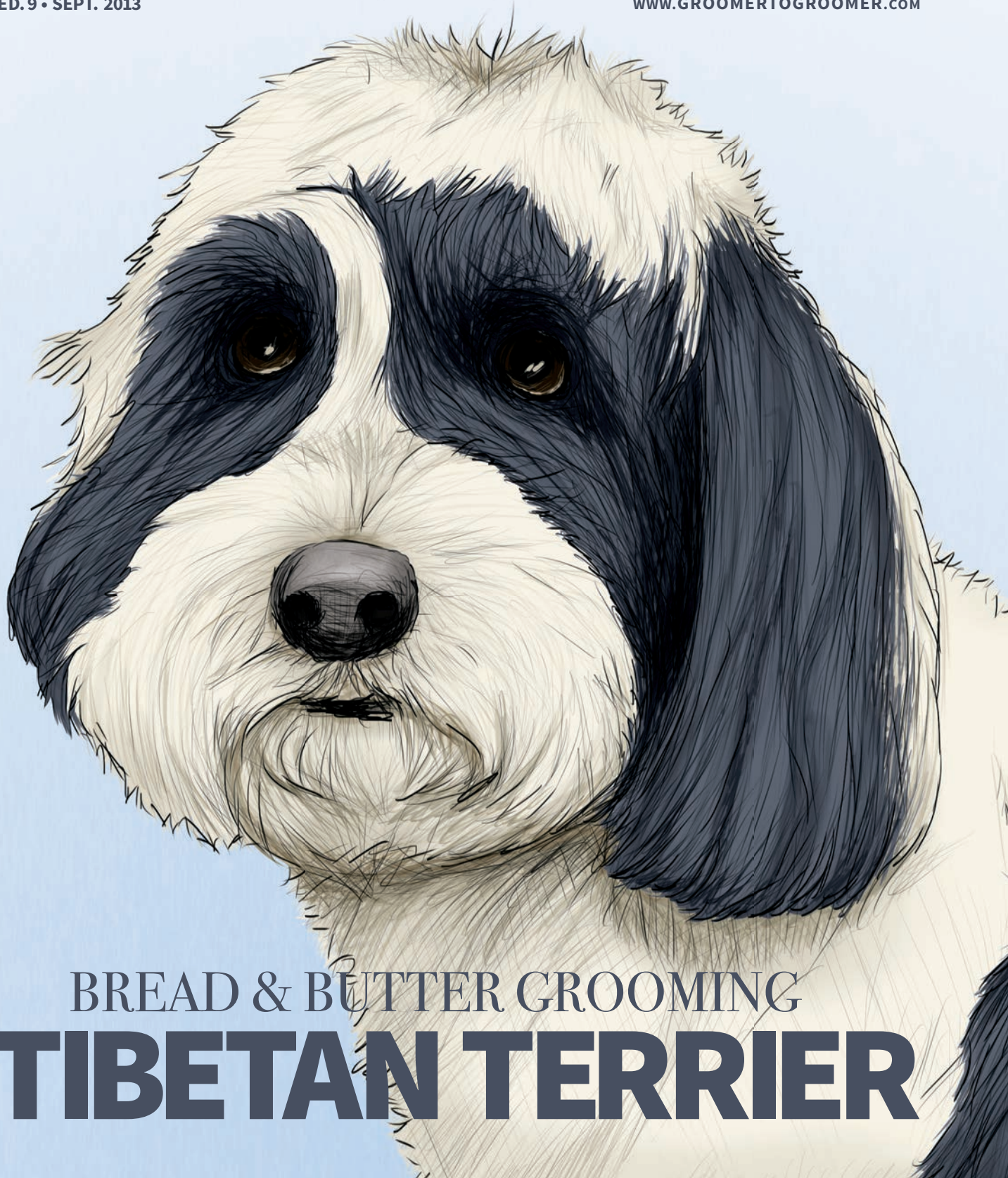


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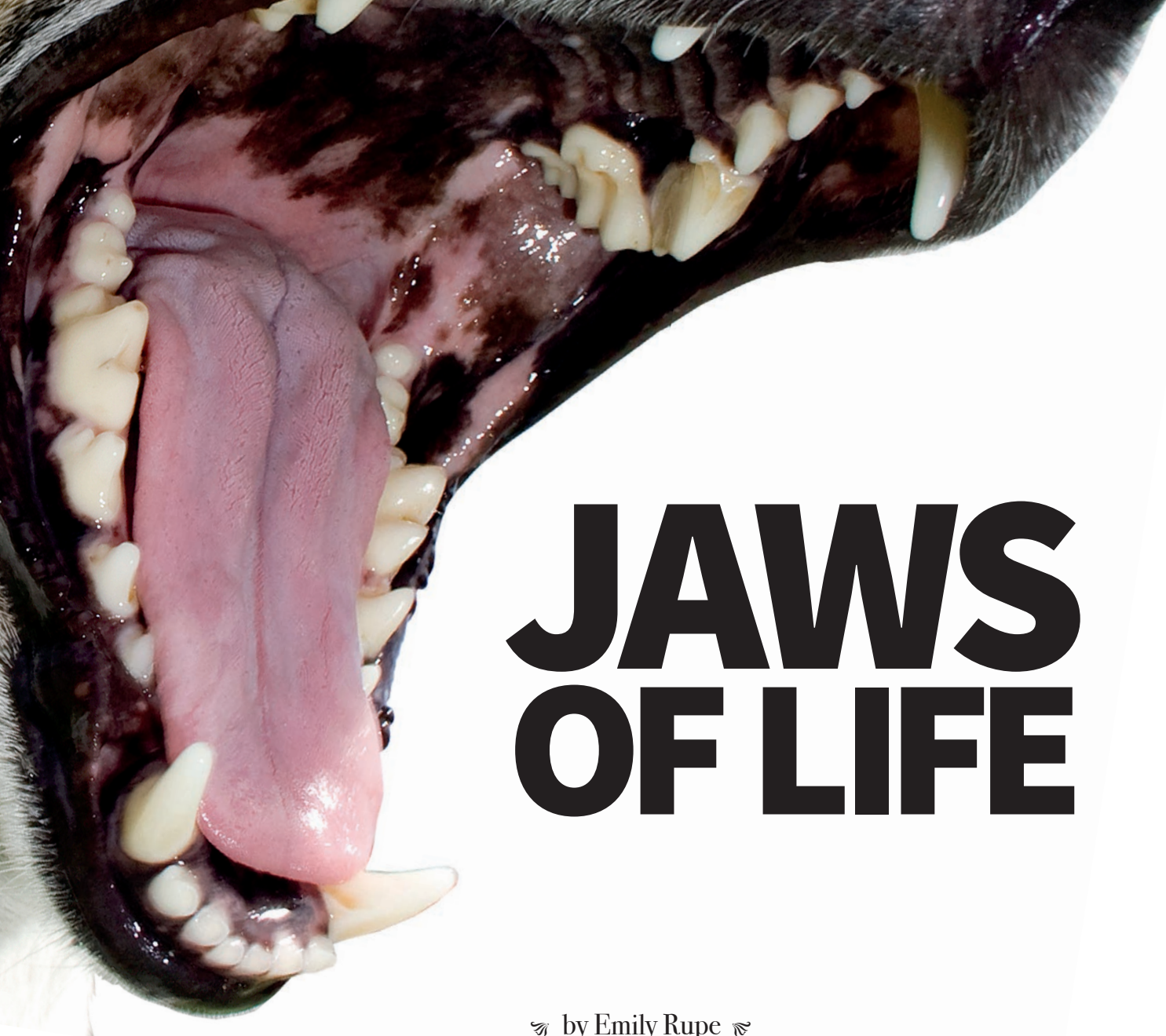
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# JAWS OF LIFE

✧ by Emily Rupe ✧

**T**was a Saturday with a full moon expected that evening. Need I say more? Every kennel had an occupant: an incessant, howling, banging resident. Both human and canine customers, wrapped in some mystic force's embrace, felt compelled to issue impossible or ludicrous requests and behave as if all common sense was lost. It was only 10 a.m., but I had already come to the conclusion that it was going to be a margarita night once I survived this test of moral and man-

nerly fortitude.

After politely locking horns with a geriatric customer who refused to forsake vanity for the comfort and safety of her 14-year-old Schnauzer, I thought it best to work on the mindless Lab mix shave down. While not a showcase piece or one for the portfolio, at least it would be easy money with a sweet pup and would allow me some re-composure time. For the next hour and a half, I labored on the Lab mix, turned up the tunes, and put my mind to ease. Upon completion, I promptly put him back into his kennel

and began to work on the next beast.

Just as I started the next unwilling victim, I heard our bather yell for me from the back room. Our bather Tyler, the owner's 21 year-old son, is the embodiment of the Brawny paper towel man sprinkled with a little Gordon's fisherman strutting in either a pink or purple smock. A former football player, he's huge. Quite frankly, I think he could pick me up and toss me, so to hear that urgency in his call was unsettling. I knew it could be nothing good. Without missing a beat, I put my current project up and went to see

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what all the commotion was about.

Reaching Tyler, I saw what had riled him up and caused a slight panic. That sweet, simple Lab mix had decided to bite the metal kennel door and inadvertently got his snout stuck between the rungs. With his mouth wide open and teeth overlapping the bars, we needed to figure out how to free this dog from his self-induced moron moment. Without the risk of losing teeth, we couldn't just apply pressure and push from the front, so I sent Tyler to the tool kit for a pair of pliers. The both of us quickly ran through our options out loud: have Tyler attempt to bend the bars with the pliers, get the kennel door off and tote the door with the dog to a professional, or try and manipulate from behind and see if we can get the right angle so that the dog can free himself. We decided to try the third option with the other two as last resorts.

I greased up the bars with some conditioner and positioned my chubby rear in the kennel behind the dog. Tyler held the door open, and I twisted and manipulated the unhappy prisoner. Just as the pliers were looking like our only option, POP! The nose was free, and teeth were unharmed. We both panted, caught our breath, and said a thank you to the Big Guy upstairs. As if a telepathic bond were shared, we both said in unison, "Let's not put him back and attach him to a table out front instead!"

Lesson learned, embarrassed, or merely exhausted, the Lab laid down and quietly lounged until his mom came. As she paid his bail money, she inquired as to how her little furry man behaved. Of course we told her what a sweet boy he was and how we appreciated having such a good one during this hectic day. We casually mentioned that, in the future, we'll avoid the ken-

nel completely and groom him straight through so as not to risk injury, since he likes to chomp on the kennel door in protest of his incarceration.

What flowed from her mouth next made me want to take my palm to her forehead and yell, "DUH!" "Oh, yeah! I should have remembered that! He has a history of getting himself caught. Heck, once at the vet, he got stuck so bad they had given him a muscle relaxer to knock him out, because he'd given himself lock jaw. They practically had to get out the Jaws of Life." It took every ounce of restraint for both of us not to fly over that counter like spider monkeys. About to give myself lock jaw from gritting my teeth into a smile, I replied, "Oh, good to know. I'll just make a note of that in our records for next time." It had officially gone from a margarita to a straight tequila night. ☺

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# JUDGING JUDGES

## WHAT GROOMERS IN THE COMPETITION RING FIND ANNOYING ABOUT JUDGES



My column back in June highlighted a side of the competition ring, which, to my knowledge, had not been addressed. It brought to light some of the things that judges find irritating, annoying, or downright unnecessary in the contest ring. I would like to thank the readers for the positive feedback I got from that column, as many contestants saw themselves in some of those offenses. It all goes toward making us all better grooming competitors.

Now I am putting the shoe on the other foot. I have asked competitive groomers what they find annoying about judges. No bashing was allowed, as the judges did not do that to the competitors. Just good, solid input was requested and submitted. I asked for it, and I got it! Some responses came as a surprise; some did not. I got some very brief and concise answers, and some were voluminous. I do understand that these are the opinions of the few people who answered my social media request, and I am pleased that these progressive groomers tossed in their two cents.

### **“TELL US HOW YOU REALLY FEEL...”**

The number one complaint coming

from competitors about judges today involved critiques, ranging from inconsistent critiques to “I can’t locate my judge.” As a judge, I find that to be an interesting observation, as only a fraction of the contestants traditionally approach a judge after a class. There are some competitors who always stop a judge immediately after and ask for a critique. Judges and contestants are always in a hurry to get things finished so we (collectively) keep it brief, sincerely attempting not to turn it into a grooming lesson. Other competitors (most, I would say) just pack up their stuff and leave the ring. Personally, I have had show promoters mention that the judges are willing and available to give critiques only to have one

or two of the entrants ask.

Just recently, a fellow judge showed me a lovely “after” picture of an entry and asked if this competitor had requested a critique. She was so close to being awarded a nice piece of the class with some simple changes to her profile. I said, “No, she didn’t,” and we both shrugged our shoulders, wondering why some people don’t ask. The critique thing goes both ways. A judge will seldom, if ever, volunteer a critique, as we don’t want to appear pushy or offensive. We are also, for the most part, uncomfortable about giving a critique around a group of people, as it often can put the contestant or the judge in an awkward position.

Some ask for written critiques,

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and I can understand where that might be very helpful. If anybody out there has ever seen my handwriting or that of my fellow judges, anything in writing is something you don't want. My handwriting and printing looks like some cryptic hieroglyphics from the dark ages. In fact, have you ever noticed that the better a groomer is, the worse their handwriting is? Many judges have their own set of "codes" or shorthand that helps them through the class quickly and efficiently, making written critiques difficult if not impossible to understand. Would you rather have a judge who watches the class and takes short notes or a judge that is glued to the paper, writing volumes that you probably wouldn't be able to understand anyway? Written critiques are time consuming and can be easily misunderstood. You are better off just going directly to the judge and making your request.

Please, don't ask the judge what you did wrong. That starts the conversation off in a negative vein. Ask what you could do to turn your groom into a winning groom. Please understand that we much prefer to address what is right and how to make it better than just what is wrong. One competitor called this a "critique sandwich." Say something nice, then add a "needs improvement," and follow it up with a positive point. Understand that sometimes it's very difficult to find positives about a particular groom. We all really try to be constructive. We understand that competitors and judges can be a bit stressed, and sometimes what we say may be misconstrued. Let's face it. Sometimes competitors only hear what they want to hear. A critique is not always critical! A critique can be positive feedback. Don't be surprised if the reason you did not place higher is because you were simply "out groomed."

Judges really never intend to hurt your feelings, but sometimes the truth can be brutal, and this does not make us happy!

### A COUPLE OF TIPS ON OBTAINING CRITIQUES...

Bring your dog with you. If you can't, then tell the judge where you were located in the ring. Please understand why we may want to consult our notes about the class. We want to make sure we have the right dog. You would be surprised at how a judge will remember the dog and not the groomer. They may know you as "buff Cocker lady with the purple smock." Please don't take that as an insult. There are a lot of new, very good groomers out there, and we have to remember you in some way. Approaching a judge after hours or during dinner can be a bit awkward. I have been at dinner with fellow judges only to be accosted in the

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middle of the main course and grilled like a hamburger about a placement. It is a very good idea and a sound suggestion to wait for a more opportune time.

**A LITTLE ROUGH JUSTICE...**

Another major annoyance from competitors is rough combing by judges, and I have to agree with that. A judge doesn't have to rip through a dog's coat like Sherman through Atlanta. I have witnessed judges raking through a dog, and I am never quite sure what they are looking for, as it doesn't take much to find rough scissoring. Please understand that sometimes scissoring is what may be separating a first from a second place. When a judge pays close attention to scissoring, just know that they are probably just checking for detail and prioritizing their placements. Just an added note: some shows have awards for scissoring, and the judge assigned to this class is not checking anything other than scissor work. It is their job to get in there and look!

As a rule, judges will respect a spray-up Poodle or Westie as a "no-comb zone" (I love that phrase!). It's silly to try to pull a comb through these product-laden areas of a dog. Many groomers also add a lot of product to the legs of some dogs, and judges realize that, but sometimes we've run across so much product in body and leg areas of a dog that it's difficult to see if the hair has been trimmed, stripped, or just "sprayed and molded" into place like modeling clay. Please understand that a judge needs to look, so if you have a lot of product in the dog in areas other than the head, you can expect a little bit of combing.

**THE "MAT" FAIRY...**

You believe you've done a nice job on your dog, and then the judge comes over to your table. With a wave of the magic comb, "poof!" A mat appears! Yes, judges find mats, tangles, snarls,

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or whatever else you want to call them. Mats are generally found in the dark recesses of a Cocker's armpit or hidden between the toes of an Airedale. Yes, I agree that poor combing techniques and static can make hair "cave in on itself." Grooming loops and collars can also cause tangling that will get hung up in a comb, and a judge has to be careful not to cause some of this mess themselves, but you would really be surprised at what a judge finds in some coats. Speaking from experience, if I find one, I go in a second time, sometimes with my fingers, and feel for it, hoping I didn't cause it by quickly flicking the comb. If I find a "true" mat, I try to let the contestant see it, and then I tuck it back into the coat. I will not embarrass the competitor, and if I ever have, I apologize. But it will count against you in the final judging. Some contestants wonder why an entry with mats or tangles doesn't disqualify. If we see it on the pre-judge, it better be out at the end of the groom. And sometimes there's nothing else worthwhile in the ring to choose from. More on disqualifications later.

### THE TOWER OF BABBLE...

Most of the judges I know go out of their way to try and make a competitor comfortable, particularly the novice and intermediate contestants. New competitors need a little more "comforting," and we are more than willing to spend the time with them. A suggestion I will give to new competitors: please don't be afraid to approach your judge for a critique. We were ALL in the same position as you once. We ALL had our first time in the ring, and we ALL had the jitters about asking how to improve.

A concern that annoys several competitors is when judges talk incessantly to a competitor during the pre-judge or judging process. This happens a lot in the Open ring, as many of the people know each other. I agree. It must be kept professional, and each contestant should be treated with the same procedures with a little more time spent on newbies. Sometimes it's just really hard to ignore someone you've been in the ring with or have known for a long time. This is especially difficult for judges who may have just left the contest ring and have

their first judging assignments. I understand that it can be unnerving and give the impression of favoritism, but I know that many judges are harder on the people they know more than ones they don't.

### THE SAME THING, OVER AND OVER AGAIN...

Yes, judges get tired of seeing the same style dog entered time and time again. Yes, they may get placed a lot, but we still have to judge each dog on that particular day and compare it to the other entries for placements. I am specifically referring to curly coats over drop coats. Without a doubt, curly coats are easier to get that nice finish on than wavy or drop-coated dogs, but a lot seems to go wrong with those "alternative" coats, as you can probably imagine. Notes are made about coat type and texture, like soft puppy hair or changing coat. It affects scissor work, but how can a judge reward a roughly scissored soft or drop coat over a nicely scissored curly coat? Judges like to see variety, and they do consider coat differences in the "difficulty factor" column, which

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does come into play when all things are equal. It's tough to give a first place on difficulty alone. Judges still make their selections on neatness of the work, style, symmetry, and balance, and these factors are all in play, along with difficulty, in the final decisions.

### WHEN IS "ENOUGH" ENOUGH?

Some people asked why a judge doesn't let a competitor know if they have enough or too much coat before the class starts. A judge can disqualify blatant pre-grooming, but sometimes it's very difficult to really define pre-groomed. We have seen dogs that are six to eight weeks out of their last groom but have had such beautiful scissor work laid in that they look freshly finished. Just know that judges make notes about this, like we make notes of excess coat. Both of these factors go into the "difficulty," column and sometimes too little hair is a bigger

handicap than too much. When time is up and there is a Mini Poodle and a Standard Poodle next to each other, and they both have an equal amount of hair under their tables, we know who came in with more. I was asked why we don't disqualify these dogs. More on that later.

### GIVE ME A MINUTE!

Several other issues were mentioned, like waiting until tables are totally cleared off and the dog is set up before approaching. I agree that it is a nice picture to present, but it's really okay. We have been watching you and your dog. Being first or last to set up really doesn't make a difference in what a judge is looking for. Everyone is on a tight schedule, so if a judge can get through their class in a timely fashion, you just may be able to relax yourself and your dog a little sooner. While we are on that subject, please don't be

tempted to blow the hair off your table in an effort to clear it off quickly. We all get enough particulate matter in our lungs on a daily basis, and we don't need any more. It would also behoove a contestant if they stacked the dog for judging. We often see this neglected in the novice ring, and we try to help the contestant understand that it is to their benefit to present the dog in its best light.

### WHO'S ON FIRST?

Mention was made about some shows changing or adding judges at the last minute. While most shows pre-publish their judges, we all know that last minute emergencies do happen, and judges are not immune to having to cancel assignments under urgent circumstances. The show promoter does their best to assure that there are no conflicts, but if there are issues, the contestant should be

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given the option to pull their entry, just like a dog show. Such is the case for single-judge shows. Team judged shows, like Barkleigh shows, usually have a published “core” team of judges. These are judges that are there judging every class and have seen every dog. The show promoter will bring in other judges to help get through large classes in a timely fashion, but in the case of team judging, all of the judges discuss all of the grooms with the entire team, perhaps dismissing themselves from some selected discussion in the event of a conflict. Technical judging is left up to the judges who combed, and their findings are shared with the rest of the team. For instance, there may be a dog with a lovely profile, but the technical judges may mention poor scissoring or perhaps a minor injury. On the other extreme, they may give credence to someone whose profile may be a bit off, but they did a bang-up

job with a difficult coat. Team judging brings many eyes to the table, and it’s interesting how often the entire team comes up with the same results.

### DQ, AND I’M NOT TALKING ABOUT DAIRY QUEEN!

Some people ask why a judge doesn’t disqualify an entry that is matted or dirty or lacking coat – things I mentioned previously. Disqualification of an entry is much more difficult than you can ever imagine, and if a judge is going to DQ a dog, they better have a real good reason. Dogs lacking coat are right up there, but how should a judge react when a competitor tells them that they are going to attempt to make a distinct change in the groom, something the rules call for in the coat category, and then don’t? Judges usually see more of the matted or dirty dogs in the novice division, and while they may mention it after the class is over

(if the contestant comes for a critique), they really don’t want to cause a stir and embarrass or discourage a newbie. All these things are taken into account during the judging process.

### ONE FINAL WORD ON DQ’S...

If you are competing in a three-tier show where all of the entries in a class count toward GroomTeam USA points, and those points are just sitting on the right number of dogs for a “major” number of points in that class, how would you like it if a judge DQ’d a dog for some minor infraction, like a mat in the pit during pre-judge or a debatable lack of coat? That disqualified dog would have to leave the ring and that “major” might be broken, depriving the winners out of some coveted GT points. Yes, there ARE legitimate reasons to disqualify an entry, but the grounds for a DQ have to be beyond a reasonable doubt.



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*Evie Moder  
Poodle Enterprise  
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### THANKS FOR NOTICING...

My survey brought about some good comments in this area. They like it when the judge is considerate of a dog's "issues," like a sore leg or shyness. Judges usually make notes of this, but it can get pretty busy behind that clipboard, so please feel free to remind us. Many of the judges I know ask the dog's name and try to move slowly around the shy ones. On the other hand, if you are a competitor and have a dog with a bit of questionable temperament, please let us know! The stress of travel and competition can challenge even the best of temperaments, but if your dog has a "history" of erratic behavior, you may be better off selecting another dog than having a problem. You don't need the stress, and neither does your dog and judge!

### FINAL THOUGHTS

When a competitor grooms their

dog in a contest, they are totally focused on that dog and that groom. It's almost like they are too close to their work and in their own little world. Sometimes that jades their vision of what they have done right or wrong. They work very hard and can't imagine why they didn't get a piece of the class. To have one's talent dismissed like that can hurt, and it's never a judge's intention to do that. Please be objective about your work. Understand that sometimes it really does come down to hairs. Literally!

### THANK YOU!

I would like to thank the competitors who stepped up and gave me feedback! It's been a while since I was in the ring, but I do remember that I had a lot of "questions" back then, and many of them are still relevant today. A lot of things have changed. Rules are more concise. Judging procedures are

more rigid. Prizes are much bigger, and points are on the line. We have all had to make adjustments, and it is all for the better. Our industry continues to grow. Interestingly enough, there are quite a few recently retired competitors who have seen their way back into the contest ring in a judging capacity. We all welcome them wholeheartedly, but one of the funny things that every one of them has mentioned is, "Wow! I had NO idea what you see on this side of the comb!" What an epiphany! Maybe I'll have to interview them for my next column! ☺

*See you ringside!*

**Teri**

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# *The* **GROOMERS EMERGENCY ASSISTANCE FUND**

✧ by Kathy Hosler ✧

**L**ast fall, Superstorm Sandy devastated the Eastern Seaboard of the United States. Earlier this year, parts of Canada experienced massive flooding, and a massive tornado tore through Oklahoma, carving a path of death and destruction as it went. Many groomers were hard hit by these events and saw everything that they had worked their entire lives for disappear in an instant.

After these disasters, many unaffected groomers went above and beyond to get resources together to help the other groomers who had lost everything: their homes and salons or mobile vans. Even if their workplaces survived, many of the storm-ravaged stylists could no longer make a living because all of their customers had also lost everything, and getting their pets groomed was not a priority or even a possibility.

As hard as those well-meaning groomers tried, there was little that each of them could do alone faced

with the overwhelming circumstances. Some of the groomers who were most affected by these disasters were in desperate need of help and did not know where to turn.

Ileana Noguerras, a groomer from Delaware, experienced the utter destruction of Superstorm Sandy. She personally knows many of the groomers that were in really bad situations. They had lost everything and had no way to make a living. Ileana was one of the big-hearted, caring groomers who tried to help everyone possible, but there was little structure or organization to their efforts.

This past Fourth of July, Ileana put a plan in motion that had been brewing in her thoughts for a long time—the formation of a fund to assist groomers that are affected by emergencies or disasters. “I’ve been thinking about it and talking about this concept for a while now,” says Ileana. “I feel strongly that this is something that really needs to be

created. What I want to do is have a starting point so people will know that the group is there.

“I began to get things organized,” says Ileana enthusiastically. “We already have a board of directors in place, which is made up of seven highly respected members of the grooming industry. The board of directors works entirely on a volunteer basis—no one gets paid. All of the money collected will go directly to recipients, except for necessary costs like postage and PayPal fees.

“The wheels are turning,” shares a determined Ileana. “We have applied to be a 501(C) non-profit organization, and we will be known as the *Groomers Emergency Assistance Fund*. The weather is crazy, and emergencies are going to happen. When they do, groomers will have the *GEAF* to contact. When a request comes into the *GEAF* for assistance, the board will vote on it and make a decision.

“I have to be candid,” Ileana continues. “Not having money to make



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your car payment is not an emergency, but if you experience a disaster and lose your home, salon, or grooming van, that's a different story. And we are learning how to do things better as we grow."

In the aftermath of the twister that tore through Oklahoma, groomers needed box fans to dry dogs and to move air in their grooming locations. Lori Craig made that need known on Facebook. Several groomers went online and purchased box fans from the Wal-Mart closest to Lori's location, and Lori was able to pick the fans up that very day.

Another idea that is in the works is to have a contact in every state, which could store donated grooming equipment. If someone needs it, they can get it to them quickly, and they can be back in business and put food on their table once again.

Ileana also sees a great need for every groomer to plan ahead and prepare for disasters that can be avoided. "As an industry, we have come a long way," affirms Ileana, "but we have a long way to go. I would like to get groomers thinking about taking better care of themselves and to continue educating themselves. I think it is a real crisis that the great majority of groomers don't have health or disability insurance—or a nest egg to fall back on. If they don't work for a week, they don't get paid. When things like Superstorm Sandy, destructive flooding, and the Oklahoma tornado happen, that's when these things hit home."

People ask Ileana how much help the *GEAF* is going to be able to give. "Every bit helps," says Ileana enthusiastically. "We have really generous people in the grooming industry who will gladly give what they can, even if

it is a small amount. And anyone can make donations to the group at any time, not just when there is a disaster," says Ileana. "At this time, the best way to make a donation is through PayPal. The organization's email address is geaf2013@aol.com.

"We are working hard to spread the word about *GEAF* by sending information to Facebook groups and other groomers associations," she continues. "We all know different people—the more you put it out there, the more people you will reach."

Going the extra mile is a way of life for Ileana and everyone who is associated with the *GEAF*. They know that groomers everywhere are willing to help when there is a need. "We cannot do it without lots of help... time, money, ideas—there are countless ways that everyone can help," encourages Ileana.

You will find Ileana and the *Groomers Emergency Assistance Fund* booth at *Groom Expo* in Hershey, Pennsylvania, this September. Stop by and see what it's all about. ☺

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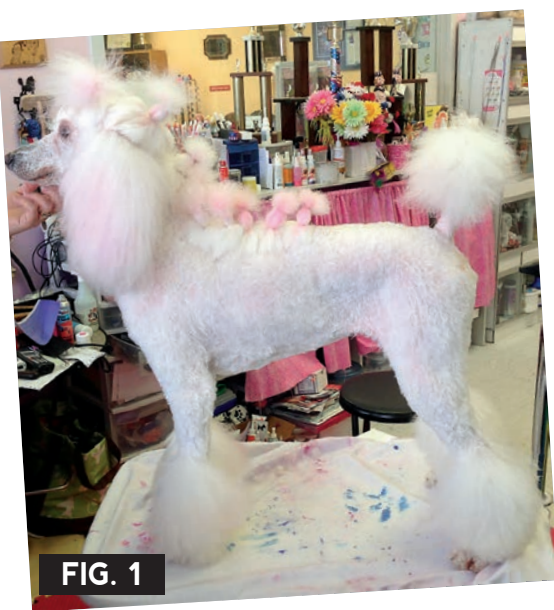


FIG. 1



AFTER

# A NEW LOOK FOR BROOK

by Dawn Omboy  
[www.queenofcolor.com](http://www.queenofcolor.com)

Sometimes life just keeps even the best groomers busy, and if you are a fluff-a-holic like me, that could mean you find yourself with way more coat than you have time to keep up with. We all know what happens then. Yes, indeed it happened to me. Brook was matted way more than would have been comfortable to be dematted, so after five years of fluff, I clipped her down short. I did, of course, leave her head and crest full, as well as her pom-poms. Brook was loving the short cut, and after my initial shave shock wore off, it was time to get the new do colorized!

With Brook lying comfortably on my table, which was covered with a waterproof Fit to Be Dried, I began by sectioning off the long hair with bands (Fig. 1) to keep it out of the way and

give better control while I am working. The next step in creating the multi-colored mane was to apply a protective barrier of cholesterol with a tint brush all the way around the edges of the banded hair (Fig. 2). This will help prevent color from adhering where you do not want it.

Next, place foil under the ear (Fig. 3) and apply your choice brand of color medium to the ear hair with a tint brush. When it is nicely saturated, gently fold the foil to wrap the colored hair. If your dog has great table manners like mine, she will lie there while you work with her head rested on her favorite stuffed animal as if it were a pillow. If not, switch the foil out with your gloves. I do this by holding the colored hair and flipping the glove off my hand and inside out. With the hair



FIG. 2



FIG. 3



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Before After



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on the inside of the glove, secure it with small locking hemostats, being careful to clip onto hair only and not to pinch the skin. This is a trick I have used for 20 years.

Now it is time to start the color on the mane. I started at the back of the dog and worked forward, releasing a section at a time of the banded hair. I placed a strip of foil against the base of the long hair on the side of the dog. The cholesterol will hold the foil in place for you. With the hair lying on the foil, apply your color with a tint brush, working it all the way through the section. I was working with products that hardly bleed into the coat, so it was easy to do multiple colors all at once (Fig. 4). Rinse with cool (not cold) water after a processing time of about 30 minutes from the last of the application. Use warm water to rinse

away the cholesterol. I will normally place my dog into a large plastic trash bag before rinsing so that only the colored bits are exposed. This helps keep unwanted color splash off of the dog and cuts down drying time, too. Notice the nice clean lines and bright white coat.

To color the poms, I used pretty much the same method. With the semi-permanent colors done, I picked up a can of Black Pet Paint to give Brook a really wild zebra striped body (Fig. 5). I only wanted this to be temporary so I could continue to try new designs on Brook right away without having to wait weeks for the black to grow out. With Pet Paint, I can wash it all away with one bath and be onto my next adventure with Brook. I am having fun with Brook's new look. Now hand me another spray can! ☺<



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# DOGGY-GATE

**B**uddy, Jasper, and Molly are Fox Terriers. They are not litter mates, but they have grown up together. For the first three years of their relationship, they romped and played in perfect harmony. Several months ago, their perfect friendship changed. Now it is common for Molly to attack Jasper, which causes Buddy to attack Molly. The fights are so heated that all three of the dogs have required medical attention. Their owners have decided to keep the dogs separated and are faced with the heartbreaking decision of finding a new home for at least one of the animals.

The fighting started quite innocently. Molly was two years older than the boys, and at about five years of age, she began growling when strangers came to

the door. The owners used a kiddy gate to prevent Molly and the boys from actually leaping onto guests and assumed they had solved the problem.

With the introduction of the gate, Molly's behavior started to change. At first, she would bark and race straight at the gate and then dart left and right to try to get around it. The other dogs would race forward to join her and start milling around, waiting to jump playfully onto the guest. The gate seemed to increase Molly's frustration and make her even more violent. After several repetitions of trying to negotiate this frustrating barrier, Molly attacked Jasper just as a guest entered the door. Their owner dutifully waded in and tried to pull Molly from Jasper's throat. Buddy stood dazed while the other dogs struggled.

The next couple of incidents seemed milder than before, and the dogs' owner assumed that they were back to normal. On the fourth time a stranger came to the door, Molly attacked Jasper more furiously than before. Their owner was bitten in the hand while trying to separate the dogs—by Buddy, who joined the fray at the last moment.

For several weeks, the fights remained unpredictable. Each time they fought, the dogs' owner stepped in and broke it up. The owner could not figure out why the dogs were normally so loving and then suddenly so fierce. They had gotten along beautifully for years.

A common problem for multiple dog owners is serious but selective aggression. Normally well-behaved dogs can instantly turn into maniacal



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## While their wild genes command them to form a skirmish line, kiddy gates, fences, furniture, walls, and other man-made barriers block their way.

demons, intent on tearing each other to pieces. The most confusing aspect of this form of aggression is that it is aimed not at the stranger or guest but at the other members of the family, both canine and human.

The dramatic switch from friend to foe seems baffling unless you know a little about how dogs behave in the wild. In nature, wild dogs are often required to defend their territory against other predators. If one of the animals is alerted to danger, it will bark to alert the rest of the pack.

First one dog and then another barks to spread the alarm. Then they move forward toward the perceived threat. The typical defense is a rough skirmish line facing the enemy. The natural defensive position for a pack of wild dogs or wolves leaves them facing the enemy—not each other. This natural arrangement of visual focus is the key to the problem.

One of the primary threats one animal can give another is direct eye contact or staring. In many species of animals, this “in your face” stare

can freeze an aggressive animal and cause it to seek trouble elsewhere. In the wild, a pack of dogs may actually stop an attack by simply staring at the intruder. If the intruder disregards this threat and gets too close, the dogs will attack in defense of their territory. The closeness of the eye contact becomes the trigger for the attack.

While dogs are domesticated, they retain many behaviors that are the same as those of their wild ancestors. Some behaviors, like terrier aggression, have been accentuated. When city dogs get excited, they also bark an alarm and join together to react to the perceived threat, just like their ancient progenitors. Next they attempt to move closer to the enemy. While their wild genes command them to form a skirmish line, kiddy gates, fences, furniture, walls, and other man-made barriers block their way. House dogs

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adapt to this unnatural setting by leaping violently against the door, racing back and forth in front of the door, or lunging against the artificial barrier. This scenario often creates two very dangerous reactions.

First, the dogs become more and more aggressively aroused as they are prevented from getting close to the target. Second, the obstacles force them to race back and forth and mill around the gate, fence, or door. As the dogs move back and forth, they invariably make eye contact and jostle each other. This eye contact at close range triggers an attack – even between pack-mates.

The fancy term for this problem is misdirected aggression. This term overshoots the more basic reality. If a doctor taps your patella with a rubber mallet and you accidentally kick him, it's not "misdirected aggression." It's simply a natural reflex doing what it is supposed to do. For dogs, the normal reflexes tuned to intruders are trig-

gered but stifled. Frustration over not being able to engage the threat builds arousal to the point where the slightest touch will cause the animal to attack something. Throw in the fact that dogs are highly sensitive to rapidly moving objects, and the likelihood that the animal will attack something animate increases. At this point, the aggression is a knee-jerk reaction and not a rational decision. The presentation of almost any target will trigger the attack. In the ferocity that follows, the ability to discriminate friend from foe is lost.

Treating aggression of this type should not be attempted lightly. One of the potentially dangerous mistakes associated with handling such a problem is to assume that a pet will never bite its master. The very nature of this type of aggression makes it likely that the animal will strike out at the first available target—usually the owner. Because of this, home remedies are extremely dangerous and unlikely

to succeed in stopping the fighting. If your animal displays this type of behavior, ask your veterinarian for the name of a highly qualified behaviorist with experience treating this type of aggression.

If you sense that your dog or dogs are building to this type of aggression or merely have dogs that are overly pushy when greeting guests, consider using a tool like the Petsafe Pawz Away indoor pet boundary system. This will allow you to make the front door off-limits and prevent the dogs from reaching a mindless state of arousal. Often merely stopping the dogs from rushing the front door can end the problem. ☺

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# CELEBRATE 25 YEARS OF GROOM EXPO

**T**he 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 making 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.

Aside from the incredible educational opportunities, one of the main attractions at *Groom Expo* is the

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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 Satur-

day, 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 dona-

tion 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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#### **About Carlos Carrizo**

Carlos Carrizo, co-owner of Alta Grooming in Upland, California, specializes in artistic techniques that will remind you why you began grooming in the first place! A dog enthusiast from an early age, Carlos worked as a veterinary assistant and groomer while attending the Universidad Nacional de San Juan. Later, Carlos owned and managed a grooming salon in Argentina; while he traveled the dog show circuit as an AKC certified Professional Handler. In that career, he has shown multiple Best In Show winners. In 1999, he immigrated to the United States. Presently, he and his wife, along with a staff of fourteen groomers, make sixty to seventy dogs each day look wonderful. The skills and techniques he teaches include hand stripping terriers, show grooming sporting dogs, and grooming all breeds to standard. Carlos presented "GroomFusion" in 2011 and "GroomFusion2" in 2012 at grooming trade shows throughout the U.S.



#### **About Marco Lalau**

Marco Lalau never imagined becoming a pet groomer when moving to America at age 18 from his home country Brazil. That is the influence his German Shepherd Kona had, "she changed my life and shaped who I am today." While in college he founded Bubbles Pet Spa with his brother Marcelo Lalau. Today Bubbles Pet Spa has four locations and a mobile unit servicing the outskirts of L.A. Marco advanced his grooming career competing on Animal Planet's "Groomer Has It" placing six place among the countries top groomers. He also earned his bachelor degree in Marketing at California State University, Long Beach. His salon, Bubbles Pet Spa, has won several "Best Grooming" by Fox L.A. Hotlist '07, '08, '09 and Daily Breeze '08, '09, '10, '11, '12, '13.

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# EAR WRAPPING

by Mary Oquendo

A couple of years back, I was finishing up *Charlie Bear*, a rather large, thick-coated, well-behaved Golden Retriever. He is groomed every six weeks in a short puppy cut. In addition to skin issues, *Charlie* suffers from chronic ear infections.

I was trimming up his rear hocks when I noticed a drop of blood on my shoulder. I looked up. There was blood on the ceiling. I looked around. There was blood on the walls and blood on the floor. My mobile grooming van looked like an episode of CSI. After the initial shock wore off, I noticed I trimmed too close to the ear leather. *Charlie* was bleeding profusely and shaking his head, splattering blood everywhere. I assumed *Charlie's* head shaking was because of his ear infection. Had I paid attention, my van might not have been quite so messy. My focus went from finishing the groom to applying first aid to *Charlie*.

First aid is the prompt care of wounds prior to any necessary veterinary treatment. This immediate intervention will speed healing and reduce pain for the pet. In a situation such as this, first aid is not practicing veterinary medicine any more than addressing a scraped knee is practicing medicine, but as pets are considered property, you do need to have the owner's permission to do so. A signed waiver to perform first aid as well as a veterinary release should be on file for all clients.

The first step I needed to take was to calm down and take a

deep breath. Adrenaline is responsible for the fight, flight, or freeze syndrome necessary for survival during catastrophic events. (I was most definitely traumatized.) You act on instinct rather than thinking through your options. Breathing in deeply helps to force oxygen back into your brain, dissipating adrenaline. Movement also reduces adrenaline.

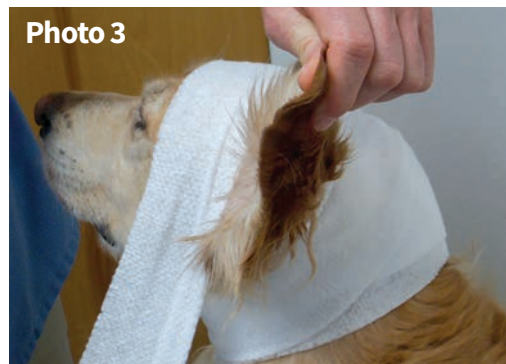
After I ascertained that *Charlie* was secure, I retrieved my first aid kit, which hangs near the cab of the van. If I had needed to leave *Charlie*, I would have either taken him off the table or had someone stand next to him.

(I would like to thank my veterinarian, Dr. Andrew Pickerstein of VCA Northside Animal Hospital in Danbury, CT ([www.northsidect.com](http://www.northsidect.com)), and Ricky for being such good sports.

**(Photo 1)** The supplies I need for *Charlie's* wound includes wound rinse, antibiotic, gauze pads, gauze roll, and vet wrap.

I muzzled *Charlie* even though he is a good boy. He was in pain and may have instinctually bitten me, when I handled his painful ear. I rinsed the ear with a wound cleanser such as *Vetericyn*, Chlorohexidine-based wound rinse, or a sterile saline solution. Chlorohexidine wound rinses are commonly found in most first aid aisles of supermarkets and box stores. Read the active ingredient list on the label. (Note: Sterile saline solution, also known as eyewash, is a one-time use product. Once opened, it is no longer sterile.

Exercise caution with surgical







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glues. *Krazy Glue* is not surgical glue. There is a right and a wrong way to use them. Used improperly, glue can damage surrounding tissue and trap bacteria in the wound. If you plan on having surgical glue in your first aid kit, have your veterinarian show you the right way to use it.

**DO NOT USE:**

*Tap, sterile, or bottled water.* Water disrupts the normal salt balance of cells, which slows down healing.

*Hydrogen peroxide.* It damages surrounding healthy tissue, which slows down healing.

*Alcohol or styptic powder,* because it hurts. The pet is already in pain.

Apply antibiotic cream to a non-stick gauze pad and place on the wound. Triple antibiotic is good for dogs but not cats. While it is a rare allergy for cats, allergies to triple anti-

biotics are fatal. I use more expensive non-stick gauze pads directly on the wound so that the scab is not disturbed when a veterinarian or owner removes the bandage.

Place the ear on top of the head to secure in place. Ear injuries are bothersome to the pet. They will shake their heads, causing the wound to open up and bleed if left unsecured.

**(Photo 2)** Cushion both sides of the ear with regular (cheap) gauze.

**(Photo 3)** Wrap the ear to the head using the gauze roll.

Notice the uninjured ear is sticking out. Wrap the gauze in front of and in back of that ear. It will help keep the gauze in place so it does not slip off if *Charlie* shakes his head.

**(Photo 4)** Cover the cotton roll with vet wrap for extra durability. Vet wrap labeling significantly increases the price. I use the people version for a fraction of the cost.

If I do not have either cotton roll or vet wrap, another option is to cover the ear with a *Happy Hoodie* to keep *Charlie* from scratching the wound and undoing all of my work. I could use other materials such as stockings or tube socks with an end cut off. Anything that will keep the ear secure to the top of the head will work.

**(Photo 5)** Since it was a significant wound, *Charlie* went to a veterinarian. The veterinarian also placed a cone around his head.

Was *Charlie Bear's* mom happy that I cut his ear? No, but she was understanding. We work with live animals. Accidents happen. She was impressed with the way I handled his injury. I have never lost a client because of an injury, as I am always honest with the client. I have, however, acquired clients when their former groomer neglected to tell them or tried to hide an injury from them. ☹

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# INSIDE THE NEW 4<sup>th</sup> EDITION

## SCOTTISH TERRIER

### Coat Characteristics:

- Minimal Shedding
- Carding Required
- Undercoat

### AKC Breed Group:

- Terrier

For Show Grooming: the Scottish Terrier must be hand stripped.



## Grooming Instructions

**1. Ear Cleaning:** First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a 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**

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

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

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

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

### Understanding the Lines:

Direction of stroke used for clipping pattern.

Indicates a distinct pattern with other hair 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.

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

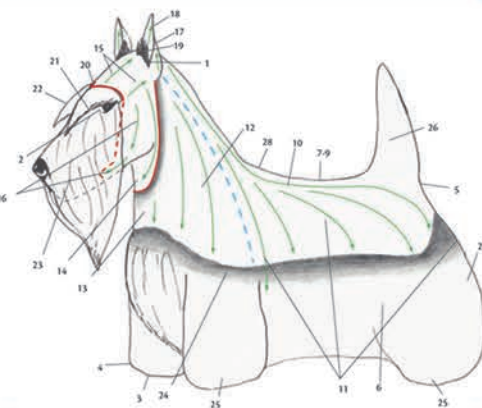
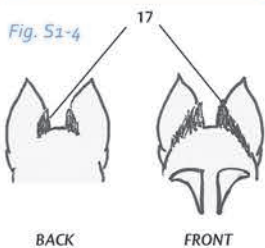


Fig. S1-4



BACK

FRONT

Fig. S1-3

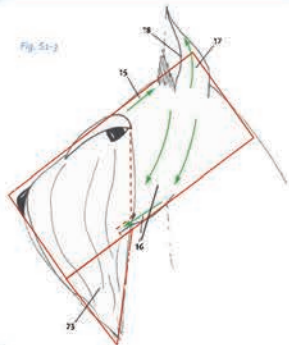
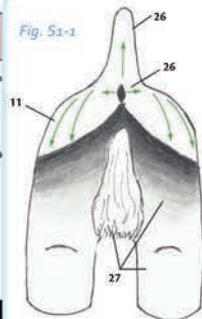
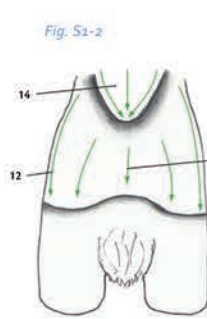


Fig. S1-1



REAR OF DOG

Fig. S1-2



FRONT OF DOG

Fig. S1-6

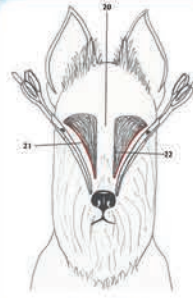
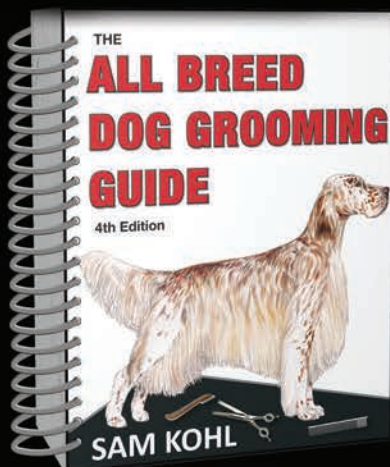


Fig. S1-7



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## STREAMLINING YOUR ENTIRE GROOMING PROCESS WITH LIQUID PERFORMANCE PRODUCTS

✦ by Dave Campanella ✦

In the March 2013 issue of Groomer to Groomer magazine, I wrote about how to bathe a matted dog without any pre-brushing using a simple three-step grooming system. I was able to prove scientifically that there are products available today that safely release more shedding and undercoat in the washtub while you bathe the animal. This also enables your force dryer to release

more shedding, matting, and tangles than ever imagined without ever lifting a brush beforehand. While this method doesn't eliminate brushing entirely, it dramatically reduces your time and effort.

The implications of this method are, of course, profound to say the least. Imagine no more pre-bath brushing, cutting prep time 50 to 80% and minimizing the physical toll of all that

repetitive brushing on your body and to the animal. Let me tell you, I have been inundated with positive feedback, phone calls, and emails validating the results. Check out March's article if you want to know what all the excitement is about.

With that said, what does all that have to do with this article? Let me be frank. Your business runs on shampoo, and "tub time" is the most critical



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phase of the grooming process. The liquid products you select will impact your business' success much like the fuel Dale Earnhardt, Jr. puts into his car before a race. He wouldn't skimp on fuel, and groomers shouldn't skimp on their liquid products either. There are products out there that will do most of the work for you if you simply give them the chance. However, these products typically get overlooked, because they are often underestimated even though they can save a ton of time. Remember: time is money for grooming professionals. In fact, I bet you have some of these products in your salon right now staring you in the face!

You know what I'm talking about. Why do we tend to reserve our best products for our worst challenges but use lesser products for our routine ones? I'm referring to that coveted bottle one breaks open only for special occasions. To be specific, what about

those shampoo, conditioner, or spray bottles we set aside for when Mrs. Smith brings in her matted Collie or for Mr. Jones' terribly tangled Shih Tzu twins? If these products do such a fabulous job on nightmare clients, it stands to reason they will work miracles on every dog passing through your grooming establishment. Stop just a moment to ponder if you're missing out on your routine bath and brush-outs by not capitalizing on the benefits of these favorite performance products kept on hand.

In a recent seminar I presented in June at the PetQuest show, I verified that many groomers and salon owners perceive it to be cost prohibitive to use premium products for routine baths. I could understand if one pays a \$100 per gallon, but the math works out to be very reasonable for most products that cost between \$25 and \$50 a gallon. Most groomers agree that one can net 60 to 100 hand baths from a single

gallon of shampoo. Certainly there are sufficient tools and technology available today that will squeeze even more baths out of a gallon. Of course this depends on the dispensing system one selects to apply each product, its dilution, and one's personal preference.

The reality is one can net the cost of a premium bath down to under 45 cents per wash with very little effort. Using a bathing system can reduce this even more. This perception of it costing too much doesn't hold water. In my opinion, it would be well justified using one's premium bath and dry products more often when you consider the following six points.

### EFFECTIVELY INCREASE YOUR SALES VOLUME

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technology, isn't the \$160 return on your investment (ROI 4 x \$40) worth spending a couple extra dollars that day? You bet it is! If you still disagree, then charge an extra dollar for every dog you do, and the matter of any additional shampoo expense is resolved.

**MANAGE TUB TIME MORE EFFECTIVELY**

We all know how a poorly washed dog can negatively affect one's clipping and scissoring. Having to re-bathe can set you back, slow down the process, and add to one's stress. If you know of products that speed up the process, minimize effort, or maximize results, chances are you and/or the bathers will give better baths and become more efficient. You'll have more time to clip nails properly, clean eyes and ears, brush teeth, and freshen butts in the tub beforehand, not afterwards. What a difference it makes finishing a fully prepped dog!

**MANAGE GROOMER HEALTH AND SAFETY RISKS**

Shedding is the number one reason pet parents seek your professional help. Your salon may invest hours of prep time drying, dematting, deshedding, and detangling a single animal before any clipper and scissor finishing can begin. In fact, the four Ds I mentioned above can be the most strenuous, repetitive, and time-consuming tasks you face at work. It's not a matter of if you or a pet will get hurt facing these occupational hazards but when, how often, or how serious. The cost of personal injury, sick days, and vet bills can be reduced simply by using liquid products that were designed to do much of the work hard for you. Well worth such a minuscule investment I say.

**CHARGE MORE ACCORDINGLY FOR YOUR SERVICES**

I was recently asked if one should "up sell" the premium shampoo and conditioner they use for dematting to the customer. My answer was "no," but you be the judge. If the customer opts not to pay for the up sell, does that mean you are going to work harder by using a lesser product?

Absolutely not! Always make it easier on you. If you had been working inefficiently in the past, pre-brushing and dematting for hours, but now you can do it in half the time with less effort, that's money in your pocket. Right? Why not charge by the minute for the additional dematting time you put into the job? Just make sure you have a reasonable base price for the breed

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The advertisement features a red background with a circular pattern. At the top, the Sensei Shear Systems logo is displayed, consisting of a stylized 'S' in a red circle followed by the word 'SENSEI' in large white letters and '先生' in red Japanese characters, with 'SHEAR SYSTEMS' in smaller white letters below. Three pairs of silver grooming scissors are shown: a long-handled pair, a pair with a serrated blade, and a smaller pair. In the bottom right corner, there is a cartoon illustration of a grey and white dog wearing a red gi with a Sensei logo on its forehead.

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you're grooming. Bear in mind you can charge like this when using an effective product and technique.

#### **MANAGE YOUR LIQUID INVENTORY MORE EFFECTIVELY**

Since most premium performance liquids are multi-faceted with many benefits and applications, they often enable you to do more with less. In other words, imagine cutting back from eight shampoos or conditioners to only three or four items you're using daily. I'll bet you never looked at it that way before. Using fewer products not only adds up to a great savings but will lead to more consistent grooming results as well.

#### **PROTECT AND MAINTAIN YOUR EQUIPMENT MORE EFFECTIVELY**

In addition to making grooming easier on you, your premium liquid

products can make it easier on your equipment, too. Imagine easily gliding through thick, abundant coats with your clippers, hair that cuts easily with your scissors, drying in less time, and shedding tools or clipper blades that stay sharpened longer. You can imagine how these savings will add up over time.

There are six good examples of how to streamline your grooming process just by capitalizing on the strengths of effective liquid products and using them to their full potential. Dust off those dormant bottles of special shampoo and conditioner, and put them to good use! You'll be glad you did. Better yet, try something new! Perhaps it will increase your salon's output by 30% or enable you to go home early to spend more time with your family. Now that's what I call making masterpieces out of night-

mares in record time!

I look forward to sharing more findings and techniques that will minimize effort and maximize your results in future issues of Groomer to Groomer magazine. ☺

*Dave Campanella has been with Best Shot Pet Products for over 10 years and is the company's sales and marketing manager. He has been a sales and marketing professional for over 27 years with an extensive background in mass consumer goods, sales management, product development, and direct-response advertising. From co-owning and managing a grooming salon and do-it-yourself pet wash with his wife, Tracy, to designing and marketing grooming equipment, Dave's experience in the grooming industry spans over 20 years.*

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\*In "Y" Model tubs with recirculating pump, compared to hand bathing  
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# RIPPLES IN A POOL

“I have a grooming industry hero. She is also a mentor, someone who goes above and beyond for other groomers. She is a woman of many talents, always busy with some new project designed to make things easier and better for pets and groomers. I wish I had her energy and drive. She writes books, sells wonderful shears, and knows so much about skin and coat care. Yet with all she does, she does not think herself so high that she can't take the time to write a long email answering a grooming question or even drop a note to say, “Hello, how are you doing?” All of these reasons are why I am a proud member of WAPPS, and I am happy to call myself friend to Christein Sertzel,

my grooming industry hero.” — *Ashley Pelletier, Pet Stylist*

What is WAPPS and who is Christein Sertzel, you might wonder? WAPPS is short for the Wisconsin Association of Professional Pet Stylists, and Christein is someone greatly admired by many. A wife, mother of three young children, professional pet stylist, and owner of eight dogs, she decided to start a grooming organization in 2002 after moving to Wisconsin from another state. “Groomers in this area didn't have much of anything for learning opportunities, and there was no easy way to work on certification here, either. I wanted to start a group to get some educational stuff started.”

When asked how much time

she invested as she started WAPPS, she laughed and said, “A lot!” In the beginning, she was sending out mailers, making cold calls to local groomers, and organizing everything from scratch. “By the time we had our first meeting, I had probably put in at least 100 hours.”

New members to the group receive this message when they join:

The Wisconsin Association of Professional Pet Stylists began a little more than ten years ago as not only the first non-profit organization in the state of its kind, but more so as an idea to create something larger than one's self by which pet stylists and groomers of all walks could benefit from. The WAPPS began as an effort to

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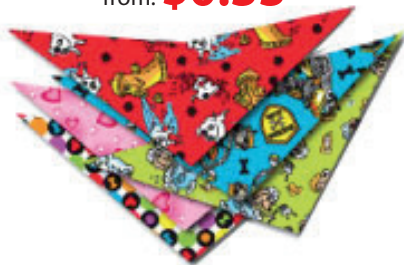
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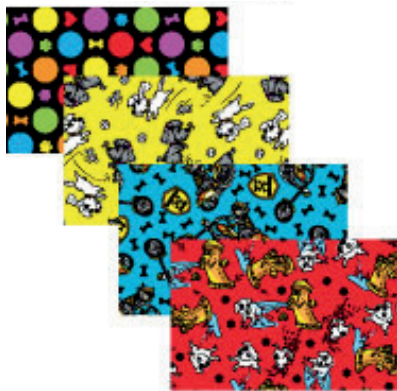
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offer a well-rounded educational and business networking medium as well as a means for groomers to interact. Indeed, over the years, we have become one of the most respected associations nationwide, and that has been achieved through our leadership and our members' individual accomplishments. Although our roster is ever changing, our goals and ideals remain the same. We all work together to give each member every possible medium to increase their knowledge, to broaden their field of opportunity, and to better themselves and their business potential. We work to facilitate social and educational guidance and support from peers and fellow professionals. We firmly believe in giving all that we can to members in order to grow and be a positive asset to the grooming industry, thereby raising the bar of industry professionalism, safety, and better client care throughout our state. As a group, we strongly believe that education is the key not only to success but also to change. Respect among peers gives us all a common platform on which to work for the upstanding ethics and professional ideals of all pet stylists. The resources and knowledge that each individual

can bring to the table and share with others is invaluable, and through that networking, the opportunity for personal and professional growth is immense. Without our members, we could not exist, and our members' needs and interests are at the heart of every part of our association.

It is clear that the organization touches the lives of its members in a positive way. Member Angela Ng says, "The association has been a blessing! I am like my own little island in my shop, because there are no other groomers, but with the association, I have a place to socialize with other groomers as well as learn new things."

The goals of furthering education are certainly appreciated by Amanda Johnson, who said, "Every time I attend an event, I build more and more confidence. It makes me enjoy my job more and causes me to strive harder to be a better groomer. Everyone is so nice and helpful and always willing to help teach new things."

Christein says, "Through the association, I have worked to bring classes and learning possibilities every month of the year. I networked to find some discounts for all members on health care insurance, discounts on



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certain products within our industry, discounted legal services for members, and networking for career placement opportunities. One of the simplest and most necessary ways to help our entire industry is to give groomers a place to learn, share, and grow that is both professional and focused, as well as relaxed and balanced.

“I don’t allow group ‘hen parties’ or cattiness at any meet or class—ever. We all vent from time to time but never about fellow groomers or industry professionals. I feel that type of interaction among groomers has been a negative influence on our industry for a very long time. This keeps us all from moving ahead, growing our personal potential, and seeing that each groomer almost always has something beautifully unique that we all can benefit from. Through the structure of the WAPPS, I have always tried to hold tight to my personal belief that it is best for any professional organization

in our industry, especially because we are not governed and must rely on our own professional level to be exemplary of our entire industry, to be a constant source of positive support and at the forefront of educational opportunity. At every meet or class, I personally look forward just as much to getting to see everyone as I do to learning something new, and members tell me that they do, too.”

The group has nearly 500 members and boasts just as many groomers in salons within Wisconsin as those outside the state. There are international members as well, with countries such as Puerto Rico, Australia, Canada, Nova Scotia, Thailand, and the UK represented. Many of the members are very active, joining forces to do things like volunteering to clean up over 200 puppies rescued from a puppy mill and annually working together to collaborate with HAWS to help support and co-host an Extreme Rescue Makeover for dogs

that are looking for forever homes.

Christein says, “I feel doing what I can to keep our association working and moving forward, and just in my everyday one on one interaction with fellow groomers—that this ripples out into the industry through those I can help. I believe I have a chance to generate positive things out into this world and to help nurture what is important so that others can possibly benefit. I can be a catalyst for the exchange of goodness and kindness to touch the lives of many people. It would be a waste to ever abuse or ignore that. Causing that ripple is a tremendous thing; no one ever really knows where it stops, and it is likely that it never does. Many stylists have affected my life and career, and I will always look up to them for that. They have changed me, and they have changed our industry forever with their skill, knowledge, and kindness. I only hope I have been that for someone as well.” ☺



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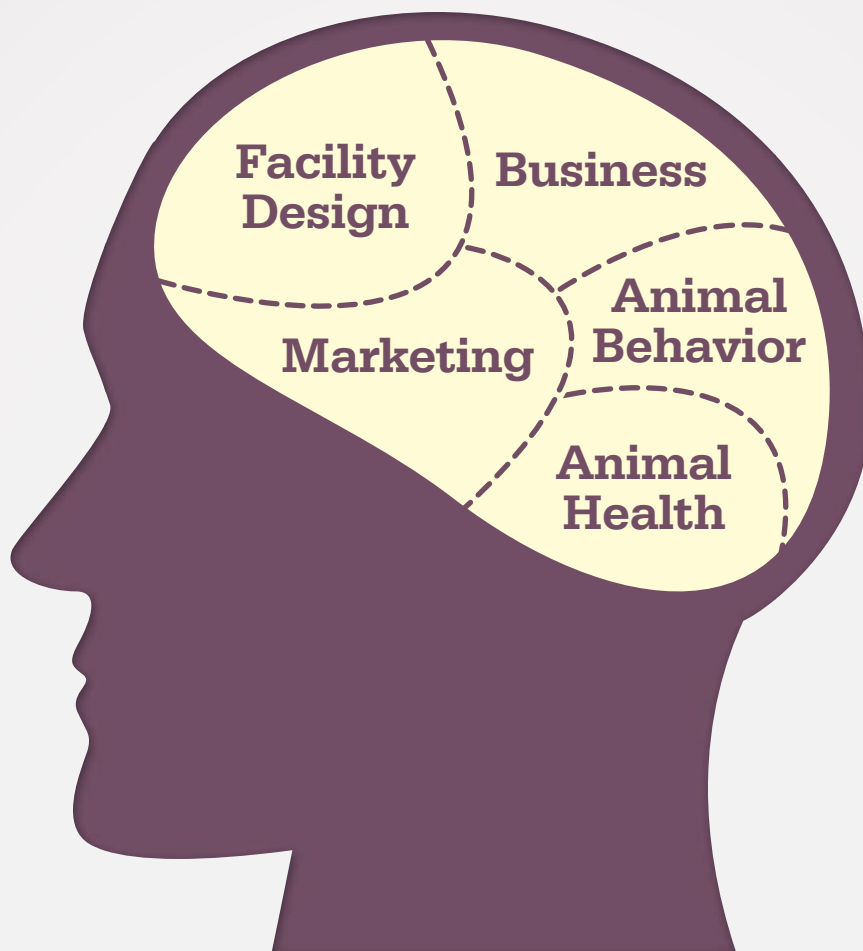
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# UNLEASH THE HEALING POWERS OF ZINC

## AN INFORMED SOLUTION TO COMMON PET HEALTH PROBLEMS

by Matthew Faulhaber

**I**tchy, irritated skin. Constant ear scratching. Persistent bad breath. Which groomers have not encountered these common pet health problems during the course of their careers or have been asked about these by pet parents? While not usually life-threatening, these conditions do affect the health and well-being of pets and are (or should be) a major concern to conscientious pet parents. If not, a groomer should call attention to one or more of these in discussions with clients. By offering effective solutions that will promote and safeguard the health of their pets, groomers

enhance their standing as guardians of pet health.

### WHY ZINC-BASED PRODUCTS?

In humans, zinc is important for cell division, as it supports regeneration of skin after it is injured by skin irritations, cuts or abrasions, cold sores, and burns. In use since ancient times in any number of products, zinc has proven to have a wide margin of safety. Today, zinc, combined with additional beneficial ingredients, speeds healing and promotes prevention of recurrence.

The healing qualities of zinc-based products to treat skin irritations, ear

problems, and bad breath also work effectively in pets. University research shows that zinc, combined with gluconate and an amino acid complex, has been clinically proven to be highly effective in clearing up and healing a variety of these common pet health issues.

### ZINC FOR PET SKIN AND COAT HEALTH

A pet's skin and coat condition is good indicator of its overall health. Skin problems occur when there is too much or not enough oil production from the pets' sebaceous glands. Too much, and the oil builds up on the

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skin, causing clumps of dead skin cells to form. As dead skin cells accumulate, bacteria, germs, and fungus growth lead to additional skin problems such as itchiness, scratching, and other serious issues. When not enough oil is being produced, a pet's skin can become dry and brittle.

Without proper zinc levels, pets will usually shed more, itch and scratch more, have dandruff-like flaking, and sometimes acquire a foul odor that becomes increasingly strong. When used regularly, a zinc-based product can help neutralize the odor and balance the pet's skin level.

We are all familiar with human topicals like calamine lotion, which is zinc-based and offers relief from itching and drying skin conditions. When selecting skin care products specially designed for pets, look for zinc-based ingredients with a neutral pH and complexed with select amino acids

to carry it deeper within the skin for greatest effectiveness. Such zinc-based topicals specifically designed for pets can also be used for hot spots, feline chin acne, moist incisions, foot pads, nasal fold dermatitis, and bumblefoot.

#### ZINC FOR EAR PROBLEMS

Similarly, pet-specific zinc-based ear products for treating and clearing up otitis externa also aid in the healing of the ear canal. Again, a tissue-friendly pH has a very low incidence of stinging.

As with skin healing, a zinc gluconate-based ear product complex with select amino acids Taurine and L-lysine are important in wound healing, connective tissue and cell repair, and inflammation reduction. Combined with a gentle boric acid, a proven anti-Malassezia agent, these product ingredients stabilize the zinc for faster delivery to sooth itching, effective for Malassezia otitis typically associated

with allergic ear disease. A complexed zinc formulation helps restore natural defense mechanisms by aiding in the healing of the damaged otic epithelium. By restoring the integrity of the epithelium, secondary infections are resisted, and the use of antibiotics and steroids can be reduced.

When reading ingredient labels, also look for a non-oily, greasy formula, which interferes with the healing process and makes it less messy for inside pets. Smell the contents to make sure it is free of a "vinegar" or "fruity" odor. Once the initial problem is resolved, the product can be used safely two to three times per week and is useful for long-term maintenance for acute or chronic ears to prevent future outbreaks.

#### ZINC FOR BAD BREATH, HEALTHY GUMS, AND TEETH

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oral health, seen as reddening gums and yellowing teeth. Due to harmful mouth bacteria, gingivitis (tartar and plaque build-up) becomes common in pets, especially those over three years old. Left unchecked and untreated, the bacteria can migrate to and cause damage to the pet's organs. In severe cases, this can shorten the pet's life. Close attention and consistent treatment is key to preventing these conditions.

In addition to its healing properties, choosing or recommending a zinc-based breath freshener with a neutral pH has several other added advantages for pets with tell-tale signs of bad breath. A pet breath freshener with a zinc-based formula neutralizes bad breath quickly, helps heal soft tissue, and works against plaque and tartar forming. After an initial salon treatment, recommending a product for at-home daily use also works to

guard against further accumulation of harmful mouth bacteria and promotes healthy pink gums and whiter teeth for good oral health maintenance. With no alcohol, which can be drying, or bitter-tasting chlorhexidine, which can increase calculus formation and stain the teeth brown, such a product is taste-free, so pets accept it readily with the pet's natural licking action spreading it around the mouth.

Look for zinc-based products in gel and spray formulas for pet parent preferences and ease of use. Remind them to use it daily for best results. Regular use also reduces the need for vet visits for expensive teeth scaling under anesthesia, which is potentially risky for older pets.

**KNOWLEDGE IS KEY TO GROOMER SUCCESS**

Groomers who read the ingredient

labels know what is in the products they use for successful outcomes and can recommend them with confidence. In demonstrating their know-how, they promote and protect pet health and thus increase their standing with their clients and their referrals—always a good thing for their businesses. ☘

*Matthew Faulhaber is Marketing Manager of SmartPractice, Inc.'s Pet Care Division which markets SoftClaws® pet nail caps, PlaqClnz® Oral Cleansing System, PlaqClnz® Gel and Spray, CutisClr 7.0 pet skin care, OticClr pet ear care and the AirMuzzle® among other pet health care products. He can be reached at (800) 433-7297 x 7547; mfaulhab@smartpractice.com. For professional pricing, contact: (800) 433-7297 or info@smartpractice.com. For more information on these products, visit: www.smartpractice.com/groomer or www.groomeroralecare.com.*

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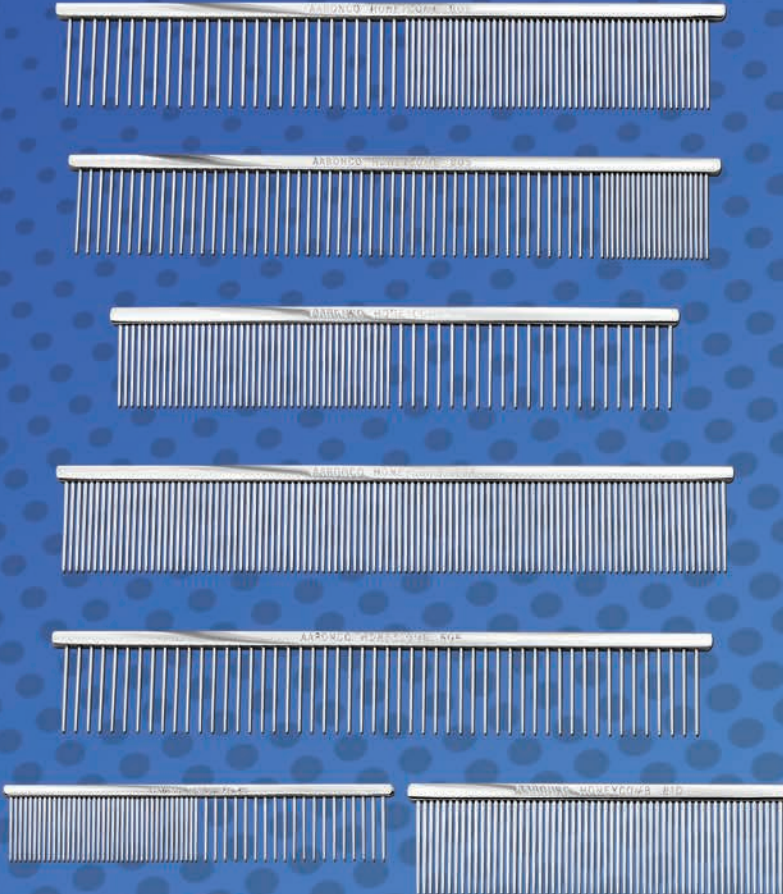
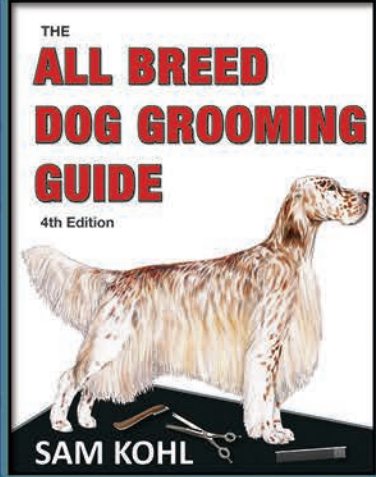
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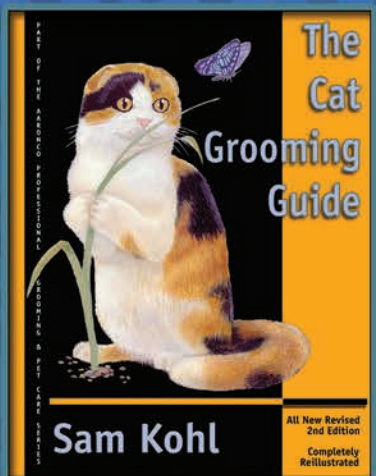
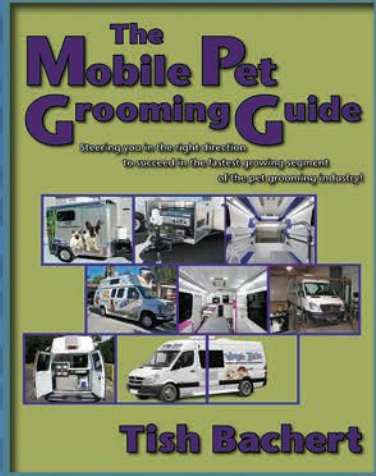
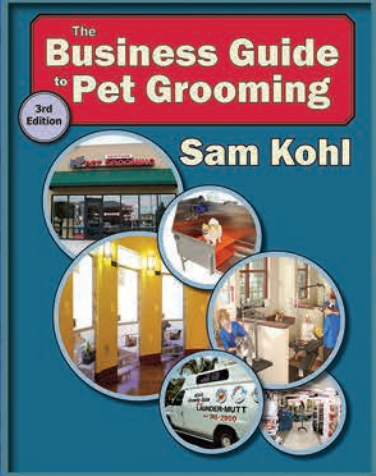
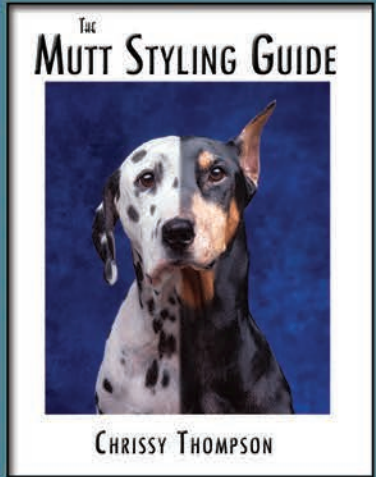
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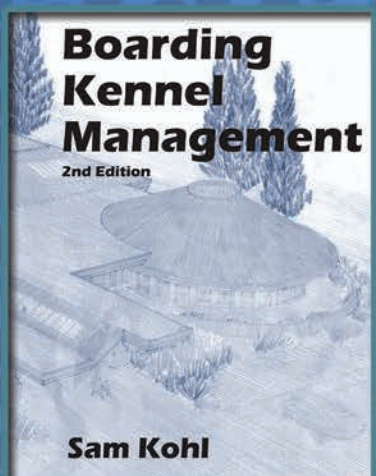
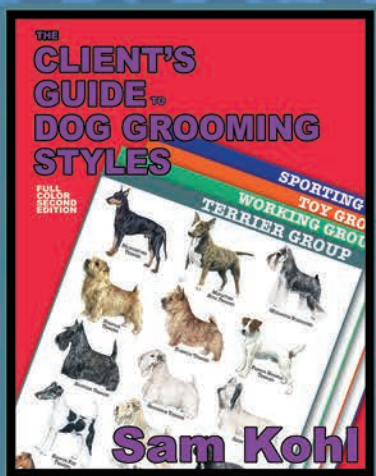
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# PET Boarding & Daycare EXPO

## RETURNS TO BALTIMORE NOV. 11-14

The 2013 *Pet Boarding & Daycare Expo* will return to the Sheraton Baltimore North from November 11 to 14, and it will be bigger and better than the 2012 inaugural show. Attendees can expect more events, larger seminar rooms, and a bigger trade show. Seminars will reflect a wide variety of topics, and events will offer plenty of opportunities for discussion and networking.

This year's expo will kick off on Monday evening with a keynote address by Eileen Proctor. At age 44, Eileen abandoned a 25-year career in

corporate marketing to pursue her passion of quality dog care. All are invited to join Eileen as she tells the inspiring and motivating story about her journey from boardrooms to biscuits.

Seminars will begin Tuesday morning and will address a variety of topics, including animal behavior, animal health, daycare, business, and facility design. "Last year's seminar attendance far exceeded our expectations. Classes sold out and rooms were beyond full, because the space we had simply was not large enough," explains editor Cindy Agoncillo. Though the

show is returning to the same venue this year, seminar classrooms will be much larger, allowing all who are interested in education to attend the classes of their choosing. It also affords the freedom to register for seminars at the door.

In response to additional feedback, some of the seminars will be offered multiple times throughout the three days of education. There will be multiple opportunities to attend "Reading Canine Body Language" with Dr. Valarie Tynes, "Can't Miss Customer Acquisition and Retention Strategies" with Eileen Proctor, and "Dog Bites and Dog Fights in an Off-Leash Play Setting" with Robin Bennett. On Tuesday afternoon, Robin will join Susan Briggs for a four-hour session on temperament testing. They will also offer a one-hour condensed version of this class on Thursday afternoon.

Dr. Valarie Tynes, a board-certified veterinary behaviorist, will present several sessions on animal health and behavior, including a four-hour seminar on understanding exotic pets like rabbits, birds, and ferrets. Throughout the expo, she will also address feline body language, how animals learn, and how to read veterinary records. Animal health topics also include seminars with Chris Quinlan, who

will explain how to prevent infectious diseases and will emphasize the



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importance of proper cleaning procedures and hand hygiene to keep both clients and staff healthy.

Daycare staff will find several interesting seminars on the schedule, including sessions on off-leash play groups presented by Robin Bennett and Susan Briggs. Teena Patel, owner and operator of an Orlando-based daycare, will show you how to expand your facility from a daycare into an enrichment center for dogs.

Plenty of business topics are available for facility owners and managers. Seminars will address issues of liability, business plans, hiring and retaining employees, and low-cost marketing strategies that include community outreach programs and media exposure. Gretchen Meienburg will share tips on performance reviews and policies in her practical seminar, "Does Your Employee Handbook Need an Update or an Overhaul?"

Industry experts will present several seminars on facility design throughout the show. In a four-hour session, Ken Karmie will explain how artificial grass can give your facility a competitive edge. Scott Learned will address several design topics from noise control and fire protection to construction on a budget. Other topics will include flooring, designing for dog and cat boarding, and designing for daycare.

The trade show hall will also increase in size, which will allow for more space and additional vendors. At the *Pet Boarding & Daycare Expo*, the trade show is an excellent opportunity to learn about new products for your facility and purchase old favorites at special show prices. Vendors offer a variety of products from kennels, cages, and dog beds to sanitation systems, artificial turf, and facility design services. The trade show will be open

on Wednesday and Thursday and will feature over 30 different vendors.

In addition to the seminars and trade show, attendees will have the opportunity to network with fellow pet boarding professionals at the meet and greet luncheons. On Wednesday and Thursday afternoon, the hotel restaurant will be reserved exclusively for attendees of the *Pet Boarding & Daycare Expo*. Luncheon ticket holders can enjoy a delicious meal while discussing the industry with those who are just as passionate about caring for pets. Share stories, "talk shop," or use the provided discussion questions to guide your conversation during this time of camaraderie with like-minded pet care professionals.

Mark your calendars for November 11–14, 2013, and join us in Baltimore for the *Pet Boarding & Daycare Expo*. Registration and more information is available at [pbdexpo.com](http://pbdexpo.com). ☞

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# CONVERSION BETWEEN GROOMING AND BEAUTY/BARBER BLADES

by Jeff Andrews

Have you ever had a blade dull out and you didn't have another in the same size available? The sharpening hasn't come back yet, and purchasing a blade from a catalog takes too much time. You start reverse cuts with other blades to accomplish the same cut, and it works, but it's still not the same as the right blade.

There is help available in a place you would never think of, and it may be only a ten-minute drive from your salon... The beauty/barber supply store. The blades at the beauty supply store are actually the same blade you're using, except they have a different numbering system to their blades. They fit all of the pet grooming clippers, as well.

There are no "skip-tooth" blades with the barber/beauty blades, and your steel guard combs may not fit. Try them on first at the store to make sure. Their blades look just like ours, except the numbers are different on the back. The beauty blades have saved the groomers in our salon a number of times during shave downs. ☺

*Jeff Andrews is a World Class Sharpener and owner of Northern Tails Sharpening, Inc., 251-232-5353, www.northerntails.com. 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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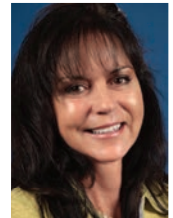
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by Kathy Rose



*the* **TIBETAN  
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**T**ibetan Terriers, sometimes referred to as TTs, are not actually terriers, but they did in fact originate from Tibet. According to breed history, they were originally raised as companions for the monks

living in the high mountains of Tibet. They wear a double profuse coat that comes in a variety of colors. Their amiable dispositions, beautiful coats, and long lashes have helped to elevate their popularity among the Bread &

Butter clients.

For the AKC conformation ring, they are shown natural with minimal styling. Because the typical pet owner may have some difficulty keeping up with the abundant coat, professional groomers can recommend a shorter trim style.

The soft, wooly undercoat with profuse wavy or straight outer coat will require thorough preparation for good styling results. First cleanse with a quality pet shampoo followed by conditioning and fluff drying. A bit of body building product or mousse applied to the topknot will help with styling. The prep work, such as trimming of the pads, underwear (sanitary), ear cleaning, and nail trimming, are also completed before styling.

**Fig. 1** Begin clipping a few inches behind the withers following the coat growth direction, “falling off” below the widest part of the rib cage (spring of rib).

Continue clipping in the coat growth direction over the rump and

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down the back part of the upper and lower thigh, stopping before reaching the hock.

**Fig. 2** Clip the inside of the leg by lifting the opposite leg. Use caution when lifting the leg and never lift the leg above the hip.

Lift the leg, bending at the knee. Clip following the coat growth direction, "falling off" at the bend in the stifle. Do not clip the coat on the front portion of the rear leg. This will be blended later.

**Fig. 3** Move to the front of the dog, and clip from just under the jaw, down the forechest, and over the point of shoulder. Then skim down the front of the leg.

Skim down the sides of the leg, avoiding the coat on the rear of the front leg. This will be blended later.

**Fig. 4** Clip the undercarriage. Clipping both with and against the coat growth direction will help smooth the natural cowlicks and help to create a smooth underline.

Use super blenders to polish a level topline, starting an inch or two in front of the tail, and stopping just behind the withers. The little extra coat left in front of the tail can be used to blend the tail onto the back.



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**FIG. 4**



**FIG. 6**



**FIG. 5**



**FIG. 7**

**Fig. 5** Create a smooth transition from the back to the neck with curved shears.

Tidy the underline to follow the natural undercarriage of the dog. It should look natural and not too straight or overly angled. One method for determining placement of the “tuck up” is to lift the rear leg, bending it naturally. Approximately where the knee hits the groin is the location of the arch in the loin or the “tuck up.”

**Fig. 6** The rear legs should look like parallel columns when viewed from the rear. Use super blenders or thinning shears to trim the stray hairs and shape the coat.

The coat on the upper rear portion of the thigh should be tight, rounding up over the point of rump.

**Fig. 7** Accentuate the shelf on the rear between the hip and the tail set,

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blending the extra coat that was left directly in front of the tail.

Scissor compact, round feet by first creating squares and then trimming the corners. If you have trouble creating a balanced leg, try rounding the feet before trimming the legs.

**Fig. 8** Blend the sides of the front legs to the rear portion of the front

legs. The front legs should appear as parallel columns.

**Fig. 9** Use thinning shears to trim the eye corners. Do not trim the nose bridge.

Lift the longer topknot coat between your index and middle fingers and trim. The use of products such as Thick and Thicker on the topknot will



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add body and help the coat to stand up.

**Fig. 10** Use thinning shears to blend a rounded muzzle and shape the eye visor. When viewed from the side, the eye should be visible. Comb the visor forward and trim the stray edges.

Blend the coat from under the ears to the sides of the neck and up onto the crest.

**Fig. 11** With the ears hanging naturally, use curved shears or thinning scissors to tidy the ears.

**Fig. 12** Hold the tail straight out, comb the coat downward, and tidy the tail in a semicircular shape.

When creating a trim style on a purebred dog, it is important for the groomer to first become familiar with the breed standard. Although the pet is not being shown, the professional groomer should be able to offer a "pet" trim that is loyal to

the breed profile and emulates the essence of that particular breed's structural characteristics.

The compact body of the Tibetan Terrier is square and well balanced. The topline is level with a slightly arched loin (tuck up). The stifles are well bent, and the hocks are set low. The forelegs are straight, and the feet are round. All of these descriptions come directly from the breed standard. Study the breed standard and use these clues as directions on your grooming map, and you will indeed create another Bread & Butter client! ☺

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## WINNERS OF THE 2012 CARDINAL CRYSTAL ACHIEVEMENT AWARDS

LAS VEGAS, Nevada — The winners of the 2012 *Cardinal Crystal Grooming Achievement Awards*—the grooming industry’s version of the Oscars—were recently announced at *SuperZoo* at Mandalay Bay in Las Vegas. Sponsored by *Cardinal Pet Care* and marketed by *McFadden Publications*, the *Cardinal Crystal Awards* celebrate the best and the brightest in the competitive pet grooming industry with awards in eight different categories.

This year’s Competitive Groomer of the Year Award was won by Lindsey Dicken, a National Certified Professional Groomer from Altamonte Springs, Florida and last year’s *Cardinal Crystal American Groomer of the Year*. Best known for grooming Bichon Frises, Lindsey has won numerous grooming awards in the past, including World Champion Poodle Groomer, *Intergroom’s American Groomer of the Year*, and the Lynn Carver Memorial Award for Best All Around Pet Stylist in 2008 and 2010.

Lisa Correia, Mary Oquendo and Sue Pratt, were this year’s recipients of the David G. Salzberg Award, presented annually to the individual or organization who makes outstanding contributions to competitive grooming and groomers in general. Correia, Oquendo and Pratt tirelessly helped other groomers worse off than them during Hurricane Sandy. Each of them helped in their own way, including volunteering at shelters, offering free grooming to those affected and providing pet supplies to people and busi-

nesses throughout the area.

Other 2012 *Cardinal Crystal Grooming Achievement Award* winners include:

- Sue Zecco, Grooming Contest Judge of the Year
- Jodi Murphy, Mobile Groomer of the Year
- Best Friends Pet Care Centers, Retail Grooming Salon of the Year 5+ Units
- Yankee Clipper, Retail Grooming Salon of the Year 5 Units or Less
- Irina Pinkusevich, Congeniality Award
- Jackie Boulton, International Groomer of the Year

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For more information, visit the *Cardinal Crystal Grooming Achievement Awards website* at [www.cardinalcrystalawards.com](http://www.cardinalcrystalawards.com). More information is also available on the *Cardinal Crystal Grooming Achievement Awards Facebook page* -[www.facebook.com/cardinalawards](http://www.facebook.com/cardinalawards).

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## Canine Mud Bath Treatments From Madra Mór Co

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## Doggie Diva



Doggie Diva is a natural, alcohol-free grooming line designed for furry dogs. This product line is the brainstorm of the creator of Diva by Cindy hair products to cleanse and beautify hair. Doggie Diva offers

an alternative to eliminate the tangles while bringing out the true essence and beauty of the long hair dog's fur. Currently Doggie Diva offers two products in their line. A shampoo created with botanical ingredients and the Detangler spray that can be used as a leave-in conditioner when bathing or a daily detangler. For additional information, request Reader Service card #10445.

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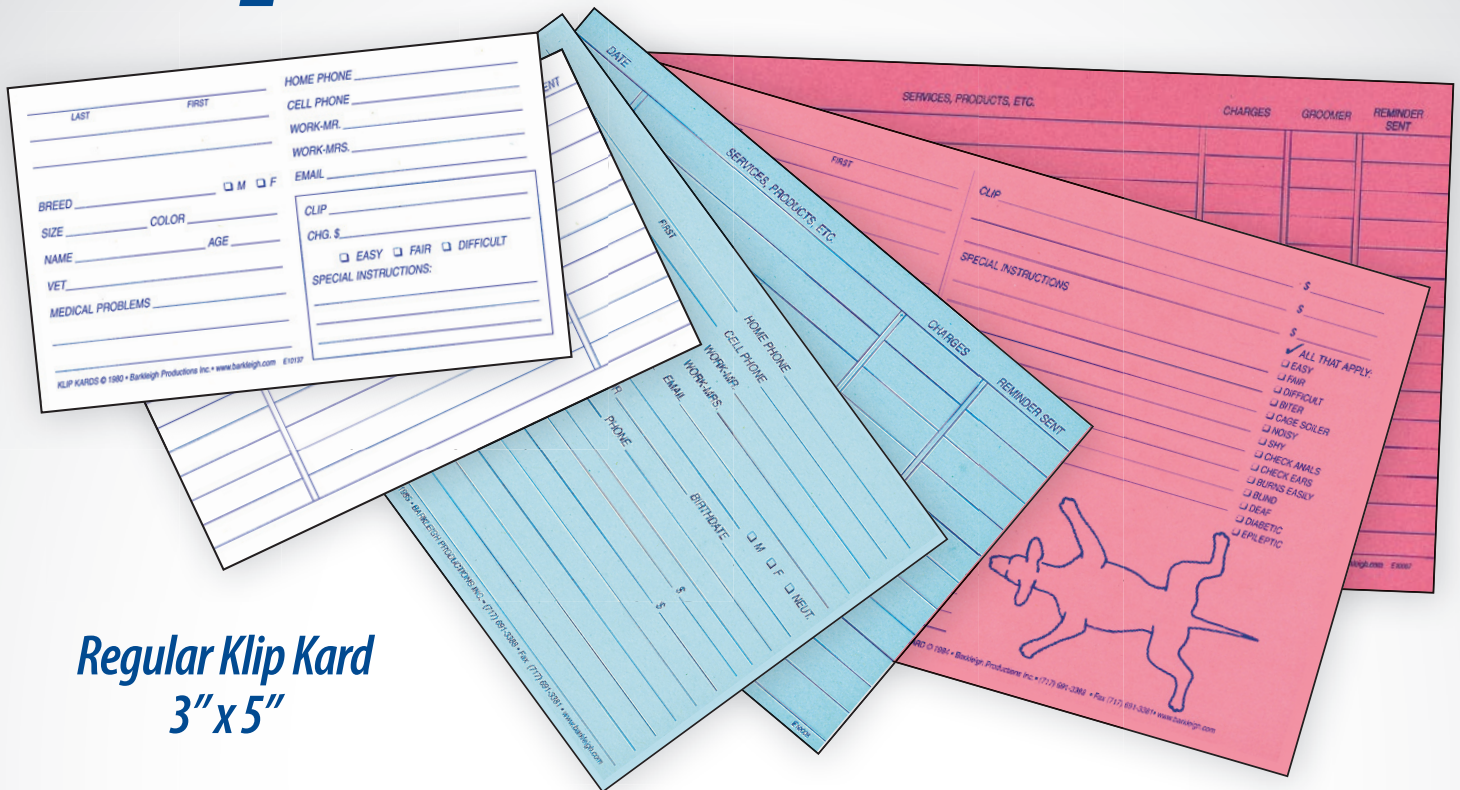
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Available Colors



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Baltimore MD

## GROOM & KENNEL EXPO

2/20/2014 — 2/23/2014  
Pasadena CA

## NORTHWEST GROOMING SHOW

4/10/2014 — 4/13/2014  
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A son who mistreats his  
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public disgrace.

Proverbs 19:26  
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## Learning to Brush Your Pet



Photo by: Sheri Neumann

Pet Care Series # 2

## When Your Pet Needs a Smoothie



Pet Care Series #3

## Puppy's First Visit to the Grooming Salon



Pet Care Series #4

## THE FEROCIOUS FLEA



Pet Care Series #5

## Keep Your Pet Salon Fresh



Pet Care Series #6



## Ick! A Tick!

Protecting Your Pets and Yourself

Pet Care Series #7

# Pet Care Series Brochures

## Written by Professional Groomers for Your Clients!

These quality brochures not only answer the constant questions you get from pet owners, but they will also help you sell products that work and that you personally believe in – products that you retail. They will teach your client how to care for their pet between groomings, which will save you lots of time. Great promotional tools as well!

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#201 (HB-2)



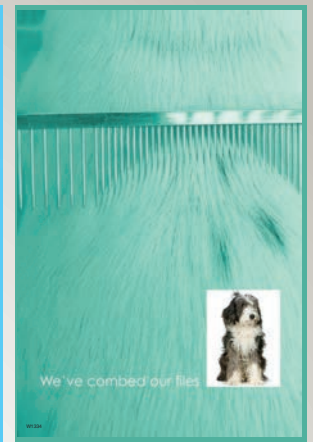
#207 (R-4)



#209 (R-6)



#211 (R-9)



#212 (M-2)

# Reminder & Klient Postcards



#202 (M-1)

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#203 (MV-1)



#204 (R-1)



#205 (R-2)



#206 (R-3)



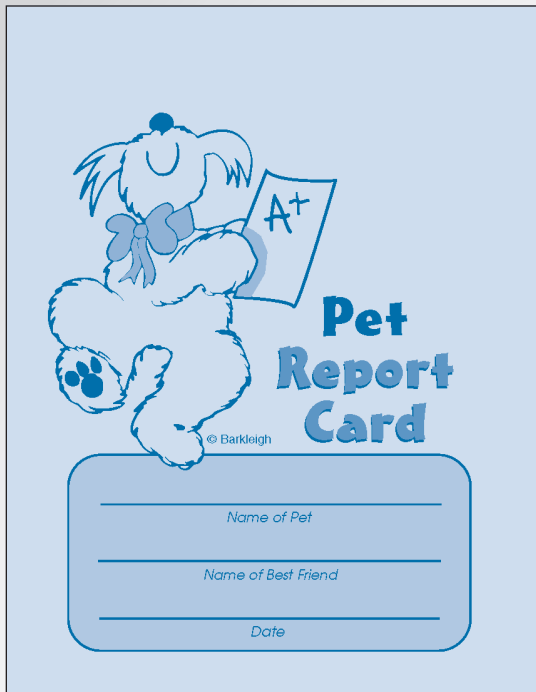
#208 (R-5)



#210 (R-7)

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Available Colors



My Groomer Sez...	My Pet's Report Card
<p><b>My Groomer Sez...</b></p> <p><input type="checkbox"/> My coat was in excellent condition.</p> <p><input type="checkbox"/> I could use more brushing and combing.</p> <p><input type="checkbox"/> I had fleas and/or ticks.</p> <p><input type="checkbox"/> I should see my Veterinarian for:</p> <p>_____</p> <p>_____</p> <p><input type="checkbox"/> Other: _____</p> <p>_____</p> <p style="text-align: center;">Groomer's Remarks</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>My Pet's Report Card</b></p> <p><input type="checkbox"/> <b>A+</b> I was a Little Angel!</p> <p><input type="checkbox"/> <b>B</b> I was a Paw-fect Pet!</p> <p><input type="checkbox"/> <b>C</b> I was Satisfactory.</p> <p><input type="checkbox"/> <b>D</b> I'll Try Harder Next Time.</p> <p><input type="checkbox"/> <b>F</b> I was a little Devil... But My Groomer Still Loves Me.</p> <p>_____</p> <p>I should be groomed in ____ weeks.</p> <p>My next grooming appointment is: _____ at _____</p>

# Pet Report Cards

Like a teacher, now you can grade each pet from an A+ to an F. A time-saving checklist of common recommendations is included with space for your personal comments. It doubles as a reminder or appointment card. Your clients will tell their friends about your caring pet report card.



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"This certifies that \_\_\_\_\_ has successfully completed a professional grooming in our establishment. Your pet has exemplified courage when confronting combs, brushes, clippers, and scissors and has shown valor in crossing the waters of shampoo, creme rinse and dip. It is with great pride that your pet has been selected as a Paw-fect specimen of beauty to be held in highest esteem by this grooming establishment."

# READER FEEDBACK

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

Like us on Facebook and join the conversation!  
[facebook.com/groomertogroomermagazine](https://facebook.com/groomertogroomermagazine)

## On Barkleigh Honors nominations for New Product of the Year:

“Whoop Hooooooo!!!!  
I am so happy about the nomination for my “Pet Chalk” Thank you for helping me make the world more colorful, one dog at a time!”  
— Dawn Omboy

“We are absolutely delighted to have been nominated for the Barkleigh Honors New Product Of The Year! The Barkleigh Honors are one of the biggest awards in the US grooming industry. They are hosted by Barkleigh Productions, who are behind many of the major publications and trade

shows in the US grooming industry. We are thrilled and honoured to be considered, and hope our US “Animologists” will lend us their vote!”  
— Animology

“I use almost all of those, great stuff! Congrats all!”  
— Nicole Kallish

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## On Barkleigh Honors nominations for Judge of the Year:

“Wow! I want to say a huge thank you, I did not know. Also congrats to all the nominees in all categories! I feel so honored to be amongst a list of such AWESOME people!”

— Kathy Rose

## On the 25th anniversary of Groom Expo:

“Can't believe that show is 25 years old. I remember the first one. They had indoor pool and WWF wrestlers were swimming in pool. Groomers had their nose to glass looking at the wrestlers.”

— Theon Andrew

READER SERVICE CARD #10454





# WHO WILL BE HONORED?

Watch the 2013 Barkleigh Honors awards  
LIVE at **Groom Expo** and on **GroomerTV**

**SATURDAY, SEPT. 21 AT 7:30 PM**

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**On Jay Scruggs judging at SuperZoo while mic'd:**

“ I loved hearing him interact with each groomer.”  
— **Belle Wead**

**On Barkleigh Honors Awards nominations:**

“ Love that Ann (Stafford) is nominated, she has given years of dedication to our industry.”  
— **Carrie Aragon**

**On Barkleigh Honors Awards nominations for Up and Coming Judge:**

“ Oh boy! I really don't know how you could chose... Cheryl and Kendra are both great groomers, teachers and judges! This is going to be a tough competition!”  
— **Joy Snell**

“ Wow just found out that I was nominated for this award. I'm so honored to be in the same category with my fellow Judges.”  
— **Cheryl Purcell**

**On voting for Barkleigh Honors Awards nominations for Speaker of the Year:**

“ Done... Not an easy choice due to the fact that there [are] so many great people and speakers on the list! I am quite comfortable with my choice.”  
— **Kerry Kelly**

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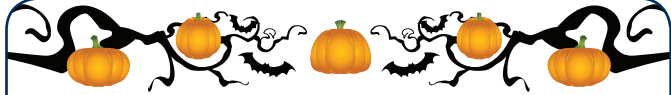
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