

Groomer To Groomer

"THE GROOMING INDUSTRY'S TRADE MAGAZINE"

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VOL. 28 ED. 8 NOV./DEC. 2009

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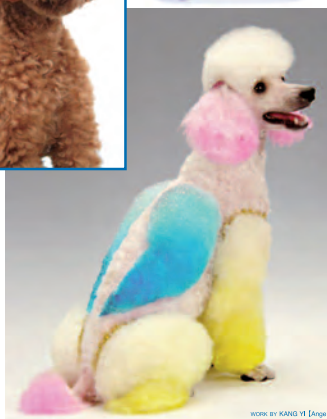
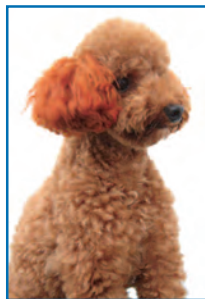
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Cover:

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with PetSmart sponsor
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Off the Top of My Head by Todd Shelly

Life...



I

was recently reminded of how our lives are filled with uncertainty and unexplained events that forever alter our existence. Again, I realized how important it is to cherish each moment and the blessings that they offer.

A few years ago, I was made aware of Audrey Ulrich's abilities about ten minutes before I actually met her. She had just finished her first speaking assignment for us at the Pacific Northwest Grooming Show when several people hurried to the registration desk to emphasize to us that she is the best speaker they had ever heard. They went on about her wealth of knowledge and her upbeat message that energized the audience.

I immediately sought out Audrey to let her know that she is the only speaker that I've ever known that had attendees flocking to sing her praises. Upon meeting Audrey, I couldn't help but be taken by her friendly, outgoing demeanor. After talking to her for several minutes, I knew that we would want her to speak in Hershey. She was flattered by the invitation, but had to politely decline because she was due to give birth to her first son, Rafael.

Shortly after that, Audrey and her husband Matthew began writing the popular *Groomer to Groomer* column *Pawsitively Posh*. The column gave her a forum to promote her passions: help move the industry that she loves forward and give a pat on the back to other businesses. As editor, I often liked to start the magazine with that column. I felt it set a good tone.

Audrey quickly became a very popular speaker, and back home her business was thriving. She won a prestigious award as the top small business in her region. She was very proud of the award and liked to talk about it, but she wasn't bragging. She used it as an example of how far the industry has come in terms of respect and the endless possibilities that this industry offers.

Last March, at the Pacific Northwest Grooming Show, Audrey and Matthew showed up with their adorable son, Rafael, in tow and a baby on the way. She planned on taking it easy (in that she wasn't speaking). Instead she planned to sit in on seminars. We joked about how much different it will be for her to be on the other side of the podium. Audrey knew that there is always something more to learn and she was excited about that opportunity.

That didn't quite work out as planned. We had a speaker cancel on the day of the show. I had to scramble to find a replacement. Audrey not only offered to replace the speaker, but it just so happened that she was working on a few new topics that fit the agenda perfectly. She pulled it off without a hitch, and, of course, she received rave reviews again.

Due to life's uncertainties and unexplainable events; I am sad to report that a tragic automobile accident recently claimed the life of Audrey's toddler son, Rafael. The following day, the Grooming industry lost one of its most passionate and knowledgeable stars. On October 26, 2009 Audrey Ulrich died of the injuries sustained in the accident that claimed her young son's life. Audrey is survived by her husband Matthew and her infant son, Xavier.

Audrey had so much more to share with our industry, but we are better for having had her for the time that we did. She will be extremely missed by all of us at Barkleigh Productions and anyone who ever had the great opportunity to meet her.

Todd Shelly

todd@barkleigh.com

JUST FIX IT!

BONNIE WONDERS



I am a firm believer in neutering male dogs. The way I see it, there is no greater gift a customer could bestow on a dog groomer than to fix those boys for good. Just today I had yet another one of those intact buggers whose amorous antics did not go unnoticed by me ... or Trudy.

It all started when we saw Kim trying to get the 100+ lb. lab out of her vehicle and into the grooming salon. We noticed that when Kim opened the back door of her van, she was immediately and unmercifully body slammed into the car parked next to hers. With all the agility of one of the *Harlem Globe Trotters*, she dove for the end of the bouncing *Flexi* which was attached to the dog's collar. She scored almost immediately and the beast was then dragging Kim across the parking lot and ran her smack into one of the "WONDERS SASSY PUP PARKING ONLY" signs that adorn one of my parking spots. We heard the twangy "THWACK" that is made when a human body is catapulted into a large piece of metal ... ouch ...

Continued on page 8

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Just Fix It
Continued from page 6

Next came the sound of the storm door being thrust open to its fullest potential. An interesting tidbit of information here ... when one of those doors are opened WAY too wide, the spring is propelled halfway to Cuba, via Pennsylvania. I ran to help get the dog in and as I opened the wooden door I was promptly

thumped in the head by the opening edge of the door. A lump shortly ensued. "Tiny" had arrived.

The official proclamation of his arrival was completed with a swift "leg lift" onto the edge of one of the display counters. As I rubbed my forehead and looked in his direction, he sat happily on the floor in front of one of the dog treat displays and buried his head in a bin of pig snouts. "How appropriate," I thought.

Kim promptly yanked on the

Flexi to get him out of the bin. At about 8 months pregnant and probably a whopping 120 pounds, she was no match for the unruly beast at the other end of the leash.

"What the heck is wrong with him today?" I asked as I couldn't recall the dog ever having been so fractious in the past.

"I'm not sure, but I think it's because he's had it," Kim responded.

"Had what?" I asked.

"You know ... sex," she replied as she raised her eyebrows.

"I see," I said.

"My neighbor got a new dog and they came over to visit the other night," she informed me. "It is a really pretty Labradoodle and she and Tiny really got along great. In fact we were all in the family room at one point and all of a sudden they started getting really rambunctious and next thing you knew ... "Bam!" They were going at it," she said with a clap of her hands.

Continued on page 10

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Just Fix It

Continued from page 8

"My gosh, didn't you know the other dog was in heat?" I asked.

"I don't know anything about girl dogs," Kim explained. Tiny is the first dog I've ever owned."

"I see," I responded while shaking my head.

"Yup, they did it right in front of free willy," she said.

"Huh?" was my puzzled response.

"The movie ... 'Free Willy' ... the kids were watching it.

I just about lost it at that point. "How appropriate," I managed to get out as I stood there dying of laughter.

"My husband said watching TV in that room has taken on a whole new meaning," Kim said laughing along. "Me, I was trying to explain it all to an 8 and 10 year old," she added.

"Hmm ... doggie porn," I said

while trying to catch my breath.

"Yes, Jennifer, my youngest keeps telling everyone that Tiny and Hanna are gonna have a baby like me," she said pointing at herself.

"Holy cow!" I said laughing.

"Yeah, I'm just glad most people don't know that they're dogs. Everyone thinks she's talking about two people," Kim said giggling. "Anyhow, the dog has been acting crazy ever since that night," Kim explained.

"I get it," I told her. "So getting back to business, what do you want done to him?" I asked Kim.

"Shave him down everywhere," she instructed.

"Tail too?" I asked.

"Everywhere," she said flatly.

"Will do," I responded as I drug Tiny down the hall.

As Trudy and I lifted the dog into the tub he looked docile enough, but when the water was turned on he started getting a little wound. As she sprayed his back down with the Hydrosurge, I think he thought it

was a prelude to something greater. He started panting like a wild thing and as the water was hitting his underside he began drooling like crazy.

"Oh Geez. How nice," Trudy groaned. It was obvious that the dog was getting thrilled. Trudy wasn't. I chuckled and walked away.

They finished the bath while I was in another room. Every now and again I could hear Trudy saying "Knock it off," in her sternest voice. Once I peaked around the doorway as she was beginning to towel him off. I caught him slobbering on the side of her head, a romantic looking dog kiss.

"Do you MIND????? EEWWW!" she said repulsively.

"He L-I-K-E-S you," I said giggling.

"Yeah, well he's all yours in about 15 minutes," she said. "We'll see how funny it is THEN," she informed me. "He's really being obnoxious," she added.

Continued on page 12

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Just Fix It

Continued from page 10

"I hadn't noticed," I said innocently.

As promised, 15 minutes went by and the dog was ready to be clipped. We moved him to my table and I started clipping away. As the clippers passed down his back he started to wiggle and squirm. "NO," I said as I got a firmer grip on him. He then was trying to sniff every square inch of the table. I turned his head and adjusted the grooming arm a bit higher. Then he was fascinated by my smock. Every one of you know what it's like when these boys want to sniff you out. There is no stopping them when their noses are in high gear.

He was panting like a fool in between the slobbering. I was getting soaked and I didn't care for it.

"How's it going over there?"

Trudy asked as she shot me a look

from the tub.

"Fine," I said as I tried to peel the dog's left front leg off my right arm. I think I saw her grin. "I'll be right back," I told her. "Come over here and watch him," I instructed.

Trudy came over and the dog's nose magnetically attached itself to HER smock. She heaved a big sigh as she pushed his head away from her. "Do whatever it is you need to do and get back here," she barked at me.

I went out front to the retail area and grabbed a bottle of Lust Buster. I sprayed my smock liberally with it and then returned to the grooming room and put some on a rag and wiped the table down with it. As if by magic the dog stood completely still and turned his head in one of those sideways things that they do. Suddenly he let out one of the most horrific howl-cry-whimper-howl things that I've ever heard. It was actually eerie, I'd say.

"WHAT was that?" Trudy asked

as her eyes got very similar to that of a Pug.

"I'd say he is surprised," I said triumphantly.

We watched as the dog stood on the table looking confused.

"I think you broke his heart," Trudy said shaking her head.

"Well, it certainly calmed him down," I said triumphantly.

Trudy went back to her post at the tub. I resumed clipping on the dog. As I started shaving his chest he suddenly lunged forward and smacked me square in the face with one of his enormous paws. I could feel the burn of his front claws as he raked the skin off my forehead and down the center of my nose. "YEEEOOWW!" I shrieked.

"Oh yeah, you really showed him who wears the panties in this place didn't you?" was the comment heard from the other side of the room.

She could have at least offered to get me a band-aid ...

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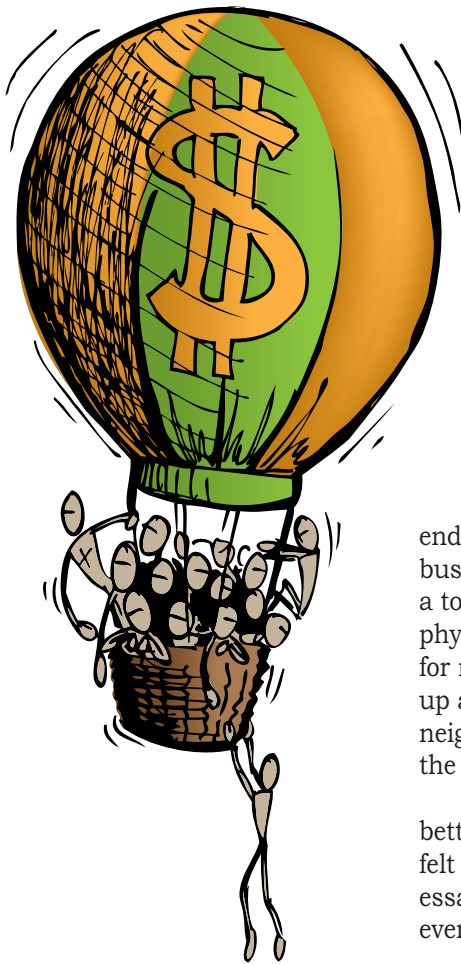
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Getting Down to BUSINESS
By Teri DiMarino



Time to Raise Prices?

We are quickly closing in on the end of another year. The hustle and bustle of holiday preparations is taking a toll on us; both mentally as well as physically. It has been a difficult year for many businesses. Unemployment is up and many of us have friends or neighbors that have become victims of the housing crisis.

While the pet industry has fared better than most, groomers have still felt the crunch. While we are not necessarily losing customers, we are, however, losing appointments. Four week

clients are stretching out to five or six weeks and weekly baths are now making appointments every other week. Kennels are seeing a dip as well with customers opting for “staycations” as opposed to “vacations.”

In the meantime, prices continue to rise. You will definitely be notified by your landlord that the rent is going up in accordance with your lease. When was the last time you got a note from the grocery store that the price of your favorite fruit or meat was going up?

Continued on page 16

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Time to Raise Prices
Continued from page 14

How about a notice from the gas station about an impending price hike?

The price of almost everything continues to go up, all with little or no notice and NEVER an apology. Why is it then, that we are SO fearful of raising our prices, even a tiny bit, to help us meet these increased price demands on our businesses? And why, oh please tell me why, do we feel the need to apologize for it?

Informing your clients that you are increasing their pet's grooming price is very difficult for most of us and it is compounded by the current financial situation. We fear negative confrontation with the client. We fear being rejected and losing the client all together. Some of us fear being the most expensive salon in the neighborhood. But a salon that believes "cheap business is better than no business at all" is, with-

out a doubt, doomed. Well, here's some food for thought... When was the last time you heard of a high priced salon going out of business? If you are providing quality work; you should not be fearful of raising your prices in this economy.

Fear of delivering "bad news" is normal, but let's take a look at how we set ourselves up for this natural apprehension.

Mrs. Smith enters the salon with her pet and we timidly murmur "I'm sorry, Mrs. Smith, but *Fluffy's* haircut is going to be \$5.00 more today."

The client is caught off guard and may become a bit hostile; simply as a knee-jerk reaction mainly because you have trapped them in a weak situation. They are dropping off their dog and have been slammed with negative information that they have had no time to digest. Of course you can expect a negative reaction! You must have expected this response because the first thing you did was apologize!

Why do we apologize for needing to make a living? What kind of apology did you get from the grocery store or gas station when they raised their prices? Be informative. Be firm and stand your ground. And, whatever you do, don't apologize! Give the customers some kind of warning. It's only fair. Use some tools, like a sign posted in a conspicuous place about six weeks prior to the price raise date. I laminated one to the top of my check-out desk where they couldn't possibly miss it. Something like this works well:

Dear valued customer:

Please be advised that, effective January 1, we will be raising our prices.

We don't like this any more than you do but, due to increases in operational expenses this is a move we are forced to make. Your pet is our primary concern and we refuse to compromise the quality of our serv-

Continued on page 18



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- Dana; Glenside, PA

"The shampoo is great. Smells Wonderful. Hair dries so fast."
- Christy; Montgomery, AL

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Time to Raise Prices Continued from page 16

ices and the quality of the products we use. This price increase will enable us to continue to deliver the superior workmanship in which we take great pride. We appreciate your understanding and we thank you for your continued patronage.

This is a simple example. No apology. No hesitation. No question that the business needs to make this move. The principles that quality will not be compromised and the fact that their pet is your main concern; seals the deal. It is difficult for someone to ask you to cheapen your work for them when you take such pride in it. And, hopefully, that is an accurate statement!

One final thought on raising prices: How much is enough? That is totally up to you to determine, but whatever you do, don't cut yourself short. You must raise

prices proportionately across the board. That simply means the Standard Poodle will get a higher raise than the Mini Schnauzer.

Raising prices, by percentage, usually works well, but always round them up to the next higher dollar. Will you lose some clients? More than likely, yes! But keep in mind that one of two things will happen. If you raise your prices 10% you could lose up to 10% of your clients, but you will be doing 10% less work for the same amount of money. Or, you will retain your clientele with little or no loss and be doing the same amount of work for 10% more income. Believe me, this formula works.

Chances are you will get some clients who may want to stretch out the time between appointments due to the price increase. This is very normal. But let's look at some figures. Let's start with an arbitrary figure of \$50 per dog. If this \$50 dog comes in every four weeks, that's thirteen visits and an annual gross

income of \$650. A 10% raise in this dog's price brings it to \$55. If that customer chooses to back off to every five weeks you will get about eleven visits for the year and the gross income from that pet of \$605.

Yes, you may have lost a few dollars overall, but you are grooming that dog two less times per year and losing the income from only one groom at the original price. This gives you the opportunity to fill the extra time with a new client or concentrate on added services. Don't be surprised when you hear from the customer that their dog is dirty and they can't stand the five weeks between grooms. They will be back on their regular schedule faster than you can imagine.

There are some clients who cannot be allowed to stretch out their appointments. Among these are the shed-less program dogs and hand-stripped dogs. If these pets are allowed to go too long between appointments it "screws up" their growth patterns, making it difficult for you to do a good job. Skin condition dogs are also among this group. They need their regular visits. Explain this to the client.

I have a feeling I'm going to be getting a few letters regarding this column and my way of thinking. The formula has, and will, work for many groomers, but there are stylists who feel they cannot afford to lose even one appointment. If that person is living that close to the financial edge, they may want to concentrate on a good overall look at their entire business.

Now, go make your sign and don't apologize for it!

Teri Di Marino is a 35 year veteran of the industry. She owned a successful South Florida salon. Teri was a member of three GroomTeam USA Gold Medal teams, coordinator for two teams and multiple Cardinal Crystal Award nominee and winner. Teri is a popular speaker, and judge at seminars and trade shows in the U.S., Canada, Europe, South America and Australia. Teri is an Industry Consultant, Sales and Marketing along with business columnist for Barkleigh Productions. She has also contributed to Groomer Has It, as the show's Professional Consultant.

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Childersburg, Alabama

Blossoming Creativity

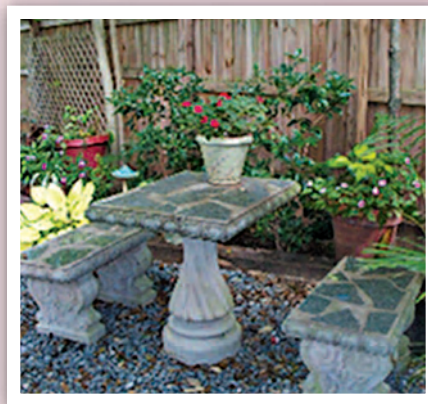
In the rural town of Childersburg, 40 miles southeast of Birmingham, Alabama, nestled under a large, old oak tree and peeking through a lush green garden is *A.B. Grooming and Pet Spa*. Amy Brown, the proprietor of this enchanting pet oasis has always loved animals and plants, “They are my two passions!” And here Amy brings them together to create a beautiful salon that pets, their owners, and she can enjoy.

When Amy opened her business just three years ago, she was told that a spa style salon would never succeed in this rural Alabama town. But today Amy’s small salon has blossomed into a hugely successful salon that is booked months ahead.

Walking up to the gate to *A.B. Grooming and Pet Spa*, you are greeted by a lush, deeply shaded garden. Whimsical garden art and repurposed containers, like the barbeque planter, invite you to explore this quiet sanctuary and look for hidden treasures.

“Sometimes I look outside and see Mrs. So and So’s car is outside but Mrs. So and So hasn’t come in. Then I’ll go outside and there they are with their dog wandering the garden.”

Opening the door to Amy’s spa, the outdoors comes in with you. A large fountain surrounded by lush



plants adorns the waiting area. Beautiful, vibrant plants grow throughout the studio so that everywhere you turn, you experience the fresh, green feeling that Amy enjoys creating. “Plants are like therapy for me. I spend most of my time outside, and when I have to be in, I want to have them here too.”

Amy’s studio has a completely open floor plan with two beautiful

Pawsatively Posh
by Audrey Ulrich

BEFORE



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Italian glass tiled tubs gracing the work space. The tubs are gorgeous and designed for ultimate comfort. A walk in tub is easy for large, arthritic dogs to maneuver in, while a raised spa tub alcove features bright halogen lighting. Amy explains this feature, “I wanted bright lights to focus in the tub so I can really see what is going on and assess the pet’s skin every time they come in.”

A unique eco-friendly and money saving feature of Amy’s salon is a grey water recycling system. The tubs drain directly into irrigation lines for the garden. Amy uses biodegradable, gentle, flower-friendly shampoos from a variety of manufacturers including ShowSeason’s Natural line (RSC# 6588), Davis Manufacturing (RSC# 6589), Crown Royale (RSC# 6590), Les

Continued on page 20

A.B. Grooming and Pet Spa
Continued from page 19

Pooches (RSC# 6591), Spa Lavish (RSC# 6592) and Dermagic (RSC# 6593).

"The bath water keeps the gardens lush and beautiful," Amy states. The elegant, smooth floor (surprisingly) is concrete, sealed with an epoxy paint.

"I considered lots of options but most flooring choices like hardwood or linoleum would be marred by the activity in the grooming shop. In the end we chose garage paint. I wasn't sure I would like it, but I ended up loving it. It gets lots of compliments, is very easy to clean, is non-slip and can be repainted easily if needed."

The open floor plan of the studio allows pet owners to see every stage of the grooming and Amy is happy to invite them to stay while their pet is groomed. "I do a lot of dogs that were problem dogs before



"The bath water keeps the gardens lush and beautiful," Amy states. The elegant, smooth floor is concrete, sealed with an epoxy paint.

coming here and I understand owners wanting to see what goes on while they are groomed." Amy finds that despite working alone, she is able to train the dogs using her gentle, careful manner.

Amy started her career with animals as a licensed veterinary technician. "I worked in that field until six years ago when, in just one day, I went from vet tech to bather." Amy recalls her last day working as a vet tech. She went into an exam room

to check a dog with a severely fractured leg that had been hit by a car one week prior. "I couldn't believe this poor animal had been suffering without care for a whole week. I walked out. I just couldn't do it anymore. I was burned out from animal suffering. I went home in shock, because I really did love the animals, and I could not imagine working with anything else."

Luckily for Amy, a new career in grooming was about to blossom for her. "The groomer that worked at the vet's office overheard what happened and told me they were in need of a bather at the other groom shop where she worked. I went in to find out more and they asked me to

Continued on page 21

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A.B. Grooming and Pet Spa Continued from page 20

start the next day.”

Amy went to work as a bather, eventually signing a two-year contract so that she could learn how to groom. “It was a great opportunity and I ended up working there four years. But after a while I knew I wanted to do more. This place was a busy shop and didn’t offer the relaxing spa experience, the one-on-one, that I wanted to be able to give.”

Amy’s husband suggested she open her own spa and the idea for *A.B. Grooming and Pet Spa* was planted. Together Amy and her husband renovated their 600 sq. foot garage and transformed it into the luxurious pet spa Amy envisioned. “We took it back to the frame work and redid the entire inside and outside including landscaping all



around.”

The whole project took six months, and in the meantime, Amy groomed the pets inside her home. “I groomed ‘em right in the kitchen and folks didn’t stop a minute to worry about that! They saw things coming together and knew I gave the pets the best care and attention they had ever received. They had no problem coming to me when I got started that way, but we didn’t have

a hair free meal from that kitchen until the studio was finished!” The end result is Amy’s vision of a pet spa where the indoors and outdoors blend together seamlessly to create a luxurious and relaxing landscape.

Amy is a strong advocate of choosing quality equipment, even when it costs more. “I feel that groomers in this day and age need to use the best equipment they can

Continued on page 22

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A.B. Grooming and Pet Spa
Continued from page 21

possibly get,” she states. Working alone and having many special-needs clients directs Amy’s equipment choices.

“I couldn’t imagine working without my Edemco electric lift tables (RSC #6594). They move so smoothly the dogs are not startled and it keeps my back from straining to work on big dogs. I don’t kennel dry any dogs at all. I dry completely by hand so I couldn’t function without my K9 II high velocity dryer (RSC #6595). And the Groomer’s Helper (RSC #6596) is a great piece of equipment especially for groomers working alone.” With so many innovations available to the modern groomer, Amy feels that each of us should work to create the safest, most comfortable workspace possible. “Even when it comes to a simple choice like a brush, there are options, and nothing, absolutely nothing can compare to the Les Pooches brushes.” (RSC #6597)

Amy specializes in creative grooming and coloring services. “I went to Groom Expo in Hershey

four years ago and watched my first creative competition. That was it; I was hooked! Not only did I want to compete, but I also wanted to take these techniques and apply them to clients.”

Today, clients drive from hours away to have Amy create a unique grooming for their pampered pets. Amy offers a variety of services from color enhancement using the Pet Esthe line, to jewel and stencil accents, to complete creative grooming designs. Request Reader Service Card #6598.

As her garden grows, so does Amy’s inspiration, enthusiasm and love for grooming. What’s next for this green thumbbed groomer?

Amy’s passion for creative grooming has just bloomed into a new venture: the launch of the National Association of Professional Creative Groomers (NAPCG). Together with fellow top creative groomers Lori Craig and Angela Kumpe (see her award winning “Iguana” on the cover of the June 2009 issue of Groomer to Groomer) Amy created this new association as a resource for groomers to share information.

“We realized that there needed

Continued on page 23

Clients drive for hours to have Amy create a unique grooming for their pampered pets



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A.B. Grooming and Pet Spa
Continued from page 22

to be an organization to set standards and form a network to find out about products and how to apply them safely. We also wanted to establish a community for creative groomers to come together and discuss the field. There are a lot of people interested in creative grooming who don't know where to go for information."

Just weeks after the launch; Amy reports NAPCG has received hundreds of inquiries from groomers all over the world including Thailand, Sweden, France, England and Spain. "We are still working on certification guidelines and member benefits, but people are coming in droves."

Some of the benefits include online forums and newsletters, how-to projects for education and inspiration, a supply store carrying exclusive and hard to find products, and

educational seminars on topics from how to apply specific techniques to how to market creative grooming services.

Amy explains, "More and more pet owners are looking for something to make their pets stand out and look special, particularly during holiday seasons. Many of the techniques that creative groomers use in the ring can be scaled down for the everyday pet. The NAPCG will provide groomers with the information and training they need to capture this growing market."

Amy Brown looks forward to everyday she spends working with the animals she loves. The grooming career she has cultivated has given her everything she ever hoped for and now she is giving back to the industry she loves so much. The seeds Amy has planted will surely bloom for many years to come. For me, her inspiring story has found fertile ground and I once again yearn to express my creative side.

Posh Pointer: The Grooming Brochure

Promoting exclusive spa services requires a special marketing approach. Amy explains, "One way I notify the public of my exclusive services is to leave brochures instead of business cards at local veterinary offices. That way, potential clients see my brochure and realize that I am offering pampering and individualized services: quality, not quantity, grooming."

A professional image is best promoted with simple text and beautiful pictures. Choose pictures where the pets look happy. Owners are more likely to notice the pet's expression than the perfect haircut. Take care not to over-use stock photography. Instead, enlist the services of a professional photographer. To keep your brochure useful from year to year; do not list prices or policies that may change, and when commemorating your years in business use a phrase such as "Pampering pets since 1999" instead of "Celebrating 10 years in business". You can maintain a web site for more detailed and up to date information.

Related Web Sites:

www.abgroomingservices.com
www.thenapcg.com

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

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Behavior CLIPS

by Gary Wilkes



Out of Spite?

When I decided to leave the humane movement and start offering behavior services, I had a problem. If you are going to take pay for fixing something, you can't just pass along old wive's tales and speculation, you have to find a way to sort out facts from myths. I had a huge advantage because I had handled about 40,000 dogs over a period of eight years. That means I had heard about 40,000 explanations about why a dog jumped a fence, ate the garden hose, bit the kid, dug a hole or killed the hamster.

Of all the disconnects between dog owners and their dogs, one of the biggest, most glaring, completely illogical, widely held and damaging myth is that dogs can be spiteful. Nope. Nada. Nicht. Ain't happening. To understand my adamant belief that doggie spite doesn't happen, conduct this simple experiment based on actual events.

Borrow a typical pair of five month old miniature Dachshunds. Leave them loose in your house while you go to work. Leave your rent money on the coffee table. Tell the landlord to drop by after work for the money.

Yes, the little darlings are going to eat the money. No, they won't do it out of spite. They don't understand the concepts of rent or

landlords or what kind of trouble you can get into if you don't pay on time. They don't even understand how you get your pay or how you made the landlord appear.

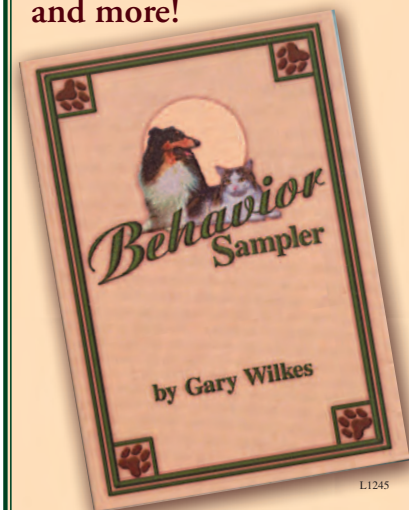
Also, they aren't going to do it because they are frustrated that you aren't there. They will do it because they like to tear things apart. It's in their genes. If you want to test my theory further, put the rent money right next to a Dr. Scholl's insole, well-used. OK.

Which item is going to be destroyed? You guessed it, the insole. That is a slam dunk. Elmer and Eddie will destroy things because A) They are dogs and B) They like stinky consumables. End of mystery? Not for most people.

Despite evidence to the

Continued on page 26

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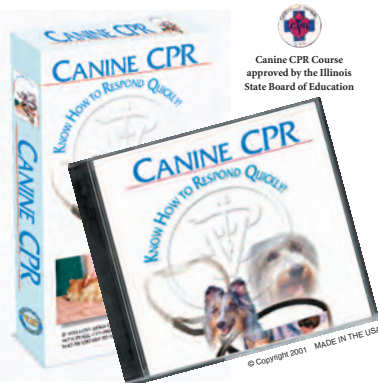


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Out of Spite
Continued from page 24

contrary, it is perfectly normal for human beings to assume that this kind of destruction was done out of spite. We are, after all, humans and humans are capable of spite. If a dog does something that resembles human behavior, we naturally think it's the same behavior.

When a dog cocks its ears at something odd, we assume they are contemplating it. In reality, they are moving their ears to give slightly dissimilar signals to the brain. Changing the stereo input improves the brain's ability to audibly locate the source of the sound. This instinctive "head-cocking" behavior is common to humans and dogs, but the contemplating part is only common to us. It never dawns on us that maybe dogs don't have the hardware to duplicate human-style emotions, strategies and actions.

That's what makes a belief in spite damaging. If you think a dog was spiteful, it causes a whole set of emotional difficulties. After all, if a dog was trying to get back at you for something, it's either an act of defiance or it means you have failed

somehow and the dog was justified in getting back at you.

That's not healthy. You may think ill of the dog or ill of yourself, though neither conclusion is warranted. The dog loves you and you love the dog. Speculating on a dog's sneakiness, spitefulness, anger and acting out misses the point and weakens your bond.

To clear up the issues once and for all, here's the bottom line. No matter how much you think it looks like spite, that motivation is impossible for dogs. No, that isn't just my opinion. It's a biological fact. Their brains really aren't built for it. If you doubt the accuracy of such a firm statement, we will need to go a little deeper into the issue. For starters, let's look at the definition of spite...

Spite (noun): Petty ill will or hatred with the disposition to irritate, annoy, or thwart

A dog that bears ill will toward his owner is a pretty rare commodity. Historically, the primary reason dogs exist is to live with humans and bug the heck out of them in a non-petty, good-will-type way.

They lick our faces, fetch our

slippers, keep us warm and look cute. They also make adorable sounds when you rub their ears, kind of an "ooohhhaaahhh" that is simply irresistible. Meaning, if you are a dog and you don't like humans, you're probably not long for this world.

The vast majority of dogs love their owners to the point of risking annoyance. But (and it's a very big but), they annoy us because they simply want more of our time and affection, or they want to do things that dogs like to do. It's not the dog that has a disposition to annoy or irritate, it is the human who has a disposition to be annoyed or irritated at dogs' natural, loving, annoying behaviors.

To place this in context, your annoyance over having a dog hump your leg has nothing to do with the dog's intention to irritate you. The dog's intention is to hump your leg because it feels good for him. Your

Continued on next page

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Out of Spite Continued from page 26

feelings have nothing to do with it.

Likewise, a Fox Terrier who bounces all over your furniture when you get home isn't doing it to make you angry, sad, happy, despondent, cheerful or any other emotion; he's doing it because he loves you. That's because dogs don't have the ability to read human emotions in a human-like way.

The most a dog can do is look at you funny when he senses you are behaving differently than normal. If you start blubbering over a movie, he's going to cock his head to one side, paw you to get your attention and then lick his rear end, usually in that order. He has no idea that Jennifer Anniston's character just got dumped by Ben Affleck's character.

The essence of this thought is that dogs don't fully sense our emotions or know what they mean, they

merely sense that something odd is happening and react accordingly. If you are still with me on understanding spite, this point is critical; dogs don't understand our emotions, even if they can perceive changes in our outward emotional displays. To be spiteful, you have to be able to interpret the emotional reaction of someone else. Dogs can't do that. (According to some women, men can't do that either.)

Still doubt this line of reasoning? OK, let's say you have the one dog in the history of dog-kind who is completely capable of reading your every emotion. Even if your dog could do that, he still wouldn't be capable of spite. To be spiteful you must be able to perfectly interpret human emotions AND understand "later." Sorry, they simply can't do that. In reality, your dog is forever a creature of "now."

He will tip over his only source of water on the hottest day of the year, repeatedly, even though it could kill him. He will dig out from under your gate to chase a cat, even though he has no idea how to get home again. To test this, ask him to "sit" – later. Sorry, it's not going to happen. Ask yourself, if he can't sit for a treat, later, how is he going to

destroy your favorite shoes in order to make you angry, later?

Face it, dogs don't understand any form of delay. They have no patience because they don't grasp delayed consequences as we do. That's why dogs who suffer from separation anxiety don't respond when you tell them you'll only be gone five minutes. Dogs don't understand five minutes from now or five hours, they only understand now.

The reality is that dogs simply aren't humans. They are like us in many ways, but completely incapable of understanding concepts such as time as a linear continuum and extrinsic value. They do things because of internal motivations that have nothing to do with the way we feel. They chew things for fun. If it's a five dollar wallet or a \$5,000 pair of hearing aids, it's all about the crunch. It's not about the money. It's not about making you angry because they didn't get their every wish gratified. Dogs are better than that. They stand alone among all the species on this planet as our friends and devoted companions. The last thing they offer their owners is ill will for the future. The last thing they want for themselves is their master's disapproval, now.

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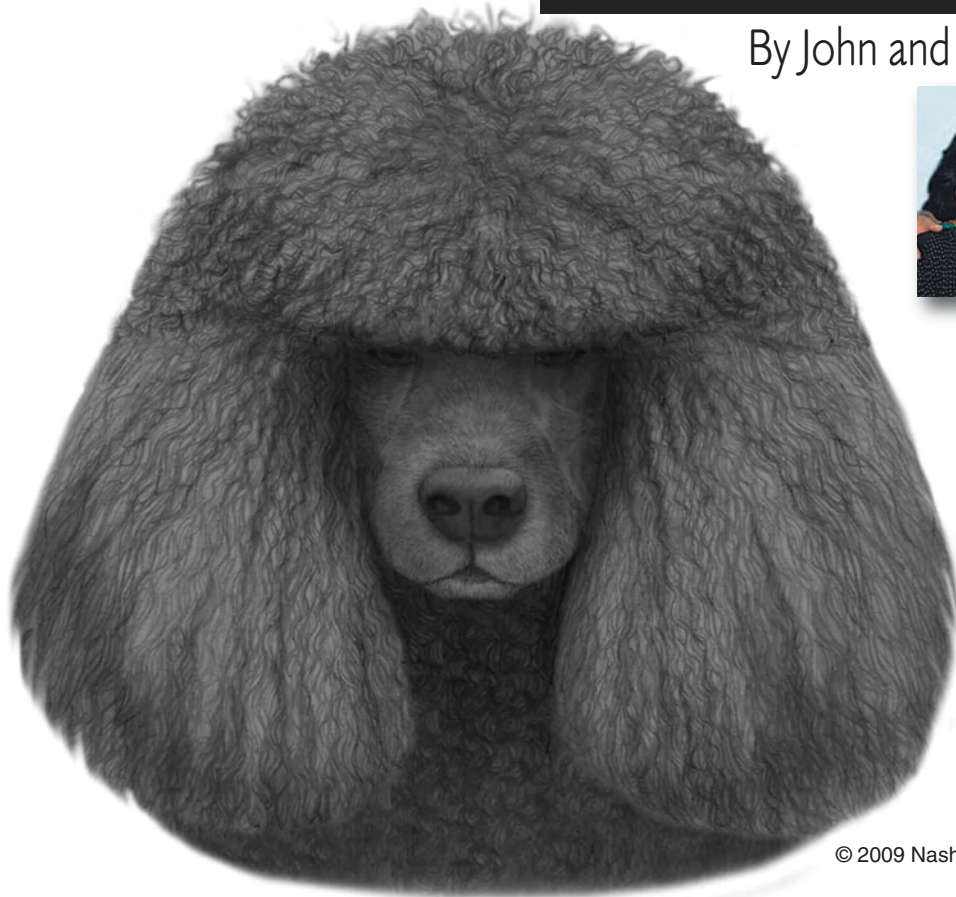
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By John and Vivian Nash



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Curly Coats - Part 1

Your imagination is the only thing holding you back when it comes to creating a pet or a show trim on the Curly Coated breeds.

Two Types

You will find a Tight and a Loose Curly Coat Type on man's best friend, so it just made sense to call them exactly what they are. For example, the Poodle should have the Tight Curly Coat Type and the Soft Coated Wheaten Terrier and the Kerry Blue Terrier should have the Loose Curly Coat Type. You also have the Portuguese Water Dog who exhibits both coat types. *Poodle 1A, Side View; Soft Coated Wheaten 7A, Side View; Kerry Blue Terrier 8A, Side View; Portuguese Water Dog 2A, Side View; Portuguese Water Dog 5A, Side View*

The same type of products and tools are used, and due to the undetermined hair growth, all technical skills used to remove the excessive hair growth are by artificial means such as clipping, scissoring and thinning. However, the techniques may vary on the two coat types due to the difference in the structure.

For example, when drying the Tight Curly Coat Type, your objective is to get it straight! When drying the coat on the Loose Curly Coat Type, the breed standard requires a slight wave. To help understand more about the difference between the coat types, we will start with the coat type descriptions.

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Tight Curly Coat Type

Breeds with the Tight Curly Coat Type have a coat that continues to grow to an undetermined length with no visible coat growth direction or coat growth pattern. There are cowlicks but they are only visible when this coat is trimmed very short, as on the Poodle in a Continental Trim.

The Tight Curly Coat Type has a very dense appearance and a coarse feeling due to the curly structure of the coat. The undercoat and the topcoat are almost of the same length, however, when this type of coat is combed outward, the topcoat is slightly longer than the undercoat, which gives the coat volume. This type of coat sheds randomly in

Continued on page 29



1A - Poodle Side View



7A - Soft Coated Wheaten Side View



8A - Kerry Blue Terrier Side View



2A - Portuguese Water Dog Side View

Nash Salon Series Continued from page 29

a mosaic shedding pattern. All coat growth patterns on the Tight Curly Coat Types such as the Poodle and the Bichon Frise are trimmed, with one breed as the exception, the Curly Coated Retriever. Unlike all the other breeds with this coat type, the Curly Coated Retriever has determined hair growth, whereas the rest have undetermined hair growth. The natural coat growth pattern on the Curly Coated Retriever is visible on the feet, pastern and muzzle, with the coat being shorter than on the body and legs.

It is also possible that the Tight Curly Coat Type can cord. Two types of cords exist, with one more round and evenly shaped on the Tight Curly Coat Type, and one that is more broad and flat on the Loose Curly Coat Type. To clarify further, the corded coat types are actually a variation of either the Tight Curly or the Loose Curly Coat Type, and are not really a distinct coat type.

Poodle 1A, Side View; Bichon Frise 3A, Side View; Curly Coated Retriever 9B, Side View

Loose Curly Coat

The Loose Curly Coat Type does not have a visible coat growth direction or a coat growth pattern. There are cowlicks but they are only visible when this coat is taken very short. All coat growth patterns that are visible on the Loose Curly Coat Types are a result of trimming, with the exception being the *American Water Spaniel*. Unlike all the other breeds with this coat type, the *American Water Spaniel* has determined hair growth, whereas the rest of the breeds in this category have undetermined coat growth and must have the excessive coat removed by trimming.

The coat growth pattern on the *American Water Spaniel* is visible around the muzzle and the pasterns. The Loose Curly Coat Type has a silky appearance and a soft feeling, and is not as harsh feeling as the Tight Curly Coat Types. The appearance seems to be open, but the top coat doesn't have the structure and texture of a true, open coat. This means the volume which is typical for the Tight Curly Coat is missing. The undercoat and the topcoat are almost the same

Continued on next page

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Nash Salon Series

Continued from page 29



5A – Portuguese Water Dog Side View



3A – Bichon Frise Side View



9B – Curly Coated Retriever Side View



9A – American Water Spaniel Side View

length, especially when the overall length of the coat is short. When this type of coat is combed outward, however, the topcoat is slightly longer than the undercoat. This type of coat does not shed like most of the coat types; instead, it sheds randomly in a mosaic shedding pattern.

This coat type may occur in a corded style, with the cords broad and flat in their appearance, and if there is a visible coat growth pattern, such as on the *Soft Coated Wheaten Terrier*, it has been created by trimming the coat. *American Water Spaniel 9a, Side View; Soft Coated Wheaten 7a, Side View*

The Secret

The secret to styling the Tight Curly Coat Type is perfection. Perfect bathing, perfect drying and perfect styling procedures. Perfect clipping and scissoring techniques and perfect thinning techniques are required to blend and erase the imperfections. The Loose Curly Coat Type, however, is more forgiving due to the slight wave in the overall appearance. The best visual example is to compare the overall appearance of the two coat types of the *Portuguese Water Dog* in the Lion and Full Coated Jacket Trim Style. *Poodle 1A, Side View; Portuguese Water Dog 2A, Side View; Portuguese Water Dog 5A, Side View*

Brushing Techniques

The Curly Coat Types are ranked at the top when it comes to maintenance due to the undetermined hair growth and the mosaic shedding pattern. The line brushing technique is the only brushing technique that is effective with these coat types to prevent matting. Utilize a slicker or a pin brush and follow through with a wide to a

medium tooth comb to check the coat for tangles. Always begin at the pastern on a rear leg and work your way up and toward the head and always line brush with the lay of coat to maintain compassion for the pet.

For the show trim, daily brushing is required and often times, wrapping the coat is necessary to prevent breaking and matting when maintaining coats in the Continental and/or English Saddle Trim Style on the *Poodle*. Other breeds such as the *Bichon Frise* and the *Portuguese Water Dog* also require daily attention due to the coat length required to achieve these extravagant trim styles. *Poodle 1A, Side View; Bichon Frise 3A, Side View; Portuguese Water Dog 2A*

Type of Brush

Maintaining a coat for the show ring is accomplished by using a pin brush in a very methodical manner to line brush the coat, with the lay, to prevent matting but to leave enough undercoat to allow for maximum volume. During the finishing phase, a pin brush is used to brush the coat against the lay to create volume on areas such as the head piece of the Bichon Frise. The actual length will dictate the choice of brushes.

The best rule to follow when choosing a brush for the curly coat types is the longer the coat, the softer the brush. To prevent damaging the Curly Coat Types, use gentle brushing strokes and do not force the brush through the coat. To best understand the concept of how to properly bath, brush and dry this coat type, you can compare it to shampooing, brushing and drying your own hair.

For the pet trim, these rules typically do not apply for the simple reason the coat is maintained in a much shorter trim style. In fact, the rule for the pet trim would be the opposite. A slicker brush is used and the shorter the coat, the softer

Continued on next page

the brush to prevent irritating the skin.

Many pet families and beginners in this profession typically top brush this coat type thinking that the task is being accomplished. However, after several months of brushing using this technique, the coat is severely matted due to improper brushings techniques. Dogs with this coat type who have not had their coat trimmed for 6 months or longer have been poster dogs for horror stories about matting. Some being so severe, the dogs were not able to see or walk and the coat had to be removed over several days utilizing surgical blades. This is certainly a coat type that demands attention.

Bathing Techniques

When working with the Curly Coat Types, more than any other, the hair must be squeaky clean. Use a massage type method to cleanse the coat rather than rubbing to prevent coat breakage and to prevent creating tangles. The curly coat requires more products during the bathing phase than many of the other coat types to properly maintain and bring this coat to its best. Products such as basic cleaning shampoo, conditioning shampoo, product stabilizer, texturizing conditioner, and texturizing shampoo are used.

For the coats that are corded, there are several methods to choose from to maintain the integrity of the cords. One technique is to fill the tub with a solution of water and shampoo and soak the coat and continue with the same technique with a water and vinegar solution to rinse the coat until it is free of shampoo. The other method is to saturate the coat using a soft gentle spray with a mixture of water and shampoo and then use the same technique to rinse the coat.

Drying Techniques

For the show trim, the objective is to dry the Tight Curly Coat Type as straight as possible to achieve the ultimate velvet finish. Use a line brushing technique with gentle brushing strokes taking care not to stretch and break the coat. Leave as much undercoat as possible to help create volume. If a force dryer is utilized, brush the coat immediately after the drying procedure to get the coat as straight as possible. Also, remove the pet from the bathing and drying area to prevent the humidity from curling the coat.

For the Loose Curly, as stated previously, drying this coat type as straight as possible actually creates an improper coat appearance. For the show trim the coat can be partially dried and then air dried or the dog can be placed in a kennel dryer to complete the drying. This procedure allows for the coat to achieve its unique characteristics and pres-

ents the Loose Curly Coat Type at its best at show time.

For the pet trim, the same procedures can be used for the Loose Curly. It can be dried straight so as to achieve excellent clipping and scissoring techniques. After the finishing phase, the dog can be placed in the bathing and drying area to allow the humidity to create the proper coat appearance.

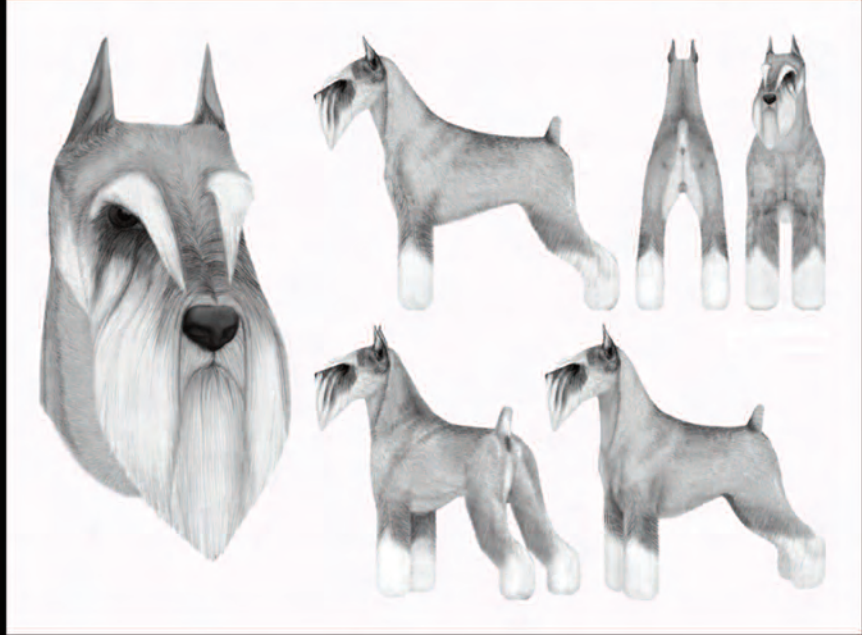
For the coats that are corded, typically the dog is placed in a kennel dryer or allowed to air dry in a controlled environment. Never attempt to dry a corded coat with a high velocity dryer.

Clipping Techniques

Although the coat growth direction is not visible, when clipping the body and legs using longer blades such as a #4 or a #5, you will achieve the best results if you follow the coat growth direction, just like

Continued on page 32

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you would on the other coat types. Cross cutting, not to be confused with, trimming with and against the lay of coat, causes clipper marks on all coat types.

Clipping with and against the lay works great on this coat type especially if you are using a close cutting blade. For example, the #10, #15, #30 and/or #40 blades are used on the face, feet and tail of the Poodle. Keep in mind that clipping against will give you a shorter coated appearance than clipping with the lay, the same as on all coat types.

To utilize snap-on combs with this coat type, the Curly Coat Types must be bathed, dried and brushed to perfection. It is very difficult for the beginner to use snap-on combs and get excellent results when the coat is not prepared properly. Remember the word perfection when utilizing snap-on combs. Also, the word repetition comes into play to achieve the ultimate finish when utilizing snap-on combs or blades that leave the coat longer. *Poodle 1A, Side View; Bichon Frise 3A, Side View; Portuguese Water Dog 2A*

Combing

Combing the Tight and Loose Curly Coat properly is critical to achieve the ultimate finish and is probably the one technique that is applied incorrectly by many stylists because of the lack of theoretical knowledge behind this technical skill.

The proper technique is to comb the coat in the direction that the coat naturally lays. The natural lay of the coat is determined by the coat type and/or structure. For example, if a Poodle shakes, the Tight Curly Coat Type stands out and actually stays in a horizontal position due to the abundance of undercoat and/or the structure of the coat.

If a Drop Coat Type shakes, the coat rises slightly, but never reaches a horizontal position. The coat falls or drops back to its natural vertical position due to the lack of undercoat. If a dog shakes with the Loose Curly Coat Type, the coat stands out, but never to a horizontal position like the Tight Curly, but much more than the Drop Coat.

So what does this all mean when it comes to combing? It means that you should comb the tight curly outward at the 9 o'clock position and the drop coat at a 6 o'clock

leaving the loose curly between a 7 and 8 o'clock position. *Poodle 1A, Side View; Bichon Frise 3A, Side View; Portuguese Water Dog 2A,*

Scissoring & Thinning

Scissoring the Tight Curly is slightly different than the Loose Curly due to the structure. For example, the Tight Curly Coat, required on the *Poodle* and the *Bichon Frise*, is the easiest of all the coat types to apply scissoring and/or thinning techniques due to the texture and the natural lay of coat. You can apply your scissoring technique with and against the lay of coat and also across on this coat type.

This means if you are creating a column leg style, you can place the tip upwards and scissor around the leg or point the tip downward and scissor around the leg. It also means that you can place the scissors on the leg in a horizontal position, which is technically cross cutting, and still achieve a beautiful finish.

Yes, this is the only coat type that you can apply technical skills in all directions and still achieve a beautiful finish. This does not mean that you can apply this technique to every *Poodle* or to every breed listed with the Tight Curly Coat Type. Why? Because of incorrect coat. Just because the breed standard states a breed should have a specific coat type does not necessarily

Continued on page 34



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10A - Komondor Side View

The Loose Curly Coat Type requires the basic concept of utilizing all techniques with the lay, never against. Cross cutting is not recommended unless your objective is to create volume, such as when you bevel the foot on a Kerry Blue Terrier. Thinning shears are often times the tool of choice for this coat type to achieve a more natural overall appearance due to the structure of this coat type. *Kerry Blue Terrier 8A, Side View*

Nash Salon Series
Continued from page 32

mean the breed actually has the correct coat type. Many breeds that require a Tight Curly actually have a Loose Curly and we have all experienced the challenge of trying to create a topknot on a Poodle with a floppy, wavy coat on the topskull. *Poodle 1A, Side View; Bichon Frise 3A, Side View; Portuguese Water Dog 2A,*

Corded Coats
Maintenance

To maintain the corded coat, the skin must be able to breathe. The coat should be separated by hand between cords to keep each cord from matting with the adjacent cords. *Komondor 10a, Side View*

The next issue of *Groomer to Groomer* will feature *Curly Coats - Part 2* and focus on *Trim Styles*.

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(Clockwise) Judy Bremer-Taxman and Judge Joey Vallani, Trade Show floor, Cast of Groomer Has It Season 2 at 80's Party, Barkleigh staff Maggie Gellers (L-center, Advertising Consultant) and Deb Becker (R-center, Managing Editor) with costume winners at 80's party.



Animal Photography

Over 4,300 pet care professionals visited Hershey, Pa. in September to experience all *Groom Expo* had to offer! Attendees strolled through the trade show's 174 booths learning about products and

equipment from nearly 120 companies (See fun "Pitchmen" video on BarkleighTV.com).

Groomer Has It Season 2 contestants were in attendance for the trade show, some seminars and the evening events. Attendees were able to meet and have photographs taken with the reality stars on a souvenir *Groomer to Groomer* cover.

There were even a few Season 1 stars that returned to the show!

Groom Expo 2009 featured numerous grooming seminars, an *Animal Behavior Conference*, business and retailing seminars and various pet professional classes to keep attendees up to date on certifications and new techniques.

Continued on page 36

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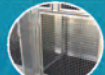


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Groom Expo 2009
Continued from page 35

Many exciting grooming competitions were held at *Groom Expo*. PetSmart sponsored *Best in Show* awards, Julie Pantages, of *Best in Show*, Gloucester, Massachusetts became a *GroomOlympics* champion winning a \$5,000 cash prize; Level 2 Intermediate winner, Bridget Stewart was awarded \$2,500 and Level 1 Novice winner, Deb Davis, won \$1,000.

Nature's Specialties presented the *Winner's Circle Champion*, Olga

Zabelinskaya of *Elite Pet Spa & Boutique*, Madison, New Jersey with a \$2,500 cash prize.

The *Groomer to Groomer Creative Styling Competition* was a thrill for all the spectators! This year Lori Craig won *First Place* and *People's Choice* award for her amazing "Lion King" creation (See creative video of *Groom Expo* on BarkleighTV.com).

Groom Expo 2010 will be held September 9 - 12, 2010. For more information, please visit www.GroomExpo.com or call (717) 691-3388.



Dancing with Dogs awards ceremony.

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Put a drop of tacky glue (I have also used *Elmers*) on the back of a small to medium size stone, give it a minute to get a bit tacky before pressing it to the outside on the pet's ear, hold for a few minutes.

There you have it, cute earrings that a pet can wear for a little while without being permanent. Make sure to place them on the outside of the ear only, so they do not drop into the dog's ear should they come loose.

Sparkling Nails; there are many polishes on the market that can help you add sparkle to your bottom line by adding them to your salon packages. Some have sparkle already in them, but another way you can cash in is to add the sparkle to the nails as you are painting them, a light dusting on the wet nail, either the whole nail or just the tip as a glitzy frenchie; nail art is not just for the master but the sophisticated pooch too. *Dazzling Glitter* available from *Davis Manufacturing* in seven beautiful sparkling shades is a defi-

nite favorite for all creative groomers. (Request Reader Service Card #6582.)

Denise Irwin of *Sandy Paws Pet Spa* in Lewes, Delaware says she has been putting rhinestones on her little girl dogs on one nail, like a toe ring. She uses a drop of crazy glue on a somewhat flat spot on the nail. Toe Bling can be added to any size nail by carefully using a dremel to file a flat spot on the top of the nail.

Next, place a drop of nail glue on the flat bed and another onto the small gem and then put it on the flat bed, it should hold within a few seconds. I have found this to be very helpful in keeping the stone on longer as it does not stick out on the sides where the nail curves. If you wish, paint the nail first, then file your spot and apply the stone. On my own dog, I have seen them stay on for up to four months.

If you have some tips you would like to share with your groomer friends, email them to dawn1@petstore.cc

For more tips and color supplies, visit www.klippers.com

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REQUEST READER SERVICE #6625

Groom Expo's Grooming Makeover Magic

By Sally Liddick



Photo by Ren Netherland, Smock provided by Stylist Wear.

Hi Sally!

I am sooo looking forward to Groom Expo this year as it will be my first time attending! It has always been a dream of mine to get to come to Groom Expo. I'm hoping to be picked for your groomer makeover, as you can see by my pictures, I am in desperate need!

I think you should pick me for a number of reasons:

1. I haven't had a professional haircut for about two years. I have been hacking away at my bangs, and the back has just been getting longer and longer.
2. I color my hair myself mostly to cover the gray, but as you can see it hasn't been done for quite some time.
3. I just turned 40 and I am suddenly feeling old.
4. The grooming outfit I am wearing in the pictures is pretty much what I look like everyday. Dumpy little groomer with plain grooming shirt and shorts, BORING!
5. I live in Mesa, AZ but my clients are all in Scottsdale and Paradise Valley. It's so depressing to talk to these beautiful, stylish women everyday when I look, well, like something the cat dragged in.
6. And last but not least, because I would be sooooo grateful and appreciative and come home and tell everyone how great Groom Expo was! (Of course, I'm gonna do that anyway, but a makeover would just make it oh so much sweeter!)

Kelli

Kelli Kohler, a groomer from Arizona, was one of three groomers chosen for our first-ever Groomer Makeover, brainchild of Judy Bremer-Taxman, Groom Expo's "hostess with the mostess!"

We are going to show you each of the three makeovers performed at Groom Expo in the next few issues. I will interview each of them personally. The experience, and

change in their appearance, was just too good to miss. We makeover dogs every day in our salons... too often we forget that perhaps we are in need of one ourselves. Enjoy!

Sally: Tell us about your grooming life... salon, location, experience, etc

Kelli: I own a mobile grooming business. My clients

Continued on next page

Grooming Makeover Magic Continued from page 40

are primarily in Scottsdale and Paradise Valley, AZ. It's just me right now, but I am trying to talk my daughter into learning to groom. I think it would be a good job for her part time while she goes to college. I'm very happy with my business, my clients and their parents are wonderful, I am so fortunate and I thank my lucky stars everyday.

I first started grooming about 8 years ago when I bought my first giant Schnauzer. My folks showed Airedales when I was growing up and I always wanted to have my own show dog. I was able to get a grooming video and some other very helpful pointers on grooming my giant myself. I just went for it!

A few years later we moved to St. George, Utah and I decided it was time for a career change. I was hired by Petco and went through their grooming program to learn about other breeds and get some experience.

A couple years later, I went to work for a private salon, *La de Paws*, also in St. George. That's where I started fine tuning my skills and got into competition grooming. I also started working on my CMG until I had the opportunity to buy my mobile grooming business and move to AZ.

That brings me to today, I've been grooming about 8 years now and I LOVE my job! I just took my IPG Non-Sporting written test and now all I have left to complete my CMG in the Non-Sporting practical and the Master Groomer written. I hope to finish in Pasadena in February. Maybe I will do my Poodle in competition and kill two birds with one stone.

Sally: What prompted you to enter a chance for a makeover at Groom Expo?

Kelli: I really needed a makeover and have never had the guts to make a major change in the way I look. When you told me that if I accepted I could not influence the outcome of my makeover, I was so excited. It was out of my hands and it needed to be!

Sally: Have you ever gone to Groom Expo before?

Kelli: No, I have never been to Groom Expo, it was a dream come true. I signed up for the makeover to get the most out of my Groom Expo experience.

What did you like about Groom Expo, other than the makeover?

Kelli: I thought it was amazing. It was really fun to meet the *Groomer Has It* contestants. I got my picture taken with Huber. The 80's party was so much fun. I'm an 80's girl so it really rang home for me.

There were so many vendors and I learned a lot about some new products being offered. I met really wonderful people and made some new friends.

Hershey was beautiful. I couldn't have asked for a better venue or a better show! I would love to come back to Hershey again some day, but right now I have my sights set on the Hawaiian cruise in 2011!

Sally: Tell me about the experience involving the makeover... trip to beauty salon, Lisa, etc.

Kelli: The makeover was all that I hoped it would be! I have never had a full makeover before. I actually told Lisa Leedy, at the 80's party, that I had won and I was a little nervous

about my makeover (since Lisa had a makeover on *Groomer Has It*.)

She said, "Don't worry and just have fun!" So I did!

Lisa Ward (beautician) and Kim (make-up) were amazing! We had a lot of fun at the salon while Lisa was working on us. We put 80's music on the radio, munched on some good food, drank a couple beverages, and laughed and laughed and I got to know each of the other makeover winners.

We were at Lisa's salon pretty late and we got a little slap happy which made it even more fun. Kim came to meet us and get some color ideas. That was kind of funny because she kept asking us about what our hair was going to look like and we didn't know. Lisa didn't want to tell us so there was a little whispering going on.

The day of the "cat walk" we got together in the morning for our final touches and makeup. I couldn't believe how different I looked! I actually looked and felt like a stylish person instead of the dumpy gray haired old woman I was before.

The unveiling was interesting when we had to stand next to the gigantic "before" pictures at the luncheon! How embarrassing! But we made it through and I have never been happier with myself and the way I look.

Continued on page 42

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Sally: How did your family react?

Kelli: Steve, my husband, actually met me at baggage claim and didn't even recognize me! I was looking straight at him. I walked up to him, and he didn't know who I was. I laughed and he did a double-take and finally realized it was me. It was funny!

He had a hard time with it at first. He said he felt like he was sleeping with a stranger. He has finally come around. After 3 weeks he said to me last night that he likes the red color and it's ok with him if I keep it this way. That's what I had been hoping for!

I can't thank you enough for this wonderful gift you have given me. My clients have all loved my new look and I get nothing but compliments. Thank you! Thank you! Thank you!

Sally: What would you do different?

Kelli: I wouldn't do anything different. I think Lisa and Kim knew exactly what they were doing, and they were professional and fun. I would recommend them to anyone.

Sally: Lisa is Gwen's and my hairdresser. I put her on the spot, on stage, by asking her why she never made me so beautiful. She said, "I was too rutschy (Pennsylvania Dutch for "you can't sit still long enough.") That's true, but the real reason is I always tell her what I want done. I never have the nerve to do what you did.

Sally: What is the biggest change?

Kelli: Everyone loves my new look. The compliment I get the most is my hair color really brings out my green eyes and looks nice with my fair skin. I am learning how to style it like Lisa.

Sally: Has it had an impact on your grooming life?

Kelli: Maybe not in my grooming life because dogs love me no matter what. That's just how dogs are and why I love my job. But I would say it has definitely made me feel more confident. I have really enjoyed the attention it has brought and I feel a lot better about myself these days. It has been a positive experience that I will never forget!

Sally: Thanks Kelli. Enjoy.



When I first met Kelli it was quickly apparent that her current hairstyle did not fit her vibrant personality. Contrasting her

fair skin tone with copper-red hair color made her big blue eyes come to life. Peek-a-boo panels of blonde added interest, texture and a versatile wow factor depending on how she parted her hair. Botional texturizing was added to softly frame her face without closing it in. The heavy "all the way across" bangs that Kelli had before her makeover, shortened and added width to her face. Staggering lengths and removing the density from this area updated Kelli's look and gave her styling versatility.

Kelli's hair was prepped with smoothing gel and dried with a large ceramic round brush, lifting the hair up and away from the scalp for added bounce. A flat iron was used, with a protective gloss spray, to seal in shine and define hair direction.

The best thing about Kelli's makeover was the confidence boost it gave her. When you start to think of yourself as more confident and attractive, it changes the way you present yourself and the way others treat you. Go ahead, treat yourself to a makeover!

Lisa Ward
Shear Art Beauty Salon
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Serafino Ripamonti

1934-2009

by Shirlee Kalstone

The grooming world has lost one of its superstars. Serafino Ripamonti, the internationally renowned Italian groomer, passed away early Friday, August 21st at his home near Milan, Italy. He was stricken with a heart attack and died before an ambulance could bring him to the hospital. His loving wife, Wilawan, was with him at the end.

I first met Serafino when he came to Intergroom in 1986 (more about that later) but I wanted to know about his early life, so I contacted Luisa and Umberto Lehmann. Serafino was close friends with Jacob Lehmann, Luisa and Umberto's father, and when Jacob passed away too soon, Serafino became their "surrogate father."

Serafino was born in Calco, a small village close to Lake Como, to a farming family. Supposedly, he was a wild boy. One day, when he was 14, he injured the family's only cow and his father decided that he had to find someone who could control Serafino and teach him how to work. There was a German Shepherd kennel in Calco and Serafino's father brought him there, hoping that he would learn to respect animals. He started cleaning the kennels and feeding the dogs, and eventually learned how to brush, wash and dry the German Shepherds and Collies for dog shows, which he attended with Jacob Lehmann.

Serafino was passionate, too, about soccer and was a major supporter of the Milano "Internazionale." One day, he asked the Club President

to let him show how close he was to the club by presenting his dog – a white miniature Poodle named Mina – colored with blue and black stripes (the "Inter" colors) – on the field. All the newspapers wrote about it and Mina became the team mascot.

A car accident caused Serafino to be confined to a wheelchair 43 years ago. He couldn't use his legs anymore, but that didn't dampen his spirits. He began devoting his life to grooming and as a teacher of grooming (he had hundreds and hundreds of students). His salon, "Serafino Inn," opened in 1960 in Milan and made him famous throughout Italy. He passed on his grooming passion to his children: Oscar, Moreno and Ombretta, all of whom have continued in his footsteps. He was always proud of his children's achievements and was a real companion to them, and to Umberto and Luisa Lehmann as well.

Serafino, his son Moreno, and Umberto were the first Italian groomers to participate in a grooming contest in England in 1985 and the next year, they came to Intergroom. I was so thrilled to meet Serafino because I had read a beautifully illustrated story in our *National Enquirer* about his talent for coloring dogs. We had a celebrity in our midst and he didn't disappoint; everyone loved him because he was such a sweet man. So many memories of that time come to mind, especially the relationship of the Italian groomers who came with him (and there were many in those

days because there were so few contests in Europe). They absolutely adored him. I remember Umberto, Oscar and Moreno lovingly lifting him in his wheelchair to the stage to receive his rosettes and medals through the years.

One last personal reminiscence: years ago, Larry and I were traveling in Italy. We were on our way to Florence and Rome, but our plane landed in Milan. Serafino, over our objections, insisted on picking us up at the airport and driving us to catch the train to Florence at the station downtown. He had this little white sports car that we – Serafino, Wilawan, Larry and I and our luggage – could barely fit into. It was Italian, very sleek and very fast – need I say more!

The airport was rather far from town, so there we were, speeding down the autostrada at nearly 100 miles an hour, whizzing past the other cars, and I'm praying that the car was equipped with the proper hand controls. I didn't have to worry. Serafino handled everything with great confidence, like he did everything else in his life.

All of us extend our deepest sympathy to Wilawan, Oscar, Moreno and Ombretta.

Serafino's kindness, his generosity, and his wonderful sense of humor endeared him to his family, his many friends and admirers and we will all greatly miss him.

Joanne's Ah Ha's



Never underestimate the power of education. For over ten years, I groomed dogs in Florida, California,

and Texas. I learned where and when I could from others, books and a local "seminar" now and then.

I went to dog shows and asked questions.

Then in the early 80's, I heard there were grooming shows. I started going to shows as often as I could. I learned more and enjoyed grooming even more! I got certificates to adorn the walls, I learned and learned. I loved it!

I raised my prices and my customers did not mind, because they knew I was learning things that were good for their pets. I bought the newest and best equipment. (Which, by the way, I got at good prices at the shows.)

Yes, I have made a lot of friends. But it's more. I work less and make more money. It makes me happy, and makes the dogs and customers happy. It's a win, win, win, situation! Enjoy!

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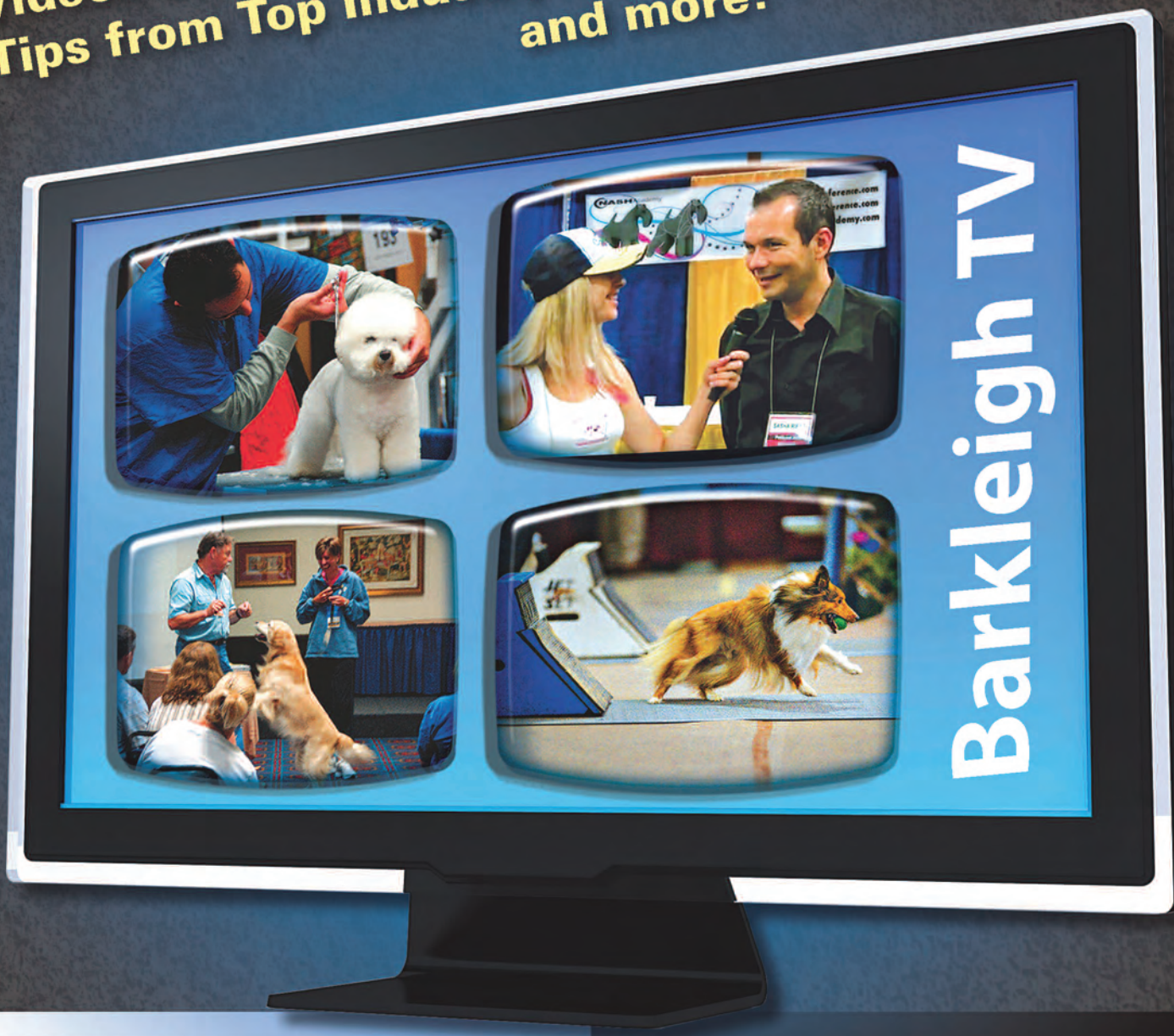
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Sally's Tips

Additional Thoughts, on Water Softeners

Since the water softener article, I have been contacted by several groomers concerning softened water. Since I am such an advocate, I just want to address some of the biggest concerns:

“The hair is not squeaky clean! Softened water does not make the hair squeaky clean.”

What you are feeling, that squeaks, is minerals on the hair. Softened water removes those minerals.

“The water feels slimy!”

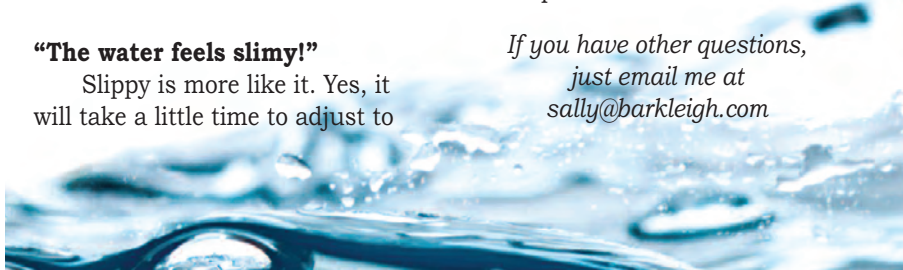
Slippy is more like it. Yes, it will take a little time to adjust to

the feel, but you will enjoy the shampoo savings, poofier hair, and quicker drying while you adjust.

“The water is bubbly! How do I know the shampoo is gone?”

Perhaps the water is just happy about being free of all the minerals that bog it down. But sometimes there are little bubbles in the water. Just rinse and trust that it is rinsed enough. The coat rinses quicker with softened water.

*If you have other questions,
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#CC-96 (Back) "... and a Paw-fect New Year!"



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#CC-00 (Back) "Have a Purr-fect Holiday!"



#CC-89 (Back) "Have a Neat Christmas!"



#CC-93 (Back) "Have a Merry Christmas and a Paw-fect New Year!"



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INDUSTRY NEWS

H.H. BACKER'S 43RD ANNUAL PET INDUSTRY CHRISTMAS TRADE SHOW

H.H. Backer's 43rd Annual Pet Industry Christmas Trade Show and Educational Conference, held recently in Rosemont (Chicago), Ill., attracted more than 8,800 registered buyers and offered 1,187 booths.

The show featured the Celebration of Style Grooming Competition.

Greta Dalrymple of *Top Notch Grooming* (Niles, Mich.) was the *Best All-Around Groomer*, with a prize of \$2,000 as well as a trip for two to San Juan, Puerto Rico. Dalrymple also took the Division A *Best Groomed Dog* prize, winning another \$2,000.

Jaclyn Lamkin of *Gail's Groomerie* (Naperville, Ill.) won Division B's *Best All-Around Groomer*. *Best Groomed Dog* in Division B went to Dawn Smith of *Dirty Dog* (Naperville, Ill.).

Contest Results:

Terrier Class, Division A—Lindsey Berry-Dicken, Kendra Otto,

Jerri Hoppe. Division B—Ashley Waters, Jennie Krezel, Valerie Partynski.

Sporting Breeds Class, Division A—Greta Dalrymple, Michelle Breen, Michelle Evans. Division B—Jaclyn Lamkin.

Mixed Breeds/Other Class, Division A—Michelle Evans, Greta Dalrymple, Lindsey Berry-Dicken. Division B—Meghan Benish, Nicholas Waters, Kate Barker.

Poodle Class, Division A—Greta Dalrymple, Kendra Otto, Heather Shultz. Division B—Dawn Smith, Ellie Kennunen, Nicholas Waters.

H.H. Backer's 22nd Annual Pet Industry Spring Trade Show will be held April 23-25, 2010, at the Baltimore Convention Center in Baltimore, Md. Backer's 44th Annual Pet Industry Christmas Trade Show will be held October 8-10, 2010, at the Donald E. Stephens Convention Center, Rosemont (Chicago), Ill. Request Reader Service Card #6672.

Sporting Breeds... Will's Way!

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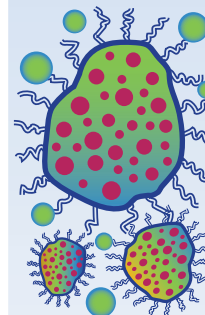
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Dawn Omboy



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featuring
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Presentation

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#1577
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(INSIDE)

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W1412

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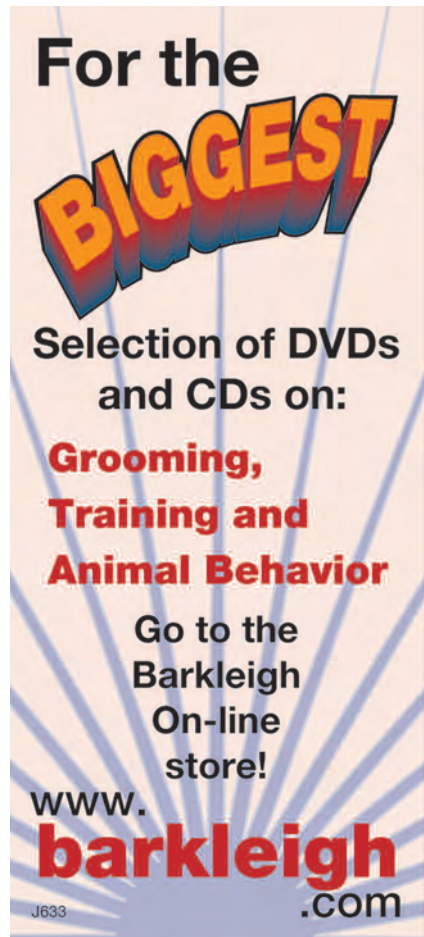
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09-10 CALENDAR OF EVENTS

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CRUISES

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www.barkleighevents.com

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May 2010
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WEST COAST PET INDUSTRY TRADE SHOW 2010

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www.groomexpo.com

COLORADO

Colorado Groomfest 2010

6/4/2010 – 6/6/2010
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www.nationaldoggroomers.com

KENTUCKY

PETQUEST 2010

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(312) 578-1818
hhbacker@hhbacker.com

MISSOURI

Groom Classic 2010

4/30/2010 – 5/2/2010
Kansas City, MO
(800) 705-5175
minkinternational@comcast.net
www.groomclassic.com

NEW JERSEY

Interroom 2010
4/16/2010 – 4/18/2010
Secaucus, NJ
(781) 326-3376
interroom@msn.com

NEW YORK

Pet Fashion Week
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(401) 331-5073
www.petfashionweek.com

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www.groomexpo.com

WASHINGTON

NORTHWEST GROOMING SHOW

3/19/2010 – 3/21/2010
Tacoma, WA
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www.barkleigh.com



2010 Calendar

Bahamas Pet Pro Cruise
1/17/2010 – 1/24/2010
Baltimore, MD

Groom & Kennel Expo 2010
2/11/2010 – 2/14/2010
Pasadena, CA

Northwest Grooming Show
3/19/2010 – 3/21/2010
Tacoma, WA

Alaska Pet Pro Cruise
May 2010
Seattle, WA

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

Groom Expo 2010
9/9/2010 – 9/12/2010
Hershey, PA

2011 Calendar

Hawaii Pet Pro Cruise

Groom & Kennel Expo 2011
2/10/2011 – 2/13/2011
Pasadena, CA

PetQuest 2011
(Cincinnati OH area)
7/21/2011 – 7/24/2011
Ft Mitchell, KY

Groom Expo 2011
9/8/2011 – 9/11/2011
Hershey, PA

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GROOM & KENNEL EXPO
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Pasadena, CA

Proverbial Wisdom

*Develop your business first
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Proverbs 24:27
The Living Bible

Minit Moneymaker Programs!



Judy Bremer-Taxman says,
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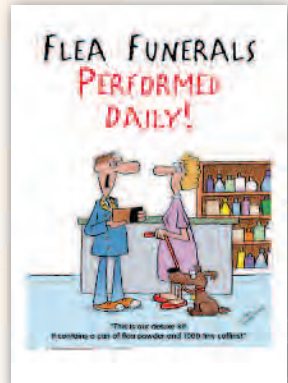
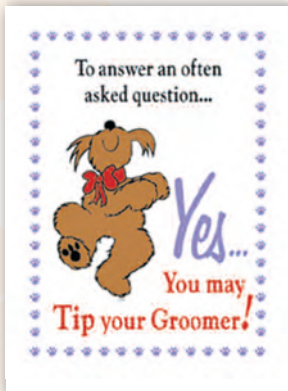
Counter Signs!

- 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!"



#5008	Carding Minit Moneymaker	\$19.95
#5004	Canine Toothbrushing Minit Moneymaker	\$19.95
#5007	Shed Control Minit Moneymaker	\$19.95
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#5009	Tip Sign Komputer Reminder Card	\$15.95
#5011	Flea Funeral Komputer 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!

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#6044	Poster & Tip Sign Special (Reg. \$74)	\$69

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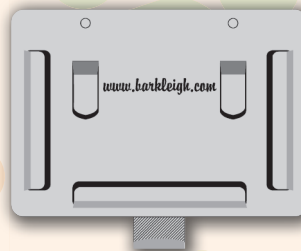
KENNEL CAMPER CARD (#KCC)

#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



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#1954	Kage Kard Holder 5"x8"	\$7.95
#1955	5 Kage Kard Holders 5x8	\$37.50
#1956	10 Kage Kard Holders 5x8	\$69.95

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

DATE **SERVICES, PRODUCTS, ETC.** **CHARGES** **GROOMER** **REMINDER SENT**

ADDITIONAL INFORMATION: LAST, FIRST, HOME PHONE, CELL PHONE, WORK-MR, WORK-MRS, EMAIL, REFERRED BY, BREED, SIZE, NAME, COLOR, BIRTHDATE, VET, PH, VACCINATIONS, MEDICAL PROBLEMS.

CLIP: \$ _____

SPECIAL INSTRUCTIONS: _____

ALL THAT APPLY: EASY, FAIR, DIFFICULT, BITER, CAGE SOILER, NOISY, SHY, CHECK ANALS, CHECK EARS, BURNS EASILY, BLIND, DEAF, ARTHRITIC, DIABETIC, EPILEPTIC, AGGRESSIVE WITH PEOPLE, ANIMALS, MOLES, WARTS, ETC.

SIZE CHART: HT, WT, NECK, BACK, CHEST, BIRTH.

In event of an emergency, I authorize this establishment to provide necessary treatment for my pet at my expense.

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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
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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
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Available Colors



DATE **SERVICES, PRODUCTS, ETC.** **CHARGES** **REMINDER SENT**

ADDITIONAL INFORMATION: LAST, FIRST, HOME PHONE, CELL PHONE, WORK-MR, WORK-MRS, EMAIL, REFERRED BY, BREED, SIZE, NAME, COLOR, BIRTHDATE, VET, PH, VACCINATIONS, MEDICAL PROBLEMS.

CLIP: \$ _____

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Medium Klip Kard

This 4"x6" card offers space for pet description and medical problems, referral, birth date, vet phone and clip description. Popular Pet Profile checklist denotes a number of conditions about a pet. Back has columns for date, services, charges and reminder date.

Medium Klip Kard – White • 4" x 6"

#507	100 Medium Klip Kards	\$11.95
#508	500 Medium Klip Kards	\$46.00
#509	1000 Medium Klip Kards	\$75.00

Medium Klip Kard – Colored • 4" x 6"

Indicate Color Choice: Pink, Blue, Yellow, Green or Lavender

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

Medium Klip Kard Extenders • 4" x 6" – White

#513	100 Medium Extenders	\$11.95
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Available Colors



APPT. DATE **CHARGES, ETC.** **REMINDER SENT**

ADDITIONAL INFORMATION: LAST, FIRST, HOME PHONE, CELL PHONE, WORK-MR, WORK-MRS, EMAIL, BREED, SIZE, NAME, AGE, VET, MEDICAL PROBLEMS.

CLIP: \$ _____

CHG. \$: _____

SPECIAL INSTRUCTIONS: _____

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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
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#517	100 Regular Extenders	\$10.50
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"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.

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Written by Professional Groomers for Your Clients!

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

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

Brushing (#PS-2)

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

Smoothie (#PS-3)

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

Puppy's First Grooming (#PS-4)

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

Flea (#PS-5)

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

Kennel-L-Kards and Run Kards

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

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

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

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

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

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

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

3" x 5" Run-Kard (BRK)

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

Calendar Paws

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



5/8" Small Calendar Paws

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

1" Large Calendar Paws

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

Super Sampler Pack

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

- Reminder Kards
- Klient Kards
- Thanks for Coming Card
- Sympathy Cards
- Klip Kards
- Kenn-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
- 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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REQUEST READER SERVICE #6608

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

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REQUEST READER SERVICE #6608

Groom-O-Grams



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

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

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

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REQUEST READER SERVICE #6608

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!



Bath tub 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

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.

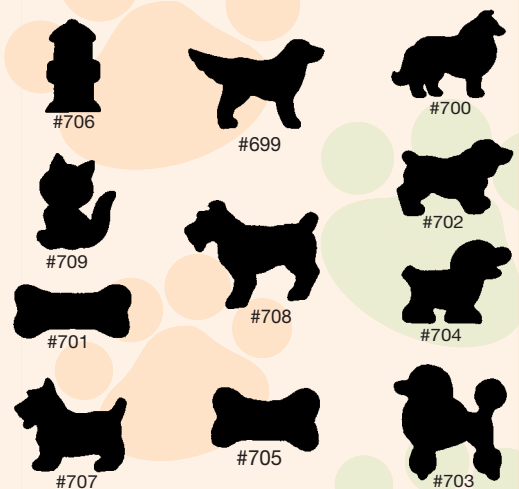
Attractive header cards for Sympathy Cards will promote sales. For peg-board or counter top use. Width is adjustable from 2-1/2" to 7."

- #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

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

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

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

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

3 Sizes!

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

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

Free Bag
with any \$50 Order!
at Groom & Kennel Expo



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20" x 16" Size

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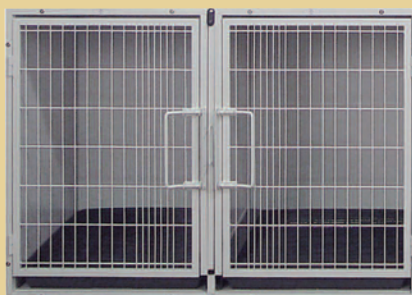
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