

# Groomer To Groomer

"The Grooming Industry's Trade Magazine"

www.groomertogroomer.com

Vol. 27 Ed. 6 Sept. 2008

The Young Man  
Behind the  
**BIG WIN**

**ARTIST KNOX**  
of **groomer**  
HAS IT

**Hand  
Stripping**

**First Aid  
Basics**  
for the  
Grooming  
Professional

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# Contents

Gifts of Love Silent Auction	6
First Aid Basics for the Grooming Professional - Part 3	10
The Young Guy Behind the Big Win: Artist Knox	18
Chris's Grooming Tips: Hand Stripping	24
The Wonders of Grooming: He Don't Need No Stinkin' Leash...	28
S•A•G•E • Advice	32
How to Dominate Your Local Market for as Little as 75 Cents!	36
The Elusive Allergy: A Different Approach	42
Classifieds	56
Groomer Has It Season 2 Casting Call	58
Calendar of Events	59
New Product News	60

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## Sally's Desk by Todd Shelly

### The Sweetest Place on Earth



Sally Liddick



Gwen Shelly

## Dear Groomers,

This year marks the 20th anniversary of *Groom Expo* in Hershey. I was too busy being a high school student to help with the very first show, but I've been to every show since then. Although I wasn't there for it, I have heard the stories of the amazing success of the first show. It far exceeded expectations and was a completely sold out event with over 500 people attending. Of course, now the show attracts over 4,000 pet care professionals.

It only took two years for the show to outgrow the *Marriott Hotel* that hosted the event. We went looking for a location that was big enough to house us. What we ended up with was a facility in "The Sweetest Place on Earth" - Hershey, Pennsylvania.

We didn't realize at the time the effect this would have on the groomers that would attend our shows. For some, going to *Groom Expo* became a working vacation. Others were fascinated by the sites and the smell of chocolate from the nearby factories. But for most, it was a great opportunity to get all hopped up on sugar from the "chocolate fountain" before attending a seminar or the trade show. Some marketers use alcohol to get people to loosen up the purse strings. We use a sugar high.

This is now our 18th year at the *Hershey Lodge and Convention Center*. Several years ago we were in danger of outgrowing the Lodge. We figured we had one year left before we had to find a new facility. Unfortunately, there is nothing else in the area. By that time *Groom Expo* was barely known by its real name. It was simply, *The Hershey Show*. You can't very well move *The Hershey Show* to Baltimore or Philadelphia.

Lucky for us, right around the time for us to start panicking, the *Hershey Lodge* informed us that they were drastically expanding the facility. *Groom Expo* has the distinction of being the first show in their convention center. Every one of our 20 shows has had an increase in attendees, vendors and variety of speakers.

Like the *Hershey* show, most of the shows across the country are showing steady growth. I just came home from the *All American Grooming Show* in Chicago. They moved this year into a bigger and better facility. The *Atlanta Pet Fair* had to move to a bigger location a few years ago. Next year *Groom & Kennel Expo* will be moving into a new facility in Pasadena, CA to accommodate our growth. Those are just a few examples.

The credit for all of that growth should go to the groomers. Over the last 20 years, groomers have made great strides in changing their industry. They are more professional and have a desire for continuing education.

So, if you picked up this copy of *Groomer to Groomer* at *Groom Expo*, thank you for attending. If you haven't ever attended *Groom Expo* or any other show, consider attending one. You will be amazed at how much fun furthering your education can be!

todd@barkleigh.com

## Photos Needed.

We are looking for pet professionals who have a serious interest in photography. We would like to be able to use your pictures for background art for our articles and as possible cover shots if the focus of the issue calls for it. No payment will be provided but photo credit will be given in publication. Please send inquiries about what photographs we need for upcoming issues to Emily Willis at Emily@barkleigh.com.





BY KATHY HOSLER

# GIFTS OF LOVE SILENT AUCTION

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People in the pet care industry have great big hearts. They always root for the underdog, go the extra mile to help someone in need, and give generously to causes that warm their hearts. Their caring and compassionate natures are evident in everything that they do.

The *Gifts of Love Silent Auction*, held every year at *Groom Expo*, was born out of that kind of love.

You have seen the auction items that range from the useful – clippers, shampoo, and shears, to the unique – hand made afghans, and vintage Poodle skirts, but have you ever wondered what *Gifts of Love International* was all about and how the proceeds from the auction were used?

*Gifts of Love International* is an organization that provides aid to stricken parts of the world. Funds raised at the *Gifts of Love Silent Auction* have been used to help the needy in the United States, Guatemala, El Salvador, Nicaragua, Albania, and other areas around the world.

Don Kassebaum and his wife Barbara, of St. Louis, Missouri, are the directors of *Gifts of Love International*.

### A LITTLE BACKGROUND

Don Kassebaum was a hair-dresser for twenty years. In 1976 and 1977 Don won the Missouri

*Continued on page 8*

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Gifts of Love  
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Continued from page 6



Don and Barb Kassebaum

state championship in hairdressing.

"In 1979, I sold my hair styling salon and purchased a beauty supply house," said Don. "I named it the *Cosmos Company*." His sons joined the business and in 1987 *Cosmos* developed the first shampoo system for professional pet groomers.

Their first unit was placed in *Kennelwood Village*, the largest kennel and grooming facility in St. Louis. *Kennelwood's* grooming manager, Judy Bremer-Taxman, loved the unit and let everyone know it. Their pet bathing system became a huge success and the *Cosmos Corporation's* pet care

Continued on page 52



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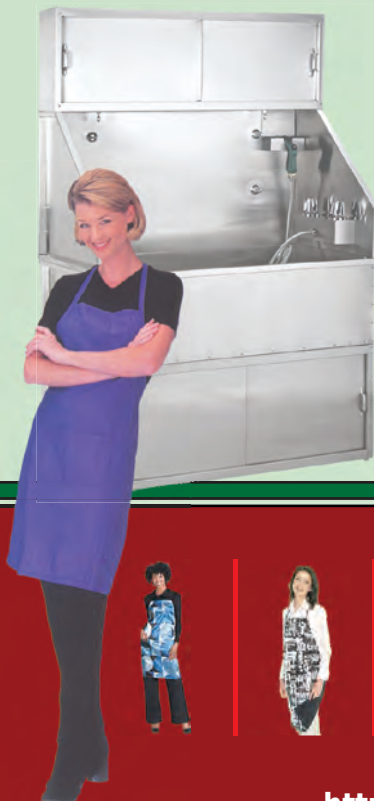


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# First Aid Basics

## for the Grooming Professional

### Part 3

By **Dr. Boyd Harrell**  
and **Sheryl Spangler**

**Part one** and two of this series covered the topics of checking for proper circulation, dehydration, bleeding control, abrasions, allergies, breathing problems and choking. This last part of *First Aid Basics* covers water in the lungs, burns, electric shock, and heat stroke. Learn vital tips to save our four-legged friends.

#### Water in Lungs

Aspiration, or inhaling water during bathing, sometimes occurs. If a small amount of water is inhaled, the pet may be able to cough it up and clear the airways on their own. If a larger amount of water is aspirated, then severe breathing impairment may be evident immedi-

ately or within a few hours of the aspiration. If any amount of water is known to have been aspirated then both the owner and a veterinarian should be immediately notified even if the pet seems to be doing okay. *Edema*, or swelling of the lungs, and pneumonia are possible serious

*Continued on page 12*

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First Aid Basics  
Continued from page 10

complications of water aspiration.

When a dog or cat has aspirated enough water to cause unconsciousness, appropriate first aid would include holding the pet upside down by the hind legs to allow water to flow back out the mouth and nose.

Place the pet on its side with the head slightly lowered so that any additional water still in the lungs has the possibility to escape. If you are trained in CPR, this would be a time to check the ABCs and begin to administer CPR. Do not attempt CPR if you are not properly trained. Next, wrap the pet up in a blanket to help avoid hypothermia and transport to a veterinary hospital immediately.

**Burns**

Most burns seen in the grooming salon are likely to be the superficial type resulting from things such as water that is too hot, hairdryers, or from equipment that has overheated. Signs of burn are the same as signs for burns in people; including red skin, discomfort and swelling. One major difference is that pet hair camouflages the

Continued on page 14

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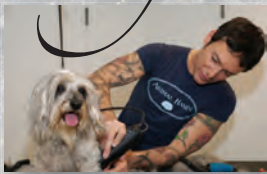


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First Aid Basics  
Continued from page 12

redness and swelling, making the signs less obvious to the observer. Applying cool water as quickly as possible will help to minimize the discomfort, redness and swelling. If a small area is affected, then running low-pressure cool water over the area is recommended.

Immersing the pet in cool water is another option when larger areas are involved, however do not use immersion when the burn is severe and be careful not to cause hypothermia. Keeping a wet cloth loosely covering the area may be a way to give long term comfort control.

When in doubt, seeking veterinary attention is always advised. Do not apply ointments and creams to a fresh burn. Use only the cool water or cool cloth techniques described unless otherwise specifically recommended by a veterinarian.

**Electric Shock**

Potential causes for electric shock in the grooming salon could be a short and faulty electrical equipment or from a pet who bites into an electric cord. If the shock or electrocution has been caused by faulty wiring or shorted equipment, the very first thing to do is to unplug the equipment or trip the circuit breaker. Protect yourself so that you are not also an electrocution victim. Next, check the ABCs of CPR and administer CPR if needed and you are trained, and transport to a veterinary hospital as soon as possible.

Often when the pet bites into a cord, especially a cat or a puppy with small needlelike teeth, there may be a shock and electric burns of the lips, mouth and tongue. Electrocution and death can result from biting into an electric cord, and quite often the trauma is limited to the mouth. Electric burns to the mouth may go unnoticed unless the

mouth is opened wide and close inspection made with adequate lighting. If electric burns are present, immediate veterinary attention is recommended.

**Heat Stroke**

Hyperthermia is the medical term for heat stroke, and refers to a pet that has been overheated to the point of causing symptoms. A common cause of heat stroke in the grooming salon is the result of leaving a cage dryer unattended, causing the pet to overheat. Dogs under a dryer should never be left unattended, even for short periods of time. Constant monitoring is an absolute must.

Signs of heat stroke include panting or difficulty breathing, and an increased body temperature often of 104 or more, and G.I. signs such as bloody diarrhea or vomiting. Drooling, decreased responsiveness, and seizures or coma are also possible.

Continued on page 16



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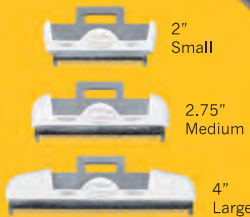
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First Aid Basics  
Continued from page 14

The first treatment for heat stroke is to remove the pet from the heat source. Using low-pressure cool water spray over the pet for a couple of minutes is a good start. Keeping cool water soaked towels on the head and body will also help to dissipate heat. Use an electric fan to keep air moving over the pet, taking

advantage of the cooling effect of evaporating water. Next transport the pet to a veterinary hospital immediately.

Pets suffering from heat stroke may suffer secondary problems such as shock, kidney problems, blood clotting problems, brain injury, heart problems, liver problems, and lung damage. Intravenous fluids combined with other medications and treatments are often needed over a period of hours to

days to sustain a serious heat stroke victim.

Hopefully as a groomer you will never need to use these first aid techniques. Although it is likely that you will use at least some of them during your career. Practice preventive safety measures to avoid the situations that can cause a pet injury or distress as much as possible, and if the need arises then be as

Continued on next page

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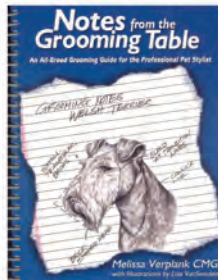
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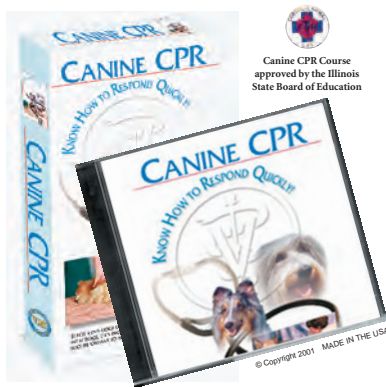


prepared as possible.

*Dr. Boyd Harrell and Sheryl Spangler are strategic business coaches and co-founders of Pet Pros Business Coaching, LLC. Dr. Harrell is a veterinarian and former multi-veterinary practice owner, an international speaker and a pet health advisor for Oxyfresh.com.*

*Sheryl currently owns a grooming school in the Seattle, Washington area, is a pet consultant with Oxyfresh.com and speaks nationally on groomer health and business topics. They are formally trained in life, leadership, health and business coaching and hold advanced certifications in "The Model of Human Behavior," the model of how people interact and what does and does not motivate them. In addition, they are certified in the "Strategic Mindset Process" coaching model, helping business owners to develop entrepreneurial habits to drive their success. They can be reached at [info@PetProsBusinessCoaching.com](mailto:info@PetProsBusinessCoaching.com) or by calling (866) 388-3578.*

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The Young Guy Behind the Big Win:

# Artist Knox

Every now and then, a special opportunity arises and you just know things are going to be different. Such was my opportunity to work behind the scenes as the Professional Consultant on the *Animal Planet* production, *Groomer Has It*. I don't think any one project in the industry has caused so much conversation, as well as controversy, and involved so many different aspects of our business. I was not the only one who jumped into the pool, as there were three judges, twelve groomer contestants and multiple well-known manufacturers who all put their reputations on the line for this project. There were contentious moments in the show that may have had some people grumbling, but there were

Photo courtesy of Animal Planet

Continued on page 20

By Teri DiMarino

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REQUEST READER SERVICE CARD #5429



Artist Knox  
Continued from page 18

also the heart-felt emotional times. All these moments definitely had people talking and, as they say, you can't buy publicity like that.

Working on the show was a real treat for me. It was my job to set up the salon and consult on products and equipment to be used, as well as the challenges the contestants were tasked with doing. Many viewers noticed the "product players" in the background. *Forever Stainless* (Request Reader Service #5398) supplied the beautiful tubs and tables while *Wahl* (Request Reader Service #5399) clippers were everywhere. *MDC Romani's ClipperVac* (Request Reader Service #5400) was on the scene and you had to be blind not to notice all the *Natures Specialties* (Request Reader Service #5401) products in the background. *High Velocity Dryers* by *Edemco* (Request Reader Service #5402) and tool caddies by *Kennel*

*Gear* (Request Reader Service #5403) rounded out the salon equipment. The big prize came from *Wag'n Tails Mobile Conversions*. (Request Reader Service #5404) The \$85,000 *Elite Grooming Van* was going home with one very happy winner, along with \$50,000 in cash.

Many of us watched intently as contestants vied weekly to win challenges that gave them advantages in the "game", only to be picked off, one-by-one, for what the judges deemed as less-than-ideal grooming. These people all had their work cut out for them and when the dust cleared, Artist Knox, a four-year groomer from South Central Los Angeles, was crowned the winner.

I had an opportunity to speak with Artist about his new found fame and got a bit more insight on the young man behind the big win. I walked away from my conversation with Artist refreshed and glowing with that warm-and-fuzzy feeling one gets from watching a "Lassie Come Home" movie.

A struggling kid raised in one of the toughest areas of Los Angeles, Artist went on a walk one day to distract himself while his mom was in surgery, and stumbled upon a pet superstore. Fixated on the grooming department, he watched in fascination and engaged the groomer in chitchat while peppering her with questions about her unique trade. Sometime in the course of the conversation, the groomer asked Artist if he wanted a job and said she would train him as a bather/ brusher. Unemployed at the time, Artist jumped on the opportunity to learn, which seems to be the story of this young man's life. When opportunity knocks he throws open the door!

Artist eventually gained enough experience and moved on to a local salon. One day the owner of the salon was preparing to lay him off as it was slow and there was not enough business at that time. As fate would have it, the salon owner had just received a call from the casting crew of

Continued on page 22



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Artist Knox  
Continued from page 20

Groomer Has It, as they were combing the area for potential groomers for the show. She suggested that Artist apply, which he did. The rest is history!

Not an avid television watcher and definitely not a reality-show fan, Artist's expectations of the show were all but non-existent. He went

in with an open mind and exposed himself to the scrutiny of an industry that was still very new to him. He went in determined to do his best while competing against other, much more experienced, groomers.

A fervent vegetarian (He won't eat anything that has a mother); Artist is a self proclaimed "open book", professing that what you see on the show is precisely the person that he is. And, I believe him. He believes, in spite of reality-show

editing, he was fairly portrayed on the show. From his perspective, he sees the show as having a positive influence on the industry. He feels it gave the average viewer a peek into the hard work groomers do on a daily basis. He believes that if the show made just one client realize that their pet needed grooming more often, it was worth it. His words of wisdom for future groomers are simple: "Groom because you like it!"

Artist is a single dad to his two-year-old son, Ariel, and juggles his time between making a living and being a parent; like so many of us.

Groomer Has It has certainly changed his life and is helping him achieve a dream. The show allowed him to see a broader spectrum of possibilities within his reach and gave him the confidence to believe in himself and make things happen. His goal in life is to maximize his potential and his passion for grooming is refreshing. With this big win and national recognition, Artist is well on his way.

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# Hand Stripping

## Grooming Tips

By Christina Pawlosky



I held a hand stripping seminar a few weeks back for a couple of my customers, the breeder and a friend. My customer has two wonderful Irish Terrier show dogs. They have their first champion and the second on its way with the help of two Terrier experts,

Allison and Joe Sunderman. My customers are committed to keeping the dogs in a natural coat. Giving this seminar made me realize that hand stripping is a very special skill that takes a long time to develop. But with

*Continued on next page*

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## Hand Stripping

*Continued from page 24*

a true understanding of the way skin and coat works naturally, it is obtainable. It is also helpful to have the right dog, the right customer and charge the right price.

Irish, of all the long legged Terriers, are easy to learn on as long as they have a good coat. So lesson number one is to determine, does the dog you want to hand strip have a good coat? On a good coat you should have no trouble pulling the dead coat, away from the dorsal area, with your fingers tips. Always hold skin tight in front of the area being stripped and always pull coat in the direction in which it is growing, without breaking at your wrist.

All hand stripped breeds typically have good color when in good coat. Also a good coat normally does not grow very long, less than a few inches, and then it wants to shed.

Long, poorly colored, fluffy coats should be avoided. These coats are harder to deal with but not impossible. They do require a lot more attention. However, most pet owners are not going to commit or pay for this extra service.

*Secondly, determine where the dog is in its coat life cycle.* Is the coat ready to shed or are there lots of different layers? If there is only one real layer you can do a few things. Pull the entire coat, leaving a thin layer of mostly undercoat, or start pulling about 1/3 of the coat evenly all over the dog, including furnishing. This is called *rolling the coat*. Then do the same in two to three weeks and again in a few weeks after that.

Just remember the life cycle of the coat. *Alive and growing* (leave it), *transitional* (may pull some), *dead* (get rid of it). Also keep in mind that no one hair has the same life cycle, with exception of a new puppy. So to keep a dog at its best you need to

Determine where the dog is in its coat life cycle. Is the coat ready to shed or are there lots of different layers?

work its coat often. Weekly or bi-weekly is best for one to two hour sessions.

*Thirdly, your tool collection.* There are so many tools available. Where to begin? Your fingers are your best choice. They leave the coat in its best condition but many of us do not have the strength in our hand to do a whole dog with

*Continued on page 26*



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Hand Stripping  
Continued from page 25

just our fingers. To assist, chalk can help grip the coat. But even with chalk, it can be hard. I like to use a *Dr. Scholl's* foot tool, shaped like a stripping knife. It has texture that helps grip coat without cutting. There are other tools to use but find stripping knives that are not sharp so as not to cut coat. Use ones that only assist in pulling the dead coat out. I use an undercoat rake sparingly on show coats. I grab a little undercoat on pet coats.

Fourthly, and most importantly, *teach yourself normal canine structure and breed standard* of the dog you are working on. Many of the breeds have grooming guides if you go on-line to the national club web site. Guides can be very helpful when available. The only thing you

Most importantly,  
teach yourself  
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working on.

may need is hair to fill in some conformational faults. Those areas tend to take more first time stripping so it is longer and thicker when the rest of the coat fills in, thus filling in the fault. The same when you need to remove a fault such as cheeks. Pull this area last and shortest.

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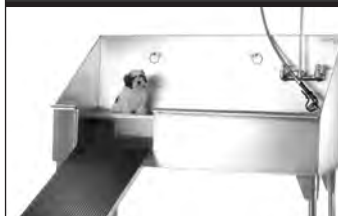
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# HE DON'T NEED NO STINKIN' LEASH....

By **BONNIE WONDERS**

**Y**ou probably all need both hands and feet to count the number of times you've had one of those owners who insist that their dog doesn't need to be on a leash when it comes into your shop. Usually, it's the macho men type who wouldn't be caught dead walking a dog on a leash. It's like this big power trip for them to be able to have *Rufus* heel right on into the shop glued to their knee. Trust me; it hardly ever works for them.

The scenario is pretty much always the same. I hear the buzzer go off when someone opens the storm door. Next comes the thump of the big door



coming open. Then, the inevitable "Get in Here....NOW," from the owner. Then let the cursing begin. A bar full of drunken GI's wouldn't have anything on some of these owners. The door buzzer quits buzzing as I watch a man standing out in the parking lot stomping his foot like a two year old who's just had his binky ripped away from him. He is yelling and pointing his finger hither and yon to call his obedient dog back to his side. The dog of course is not about to come

*Continued on page 30*

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*\*from August 1<sup>st</sup> - October 31<sup>st</sup>*



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REQUEST READER SERVICE #5444

He Don't Need no Stinkin' Leash...  
Continued from page 28

within 10 feet of this hulk. The chase then is on full swing. The guy goes right, the dog fades left. The guy goes left and the dog dodges right. As I watch the guy with his arms outstretched to their max I have to laugh. Like he thinks he really is going to catch that dog with this tactic. You have to understand, the dog has an entire parking lot that's about 80 feet wide. The guy's arm span is maybe four feet. Not that I was ever remotely good at math, but you figure the odds... they ain't too good.

At any rate, said dog sails past the guy and heads toward the equipment manufacturing plant at the other end of the parking lot. As it often gets pretty hot in that place, the giant bay doors are frequently open and in sails the dog, skidding past several guys on forklifts. Now this dog has pretty much free rein of a plant that takes up more than a city block.

I glance up at the clock on the wall. Another grooming appointment that will be a "tad" late.....sigh.....

Continued on page 50

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## SALON AND GROOMING EXPERT

It has certainly been a great 2008! So far, it has been a terrific year for trade shows. Meeting with groomers from across the country is always exciting and the answers they seek are varied. Some need to know how to groom smarter and what products will help them in their day-to-day operations, while others want to know how to manage their busy salon and make more money.

And an exciting year for promoting our industry! I'd like to acknowledge the fantastic team at Groomer Has It. They gave viewers some insight into the fast-paced world of pet grooming. I know there are still plenty of our customers who think we just play with the doggies all day, but others have approached us with information they gleaned from the series. I had the pleasure of watching the premiere of the series at this year's Intergrroom. What a glamorous evening! In addition to the Cardinal Crystal awards

dinner and spending time surrounded by the cream of the crop of the grooming industry, many of the stars from the show were also in attendance. I knew right away that the reality series would be controversial in the grooming community as many of the message boards can attest. Still, in the long run, it was the viewers who decided that they loved the show and they tuned in faithfully. Congratulations to all who competed and Artist who won!

I believe that some of the best moments on the show were those that involved the groomers interacting with customers. The comments that customers make and the way they try to belittle a groomer can be exasperating. I am dedicating this month's column to dealing with customers, good and bad (and ugly).



BY CHUCK SIMONS

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REQUEST READER SERVICE #5448

### Dear SAGE,

I have a lot of potential customers who want me to quote grooming prices over the phone. I am getting calls that start with "What do you charge for a...?" I usually give a range,

Continued on page 34

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REQUEST READER SERVICE CARD #5449



# Money from Heaven for Groomers

**By Deb Disney-Nusbaum**

As groomers, we are always looking for ways to boost our income without adding extra work or cost. I've recently fallen in love with a great program for groomers, from NuVet Labs, one of the older companies in the pet supplements industry. (They've

been around more than twelve years.)

Actually, NuVet's program is quite clever. They don't require us to sell anything or invest any money, which got my attention. It's so easy. NuVet Labs sends us free samples of their product to hand out to our customers whose dogs and cats have skin and coat problems, allergies, arthritis and

joint problems, etc.

In exchange, they pay us approximately 50% of the retail price each and every time these customers order. Not only does this boost our bottom line, but in most cases the improvement to the pet's health is dramatic.

The product itself is a natural, human-grade supplement. This product is so pure, it's actually manufactured in a pharmaceutical environment, meeting and exceeding GMP (Good Manufacturing Practices) as defined by the FDA (for humans), which is virtually unheard of in the pet industry.

It took NuVet Labs eight years to develop this unique product, which is only distributed through veterinarians and pet professionals, like us. It is not available in pet stores, which is another plus.

Initially, veterinarians and show dog breeders were selected to distribute the products because they are the most finicky and educated regarding the health needs, nutrition and costs spent on their animals.

Groomers were then added to the list because we have first-hand access (no pun intended) to so many dog and cat problems, especially skin and coat, allergy, arthritis and joint problems, etc.

So far, more than twenty-thousand groomers, vets and breeders across the country are already in the program. Many earn \$1,500 to \$2,500 every month, for no work beyond handing out the samples.

To learn more about their Groomers Program, call NuVet Labs at 1-800-474-7044. Request Reader Service Card #2903.

*Deb Disney-Nusbaum, the owner of Aldemar Weimaraners, has been a groomer and a breeder of award winning Weimaraners for more than 25 years.*

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but a specific price is the last thing I mention. I've been blessed and cursed by quoting prices over the phone.

Someone suggested that I set up a pre-screening appointment to quote the dog more accurately, but I don't have the time for that.

Have you perfected your ability to quote over the phone?

**Dear Priceless,**

I find that it is very easy to quote prices over the phone. I quote a base price plus shampoo and tax for the groom and bath dogs (and cats) with the caveat, "Not being able to see the pet, this price depends on their size and condition."

Unless this is a new puppy owner calling you for pricing then they know the drill. They have been to groomers before and they were either not happy with the price or service, or they are shopping for a new groomer. Get through the pricing quickly. Let them know you will be able to give them exact pricing when they get there and you see the pet.

The reason I find it easy to quote

a price is that I have developed a menu of services. Prices are quoted based on a formula that includes size, weight and breed, along with notations about de-shedding and other services. This price list is available as a template. It may be adjusted for your region, and yet it is a system that you can build success around.

Do not miss this opportunity. After I quote the price I include one more statement. "You will find that our prices are not the highest and they are not the lowest, but what we feel is necessary to hire the best employees and have the most up to date facilities."

They might find someone cheaper but they will not find anyone better.

"Don't you want the best for your pet?"

If they do not make an appointment I invite them to stop by and tour our facility and meet our grooming team. A more accurate quote can be given and they can see what their money is buying.

**Dear SAGE,**

Do you have customers who complain about anything and everything to get a discount? Or worse yet - to get a free groom?

I had a customer who said I was stupid to think he would pay for a grooming when we had only bathed the dog. When I showed him the notes to prove the dog had been groomed, he changed his tune and started complaining that it had taken too long for the service. He expected the dog to be completed in less time. I explained to him that his dog had been dropped at 9am and was done by Noon, but he said that since we had done so little to groom the dog, it should have taken an hour.

So I showed him his customer record and that he has been picking the dog up at noon for more than a year. There was just no winning with this guy! When I asked him what he wanted, he said a free groom. This is after insisting that the dog had not been groomed in the first place! I felt used and abused.

**Dear Abused,**

Too bad he wasn't at my shop. I guarantee he would have calmed down and apologized for his behavior post haste. I am professional to a point and he stepped over the line.

Do not be rude to my wife or my staff because I do not need that kind of business. I am the complaint department. Let's see him yell at me.

Continued on page 46

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We tried your *Alpha White™* on a cute Westie that had been at our boarding facility for a week. My groomer used *Alpha White™* on him and she thought it was great, but the true test is what does the owner think? The very next day the owner called and wanted to know how we got her dog so clean. She said "he has never been so white!" Thank you for making us look so great!

**-Audrey Wickman  
Tail Waggers Kennel**



A company sales rep offered me a free sample of *The Solution™* I declined his offer, as I never use cream rinses since they tend to soften hair causing mats between grooming. At his insistence I took the sample with me. A month later a customer came in with his badly matted dog and was emphatic the dog not be shaved. I decided to use the sample of *Solution* and I was able to dematt the hair without shaving! I was very impressed, but decide to reserve judgement until the dog came in for his next grooming. I felt confident his hair would be even more matted since the *Solution™* probably softened his hair. To my surprise the dog's hair was in extremely good condition! We now use the *Solution™* on every thing snarled and matted. I am totally sold on this wonderful product! I know it will enhance my grooming skills and please my customers. Thank you for such a great product!

**-Kathy Roberts  
Kathy's Kritters**

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# How To Dominate Your Local Market For As Little As 75 Cents!

By Wes Murph

When the gun went off I had a hunch the favorite was not going to win. I mean, how often does the favorite win? Remember the upset the US hockey team put on the Soviets in the 1980 Olympics? Or how about February 10, 1990 when Buster Douglas knocked out Mike Tyson in Tokyo? Most recently, who can forget the bruising the underdog *Giants* put on the *Patriots* in *Super Bowl XLII*. Talk about upset!

But then... before my eyes... I realized I was wrong. The favorite

did win. No... the favorite (*Big Brown*) dominated the 2008 *Kentucky Derby* in every way. Galloping to an easy victory.

But before I go any further, let me add, I'm not a fan of horse racing or animal sports for that matter. But if I put my personal feelings aside, there's a great lesson here. Let me explain.

I was wrong about the *Kentucky Derby*. The favorite, *Big Brown* won and by a landslide. But in most cases the favorite rarely wins. Maybe it's too much pressure.

Maybe it's overconfidence. Maybe it's lack of focus and preparation. Who knows but one thing for certain is this - Hard work beats talent almost every time.

To prove this, just ask yourself, ever seen a smart friend fail to get those final credits and earn a degree? Or a talented athlete that flushes his career down the toilet due to 'off the field problems'? Happens every day - right? But here's what this means for you.

The best groomer rarely makes all the money. Rarely dominates a local town. Rarely scoops up all of the business. I'll go even farther and say the less talented groomer that is willing to work hard in every area including: marketing, customer service, good grooming, product

Continued on page 38

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How to Dominate Your Local Market for as Little As 75 Cents!

*Continued from page 36*

specials, attending continuing education seminars, reading new books, using quality products, etc. will beat the more talented groomer nine times out of ten. Put simply... whoever is most hungry usually wins.

So how can you dominate your local market for as little as 75 cents? Well, assuming you're willing to put in a little extra work, I suggest you mail a monthly newsletter to all of your 'A list' clients. That's right! For about 75 cents per client, a monthly newsletter is the single most effective tool you can use to add the 'right' clients to your pet business. (For a sample GroomO-gram, request Reader Service Card #5406.)

When I say *right clients* I'm talking about clients that value your work. Clients that pay your prices,

tip extra and get their dogs groomed regularly. But why should you take what I'm saying seriously? Well all I can say to that is this...

I use a monthly newsletter and watched my business grow from one to two dogs a day to fifteen to twenty!

But how do you put together a newsletter and what should you put in it? Keep reading:

1. Type out four pages of newsletter material on a MS Word document. Put your personality into it. Tell stories. Use pictures. Interview clients. Use cool quotes. Write in crayon. Make an offer. Do anything, just DON'T be boring.
2. Send a digital copy to your printer and ask for an 11 x 17 front and back, black and white copy. This should cost you around 30 cents per copy.

“Hard work beats god given talent almost every time.”

3. Double fold your newsletter. Stick a label on it. Staple it and put a stamp on it. (At the time I'm writing this a stamp will cost you 41 cents.)
4. Mail it out to your A list clients (those that you enjoy doing business with).

Your total investment will be around 75 cents per copy. But let's break that down even further. Say you have 200 A list clients, at 75 cents per copy, which comes to \$150 a month (200 X .75). If your average cost per dog is \$40, all you

*Continued on page 40*

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## A True Love/Hate Relationship

by Bootsy Turfwood



Those guys at FURminator® Inc. know that some people *really* love their pets, but *really* hate the shedding. You know the ones I'm talking about. They buy doggie outfits, talk to their dogs in that high pitched voice, and when they drop their dog off to be groomed, they talk to the dog more than to you. These pet people demand the best for their *wittle schnookems*. And that's why they trust your knowledge and expertise to fight the one thing coming between them and their most cherished family member- the shedding. (The kids go to any old barber for a hair cut, but the pets go to *you* to be groomed.) And now you can provide the best in grooming services by becoming an Authorized FURminator Shed-Less Treatment Facility.

*...pet people demand the best for their wittle schnookems.*

*Let's face it, you love pets, but love to make money too.*

Being an Authorized Facility means you can enjoy the amazing benefits that come when you offer the FURminator Shed-Less Treatment. Although it's not guaranteed these benefits include pet owners talking to you in that affectionate high pitched voice, having the service *is guaranteed* to make you more profit. Period. Let's face it, you love pets, but love to make money too.

FURminator has had tremendous commercial success and is known by millions of pet owners and pet professionals around the world. You can use the success of this multi-patented product to drive your business by providing the FURminator Shed-Less Treatment to shed-hating pet lovers. You'll be offering them the convenience of a hair-free home without the hassle of doing it themselves. Providing this extra service is easy to do, and charging extra for the recognized and specialized FURminator

Shed-Less Treatment can make you *thousands* of extra dollars. Now you can make the same business and life changing money that over 2,000 Authorized Facilities have, just like that.

The mobile and salon kits have everything you'll need to promote and offer the shed-less treatment at your facility. The kit's advertising arsenal includes brochures with a section to stamp your business information, bringing the wagging tails back to you. Your business will be listed on the FURminator website for millions of pet lovers to see, driving new business to you. Become an Authorized Facility now at [www.FURminatorGroomer.com](http://www.FURminatorGroomer.com). Who knows, your clients may even give you cute wittle nicknames. But I'm not making any promises.

-bt



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REQUEST READER SERVICE CARD #5458



How to Dominate Your Local Market for as Little As 75 Cents!  
Continued from page 38

need are 3.75 appointments (\$150 / \$40) and you've paid for your investment. What's more, as you get better and better at writing a newsletter you'll get many more

appointments than 3.75. This means, you'll start to make a profit! And you'll get piles of referrals!

But the most powerful part of a newsletter is this, you'll begin to develop a strong relationship with your clients that will get them talking about you as 'the groomer everyone must go to'. And believe me, a strong client relationship is the only thing in today's competitive environ-

ment that will 'put you on the map'.

But just in case you're saying, "Aww, Wes. I don't have time to write a newsletter. And I hate to write. And my computer doesn't work. And my kids won't give me peace. And my spouse doesn't support this."

Then, for a small fee, there are services that will write your newsletter for you. All you have to do is print and mail it. Quite honestly, there's nothing (short of landing on the cover of *USA Today*) that will ring your register more than a monthly newsletter.

Wes Murph runs *The Studly Pooch Pet Spa*, which has been featured on the front page of two local newspapers and caters to a list of celebrity clients including famous authors, NFL coaches, MLB players and CEOs. *The Studly Pooch* has even appeared on Cesar Millan's "The Dog Whisperer". If you are serious about getting clients that pay your prices, tip extra, get their dogs groomed regularly and refer their friends - send Wes an email at [wes@thestudly-pooch.com](mailto:wes@thestudly-pooch.com) and he will give you information on his monthly pet newsletter service.

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# The Elusive Allergy: A Different Approach

Michelle Knowles,  
Pet Aesthetician,  
Professional Pet Stylist  
North American Consultant  
for IV San Bernard USA, LLC



There are countless diseases that can cause pets to scratch, including inadequate skin and hygiene care, mange, fungal infections, some bacteria, and the ever elusive "allergy". We all have the handful of clients that come in with a smelly, flaking, and/or chronically itchy dog. These pets come with their own shampoo or request a shampoo that is "medicated", hypoallergenic, or some kind of shampoo with oatmeal in it.

The shampoo never seems to clean the dog very well and certainly does nothing for the skin condition, that either stays the same, or gets worse as the months and years go by. In most cases, the client has been to several veterinarians, a pet dermatologist or two and is frustrated beyond imagination that no one seems to know how to fix *Fluffy*

who may be smelly, itchy, flaky, and not nearly as fluffy as *Fluffy* should be.

Learning the very nature of what allergies are and how they cause symptoms can lead to the discovery of new skin care treatments and techniques that do indeed help *Fluffy* become fluffy and flake free once more. Allergies brought about by insect stings and bites as well as food allergies should be addressed internally by a licensed Veterinarian, although some proper skin care and treatment is appropriate.

This article is going to concern itself mainly with airborne and contact allergies in order to equip the groomer or stylist with the knowledge to help all of the *Fluffys* that they may meet in the course of their career.

An allergy is the body's reaction

to a substance it can't tolerate well. When the body comes in contact with an allergen (allergy-causing substance), either through physical contact, something eaten, or by inhaling the substance, it produces antibodies and is called an allergic reaction. In pets, the allergic reaction can cause various symptoms including vomiting, diarrhea, respiratory problems, runny nose, hives, redness, hair loss and itchy skin.

Allergic pets will often lick their paws, scratch or rub their faces, or have watery eyes. Repeatedly red or infected ears can also be a result of an allergic reaction. The constant scratching can produce bacterial skin infections, scarring of the skin and more hair loss. People can also develop allergies to any furred animal, including such common pets

Continued on page 44



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REQUEST READER SERVICE CARD #5464



The Elusive Allergy:  
A Different Approach  
*Continued from page 42*

as dogs, hamsters, gerbils, rabbits, and horses. Cat allergens are especially potent.

Don't blame the hair! Allergies are caused by exposure to proteins that are normally present in the

animal's saliva, urine or in secretions from glands in the skin. The animal's hair or dander does not in itself cause allergies, although they do make excellent airborne carriers for the offending proteins.

In my experience there is no conclusive evidence that short-haired animals cause or have fewer allergies than long-haired, or that one breed is more hypoallergenic than another. Each case is an indi-

vidual and must be treated that way. We all live in different regions, time zones, and have different environmental stresses.

I live in the desert where everyone and everything is very dry and I administer a large amount of hydration treatments. I have colleagues that reside in the mid-west that have high humidity and are frustrated with the curliness of their Poodles and Bichons. Please make sure that your client has sought the advice of a licensed veterinarian and that you educate yourself about the animals' entire health condition.

Currently, the most common way of treating an animal with a non-specific, chronic allergic condition is to shave it "so you can get to the skin" and then wash it with some type of oatmeal or "medicated" shampoo. This method robs the animal's ability to stabilize its own skin and increases the chance of pollen, toxins or bacteria to make contact

*Continued on page 58*

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So YES! You will find a number of customers, who try to bully you into dropping your price, or give them free services or otherwise haggle their way to a discount. But a free groom? No way! You need to lose that customer or help him to see the

error of his ways. You need to have some client training instructions.

I know how hard it can be to give up a customer. But what you want are Preferred Customers who appreciate your skills, book their next appointments in advance and tip generously. They are out there and it is your job to find them. (And lose the users.)

Dear SAGE,

I had a client come in for the first

time in nearly a year. The first time he brought his dog in we did a bath, nails, clean feet and de-shed. This time, the dog is packed with undercoat and we worked our butts off! It took a lot more time and effort than the first visit, and I charged him accordingly.

Well he just about spit nickels when he got the bill and made a nasty comment about the price doubling since last year. After about five minutes of his ranting, I dropped the price by \$25 and felt like telling him it would cost less if he didn't wait a year between grooms. Besides – what hasn't gone up in the last year? Once a year grooms are the worst!

Dear Once a Year Groomer,

Dogs and cats who are not your Preferred Customers, (customers who book their next appointment at checkout from their last appointment, for a groom dog - within 8 weeks and a bath dog - within 12 weeks) are subject to all appropriate

Continued on next page

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I only discount Preferred Customers 10% for booking in advance. Everyone else pays the prevailing rate.

You paid \$25 to get him out the door? Next time, if there is a next time, just put him on the phone with me and I will get him to pay up and you can send me the \$25!

**Dear SAGE,**

*What do you do about customers who are late when they pick up their pet?*

*We sometimes wait around until after our posted business hours for*

*customers who just can't seem to make it on time. They forget to call or otherwise give us some lame excuse that they were stuck in traffic and the usual. Meanwhile, we are left waiting.*

**Dear Waiting,**

Many of us ask for a greater amount of time than it will take to do a good job without rushing the groomer or the groom. We usually ask for a minimum of four hours so we have time to accommodate up to 40 dogs a day.

Depending on what employees show up for work can determine how our day goes. Also if there is a full moon and the dogs are going nuts, we may have a harder time making the out times. We have a "call when ready" or ask the owner to call first to see if they are ready. If a bather does not show and we have to do her job, we may run late and our customers oblige us. Even if one groom takes a little longer, it affects all the rest of the grooms down the

line. With that being said, we understand that "poop happens" and we try to accommodate the clients like we ask them to accommodate us.

We know who our chronic no-shows and late pick-ups are and we make adjustments in the schedule to allow for them. If they are late pick-ups, we book them on a day we know we will be there late, like a Friday or Saturday. Remember, we are in a service business and that is what we give, especially to our preferred clients. I am there to service and accommodate them. They in return accommodate us with tips and gifts and booking new appointments.

If they were my client, they would get a friendly warning. If they did not respond, then we would increase their grooming for the anticipated wait.

We would let them know ahead of time that the groom has increased by \$5.

Then it is their choice whether to

Continued on page 48

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S•A•G•E Advice  
Continued from page 47

book or not for the additional fee.

Most will be on time to save that five dollar charge.

**SAGE Advice Tip:** Keep in the P.I.N.K. when it comes to customers.

Customer relations can be a key to success in the salon. Stay P.I.N.K. every day!

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**N. – News.** Is there pet news that relates to your client? Maybe the breed they own was just featured in the paper or there is a dog parade in the area. Give them the news they can use.

**K. – Knowledge.** You are the

expert when it comes to making their dog look its best. Why not impart some of that knowledge to them? Help them learn how to best care for their dog between grooms, ways to keep their pets happy and healthy, and other expert advice that lets them know you care.

That's all for this issue! Next issue, we will discuss problem pets. You can find me on the boards under the user name Chuck, and I am always happy to offer SAGE Advice.

*Chuck Simons is the inventor of Groomers Helper®, the leading pet safety and positioning system for professional groomers. When he is not traveling to grooming shows, he can be found at The Pet Salon in Margate, NJ, now celebrating its 25th year in business. You can contact Chuck by emailing [chuck@pet-shots.com](mailto:chuck@pet-shots.com) or calling 866-987-2426 if you are in need of SAGE Advice. Visit [www.sageadvice.biz](http://www.sageadvice.biz).*

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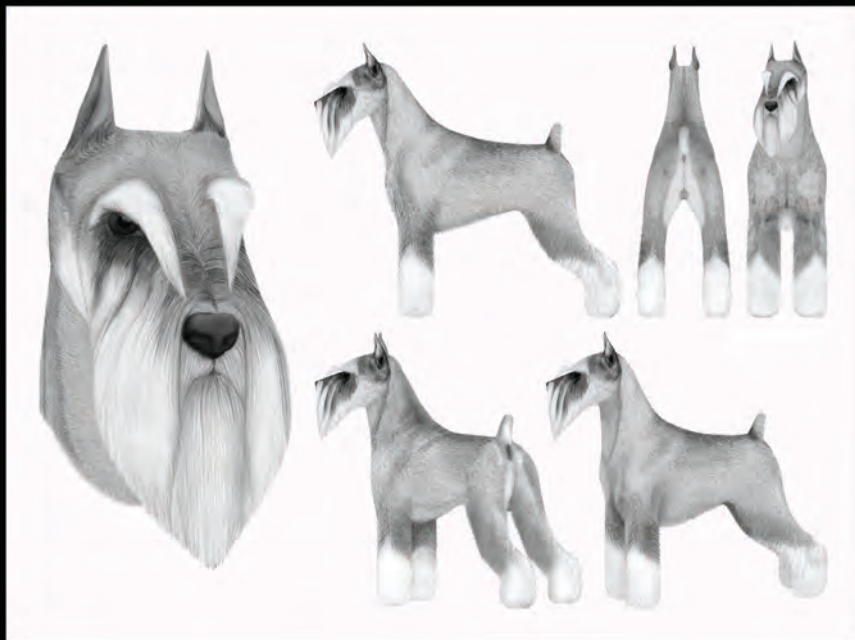
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## Proverbial Wisdom

**The wise man saves for the future,  
but the foolish man spends whatever he gets.**

*Proverbs 21:20 Living Bible*

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He Don't Need no  
Stinkin' Leash...  
*Continued from page 30*

Finally, after 15 minutes or so, in comes the man who owns the dog, who now has a "leash" fashioned around his neck made from the guy's belt. It is SO hard for me not to say "I told you so," to the guy. You have to understand we go through almost this exact same routine every eight weeks or so. I think my look said it all. I'm not even saying what I think HIS look says.

Although it usually is the men who refuse to do the leash thing, every now and then there are some women who are just as stubborn. A few weeks back one of my customers who happens to have a very heavy foreign accent was bringing in her two Shih Tzus. I saw her get out of her SUV dressed to the hilt. She is a surgeon's wife and is always looking impeccable. Just as I started to open the front door to go help her get the dogs out of the vehicle, she plucked both of them from the back seat at the same time. One slipped from her grasp and headed toward the main street which is the direct route in front of the PA Turnpike. She

screamed in that foreign voice of hers and immediately dropped the other dog to the ground. Now both dogs were running for the highway.

There she was, all four feet five inches of her in stiletto heels, running through the parking lot while screaming "Zoe! Zoe! Cuum baack heede.....Thright nooowww." I was directly behind her in hot pursuit, but let me tell you that little foreign woman had wings on those feet!

She had made it to the middle of North Center Avenue, and had traffic screeching to a halt as she darted between cars chasing after those dogs. By this time I caught up with one who decided to do her submissive peeing thing right there on the yellow line. "Some girls just have no pride at all," I said simply to the guy who was staring down at her with his head stuck out his driver's window. He just raised his eyebrows.

In the meantime, I looked over in time to see the doctor's wife on her hands and knees practically underneath the oil pan of a bright yellow Hummer. She was fervently reaching for the other dog. "Geesh, lady...GET OUTTA THERE! Are you nuts or WHAT?" The owner of the Hummer was yelling. I don't think he realized what she was trying to do

under his car. I think the poor guy just thought there was a loony toon woman trying to get up close and personal with his undercarriage. "Her dog is under there!" I yelled to him. Right about then she emerged victoriously pulling the dog out by its topknot and a front leg. It was yelping....she was swearing....I think. (It was in another language, but it didn't sound too good to me.)

We got off the street and traffic resumed amid a few honks. As we walked down the parking lot together, I casually mentioned that it would probably be best if from now on she brought her dogs on leash to the shop. "Oh, I'd hate to do that," she said looking at me with a pitiful grimace. "It seems so cruel to make the poor things walk around being pulled by their neck on a rope. I'd hate to do that to them," she finished.

And they think I've banged MY head one too many times?????????

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Gifts of Love Silent Auction  
Continued from page 8

division was up and running. They researched and formulated the *Tropiclean* line of natural pet shampoos, and added the *Oxy-Med* and *SPA* product lines, in time.

Don had a dream. He wanted to build his business to the point that he could be a full-time missionary without having to take any income from the missionary work. In January of 1991, his prayers were answered. Don and Barb turned the company over to their sons and began their full time mission work.

Through the years they have worked on many projects. In 1992, Don and Barb helped people recover and rebuild after hurricane *Andrew*. "We organized teams of volunteers that worked to help restore people's lives," said Barb Kassebaum. "We all filled warehouses with food, clothes, and building materials and distributed them to those who had been devastated."

After their work was done in Florida, Don and Barb studied Spanish and went to Central America

Barb

Don



**This is a photo of a pastor, his wife and their four children. They live in the poorest of poor situations and GOLI supports them on a monthly basis.**

to help the poorest of the poor.

While they were in Guatemala, they came to an orphanage where the conditions were so bad that it broke Don and Barb's hearts. The children were housed in old rotted out trailers. They existed mostly on what they could gather from the land.

Witnessing these poor living conditions and the absence of help of any kind, Don and Barb Kassebaum knew that they were needed and had been called to help these children.

They founded *Gifts of Love International*. Its sole purpose is to give aid to the poor. Although their current project is to provide homes for widows and street children in Guatemala, *Gifts of Love International* also helps build churches in Guatemala and the United States, and has other ongoing projects as well.

## THE BARKLEIGH CONNECTION

"Sally and I met Don and Barb on the show circuit many years ago, well before there was a *Groom Expo*," says Gwen Shelly, Vice President of *Barkleigh Productions, Inc.* "We became friends and through the years Don shared with us what they were doing in the mission field."

"Holding a *Silent Auction* at *Groom Expo* was one of the ways we could help," says Gwen. "Each year the proceeds from the auction would go to a very worthy cause."

One of the first recipients was Dawn Ringling, a groomer who had

Continued on next page

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## Gifts of Love Silent Auction Continued from page 52

been paralyzed from the waist down in a tragic accident. Money was raised at *Groom Expo* to help Dawn buy a van that was specially modified to allow her to continue the grooming career she loved.

Even when the *Silent Auction* raised money for a different recipient each year, big hearted *Groom Expo* attendees brought donations of clothes, school items, shoes, toys, and personal care items that were packed in semi-trucks and shipped to Guatemala.

Don Kassebaum encouraged Sally, Gwen, Judy Bremer-Taxman, and about a dozen others in the pet industry to accompany him to Guatemala to see first hand the conditions there and to meet the people and understand their needs.

"We visited several villages in Guatemala," reports Gwen. "Some of the places were just like you see on

television – where people live in huts with dirt floors. We learned very quickly that their main diet was black beans and bread."

"In some of the villages there were no cars," said Judy, "We had to ride in the back of cattle trucks...ones that had been used all day – and not cleaned out!"

"Also," she quickly added, "We were told to be very careful not to drink the water or get it in our mouths because of parasites. We put masking tape over our mouths when we took a shower. Can you imagine having to do that?"

"When we arrived at the orphanage," said Sally, "We found that there were eight to twelve children sleeping in each bedroom of the old trailers. They slept in wooden bunks that had no mattresses, and the only pillows they had were sacks stuffed with straw."

"We had taken lots of *Hershey* candy with us and it was amazing to watch them enjoy it," recalls Gwen with a big smile. "The children had



*Individuals receiving a touch from God.*

never tasted candy before."

Judy didn't let the language barrier stop her from entertaining the children. She brought all her props and told Bible stories like *Noah and The Ark* to a spellbound audience.

"It was a life-changing experience for everyone who went on the trip," Judy said. "You can't imagine the poverty. I remember one little boy

*Continued on page 54*

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Gifts of Love Silent Auction  
Continued from page 53

named Bee who's only toy was a shoe lace. He weaved it between his fingers and used it to play different games."

"The people of Guatemala were so gracious to us," Judy continued. "They had virtually nothing, yet they were happy. They treated us like royalty and shared everything they had with us."

Gwen added, "The Kassebaums are a very special family. They work incredibly hard every day to help others, yet they always have a smile on their face and joy in their hearts. What Don and Barb Kassebaum do and how they do it is not an easy life – and, it can be dangerous."

After experiencing the living conditions in Guatemala, Gwen, Sally, and the rest of the pet professionals who accompanied them, understood the great need for helping these people.

"I know that there are many poor people here in the United States, but there are agencies that they can turn to for help," said Gwen. "It is very different in Guatemala. There really isn't help for them as we know it."

"Sally and I have been blessed in so many ways with our friendship, families, and *Barkleigh*," said Gwen.

"We have had many experiences that others can only dream about. If we just give back a little to make life better for others, it makes our lives so much better."

Gwen said to Sally, "From now on, let's do the *Silent Auction for Gifts of Love*."

"OK," Sally replied, "It's your project."

Gwen took that challenge and began to prepare for the auctions. The *Gifts of Love Silent Auctions* are held at every *Barkleigh* event and also at *Interroom*.

Obtaining thousands of items in preparation for these auctions is a year round project for Gwen. As Gwen is a born shopper, that part of it is right up her alley. "I go to gift shows and look for unique and interesting items and I buy in quantity. I also shop online," said Gwen. "At *Barkleigh* we have an entire room set aside for the *Silent Auction* items. It is a lot of extra work for the staff, but, they love the results!"

The always amazing, and also practical, Gwen Shelly has started a new fashion trend at *Groom Expo* that has everyone howling with delight – *Slipper Daze*. Gwen has invited all the attendees to share the comfortable footwear she has become famous for wearing. During *Slipper Daze* everyone is encouraged to pamper their dog



**New church building construction by GOLI in Sitio, Guatemala.**

tired feet by wearing the unique and adorable slippers that are available at the *Gifts of Love International* booth.

No one, not even Gwen, imagined what a tremendous success the *Silent Auction* would become. Hundreds of items are offered each day. They line the walls and halls of the Convention Center.

Manufacturers and vendors have been generous too. Their products are

*Continued on next page*

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Gifts of Love Silent Auction  
Continued from page 54

showcased and then donated to the auction. And the *Groom Expo* attendees really support the auction. In fact, there have been some hot and heavy bidding wars over some of the really popular items at the auction.

Although *Gifts of Love International* is the main recipient of the proceeds of the *Silent Auction*, some of the money from the *Show Close Auction* will be used to help groomers in need.

Gwen states, "It is especially gratifying to support worthy causes when you know where the money is going, and then actually see tangible results of your work."

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In 2007, Don and Barb Kassebaum were able to purchase more than twenty-six acres of land in Guatemala in order to establish a

farm and provide a home for widows and street children.

"Miracles along the way have made it possible," says Don Kassebaum. "Without Gwen, Sally, and *Barkleigh* we wouldn't be able to do what we do. Every year the *Silent Auctions* raise more money. Gwen gets nothing, but she puts so much of her own self into the project. *Barkleigh*, *Cosmos*, and the other pet industry supporters are great blessings to us."

They are in the process of building homes and barns on the land. The two-story houses will have eight bedrooms in each, with no more than two children per room. They will have real beds and nice furniture.

Gardens and orchards will be planted, and there will be many animals to help the children learn how to love and care for them.

"Don tells us that we can't even imagine how much *Gifts of Love* has changed lives in Guatemala," says Gwen. "Some of the children will have a real home for the first time in their lives."



**Barkleigh's Silent Auction.**

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## The Elusive Allergy: A Different Approach *Continued from page 44*

with the skin, thereby increasing the chance of uncomfortable symptoms.

These cleansing options are not without merit under certain circumstances not covered here, however, when a skin condition is unimproved or worsens with every treatment, there are other solutions to help chronically allergic pets and their owners onto the path of skin and coat wellness.

The first step is to remove the offending toxin or pollutant from the skin. This is done using a clay mask and a cleansing product designed to take the skin and hair to a neutral PH. (6.5 - 7)

Secondly, we must replenish the skin with vitamins and trace minerals, which are the building blocks and food of the skin cells themselves. Lastly, the sebum or natural oil layer needs to be replaced using a high quality balsam or conditioner to keep the vitamins and minerals in and provide another barrier between the allergen and the body of the animal.

It should be noted that this same procedure is basic facial skin care for us humans. This regimen should be followed every week to keep the skin and hair free of the problem causing allergens, and twice weekly if the symptoms are severe. If an inch or so of hair is left on the body this is one more valuable layer of protection from the symptom-causing component.

Shaving strips the skin

and hair of natural oils, clogs pores and exposes the skin to bacteria, pollutants and harmful UV rays. These factors intensify itching, allergies and irritation. The length of hair will not reduce allergic symptoms. Regular and proper cleansing of the skin will.

This same method is helpful when treating allergies brought about by internal factors.

Some animals with underlying inner disorders will need the help of their Veterinarian who can prescribe different medications as well as a knowledgeable groomer or stylist who can administer a good external skin care program based on this regimen.

While there are no known cures for airborne and contact allergy reactions, pets can lead much happier, stress-free lives when the allergens are identified, avoided and the symptoms eased through different medications and therapeutic spa regimens. A proper skin and coat care regimen is essential for health, and can help minimize and prevent many systemic problems from developing.

*Michelle Knowles has apprenticed, volunteered, worked, owned and managed in salons, kennels, zoos, and veterinary hospitals across the country.*

*A professional pet stylist with 20 + years experience, Michelle is the Spa Director of The Tender Paw Day Spa At Animal Health Services Surgical and Diagnostic Center in Cave Creek, AZ. She has an ISB certification in skin and coat care, extensive experience with fear and trauma recovery, elderly pets, and a focus on managing allergic/dermatological disorders. For more information, please visit [www.azpawspa.com](http://www.azpawspa.com). Michelle is certified by the National Dog Groomers Association of America and is the North American skin and coat consultant for Iv San Bernard USA pet grooming products. She can be reached at [info@azpawspa.com](mailto:info@azpawspa.com) or by calling (480) 488-6181.*

*Holly had a chronic allergy condition that caused hair loss and scabbing for 10 of her 12 years. Every avenue was explored to help her feel better. She was put on a weekly Mineral H Therapy regimen using Iv San Bernard Therapeutic Products, and regained her coat and her dignity in less than six months.*



# Groomer HAS IT

## Season 2

### Casting Call

Animal Planet is now casting Season 2 of the new, exciting reality show Groomer Has It. Dog stylists will be competing to become the top groomer, winning \$50,000 in cash and a mobile unit of their dreams. Do you have what it takes to be the best? Are you highly skilled with an amazing personality? Weekly compensation will be provided during the shoot. For those competitive dog stylists who have what it takes to win and those interested in being judges, send an e-mail to: [groomerhasit@gmail.com](mailto:groomerhasit@gmail.com). Please include your name, age, photo, contact info and brief bio on your grooming experience.



# 2008-2009 Calendar of Events



## SHOW DATES AT A GLANCE

### CALIFORNIA

#### Groom & Kennel Expo 2009

2/12/2009 – 2/15/2009  
Pasadena, CA  
(717) 691-3388  
info@barkleigh.com  
www.barkleigh.com

### FLORIDA

#### NDGAA "Fun in the Sun" Seminar

10/24/2008 – 10/26/2008  
Orlando, FL  
(724) 962-2711  
ndga@nationaldoggroomers.com  
www.nationaldoggroomers.com

#### Pet Pro Cruise to Jamaica - Carnival Destiny featuring Sarah Wilson

1/3/2009 – 1/8/2009  
Miami, FL  
(717) 691-3388  
info@barkleigh.com  
www.barkleigh.com

### GEORGIA

#### Atlanta Pet Fair

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

### ILLINOIS

#### Pet Industry Christmas Trade Show and Educational Conference

10/3/2008 – 10/5/2008  
Chicago, IL  
(312) 578-1818  
hhbacker@hhbacker.com

### KENTUCKY

#### PetQuest 2009

(Cincinnati OH area)  
7/23/2009 – 7/26/2009  
Ft Mitchell, KY  
(717) 691-3388  
info@barkleigh.com  
www.barkleigh.com

#### SuperGroom 2008

11/15/2008 – 11/17/2008  
Lexington, KY  
(717) 691-3388  
info@barkleigh.com  
www.barkleigh.com

### MARYLAND

#### Backer's Pet Industry Spring Trade Show

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

### MISSOURI

#### Groom Classic 2009

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

### NEW JERSEY

#### Intergroom

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

### NEVADA

#### SuperZoo

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

### NEW YORK

#### Pet Fashion Week - Spring Show

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

#### Pet Fashion Week

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

### PENNSYLVANIA

#### Groom Expo 2008

9/10/2008 – 9/14/2008  
Hershey, PA  
(717) 691-3388  
info@barkleigh.com  
www.groomexpo.com

#### Pet Care Services Assoc. Convention & Expo

10/28/2008 – 10/30/2008  
Pittsburgh, PA  
(877) 570-7788  
www.petcareservices.org

### RHODE ISLAND

#### 28th Annual New England Pet Grooming Professionals Fall Holiday Festival

10/31/2008 – 11/2/2008  
Warwick, RI  
(508) 799-5236  
lclaf@comcast.net • www.nepgp.com

### SOUTH CAROLINA

#### Carolina GroomFest 2009

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

### TEXAS

#### U S Pet Pro Classic

10/16/2008 – 10/19/2008  
Dallas, TX  
(972) 414-9715  
classic@petstylist.com  
www.petstylist.com

### WASHINGTON

#### Pacific Northwest Grooming Show 2009

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

#### WAG Seminar featuring Barbara Bird

10/5/2008 – 10/6/2008  
Seattle Area, WA  
(972) 414-9715  
azocicat@gmail.com  
www.wagroomers.com

### CANADA

#### West-Can Groom Fest

10/4/2008 – 10/5/2008  
Nanaimo B.C., Canada  
Fax (250) 955-0547  
groomfest@yahoo.ca

## 2008 Calendar

### SuperGroom 2008

11/15/2008 – 11/17/2008  
Lexington, KY

## 2009 Calendar

### Pet Pro Cruise to Jamaica - Carnival Destiny

featuring Sarah Wilson  
1/3/2009 – 1/8/2009  
Miami, FL

### Groom & Kennel Expo 2009

2/12/2009 – 2/15/2009  
Pasadena, CA

### Pacific Northwest Grooming Show 2009

3/20/2009 – 3/22/2009  
Tacoma, WA

### PetQuest 2009

(Cincinnati OH area)  
7/23/2009 – 7/26/2009  
Ft Mitchell, KY

### Groom Expo 2009

9/17/2009 – 9/20/2009  
Hershey, PA

## 2010 Calendar

### Groom & Kennel Expo 2010

2/18/2010 – 2/21/2010  
Pasadena, CA

### PetQuest 2010

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

### Groom Expo 2010

9/9/2010 – 9/12/2010  
Hershey, PA

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# New Product News



## ANDIS GOES GREEN

Andis has thrown its hat into the green ring with gusto. The company now permits only recyclable packaging for its hair styling equipment and has introduced a powder coating finish for a selection of clippers that eliminates hazardous waste as a by-product of the finishing process. Formulas for the Andis line of oil and blade care products have been altered to derive their oleaginous properties from natural sources rather than petroleum products. Andis had been using Styrofoam inside its boxes to protect its equipment from damage. The Styrofoam has been replaced by corrugated cardboard and materials made entirely from recycled milk jugs. *Request Reader Service Card #5069.*



## NEW YORK CANINE CLEAN

Jonathan David from Animal Planet's *Groomer Has It* introduces *New York Canine*

*Clean* pet shampoo and conditioner to the luxury pet market. This product incorporates into its formula the exotic South African Rooibos tea, well known for its antioxidant properties, which has been shown to slow the aging process and heal certain skin irritations, and when used regularly, helps condition skin and coat, giving it a healthy vitality in addition to a fresh, clean scent that lasts for days. *Canine Clean* is presently in select spas/stores in New York and Miami. *Request Reader Service Card #5502.*



## DEAD SEA MINERAL SHAMPOO & CONDITIONERS

Divazi's *Dead Sea Mineral* product line has been expanded to include shampoos and conditioners. They are made with a mixture of nature's wonders including unique minerals from the *Dead Sea*, famous for

thousands of years for its therapeutic qualities. The *Dead Sea Mineral Shampoo* is incredibly fresh scented. It helps to soothe irritations, deeply nourish, clean, and revitalize the coat.



The *Dead Sea Mineral Conditioners* are light and clean scented. They help to soothe irritations, moisturize and condition, giving the coat beautiful shine and softness, new body and bounce. *Request Reader Service Card #5503.*

## GROOMERS HELPER PRESENTS NEW LINE OF TABLE CLAMPS AND GROOMING ARMS

*Groomers Helper* is now offering a new line of table clamps designed to fit any grooming table, including standard and non-standard sizes. The current selection is available in a powder coat finish including a clamp for both 3/4 inch and 1 inch grooming arms. In addition to clamps for standard size tables, there is a "universal" clamp available now for non-standard grooming tables. The clamps feature heavy-duty welded steel construction, spring steel tension, and a silicon pad on top to help keep the clamp from marring the table top. *Request Reader Service Card #5504.*



## CUCUMBER MELON ESPREE PRODUCTS

New by *Espree Animal Products* are *Cucumber Melon Shampoo* and *Cucumber Melon Cologne*.



A deep cleansing all-purpose shampoo formulated for any coat or breed. The pairing of natural ingredients and rich fragrances makes this shampoo a salon favorite. *Cucumber Melon Shampoo* was formulated per the request of our grooming professional customers! Use with *Cucumber Melon Cologne* to enhance and maintain the fragrance. *For more information, Request Reader Service Card #5505.*

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## February 12-15, 2009

NEW  
Location!  
Pasadena,  
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- Trade Show
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  - Winners Circle
  - Super Model Dog
- Seminars
- Animal Behavior

www.GroomExpo.com info@barkleigh.com

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# Klip Kards *Client Index & Extender Cards*

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

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

**ADDRESS**  
 LAST      FIRST  
 HOME PHONE  
 CELL PHONE  
 WORK-MR.  
 WORK-MRS.  
 EMAIL  
 REFERRED BY  
 BREED      SIZE  
 NAME       M  F  NEUT  
 COLOR      BIRTHDATE  
 VET      PH.  
 VACCINATIONS  
 MEDICAL PROBLEMS

**CLIP**      \$  
 \$  
**SPECIAL INSTRUCTIONS**

**ALL THAT APPLY:**  
 EASY  
 FAIR  
 DIFFICULT  
 BITER  
 CAGE SOILER  
 NOISY  
 SHY  
 CHECK ANALS  
 CHECK EARS  
 BURNS EASILY  
 BLIND  
 DEAF  
 DIABETIC  
 EPILEPTIC

B - Burn sensitive area  
 X - Moles, Warts  
 O - Old injury, Arthritis

**SIZE CHART**  
 HT. \_\_\_\_\_  
 WT. \_\_\_\_\_  
 NECK \_\_\_\_\_  
 BACK \_\_\_\_\_  
 CHEST \_\_\_\_\_  
 GIRTH \_\_\_\_\_

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

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

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

### Giant Klip Kard - Colored • 5" x 8"

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

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

### Giant Klip Kard Extenders • 5" x 8" - White

#506 100 Giant Klip Kards Extenders	\$13.75
-------------------------------------	---------

Available Colors



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

**ADDRESS**  
 LAST      FIRST  
 HOME PHONE  
 CELL PHONE  
 WORK-MR.  
 WORK-MRS.  
 EMAIL  
 REFERRED BY  
 BREED      SIZE  
 NAME       M  F  NEUT  
 COLOR      BIRTHDATE  
 VET      PHONE  
 MEDICAL PROBLEMS

**CLIP**      \$  
 \$

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

MK48 MEDIUM KLIP KARDS

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## Medium Klip Kard

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

Available Colors



### Medium Klip Kard - White • 4" x 6"

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

### Medium Klip Kard - Colored • 4" x 6"

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

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

### Medium Klip Kard Extenders • 4" x 6" - White

#513 100 Medium Extenders	\$11.95
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## Small Klip Kard

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

### Regular Klip Kard - White Only • 3" x 5"

#514 100 Regular Klip Kards	\$10.50
#515 500 Regular Klip Kards	\$39.75
#516 1000 Regular Klip Kards	\$62.95

### Regular Klip Kard Extenders • 3" x 5"

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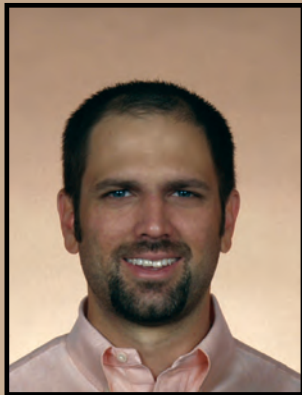
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