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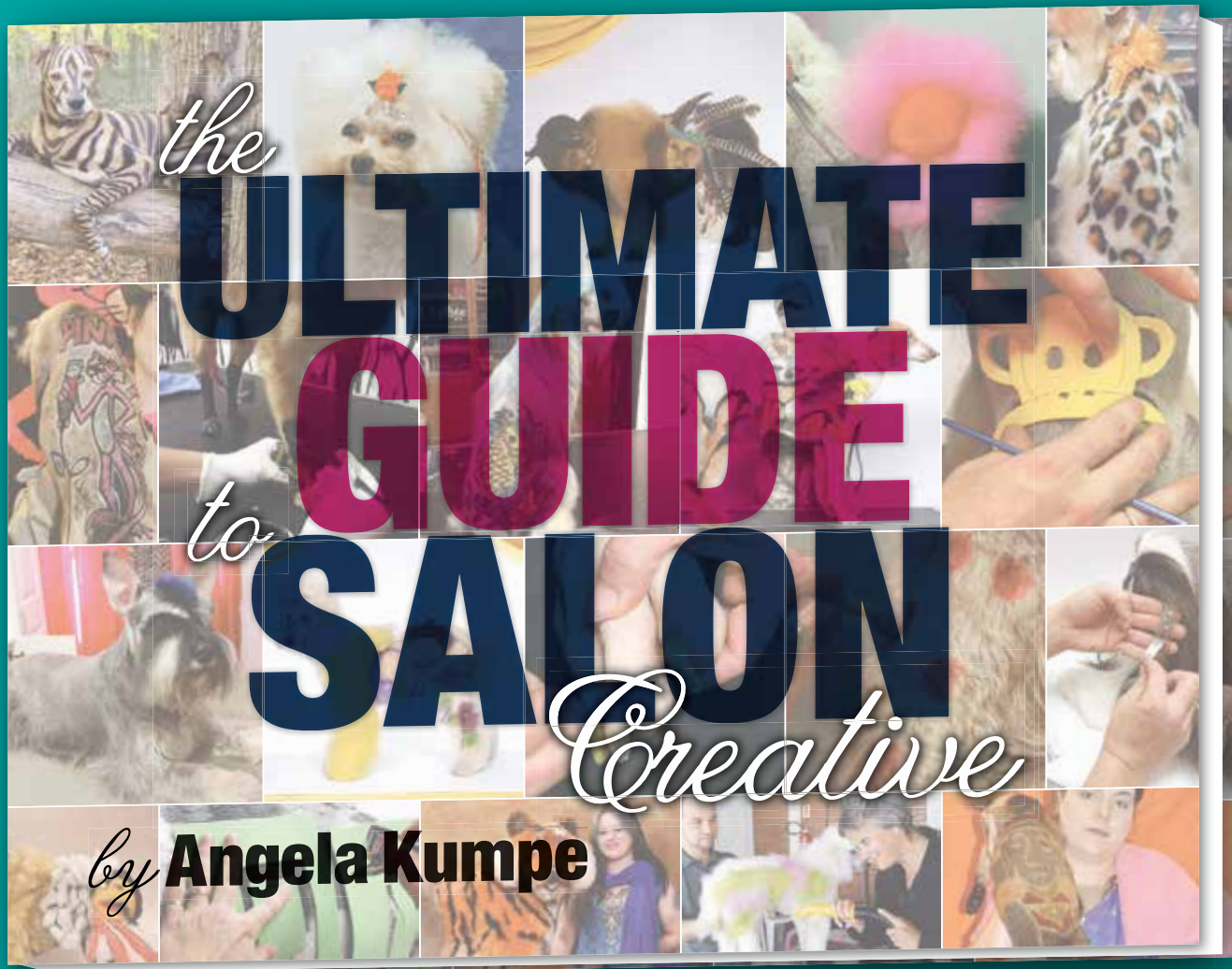
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ON THE COVER: Photo by Animal Photography.



TAKE A PICTURE

✎ by Bonnie Wonders-Trent ✎

I have been grooming dogs for 31 years now. I have often wondered just how many toenails I've clipped (not counting my own, of course), how many anal glands I've squeezed, how many Poodle feet I have shaved... The list goes on and on.

However, I think I've seen enough pictures of customers' dogs, their kids' dogs, and their neighbors' dogs to last me an eternity. In fact when ANYONE finds out what I do, that flashing sign on my forehead lights up. "Show me your dog," it apparently reads in neon. It seems I can't go anywhere without somebody whipping out a picture of a

dog on their iPhone.

Now, not to make fun of the elderly generation of which I am fast approaching myself. It's all I can do sometimes to not either crack up or just grab the phone out of their hand when they are trying to figure out just how to retrieve that precious picture of their pup. They're scrolling all over the place and finding every other piece of information those phones hold.

Case in point. One day I was minding my own business as I was trying to get in line at the bank. Within a couple minutes, a lady quite a few years older than me appeared in line behind

me. "Busy place today," the woman remarked to me. "Yes it is. I guess because it's after the long weekend," I commented. "I just came in to deposit some checks," she explained. Not that her comment was too surprising, seeing as how we were in a bank, after all. I nodded though. "Me too," I added to be courteous in responding somehow. "Do you have a job?" the woman asked. "Uh, yes," I said. "How nice for you! What do you do?" she asked as if she were surprised that I would/could work. I briefly wondered if I looked too rough or old to be working. "I'm a dog groomer," I said anyhow.




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“Uh, huh. Very cute,” I said, handing her back her phone. I really had no idea of what I had supposedly looked at.

Let the floodgates open! Her eyes became as big as the proverbial “saucers” as if the guy in line behind her had pinched her butt. “How WONDERFUL!” she exclaimed. “Oh, I love dogs!” she squealed. “I’ll bet you do too,” she said excitedly. “Well, I think you really do have to love them to stay working with them for as long as I have,” I agreed. “Oh, let me get my telephone out and show you some pictures of my Buffy,” the lady said as she started digging into her purse. After a minute or so, she produced her

phone. “I think I have it turned on,” she said, pulling her glasses down off her head. “OK. Yes, there we go,” she said triumphantly.

“Here it is,” she said. “Oh, that’s not it. Those are my coupons that I downsaved,” she said apologetically. “Downloaded,” I offered. “What?” she said still pecking at her phone. “I think you mean downloaded. Not downsaved,” I said quietly. “Or maybe it’s uploaded,” I said, rethinking my cell phone vocabulary. “Here it is,” the lady said proudly, handing me her

phone. The photo had been taken from so far away that what I assumed to be her dog looked about the size of a pistachio. “Uh, huh. Very cute,” I said, handing her back her phone. I really had no idea of what I had supposedly looked at.

“Next person in line,” the teller was saying. “I guess that’s me,” I said to the lady. “Oh, look! Here’s one of her on the couch covered up with a blanket.” I looked briefly at the phone. “I don’t think that’s a dog,” I told the lady as I squinted at the screen. “Uh, no I think that one’s my husband foot,” she said, looking totally confused. “Do you know how to work this thing?” she asked, trying to hand me back her phone. By this time, I had moved forward to the teller who had motioned for me, and the phone woman had come right along with me. “Ma’am, I still use a Trac phone. You’re way beyond my capabilities,” I told her.

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"Hi, can I help you?" the teller asked as I stood at her window. "Yes, I'd like to deposit these," I told her, sliding my bank stuff across the counter to her. "She's a dog groomer, you know," the woman informed the teller as if I worked for the CIA or something. "She said she just loves playing with the puppies," she added. I looked at the teller smiling as I raised my eyebrows. "Are you two together?" the teller asked, smiling back at us. "No, we just kind of met in line," I informed her. "Oh, here are some better pictures of my Buffy. Would you like to see them too?" the woman asked, offering her phone to the teller. "Yes, she's pretty," the teller said, glancing down at the phone, though not taking it from the lady. "Perhaps you should get back in line until I take care of Mrs. Trent's business," she said as gently as she could. "Next person in line," I suddenly

heard another teller announce. "I think that would be you," I said, smiling at the woman as I pointed to the other open teller. "Oh yes it would," the woman said. "I'll see if I can find more pictures to show you when we're done here," she said. "Uhhmm," I said nodding. As luck would have it, my teller was finished with my deposit and was handing me my receipt. "Thank-you!" I said quietly as I ducked backward and fled down the aisle to the door to make my escape.

Just in case you're curious though, did I ever show you a picture of my dog??? ☹



A vertical poster for the Groom & Kennel Expo. The top half has a blue sky background with a white bird flying. The text "GROOM & KENNEL EXPO" is written in large, white, bold, sans-serif letters. Below this, "FEBRUARY 20-23, 2014" is written in a smaller, white, bold, sans-serif font. "Pasadena Ca" is written in a white, cursive font. The bottom half of the poster shows a beach scene with waves crashing onto a sandy shore. At the very bottom, the website "groomandkennelexpo.com" is written in a white, sans-serif font.

A large graphic on a black background. The word "EVOLUTION" is written in a yellow, outlined, sans-serif font. A large, stylized purple letter "E" is positioned behind the word. A pair of silver scissors is positioned horizontally, cutting through the word "EVOLUTION".

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25

years

✧ by Kathy Hosler ✧

It all started with a small town groomer, her best friend, and a dream. Now 25 years later, Groom Expo is the largest show of its kind in the world!

“Groom Expo’s 25th anniversary has been a mind blower... So many people and such great energy,” exclaims an enthusiastic Daryl Conner, recipient of the 2013 Barkleigh Honors Award for Writer of the Year. “I have

had a fabulous weekend! I love being with this tribe of people!”

“It’s unreal,” adds Marlene Romani, inventor of the Clipper Vac Grooming System. “I was at the very first Groom Expo, and over the years I’ve seen it grow and grow. What an incredible idea Sally Liddick and Gwen Shelly had when they began this show. It’s absolutely remarkable what Groom Expo has become!”

The spectacular Hershey Lodge and Convention Center was bursting at its seams as the 25th anniversary of Groom Expo prepared to make history. From the moment the doors opened on Thursday until its close on Sunday afternoon, the action was non-stop in every corner of the convention center.

Mr. Frank Brown, Groom Expo’s welcoming host, faced a monumental task as he set out to personally greet

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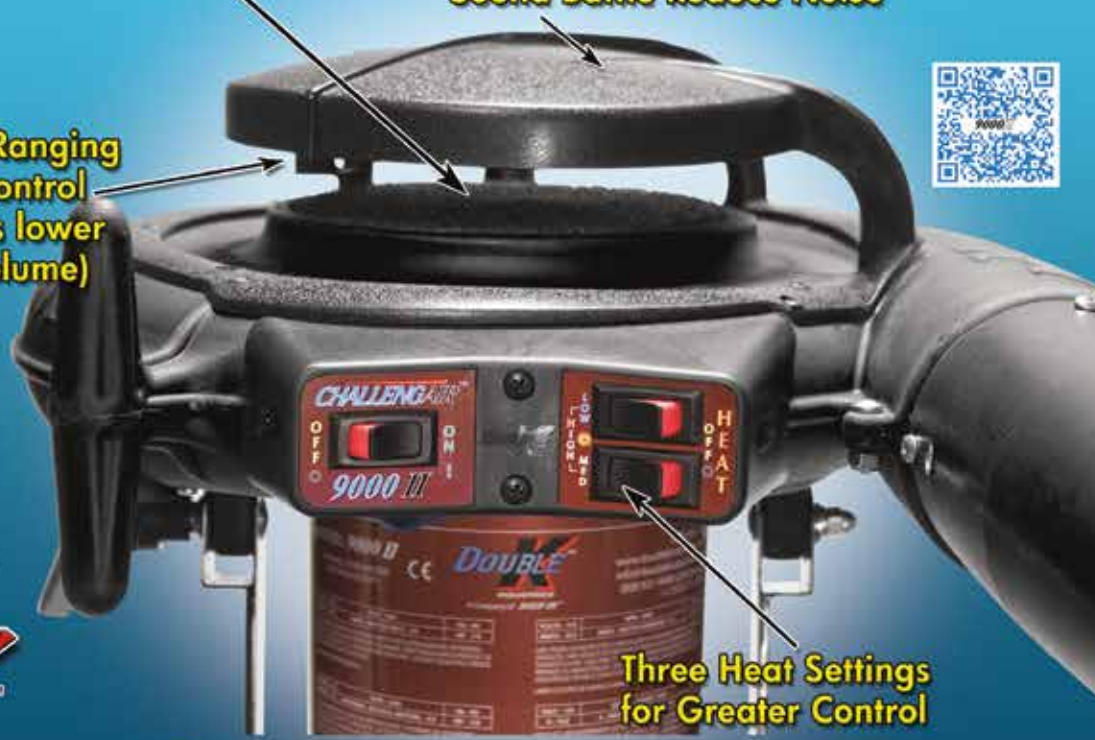
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the more than 4,600 attendees as they passed through the registration area of the convention center. Groom Expo had people from many countries attending, and Mr. Brown did his best to greet each of them in their native language.

Thursday started off with powerhouse speakers Joey Villani (the Dog Father) and Colin Taylor, who flew in from England especially for the show. Their enthusiasm and that of the other speakers set the tone for a weekend full of "WOW" moments.

There were many first-timers at Groom Expo this year. To familiarize them with the layout, Joanne Russell (Sparkly Barkleigh) gave guided tours of the convention center and trade show area.

"I've been grooming for 17 years, but this is my first time at Groom Expo," says Dawn Kinney of Woodstock, Georgia. "I loved the diversity of

speakers. I especially enjoyed Jonathan David, Irina Pinkusevich, and Kendra Otto. I got so much valuable information and great tips to improve my skills."

"I've only been grooming for two years," says Christine Martinelli of Ashburn, Virginia. "Groom Expo is the perfect place to gain knowledge of products and groom styles as well as technique. I was super excited to attend the Queen of Color seminar, because I hope to offer color to my clients in my new salon."

All throughout the weekend there were seminars given by the Legends of Grooming. Dawn Omboy, the Queen of Color, was one of these elite presenters who shared the knowledge that she has amassed throughout her many years in the grooming industry.

Groom Expo draws people in all stages of their careers, from wannabees and new groomers to seasoned

veterans, folks looking to make a career change, or salon stylists who are thinking about going mobile. "I'm a wannabe groomer here for inspiration, education, products, and fun," says Julie Becker. "I'm a retired nurse from Annandale, Virginia, but I'm originally from the UK. I wanted to experience the best grooming show in the world, so I got the Groom Expo VIP package. I am going back to the UK and will get my groomer training in my home town of Grimsley in Lincolnshire."

Julie, as well as all the other attendees, got to shop at the biggest trade show of all time. There were more than 170 booths filled with anything and everything that a groomer could ever want or need. From the moment the trade show doors opened, the aisles were filled with enthusiastic shoppers who got to see new products debut, watch grooming demos, connect with other groomers, and talk

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“My favorite part of Groom Expo is the trade show,” says Stephanie Freiler of Allentown, Pennsylvania. “With all of the vendors, it really is the best place to learn about all the newest products. I was shopping for scissors, and I could try them on to get the right fit. The discounts are great too!”

about the products and equipment that they like and use. If you spent just five minutes at each booth, it would take you over 14 hours to make it through the trade show.

“My favorite part of Groom Expo is the trade show,” says Stephanie Freiler of Allentown, Pennsylvania. “With all of the vendors, it really is the best place to learn about all the newest

products. I was shopping for scissors, and I could try them on to get the right fit. The discounts are great too!”

There were more than 30 first-time exhibitors at this year’s trade show. “This has been our first time to exhibit at Groom Expo, and it’s been phenomenal,” says Todd Mizer of Tenda Groom Pet Products. “We’ve been so well received. We brought lots

of product, but I don’t know if we will have enough to last to the end of the show.”

“This is our first Hershey show, and it’s been incredible,” says Adrian Mitchell of Clipp-Aid. “We asked groomers to bring their dull clipper blades, and we’ve been sharpening them with Clipp-Aid while they watched, and the groomers are going absolutely wild for it!”

Amy Hicks, CEO of Aromalettes, says, “We premiered our products at this year’s Groom Expo. We knew that launching our products at Hershey would be a great way to start our business.”

Besides shopping, the attendees were able to watch the exciting GroomOlympics grooming competitions that got underway on Friday. The Lambert Kay Terrier Tournament and the All Other Purebreds Tournament

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were held on Friday. On Saturday, the Nature's Specialties Sporting & Salon Freestyle and The Andis Poodle Tournaments were held. Audience members could watch the competitions from start to finish and pick up some great tips and ideas to improve their grooming.

After a full day and evening of seminars, grooming contests, and trade show activities, the Opening Night Masquerade Party was held. It was a spectacular event with Mr. B providing non-stop entertainment and music, and the party goers, all decked out in their magnificent costumes, filled the dance floor.

Not to be outdone by Friday's events, Saturday exploded with 28 educational seminars covering business topics, cat grooming, breed trims, the science of skin, and much more. Educating groomers was of the utmost importance to Sally Liddick. That's why

Groom Expo has always been known as the learning seminar, and this year's lineup was packed with star-studded speakers and riveting topics from start to finish.

Many of the groomers took a break from learning and shopping to enjoy a luncheon hosted by Missi Salzberg along with assistance from the always entertaining Mr. B. These luncheons are the perfect time for groomers to network with each other, make new friends, and enjoy great food.

Another popular hotspot of the expo is the Silent Auction. It was started many years ago to raise money for groomers in need and for other worthwhile projects. This year, all of the proceeds will go to Gifts of Love International. Row after row after row of items are displayed. You never know what you will find there—and that's part of the excitement. The auction items range from handcrafted objects

donated by groomers to whimsical novelties and grooming-related "stuff" as well. There are often good-natured bidding wars for some of the most popular items. The amount raised for Gifts of Love this year was more than \$15,000.

The Saturday night awards activities were held in the elegant Hershey Lodge Ballroom. The evening began with a magnificent banquet that was expertly prepared by the award-winning chefs of the Hershey Lodge. That was followed by the GroomOlympics Best In Show Awards. The Best in Group First Place winners from the Friday and Saturday Tournaments entered the ballroom. They showed off their dogs as they paraded them one at a time for the spectators. Then they placed the dogs on tables for the judges to examine once more and make their final decisions.

The crowd fell silent and intently



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watched as the judges prepared to crown the PetSmart Best In Show winner. Amid tumultuous applause, the BIS Trophy was placed in front of an ecstatic Mackensie Murphy, who had just been crowned the GroomOlympic World Champion for her black American Cocker Spaniel.

Immediately after the presentation of the Best In Show awards, the Abstract Creative Runway Competition began. There were contestants who executed designs on their dogs to match their dresses, shoes, or even their earrings. There was even one contestant that hand-stripped a design into the coat of a Miniature Schnauzer. Awesome and fabulous would really be understatement when trying to describe the creativity that these competitors put into their designs. After what had to be a difficult decision, Kelly Knight and her white Standard Poodle took

home first place honors, a \$1000 prize, and a gorgeous trophy.

Then it was on to the crowning glory of the evening: the Barkleigh Honors Awards. Missi Salzberg, dressed for the occasion in a snazzy tux, hosted the Honors Awards Ceremony with Colin Taylor as her co-host. One by one, the categories and nominees were announced from Product of the Year to Speaker of the Year and Contribution to the Industry Award. As each winner's name was announced, they made their way up on the stage and gave an acceptance speech.

The final award of the evening was the Sally Liddick Lifetime Achievement Award. It is presented each year to someone who has impacted and improved the grooming industry in a big way. This year, the award was presented to long-time industry icon Judy Bremer-Taxman.

"I think that Judy was the first speaker to bring fun, excitement, energy, and a passion for grooming when she gave her seminars," said Todd Shelly, president of Barkleigh Productions. "She made you excited to be a groomer!"

Sunday, the final day of the 25th anniversary of Groom Expo, began as it always has: with morning devotions and the Gospel Breakfast. This year, Jon and Tiffany Aitken were the gospel presenters. The couple shared Tiffany's near death story and her amazing journey back. The Aitkens told of their journey of faith through their songs, many of which they had composed themselves.

Also on Sunday morning, the Rescue Roundup was underway in the Red Clipper Contest Arena. The idea behind this competition is to groom dogs from rescue organizations to give

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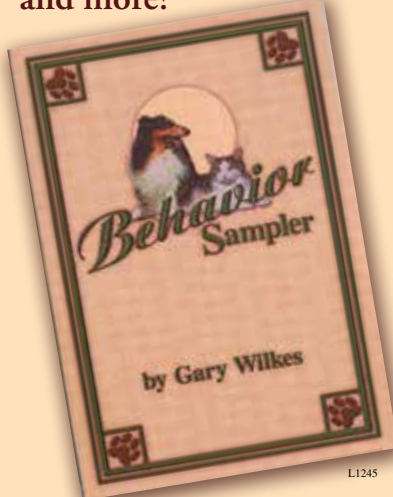


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In celebration of the 25th anniversary of Groom Expo, one lucky attendee would win a free pass to Groom Expo for the next 25 years. That prize, worth over \$10,000, was won by Brandi King.

them a better chance of being adopted. The groomers who entered this competition had no idea which dog they would groom until that morning. The dogs ranged in size from a small Pomeranian up to a Golden Retriever and an Airedale.

The groomers were patient and gentle with their new charges, some of whom may have never been groomed

before. The transformations were astounding, and by the end of the competition, you would never have guessed that they were the same dogs that walked on stage that morning.

Right after the Rescue Round-up, Groom Expo holds a Mobile Round-up in the parking area just outside of the convention hall. There was an awesome collection of self-contained units,

pull-behind trailers, converted truck campers, and more. Going mobile can be a big investment for a groomer. This event allowed groomers to tour every one of the mobile units that were on display. They could compare them and see which one might be right for them.

All during Groom Expo, giant Hershey Kisses were given out to attendees who could answer trivia questions. By far, the biggest giveaway of the expo was yet to come. In celebration of the 25th anniversary of Groom Expo, one lucky attendee would win a free pass to Groom Expo for the next 25 years. That prize, worth over \$10,000, was won by Brandi King.

If it's Sunday and you're at Groom Expo, the word of the day is Creative! The highly anticipated Creative Styling Tournament is by far the most watched event of the Expo. In many ways, it is like watching a float for the

Santa **Claws** is coming to town!



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SCOTTISH TERRIER

Coat Characteristics:

- Minimal Shedding
- Clipping Required
- Undercoat

AKC Breed Group:

- Terrier

Fur Shine Grooming: the Scottish Terrier must be hand stripped.



Grooming Instructions

1. Ear Cleaning: First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a Hairmat® hair puller. Then, clean the inside of the ears using cotton balls lightly dampened with an ear cleaner.

2. Wipe the corner of the eye and under the eye with a cotton ball moistened with saline solution to

6. Clip the hair from the stomach area, from the groin to the navel, using a #10 blade.

7. Brush the coat quickly with a slicker brush or dematting tool to loosen any tight mats. If the dog is on a regular, frequent grooming schedule, the body pattern will be put on after the bath. If there is excessive coat, remove it by presetting the body pattern before

Use an Aaronco® coarse stripping knife to card the coat to remove as much undercoat as possible before clipping. A longer blade will give a more proper look and make it easier to blend pattern lines.

10. Using a #2 snap-on comb, #4, #5, or #7 blade clip from the base of the skull down the back stopping about one inch before the base of the tail. This hair is

Understanding the Lines:

Direction of stroke used for clipping pattern.

Indicates a distinct pattern with other hair keeping over it.

Indicates a distinct pattern line with no blending.

Indicates a pattern where two different blades are used next to each other to accomplish different lengths of coat without needing to blend the lengths since they are very similar.

Illustrates a general shape or appearance.

Indicates a gradually blended area. The darker shading indicates shorter hair which gets longer as shading becomes lighter. There should be no distinct line as hair becomes longer.

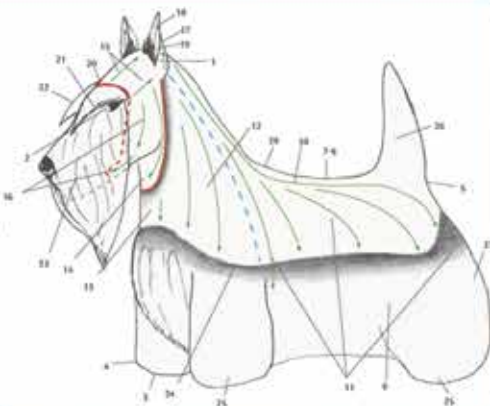
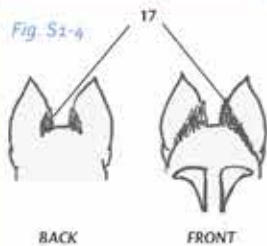


Fig. S1-4



BACK

FRONT

Fig. S1-5

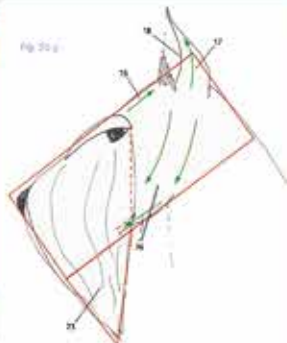
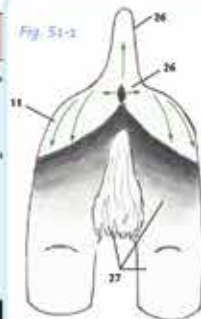
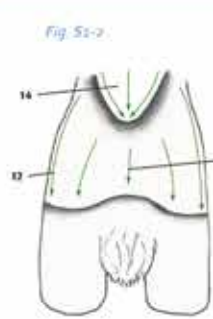


Fig. S1-2



REAR OF DOG

Fig. S1-3



FRONT OF DOG

Fig. S1-6

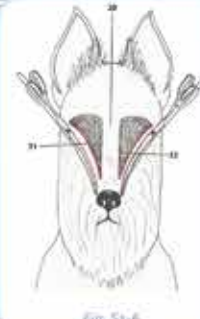
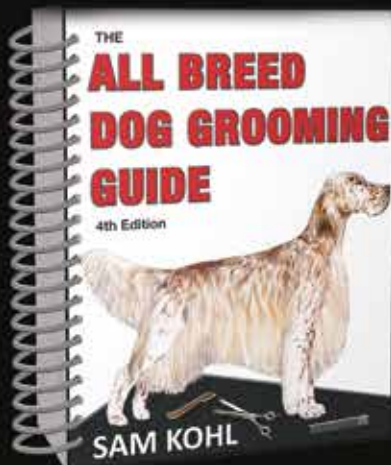


Fig. S1-7



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Macy's Thanksgiving Day Parade being created from the ground up. The competitors start with an idea, then they build on it, and the finished product is simply amazing: the vivid colors, the interesting themes, and the exciting presentations!

Many of the contestants plan their designs months in advance. As they entered the arena, most of the dogs were unrecognizable multi-colored fur balls, but as the competition progressed, fuzzy caterpillars, speedy Road Runners, and Caped Crusaders became sculpted on the living canvases. This competition draws interest from all over the globe. A documentary film crew from the UK came over just to cover the Creative Styling Competition.

Everyone who enters the Creative competition has his or her sights set on winning the People's Choice Award and appearing on the cover of Groomer to Groomer magazine. As the time to

select the People's Choice winner drew near, every seat in the arena audience was filled. There were people standing in the aisles and backed up far into the trade show area. Each person had their favorite entry and planned to clap and cheer them on to victory.

The field was narrowed down as the crowd favorites appeared. In the final clap-off, Adriane Pope's entry, "When You Wish Upon a Paw," was jubilantly declared the winner of the People's Choice Award. Her winning entry featured characters from the "happiest place on earth" (Disney) and claimed the victory at the "sweetest place on earth" (Hershey, PA). An awesome combination to be sure!

As the tumultuous applause began to die down, the judges awarded their top three placements in the competition. The crowd again roared their approval with each choice. The first place winner, Su Eld-Weaver, traveled from England and brought her own dog to

use in the competition. Her fantastic entry portrayed scenes from a day in the life of a geisha. After all the placements were made, audience members flooded the stage to take pictures and videos of all the incredible entries and to ask questions to all of the creative artists.

The 25th anniversary of Groom Expo was drawing to a close. The more than 4,600 attendees got to experience all of the excitement, energy, fun, shopping, networking, creativity, friends, dogs, and chocolate... all because of a small town groomer, her best friend, and a dream.

Thank you Sally and Gwen! <3

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I'm Ben*



*And I'm
Caroline*

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A little over four years ago, we opened **Spot Pet Care**, our own pet grooming business in Mill Valley, California... just over the Golden Gate Bridge from San Francisco.



We loved our new pet business, but we quickly found that we were always short on time. Basic tasks, like calling customers to remind them about their appointments and keeping our paper calendar up to date, took up so much of our day. We knew activities we should do to grow our business, but they always got pushed to “tomorrow.”

To solve these problems we developed...



Store Vantage helps us manage our schedule, keep track of what makes each customer happy, and build our business. Our system:



Lets clients book online, when it's convenient for them, so we don't miss out on appointments.



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Generates positive reviews from our loyal clients by asking for feedback after each visit and posting the glowing reviews on our website and Facebook page for everyone to see.

Store Vantage started as a simple solution for Spot Pet Care, but today, hundreds of pet grooming salons across the country use it to run and grow their businesses. Learn more about Store Vantage and see how it can help you succeed.

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*Sincerely
Ben and Caroline*

Co-Founders, Spot Pet Care and StoreVantage

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GROOM EXPO 2013 CONTEST RESULTS

BEST IN SHOW



Mackensie Murphy, Best in Show winner with Connie Bailey of contest sponsor *PetSmart*.

CREATIVE STYLING



Su Eld Weaver, *Groomer to Groomer* Creative Styling First Place winner.



Cat Opson, *Groomer to Groomer* Creative Styling Second Place winner.



Jean Honsinger, *Groomer to Groomer* Creative Styling Third Place winner.



Kelly Knight, Creative Runway First Place winner.



Lori Craig, Creative Runway Second Place winner.



Angela Kumpe, Creative Runway Third Place winner.

RESCUE ROUND-UP



Jessica Kloid, *Barkleigh Productions* Rescue Round-Up First Place winner.



Linda Jomphe, *Barkleigh Productions* Rescue Round-Up Second Place winner.



Yoshiko Winner, *Barkleigh Productions* Rescue Round-Up Third Place winner.



Cat Opson, Poodle Open Division First Place winner with Felix Gresham of contest sponsor *Andis*.



Julie Pantages, Poodle Open Division Second Place winner with Felix Gresham of contest sponsor *Andis*.



Naoko Masuda, Poodle Intermediate Division First Place winner with Felix Gresham of contest sponsor *Andis*.



Yoshiko Winner, Poodle Intermediate Division Second Place winner with Felix Gresham of contest sponsor *Andis*.



Misty Nuss, Poodle Intermediate Division Third Place winner with Felix Gresham of contest sponsor *Andis*.



Stephen Kropf, Poodle Entry Division First Place winner with Felix Gresham of contest sponsor *Andis*.



Teresa Purchase, Poodle Entry Division Second Place winner with Felix Gresham of contest sponsor *Andis*.



Olga Zabelinskaya, Salon Freestyle Open Division First Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Nick Waters, Salon Freestyle Open Division Second Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Kat Worley, Salon Freestyle Intermediate Division First Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Bridgett Stewart, Salon Freestyle Intermediate Division Second Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Misty Nuss, Salon Freestyle Intermediate Division Third Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Miyu Hirai, Salon Freestyle Entry Division First Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Ashley Burger, Salon Freestyle Entry Division Second Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Ai Ishikawa, Salon Freestyle Entry Division Third Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Erin McLaughlin, All Other Purebreds Open Division First Place winner.



Olga Zabelinskaya, All Other Purebreds Open Division Second Place winner.



Naoko Masuda, All Other Purebreds Intermediate Division First Place winner.



Yoshiko Winner, All Other Purebreds Intermediate Division Second Place winner.



Matthew Welch, All Other Purebreds Entry Division First Place winner.



Helen Schaefer, All Other Purebreds Entry Division Second Place winner.



Ann Schultz Moore, All Other Purebreds Entry Division Third Place winner.



Mackensie Murphy, Sporting Open Division First Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Lara Latshaw, Sporting Intermediate Division First Place winner with Mary Meeks of contest sponsor *Nature's Specialties*.



Michelle Worthy, Sporting Entry
Division First Place winner with Mary Meeks
of contest sponsor *Nature's Specialties*.



Debra Nickey, Sporting Entry
Division Second Place winner with Mary Meeks
of contest sponsor *Nature's Specialties*.



Nick Waters, Terrier Open
Division First Place winner with Anndé Bradley
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Olga Zabelinskaya, Terrier Open
Division Second Place winner with Anndé Bradley
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Shannon Moore, Terrier Open
Division Third Place winner with Anndé Bradley
of contest sponsor *Lambert Kay*.



Kat Worley, Terrier Intermediate
Division First Place winner with Anndé Bradley
of contest sponsor *Lambert Kay*.



Joanne Camilli, Terrier Intermediate
Division Second Place winner with Anndé Bradley
of contest sponsor *Lambert Kay*.



Glenda Essic, Terrier Intermediate
Division Third Place winner with Anndé Bradley
of contest sponsor *Lambert Kay*.



Stephanie Montreuil, Terrier Entry
Division First Place winner with Anndé Bradley
of contest sponsor *Lambert Kay*.



Stormie Doyle, Terrier Entry
Division Second Place winner with Anndé Bradley
of contest sponsor *Lambert Kay*.



Krista Creekpaum, Terrier Entry
Division Third Place winner with Anndé Bradley
of contest sponsor *Lambert Kay*.



MARKETING *with* HEART *on* FACEBOOK

Last week, I attended a marketing and small business development seminar hosted by the local Chamber of Commerce. I am so used to participating in or teaching marketing and business strategy for pet-related businesses specifically, so I was curious to hear another perspective. The woman leading the program had an extensive background in brick-and-mortar store development, as well as online business strategies. Although much of the material she presented was familiar to me, this program did

reinforce what I already believed to be the most powerful marketing tool for the independent pet professional, which is social media.

When I first decided to write about this subject, I was going to dive into a step-by-step instruction manual on how to set up a business page, but it's been done hundreds of times. Just Google it! One link that is very succinct with great images to guide you is <http://www.socialmediaexaminer.com/how-to-set-up-a-facebook-page-for-business/>. After realizing the over-

whelming amount of guides online, I am redirecting this article to why it is so important for you as a small business owner, specifically caring for peoples' pets, to have a presence and ongoing dialog with your customers on Facebook.

Making the decision to choose a professional pet pro, whether it's a groomer/stylist, daycare provider, trainer, or veterinarian, is a very personal one. I always come back to the "emotionality" of this decision when I speak at conferences. I liken it to, yes,

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choosing a pediatrician for my daughter. Choosing Dr. F to be my baby's pediatrician was easy, because I love him and I trust him. It is the same for pet owners! They want someone they can love and trust to care for their pets. In deciding to entrust Evangeline's care to Dr. F, I also recognized that I would be having an ongoing relationship with him and his office possibly for the next 18 years. That is a commitment, in my mind, and one my wife and I thought about seriously.

There are many reasons we chose Dr. F. He is in our community, he is accessible, and he is exceptional at what he does. He is extraordinarily kind and patient (very important for me, as I am a wee bit over-protective and I love to worry). I know all of this because I have been in this community my whole life. What if I weren't, though? What if I just moved to town and had to make

a decision about care for my daughter? I would most likely ask friends that use similar services, right? I would also see what businesses they like on the social network we share, which is Facebook. In this marketing sense, Dr. F doesn't have a strong presence for newbies in town. His practice doesn't utilize a Facebook page, and I think they are missing the boat on FREE marketing.

Are you missing the boat? Do you have a great Facebook page? Do you regularly engage your fans? Do you post pictures of their "kids" of the four-legged variety on your page? Do you personally respond to their comments and feedback? If you do not, you are missing out on one of the best free marketing tools available to you as a small business, and you need to get on board!

I don't typically throw numbers at readers, because they can feel so over-

whelmed when you are one person running one business. It can make you feel disconnected when you hear "millions" of users; however, when I break numbers down to percentages and smaller figures, it makes sense more easily.

THINK ABOUT THESE FACTS:

There are five new profiles created on Facebook every second of every day, meaning the audience is growing exponentially every day!

From 2010 to 2011, there was a 48% increase in the number of people that log on daily.

Almost 30 % of these people are between the ages of 25 and 34, which is a prime market for pet owners.

With 53% of users being female and 47% male, you are able to reach both genders effectively on Facebook.

Pet owners frequently feature their dogs and cats on their Facebook page as part of the family.

In the last three years, the number of businesses that say Facebook is critical or important to their marketing and business success has increased by 75%.

All of the figures are impressive without question. My Facebook pages for

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my businesses are very effective, and we have enjoyed many new customers from this social media, but why? What is it that we want to create on Facebook as professional pet care people? Anyone can throw up a Facebook page for fans, but what is your goal?

My goals on Facebook are to create a community of pet-loving fans that interact with one another and to try and convey the sense of love and intimacy that we have inside the store on a daily basis. What I am always thinking of is a sort of tight circle of people that “get it!” They get us. They understand who we are and what we are trying to provide to our customer base. It’s a little “Ya-Ya Sisterhood” in terms of being a bit of a circle of people in the know about this great place called The Village Groomer and Pet Supply.

What are the key elements and ongoing techniques to creating this “intimate” business page on Facebook?

If you currently have a Facebook page but are not getting a lot of marketing success from it, what can you do differently to boost engagement with fans?

Be personal, but not too personal. Part of creating an inner circle on Facebook for your business is letting your customers experience a feeling when they see your page, a sense of limited intimacy. For instance, I frequently post pictures of my daughter with our menagerie of animals. People have watched her grow from day one, and they love to see her. I also post pictures and stories about my own herd of hounds and goats and chickens. My customers love hearing about a pinch of my personal world—but just a pinch. I am a very private person when it comes right down to it, so there is a balance.

Offer great deals for Facebook fans only! Make them for that day only and see if you get any response. Offer something special to anyone that

becomes a friend. You can see who joins at any time utilizing Facebook analytics.

Be very active. Post every day. Keep in mind that customers log on to Facebook more than once a day, so provide them with something to see or an interesting bit of information related to pets. Create an ongoing dialog like you are talking to a friend.

Share stories about your customers and cool things they do, especially if related to pets. If someone rescues a pet, throw a little birth announcement out there!

Recognize your customers’ losses if their pets pass. We try to honor the pets we care for and their families for these long-term connections we’ve had with them. Many other fans will jump in and send them love.

Send “shout-outs” to people you know are fans about cool things happening in their life. My dad always said



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Lindsey Dicken 148	2012 Team Members	Jennifer Lee 30
Irina Pinkusevich 115		Nicolas Waters 24
Veronica Froesh 101		Michelle Breen 16
Olga Zabelinskaya 78		Kristen Clyburn 12
Amy Triezenberg 48		Sarah Moon 12
Tammy Siert 43		MacKenzie Murphy 12

READER SERVICE CARD #10610

he did some dog grooming and a whole lot of talking! If someone mentions their kid got accepted to school, find a cool graphic and put it on your page! Post community events and items of interest for pet people: links to pet walks, rescue days, fundraisers, etc. Let people know what is happening in their own backyard.

Upload, upload, upload! Pictures are priceless! Feature makeovers and funny pics of dogs in the tub! Customers love to see their own pets featured, and other owners always chime in!

Have photo contests with customers submitting digital photos to your page! In March, we had a St. Patty's Day contest that got many funny pics of dogs in all sorts of Celtic outfits—with beer, of course.

Feature cool bits about your business from the past! I will throw up a picture of me in the shop from the '70s, and my customers will pick on me ruthlessly about my bad haircut

or bell-bottoms, but it gets a rise and engages people, and that is the point. I also post pictures of my late father on certain anniversaries, because the business has been around for almost 44 years, and many of our customers knew my dad. I also kept my customers informed about my mom when she was ill a few years ago, and they sent her more messages than I can count.

In my mind, the goal is engagement and a sense of intimacy. You may not be able to create intimacy if your product is duct cleaning or hardware, but we, as professional pet care people have an intimate relationship with our customers on a certain level. It is up to us how close we do or don't get, but a warm, inviting Facebook presence speaks volumes for your business if it is designed with the love of pets and their peeps in mind!

Finally, when you do get that awesome Facebook page up, ask your fans to share it! Don't be shy! We jumped

over a hundred "likes" when I simply said, "If you love the Village Groomer, share this page with your friends!" The Facebook fans in my "Ya-Ya Sisterhood" were happy to do so!

Here are our numbers from last week, just for fun!

We had 47 new page "likes."

We reached 1,087 people with posts and shares.

We picked up eight likes from one of our fans recommending us to another person.

We were "shared" by 18 customers to their own personal pages, introducing the Village Groomer to a whole new untapped audience! ☺

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END CARE *and* GRIEF

✧ by Mary Oquendo ✧

In the second pet first aid class I taught, someone suggested we bring a live dog. With that thought, Ricky, my golden retriever, joined the crew. Ricky loved coming with us to workshops and tradeshow. In fact, he would walk the trade show floor liked he owned it. Ricky knew everyone loved him and was usually greeted by his human friends well before I was even acknowledged. Ricky took great delight in stopping by Sue Zecco's booth for some loving and to torment her poodles.

Ricky's last show was the Atlanta Pet Fair. It was also Spirit's first show. It was evident that Ricky took his role as a mentor to Spirit seriously. When Ricky and Spirit went outside for their morning constitutional, Ricky would grab Spirit's lead and run him to the elevator. I believe Ricky would have been embarrassed if Spirit had an accident in the hallway. What we did not know at the time was Ricky had an aggressive heart tumor that was spreading throughout his body.

Three weeks before Intergroom, Ricky collapsed while playing outside. His gums were pale. We brought him to the veterinarian, who immedi-

ately referred us to the specialists at Katonah Bedford. The specialist informed us that due to the location of the tumor on his heart it was inoperable. Chemotherapy was not an option either as the cancer had already spread throughout his body. The prognosis was that we would have our friend with us for only a couple of hours to a day or so. The specialist was surprised Ricky had made the trip to their office. Needless to say, we were in shock.

From that moment, the five stages of grief were set in motion.

DENIAL

This is not happening. This is really NOT happening.

ANGER

This is not fair. I take good care of my pets. Ricky had a full check up and cancer screening six months before.

BARGAINING

I can fix this. He began daily Reiki and crystal treatments. (It did buy us two weeks instead of a day.)

DEPRESSION

This is not a mistake. I cannot fix

this. I am going to lose him.

ACCEPTANCE

There is nothing I can do but work through my grief.

I cycled through the first four within 15 minutes and went back and did it again many times since. I am not sure I am at acceptance just yet. While Dr. Elizabeth Kubler-Ross describes five stages of grief in her book "On Death and Dying", many grief counselors add two more.

SHOCK

You feel nothing but disbelief. It may be like a full-body numbness.

GUILT

Somehow it is your fault. Why did I not see the signs earlier? Maybe if I had, I could have saved him.

Grief can manifest in many ways.

PHYSICALLY

This includes crying, shock, lump in throat, lack of energy, disturbing dreams, insomnia, lack of hunger or overeating, body aches, dizziness,

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shortness of breath, and tightness in the chest. Do not quickly disregard the last two as just grief as they are also indications of a heart attack.

EMOTIONALLY

There may be confusion, preoccupation with loss, hallucinations, sadness, resentment, guilt, and anxiety.

SOCIALLY

A person may either withdraw or become too dependent on their friends. In addition, they may distract themselves with extra work.

SPIRITUALLY

It may weaken or strengthen spiritual beliefs or move them towards a radically different belief system.

Everyone works through the stages in their own time. There are instances in which someone seems trapped and cannot work through their grief.

WARNING SIGNS

THOUGHTS OF SUICIDE

While grieving it is normal to have FLEETING thoughts of suicide. If these thoughts persist, tell someone.

PANIC ATTACKS

They come on suddenly with no discernible pattern.

DEPRESSION

Depression and grief are different behaviors. Grief does mimic some symptoms of clinical depression. While grief can run its course without intervention, depression cannot. Sigmund Freud summed it up, as, "In grief, the world looks poor and empty. In depression, the person feels poor and empty."

The healing process can be hindered by such factors as the circumstances surrounding the death, no previous experience with a loss, insensitive comments, or multiple losses. As a groomer, I regard many of my clients as extended family. I will grieve alongside them, but there are situations where we are not included. That can be rough as part of our support network is denied. A support system is critical in order for grief to run its course.

SUPPORT NETWORKS

SUPPORTIVE FAMILY AND FRIENDS

Avoid those that minimize your feelings towards your loss because "it's just a pet."

GRIEF COUNSELORS

There are many that specialize in pet bereavement.

ANIMAL COMMUNICATORS

Exercise caution because there is many that will prey on your vulnerability. I am fortunate to have the "real deal" as a good friend.

ONLINE SUPPORT

Online resources are valuable especially if your in-person support is not available. Many online organizations provide free or low cost grief counseling, as well as assistance in locating local in person counselors. In addition, they will offer virtual candle lighting and chat rooms with other people experiencing a loss. Most of these organizations support their websites with online shops selling personalized memorabilia. A listing of current online resources is found at www.tufts.edu/vet/petloss/links.html.

What can you do for friends or clients that have lost a pet?

LISTEN TO THEM

Let them talk. You do not have to say anything. It allows them to start moving through the stages.

SEND A CARD

There were many cards I read over and over. It was particularly helpful when I could not bring myself to talk to somebody.

SEND A COPY OF THE RAINBOW BRIDGE POEM

Many of the online organizations will send a personalized copy to their home.

MAKE A DONATION IN THEIR PET'S NAME

Donations were made in Ricky's honor to two different golden retriever organizations.

SEND OR BRING A PERSONALIZED GIFT

I give a rose quartz heart to my clients.

Pay attention to the warning signs of suicide - It may save their life.

Ricky did not make it to Inter-groom. I have a wonderful support network of friends and family. I was able to take off for the two weeks Ricky had left. We spent every day together. When he was no longer comfortable, I sent him up. Because of that network, I was able to say my goodbyes. For that, I am eternally grateful. The loss of a pet can cause grieving as intense as the loss of a human. Do not discount feelings, as "It's just a pet." Pets are beloved companions. ☺

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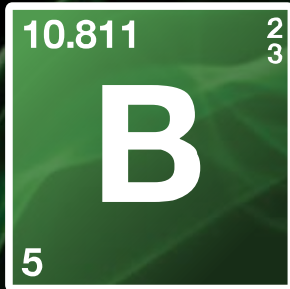
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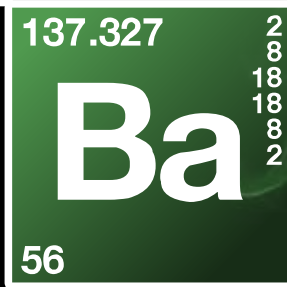
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arking



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rking is a problem for just about every one other than New Zealand shepherds. They use “Hunt-away” dogs to drive sheep with incessant barking. I don’t blame the sheep. For most people, incessant barking is a problem. People can be driven from their apartments or condos because their dogs bark incessantly. Shelters

have trouble featuring adoptable animals because they cannot hear amid barking dogs in a kennel. Small groom salons that do not have quiet rooms for customer calls have to endure interrupted conversations and the risk of hearing something wrong.

Even if you are thick skinned about such things, there is an underlying fact that you cannot avoid: dog

owners make up your clientele. If an owner has to get rid of their dog, they are no longer a dog owner and no longer need your service. That’s why it’s a good thing to know a thing or two about how to control barking. Even if you don’t need it in your salon, your clients may need help, and you may be the person they go to. The scope of this column limits how much I can tell you,



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so I have come up with some general information that may help you find solutions.

NOT SO FUNNY JOKES

There is an old joke that asks, "What do you call a Cocker Spaniel that barks 900 times in ten minutes?" (This number is based on the research of Drs. John Scott and John Fuller in the late 1950s and is not a hypothetical exaggeration.) The answer for any real dog person is... "normal." So how do you get such a dog to shut up? There are three approaches to this problem. One is ineffective, and the other two are dependent on which dog you are trying to quiet.

GRADUAL DESENSITIZATION AND PSYCHOTROPIC DRUGS

This is the favorite solution of out-of-touch trainers and behaviorists. It implies that the dog is barking because

it is bored or anxious about isolation. The reason I suggest "out of touch" is that real dog owners don't have countless hours to spend in order to get a marginal lessening of the barking. It is entirely likely that they have a civil or criminal citation for nuisance barking or a complaint from a tenant in a neighboring apartment or condo. That means that money and eviction are the real consequences of failing to stop the behavior immediately. Note: Positive reinforcement or letting a behavior decline over time do not create an inhibition against barking. These "tools" also require continued diligence that few dog owners can maintain.

BARK COLLARS

There are several types of automatic anti-bark collars on the market, which can afford an immediate cessation of chronic barking. They are all intended to use aversive control, AKA

punishment. There are three types of negative consequence associated with the barking: electric shock, ultrasonic noise, and a mist of citronella spray.

ELECTRIC SHOCK

The most effective aversive stimulus to stop a dog from barking is electric shock. This is produced through several mechanisms. Some electric collars listen to the dog's barking and then produce a shock. Some feel the vibration in the dog's neck to trigger the shock. Some have complex circuitry that claims that it can memorize the sound of one dog's bark to prevent accidental triggering if multiple dogs are making noise. Others have gradually escalating levels of shock if the animal persists after the shock is triggered. Some have a tone that comes on when the barking is sensed followed by shock. A combination of the last two features is the

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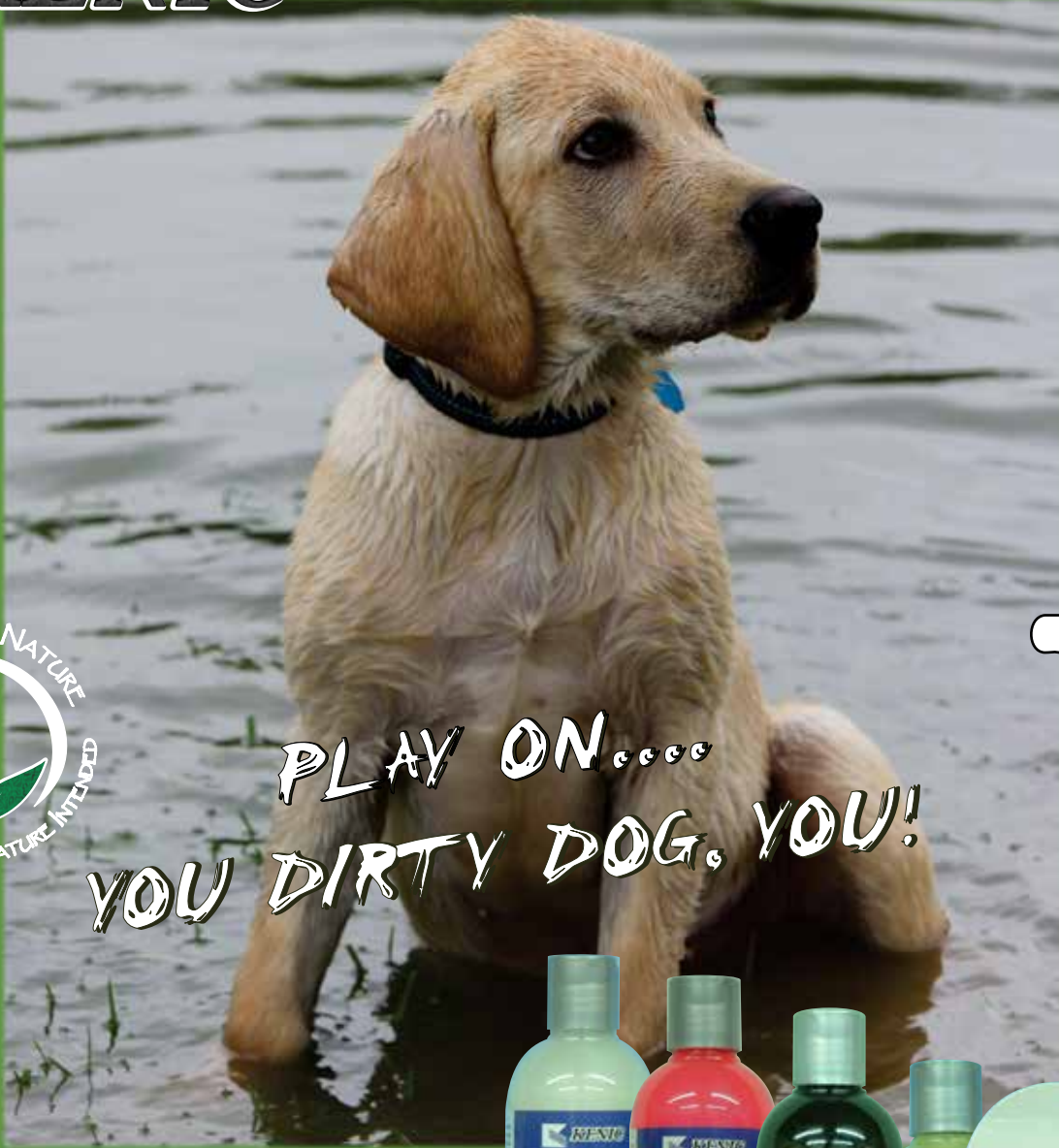
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most logical combination to fix the most number of dogs. One downside to this tool is that sometimes the dog becomes desensitized to the shock or figures out ingenious ways to avoid it. I know of a dog that learned that the collar would let him bark for three and a half seconds without shocking him. He soon limited his barking to bursts of less than three and a half seconds... all day long.

ULTRASONIC NOISE

We all know about dog whistles and that dogs can hear things we can't. To take advantage of this, ultrasonic systems generate very loud noises that we can't hear. The good side of this is that the neighbors do not know that the dog is being punished. The downside is a risk of hearing damage. I don't know of any studies that prove hearing damage, but my wife is

hearing impaired from years of being a professional musician. Call me wimpy, but I don't take chances with hearing loss. That being said, some dogs do stop barking in response to these loud noises. In thunder-rich locations like Oklahoma and Arizona, one must decide if using loud noises to punish a dog is a good idea. In some cases, you create a thunder-phobic dog that doesn't bark much.

CITRONELLA

Citronella collars are a form of chemical warfare. When the collar is triggered, a puff of noxious vapor is released in front of the dog's face. This aversive event is supposed to stop the barking. My experience with reports from owners is that citronella is not very effective. This may be the result of the properties of the tool. A windy day makes a puff of vapor dissipate rapidly

and may not be perceived as aversive. There is no way to escalate the puff if the dog persists in barking. I have seen a dog intentionally move to escape the puff-area when he triggered the collar. It did not stop the dog from barking, it taught him to move around intelligently. It is also possible for the dog to habituate to the scent of citronella, thereby neutralizing its function as an aversive stimulus.

PAVLOVIAN CONDITIONING

To affect this form of conditioning would require a very long article. Suffice it to say that I used this method for several years. It can work. I do not suggest that it always works or that it works on every dog.

- 1) Pair treats with the sound of your phone ringing twice. It's simple if you use a digital recorder.

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- a. Play the sound of two rings
 - b. Feed the dog.
 - c. Repeat many times – like a couple hundred repetitions over several days.
- 2) Leave home and use your phone to trigger a food response. The internal reflexes

associated with food include a reduction of heart rate, blood pressure, and respiration. When you call home and hang up, the dog will be slightly less stressed than it was before. Over time, the anxiety that caused the barking will be reduced.

- a. Leave home.

- b. Ring twice and then hang up.
- c. Repeat about three times in the first five minutes. Then do it about 15 minutes later. Then stop for two hours.
- d. After you wait two hours, the associated reflexes will regenerate to 100%. Do your same pattern again as listed in “C.”

An alternative to this process is to specifically associate sounds that trigger barking (children screaming, fire sirens, people walking down a hallway) with food. This process uses respondent conditioning to neutralize the dog’s reaction to a specific event. Once again, a digital recorder is a handy tool to create the associations. You can find one at many electronics stores and most major drug stores in their electronics department. ☞

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HAIR ORIGAMI

by Dawn Omboy
www.queenofcolor.com

Being creative with dog hair is another form of origami, and as groomers, we love to play, shape, and mold the hair. You know we have all done it, even if it is just making horns on soapy Shih Tzus in the bath tub. They are so stinking cute. Sometimes you just cannot help yourself!

This month I am going to share with you how I made lovely water lilies on my standard Poodle Birdie Jade. I first began with a freshly bathed and

fluff dried dog. Believe me, that was a LOT of fluff.

I began by banding off a section of hair in the center of where I want to place the flower for the water lily (Fig. 1). With that done, the next step is to cut the outside shape of the lily pad around the flower (Fig. 2). Leave it big enough to tweak the shape of it. Slowly take off a little at a time until you are happy with the shape of the lily pad. Make the hair toward the base of your flower shorter than the outside edges.

This will help give it more depth and make the flower stand out more.

The next thing I did to give myself a better visual was to use the new Critter Color from Warren London to add some life to the lily pad. I put a bit of the Critter Color into a spray bottle and spritzed and dried it into the coat. Once that was done, I used hair spray to stiffen the lily pad and scissored the edges to make them sharp, so it would stand out and off the dog (Fig. 3). I used the soft pink color called Alexa's



FIG. 1

Soft Pink Kiss to color my flower. I then used the hairspray again (Got2B Glued) to stiffen the long pink tufts of hair so they could be shaped by my fingers into the thin delicate petals of the flower (Fig. 4).

That's all there is to it! Cut it in, color it up, and shape it. Look at the pretty hair origami. The neat thing about the Critter Color is that it is a

temporary hair color that will wash out or even just fade out, so you can change colors constantly with it. The formula is thin enough to run through your airbrush, too. You can use them to custom blend, so you can get the shades you want—even brown!

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FIG. 2



FIG. 3



FIG. 4



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STRIVING *to* STYLE

“I was 12, I can confidently say, when I really attached myself to dogs. I had a terrible adolescence: my family was broken with divorce, my brother beat my mother and me daily, and I took care of my baby brother while my mom went to work or was out partying. We were very poor, and it wasn’t uncommon for our lights or water to be shut off. My world was dysfunctional, so I was introverted and turned to the only thing in the world I felt I could trust: dogs.” Thus begins the story told to me by

Kim West, NCMG: gold and silver medalist, Intergroom; two-time Groom-Team USA member, 1999 and 2000; multiple Best in Show winner; Wahl Artistic Innovations Grand Champion 2001; Cardinal Crystal Achievement award nominee for Judge of the Year; 2012 Atlanta Pet Fair Abstract Runway Design First Place winner.

Kim attended the Pensacola Junior College veterinary technician program but realized she had too much of an emotional attachment to pets to pursue that career choice. In 1984, she decided that she wanted to attend the

New York School of Dog Grooming, then under the direction of the famed Sam Kohl. Her choice was not greeted with enthusiasm by her family. “My parents were not for it at all. My dad said, ‘That’s no career; that’s a dirty job.’ I had to go down to the junior college, get the papers to fill out for government assistance, and convince my parents to sign the papers.” She was 17 years old. “I sold my car to pay for the plane ticket to get to New York.”

Kim craved to learn as much as she could. “I wanted to do better, learn more, and earn more. Anything dog!

I was secretly bound and determined to show my parents that this was a career and a worthy one at that." She became acquainted with and learned from industry greats. "I have been lucky to have met some of the most amazing and talented people throughout my career—people who have been so gracious and giving of all that they can share with other stylists. I believe it is necessary and right to continue their legacy." Among Kim's mentors were the unforgettable Liz Paul and talented Lynn Carver, as well as Rick Cleveland, for whom she worked. "He was an amazing teacher, the first to make me see a dog for its structure."

When Kim began to groom in competitions, she found that financing that part of her dream was extremely difficult. "I took out loans that I couldn't afford. I was that avid to be the best at grooming that I could be. I knew that was the only thing I

had in my life that could support my family." At one point, Kim supported herself, her then-husband, and her first daughter as well as her mother and two brothers on her grooming income. "I remember looking at *Groomer to Groomer* back when it was black and white, stapled in the middle, and folded like a newspaper. I would look at the competition results and say to myself, 'One day I will be in that magazine.'"

Many times she would make it to a show but not even have money to eat while she was there. "I would compete, get a 2nd or 3rd place, ask what I did wrong, then go home and practice on every dog that hit my table until the next competition. I'd borrow more money and go back for more critiques. I have so many 2nd and 3rd place ribbons; they are all my stepping stones to my hard-won handful of firsts." Kim tells other groomers, "If you compete



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to learn, you never lose. Always ask for critiques; if you don't, you have wasted your time and money." She believes groomers have to "forge our own future in this business. The majority of us don't have benefits, vacation time, or sick leave. To make the most and get the best out of our grooming careers, we have to be the best we can at what we do. It's the only way."

Following double rotator cuff surgery several years ago, Kim had to learn to move her arms again. At first, she could do no more than wiggle her fingertips. "I went into a terrible depression. I couldn't groom, and grooming was all I had ever done." The experience forced her to learn how to teach her considerable skills to others. "I was approached by Heather Oliphant, a bather at the shop I worked for at the time. She shed tears in conversation with me about wanting to be the one person in her family that did



something with their life. It took some time for me to convince my employers to allow me to train her, but they finally agreed. I developed a six-month program to teach her with written and practical tests. She went on to compete and win! I taught her all I had been

taught, and I was so proud to see her accomplish what she intended to."

Kim has gone on to teach other groomers, as well. "I don't care if someone competes; that isn't why I teach. I teach for that 'light bulb' moment. To see that 'I get it!' look in someone's

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eyes. I guess if I could never groom again, my second passion is teaching.” Kim’s dedication to what she does shines through her words. “I have seen common ground where groomers all get stuck and also how differently we all get over those hurdles. It amazes me still. I never get tired of it. Grooming, competing, and teaching. Just being a groomer. I love my grooming life and wouldn’t change one second of it. I hope to be able to continue helping groomers learn and grow just as I am every day.”

Kim recently launched her first video on correcting structure through grooming. It is called Arf to Art Grooming Solutions. Her hope is that her work will help groomers to answer some basic structure questions with regard to grooming out faults. This is one way she wants to share with others. “It’s all a part of how this industry became my passion and, in many respects, my family.”



Currently Kim lives in Charleston with her partner and three dogs. She plies her trade at the West Ashley Pet Care and Veterinary Center, an all-inclusive veterinary specialist/boarding/daycare and grooming facility. She has recently become the U.S. ambassador for a canine coat product from Sweden, called K9 Competition. Kim continues

to try to be the best she can be at the trade. She has successfully practiced for 29 years and continues to share her knowledge with others. She has dreams of creating interesting, new opportunities for groomers around the world, as well. “One thing I can say, is that grooming has never left me hungry!” Because grooming matters! ☺

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GROOMTEAM USA'S GOLDEN GIRLS

In the fall of 2012, after two years of intense competition, the GroomTeam USA 2013 Travel Team was announced. Lindsey Dicken would compete in the Scissoring class, Irina Pinkusevich would compete in Setters and Spaniels, Veronica Frosch would be competing in Poodles, and Michell Evans would round out the team with Handstripping. Olga Zabelinskaya would go as the alternate, ready to jump in and groom should the need arise.

There were many challenges and bumps along the way, but the team defied the odds and won the gold, defeating fifteen other countries. After much celebration and excitement, Lindsey Dicken and I sat down with the team one on one and relived the experiences

leading up to that golden moment.

LINDSEY

Cheryl: Today I have Lindsey Dicken with me, who is a three-time Travel Team member and medalist. Lindsey was chosen to be the team's Scissoring class competitor, and she brought the world famous Zoey the Wonder Bichon, who is also a three-time Travel Team member!

Lindsey, you competed with the most dogs. Ms. Adventurous, you did two individual classes as well as the team competition. Why would you want to compete in the individual classes?

Lindsey: It's kind of a warm up for me. I like to get a feel for the conditions, as even the climate can play a

part in your finish. I also like to see the judging style, get an idea for what the judges are looking for, so I have a better idea when it comes to the real deal.

Cheryl: So you did two individual classes, scissoring with a Bichon on Saturday, and that's when we found out about the soft water that we were bathing the dogs in.

Lindsey: Yes, that was just a disaster! I rented a beautiful Bichon from a Spanish groomer, and the coat was just so soft.

Cheryl: Well let's just back up a second, because wasn't that contest dog given to you as your seminar dog for your morning seminar?

Lindsey: Yes! I was giving a seminar that morning, and there was much confusion. The contest dog was



Lindsey Dicken: Well, they called third, they called second. It wasn't me, but it still took me a minute to process that I had just won a HUGE class of gorgeous Poodles! It was shocking, because as an American groomer, sometimes we get pegged as having boring styles and trims.

brought to me as my demo dog, so we rushed to get it ready. We washed and started to dry him when the actual demo dog showed up, so it was a bit of a scramble to get both dogs finished up. The water was heavily softened, though, and that quickly became apparent as soon as I started scissoring the dog. No amount of product in the world was going to give the finish I wanted! Plus the lighting was a challenge, so the two together was a death sentence for me.

Cheryl: Then Sunday morning, you competed in the Poodle class with Emma, a blue Miniature Poodle, against an entry of over 50 Poodles in your division alone. Both you and Veronica brought Poodles with you from home. You chose to bathe your dog at the hotel and not take a chance with the water at the show site. How did that turn out?

Lindsey: MUCH better! She has a soft coat to begin with, so I wasn't taking chances this time, especially after going through all the effort and hassle of getting her to Spain in the first place. (Many thanks to her owners Melissa Sangster and Donna Bilin-

ski!) Bathing times are very limited there, and we didn't have an option to rebathe her if it didn't turn out the first time.

Cheryl: So they make a cut down to three finalists, which is a slightly different system than the one we use in the U.S.; finalists aren't called in any particular order. Placements are given just before Best in Show. Can you tell us a little bit about how that works?

Lindsey: They call out the three finalists, so you know you've gotten a placement but not which one. They do that for all the classes. No one knows how they did until the awards ceremony at the end.

Cheryl: For you, that happened to be about 40 minutes after the end of your class, since Poodles go last. You had to wait in the ring for the awards; meanwhile, some of your teammates had to prep your team dog. How did you feel about that? Did that make you nervous that you weren't able to prepare Zoey yourself?

Lindsey: Yes, I was extremely anxious about that. My prep ritual is very sacred to me, and no one has EVER in the history of Zoey prepared

that dog besides me. It was definitely a leap of faith that paid off.

Cheryl: So back to the Poodle class. You made the finals—then what happened?

Lindsey: Well, they called third, they called second. It wasn't me, but it still took me a minute to process that I had just won a HUGE class of gorgeous Poodles! It was shocking, because as an American groomer, sometimes we get pegged as having boring styles and trims. We are competing against these huge spray ups and dramatic outlines. I was just floored.

Cheryl: You did a trim we see often here in the U.S. known as a modified puppy trim. After winning that huge class, you had to stay for Best in Show. Was that a bit of a culture shock for you as well?

Lindsey: Yes, they structure their awards a bit differently than we do. They only have two divisions: Open, which we would consider like an entry or intermediate division, and Champion Class, which is like our Open or A division. All the winners of all classes, both divisions, compete for one Best in Show. So there were eight dogs, two

from each class vying for the big win. It's a bit of a learning curve.

Cheryl: Unfortunately for you, you didn't win Best in Show this time, but do you feel that helped your mindset for the World Competition that afternoon?

Lindsey: Definitely. I was so happy at that point just about winning the class, I wasn't upset at all about not winning BIS. I had a couple of judges come up afterward and acknowledge that it was between me and the winner, so that alone made my day. I'll take it!

Cheryl: We had about 30 minutes until we had to do the team presentations. Immediately after that, we needed to get dogs to the ring for the prejudging. How did that all fall together in such a short amount of time? How do you guys get to eat or take a bathroom break or anything?

Lindsey: It was all a group effort. I ran the Poodle out to pee, somebody found leftover pizza from the night before in the van, someone else hunted down some drinks, while still others were fluffing and combing and wrapping and chalking! Just your usual

organized chaos!

Cheryl: So once we entered the ring, and you guys were all set up, there wasn't much left to do except groom the dogs! I don't think the real nerves started until it was scissors down. What was going through your mind when your time was up but your teammates still had about 30 minutes to go?

Lindsey: Relief and anxiety all together! Relief to be done, knowing I did the best job I could, satisfaction with my trim, and then nerves for my teammates! I got to sit back and watch them scramble to use every last second to perfect their dogs. Pride as well, because looking at all of our dogs as a whole, I was so proud to be part of this team, and all of the hard work boiled down to these final moments.

Cheryl: As I'm sure everyone knows by now, things went well, and we won gold. I hear there's a rumor that this is Zoey's farewell tour. Can you tell us a little bit about her and why she is retiring from the competition table?

Lindsey: Zoey is actually my client Elizabeth Martin's dog and has

been with me since the start of my competitive career. I owe most of my success to that dog, and she's been the best teammate I could ask for! I've won so much and accomplished so many goals with her. She came with us the first time I competed for the team in Germany, where we also won gold, again two years later in Kortrijk, Belgium, where Olga groomed her for the team, and then finally this last time around where I groomed her one last time for the team. Winning gold with her was such a wonderful feeling. She's nine now, so I think she's earned her golden retirement! I won't say she's completely retired, as winning Atlanta Pet Fair is still on her bucket list.

Cheryl: I sure hope Zoey gets to cross that off! Congratulations to you and Zoey for helping bring home the gold! I know we will be seeing you on the next Travel Team in 2015!

OLGA

Lindsey: Olga, I know you went out strong last year to try to make the team again. How did you feel when you found out that you had made it?

Olga: It was a great honor. It was crazy; I didn't think I would make it. I was so happy to be the alternate, knowing that I could go help my team in any way I could. I had to make sure that I studied the breeds that we were taking just in case something happened and I needed to groom the dog.

Lindsey: Had you made the Travel Team before?

Olga: Yes, in 2011, we went to Kortrijk, Belgium, where we brought home silver.

Lindsey: So this time, the team was slightly different. How did you feel about the team's chances this time? Did you feel you had a strong team coming over?

Olga: Not so much! [Laughing] I told you from the beginning, we are the best team. Ever.

Lindsey: Olga, you competed in



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the individual Scissoring competition also. How did that work out for you?

Olga: Not so good.

Lindsey: It's always hard when we have to get a dog supplied to us. We can't see it or groom it before the competition, so you never know what you will get sometimes.

Olga: The dog was really not built well. The coat was soft, so soft, and the water was no good.

Lindsey: Yeah, I had the same problem as well, but you and Cheryl came up with a brilliant idea. What did you do?

Olga: We added lemon and secret element to the water! [Laughing] Also we filled big water bottles with water from the hotel to rinse the dogs with.

Lindsey: I heard it was pretty funny when you were all bathing the team dogs in the bathing area, and the other teams were trying to sneak a peek of what you were washing the dogs in!

Olga: They were trying to see what was in the water bottles we

brought and taking pictures of the bottles when they thought we weren't looking. Someone even went over and looked in the trash to see what the bottles were. It was just water bottles from the hotel, though!

Lindsey: So this time around, you weren't able to be on the inside of the ring with us during the competition. How was it for you to be on the outside looking in?

Olga: I was very nervous. Me and Cheryl were running around from one end to the other whispering and looking at all the other dogs and then back at our dogs.

Lindsey: When we were all finished and everyone's time was up, how did you think we did?

Olga: In the end, when there were only six teams in the first cut, I knew that we were going to be in at least top three. The Australian dogs looked really good, Russian dogs looked good, but our dogs looked really good, too.

Lindsey: So Olga, you've been out competing this year. Do you have plans to try to make the next travel team in 2015?

Olga: I don't know. I am just going

to see what happens. If I end this year pretty good, I probably won't compete next year. I know you are already on the team. You need three strong teammates, so we will see.

Lindsey: Well, we hope to see you again. I just want to thank you, from the whole team, for all of your help and support. We really appreciate everything you did for us, from getting our dogs ready to screaming the loudest for us when we won! See you back home!

MICHELL

Cheryl: We have Michell Evans with Phil, the Australian Terrier for the Handstripping class, on our 2013 World Team. This was one of the tougher classes to compete in overseas, as [hand]stripping is really a strong suit for many European groomers. Even walking around town, we noticed their pet dogs were stripped! Michell, Phil was not your original choice. Can you tell us what happened with that situation?

Michell: I originally leased a champion Wire Fox Terrier named Frank two years in advance to prepare.



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Michell Evans: I'm done! I've accomplished the goals I've set for myself, and now I look forward to sharing my knowledge with others through speaking, judging, and teaching.

I had been working his coat, feeling really good about it, when he suddenly developed a growth that needed to be removed. I was really upset but was offered another champion Wire Fox, Paddy, by a fellow competitor, so I flew him out to Portland to begin the process with him. Unfortunately he blew coat, and I needed to pull him tight, but the timeframe for growth just wasn't working.

In a last minute leap of faith, I called in my backup-backup, Phil, who I had taken to Belgium as my individual dog. Phil's breeder, Bob DeYoung, sent him to me ASAP all the way from Albuquerque on a moment's notice, and I felt confident he was the dog for the job.

Cheryl: I guess third time is a charm. He is a beautiful dog, and you did an amazing job with him. How did you feel about using a breed that is rarely seen in Spain?

Michell: I wasn't really too worried. I had groomed the same dog two years ago in Belgium and won silver in individual and also used another one for the team and helped win silver as well. I was confident the judges would appreciate a well stripped dog and

thorough technical work.

Cheryl: Michell, you didn't compete the last cycle. Is this it for you? Are you officially retired from the ring? If so, what are your plans?

Michell: I'm done! I've accomplished the goals I've set for myself, and now I look forward to sharing my knowledge with others through speaking, judging, and teaching.

Cheryl: I'm so glad that everything worked out in the end. You did an amazing job under immense pressure. It's been a pleasure having you on my first travel team as coordinator, and I look forward to being able to judge with you in the future.

PINA

Lindsey: I'm here with Irina Pinkusevich, also known as Pina. This was our Spaniel and Setter competitor this year. Pina's also a three-time member of the Travel Team. You decided not to compete in the individuals this year. Why is that?

Pina: I was finishing my apprenticeship with the European Judging Association.

Lindsey: How was that? I know we all felt a little better with you get-

ting an idea of how the system worked.

Pina: It was good. You don't really associate with the other judges at all; there's no interaction. You put your own placements on paper and turn it in.

Lindsey: So it's not like the U.S. where the judges collaborate?

Pina: Correct. Each individual judge makes their own decision. There's no discussion to try to swing the decision to one dog or another.

Lindsey: For the competition, you brought Nikki, an American Cocker from Candy Cohn, with a ton of coat. On top of that, she is particolored, which can be extremely difficult.

Pina: The black to the white can be challenging. Recently I got a private message from a breeder saying people don't realize how hard it is to pull off a particolored.

Lindsey: For those who don't know, there isn't much grass in the city of Barcelona. Keeping those feet white was a feat in itself! Lots of dusty bevels in the ring. I was talking earlier with Olga about the water situation we had, and you chose to use what to avoid the softness problem?

Pina: I did apple cider vinegar and water and splashed her after the bath



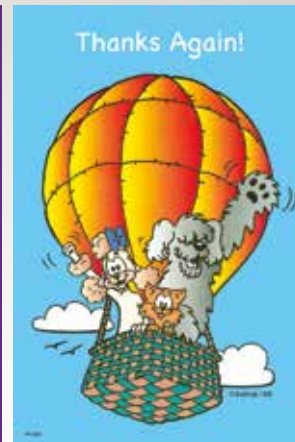
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Irina Pinkusevich:
I was anxious, excited.
I couldn't sleep,
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with it. This is a straight drop coat, and it doesn't need to be standing up like a Bichon or Poodle, but it has to have a little texture to it. So I thought the vinegar would be better for this particular dog. I feel really bad that the girls didn't place with some of the dogs, but also glad, because we wouldn't have known about the water situation. It may have been the difference between the team winning and not. God works in mysterious ways!

Lindsey: And the wonderful miss Lulu, your friend and former student that accompanied us on our trip, was not only a godsend for translating Spanish but managed to find anything and everything weird we needed!

Pina: Yeah, she came up with a lemon and some vinegar she begged off the hotel staff at 11:30 the night before! The staff must have thought us Americans have strange tastes!

Lindsey: So were you nervous at all before the class?

Pina: Not really. I was anxious, excited. I couldn't sleep, because the adrenaline was keeping me up!

Lindsey: I think most of us by Sunday were running on fumes and adrenaline by the time of the competi-

tion, going on five or six hours of sleep, some less.

Pina: I barely remember the first three days before the competition! It was a blur.

Lindsey: Were you excited when we made that cut?

Pina: Oh, yeah. It was very exciting, and once we made the cut, I was kind of confident already. I was just hoping to make that top six. And then those few minutes when they were announcing the winners, when they got to fourth, I turned to Michell and said, "OK, we're in medals," so I'm good.

Lindsey: I'm going to ask you the same thing I've asked everyone else: are you coming with me next time?

Pina: Oh, I don't know! I am coming, but I'm not sure in what capacity! [Laughing] If you guys decide you need me, I will. I'm semiretired. I don't want to go out and take points away from competitors that are trying to make the team.

Lindsey: Well, never say never! But I can personally say it's been an honor to have you beside me these last three times. I say we make a pretty good team. Thanks for making this trip so memorable.

VERONICA:

Cheryl: Our Poodle class groomer Veronica Frosch brought Cindy Lou, a black standard from Jennifer Dege. You also competed in the individual class on Sunday morning with your own mini, Enzo. How did that go for you?

Veronica: Not so well. As much as I liked the set ups here, the lighting was very difficult to work with. Where I was set up, I was constantly getting glare off my shears, and it was blinding me. We always worry about not enough light, but there is a problem with too much light, too. They had this LED lighting, and it was very counter-productive at times.

Cheryl: You did your dogs back to back on Sunday. Was that stressful for you at all?

Veronica: Well, yeah, especially after not doing anything in the morning class. I was a little freaked out to think that I wasn't going to be able to pull anything out in the team classes.

Cheryl: How did you feel about someone else getting your team dog bathed and dried for you?

Veronica: I wasn't worried. I know she was in good hands.

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Veronica Frosch:
I knew we were going to make the cut, and that's not being arrogant; that's being confident in our team.

Cheryl: Oh, thank you for that, because Olga and I were freaking out about it. We kept thinking, "OMG, what if it's not good enough for them?" Olga as a current competitor and me as a former competitor understand how important it is to have well prepped dogs, but you always worry when it's this important.

Veronica: Well, if you guys didn't wash her, she wouldn't have been done in time. I ran over there as soon as I was done with the class. So at least I could help finish prepping her.

Cheryl: Now you had 2.5 hours to do your dog. In the last half hour, I saw you working like crazy, just perfecting your finish. Is that something that you think is really important in this type of competition?

Veronica: Yes, but the whole thing is important. I didn't have a spray up, so I really wanted to get the best profile and finish that I could.

Cheryl: I did notice that a lot of the European dogs have these big spray ups. Most of the dogs had very nice profiles but maybe not the best technical work, where our dogs had both profile and technique. Do you think that helped us?

Veronica: I definitely think that

it played a part in us winning the Gold. We had very consistent placements across the board, so we were able to get very high scores, which enabled us to get the Gold.

Cheryl: How did you feel when we made the cut from 16 to 6?

Veronica: I knew we were going to make the cut, and that's not being arrogant; that's being confident in our team.

Cheryl: So Veronica, to put you on the spot here, are you thinking about trying to make the Travel Team next time?

Veronica: I don't know. Let's just say it remains to be determined. I want to get home and bask in this win for awhile first.

Cheryl: Well, Veronica, thank you for being a part for this and helping bring home the Gold for the USA.

LULU

Cheryl: We have with us Lulu Rodriguez, who is the Official-Unofficial Co-Captain of the USA Team. I have to publicly thank Lulu for all her help. Things would not have gone as smoothly as they did without your help. From translating to planning our group activities, to saving the day by

dumpster diving, literally. Lulu, this is your second trip with the Travel Team. Is that right?

Lulu: Yes, this is my second trip. I went to Belgium in 2011, and that also was an amazing adventure.

Cheryl: Now you're a groomer too, right?

Lulu: Yes, I've only been grooming for four years myself. I was a student of Pina's originally; I went to Merryfield School of Pet Grooming. And as I said before, this is all new to me, but it has been such an amazing experience.

Cheryl: Well, I have to say you're like an old hat at it. I would have never guessed that you've only been in our field for four years.

Lulu: I enjoy it. I enjoy giving to the team and helping wherever I can. I think that the team is an important part of our grooming careers. I think that building up the team is really important, too.

Cheryl: I do as well. Lulu, tell me a little bit about the adventure you had in helping Lindsey (who, by the way, is about 5'11") find leg extensions for her table.

Lulu: Well, first I asked the Arteros if they had anything, and they said they were not sure if it

was allowed, so off to find Umberto Lehmann to get permission. After he said yes, I was off with the gracious people from Artero, who said they would do whatever it took to help, but they had no table leg extenders with them. So we went out in the room to where all the material from setting up the show was, and we started pulling things out, like blocks of wood and stuff. Then I saw a dumpster with all the extra pieces from putting the stage and lighting together, so I dove in and started pulling things out until I found this metal piece from the scaffolding. I continued to rummage until I found four pieces. They were the only four pieces like that, and they were all the same length.

The gentleman from Artero kept saying that they wouldn't work, but I knew it would. I went running to the ring, and Lindsey was already setting up, so we quickly pulled off the rubber pieces on the bottom of the table, and the legs fit on like they were made for it.

Cheryl: Lulu, I want to thank you again for all you did for us as a team. I truly believe that this amazing win would not have happened without all involved. It meant a lot to me, as well as the Travel Team, to see everyone that was there to support and help us.

CHERYL

Lindsey: Cheryl, this is your first year as the GroomTeam Coordinator. Was it all that you thought it would be?

Cheryl: It's actually my third year as the GroomTeam USA Coordinator but my first time to travel to the World Championships with the team. It was more than I could have ever expected. I was overwhelmed by the number of competitors in both the individual and in the team competition.

Lindsey: What was the biggest challenge or obstacle for you getting the team to Spain?

Cheryl: Really the biggest challenge was the organizing of the

fighters and booking the dogs. I really wanted the team to travel together as a group. It was important that we start out as a team from the beginning. Then finding an airline that took dogs was a feat in itself. On top of all that, the dogs needed to have USDA health certificates, which normally wouldn't be a problem, but

then our government shut down and those offices went on skeleton staff. Lucky for us, they were still handling exports. You would have thought that that would be enough, but no. The France Air Traffic Controllers were planning to strike on the same day we were due to leave, and most of Europe was going to strike with them. It was



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about 9 p.m. on the night before we were all due to meet in JFK when I got a text saying the strike was delayed. I was so relieved.

Lindsey: You had the great idea of renting a nine-passenger van to get the team around Barcelona. It was a manual, which meant only a few people could drive it: you, my dad Doug, and Willy Evans. How did driving over there compare to driving here?

Cheryl: To tell you the truth, it was a nightmare at first. It was like nothing I'd ever seen before, and I'm from Boston, where we have the reputation as the worst drivers in the country. The Spaniards have no regard for any posted signs. Apparently they're only a suggestion. People walk out in front of you without looking first, then there's all those motorbikes. I have to say the longer we drove, the more comfortable we became. I would like to say a special thank you to Doug Berry and Willie Evans for helping drive; I couldn't have done it without your help.

Lindsey: Was it hard for you, after so many years of being a competitor yourself, having to be on the outside of the ring and watch?

Cheryl: OMG, it was killing me. I was pacing back and forth—think an expectant grandparent. There was nothing I could do to help you all. I couldn't sit or stand still. I was so

anxious, not my favorite position. I couldn't wait for you to be finished, so I could come stand with the team and wait to hear how we did.

Lindsey: You are now beginning your career as a judge here in the U.S. Do you have any plans to judge abroad after seeing the process and methods in Europe?

Cheryl: That's funny you should ask. I did have an opportunity to speak with Umberto Lehmann, the president of the European Judges Association, about what I would need to do in order to judge in Europe. I think I'm going to pursue it.

Lindsey: What was your favorite or most memorable moment from the show? What's your favorite from the whole trip?

Cheryl: Obviously the win was my favorite part, but the thing that will stick with me always is the way we all pulled together in order to make sure the team dogs were ready. As any good American would do, we went in the prep area and took over a space for us. Olga and I started bathing dogs, while Lulu and Pina were getting Nikki prepped. Olga was making sure we had the best stand dryers and not giving them up till the next team member was ready for it. Finding pizza in the van for lunch. Just getting to spend time with the whole team after the show was the best.

Lindsey: Well Cheryl, on behalf of the whole Travel Team, I want to thank you for your hard work getting everything taken care of. It can't be easy coordinating travel, accommodations, and everything in between for five groomers and six dogs, as well as pulling double duty as bather, prep- per, driver, and den mother! You did it with style, though, and we are all very thankful for all your help. You made this all possible.

Cheryl: Thank you. It was my pleasure. It has been one of the best experiences I have had in my grooming career, and I thank each and every one of you for your support.

Lindsey and Cheryl would like to give special thanks to the following people:

Doug and Lauren Berry, Lulu and Osmundo Rodriguez, Willie Evans, Katie Ware, Michael Lamb, Elizabeth and Alex Naumov, Thomas Frosch, Teri DiMarino, Jeff Davidson, Judy Breton, Jeanne and Mark Caples, and to anyone else we may have left out.

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by Jeff Andrews

A new tool has come into the grooming industry, and it has amazed every groomer that has used it. It is a must have for anyone who grinds nails after clipping. This diamond-coated carbide wheel replaces the paper wheels you're putting on your Dremel to grind nails. It fits on the mantle you're currently using on your Dremel, and they don't break apart. This wheel is washable, and you can grind nails right in the tub to keep the dust down. You can use it on dogs, cats, horses, reptiles, and even birds. If the nail has rough edges after clipping, this wheel won't splinter the nail like the paper wheels sometimes do.

It leaves a very smooth finish. It also does not cause vibration, which scares the dog.

It's not as expensive as you might think when you compare the wheels you use now and the time they break apart when you're doing a nail. Paper wheels are 60 grit; the diamond wheel is 150 grit, making it a very smooth finish. Our shop spent \$120 on paper wheels in 2012; we bought one diamond wheel, and it's been going for almost 18 months. That's a big savings as far as I'm concerned.

You don't have to dry the feet before clipping and grinding the nails. Rain, snow, water, and even mud don't

affect the way this wheel grinds the nails, and it cleans up with soap and water right under the faucet using a toothbrush. It can get warm, since it's metal, usually on the second set of nails on a big dog. To cool, just stop grinding and stick the whole wheel in a cup of cold water you have standing by. It won't hurt a thing by getting it all wet like that.

The diamond wheel came from the tool and die industry, where it was used to grind off the burr of machined parts as they came out of the lathe, saving several production steps. It is being sold on Facebook, by some sharpening services, and by some vendors at dog and grooming shows. The average price for this wheel is \$20.00, which usually includes the mandrel it's on. It fits all Dremels, and fits any nail grinding system that takes a half-inch Dremel wheel. This is a must have and will pay for itself. ☺

Jeff Andrews is a World Class Sharpener and owner of Northern Tails Sharpening, Inc. Northern Tails Sharpening sells this diamond-coated carbide wheel. It can be mailed anywhere in the world. Jeff is an author and pioneer of many equipment maintenance videos and how-to articles that are appreciated by groomers worldwide at no cost. Jeff is a member of NDGAA, IPG, and NAPCG, and still grooms at his shop in Mobile, AL. 251-232-5353 www.northerntails.com

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BREAD & BUTTER GROOMING:
FAST & EASY
PET TRIMS FOR THE SALON

by Kathy Rose



AFTER



BEFORE



the **POODLE**

The Poodle is one of the few breeds that has many styles that adhere to breed profile without actually being breed ring acceptable. The concept is to keep your sights on the outline of the dog and try to accentuate the dog's attributes and minimize the structural faults. This is what is meant by "grooming to breed profile," and it transcends to all breeds.

With that said, the Poodle is the only pure breed that can be styled in a trim other than that which is accepted in the AKC show ring for grooming competition purposes in pure breed classes. They really are a breed of their own, so to speak.

This trim has many names, but I usually refer to it as a pet puppy trim.

This concept connotes a shorter body with fuller legs and scissored crest. For the dog pictured, I used a "0" snap-on comb on the back, neck, undercarriage, and back of the rear legs. I then switched to an "A" comb for the remainder of the body. For the legs, I used an "E" comb. When using snap-on combs to "block in" your trims, remember that it is only necessary to tidy up afterward with your scissors, not take off more length.

As always, meticulous preparation including fluff drying, nail clipping and sanitary are done in advance and not covered here.

Fig. 1: After shaving the feet, use your clipper with a #40 blade to create a cuff. With one hand, grip the dog's

leg at the wrist. Trim the hair beyond your hand with the clipper. You will need to "tidy" the bevel a little with scissors.

Fig. 2: To determine how far down the throat to trim, place your thumb on the hollow at the dog's throat and your index finger on his nose. While keeping your finger and thumb spread, place your index finger on the hollow. Where your thumb places on the throat is where you stop clipping. The length of throat necklace is roughly the length of the dog's muzzle.

Fig. 3: Trim a pyramid-shaped tail band, point toward the front of the dog. The tail band helps to set the appearance of the tail set. A low tail set



can be improved by placing the band higher on the dog's croup.

Fig. 4: Starting a few inches behind the withers, clip the back, falling off just above the point of rump.

Fig. 5: Continue clipping down the back of the upper thigh, stopping a few inches above the hock.

Fig. 6: Beginning just behind the ear, clip down the neck, throat, and shoulder. Leave a triangle of coat on the back of the neck, ending in a point a bit behind the withers (where you began clipping the topline). "Fall off" before clipping into the leg coat.

Fig. 7: Clipping against the coat growth direction, trim the undercarriage. If the dog is thin, use a slightly longer guard for the rib cage, loin, and undercarriage.

Fig. 8: Switch to a longer snap-on comb. Usually at least two lengths longer provides the best results. Clip down the front and side portions of

the front legs, falling off before clipping into the rear portion of the front leg. With the dog standing, skim down the rear portion of the front leg.

Trim the rear legs down the sides, falling off at the hock and only skimming on the front portion of the rear legs.

You can trim the inside of the rear legs by holding up the opposite leg.

Fig. 9: Bevel the triangle tail band and clean up the edges. Tidy the upper thigh to the pin bone, creating a ledge from the pin bone to the rump.

Fig. 10: To determine an approximate tuck up placement, lift the rear leg naturally. The spot where the knee meets the groin is where to place the tuck up.

Fig. 11: Scissor a continuous line from the forechest to the undercarriage.

Fig. 12: Scissor a contoured waist.

Fig. 13: Bevel the "V" in the

necklace.

Using long curved shears, scissor the forechest and shoulders. The areas at the point of shoulders should be very tight, which will help to place the front legs under the dog.

Fig. 14: Blend the sides of the neck into the neck and crest.

Fig. 15: Tidy the coat on the legs. Remember you have already clipped this coat, so you only need to tidy the stray hair.

Lift the rear leg and trim straight to the knee, then turn and trim up to the tuck up. This will help show a bend in stifle.

The rear legs should look parallel when viewed from the rear.

Fig. 16: Slightly lift the front leg straight forward and trim the stray hairs. Again, remember you have already removed length with your clippers so you only need to tidy the stray hairs.



Fig. 17: With the dog standing, trim the stray hairs on the sides and rear of the front legs. To trim the back of the rear leg, lift the leg straight back and trim from behind.

Fig. 18: Placing your scissors on a 45-degree angle outward from the top knot, trim across the front of the top knot. Still at an angle, trim the sides to form a rectangular box. Using long curved shears, round the edges of the box to form the rounded topknot.

Fig. 19: Using long curves inverted, blend the top knot into the crest and neck.

Fig. 20: Comb the tail hair toward the tip, and then trim the end. Holding the tail upright, comb the coat toward the base and cuff. Finish by shaping into a ball.

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and client preferences provides a limitless menu of styles to create.

Always keep in mind the breed standard when grooming, even if you are not providing a “show” trim. The client, although they may not know the difference, will recognize the more attractive appearance. This not only will help to keep them coming back but will help keep you motivated to continue to learn and expand your skills as a professional!

For more information on the Poodle: www.poodleclubofamerica.org



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Aesculap launches new care-line range of products



Groomers' hands are exposed to a lot of strain during the regular contact with water while bathing and animal hair during the grooming process, just as other pet specialists may be in their work. For these reasons it is important that hands are cleaned and

moisturized regularly and thoroughly, though the very act of doing these things can cause stress if the products used in the process contain irritants such as perfume. Aesculap has developed the following to provide optimal comfort: Softaskin pure G is a soothing lotion that contains no soap, perfume, alkali or colorants making this the ideal choice for sensitive and/or stressed skin. Trixolind pure G is a moisturizing lotion that contains skin-calming ingredients, has been dermatology tested and provides intensive care. In addition, Aesculap also offers Meliseptol foam pure G, a fast-acting alcoholic spray to disinfectant surfaces. It is perfume-free and therefore suitable for sensitive animal noses. All the products come with a strong efficacy as they all have been used successfully in hospitals for many years. For additional information, request Reader Service card #10636.

Dog Fashion Spa launches non-toxic nail care products for dogs

Dog Fashion Spa refined line of personal care products for dogs is pleased to announce the launch of a chic dog nail care line raising the standard for both quality and aesthetic value of dog grooming products. The new line features non-toxic nail polish for

dogs in trendy shades, a glass nail file, and all-natural nail polish remover for dogs. The nail polish colors have been carefully selected to satisfy dog parents demands from taking a dog to a wedding, to holiday celebrations, and dog runway fashion shows. There is also a white base coat for dogs with dark nails to cover dark nail pigmentation and a clear fast-dry top coat. Fun color names add to the experience. There is Chic Paw for a wedding, Trendy Paw to make a fashion statement, or Sexy Paw for your dog to be "unapologetically feminine." Dog Fashion Spa nail color is non-toxic as it does not contain harmful ingredients like toluene, dibutyl phthalate (dbp), formaldehyde, or camphor. For additional information, request Reader Service card #10637.

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Resco® Pet Products Introduces BE Well; Organic, liquid Pet Supplements!

We at Resco® felt like a natural approach to health care was a path that paired well with grooming and overall pet health, hence the BE Well line was born. A line of nutritional, organic supplements in a liquid form that can be given to your most finicky furry friend. Resco® BE Calm helps relieve the stress of an anxious pet regardless of the cause. Nail trimming and grooming are more easily done on a relaxed pet. Resco® BE Beautiful not only promotes a shiny, healthy coat but helps prevent dry hot spots and flaking. Finally, we felt a joint formula was important to the BE Well line. Resco® BE Agile addresses the needs of the show dog from agility to conformation as well as optimal condition and health of all pets. The Resco® BE Well line will soon expand to include other natural products concerned with promoting healthy, well cared for Pets...that's the Resco® Pet! For additional information, request Reader Service card #10639.



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GROOM & KENNEL EXPO RETURNS TO PASADENA, CALIFORNIA, IN 2014

From February 20-23, 2014, Barkleigh Productions will host another exciting weekend of seminars, competition, and trade show at the Pasadena Conference Center. Among the weekend's events are the Rescue Round-Up competition and several seminars that are making their Groom & Kennel Expo debut.

Lisa Leady, winner of the Barkleigh Honors Award for Speaker of the Year, will debut a new four-hour seminar called "The Passionate Groomer." She will then join her sister, Sue Watson, for a seminar called "What My Sister Taught Me." Sue will also present her "Difficult Dog" seminar, which was the highest attended class at this year's Groom Expo in Hershey, PA.

New at Groom & Kennel Expo is Kathy Rose's "Running with the In Crowd." This seminar debuted to fantastic reviews at the 2013 New England Fall Fest. In this four-hour session, Kathy will go over the most popular breeds that you see at the salon.

Among the other speakers at Groom & Kennel Expo is Danelle German, a Barkleigh Honors nominee for Speaker of the Year. Her weekend topics include a seminar that she will co-present with Jodi Murphy. Dr. Cliff Faver will be presenting on pet health topics, and Jay Scruggs, Sue Zecco, Angela Kumpe, Lori Craig, Kathleen Sepulveda, Linda Easton, Cheryl Purcell, and Marco Lalau will also be speaking. Other seminars available at Groom & Kennel Expo are Teri DiMarino's "Brusher/Bather Certificate Program," Joey Villani's "Dogfather Knows Best," and a seminar on Japanese Freestyle grooming.

An exciting addition to the Groom & Kennel Expo schedule is the Rescue Round-Up grooming competition on Sunday morning. Groomers will compete for prize money and trophies as

they give makeovers to dogs from local shelters. This grooming will improve the contest dogs' chances of getting adopted. The dogs may end up going home with their groomer or someone in the viewing audience.

The World Cup Grooming Games at Groom & Kennel Expo are GroomTeam sanctioned. Competitors will vie for GroomTeam points in addition to trophies and prize money. On Sunday afternoon, the judges will reveal the Best in Show winner, who will appear on the cover of *Groomer to Groomer*. Also on Sunday is the exciting creative styling competition, during which groomers will color and style their dogs on stage to transform these animals into living works of art. These groomers are also competing for trophies and prize money, but they also hope to win the People's Choice Award. The winner of this award, chosen by the audience, wins additional prize money and gets to appear on the cover of *Groomer*

to *Groomer*. This is perhaps the most coveted award of the weekend.

Groom & Kennel Expo would not be complete without a bustling trade show. With nearly 100 booths, the trade show affords plenty of opportunities to stock up on salon necessities at special show prices. Attendees also enjoy the chance to get a feel for new shears, try on smocks, and see tables and tubs in action. In addition to the shopping, groomers can watch grooming demos at various booths on the trade show floor.

Mark February 20-23, 2014, on your calendar and get ready for Groom & Kennel Expo! For more information, visit groomandkennelexpo.com or call (717) 691-3388.

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On “GroomTeam USA Wins the Gold”:

“Congrats Groom-Team! Amazing job and thank you GroomerTV for streaming it LIVE!”

— Vicki Muhammad

“Goose bumps!”
— Anita Belue

On GroomerTV live streaming from both NEPGP Fall Fest and GroomTeam World Championships in Barcelona:

“Check this out—GREAT groomer education to watch this—thanks to Barkleigh for making the videos available for us all to share in the fun and learning.”

— Academy of Dog Grooming Arts

“Go USA! Love GroomerTV. I get to

see both! Thanks so much!”
— Joy Snell

What services do you charge for? Which ones do you provide for free (or as value added)? Also, what tips would you offer? What questions do you have about Add-On Services?

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— Joanne Polyak

“We add bandannas and bows for free. Some clients love them;

others prefer not to have them. We just make a note on the card. We always do anal glands, nails, ear cleaning, and pull ears. It is included in the price of the groom. If a client does not want any of these, the price of the groom is the same.”

— Caitlynn Glerup

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— Natalia Romero Contreras

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— Stephanie Ann Stempfer

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