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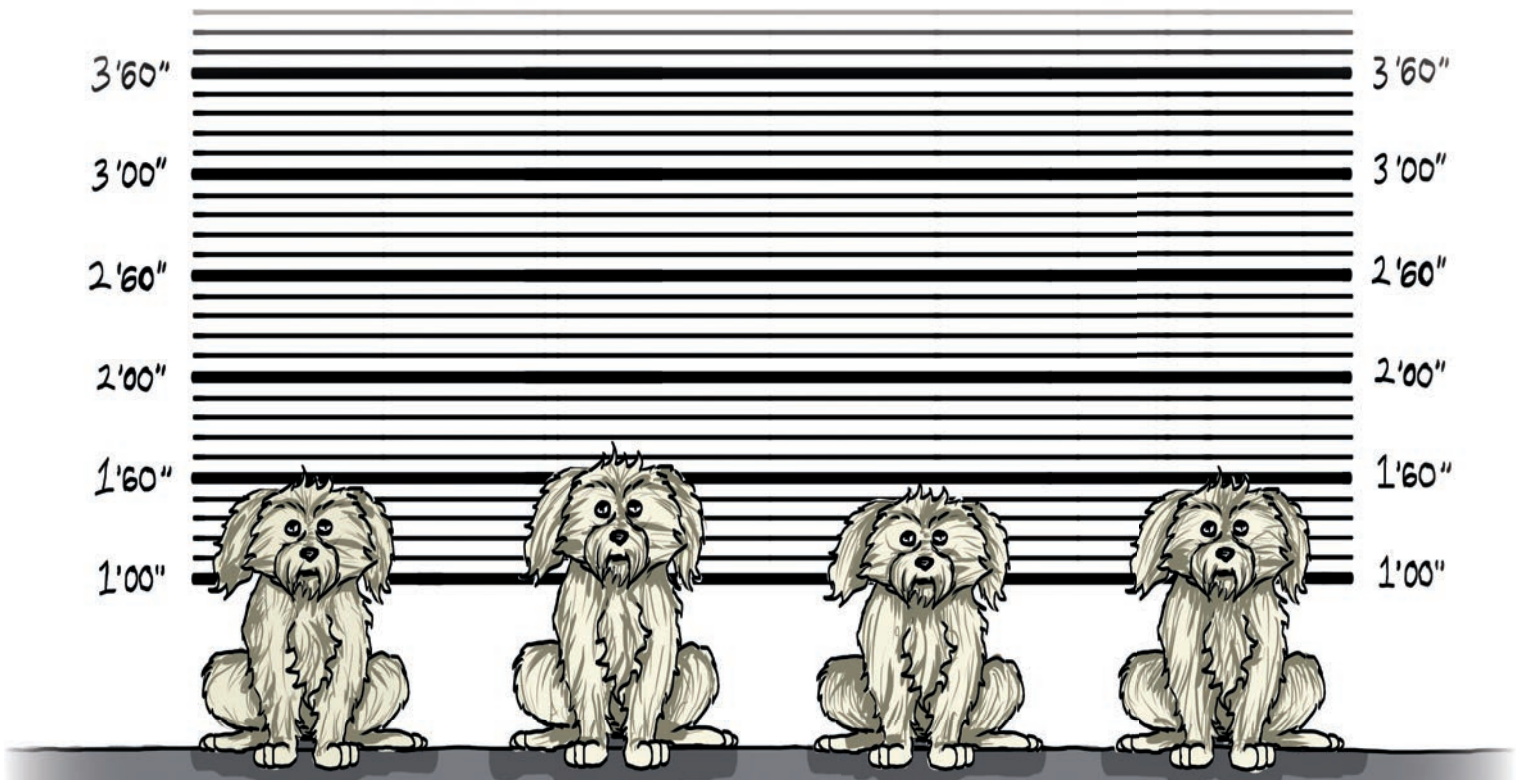
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ON THE COVER: Jodi Murphy and her daughter Mackensie Murphy. Photo by Lance Williams.



Please identify your dog, ma'am.

I CAN'T BELIEVE MY EYES!

✧ by Bonnie Wonders-Trent ✧

We've all had our share of chuckles, I'm sure, with confusing some of our grooming clients. I remember a whole host of times that we tried to fake out some customers. I recall when there was a Chow brought in to be put into a "puppy" cut with a five-blade, and at the same time, there was a Pom also in the shop to be cut the same way. When the Chow's owner came to pick him up, we handed her the Pom. Looking beyond puzzled, I told her apparently her dog had "shrunk" in the wash. I swear for about three seconds, I think she actually thought it WAS her dog.

More times than I can remember,

I've had dogs (especially Shih Tzus) that did indeed look very much alike. The owners of these dogs constantly show up early to pick them up. They coo and fuss over the dog as I am working on it, thinking that it is their own. These dogs generally eat up the attention, and the unaware customer is totally without a clue. One time, an owner was making such a fuss over the dog on the table that the dog got overly excited and lifted his leg all over the front of the woman's shirt. "My God! What's wrong with you?" the owner exclaimed to the dog. "She's NEVER done that before," the lady said to me.

"Well, first of all, this isn't your dog. Secondly, it's a boy," I said smiling, as I raised my eyebrows.

"Oh... Ugh," was her response as she rolled off 20 yards of my paper towels.

There was a lady that had never had her dog groomed before, and I really worked hard to save enough of the matted coat to make it over into a really nice puppy cut. When the woman came in to get the dog, I brought it out and set him on the counter. "There you go," I told the lady smiling.

"What?" The lady looked at the dog and then back to me.

"Does he look better to you now?"

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“I did think it was odd that she was so calm when you brought her out. She usually drags me all over the place. I like this one better.”

I asked her.

“This one is really pretty. I wish mine could look like this,” she said, patting the dog.

“This IS yours,” I told her.

“Yeah, right” was her only response as she continued bopping the dog on top of his head.

“Yes, it is,” I said again, laughing.

“NO WAY!” she said, taking a step or two backwards. “Uh-uh... NO WAY!” she exclaimed again.

“YES way,” I told her.

Again, she stepped forward up to the counter, squinting her eyes and turning her head sideways at the dog.

Suddenly, with all the force of a sumo wrestler, she reached across the counter and fisted me in the shoulder so hard that I fell backwards into the wall. “Get OUT!” she squealed. “Is this really him?” she said excitedly.

“Yes, it really is,” I told her as I stayed backed up against the wall in case of another punch. She was finally convinced that he was hers, and she was beyond thrilled. I was just glad not to be punched again.

I recall many, many years ago when we had several black Labs in the shop at the same time. When one lady came to pick up “Nugget,” we gave

her the dog, and she loaded her into her car. I went back into the grooming room to work on another pooch, and I noticed a collar that obviously belonged to a large dog hanging on the board. I walked over and pulled the collar off its hook. I looked at the ID tag on it and said aloud to Lou, “Why is *Nugget’s* collar still here? You must have put the wrong collar on her when she left.”

I held the collar in my hand, and one of the Labs in the cage room was going absolutely nuts. The dog’s tags were jingling as I held up the collar. Suddenly we both looked at the crazed dog in the cage. “NUGGET!” Lou and I both yelled. We instantly knew that we had given the lady the wrong dog. With the speed of an elf, Lou was out the door and racing up the parking lot. Thank God the woman was stopped at the top of the parking lot waiting for traffic to slow down. Lou



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banged on the back of her car to get her attention and told her that she had the wrong dog.

When she came back into the shop with *Belle* the Lab, she only had one request. "Could I just keep this one? She behaves so much better than *Nugget*," she said, laughing hysterically. "I did think it was odd that she was so calm when you brought her out. She usually drags me all over the place. I like this one better," she said with an imploring look. "Uh, no," was my only response.

Yesterday was a really good one, however. I had finished doing a Yorkie, and Lou placed him into one of the cages in the holding room to await his owner. A couple hours went by, and we were almost done for the day. I was putting the finishing touches on a Maltese, and the Yorkie's owner came in to pick up her dog. I heard her out front chatting with Lou, and as Lou was running the woman's credit card

through, the woman asked if she could go into the cage room to see her dog. "Sure," Lou told her.

I am doing my thing in the grooming room across the hall, and I hear the woman making a total fuss over her dog in the other room. "OH, how precious you are!" the lady was saying to her dog. "Don't you feel better now that you've had a bath?" she continued. "Wait till the nice woman gets you out of here, and we'll go get you a special treat," she told her dog.

Right about then, Lou walked into the cage room, and I could hear her asking the woman in a puzzled voice, "Who are you talking to?"

"My *Quigsley*," the lady told Lou as she was apparently looking into a cage talking to her dog. Then I heard Lou's response.

"Uh, there's nobody in that cage. Your dog is over here," she said, pointing to a set of cages on the other side

of the room.

"What? Well who is in here?" the lady asked, apparently peering deeper into the cage.

"Nobody. It's just an empty cage," Lou told her in a voice that I just knew had a slanted-eyed look to go with it.

"Oh! There you are!" the woman said to her dog as Lou steered her to the cage that actually did hold *Quigsley*. Lou opened the cage and handed the lady her dog. "He's beautiful!" I heard her tell Lou. "But that other dog is really pretty, too," she added as she turned to leave.

I swear it was totally simultaneous when Lou and I both ran into the cage room as the front door closed. "Do you see a dog in there?" Lou asked, pointing into an empty cage. "The question is do YOU think I see a dog in there?" I asked as I squinted my eyes at her... <

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THE DARK CLOUD HANGING OVER YOUR SALON

As if you don't have enough headaches in keeping a successful salon going, there is a dark cloud hanging over your head. That cloud makes clients' dogs disappear. That's because some of your clients' dogs aren't growing hair anymore; they aren't breathing, either.

During the eight years I worked in shelters and 25 more working as a behaviorist, I've heard many thousands of people tell me why they couldn't keep their dog. The most common reasons are behavioral. Either the dog did something unacceptable or it didn't do something that was required. There are several groups entirely dependent

on a supply of dogs to keep them in business. Groomers, vets, and daycare and kennel operators need dogs to stay in their homes to be successful. Unfortunately, many of them didn't get the memo. Training is a prerequisite to creating and maintaining a long-standing relationship with a client. Untrained dogs tend to disappear into that dark cloud.

A rarely recognized aspect of life in the U. S. is that tens of millions of dogs will die before they are a year old – every year. As a result, groomers, veterinarians, and kennel and daycare operators lose a considerable number of clients. How many is unknown.

Most dog professionals don't routinely look at their cold client files and make a call back to find out. The process is time consuming. A significant number of your lost clients moved, changed their phone numbers or email addresses, or simply don't take your call. It's easy to chalk it up to the competition – the client went elsewhere.

However, the best place to find America's Lost Dogs is at a shelter or rescue group. Many of the animals surrendered at shelters once had grooming, veterinary care, and daycare in their background. Behavior specialists also get a hint that when a client declines training for a dog with a seri-

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ous behavior problem, it's likely that it will soon stop growing hair or needing vaccinations. While we may not know the name of the groomer, vet, or kennel that just lost a client, we know the most common outcome of a behavior problem left unsolved. "Cloud time" for Rover.

GETTING RID OF THE DARK CLOUD

The first step in conserving clients begins with realizing that all dogs need training. As infants, they are rewarded for standing on their hind legs and leaping upward to get human attention. Whelping boxes and kiddie gates ensure this. What is cute for a 12-pound puppy is entirely unacceptable for a 60-pound Standard Poodle. From the day the pup comes into your

shop, that dark cloud is hanging over the dog's head. Unless corrected, it can be a one-way trip to a shelter or rescue for even well-bred, highly expensive dogs. Additionally, housetraining is a huge problem for new dog owners. Many dogs are not fully housetrained at the critical "year of age" milestone. Not many people care if their Bichon smells of lavender if their carpet smells like urine.

These are typical problems that a groomer can head off before the owner runs out of patience. There is a big bonus to injecting yourself into the behavioral life of a dog: the owner comes to trust that you are a valuable advisor, confidant, and friend. When problems arise, which could end their relationship with their dog, you will be the person they seek for advice. To keep the client, you need to be in a position to advise them and steer them

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toward effective training. That doesn't mean you have to provide the training but merely that you know enough to counsel them wisely.

To achieve a better behavioral handle on your client, include behavioral information in your client files. Whether they are current clients or new dog owners, having information about their dog's training history can help you greatly. If a dog is fractious at your salon but great at training classes, there may be existing obedience behaviors that can make the dog easier to groom. This gives you an opportunity to discover a trainer that is good at what they do. If a client's dog is behaviorally perfect, find out how it got that way. Having a go-to name for effective training is a powerful thing. Creating formal obedience behaviors is not a be-all, end-all, but it's a great way to head off problems like aggression before they become life threatening.

Obviously, the easiest way to ensure that your clients are getting the training they need is to ally your salon with a local trainer who can accomplish a few things in a timely and cost-effective fashion. It can easily turn into

a mutual back-scratching relationship. You refer clients to the trainer, and the trainer refers clients to you for grooming. The key to establishing this relationship is to have a protocol that allows you to track the progress of the clients you refer to a specific trainer. This allows for direct feedback from your clients, which can determine if you have the right trainer or not.

Here is a short list of the most lethal dog behaviors. If you can fix them or find someone who can fix them, the dog lives, you keep your client, and everyone will live happily ever after. When you are interviewing trainers, focus on the most common behaviors. Try to pin down the trainer's actual experience in terms of years and degree of difficulty. Most good trainers work with at least one veterinarian. Ask which one and if you can call for a recommendation. Make sure you check any professional references, and ask the trainer if they know how to deal with the following behaviors:

- Jumping on people
- Destroying objects
- Improper elimination

- Walking on a leash
- Darting out the front door
- Biting
- Knocking down kids
- Stealing food
- Harassing other pets
- Obedience behaviors
(name recognition, stay and come)

I wish I could direct you to a certification or professional organization that would make finding a trainer easy, but I can't. None of the groups claiming to represent professional trainers or behaviorists include certifications based on actual performance in front of expert trainers. All of the tests are written. One friend of mine desired a dog training certification and confided that she passed because she answered with what the review board wanted to hear - not how she actually trains. In the world of professional dog training, there is nothing analogous to a grooming certification. That being said, there is nothing that prevents you from requesting a personal demonstration of a trainer's talents. Your dog-handling savvy and feedback from your clients will tell you what you need to know. If you get this right, that dark cloud can turn into a sunny day. ☺

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CELEBRATE 25 YEARS OF GROOM EXPO

The Hershey Lodge and Convention Center in Hershey, Pennsylvania, will once again welcome nearly 5,000 groomers and pet care professionals through its doors for *Groom Expo*, the world's largest grooming show. Celebrating its 25th anniversary, *Groom Expo* will feature a bustling trade show, world class education, and *GroomTeam*-sanctioned grooming competitions in addition to special events like the *Barkleigh Honors Awards*. Save the date for this silver anniversary: September 19-22, 2013.

In celebration of *Groom Expo's* anniversary, this year's show features "The Legends of Grooming: Business Success Summit," a special seminar series that features industry icons from the past 25 years. Judy Bremer-Taxman, Melissa Verplank, Karla Addington-Smith, Dina Perry, Marlene Romani, Teri DiMarino, and Kathy Rose will share their business tips

and tricks with seminar attendees on Saturday and Sunday.

For the first time ever, Alison Rogers, Head Groomer at *Harrods Pet Spa* in the UK, will share her seminar, "Grooming with European Flair." Learn how to apply a European style to your clients in this four-hour seminar series, which includes demonstrations on four popular breeds, including the Poodle and Bichon Frise. *Groom Expo* will also feature the world debut of "Reality Grooming" with Kendra Otto. Included in this four-hour series are demonstrations on the Shih Tzu, Scottish Terrier, Poodle, and Doodle. This seminar focuses on the lessons Kendra learned in the competition ring and how she applied them to the grooming table in her salon.

For the first time at *Groom Expo*, champion groomer Irina Pinkusevich will demonstrate the techniques of Japanese Freestyle, which she learned during her travels to Japan. Also mak-

ing its *Groom Expo* debut is "Dogfather Knows Best" with Joey Villani. In this four-hour seminar series, Joey shares the business knowledge he gained from decades in the grooming industry. Ben Gonzales of *StoreVantage* will also be on hand for the eMarketing Symposium, a four-hour seminar series that will help you improve your business marketing strategies. Symposium topics include growing a successful business, smart email marketing, referrals and customer retention, and online advertising.

Those interested in animal behavior topics will be excited to see Robin Bennett at *Groom Expo*. She will present a four-hour animal behavior seminar on Friday in addition to one-hour sessions throughout the weekend. Groomers who offer daycare services or are looking to expand into the daycare market should check out Friday's seminar with Chris Murphy, the world's leading expert on doggie daycare.

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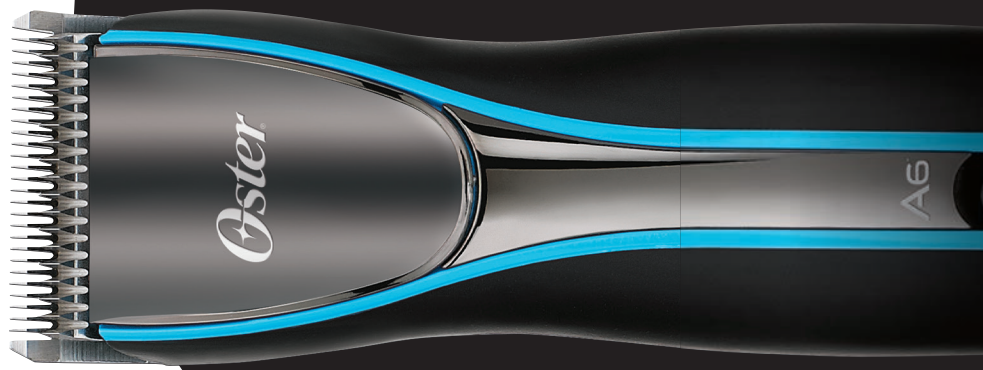
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Aside from the incredible educational opportunities, one of the main attractions at *Groom Expo* is the contest ring, where groomers compete for trophies and cash prizes. For the first time in several years, competitors at *Groom Expo* will also compete for *GroomTeam* points. Contestants can enter in the entry, intermediate, or open level for the five breed classes: Poodles, Terriers, Sporting, All Other Purebreds, and Salon Freestyle. Breed classes compete on Friday and Saturday, and the Best in Show winner will be announced Saturday evening prior to the *Barkleigh Honors Awards*.

Groomers can also compete Sunday morning in the Rescue Round-Up contest, where local animal shelters provide contestants with dogs that are currently looking for a home. Each local rescue group that provides a dog for the Rescue Round-Up will receive a monetary donation from *Barkleigh Productions*.

Sunday afternoon features the most colorful grooming competition of the entire weekend. During the creative styling contest, groomers use color and styling to transform their dogs into artistic displays that resemble underwater scenes, spaceships, cartoon characters, and more. Winners receive trophies and cash prizes, and the winner of the coveted People's Choice Award gets to appear on the cover of *Groomer to Groomer* magazine.

Groomers also have the opportunity to showcase their artistic talents in the abstract creative runway contest, which returns to *Groom Expo* for a second year. For this competition, groomers rely not on color or props but on the abstract designs they have cut and carved into the hair of their dog or cat. This elegant and breathtaking competition follows Saturday's Best in Show awards prior to the *Barkleigh Honors Awards*.

The Third Annual *Barkleigh Honors Awards* is a prestigious event that recognizes groomers' accomplishments from the past year. With categories like Blog, Speaker, and Judge of the Year, the awards honor groomers who go above and beyond with their contributions to the industry. While some winners will be determined by popular vote, other categories, like Competitive Groomer of the Year, will use a point system based on contest wins. This exciting event is a celebration of grooming and the people who bring out the best in the industry.

From the trade show and seminars to grooming contests and special events, there is a lot to see and do at this year's show. Mark September 19-22 on your calendar and help us celebrate the 25th anniversary of *Groom Expo*. For registration and additional information, visit *GroomExpo.com* or call (717) 691-3388. ☘

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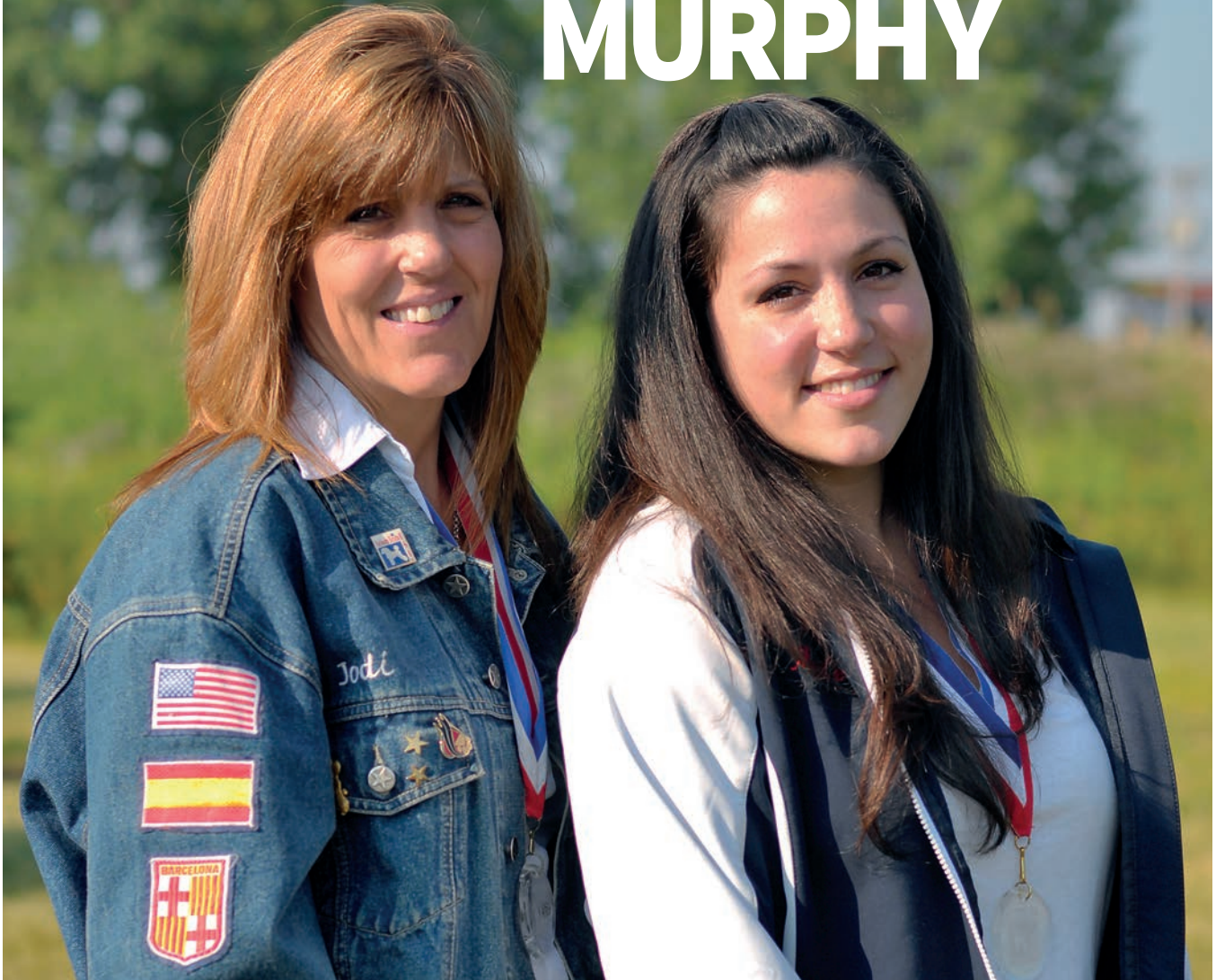


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JODI & MACKENSIE MURPHY



FIRST MOTHER AND DAUGHTER TO MAKE GROOMTEAM USA

✧ by Kathy Hosler ✧

If you were to ask any groomer who has ever been in the competition ring if they would like to be a member of *GroomTeam*, their answer is likely to be a resounding “Yes!” Becoming a member of *GroomTeam* is not easy; it’s an honor that you have to earn. The only way to get on *GroomTeam* is by entering *GroomTeam*-sanctioned competitions and earning

points with your placements. The top four point earners enjoy an even higher honor: becoming members of the traveling *GroomTeam*. They are sent — all expenses paid — to compete against top groomers from all over the world.

Jodi Murphy and her daughter, Mackensie Murphy, have both earned memberships on *GroomTeam USA*.

They are the very first mother and daughter in the United States to accomplish this incredible feat.

Jodi Murphy has been one of the top four point earners every year that she was on *GroomTeam*. She has been on the Traveling *GroomTeam* twice, going to Spain and Italy and taking gold at both competitions. She competed against 42 elite groomers from all over

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the world when she won the *Oster Invitational Tournament of Champions*.

Mackensie is hot on her heels with many impressive grooming competition wins. The most recent was this June when she won Best In Show at the *NDGAA GroomFest* in Denver, Colorado. Mackensie has become a *GroomTeam* member after only two years of competing and has her sights set on being one of the top five point earners this year.

What makes their story even more fascinating is that neither one of them set out to enter the contest ring — or even to become groomers. Jodi Murphy was in her thirties and had three small children when she started grooming. “I moved to another state, and I had difficulty getting my dogs groomed to my satisfaction,” recalls Jodi. “That’s when I decided that I would learn to do it myself.” Jodi

became a bather at a shop and worked there for about a year, picking up grooming tips as she worked.

“I went to my first *Barkleigh* show in Pasadena and saw the mobile grooming vans,” says Jodi. “I knew immediately that I wanted to have a mobile business. At that point, I had to go out and seek knowledge, because I really didn’t know anything. I was so determined to learn; I went to trade shows and seminars and took private lessons,” Jodi continues.

“I worked with breeders and handlers trying to perfect my skills. I didn’t develop bad habits, because I worked with professionals, and I learned the correct way to do things from the start,” says Jodi. “Within three years of starting to think about grooming, I was a *GroomTeam* member.”

Mackensie’s route to becoming a groomer and earning her spot on

GroomTeam was different from her mother’s. “When Mackensie was about ten years old, she would bathe dogs for me on the weekends,” says Jodi. “She went with me to seminars and competitions, and while she enjoyed them, she showed no real interest in learning to groom.”

When Mackensie went to college in Cincinnati, Ohio, she got a job as a bather to earn extra money. “It was while I was in college that I decided to learn grooming,” says Mackensie. “In the beginning, I didn’t want my mom’s guidance. I wanted to do it all on my own. I guess I was a little on the rebellious side,” says Mackensie with a smile and quick laugh. “When I was growing up, I had a grooming education on a silver platter available to me, but I didn’t take advantage of it.”

“When Mackensie told me that she wanted to become a groomer, I was surprised,” says Jodi. “I had mixed feelings. Part of me wanted her to get a good job with benefits, vacation time, and stability. We all know that when you groom and work on commission, it can be tough when you go through slow times and have bills to pay. And it’s a really strenuous job.” Jodi continues, “But when I saw how good Mackensie was, I thought ‘Wow, this is her calling!’”

“Sometimes when Mackensie came home from college, she and I would go out in my mobile van and team groom a dog. I would groom one side of the dog, and she would groom the other, and I never had to go over her work. We groom so much alike!”

It wasn’t long before Mackensie decided that she also wanted to compete. “I went into the ring the first time fully prepared,” shares Mackensie. “I felt that I needed to be really ready because of who my mother was. I had really big shoes to fill, and it kept me

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from going into the ring for a while, but now it doesn't bother me at all."

Once Mackensie experienced the excitement and thrill of a competition and the feeling of accomplishment and victory that came with it, she knew she had found her passion. "As soon as one contest was over, I was planning for the next," exclaims Mackensie. "I couldn't get enough of it!"

Do you think that being Jodi Murphy's daughter made life in the competition ring easier or more difficult for her daughter? Actually a little bit of both. "I remember my first competition," says Mackensie. "I was in the ring in the first-timer competition, and another first-timer asked me whom I had learned from. I motioned toward my mom, who was at ringside, and the girl immediately said, 'That's not fair... She's famous... You shouldn't be in here with first-timers.' So in the beginning,

I really felt that I had to prove myself.

"I've definitely benefited, too," continues Mackensie. "I have access to my mom's contacts and the breeders she knows, and I've learned a lot from her friends. At the same time, it has made me work harder. I don't want to be known only as Jodi Murphy's daughter; I want to pave my own way."

From the very beginning, Mackensie set her sights on becoming a *GroomTeam* member. Proving that the apple doesn't fall far from the tree, it was a short two years from her first competition until she joined the ranks of *GroomTeam*.

Now that Jodi and Mackensie have both earned the distinction of being *GroomTeam* members, what advice do they have for anyone interested in joining them? "Do the best job you can do. Get critiques; they are super important. Then go home and

immediately fix your mistakes," says Mackensie. "That way, you won't make the same mistake again."

"Stay focused and remember why you are there," encourages Jodi. "Do your homework. What you do before the competition is crucial. Go in with a well-prepared dog, then do your best and have fun!"

And don't forget, the top four point earners become members of the traveling *GroomTeam*. "Being on the traveling team is phenomenal! It is the most exciting thing to represent your country," says a beaming Jodi. "All the countries send their best groomers. It's such a rush to be able to win when you are competing against 14 different countries and taking the gold medal. It's an unbelievable feeling. I can't wait for Mackensie to experience that, and I'm going to be right there with her!" ☺

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The title "SETTING UP A BUSINESS" is rendered in a large, bold, red sans-serif font. The words "SETTING UP A" are smaller and positioned above "BUSINESS". The text is framed by a stylized black construction crane structure with lattice towers and horizontal beams. The crane is positioned behind the text, with its towers on the left and right sides, and horizontal beams extending across the top and sides of the text area.

SETTING UP A BUSINESS

PART TWO: MARKETING

✎ by Mary Oquendo ✎

The wind gently ripples through the rows of corn. You hear a voice. “Build it. They will come.” Oh, wait. That is a movie. Never mind, you have to market your business if you want clients to come. We successfully navigated City Hall and opened up our new venture in mid-March. Now we need clients.

BUSINESS NAME, TAG LINE, AND MISSION STATEMENT

A business name should clearly indicate to potential clients what you do (e.g. “*Hands and Paws – Reiki for All*” as opposed to “*Mary’s House of Healing*”).

The tag line is a one-sentence slogan that sums up your business (e.g. “Your Whole Family’s Source for Reiki”). The tag line goes on your business cards, website, brochures, and answering machine outgoing message. It

is included when you answer the phone. “Hi, Hands and Paws – Reiki for All, Your Whole Family’s Source for Reiki. Mary speaking, how may I help you?”

A mission statement is two to three sentences that describe your business’s purpose and appears on your website and brochures. “Our focus is to bring new concepts for wellness. A holistic experience that honors the innate healing intelligence while integrating the whole family, including pets!”

DOMAIN NAME AND WEBSITE

A domain name is the location for your website on the Internet. Our domain is *www.handsandpawsreiki.com*. It should be easy to remember, spell, and not similar to an existing business in your area. Cutesy names may be fun but not if potential clients cannot find you.

There are many hosting companies

to choose your website and domain name from, such as *Vistaprint*, *Yahoo!*, *WordPress*, and *GoDaddy*. Many of them have easy-to-use templates that make design a snap for us non-techy people. The hosting company websites can walk you through the entire setup process online. They also have sales staff that can help but will also try and upsell you on available options. It is important to have access to your own site to update when needed. Upload many pictures to your website, including any awards and accolades. Most people are visual and love to look at pictures. I know I do.

ONLINE SEARCH VISIBILITY

Everybody searches online for services. It is important to be listed on the three biggies, which are *Bing*, *Google*, and *Yahoo!*. *GetListed.org* is a



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In order to enhance your visibility, you need engaged users. An engaged user is someone who comments, shares, and likes your content.

free site that lists all search engines as well as how to list with them.

LOGO

A logo is a graphic symbol for your business. Hire a professional. We are lucky and have a family member who designs greeting cards. She designed our logo in exchange for placing a rack of her cards in our shop. A professional will design it in several formats as well as in black and white. The software a magazine or newspaper uses will determine which format is needed. Your logo should go on your website and all print material.

PRINT MATERIALS

Print materials include business cards, flyers, brochures, and banners. Magnetic business cards are great, because they always end up on the refrigerator. Always ask permission before hanging flyers in an establishment. Do not place them on car windows, as most people find it annoying and toss them.

SIGNAGE

Business signs should be visible to road traffic. Zoning may have a say in the form or type of signage and height and size restrictions. Application fees may apply. Sandwich boards are less of

an investment, but many towns do not allow their use.

SOCIAL MEDIA

We have a *Facebook* page for *Hands and Paws*. There are two ways to promote. The first is paying *Facebook* to do it for you. The second is doing it yourself. Guess which one is more labor intensive.

In order to enhance your visibility, you need engaged users. An engaged user is someone who comments, shares, and likes your content. The more you engage users, the more *Facebook* posts in newsfeeds. I post frequently — sometimes several times a day. When I post on my business page, I share on my personal page. In addition, I have some awesome friends who like, share, and comment on the posts.

One of the nicer options on *Facebook* business pages is creating events. It allows your business to make an



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event such as a Grand Opening, Adoption Days, Meet the Groomers, Mini Workshops on Pet Care, etc., and send invitations to your friends and post in groups. (Always ask the group administrator before posting in a group.) There are several local pet groups in my area that have a *Facebook* page on which I am allowed to post.

I also network with like profes-

sionals on *Facebook* and *LinkedIn*. *LinkedIn* is the professional business networking equivalent of *Facebook*. *LinkedIn* is where I found a freelance journalist to help write our press release.

Social media includes blogs and *Twitter*. *Typepad* and *WordPress* are online services that will pair a blog with your website. Both have free and paid

versions. I have an account with both. Blogging can increase your visibility through online searches. *Twitter* allows you to send short updates to anyone that follows you on *Twitter*. Include these links on your website.

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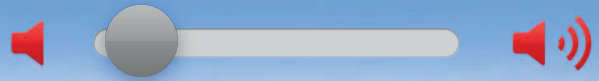


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and businesses may already have a large mailing list and are willing to share if there is something in it for their clients. We partnered with our local animal shelter. The shelter calls the program "Pet Partners" and announces the partnership by putting our business information on their website and in their newsletter. We give the shelter 5% back on anyone who uses our services as a result of their mailing list. Our landlord is the owner of the adjacent golf course. The golfers receive a coupon good for 10% off if the appointment is made within a week. The golf course posts the offer via their website and *Facebook* page.

NEWSLETTERS

Mail Chimp and *Constant Contact* make it easy to send newsletters. There is newsletter software available for the do-it-yourselfers. Newsletters keep

your business in clients' thoughts, even if they don't open the email. Include a free giveaway, special, or coupon. The open rate increases, and clients are more likely to visit. I include a short article, that month's calendar of workshops, any specials, and announce the monthly winner. To reduce my workload, the short article is linked to my blog. I do not have to write two separate articles, and it brings traffic to my blog.

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such as veterinarians, pet sitters, and (yes) other groomers to an open house. Let them see what you offer and your willingness to work with rather than against them. It afforded us the opportunity to meet other area professionals who were very eager to network. It has led to a monthly networking breakfast, where we discuss marketing among other topics. Of course, on the flip side, we got a scathing email from another professional regarding unethical behavior. She did not like the way something was worded on our website.

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and business cards. It shows appreciation and puts a friendly face to the business.

EVENTS

This is my favorite form of marketing. I love events. All you need is a table, chair, banner, business cards, and brochures. Municipalities, animal shelters, and organizations all use full-day events as a form of fundraising or promotion. Most are fairly inexpensive, though some can be very pricey. It is a great opportunity to meet and talk to potential clients in a fun atmosphere.

CHILD INVOLVEMENT

Girl Scouts, Boy Scouts, 4-H Clubs, daycares, preschools, and public and private schools are always looking at area professionals to present a fun activity. Kristie Kingsland of "As the Tail Wags" in Oviedo, Florida, brings materials for a coloring contest for

preschoolers pre-printed with her contact information. Those pictures go home and are hung on the family refrigerator. She also invites Girl Scouts and their parents into her shop for an informational lecture and tour, which earns them a badge and appreciation of their parents. There are a lot of marketing avenues to explore. Some will work, and others will not. Every locality seems to have a different mindset. A friend of mine, who lives several hours south, had great success putting up flyers in her local gyms. I did the same. I never saw a single client.

As the wind ripples gently through the rows of corn, the voice you hear is really saying, "Build it up; they will come." ☺

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TOUCH OF COLOR

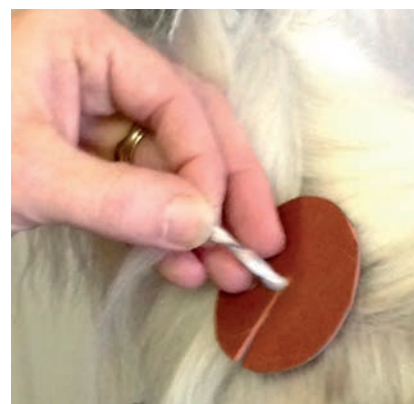
✎ by Angela Kumpe ✎

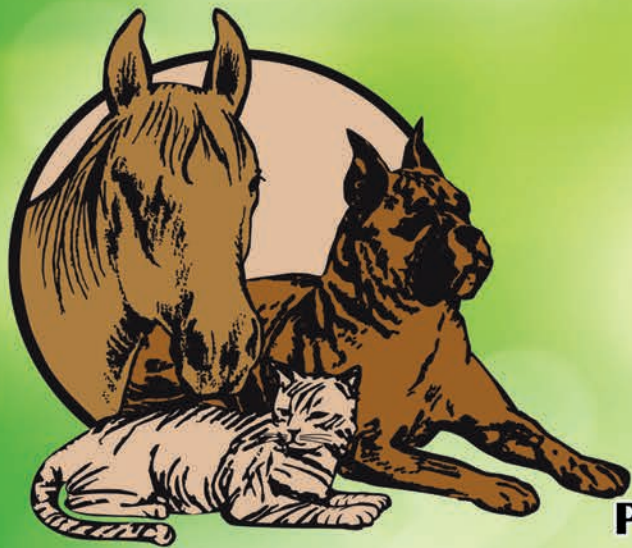
I have offered creative styling in my salon for many years now, and I have always had a good clientele for it. Now it seems that more and more of our customers are asking for creative services. I give the media credit for most of this new interest. Every once in a while, there will be a blast of creatively groomed poodles that go viral throughout the Internet and other media outlets. While most of them are making fun of the grooms and accusing the groomers of abuse, they are still piquing the interest of the general public.

This just happened a couple months ago. Some of my grooms, along with many other stylists', were circulated around the Internet and media. Afterwards I had customers coming in extremely excited to have seen my work everywhere. They were not in the least affected by the fact that most of the articles were written in a negative light. As a matter of fact, it gained me new customers due to my customers bragging about the photos and spreading them throughout social sites like Facebook. I am sure that many groomers get requests for some sort of creative styling from time to time.

Most customers do not want “extreme” grooming, but many of them would love a small touch of color on their pets. I know that not all groomers know how to apply color, and many are afraid of color. It can be hard to know where to start. I want to tell you about a new product that just may help you start offering color to your clients. It is very fast, easy to use, and reduces the risk of “running.”

Unlike other types of dye, this color requires no processing time. With other dyes, you must apply the dye and then allow it to set for 15–30 minutes in order for it to stain the hair. Most dyes also have a tendency to “run” while rinsing, which transfers color to areas you were trying to avoid. Many groomers have tried these types of colors, and after achieving bad results, they just give up. The new color I am going to show you will allow any groomer to offer highlights in a beautiful collection of colors without the time of processing and the hassle of color running while rinsing. This color application is for simple highlights, not full color jobs. However, that’s what most clients are willing to pay for. It is ideal for streaks in ears,



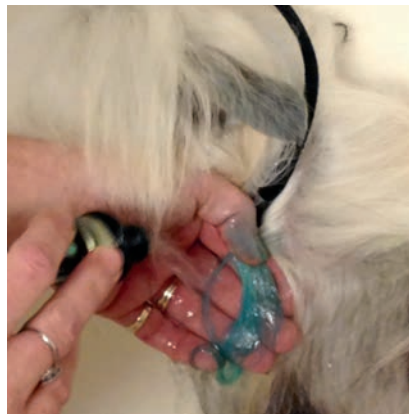
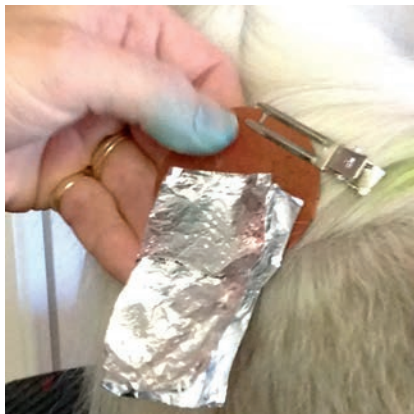


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tails, and topknots. The color kit comes with a heat shield to protect the dog from the heat of the flat iron or from hot steam.

To apply, simply select a strand of hair to be colored, slip the heat shield over the strand, place a piece of foil behind the strand of hair (to contain the mess), spray on the *Touch of Color Dye*, fold foil, and heat with a flat iron. You will hear the steam in the foil. The only way that this color does not take is if you do not heat it enough. Of course you are using heat to set the color, so you need to be sure that you do not burn the dog with the iron. Also be aware that the foil will be hot to the touch, so be cautious not to burn yourself or the dog with the foil. I use a hair clip to hold the heat shield in place and a hair clip to hold the foil in place. If you are unsure whether or not you have heated the color long enough, you can apply heat with the flat iron a second time after removing the foil. Sometimes I use the heat from the flat iron to dry the strand of hair almost completely. This will assure that you have applied enough heat.

If you are new to color or are experienced in using color and want to be able to offer a new fast service to your clients, you can see a video of the application process go to www.creativek-9.com. ☺

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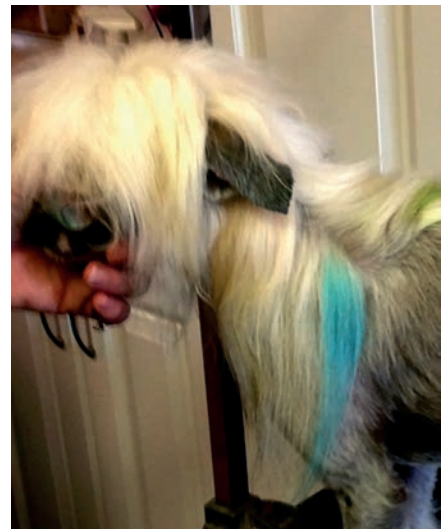
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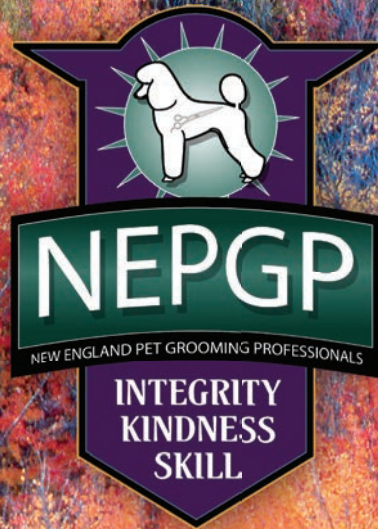
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Paw Inspiring
by Missi Salzberg



OUR NEW ENGLAND GROOMING FAMILY

PART 2

Welcome back. We pick up our story of my New England grooming family...

For the past several years, I have been invited to host and emcee the *Fall Festival* for my home show at the *NEPGP*. It has been an honor and so much fun. It has also been an eye-opener to be privy to how hard the board members of this organization work all year leading up to the show and then the show itself. When the *NEPGP* first began running the trade show, there were only a few trade

shows running throughout the year. The industry was smaller, there were fewer manufacturers, and I would say the pie was divided into larger pieces. With the great success of the trade shows, the growth and increasing respect for our trade, as well as many new innovations and vendors coming on the scene, there are more shows throughout the country.

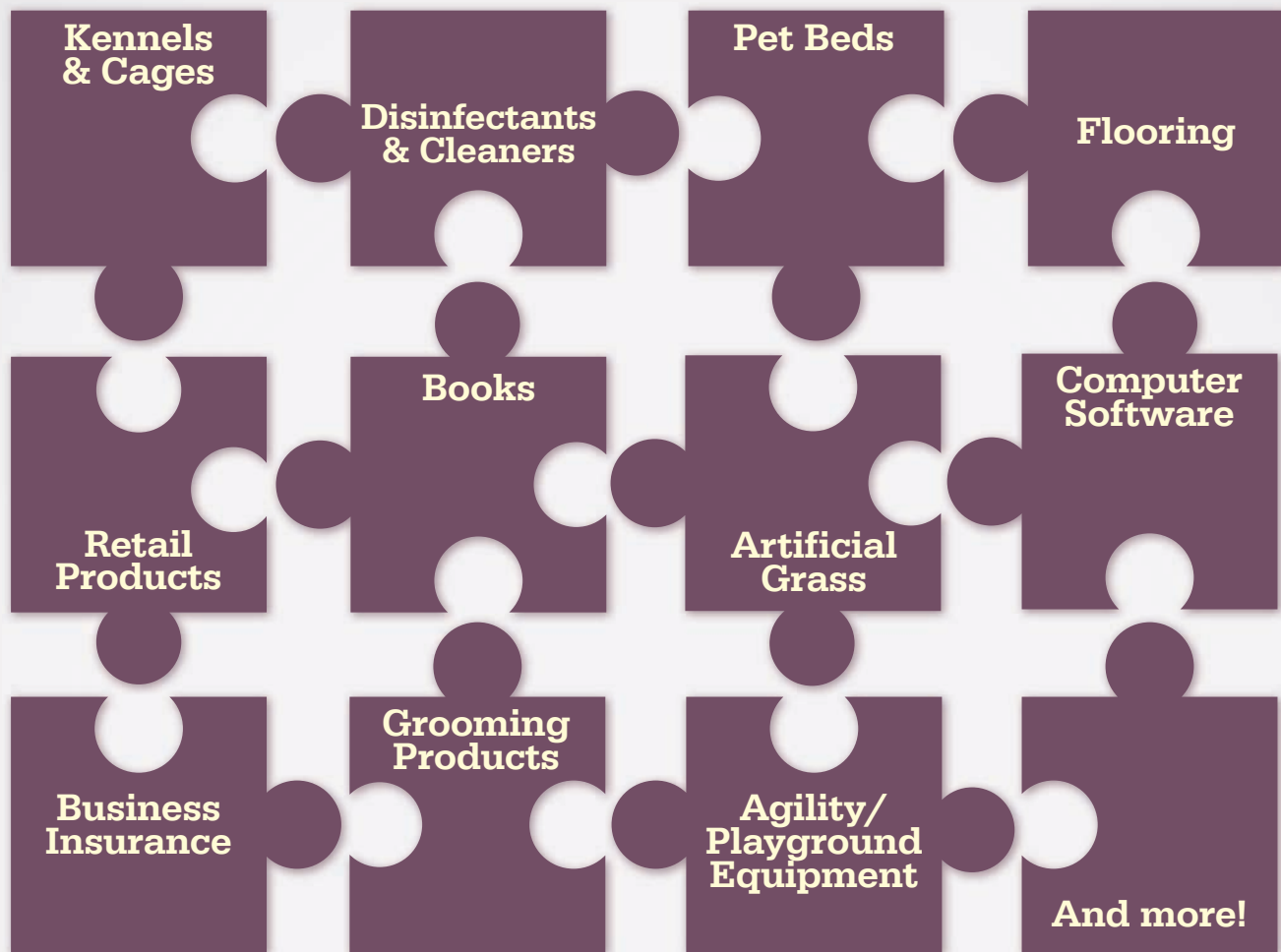
The past few years, between this

change in our industry, as well as a struggling economy, attendance at our New England show has fallen. It is simply a different world out there, and organizing a big show has gotten tougher on the volunteers. It was concerning to me, and I found myself worrying about the future of the organization.

Flashback to *Groom Expo* several years ago.

Sally Liddick approached me after

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The NEPGP will continue to offer the educational programs it set out to provide its membership with over 40 years ago and will have the time and energy and resources to continue its mission.

one of my seminars on retailing. She shared with me that the attendees loved the program, and she asked me if I would consider writing an article for this very magazine. I was thrilled. I had known Sally for many years and had incredible respect for her as a businesswoman. *Easy Money* was the article, and I was with *Barkleigh* as a writer and teacher for many years.

The other part of that conversa-

tion, however, was on my mind at the NEPGP show last year. Sally had said to me that the industry was going to change, and she knew in her heart that I would be a part of that change. At the time, I really didn't think anything of it besides it being a huge compliment, but the industry had changed tremendously since that conversation, and Sally had already been thinking about it 20 years ago.

After Sally's death, her business partner at *Barkleigh*, Gwen Shelly, handed the reins to her son Todd and Adam Lohr, although she continues to keep tabs on these youngins! Todd and I have become very good friends, and he invited me back into the *Groomer to Groomer* fold last year. I also have been working on *GroomerTV* and some other projects with him. I had a strong feeling at that NEPGP show that somehow Todd and I could brainstorm some ideas regarding the tradeshow, considering the overwhelming success of *Groom Expo* and other *Barkleigh* endeavors.

What came out of that brainstorm is not what I expected at all. I wanted to figure out a way to keep the integrity and flavor of our NEPGP show but clearly needed help with the marketing and production side of things. After several meetings with Todd and current board members over

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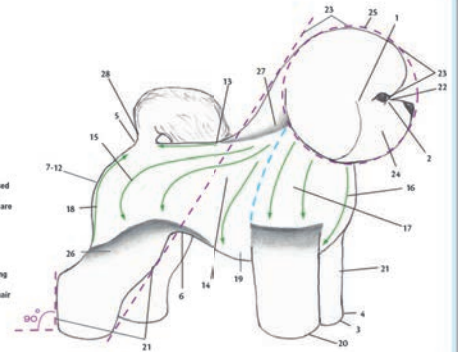
- Slicker Brush
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- #1 Snap-On Comb (or longer)
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- Scissors
- Thinning Shears
- Conditioner
- Curved Scissors
- TinyThin® Thinning Shears

Grooming Instructions

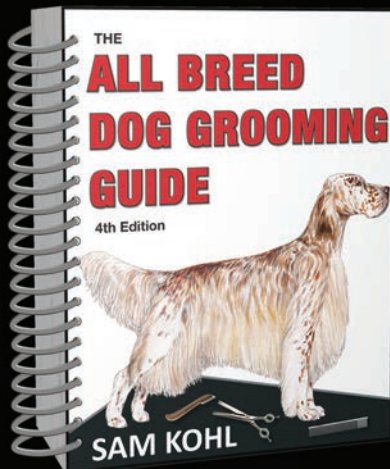
1. **Ear Cleaning:** First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a Hairmostat® hair puller. Then, clean the inside of the ears using cotton balls lightly dampened with an ear cleaner.
2. Wipe the corner of the eye and under the eye with a cotton ball moistened with saline solution to remove eye debris.
3. Clip the hair from between the pads of the feet with a #15 blade. Use the clipper to remove any hair hanging off the edge of the pads.
4. Cut or grind the nails, removing only that part of the nail that grows out beyond the quick. Be careful not to cut into the quick.
5. Clip the hair away from the anal area, about one-half inch on either side of the anus, with a #10 blade. Never put the blade in direct contact with the anus.
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.
8. 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 you bathe the dog.
9. Bathe thoroughly using shampoo appropriate for the individual coat, then rinse. Repeat bath and rinse. Apply conditioner and rinse thoroughly.
10. Partially dry with high-velocity dryer to remove excess water and loosen mats. If desired, cage dry until slightly damp, or for better results continue with high-velocity dryer until 95 percent dry. Then fluff dry until 100 percent dry and straight.
11. Comb through the coat after brushing to be sure no small tangles remain.
12. Fluff up the hair on the body and legs with your metal comb.
13. Leaving the neck to scissor later, start three to four fingers behind the withers and hand scissor or clip with a #1 or longer snap-on comb, back to the base of the tail. Do not clip into the tail. The topline should be level. If the owner desires a shorter clip for ease of maintenance, a shorter

Understanding the Lines:

- Direction of stroke used for clipping pattern.
- Indicates a distinct pattern with other hair hanging 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.



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the course of the next few months, I am thrilled to share with you that the NEPGP and Barkleigh Productions will work as partners on this year's trade show! We will honor the flavor and traditions of our New England show with the support and show production expertise of Barkleigh.

The NEPGP will continue to offer the educational programs it set out to provide its membership with over 40 years ago and will have the time and energy and resources to continue its mission. Barkleigh will transition over the next few years to include the New England show as part of its family of successful trade show events while honoring the traditions and years of hard work by our New England board members, past and present. Barkleigh will also provide our NEPGP with advertising support and assistance to continue our educational mission. It

really is a win-win-win. NEPGP will return to its roots of education and excellence, Barkleigh will produce another successful trade show, and our New England grooming community and industry vendors will take part in a great show right here in our own backyard!

Linda Claflin reflects on her years with NEPGP and looks ahead:

"I went to my first New England Pet Grooming Professionals (NEPGP) seminar and competition in the early 1980s and thought I was a pretty good groomer. I was blown away by the quality of work back then and continue to be inspired. I joined as member M174 and am proud to say that today, we are just about to the M2500s. It was suggested I join the Board and have served my organization for over 20 years.

"For the past seven years, I have had the challenge of being the Show Coordinator. From a person who was

afraid to turn on the computer and was freaking out that 'replacing these contents' would erase everything, I feel proud to have tested myself, learn and grow in more than just organizational skills. I am one of those who can benefit and have benefitted from the principles of NEPGP. I am thrilled to have the Barkleigh staff partner with us at our fall show so I can immerse in the energized atmosphere and receive what I have been working to give. Barkleigh is as good as it gets."

Those of you that know our New England family know Mr. Tony and Mrs. Toni. Let me share with you one of the reasons finding support from Barkleigh has been such a relief for me, personally. Mrs. Toni is like my auntie. She is family to me, as are Linda, Sue Pratt, and so many other people in this organization.

Over the last few years, the lives

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*Hello!
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*And I'm
Caroline*

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Sincerely,

*Sincerely
Ben and Caroline*

Co-Founders, Spot Pet Care and StoreVantage

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of both Toni and me have changed dramatically. My mother's illness and the birth of my daughter have made me really reevaluate my own time and my own energy. Toni has had her share of health issues, and she and Mr. Tony are still hard at work in their grooming and kennel business. She has been needing to slow down, but her love of this organization and these people she has come to love made it very hard to let go. We had a conversation one day about this, and I felt clear that something had to give. When I saw Toni and Linda at *Intergroom*, it was like a huge weight had been lifted. To be able to continue the mission of the organization and keep the integrity of this show that so many people have worked so incredibly hard on for years was a dream.

"I have a long involvement with NEPGP, and I hold its core principles very close to my heart. With *Barkleigh* taking the management of the trade

show, I can think about what makes NEPGP as vital to the industry as a whole. That is our educational mission to provide an oasis of learning, a renewal of vitality instead of the seeing grooming as the 'same thing' every day. Between the trade show, the member duties, and the logistical difficulties, this has been a rigorous task but also a labor of love. I am thrilled to 'pass the baton' to *Barkleigh* so I can renew my input while receiving the essence of our group. *Barkleigh* is at the top of the trade show world, and I can't think of a better partnership for our group." — Toni Coppola

"Just wanted to say what pleasure it gives me to write about some early times with the *New England Pet Grooming Professionals*. NEPGP has ALWAYS been my favorite grooming group (and way back when, there were several state/regional associations), so I speak from the heart. I always adored going there. I think I was one of the first

groomers asked to judge Best Groomed Dog in Show and was always treated with the greatest respect, no matter who was show chairman or president of the group. And I will never forget the support NEPGP members gave to me when I organized *Intergroom*." — Fondly, Shirlee Kalstone

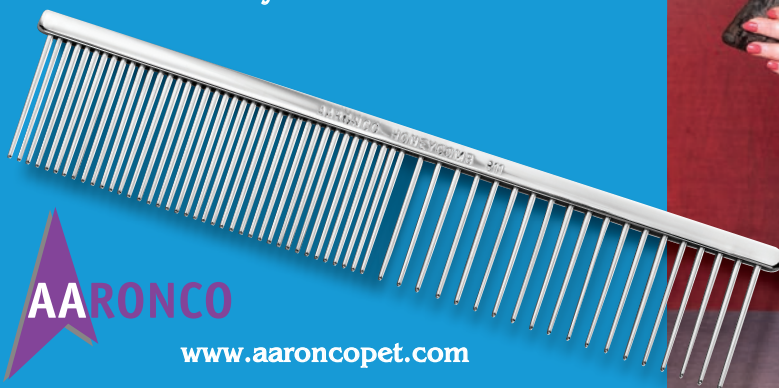
"I am pretty sure I joined when it first began — I think 1978 or 9, when it was MAPDG. When I decided to make grooming my career, I jumped in and got involved. Meeting Sue Pratt was one of the best things that ever happened to me. She got me involved with competing, certification testing, and being on the board of directors. I served as secretary, vice president, and then president, which also led to being the contest and trade show coordinator along with Patty Allard and a host of other dedicated members. The association was now NEPGP, and after 15 years of running a successful

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show, I stepped down and went on to help coordinate other shows. When *H.H.Backer* wanted to add a grooming competition to their already successful trade show, Patty and I came highly recommended by Shirlee Kalstone. So now we are on our eleventh year of co-coordinating the *H. H. Backer Celebration of Style* competition in Chicago, IL. I was also asked to take over coordinating the *National Dog Groomers Association of America's* two grooming contests each year, which I have been doing now for several years. This all stemmed from getting involved with a totally volunteer group of groomers who took pride in their profession and helped make a better way for future groomers. I owe this group many many thanks!" — Sincerely, Sue Zecco, NCMG

I cannot thank Todd and the folks at *Barkleigh* enough for their openness and willingness to hear our collective voice and understand what this organization and this tradeshow have meant to so many people. It has been a labor of love for this New England grooming family. Sleepless nights, endless board meetings, tired backs and feet – and yet when you read these quotes and

you hear these voices, it has been a joyful journey, albeit sometimes a little dysfunctional and nutty. Just like one, big, happy family.

My gratitude to everyone that responded to my request for quotes.

My never-ending respect to all who have served on the board of this organization. ☺

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COLORFUL TAILS FROM THE CREATIVE SIDE

by Dawn Omboy
www.queenofcolor.com

I am amazed at the things people will throw away. One such thing was a perfectly good two-year-old Pomeranian. Cupcake had been a client's dog, and the client asked me to re-home her before moving to New York. "Sure", I replied. "No problem. Drop her off." I kept her at the salon, and we all fell in love with her. I interviewed people for three weeks and seemed to find something wrong with everyone who wanted her. I took Cupcake home with me just to spend the night, since it was Thanksgiving and everyone deserved to be somewhere and have something to be thankful for. That was six years ago.

Cupcake is such a cute little dog. She is big on personality, and of course she loves attention, be it spending time cuddling on the couch or being



pampered on the grooming table. For me, this is another perfect canine color candidate. I am going to show you how to get this beautiful colorful tail.

STEP 1. I cover my table top with

a "Fit to be Dried" waterproof cover. I like the white one just for the additional artwork. I can see the product on the white cloth, and it is never on my table top. Set out the color products you will be using (in the order you want to apply them), enough brushes to apply them with, plenty of hair clips, some foil (optional), and a flat iron.

STEP 2. I use hair clips to hold hair out of the way so I can begin to color each section one at a time.

STEP 3. I was doing this quick, so next I applied a thin line of color product on the first section at the base of the tail (*Photo 3a*). Next, I brushed in the color much the same way you would line brush, making sure to coat all the hairs in that section (*Photo 3b*). Using a hair clip large enough to fit comfortably around the tail, clip up the

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section you just finished before releasing the next (Photo 3c).

STEP 4. Follow step three for each additional section. Make sure to use a different brush for each color used. If you like, you can use just a bit of foil to wrap each section. Sometimes I even use a bit of paper towel wrapped around the colored hair just to keep the color separated. Placing a soft paper towel under the tail will also help keep unwanted color off the dog's rear during the dying process.

STEP 5. As a shortcut to processing time, I placed foil over the hair (not the tail itself) and heated it by pressing it with my flat iron. This method will quickly set most hair color products, cutting your processing time down to just a few minutes. This tail was done with Pet Esthe and Avatar dyes. I rinsed the tail only five minutes after I heat set it. If you use this method,

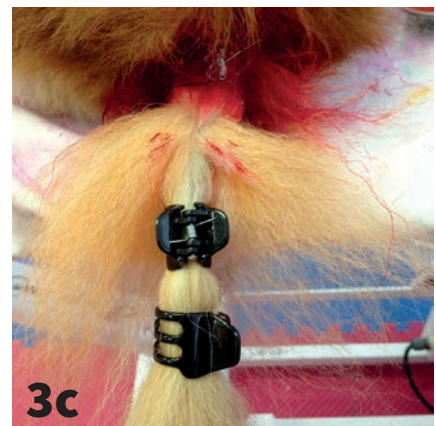
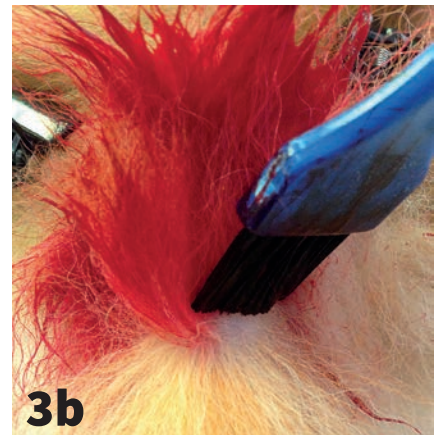
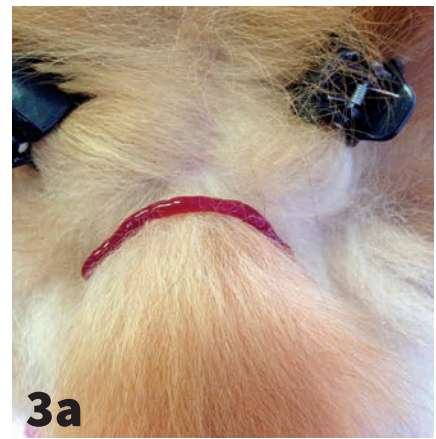
be very careful, as the foil heats very quickly and can burn if it is in contact with the skin of the dog.

STEP 6. Rinse the tail in cool (not cold) water until the water runs clear. Add some conditioner, then dry it, tidy up your dog, and enjoy your work! A colorful tail from the creative side is sure to bring many smiles. I know it works for me!

Visit Dawn at www.queenofcolor.com for more pictures and tips on creative supplies.

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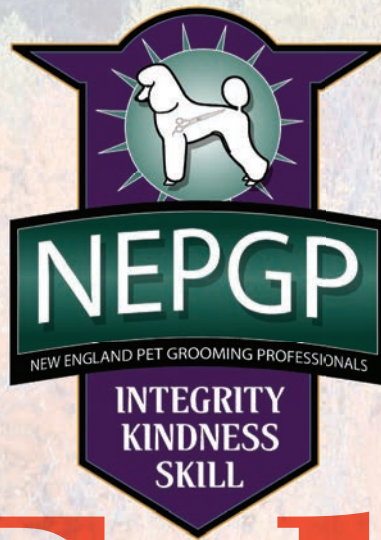


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TWISTER SISTERS

Suburbs of Oklahoma City were pulverized by a massive tornado this spring. Seventeen miles of populated areas were demolished. Other storms followed. Homes were destroyed; families were left without a place to go. And of course, pets suffered, too. People in the grooming industry didn't sit idly by.

Lori Craig, internationally known for her extreme skill in creative grooming, was without power for a week after the first big storm hit. "Immediately following the first tornado, I knew there were so many homes where pets were displaced, lost, whatever. I knew dogs would be covered with insulation, debris, and dirt. I am a busy body; staying home is no good. For

several days after the storm, I went to the temporary animal shelter in Norman, the *Moore Animal Shelter*, and the *Animal Resource Center* to help out. I kind of got a head count and realized I couldn't take care of grooming all of the animals myself.

"I put it out on *Facebook* that I really needed help. I had hoped some of the local groomers would join me, and three — Melissa Wallen, Rachel Jones, and Meg from *Diamond in the Ruff* — joined in. Then we had all these amazing volunteers from out of the area, too. Jennifer Walker's friend from Kansas had a mobile van, and then Melissa Leytem and her sister Michelle Shields joined with another van. Those four ladies and myself cleaned up the

Animal Resource Center pets — 50 dogs and 30 cats — using the mobile vans. I was lucky enough that the ARC had an indoor bathing area, where I worked. One day I was unable to go in to help, and groomer Rachel Jones drove from *Broken Arrow*, which is several hours away, to pitch in. We got the first load of pets completely done. The animal shelter volunteers were amazing. They sent in shipments of towels and linens and kept the freshly groomed pets pristine so they will be adoptable."

She continued, "The head of the *Moore Animal Control* asked if I could get more mobile groomers to come help out, as they had a huge adoption push scheduled, and they had planned a date to have unaltered pets

spayed and neutered. They needed the pets cleaned up before surgery. I put another plea for help out on *Facebook*. Our community has been hit by bad storms before, and we have learned that we have to pull together. So I just asked for help, and the grooming community didn't disappoint me. Melissa Laytem, Barb Hoover and her sister and nephew, Cassie Elkins, and Gracie Freese all drove from Kansas and Missouri to help us. Janelle Duncan-Norsworthy came, too.

"They all worked their tails off to help. Groomers brought all their own equipment and even put together makeshift tubs out of *Rubbermaid* storage bins. After driving all night, they grabbed about four hours of sleep, and then we worked all the next day to groom about 73 more dogs. We had to work in rotation: healthy dogs first, then dogs from the *Moore Animal Shelter*, and then some known sick pets that were in isolation. One really neat thing is that the *USDA* and *ASPCA* were helping, too, making sure that the animals were well cared for. They provided us with a huge air conditioner. The animals were being housed in

“My shop is in a strip mall, and the storm peeled the roof off. There were torrential rains and flooding on the ground, so my shop suffered a lot of water damage. If I could tell groomers one thing, it is this: review your insurance coverage!”

a big metal building, and the weather is hot.”

I asked Craig why she did what she did, volunteering and organizing the effort to help the animals. “Because it had to be done,” she stated simply.

With the storm victim dogs and cats all groomed, Craig was off to Tennessee to attend the *Super Stylist* show. Once there, she was sitting in a restaurant and saw on the television that another huge storm was headed right for her hometown. She called to make sure her family was safe. “It was the first time in my husband’s entire life that he actually went into the

storm shelter.”

While Craig’s home escaped damage, her business was not so fortunate. “My shop is in a strip mall, and the storm peeled the roof off. There were torrential rains and flooding on the ground, so my shop suffered a lot of water damage. If I could tell groomers one thing, it is this: review your insurance coverage! I had liability-only insurance. Luckily my landlord is working to help me out, and I had a lot of my grooming tools with me at the show.”

Word soon spread in the grooming community that one of our own



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“I put between four and ten hours a day into working on the fundraising. It’s pretty much another full time job.”

had suffered damages from the storm. Misty Geiczys, a stylist from Columbus, Ohio, said, “When we heard that Lori Craig’s shop had been damaged – well, everyone knows her, and it put a face to the cause. Betty Day contacted me. She wanted to do something to raise money for groomers who had been affected by the tornadoes. She didn’t want to handle the money, and I am good at being organized.

“Betty and I, with help from Sandy Hartness and Lisa Leady, started collecting donations to be auctioned off as a fundraiser. I had hoped to have

a few auctions a day. We started a Facebook page called *Oklahoma Twister Relief for Groomers*. There is a UK group, too. We have friends across the pond that wanted to help out! That group is headed by Su Eld-Weaver. The donations started to flood in. We have auctioned off over 190 items and currently have raised over \$14,000. We hope to hit our goal of \$20,000 within the next two weeks.”

All the funds raised (minus the Paypal fees), will go directly to groomers who suffered storm damage. Misty is in the process of opening her

own business. She currently manages three grooming businesses and is also instructing a new groomer. “I put between four and ten hours a day into working on the fundraising. It’s pretty much another full time job. I catalog all the donated items and cross check every detail. I finish working on it around 2 to 3 a.m. after I’ve put in a full day at work.”

Lori, Misty, and all the “Twister Sisters” involved in grooming pets and raising funds echoed their gratitude toward all the groomers who donated money, tools, and supplies, and the incredible generosity of industry manufacturers who gave freely of their goods to help stylists get back on their feet after the disastrous storms. “People in the grooming industry are amazing. I am so proud to be a part of all this,” said Craig. Because grooming matters. <3



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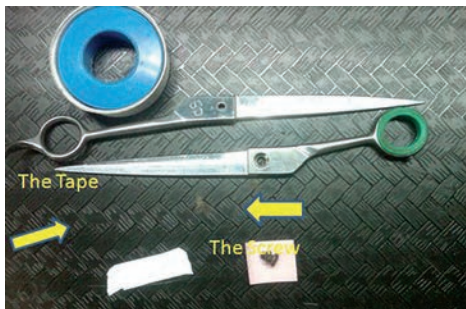
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FIXING LOOSENING SHEARS WITH PLUMBERS TAPE

by Jeff Andrews



All you need to get started are the two scissor blades, plumbers tape, and the scissor screw. Plumbers tape is white, very stretchy, and made to fill in the threads of a pipe. It comes on a roll that is usually blue and costs about 50 cents. Please don't use liquid LockTite. This will run down inside the pivot of the shear and actually tighten everything, and you can't loosen it up.

First, cut off about an inch and a half of the plumbers tape. It's uncanny to work with, but try to keep it hanging straight. If there is a Teflon washer available, make sure it's on the screw near the head before wrapping the tape.

With your fingers, wrap the tape around the screw threads while pulling tightly. This will cause the tape to fill the threads and make the screw fit snug in the shears.

Wrap the tape clockwise around the screw. You'll thank me later!

After wrapping the plumbers tape around the screw, get the shear blade with the beveled hole. This is the side that the screw inserts through. Put the screw through the hole as shown. If it's too fat

with tape, take some of the tape off or redo it with less tape. Line the screw up over the hole in the other shear blade as shown.

Get your screwdriver. Position the screwdriver and begin threading the screw into the other scissor blade. You will feel the screw going in and tightening up the tension of the shear.

A suggestion now is to check the tension of the shear as you're tightening the screw. The tape acts as a compression fitting, so if you tighten the screw too much and have to back it off, the screw may loosen up again. Try to get the tension set as you're tightening the screw. The tape will compress the joint better.

This method can be used on anything where the screw keeps loosening up. ☺

Jeff Andrews is a World Class Sharpener and owner of Northern Tails Sharpening, Inc. He 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.

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PetQuest

REVIEW & RESULTS

PetQuest enjoyed another successful year at the Roberts Centre in Wilmington, Ohio. This past June, Barkleigh Productions welcomed 1,100 groomers to PetQuest, where they attended educational seminars, watched grooming competitions, and shopped from nearly 50 vendors in the trade show hall.

Several speakers debuted new educational programs at PetQuest this year. For the first time ever in North America, Irina Pinkusevich led a popular seminar on Japanese Freestyle and also demonstrated this unique style during the class. Joey Villani also presented a new seminar, “Dogfather Knows Best,” which included a lot of helpful business advice for both new groomers and industry veterans.

Other popular seminar topics included cat grooming with Amie Wright, creative grooming with Angela Kumpe and Lori Craig, and the Barkleigh Honors Series featuring Cat Opson, Jay Scruggs, Irina Pinkusevich, and Sue Zecco. Also available at PetQuest were Teri DiMarino’s standard

Brusher/Bather Certificate Program, a Terrier demo series with Lisa Leady, and mobile grooming seminars with Jodi Murphy and Tip Campbell.

This year at PetQuest, grooming competitions were GroomTeam-sanctioned, allowing the winners to earn GroomTeam points. Groomers competed in five different breed classes: Poodles, Sporting, Terriers, All Other Purebreds, and Salon Freestyle. Olga Zabelinskaya took home Best All Around Groomer with placements in four of the five breed classes, including three first place wins. Mackensie Murphy, who placed first in the Sporting class and second in All Other Purebreds, claimed Best in Show.

The creative styling contest was an exciting competition at this year’s PetQuest. The winner of the contest was Angela Kumpe with “Batman.” Her entry featured superhero Batman and his sidekick Robin, while Lori Craig’s creative groom featured villains like the Joker and Harley Quinn. In second and third place were Cat Opson’s “Creative Street” and Cindy Oliver’s “Barkershop Quartet,” respectively.

Though all of the competitors wowed the crowd with their grooming and entertaining presentations, the Sesame Street-themed “Creative Street” was met with cheers and resounding applause, making it the clear winner of the People’s Choice Award. Groomer TV live streamed the event, sharing footage of the competition as well as exclusive demos and interviews with groomers watching from home.

In addition to shopping at the trade show and enjoying the seminars and competition, groomers at PetQuest enjoyed some down time in the evenings. Attendees gathered on the hotel’s outdoor patio, where many competed in cornhole, a popular lawn game. Tim Wright, husband of speaker Amie Wright, provided music and karaoke, which was entertaining for the singers as well as their audiences.

This year’s PetQuest was a fun weekend full of education, shopping, and top-notch grooming. Mark your calendars for next summer, and check pqqroom.com for information about next year’s show. ☺



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Groomer To Groomer CREATIVE STYLING CONTEST



First Place winner, Angela Kumpe.

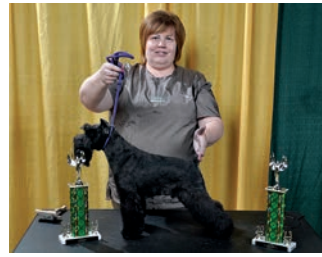


Second Place winner, Cat Opson.



Third Place winner, Cindy Oliver.

GROOMER'S MALL TERRIER TOURNAMENT WINNERS



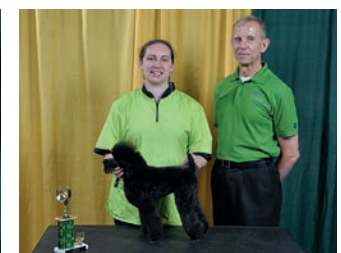
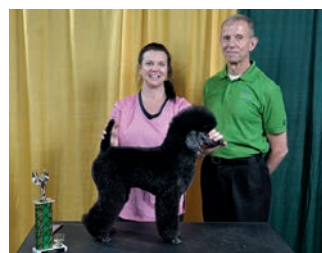
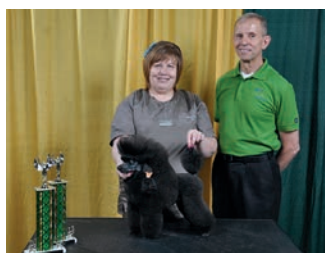
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NATURE'S SPECIALTIES SALON FREESTYLE TOURNAMENT WINNERS



TROPICLEAN POODLE TOURNAMENT WINNERS





Pictured from Left: Daniel (orphanage director), Elias, Jesica, Raquel (house parent), Alex, Damaris, Merly, Juanito, Margarita, Dulce, Daniel, Jenny, Marvin, Jasser, Eddie, Fernanda, and Barb and Don Kassebaum



Don leads the children to Sunday church service.

“Where does the money from the silent auction go?” It’s a question inevitably asked at each of *Barkleigh Productions’* grooming expos, where attendees can bid on everything from dog beds and pet-themed welcome mats to cordless clippers and bottles of shampoo.

To answer simply, all proceeds from the silent auctions are donated to *Gifts of Love International*, an organization founded by Don and Barb Kassebaum, the original owners of *Tropiclean Pet Products (Cosmos Corporation)*, to help people around the world rise out of poverty. *Gifts of Love International* provides aid primarily to Guatemala by establishing an orphanage and leadership school, supporting several churches in

some of the country’s most dangerous neighborhoods, and delivering clothes, shoes, and other supplies to the poor and needy. *Gifts of Love International* has a long history with *Barkleigh’s* silent auctions. In the 1990s, Don wanted to take a group of groomers to Guatemala so that they could see the work the organization was doing there. Don hoped to deliver a tractor-trailer full of donated items, which would require over \$5,000 to transport. Sally Liddick, the late founder of *Barkleigh Productions*, wrote about this “Groomers to Guatemala” project in *Groomer to Groomer*, calling it their “most ambitious project to date.” Sally explained, “Exhibitors were summoned to contribute to the project by donating items to a Silent Auction at *Groom Expo*. Groomers were encouraged to bid



giving LOVE

How Gifts of Love International is making a difference in the lives of impoverished and forgotten children in Guatemala

✎ by Cindy Agoncillo ✎

on the donated items.” An enthusiastic Hilery Zusi and Frank Rowe took charge of the show close auction, which raised \$5,800 and brought the weekend’s total to over \$10,000.

Joining Sally on that first trip to Guatemala was her best friend and business partner Gwen Shelly, speaker Judy Bremer-Taxman, industry icon Frank Rowe, and nearly 20 other friends, family members, *Barkleigh* employees, and groomers. They stayed at the Casa Bernabe orphanage, met the children who lived there, and helped to unload not one but two tractor-trailers full of donations, including a new washing machine for the orphanage. After learning about the chronic financial needs of the orphanage and the people of Guatemala, Sally and Gwen decided *Barkleigh Productions* would make a monthly financial commitment to *Gifts of Love Interna-*

tional and would dedicate the silent auctions to the organization.

Over 15 years and many silent auctions later, another trip to Guatemala was in the making. James Severs, the director of operations and marketing at *Barkleigh Productions*, was interested in serving the less fortunate around the world, and at Gwen Shelly’s urging, he contacted Don Kassebaum about traveling to Guatemala. As Don and James discussed the trip further and more details fell into place, Gwen decided she also wanted to go and would extend the opportunity to the rest of *Barkleigh’s* employees. It was not long until Gwen, James, and I were boarding a plane in Harrisburg, PA, headed for Guatemala.

As we descended into Guatemala City, I was struck by the poverty visible from the plane’s small window. Small houses constructed from corrugated

sheet metal filled the mountainside. Our landing was rough, as the runway was cracked and eroding. I thought about the U.S. airports surrounded by metropolitan areas not far from sports arenas and famous landmarks, and as I looked out over the city surrounding Guatemala’s main airport, I wondered, “Is this as good as it gets here?”

We stepped off of the plane, and the heat and humidity hit us like a wall. The inside of the airport brought little relief. Along with the heat, the sights and sounds were overwhelming. “Sensory overload,” James said. As we attempted to navigate the customs and immigration process, what we assumed were airport employees asked us *en español* if we needed help with our luggage — in exchange for tips, of course. Barb Kassebaum, who joined us in Houston for our flight into Guatemala, helped to translate and

continually advised us, “Stay with the bags.” We closely followed the man who pushed our luggage cart as he led us to the street where Don and a large crowd of people were waiting to pick up their friends and family. Within the crowd were small children who were selling trinkets and helping with luggage in order to earn money for their families. Tourists are likely to give one American dollar, which is approximately 6% of the average daily wage in Guatemala.

In the years since the Groomers to Guatemala project, *Gifts of Love International* purchased 26 acres of land in Brito, Guatemala. They constructed a new orphanage that currently houses 20 children and several full-time “parents,” including the orphanage director, Daniel, and his wife, Raquel. During the drive from the airport to our hotel, Daniel told us about the kids at the orphanage and their tragic circumstances. Some were abandoned by their parents, while others were taken by the government from their families because of neglect or abuse. Some had even been sold into prostitution by their own relatives, which is not an

uncommon occurrence in Guatemala. This is especially tragic, considering the oldest child at the orphanage is only 12 years old.

The *Gifts of Love* orphanage is one of the few legal and government-approved orphanages in the country, unlike other facilities that may act as fronts for human trafficking. The orphanage receives no financial support from the Guatemalan government and relies on donations to *Gifts of Love International* to provide the children with food, housing, schooling, medical care, and much needed psychological care. “Our position as a home,” Daniel told Gwen, “is to give them health, psychologist help, school, education, and our love. It’s difficult, but we are going to. We are very glad and so grateful for people like you, your company, and the people who work with you [for] helping us.”

We first met the children at a Sunday morning church service in Escuintla, where they greeted us with excited waves and bright smiles. They ran up to their *abuelito y abuelita* — their Grandpa Don and Grandma Barb — and embraced them tightly before

following them into the church. At the end of the service, Gwen had a special surprise for all of the children. With eager anticipation, the kids sat on the edge of the stage at the front of the church, and Gwen went down the line passing out candy necklaces, lollipop rings, and other sweets. Because the orphanage does not use any of its food allowance for candies, cakes, or anything other than necessities, this surprise was a welcome treat for the children. The way their eyes lit up and their smiles grew showed us how much they appreciated the gift.

Later that afternoon, we followed the dirt road that led to the orphanage in Brito. Don pointed out the neighboring chicken farm, families washing their clothes in the river, and the 7.5-foot-high concrete wall that surrounded all 26 acres of their property. Just inside the front gate was the medical clinic where the staff doctor conducts health examinations of the children. Across from the clinic on the other side of a large field was a new red barn, which Don and Barb hope to fill with animals like horses and cows. They currently have one horse, two cats, and two Golden Retrievers named *Cosmos* and *Barkleigh*. “They’re great therapy for the children,” Don explained.

Just past the barn was the construction site for what will be Daniel and Raquel’s new home. While the workers busily laid the concrete blocks, Don and Daniel gave us a brief tour, showing us what will become the kitchen, pantry, and bedroom. Also under construction was a new house with space for 18 kids. Don has plans for even more houses on the property and anticipates the orphanage eventually caring for over 100 children. The children currently live in one house with the girls sharing two rooms downstairs and the boys sharing three rooms upstairs; the parents have private rooms on each floor.

I actually stayed at the orphanage

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Sunday night and joined everyone there for a typical Guatemalan dinner: scrambled eggs and tortillas. The four oldest girls at the orphanage were excited to have me share their room. They even mopped the floor when they found out I would be staying there, because they wanted the room to smell nice for me. We were all a little frustrated that we couldn't understand each other, but some of the girls were very patient with me and tried various ways to communicate successfully. Eventually we were able to understand each other a little bit, and before we went to bed, I learned that Jesica was working on a sewing project and Dulce was 12 years old.

Half of the children went to school the next morning, and the rest would go the following day. While the children waited for their breakfast, I went to the mill where one of the staff members brings the corn to prepare for tortillas. When we got there, a little girl had just finished milling her corn. I didn't realize until we were leaving that she had come alone and that she was hauling her load of corn back home on her bicycle.

As we waited for the children to come home from school, the parents sorted through the donations we had brought with us. Family, friends, and strangers from across the U.S. had sent enough donations to fill several large suitcases and a large box to capacity, each of them just shy of the airline's weight limit. The parents were thankful to see soap, toothpaste, clothes, shoes, baby bottles, and toys among the items. Some of the special gifts, like toy cars and dolls, would be given to the children as rewards for doing well in school.

Daniel then told us how someone had donated money for the orphanage to buy new underwear for the children. School uniforms were a greater need at the time, so they

decided to use the money to purchase those instead. When we arrived, Daniel was still hoping the orphanage would soon be able to purchase new underwear as well. He considered it a great miracle when they opened the box of donations and found a new pack of boys' and girls' underwear in every size.

Before we left the orphanage, each child received a pillow/stuffed animal that we brought for them. As each child's name was called for them to come and receive their gift, all the other kids cheered. There was so much joy in that room. We were able to tell the kids — through a translator — how much we loved them and how much they had blessed us despite our intentions to bless them.

Those children will be the longest lasting memories of our brief time in Guatemala. They are also the true answer to an often-asked question. Where does the money from the silent auction go? It goes to Eddie's school uniform, Estrellita's doctor bills, Fernanda's breakfast, and to the care of all their brothers and sisters. ☺



Daniel and Fernanda play on the swings on the orphanage playground.

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Bandanas are a nice perk that we coordinate with holidays and area events. We usually bargain shop for bandana material and buy in bulk when it is on sale. Although fabric widths vary, the cutting technique remains the same.

Initially, cut the fabric into squares, and then halve into triangles to create bandanas. In order to yield twice as many bandanas that are easier to tie and that fit the dog’s neck more efficiently than the typical triangle, proceed with the steps following *Fig. 5*.

FIG. 1: With the material still folded in half as it came off the bolt, place the material on a flat surface. Fold the bottom corner up to the top to make a triangle. Use pinking shears to trim straight up from the bottom right corner to the top.

FIG. 2: The square you now have is actually a rectangle folded in half, so you will need to trim it in half to create two squares.

FIG. 3 AND 4: Trim the squares in half diagonally to create triangles. Depending on the size bandana you wish to create, continue to halve again until you have created triangles in an assortment of sizes.

FIG. 5: Fold the triangle in half, keeping the folded edge toward you.

FIG. 6: Drag the bottom corner of the folded edge over to the trimmed

edge. You now have one long and two shorter folded edges and one long trimmed edge.

FIG. 7: Cut the long folded edge.

FIG. 8: You now have two different sized bandanas that make a much better fit for different sized dogs than one bulky bandana. Begin with different sized triangles for a variety.

FEATHERS AND HAIR EXTENSIONS

Feathers, hair extensions, and the tools required to apply them can be purchased individually or as sets at the various pet industry trade shows or online.

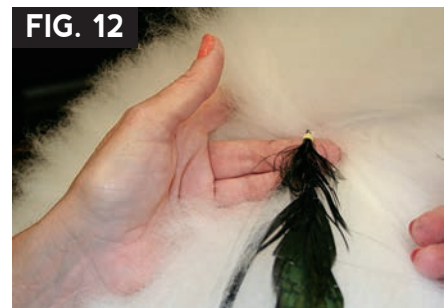
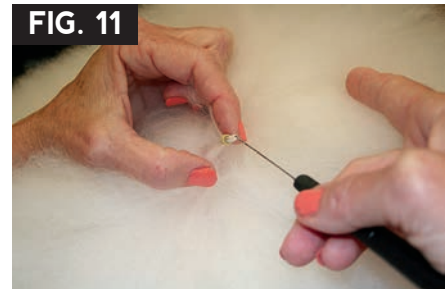
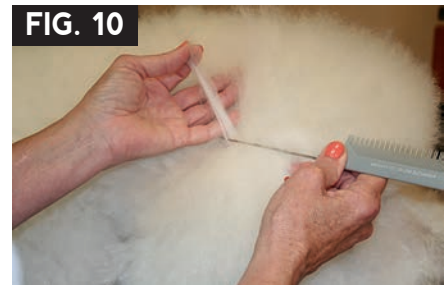
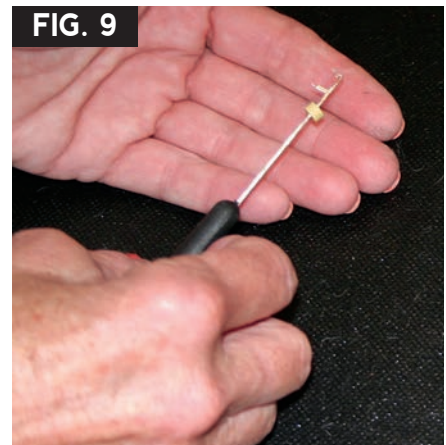
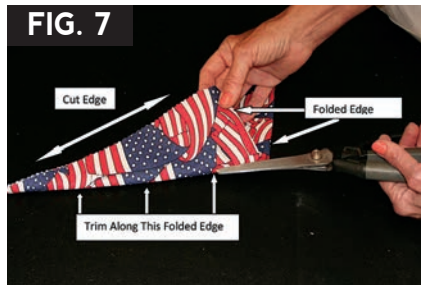
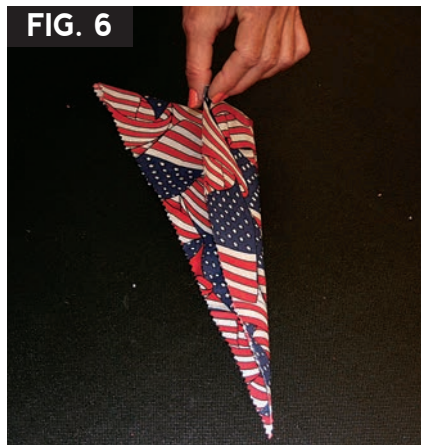
FIG. 9: Place the silicone micro bead ring onto the hook application tool.

FIG. 10: Using a rat-tail comb, separate out a small amount of coat.

FIG. 11: Place the hair extension hook over the coat, close the clamp, and then pull the micro bead onto the coat.

FIG. 12: Insert the hair extension and/or feathers through the micro bead.

FIG. 13: Use the crimping tool or needle nose pliers to squeeze the micro bead, clamping it closed. To remove,



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FIG. 14



FIG. 17

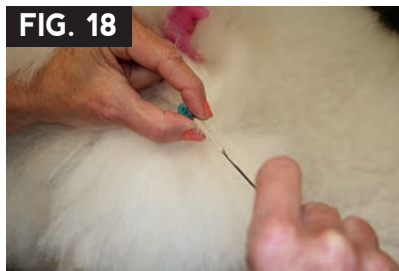


FIG. 18

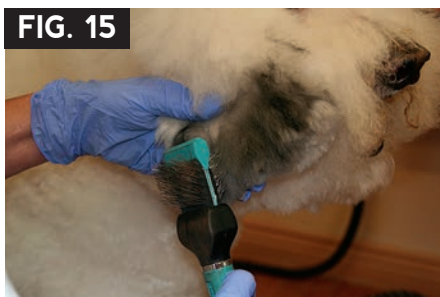


FIG. 15

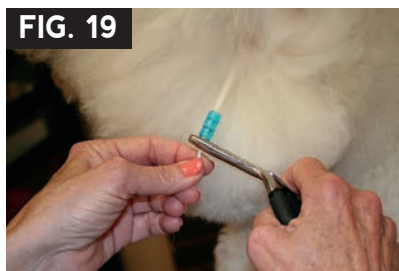


FIG. 19



FIG. 16

use the pliers to clamp the bead the other way, opening it.

ACCENT COLOR

An easy way to apply temporary accent color is with colored chalk. Chalk sticks can be purchased from pet wholesalers, or you can use nontoxic children's colored chalk.

FIG. 14: With a paper towel or cotton ball, dampen the end of a nontoxic chalk stick.

FIG. 15: Gently rub the damp chalk onto the desired area and brush through.

FIG. 16: Poodle accented with color, feathers, and hair extensions.

BEADS

Beads and buttons can be purchased in kits at many pet industry trade shows, online, or at craft stores. They can be washed with the pet and last longer than bows.

FIG. 17: Place a silicone micro bead onto the hair extension hook tool first, and then follow it with assorted beads.

FIG. 18: Separate a small amount of coat, and then slide the beads onto the coat by pulling the coat through with the hook.

FIG. 19: The last bead to go onto the coat should be the micro bead. Use the crimping tool to flatten it, holding the other beads in place.

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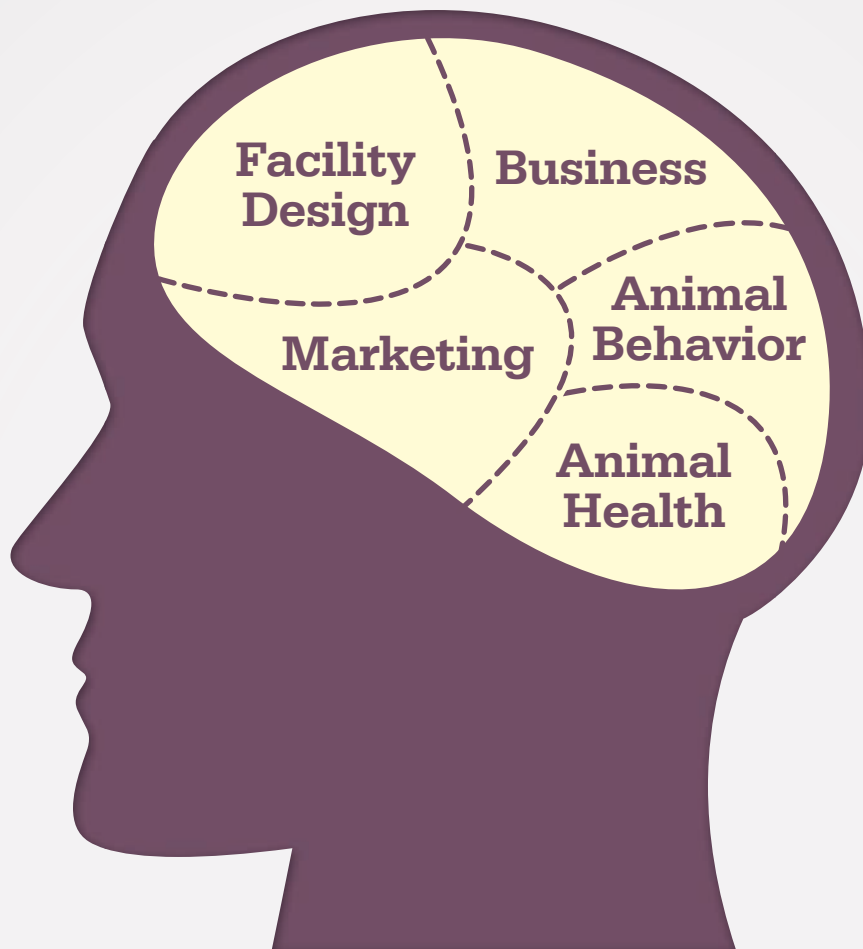
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Rescue Remedy and a chicken sandwich, we were back. Josh was regaining his strength, but we had sat out of the competition and lost valuable time. I wasn't sure if I could complete him with the time I had left. Kathy Rose announced "scissors down" just as I added a couple feathers for a head-piece. After all that coat growth, I just didn't have time to finish what I had planned. We still managed to get third place and the coveted People's Choice Award. Lori again got first place, and the "Lon King" managed to remain undefeated.

I decided to go ahead and take the design to one more show: Atlanta Pet Fair. I just had to complete this design that I had worked so hard to perfect. Just a couple weeks before Atlanta, my mother passed away; I was devastated. I had no intentions of going anywhere, especially so soon after her death. My mother was my soul, my greatest fan, my seamstress, and my inspiration. In the days before Atlanta, my entire family pushed me to go on and do what my mom would have wanted me to do. "She would want you to go, Angela!" is what my dad was telling me. I agreed to go but wasn't sure if I would compete. I just wasn't up to it. The night before we left, I told my dad, "I will work on my dog, and if I can do it, I will. For my mom!" It was time to get the dogs ready, and I am sure everyone thought I had lost my mind. I just kept talking to my mom while I was working on Josh, just like she was standing there. When I was done, I was so excited. It was beautiful, and win or lose, I was happy. I pulled it together and completed the design; my mom would have been so proud. We won first place and People's Choice.

Top: Preparing for Atlanta Pet Fair just after Pasadena
- Angela thought about a more tribal eagle at first.
Middle and bottom: At Atlanta Pet Fair,
where "Cherokee Heritage" took First Place



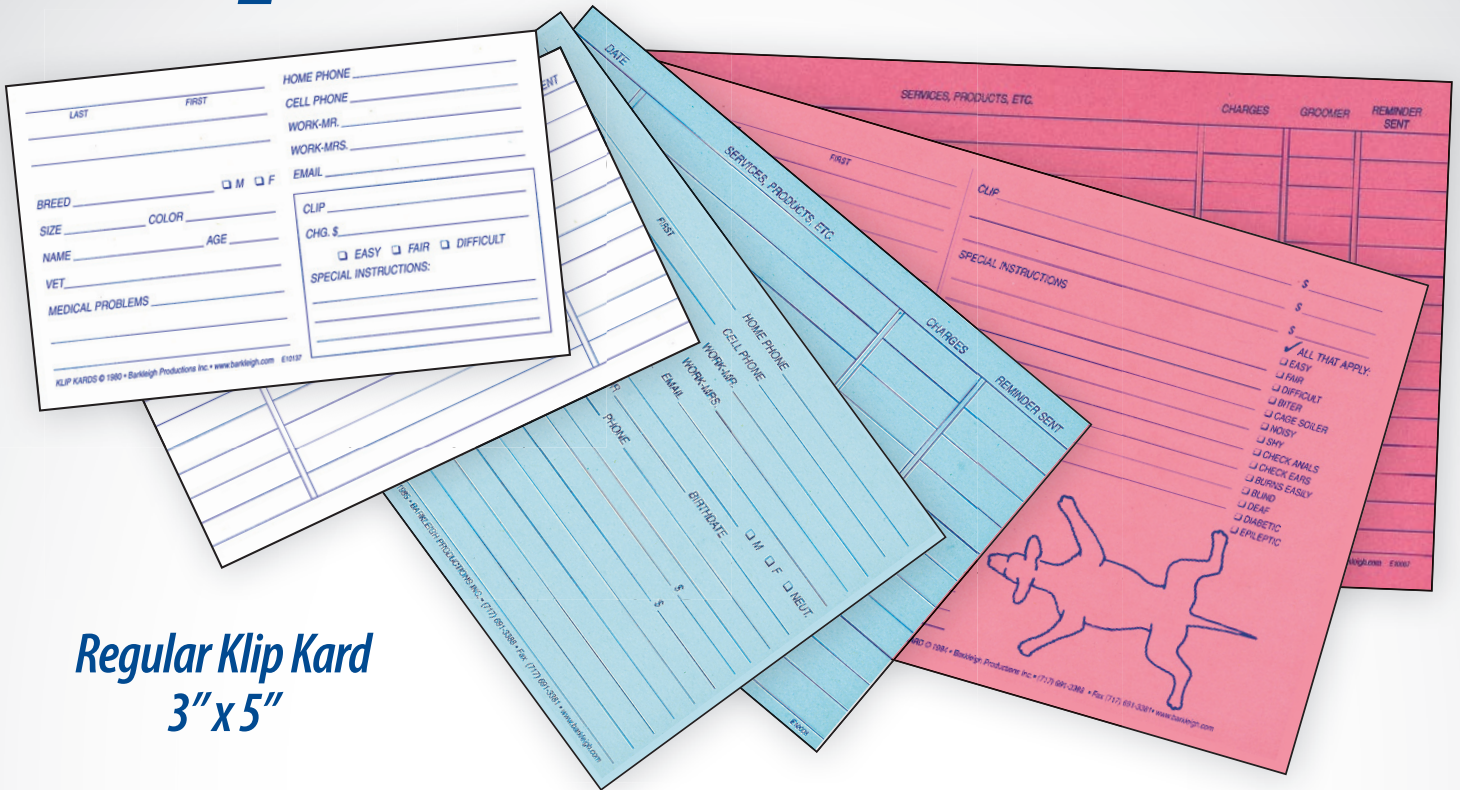
Angela Kumpfe, winner of the 2010 Groom & Kennel Expo People's Choice Award, with "Cherokee Heritage"

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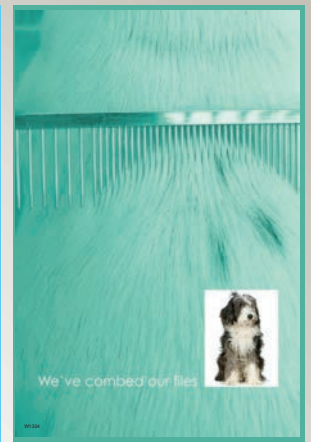
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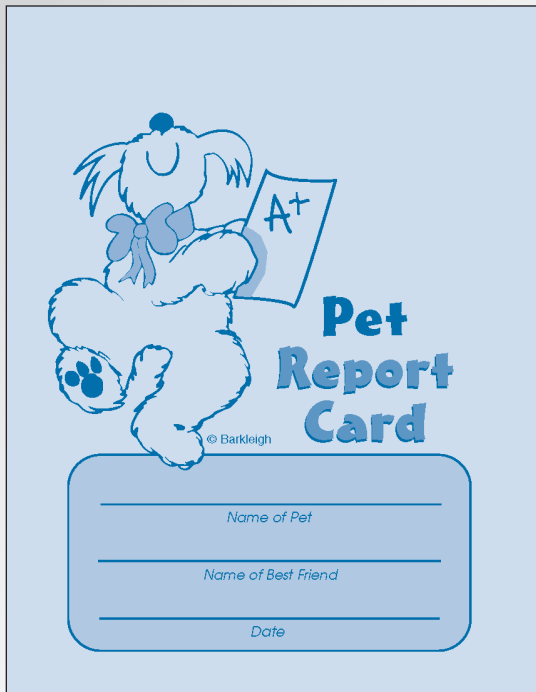
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READER FEEDBACK

A selection of comments taken from our Facebook page and the comments section of GroomertoGroomer.com

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On Missi Salzberg's "Our New England Grooming Family, Part 1":

"I am also very happy to be part of this wonderful organization... not only being a member, but as a Board Member!!"

- Helen St Pierre Barnes

"Always one of my favorite shows."
- Mary Oquendo

On Daryl Conner's "One Tough Groomer":

"Cool! I'm a dog groomer and also just done a Tough Mudder"
- Melanie Vrensen

"My first tough mudder is getting closer by the day! Dallas, Tx October 26th ...I'm ready!"
- Angela Cummings

"I really love this column and reading about the lives of other groomers outside of grooming. BTW Sue is awesome."

- Mary Oquendo

"Great story and nicely written, Daryl!"
- Laurie Sklar

On the new Groomer to Groomer website:

"We are loving the new website!"
- SynergyLabs

"What happened to the groomer message board and forum? I am very disappointed that it is not included in the new website! It was my very favorite part."
- Susan L. Lesko

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“ So happy to find this again! My subscription expired years ago and I so missed getting my magazines. Happy to see also that I can read it on my Nook! *hugs*”

- Meg Wirick

On Angela Kumpe and Lori Craig as featured speakers and commentators at the All American Grooming Show:

“ I wonder if she will need models in Chicago. My

white standard poodle and I are huge fans!”

- Maggie Stafford

On Mary Oquendo’s “Setting Up a Business, Part 1”:

“What a well written article. I had no idea all that went into setting up a business. I learned a lot and will print this up to avoid making any mistakes if I ever decide to open and set up my own business.”

- Debbie

“This is a wonderful, comprehensive article for people seriously planning to start a business or even just pondering the idea. I hope this will get in the hands of so many interested people.”

- Leah Shirokoff

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