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Groomer

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VOL. 29 ED. 4 • JUNE 2010

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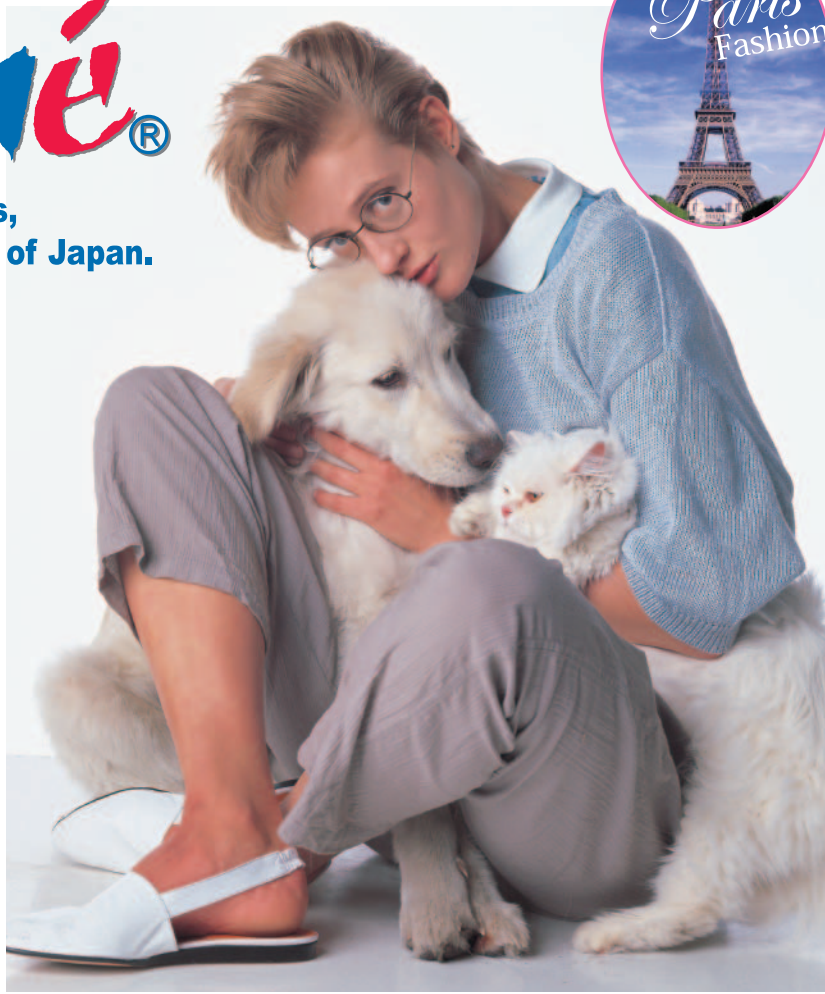
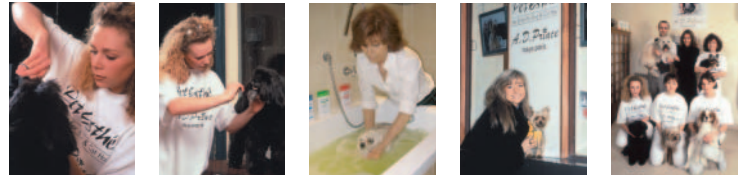
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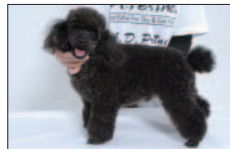




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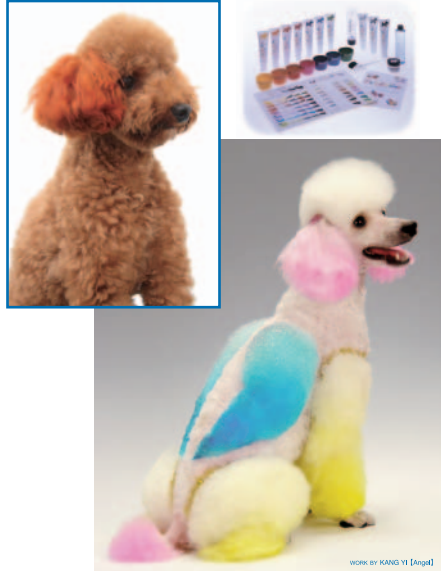


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COVER

Groom and Kennel Expo,
Creative Styling Contest
People's Choice winner Angela
Kumpe, "Indian Nation"

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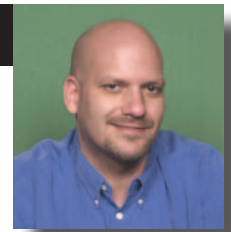
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Off the Top of My Head by Todd Shelly

Bouncing Back After the Recession



Since the start of the recession, I have refrained from writing an editorial that focused on it. I figured we all know that we have to cut back, be creative and make difficult choices. The "How to survive in a recession" topic has been beat to death over the past couple of years. Plus, I never felt good about starting the magazine with such a negative tone.

Now I'm going to weigh in with my two cents (actually, it's probably now only about 1.7 cents, but it's on its way back up). However, I have a different angle on the whole thing. I want to talk about what to do after the recession.

Depending on which economist you listen to, we are either out of the recession or on our way. Although it is expected to be a slow recovery, it's comforting to know that the worst is behind us. Some parts of the country are feeling the recovery and other parts still feel like they are in a full blown recession.

Since we spent the last few years adjusting to being in a recession, it may be tough to change gears to readjust to an improving economy. Here are a few things to consider when you start to feel the effects of the recovery on your business.

First, don't forget the lessons you learned. Inevitably, you probably streamlined your business and created ways to make your business more efficient. You may have been forced to discover marketing techniques that better fit your budget. You probably had to cut down expenses by conserving resources. You should continue with the practices that worked in saving you money.

Next, take a good look at the competitive landscape in your area. Perhaps your competitors downsized or went out of business. For example, pet boutiques were hit hard by the recession. If a local pet boutique went out of business, you could consider adding additional boutique items and services to capture that clientele.

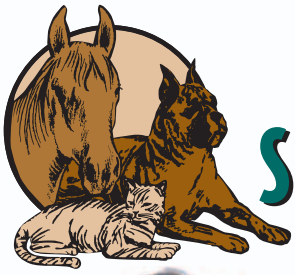
Speaking of those additional services; Be more aggressive about talking to your customers about ways you can supplement their regular groom. During a recession, it's easy to get out of the habit of trying to upsell. Now might be the time to start promoting them.

It also might be a good time to encourage clients to go back to the schedule they had before money became tight. Four week clients became six week clients. Six week clients became eight, etc. Your client might be ready to go back to his old schedule (probably his preferred schedule), but he may not ask.

Finally, be prepared for employee turnover. An improving economy means more job openings. It might be a good time to offer your best employees incentives to not look around for another job. Also, have a plan in place in the event that you do lose a valued groomer.

It's been a very difficult couple of years for most business owners. We've experienced the worst recession since the Great Depression. It might feel a bit premature to be talking economic recovery, but it will happen – albeit slowly. Be sure to have a plan in place to adjust to the changing economy.

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FROM RUSSIA
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ZABELINSKAYA!

Olga Zabelinskaya, is one of the top groomers in the nation. Russian born, she shares her grooming and personal life with Groomer to Groomer readers in this issue.

Tell us about where you work.

I own and operate two grooming salons... *Grooming Gallery* in Morris Plains, New Jersey and *Elite Pet Spa & Boutique* in Madison, New Jersey. *Grooming Gallery* is my home-based salon with moderate prices for our community people. *Elite Pet Spa & Boutique* is a "Top Notch" small salon where we use state of the art equipment and technology to serve a high-end community. Our pet boutique has all kinds of natural products, hand-made dog clothes, eco-friendly gear and organic treats.

You have an interesting history. You have not always been a groomer. Tell us a little bit about yourself?

I was born in Russia and after high school I went to *Russian Academy of Aviation* (Kazan, RU) where I got a Masters Degree in Aircraft Engineering. I served in the Russian Army then for 5 years (German location). After the Soviet Union broke down and military engineers were not needed, I decided to start a new career and graduated from a Law School at *University of Youth* (Moscow,

RU) like my older brother. Then I met my husband and we decided to move to the USA.

What led you to grooming as a profession? How did you get your start?

As I knew that my English and different law system would not let me be a lawyer, I started to look around to change my life, again. As I was raised with dogs and cats, I decided to become a groomer. I was showing Persian and Hairless cats so it was easy to start as a cat groomer in the local grooming salon. I bought as many grooming DVDs and books as I could find, and spent many hours learning how to groom dogs. My first customer was a Golden Retriever and I got tips from the owner for my first grooming. A couple of months later, I received *Groomer to Groomer* magazine and found a great deal of helpful information about shows and seminars. On my first grooming event in 2003, I met all grooming icons, which I wanted to be like. Since that day, I have not had a single day, when I did not think about how to achieve my goals in grooming.

What was the most meaningful part of your second win of the Triple Crown at Groom and Kennel Expo?

I was scared to compete with champions. There would always be something happening prior to the Winner's Circle that gave me an excuse not to enter. Winning in Hershey brought me the ability to fly to Pasadena. I started to prep myself for *Groom & Kennel Expo*. I did not see the dog for *Winner's Circle* until the night before. I knew that it was supposed to be a great conformation dog with a beautiful coat. I was so happy when I saw Ripley. I decided that I may have a chance to win the second leg of the *Triple Crown*. When judges called my name for the first cut I was excited and hopeful, but all the other dogs looked beautifully groomed. They called the second runner-up, then the first, then... my name!!!!!!!!!!!!!! I had tears of joy and I had proved to myself that I could do it! I was in the same level with THE BEST!

Continued on page 10

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What do you like, and dislike about competition?

I love to meet my grooming friends. I love to learn new tricks and tips from other groomers. I love to share my experiences with other people. I love, of course, to win. I do not like to wake up at 4 a.m. to prep dogs (I am a night owl. LOL). And I do not like unfair competition.

How do you get your dogs for competition?

Throughout those competing years, I met wonderful people who loaned dogs for my competition. I work close with a couple of top American breeders who let me use their show dogs and it is a great help. When I fly to competitions, I call show promoters and they connect me with local breeders and groomers who provide dogs. Most of them do not charge, but I always try to send them a present or a gift card of appreciation.

What breed do you enjoy most, enjoy least, and why?

I love to groom Bichon Frises

and Bedlingtons. Those two breeds I can groom blindfolded (LOL). Poodle is always a challenge for me. I love difficult trims like English Saddle and Scandinavian Puppy and sometimes a third place in a Poodle class is more important to me than a first with a Bichon. I enjoy competing in all classes.

What are your goals in competing?

My main goal is to get on the traveling *GroomTeam*. It would be an honor to represent the US in the World competition.

What do you think groomers would like to know about you?

I am a scary chicken before I compete. I am always nervous before competition and try to do a perfect groom. I love to have a critique after the class. I am still taking private lessons from my favorite groomers on the Earth.

Do you have any hobbies outside of grooming?

I like to knit when I have the time. I made my own collection of dog sweaters and dresses.

How do you balance the competition schedule and your business schedule?

Usually I schedule all my customer's dogs and cats in between my competition dates. My customers are very proud of me and understand if I need to reschedule their poochies appointments. I also have great employees, who can operate my business while I am out of town. My husband, Alex, and daughter, Elizabeth, are the biggest fans and supporters in my competitions and business.

Olga, your life is so interesting. Can we ask you some questions about Russia, and your life there? Did you groom while you lived in Russia?

I would say that I was helping my friend to groom her Yorkshire Terriers only. Of course, I groomed cats.

What is the correct word to use... Russia or the Soviet Union?

Soviet Union before 1991 (all 15 republics). Then it became Russia.

Continued on page 12

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What was your involvement with dogs when you lived in Russia?

After serving in the Soviet Army, I came back home to Russia in 1992, and everything was changed. A lot of aircraft engineers were laid-off. Many manufacturers were closed. I found a sales manager position in a company which distributed Finnish pet food. We sponsored FCA dog shows and were involved in many pet events. Our company also co-owned one of the first Russian Pet magazines.

Tell us about the grooming industry in Russia.

In the 1990s, grooming was like home-based business. Most dog breeders were working from home and groomed their friend's dogs. Later there were a few grooming salons that opened in Moscow and other big cities. They started as high-end spas with really high grooming prices, dog cafes and boutiques. Now they have huge trade shows and grooming competitions, also.

When you say "the Soviet Union broke down," what do you mean?

In 1991, all 15 Soviet Republics

were declared independent countries. Soviet Union was broken down. The Soviet Union was renamed into the Russian Federation or Russia.

What was life for you before the breakdown and after?

Before "Democracy" came, I was planning to have my life in Russia, work in a construction bureau or continue to serve in the army as an engineer. Then everything changed. People lost money, jobs and their hopes. It was not prestigious anymore to be in a low-paid position of an engineer. It was the right time to find a new niche in a new crazy world. It became the world of very rich people and homeless people, a great deal of expensive goods and empty accounts. A great deal of criminals... I worked in three different companies in one year. They went bankrupt fast. I decided to follow my older brother and went to law school.

Tell us about your family, where you lived, and your husband.

I was born in a very old historic town, Veliky Ustyug in the northern part of Russia, official residence of *Father*



Olga, Elizabeth and Alex

Frost, the Russian Santa Claus. We have cold winters there and really short summers, a lot of churches and very friendly people.

My dad was a truck driver, but his passion was hunting and fishing. He opened for me that wonderful world called Mother Nature. My mom is a pediatrician and a true workaholic. She still works at the age of 72. My brother is a criminal lawyer and my best friend. My husband, Alex, and my 10 year old daughter, Elizabeth, are my best supporters. We love to combine competition and vacation. We try to visit historic places and all adventures near the city where grooming competitions take place.

What made you and your husband decide to move to the United States? That must have been a very difficult decision. Did he have job opportunities here? Or did you just take the risk and move?

Yes, it was very difficult for me. My husband moved to US with his family over 20 years ago. He knew English, he had a job and he had all his relatives here. I followed him. Our daughter was four months old. The company where I used to work filed bankruptcy. We lost a lot of money and were deep in debt. When we moved to the US, my husband went to work and he also went to college to finish his Bachelor degree in Accounting. The first three years were very tough for us.

Olga, we are very happy to have you here in the United States, and it has been fun to get to know you better. I am so grateful that Groomer to Groomer was put into your hands, and opened up a new world for you. With your strength and character, we are quite confident great things are ahead. We will be watching to see just where this competition world will take you.

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Meet angela kumpe

Creative Groomer Extraordinaire!

Groomer to Groomer visits with Angela Kumpe, winner of the People's Choice Award at Groom and Kennel Expo in Pasadena, California. Here is our interview with this top creative groomer.

GTG: Tell us a little about yourself and where you work?

I own Angela's Grooming, in Little Rock, Arkansas. I am known throughout the community for my creative styling. At Angela's Grooming, we offer all breed dog and cat grooming, a full line of spa services, and of course, we offer creative styling to our clients.

GTG: What attracts you to creative grooming?

I was first attracted to Creative Grooming when I saw an issue of Groomer to Groomer with a Creative Entry on the cover. This was the perfect combination of my love of art and my love of grooming.

GTG: How long have you been doing creative grooming? And what was the first thing you did?

I have been a competitive creative stylist since 2002; however, I remember coloring my aunt's Poodles with food coloring and Kool-Aid when I was as young

Continued on page 16



Opposite side with Iguana.



Groom and Kennel Expo 2009, "In the Jungle"

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as six. My first creative entry was at the U.S. Pet Pro Classic in 2002, with my "Beauty and the Beast" design. It was a simple design. I was dressed in a ball gown and the dog was groomed wearing a pink tuxedo. I won second place with that design. From that point on, creative styling became an addiction.

GTG: How do you come up with your ideas?

I get ideas from everywhere. For example, television shows, toys, the zoo, my family, and customers. I keep a notebook with sketches, magazine clippings, and clip art images of designs that I want to try one day.

GTG: What are your favorite coloring products?

Some of my favorite coloring products are blow pens, Adore, and Manic Panic. All of these products are also available on the website.

GTG: What do you see as the future of creative grooming?

I believe that creative grooming will continue to grow and more of our clients will want color used on their pets, as well.

GTG: What do you think about the new television series featuring Barkleigh Creative Styling Competitions that will be aired on TLC Network?

With attention from networks like Animal Planet and



Animal Photography

Groom Expo 2009, "Welcome to Las Vegas"

TLC, the public will get to see the creative side of grooming. The TLC show, that was filmed in Pasadena, will give creative styling much needed exposure and my guess is that it will be very popular and hopefully become a series.

Continued on page 18



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GTG: What led you to grooming as a profession? How did you get your start?

I fell into grooming by accident. My aunt raised Poodles when I was younger and taught me to help her groom them. In my early teens I worked at a vet clinic as kennel help in the morning and surgical assistant in the afternoon. The groomer at that clinic had a stroke in the middle of a solidly booked day. As soon as we knew she was stable, I went back and finished her clients the best that I could. The next day, I was designated groomer. I had a book thrown at me (all I really knew how to do was Poodles) along with a pair of clippers and my career began. That was 16 years ago!

GTG: What was the most meaningful part of your win at Groom & Kennel Expo?

The most meaningful part of Groom and Kennel Expo was winning the People's Choice Award. I won it the year before and I had my mind set on it again. I am also proud to have ac-

complished 3rd place also, especially since my dog, Josh, became hypoglycemic during the competition and I lost valuable time. Just being able to complete the groom was a challenge. No, it wasn't as great as it could have been, but it turned out okay under the circumstances. I did have to stray from my original plans.

GTG: What do you like and dislike about competition?

I love competing because it gives me a chance to express my love of art and animals at the same time. The worst part is the stress that can go along with it: props, costumes, back-grounds, dye jobs, time off work.

When you combine all of those things, it can be a little stressful, at times. Everytime I start a new design I always ask myself "Why do you do this?." But when I am done setting the design and dyeing it and I am at the show, it is the most awesome feeling. Some designs can take weeks of preparation, but it is always worth it in the end.



SuperGroom 2007, "Wild Wild West"

GTG: What are your future goals in competing?

My first goal was to be on the cover of Groomer to Groomer, which proved difficult. At first I couldn't afford to attend any Barkleigh shows. They were just too far away. Once I finally made it

Continued on next page

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to my first Barkleigh show, and won People's Choice, the cover was not one of the benefits at that time. My third Barkleigh show, the rules had changed and I finally got my cover, in Pasadena 2008. My new goal is to win at least 6 covers during my creative career. Two down... four to go!

GTG: How do you balance the competition schedule and your business schedule?

My life revolves around creative grooming between the shows, my book, the DVD's that I'm currently working on, the National Association of Professional Creative Groomers products (Request Reader Service Card #7035) that I am testing for manufacturers, teaching classes, writing... and the clients who expect creative work on their pets... there just isn't much time for anything else.

After all of that, I have a husband, two children, (six more children who either live at my house or at least eat at my house daily), 13 dogs, 2 cats and a raccoon. My son, Jeremy, also races which takes up any spare time I may have.

And since I seem to have only so much time in the day, my husband and I are building a house... not contracting to have it built... we are building it from the ground up ourselves. We put in a couple hours everyday after work and any weekend that I don't have a show or that my son does not race. So my schedule is a little crazy, at times, but I love every moment of it.

GTG: You have a book on creative grooming. Tell us a little bit about it and how groomers can buy it?

I am author of A Creative Collection, a step-by-step guide to creative styling. I, like many others, learned the art of creative styling by trial and error. As I became more successful, my peers started asking me to help them. When I first came up with the idea for a book, it was to be just a collection of creative photographs, much like Anne Getty's infant photography. Over time, and with many people pushing me to write an educational book, it grew into a complete guide to creative grooming. It includes all aspects of creative styling from start to finish.

This book is available on line at www.acreativecollection.com, or can be purchased at most any grooming trade show, and by phone at 501-888-3647.

Thanks, Angela. It was great getting to know you a little bit better. Good luck on those next four covers!

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My experience with Reality TV



by Angela Kumpe

Well it all began back in October of 2009 when I received a message from Sally Liddick, which explained that Nancy Glass Productions was interested in filming a show about creative styling for a national television network. This would be a pilot episode and could possibly turn into a series. The production company was looking for 4-5 of the top creative stylist. I was immediately interested. "This could be great for creative styling!",

I thought to myself. Without delay, I sent Sally a reply, "I would love the opportunity to do this." I told her. I sent in all the required information and waited for a reply.

Several months passed and no one had heard from the production company, the wait was agonizing. The show in Pasadena was fast approaching and I didn't know if I should keep waiting for a call or start getting my dog ready. Did they want a white dog to start with,

or could I start prepping my dog? I thought "Be safe, wait to hear something." Then one day there it was, the call I had been waiting on for months. I made it! I was so excited, until reality sunk in. The reality that they were coming to my house and my salon to film.

"National television, my shop needs so much work," I realized very quickly. "When will this happen?" I asked. The reply sent

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me into a panic, two weeks.

I had two weeks to get my shop, my house, and all of my animals ready to be on national television. I am building a new house and the one I currently reside in, I take no one to. My shop... well when I started building my house it kind of got put on the back burner for a while. Lots of little things just never got finished. My animals... well we all know that a groomers pets are the last ones to get groomed. They all looked homeless!

Over the following two weeks, Jessica, the producer that I had been assigned, started getting me ready for what was to come. We talked about everything. What we were going to film, where we were going to film it, what to wear, how many people were in the crew, and so on. She asked me about a field trip with the dog that I was competing with.

"Where could we go?" she asked.

"How about a shopping trip to my favorite doggie boutique?" I replied.

That night I spoke with Lori Craig, who was also going to be on the show, and she was getting a massage therapist for her dog. A massage therapist! That's not fair. All Josh was going to get was a shopping trip. "Now I have to top a massage thera-

pist!" I proclaimed.

Now my competitive nature had kicked into overdrive. I already knew Lori was going to beat me in the ring with that LION design of hers. There was no way her dog was going to get the better field trip, too. Within minutes I called her back.

"I am going to take Josh to see a psychic! Try to top that field trip!" I told her in my evil little competitive voice.

The day had finally come when I was to meet the film crew. I had been so busy trying to get everything ready. I just gave up on most of my "to do" list. I was exhausted! That morning I came in early to get everything ready. I walked everyone, fed, watered, and cleaned the kennel so that I could get straight to bathing all the animals that were going to be a part of the show. Jessica had decided to get footage of some of my regular creative clients as well as footage of me working on Josh, my props, and my costumes for the show. On top of all of that, we were also going to get footage of my family, my house, and the psychic all in one day.

Here is where the fun begins. Every question has to be restated in every answer. For example, if I were asked "How long have you been com-



Production Crew at Groom and Kennel Expo
2010 filming Anglea Kumpe in the
Creative Styling Ring

peting in creative competitions?" The answer would be "I have been competing in creative competitions for almost eight years." The lighting and sound had to be right. Sometimes the dog and I had to retake the scene if the sound or lighting wasn't right.

After driving for three days, in bad weather, I made it to California. To make a long story short, I was totally unprepared. I had planned on having half of my dye work done before leaving Arkansas, but the weather started looking worse and worse so we left a couple days ahead of schedule. I didn't even have time to bathe Josh before we left home. The problem with this was that I needed three days to dye my dog and now I had one day!

I met with the producers along with all the other creative stylists on Saturday at a grooming salon they had reserved. I arrived at 9:00 am and didn't get to a table until 11:20 because we had to shoot more interviews and entries. At this point I knew I could not finish my dog in time. Half the day was gone and I hadn't even started. I enlisted the help of two of my dear friends, who

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were also competing, Lori Craig and Adrian Pope to help me get the job done. With the help of Adrian and Lori, I managed to get the dye work done.

Finally the day we had been working toward for weeks had arrived. The film crew meet us at our hotel. They filmed us packing up the room, loading our cars, and heading out to the show. Once we arrived at the Conference Center they filmed us entering the show, then more interviews, and of course the entire competition process from checking in to the awards. A timed competition is stressful, but having a crew of five people in your space makes it unbelievably stressful.

I had times when I thought to myself "why?" and even lost my temper a couple times with the producer, but when it was over I was honored to be a part of it. In the end it was a great experience and a lot of fun at times. Would I do it again? Yes, but I would be much better prepared!



Production Crew at Groom and Kennel Expo 2010 filming Nina Lehtonen in the Creative Styling Ring.

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Foot Pad Care

A Step by Step Overview

by Dr. Boyd Harrell

Foot pad problems in dogs are relatively frequent and are uncomfortable issues that many owners don't know how to deal with and groomers are often asked about. In this article we will explore some of the more common foot pad problems that pets are likely to encounter and discuss appropriate treatment for them.

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Dry and Cracked Foot Pads

Dry and cracked foot pads can be the result of a number of contributing factors. Below is a sampling of common contributors:

Zinc deficiencies may cause generalized skin problems as well as foot pad issues. Zinc deficiencies are rare these days because commercial diets do a good job of providing zinc and other minerals in the correct amounts and proportions for healthy skin and foot pads. When a zinc deficient diet is fed or an otherwise balanced diet is adulterated, by mixing in additional ingredients, dry cracked pads can result. Some breeds are more prone to zinc deficiencies, including the Malamute and Husky, which may suffer a zinc absorption malady.

Walking on hot surfaces like summer sun heated asphalt, concrete and sand can burn the pads and cause them to dry and crack. Avoid pad burns by walking during

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Foot Pad Care

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cooler times of the day and walking in the grass.

Similarly, walking on extremely cold surfaces can have the same effects as walking on hot surfaces. Walking on ice covered walkways or walking and running through snow for extended periods may damage foot pads.

Hyperkeratosis is an overgrowth of the hard outer layer of skin. It shows up as thickened and roughened pads that sometimes have feather like or even horn or toenail like growths coming from the pad.

Chemical irritants such as melting salt used on sidewalks, lawn or garden spray, rug and floor treatments, disinfectants and cleaners

can damage foot pads and cause drying and cracking.

Allergies and autoimmune problems can be generalized or more isolated, often affecting the nose and foot pads.

Long term bacterial and yeast infections of the feet can lead to foot pad problems. Most long term infections are related to allergy and immune problems.

Abraded and Cut Foot Pads

Abraded and cut foot pads are generally the result of trauma from walking or running over hard rough surfaces such as rocks and rough concrete. Hunting dogs, working dogs and hiking dogs are prone to abraded and cut pads. Conditioning the feet by gradually working up to longer walks and runs will allow the pads to thicken and toughen

naturally, making them more resistance to trauma.

Treating Foot Pad Problems: Dry and Cracked Foot Pad Treatment

Contributing factors such as Zinc deficiency, hyperkeratosis, allergies and autoimmune problems when present will need to be addressed separately to gain any long term or permanent control. It may be necessary to consult your veterinarian to determine if there is a treatable contributing cause. For the purpose of this article such contributors will only be mentioned and treatment will be confined to localized care of the pads.

The goal with dry and cracked foot pads is to soften the pad,

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Foot Pad Care

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promote healing and protect the pad until healing is complete. Simply soaking a dry pad in plain water will help to soften it as the dried tissue becomes rehydrated; the effects, however, will be temporary unless additional steps are taken to keep the moisture from escaping. In addition, simply soaking the pads does little to promote healing. Products like petroleum jelly (Vaseline®) can create a temporary barrier to keep moisture from evaporating, yet has no moisture of its own to hydrate the pad. Very mild cases of dry foot pads may be treated with a combination of soaking followed by an application of petroleum jelly. This combination is getting us closer, but still does nothing to promote healing. Addition of a boot to the water

soak/vaseline treatment offers protection and now becomes a more effective treatment.

Though I rarely mention specific products in articles, I choose to make an exception and mention a few products that have proven themselves over time and will serve as points of reference.

Bag Balm® (Reader Service Card #6921) is an old remedy originally formulated to keep the udders of milk cows soft and to prevent chaffing. It still has a place when treating dry and cracked foot pads, noses and elbow calluses. When used sparingly it seems to be safe and dogs are not overly attracted to it.

There is a product formerly called *Nu Balm®*, now known as *Nutri-Vet Healing Cream® (Reader Service Card #6922)* that raises the bar. *Healing Cream®* is formulated with natural ingredients that soothe and promote healing:

- **Calendula** is an herb with anti-inflammatory, anti-bacterial and antifungal properties.

It also helps stimulate surface blood flow.

- **Grapefruit Seed** has antimicrobial properties against a wide range of gram-negative and gram-positive organisms. Preliminary data suggest an antibacterial characteristic that is comparable to that of proven topical antibacterial agents. It is high in antioxidants and helps skin wounds heal faster and with less scarring.
- **Aloe** is the extract of the plant *Aloe barbadensis*. It contains enzymes, proteins and growth factors that work together to reduce inflammation of the injured area, improve the rate of protein formation in wounds and reduce pain.
- **Glycerin** promotes moisture retention, soothes and softens skin and may help skin cells mature properly during repair.
- **Vitamin E** is a potent, fat-soluble antioxidant that helps with collagen repair and wound healing.

Continued on next page

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Foot Pad Care

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Apply *Bag Balm*® (Reader Service Card #6921) or *Healing Cream*® (Reader Service Card #6922) as needed one to several times per day until the pads are healed. Covering the pad with a sock or a boot can add protection and speed up the healing process by keeping the product in contact with the pad for a longer period of time and by protecting the pad.

Products such as *Pad Guard Wax*® (Reader Service Card #6923) and *Musher's Secret*® (Reader Service Card #6924) act like an invisible boot by creating a protective barrier and wear layer much like waxing a floor. A waxed floor not only looks better, it will last much longer because now the wax is taking the beating and un-

dergoing the wear while the floor below remains unscarred and protected.

These wax type products are best used as a preventive or as a maintenance product after a damaged pad is healed. In the case of mildly abraded or slightly cut foot pads, applying a pad wax product may be all that is necessary. More severely abraded or cut foot pads will be addressed in the following section. Pad wax can also offer protection from hot and cold surfaces, rough surfaces and some chemicals.



Abraded and Cut Foot Pad Treatment

When foot pads are abraded or cut it is important to also check the toenails and webs of the toes for similar wounds. In the author's experience most abraded and cut pads, with the exception of deep cuts and severe abrasions, rarely become infected so long as the dog is confined to a reasonably clean hard surface. Abrasions and cuts of

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Foot Pad Care

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the skin, like toe webs, are another matter and quite often will become infected and benefit from either topical or oral antibiotics.

When toenails and skin are not damaged and the abrasions or cuts are not severe a product called *Tuf-Foot®* (Reader Service Card #6925) is appropriate. Although finding a detailed ingredient list proved difficult, it has been deter-

mined that acetone, Balsam Peru and Tincture of Benzoin are included in the mix. Exactly how *Tuf-Foot®* works is not made public, however, anecdotally it both toughens and seals the pad or cuts. *Tuf-Foot®* can be used both as a treatment and as a preventive.

For example, a hunting dog that has been idle during the off season or an infrequent canine hiking companion will acquire pads too soft to endure long hard exercise or walking and running on rough surfaces. Whenever possible it is best

to condition the dog's body and foot pads by gradually increasing exercise. Sometimes an opportunity for a hike or a trip comes up suddenly or a dog may have been conditioned on soft grass and soil native to the area and the trip or hike will be in hard soil and rocky terrain. In these cases using *Tuf-Foot®* for a week or so before and during the event can give the dog a level of protection and comfort that might not otherwise be possible. And like with dry and cracked pads, boots can provide additional protection and comfort for those dogs who will tolerate them.

Summary

It is not possible to cover every scenario or every product available for foot pad treatment but, the points and products mentioned here will certainly apply to the majority of foot pad issues one is likely to experience. You may have a favorite product that isn't mentioned, if it works for you and causes no harm to the dog then don't change. Even if you do use another product the principles here will universally apply.




Dr. Harrell is a former multi-veterinary practice owner and current business coach to the pet industry and pet health advisor for Oxyfresh Worldwide. He also

presently serves as Medical Director for the SPCA Animal Medical Center in central Florida. He has been speaking internationally and coaching others to succeed in business for over twelve years. He is formally trained in life, leadership, health and business coaching and helps people to understand themselves, how others tend to perceive them and how personalities affect team building, performance and harmony in the workplace. He also coaches all types of business in the Strategic Mindset process, helping owners develop entrepreneurial habits. He can be reached at Boyd@PetProsBusinessCoaching.com or by calling 863-248-4257.

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White dogs can also benefit from fish based foods. Think of animals in the arctic; polar bears are white. American Eskimo dogs and Samoyeds are white. The Siberian Husky often has a white undercoat and blue eyes. This permits ultra-violet light to enter the body and support the hormone, enzyme, and immune systems.

Other breeds have "holistic" considerations due to where the breed was originated. The Coton-de-Tuler was originally from Madagascar; The Havanese was originally from Cuba; the Bichon Frise was developed on the coast of France; the Maltese is from Malta.

These small breed dogs do well on our Just a Wee Bit dry dog food and SeaMeal sea vegetation. Just a Wee Bit contains a high level of fish and SeaMeal which is an excellent source of vitamins and minerals originating from sea vegetation. Just a Wee Bit is specially made for small breed dogs with increased protein and fat as well as a small kibble. Small breed dogs tend to have faster metabolisms than large breeds and do better with a more nutrient dense food. Just a Wee Bit has a Westie on the bag. My Grandmother's Westie wasn't a terrier. She was a terrorist and always got her own way.

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The next day, a new note was on his collar. It read, "We have six very active children in our home. I guess the dog just needed a place to rest.

Tomorrow, can I come to your house too?"

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Third Time's a Charm

By Bonnie Wonders



Is it just me, or has anyone else noticed that the older people get, the worse their dogs become?

First there is the couple who in their 70's decided that they wanted a dog. Now bear in mind that they never owned a pet in almost 50 years of marriage. So they got an Old English Sheepdog. This was a dog that they rescued from the animal shelter. Normally, that would be a good thing, but an intact, un-housebroken, three year old dog with "attitude", just wasn't such a smart idea.

They were always in my place buying odor remover, various harnesses, restraining devices, training books and chew resistant leads. The couple decided it was time to return the dog when the Mrs. got pulled through the hedges while trying to walk the dog. Believe me; she didn't look so good after that encounter. Yep, you could say the dog was a tad hard headed for a couple of novice owners to try to contend with.

Their next attempt was at a Shetland Sheepdog. This dog was the

Continued on next page

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J1190

READER SERVICE CARD #7004

TINIEST Sheltie I had ever seen and was the sweetest little thing you could imagine. I groomed her probably a half dozen times or so and she never uttered a bark, whine or whimper at my place. She was totally housebroken and extremely sweet. She liked everyone who came around and was just a joy to be around.

She did, however, do the one thing that the dogs were bred for... she herded....and herded....and herded. I guess like "non-stop," according to the owners. I believed them as when I would put her onto the floor after grooming she would circle me all the way into the other rooms at the salon. She didn't bark, but she would go around and around until I felt like I was on one of those amusement park rides that I can't handle. Yes, I upchuck.

At any rate, the older couple decided they couldn't take any more chances of the wife falling over the dog. They said she herded them any time they tried to walk anywhere in the house and the lady had already taken several tumbles because of it. So they gave the dog to one of their neighbors who has a couple young kids. They love trying to outrun the dog and when THEY trip over her it doesn't necessitate a hip replacement.

So the couple went without a dog for about two years. Then one day, in walks the husband. "I got a new dog," he informed me smiling. "This one is a good one," he added.

"Okay!" was my response, as I really had reservations already forming in my head. I am hoping that this dog is going to be a Benji type thing for some reason. At least hoping for something calm and pretty laid back since these people know what to look for after the last two fiascos.

The old guy opens the door and yells out to his wife who is apparently out in the parking lot with the new dog. "Bring her in, Hon,"

he bellows. I note that it must be a small dog as I see the wife looking downward at her side as she makes her way to the salon door.

"So what did you get this time?" I ask the man.

"Ahh, she's beautiful," he says. The door opens and in walks his wife. At the same time a Jack Russell whizzes past the guy like a streak and jumps straight onto my chest, nearly knocking the wind out of me. I just barely caught her, but she managed to poke her nose right into my left eye...and then she stuck her tongue in it for good measure.

"She's what they call a Jack Russell Terrier," the guy informed me. "Ever hear of one of them?" he was asking.

"Uh, yes. They really are a high energy dog. They can be a bit of a handful," I mentioned trying to sound casual.

"Yeah, she's a jumper," he said. "Whines a lot too, but she's

perfect," he said nodding his head while I was shaking mine.

It has now been almost three years since that day and the people still own the dog. She is still as wild as she was that first time I saw her. The owners are always bruised and bloodied from the dog jumping at them. Every time they bring her in we go through the same ritual as that first time I met her. She flies at me, but at least I'm prepared for it. I've gotten fast enough to avoid the poke in the eye by that pointy little beak of hers.

"So do you think she'll ever calm down?" I asked the man the other week when he brought her in for her bath.

"I don't know," he said. "We're thinking of getting another one so that she'll have a buddy to play with. Do you think that would help?" he asked.

That's it....I'm getting a helmet.....



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PROPER PREPARATION TO GROOMING

I have always said that if ever I found myself in a desperate situation and in need of a few bucks, I could always count on my grooming skills to keep me warm and fed. We are a fortunate faction of America's workforce in that we can carry our skills in a bag and perform a job

that is envied by many, yet mastered by few. Good basic skills are the cornerstone of any competent groomer's business and knowing how to properly clean, dry and trim a pet is much more involved than it sounds. Then, why is it that so many groomers skimp on the prepara-

tion of their dogs? By this I mean the proper bathing, drying and overall preparation of the pet for the final trimming.

As a contest judge I have been honored to have my hands on everything from the work of novice GroomTeam hopefuls to that of the finest stylists in the world. While the majority of dogs presented to me have been clean and well prepared, I still see occasional dogs that could have been primed better for the competition. On occasion I see the coats of some Poodles that are curly at the skin and could have been straightened out with a better drying technique. Or a dog's nails may not have been trimmed. On the pre-judge, I have also found matting in areas such as pits or groins and others I could barely get a comb through. While a small amount of spot matting may not disqualify a contestant from competing that day, I definitely go over the dog in that area after the grooming time is up in the hopes that they have removed the offending tangles. If it is still

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READER SERVICE CARD #7006

Continued on page 34

Groomer cleans up with easy money!

By Janis O'Neill

Jan's Grooming

Breeder/Owner

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As a pet groomer, I'm just like other business owners that continually look for ways to create new sources of revenue without having to invest hard earned money or precious time. Not long ago I found a fantastic program from NuVet Labs that perfectly fits the bill. As the owner of a grooming business I don't have a lot of time to give, so for me the best programs are the ones that are simple, easy, and won't take up time that I need for my clients. NuVet's program works like a charm and best of all I didn't have to invest one penny to get started, or even have to sell anything to make the money. All I have to do is talk to my clients about NuVet, hand out some flyers or brochures, and have them contact the company if they want to make a purchase or have any additional questions. In exchange, NuVet pays me up to 50% of the retail price of their product each and every time the customer orders.

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Proper Preparation To Grooming

Continued from page 32

there, I cannot justify a placement for such a dog. Blame it on the “Mat Fairy” if you like, but getting mats out is part of our job and the sign of good preparation! Proper brushing is a basic skill we all learn early in our careers. If the groomer cannot pay attention to basic skills, how can I reward them for work poorly done? Yes, I understand that “stuff” happens, but more than a competition ribbon is on the line. If a stylist cannot totally brush out their prized contest dog, how are they performing on their regular customers’ pets?

Giving our customers our very best is expected in the service industry. A client pays us to do our job and if we are sending out dogs that are still tangled or matted, then we are not performing our service properly. If a competition groomer comes into the ring with a poorly prepared dog, I can only imagine how their salon dogs are going out. Every dog that sets a paw in your salon and on your table should be treated like a contest dog. This is

where we get our experience. This is where we have the opportunity to perfect our skills. This is where we keep, or lose, customers.

Have you ever asked a new customer why they are changing groomers? I tell them that it’s important for you to know so that you don’t repeat the same mistake the other salon made, which resulted in the loss of their business. Be ready for a barrage of reasons spanning from the sublime to the ridiculous. But knowing their reason will help you be prepared to keep this customer for the life of the pet.

Don’t be surprised if you hear “Fluffy just wasn’t as clean feeling as she usually is.” Or “They weren’t trimming the nails” or “she kept getting irritated.” These are just a few of the many legitimate complaints. Sometimes the client can’t put their finger on it, but they know that something was different and it quietly cost the other salon a customer:

“DOGS HAVE TO BE CLEAN AND MAT FREE.”



something none of us can afford in today’s economy.

Proper preparation of a pet for salon or competition grooming is very similar. Dogs have to be clean and mat free. Competitors who win consistently always have their favorite products that give them optimal results with the dog’s coat. I have watched many salon groomers purchase the shampoos recommended by the top competitors only to have them save it for their own dogs or for “special” customers.

Let me ask you a question... Isn’t every dog that enters your salon “special”? As a professional stylist I want to give that customer a reason to come back to my salon and it all starts with using the best product I can afford, to get the best results I can get. There is no reason to ever lose a customer because “Fluffy just wasn’t as clean feeling as she usually is.” When times get tough one of the first areas a floundering salon cuts corners on is in the quality of shampoos and other products they use; this will be evident in the customers they lose.

Nail trimming is another basic area people take for granted. The nails are cut with traditional trimmers and the edges are left sharp and jagged. When the owner

Continued on next page

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comes to retrieve their pet they are greeted by a jumping, scratching dog and this action gives them the impression that the nails were not trimmed. We all know that their dog wouldn't scratch them if they would not jump, but that is not our point here.

Surprisingly, in the competition ring I see neglected nails. Now I totally understand that there are reasons a groomer might not be able to get a dog's nails "Doberman short." I understand longer nails on Terriers, as these are the "tools of the trade" for Terriers and they are historically fussy on their feet.

I understand a flat footed Poodle will have a longer nail and quick, making it difficult to keep them very short and the same applies to hare footed sight hounds. But you wouldn't believe the number of dogs I see in the contest ring with nails so long and pointy that they

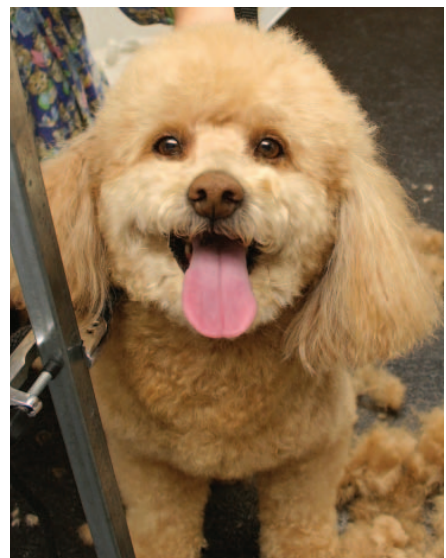
obviously are in need of a manicure. They should be on a perch instead of a grooming table. And, competition groomers that take out a nail trimmer at the last minute to cut nails in the ring before the contest time are telling me that they have not "prepped" their dogs. Many will try to pass the blame on someone else, saying that they "just picked up the dog", but I just don't buy that.

In the salon or in the ring, it doesn't take that long to file or grind off the rough points of the nails. Personally, I find that grinding the nails is much less stressful for many dogs than clipping. I have also found that what is often misdiagnosed as "clipper burn" is actually caused by the dog scratching at their face with rough nails, resulting in self-inflicted injury to their skin. I all but eliminated this by filing the rear nails smooth. I would also file

the fronts, thus assuring the owner that I actually DID trim the nails. It's the little things like this that will keep the customers coming back to you and not seeking the services, which you provide, elsewhere.

Some businesses concentrate on finding new customers. I like to concentrate on keeping the ones I have happy so they don't "stray" to another salon. Word of mouth takes care of filling in the gaps in my schedule book.

Now go kiss the *Mat Fairy* goodbye.



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The Creative Cat *Part 2*

by Dawn Omboy

This year just may be the year of the cat. We were all wowed by the awesome groom done by Lori Craig when she turned her Standard Poodle into that magnificent lion that graced the cover of *Groomer to Groomer*. Now it is time to focus on the real deal.

Lindsay Geidel is not only a *Certified Feline Master Groomer*, but also a *Certified Feline Creative Groomer* as well as an Instructor at the *National Cat Groomers Institute of America* and all of this at a very young age. Lindsay began her grooming career at 13 after being raised around animals of all kinds. She worked for her mother, Kim Geidel of *Barking Beauties*, before heading out on her own and leaving the world of dog grooming behind. At 18 with the help of her parents, Lindsay bought *Cattitude*, her own feline exclusive salon giving her the opportunity to work with many different breeds of cats and try all kinds of different trims with them. She learned all of the basic elements of show groom-

ing from Danelle German.

Lindsay began to experiment with dyes and different haircuts just a few months after opening her salon. She worked on *Marsh-mellow*, a white domestic long-hair cat she adopted from a local shelter specifically for the purpose of advertising her work. Lindsay says he turned out to be a wonderful companion and one of the most patient cats she has ever known. He has been everything from a *Pittsburgh Steeler* to his latest design, a tattoo collector.

I saw this design at the *Atlanta Pet Fair* this year and I must say that all those dogs that were entered must have been happy that Lindsay did not get her entry in on time to compete!

"I try to think of ideas that will fit his tough guy personality," says Geidel. "So right now he is covered from neck to tail with colorful, traditional American style tattoo artwork."

Each design is free handedly clipped out using the *Li-Pro* mini trimmer by *Wahl* (*Request Reader Service Card #6927*). She uses many different color mediums including *Avatar*, *Manic Panic* (*Request Reader Service Card #6928*), *ColorFiend* and *Sprayza* pens to achieve her desired effects. The entire groom took her about two hours a day, every other day for two weeks to perfect her *tattooed tough guy* kitty with his bold colors and detailed design. Plus, says Geidel, being a cat, she only does two hours at a time to keep her compliant kitty, compliant!

The *NCGIA* will be holding a *Creative Cat* workshop at the school on July 23 -24 to teach Lindsay's techniques and more. (*Request Reader Service Card #6931*)

Visit www.nationalcatgroomers.com for more info. *Creative Supplies* can be found at www.klippers.com Email your *Creative Ideas*, questions and pics to dawn1@petstore.cc

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GROOM & KENNEL EXPO 2010 *Review*

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AND NOTES FROM GKE



“...attendees were greeted by 100 booths full of the latest products and innovations the grooming industry has to offer.”

by Kelly Lewis



The 2010 Groom and Kennel Expo welcomed almost 2600 pet care professionals to Pasadena, California last February. The weather and location could not have been more inviting, with clear sunny California skies and temperatures approaching the 80's. The *Pasadena Convention Center* is a beautiful facility located right in the middle of the *Rose Bowl Parade* route. It is surrounded by every type of restaurant and shop you could possibly want. You were always within walking distance from more unique restaurants than you could experience during the duration of the show.

Inside, attendees were greeted by 100 booths full of the latest products and innovations the

Continued on next page



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grooming industry has to offer. Clippers, shears, tools, apparel and any other products you could imagine were presented by companies from all over the country, and even a few from other parts of the globe.

There were exciting educational seminars as well. Thursday started off big with afternoon seminars from Teri DiMarino doing her renowned *Brusher Bather Certificate Program*. *GroomTeam* member Kendra Otto conducted a demo on the *Secrets of Sporting and Wire Coated Breeds*. Caroline Shin spoke to business owners about strategies used by successful *Fortune 500* companies.

From there, fantastic seminars kept going until the show closed on Sunday afternoon. Christine Speerin flew in all the way from Australia to host a *Color Enhancement Workshop* that showed groomers tricks and tips for incorporating color into their grooming routines. There were seminars on breed specific grooming

and business tactics. Also, an interesting seminar by Kristen Fulton discussing mobile grooming was especially helpful for those thinking about becoming or improving as a mobile groomer. Seminars featuring grooming demos were conducted all weekend headlined by Jodi Murphy, *GroomTeam* member Irina Pinkusevich as well as some other top names in the industry.

In the competition ring, there were Poodles, Terriers, and Sporting Breeds galore. Competitors worked diligently to make sure every hair was in place as spectators looked on eagerly awaiting the judge's final decision. *Andis* sponsored *Groom Team* sanctioned competitions on both Friday and Saturday.

The open level individual class winners were: Olga Zabelinskaya winning both the *Groomer to Groomer* All Other Purebreeds and the *Nature's Specialties* Winners Circle Class. Michelle Evans took the



Chris Christensen Salon Freestyle. The *Lambert Kay* Sporting Breeds was won by Miranda Stonebraker. Tammy Colbert won the *BarkleighTV* Terriers class. Irina Pinkusevich used her win in the *ConairPet* Poodle class to take the *Andis Best in Show* Award. *Best All Around* was won by Michelle Evans.

Sunday brought an air of excitement never seen before at a grooming show. The contest area was abuzz with cameras, boom mikes, direc-

tors, and producers as the creative contestants were being filmed by *Nancy Glass Productions* for a reality series featuring the *Barkleigh Creative Styling Contest*. Attendees got to see the behind the scenes filming

Continued on next page

“The contest area was abuzz with cameras, boom mikes, directors, and producers as the creative contestants were being filmed.”

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of *Extreme Poodles*, set to air on *TLC Network*. Spectators got to watch firsthand as groomers turned their dogs into lions, chessboards, roller derby contestants, and other original creations. The audience used their applause to crown Angela Kumpe with the *Barkleigh People's Choice Award* for her Native American themed dog. To find out who the Judges chose, you will have to tune into *TLC's Extreme Poodles*, June 13, at 9 PM.

Attendees could take a break from the indoor activities to check out the *Mobile Roundup* held outside the trade show. Participants received a free Basic Package by allowing other groomers to tour their vans. There were a wide variety of vans showcasing options available to those considering a new van or an upgrade.

As usual, *Groom & Kennel Expo* exceeded expectations with the education, camaraderie, excitement, and of course, great shopping that it provided. I can't wait to do it again at the next *Barkleigh* show!



“Groom and Kennel Expo exceeded expectations with education, camaraderie, excitement, and of course, great shopping...”

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Level 1: (BIC) Jessica Cave, Sarah Hall, Kim Kwankwi

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Lambert Kay - Sporting

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BarkleighTV

Barkleigh TV - Terrier & More

Level 3: (BIC) Tammy Colbert, Jeri Hoppe, Amy Friezenberg;
Level 2: (BIC) Deborah Ryan, Vanessa Parsons, Carol Hoover;
Level 1: (BIC) Lisa Jury, Allan Roston, Cameron Adkins

Groomer To Groomer

Groomer To Groomer - All Other Purebreds

Level 3: (BIC) Olga Zabelinskaya, Jeri Hoppe, Tammy Colbert;
Level 2: (BIC) Deborah Ryan, Sharon Hall, Yumiko Nakamura;
Level 1: (BIC) Sharon Helgeson, Margaret Batten, Lisa Jury

Chris Christensen™

Chris Christensen - Salon Freestyle

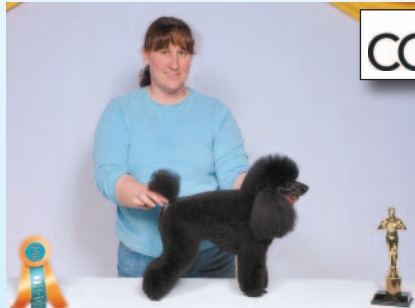
Level 3: (BIC) Michell Evans, Jackie Boulton, Jeri Hoppe;
Level 2: (BIC) Melanie Newman, Randae Bither, Bill Jividen;
Level 1: (BIC) Sandy Hartness, Margaret Batten, Allan Roston

Groom & Kennel Expo 2010 • World Cup Grooming Games

CONAIR Poodle Tournament



Level 3 Expert Best in Class • Irina Pinkusevich



Level 2 Intermediate Best in Class • Randae Bither



Level 1 Novice Best in Class • Jessica Cave

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BARBLEIGH TV Terriers and More Tournament



Level 3 Expert Best in Class • Tammy Colbert



Level 2 Intermediate Best in Class • Deborah Ryan



Level 1 Novice Best in Class • Lisa Jury

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LAMBERT KAY Sporting Tournament with Hilery Zusi, Grooming Show Representative



Level 3 Expert Best in Class • Miranda Stonebreaker



Level 2 Intermediate Best in Class • Sharon Hall



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CHRIS CHRISTENSEN Salon/Freestyle Tournament with Anita Bradley, Grooming Show Representative



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GROOMER TO GROOMER All Other Purebreds Tournament



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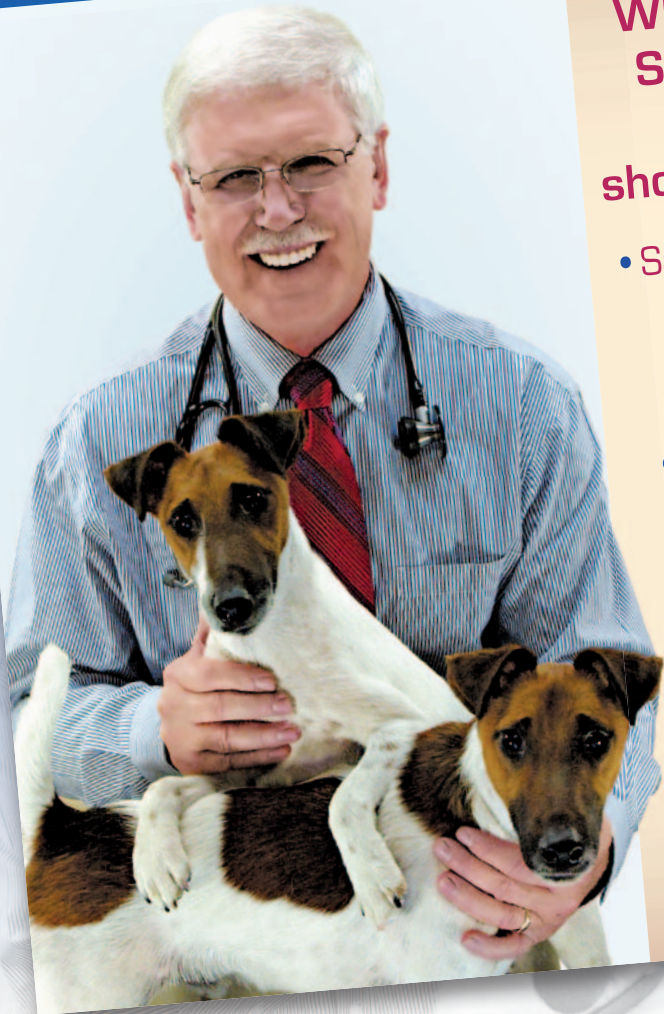
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GROOM EXPO 2010

The World's Largest Pet Care Industry Show is just around the corner!



Groom Expo 2010 will be held **Sept. 9-12** in Hershey, Pa., Chocolatetown, U.S.A.! The beautiful *Hershey Lodge and Convention Center* in Central Pennsylvania will again welcome thousands of pet professionals.

Last year, nearly 4,300 pet professionals were offered almost 180 exhibitor booths, grooming contests and dozens of educational seminars on grooming, animal behavior, boarding, mobile grooming, retail, naturals, breeding, training and pet daycare. This year will feature additional seminars on Creative Grooming that groomers can do in their own salon.

Groom Expo 2010 will feature all the favorites and more. Educational seminars will be offered by world famous industry speakers. Of course, the event will host exciting grooming competitions, totaling \$30,000 with generous cash awards.

New this year is an array of special seminars. A *Groomer to Groomer Columnist Series* will be offered featuring favorite industry experts; Teri DiMarino, Dr. Boyd Harrell and Gary Wilkes, as well as the *Nash Salon* seminars. A special series on *Boarding and Daycare* will be presented by Richard and Susan Cleveland, owners of an award winning pet care facility with over twenty-five employees. Plus, award winning creative groomers Angela Kumpe and Lori Craig will be teaming up to do a series on *Creative Grooming*.

Groom Expo will present fun, social networking events for attendees to meet and mingle with fellow pet professionals.

Special package plans ranging from V.I.P. (all four days admission to most sessions, all meals and spectator admission to all grooming contests) to Weekend packages for Friday and Saturday, or Saturday and Sunday. Of course, seminars and admission to contests can also be purchased individually.

Groom Expo 2010 will also present some extra activities. A *Gifts of Love Silent Auction* will offer thousands of unique and practical pet themed gifts. The auction will run Friday through Sunday with all new

products on each day.

The *Mobile Round-up* is an opportunity to stroll through Mobile Grooming Vans. You can even bring your own to show off and receive a free Basic admission.

Mark your calendars now for this event! For a program book, contact Barkleigh Productions at (717) 691-3388 or go to www.groomexpo.com.

For more information, Request Reader Service Card #7040.

For video footage of last year's show, go to www.BarkleighTV.com.

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INDUSTRY NEWS

National Association of Professional Creative Groomers

The *National Association of Professional Creative Groomers* is the first and only organization dedicated solely to creative grooming. The *NAPCG* was founded to provide groomers everywhere with a reliable source of creative products, information, and support.

“Our member-exclusive forum encourages camaraderie among creative groomers and offers a safe place to openly discuss everything creative. In addition to forum access, our members receive a free subscription to the official *NAPCG* magazine,” says founder, Amy Brown. The quarterly publication contains articles on various creative topics, including how-to’s, featured creative groomers, skin and coat concerns, and an ongoing series on

cat creative.

So, whether you are interested in entering the creative competition ring or learning to utilize creative techniques in your salon, the *NAPCG* is here to help you “Unleash Your Creativity”! For more about the *NAPCG* and applying for a membership, visit www.thenapcg.com or email contact@thenapcg.com. For more information, request Reader Service Card #7036.

American Kennel Club Congratulates Westminster Best In Show Winner “Sadie”

The *American Kennel Club* announced this year’s *Best in Show* winner, *Ch. Roundtown Mercedes Of Maryscot*, a 4-year-old Scottish Terrier known as *Sadie*.

Sadie was recently crowned *National Champion* at the 2009

AKC/Eukanuba National Championship in Long Beach, California and has 79 *Best in Show* wins in 2009 alone.

Sadie’s preparation for shows includes two daily walks, one of which is on her very own treadmill, as well as daily brushing. On the morning of a show she is bathed and blown dry.



Photo Credit: Lisa Croft-Elliott@AKC

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NEW PRODUCT NEWS

Variable Speed Air Control on Double K Dryers



Double K Industries is proud to introduce a New Variable Speed air control on the *Challengair AirMax*, *2000DX* and *Extreme Dryers*. The new products allow for complete control of the air volume and velocity: full high speed down to a very low speed, and everything in between. The new dial control allows flexibility in grooming with the ability to cater the air flow to the animal and the grooming needs. Choose full

power for large full-coated animals, moderate speeds for ears and drying sensitive areas or medium-coated breeds, and low air volume for small animals, cats or young/sensitive animals. *For more information, request Reader Service Card #6926.*

DERMagic Anti-Dandruff Salt Scrub

DERMagic's *Anti-Dandruff Dead Sea Salt Scrub* offers groomers an all-natural solution for treating and reducing dandruff. The product harnesses the therapeutic power of natural sea minerals and nutrients



that are specially formulated to draw toxins from the skin, relieving itching and eliminating dandruff. As part of the grooming routine, dogs are massaged with these healing salts, shampooed, conditioned and returned to their owners with a fresh-smelling, dandruff-free coat. Groomers have incorporated the *DERMagic Anti-Dandruff Salt Scrub* into their grooming routine, offering it as an add-on treatment for dogs with dandruff. *For more information, request Reader Service Card #6920.*

Help for Skin Allergies from Nurtured Pets

Nurtured Pets releases *Anti-Lick Strip Prevent Bandages* to help with skin allergies, hot spots and insect bites. The product is designed to prevent pets from licking and

Continued on next page

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- Space for Remarks
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scratching itchy areas. Prevent pet adhesive bandages are made with a blend of natural ingredients; including cayenne pepper, lemon powder, clove oil and oregano, to effectively discourage pets from bothering skin irritations so they have a chance to heal. In addition to deterring pets from licking, biting and chewing minor wounds, cuts and abrasions, *Anti-Lick Strip Prevent Bandages* are also helpful for surgical sites or after spaying and neutering to keep pets from licking their stitches. For more information, request Reader Service card #6919.

Natural Bandage Styptic Powder
Espree Animal Products, Inc.



releases *Natural Bandage Styptic Powder* for grooming professionals. The product is a quick clotting formula to stop blood flow due to

clipped nails, minor nicks and cuts. For more information, request Reader Service Card #6918.

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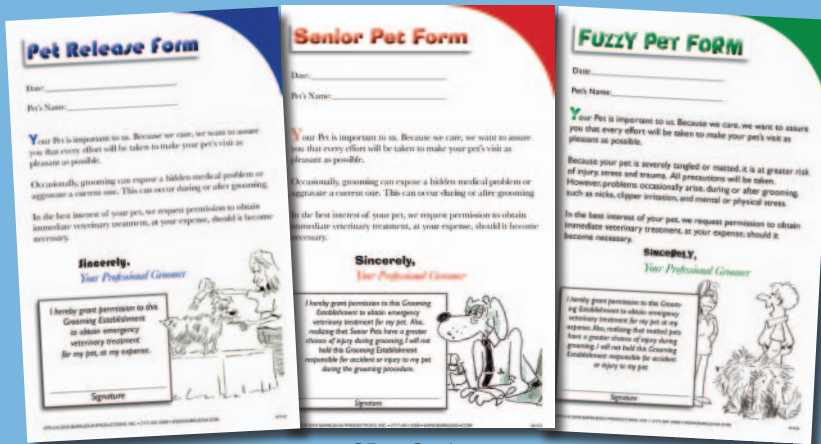
Breathe Healthy Masks offer comfortable, effective, and fashionable protection against allergies, dust, pet dander, viruses, and more. *Breathe Healthy* has been selling the



Continued on page 50

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7/21/2011 – 7/24/2011
Ft Mitchell, KY
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Groom Expo 2011

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Hershey, PA

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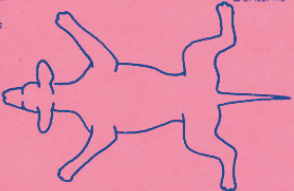
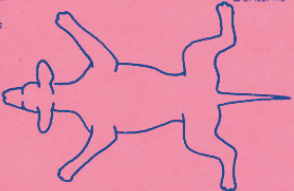
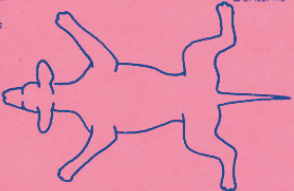
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Extenders staple to your filled Klip Kard and add more record space!

DATE	SERVICES, PRODUCTS, ETC.	CHARGES	GROOMER	REMEMBER SENT																																																							
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In event of an emergency, I authorize this establishment to provide necessary treatment for my pet at my expense.

_____ SIGNATURE _____

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Giant Klip Kard

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

- Giant Klip Kard - White • 5" x 8"**
- #500 100 Giant Klip Kards \$13.75
 - #501 500 Giant Klip Kards \$59.95
 - #502 1000 Giant Klip Kards \$99.00

Giant Klip Kard - Colored • 5" x 8"
Indicate Color Choice: Lavender, Pink, Blue, Yellow or Green

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

- Giant Klip Kard Extenders • 5" x 8" - White**
- #506 100 Giant Klip Kards Extenders \$13.75

Available Colors



Medium Klip Kard

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

Available Colors



- Medium Klip Kard - White • 4" x 6"**
- #507 100 Medium Klip Kards \$11.95
 - #508 500 Medium Klip Kards \$46.00
 - #509 1000 Medium Klip Kards \$75.00

Medium Klip Kard - Colored • 4" x 6"
Indicate Color Choice: Pink, Blue, Yellow, Green or Lavender

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

- Medium Klip Kard Extenders • 4" x 6" - White**
- #513 100 Medium Extenders \$11.95

Regular Klip Kard

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

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

- Regular Klip Kard Extenders • 3" x 5"**
- #517 100 Regular Extenders \$10.50

Put Essential Information at Your Fingertips!

DATE	SERVICES, PRODUCTS, ETC.	CHARGES	REMEMBER SENT																									
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KLIP KARDS © 1980 • Barkleigh Productions Inc. • www.barkleigh.com 6/10/17

Groomer & Kennel Sales Slips

Make More Money Without Raising Your Prices!

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

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

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

Groomer Sales Slip (#GSS)

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

Kennel Sales Slip (#KSS)

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

Pet Release Forms

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

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

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



Klip or Kenn-L-Kard Special

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

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

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

Super Kennel Special...

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

Reminder & Klient Postcards



MV-1



R-4



R-1



R-2



R-6



R-3



R-9



R-5



R-7



M-1

Inexpensive • Convenient • Colorful

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

Fantastic as Total Reminder Program or between GroomOgrams!

The Back Sez ...

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

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

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

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

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

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

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

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

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

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

Postcards Cost Pennies ... But Reap \$\$\$!

Give Your Clients a Gentle Nudge for Grooming!

Reminder Cards

(Indicate Style # When Ordering)

May Be Mixed in Packs of 100

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

Groom-O-Grams

Exciting digest-sized newsletter becomes your own personal Salon Newsletter!

Contains grooming and health information, stories, and cartoons that present a professional image to your community. Give them at each appointment. Groom-O-Grams will encourage better home care and more frequent appointments.

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

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

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

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

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

Over 10 Million Sold!

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

GROOM-O-GRAMS
Current Season Unless Specified!

#565	25 Groom-O-Grams	\$10.50
#566	50 Groom-O-Grams	\$18.00
#567	100 Groom-O-Grams	\$25.50
#568	200 Groom-O-Grams	\$49.50
#569	300 Groom-O-Grams	\$70.50
#570	400 Groom-O-Grams	\$88.50
#571	500 Groom-O-Grams	\$95.00
#572	1000 Groom-O-Grams	\$169.00
#573	2500 Groom-O-Grams	\$358.00



Groom-O-Grams PAY FOR themselves in NEW and Increased Business!

Revolving Reminder System



Boost your income without getting one new Client!

Keep a steady flow of clients in your grooming shop year round! Get your clients in every 4, 5 or 6 weeks with this complete ready-to-use system!

Includes:

- 5" x 8" File Box
- #1-31 Index Guides
- 200 of our most popular Reminder Cards (50 each: R-2, R-4, R-5, R-7)
- Instructions for instituting a Successful Reminder Program.

Revolving Reminder System

#676 1 Revolving Reminder System \$59.95

Business and Appointment Cards



High quality black raised printing on crisp white card stock. Choose one of our stock logos FREE.

High quality black raised printing on crisp white card stock. Choose one of our stock logos FREE. Instructions: Circle logo of your choice and print your six lines of type clearly on the Order Form. Allow three to four weeks delivery time.

#662	1000 Business Cards	\$49.95
#663	1000 Appt. Cards	\$49.95
#665	Extra Line of Type	\$2.95
#666	Custom Logo	\$19.95
#667	Custom Layout	\$25.00

Pet Appointment Kards



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



Bathtub Appt. Kard

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

Squares Appt. Kard

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

Brown Appt. Kard

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



Kanine Kookie Cutters

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

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



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

Display Holder



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

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

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

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

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



Gift Certificate (#GC)

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

A Gift for You

Sympathy Cards



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

(S3) Ivory Sympathy Cards w/Envelopes

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

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



(INSIDE)

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

(S-2) Blue Sympathy Card w/Envelope

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



Envelopes Available!

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

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

(S-1) Sympathy Postcards

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

(S1-E) Sympathy Cards w/Envelopes

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

Model Dogs

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



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

Little Angel Award

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



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

Little Angel Awards (#LA)

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

Pet Report Card

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

Pet Report Cards (#PRC)

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



<p>My Groomer Sez...</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><input type="checkbox"/> Other: _____</p> <p>Groomer's Remarks</p>	<p>MY PET'S REPORT CARD</p> <p><input type="checkbox"/> A+ I was A Little Angel!</p> <p><input type="checkbox"/> B I was a Paw-fect Pet.</p> <p><input type="checkbox"/> C I was satisfactory.</p> <p><input type="checkbox"/> D I'll Try harder next time.</p> <p><input type="checkbox"/> F I was a little Devil... But My Groomer Still Loves Me.</p> <p>I should be groomed in _____ weeks.</p> <p>My next grooming appointment is: _____ at _____</p>
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Indicate Pink, Blue or Tan!

Pet Care Series Brochures



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

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



Written by Professional Groomers for Your Clients!

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

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

Brushing (#PS-2)

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

Smoothie (#PS-3)

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

Puppy's First Grooming (#PS-4)

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

Flea (#PS-5)

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

Kennel-L-Kards and Run Kards

At Last! The Most Advanced Boarding Kennel System Ever Devised!

After extensive research, we've designed a 5" x 8" client record card with all the information the Kennel Operator needs! **Kennel-L-Kards** contains fantastic Kennel, Medical and Grooming Profiles. This easy check system eliminates tedious handwriting. **Speeds your record keeping!** Extender Kards double your record space...just attach to the back of a full Kennel-L-Kard.

3" x 5" Run-Kard is completed at each visit and attached to the run. Contains all the up-to-date information you need about the pet. The back contains a boarding release for your protection, which is signed and dated by the owner. You'll wonder how you ever lived without them!

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

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

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

#901	100 Boarding Kennel-L-Kards Extenders	\$13.75
#902	500 Boarding Kennel-L-Kards Extenders	\$59.95
#903	1000 Boarding Kennel-L-Kards Extenders	\$99.00
#904	2500 Boarding Kennel-L-Kards Extenders	\$215.00
#905	5000 Boarding Kennel-L-Kards Extenders	\$350.00

3" x 5" Run-Kard (BRK)

#594	100 Boarding Run-Kards	\$10.50
#595	500 Boarding Run-Kards	\$39.75
#596	1000 Boarding Run-Kards	\$62.95
#597	2500 Boarding Run-Kards	\$125.00
#598	5000 Boarding Run-Kards	\$200.00

Calendar Paws

Red and white sticky-back label with space to jot next appointment date and time. Your client can affix it to his home calendar as an appointment reminder, or just as a general reminder to call. Makes an excellent eye catching price tag, too! Two great sizes.



5/8" Small Calendar Paws

#601	100 Calendar Paws - Small	\$7.95
#602	1000 Calendar Paws - Small	\$55.00

1" Large Calendar Paws

#599	100 Calendar Paws - Large	\$8.95
#600	1000 Calendar Paws - Large	\$59.95

Super Sampler Pack

See Our Cards Before You Buy! Try Them on Your Clients!

- Reminder Kards
- Klient Kards
- Thanks for Coming Card
- Sympathy Cards
- Klip Kards
- Kennel-L-Kard
- Kennel Run Card
- GroomOgrams
- Kennel Sales Slip
- Grooming Sales Slip
- Happy Camper Card
- Pet Report Cards
- Pet Release Forms
- Little Angel Award
- Pet Care Series Magazine
- Groomer to Groomer Magazine
- Off Lead Magazine
- Pet Boutique & Spa Magazine ... and More!

Only One Sampler Per Business!

#677	1 Super Sampler Pack	\$9.95
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Minit Moneymaker Programs!



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

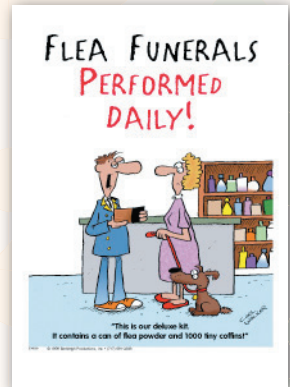
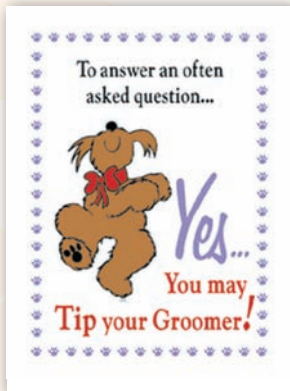
Counter Signs!

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

Great Poster for Your Salon!

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

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



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

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

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

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

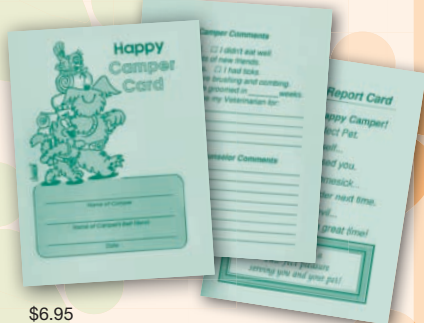
#6043	Poster/Frame	\$59
#6044	Poster & Tip Sign Special (Reg. \$74)	\$69

Happy Camper Card

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

Now, like a Camp Counselor, you can grade each pet in your care from an A+ to an F. A time-saving checklist will tell your client that his pet ate well, had fleas or ticks, should see a veterinarian and more.

Lots of room for your own personal comments, too. It's a personalized way to thank your boarding clients. Plus, it's a promotional tool, too! Pet owners show it to their friends! Comes in green only.

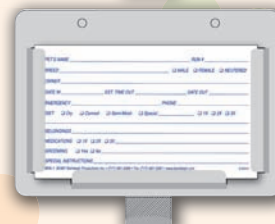
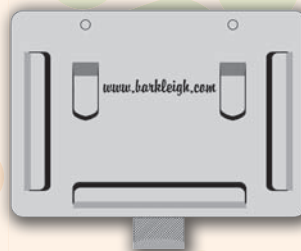


KENNEL CAMPER CARD (#KCC)

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

Kage Kard Karrier

3" X 5" or 5" X 8"



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

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

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

The Groomers Club

What is the Groomer's Club?

www.groomersclub.com

It's Buying Power at its best!

A one year membership in the Groomers Club will entitle you to exclusive Discounts, Rebates and Gifts from many Participating Companies. **Your membership will be worth hundreds of dollars in the first year!**

The value of a Groomers Club Membership increases the more you use it! It even guarantees

that you will get Groomer to Groomer magazine for a whole year. **All that for just \$29.95. WOW!**

Who Can Join?

Membership in this exciting program is open to ALL Petcare Professionals... Groomers, Kennels, Trainers, and Vets.

#6022 Groomers Club Membership – 1 year \$29.95

Add Up the Savings!

\$\$\$

Participating Companies

123 Pet Software BY CMJ designs, Inc. • A Bow and Beyond • A. M. Smith • A Place For Paws • Aesculap • Alpha for Pets Angelica's Cards • ARTICO Products • Ascot Products • Ashley Craig Pet Products / PFP Intl • Austin Rose • Barkleigh Productions, Inc. • Best Shot Coat & Skin Care Products • Bio-Groom / Bio-Derm Laboratories, Inc. • BodySense - Midwest / Bodewell Products • Boutique Beads, Inc. • Bri-Products • C-MON Shears • Cherrybrook • Clark Cages, Inc. • CleanLife Products • Concord School of Grooming • Cowboy Magic • Crocodile Tears Pet Fashions • De Botanica • Direct Animal Products • Doggy + Safe • Dogteesdirect.com • Earmaxx Pet Medicating Products • Elchar Dog Bows • Elizabeth Essentials • Epi-Pet • Espree Animal Products • ForeverLawn • Fuminator, Inc. • Galaxy Grooming Co. • Go Fetch All Natural Dog Treats • Golden Paws School Licensing • GoScribe.com • Groom & Kennel Expo • Groom Expo • Groomer's Best Inc. • Groomer's Mall • Groomers Helper • Groomer to Groomer Magazine • Groomtech • Hanvey Specialty Engineering • Happy Feet Happytails • HappyWhiskerz Cookie Co. • Identiproducts • International Professional Groomers - IPG • IV San Bernard Jewelry and Gifts • Kennel Connection By Blue Crystal Software • Kennel Link • Kim Laube, Co. • KleenMaster Sinks • Lela's Fancy Pooches • Lisa Welch Designs LLC • Lupine Inc. • M.D.C. Romani, Inc. • Mirage Pet Products • Mr. Groom Pet Products • My Lucky Dog • National Cat Groomers Institute Of America • Nature Labs • Northern Tails Sharpening • Northwest School of Animal Massage • NuTOPICALS • Off Lead & Animal Behavior Magazine • Oxyfresh - No Limits • Oxygreen Pet Products • Pacific Northwest Grooming Show • Pacific Sales and Service • Pawier Inc. • Paws For Thought • Pet Boutique and Spa Magazine • Pet Flies • Pet Silk Inc. • PetEdge • PetQuest • PetSmith LLC • Petstuff 4 U • PetzLife • Precision Sharp Co. • Primary Wave Media • Primp - N - Pets, LLC • Quadruped Pet Care Products • Ryan's Pet Supplies • Scissorsman Intl. Ltd. • Showseason Animal Products • Showtime Pet, Inc. • South Bark's Blueberry Facial • Spectrum Laboratories • Stylist Wear • Suds-N-Stuff • TalyN Shears • Tattoo a Pet Protection & Recovery System • The Cat's Inn, LLC • The Magic Zoo • The Shampoo Lady, Inc. • The Well Animal Institute • Tropiclean Pet Products • Westcoast Animal Groomers Supply - WAGS • Wgroom Worldwide Whitman Sharpening • Windy City School of Pet Grooming • Kim Laube • E-Z Groom • Majesty's Animal Nutrition • Animal Essentials • Ruff-Doggie • Just Ducky • Sharbelle Originals • Mr. Sharpey • Sal's Blade Shop • Sharper Edge of K.C. • Frank Rowe & Son ... MORE TO COME!!!

Off Lead & Animal Behavior



FREE Sample Issue!

The Magazine Dedicated to How Dogs Think, Feel and Learn!

- A Modern, Exciting Magazine Dedicated to the Study of Animal Behavior, Training and the Human Animal Bond.
- Understand Animal Behavior as it Relates to YOU, the Pet Professional
- Learn about Medical Problems that affect Pet Behavior

Go to...

www.off-lead.com for more information!

#900	Sample Off Lead Issue	FREE
#645	Off Lead Subscription – 1 Year	\$15.95
#646	Off Lead Subscription – 2 Years	\$27.95
#1872	Canadian Subscription – 1 Year	\$29.95
#1871	International Subscription – 1 Year	\$56.00

Creative Grooming Secrets DVD



See Donna Create Her Famous Goldfish!

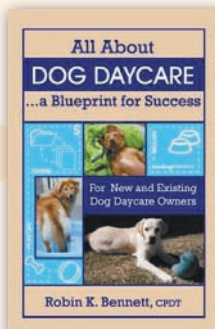
Want to Learn Coloring Techniques? Or compete in a Creative Styling Contest? Creative Styling Diva, Donna Holtzer, will divulge her winning secrets on a set of three DVDs, taped live at Groom Expo in Hershey, PA.

- Choosing and Setting Creative Patterns
- Coloring and Decorating the Dog
- Costumes, Props and Presentation

#1805	Choosing and Setting Creative Patterns	\$49.95
#1806	Coloring and Decorating the Dog	\$49.95
#1807	Costumes, Props and Presentation	\$49.95
#1808	Three DVD Set	\$139.00

DVDs are NOT Returnable!

Doggie Day Care Handbook & DVD By Robin Bennett

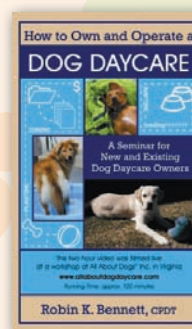


All About Dog Daycare ... A Blueprint for Success

This book provides proven techniques to give you a blueprint for success.

- Basic information for starting a dog daycare
- Forms and record-keeping materials
- How to provide a safe and stimulating environment
- Optional money-making services
- Troubleshooting ideas
- How to monitor relationships within a group of dogs

#6040 All About Dog Daycare Book \$37.95



How to Own and Operate a Dog Daycare

DVD version of Robin's day-long seminars! What is a Doggie Day Care? Where do you begin? Is it cost effective? How do you organize the play area? What must you know about pack behavior to operate safely?

These questions and more are in this exciting DVD. Learn how to market, troubleshoot and administer a dog day care business. 120 minutes. DVD's are not returnable.

#6001 Own and Operate A Dog Day Care Video \$69.95

Combo Special!
#6042 Dog Day Care Special: Handbook and DVD \$99.95

www.barkleighstore.com • (717) 691-3388

Dawn Omboy Creative Grooming DVDs



Everyday Creative Grooming



In this four-hour comprehensive coloring and styling demo seminar, Dawn will transform one dog into a small work of art before your very eyes. There will be a demo on jazzing up those little matted clipper strips that will have them coming back for more, and sooner!

This class will blow you away and unleash your creative side. Dawn will even tell you how to introduce your clients to the wonderful world of color and creativity. Then you too can make the world a more colorful place, one dog at a time.

#1877 Everyday Creative Grooming - 4 Hour DVD \$99.95

Pizzazz-Y Creative Grooming Seminar

You will learn that the world of grooming can be full of rich color and beautiful carvings. Dawn will show you how to achieve them with proper balance.

Dawn will cover topics from temporary to semi-permanent color, from coloring the entire dog to using stencils, to just adding a little touch of pizzazz that will tantalize and complement your client's pet.

It will cover products, and how to use them, as well as a live demo on black dogs. Finishing touches will also be covered.

And for the wannabe creative competition groomer, or for the seasoned creative groomer, Dawn will share freely from her winning "bag of tricks" that may put you up on stage at the Barkleigh Creative Styling Competition or improve your techniques in the competition ring.



#1575 Pizzazz Creative Grooming Seminar (4 Hours) DVD \$99.00



Holiday Decorating Tips

Dawn offers endless possibilities to help insure family pets are a part of the festivities.

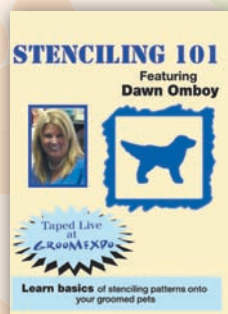
Dawn will show you how to apply holiday patterns in a snap, including candy canes and wreaths that glitter.

#1895 Holiday Decorating Tips \$39.95

Stenciling 101

Did you ever want to put just the right design on a dog but are not good at freehand? Want a special design for just the right occasion but can't find the right pattern or size? Well, this is your chance to find out how. In this one hour class you will learn the basics of stenciling patterns onto your groomed pets. It only takes a few minutes to rack up on this fun and easy income that will help set you apart from the competition. You will also learn how to make stencils to suit your specific needs.

#1896 Stenciling 101 \$39.95



Animal Behavior Conference

Sarah Wilson



This Exciting Conference Includes:

- Understanding Breed History
- Hardwiring...What does it mean?
- Understanding subtle changes in behavior
- What makes a dog a serious threat
- Avoiding the triggers...or removing the danger
- Three things that make a dog dangerous
- Simple ways to assess problem behaviors
- Helping reactive dogs
- Is it miscommunication... or medical?
- Red flags in behavior
- Safety handling tips

#1676 Animal Behavior Conference - Set of 5 (DVD) \$199.95
#1677 Animal Behavior Conference - Set of 7 (CD) \$59.95

CD'S

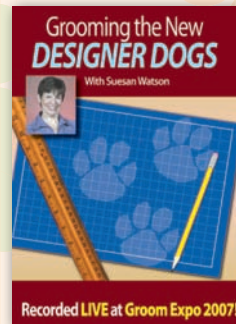
#1679 How Breed History Influences Behavior \$9.95
#1681 Reading Stress and Threat in Dogs \$9.95
#1682 What Makes a Dog "Dangerous" \$9.95
#1685 Behavior Problems \$9.95
#1686 Helping the Reactive Dog \$9.95
#1689 When is Aggression Not Aggression \$9.95
#1690 Handling Dogs Safely \$9.95

DVD'S

#1678 How Breed History Influences Behavior \$29.95
#1680 Reading Stress And Threat in Dogs \$29.95
#1683 What Makes a Dog "Dangerous" \$29.95
#1684 Behavior Problems \$29.95
#1687 Helping the Reactive Dog \$29.95
#1688 When is Aggression Not Aggression \$29.95
#1691 Handling Dogs Safely \$29.95

Grooming the New Designer Dogs

Suesan Watson



We are all getting them now, all those little or big Mixed Breeds, no, wait, "Designer" Dogs. The owners have no clue what their pet should look like because they never want it to look like what it really is.

Sue can give you suggestions that can help you deal with those clients and make their decisions easier for them and their fancy designer dogs.

#1897 Grooming The New Designer Dogs \$39.95

Add-On Services: Money in Minutes



Judy Bremer-Taxman

Spend a fast paced two-hours laughing and learning in a seminar to make extra money in minutes! What's the secret? "First, learn to work smarter, not harder," says Judy. Then add a few new simple extra services and watch your income jump \$4,000 to \$10,000 per year!

Can't believe it? Can't sell extra services to your customers? This seminar is your answer. Every detail, and advantage, will be presented to you step by step!

#1787 Add-On Services: Money in Minutes \$49.95

Doggie Repair Kit How to Help Fix a Client's Pet

Gary Wilkes



Learning to stop unacceptable behavior is the key to keeping dogs alive. Most dog owners seek help at the last minute - and last minute solutions are the only ones that are going to save the dog's life. This presentation will describe what it takes to stop the most common canine catastrophes in an effective, safe and proactive manner. Don't miss it - you won't find this information anywhere else.

#1413 Doggie Repair Kit - DVD \$49.95



Professional Pet Grooming Secrets Books

Volume 1



This book contains grooming secrets from Sally Liddick, editor of Groomer to Groomer and Groom-O-Gram; Mario Migliorini, author of many books on grooming and handling; plus other grooming authorities. 22 full – color Creative Contest winners! Original grooming cartoons! 64 pages full of illustrations and photos!

- What's in a Name • Getting Down to Basics
- Correcting Faults • Control Counts
- Preventing Accidents in the Shop
- Secrets of Creative Grooming
- A Tale of Two Poodles
- Grooming the Neglected Dog
- Fantastic Finishing Touches
- Clipper and Blade Maintenance and lots more!!!

Volume 2

This book contains grooming secrets from Sally Liddick, editor of Groomer to Groomer and Groom-O-Gram; Mario Migliorini, author of many books on grooming and handling; Creative winner, Jeanne Mulcahy, plus other grooming authorities. Contains full-color Creative Contest winners! Original grooming cartoons! 75 pages full of illustrations and photos!

- Clipping Four Feet In Three Minutes Or Less
- First Aid In The Grooming Shop
- Grooming Very Old Dogs
- Simple Bow Making
- Creative Coloring Techniques
- Coping With Coat
- Mobile Grooming... Is It For You
- Reconditioning A Difficult Dog and more!

#5013	Volume I	\$15.95
#5014	Volume II	\$15.95
#5013MX	Vol. I and Vol. II	\$27.95

Groomer System

Appointment & Income Tracking Book

This loose-leaf Binder System permits an unlimited number of daily appointments. It comes with 150 Daily Appointment Sheets, 52 Weekly Reports, 12 Monthly Reports, 4 Quarterly/Yearly Reports separated by monthly/report dividers, as well. Each groomer can have his/her own book or everyone can work out of one... by adding extra pages. Satisfaction Guaranteed!



- Space for Time In and Time Out
- Client's Name and Phone Number
- Pet's Name and Breed
- Coding Block for Type of Service
- Space for Remarks
- Calendar
- Service Code Directory Makes Entry Quick
- Daily, Weekly and Monthly Income Sheets
- Start Anytime during the Year... This Book Never Ends!

#6053	Complete Groomer System	\$59.95
#6054	100 Appointment Sheets	\$12.95
#6055	Assorted Reports - 1 Year Supply	\$17.95
#622	Calendar Page In Plastic Sleeve	\$2.95

The Empowered Employer



A powerful guide for owners and managers of pet care facilities. This fantastic book was written by Industry Icon, Consultant and Communicator, Judy Bremer Taxman. Power-Packed with Ideas to Boost Your Income and Management Skills!

- How to be the Boss
- Organizing your Business
- Keeping Personnel
- Winning "Boss of the Year" Award
- Tactics for keeping your Business Running Smoothly!

#5012 Empowered Employer Book \$14.95

Rubber Stamps & Pads



Eliminate tedious handwriting or typing with our quality Rubber Stamps. Just perfect for GroomOgrams, Reminder and Klient Kards, letters, checks and receipts.

To truly personalize your stamp, select a stock logo (see order form). For the personal touch, we can add your custom logo for an additional charge.

#6045	One Line	\$10.95
#6046	Two Lines	\$15.50
#6047	Three Lines	\$19.95
#6048	Four Lines	\$23.95
#6049	Five Lines	\$28.50
#6050	Six Lines	\$32.95
#642	Custom Logo	\$7.95
#643	Stock Logo	\$7.95
#6052	Stamp Pad - Black	\$7.95

Poop Scoopin' Puppy



Remind your clients (and passing dog walkers) to clean up after their little ones have finished their business. This adorable Polyresin statue of a responsible and tidy pup features a discreet clothespin on the nose and a dust pan sign that says, "Don't forget to scoop your poop!" 9 1/2"H x 7 1/4"W.

#1866 Poop Scoopin' Puppy \$29.95

Teaching You To Train Your Dog

A Student Guide



Teaching You to Train Your Dog

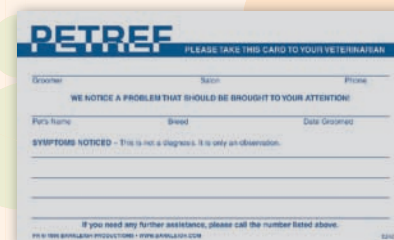
A Student Guide

This blue and green guide tells new training students how to prepare for class and have a successful learning experience with their pet. Great promotional tool, too. Rubber stamp your information on the front. Leave at Clinics, Grooming Shops, Pet Shops, Breeders, Pet Fairs and more! Pulls in new students like crazy!

#800	100 Student Guides	\$10.95
#801	500 Student Guides	\$49.95
#802	1000 Student Guides	\$89.95

PetRef Kards

Did You Find a Medical Problem?



Got your findings on the PetRef cards to be taken to the Veterinarian. Use these attractive 3" x 5" cards anytime you notice a medical problem. You will earn veterinarian respect, and perhaps referrals, because they will know you are observant and professional. Plus, your customer will appreciate your concern. Gray Card printed with blue ink.

3" x 5" PetRef Kard

#668	100 PetRef Cards	\$9.95
#669	500 PetRef Cards	\$39.95
#670	1000 PetRef Cards	\$59.95

The Wonderful World of Terriers

Sarah Hawks

Sarah will cover hand-stripping, breed profile, coat texture, carding (removing undercoat), tools, chalking, products, bathing of the hand-stripped coat, and how to satisfy your clients.

Sarah will show six long-legged Terriers, many of which are show dogs: Airedale, Soft Coated Wheaten, Lakeland, Wire Fox, Kerry Blue and Welsh; and six short-legged Terriers: Cairn, Norfolk, Norwich, Sealyham, Scottish and Westie. She will discuss

the nuances of each of the various breeds. The Set of 4 DVDs includes all of the following seminars:

- Airedale, Soft-Coated Wheaten, Kerry Blue
- Cairn, Norfolk And Norwich
- Min. Schnauzer, Parson's Russell, Lakeland, Welsh
- Scottish, Sealyham And West Highland Terrier



#1577	The Wonderful World Of Terriers Set Of 4 (DVD)	\$125.00
#1588	Airedale, Soft-Coated Wheaten, Kerry Blue (DVD)	\$49.95
#1591	Cairn, Norfolk And Norwich (DVD)	\$49.95
#1589	Scottie, Sealyham And West Highland Terrier (DVD)	\$49.95
#1590	Min. Schnauzer, Parson's Russell, Lakeland, Welch (DVD)	\$49.95

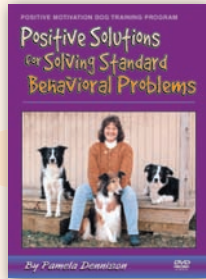
Pam Dennison Training DVDs

Camp R.E.W.A.R.D. for Aggressive Dogs

Accredited by APDT Realizing Excellence With Attention, Redirection and Desensitization.

For pet pros, trainers or pet owners of any level, this seminar teaches how to manage, train and start the desensitization process with an aggressive dog in a positive, pro-active and effective manner.

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Positive Solutions for Solving Standard Behavioral Problems

For pet pros and trainers of any level, this seminar will address typical problem behaviors using positive training methods. Behaviors discussed are: jumping, pulling on leash, not coming when called, charging through doorways, nipping, stealing and guarding objects, etc.

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Cat Grooming Made Easy!

Debbie Beckwith, CMG

Is it a CAT-astrophe when you put clipper to feline in your grooming salon? Do you think the words EASY and CATS should not reside in any grooming program? Well, Debbie thinks differently. "I firmly believe that cat grooming should be done by cat-lovers," says Debbie. Now, if you have passed that first step to "feline finessing" then join Debbie for tips on handling, nail clipping, carding, trimming and bathing techniques. Cat grooming could just turn out to be a great income source for you.

#1420 Cat Grooming Made Easy! - DVD \$49.95



That Old Vac Magic (Vacuum Grooming)

Debbie Beckwith, CMG

Vacuum grooming at its best. Tried it? Like it? Messed up? Don't know what to do with it? Vac grooming could be the best way in modern pet styling. From short cuts to scissored looks, join Debbie for futuristic money making, easy styling, and clean grooming with no hair flying in your face, dropping on the floor or clogging your lungs with the help of a vacuum system.

#1899 That Old Vac Magic (Vacuum Grooming) \$39.95



Handstripping & Carding Clinic

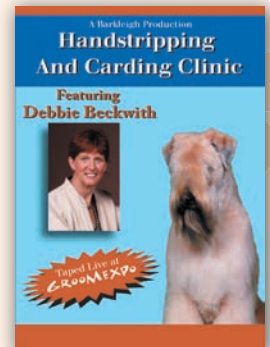
Debbie Beckwith, CMG

This program unveils the truth about how stylists can add harsh coat hand stripping and carding skills to their everyday grooming techniques. Go the extra mile for your customers who prefer the attention to detail, and make more money, too, by adding this extra professional service.

Learn how to hand strip dogs from mixed breeds to simple terriers. Find out how to cheat on terriers with clippers, yet maintain better color and texture with carding skills. Learn tricks on double-coated breeds from Afghans to Shepherds, and Whippets to Greyhounds. Carding skills will enhance the

proper look of many breeds, help with the natural shedding process and add easy \$\$\$ to your income. Hey, works for cats too.

#1409 Handstripping & Carding Clinic - DVD \$59.95



Grooming Equipment Clinic

Randy Lowe

Randy talks about everything that clips in this two-hour seminar. From clippers and blades to shears, Randy offers his expertise from his thirteen years of experience in the sharpening trade.

Randy talks about the eight biggest problems with blades, and some easy fixes that you can perform without sending them off to a sharpener. He will go over the major clippers and discuss things that you can do to fix and repair, before you replace.

The second part of this program is devoted to Shears. Here are just some of the topics: *What are the differences in scissors? German style vs. Japanese style edges? What does Rockwell hardness mean? Should you buy Stainless, high carbon, cast aluminum, ceramic or a combination? And What about "hot dipped", cast or stamped?*

#1567 Grooming Equipment Clinic (DVD) \$39.95



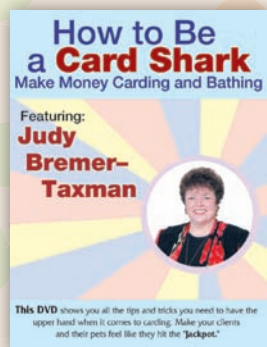
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Judy Bremer-Taxman

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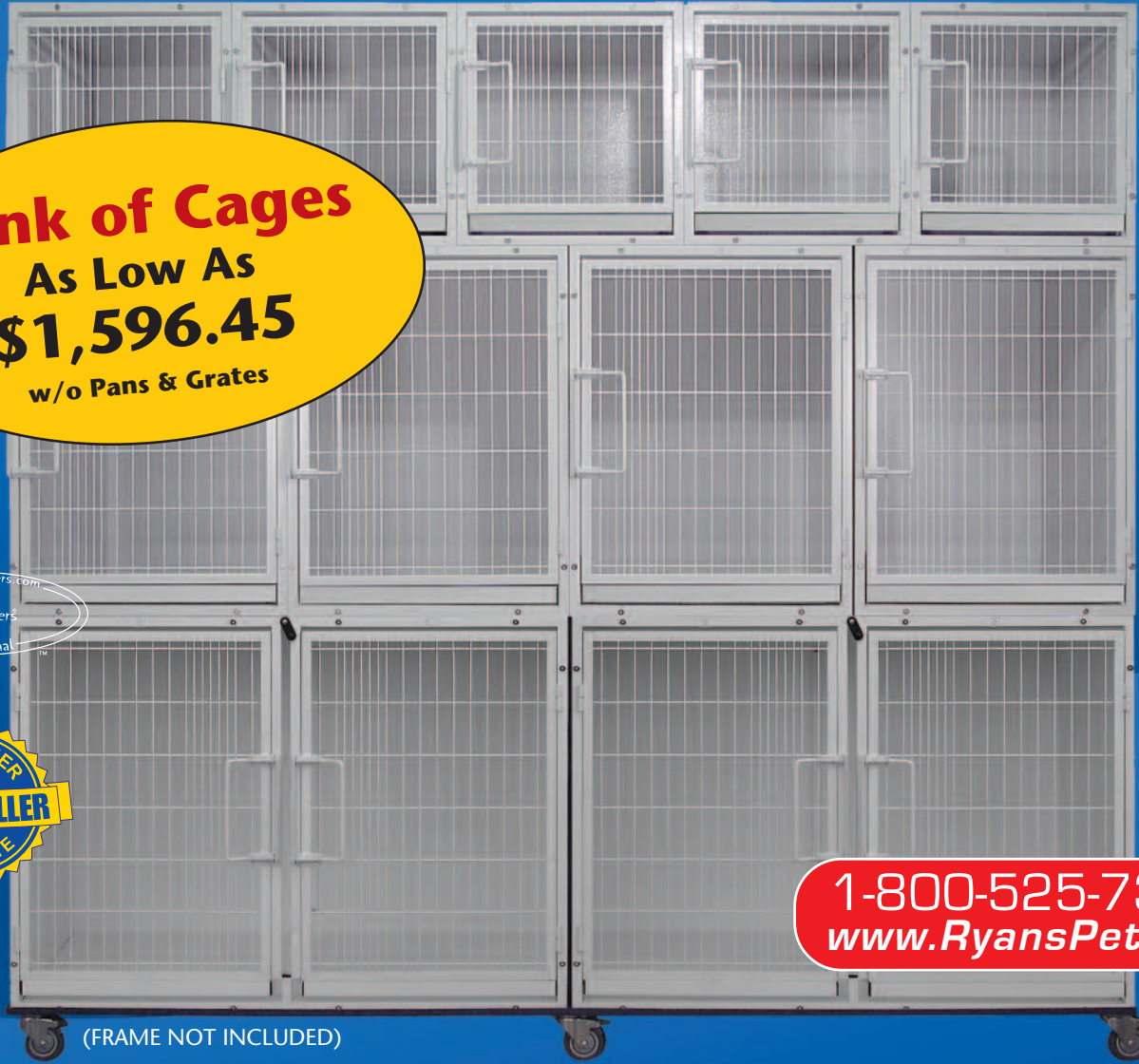
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