

# Groomer To

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# Groomer

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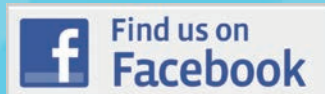
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by Daryl Conner **PAGE 22**



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## GETTING ORGANIZED

by Emily Rupe **PAGE 52**

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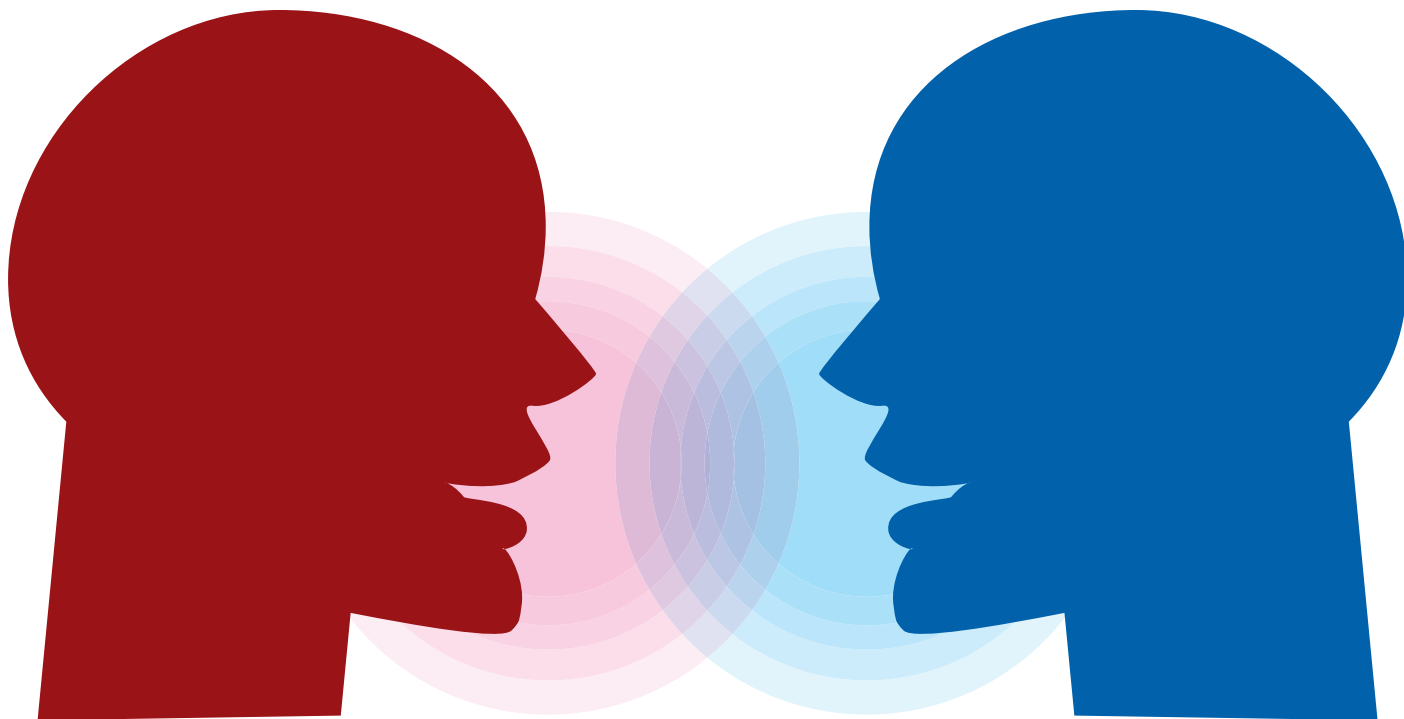
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ON THE COVER: Illustration by Lucas Colton



# CLIENT COMMUNICATION

✧ by Kathy Hosler ✧

**A**lthough your official job title may be “Professional Pet Stylist,” it’s a safe bet that many of your clients also expect you to be a mind reader. Whether you have been grooming for only a few months or for 30-plus years, lots of pet owners think that you should automatically know exactly how they want their precious pet groomed.

Do you shudder when someone comes into your salon and says that they want a “puppy cut” on their dog? We all know that a puppy cut means something different to each person. You may instantly visualize the kind of trim that would look great on their little darling, but what they have in

mind may be completely different. The fact of the matter is that a lot of problems that arise between groomers and pet owners are a direct result of poor or unclear communications.

Let’s look at the example of the puppy cut. A new client comes in and requests a puppy cut for her eight-month-old Miniature Poodle. “You know, I want her fluffy all over, just like a puppy,” the client says emphatically. This is when you not only need to be a mind reader; you have to be a detective as well. Start by making direct eye contact with the client and asking specific questions about what they want. Do they want Poodle feet? A clean face? How about the length of

coat to be left on the body?

Now is the time for you to get out three very valuable tools. The first is a styling chart or pictures that show the different styles and lengths that can be put on their dog. Let them look it over and point out to you what they want for their dog.

The second is a ruler – yes, a ruler. How many times has a person told you that they wanted their dog to have one inch of hair left all over its body and then show you the length they expect by opening their thumb and finger – and the space between them is at least two inches? There is no arguing with a ruler.



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“If the pet is matted and you know that it will have to be put in a short clip, be straightforward and tell the owner.”

pet while the owner is still there to see what kind of condition it is in. Even if the owner swears, “I brush him every day!” you must take time for this important step.

If the pet is matted and you know that it will have to be put in a short clip, be straightforward and tell the owner. Show them where the matting is and why it cannot be combed out. It’s a good idea to have them sign a release if you do have to give their dog a “smoothie.” Never say, “I’ll see what I

can do,” knowing that you will have to clip it really short but giving the owner the impression that somehow you will be able to salvage their darling fluffy pooch. Do not promise what you cannot deliver.

It’s never a good thing when a client returns for their pet and they are unprepared to see their dog with very little or no hair. They may feel that you betrayed them and will always remember that you shaved their poor baby. (Never mind that it was matted to the

skin... To the owner, it’s still your fault that their pet is “shaved” if both of you did not agree to the short clip at the time of drop-off.) On the other hand, if the pet is in good condition and you and the owner are both in agreement about the kind of styling you will give their dog, you may be able to turn out a groom that will have the owner jumping for joy.

No matter the final outcome of the “puppy cut,” if you are truthful, direct, and have the pet’s best interests at heart anytime you talk with an owner, they are very likely to see things your way. Good communication goes a long way toward making a satisfied and loyal client.

A good pet stylist has to wear many hats: mind reader, detective, communicator, negotiator, and more. So hang on to your hats and get grooming! ☺



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# READ IT ANYWHERE!

## GROOMER TO GROOMER LAUNCHES NEW WEBSITE, MOBILE MAGAZINE APPS

**T**he next time you visit [groomertogroomer.com](http://groomertogroomer.com), you will notice that the site has undergone a major redesign. Not only has [groomertogroomer.com](http://groomertogroomer.com) been updated to look beautiful on your computer, smartphone or tablet, but it has also radically shifted how it delivers the great content that you have come to expect from the grooming industry's favorite trade magazine!

"While working on the new [groomertogroomer.com](http://groomertogroomer.com), we decided to rethink all aspects of the site completely," says Todd Shelly, president of *Barkleigh Productions* and editor of *Groomer to Groomer*. "We came to the

conclusion that in order to make the most of the immediate nature of the web, we needed to post content as soon as it was ready instead of waiting until after we have published it in the magazine.

"As a result, the website is now a different animal than the print magazine. You will still find all the same great articles and talented writers that you would find in the print edition, but you will also be able to watch instructional videos by some of the best groomers in the world, check out live coverage of industry shows like *Groom Expo*, and stay up to date on all the latest news in the pet care industry as it

is happening."

Shelly says readers can expect the site to be updated several times a week, if not daily. "We want [groomertogroomer.com](http://groomertogroomer.com) to be a site that groomers rely on for information and entertainment every day. To achieve that, we will be posting new content as often as possible. Whenever there is a story that we feel pet care professionals need to know, you will find it on [groomertogroomer.com](http://groomertogroomer.com)," says Shelly.

Readers will find deeper integration with Facebook and Twitter on the site, allowing them to share articles and other content across the social networks quickly and easily. A new

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commenting system enables users to leave feedback directly on articles and videos.

In addition to a brand new website, *Groomer to Groomer* will also be launching a mobile version of the magazine for iOS devices.

“It is important for us to cater to our readers and how they prefer to receive our content. As new platforms for content, such as Apple’s iOS, come along and gain popularity, we want to expand our reach to include those platforms,” says Shelly. “Our readers love the print version of *Groomer to Groomer* and the top-notch writing they find in every issue, and soon they will be able to read the magazine on the iPhone and iPad as well as on the web and in print.”

Look for *Groomer to Groomer* on Apple’s Newsstand app in the coming weeks and on Android and Kindle in the near future. ☺



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## BEHAVIOR | CLIPS

by Gary Wilkes



# LEARNING TO SERVE

**O**ne day, a hearing impaired friend asked Mike Sapp if he had ever known of a dog being trained to assist a deaf person. At the time, it didn't seem like a particularly momentous occasion, but it was destined to change Mike's life.

Today, almost 30 years and thousands of service and hearing dogs later, Mike is the COO and founder of "Paws with a Cause" in Wayland, Michigan ([www.pawswithacause.org](http://www.pawswithacause.org)).

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In the mid 1970s, few people knew that dogs could do more than be guide dogs for the blind. When Mike and his wife, Candy, got started, it wasn't entirely like reinventing the wheel. A handful of dogs had been trained to do hearing work, and several people were beginning to experiment with assistance dogs to help people with physical challenges. The pro-

cess of learning how to teach dogs to provide assistance was a constantly evolving process.

To start, Mike had to ask himself, "What should a 'hearing dog' know how to do?" The essence of the problem was to identify which everyday sounds should be recognized by the dog and what the dog should do when it heard those sounds. With a little

thought, it is easy to enumerate the things a "hearing" dog should be able to recognize. First, a doorbell; second, a knock on the door; third, a ringing telephone; and fourth, a smoke alarm.

Mike knew a deaf woman whose house had been robbed while she slept. She had been unable to hear the intruders. If the dog could alert the owner to a break-in, it would also be beneficial. That meant teaching a fifth set of sounds and a fifth behavior. The dogs must know at least five sounds and corresponding behaviors that would help the owner in each separate case. Now he had to choose the behaviors.

The dog's correct response to the door and the telephone were fairly simple to figure out. The dog hears the sound, gets the person's attention, and then leads him back to the source of the sound. But what about the smoke

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“How about an intruder? Does the dog take the owner to the burglar, or does the dog lead the owner out of the house? Maybe a non-hearing Rambo-type would prefer for the dog to bring his baseball bat rather than skedaddle out the back door.”

alarm? If the fire is in the direction of the alarm, the dog would inadvertently take the person into danger. Okay, that means that the proper response to a smoke alarm is to get the owner's attention and then lead him to the nearest exit. How about an intruder? Does the dog take the owner to the burglar, or does the dog lead the owner out of the house? Maybe a non-hearing Rambo-type would prefer for the dog to bring his baseball bat rather than

skedaddle out the back door.

It was soon apparent that service dogs had to be trained to work for a specific person. Mike had to make a decision. He could train more dogs if they were all trained the same way. The problem was that no two people are identical in their disabilities or in their lifestyles. To maintain the ideal of providing real independence to their clients, Paws with a Cause decided that each client should have

some choice over the behaviors his or her dog would know. As the organization expanded its services to include dogs that could pull wheelchairs, open doors, and detect the onset of epileptic seizures, the commitment to personalized training remained. Each client is videotaped and interviewed so the PAWS trainers can provide a dog that offers a wide variety of general assistance and specific behaviors that are tailored to the client.

Living with a disability can be a seemingly endless struggle to perform even the simplest of tasks. For most people, dropping a pen is an inconsequential event. When you are seated in a powered wheelchair with limited mobility, the pen may actually be out of your reach. For a quadriplegic, a heavy commercial door might as well be locked if there is no one there to open it. For the deaf person, the sound of a welcome guest's knock on the door



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may go unnoticed. Being forced to constantly ask for assistance of others can easily lead to a life of complete dependence.

For the last 30 years, Mike and Candy Sapp and the staff at Paws with a Cause have worked to train dogs to do things like pick up pens, open heavy doors, and respond to a knock on the door. They were the first to train a combination guide and service dog for a client that was blind and disabled. When they train a dog to assist in the mundane tasks of daily living, they know they are creating a far more precious gift than a highly trained dog. They offer true independence to people with disabilities. By living up to their simple motto, they have improved the lives of hundreds of people. "With a 'PAWS' dog, disability does not mean inability."

In today's world, the sight of a service dog is no longer a novelty. Large stores like Walmart specifically welcome guide and service dogs. The Americans with Disabilities Act (ADA) has created a broad acceptance of dogs in hotels and on public transportation. Groups like PAWS established

the ground rules and continue to push the envelope. As groomers, you may be placed in the position to help a client whose love of dogs could lead to a better life. Knowing how to help them takes a little bit of research. Here are a few thoughts about the options available.

There are many large assistance dog schools across the country. They are all charitable organizations but have differing services. Most have long waiting lists, and new clients are placed at the back of the list. Paws with a Cause is rare in that they have a specific price for a dog. If you can get a local philanthropic group to raise the money for a dog, they will start training immediately.

There is no law that prevents an individual from training their own dog or hiring any dog trainer to transform their current pet. I have trained quite a few service dogs over the years, including three in a row for my wife. If the law wasn't flexible, she would have had to wait to go through an approved school.

The ADA does not require accreditation for schools or trainers that create assistance dogs. This is a two-edged

sword. While this means that there is a broader availability of service dogs, it means there is no rubber-stamped assurance of quality. The quality of the dogs must be investigated in advance. One large school became so inept at creating service dogs that they started coming up with "social dogs" – basically a dog that could pass the AKC Canine Good Citizens test but did no tangible service to their owner.

Getting a dog to perform on command – every behavior, every time – is the task of every service dog trainer. If you investigate trainers or schools, look very closely at their animals and how consistently they perform. If the dog won't "down" on the first command during a demo, it's questionable if it will fetch the phone if the client breaks a hip.

If you are assisting a customer in finding a service dog, ask a lot of questions. What happens if the dog doesn't work out? Does it go back to the school or does the client have an option of keeping the animal? Who pays for vet fees and for how long? If the dog's behavior deteriorates, does it have to go back to the school or do they provide trainers who can come to the client? <

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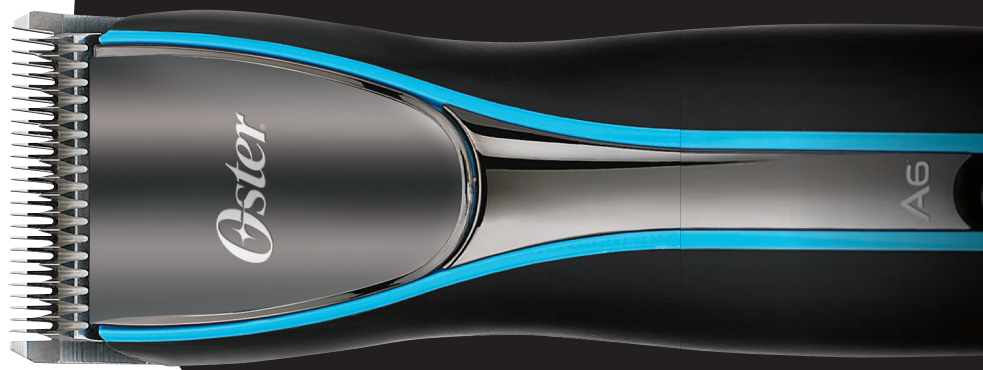
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# ONE TOUGH GROOMER!

Sue Seivertson tests her mettle as a dog groomer and a Tough Mudder contestant

Convincing large, strong, often untrained dogs that getting into the confined space of a bathtub and enduring a shampoo is a good idea is something that requires strength, stamina, and a sense of humor. Groomers have to be tenacious and resilient characters. This is a fact that anyone who has been a pet groomer for more than 20

minutes knows well. Houston groomer Sue Seivertson has taken her skills at the above to a whole new level.

Sue has been grooming for 25 years. Before that, she was a corporal in the United States Marine Corps. From 1981 to 1986, she designed, fabricated, and repaired shooting systems. "I worked on anything that shoots."

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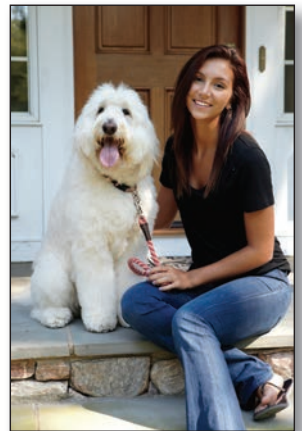
When she left the Marines, she got a job delivering mail for the postal service. "I was fascinated by the dogs I met along my route. I carried treats for them and observed their behavior. One day I was run down by a pack of pit bulls. I was so fascinated by that



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pack and their actions that every day I would go by their house and watch them for a while. One day it hit me: I wanted to work with dogs. I went home and told my then husband, 'I am going to be a dog groomer.'"

Sue was pregnant at the time with a toddler to chase after, too. "I bought a book," she laughed. "I read it and everything I could, but I didn't have any dogs to practice on." One day her husband dropped their pet Schnauzer off to be groomed but not at their regular groom shop. The dog came home with a serious case of clipper irritation, and Sue was understandably upset. The next day, she marched in to talk to the man that usually groomed her dog and said, "You are going to teach me to groom dogs, because if someone can get paid to do it badly, I can surely get paid to do it well." Since that time, she has owned several successful grooming



businesses and currently operates Zip-pity Groom Dog, a mobile pet spa.

Sue has a giving spirit. "My partner, Dale Nadeau, and I take toothpaste, soap, shampoo, and other necessities to a halfway house for men in really hard shape. We go every Sunday. That's church." And with a nod to her years in the military, Sue has

volunteered in the past with both the Veterans of Foreign Wars and the Marine Corps League. One of her favorite things to do is donate all of her tips in the month of December to Toys for Tots, which is sponsored by the Marine Corps. But she wanted to do more. "I've been a really big proponent of the Wounded Warrior project, because although the Veterans Administration can take care of an injured soldiers' medical needs and all that, they need someone to get them integrated back into society. That is what the Wounded Warrior project does."

One day she was looking on the Internet at all the things the Wounded Warrior project is involved with to raise money for injured veterans, and she ran across some information about Tough Mudder. Billed as "the premier obstacle course series in the world," Tough Mudder is oh so much more than a marathon. Sue looked at the photographs of people running through mud, scaling walls, and diving into tunnels and thought, "Well, that is a little extreme." There was fire and electricity involved in this thing! But she was fascinated and kept looking. The website shows the triumphant faces of the competitors, and they radiate joy and strength. The course raises a lot of money for the Wounded Warrior project. Sue kept looking, fascinated. And then she thought. "I can do that."

She trained for four months for her first attempt at Tough Mudder. "I

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“The emotion in her voice made it clear how deeply moved Sue was to see right there in the race with her the embodiment of why she was enduring this freezing, uncomfortable course.”

ran the first one in October 2012. It was a little scary. And it was so cold. The winds were whipping, and we were wet, and I was freezing. And there was this kid there – an injured veteran. He couldn’t have been more than 21 years old. He was in a wheelchair. He had a whole team with him, and they had ropes and pulleys. He did every single obstacle that the rest of us did.

I couldn’t keep my eyes off of him. At one point, we were going up this big hill. I went over and said, ‘Let me have a turn,’ and I began to run, pushing him in his chair up that hill. At one point, he grabbed my arms and said, ‘I am so scared.’”

Sue then stopped talking for a long time, her voice choked with tears. “And I said,” she continued, “Honey,

you already did the hard part.” The emotion in her voice made it clear how deeply moved Sue was to see right there in the race with her the embodiment of why she was enduring this freezing, uncomfortable course.

She has since run her second Tough Mudder with her partner Dale. Between the two of them, they have raised close to \$5,000 to help veterans, and they have already had \$2,000 pledged for their next event on October 6 in Houston, because this tenacious, resilient groomer matters!

You can find out more about Tough Mudder at [www.toughmudder.com](http://www.toughmudder.com), and you can support a tough fellow groomer and her cause by making a donation for her next event at <http://www.raceit.com/fundraising/donate.aspx?event=17095&fundraiser=r9996566>. ☺

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## Mobile Advantages

### Groom Fewer Pets For More Income-

You would often have to groom up to 10-12 dogs in a salon to make the same money grooming 6 pets in a mobile when you compare overhead costs.

### Schedule Your Own Hours-

Closing a storefront early is almost impossible, even if you're done grooming by 2:00pm. Mobile allows you to schedule the dates and times you want to work. You have more time for family and friends.

### Less Stress on Your Mind and Body-

How does your body feel after grooming 6 pets compared to 10 or 12? How many years will you be grooming if you keep doing 10 or more pets a day?

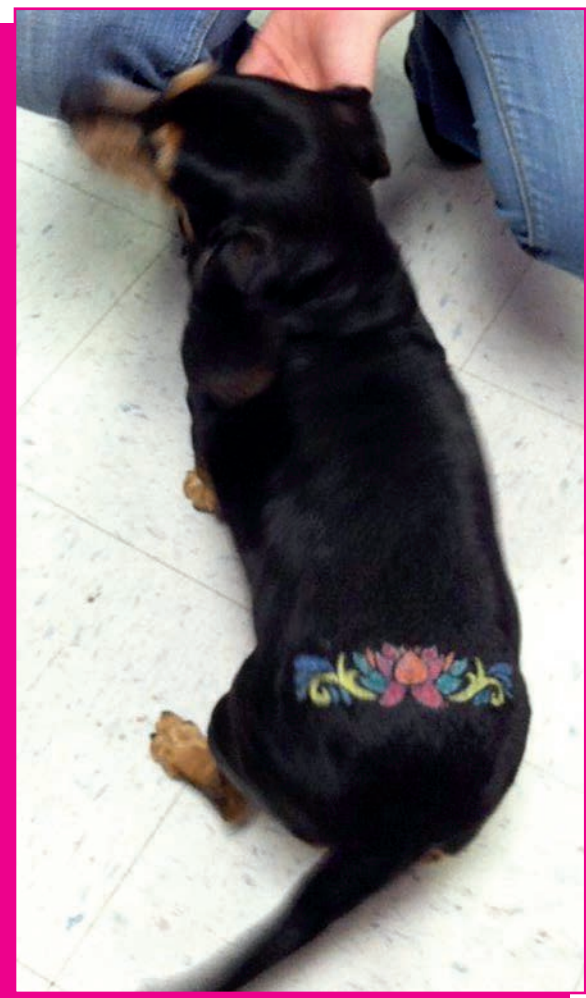


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\*According to a recent survey at [www.petgroomer.com/surveys.htm](http://www.petgroomer.com/surveys.htm) the national average for a mobile stylist is \$61.00 per pet compared to a stationary salon average at \$40.00 per pet.



# LADY AND THE 'TRAMP STAMP'

by Dawn Omboy  
[www.queenofcolor.com](http://www.queenofcolor.com)



**W**e love art, and we love dogs. What better combination could you think of than the two? None, says the creative groomer in me! From a little touch of color on the ears or some shiny booty bling to a full-on extreme creative transformation, there is something creative that will appeal to everyone on every level. If body art on people is your thing, or even if it isn't, maybe the "tramp stamp" on your pooch would be. You know what they are. It's usually a flowering vine or something of the sort that runs across the lower back just above the buttocks (well, that's where they are on people, anyway). Naturally we would use a similar placement on our pooch.

The tramp stamp can be done many different ways with a variety

of products. I will discuss a couple of options as I share with you how the tramp stamp on this particular Lady of the canine kind was done. The tramp stamp I chose for *Lady* is a Lotus Flower. I wanted to make it bright and colorful on this black dog without changing her coat for this bit of temporary fun. White *Pet Paint* makes a great base for this and comes in an easy-to-use spray can, making it fast and convenient.

I began by placing a tattoo stencil that has a sticky back across the lower back of my clean dog. Next I sprayed a light layer of white *Pet Paint* over the stencil, being careful not to overspray the area. You can avoid overspray by blocking the edges with extra paper so only the exposed area in the cutout of the stencil receives the coating of the

white base color. Give it a moment to dry before carefully lifting the stencil off and placing it back into the stencil book. I then used small paint brushes to color in the details of *Lady's* tramp stamp by dipping the brushes straight into small bottles of colorful India Ink and hand-painting the pattern that was already there. By painting over the white, my colors would all show up true.

That's it! If you would like to be a bit more elaborate, paint some of the pattern with a thin coat of *Elmer's* washable school glue or *Girley Glue* and sprinkle a bit of *Glamour Glitter* into the center flower. That will really make your tramp stamp stand out. This is just another fun creative tip from the Queen.

For more tips, tricks, and ideas, visit Dawn at [www.queenofcolor.com](http://www.queenofcolor.com). ☺

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# SETTING UP A BUSINESS

## PART ONE

✎ by Mary Oquendo ✎

**I**t is no secret that I am moving in a parallel direction to grooming. Several times a week, I would pass by and notice an office for rent, which overlooked a golf course. I could hear it call my name. I am not sure what took so long (maybe fear), but on New Year's Eve 2012, I made the decision to follow my dream and open up a Reiki Wellness and Educational Center for both people and animals.

The first order of business was to call my friend Pam and ask if she wanted to join me in opening a new business. I knew I could not do this on my own, as I already run a full-time mobile grooming business. Most people were surprised to learn we partnered, as we are total opposites. It is not so much the differences, but our strengths and weaknesses complement each other.

If you are going into business with somebody else, it is important to choose a business partner wisely. Pick someone who will work with you and communicate effectively and without judgment. Are they reliable and trustworthy? Did I mention that Pam is my

daughter's mother-in-law? Of course, the phone call later from my daughter Jessie began with "Is there something you need to tell me?"

My first step was to contact the landlord and arrange to see the space. I was looking to see if both the interior and exterior were in good repair with adequate outside lighting and available parking. I wanted to see that the landlord takes care of the property. This property was located on a busy road with easy access both in and out of the parking lot. I talked to other business owners to find out if the town where the property is located is



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friendly to businesses.

Once we decided on the location, we started the checklist. It does not matter what kind of business you set up or if you are brick and mortar versus a set of wheels. The steps are similar.

### MEET WITH THE ZONING DEPARTMENT BEFORE YOU SIGN THE LEASE

Zoning should be the first department you visit. They will tell you if the location is zoned for what you intend to do. While we did need a Change of Use (i.e. \$90), we did not need a zoning change. There is no guarantee a zoning board will approve it. You will get a good feel in this office whether or not the town should rename the Economic Development Office to the Economic UNdevelopment Office.

### DECIDE ON YOUR NAME AND RESERVE YOUR DOMAIN NAME

They go hand in hand. Everybody searches for businesses online these days. Your name should be clear and easy to remember. I passed a storefront called Calico Corners. I have no idea what they do. Is it something to do with cats, maybe fabric or quilting, or possibly daycare? Beats me. Ask a non-groomer friend what your name conjures up for them. Cutesy names are fun, but will your clients find you during an online search? My friend, Beth, owns Pretty Paws. She consistently receives phone calls looking for Pretty Pawz, a business located four towns over.

### READ AND SIGN THE LEASE

The lease should clearly state who is responsible for what. Pam and I will make any repairs under \$50 and

replace light bulbs. Negotiate your rent. As a new business, you need time to get going. We were able to reduce the rent by 40%. It will be re-evaluated when the lease is up.

### DECIDE ON YOUR TAX STATUS

Do you want to be an LLC, partnership, sole proprietorship, corporation, IC (Independent Contractor), or a DBA (Doing Business As)? Laws vary from state to state, and as everybody has differing financial pictures, it is best to talk to an accountant and lawyer to choose wisely.

### PUT A BUSINESS PLAN TOGETHER WITH A COST ANALYSIS

What do you need to charge to pay your bills AND yourself? Expenses include but are not limited to rent, grooming, cleaning, office supplies, taxes, insurance, advertising, signs,

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construction or remodeling costs, Internet, utilities, banking, and websites.

**REGISTER YOUR BUSINESS NAME WITH THE PROPER LOCALITY**

The Economic Development Office can tell you where, as it can vary from state to state.

**APPLY FOR YOUR FEDERAL AND TAX ID NUMBERS**

You identify you as a business. You do not need to have employees or offer retail. The state number also serves a dual purpose, as it alerts them that you WILL be filing quarterly returns for sales and use. Use tax is what

is owed to your state when you buy supplies from out of state and no sales tax is collected. You are obligated to report it and pay at your state's rate. You may also be required to make quarterly tax payments to the federal government instead of in one payment at the end of the year. The federal tax ID is free, and you can file online at [http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Employer-IDs-Numbers-\(EINs\)](http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Employer-IDs-Numbers-(EINs)). There is a link on this web page that goes to your state and is loaded with helpful links. You can file online in most states, but they will charge you. In Connecticut, it is \$100.

**MEET WITH THE REST OF THE DEPARTMENTS AT TOWN/CITY HALL**

They all have specific regulations, all of which must be met before you open your doors. That includes mobile units and house calls. I was given a



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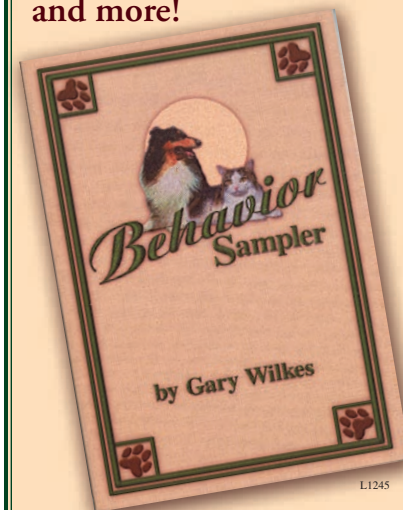
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One of my favorite quotes is “Failure is not an option” by Gene Kranz. He was the flight director of the Apollo 13 mission. The other is this: “Whether you think you can, or that you can’t, you are usually right” by Henry Ford.

sign-off sheet for each department (Health, Zoning, Building, and Wetlands). I turned it in to the Building Department before they would give me the final OK. I was fortunate that the Town of New Milford has their act together. The departments work together rather than being individual fiefdoms. Most municipalities have road signage restrictions.

What I am battling right now is

the other tenant who used to occupy the entire building. Their sign is the maximum allowed, therefore I cannot add a separate sign. They must also give up some parking spots. In addition, there may be state offices from which you need approval. In Connecticut, it is the Department of Agriculture (another \$100). If you are uncertain, contact your state’s Economic Development Office. Your local Animal

Control Officer is a good informational resource.

#### CONTACT THE UTILITIES

They include electricity (they need the meter number), phone, and Internet. We have good cell phone reception, and my carrier has enabled a mobile hot spot on my phone.

#### PURCHASE BUSINESS INSURANCE

Your landlord may request an insurance certificate with specific liability amounts.

#### SET UP A BUSINESS BANK ACCOUNT

You will need a business account to deposit checks written out to the business. In addition, there are many options to accept credit cards. Your bank can set you up with a machine and company. If you use a machine, keep in mind that there are federal

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regulations regarding your records. Square, PayPal, and Intuit have credit card readers for the smart phones. Research your options before making a decision.

**HIRE AN ACCOUNTANT**

There is more to depositing checks and filing at the end of the year. There may be several different taxes due at different times of the year. Failure to pay them on the due date can have costly ramifications for your business.

Leave plenty of space at the bottom of your checklist. You will be adding to it.

**OTHER CONSIDERATIONS:**

1. Tap friends and family to help out, but be aware that if you are not paying them, you may be at the bottom of their to-do list. Their intentions may be good, but they may have no follow through.

2. If there is construction or

remodeling involved, you are not only at the mercy of contractors but with town officials who may want something different with every inspection. Check on the contractor's license and references. Do not let cost be the only determining factor. Quality and timely workmanship are important.

3. Your policy signs should be clear but concise. An inexpensive method is to print them out and laminate them at an office supply store.

4. Take the time to make this venture your own by writing your goals and expectations down, and post it where you can see it every day. Do not sell yourself short. Dream big!

5. Remember that emotions are contagious, so smile and think happy, successful thoughts even when no one is calling or walking through your doors. One of my favorite quotes is "Failure is not an option" by Gene Kranz. He was the flight director of the Apollo 13 mission. The other is this:

"Whether you think you can, or that you can't, you are usually right" by Henry Ford.

**RESOURCES:**

[www.sba.gov](http://www.sba.gov)

[www.groomerinabox.com](http://www.groomerinabox.com)

[www.score.org](http://www.score.org)

Local Chamber of Commerce.

Many offer business startup, tax, and marketing seminars.

State and local Economic Development Office.

There is more to opening up a business than just following a dream. Part Two will cover marketing. ☞

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# ALL★AMERICAN GROOMING SHOW



The Industry's  
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Event Continues  
the All American  
Tradition!

**AUGUST 15–18, 2013  
WHEELING, IL**

**T**he *All American Grooming Show* will return to The Westin Chicago North Shore in Wheeling, IL, from August 15–18, 2013. Following the show's 40th annual event in 2012, founder Jerry Schinberg sold the show to *Barkleigh Productions*. While under new management, the *All American Grooming Show* will continue to offer incredible education, exciting *GroomTeam*-sanctioned competitions, and a three-day trade show.

*Barkleigh Productions* will also

maintain the many traditions that Jerry Schinberg started over the past 40 years. Long-time attendees will still find on the schedule many of the special events they have grown to know and love, from the Knock Your Socks Off Smock Contest to the Abstract Creative Runway and Saturday night party. Jerry will also continue to be an important part of the *All American Grooming Show* as emcee of the show's events. "We are excited to continue with the tradition that Jerry has cre-

ated," says *Barkleigh* president Todd Shelly. "The show has a great identity. We hope to make the transition as seamless as possible."

In addition to maintaining the long-standing traditions of the *All American Grooming Show*, *Barkleigh Productions* will also introduce some exciting new programs and educational opportunities. For the first time ever at *All American*, Gary Wilkes will share his expertise with attendees in several animal behavior seminars throughout

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the weekend.

The *All American Grooming Show* has an all-star lineup of speakers. Industry icon Teri DiMarino will bring her popular Brusher Bather Certificate Program to the Chicago show. Other unique seminars include "Science of Skin" with Michelle Knowles, who will address skin and coat health as well as methods for managing skin issues. Groomers can also spend an hour with Sam Kohl, who will take attendees on a tour of grooming throughout the ages with "History of the Grooming Industry."

Competitions at the *All American Grooming Show* will continue to be *GroomTeam* sanctioned. Groomers will have the opportunity to compete for cash prizes and *GroomTeam* points in the open, intermediate, or entry skill level. Grooming contests feature five different classes: Poodles, Sporting, Terriers, All Other Purebreds, and Salon Freestyle.

Grooming contests will also include the creative styling competition, an exciting event that began with *All American* founder Jerry Schinberg. "Given my creative nature, it should come as no surprise that the seed of

creative styling was sown in my head early," Jerry told *Groomer to Groomer* in 2010. Twelve groomers entered the first creative styling contest in 1980. "I was expecting some really exciting and creative trims that first year but was disappointed in the results. I shared these feelings with the first winner, Lynette Wallace Jacobsen, which made her a little angry but also challenged her.

"At the next show, which I co-sponsored with Margaret Migliorini in Atlanta, Georgia, in May 1981, Lynette was back with a vengeance. She executed a beautifully scissored, balanced, and symmetrical spiral trim that went from the back of her Miniature Poodle's head, several times around the body, and ended at the base of the tail. It looked like a corkscrew. It wasn't until several years later that Lynette confided in me that the real name of her spiral trim was 'Screw you, Jerry Schinberg!'"

Since that first contest in 1980, creative styling has grown in popularity, capturing the attention of TV producers and drawing out competitors from around the world. In previous years, groomers at the *All*

*American Grooming Show* brought their completed creative dogs to the show and presented the finished work to judges and audience members. This year, groomers will sculpt and color their dogs' hair in the contest ring and transform them into works of art before the audience's eyes. Creative groomers are not only competing for trophies and prizes but also the coveted People's Choice Award.

In addition to the seminars and grooming competitions, attendees will have three full days to enjoy the trade show and the many show specials vendors have to offer. The *All American Grooming Show* is an excellent time to stock up on salon essentials and take advantage of trade show discounts on your favorite products. The trade show also offers the unique opportunity to try out products and see them in action before making your purchase. Try on smocks, feel the shears in your hands, and find the products that are just right for you. Vendors and company representatives will be available to demonstrate products and answer any questions you might have.

Mark your calendars: August 15-18, 2013! ☺

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# GROOMERS ROUNDTABLE

## How often are you able to take a vacation? How do you plan/ prepare for it?

Whenever I need one! I don't like plans...I like impromptu!

*Donna Lockwood  
Columbia, TN*

My vacations are dog show circuits. I put a sign up in advance 2 months, and everyone understands. I don't take real vacations.

*Melody Fuller  
Hair of the Dog  
Hazelton, PA*

Three times a year and I plan for it every year and have the same dates every year. I also call people that may need their pet groomed while I am away or let

them know on their appointment prior to the vacation. I also have a groomer in town take any emergencies while I am away, and I do the same thing for her.

*Alicia Brand  
Furz A Flyin  
Brookville, OH*

I plan ahead. I always take off the major federal holidays & plan two extended weekends every year for Memorial Day & Labor Day. You will not have time for vacation unless you plan for vacations.

*Katherine Kanak  
Refreshing Paws  
Langhorne, PA*

If you have a very busy shop, having a partner is crucial if you like taking vacations. Which we do! We just plan well and not at the same time!

*Diana Tabor  
The Paw Spa  
Henderson, NV*

My vacations are centered around grooming seminars and shows, and my clients appreciate all the new knowledge and products I bring back. (though it's been over 18 months since I've taken a vacation, it's hard with a new baby).

*Jessica Luster  
Onalaska, WI*



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I usually plan three vacations. First big vacation is the *Pet Pro Cruise*, the date is set so I know one year in advance what I will be doing, second is Hershey for *Groom Expo* and third is time with my family.

*Karen Gunn*  
Grosse Pointe Pet Salon  
Grosse Pointe Woods, MI

I have been grooming since 1978, until 10 years ago when I started at PetSmart I didn't take vacations. Now I get paid vacations, I take them. I plan my time off so that my customers know ahead of time and I get them in before I go and I am always booked solid when I come back.

*Janice Trzeciak*  
Pittsburgh, PA

We take a week off every year. I mostly pre-book so I just allow for the week I want off. I have also started taking every Wednesday off. It is "MY" day for me...

*Susie Hancock*  
Heart to Heart Grooming Salon  
Knoxville, TN

I have been open for just about a year and have taken two vacations. I book a bit heavier on the week or two ahead or after vacation, seems to work for me.

*Pat Weiland*  
Wizard of Paws  
Fort Thomas, KY

I try for at least one a year. You need to get away so you are refreshed and not burnt out. I pick a time, and plan at least

a month or two ahead so I can adjust my schedule.

*Ashley Spawn*  
McMinnville, OR

Not often enough. I put a little aside and usually take it in slow months, January, February or for my birthday in October. I do close two days a week and early on slow days to run errands or go to the beach.

*Brenda Griffeth*  
Fort Walton Beach, FL

I take a week in June and a few days in August. I save my tip money from Christmas and therefore, I have no credit card debt.

*Janie Semprevivo*  
East Rutherford, NJ

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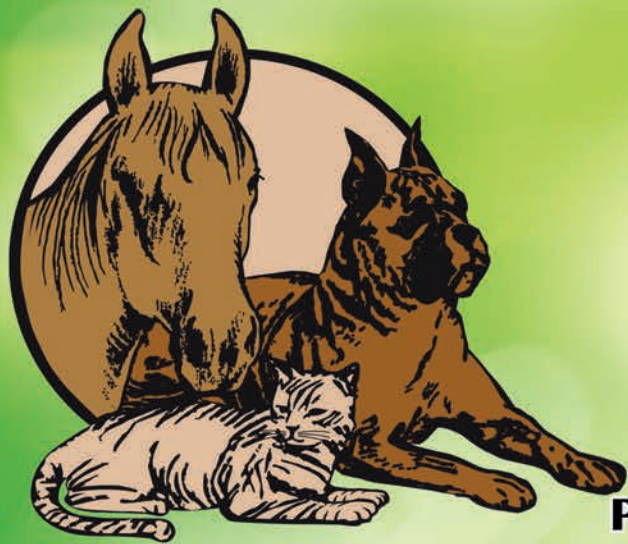
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**Paw Inspiring**  
by Missi Salzberg



# OUR NEW ENGLAND GROOMING FAMILY

## PART 1

**T**here are many ways to define “family.” Traditional definitions include parents and children and immediate relatives. More modern takes on what defines “family” include a wide array of possibilities, including blended families from remarried parents, same-sex parents with children, grandparents raising grandchildren, and so on. If we are lucky enough to have enjoyed

a “family” growing up, we are blessed. I was lucky enough to grow up with a few families as defined by my own heart, and this is the story of one of those families.

“Many, many years ago, a small group of groomers got together, and what developed from a lot of follow-up meetings and with a lot more groomers was the first loosely put-together *PDG (Professional Dog Groomers)*. The

*PDG* was an active group of groomers who had great interest in the profession and later became *MAPDG (Massachusetts Professional Dog Groomers)*. I got involved soon after things got started.

“Things started to happen, and the first elections were held. I was the first elected president, and Chris DeFilippo was vice president. There was also a board of directors. The first get-together

was in Shrewsbury, MA, and Shirlee Kalstone was the guest speaker and did a lecture on First Aid and CPR for dogs. The day was a great success, and ever since, things have kept getting better and better. From a small group with a great interest in the well-being of dogs and cats, things have grown into what they are today!" – Dick Marsh

Back in the 1970s, a group of groomers in Massachusetts decided to raise the bar in the grooming profession. They gathered at restaurants and each other's homes and began having conversations about creating education and excellence in the grooming profession. I remember my mom being involved with the group as secretary at one point and my dad speaking at a workshop, but I was too young to really understand what this was all about. I just knew if I went with my mom or dad to an event or to visit

other shops, I got to see people with dogs that loved me! We would visit Nancy Boston at Twickenton, stop by Jack Kennedy's, or pop in on Dick Marsh's shop. I remember Christine DeFilippo, Dottie McDermott, and Sue Viveiros from early on. My dad trained to be a groomer with Nancy Boston, and we became very involved in her West Highland Terrier breeding. My

first Westie was *Barney*, and from that point on, there were frequently Westie puppies tearing around the house.

While I was a kid rolling around with Westies, something was brewing here in New England. There was a camaraderie and kinship amongst these people connected by their love and respect for dogs and the art of grooming. The commitment they had to

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developing an organization to improve groomers' education was very strong, but above and beyond that, too, was an evolving family – a “grooming family” – that throughout all of these years has continued to grow and remain tight.

“If it weren't for Shirlee Kalstone and her 'Groomerama' (later to become an international show, 'Interroom'), we would not have been inspired to participate, getting the word out and connecting with other groomers in our area. We met at each other's homes, at each other's shops; other people had ideas and input to help us. We sent out newsletters and information about our Fall Show in Massachusetts to see the new techniques and products available. We felt it would make it a stronger association if we included the New England states and later changed *Massachusetts Association of Professional Dog Groomers (MAPDG)* to the *New England Pet Grooming Professionals*. I still continue to support NEPGP

by sponsoring the Terrier Intermediate Division competition.” – JoAnne O'Brien

As the organization grew and offered more educational programs, it also became more organized and more professional. In retrospect, some of the people that were instrumental in planting the seeds of this organization have gone on to produce our industry's biggest events and trade shows and become renowned judges and speakers, award-winning journalists, and some of the most successful business owners in our professional grooming industry. Who knew what was beginning to take shape in Marea Tully's living room or in the back of that Chinese restaurant? Marea Tully looks back on her service to the organization and remembers the trade show taking shape.

“I am proud to have served as a board member, secretary, vice president, president, and adviser to the *MAPDG (Massachusetts Professional*

*Dog Groomers Association)*, later to be known as *NEPGP (New England Professional Pet Groomers)*. Our focus back then was on educating the groomers on how to run their businesses successfully and how to groom the various breeds properly, hence we had two seminars a year, which *NEPGP* has continued to this day. For this organization to have lasted 40 years with nothing but volunteers to run it says something in and of itself. Many of the officers would go to *Interroom (Groomerama)* and come back with fresh ideas for our *NEPGP* as it related to the competitions, trade show, and our vendors.” – Marea Tully

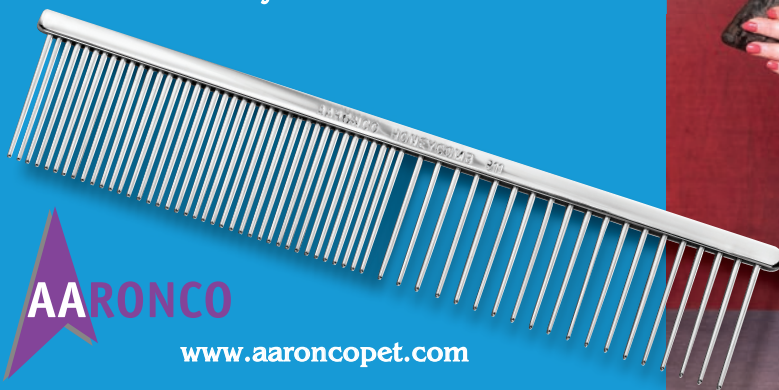
The educational seminars really defined the organization early on. The trade show came later and, through the years, has grown into a nationally recognized show. For anyone that has ever been involved with planning a large event like a trade show, it's an enormous amount of work. The

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NEPGP has done this as a 100% volunteer organization all of these years. Imagine running your own grooming salon all week and then, in your spare time, planning an event that will draw hundreds and hundreds of attendees, vendors, judges, and require planning with hotels, works crews, sound technicians, and a lot of dogs! Christine DeFilippo remembers:

“Taking a look back at all my years with NEPGP... Ahhh... In the ‘70s and the ‘80s, we all worked ourselves to the bone putting together seminars, finding speakers, putting together the catalog (as well as designing it), and getting companies to come and support the trade show. I don’t remember how many years we (the board) all worked as well as paid for entrance to the show as well as for our hotel rooms! We really did not think much about it except that we had to each do

it to make the show a success.

“For many years, I left, along with everyone else, at the end of the show (not staying an extra night because we could not afford it) and then driving home with swollen feet and complete exhaustion! The first year that a hotel offered me a free room as show coordinator, I nearly fell over on the carpet! Then we got the hang of it and started to really look at what the hotels would give us and how to get sponsors. We were growing our roots, and we grew them well! During those years, I served as president, show coordinator, and sweeper when necessary! Since that time, I have been honored to be a vendor (with advertising about Intergroom), speaker, judge, and consultant on occasion. I hope this will continue.”

– Christine DeFilippo

This learning curve has served Christine well, and she has gone on to own and present Intergroom in New Jersey each year. Sue Zecco, who served in many capacities over the years at NEPGP, has also gone on to present nationally respected grooming shows. Patty Allard, who served as a board member in different positions,

including president, remembers those Monday board meetings and why the maitre d’ always sat this NEPGP crew accordingly.

“When I think of my years as president and co-coordinator of NEPGP, I always remember the ‘every other month on a Monday’ board meetings. These meetings took place at a centrally located Chinese buffet. The restaurant sat us in the back, because they knew we would be loud. I remember the many, many, many hours of brainstorming that went into the Fall Festival. Each one of the Board Members gave their all, especially show weekend where everybody would do whatever it took to produce a great show. I think of the many times we were up very late laying down the plastic for the contest ring and seminar rooms. I know I never said it enough, or in some cases not at all: ‘Thank You’ to all of you who helped to make the NEPGP Fall Festival such a great and successful show during my presidency.”

–Patty Allard

One of the mission statements of the NEPGP over the years reads, “Our core values, development of our craft,

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pursuit of excellence including grooming to breed profile, environment that cultivates the best in each of our members has put us 'light years ahead' of the industry. Continued education and camaraderie are still top priority today. We welcome anyone in to share in this pursuit. We are committed to the ongoing development of our shared body of knowledge. We encourage individual members to utilize what we offer as they ascend in their career."

The camaraderie of the people in this organization has gone above and beyond throughout the years. Their commitment to one another as friends has always been one of my favorite traits of this organization. When Jack Kennedy lost his shop in a fire, he and his staff were welcomed with open arms into Christine's store to keep the business going. When my family lost the *Village Groomer* to a blaze, friends from the NEPGP were incredibly supportive. During my father's long battle with cancer, my grooming family was always present, and some of our local groomers were there to donate blood when he needed a transfusion. My mom, who suffered a brain aneurysm in 2011, reminds me of that commitment we have to one another.

"I am proud to be one of the original members of the NEPGP. It gave me the opportunity to get to know my fellow groomers and be involved in the planning stages of this wonderful organization that has since grown to attract national interest on the annual grooming show calendar. It has provided wonderful opportunities for

its members to learn and grow in their grooming careers."

"Those meetings we had back then were full of fun and friendship. When I received the NEPGP Pillar Award last year, I felt very moved and grateful. While I was in assisted living last year during my recovery from my aneurysm, I was delighted to be visited by Toni Coppola and Linda Cooper-Claflin, who brought me well wishes from the members, gorgeous flowers, and even a stuffed toy puppy to keep me company! And Missi, your hosting of our shows and close relationship with these lifelong friends makes it seem to me that my link to this great organization has come full circle." – Kathy Salzberg

"Our family has grown throughout the decades and has come to include dear friends that come and support our annual trade show as vendors. Some of these vendors were from our home turf, like *J.M. Brady Company* and *Pet Edge*, while others traveled to be with us and came to really love our New England family and our *Fall Festival*. It's always worth our time to come up and support the New England Pet Grooming Professionals. It's always good to see the friendly New England people." – Frank, Dan, and Debbie Rowe (*Frank Rowe and Son*, PA)

"Besides being busy reconditioning shears and selling products all weekend, we love the hotel, lots of good restaurants in the area, and the NEPGP people are friendly. The *New England Pet Grooming Professionals* even threw a birthday party for our

daughter, Samantha, and she and my father arrived in a limo – very memorable." – Randy, Cheryl, and Samantha Lowe (*Precision Sharp*, PA)

The speakers that the NEPGP has hosted over the years have also come to love the Spring Flings and other educational events. I was invited to speak a few years back, and it was incredible. There is a thirst for knowledge here in this New England grooming community. Over the years, there have been programs on breed standards, grooming techniques, safety and CPR, retailing, and so much more. Most recently, Margery Good and Sarah Hawks were in town to teach an almost sold-out event. This is the kind of talent and level of expertise the NEPGP brings to its membership!

Sarah had a great workshop and said, "We enjoyed the opportunity to share knowledge with your attendees so much! We would love to come back and do it again but for two days – one day was not enough!"

Next month, I will continue the story of the NEPGP family and looking forward to our bright future. Stay tuned for some very exciting news from the NEPGP and *Barkleigh Productions!* ☺

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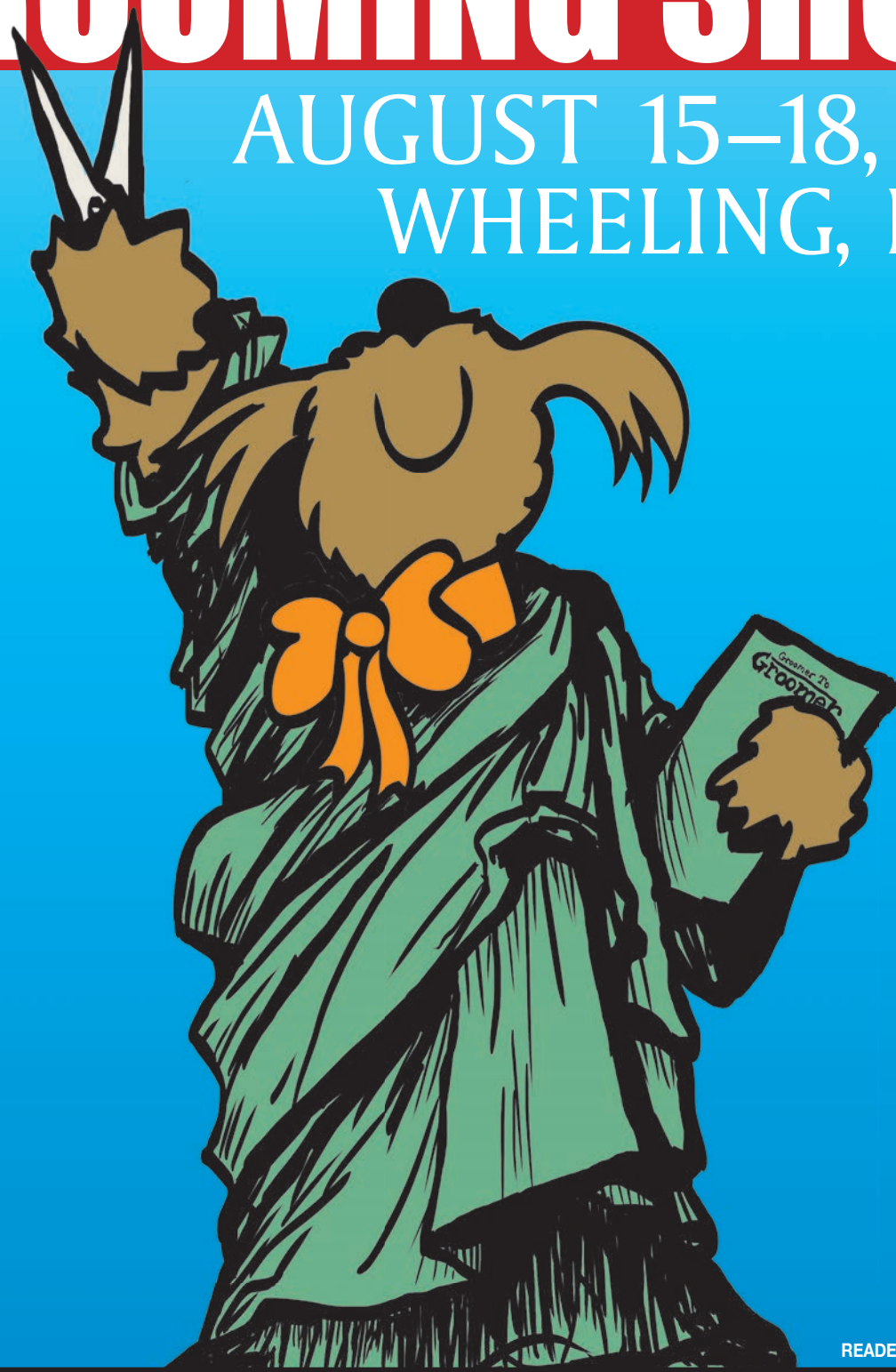
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# GETTING ORGANIZED

✎ by Emily Rupe ✎

**M**y life as a groomer is controlled insanity. Trying to service clients, balance family, and get time for myself often leaves me pulling chunks of hair out and mumbling in a corner. To add insult to injury, the more hectic life gets, the more keeping organized and tidy takes a backseat. Suddenly, I look around, and the aftermath of the grooming hurricane has enveloped my work space. I'm cluttered with freebies, must-haves, and "I'll find a use for that." The time has come to bite the bullet and get organized!

Although staring down a mountain of accumulated crap can be

daunting, it's best to tackle small areas or amounts at a time. Inevitably a decision will have to be made as to what items stay and what items are kicked to the curb. Try assembling three large boxes: one for "keep," one for "goodbye," and another for "not sure." On the "not sure" box, write a date (usually three to six months ahead) and seal it. If you haven't had the need to open it and use any of its contents by the date on the box, consider it another "goodbye" box.

Once you've established what stays, it's time to put it back in an organized manner. Wait to purchase bins and pre-fashioned organizers until

you've completed the purge and know exactly what needs to find a home. If you jump the gun and go crazy with container shopping prior to completion, there's a greater chance you'll waste funds on extra or non-ideal materials. Fight the urge!

It's important to map out your new tidy space mentally and consider a few questions. Are you right or left handed? Individuals tend to use their more dominate hand, so if you set up your tool storage on your dominate side, it will be easier to access and save time. What items do I use most often? Items that are daily requirements should be stored in "prime real estate" for quick

access. Those getting less action go into places such as bottom drawers.

After the purge and planning comes the fun part: thinking of creative and functional ways to store and organize. Especially in small salons or mobile units, it's important to utilize as much space as possible and keep things streamlined. Think up rather than out if need be. Magnetic tool strips found at any home improvement store can be installed to hold combs, shears, hemostats, rakes, or stripping knives.

Shower caddies can be great wall organizers, too. Not only are they meant to handle all the moisture of a bathing room, but they come in a variety of shapes and sizes. I love the corner or smaller variety by my station to hold colognes and sprays. I have easy access and don't run the risk of them turning over and leaking into a drawer. Of course shower caddies are fabulous over the tub, as well, to hold mixing bottles or dental products. Make sure to hang your caddy with hooks rather than screws so that when it's time to clean them, all you have to do is remove them and wash them out in your tub.

Wall-mounted hand soap dispensers are fabulous for facial products. Installed right next to a tub, it's convenient and reduces waste since each pump is just the perfect small amount. If you have a small bathroom-style cabinet (with or without a sink on top), try installing a tension rod inside to hang all the cleaners that are in spray bottles. You can still slide bins underneath them for additional storage.

Part of keeping things streamlined and simple is using products that can have multiple uses. These can be grooming or cleaning products. One of my favorites is white vinegar! You can use it as a final rinse on dogs for a squeaky clean finish or as a whitener/brightener, but that's only the beginning. To clean glass or mirrors, mix it with water and wipe it clean with

crumpled newspaper. When heated and added to equal parts dish soap, it will break down soap scum and rust stains. It can be run through bathing systems to cleanse or poured down drains to eliminate odors. Added to laundry, it's a booster and softener. This one product reduces the need for a variety of cleaners, is safe for the dogs, and saves more room for other items.

Another example is using a shampoo that has multiple purposes. Most citrus-based shampoos work great not only for killing fleas but as a degreaser and deodorizer, as well. By finding a product that does all three, I reduce my three gallons of shampoo to one. By having only one product open and using it more quickly, I am also reducing my chance of it going rancid from sitting on a shelf for months on end.

Let the décor or theme of your salon provide inspiration. If you have

an industrial look, use tool boxes as stations and magnetic tool strips (mentioned earlier). If you're a little more country, hang mason jars on the walls to hold combs and tools. Go to a thrift store and find an old dresser and turn it into a station. Get creative and have fun. With websites like *Pinterest*, there is no excuse for decorating block.

Once you've tackled the clutter, you'll realize the great difference it can make. Your work space will be healthier with less dust and stockpiles to dodge, giving a more professional appearance. This not only makes an impact on clients but can inspire your groomers to refocus. Time will be saved from no longer having to sift through excess tools/items and having a more efficient space that works for you. With the extra time and reduced waste, all that's left is the additional income and sanity your hard work has earned. ☺

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# A DAY IN THE LIFE OF THE GROOMING SALON: NOT SHARING DISEASE

✧ CeCe Koplin ✧

**T**he daily routine in the grooming salon should include more than merely accepting as many dogs as possible, grooming them, and giving them back to their owners in stylish, fluffy cuts. Every groomer and support staff member must be well informed as to their roles in ensuring every pet is safe from disease.

Whether your salon grooms a couple of dogs a day or sees 50 on a busy Saturday, just one sick dog can infect all of the others. In addition, if the salon is not thoroughly cleaned, the affected areas could continue to infect dogs visiting your shop for days.

As a groomer, you are responsible

for the prevention of spreading contagious disease to pets groomed in your facility. The only way to accomplish this is for the salon to abide by strict policies. The policies should outline what pets will be accepted as well as a staff duty roster with guidelines for rigorous sanitation techniques. The guidelines should also include how your staff can protect themselves by washing hands, using gloves, and other methods designed to prevent them from contracting a zoonotic disease. Zoonotic diseases are spread from animal to human through contact with infected urine, feces, and bodily secretions or, in some cases, even breathing

in infectious agents.

Disease control begins long before you meet or even touch an owner's pet. When your clients call in to make appointments, the client record must be reviewed to check that vaccinations are up to date. In addition to vaccination records, it is helpful to have the contact information of the veterinarian. As a courtesy, you could offer to call the veterinary clinic when the records show that the animal's shots have expired. When you add a new client, make sure to inform the owner that she must bring her pet's vaccination records or the pet will not be accepted.

There are several reasons to never accept a dog if he has had vaccinations that day. The dog will be unhappy after the veterinary visit, and he could experience tenderness or a reaction at the vaccination site, which could make the dog harder to groom. In some cases, the groomer might be blamed for symptoms of soreness or stress. Most importantly, the shots will need time to take effect and support the dog's immune system. As mentioned above, your shop should have a defined

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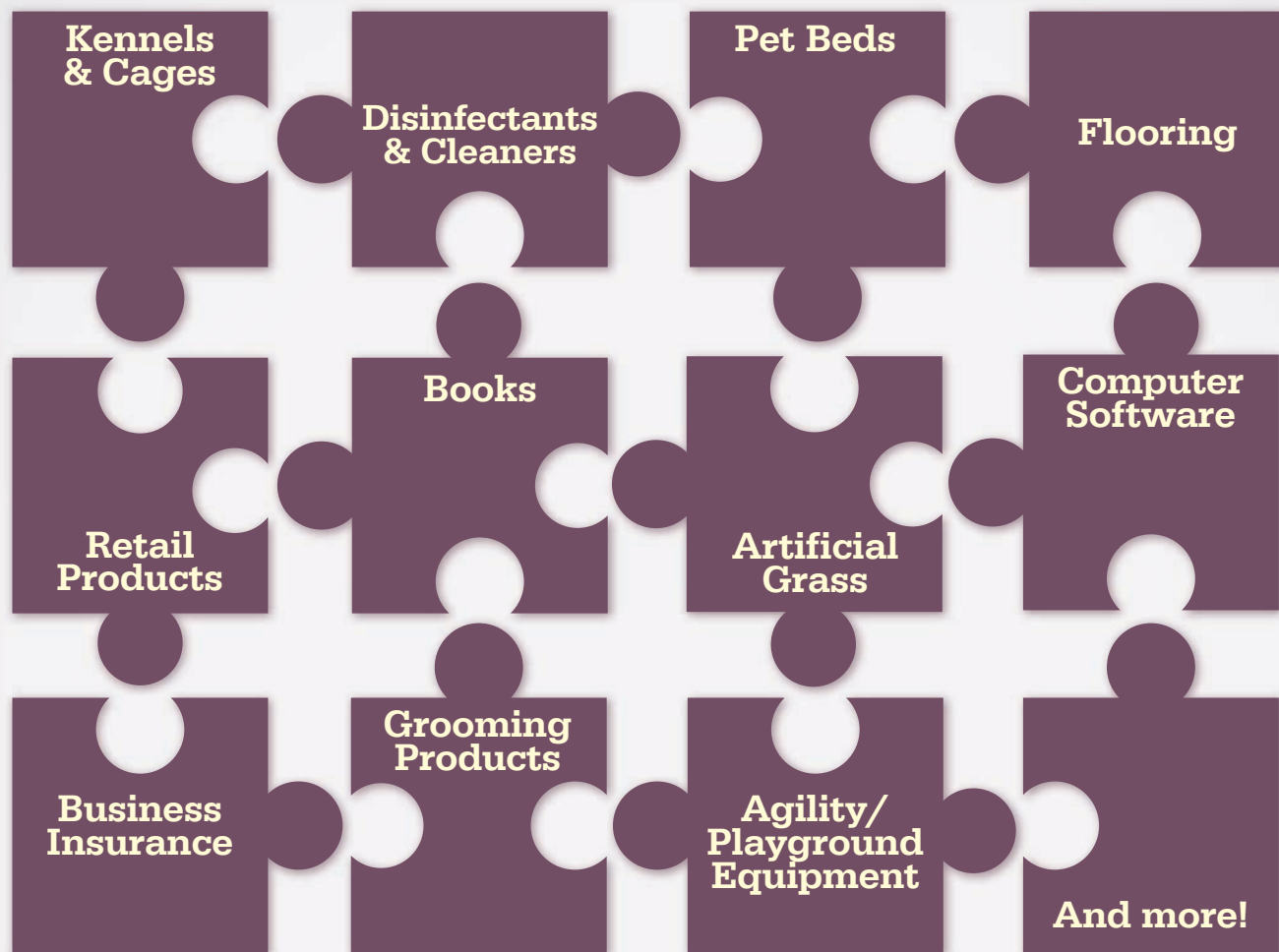
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policy regarding vaccination dates when scheduling appointments. For example, when you have a new client, the waiting period should be a couple of weeks after the shot. If your regular client is on time with the shots, then a couple of days after the vaccinations should be sufficient.

The age of the pet is also very important and should always be taken seriously. If the pet is a puppy or a senior, his resistance to infection might be lower than an adult dog's. This is also the case with a pet that has had a recent surgery. In the case of a new puppy, your shop should have a policy that states puppies must have had the last set of shots at least a week before the appointment. Elderly animals more than 10 years old and pets with a surgery in the past week should have a release from their veterinarian.

Once the appointment has been set and the dog arrives at the salon, a staff person using a check-in list should speak with the pet owner and conduct an examination of the dog. When clients are allowed to drop and run, meaning a dog has not had a proper check in, the potential for prob-

lems in the salon arise.

The check-in examination should include looking for the following:

- Visible signs of a possible medical condition
- Eyes – red, swollen eyes
- Ears – red, tender to the touch, and odoriferous
- Rear – sores or leakage
- Sores
- Sensitive areas
- Parasites
- Fleas or little black dots of flea droppings
- Lice
- The condition of the coat for grooming

If you recognize a sign that indicates the pet might be ill, you should never actually diagnose the problem. Instead, simply state you recognize there may be something out of the norm and recommend that the owner seek the assistance of a veterinarian. Most owners become very concerned when they did not detect a problem with their pet, so be gentle. The discussion with clients should be discreet to not embarrass them.

If you noticed any cautionary signs that a pet might be ill, be sure that all affected areas in the salon are disinfected afterwards. The fewer areas they are exposed to the better. The reception check-in areas should be equipped with a cleaning kit that includes a spray bottle with a disinfecting solution (one part bleach to 30 parts water), paper towels, clean rags, and small garbage bags to contain waste.

Each staff member's daily routine should include cleaning procedures based on their area of responsibility. The groomers must keep their workstations clean by disinfecting used tools, wiping down their table, and disposing of all hair between each client session. The table base, floor, and nearby walls should also be wiped with the cleaning solution daily.

The bathers should follow the same tasks as above, as well as disinfecting the tub after each bath. It is important to have all cages, crates, and cage banks thoroughly disinfected between clients. In addition, all large containment units and equipment should have wheels or casters for easier cleaning beneath and behind them. Devices such as vacuum cleaners, clipper-vacuuming machines, and other tools that suck up hair should be emptied daily.

The reception area and the areas outside the entrance should also be cleaned daily. These areas are sometimes overlooked and can become marked and re-marked by your furry visitors.

By following these guidelines and instilling mandatory policies and procedures, you can ensure your salon is doing all it can to not share infectious diseases between pets. ☺

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# INSIDE THE NEW 4<sup>th</sup> EDITION

## BICHON FRISE

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• Minimal Shedding

**AKC Breed Group:**  
• Non-Sporting



### Equipment Required

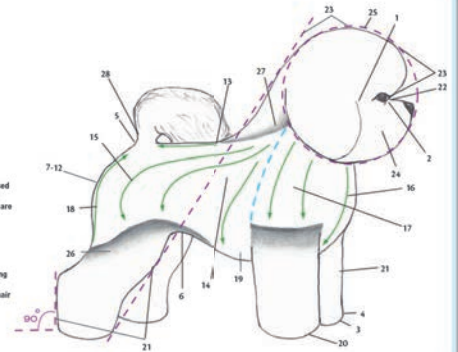
- Slicker Brush
- Metal Comb
- Saline Solution
- Hairmostat® Hair Puller
- Ear Cleaner
- Ear Powder
- Cotton Balls
- Dematting Tool
- Nail Grinder or Nail Trimmer
- Electric Clipper
- #15 Blade
- #10 Blade
- #4, #5 Blade
- #1 Snap-On Comb (or longer)
- #2 Snap-On Comb
- Scissors
- Thinning Shears
- Conditioner
- Curved Scissors
- TinyThin® Thinning Shears

### Grooming Instructions

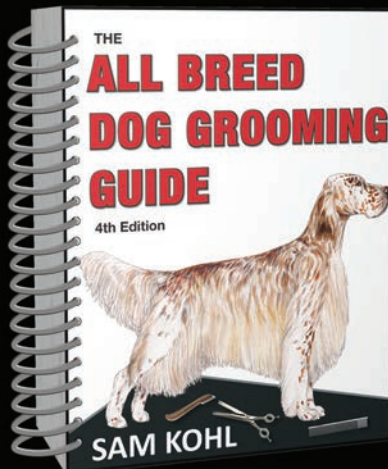
1. **Ear Cleaning:** First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a Hairmostat® hair puller. Then, clean the inside of the ears using cotton balls lightly dampened with an ear cleaner.
2. Wipe the corner of the eye and under the eye with a cotton ball moistened with saline solution to remove eye debris.
3. Clip the hair from between the pads of the feet with a #15 blade. Use the clipper to remove any hair hanging off the edge of the pads.
4. Cut or grind the nails, removing only that part of the nail that grows out beyond the quick. Be careful not to cut into the quick.
5. Clip the hair away from the anal area, about one-half inch on either side of the anus, with a #10 blade. Never put the blade in direct contact with the anus.
6. Clip the hair from the stomach area, from the groin to the navel, using a #10 blade.
7. Brush the coat quickly with a slicker brush or dematting tool to loosen any tight mats.
8. If the dog is on a regular, frequent grooming schedule, the body pattern will be put on after the bath. If there is excessive coat, remove it by presetting the body pattern before you bathe the dog.
9. Bathe thoroughly using shampoo appropriate for the individual coat, then rinse. Repeat bath and rinse. Apply conditioner and rinse thoroughly.
10. Partially dry with high-velocity dryer to remove excess water and loosen mats. If desired, cage dry until slightly damp, or for better results continue with high-velocity dryer until 95 percent dry. Then fluff dry until 100 percent dry and straight.
11. Comb through the coat after brushing to be sure no small tangles remain.
12. Fluff up the hair on the body and legs with your metal comb.
13. Leaving the neck to scissor later, start three to four fingers behind the withers and hand scissor or clip with a #1 or longer snap-on comb, back to the base of the tail. Do not clip into the tail. The topline should be level. If the owner desires a shorter clip for ease of maintenance, a shorter

#### Understanding the Lines:

- Direction of stroke used for clipping pattern.
- Indicates a distinct pattern with other hair hanging over it.
- Indicates a distinct pattern line with no blending.
- Indicates a pattern where two different blades are used next to each other to accomplish different lengths of coat without needing to blend the lengths since they are very similar.
- Illustrates a general shape or appearance.



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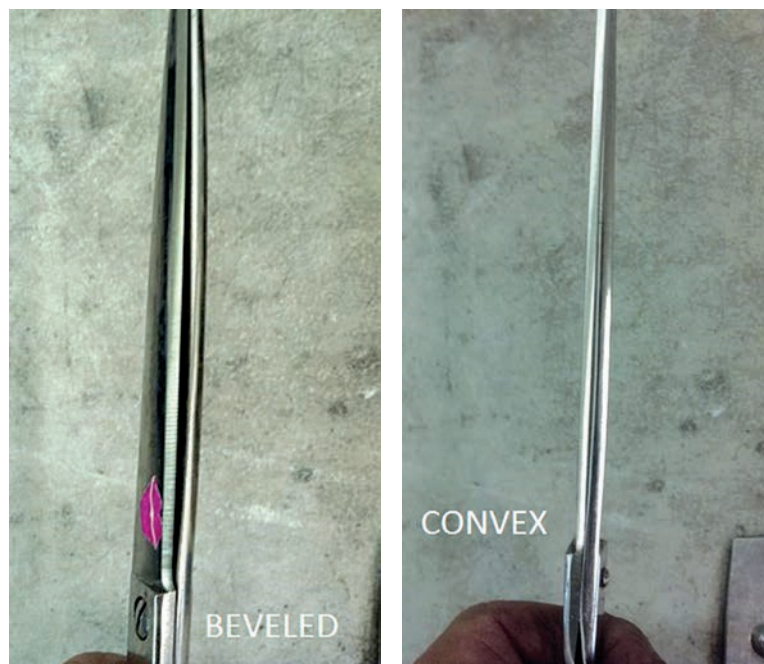
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# WHY IS THERE A SPACE BETWEEN THE BLADES OF MY SHEARS?



✎ by Jeff Andrews ✎

## BEVELED SHEARS

On some shears, there is supposed to be a noticeable space between the blades. This is called the “set.” On beveled edge shears, it enables the shear to “slice” the hair. Without this space, the hair may fold. As you open and close a beveled edge shear, you can look down through this space and see the blades touch in only one place along the blade. This gives the beveled edge shear that powerful slicing ability that most groomers want. The beveled edge is the “work horse” of the grooming industry. You can use this edge to rough in dirty dogs or for general grooming. It costs less to sharpen shears with this edge. Below is a picture of the space between the blades of a beveled edge shear. Note the small bevel on the cutting edge.

## CONVEX SHEARS

The next type of shear is the convex shear. These shears still have a space, or “set,” but it’s very, very small. It would be difficult to get a piece of

paper to slide between the blades.

The convex shear cuts hair completely differently than the beveled edge shear; it chops rather than slices. Why? Because the convex shear edge is a razor rather than a slicing bevel. The edge is so sharp that it doesn’t have time to slice. It cuts straight through the hair with a single closure. You shouldn’t feel hair cut with a convex edge, because it’s that sharp. When you do feel the hair cut and it starts to push the hair, it’s time for sharpening. Groomers get the best finish using convex shears. Use them on clean, combed out dogs only. Any dirt or knots in the coat can cause the convex shear to dull out very quickly or pit the razor edge, which can cause hair to fold.

Below is a picture of a convex shear with the limited “set” between the blades. The only space it needs is for the blades to pass each other without binding. They need to be close together. If you loosen the tension of a convex shear or thinner too much, the blades can grab each other about an

inch from the pivot screw. If this happens, don’t keep using it; it needs to be honed again. Tension is mainly for adjusting the way the shear cuts along the blades. It’s not intended to make it easier for you to scissor. When the tension is too loose, the shears may fold at the tips in tough coat. They make shears with ball bearings instead of tension screws at the pivot. This setup will allow you to scissor with ease no matter how the tension is set.

This information is for groomers as well as new sharpeners so that you know the characteristics of both styles of shears. Some people buy shears and really don’t know any more about them except that they cut hair and feel good in their hand. There is a difference. Most groomers use beveled edge shears for general grooming and roughing in dirty coats, and they use convex shears for finishing work only.

I hope this helped you, in some way, to make decisions on shear purchases and what you will be using them for in your shop. ☺



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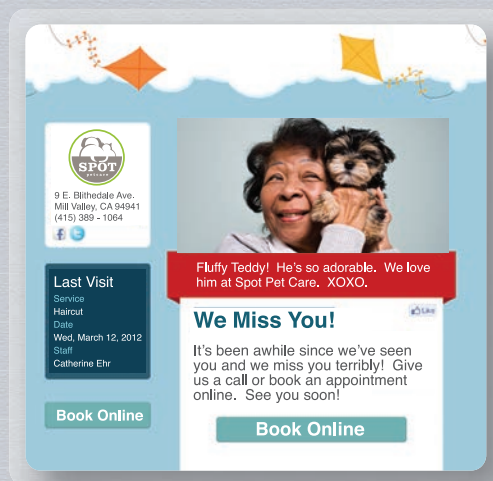
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by Kathy Rose



# SCOTTIE PET TRIM

Often described as the oldest breed in Scotland, the Scottie has found his way into the hearts of Americans, including two U.S. presidents, and onto the growing list of our *Bread & Butter* clients. His harsh, wiry coat is preferably hand-stripped to maintain the “wash and wear” functionality, but that is not always practical for the average pet owner. Clippers can replace the hand plucking, but the lines of correct breed profile and keen expression should remain intact when styled by a professional.

The first step in any groom is to evaluate fully the body structure of the dog: his conformation. There are

planes, lines, and angles everywhere on the dog: the skull, jaw, ear set, tail set, front assembly, rear assembly, underline, and topline to name a few of the obvious ones.

When styling the “lines,” the topline is a good place to start, because it is the most easily identifiable line. In this case, we are seeking level, so where you begin to clip can make or break your final outcome.

This *B & B* client is a lovely specimen, although he is losing the battle of the bulge. The extra pounds tend to raise his rump and leave a slight dip behind the withers. For this model, a #4 blade was used on the body, and

then the highest part of the rump was blended over with a #5. For a pet with a roached back, you would use the shorter blade on the highest point of the back.

When using clippers on coats that normally should be carded or stripped, first card out the excessive undercoat with a coarse stripping knife or Furminator tool. This will help minimize the “corduroy” look the clippers sometimes leave.

**FIG. 1:** With a #4 blade, begin the clipper work a little behind the withers. (Tip: for very coarse coats, the skip tooth blades work well.) This will give you room to fill that dip. Following the

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coat growth direction, clip down over the point of shoulder and onto the upper arm, "falling off" before clipping into the longer leg coat. Continue down the back and flanks, clipping just below the "spring of rib," the widest part of the rib cage.

**FIG. 2:** Clip the back and over the upper thigh muscle and rear, stopping just above the point of rump. Trim all sides of the tail, leaving a small triangle of coat at the croup with the widest at the tail base and the point forward to the back. This coat will be blended for a smooth transition from the onset of the tail to the back.

Moving to the front of the dog, change to a shorter blade (in this case, a #5). Still following coat growth direction, clip the sides and front of the neck over the shoulder and down to about two fingers above the breastbone.

**FIG. 3:** Using a #5 or #7, clip the throat, cheeks, and jaw in reverse against the coat growth direction. Blade length depends upon the dog's skin sensitivity, pigment and coat density. (You do not want this to look bald.) Clip from just in front of the ear

to the eye corners on the upper cheek. Do not clip under the eyes. Clip to the hair nodule or lip corner on the lower cheek and under the jaw. The facial coat starts at the eye corner and angles diagonally downward toward the jaw.

Clip the topskull against the coat growth direction, starting in front of the ear, and clip down to the stop. The space between the eyes (stop) should follow the natural channel that lies there or about the width of a finger. Do not shave down the nose bridge. Use scissors, thinning shears, or hand pluck the stray hairs in this area. Do not shave off the tuft between the ears. With low set ears or a domed topskull, you may need to extend the tuft a bit more onto the topskull. Leave a small bit of coat in front of the ear as well.

Change clipper blades to a #30. Clip the entire back side of the ear, leaving a very small amount of coat at the ear base to blend where it sets onto the head. Next clip the entire outside on the ear front. Clip the inside (toward the topskull) of the ear, leaving fringe on the bottom two-thirds. Do not leave any fringe on the outside edge of the ears. The ear fringe or

**FIG. 1**

**FIG. 2**

**FIG. 3**

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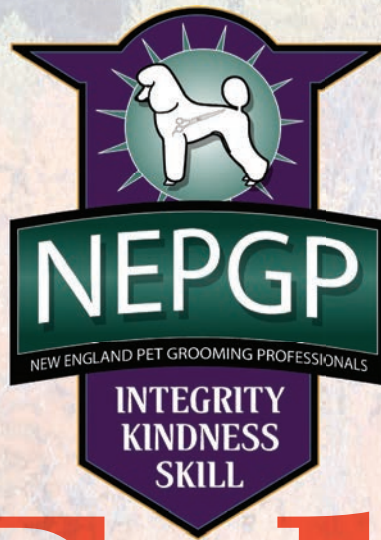
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“tufts” are an extension of the inside edge of the ears, which helps create the illusion of a narrower space between the ears, enhances the appearance of a flat top skull, and buffers the ear canal opening. The amount of fringe left on the topskull and inside ear edge will depend upon the skull shape and width.

**FIG. 4:** With a #5, clip against the coat growth direction in a slight arch curving up toward the ear base on the sides of the neck. This is a short cut to blend the shorter throat and shoulder into the coat on the back of the neck. This will help to give the appearance of an arched neck.

**FIG. 5:** With small scissors, trim the outside edge of the ear from the base to the tip. Do not leave any fringe on the outside edge.

Fold the ear over and trim the fringe on the inside of the ear to blend into the smooth edge of the ear toward the tip.

**FIG. 6:** Use thinning scissors to blend the slightly longer coat on the back of the crest to the topskull and neck.

**FIG. 7:** Place fine thinning scissors or a straight shear flat against the cheekbone and trim the brows from the eye corner toward the nose. With short shears, trim the eyelashes short. Trim any brow coat that protrudes outward from the cheek. The brows should form triangles reaching about two-thirds of the way down the muzzle, depending on the length of the muzzle. The shorter the muzzle, the shorter the brow should be. They should be open enough to expose the eye but thick enough to give the impression of a deep-set eye.

**FIG. 8:** Use fine thinning scissors to blend the upper beard to the cheeks and the stray hairs between the eyes. When viewed from the front, the head should appear rectangular with no hairs protruding from the sides of the ear, brow, cheek, or

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**FIG. 10**



beard.  
Use curved shears to create round feet that bevel into the longer leg coat. Try not to expose the front toenails. With thinning scissors, shape the leg to the elbow for a definition from the skirt. Blend the upper forearm and shoulder. Use your thinning scissors to create a straight line from the shoulder to the foot and a cylindrical-shaped leg.

**FIG. 9:** Use long curved shears to give a slight “tuck-up” to a tidy underline. The slight tuck-up is placed a bit behind the last rib. Another way to find the correct spot is to lift the rear leg forward, bending the knee. Approximately where the stifle bends at the skirt is where to place the tuck-up. Tidy the rear leg outline by bending the knee, but do not trim above the knee.

**FIG. 10:** With thinning scissors, blend the stray hairs on the tail into

the shape of a carrot and blend the slightly longer coat at the croup to blend onto the back. The tail does not have a flag or fringe.

Blend all transition lines from short coat to long coat with fine thinning scissors. Finish up the trim by again carding out excessive undercoat. This will give a nice smooth finish. A small bit of holding spray or gel applied to the brows will polish the crisp brow expression.

“The principal objective must be symmetry and balance without exaggeration.” This quote, pilfered from the Scottish Terrier Club of America Breed Standard, holds true in grooming as well. Recite this mantra when styling all of your Bread & Butter clients no matter what the breed!

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(Hershey, PA) – September

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## Peaceable Kingdom Essentials Flea Flicker Line



*Peaceable Kingdom Essentials*, a provider of effective natural products and herbal remedies for pets shares their all natural and organic alternatives to help dogs and cats combat fleas and ticks naturally

without dangerous chemicals. *Peaceable Kingdom Essentials Flea Flicker* product line includes; *Flea Flicker* flea and tick repellent spray, *Flea Flicker* powder and *Flea Flicker* bar of soap. *Flea Flicker* product line contains several ingredients which address the challenges faced with fleas and ticks. The ingredient neem leaf is an effective insect repellent and includes antibacterial and antiviral properties; fever few and chrysanthemums which contain certain compounds with paralytic effects on fleas; mullein flower is an effective wound healer and eucalyptus is great as a flea preventive as fleas hate the smell; and Nettle helps soothe itchy skin and fleabites. Further ingredients include rose and orange essential oils which chase fleas away without smelling noxious to people or animals and is safe for dogs, cats and humans. For additional information, request Reader Service card #10228.

## Consumers are raving on SynergyLabs' Shed-X Dermaplex and Shed Control Solution

A great nutritional companion, *Shed-X Dermaplex*, an all natural supplement, is proven to eliminate excessive shedding in 3-4 weeks



while providing optimum coat and skin conditioning for dogs and cats. *Shed-X Dermaplex* is a 100% naturally fortified antioxidant solution that is rich in Omega 3 and 6 fatty acids. Dog shedding can be frustrating for any pet owner. All animals with hair shed on a regular basis and depending on the dog or cat, shedding can be year-round, seasonal or sign of an illness. However, with *Shed-X Dermaplex* and its accompanying shampoos and conditioner, the pet owner can get control over shedding and reduce it significantly. For additional information, request Reader Service card #10229.

## The Successful Pet Groomer by Ellen Ehrlich



Wouldn't it be wonderful to wake up every day and see an appointment book full of cooperative, happy dogs and cats on a maintenance schedule with accommodating teamwork owners? In Ellen Ehrlich's fantasy, furry clients would jump onto the grooming table for their beautification, the owners proudly telling her they brushed and combed their four-legged friend out the night before their appointment. Then, straight into the tub for a bubble bath, blueberry facial, fluff dry and trim. A tail would be wagging

like a flag in the breeze. The plan: Ellen Ehrlich is changing the face of the grooming industry, one groomer at a time as she inspires, motivates, and empowers groomers everywhere she goes. Her third book, *The Successful Pet Groomer*, explains how you can create the business you always wanted as you work happy, healthy, safe and smart. Ellen has an endless amount of passion and enthusiasm for the grooming industry. Her desire to make the world a better place for groomers motivates her to write about the topic she loves best – grooming. For additional information, request Reader Service card #10230.

Ultra softness with maximum killing power describes *Bio-Groom's Flea and Tick Shampoo*. With a baby-mild base of protein and lanolin this natural conditioning shampoo rinses

## Bio-Groom Flea and Tick Shampoo



out lightening fast, leaving incredible softness, a healthy sheen, ultra clean results. Nature's own insecticide from the chrysanthemum flower, Pyrethrins, provides maximum effectiveness in killing fleas, lice, and ticks without stripping essential oils from the skin. We developed this formula in our own laboratories. After years of research we created a shampoo that conditions, moisturizes, revives and still kills pests without harm to coat or pet. We make it in our own state-of-the-art laboratories right here in the U.S.A. For additional information, request Reader Service card #10231.

# GROOM & KENNEL EXPO

**FEBRUARY 20-23, 2014**

*Pasadena Convention Center*

*Pasadena California*

# NEW PRODUCT NEWS



## KONG Releases New Treats

*KONG Sweet Potato Chews* are a delicious way for dogs to get more vegetables into their diets. Made with 100% Real sweet potatoes and containing antioxidants vitamins A and C, fiber, iron and calcium, *KONG Sweet Potato Chews* make the perfect long-lasting veggie chew that also helps support the overall health of dogs.

*KONG American Chicken Tenders* are made with 100% premium American chicken fillets. They are naturally nutritious and tasty! While dogs devour these delicious treats, dog owners can rest-assured their dog is eating the very best!

*KONG Double Chews Rawhide* are a great tasting way to satisfy any

dog's instinctive need to chew. Made from 100% U.S. beef hides, *KONG Double Chews Rawhide* maintain overall health of dogs by cleaning their teeth every time they chew! And with a meaty bacon flavor strip, *KONG Double Chews Rawhide* are irresistible flavor-packed treats, dogs won't be able to resist!! Available in Small, Medium, Large and Retriever Roll.

*KONG Aussie Sticks* are a great tasting way to satisfy any dog's instinctive need to chew. With real beef or lamb wrapped around natural rawhide, *KONG Aussie Sticks* are a naturally delicious treat that also helps maintain overall health of dogs by cleaning their teeth as they chew.

*KONG Pumpkin Stix* are made

with real pumpkin, which contains vitamins A, C, E, K, beta-carotene, fiber as well as other antioxidants, offering dogs a delicious treat with essential vitamins. Additionally, *KONG Pumpkin Stix* contain important minerals such as manganese, magnesium, zinc, potassium, copper and iron and are high in essential fatty acids that dogs need.

*KONG Fruit Fusion Jerky Bites* are made with real coconut, banana, apple and mango. These deliciously fruity treats contain extra vitamins, minerals, fiber amino acids and natural antioxidants to help support overall health dog health.

For additional information, request Reader Service card #10233.

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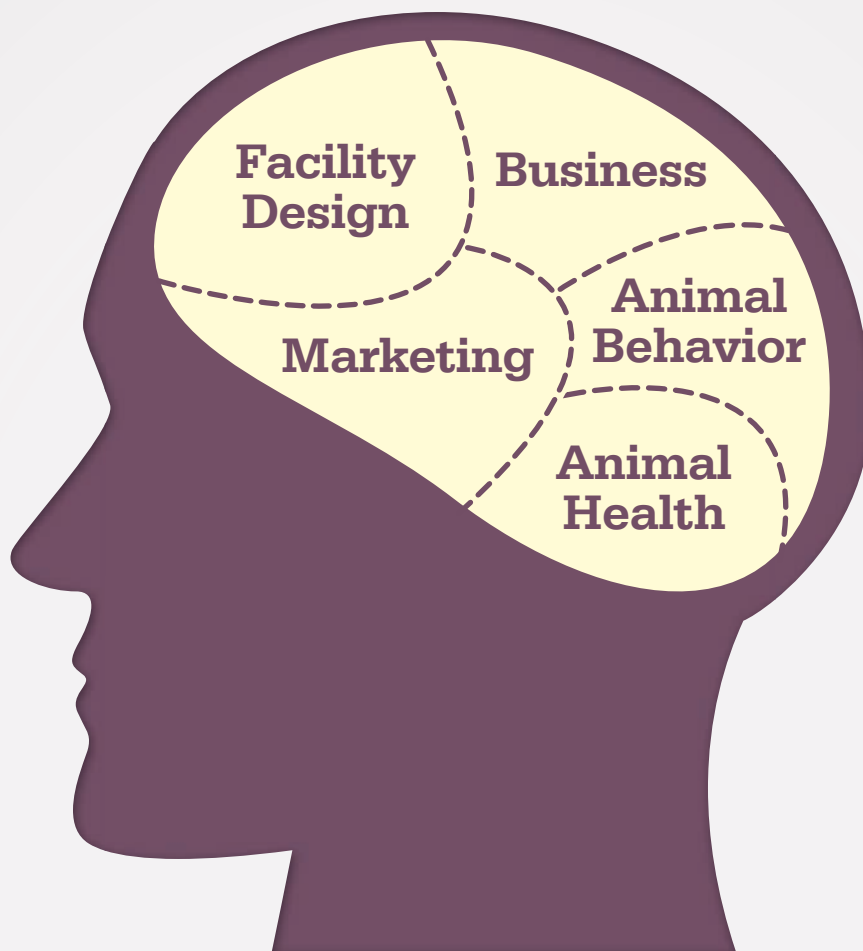
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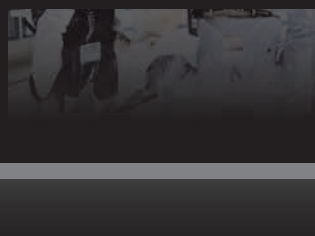
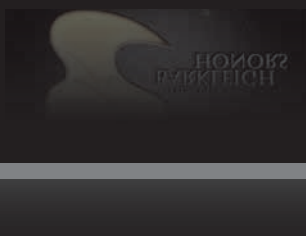
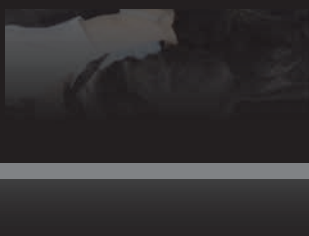
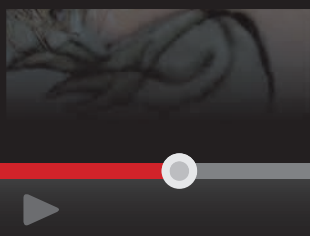
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A little, gained honestly,  
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gotten by dishonest means.

*Proverbs 16:8  
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C1989

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

I decided to go ahead and take the design to one more show: Atlanta Pet Fair. I just had to complete this design that I had worked so hard to perfect. Just a couple weeks before Atlanta, my mother passed away; I was devastated. I had no intentions of going anywhere, especially so soon after her death. My mother was my soul, my greatest fan, my seamstress, and my inspiration. In the days before Atlanta, my entire family pushed me to go on and do what my mom would have wanted me to do. "She would want you to go, Angela!" is what my dad was telling me. I agreed to go but wasn't sure if I would compete. I just wasn't up to it. The night before we left, I told my dad, "I will work on my dog, and if I can do it, I will. For my mom!" It was time to get the dogs ready, and I am sure everyone thought I had lost my mind. I just kept talking to my mom while I was working on Josh, just like she was standing there. When I was done, I was so excited. It was beautiful, and win or lose, I was happy. I pulled it together and completed the design; my mom would have been so proud. We won first place and People's Choice.



Top: Preparing for Atlanta Pet Fair just after Pasadena  
- Angela thought about a more tribal eagle at first.  
Middle and bottom: At Atlanta Pet Fair, where "Cherokee Heritage" took First Place

READER SERVICE CARD #10239

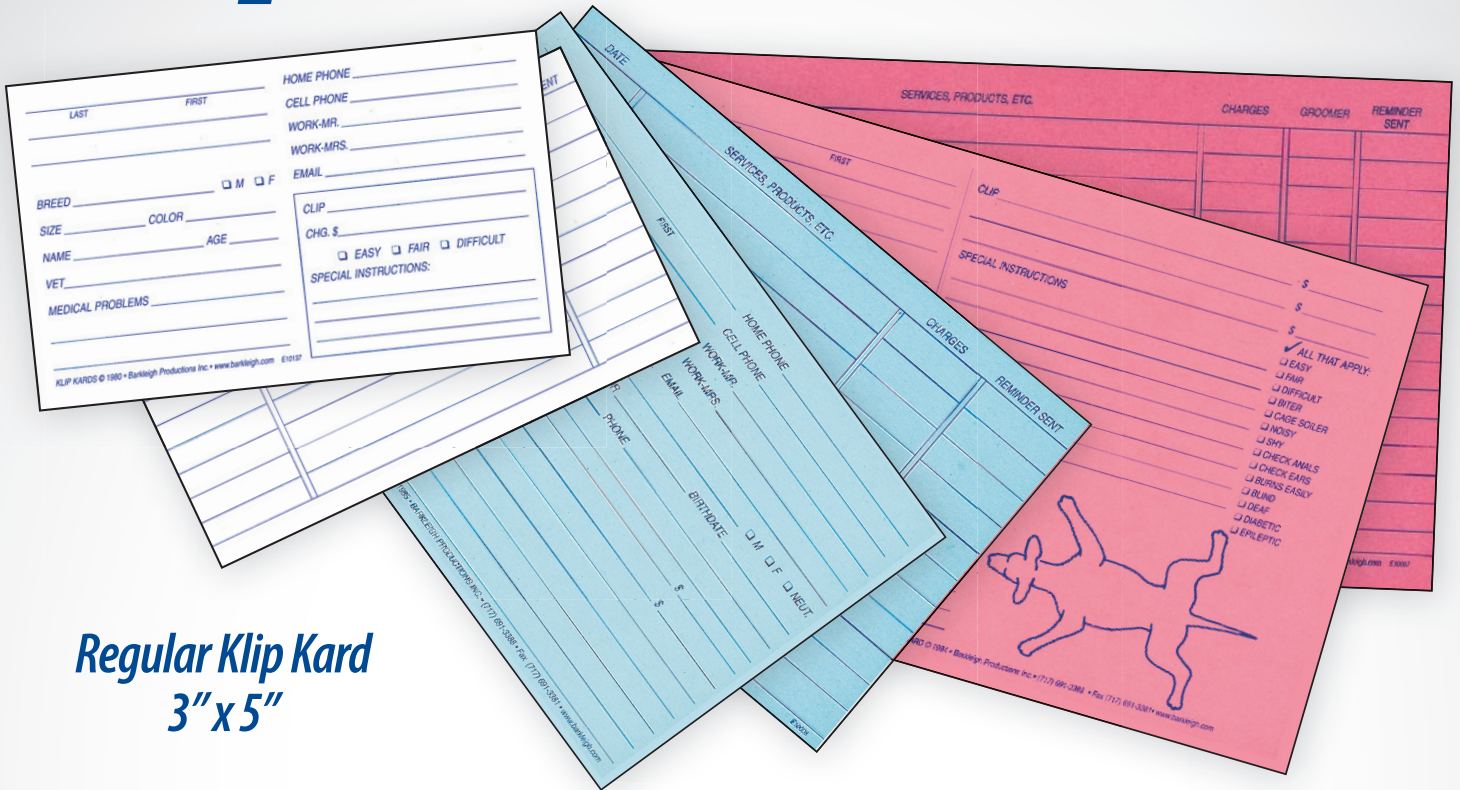


Angela Kumpfe, winner of the 2010 Groom & Kennel Expo People's Choice Award, with "Cherokee Heritage"

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# Klip Kards

## Client Index & Extender Cards



**Regular Klip Kard**  
3" x 5"

**Medium Klip Kard**  
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Available Colors



**Giant Klip Kard**  
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These client index cards will stand up against the daily abuse of any active grooming salon and will provide you with basic information on your grooming client.

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## Learning to Brush Your Pet



Photo by: Sheri Neumann

Pet Care Series # 2

## When Your Pet Needs a Smoothie



Pet Care Series #3

## Puppy's First Visit to the Grooming Salon



Pet Care Series #4

## THE FEROCIOUS FLEA



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## Keep Your Pet Salon Fresh



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## Ick! A Tick!

Protecting Your Pets and Yourself

Pet Care Series #7

# Pet Care Series Brochures

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#201 (HB-2)



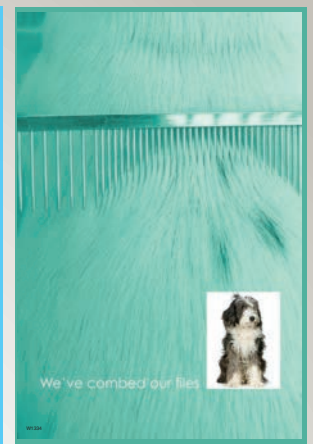
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# Reminder & Klient Postcards



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#203 (MV-1)



#204 (R-1)



#205 (R-2)



#206 (R-3)



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#210 (R-7)

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My Groomer Sez...	My Pet's Report Card
<p><b>My Groomer Sez...</b></p> <p><input type="checkbox"/> My coat was in excellent condition.</p> <p><input type="checkbox"/> I could use more brushing and combing.</p> <p><input type="checkbox"/> I had fleas and/or ticks.</p> <p><input type="checkbox"/> I should see my Veterinarian for:</p> <p>_____</p> <p>_____</p> <p><input type="checkbox"/> Other: _____</p> <p>_____</p> <p>_____</p> <p style="text-align: center;">Groomer's Remarks</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>My Pet's Report Card</b></p> <p><input type="checkbox"/> <b>A+</b> I was a Little Angel!</p> <p><input type="checkbox"/> <b>B</b> I was a Paw-fect Pet!</p> <p><input type="checkbox"/> <b>C</b> I was Satisfactory.</p> <p><input type="checkbox"/> <b>D</b> I'll Try Harder Next Time.</p> <p><input type="checkbox"/> <b>F</b> I was a little Devil... But My Groomer Still Loves Me.</p> <p>_____</p> <p>I should be groomed in ____ weeks.</p> <p>My next grooming appointment is: _____ at _____</p>

Available Colors



# Pet Report Cards

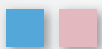
Like a teacher, now you can grade each pet from an A+ to an F. A time-saving checklist of common recommendations is included with space for your personal comments. It doubles as a reminder or appointment card. Your clients will tell their friends about your caring pet report card.



# Little Angel Award

Great gift for puppy's first grooming, new clients, promotions, and incentives!

Available Colors



"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."

# Pet Release Forms

## Fuzzy Pet Form

Date: \_\_\_\_\_

## SENIOR PET FORM

DATE: \_\_\_\_\_

PET'S NAME: \_\_\_\_\_

## Pet Release Form

Date: \_\_\_\_\_

Pet's Name: \_\_\_\_\_

Your Pet is important to us. Because we care, we want to assure you that every effort will be taken to make your pet's visit as pleasant as possible.

Occasionally, grooming can expose a hidden medical problem or aggravate a current one. This can occur during or after grooming.

In the best interest of your pet, we request permission to obtain immediate veterinary treatment, at your expense, should it become necessary.

I hereby grant permission to this Grooming Establishment to obtain emergency veterinary treatment for my pet, at my expense.

Signature \_\_\_\_\_

Sincerely,  
Your  
Professional  
Groomer

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J630

## A Little Light Humor for a Serious Subject!

These cartoony Pet Release Forms explain – in a gentle way – the pet owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet.

One popular television judge even sided with the groomer because she had her client sign a Fuzzy Pet Form.

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**SATURDAY, SEPT. 21 AT 7:30 PM**

## BARKLEIGH HONORS

# READER FEEDBACK



A selection of  
comments taken  
from our  
Facebook page

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## Question:

“ I have to ask. How do you get over the fear of competition?”  
— **Jeannette Laspopoulos**

## Answer:

“ You just get in the ring and compete and don't worry about winning/losing... Just make it a learning experience... That's what I have done.”  
— **Angela Cummings**

## On PetQuest:

“ Ohio is so glad you came! My first time at the Convention and loved it! Enjoyed watching so many talented groomers! See you next year!”  
— **L.A. Grooming Salon**

“ Cat Opson is such an excellent groomer! Her creative grooming always amazes me.”  
— **Kate Wilkins**

“ So far it's been a nice conference. I know there are bigger ones out there, but for me, this one was just the right size for what I was in the mood for, and this was my very first one. It is a laid back but enjoyable conference.”  
— **Roderick Coffman**



*Congratulations to*  
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