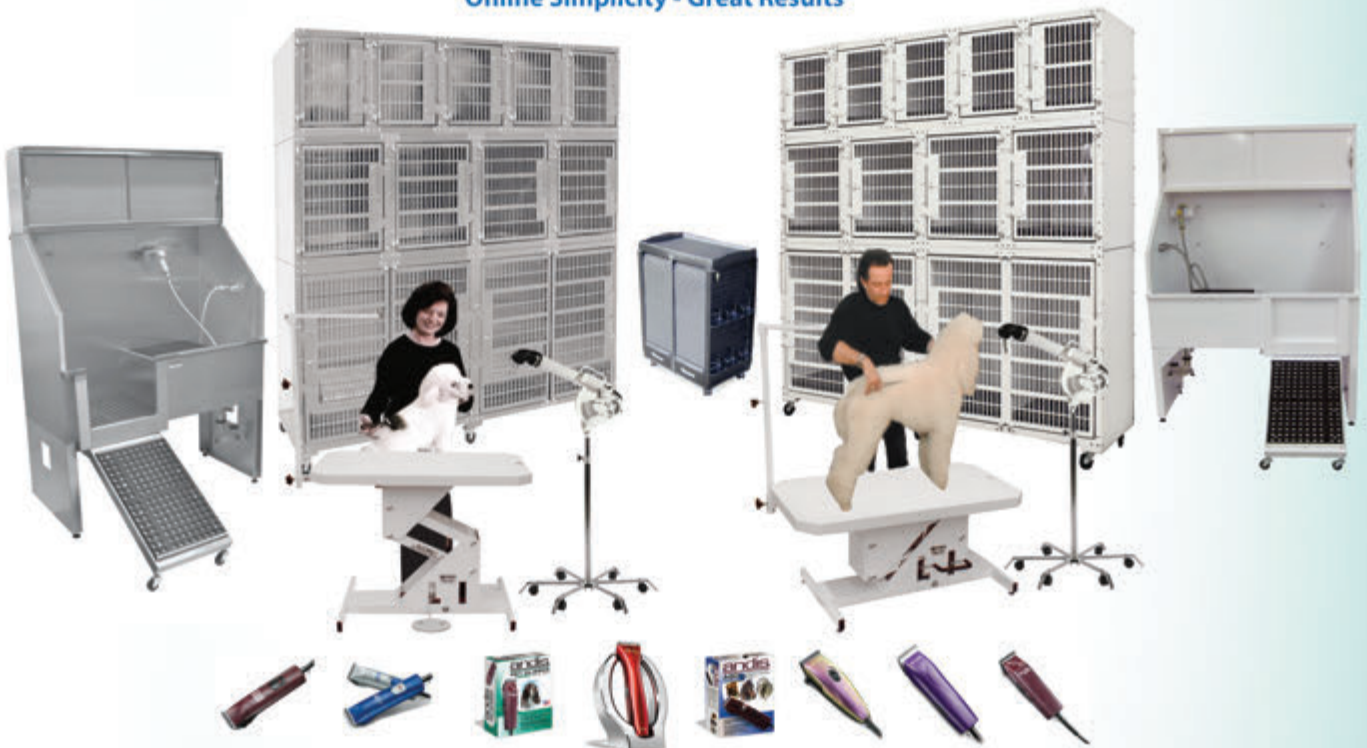
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Little Shop of Howlers *Continued from page 8*

This is an area I have a great interest in too, so I was very much looking forward to talking to Erin about her unique services. Her spa packages go far beyond the offerings at most pet salons. Her many choices range from basic add-on spa services to luxury treatments including mud wraps, sugar scrubs, Aquasage, deshedding and hot oil treatments.

"Each of the packages offers specific benefits. The most popular packages are the deshedding treatment and hot oil treatments as they [address] particular issues the clients are concerned about. For deshedding we use the *Clipper Vac* (Reader Service Card #6092) with the specialized brush attachments that pull and lift the dead hair much more efficiently with each stroke. The Hot Oil deeply pene-

trates the skin to relieve dry, itchy, flakey skin. We wrap the pet in warm towels and let the treatment soak into the open pores."

The most purchased luxury spa treatment is the sugar scrub which has many benefits including exfoliation, moisturizing and helping with new cell growth. Erin learned about sugar scrubs on a pet grooming message board that I read too. In my salon we have seen many pets benefit from it, especially those with scaly skin and bald patches. You can learn more about sugar scrubs on Erin's website blog.

The treatment that was new to me was mud wraps and I wanted to learn as much as I could from Erin.

"Mud wraps definitely bring in the most attention and questions. I think it sets our salon apart to offer these types of high-end services. The mud wraps are very beneficial, detoxifying the skin and replenishing with natural minerals and nutrients. They work particularly well for



Mud wraps have many benefits for pets and make your hands feel marvelous!

pets plagued with skin issues as the mud is all natural and hypoallergenic. All the benefits one would get from a human mud wrap are what pets get with this treatment."

The atmosphere at *Little Shop of Howlers* mirrors the luxury spa treatments that set them apart. At just over 500 square feet, *Little Shop of Howlers* feels clean and open due to Erin's specific lay out design and

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Little Shop of Howlers
Continued from page 10

decorating effects.

The grooming area features two finishing stations with several mirrors and natural light coming from a bright window. The work stations are well laid out so that they are easy to work in and reduce clutter. Each station has a hydraulic table and *Clipper Vac System* (Request Reader Service Card #6092).

"I couldn't live without my *Clipper Vac!*" declares Erin. "I especially love the finish I get when I use it with the *Wahl* stainless steel comb attachments (Reader Service Card #6093)." Erin also uses an *Edemco* stand dryer (Reader Service Card #6094) at her grooming station for fluffing the curly coated breeds and for doing face drying on dogs which would otherwise be stressed by high velocity drying.

Bathing and high velocity drying takes place in a separate room that

Erin had built. A viewing window connected to the retail store front allows clients a full view of the bathing and grooming areas. The bathing room features two *Edemco* bath tubs equipped with *Hydrosurge* recirculating bath systems (Reader Service Card #6095) and two *K9 III* dryers (Reader Service Card #6096). "The *Hydrosurge* enhances the benefits of many of the spa treatments," she says.

Erin has tried many shampoo

Continued on page 14

Posh Pointer...Mud Wrap How To!

For the Mud Wrap service at *Little Shop of Howlers* Erin chooses *Adovia* mud packs (formerly *SeaOra*). "There are several products out there, but I wanted one with no additional ingredients that pets could have a reaction to. *Adovia* mud is sterile mud with the naturally occurring dead sea minerals," she explains. Here is the procedure she uses.

First set the mud packet in a bowl of

hot water so it can warm up while you bathe the dog in a basic shampoo that won't interfere with the action of the mud or dry out the skin too much before you use the mud. After rinsing the shampoo, apply the mud all the way down to the skin. The mud comes in twelve ounce packets and it can take several packets to treat a large dog. Avoid getting mud near the eyes, face and ears. Massage the pet as you apply the mud

to aid in circulation and relaxation. Next, wrap the pet in warm damp towels (not dripping wet) and allow the pet to mellow for 10-15 minutes. This helps the mud penetrate the skin and opens the pores. Then rinse the dog thoroughly. It can be challenging to get all the mud out of the coat. Finish with a light conditioning treatment and another thorough rinse. An added benefit; your hands will feel marvelous!



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Little Shop of Howlers
Continued from page 12

lines looking for the right fit for her salon. Most recently she tried the *Cocojour* line and as if we are in sync, I too was trying it at my salon and have to agree with her findings. "I love this line! It is so different, with great ingredients and great fragrances!" she exclaims.

Cocojour is based in Hawaii and uses many ingredients unique to the island (*Reader Service Card #6097*). The products are manufactured under strict guidelines in Japan. "I told the owner they have to get their production line up in anticipation of the response from this article! It is definitely an exceptional line," Erin

says with a smile.

Erin does her best to go above and beyond for her clients by providing them with a salon where they can feel comfortable taking their pets and with services that help keep their pets looking and feeling great.

She has developed a specialty in cat grooming and her clients call her "The Cat Whisperer". Erin explains, "They are such intriguing characters and deserve to be as well treated as any canine guest, if not better, if you ask them!"

Many cats that could only be groomed under sedation previously now enjoy a relaxing experience at Erin's salon. They offer special scheduling for times when the salon is dog free. Erin is also



A viewing window allows clients to observe all aspects of the grooming process.

happy to accommodate clients who want their dogs to receive a cage-free groom for a fee and even offers salon rental for clients who wish their pet be the only animal in the salon at the time of the grooming. For an hourly fee, Erin schedules each pet for their salon treatment exclusively. She can offer them morning appointments, and start the rest of the day after the salon rentals, or end of

Continued on page 16

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Little Shop of Howlers Continued from page 14

day appointments. Eventually she foresees offering a full day of one on one grooming appointments for these owners.

Another way that Erin lets her clients know they are receiving the care of an exceptional professional is by informing them of her competition grooming career. In addition to the salon's beautiful décor, clients are sure to notice the shelf above the doorway that displays photos and trophies from Erin's various grooming competitions and the ribbons that decorate the mirrors in the grooming area.

"I want to show my clients what I have accomplished. I think it's important to take pride in what you do, plus I sometimes have to reschedule their appointments around going to shows and I want them to see the results. But I didn't

want it to look like a dance academy, so I had my husband put in that special shelving which shows it off without being tacky."

Many of us stand ringside during grooming competitions in awe of the talent on display, as well as the courage we imagine it takes to compete on a stage. This was Erin's experience also, "I got the itch after watching the grooming competition unfold at Groom Expo in September 2005. I am an extremely competitive person, playing basketball and volleyball through high school and college, so it seemed like the perfect fit for me."

Erin went home and immediately began training with a local poodle breeder. She entered her first competition at *Intergroom* in April 2006 with a client's miniature poodle named Ebony. "I was so nervous...I had thirteen weeks of coat on him and was so overwhelmed. I only whittled away at his coat, afraid to really whack in the shape I wanted.

When the competition was over, he still had a lot of hair but I had broken the ice!"

Erin continued to compete, winning many classes with a variety of breeds. She eventually got her own Standard Poodle and an American Cocker Spaniel, and put together a competition crew that includes several dogs that belong to clients. At the time of my visit, Erin was preparing to head to *Intergroom* once again.

The day before this article's deadline I heard the great news; Erin won first place in the *Rising Star* division with her Standard Poodle, ZZ Topknot, and first place in the Mixed and Miscellaneous class with Lucky, a Puli mix, who usually spends his days running around a farm and lives mostly outside. "He was a very good boy, though he wasn't used to being stacked on the table," Erin says of her new star.

Erin credits much of her success to those she has mentored with

Continued on page 18



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- Carolyn Earnest, Owner, Love Paws Poodles

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- Kathy Roberts, Kathy's Kritters



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Little Shop of Howlers
Continued from page 16

who have shared their knowledge with her. Among those who have helped shape her career are Ann Fisher of *Majessa Standard Poodles* and Jane Harding of *Cutwater Portuguese Water Dogs*; both helped her get started in show grooming for competition ring, and Lisa Leady, a former *Groom Team USA* member and Season II contestant on *Groomer Has It*. Lisa is very available to help other groomers on message boards.

Erin is a strong supporter of ongoing educational opportunities for groomers and encourages others to seek knowledge wherever they can. "I have learned so much from other groomers, be it at seminars, in person, or on message boards. They have been fantastic," she says.

Erin is still in the beginning of, what I am sure will continue to be,

an extraordinary grooming career. *Little Shop of Howlers* is a beautiful salon built on Erin's dreams. As her business grows, so does her passion for competition grooming. Erin looks forward to growing her business in a direction that will allow her more time with her family, which includes her two young children, and more time for her competition career. "I hope to either go mobile or to grow into a bigger salon with room for a *Do-It-Yourself Dog Wash* and maybe another stylist or two," she says.

Additionally she plans on finishing her Master Grooming Certification through *National Dog Groomers Association of America*, and continuing to work with other groomers in her area to form the *Connecticut Groomer's Association (Connga)*. "I want to work on raising the expectation of grooming salons in my state and nationally, and help offer services to members; such as educational seminars."

Erin continues to dream big

and is ready to put in the work to make her dreams a reality, "I hope to someday be a member of *Groom Team USA* and travel around the world grooming dogs. Another hope is that my daughter will work with me one day, but since she's not even three yet, that's a long way off!" she laughs.

Meeting groomers like Erin Adrianoff, reinforces my deep belief that, if you have passion and dedication, you can go anywhere in this industry. Maybe someday I will be ready to conquer my own fear of the competition grooming ring, but in the meantime, I am happy to stand ringside and cheer Erin on as she takes on the world.

Related website:
www.littleshopofhowlers.com

Audrey Ulrich and her husband, Matthew, own *The Barking Lot, Inc* in Richland, WA.



They are dedicated to helping every groomer reach their full potential. If you have a "Pawsitively Posh" salon that you would like to have featured in an upcoming issue of *Groomer to Groomer* contact Audrey at info@barkinglotfriends.com
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Taking the Bite out of FLEA Allergies

By Dr. Boyd Harrell



of

the three most common allergy groups atopy or airborne allergies, food allergies and flea allergies; flea allergies are by far the most common. It is unusual for a pet to have multiple allergies so one could have atopy, food allergies and flea allergy all at the same time; making a definite diagnosis a challenge and symptom control difficult!

Unlike atopy, there is no breed or age predilection. Both males and females are affected equally. Flea allergy dermatitis can occur at any age and frequently starts between two and five years of age.

There is a difference between flea bites and flea allergy dermatitis. When a flea bites a non-flea allergic pet it may cause itching and irritation at the time and at the site while the same flea biting an allergic victim can cause exaggerated and lasting itching and inflammation.

In fact, a single flea bite can cause an allergic pet to itch for days, even a week or two at a time. In a light flea infestation, it may not even be possible to find a flea on the allergic pet because the itching causes increased grooming and the fleas and flea dirt may be groomed off before they can be discovered.

While the flea is biting and sucking up a blood meal, saliva gets into the wound. Flea saliva contains a number of antigens or agents that have potential to provoke an allergic reaction when they stimulate the immune system. So, it is actually the saliva of the flea and not the flea itself that causes the allergy and the local reaction that comes along with it.

Signs of Flea Allergy:

- Presence of fleas and flea dirt is common, though not universal. Often it is easier to find flea dirt than fleas. One way to gather evidence is to run a comb through the hair and tap the collected hair and debris onto a moist white paper towel or napkin, then look for pink or rust colored spots where the flea feces (dried blood) has dissolved.
- The flea population and hence flea allergies are generally seasonal, being most common

Continued on page 22

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**Taking the Bite
Out of Flea Allergies**
Continued from page 20

in the summer and early fall months in the cooler climates. Even in temperate zones there can be a seasonal variation, though in some cases the allergy will last all year long. The reason for seasonal variation is not because of freezing winters (the large majority of fleas live indoors where they are protected from freezing), but it is because fleas like heat and humidity. They like temperatures of at least 65F and 75-85% humidity, with humidity being the most important.

- Dipylidium or the “flea tapeworm” is often present as pets consume infected fleas

when chewing and grooming.

- Itching and chewing, often severe, can be generalized and is often concentrated at the base of the tail, rump, back and inside of the rear legs, and on the “tummy”. In these areas the hair may be thin and broken.
- Moist and oozing lesions due to self trauma, dull dry hair coat, pigmentation or darkening of the area with or without thickening and wrinkling of the skin show up with time. Actually, most of the damage done is self inflicted as the pet bites and chews to relieve the itching.
- There may be a strong skin odor resulting from secondary bacterial and yeast infections.
- Lick granuloma and hot spots can get their start from flea allergy and the associated obsessive licking and chewing.

- Puppies, kittens and weakened adults may suffer life threatening anemia. Sometimes whole litters are lost in a period of hours to a couple of days from flea bite anemia.

Diagnosing Flea Allergy

Because the symptoms of flea allergy can be the same as some other skin diseases, some sorting out needs to be done before a diagnosis of flea allergy is made. Some things to rule out are food allergy, atopy, contact sensitivity, intestinal parasite hypersensitivity, trauma, mange, and primary skin diseases like seborrhea.

A good medical history is paramount. A thorough physical exam, fecal flotation test to check for intestinal parasites-especially tapeworm, skin scrapings for Sarcoptes and Demodex, a complete blood count to check for anemia and a high percentage of eosinophils, blood chemistry to check overall health, allergy testing (either by blood samples or intradermal skin testing) and a microscopic exam of skin debris could all be included in a diagnostic workup.

Continued on page 24

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ALEXANDER THE GREAT - OR ALEXANDER THE SO-SO

In the spring of 2008, Sissy, the owner of Solid Gold Dog Food, went to India to study ayurvedic herbs. It was there that she found that her Cinna-Bone biscuits, which she had been making for four years, repelled fleas. Cinnamon contains sulfur, the seventh most prevalent mineral in the human and dog's body. Insects cannot reproduce in the presence of sulfur. So, it is a natural flea repellent. Cinnamon is helpful for diabetes, epilepsy, cancer and heart disease.

In the spring of 2009, Sissy went to Egypt to study ancient medicines and ancient alchemy. Alchemy is much more than turning base metal into gold. It is the study of metals/minerals and how their frequency (now called electro-magnetism) heals the body.

Around 1470 B.C., Queen Hatshepsut of Egypt sent her ships up the Mississippi River towards the Detroit area to get tin and copper to make bronze. Bronze was used for farming implements, swords and shields. People even today wear copper bracelets and drink colloidal silver for healing. Colloidal silver was the natural anti-biotic before the development of penicillin.

People used to wear gemstones for their healing frequencies.

Solid Gold Sea Meal is 60 trace minerals. Dogs and people are 11% trace minerals and 4% vitamins. If you don't give them the trace minerals, the vitamins don't work. Sea Meal boosts up the thymus and thyroid glands which control the immune, hormone and enzyme systems. Sea Meal grows coat, intensifies coat color, increases fertility, encourages brain function, etc. It is always fed with our Solid Gold dog food.

The Oriental, arctic dogs and dogs from England, Scotland, Ireland and all water dogs were fed sea vegetation and fish for hundreds of years. All Solid Gold foods are fish based. If you don't feed fish and sea vegetation, you are not supporting the DNA in the dog's body. They will chew at the root of the tail and lick their feet.

People ask us why we don't include Sea Meal in with our food. Sea Meal also contains probiotics and digestive enzymes from the Prozyme Company. Probiotics and digestive enzymes are destroyed at 120° and dry food is cooked at 350°. So all these dog food companies that list pro-biotics and enzymes with their ingredients, didn't do their homework. You are paying for something you are not getting.

Order the SeaMeal in one pound containers or five pound containers if you have big dogs, a kennel or horses. If your horse has cracked hooves, navicular or founder, Sea Meal will help.

The Egyptians grew barley and flax which we put in to our dog food. Barley is anti-aging and used for transmigration of the souls. It is also for diabetics and epilepsy.

Now, for Alexander.

300 A.D. Alexandria in Egypt is the story of Alexander's first battle against King Darius of Persia who had 3,000 men and a pack of elephants. Alexander had 300 men – but he also had a pack of war dogs – Neapolitan Mastiffs – called mastinos.

Darius was astride his bull elephants approaching Alexander. At the last minute, Alexander let loose Peritas, his personal mastino. Peritas raced towards the bull elephant and attacked the swinging trunk. The startled elephant reared up and Darius fell off. Then, Alexander let loose the rest of the barking mastinos. They attacked the elephant's legs and trunks. The surprised elephants turned around and ran into the other coming elephants and troops. The Persians were in chaos and scattered.

Alexander and his mastinos had won the day. That's how he began to be "The Great".

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Taking the Bite
Out of Flea Allergies
Continued from page 22

Treatment of Flea Allergy

There are three segments to flea allergy treatment:

1. Prevention
2. Treatment of secondary skin infections and
3. Breaking the itch/scratch cycle.

There are a number of good flea control products available to kill adults and prevent eggs from hatching. Currently the prescription products are more effective than over the counter products and they come in both topical and oral forms. Alcohol containing flea sprays and many powders can further irritate and damage sensitive skin. Environmen-

tal control is equally as important as treating the pet. Using house sprays, frequently vacuuming carpets and washing pet bedding is important.

Most patients will require some medication to help stop the itching. Preventing additional self trauma is an important step in comfort control. Medications used may include antihistamines and corticosteroids in an oral, injected or topical form. Antibiotics or anti-yeast medications may be needed to control secondary infections. Oatmeal shampoos, and especially those with antiseptic properties, are helpful to relieve itching and aid in the control of secondary bacterial infections.

The best way to control flea allergy is to prevent fleas! In warmer climates, year round flea control is recommended and in cooler climates starting flea prevention one to two months ahead of warm weather and flea season is good practice.

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



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Without a Doubt...

These Groomers Have It!

By Kathy Hoslen



“Grooming is in my blood. My mother and grandmother were groomers. I plan to groom until I am too old to pick up a pair of shears.” *Lisa Leady*

“As a groomer, you need to have an open mind and realize that learning never stops.”
Bill Jividen

“The Groomer Has It experience has made me appreciate what I’m doing all over again.” *Danielle Tortorello*

“**Everyday** is a surprise, and every challenge could be your last,” said Bill Jividen, one of the contestants on *Animal Planet’s Groomer Has It*. “Going into the judging room, even if you felt you had done the best job, you could still wind up on the chopping block.”

It was one of those *Groomer Has It* challenges that brought Bill Jivi-

den, Lisa Leady, and Danielle Tortorello together.

Lisa Leady is a third generation groomer. “Grooming is in my blood. My mother and grandmother were groomers. I plan to groom until I am too old to pick up a pair of shears.

“I owned my own shop for ten years. Then I was an instructor at two grooming schools for five years. I have done a lot of competition grooming and for six years I was a

member of *Groom Team USA*. I have been giving hands on seminars all over the United States. Now I am a mobile groomer. I sure would love to win that new *Wag’n Tails Grooming Van!*”

Danielle Tortorello began her grooming career when she was just fourteen years old. The owner of a grooming salon near her home hired Danielle on the spot when she

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Photo by Animal Photography

groomertogroomer.com

Without a Doubt
These Groomers Have It!
Continued from page 25

demonstrated her ability to brush out a matted Maltese.

"I started as a brusher/bather," said Danielle. "The salon owner taught me to groom and took me to InterGroom and *Groom Expo* in Hershey where I took classes. I went to *New York School of Dog Grooming* and graduated in 2001. I moved to Los Angeles in 2006 and I've been working at *Sparky's* in Beverly Hills ever since."

Bill Jividen entered the grooming world a little differently. "When I was growing up, we never had a dog in the house," said Bill. "My family had a few hunting dogs, but they were kept strictly outdoors."

Bill explained, "Years later, after I graduated from college, a friend and I were enjoying happy hour. My friend said that she had to pick up her dogs from the groomer. Then she said to me – You know Bill, you and I should become dog groomers." And, eventually, they both did.

Bill was ready for a career change. He moved from Buffalo, New York to Lexington, Kentucky and attended the *Nash Academy*. Bill groomed by day and waited tables at a *TGI Friday's* by night.

Now Bill has been grooming for sixteen years. He also breeds and shows champion miniature Poodles. "I had the *2005 Non-sporting Dog of The Year*," said Bill. "And, I received the *2005 Top Breeder of The Year Award*."

Bill is also an avid bowler and is always up for a competition. He has bowled two perfect 300 games and several 299's.

It's easy to see that these three topnotch groomers are used to facing challenges, and that they have the skills and determination to accomplish the goals that they set for themselves.

They had a great idea, but could they turn it into a reality?

Lisa, Danielle, and Bill came from three completely different backgrounds and had never met each other before becoming contestants on *Groomer Has It*. They were able to work as a team, and proved that they all had what it takes to make it to the top.

The challenge before them was to invent something that would be useful to the pet owner. Danielle, Bill, and Lisa brainstormed ideas. In a flash of inspiration, Lisa came up with a tremendous idea.

"I always tell my pet owners to put their dog on the washer or dryer to brush and comb them," said Lisa. "If we could make a grooming arm that would stick to the appliance top, it would be really helpful to them."

Wow! What a great idea. Pet owners would be ecstatic if they had an easy to use way of keeping their pet safe and comfortable while being groomed at home. All three agreed. They would make an adjustable folding grooming arm with a pad for the pet to stand on. It would have a magnetic base to fasten onto the top of the pet owner's washer or dryer.

They had a great idea, but could they turn it into a reality?

"Well, THAT was where the fun began," said Bill with a hearty chuckle. "We bought the wrong glue and we had nothing to cut the wood with. We ended up tying the pieces of wood together with strips of cloth. But, Lisa, Danielle, and I worked together like a well-oiled machine – and we had fun!"

It was mission accomplished as the team completed their magnetic grooming arm which included a mat for the dog to stand on. They knew

it was a great concept, and they had high hopes that theirs would be the best entry.

They made their presentation and the judges loved it! Lisa, Danielle, and Bill had done it. They had won the challenge. But, what did they win? They didn't even know what their reward would be when they were creating their magnetic grooming arm.

Their prize was to star in a photo shoot. But it wasn't just any photo shoot. No indeed. It was something very special. These successful inventors were in for a big surprise.

When they entered the studio area, they saw Master Certified Pet Photographer, Ren Netherland of *Animal Photography*. Almost everyone in the pet industry knows about Ren and has seen his work in many industry publications throughout

Continued on page 27



"I was as excited as the groomers were. It was a fun shoot."

Ren Netherland

Photo by Animal Photography

Without a Doubt
These Groomers Have It!
Continued from page 26

the world. His work has appeared in and he has done covers for magazines such as *Dog Fancy*, *Pet Business*, *Dog World*, *Veterinary Connection*, *Groomer To Groomer*, and many, many more.

Ren travels at least eight months of the year doing photo shoots in his enormous self-contained mobile photography studio. A documentary was filmed about Ren and his amazing ability to photograph each subject and capture its personality and expression perfectly.

"*Animal Planet* flew me and my equipment in from Boston where I was doing a shoot," said Mr. Netherland. "I was as excited

as the groomers were. It was a fun shoot."

Lisa, Bill, and Danielle had another gigantic surprise in store for them. They were going to be featured on the cover of *Groomer To Groomer* magazine.

An ecstatic Danielle said, "I can't believe it! Just twelve years ago, at the start of my career, I would read *Groomer To Groomer* and think how exciting it would be to one day get on the cover...and now, to finally be there – it's unbelievable!"

Todd Shelly, editor of *Groomer To Groomer* was present at the photo shoot. "The thing that impressed me most," said Mr. Shelly "was how excited the contestants were to win. I thought that after a long day, they wouldn't be enthusiastic about spending several hours

Continued on page 28



Photo by Barkleigh

"The thing that impressed me most, was how excited the contestants were to win the cover of Groomer To Groomer!"

Todd Shelly

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Without a Doubt
These Groomers Have It!
Continued from page 27

doing a photo shoot.”

As they were doing the photo shoot, Danielle, Lisa, and Bill talked about their *Groomer Has It* experiences - and what being on the show means to them.

“Being on *Groomer Has It* has been the time of my life,” says Lisa emphatically. “I wouldn’t trade any of this for the world. I’ve been grooming for thirty-two years and have accomplished many things. Becoming a contestant was another personal goal that I wanted to achieve. Being on the show has made me become a more open person. Before, I was always the quiet one in a group. Now, I can sit and talk openly, even with strangers. And, my clients have a new found respect for what I do.”

“The *Groomer Has It* experience has made me appreciate what I’m doing all over again,” says Danielle excitedly. “In the episode where we went to the shelter and groomed dogs to prepare them for adoption; that really impacted me. It’s some-

thing I’ve always wanted to do. I volunteer at a local animal shelter on my days off, and I’m helping the Yonkers Animal Shelter in New York raise money to rebuild.”

“It’s been a lot of fun,” says Bill enthusiastically. “The whole experience has been great! I did learn quite a few tips and tricks to make my job easier, and I shared some of mine too. As a groomer, you need to have an open mind and realize that learning never stops. And, because of the show, I made some great friendships that will last.”

Then Bill flashes his famous smile and says, “I’m definitely getting noticed in grocery stores now. I’ve even had people pound on my car windows and ask me if I’m the guy on *Groomer Has It*. And, my clients can’t stop talking about the show, and me!”

After the photo shoot, Bill, Danielle, and Lisa went back to the *Dog House* to prepare themselves for the next challenge.

What’s in store for these outstanding groomers? What new challenges and goals will they pursue?

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Mohawk Madness

Dawn Omboy

Many of you have, certainly by now, had requests for or wanted to do Mohawks. They are a lot of fun and can be done easily and in many shapes and styles, either left in their natural coat color or with the addition of artificial color in anything from a basic black to bright pink or even in stripes. An "easy to sell" way to get your clients interested is to display pictures in your salon. Here are some easy basic guidelines to follow to get pictures up and looking good.

For a nice tall Mohawk; cut the hair on either side of the top skull short, leaving all the length in the center. Use a good styling gel or mousse, for this one. I used *Ultra Texture Styling Spray Gel* by *EZ Groom* (Reader Service Card #6098), followed by *Ultra Hold Professional* hair spray. Apply styling gel to Mohawk, use a warm blow dryer and your fingers or a brush to shape and set the Mohawk into place. Follow with a good spray for extra hold and then scissor the shape on top.

For the average client, a short and thicker Mohawk will be easier to maintain. A quick blast of a good hairspray will keep them standing. Again, cut the hair on either side of the skull leaving it longer in the center and wider, add a spritz of styling gel and shape Mohawk, for extra hold, blast with hairspray and cut to the length desired.

How about some spikes? For this one you will need styling gel a plenty! Gel hair and pull sections into spikes, set each one with a warm blow-dryer, *Got2B Glued* works great for this. For some extra sparkle, add *Davis* glitter while the product is wet and move to the next spike.

Before you stand your Mohawk up, you might want to make it really stand out by adding a touch of color; either a natural, vivid, or even multi, with semi-permanent products, chalks or blow-pens. It's all up to you. Have fun, and send pictures!

For questions or comments for *The Queen of Color* email; Dawn1@petstore.cc



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By John and Vivian Nash



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Coat Types

From Silky to Coarse

This month we will discuss the drop coats and the various textures and how the hairless coat type is very similar to the drop coat type except for the natural coat growth pattern. You will discover that the coat on the breeds with the long and flowing coat type, such as the Maltese and Shih Tzu, is also very similar in texture and appearance to the coat on the lower portion of the body of the Afghan Hound and the Cocker Spaniel.

The same products, tools, equipment and techniques are used on breeds with these coat types. We have placed the breeds that receive a show trim style in the Long and Flowing Trim Style Category and the Hairless Trim Style category. Of course, on the breeds with drop coat types, when creating pet trims, anything goes and the only restriction that you have is your imagination.

(Maltese Side View 1b; Bearded Collie Side View 3b; Lowchen Side View 5b; Chinese Crested Side View 6b)

Drop Coat Type

The texture of the Drop Coat Type ranges from silky to coarse and has been described by experts as "long and flowing," and of all the coat types, resembles human hair the most. There is very little difference between the topcoat and the undercoat within the silky textured coats. On the more coarse coats, the difference between the top coat and the undercoat is more visible.

Since there is hardly any undercoat, or none at all, the top coat has no lift, so the coat seems to drop along the body. There are no signs of the coat growth direction or a coat growth pattern due to the long coat. There are cowlicks, but they are only visible when this coat

is trimmed very short. This coat type has undetermined hair growth and sheds randomly, in a mosaic shedding pattern.

Hairless Coat Type

On breeds with the Hairless Coat Types, you see no hair at all on the dog or you may see hair on the top of the head and neck area, on the front feet blending at the pastern, on the rear feet from the hocks down and on the tail. There is no coat growth direction or coat growth pattern on the dogs with no hair.

However, for the dogs with coat, we see a very visible hair growth pattern. The hairless coat type has the same coat texture as the drop coat type, meaning that the hair is soft and silky and is considered to be undetermined hair growth that sheds in a mosaic pattern. *(Chinese Crested 6B)*

Continued on next page

Drop Coats - The Secret is to Go with the Flow

The secret to styling the breeds with the Drop Coat Types is to go with the flow or the lay of coat with all your technical skills, especially with scissoring techniques, unless you want to stack the coat to build volume.

Typically, stacking the coat changes the appearance of the Drop Coat and is not used, except for pet trims when you want the volume. An excellent example is stacking the coat on the sides of the topknot to build height or stacking the coat on the bottom portion of the ears to create a fuller appearance to frame the face.

Foot Trimming

Trimming the hair between the

pads and around the edges of the foot is required for the breeds with this coat type in a pet and a show trim to maintain the length of coat and to prevent severe matting. For the pet that lives indoors, trimming the feet to create a perfect pawprint eliminates tracking and gives traction, especially on slick surfaces, and is a must for the safety of senior pets.

The coat around the edges of the foot is beveled. The degree of the bevel is determined by the breed and the amount of coat on the legs. If you create a body contour trim, the length of coat on the top of the foot should be the same as the amount of coat or length of coat on the legs, in order to prevent puffs on the top of the feet. If you create a fuller coated trim with column legs, you must have a full coat on the top of the foot to create the proper shape and balance.

Continued on page 32



1B - Maltese Side View



3B - Bearded Collie Side View

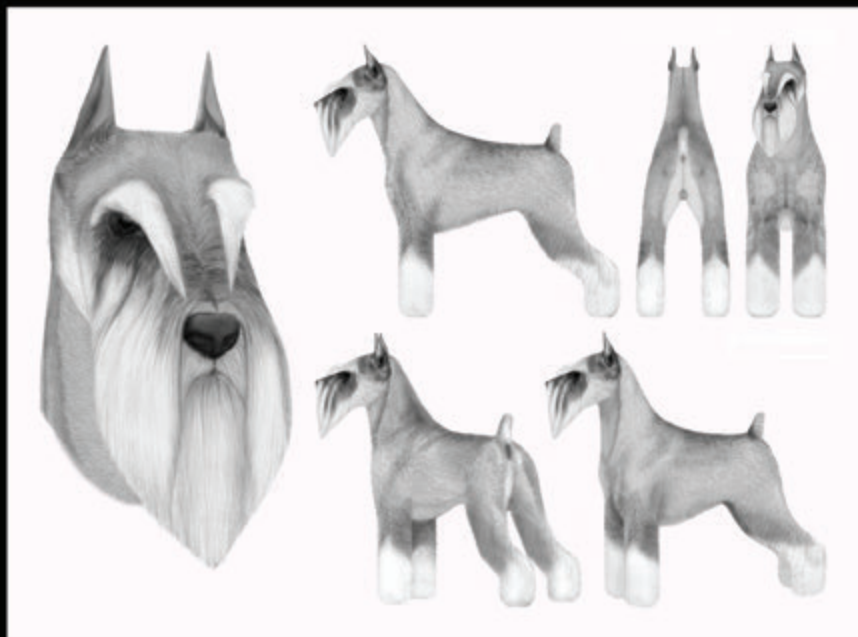


5B - Lowchen Side View



6B - Chinese Crested Side View

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The Nash Salon Series
Continued from page 31

**Stack For Beautiful
Beveled Feet**

To begin, stack the dog so that you can conduct your evaluation before the styling begins. Remember to keep the dog stacked during the styling, because if you allow the dog to stand too far forward or in an unusual position, the bevel will look different when the dog stands in his normal, stacked position.

When creating a full coated trim style, in order to prevent creating a foot that appears too narrow or a foot that points inwards or outwards, create a square, and then trim the corners to create a round appearance. To begin, trim the coat on the front of the foot as close to the nails as possible without exposing the nails. Make sure the line is straight. Be patient and do not attempt to create the circle at this time. Next, trim the back of the foot to create a straight line.

To trim the sides of the foot, you must first evaluate the direction of the foot and determine the line that you must make to create the illusion of proper structure for the breed. After you have trimmed all four sides, and the foot appears to be pointing in the right direction, take the corners off.

**Clipping
the Sanitary Area**

For the pet and the show trim, clipper or thin just slightly around the rectal area. Trim the underside of the tail at the base. Use a blending technique with your clippers to prevent taking the coat too short, which will create a clipped or bald appearance. Trim so that when the tail is tucked, the coat is trimmed enough to prevent fecal matter from sticking to the coat. Clipper the stomach and groin area to prevent matting.

**Taking Care of the
Longer Coat**

The long coat is maintained by using a pin brush utilizing the line brushing technique for the show trims. Daily brushing is required to maintain the long and flowing coat on a dog in a show trim. However, for the pet, this coat may be trimmed to various lengths to create easier to maintain styles that can be brushed with a slicker brush.

For the pet trim, depending upon the lifestyle of the dog, the coat may be trimmed to various lengths, creating short column-shaped legs with or without a skirt.

Many pet families choose to have their pet trimmed in a body contour to create an easier and less frequent maintenance schedule, especially for active pets that spend a lot of time outdoors. Many of the breeds with this coat type typically look best with a skirt. Leaving coat to form a skirt allows you to adjust the tuck up area and the overall profile.

As stated previously, a good rule to follow when trimming the longer coat is to always apply technical skills such as brushing, combing, clipping and scissoring with the lay of the coat. Clipping against the lay of coat can be used if you are creating a body contour trim, but due to the lack of undercoat, is not recommended.

It is also important to allow the coat to fall to its natural state. Never comb the coat outward or upward and then scissor or clipper because when the coat falls to its natural position, you will have an uneven, choppy finish. (*Drop Coat Side View 7A, Drop Coat Side View 7B*)

Care must be taken when brushing and combing to prevent breaking the coat. To prevent breakage, apply brushing techniques gently, to prevent pulling and stretching the coat which causes damage. Typically, the line brushing technique using a stand type dryer works best on the breeds with the longer coat to not only dry

Continued on page 34

Money from Heaven for Groomers

By **Deb Disney-Nusbaum**

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

been around more than twelve years.)

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

joint problems, etc.

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

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

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

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

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

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7A - Drop Coat Side View



7B - Drop Coat Side View



4B - Lhasa Apso Head View



3A - Bearded Collie Head View

The Nash Salon Series Continued from page 32

the coat but to achieve a smoother, straighter appearance, whether the dog is in a show trim or a pet trim. If a high velocity dryer is used, take care not to tangle the longer coat and make sure you dry with the lay of coat.

Finishing Phase for the Drop Coats

To begin the finishing phase after the pads and sanitary are trimmed, you must conduct your overview before the styling begins. Brush and comb the coat out thoroughly and then stack your dog so that you can evaluate the overall silhouette or profile, paying careful attention to the topline.

Evaluate the amount of coat on the head, the body and the tail. Do you have a good balance? Check the length of coat on each side of the dog, including the legs, to see if you have to alter the length to achieve symmetry. Check the feet. Are they pointing in the right direction? Do you have to correct a fault? Do you have areas where coat is missing or

areas that appear choppy due to damaged coat? Can you use a thinning shear technique to blend the coat? How much coat do you have to remove to create a flowing underline? These are all the questions you must ask yourself when finishing long and flowing coats.

Most of the breeds with the Drop Coat Types are styled in the Long and Flowing Trim Style except for the Lowchen, which receives the Lion Trim Style. Some breed standards require the coat to appear very natural and others are shown with a definite part. They also are shown with three different head styles. To distinguish the difference between the head styles for the professional, and to make it easy for the pet families to remember, we have created specific definitions and placed them in categories that fit the body trim style.

Long & Flowing With a Part

This head style category consists of breeds that naturally have a long and flowing coat growth pattern on the entire head, including the ears and muzzle. The long and flowing

Continued on next page

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coat is parted on the muzzle and the topskull, giving a very styled appearance and requires no trimming on the head. (*Lhasa Apso Head View 4B*)

Long & Flowing Without a Part

This head style category consists of breeds that have a long and flowing coat growth pattern on the entire head, including the ears and muzzle. The long and flowing coat is parted on the muzzle but not on the topskull, giving this head a very casual appearance, showing no separation of the ears, full mustache and beard, and with no appearance of a part on the topskull. (*Bearded Collie Head View 3A*)

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Long & Flowing With Tie Up

This head style category consists of breeds that have a long and flowing coat growth pattern on the entire head including the ears and muzzle. The long and flowing coat on the top of the muzzle is parted from the nose to the stop area. The coat on the top of the head is gathered together and secured with special rubber bands to form one or two pony tails that are often times referred to as "Tie Ups" or "Nubs" in the grooming and styling world. This head style requires no trimming. However, it gives the appearance of a very pampered and well-groomed dog. (*Maltese Head View 1A*)

Head and Body Trim Styles

Now that we have discussed the head and body styles that are typically seen in the show ring and are also utilized for every day pet trims,



1A - Maltese Head View

it is time to let your imagination go to work for you. Your objective is to achieve the cutest and sweetest expressions possible and the best body trim style on pets that come to your salon.

Use What You Have

Yes, compare the dog to other breeds and use what you have because you can't make a Shih Tzu look like a Scottish Terrier! Right? But you can, however, make a Shih Tzu look like a Dandie Dinmont Terrier.

Continued on page 36

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First of all, you have a great visual to follow and the perfect reference to show the pet family. If you have a dog with large, round eyes, with drop ears, and the ear set is below the corner of the eye and lots of coat on the topknot, it is all about creating a Dandie Dinmont head style.

Next step is to evaluate the body and determine what will look best. With the Drop Coat Types imagine a Cocker Spaniel, a Dandie Dinmont Terrier, or how about the West Highland Terrier? (*Drop Coat Side View 7A; Drop Coat Side View 7B*). See page 34 for Illustrations.

Finishing Phase for Hairless Coat Type

On breeds with the hairless coat type you see no hair at all on the dog or you may see hair on the top of the head and neck area, the front feet blending at the pastern, the rear feet from the hocks down and the tail. This coat is brushed and maintained the same way you would care for the Drop Coats.



6B – Chinese Crested Side View

In the case of a “hairy” hairless, the hair on the body and legs must be removed. Typically the body and legs are clipped before the bath. After the bath, the body and legs may be clipped using a #40 blade or shaved using a human-type razor with caution, against the lay, to achieve the best results. Apply a talcum type powder to the skin afterwards to remove loose hair and to keep the skin soft. To enhance the expression and maintain an overall tidy appearance of the coat on the head and neck that frames the face, the coat is shaped with thinning shears. (*Chinese Crested Side View 6B*)

This head style category is the unique head style of the Chinese Crested. The cheeks and muzzle are hairless, with long and flowing coat on the topskull draping over the



6A – Chinese Crested Head

eyes, forming a veiled appearance. The coat between the pads is trimmed. The longer coat around the edges of the feet is trimmed, typically with thinning shears, to create a very natural appearance. (*Chinese Crested Head 6A*)

Final Presentation

Whether you are creating a pet or a show trim, you should always conduct a final check. To begin, stack your dog and overview your work of art from all four sides. Check for balance, symmetry and the proper hair growth pattern for the breed. Check for a flowing topline and underline. Check the expression and the overall profile.

After completing your final check and before you remove the dog from the table, take the time to praise the dog for allowing you to perform these technical procedures. You know and we know that a good ear scratching and a belly rub go a long way when working with man's best friend.

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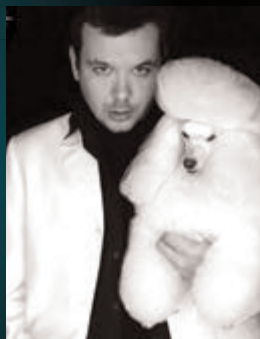
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Behavior CLIPS

by Gary Wilkes



HANDLING AND PUNISHMENT

I want this article to teach you something about a topic that is almost never discussed objectively. To prepare you, I am going to tell you that I have seen people hit dogs on many occasions. I have seen people yank choke-chains, slap faces, jerk necks, kick, tug, grapple, swat, knee and punch dogs.

Those people were conformation handlers, trainers, veterinarians, vet techs, groomers, private citizens, police dog handlers and children- virtually every type of person who has every handled a dog against its will. Some of these events caused trauma to the dog. Some did not. Some of these actions inhibited aggression and

made it possible to handle the dog with less force in the future. Some caused a perpetual state of war between the dog and anyone who wanted to handle or groom it, making muzzles and tranquilizers a necessary part of the dog's life.

This article is about what makes the difference between the two. Meaning, I write this without a shred of judgment or condescension. I once met a 120 pound St. Bernard/Pit Bull mix that wanted to kill me, and I assure you, I didn't try to find a gentle way to control him. I was as physical with him as I needed to be, and would do it exactly the same way tomorrow.

That being said, let's take a look

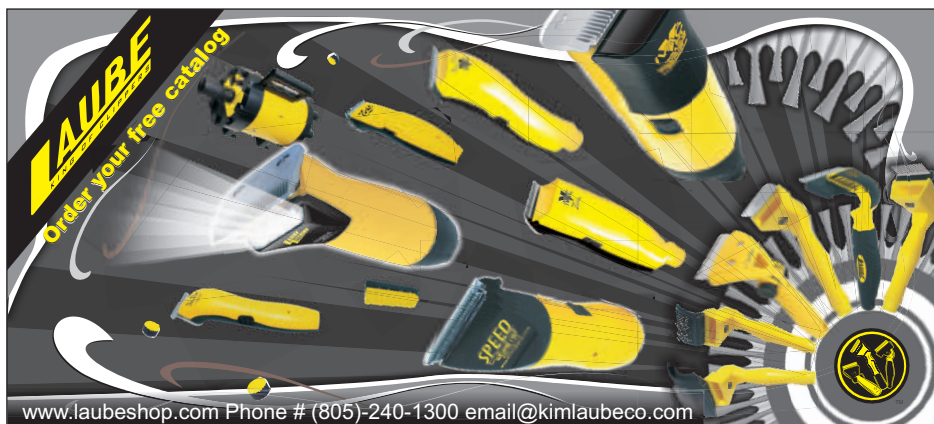
at the topic nobody wants to acknowledge or discuss, openly – Handling and Punishment.

Pretend that I have a broom in my hand and the annoying habit of sneaking up and whacking you with it. If you could require me to say the word “duck”, would you prefer that I say it before I hit you – as I hit you – or after I hit you?

While this innocent question seems a little absurd, it is actually an example of a far more serious issue; how to correctly inhibit a behavior. We've all seen it and most of us have done it; responded to an aggressive or struggling dog by trying to apply some type of physical restraint.

Whether this is merely gripping the dog harder, popping the neck-loop/leash or tapping, slapping, shaking or hitting the dog. (The wisdom or propriety of hitting a dog, I leave up to you. As I said, I am not writing this article to criticize or indict you for cruelty. I mention it because I know that there are people who do this when no one is looking. I think it's wiser to teach people how to moderate their corrections than pretending it isn't going to happen.)

Continued on next page



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Behavior Clips
Continued from page 38

The real question is: Should you say “No!” before you grip, jerk, pop, as you grip, jerk, pop or after you grip, jerk, pop? In order to correctly connect a nasty, but safe consequence to a behavior, you must say “NO!” before you grip, jerk, pop or slap.

If you watch the way your clients handle their dogs you’ll see that they rarely do the correct sequence. They invariably give a physical correction at the same time they say “no”, correct the dog and then say no, or say nothing at all.

Frankly, if you watch some groomers you’ll see the same three mistakes on a regular basis. The problem is that if you do not correctly identify which behavior deserved the punishment, you have to use ten times as much force and you get ten times less control over the behavior. You are metaphorically trout-fishing with hand grenades, not a good idea with either trout or dogs.

So, why do we do it wrong? Because it is counter-instinctive to say something before you jerk that neck-loop. You have to learn how to do it properly. You won’t do it “naturally.” Not surprisingly, discovering that a signal can make this process more effective didn’t come from common knowledge or tradition, it came from science.

FINDING A BETTER WAY

About 120 years ago, the Russian physiologist, Ivan Pavlov, studied the way animals react to their environment. He suggested that if a dog waited until the teeth of a bear closed around him before trying to escape, he would be unable to survive. Pavlov wanted to find out how animals use experiences to change their future behavior. Much the same as you want to know how to control a dog’s behavior now and make it easier in the future.

Pavlov’s most famous experiments tested animals by presenting a signal, such as a bell, and then fol-

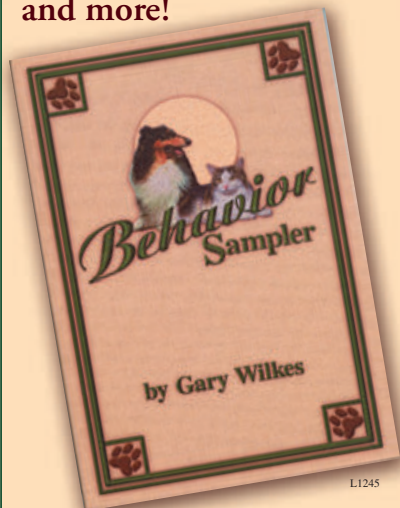
lowed it with something reinforcing – food or a mild electric shock. After repeatedly “pairing” a signal with a reinforcement, he would present the signal by itself and then measure the animal’s reaction. Dogs that associated the bell with food would salivate and wag their tails at the sound of the bell, while those that received electric shock would flinch.

Pavlov also tried to reverse the sequence of this process by feeding the dog first and then ringing the bell. When the sequence was reversed, the animals never made an association between the two, even after several hundred repetitions. The critical piece of information gleaned from this experiment is that to associate a signal with a reinforcement or punishment, the signal must come before the consequence.

All this theoretical stuff is well and good, you might say, but what does it mean in the real world? Is it really important to know about broom whacking and drooling canines? How does the timing of your signal change

Continued on page 40

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The advertisement features a white mobile grooming van with "Odyssey" and "MOBILE GROOMING CONVERSIONS" written on it. Three dogs are shown: a golden retriever, a dachshund, and a chihuahua, all appearing to be in a bubble bath. The text "See what is new in Mobile Grooming Salons at Odyssey of Wharton New Jersey" is prominently displayed. At the bottom, the phone number "800-535-9441" and the website "www.odysseymobilegrooming.com" are listed.

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groomertogroomer.com

Behavior Clips

Continued from page 39

the effect of the whack?

To illustrate the use of this knowledge, let's look at the standard tool of traditional dog training and control, a slip collar. A slip collar is simply some kind of lead that passes through a small loop. The most common form of slip collar is a traditional choke chain, but those little nylon throw-away leads work in exactly the same fashion. Every vet clinic, grooming parlor and boarding kennel uses slip collars because it's a "one-size-fits-all" leash and collar, and it is capable of causing unpleasantness to the dog.

This unpleasant sensation is intended to teach the dog not to pull or bounce around the kennel, clinic or salon while it is being moved from place to place. In most cases, if the dog pulls away from the handler, it is tugged or jerked back toward the handler. Because the dog has no warning of the impending jerk it is the same as saying "duck" at the same instant you whack the dog or not bothering to say "duck" at all.

The dog's behavior will change, based on the exact instant that the collar was jerked. This requires a high degree of focus on the part of the handler, something that rarely happens in

the course of a busy work-day. If your timing is poor, the dog learns nothing beneficial and the handler is doomed to constantly tug and pull the dog around like a grocery cart with a bum wheel.

From grooming session to grooming session, the dog is a clueless tug-toy who must be constantly managed. This whole process would be more effective if the handler consistently presented a word "Hey!" at the instant the dog was about to hit the end of the leash. The information tells the dog which behavior (moving away from the handler) caused the leash constriction.

If you doubt this, try it sometime. Walk a dog around with a slip collar on and say nothing before you tug. After a typical couple of frustrating minutes, start saying "Hey", just before the dog gets to the end of the leash, or at the instant the dog starts to move in front of your leg. The dog will rapidly figure out that getting in front of you is a bad idea. Oh, my gosh. You just taught a dog to heel in two minutes! Guess what? With a little practice you could start adding that as a service. Wash, rinse, blow-dry and walk correctly on leash. Not bad, huh?

Another place where the slip collar is used to manage a behavior is on the table. The neck-loop limits the

dog's ability to struggle, yet many dogs struggle and fidget for long periods of time. If they are not regularly groomed, each visit to the salon starts with a time-consuming squiggle session.

Grabbing the loop and giving a tug is a common way to make this type of dog settle down and be calm. This type of correction is almost never connected to a signal that could tell the dog why he is getting man-handled. The same is true of grabbing a dog by the neck and giving a shake. These corrections are done instantly and the dog is left to figure out which behavior "caused" the tug or jerk.

Regardless of your sensitivity to the dog, tugging, jerking and gripping a dog firmly will alienate customers. It's a method that may well prevent you from being bitten, but isn't something you want to do if you don't have to. Assuming that you are going to occasionally use some form of physical correction, the best plan is to use it as little as possible. The secret to using the least amount of aversive control is

Continued on next page

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Behavior Clips

Continued from page 40

to be as precise as possible when you connect a consequence to an intolerable behavior. That takes us back to broom-whacking.

The secret of pairing a specific behavior to a specific consequence is to have a signal that connects the two, just like Pavlov's dogs associated the bell with food or shock. Once the pairing is made, the word identifies the specific instant that caused the resultant unpleasantness. Here's a real-life example of how this works.

Scene A: Current method

Dog: Lhasa Apso

Problem: Grooming gummy eyes.

Action: Dog lifts lips, opens mouth, throws his head back and tries to get a blood sample from you.

Reaction: You grip the little guy more firmly and push down to hold his head and jaw on the table until he settles down.

Scene B: Broom-Whacking method

Action: Dog lifts lips, opens mouth, throws his head back and tries to get a blood sample from you.

Reaction: You say "Hey" at the instant the dog starts to lift his lip. You then grip the little guy more firmly and push down to hold his head and jaw on the table until he settles down. (I prefer "Hey" to "No!" in a business setting. Most people object to someone telling their dog "No!", but "Hey" means that you may have been startled by something the dog did.)

You'll notice that both examples use the same level and type of correction, you merely immobilized the dog to prevent it from biting you. The difference between the two is that Dog A isn't going to learn anything from the exchange and will likely repeat his attempt to bite, only sneakier. Dog B has the advantage of focusing on what was occurring when you said "Hey", and the consequence that came shortly after. (Remember, it came shortly after, not at the same time. Remember, the signal must come before the consequence or the process isn't going to work well, if at all.)

After several repetitions, the advantage of method B will start to reveal itself. If you don't use a signal to connect a specific behavior to consequence, you are doomed to have a struggling, biting Lhasa, all day long; and the next time you have to groom him, too.

If you correctly identify the instant the dog started to offer the aggression and connect it with a firm, but moderate correction, the dog can start to learn the association and inhibit his behavior in the future. Without the signal it may take dozens of corrections before, and if, the dog decides to stop struggling with the process.

While most training techniques are the result of tradition, Pavlov's

simple analogy about the dog and bear was derived from scientific observation. It eloquently contradicts common knowledge and practice.

Using techniques firmly rooted in science can make a dramatic difference in a dog's behavior for the future, which makes your job easier. Relying on quick reactions and physical restraint as your only tools will make you a very good handler. Relying on a more precise way of inhibiting behaviors will make you the happy handler of a happier dog. So, the next time you see a groomer haul off and silently grab a scruff, tell her to duck instead.

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



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S·A·G·E· *Advice...*

SALON AND GROOMING EXPERT

I am writing this month's *SAGE Advice* just days after Intergroom – "The Red Carpet Show" - in Somerset, NJ. It was fantastic! A big round of applause should go out to the professionals who made it all happen. The excitement level was high, thanks in part to Teri DiMarino, who kept the crowd informed with her roving infomercials and winning smile. And, of course, thanks to Christine DeFilipo who once again rode her Segway into our hearts as the grooming community came together as one. I loved every minute and look forward to the 2010 show at the Meadowlands!

(Request Reader Service Card #6108)

I am very excited to see that the grooming industry is still thriving.

Let's look at all the positives and how groomers are making extra money during troubling times. People are still willing to spend more money on their dogs and cats than they do on themselves!

Stay focused for the rest of the year on how to improve your skills, grow your customer base and succeed as Champions of the Pet Industry!

This month, our questions come straight from the trade show

floor. In addition to demonstrating my products and showing the benefits of using *Groomers Helper*, many groomers will seek out my advice about other products they see at the show.

Dear SAGE,

I am at the show to find ways to save time in the salon. I want the best solutions to work faster and get more dogs done every day.

Dear Time Saver,

The art of professional pet
Continued on next page



BY CHUCK SIMONS

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grooming isn't necessarily how good a finish groomer you are - it's how many dogs and cats you can get done in a day without hurting them, hurting yourself or being a bowl full of Jello by 5 o'clock. You not only want to save time, but you also want to save effort, so you can work faster.

I recommend using a computer for customer records and to schedule appointments. Computers have saved my company time and money.

Use *Ultra Wash and Ultra Plenish Conditioner* from *Best Shot* (Request Reader Service Card #6099) to break out the undercoat and dissolve matting right in the tub. This will save you time when you need to de-mat the pet.

Using a high velocity force dryer, such as a *K9-II* from *Electric Cleaner Company* (Reader Service Card #6100), close to the skin will blow mats right out. Then during the last minutes of drying, I recommend using a detangler such as *Ultra Vitalize* by *Best Shot* (Reader Service Card #6101) or *Pro Groom* by *Lambert Kay* (Reader Service Card #6102).

Consider the quality of your brushes and tools and look at companies such as *Les Poochs* (Reader Service Card #6103) and *Oster* (Reader Service Card #6104). Having the right tools available and at your disposal saves time.

And purchase a *Groomers Helper!* You will save time by not struggling to keep dogs in position because they will stay where you want them to. Even the best dogs will dance on the table while we chase them with razor sharp clippers and scissors. And it will help you to work quickly through the difficult dogs as well. Check out the videos on my web site at www.groomershelper.com.

Dear SAGE,

I forget a lot of the great grooming tips I get at the shows. How can I remember it all?

Dear Forgetful,

You will find that the grooming industry is filled with people who are happy to pass along their knowledge. And it certainly is hard to remember everything that you see at the show! That's one of the main reasons we have a training DVD for our *Groomers Helper*. It helps people to remember the many ways to use the system.

There are many incredible resources on the market. You will find many of them at the show or look online. You can also meet the professionals who have created these materials. I recommend *Notes From the Grooming Table* by *Melissa Verplank, CMG* (Reader Service Card #6105). This book is used by thousands of groomers every day of the week. Keep it next to the table and refer to it during the groom.

Another book that I have personally used is *From Problems to Profits* by *Maddie Ogle* (Reader Service Card #6106). I have taken

their book to heart and have personally implemented many of their recommendations. This book is so comprehensive that you will use it for as long as you own your business.

In this day and age, you may choose to purchase some of the incredible DVDs that are available. Look into series put out by *Sue Zecco* and *Jay Scruggs* called *Super Styling Sessions* (Reader Service Card #6107). It's like having these two respected professionals as personal trainers. This is the next best thing to being there. In fact, they just released a DVD on *Groomers Helper!* It's just incredible!

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

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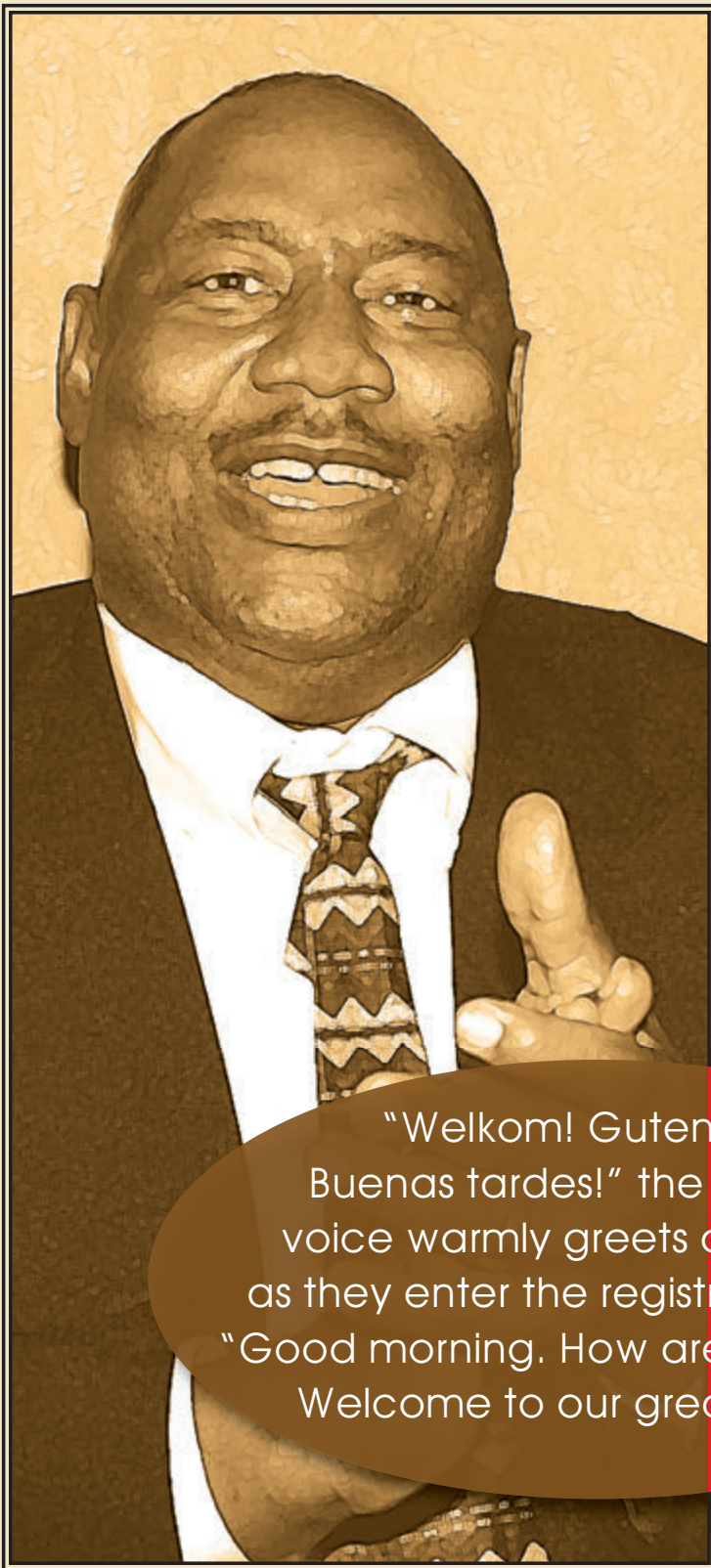
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“Welkom! Guten tag!
Buenas tardes!” the cheerful
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as they enter the registration area.
“Good morning. How are you today?
Welcome to our great event!”

Mr. Frankie Brown

The Welcoming Voice at Grooming Events

By Kathy Hosler

Chances are, if you have attended some of the grooming events, you have been personally welcomed by Mr. Frankie Brown. His engaging smile, enthusiastic handshakes, and cheerful greetings announce your arrival and let you know that you are about to become part of a very special gathering.

“The communication process is where it all starts,” shares Mr. Brown. “When people come to a conference and are welcomed in their own language – it gives you a connection. Their first impressions set the tone for the entire weekend.”

Gwen Shelly, Vice President of *Barkleigh Productions, Inc.* says, “Frankie loves meeting, talking with, and helping people. He brings a special atmosphere to the show where you can come and feel warmth and comfort; especially if it is your first time.”

“I welcome attendees, and make sure that they know we appreciate them being there,” said Frankie. “Also, I facilitate people’s movement and help get everyone to the right location.”

Frank Brown is an extraordinary man with a sparkling personality and a multitude of talents. He and his wife Ginnie, a retired registered nurse, are the proud parents of a son and daughter and four terrific grandchildren. Completing their family is their much loved Boston Terrier, *Zeus*, and several cats.

Mr. Brown is a former Department of Corrections Sergeant of the state of Georgia, now retired. “I spent the last fifteen years working in a probation diversion center, where both men and women were housed and prepared to re-enter society.” said Mr. Brown.

“It was located in an industrial area where hazardous chemicals were shipped by rail.

I had advanced training and helped put procedures in place for evacuation in the case of tanker spills and bomb threats.”

In 1994, Mr. Brown and four other men with law enforcement backgrounds formed their own security company. They decided to name it *Lion Security*, and elected Frank the chairman and CEO.

“It was natural to get into an industry we already knew, security and security protocols,” says Frank. “We provide detective, guard, and armored car services. In addition to asset protection, we also offer safety watch and fire watch services.

“We started our business to help our community as well as to employ people,” explains Mr. Brown. “Since its formation, we have always believed that you must

Continued on next page

Mr. Frankie Brown
Continued from page 44

have integrity in what you do and display it consistently. When *Lion Security* is on the job; our clients know that their needs will be taken care of. Our goal is to provide outstanding customer service and to leave a legacy that will continue beyond our years here on earth. Our core staff is small, but we have the ability to ramp up to whatever our client's needs are."

One of *Lion Security's* biggest events was the 1996 *Paralympics* that followed the 1996 *Summer Olympics* held in Atlanta, Georgia. The *Paralympics* is the world's largest sporting event for athletes with physical or sensory impairments. More than 3500 athletes from 127

nations competed. *Lion Security* had a staff of one hundred associates daily to provide security for the huge event.

Atlanta, the home base for Mr. Brown and *Lion Security*, is a very popular destination for conventions. In 2001 Frankie Brown and his partner, Ron Reddick, were handling security at the *Atlanta Pet Fair*.

Gwen Shelly, co-organizer of all the *Barkleigh* events, says, "We first met him at the *Atlanta Pet Fair*. After watching him and the way he handled people, I said to Sally, 'We need Frankie at *Groom Expo*.'"

Sally Liddick, President of *Barkleigh Productions, Inc.*, was in complete agreement. "One of the things that Gwen and I saw in Frank was the ability to make our shows



Frank with *Groom Expo* attendee Nicole Baetes and Judge Karin Kretschmer.

personal," says Sally. "I want every attendee to feel like they are special and that they have a friend at the show. Frank has that unique ability. He remembers names, greets in many languages, and – he loves people!"

Sally and Gwen invited Frankie to *Groom Expo*, and that September he and Ron Reddick made their first trip to Hershey, Pa. Frankie greeted the attendees and Ron handled the overnight security for the dogs that were involved in different activities at the show.

"That was the beginning of our great relationship with *Barkleigh*," says Frankie. "And we have

Continued on page 46

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Mr. Frankie Brown
Continued from page 45

treasured it ever since.”

Frankie and his team always look forward to coming to *Groom Expo*. “I love Hershey,” says Frank enthusiastically. “The rolling hills, the lush fields of corn, and the beauty of *Hershey*. I appreciate it so much. When I worked in law enforcement I was pretty much confined to the prison system. I seldom got to enjoy the beauty of God’s green earth.”

“I feel so blessed that in my second career I truly love what I am doing. I’ve had the opportunity to work with a lot of people over the years that we have been in business,” says Frankie. “The pet industry has some of the greatest people in the world. We meet such caring and wonderful folks at every grooming event. We really look forward to going to each one!”

As *Groom Expo* grew, a local firm handled the daytime security and Frank and his team handled greeting the attendees and overnight security. Now Frankie has become an icon and he and *Lion Security* are permanent fixtures at *Groom Expo* and other *Barkleigh* events, like *Groom & Kennel Expo* and *Pet Quest*, as well as *Intergroom* and *Atlanta Pet Fair*.

The close-knit group that usually accompanies Frankie to the *Barkleigh* events are; his partner, Ron Reddick; associate, William Thomas; and Isaac Reid, also a minister.

Frank smiles widely as he talks about Reverend Reid and the important role he has with *Lion Security*. “He is an essential part of our team. He counsels us whenever we have a problem,” says Frankie. Then he adds with a chuckle, “He’s almost like the *American Express* card, we never leave home without him!”

As easygoing as Frankie Brown is, he is a real stickler for following

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Mr. Frankie Brown
Continued from page 46

procedure. Frank and his team make sure that every dog and each person admitted to the convention hall have the appropriate credentials. No credentials, no admittance – no exceptions!

Frankie Brown is always on the go. In addition to all the *Barkleigh* events, Frankie oversees and participates in the daily operations of Lion Security. He and his family are avid gardeners and raise beautiful flowers. They love to fish and consider themselves bona fide anglers. And, Frankie has something else that keeps him hopping...

"When I retired from my career with the *Georgia Department of Corrections*," said Frankie, "My wife, Ginnie, surprised me with a large sheet of paper. It was a honey-do list."

"Now that you are retired," Ginnie said emphatically, "You can get to all these things that you always promised me you would do!"

"I could hardly believe it!" said Frankie. "Over the years, my wife had kept a list of things - AND I MEAN EVERYTHING - that I had put off doing while I was with the Department of Corrections." Then Frankie flashes a huge grin and adds, "I am working my way through the list, one project at a time."

But no matter how busy he is, you know that you can count on Mr. Frankie Brown to welcome you and to help you get to where you are going.

The warmth and love that surrounds him will be there from the first hearty handshake and Bonjour...to a good-bye hug and the final *Arrivederci*.

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Last year nearly 4,400 petcare professionals and 178 exhibitor booths attended. Grooming

contests, mobile and special events were included as well as educational seminars on grooming, animal behavior, boarding, mobile grooming, retail, training and pet daycare.

Debuting this year, Shirlee and Larry Kalstone, and Frank Sabella will present *Show Ring Seminars* featuring Peter Green, Margery

Good, Sasha Reiss, Anita Bax, Loretta Marchese, Sarah Hawks, Sue Zecco and Mario DiFante. Topics will focus on success in the show ring. *Animal Behavior and Management* will be offered by international behaviorist and trainer, Martin Deeley.

Continued on page 50



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GROOMER HAS IT 2 ALL STARS...

An event highlight will be *Groomer Has It Season 2* stars of the popular reality show: Lisa, Huber, Cassandra, Bill, Danielle, Marco, Judge Joey Villani and guest judge and show consultant, Teri Di-Marino.

host exciting grooming competitions with generous cash awards. *Pets-Mart* is the *Best in Show* Sponsor. Other sponsors are: *Nature's Specialties*, *Andis Company*, *Groomer to Groomer*, *Tropiclean*, *Aesculap*, *Shark Fin Shears*, *Electric Cleaner Company* and *Governor Insurance*.

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Of course, *Groom Expo 2009* will

FUN AND EXCITEMENT...

Groom Expo 2009 will also offer fun, networking events. New this

year will be an 80's Party. More entertainment will be the *Dancing with the Dog Stars Contest* showcasing the talents of *Canine Freestyle* competitors. A *Crazy Model Dog* contest, *Silent Auction*, *Dog Art Sale* and *Creative Grooming Covers Gallery*, as well as the ever popular *Creative Grooming Contest* will be included.

PET CAREER SEEKER SEMINAR...

"New this year is a *Pet Services Career Seeker* program to introduce participants to the variety of opportunities in our industry," says show producer, Sally Liddick. "We will offer the gamut of opportunities by industry insiders in short sessions so that participants understand the education, income opportunity, educational requirements and more needed to become a groomer, kennel operator, mobile groomer, day care operator and more. If you hoped to add more services to your business, this program will give you an overview as well as contact information."



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Exciting Thursday and Friday Programs:

- *Animal Behavior For Pet Pros* with Martin Deeley
- *Nash Salon Series* with Tim Prior
- *Grooming Secrets Of The Pros* with Eric Salas
- *The Art Of Grooming* with Kathy Rose
- *Mobile Grooming Success Seminar* with Jay Scruggs
- *Brusher Bather Certificate Program* with Teri Di Marino
- *Aggression, Stress And Anxieties In Dogs* with Martin Deeley
- *Pet First Aid Course*
- *Model Dog Hands-On Workshop For Contest, Fun And Profit!* with Kathy Rose
- *Pet Career Seeker* with Teri Di Marino

- *Breed Profiles And I P G Certification Workshop*
- *Daycare / Playgroups For Profit... A Roadmap To Success!* with Robin Bennett
- *Fortune 500 Strategies For Pet Care Pros* with Carolyn Shin
- *Groomer Has It All Stars Verses The Clipper Vac* with Marlene Romani
- *Untapped Treasure In Your Salon* with Jarbas Godoy
- *The Ultimate Grooming Salon* with Kathy Rose
- *Dogs Are A People Business* (Reading, Communicating And Handling Clients) with Martin Deeley
- *Grooming Success... Mobile Style* with Kristen Fulton
- *Cat Grooming For Newbies* with Kimberly Raisanen
- *The Mobile Round-up, Puppy Playground* and more are also included.

Here are just some of the week-end topics:

All That Glitters; Bach Flowers ... Remedies For Oochie Poochies – Solving Behavior Problems With Bach Flower Remedies; Connecting The Dots With Grooming; Customer Service... How To Get Your Clients To Rave About You!; Designer Doos... For Mutts!; Extra Income Perks For Boarding And Day Care; Feline Grooming... Breed Types And Requirements; Flashy Stencils; Gentle Grooming Techniques; Grooming The First Dog...Portuguese Water Dog; Handicapable Grooming; Handling The Mobile Employee; Handstripping With Lisa Leedy; How To Compete With Larger Franchised Kennels; Marketing Secrets Or Common Sense?; Micro Boarding; Pet Tips For Pet Pros; Recession What Recession? Solutions For A Down Time!; Short Cuts With Great Style; Spa Grooming Services... The Practical And The Posh!; Speed Tricks On Grooming;

American Cocker Spaniels And Poodles; Understanding The Functions Of Successful Management; and Up - Selling Made Easy - Salespeople Are NOT Born, They Just Remember To ASK.

EXCITING WEEKEND SPEAKERS...

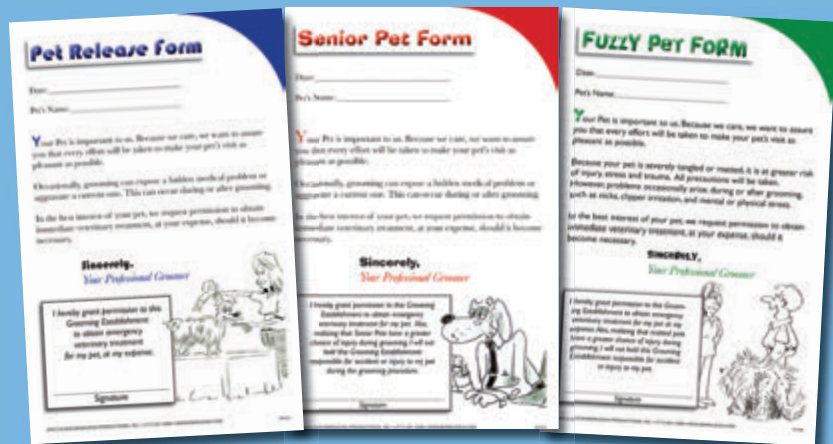
Weekend Speakers include:
Diane Betelak, Martin Deeley, Linda Easton, Kristen Fulton, Don and

Mary Lynn Gagnon, Bob Harris, Hayley Keyes, Dawn Ringling, Lisa Leedy, Dawn Omboy, Laureen Osborne, Kimberly Raisanen, Kathy Rose, Tracy Shamback, Carolyn Shin and Joe Zuccarello.

For a program book, contact Barkleigh Productions at (717) 691-3388 or go to www.groomexpo.com.

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INDUSTRY NEWS

BACKER'S SPRING TRADE SHOW

H.H. Backer's 21st Annual Pet Industry Spring Trade Show held April 3-5 in Baltimore, Md., drew more than 5,300 registered buyers from 1,707 firms.

"Despite what's going on with the economy, the Backer Spring Show performed well beyond the expectations of most," said Colette Fairchild CEM, CMP and trade show director. "It was encouraging for the pet industry to see a steady flow of qualified buyers interacting with exhibitors on the show floor."

The show also featured a variety of free educational seminars and three special events shows to help retailers and distributors learn more about marketing and animal care. Returning to the show this year was the All-Natural area, featuring companies with natural or "green" products representing nearly every segment of the pet industry. In addition, Bravo and Nature's Variety cosponsored a luncheon/seminar on raw diets and Pet Tech conducted a pet first aid and CPR course in the convention center.

H.H. Backer Associates' next show is the 43rd Annual Pet Industry Christmas Trade Show, Oct. 2-4, 2009, at the Donald E. Stephens Convention Center in Rosemont (Chicago), Illinois. Next year's Backer Spring Trade Show will be held April 23-25, 2010, at the Baltimore Convention Center in Baltimore, Md. For more information request Reader Service Card #6180.



SALON FEATURED ON THE DOG WHISPERER

Lauren Warshaw, owner of Club Doggie Mobile Grooming Salon in La Quinta, Ca, recently spent the day with Cesar Millan. Lauren was selected from hundreds of groomers to appear on the *The Dog Whisperer*. The episode followed Cesar and Lauren as they made house calls to



three client's homes, where Cesar helped her with their dogs that are difficult to handle. He also taught their owners how to be better pack leaders to make her job as a groomer easier. Lauren's troubles revolved around: Buster, a giant, unmannered Great Dane that didn't want to get into the tub; Jack, a 135 pound Boxer mix that attacks the blow dryer; and Marley, a skittish Aussie/Shepherd mix that wants to flee and then bites out of fear. Go to <http://channel.nationalgeographic.com/series/dog-whisperer/4186/Overview> to see a summary of the show or www.natgeotv.com/dogwhisperer to watch clips from Lauren's "Buster, Jack and Marley" episode.

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NEW PRODUCT NEWS

HAPPYTAILS LAUNCHES BUBBLES 'N BEADS



New *Bubbles 'n Beads* is a fusion of botanicals and humectants that delivers targeted nutrients directly to dry and irritated skin. This all natural combined shampoo and conditioner contains exclusive microbeads packed with conditioning vitamins. They release against the skin,

delivering their nutrients at the follicle. *Bubbles 'n Beads* contains a unique amino acid blend formulated to resemble cell membrane proteins in the hair, which penetrate the follicle, replenish lost moisture and help condition, repair and strengthen, all while delivering noticeable shine and luster. For more information, request Reader Service Card #6061.

VIVA LA REVOLUTION TOTE BAGS

Pet Flys presents the perfect way to show your support for the environment and

for pets with this versatile tote bag. *Viva La Revolution, Rescue, Spay & Neuter* is the message on these totes with the adorable face of a Chihuahua. Perfect for carrying your groceries, this bag is strong enough to hold everything you need! For more information, request Reader Service Card #6062.



THE CHILLYBUDDY COOLING JACKET

This new, breathable, lightweight cooling jacket can keep dogs from overheating to the point of hyperthermia. It was designed with an engineering approach to the thermal challenges of dogs, and made with materials selected to fulfill a function in the system design of the jacket: the reflective outer layer provides shade, and a cotton mesh inner layer, when dampened, provides evaporative cooling. The combination has been shown to reduce a dog's coat temperature by 40%. Two styles: casual use and active are



available in nine sizes to fit Yorkies to Great Danes. Custom sizes also available. Request Reader Service Card #6064.

EYE DROPS FOR PET CATARACTS

Ader Enterprises, Inc. offers an alternative to treat pet cataracts, *PetVision Lubricating Eye Drops*. This



natural product helps alleviate most common cataracts in dogs and cats without resorting to surgery. *PetVision* drops help reduce opacity in the affected eye by dissolving damaged proteins and replenishing proteins the eye naturally loses over time. Simply apply one to two drops two or three times a day for a minimum of 30 days. While *PetVision* is not a pharmaceutical product, it has been proven to help alleviate incipient cataracts as well as addressing dry eye syndrome. This product is not intended for cataracts caused by diabetes or for pets being treated with steroid medications. Request Reader Service Card #6066.

@EASE – CALMING SUPPORT FOR PETS

PetzLife Products, maker of Oral Care Gels and Sprays, now offers "calm in a bottle" with the introduction of *@Ease - Calming Support for Pets*. Nervous pets need extra

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care when being introduced to new events, other pets or strangers. @Ease is 100% natural and uniquely formulated with L-Theanine, a natural occurring amino acid in green tea. @Ease helps promote a restful relaxed state without causing reduced alertness. The pleasant taste ensures the product can be given directly to the pet or mixed with food and treats. It is recommended to use @Ease one hour before stress-inducing events. Request Reader Service Card #6070.



SIMPLE SHED SHAMPOO AND SIMPLE SHED TREATMENT

Espreo Animal Products now offers a gentle de-shed system formulated to release loose hair and undercoat. Simple Shed Shampoo cleans and strengthens the hair shafts of viable strands while releasing damaged strands and undercoat. Simple Shed Treatment enables easy



removal of unwanted hair leaving the coat in top condition. Frequent use reduces seasonal and non-seasonal shedding. Available in 12 oz. and Gallon sizes. For more information, request Reader Service Card # 6071.

COMFORT DRY

Andis introduces Comfort Dry, a new dryer with a cool setting that eliminates damage to coats and skin. The 1875 watt dryer comes with a handy stand that has five positions to choose from to find the perfect drying angle for any size dog. The new dryer has three heat settings, two air speeds and is nearly 20% quieter than traditional dryers. The dryer includes ceramic ionic technology, which produces shiny, silky, healthy coats. For more information request Reader Service Card #6072.



non-irritating shampoos. Orange Crush incorporates mild cleansers that remove tough grime and control frizz. The shampoo's gentle formula will not irritate the pet or the groomer's hands. Featuring a bright citrus scent with vanilla undertones, Orange Crush provides luxurious amounts of fine foam. Humectant properties penetrate the hair shaft, thereby, softening the coat and making it full and easy to manage. Orange Crush is appropriate for dogs and cats and is veterinarian recommended. The shampoo concentrate is available in 16 oz. or one gallon sizes. For more information, request Reader Service Card #6090.



SHARKFIN NEW SUPER SWIVEL SHEAR

Shark Fin offers new Super Swivel Shear for greater freedom of movement and comfort. The shears can reduce and even eliminate carpal tunnel syndrome, nerve damage and other hand-health issues caused by improperly fitted shears. Super Swivel comes with the patented SHEAR FIT scissor fitting system, customized to a specific ring finger and thumb size for unmatched comfort and control. Shark Fin offers free lifetime sharpening, a 30-day money-back guarantee and an unconditional lifetime warranty. Super Swivel Shears are also available in titanium Rainbow and are constructed of forged 440-A & 440-C Japanese Hitachi Steel for smooth cuts and sharp long lasting edges. Request Reader Service Card #6091.

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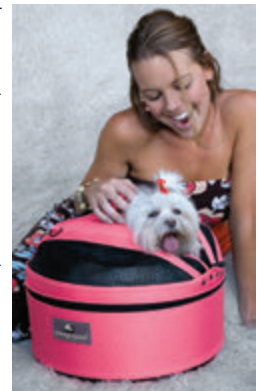
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THE TOOL SAVER

Picture Perfect Pets offers protection for your favorite pair of clippers. The Tool Saver was designed to prevent clippers from dropping while in use and causing damage. The product works by using a wrist band and cord that attaches securely to clippers.



The Tool Saver is lightweight, comfortable and offers a stylish design. For information, request Reader Service Card #6181.

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for a new appointment," with an area for you to add your contact number. These new door hangers will offer convenience to you and a cheerful reminder to your forgetful customers. For more information, request Reader Service Card #6186.

GO MOBILE AND SUCCEED

NEW BOOK

Ellen Ehrlich of Royal Canine Mobile Grooming LLC has released a definitive handbook for mobile groomers and shop or house call groomers that are considering moving into mobile.

Topics include: pricing, routing, scheduling, marketing, policy/release forms, advertising, bookkeeping, insurance, and much more. This information packed book is a gift to the future generation of mobile groomers and contains ideas aplenty. For more information request Reader Service Card #6188 or go to: www.rcmgrooming.com



Groomer's Message Board
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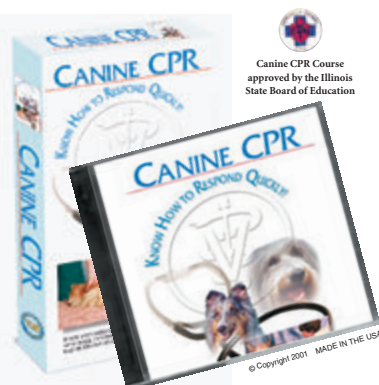
Joanne's Ah Ha's

by Joanne Russell

Many years ago at Groom Expo, I met a girl named Robbie who lived in Philadelphia. I visited her salon, *The Gentle Groomer*. I have always said that I felt if we were gentle with the pets they would respond in the same way, but I hadn't made it a priority to let my customers know (but I'm sure they did.) Anyway, I started putting on my cards that I specialized in gentle grooming. I feel there have been times I got more business because it made people aware of how I felt about their special dog. And trust me, they do care more about how their pet is treated, than if they get the "greatest" hair cut in the world.



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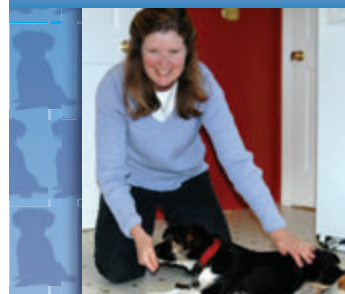
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GroomingBows.com/ 200 Models to choose from. Quality in mind. 100% hand made. Satisfaction Guaranteed. Call: Edgar 305-945-8903.

High quality rolled-hem bandanas in “hip”, floral, pet and holiday themes. Gorgeous colors and fun prints. Also hand-crafted pet-themed jewelry. 703-503-0629 www.pampered-pets.us/accessories. See me at Groom Expo in September!

BUSINESS OPPORTUNITY

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

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**GREAT PRICES on
Heritage Scissors and Thinners
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**Madan Coat Kings,
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Clippers, Clipper Blades and Parts
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REQUEST READER SERVICE CARD #6253

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

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

NEW BOOK – Go Mobile and Succeed. The Must Have Manual for Starting and Growing Your Mobile Grooming Business. For information or to order: www.rcmgrooming.com



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Proverbial Wisdom

A gossip goes around spreading rumors, while a trustworthy man tries to quiet them.

Proverbs 11:13
The Living Bible

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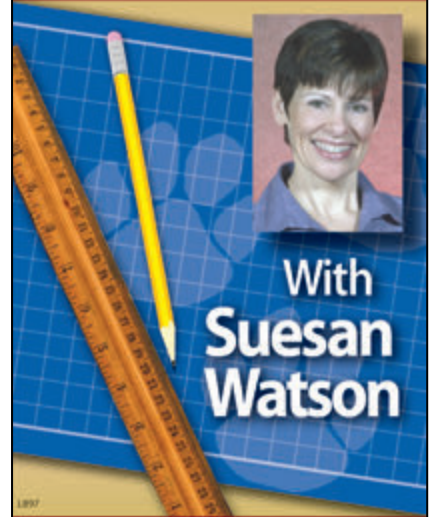
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Four hour DVD
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REQUEST READER SERVICE CARD #6255

Top Ten Reasons Why It Costs More To Get Your Pet Groomed Than Your Own Hair Haircut:

10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go for eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't have to give you a sanitary trim.
7. Your hairdresser doesn't have to clean your ears.
6. Your hairdresser doesn't have to 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.

Fun Poster for Your Salon!

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

This cute framed poster will stop all those remarks and replace them with a chuckle!

3 Sizes!

8.5 X 11
Sign Framed
\$19.95

11 X 17
Sign Framed
\$29.95

24 X 36
Poster
(No Frame)
\$49.95

24 X 36
Poster Framed
\$59.00

Barkleigh Productions Inc.

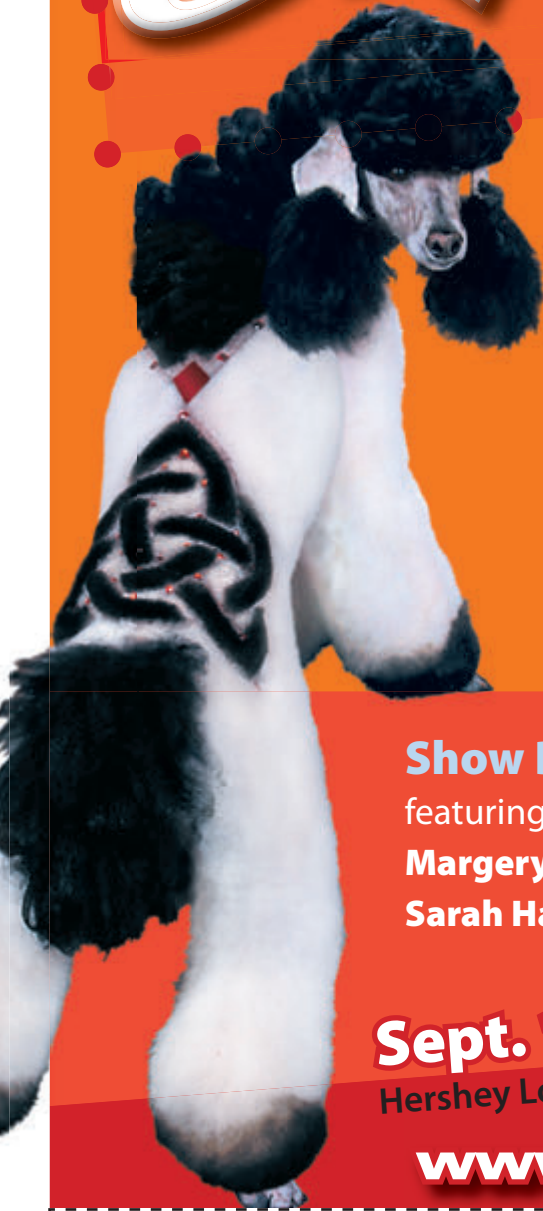
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REQUEST READER SERVICE #6258

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and Animal Behavior Conference



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Mobile Round-Up

Career Seeker Seminars

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80's Party

**OVER
170
BOOTHES!**

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www.GroomExpo.com

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Business _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____

E-Mail _____

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info@barkleigh.com
www.groomexpo.com

W1362

09-10 CALENDAR OF EVENTS

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

CRUISES

BAHAMAS PET PRO CRUISE 2010

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

ALASKA PET PRO CRUISE 2010

May 2010
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

HAWAII PET PRO CRUISE 2011

(717) 691-3388
info@barkleigh.com
www.barkleigh.com

ARIZONA

SUPERGROOM 2009

Featuring Ryan's Pet Supplies

Open House

10/9/2009 – 10/11/2009
Mesa (Phoenix Area), AZ
(717) 691-3388
info@barkleigh.com
www.groomexpo.com

CALIFORNIA

GROOM AND KENNEL EXPO 2010

2/18/2010 – 2/21/2010
Pasadena, CA
(717) 691-3388
info@barkleigh.com
www.groomexpo.com

FLORIDA

Pet Care Services Assoc.

Fall Convention

10/13/2009 – 10/15/2009
Orlando, FL
(877) 570-7788

NDGAA "Fun in the Sun" Show

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

ILLINOIS

All American Grooming Show

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

Pet Industry Christmas Trade Show and Educational Conference

10/2/2009 – 10/4/2009
Chicago, IL
(312) 663-4040
hhbacker@hhbacker.com

IOWA

Iowa State Professional Dog Groomers

Midwest Groom Fest

10/16/2009 – 10/19/2009
Marshalltown, IA
(319) 372-5360
peavinelanepetspa@yahoo.com
www.iowaprofessionaldoggroomers.com

INDIANA

Mobile Styling Seminar with Dina Perry

8/1/2009
Granger, IN
(800) 513-0304
dennis@wagtails.com • www.wagtails.com

KENTUCKY

PETQUEST 2009

- Off Lead Animal Behavior Conference with Gary Wilkes
- Off Lead Puppy Training and Clicker Workshop with Gary Wilkes

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

MARYLAND

PET PRO CRUISE

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

NEVADA

SuperZoo

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

NEW YORK

Pet Fashion Week

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

NORTH CAROLINA

Grooming Seminar with Judy Hudson

7/11/2009 – 7/12/2009
Greensboro, NC
(336) 852-9867
hayley@nanhall.com

Cat Grooming Seminar

10/10/2009 – 10/11/2009
Greensboro, NC
(336) 852-9867
hayley@nanhall.com



2009 Calendar

PetQuest 2009

7/23/2009 – 7/26/2009
Ft Mitchell, KY (Cincinnati OH area)

Groom Expo 2009

9/17/2009 – 9/20/2009
Hershey, PA

SuperGroom 2009

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

2010 Calendar

Bahamas Pet Pro Cruise

1/17/2010 – 1/24/2010
Baltimore, MD

Groom & Kennel Expo 2010

2/18/2010 – 2/21/2010
Pasadena, CA

Alaska Pet Pro Cruise • May 2010

PetQuest 2010

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

Groom Expo 2010

9/9/2010 – 9/12/2010
Hershey, PA

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www.barkleigh.com • www.groomexpo.com
www.off-lead.com

RHODE ISLAND

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(508) 799-5236
clafin-lindacc@nepgp.com
www.nepgp.com

PENNSYLVANIA

GROOM EXPO 2009

- Off Lead Animal Behavior Conference with Martin Deeley

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

Show Ring Seminars

9/19/2009
Hershey, PA
(717) 691-3388
info@barkleigh.com
www.showringseminars.com

Sympathy Cards



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

(S3) Ivory Sympathy Cards w/Envelopes

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

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



(S-2) Blue Sympathy Card w/Envelope

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

(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.

Envelopes Available!

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

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



(S-1) Sympathy Postcards

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

(S1-E) Sympathy Cards w/Envelopes

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

Model Dogs

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



After Grooming



Before Grooming

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

Little Angel Award

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



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

Little Angel Awards (#LA)

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

Pet Report Card

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

Pet Report Cards (#PRC)

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



My Groomer Sez...

- My coat was in excellent condition.
- I could use more brushing and combing.
- I had fleas and/or ticks.
- I should see my Veterinarian for: _____
- Other: _____

Groomer's Remarks

MY PET'S REPORT CARD

- A+ I was A Little Angel!**
- B I was a Paw-fect Pet.**
- C I was satisfactory.**
- D I'll Try harder next time.**
- F I was a little Devil...
But My Groomer Still Loves Me.**

I should be groomed in _____ weeks.

My next grooming appointment is: _____ at _____



Pet Appointment Kards



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



Bathtub Appt. Kard

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

Squares Appt. Kard

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

Brown Appt. Kard

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



Kanine Kookie Cutters

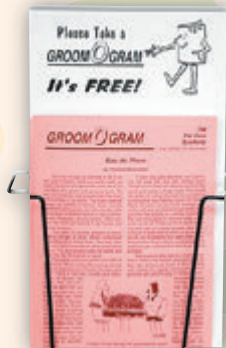
Sizes range from 2-3/4" to 4-1/2". Great for breed club treats, fundraisers, sandwich cutouts, treats for your customers' pets or kids, dough ornaments, and more. Dog Bone Recipes included FREE!

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



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

Display Holder



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

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

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

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

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



Gift Certificate (#GC)

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

A Gift for You

REQUEST READER SERVICE CARD #6261

Klip Kards Client Index & Extender Cards

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

Giant Klip Kard

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

- Giant Klip Kard – White • 5" x 8"**
- #500 100 Giant Klip Kards \$13.75
 - #501 500 Giant Klip Kards \$59.95
 - #502 1000 Giant Klip Kards \$99.00
- Giant Klip Kard – Colored • 5" x 8"**
Indicate Color Choice: Lavender, Pink, Blue, Yellow or Green
- #503 100 Giant Color Klip Kards \$15.75
 - #504 500 Giant Color Klip Kards \$69.95
 - #505 1000 Giant Color Klip Kards \$109.00
- Giant Klip Kard Extenders • 5" x 8" – White**
- #506 100 Giant Klip Kards Extenders \$13.75

Available Colors

Medium Klip Kard

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

- Medium Klip Kard – White • 4" x 6"**
- #507 100 Medium Klip Kards \$11.95
 - #508 500 Medium Klip Kards \$46.00
 - #509 1000 Medium Klip Kards \$75.00
- Medium Klip Kard – Colored • 4" x 6"**
Indicate Color Choice: Pink, Blue, Yellow, Green or Lavender
- #510 100 Medium Color Klip Kards \$13.95
 - #511 500 Medium Color Klip Kards \$56.00
 - #512 1000 Medium Color Klip Kards \$95.00
- Medium Klip Kard Extenders • 4" x 6" – White**
- #513 100 Medium Extenders \$11.95

Available Colors

Regular Klip Kard

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

- Regular Klip Kard – White Only • 3" x 5"**
- #514 100 Regular Klip Kards \$10.50
 - #515 500 Regular Klip Kards \$39.75
 - #516 1000 Regular Klip Kards \$62.95
- Regular Klip Kard Extenders • 3" x 5"**
- #517 100 Regular Extenders \$10.50



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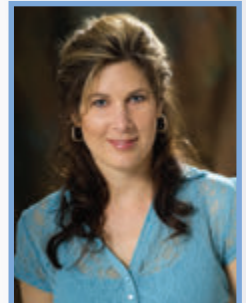
LISA LEADY
Certified Master Groomer

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



JUDI CANTU
Certified Groomer

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



DANELLE GERMAN
Certified Feline Master Groomer

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



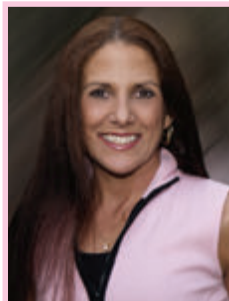
ANNETTE QUICK
Certified Master Groomer

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



JAY SCRUGGS
Certified Master Groomer

"Wahl has the most versatile clippers."



SUE ZECCO
Certified Master Groomer

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

WAHL Xtreme Stylists

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



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