

Groomer To

www.groomertogroomer.com "The Grooming Industry's Trade Magazine" Vol. 28 Ed. 51/Jan./Feb. 2009

Groomer

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Contents

- 8 Irina Pinkusevich Nature's Specialties 2008 Winners Circle Champion
- 10 Groom Expo Contest Results
- 14 PetSmart 2008 GroomOlympics World Champion Greta Dalrymple
- 18 Groom and Kennel Expo Moves to Pasadena
- 20 Pacific Northwest Grooming and Boarding Show
- 22 The Groomer's Roundtable
- 36 Questions for the Queen of Color Dawn Omboy
- 38 The Nash Salon Series
- 41 How Do I Raise My Prices?
- 42 Sage Advice
- 44 The Wonders of Grooming: The Show
- 48 What Does Your Business Card Say About You?
- 50 New Product News
- 54 Classifieds
- 57 Calendar of Events



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Off the Top of My Head by Todd Shelly



New Year Resolutions

H

appy New Year! 2009 is the first time I can look back at the previous year and say that I did not fail on any of the resolutions that I made the previous year. Of course, last year was the first year that I decided to not set myself up for failure by making resolutions. I do the same thing that most people do: I start great, and then lose momentum.

Then by mid-year, I pretty much have forgotten about my resolutions.

However, this column is not about me sharing what my personal resolutions might be; it is about some resolutions for *Barkleigh* for the upcoming year. I figure, if I put into print some of the ideas that we have bantered about for a while, I'll be obligated to follow through. No losing momentum, then dismissing it when things get hectic.

With that said, the first goal is an idea that has been pushed aside for too long. The grooming industry has awards for competitors, judges, writers, and even for the groomer that can best perform unique grooming related tasks in front of a camera. Winning any of these awards and titles is a great accomplishment. They provide a fantastic opportunity for our industry to honor many deserving people.

When you look at the list of the nominees and winners of the *Cardinal Crystal Achievement Awards* each year, you can't help but be impressed with the impact those people have had on our industry.

However, the one area of our industry that does not get the recognition that it deserves is the full-time professional pet groomer. *Groomer to Groomer* magazine is hoping to change that with a new set of awards dedicated to that pet groomer.

I want this to be awards given "from groomers to groomers." It seems fitting that *Groomer to Groomer* magazine would promote these awards. I need your input on how you think these should be set up and presented. What should be the categories? How should nominations and voting take place? How should the winners ultimately be decided?

The concept that I have in my head is for groomers to make nominations based on the groomer's achievements, community involvement and anything else that separates him or her from others. Of course, it's perfectly fine to nominate yourself. If you don't believe you are the best, why should anyone else think that you are?

Finalists, then ultimately the winners, would be picked by *Groomer to Groomer* readers. I figure the awards presentation would take place at *Groom and Kennel Expo* in Pasadena (formally the Burbank show). Please feel free to email me with your ideas and opinions.

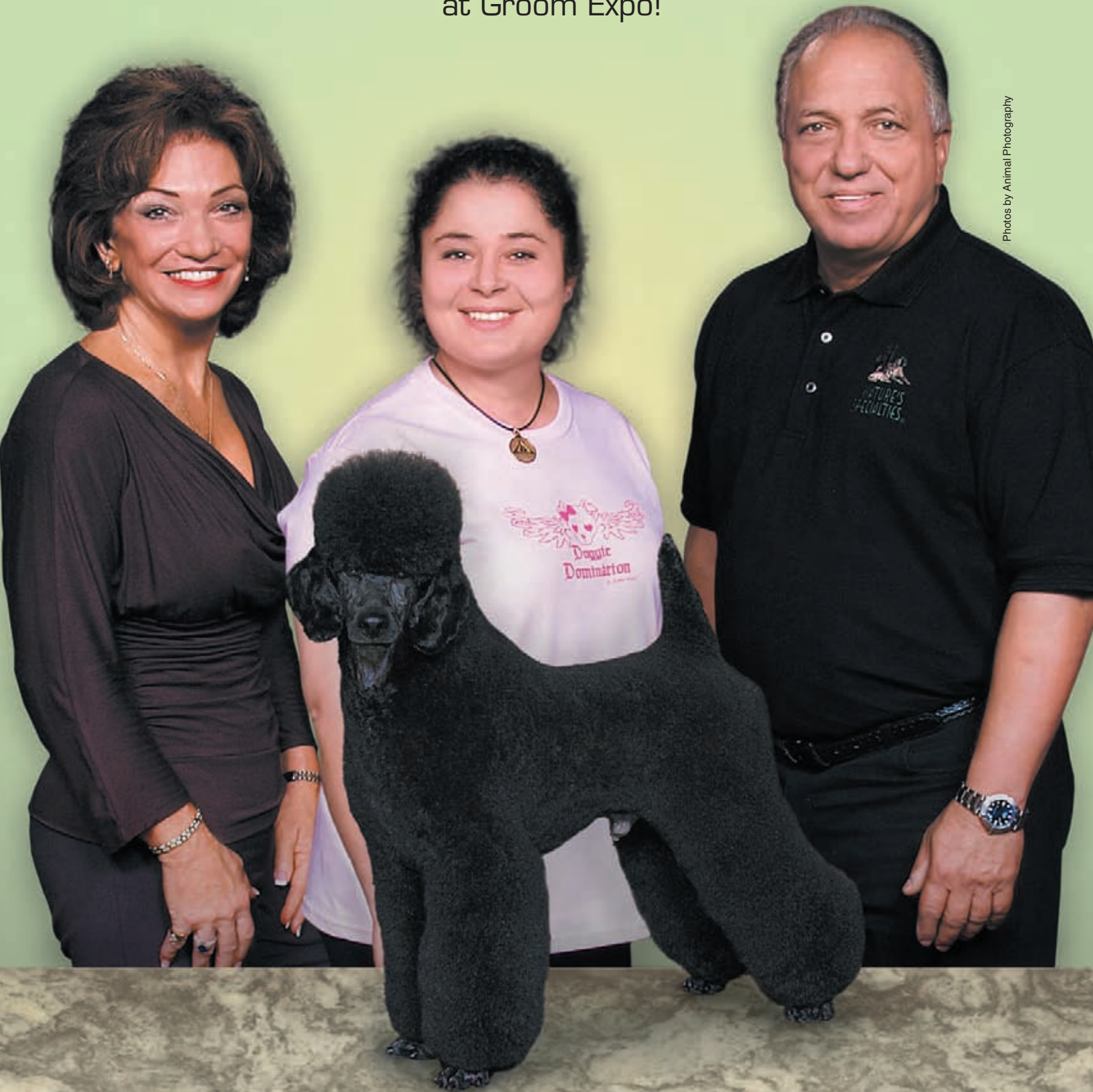
Well, that was the first New Year's resolution that I now have on record for *Barkleigh Productions*. Putting it in print places a lot of pressure on me to actually have to follow through.

For the second resolution I'm willing to publically commit to ...oh, wait... it seems I'm running out of space. Darn! I guess I'll just have to keep it at one promise for 2009. Have a great year!

todd@barkleigh.com

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2008 Winners Circle Tournament
at Groom Expo!



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Irina Pinkusevich with Nature's Specialties
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Irina Pinkusevich

There's no stopping Irina Pinkusevich when she sets a goal for herself. This enthusiastic, little dynamo thrives on challenge and really performs under pressure. She has worked her way into the winners circle and she plans to stay there.

NATURE'S SPECIALTIES MFG.

2008 Winners Circle Champion

By Kathy Hosler

Irina was born and raised in the Ukraine. She came to the United States as a teenager. Irina's first big challenge was overcoming a language barrier. When she arrived she did not know a single word of English. Irina learned the language, then studied,

worked, and went on to become an American citizen.

While Irina was going to college, she got a part-time job as a bather/fluffer to help support herself. One day Irina's boss got very sick and couldn't work, so eighteen year old

Irina groomed all the dogs by herself.

That first day of solo grooming was surely a trial by fire for the young Irina, but she was determined to do the best job that she could.

"When I face a challenge," says

Continued on page 53

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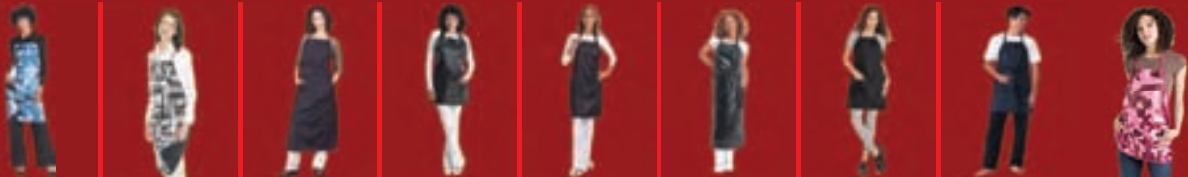
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Groom Expo Creative Contest Results



Second Place
Lisa Kloid
Woofstock



First Place
Justine Cosley
My Little Pony



Third Place
Angle Kumpe
Caribbean Canine

Photos by Animal Photography

prize. Irina works at *Pet Lover Central* in Hallandake, Florida. Winner of the *PetEdge Super Model Dog Contest* was Olga Zabelinskaya.

The *Barkleigh Creative Styling Contest* was an exciting event, with first place going to Justine

Cosley and her *My Little Pony* design. Karen Stickel's *Panda Bear* entry took home the coveted *People's Choice Award*.

Class grooming tournaments sponsored throughout the weekend were; *Tropiclean Mixed* and *Other Purebreds*, *Andis*

Poodle Tournament, *Lambert Kay Sporting Breeds* and *Gibson Governor Terrier Tournament*.

For information on next year's *Groom Expo* to be held *September 17 - 20, 2009*, visit www.GroomExpo.com or call (717) 691-3388.



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PET SMART

2008 GroomOlympics World Champion

Greta Dalrymple

By Kathy Hobler

It was the culmination of two days of intense competitions. The winners of the Gibson-Governor Terrier Tournament, The Lambert Kay Sporting Tournament, The Tropiclean Mixed and Other Purebreds Tournament, and the Andis Poodle Tournament entered the ring.

Only one of them would achieve the ultimate victory. Only one could become the 2008 PetSmart GroomOlympics World Champion.

Photos by Animal Photography



The four finalists presented their superbly groomed dogs to the judges and to the spectators that filled the ballroom at the *Hershey Lodge and Convention Center*. Each one had earned the right to be there by winning their own tourna-

ment. Now, their sights were set on becoming the *Best In Show*.

The judging panel made their final deliberations, and then lifted the gleaming trophy from its place of honor. A hush fell over the room as they walked on the stage to make

the presentation. Amid thunderous applause and approving cheers, they placed it in front of the flawlessly groomed English Springer Spaniel, and the stylist who put that spectacular groom on him – Greta

Continued page 16

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Greta Dalrymple
Continued from page 14

Dalrymple.

Greta had just become the 2008 GroomOlympics World Champion! Greta hugged her dog and the trophy as tears of joy splashed down her face, as PetSmart Representative Jeff Gibson, presented a check for \$5000.00.

"I almost lost it, when they

called my name," a thrilled Greta said breathlessly. "I was competing against really great dogs. It was awesome!"

World Champion... What a fantastic accomplishment! How was Greta able to achieve such an amazing feat?

"I have always had a love affair with animals," said Greta. "I knew I wanted a career that involved animals, but I thought I might become a veterinarian. Being a dog groomer

never occurred to me. We only had Labs when I was growing up and they never went to a groomer."

"I went to college and got a degree as a veterinary technician," Greta recalls. "And for five years I worked in an animal hospital."

Greta bought herself an English Springer Spaniel. One day when she picked her dog up from being groomed, Greta talked to the groomer and asked him what it was like to make a career from grooming.

A few months later, Greta enrolled with a local groomer who gave lessons. "I apprenticed under her for ten weeks," said Greta, and added with a chuckle. "Then I was turned out into the world."

Greta discovered that she had a real talent and love for grooming and she has been grooming since 1996.

The depth of her love for animals surfaced again in a big way. Greta flashed a big smile and said, "When I got engaged to be married - instead of an engagement ring, I got an engagement puppy. He was a beautiful liver and white Springer Spaniel that I named *Stoney*." (*Stoney* is the same gorgeous dog that Greta won with at the 2008 Groom Olympics World Championship.)

Greta attended many dog shows and watched with keen interest how they groomed the dogs. She began showing *Stoney* and as an owner/handler she completed his championship.

Shortly after finishing *Stoney's* championship, Greta entered her first grooming competition - even though she had never watched one. Her debut was at the 2001 All American Grooming Show in Chicago, Illinois. She entered and won division C, then she won the *Best Sporting Dog*, and continued on to capture the *Best In Show* honors.

"That really knocked my socks off," exclaimed Greta. That weekend

Continued on page 17

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Greta Dalrymple
Continued from page 16

was the beginning of Greta Dalrymple's awesome career in the contest ring.

She began entering grooming competitions and piling up victories. "I made *Groom Team* in 2001, my very first year of competing," said Greta. "I have also been a *Groom Team* member in 2006, 2007, and 2008."

One thing that really helps Greta in the contest ring is her pre-groom preparation. "I think that the pre contest preparation is at least half the groom," Greta says emphatically. "The way you bathe and blow dry a dog can make or break the finished groom – whether it is in your salon or in the show ring. Using the right products and techniques make it so much easier to get a good finish on the dog." Then she adds, "On competition

day, it is not unusual to get up at 2:00 or 3:00 A.M. to bathe your dog."

Greta has a huge support group. "Of course, my husband is my biggest fan," says Greta brightly. "And my parents are very proud of me."

Greta owns and operates *Top Notch Grooming Salon* in Niles, Michigan. "I have a Wall of Fame, loaded with pictures and awards," Greta says. "My clients love it and always ask me about my competitions and wins."

What are Greta's plans for the future?

"Being on *Groom Team* is a huge accomplishment for me. It validates everything I'm doing as a groomer," says Greta emphatically. "I am hoping to earn a spot on the traveling *Groom Team* and compete in Germany next year – with a Springer Spaniel of course. Sporting breeds are my specialty. Springers are where my passion lies. I understand

and connect with the breed.

"I also want to compete more with other breeds and concentrate on learning techniques that I have not yet mastered. I hope to be able to do more showing and I also want to do some teaching."

This year so far, Greta has won many awards including, *Best Groomed Dog* at the *NDGAA Groom Fest* in the Carolinas, *Best in Show* at *PetQuest*, and *Best Groomed Dog* at *Intergroom*. She was also named *International Groomer of the Year* at *Intergroom*.

It's clear that even a roomful of awards and the fame that goes with them has not changed this sweet, hard working, down to earth gal.

"At the end of the day, I'm just a groomer," says Greta. "I try to be nice to everyone and do the best job that I can. Whether it's the Schnauzer down the street or the Springer in the competition ring - I feel that I owe them my best!"

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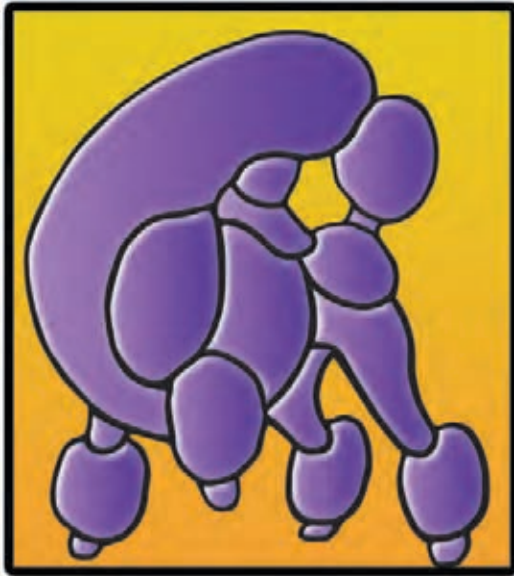


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Groom and Kennel Expo

Moves To Pasadena

Groom and Kennel Expo will be making a big change and moving out of Burbank, CA and into Pasadena, CA. The Expo will be held February 12 – 15th, 2009, at the *Pasadena Convention Center* and will feature a trade show with 90+ booths, grooming contests and seminars for all levels of grooming ability.

Speakers for the event include: *Groomer Has It* Contestants Will Comparsi, Jonathan David and Kathleen Sepulveda; Teri DiMarino; Tim Prior; Marlene Romani; Gan Wee Yet; Mike Mailman; and the IPG team of Linda Easton and Hayley Keyes.

All day seminars include Marlene's *Fast Track to the Grooming Industry*; Teri's *Brusher Bather Certificate Program* and *All In a Day's Groom*; and IPG's *Certification* workshop. Other seminar's are *Shave Down Alternatives*, *Grooming with Less Stress*, *Nash Salon Series*, *Grooming the Big Dogs*, *Short and Sassy!*, *Shears 101*, *Poodle Topknots*, *Thin-*

ning Shears, *Dealing with Aggressive Dogs*, *Grooming Golden*s and *Connecting the Bones*.

Check out the contests to be held at this exciting Expo! These include the *Andis World Cup Grooming Games* which are broken into four sponsored tournaments – Poodle, Terrier, Mixed and Other Purebreds, and *Lambert Kay* Sporting Breed; the *Super Model Dog*; *Nature's Specialties* Winner's Circle Tournament; and *Creative Styling* Contests.

The host hotel is the *Hilton Pasadena*, which boasts modern convenience with a retro flair. The city of Pasadena is well-known for its cultural abode, an architectural haven, a hub for art and home of the *Tournament of Roses* Parade. Visitors can explore every facet of the city's quarters by foot, starting in Old Pasadena, then up to One Colorado, over to Playhouse District and finally to tree-lined South Lake Avenue.

For more information, contact *Barkleigh Productions* at (717) 691-3388, e-mail info@barkleigh.com or www.groomexpo.com. Request Reader Service Card #5723.



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Pacific Northwest Groom • Board • Boutique Show

The *Pacific Northwest Groom, Board and Boutique Show* arrives in Tacoma, Washington at the location of the *Greater Tacoma Convention and Trade Center* on March 20th to the 22nd, 2009. Last year, the show featured nearly 30 booths and 558 pet care professionals attended the three-day grooming show.

This year, top speakers and seminars will return to the show. Trade show exhibitors will showcase new products, and offer show specials, and a wealth of information, products and services to meet their needs. New this year are boarding and boutique products.

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The **Groomer's** Roundtable

Roundtable Question:

- How is the recession affecting your business?
- How are you combating its effects?
- What are you planning to do to motivate your clients during the January and February slump in grooming?

So far the recession has not affected my business but I am a new business and really have no data to compare to. I use a Preferred Customer call back, and schedule my clients every six to eight weeks. I offer a discount for Senior Citizens and for client referral. Up to this point it has worked well. *Joyce Collins, Wyoming Westies Grooming & Kennel, Inc., Mountain View, WY*

Business is fair but we are a new start up. We have been running 10 months with LOTS of advertising. We offer FREE tooth brushing or nail painting or some type of add on to motivate clients. We are starting frequent grooming cards the first of the year.

I am in a small town, and it has hurt us very much. I have had to take on a second job, grooming for a major corporation, and staying open two days a week. For the slump, we

offer valentine day's specials – bring in your sweetheart for a groom at a percentage off. *Shari Pratt, Shari's Pet Grooming, Woodland, CA*

I still provide a high quality service to my clients to let them know I won't sacrifice quality on them and they know it and continue to come. I motivate them by pre-scheduling everyone when possible on a four, five, six or eight week schedule. This definitely helps me stay busy during January and February. *Rebecca Reeves, The Pet Barber, Sutton, MA*

As of right now I am only seeing a drop in the amount of tips. Fortunately, being in the Washington, D.C. suburbs does help with the slow down in the economy due to the many government workers, and the businesses that have contracts with the government. I'm mobile and my business is growing with new clients booking and with repeat

business. For the January/February slump, I spend a lot of time trying to educate my clients about coat care. Those who do like a shorter trim in the summer now will have the dogs still groomed on a four to six week appointment during January and February but with a longer style trim. Generally in late October I start discussing with them about the length with the thought of January and February in mind. *Connie Wilson, Sittin' Pretty Mobile Dog Hairstylist, Bowie, MD*

The recession has affected my business dramatically, being a large breed dog and cat groomer in Las Vegas. I actually had an owner tell me that if it came between getting HER nails done and getting the dog groomed that her nails come first! Many loyal clients are continuing coming in, asking if I am raising their prices. I do NOT raise their prices since the majority of them

Continued on page 24

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The Groomer's Roundtable
Continued from page 22

leave a tip. My biggest gripe is trying to explain to owners that skipping/spreading out groomings for their pet is not only hard for the groomer but for their pet because it entails more time, brushing out, etc. Motivating clients after the holidays is difficult. I think for these two months I will offer a discount when paying cash, free *Furminator* service, and free nail trim between groomings. I don't think the "refer a friend, receive \$5 off" works during these months. *Tammy Harper, Tammy Harper Grooming, Las Vegas, NV*

I think the recession has made people stretch out their grooming appointments. Combat it with better service. Even just talking about the weather, jobs, kids, etc makes my

clients feel special. Also bringing in special packages for the holidays does help. I am not afraid of giving a few freebies away to walk ins. Make them feel special so they will come back. Raise prices on the once a year groomings since you usually work twice as hard. I give out coupons at Thanksgiving time for January or February groomings as a thank you. *Lucy Molina, Lucy's Pampered Pets LLC, Williamston, MI*

It hasn't affected me much. We have actually gotten busier in the last month or two. But I am in a high upscale area and I'm sure that has a lot to do with it. When all this started, to insure that I wouldn't get hurt by any of it, I started putting together low cost combo packs and that brought people in like crazy. I say it's better to groom a dog for less than not to groom a dog at all. At least something is coming in rather than nothing. During that time in

Continued on page 26

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The Groomer's Roundtable
Continued from page 24

the beginning of the year, I offer discounts like 10% off on my slowest days of the week and we always have little contests and fun stuff going around making sure people get through the door. It seems to work. *Lisa Roberts and Roberto Melgar, Classyk9cuts.com*

We are not really noticing any difference at the salon we own right now. We have been around for 24 years and have a great clientele. Thank God! During the January and February months we still keep busy. Everyone re-books their dogs. We stress the importance of nail and ear maintenance. Even if they are not wanting the coat any shorter, it still needs combed and bathed. *Kris Satkoski, The Gold Clipper, LaPorte, IN*

I have been more affected by older dogs dying in the last three months. I have had several clients change from a standing four weeks to six weeks.

I offer FREE services such as teeth brushing and nail clipping on other dogs in the home. \$5.00 off for services and \$5.00 per referral. *Discount Mobile Pet Grooming, Phoenix Arizona*

Recession or not, I have never considered not mailing out reminder cards monthly (*For Barkleigh Reminder Cards and GroomOGRAM Samples request Reader Service Card #5727*), to clients eight weeks out on their grooms. It has built my business in my opinion, faster, and keeps me protected if there is a slump out there. I am in an affluent county, and I have not seen it yet, but I don't wait for things to start slumping before I do anything. Staying on top of things prevents one in

the first place. A personal note, and a single stamp, can truly work magic. Last year in January, having heard it would be slow, I sent out reminder cards to all as usual, but also, to any client that had not been here in six months or better. I sent \$5.00 off coupons to them, to encourage them to come back. You won't believe the clients that came in on those coupons. Mostly dogs and owners that truly needed the break in price. I maintained my average in January, and in February, I broke my previous monthly record for dogs groomed and income produced.

This is the first year that our business has not slowed in September and October. November and December have been very good for business as I am sure is the case with other grooming establishments. The big problem in our area is groomers that do pets in their

Continued on page 28

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The Groomer's Roundtable Continued from page 26

homes or go into people's homes and groom dogs for much less than what we charge. I am not talking about mobile groomers. Just individuals with NO overhead, insurance, license in the city, "cash only" grooming. This is my fifth year and I have a good customer base. We average about seven to ten dogs per day. Not making huge \$\$\$\$ but we continue to grow each year.

Every Christmas we have given the pets a small gift, i.e. toy, treats, etc. and sent Christmas postcards. This year we are giving a "thank you" to our regular, consistent customers who visit our shop during November and December of \$3.00 to \$5.00 off our grooming services during January and February. I am not a supporter of discounting my

grooming services; however I do not need a slow month like I endured last January. *Myra Talbot, The Village Groomer in Parkersburg, WV*

As with most businesses here in South Carolina, I have noticed a significant slowdown in business. I am not losing clientele, but am realizing a need for the clients to "stretch" the time between their next scheduled grooming. My tips from these clients remain the same but there is that need to stretch out the time in between grooming. To help my clients during this time I am recommending shorter clips than normal, more thinning of long coat and showing clients how to perform brush outs more effectively at home. My limited retail has increased slightly.

I have built my business to be more "friends oriented" and refer to my clientele as such. Because this approach I have been able to maintain business during periods otherwise known for being slower than

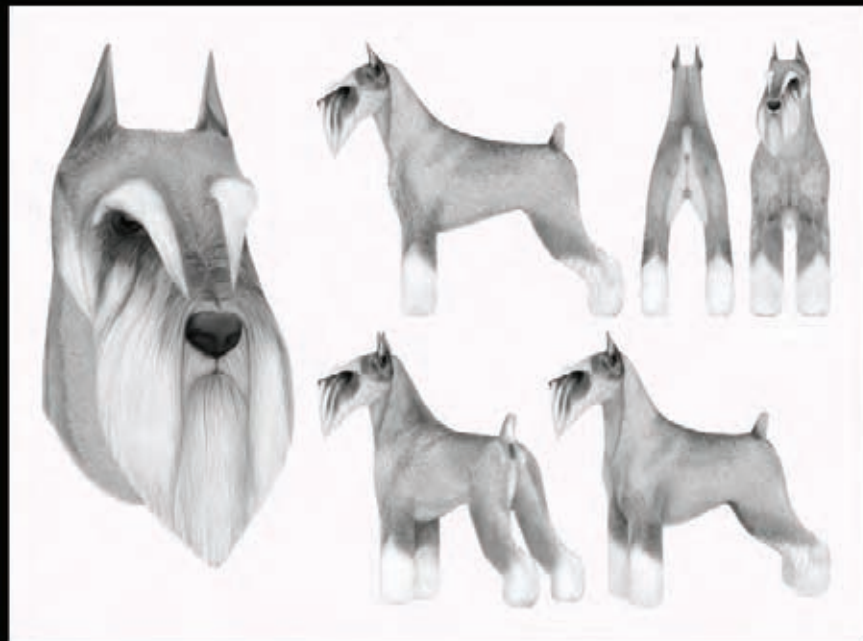
normal for most business owners. The friendship is based on complete honesty and total trust in each other...sometimes it can bite me in the rear end but for the most part it has worked to my benefit. *Chuck Floyd, Chuck's Pet Grooming, Greenville Kennel Club*

The recession that we are experiencing has affected us only in a way that some clients are extending their standing appointments an extra week or two. Most of them haven't changed anything...but we do book standing appointments for our clients. You know what income you have and will have next month.

The holidays are extremely busy for us, since we do book most of our appointment slots with standing clients. If we are able to fill appointments during that time with new clients we explain our standing appointment policy. When they see the beautiful haircut their "baby" got,

Continued on page 30

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The Groomer's Roundtable

Continued from page 28

that the dogs are happy and can see that we treated their pet with care, we tell them that it is a good idea to book ahead so they ensured a time slot. They don't hesitate.

We also remind (CONFIRM) all appointments by phone the day before, giving them time to 1) remember or 2) reschedule during the previous day so we don't end up finding out surprises the day of the appointment and have time to fill it.

The recession has caused people to wait longer between groomings, so I am seeing more matted, and dirtier fur kids come through. I have gotten some great tip\$ because they have waited and knew the dog was a mess. Do your best, stay upbeat and keep smiling. During January and February, the weather has

a lot to do with client load but I don't see that much of a drop off. Spring rains seem to bring more negative numbers. Good luck to everyone in the coming year and Happy Holidays. *Vicky LeCleir, Hair O' the Dog Pet Grooming / Pet Supplies, Hillsdale, IL*

It has slowed down. Things are picking up since I have made all the 'add on's' free with groom. I also took advice from last month's *Groomer to Groomer* and I started "Pass The Bone" where a client gets \$5 off if she gives the card to a friend. It seems to make people happy. I make sure to make a big deal out of taking pictures of dogs and having a "Dog of the Month." I make that dog my cover dog for the month on my website. *Candace Shellnutt, PetShack Grooming, Snellville, GA*

Many of my customers are stretching their grooming out to ten

and twelve weeks instead of six to eight weeks. Some customers have cancelled service all together. I am recruiting new customers through networking groups, through marketing and advertising and I am pampering my existing customers to retain their business and loyalty. I have also added two new services to my business that are really taking off. *Dodie Sable, ANY PET GROOMED, Lenhartsville, PA*

The recession has affected our business slightly; however we find that even in these tough times our customers still want their babies taken care of, just not as frequently. We try to accommodate them as best as possible and offer incentive programs like Loyal customer rewards, Internet specials, customer referral discounts, and pre-paid grooming with discounts. The majority of our business is repeat

Continued on page 32

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The Groomer's Roundtable
Continued from page 32

be passed out to the new home buyers, and revisited the local vets and pet stores with business cards. I even made a point of driving my van to the voting polls (which actually gave me one booking already). I have even offered a temporary gas break since the price of gas has gone down by half. For the months of January and February I will probably try offers such as free teeth brushing or free blueberry facials to go along with the groom. *Christine, Top Dog Styler Mobile Grooming*

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I have been lucky. I have only lost one client because their over-time was taken away. All my clients are still with me. My January and February months are still booked full. The only time I have trouble is when the weather is bad and I have to cancel. I'm a mobile groomer.

I think we are seeing people going longer in between visits. Also they are not doing any add-on packages, just the basic groom or bath. We are seeing a lot shorter cuts so the grooms last longer in between. I work for a corporation so they are sending out coupons for \$10 off bath or groom or a coupon for a free add-on package. As far as the Jan/Feb slump this is when I really count on my request customers. I also try to get them to re-book the day of the appointment and if they don't I make sure I give them a call at eight weeks and remind them. *Kellye Douglas, PetSmart, Clay, NY*

Business is definitely slower than in past years. There seems to be a lot of bookings on certain days but hardly any on others. Perhaps this coincides with paydays? Some of the regulars are booking longer

periods between appointments too. I'm offering a Client Referral Program where the client gets \$5 off their next groom if they refer someone who books (and keeps) an appointment. I've also sent out Holiday Reminder cards urging people to book ahead for the Thanksgiving and December holidays. I promote oatmeal baths during January and February to address that dry, itchy skin pets get from the heat being on in the house. I also try to educate my clients that a matted coat is not a warm coat. *Susie's Dog Grooming, LLC, West Haven, CT*

The recession is putting a dent in my business, I closed an extra day during the week and I book heavier the other days. I plan on handing out a coupon for people that bring their pets in December for the Christmas grooming, offering for the month of January 40% off a bath and trim. This way I bring back in clients that just had their pooches groomed and it shouldn't be much work for us and they get a great price on maintaining their pooch, for the month of January. Maybe offer 20% for those who wait till February. *Liz*

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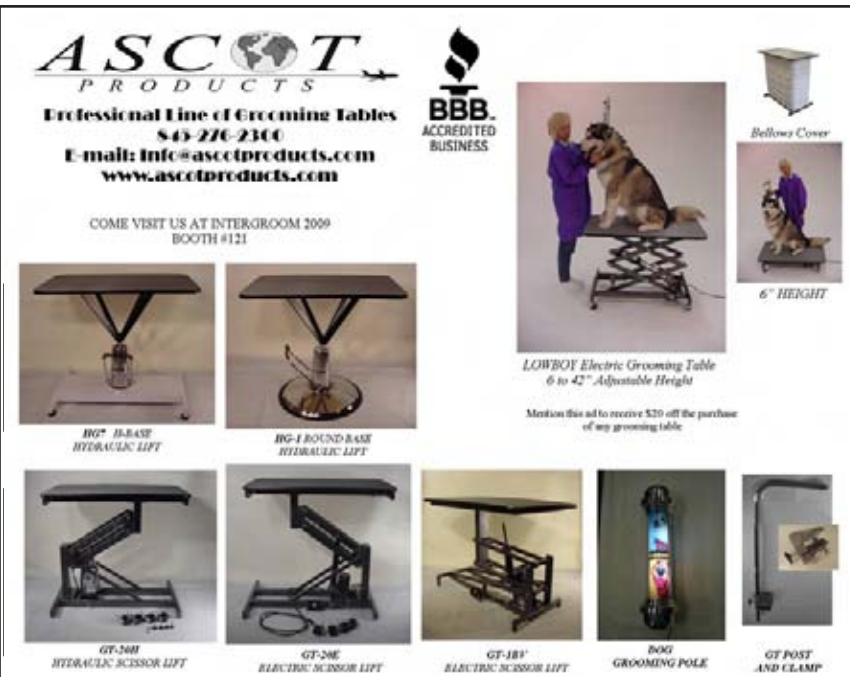
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Questions

for the Queen of Color, Dawn Omboy



Can I color hair that has not been washed first?

A. Yes. Small areas such as ears and tail or tail highlights can be done before the initial pet bath but if the pet is extremely dirty I would not recommend it. The difference is that dirt and debris in the coat and on the hair shaft may become trapped in the hair cuticle and cause damage as the cuticle is held open by the debris.

Coloring the hair in this state will allow the dye to penetrate the hair but may also leave coat damage and invite matting if the coat is not thoroughly cleaned after the rinse out. Wash as usual after processing the color product for the recommended time, usually 10-30 minutes, depending on the color medium you choose.

Follow with a good conditioning rinse to close the hair cuticle, thus helping to seal or lock in the color. This will help keep a brighter color lasting longer. Damaged hair/cuticle should be treated well with conditioners because cuticle cannot repair by itself once it is damaged.

B. To color clean hair, which I use most for all over or large area

coverage and competition grooming, use a good clarifying shampoo to bath your dog. Either add baking soda to the shampoo or follow the shampoo with a baking soda rinse. This will open the cuticles of the hair shaft to allow dye to be more accepted into the hair.

You may heat set the color with a warm blow dryer to speed up the process, after a processing time, rinse your dog with cool water until the water runs clear, and follow with a good conditioner or vinegar rinse to close and seal the hair.

Cuticle, the outer layer of the hair shaft, defines smoothness and shininess – because it can be seen and touched. Hair (cuticle) may get damaged by abusive brushing and combing, overexposure to sunlight (UV), or rough play.

Your coloring result is

influenced by many different factors from hair-type and beginning color - to diet, health and genetics. What works for one coat may not work for another of the same type and the color sometimes will “fall out” or hold depending on the health of the hair itself.

If the hair is fine and soft, and your natural color is light, then it is more likely to be influenced by color mediums and will color stronger than expected.

Hard coats and dark coats are less likely to be influenced by color mediums and will color weaker than expected. In addition, color tends to deposit more strongly initially, then fade away more quickly onto damaged or color-treated hair.

Questions for the Queen? Email me at dawn1@petstore.cc

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J818

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By John and Vivian Nash



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Coat Types Part One

About Coat Types

Can you imagine an Airedale Terrier with a coat like a Standard Poodle? In many cases, the basic body types of many dogs are the same, making the coat the "trademark" or defining characteristic for that particular breed.

The many books which discuss coat types generally focus on placing coat types in either very generic groups or very specific groups. When we understand the different coat types in detail, choosing the right products, tools and techniques is easy. Listed below is a list of the various coat types, a breed example of the coat type and the natural or man made coat growth pattern for that coat type.

Short Coat Type

The *short coat type* naturally follows the contour of the dog's body and has a very visible coat growth direction but no coat growth pattern due to the length of the coat.

In this type of coat you see a short top coat and hardly any undercoat. The remains of undercoat, if any exist, are found around the withers and the neck area and sometimes in front of the tail.

In the breed standard, in the ideal situation, this type of coat is described as having no evidence of undercoat at all. The short coat type is *determined*, which means that it grows to a specific length and sheds in a block or band pattern.

Breed Example:
Boxer 1a;1b

Smooth Coat Type

The *smooth coat type* has a visible coat growth direction and a slight coat growth pattern. The natural coat growth pattern is most obvious in the contrast between the shorter coat on the head and on the legs and the slightly longer coat on the body and tail creating the beginning of a very short front and rear frill and skirt.

The length of the front and rear frill, along with the skirt, although not much longer than the rest of the coat on the dog, is determined by the individual breed.

As the name suggests, this coat type has a smooth appearance with the top coat being longer than the undercoat and laying flat, following the contour of the dog's body. The smooth coat type has *determined*

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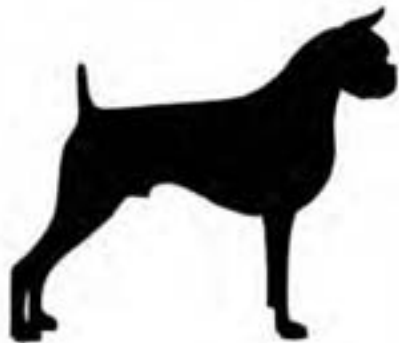
The Nash Salon Series Continued from page 38

hair growth and sheds in a block or band pattern.

Breed Example:
Bloodhound 2a;2b



1A - Boxer



1B - Boxer



2A - Bloodhound



2B - Bloodhound

Medium Smooth Coat Type

The *medium smooth coat type* is referred to as being the most original, meaning it is closest to the wolf and to the earliest dog's coat type. This coat is *double*, with a top coat and a thick or dense undercoat which is never longer than the topcoat. Also, this coat type has a closed structure, meaning that it lays flat instead of standing out and it must be straight, never curly.

There is a visible coat growth direction and a natural coat growth pattern. The coat growth pattern is most obvious in the contrast between the short hair on the head and legs, and the longer hair on the body and tail. The top coat is longer than the undercoat and lays flat, creating a jacket appearance with the beginning of a short apron, skirt and trousers, with furnishings on the legs.

The length of the hair on the top of the tail is typically the same as the jacket, and the length of the hair underneath the tail is typically the same as the hair on the trousers, without giving a feathered or fringed appearance. As the name suggests, this coat has a smooth appearance, and demonstrates *determined* hair growth that naturally grows to a specific length and stops, and sheds in a block or band pattern.

Breed Example:
German Shepherd Dog 3a;3b

Nordic Coat Type

The *Nordic coat type* has an open structure, meaning that the top coat stands out because there is so much undercoat. This heavy undercoat lifts the topcoat, showing the coat growth pattern, but very little coat growth direction.

The coat growth pattern will be most obvious in the contrast between the short hair on the head and legs, and the slightly longer coat on the body and tail. We see a coat growth pattern around the neck area, creating the beginning of a mane, skirt and trousers with slight feathering on the legs. The length of

Continued on next page

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The Nash Salon Series
Continued from page 39



3A – German Shepherd

the hair on the top of the tail is typically the same as the jacket, and the length of the hair underneath the tail is typically the same as the hair on the trousers without giving a more or less feathered or fringed appearance.

The amount of undercoat lifts the topcoat, giving a somewhat open appearance to this coat type, which is most apparent in a full winter coat, and less apparent in a summer coat. The lifting of the topcoat is due to the ratio between the topcoat and undercoat, which sets this coat type apart from the medium smooth coat type, which has a lesser number of undercoat hairs per topcoat hair.

The Nordic coat type is determined, which means that the

coat grows to an approximate or determined length and then stops.

Breed Example:
Norwegian Elkhound 4a;4b

This article has covered the four most natural coat types that require very little trimming due to the length of the coat. These coat types also require basically the same types of products and tools to properly care for the coat. We have placed these coat types in the natural trim style category. We use the Naturally Short Trim Style, the Naturally Smooth Trim Style, the Naturally Medium Smooth Trim Style and the Naturally Nordic Trim Style. Pet families love these individual trim style names because it makes their pet very special. In fact, at Nash we never refer to this group as just a "bath and brush". We have covered the first four coat types and the basic trim style names for these coat types and will continue with our topic on the various coat types created by man in the next issue.



3B – German Shepherd

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For more information, request Reader Service Card #5728.



4A – Norwegian Elkhound



4B – Norwegian Elkhound

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HOW DO I RAISE MY PRICES?

By Catherine J. Crawmer

This has got to be the longest running question in the grooming profession. In more than 30 years of operation I have raised my prices many, many times and recently, I did it again. I have no problem with it, much to the surprise of others. I have done presentations on the subject! First, it's not difficult if you have a plan but the plan starts with you and your attitude. Is the service you are providing worth what you will charge? What do you believe about yourself? Are you worth an increase in compensation for your efforts? If the answer is affirmative you can start immediately working on your presentation.

Practice both what you are going to say and how you are going to say it! You should not be caught off guard by any question. Anticipate every possible comment that anyone could make and have ready a practiced answer to that question. Preparation equals confidence!

You can actually make money by announcing a price increase. Send out postcards announcing the price increase that will occur on

a given date. The message: Have your pet groomed now! In smaller print you should also mention the date of the increase. Downplay the increase. Include in that same message an announcement about some new or unique service or, better yet, a giveaway, to soften the news about the price increase.

Don't apologize for price increases! The submissive posture of apologizing does nothing to justify your cause. It's just the cost of doing business. Everything is "going up" these days. If it's anyone's fault it is "theirs", not yours. After all, "they" are charging more for everything. Everyone knows who "they" are. You don't have to be specific. "They" are everybody else. You just add yourself to the list while accepting no responsibility for it. Take your cues from how other businesses manage price increases. Had your car fixed lately?

Catherine J. Crawmer is a lecturer, writer and owner of Crawmer's Grooming and Training in West Sand Lake, NY (518) 477-8230 email TrainEmAll@aol.com

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S·A·G·E· Advice...

SALON AND GROOMING EXPERT

ATTENTION GROOMERS! YOU ARE THE CHAMPIONS! Do not lose sight of this fact in the New Year!

We are all feeling the impact of the economy. I polled the message boards and asked groomers what they are doing to weather the storm. The amount of positive feedback was amazing and many of those who responded had great money saving ideas for the salon.

Dear SAGE,

I am conserving on my utilities. I am on a budget plan for my electricity and now use a space heater to start the day. I conserve on water and try not to let my cage dryers run too long.

Dear Conservative,

There are basics that we have all been taught, including turning off the lights and turning down the temperature on the hot water heater. Give your salon the once over to look for any areas where you can conserve and don't forget to winterize.

Do you leave your signs on at night? Turn them off when you leave for the day. Do you ever drive by businesses that are clearly closed except for all the flashing "WE'RE OPEN" signs?

Utility companies offer budget billing through the year. Conservation is a great money saver, but knowing that you can make smaller payments on utilities can be very helpful.

Traditional phone lines are not necessary anymore. Most of us use our cell phone service to handle the incoming calls. They have built in caller ID, voicemail services, and text messaging. Don't forget that internet phone services are getting better and better, too.

Dear SAGE,

I want to raise my prices. Just mentioning an increase to my customers has resulted in comments like, "I guess we will have to find a new groomer." Can you give me some advice on getting my rates up?

Continued on next page



BY CHUCK SIMONS



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Dear Prices,

Here is a letter that you can use -

Dear Valued Customer,

This was a very hard letter for me to write, as I am afraid that I will be losing some of you as clients. Due to economic conditions and skyrocketing costs, we are forced to raise our prices.

The average price has been \$XX for the past few years and will be increased to \$XX on January 1, 2009.

I value your patronage. I understand and empathize with you if this poses a hardship. I am left with no other choice and it is becoming a hardship for me.

I personally will be devastated if I lose just one of you. It is now a choice of the entire business or a few good customers.

I will consider alternative arrangements and take your requests on an owner-by-owner basis. Call or speak with me personally if you have any questions. Thank you for your past patronage.

*Sincerely,
Salon Owner*

Successful business people, like electricians and plumbers, demand a good hourly wage. You should earn the same. Build your preferred client list. Find the people who are happy to pay your prices.

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REQUEST READER SERVICE #5775

Dear SAGE,

I am limiting my salon hours. I do it all here myself including the bathing, so I do not have to worry about any employees. I can reschedule my customers to make some days more productive and profitable.

Dear Limits,

It is certainly the right time to shut your salon for a day or two and rearrange your schedule until the economy picks up. Choose your slowest day and schedule accordingly.

Dear SAGE,

I have a selection of leashes and collars. Many people comment on the unique designs. I will build this section and have a selection of products available for the next holiday season.

Dear Retail,

Also consider additional services that you can offer your clients. Offer classes and products that help the dogs look good between grooms. Some salons have added health and nutrition products. They might not sell pet food, but instead sell digestive enzymes or treats.

A few square feet of retail space can add dollars to the bottom line. Start small and build towards a larger inventory. Help customers maintain

the look and health of their dog and you will have customers for life.

Dear SAGE,

I am eliminating my advertising budget including print ads. I have tried things like door hangers and envelope stuffers that produced zero results. I cannot afford advertising that doesn't work.

Dear Advertising,

Get creative with your advertising by using the telephone and email, finding networking opportunities and referral partners, and looking for ways to get your customers praising you when they are out in public. Ask them in earnest to refer you to friends, family and co-workers who have pets that need grooming. Then reward them for their efforts!

Chuck Simons is the inventor of Groomers Helper®, the leading pet safety and positioning system for professional groomers. When he is not traveling to grooming shows, he can be found at The Pet Salon in Margate, NJ, now celebrating its 26th year in business. You can contact Chuck by emailing chuck@petshots.com or calling 866-987-2426 if you are in need of SAGE Advice. Visit www.sageadvice.biz.

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The Show

By
Bonnie Wonders

Last weekend I set up a pet booth at a local craft show. I had done this MANY years ago and it had been quite profitable. I gained many new clients from it and had a ton of fun. So why not do it again, I figured.

The show was Saturday and Sunday and you were to set up on Friday 6- 9 P.M. I had thought long and hard all week as to what to take and how to set it up. You were only allowed one 8 foot table so I would have to be clever with my display; to utilize this small space to the utmost. Thursday night, my hubby rushed home after work to construct some racks for displaying my goodies.

As I had put so much effort into thinking what to take all week, it all went out the window Friday evening. Having been overly busy grooming all week I didn't get anything boxed or even selected. So immediately after the grooming was all done, I ran out to the store to get the last minute prep items for my weekend. I needed a draped cloth for the table, a money box, cute sticky notes, tape, thumbtacks, paper clips, receipt books, various decorations and a new pair of shoes. Ok...maybe I didn't really need the shoes but you know how it is. I spent a total of \$84.26.

I then ran back to the salon to load up my vehicle with stuff to sell. I opened the front door and surveyed my place. "OK," I thought to myself. I pride myself on having items that you don't see in Wally

World and the usual pet stores. I have several hundred styles of collars, so that one was a no-brainer. I HAD to take some of them. I started pulling collars off the rods. How many should I take???? A couple dozen....no 50 or so...maybe a few more....100. Now that was the limit. So naturally I stuck to my guns and took 260.

I then moved on to sweaters. Seeing as how our winters are pretty frigid here, I knew I had to take a lot of them. I counted the number of styles I had. Nineteen in all. Now what sizes to take of which patterns? Definitely a lot of smalls. But then Mediums sell very well also. And the number of people who come in asking for Large and X-Large have been increasing. What about all those teacup-sized dogs too? Well I would take one of every style in every size. Wise decision, until it added up to 114 sweaters and coats. Seven boxes worth to be exact. I started lining the boxes up at the door.

Toys! I'll admit I practically have a fetish when it comes to the toys. I have racks and racks of them. Freestanding spinner racks, racks mounted on the walls, shelving that is loaded with them and boxes of them in the office that I don't even

Continued on next page

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The Show

Continued from page 44

have room to put out. I started yanking toys off the displays and pulling the pegs out of the spinners. Soon, four huge boxes of toys and two disassembled racks were waiting at the door.

Now on to the treats. Vanilla is so popular here. I HAD to take lots of Vanilla treats. Cow ears, cow cheeks, chunky chips and tails. Don't forget the regular rawhides too. "I really need to take sizes for all dogs," I thought. Over to the door I was dragging boxes filled with monster sized rawhides. I also would need to take some gift bags already made up with varied treats in them. I ran into the office and got out the Christmas bags and walked through the store adding chicken and turkey treats into the bags. Toss in some sweet potato and tripe sticks. I added some other goodies and tied the bags shut. Another box added to the lineup.

Hands on hips, I took one last look around the salon. FLAGS!!! So many breed flags; and not just the typical Labrador Retriever flags. I grabbed a Border Collie, the Airedale, a Bichon, a couple Shih Tzu and about fifteen others. I couldn't find a box to put them in so I dumped one out from the office that had old receipts in it. Seeing as how I still had some more room in the box, I filled the rest of it with latex toys.

As I drug this final box to the door I couldn't believe that I forgot to get some leashes. Sixty-two leashes later, I was ready to go.

I pulled my Santa Fe up to the door and dropped the back seats down. For some reason, I could only get six boxes into the back of the vehicle. This wasn't good. I fit a seventh box into the passenger seat in the front of the car and that was it. Still wasn't good. Looking at my

watch and seeing it approaching 6:40 I began to panic. I was already sweating from running around the salon collecting my wares and trying to push it into my car. I had no choice and knew what I had to do. I called my hubby and started wailing.

"You've gotta get over here! I can't fit these boxes in my car. It has to be set up by 9:00 and I'm not even out of here!" I whined.

"I'm just loading the display stuff I made you in the truck," he said. "I'll be there in 30 minutes."

I stomped my foot in the parking lot. "It will be after 7:00 till you even get here then. There's no way I can set this up by 9:00," I squealed like a Schnauzer in meltdown mode.

"Why don't you take what you have in the car to the place and unload it and meet me back at the salon to get the rest," he said. "It will be fine," he assured me.

"Ok," I said...."gotta go." With that, I hung up, jumped into my car and sped the three miles down the road to set up.

I got there and walked in looking for my space. There I found it in between two other consigners.

"Gee," I thought to myself...."Eight feet sure isn't much space." Somehow, I had been envisioning an 8 foot space that looked more like 20. Oh well, I didn't have time to fret over trivial stuff right now.

I unloaded my seven boxes and drove back to the salon. There was my husband waiting like a good little egg head at my door. "What took you so long?" he said, grinning. It was now 7:15. I unlocked the door and Dave looked at the boxes lined up. "Geesh! That's an awful lot of stuff, isn't it? Maybe you should leave some of it behind, don't you think?" he asked.

"NO! I need it all," I snapped. "We'll worry about it later. Just get it in the truck."

Less than 10 minutes later the bed of the truck was full and the

Continued on page 46

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REQUEST READER SERVICE CARD #5778

The Show

Continued from page 45

crew cab was stuffed with toys like a sausage in its casing. That man DOES know how to move!

We got to the building and unloaded. Seventeen boxes full of product. Two huge display racks. Two spinning floor racks....Eight feet of space. Slight problem. The people on both sides of the table were looking at us holding their ground like Pit Bulls at the ends of their tables. I could tell I wasn't going to get any "overlappage" from either of them.

"Gee, you sure do have a lot of stuff," one of them said.

"Yeah, we came well stocked," was all I got out. I looked at my husband, who was rolling his eyes a bit much, in my estimation.

As we started to set up I must have really looked disheartened.

One of the ladies who was in charge of the event came over to us. "You have so MANY things! I think we could give you an end table and then you could use the space up to the wall," she said. I was ready to kiss her feet at that point.

"Oh, thank you SO much," I said. I was already halfway across the room by the end of my sentence. "I'll be glad to pay extra for it," I told her.

"Absolutely not," she said. "You go right ahead," she said walking out of the room. The people on the other sides of my "old" space were looking daggers at me.

"They'll get over it," I thought.

We worked frantically and by 9:00 were only about three quarters of the way done setting up. Along came the people in charge and I looked at them looking at their watches. "I know, I've gotta leave," I said.

"No, you take as long as you need. We still have a lot to do down-

stairs," they said.

"Whew!" was I lucking out or WHAT?" I thought to myself.

By 10:00 we were finished and headed for home. We were exhausted and I couldn't wait to get to bed. I got into the house, took a shower and jumped into bed. I slept for about an hour and woke up with a start. "What did I forget?" was running through my mind. I lay awake until 4:30 a.m. Since there was no chance of going back to sleep I got up and got ready for the day. They were expecting between 800 and 1000 people to go through the show. I couldn't wait to get my share of the big bucks!

I left home and went into the crafter's area. A typical Christmas Craft Show. Tons of anything and everything in the Christmas venue. I found myself envious that I have no talent whatsoever when it comes to crafting. I walked by all the tables of so many things that people had put in so much time to make. Me, I can draw a Snoopy head....oh, and a duck made out of the "&" symbol. That's it.

I went to my table and waited for the show to begin. The first customer I had was looking at the dog sweaters.

"Who knits your sweaters?" he asked.

"Uh....some factory, I'd guess," I said smiling.

"I see," he said.

As the day wore on, I began to feel badly. I was selling so many treats and sweaters and toys but the crafters in the room weren't fairing as well as I. Some of them were giving me "looks" and they weren't good ones. The lady at the table next to me about jumped out of her skin every time someone would squeeze one of the latex footballs that were in a display. And everyone just HAD to squeeze them. And there was a kid who kept coming back and making all the roosters crow and kittens meow at



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Continued on next page

REQUEST READER SERVICE CARD #5779

The Show
Continued from page 46

the same time. We were both ready to choke him. But his dad was pretty “easy on the eyes” so the lady next to me and I didn’t complain.

Through the course of the weekend there was one guy though, who really stuck in my mind. The man bought a four pack of dog scarves. He paid me for them and I started to put them into a bag.

“I don’t want the bag,” he said. “In fact, I don’t even want the box,” he said. “I’ll just stick ‘em in my pocket,” he informed me.

“Ok, I can throw it away for you,” I told him.

He opened the box and as I held out my hand for it, he proceeded to tear it apart and I MEAN tear it apart. First the end flap on the right side, then the lid. Next the end flap on the left side. He handed me these piece by piece. Then he tore off the front of the box and the back. Next came the bottom and each end piece followed by the right and left sides. He was meticulous as he tore it apart. I glanced sideways at my “neighbors” as they too were watching this event unfold. The guy finished with the box and I stood there with my hand full of paper. He looked down at the scarves.

“What are these things?” he asked, feeling the velcro strips on each scarf.

“It’s velcro, so you don’t have to tie them on the dog’s neck.”

“Huh?” he asked. “Why would you put them on a dog?” he questioned.

“To make them look nice,” I explained.

“Heck, I thought they were handkerchiefs,” he said, shoving them into his pants.

I didn’t even ask about the box thing.....

Oil Spill Hair Mats Program helping Marine Life

Hair stylist, Phil McCrory, has developed a unique way of cleaning up oil spills to save the lives of marine animals. He teamed up with *Matter of Trust*, an ecological public charity, to form the Hair Mats Program. The program collects donated hair clippings to create mats of hair. The hair mats are then used to clean up oil spills. One square foot of hair mat (a half inch thick) can collect one quart of oil in one minute! Any type of hair can be used in the creation of these mats. Ideally shampooed hair is best. So, the call is out to pet grooming salons!

To participate in this program: One time donors can simply mail donations to the address provided below. Business Donors must first sign up for free in the business donor database program, ExcessAccess.org.

Next, set aside a designated garbage bag lined box. Sweep in all hair clippings only, (no gum, metal clips, wrappers, etc.). Simply tie the bag and tape the top of the box shut and mail to: Hair Mats Program, 1588 Carroll Avenue, San Francisco, CA 94124.

To learn more about the Hair Mats Program, visit www.MatterOfTrust.org.



Rags to Riches Grooming Contest

Double K Industries and Pet Groomer.com present the first annual Rags to Riches Grooming Contest open to all professional groomers. The contest will run

from January 1, 2009 until March 31, 2009. Grand prize: \$3000.00 in cash plus an assortment of Double K Dryers, Equipment and Shampoo products.

Visit the Rags to Riches link at doublekindustries.com for contest details. No purchase necessary to enter.

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REQUEST READER SERVICE CARD #5780

What does your Business Card say about you?

By Teri DiMarino

Business cards are a primary source of information to a customer. They can be fun or serious. Simple or elaborate. They provide vital bits of information about us in a quick glance. Many salons try to pack as much information on that little 2" X 3-1/2" piece of paper as they can, but is this always the smart thing to do?

GroomExpo 2008 was the venue for a business card competition sponsored by Kennel Connection / Blue Crystal Software. Over one thousand attending business owners entered their cards to be judged by a small, secret group of business-owning judges. It was not, as some people thought, a random drawing, but a full-fledged contest based on a certain criteria predetermined by a staff of judges.

While I have my own ideas of

how a good business card should be laid out, there are a few things that just make sense. A business card should be a clear, concise way for a customer to assess a company. Three things should be evident: who you are, what you do and how to contact you. These are three simple things that are often obscured by unnecessary information or graphics.

A customer should be able to look at a card, determine that it is, indeed, a place they want to do business with and how to get in touch with them. Any other details should be saved for a brochure, where expounding on the virtues of your salon, its people and policies are encouraged.

The salon name and logo should be prominent. Custom graphics can set a salon apart from others who

may use commonly found, public domain, clip art. A logo should be clear enough not to get lost when it is reduced to business card size, yet still look good and not blurry when it is blown up for a large ad or used in other media. This usually eliminates the average photograph, which can sometimes be too busy or distracting.

The salon phone number should always contain the area code and it should be large enough for the average person to read easily without glasses. If the salon has a website, list it. But don't take up valuable space by also listing an e-mail address. If the client wants to pop you a note, they should be able to easily find your contact information on your website.

Continued on next page

First Prize



Second Prize



Back



Your Next Appointment:

Back

Date _____

Time _____

What does your business card say about you?

Continued from page 48

If you are the owner of the salon, have you ever been frustrated when nearly every new customer wants YOU to groom their dog even though you have a full staff of very talented, capable employees? Could this be a result of having you have your name on the business card? If you keep it there you will continue to have this problem, making getting away for vacations tough and selling the business even tougher.

Keep a second set of cards for your personal use at trade shows, but keep your salon card generic and personal-identity free. The only exception to this rule is for the mobile groomer or private, one person salon. The client expects to deal with one person at these sorts of establishments, so



give them a name. I have actually seen cards where the owner's name is larger than the phone number. Put everything in order of importance and it's very important to me that the client be able to read my phone number!

Posting salon hours or prices on a card are a no-no, as these can change too easily. Any policies should be saved for the brochure. On a card you can list membership in any industry organizations, if there is room and it doesn't start looking too busy, but confine bragging about any awards to the brochure. This also helps equalize the multi-groomer salon so one person does not over shadow the others. Using the back as an appointment



card helps double its duty. Also, a good business card design should easily be able to double as a magnet.

Many business cards I see are clogged with so much information that those three important criteria are hard to find. "Who you are, what you do and how to contact you" should scream out when you pick up a card. Addresses are important (don't forget your zip code) but if you must list directions put them in your brochure or verbally tell the client.

These are just a few suggestions, as well as reasons the cards we selected were our winners. Your business card is a tool. Take a look at yours and see if it is working as hard for you as it could be.

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REQUEST READER SERVICE CARD #5783



New Product News



STAINLESS STEEL GROOMING TUB

Paw Brothers Professional now offers a professional hybrid grooming tub with a premium grade 304 stainless steel bottom. Tub includes a shampoo rack, silicon sealant,



stainless steel hair strainer and tub rack. The back splashes are reversible for right and left plumbing configurations. The plumbing holes on each side allow for 4" or 8" left or right faucet hookups. *Paw Brothers Professional Grooming Tub* is constructed of 20-gauge steel with an attractive off-white powder coat. Assembled tub measures 48" L x 25.75" W x 15.25" D with an overall height of 56.75" H. Request Reader Service Card #5725.

STAZKO PRODUCTS

Stazko Products has developed a new technically advanced conditioning formula that is designed to repair damaged coats, help with tangles, matting and eliminates static electricity. *Stazko's Conditioner* is a unique blend of conditioners, proteins and essential vitamins that provide custom conditioning to the areas that need it the most. *Stazko's Conditioner* has a properly PH balanced formula, and focuses on hydrating each hair shaft and closing the cuticle, while enhancing elasticity and moisture so you can expect exceptional body, manageability, and it provides a stunning coat gloss and sheen. *Stazko's Conditioner* may be diluted 5 to 1. Request Reader Service Card #5643.



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REQUEST READER SERVICE #5784

CANUS GOAT'S MILK IS "GOING TO THE DOGS"

It doesn't matter whether you're human or dog, fresh goat's milk is good for you. So good, in fact, the folks at *Canus Goat's Milk*, with the help of Lucie the founder's canine companion, just had to share it with their other four-legged friends. *Canus* is launching *Nature's Dog*, a line of All Natural goat's milk products for canine friends everywhere, which includes four dog grooming and treat products, appropriate for dogs of all ages. *Canus* offers *Nature's Dog All Natural Goat's Milk Shampoo*, *Nature's Dog All Natural Goat's Milk Shampoo Bar*, *All Natural Goat's Milk Healing Wipes*, and *Nature's Dog All Natural Health Treats*. Request Reader Service Card #5637.



iROBOT

iRobot knows keeping up with the mess in a busy salon can be a daily challenge. That's why they have designed the *iRobot Roomba 562 Pet Series*. You'll be amazed at the amount of pet hair, kitty litter, paw prints, dirt and debris *Roomba 562 Pet Series* picks up from carpets and hard floors. *Roomba 562* cleans where and when it's most convenient for you. *Roomba* efficiently navigates and vacuums the entire floor, under and around furniture and along walls, and automatically adjusts from carpets to hard floors. Two interchangeable cleaning bins provide the option for everyday cleaning or for larger than usual amounts of fur, kitty litter and pet food. Request Reader Service Card #5632.



STRAWBERRY LEMONADE

Strawberry Lemonade 50:1 Shampoo by Espree is a highly concentrated shampoo for professional use. May be used on any breed or coat type with optimal results. The dilution process is easy with a pre-measured dilution bottle designed for all *Espree* products. *Strawberry Lemonade Shampoo* deep cleans with generous lather, leaving a fresh fruity fragrance. Use a spritz of *Strawberry Lemonade Cologne* after grooming to enhance the fragrance. Request Reader Service Card #5638.



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REQUEST READER SERVICE CARD #5788

Irina Pinkusevich
Nature's Specialties 2008
Winners Circle Champion
Continued from page 8

Irina, "I just dive right in."

Fueled by her love of grooming and her desire to become a skillful stylist, Irina began attending grooming seminars and taking classes. "I went to dog shows and watched the dogs being groomed," said Irina. "Then I went back to the salon and practiced what I had seen."

"I love grooming dogs to breed standard," Irina states. "I especially love it whenever I get a dog in that has lots of hair and I can make a huge difference in the way it looks. Because I am small, I prefer to groom smaller dogs – but I will groom any dog no matter how big."

Two short years ago, Irina ventured into the contest ring. Her first competition was in Orlando, Florida where she took a second in her class. She found that she loved competing and became driven to perfect her grooming skills. She took private lessons from some of the super stars of the competition world and attended many seminars. And, Irina has every video that she could find that has anything to do with grooming techniques.

"Probably fifty percent of your success in the ring is getting your dog ready," stresses Irina. "I bathe and fluff the dogs I will use every week for about two months before a competition. And you have to keep the dogs in good condition, not overly thin or too fat. I use my own dogs, and I also compete with borrowed dogs. *Demitri*, the Poodle I used for the *Nature's Specialties Winners Circle Tournament*, is a retired champion that I borrowed from my friend."

"Except for spending time with my son, competing is the most exciting thing in my life," says Irina. "This is fun, fun, fun!"

"Strangely, I don't get nervous

at all before a competition. But I am so very excited that I can't sleep for several nights before a contest. Adrenalin keeps me up with excitement," says Irina. "After a competition, I am completely exhausted."

"When they called my name as the winner in the *Winners Circle Tournament*, I couldn't believe it!" Irina said excitedly. "I cried. It was a huge class filled with so many awesome, talented groomers. It is a very big honor to win this!"

Her victory in the *Nature's Specialties Winners Circle Tournament* gives Irina the first leg toward the fabulous *Triple Crown Jackpot*. The first groomer who wins the *Winners Circle Tournament* three times claims the ever increasing jackpot – which now stands at a whopping thirty five thousand dollars.

"These huge jackpots are bringing world-wide attention to the grooming industry," says Mary Meeks, president of *Nature's Specialties* and sponsor of the *Triple Crown Jackpot*. "And they are helping to educate the public. I have seen so much prestige and a whole new level of professionalism come into our industry because of these groundbreaking, exciting competitions."

Although Irina has only been competing for two years, this hard working whirlwind has her sights set on that *Triple Crown Jackpot* and has already collected an impressive list of victories.

So far this year, besides becoming the champion of the 2008 *Nature's Specialties Winners Circle Tournament*, Irina has also taken *Best In Show, Level A*, at the *Atlanta Pet Fair*. She was named *Best All Around Groomer* at the *All American Grooming Show* in Chicago. And, she was crowned the 2008 *American Groomer of the Year* at *Intergroom*.

Irina's accomplishments have earned her a spot on *Groom Team USA*. In fact, she is the 2008 point leader!

For the past three years Irina has been an instructor at the *Merryfield School of Pet Grooming* in Ft.

Lauderdale, Florida. Her students are amazed by her accomplishments and are eager to learn from the 'best of the best'.

"I am so honored," says Irina. "Because of me, a lot of my students have begun to compete. In fact, last year at the *Oster Career Start Competition* in Florida, my students placed first, second, and third. I cried when they won. It was very exciting! When someone you teach wins, that's even better than winning yourself."

What does the future hold for this amazing gal that thrives on accepting difficult and challenging situations?

"I love to teach," says Irina emphatically. "I know I will always want to do that. And, I will continue to compete. I really want to get a spot on the traveling *Groom Team* and go to Germany to compete next year. I'm working very hard to make this happen. This is my goal – I have to give it one hundred percent!"

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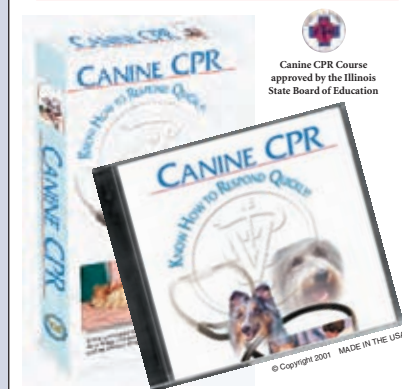
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www.barkleigh.com

Luxury Pet Pavilion Spring Trade Show

3/7/2009 – 3/9/2009
Los Angeles CA
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info@luxurypetpavilion.com
www.luxurypetpavilion.com

FLORIDA

Trainer Cruise to Jamaica – Carnival Destiny featuring Sarah Wilson

1/3/2009 – 1/8/2009
Miami, FL
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www.barkleigh.com

Global Pet Expo – APPMA

2/12/2009 – 2/14/2009
Orlando, FL
(203) 532-0000
www.appma.org

K-9 Down

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2/28/2009 – 3/1/2009
Tampa, FL
(813) 933-8944
gail.m.moore@gmail.com

GEORGIA

Atlanta Pet Fair

3/5/2009 – 3/8/2009
Atlanta, GA
(770) 908-9857
atlantapetfair@yahoo.com
www.atlantapetfair.com

ILLINOIS

All American Grooming Show

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

KENTUCKY

PetQuest 2009

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

MARYLAND

Backer's Pet Industry Spring Trade Show

4/3/2009 – 4/5/2009
Baltimore, MD
(312) 578-1818
hhbacker@hhbacker.com

MISSOURI

Groom Classic 2009

5/1/2009 – 5/3/2009
Kansas City, MO
(800) 705-5175
minkinternational@comcast.net
www.groomclassic.com

NEW JERSEY

Intergroom

4/16/2009 – 4/19/2009
Somerset, NJ
(781) 326-3376
intergroom@msn.com

NEVADA

SuperZoo

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

NEW YORK

Pet Fashion Week – Spring Show

2/8/2009 – 2/9/2009
Pier Sixty – New York, NY
(401) 331-5073
peffashionweek.com

Pet Fashion Week

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

PENNSYLVANIA

Groom Expo 2009

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

SOUTH CAROLINA

NDGAA

Carolina GroomFest 2009

5/29/2009 – 5/31/2009
Columbia, SC
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

TENNESSEE

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4/3/2009 – 4/5/2009
Knoxville, TN
(865) 769-0598
mrsrottie@concord-inc.com

TEXAS

Intl. Assoc. of Canine Professionals Annual Conference

3/19/2009 – 3/22/2009
Hutto, TX
(407) 469-2008
iaccadmin@mindspring.com
www.dogpro.org

WASHINGTON

Pacific Northwest Groom, Board and Boutique Show 2009

3/20/2009 – 3/22/2009
Tacoma, WA
(717) 691-3388
info@barkleigh.com
www.barkleigh.com

CANADA

Calgary Pet Industry Trade Show

4/26/2009
(800) 667-7452
www.pijaccanada.com

Western Pet Expo

5/3/2009 – 5/4/2009
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www.pijaccanada.com

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2009 Calendar
**Pet Pro Cruise to Jamaica –
Carnival Destiny**
featuring Sarah Wilson
1/3/2009 – 1/8/2009
Miami, FL

Groom & Kennel Expo 2009
2/12/2009 – 2/15/2009
Pasadena, CA

**Pacific Northwest
Groom • Board • Boutique
Show 2009**
3/20/2009 – 3/22/2009
Tacoma, WA

PetQuest 2009
Groom • Board • Boutique
(Cincinnati OH area)
7/23/2009 – 7/26/2009
Ft Mitchell, KY

Groom Expo 2009
9/17/2009 – 9/20/2009
Hershey, PA

2010 Calendar
Groom & Kennel Expo 2010
2/18/2010 – 2/21/2010
Pasadena, CA

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

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<p><i>My Groomer Sez...</i></p> <p><input type="checkbox"/> My coat was in excellent condition.</p> <p><input type="checkbox"/> I could use more brushing and combing.</p> <p><input type="checkbox"/> I had fleas and/or ticks.</p> <p><input type="checkbox"/> I should see my Veterinarian for:</p> <p>_____</p> <p><input type="checkbox"/> Other: _____</p> <p>_____</p> <p>_____</p> <p>Groomer's Remarks</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>MY PET'S REPORT CARD</p> <p><input type="checkbox"/> A+ I was A Little Angel!</p> <p><input type="checkbox"/> B I was a Paw-fect Pet.</p> <p><input type="checkbox"/> C I was satisfactory.</p> <p><input type="checkbox"/> D I'll Try harder next time.</p> <p><input type="checkbox"/> F I was a little Devil... But My Groomer Still Loves Me.</p> <p>I should be groomed in _____ weeks.</p> <p>My next grooming appointment is: _____ at _____</p>
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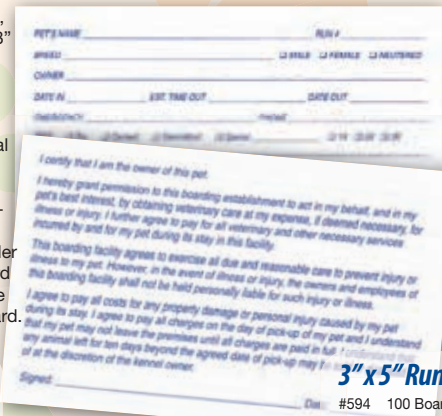
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#598	5000 Boarding Run-Kards	\$200.00

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 CARD #5802

Order online at www.barkleigh.com • (717) 691-3388

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

REQUEST READER SERVICE CARD #5803

Order online at www.barkleigh.com • (717) 691-3388



SUESAN WATSON
Certified Master Groomer

"Everyone needs Wahl, just try it once and you'll soon say, "How did I ever live without this clipper".



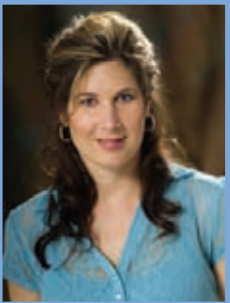
LISA LEADY
Certified Master Groomer

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



JUDI CANTU
Certified Groomer

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



DANELLE GERMAN
Certified Feline Master Groomer

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



JAY SCRUGGS
Certified Master Groomer

"Wahl has the most versatile clippers."



SUE ZECCO
Certified Master Groomer

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



ANNETTE QUICK
Certified Master Groomer

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

WAHL
Xtreme
Stylists

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



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DO YOU HAVE WHAT IT TAKES TO BE THE BEST?**



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REQUEST READER SERVICE CARD #5805

Dalrymple Claims **PETSMART** Best in Show



Level 2 • Best in Show
William D. Jividen Jr.



PETSMART GroomOlympics Best in Show
Greta Dalrymple
with Representatives
(L-R) Connie Bailey and Jeff Gibson



Level 1 • Best in Show
Jill Pipino

Photos by Animal Photography

Groom Expo 2008 Attracts Thousands!

“Chocolatetown, USA” welcomed over 4,400 groomers and pet professionals to *Groom Expo 2008*. The event was held Sept. 10 – 14 at the *Hershey Lodge & Convention Center*, Hershey, PA.

“Attendance was up 15% this year; with over 170 exhibitors,” show organizer, Sally Liddick, stated.

Artist Knox, winner of *Animal Planet’s Groomer Has It*, along with fellow cast members Jasper Asaro, Jon Bannon, Jorge Bendersky, Will Comparsi, Jonathan David and Kathleen Sepulveda conducted seminars, signed autographs and posed for pictures during the weekend event.

Grooming seminars, an *Animal Behavior Conference*, business and retailing seminars and various pet professional classes offered education and kept attendees up to date on certification and new techniques.

Groom Expo 2008 featured numerous grooming competitions awarding thousands of dollars in prize money. *PetSmart* sponsored *Best in Show*, awarding Level 3 Expert winner, Greta Dalrymple, of *Top Notch Grooming*, Niles, Michigan a \$5,000 cash prize; Level 2 Intermediate winner, William Jividen Jr., was awarded \$2500 and Level 1 Novice winner, Jill Pipino, won \$1000.

Nature’s Specialties presented *Winner’s Circle Champion*, Irina Pinkusevich with a \$2,500 cash

Continued on page 12



Groom Expo 2008 Competition Results

(BIC) Best In Class, (T) Technical, (P) Profile, (D) Difficulty

PETSMART GroomOlympics World Champion • Greta Dalrymple
Level 2 • William D. Jividen Jr
Level 1 • Jill Pipino

NATURE’S SPECIALTIES Winner’s Circle Champion
Irina Pinkusevich

BARKLEIGH Creative Styling Contest
Justine Cosley “My Little Pony”, Lisa Kloid “Wooftstock”,
Angle Kumpe “Caribbean Canine”
People’s Choice: Karen Sticklel “Panda Bear”

Andis Poodles

Level 3: Julie Wilkins, Irina Pinkusevich, Jonathan David;
Level 2: (BIC) William D. Jividen Jr., (T) Marilyn Wainwright, (P) William D. Jividen Jr., (D) Lisa Kloid;
Level 1: (BIC) Kristina Donoho, (T) Larissa Kalinina, (P) Kristina Donoho, (D) Amy Landis

Lambert Kay Sporting

Level 3: Greta Dalrymple, Komako Tanaka, Amy Triezenberg;
Level 2: (BIC) Marilyn Wainwright, (T) Susan Kelch, (P) Melanie Crowther, (D) Marilyn Wainwright;
Level 1: (BIC) Jill Pipino, (T) Jill Pipino, (P) Jaylyn Beaver, (D) Bridget T. Sullivan

Gibson-Governor Terrier

Level 3: Olga Zabelinskaya, Kendra Otto, Jonathan David;
Level 2: (BIC) Carol Basta, (T) Carol Basta, (P) Carol Basta, (D) Marc Vanderwal;
Level 1: (BIC) Larissa Kalinina, (T) Larissa Kalinina, (P) Dana Chronister, (D) Jon Bannon

Tropiclean

Mixed and Other Purebreds

Level 3: Jonathan David, Irina Pinkusevich, Hayley Keyes;
Level 2: (BIC) Joann Camilli, (T) Joann Camilli, (P) Carol Basta, (D) Joann Camilli;
Level 1: (BIC) Jayne Gallagher, (T) Jayne Gallagher, (P) Jayne Gallagher, (D) James Pesce

PetEdge Super Model Dog

Olga Zabelinskaya, Kitty Ponnet, Veronica Frosch

Off Lead & Animal Behavior

High In Trial Combined

Events Trophy
Bridget McAlister

Off Lead & Animal Behavior

Freestyle Invitational

Janis Mayr, Diane Frohman, Helen Gilbertson
(Honorable Mention) Eileen Hoyson

Kennel Connection

Business Card Challenge

Canine Carousel, Pawz & Clawz, Bonnie’s Pet Boutique

Groom Expo 2008 • GroomOlympics Winners

ANDIS Poodle Tournament with Marea Tully and Diane Betelak, Representatives



Level 3 Expert Best in Class • Julie Wilkins



Level 2 Intermediate Best in Class • William D. Jividen Jr.



Level 1 Novice Best in Class • Kristina Donoho

Photos by Animal Photography

GIBSON-GOVERNOR Terrier Tournament with Jerry Dubos, Manager of the Grooming Department



Level 3 Expert Best in Class • Olga Zabelinskaya



Level 2 Intermediate Best in Class • Carol Basta



Level 1 Novice Best in Class • Larissa Kalinina

Photos by Animal Photography

LAMBERT KAY Sporting Breed Tournament with Hilery Zusi, Grooming Show Representative



Level 3 Expert Best in Class • Greta Dalrumple



Level 2 Intermediate Best in Class • Marilyn Wainwright



Level 1 Novice Best in Class • Jill Pipino

Photos by Animal Photography

TROPICLEAN Mixed and Other Purebreds Tournament with Derrick Kassebaum, Director of Sales



Level 3 Expert Best in Class • Jonathan David



Level 2 Intermediate Best in Class • Joann Camilli



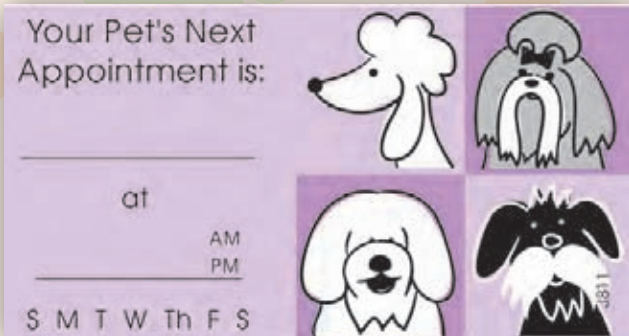
Level 1 Novice Best in Class • Jayne Gallagher

Photos by Animal Photography

Pet Appointment Kards



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



Bathtub Appt. Kard

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

Squares Appt. Kard

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

Brown Appt. Kard

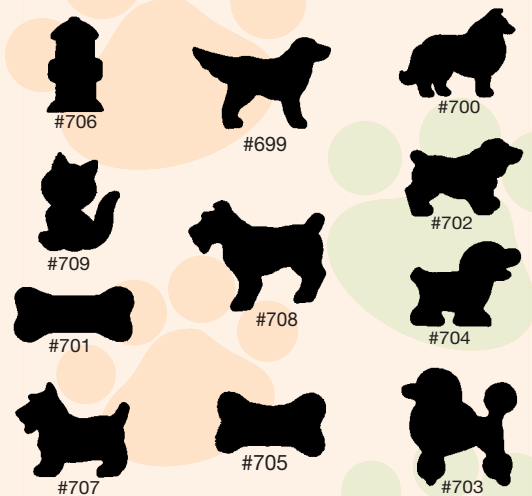
- #652 100 Pet Apt. Kards \$6.95
- #653 500 Pet Apt. Kards \$26.95
- #654 1000 Pet Apt. Kards \$39.95



Kanine Kookie Cutters

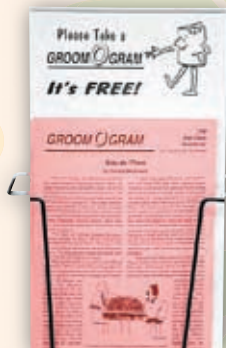
Sizes range from 2-3/4" to 4-1/2". Great for breed club treats, fundraisers, sandwich cutouts, treats for your customers' pets or kids, dough ornaments, and more. Dog Bone Recipes included FREE!

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



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

Display Holder



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

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

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

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

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



Gift Certificate (#GC)

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

REQUEST READER SERVICE CARD #5799

Order online at www.barkleigh.com • (717) 691-3388

Klip Kards Client Index & Extender Cards

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

Giant Klip Kard

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

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

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

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

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

Available Colors

Medium Klip Kard

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

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

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

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

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

Available Colors

Regular Klip Kard

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

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

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



REQUEST READER SERVICE CARD #5800

Order online at www.barkleigh.com • (717) 691-3388