

Groomer To "THE GROOMING INDUSTRY'S TRADE MAGAZINE" Groomer

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Requests**

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**Brussels
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**POISON
PREVENTION**

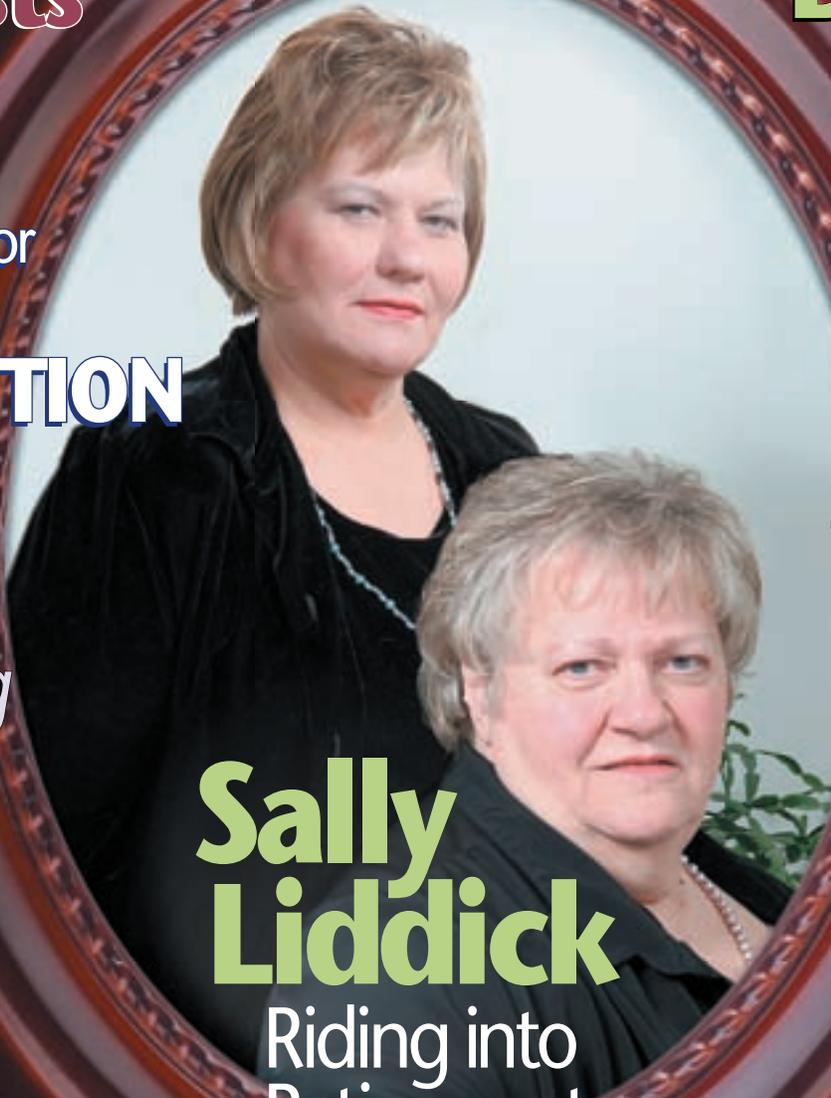
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COVER

Sally Liddick Chairman of the Board and Gwen Shelly CEO of Barkleigh Productions, Inc.

Designed by Lucas Colton
Photo by Lucas Colton

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Off the Top of My Head by Todd Shelly

Every Rose Has It's Thorn



A few years ago, I wrote an editorial about remodeling my house. At the end of the story, I had concluded that it is better for me to hire experts than to take on any type of construction job. So when it came time for me to do my yard, it was a no-brainer for me to hire a professional.

The very day that I was going to call a highly recommended landscaper, I found out that a groomer friend, Helen, lost her job. When not grooming, she spends a lot of time gardening and landscaping. She comes from a multi-generation line of gardening hobbyists. I mentioned to her, somewhat jokingly, that I would pay her if she wanted the first crack at fixing my yard.

She took me up on the offer before I really had a chance to change my mind. I immediately thought back to my house. For the "non-professional," ripping things up is a lot more fun than putting them back together, but I figured I could always bring a landscaper in after the fact.

Before arriving, she asked me if I felt I needed to be there when she was working. I was emphatic that I did not need or want to be there. I had too much work at the office to do (scheduling speakers for Groom Expo), and I just really don't like gardening.

Helen arrived on a Thursday for what she planned to be a two-day job. I planned to take a half-day off on Thursday to help get her started. Mostly, I was to provide the credit card. Upon seeing that the task was bigger than she imagined (i.e. worse), Helen informed me that I should not plan on going into the office that day. We would be making multiple trips to Lowe's and the nursery or greenhouse, or whatever the plant stores are called.

Thursday came and went with a lot of work being done by both of us. On Friday, she informed me that I needed to help her for a few hours and then go back with her to the plants place. I don't recall exactly how it happened, but I ended up sacrificing Friday to work on my yard.

By Friday afternoon, my phone was abuzz with work calls and emails. Every ring of my phone stressed me until I hit my breaking point. I told Helen that I really needed to be working at my real job. I explained that I had previously learned to hire people for these types of jobs so that I could concentrate on the things that I can actually do well.

Helen explained that I needed to do it so that I would really appreciate it when I was done. I would have a sense of accomplishment. I would take pride in my improved yard and new gardens. I figured I'd give it a fair chance, so I shut up and went back to edging (I really hated edging).

When we finally finished, I was rather impressed with the results. Helen really did know what she was doing. Several of my neighbors stopped to admire her (our) work. My yard went from being an eyesore to eye-catching.

Over those few days, I learned all sorts of new things about landscaping. I now know all about perennials and annuals. I know that there are a gazillion types of rose bushes – many of them patented creations. I know the difference between a bush and a shrub. There are shade plants and sun plants. Some plants bloom in the spring and others in the summer. I know all about soil, manure, and mulch.

However, I think the biggest lesson I learned is that I am not the type of person who gets a sense of accomplishment, appreciation, or pride from doing my own landscaping. I will stick to my earlier inclination and hire others to do it while I spend my time trying to get an answer from Jay Scruggs about his availability for Groom Expo.


todd@barkleigh.com

Odd Requests

By Emily Rupe

The first Friday of each month Ms. Daisy (my mobile van) and I come down with a classic case of *déjà vu*. Just as with the prior Fridays, at lunchtime we find ourselves in a tract housing forest, each house coated in the same off white shade of stucco with just a crack of sunlight between them. Just when the monotony of the community seems endless, we pull into the driveway of what may be a mirage. There, in the sea of egg shell, lays a Tuscan villa. The façade is terra cotta with a rich mahogany door framed by two perfectly manicured topiaries. This warm cottage in the monotone forest is the home of my dear Daniel and Sarah, two Shih Tzus that are their two daddies' world.

As soon as I peer out of my van door, one of Daniel and Sarah's daddies greets me. A modern day, Hispanic Yul Brynner, he grips me by the shoulders and plants a kiss on each cheek. Then makes his customary white lie about how wonderful my hair looks; of course by this time of the day it is full of dog hair and conveys the look of a tornado survivor. Together we stroll to the door to meet the other father and fetch the kids.

In stark contrast to Yul, Daddy #2 is a slight, quiet man who looks rather studious in his wire-framed glasses. In each of his arms lies a hot mess of a Shih Tzu. Like always I look to Yul, who is the dogs' stylist, and inquire about what his vision for the kids is this time.

Daniel, the dog that mats just looking at him, will receive his traditional Swiss Pattern; shave out the mats and try to



disguise the holes as much as possible. Alright, that's easy enough, despite being slightly comical looking. Then our focus shifts to his baby girl, Sarah. Sarah is the one that is the fashionista and comes with the list of requests. However, this time was going to throw me for a loop.

Daddy looks at me and smirks, "I want something WOW! Can you make her look like a French prostitute...you know sassy with fluffies like garters?" I'm left looking like a deer caught in the high beams of oncoming traffic. I fight the urge to laugh, then ask a few more questions on what exactly his brand of madam looks like. Clutching the babies, I run to my van to strategize and hopefully make a very happy daddy in the end.

Slightly puzzled as what to do with little Sarah, I decided to carve Daniel's Swiss Pattern first. After hacking out knots all over his body, the poor boy looked like he had been on the losing end of a weed whacker. With blending, and a little luck, eventually he was presentable.

Then, I turned to face the dreaded task at hand... Placing her on the table, Sarah stared at me with those big round eyes and almost begged me not to make her a laughing stock. For a few minutes I just glared and tried to think of a style. The only cut that I could come up with was the

Continued on page 8

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very poodlesque Miami or Clown pattern.

Without giving it a second thought or the chance for me to back out, I shaved Sarah's feet clean and took down her matted coat tight, leaving pom poms on each leg. Since we went so dramatic for the body, a more traditional rounded head was fashioned to balance it out.

As I admired my work, I thought to myself, "In a funky way she looks kind of cute, but something is missing." Then it hit me; a French prostitute must surely have painted nails and a little bling. Chuckling, I painted her tiny nails with polish to match her bandana and bows and sprayed her with some gold glitter. Hopefully her daddies would approve.

With both dogs finished, I made the long trek to the front door. At the end of my Green Mile, there stood Daddy #2. Daniel

leaped from my arms and ran inside, busting out into his self-absorbed "look at me" prance. With the overjoyed baby boy playing on the floor, I handed the "new" Sarah to her father. He smiled then disappeared to the back room to show Yul.

As he vanished, I heard a high-pitched scream followed by a river of fast-paced Spanish. Instantly, I wondered what would be the quickest exit route should a six foot plus, angry man appear. As I froze in the entryway, Yul sprinted in my direction. I thought, "Dear Lord, don't let me die this way!" However, much to my relief I found myself in a bear hug.

"Oh Miss Emily, she looks like a sexy chicka!" Yul exclaimed. "Hon, get the camera and take pictures of the babies for Mama in South America!" Faithfully Daddy #2 fetched the camera and we all posed for Mama in South America.

Both daddies were ecstatic and I was relieved that I hadn't met my maker.

As I rejoined my *Ms. Daisy* for the ride home, I thought about how important it is to truly listen to our clients' requests. Yes, sometimes they may seem ridiculous or not a style I'd personally choose, but keeping my customers happy is what keeps them coming back.

Granted, factors such as at-home maintenance (or lack thereof) and current coat condition need to be taken into consideration, but overall making the owner pleased comes first. They are the ones that sign the checks and pay the bills. So as much as I had cringed at Shih Tzu clean feet and poms, the important thing was Daddy was thrilled and excited about having his babies groomed. Plus, I have four weeks till I have another case of *déjà vu* and the task of turning a Shih Tzu into a lady of ill-repute.

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Many sugarless gums, including some Trident™, Orbit™, and Ice Breaker™ brands as well as candies contain xylitol, a sweetener which is toxic to dogs. Desserts and baked goods can also be made with xylitol. Even

small amounts when ingested can result in a life-threatening drop in blood sugar, or with large amounts of ingestion, liver failure. Signs of low blood sugar include vomiting, weakness, difficulty walking, tremors, and seizures. Treatment

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Continued on page 12

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As beautiful as they are; some flowers can cause toxicity in ani-

mals – and some are even deadly. Certain types of lilies – including tiger, day, Asiatic, Easter and Japanese lilies are highly toxic to cats. Severe kidney failure can result from ingestion of even a few petals, leaves, or even the pollen. In addition, ingestion of certain spring bulbs (i.e. daffodils, tulips, etc) can cause severe vomiting, diarrhea and abdominal pain. More serious reactions include abnormal heart rate or changes in breathing.

While the occasional chocolate chip within one cookie may not be an issue, certain types of chocolate can be very toxic. Baker's chocolate and dark chocolate pose the biggest problem. Other sources include chewable, flavored multi-vitamins, baked goods, or chocolate-covered espresso beans. The chemical toxicity is due to methylxanthines (a relative of caffeine), and results in vomiting, diarrhea, hyperactivity, an abnormal heart rhythm, seizures, and possibly, death. In smaller dogs, even the wrappers from candy can result in a secondary obstruction in the stomach or intestines.

Many fertilizers are basic gastrointestinal irritants. However, some are often combined with dangerous chemicals and compounds called organophosphates or carbamates, which can be harmful to pets. Ingestion can result in drooling, watery eyes, urination, defecation, seizures, difficulty breathing, fever and even death. Immediate treatment with an antidote is necessary to improve a pet's chance of survival.

Rodent, snail and slug baits are often used to keep pests at bay. However, if ingested, these poisons are extremely harmful to pets. They are highly toxic and, without immediate veterinary attention, can be fatal. Rodent baits typically can result in blood clotting disorders, brain swelling or kidney failure, depending on which type is used, while snail and slug baits can

result in severe tremors or seizures.

The best thing any concerned pet professional can do is be educated on common, everyday toxins, share their knowledge with their clients and suggest they pet-proof their homes. When in doubt, if you think a pet has been poisoned, contact your veterinarian or Pet Poison Helpline at 800-213-6680 with any questions or concerns.

About Pet Poison Helpline

Pet Poison Helpline is a service available 24 hours, seven days a week for pet owners and veterinary professionals who require assistance treating a potentially poisoned pet. Pet Poison Helpline's experts can provide treatment advice for poisoning cases in all species, including dogs, cats, birds, small mammals, large animals and exotic species. As the most cost-effective option for animal poison control care, Pet Poison Helpline's fee of \$35 per incident includes all follow-up consultation. Pet Poison Helpline is available in the US and Canada by calling 800-213-6680. Additional information can be found online at www.petpoisonhelpline.com.



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PetQuest

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PetQuest is the midwest's most exciting pet grooming show! The trade show event will be held June 23-26, 2011 at a fabulous new location, the Holiday Inn Roberts Centre in Wilmington, OH. The four day event will feature seminars, educational programs, IJA Sanctioned Grooming Competitions, including a Barkleigh Creative Styling competition, and a three-day Trade Show featuring over 50 exhibitors.

We are excited to offer a spectacular array of educational programs at PetQuest 2011. The Mastering the Art of Grooming for Contest and Salon Series will feature award winning groomers: Michelle Breen, Michell Evans, Jennifer Lee, Irina Pinkusevich, Komako Tanaka, Amy Triezenberg and Olga Zabelinskaya

offering seminars with live grooming demonstrations. Also, for the first time together at PetQuest, Sue Zecco and Jay Scruggs will be instructing live grooming demonstrations. Award winning Creative Stylist, Angela Kumpe, will be teaching her tips and tricks in a Creative Grooming series. A Brusher Bather certificate program by Teri DiMarino will be offered. Kristen Fulton and Emily Rupe will be featured in a Mobile Grooming series. Additional topics include; retailing, spa, clipper maintenance, dryers, bathing/skin care and animal photography.

PetQuest will host the following IJA Sanctioned grooming competitions: Poodle; Sporting, Terrier & More; All Other Purebreds and Salon Freestyle. Plus, the crowd-pleasing



Creative Styling Tournament will be held on Sunday.

Let's not forget all the great shopping PetQuest will offer! Exhibiting companies will be offering outrageous show specials and discounts to attendees. This will be a prime time to stock up on your everyday supplies and take advantage of special pricing on salon equipment. PetQuest will also present a Silent Auction from Friday through Sunday featuring grooming supplies and "fun" odds and ends. All the proceeds from the auction will be donated to Gifts of Love International to help needy children.

"PetQuest has consistently grown since we have moved to Ohio. The Ohio area has a very strong pet care professional community and we expect even more growth with our move to a facility that better fits our needs." states Todd Shelly, President of Barkleigh Productions, show organizer.

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**EASY
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By Joe Zuccarello

My wife called me at the office the other day and asked me to run an errand for her during my lunch break. See, she is someone I consider “Wonder Woman,” because she is always moving at a breakneck speed to make sure our kids get to school and to their sporting events on time. One of the most important jobs she has is making sure our pantry is stocked so our growing boys (and me, too!) have food when they are hungry, which seems to be all the time recently! So when “Mama” calls in a favor, I am happy to jump at the

chance to help her out.

A husband can be asked to run a lot of different errands for his wife, but this one was to the salon, which she visits each month to enhance her natural beauty. I had no idea how elaborate these salons can be. Upon opening the door, I entered a very nice lobby with décor rivaling some of the better hotels in which I have stayed.

The fragrance in the air was an interesting mix of perfume-type smells and what I now know, after some schooling from the receptionist behind the inviting desk, was the unique odor of perm solution and other treatments, such as conditioners and color treatments.

The customers sat content in their chairs as the stylists went to work. One even had aluminum foil in her hair, and the stylist was brushing what, to me, appeared to be peanut butter throughout the sheets of foil. Very strange indeed.

All of the ladies in the salon, staff and customers alike, immediately knew I was completely out of my element! I came armed with a yellow sticky note on which I jotted down the name of the product I was there to purchase... and my wallet.

I hope I have paid enough compliments to my wife in this writing to temper my next few sentences and keep me out of too much trouble at home. “Honey, I only kept looking at these beautiful people in an attempt to use this new experience as a topic for writing or a presentation!”

Remember the receptionist and

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the stylists I mentioned? Well let me tell you, they must have all been either retired or aspiring models! It didn't matter their age. Each obviously paid a lot of attention to her appearance. (Warning: Here comes a lot of "guy lingo" to describe my observations.)

All seemed to have their hair done up well and their nails painted, their clothes were of the current fashions, and their shoes seemed a bit inappropriate for such a difficult job that demanded they be on their feet all day. I'm just sayin'... They wore jewelry, including large hoop earrings and gaudy rings and bracelets. All seemed to be liberal with the amount of skin they were willing to show and with the necklaces and other gadgets used to get others to notice them. Some of those pieces of jewelry would have made great fishing lures!

Anyone who knows me will tell you that when I spend my money, I

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pay particular attention to whom I am giving my hard-earned money. I do this not only to validate whether or not they deserve my money for their service (or lack thereof), but also potentially to learn from them. I love to learn how someone else runs their business and what tips or techniques I can bring back to my businesses, clients, or readers (like you).

After about 10 minutes, which seemed like two hours, my errand was complete. I was successful in getting the product for my wife, investing a small fortune, and learning a great lesson!

Why would these people wear loads of makeup? Why would they wear the latest fashions, style their hair in the trendiest of styles, wear

flashy jewelry, get their nails manicured, and work in such a nice-looking and smelling environment? All of this effort just to cut, wash, and dry hair? I still don't understand the shoes thing, but I cannot have all the answers, right?!

They spend this effort to market themselves! Their business survives and thrives on your opinion of the total experience you have while in the salon. Your confidence in their work is heightened if they show some proof of the work in how they take care of themselves, how they dress, and how they respect their working environment.

I have been in the pet grooming business for over 25 years now, and I have seen dozens of grooming shops. As unfamiliar as I was walk-

Continued on page 18

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ing into this strange environment, so must our customers be when they visit our grooming “salons” for the first time. After all, when they bring their pets to us, they don’t just have unruly hair or nails. They may have an unruly dog, unruly kids, or an unruly schedule as my wife does. So, I have spent some time prior to writing this reflecting on my memories of some of the not-so-nice grooming facilities I have visited in the last couple decades. If some of these sound like your grooming salon, I apologize, but I also encourage you to take an extra minute or two the next time you walk through your own front door to see it with “client eyes” and identify some of the areas that could use some attention.

Some of the worst facilities I have entered have a pungent, foul odor of wet dog, litter box, urine, feces, mold, and whatever other unimaginable things contribute to

the stench. These facilities have an abundance of pet hair on the floor and every other surface in the salon. There is an unmentionable amount of feces in the planting beds out front and some lucky customers even took some on the bottom of their shoes to their BMW, Mercedes, and better yet, into the office! I have seen windows that you cannot see through and retail that is dusty. The best of the worst includes peeling wallpaper, dried urine on the floor and fixtures, outdated decorations, and loose dogs running throughout the lobby. Believe me, there is much more to list, but we are not going to focus too much on the negative.

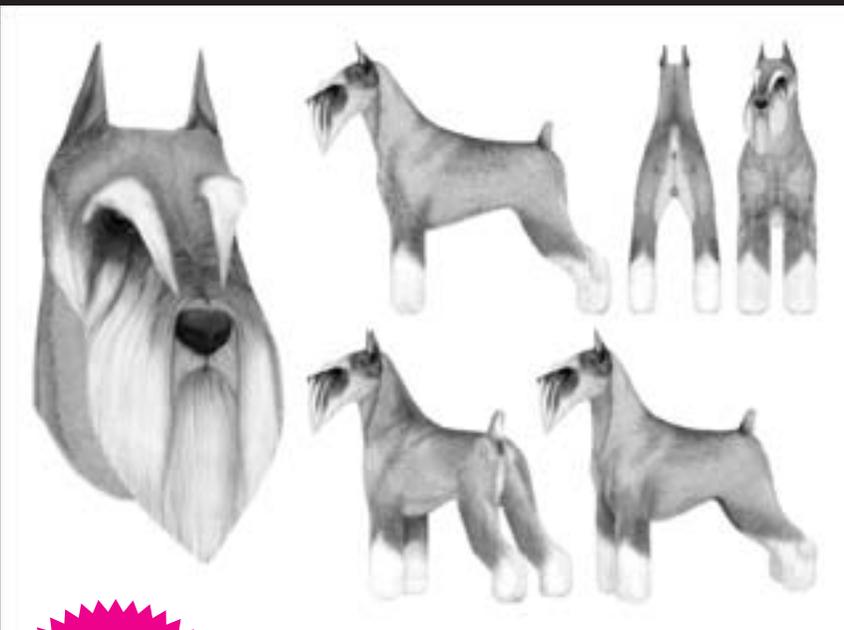
It is one thing to identify areas of concern with our facility, but it is painful to identify weaknesses in our appearance that hinder our ability to market ourselves. Some of the worst efforts I have seen in self-marketing include bed head, no make up, cigarette breath, clothes

smelling of cigarettes, smoking in the salon, clothes with holes, too little clothing, vulgar tattoos, foul language, yelling at the staff and the dogs, talking down to the customers, arriving late to open, and so on.

You may not consider yourself as beautiful as some of those people I mentioned in my wife’s salon, but I am here to tell you that everyone is beautiful in their own way! The epitome of ugly, in my book, is not trying! Not giving yourself and your business the attention it deserves to present the best appearance possible shows you have given up on yourself, your business, and worst of all, your customer. Don’t be ugly, and don’t give up on yourself. Take control, take pride, and take advantage of your number one marketing tool... YOURSELF! You deserve it, and you will be rewarded for your efforts!

Joe Zuccarello is National Accounts Sales Manager for Tropiclean, Naturally Green Products. To find out more about Tropiclean Shampoos and Tropiclean Fresh Breath Made Easy! dental products, please visit www.tropiclean.net or call 800-542-7387. For more information request Reader Service Card #7958.

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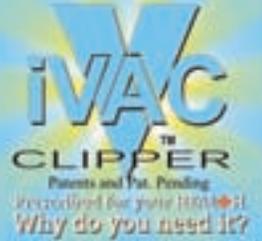
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DOG BITES DOG, BITES MAN!

Behavior CLIPS

by Gary Wilkes



Buddy, 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 kiddie gate to prevent Molly and the boys from actually leaping on 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 playfully jump on 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. Then 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

Continued on page 22

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fighters 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 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 and then moves forward toward the perceived threat. As the dogs move forward, they form 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.

Another common trigger is

**ONE OF THE
PRIMARY THREATS
ONE ANIMAL CAN
GIVE ANOTHER IS
DIRECT EYE
CONTACT, OR
STARING...**

physical jostling that impedes a dog's attempt to move closer to the stranger/intruder. When two or more dogs are milling around at the front door, a simple bump on the shoulder can start a vicious fight. Consider how you would react at night if someone's hand suddenly grabbed your shoulder. The darkness heightens your fearful arousal and makes you hypersensitive to threats. This scene is played out in many horror

Continued on next page

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movies and always ends the same way – the person being grabbed reacts instantly and forcefully.

Though we have domesticated dogs and removed them from nature, some of their wild reactions remain substantially unchanged. When city dogs get excited, they also bark an alarm and join together to react to the perceived threat. 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 manmade barriers block the way. House dogs 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

ANOTHER COMMON TRIGGER IS PHYSICAL JOSTLING THAT IMPEDES A DOG'S ATTEMPT TO MOVE CLOSER TO THE STRANGER INTRUDER...

and more agitated 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 with each other. This eye contact at close range can trigger the attack, even between pack mates.

The term for this problem is misdirected aggression. In reality, direction has little to do with it. Once the dog's level of arousal hits the biting point, there is no real

direction at all. This more closely resembles the military term, "friendly fire". In the ferocity that follows, the ability to discriminate friend from foe is lost. At this stage of arousal any target that presents itself will be bitten, including owners, bystanders and loved pack-mates. If you stick your hand in there to separate them, expect to be bitten.

While it is beyond the scope of this article to tell you how to permanently fix this problem, there is one

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IF YOUR ANIMALS BECOME VIOLENT WHEN AROUSED BY MUNDANE EVENTS ASK YOUR VETERINARIAN, OTHER GROOMERS AND TRAINERS FOR THE NAME OF SOMEONE WHO HAS A PROVEN TRACK RECORD FOR HELPING WITH THIS TYPE OF PROBLEM...

tip I can give you that may help to limit the damage. Purchase a corn-straw broom – the old fashioned kind that has a simple pole handle and stitching that holds it together. Make sure you do not use a broom that has sharp, plastic corners. When the fight erupts, stick the straw part of the broom between the combatants and try to firmly separate them. Do not whack or strike them with the broom. Once they break their holds you have a split second to flip the broom so that the straw becomes a vertical barrier between them. Keep the barrier between the dogs so the most they can do is bite the straw. Pretend you are playing a form of “pup hockey”, and try to scoot them away from each

other. They can't remain aroused forever and within a few seconds should return to semi-normal. Loud yelling may get them to recognize your presence and cause a suppression of the fight – or not. There are no guarantees with this method other than that you have a chance to stop the fight and you aren't going to get a nasty bite on your wrist.

Because of the inherently dangerous nature of this type of aggression, home remedies rarely solve the problem and often lead to serious injury to the dogs or owner. Attempting to man-handle canine aggression is almost never successful. If your animals become violent when aroused by mundane events such as delivery men, invited guests

or the sight of neighborhood dogs, ask your veterinarian, other groomers and trainers for the name of someone who has a proven track record for helping with this type of problem.

Gary is an internationally acclaimed behaviorist, trainer, author, columnist and lecturer. He has more than 30 years experience working with dogs, including eight years of shelter work. Gary Wilkes is responsible for the innovation and development of clicker training as a practical methodology for dogs and with his former colleague, Karen Pryor, introduced this method in 1992. He currently has a full-time, veterinary referral based behavior practice in Phoenix, Arizona and is an author, a columnist and feature writer for Groomer to Groomer and Off Lead & Animal Behavior magazine. Contact Gary at wilkesgm@aol.com or visit www.clickandtreat.com.

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Colorful Magic in Minutes

by Dawn Omboy



To me, dogs have always been magical creatures, part of my very heart and soul. I could not imagine them not in my life bringing compassion, love and the wonder of color to my world. All the children who have grown up in our family know dogs come in many colors, shapes and sizes, but especially color. *Clifford* and *Blue* from *Blue's Clues* had nothing on the dogs of our family, and all the children grew up knowing that it was not unusual to see a green panda or multi-colored spotted Dalmatian. In a creative family, it's just normal for your Poodle to look like a rocking horse.

It's not magic. But *Magic Pens*, like *Blow Pens*, are the new craze. They are manual and offer airbrush delivery with non-toxic watercolor markers. The pen set comes with two dispenser units, some stencils, and 18 pens that

have their own caps to help prevent them from drying out. So many times when I have used blow pens, I have forgotten to turn the pens back in the tube only to find them dried out the next time I reached for them.

It is so easy to add a touch of color, right where you need it, to your client's dogs with the magic pens. Uncap your pen and insert the pen point down into the clear tube, then place the colored blow end onto the clear tube. It is as simple as aim and blow to dispense the color. The closer you hold the end to the area the more concentrated the spray range is, meaning very close results in a finer line, and farther back you achieve a wider line. Once you have sprayed a little color, use a comb to spread it through the coat. It will dry almost instantly. The color will usually come out with a wash or two. Very temporary is a good thing for some clients who may not be sure that they want a long-term color commitment. So go ahead, add a little more magic to these already magical creatures!

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66

Sally is a visionary, an idea person. She always tries to do things better – not by competing with others – but by competing with herself to do it better the next time.”

Gwen Shelly, Best Friend and Business Partner at Barkleigh



SALLY LIDDICK

RIDING INTO RETIREMENT

BY KATHY HOSLER

Every dream has a beginning. The story of Barkleigh Productions began in the small town of Camp Hill, Pennsylvania, when a young, hard-working groomer needed a way to educate her customers and save herself a little time.

“Many people don’t realize that I was a groomer for fifteen years and the daughter of a groomer,” says Sally Liddick, founder of *Barkleigh Productions, Inc.* “I was also a medical secretary, working in local hospitals for about eight years, and the volunteer editor of a small Christian publication for women. That gave me the basis on which I built *Groomer to Groomer.*”

Sally’s mother, Sarah Stanton, was one of the first groomers in the area. In 1956 she opened a grooming shop in the basement of her home. Sally started her grooming career in that shop. After her mother retired, Sally and her husband, Tom, bought the family home, and she continued grooming in that basement shop.

Continued on next page



It seemed to Sally that her customers kept asking the same questions over and over. She typed information sheets about the most frequently asked questions and used them as a handout to help her customers with their problems.

Her customers loved the handouts. One day while she was washing towels from her grooming shop, a thought came to Sally. "Maybe other groomers are dealing with the same situations. Perhaps I could make a newsletter filled with hints and tips, which they could hand out to their clients. Hmm... Yes, but what could I call it?" The rhythmic sound of her washing machine inspired Sally, and the name Groom-O-Gram, Groom-O-Gram popped into her mind.

That was in 1979, during what some called the "dark ages" of the grooming industry. Back then groomers felt isolated and alone. They did not talk to each other (their dreaded competition), they were hungry for education, and there was a definite need for professionalism in the industry.

To get the word out about her exciting new product, Sally took a giant step. In a bold move, she took \$700, a huge investment for her at the time, and mailed a sample *GroomOGRAM* to thousands of groomers across the United States. The response was overwhelming. Groomers loved the *GroomOGRAMs* and found them to be an invaluable help with educating their customers and building their businesses.

"My shop, *Dandidogs*, sent out *GroomOGRAMs* and reminder cards all the time," said Val Penstone, Director of Grooming for the Best Friends chain of 42 pet resorts. "The result was a full appointment book and advanced bookings for up to a year ahead."

Soon the *GroomOGRAMs* were

being ordered by the thousands. Sally enlisted Tom and their son, Tommy, to help her count and package the *GroomOGRAMs*. But soon it was more than the three of them could handle. Sally's best friend, Gwen Shelly, and her husband, Bruce, joined forces with the Liddicks to keep up with the orders. In time 225,000 of each quarterly issue were being ordered, and to date, over 10 million copies have been purchased.

Sally and Gwen began to attend trade shows and set up a booth to introduce groomers to the *Barkleigh GroomOGRAM*. Groomers would talk with them, sharing their success with the *GroomOGRAMs* and discussing their concerns. Being a groomer, Sally understood their problems, and she set about providing solutions. Sally began to add new products: reminder cards, sympathy cards, pet report cards, and more. With Sally at the helm, *Barkleigh* became a thriving business with a growing staff.

"I have used the *Barkleigh* sympathy cards," says Dawn Omboy, the Queen of Color. "People appreciate knowing they are not alone in their grief and pain. I have also used the *Little Angel Awards* with new clients. I usually attach a lock of the puppy's hair with a small bow around it. Clients love it!"

Joanne Russell started grooming in 1963. "I especially like the *Little Angel Awards* for first-time customers, then later the *Pet Report Cards*. I love that there are places to write and tell the owners how well they brushed their pet, how their pet behaved, and more."

With every order of *Barkleigh* products that went out, Sally included a sheet of helpful hints and called it *Groomer To Groomer Tips*. Little did she know how much this newsletter was going to change the grooming industry.



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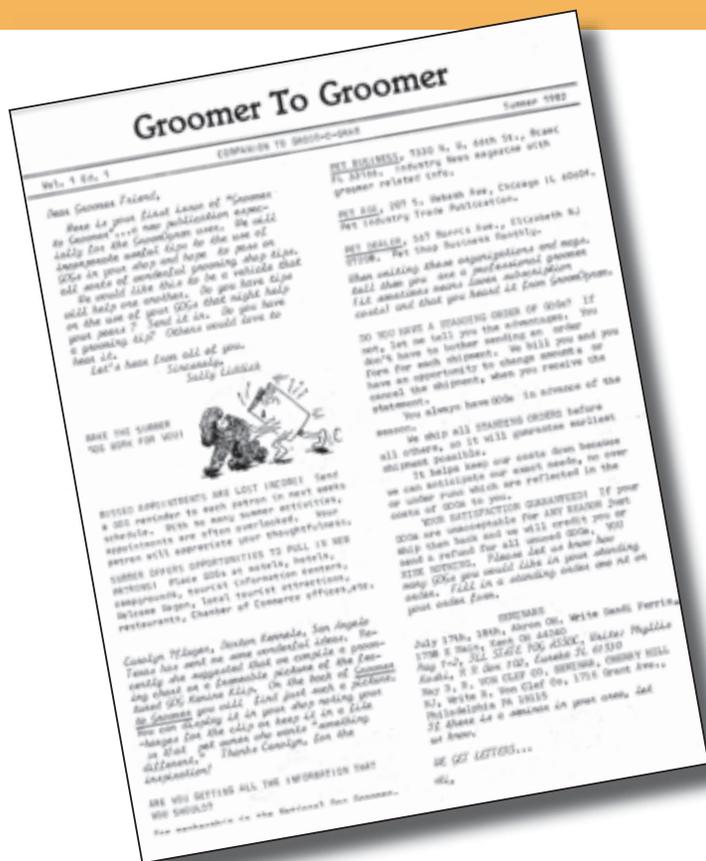
The greatest tribute we can give to Sally is to carry on her vision. She has planted the seeds that the industry needs to be a family. We need to be customer focused, care about safety, and take care of our groomers.”

Erick Goldberg is Vice President of Human Resources for PETSMART (stores and field management)



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learned about workshops and seminars. It gave me all the knowledge of the world. It had major impact – the people I read about and the pictures of the dogs. To see people do that quality of work... the magazine opened the whole world of grooming. The magazine was my lifeline. When it came, I read every word.”

Judy’s feelings were echoed by others in the industry. Groomer to international champions, speaker, contestant, and Terrier specialist Sarah Hawks said, “Getting *Groomer to Groomer* was always a big deal for me. It was always something to look forward to... articles of new things, pictures, contest results, and more. I think that a lot of people have gone into competition because of the magazine. They saw what others were doing and said, “I could do that,” and off they would go. I probably have every copy of *Groomer to Groomer* magazine that I ever got.”

Vivian Nash, cofounder of the *Nash Academy* in Kentucky and the *International Judges Association*, said, “*Groomer to Groomer* was the first industry magazine created by a groomer for a groomer, and the reason it was so successful is that it stayed true to the name. A magazine dedicated to the groomers!”

“It has given many groomers a goal to strive for,” says creative grooming champion Dawn Omboy enthusiastically. “I remember saying that someday I would be on the cover of *Groomer to Groomer* – and indeed I was. I stood on the Barkleigh Creative Styling stage and said to Sally and the audience, “Being on the cover of *Groomer to Groomer* is like being on the cover of *Rolling Stone!*”

The magazine became indispensable to groomers across the United States and eventually worldwide.

“The magazine gives exposure to little groomers in small towns. If they are willing to step up to the plate and compete, they can be a ‘cover girl’ or guy,” says Kim Geidel, owner of *Barking Beauties* in Ellwood City, PA. “The magazine showcases new grooming inventions, gadgets, gizmos, shampoos, and retail items. I

The first issue of *Groomer to Groomer* was published in the summer of 1982. Groomers all over the United States became connected in a unique way by this industry-changing magazine.

“*Groomer to Groomer* was my life!” said Judy Bremer Taxman, who was the *Groom Expo* hostess for many years, owned and operated two grooming shops, became manager of the largest kennel in the world, and was a national spokeswoman for Purina.

“When *Groomer to Groomer* was first published, that magazine, to me, meant that there were other people out there who were doing the same thing I was. In the ‘70s and ‘80s, nobody shared anything. The magazine was the most instrumental thing. That’s how I

Continued on page 29

read those and then specifically look for those new items at shows and in catalogs, so I always keep abreast of the newest things available.”

“Groomer to Groomer magazine is a way to find out what is going on in the country and industry. Sally brings quality articles written by acknowledged experts in every issue,” said Shirlee Kalstone, internationally recognized authority, author, and founder of *Interroom*.

The impact that *Groomer to Groomer* magazine has made on the grooming industry is summed up by Erick Goldberg, Vice President of Human Resources for *PetSmart*. “Here you have a gal in Mechanicsburg driving the grooming industry one groomer at a time,” says Mr. Goldberg. “She knows that education is the key. She knows that you educate through multiple sources and that people learn differently. She has grooming competitions, holds educational seminars, and gets the experts to come and speak to groomers at trade shows. She knows that not every groomer can attend seminars; to reach out to them, she uses the magazine. The magazine is the key backbone to the education, keeping people informed, exploring the latest and greatest industry trends, and talking about the next best product or the next best service that is out there.”

ADDITIONAL THOUGHTS FROM INDUSTRY ICONS...

Dawn Omboy, writer and creative groomer

The first time I was to speak in Hershey, I had a nightmare about being late to my first seminar. In my dream, I was running through the hotel to the classroom saying, “Sally’s gonna kill me!” I ran into her in the hall (in my dream), and she assured me everything was going to be alright, telling me to get in there and do a good job. But when I told Sally about this dream, she smiled and said, “No, you were right. I would kill you.” Needless to say, I was always early!

Vivian Nash, cofounder of Nash Academy and International Judges Association

John and I really became close friends when Barkleigh started using IJA to judge Barkleigh contests, but the relationship changed when John became seriously ill with cancer. We became more than friends... We became Sally Friends. Sally was the special friend John prayed with, shared his feelings with, and loved from the bottom of his heart. I would sit and listen to them chat on the phone for hours. They would laugh, cry, and sing a little, and I could hear the New Jersey come out in Johnnie when he was on the phone with her. I would tell them I was concerned with their relationship, but they always laughed it off. During John’s last year, Sally would take precious hours from her work to be with him and support him. During the last days of his life, he asked me to call Sally so he could pray with her and tell her goodbye.

Continued on page 30

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Sally and I had a Barkleigh booth at many trade shows, and we would discuss what we liked about each show and what we might change if we were doing it. After much planning, we held the first Groom Expo in 1988 - and it was a success from the start.”

Gwen Shelly, Best Friend and Business Partner at Barkleigh

GROOM EXPO AND OTHER BARKLEIGH SEMINARS

“Sally Liddick is a visionary, an idea person,” says Gwen Shelly, best friend to Sally and CEO and business partner of Barkleigh.

“Education, education, education. That is what Barkleigh is all about,” says Vivian Nash of the Nash Academy. “It’s the vehicle that has driven Sally over the years and the force that has taken Barkleigh to the top.

“Sally helped create many of the professionals in the business,” Mrs. Nash continues. “Sally promoted them, coached them, and supported them when they had doubts. She helped take our industry to a more professional level by offering excellent speakers.

“Sally started out conducting education seminars and events rather than competitions. It was a different

approach. She continued with this concept and wrapped the competition around the education, making Barkleigh shows the best in the industry.”

“I began my career as a groomer too,” said Mary Meeks of *Nature’s Specialties*. “I would talk to individual groomers about my experiences to help them solve their problems and help grow their business.

“One day Sally said to me, ‘Mary, you have such a passion. You need to tell it to a group.’ I protested, but Sally said, ‘You don’t know what you can do until you try.’

“I was terrified,” recalls Mary, “but when I quit thinking of being a speaker and concentrated on being a groomer sharing my knowledge and experience, things started to

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Honey Loring, founder of Camp Going to the Dogs

What do I remember most about Sally? Her friendship with Gwen – a lifetime of closeness... unique, enviable.

Wilma Flies, founder of Sav-Ur-Fur dematting system

Sally has helped me tremendously. Groomers who need help with a new product or idea for the grooming industry should contact her by e-mail at Sally@barkleigh.com. The first time I met her in person was at Hershey. I could not keep up with her. I think that scooter has overdrive... I didn't want to be another victim!

Christine DeFilippo, owner of Intergroom

Where do I begin? This woman has taught all show managers more than a thing or two during her reign as owner of the largest show in the country! Brilliant ideas spilled into well-executed works as she built her empire of shows and magazines. There are no doubts about her ability to make a statement in this industry today, even as she chooses to retire from her active position.

Gary Wilkes, world-renowned originator of clicker training for pets

I met Sally at the Association of Pet Dog Trainers Conference many years ago. Why in the world would the publisher of the largest grooming publication care about training? Because she’s a lot smarter than most people. Sally understood that grooming requires handling. Training reduces the amount of handling you need to do, and that makes grooming easier, safer, faster, and more profitable. She was so convinced of this that she bought a training magazine and incorporated behavior topics into Groom Expo. Why? Because she believes that knowledge is power, and groomers need to aspire to be, like Sally, smarter than most people. If they stick with Sally’s plan and the tools she’s provided for them, they will be.

John Stazko, industry consultant, speaker, and manufacturer

Sally’s accomplishments are so numerous she

Continued on next page

could create a book. Oh, she already did that! The one single lesson for all is that you live, work, and play by putting God first in all you do and by following His instructions from the Bible. This is not something Sally shoves down anyone's throat. Her success in life and business are shining examples."

Sam Kohl, grooming school founder, innovator, and author of foundational grooming books

I have known Sally since before my hair turned to silver. Although the road has sometimes been rocky, I have always said and will continue to say that she is, by far, absolutely the best businesswoman in the grooming industry!

Bonnie Wonders, columnist, author, and groomer

I vividly recall my teachers saying that I should write a book or do something in the literary field. Never did I think I would actually have the opportunity to do such a thing... especially for money. Then along came Sally Liddick and Barkleigh. I submitted a single story to Sally, and when I got the phone call saying that she wanted to use my story, I was astounded. From that point on, I was asked to become a regular with Groomer to Groomer, and I realized how generous Sally was. I know countless numbers of people, myself included, whom she has helped to realize their dreams by being an encouragement through seminars, sponsorships, monetary contributions, and by coming up with opportunities for growth and loyalty. She has given far more to our industry than she will ever realize and still retained a sense of humor, as evidenced by her "Sally's Desk" column. I, for one, miss it greatly each month. There is a void there that just can't be filled.

Ann Stafford, founder of Atlanta Pet Fair

When we first considered hosting a grooming show, my first phone call was to Sally, whom I did not know at the time. She had just completed the production of the first Groom Expo. I felt that if we were to be successful, we should use successful shows as models. Although we had never met, she spent a lot of time with me that day and gave me several tips that I still follow after 23 years. Sally has frequently answered my questions since that first call. I loved the way she set up her competition on tiered stages. She sent me two typewritten pages containing details as to size, etc. Sally has always advertised her shows and products as "the best." When questioned by another show producer as to how this could be true, she simply replied that if she didn't think they were "the best," how could she expect anyone else to? And she has two very popular shows! With that business principle, you would think she "brags" about everything she does. Not true! Sally has a philanthropic side. She has helped so many groomers in desperate need, and so many times she does it without anyone but the recipient knowing where it came from. I consider Sally one of my many mentors and she will always hold my respect and friendship.

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flow. I've watched groomers grow and become much more professional – the look, the attitude, and the knowledge... and I contribute this in a large part to Sally. Sally brings energy and excitement to all the events. Whatever she has, it should be bottled."

"I watched Sally plan and execute several hundred educational conferences and seminars that brought new information across the country," says Marlene Romani of Clipper Vac. "She took education to places that had never had any. Sally didn't just reach out to

the large groups; she would take seminars to the people who had nothing. And she didn't let anything stop her. Once in Jackson Hole, Wyoming, Sally had to have an emergency root canal, but the show went on.

"I've done every single trade show and seminar Sally has held. I've never missed one," reports Marlene emphatically. "And with seminars like the cruises, it inspires people to have a little fun and also get an education."

Sally knew that over-worked

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groomers needed to have a little fun. She and Gwen planned field trips like the *Amish Fling*, held get-togethers like the Internet Social, and offered meal events to allow groomers to meet one another and network together.

Their unwavering Christian faith has always been a big part of all the decisions and plans that Sally and Gwen have made. The *Gospel Breakfast*, the *Gifts of Love Silent Auction*, and the many projects they have undertaken to help others reflect that faith. Every issue of *Groomer to Groomer* includes a proverb. Sally says, "One of the best business books in the world is Proverbs. The common sense wisdom of those little short sentences really packs a punch."

Sally included educational programs for all, whether you are a groomer, trainer, kennel operator, day care provider, animal behaviorist, or retailer. She was determined to improve every groomer's life by giving him or her the opportunity to become true professionals. And where else but a Barkleigh event could you earn more than \$30,000 by winning a grooming competition?

"Sally always changes her seminars to include topics that are relevant to changing times... mobile grooming, cat grooming, creative grooming, retailing, etc.," Joanne Russell says. "Before Sally started *Grooming Salon 2000*, there was no place to prepare the dogs for competitions (we all know that hotels frown on grooming dogs in rooms), so she created the total salon."

"People who set goals for themselves can live those goals out at the Barkleigh seminars," says Sarah Hawks. "They get to visit with other groomers and share knowledge. They get to go to seminars given by knowledgeable industry speakers who help to keep their skills sharp."

"I've worked with Sally all over the world – from Berlin to Hawaii," recalls Judy Bremer-Taxman. "Sally and Gwen always made me feel like I was a member of their team – like I was family."

"Something that not many people know is that for two years I was Sally's 'dresser,'" shares Judy. "I picked out all of her clothes and outfits and changed her image from drab to fab." Then Judy added with a chuckle, "I couldn't get her to spike up her hair though."

"The most fun, relaxing, experience I ever had was with Sally and other groomers on the *Groom Boat* cruise to Alaska. Sally had a room with a big balcony in the front of the ship. We watched glaciers calving, magnificent wildlife, and breath-taking scenery. Who would ever imagine a groomer being able to do that?"

"Sally's greatest achievement has been her giant grooming show, GROOM EXPO. Running a show is a monumental job. You have to satisfy, entertain and accommodate tons of attendees, vendors, lecturers, contestants, and contest dogs. The hardest trick is to keep everybody coming back year after year, and she has surely accomplished that" says Sam Kohl.

Teri DiMarino, columnist, speaker, and judge

My first introduction to Sally and Gwen was at the 1986 NDGAA Competition in Orlando, Florida. Competitions and seminars all took place in the same ballroom; competitions were on the roped-off floor area with seminars on the stage. Up came two ladies with a presentation on a new, innovative appointment reminder system. Everybody in the audience sat in total awe at this business-oriented presentation, hanging on every word (OK, every other word). It also must have been early on in their high-profile careers, as they both appeared quite nervous. Everything was scripted with Sally on the microphone and Gwen handling the product. Their delivery was almost comical, as they were both quite rigid and unwavering, but they wanted to make sure they presented their product well. Nothing was going to rattle them. Countless Groom-O-Grams, reminder cards, and issues of Groomer to Groomer later, Sally and Gwen still make an enviable team. The relationship I have developed with Sally over the years amazes me. She is the queen of banter, and her terrific sense of humor is unmatched. A tiger when pushed, Sally will come out of her corner with her teeth bared, ready to take care of business. But that persona is a smokescreen for the sensitive, caring person underneath. Generous to a fault, Sally has championed the little guy while staying quietly in the background. I have had opportunities to share business as well as personal events with Sally. While our opinions may differ vastly in some areas, we can still have spirited, sometimes difficult confrontations, and both of us have the ability to finish the conversation and put it away, not letting any of our business differences come between us in our personal and professional relationship. Sally is a dog groomer. That is what started her successful Barkleigh empire. She knows the business inside and out, just like any one of us. People like Sally Liddick do not retire. They continue to linger around under the guise of retirement. And I hope she continues lingering around, making a pest of herself for a very long time to come.

Dennis Geib (aka Maestro von Geib), brother of scissor manufacturer Ed Geib

I met Sally at the Gospel Breakfast in Hershey last year and told her about my dream to create a musical therapy CD for groomers. Less than a year later, it has become a reality. Sally wrote the foreword for my CD, proofread and edited my entire CD insert, and prepared a news release to send to the industry. We became "night shift" buddies, staying up into the wee hours of the morning, emailing and brainstorming ideas. At times it was hilarious. She has been an inspiration and a friend, even though we have only met once. That in itself speaks volumes about her character and integrity. I love that Barkleigh is founded on Christian principles and remains an honest and decent company in a world where people use each other and will do anything to get to the top. Not Sally. There is no compromise. She remains the same, and that spells respect no matter how you slice the pie!

Kathy Rose, speaker, demonstrator, and IJA Team Director

Sally is a passionate risk-taker, unafraid of what anyone else thinks, fearlessly acting on her dreams. I admire her greatly! She has steadfastly supported IJA. When the industry was at odds and downright angry at times, Sally stood her ground for her beliefs. When she felt it was inhumane for dogs to stand for hours during a contest, she did something about it and created a mandatory break in the middle of the contest. Almost everyone thought that was crazy. What? Stop

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A large part of the success of Barkleigh is because of Sally's business philosophies and the intensity in which she conducts herself."

Todd Shelly, President of Barkleigh Productions, Inc.



THE BUSINESS SIDE OF SALLY

SHE PUT THE BARK IN BARKLEIGH

Well, Sally did make a difference – an industry changing one! Here is what some industry experts have to say about Sally's business side and the things she has done that have made Barkleigh so successful...

Erick Goldberg

"To Sally everyone is equal – men, women, groomer, non-groomer, age, color, etc. She sees people as people. One of the amazing things that Sally has going for her is looking at everything through the customer's lens – the two-legged customers and the four-legged customers. Its not about the groomer, its not about up-selling...at the end of the day, all of that will come about if you take care of the customer...and Sally got me to think about that.

Marlene Romani

"As my mentor, Sally had such a drive. She was adamant about changing this industry. She was determined to make the grooming industry grow and prosper as a respected profession. I learned from Sally to be strong and not worry – just do things."

Sarah Hawks

"Sally is as tough as nails. She does things the way she wants them done. I have the utmost respect for her. Sally is an astute business-woman. One reason why is that she stands up for herself."

Shirlee Kalstone

"Sally is one of the most honest people that I have met in this industry and I respect her for that. Whatever Sally is feeling, she sticks to her guns. She is a very fair person. Sally is very quick to know what is good for the industry – and to do it! "

Vivian Nash

"Having a long business history with Sally, I always admired her dedication to giving her clients the best. She set standards in educational seminars by always searching for the best to teach. Competitors and competition dogs also benefited from this drive to give the best. Sally wanted the best judging system. I recognize the drive, as it's the same foundation that Nash was built on. Perfection."

Honey Loring

"Her ability to keep a large staff of service-oriented, upbeat, dedicated people. It always surprised me that she kept expanding into new types of shows and locales. Sally thrived on it."

Judy Bremer Taxman

"Sally is honest – and bold. She had to be bold to accomplish what she has and believe in herself enough to do it. Sally was a basement groomer, she never even had a storefront. To come up with all the ideas she's had is amazing. And her Christianity is a very big part of everything that she does."

Mary Meeks

"Sally shows a personal interest in every person, the groomers, the vendors, the speakers. Sally is very humble. She is the same person now as when she started. She is very charitable and has a warm heart. Her faith is strong. I believe that you walk in faith or you walk in fear, and Sally walks in faith. When you step out in faith, that's when you succeed."

Sam Kohl, author of numerous pet care industry books, innovator and grooming school founder

I have told Sally several times through the years "although you may be a 'hard ass woman' to deal with, you are truly the best business person the grooming industry every produced!" Then sometimes she would thank me for saying she was the best business woman. "No, Sally, I'd say, to call you merely a business WOMAN would be only half as strong a compliment. I meant it when I said you are the best business PERSON in the pet grooming world!"

Todd Shelly

"A large part of the success of Barkleigh is because of Sally's business philosophies and the intensity in which she conducts herself. She has earned the trust and respect of the pet industry because she has never wavered from her desire to do things the right way."



“Retirement is very difficult when you have a business that you have built from the ground up,” says Gwen Shelly. “And it’s even more difficult when that retirement is not by your choosing.”

Gwen Shelly, Best Friend and Business Partner at Barkleigh

SALLY’S RETIREMENT READY OR NOT

Many people look forward to the day when they can retire. Sally Liddick is not one of those people. She did not want to retire. Sally has been forced into retirement by her health issues, and she does not like it – not one bit.

“I always said that I would die with my boots on,” said Sally. “But I have had several heart attacks, and now I am tied to oxygen 24/7, which certainly restricts my traveling.”

“Retirement is very difficult when you have a business that you have built from the ground up,” says Gwen Shelly. “And it’s even more difficult when that retirement is not by your choosing.”

When most people retire, they get a gold watch or a fancy gold ring, but not Sally. Sally’s retirement gift was a shiny, new gold mobility scooter. There is a rumor from a very reliable source that Sally, Gwen, and Judy Bremer-Taxman have been known to have wild races with these scooters through hotel corridors. If you happen to see these three together at a seminar... LOOK OUT!”

Sally can no longer go into the office every day, but she is still very active on the computer. She has been able to spend more time with an activity she really loves – writing. She wrote her book, *Taking a Different Path*, which tells the story

of Barkleigh and of the lifelong friendship between Sally and Gwen and the adventures they have shared.

And now, even when life has given her lemons, it won’t stop Sally. This incredible woman will just make lemonade.

“I now have the time to do some mentoring,” says Sally. “I am helping a couple of young entrepreneurs bring new products to the pet care industry.”

You may not see Sally as much as you used to, but you can be sure the driving force behind Barkleigh will continue to come up with innovative ideas and introduce new concepts that will propel the grooming industry forward.

Sally has touched many lives and helped numerous people in countless ways with her knowledge, generosity, and experience – and she is not done yet. Sally would like to hear from you. If you would like to ask Sally your industry-related questions, or if you would like to pick her brain, or even tell her how your life has been enriched by the things she has done, you can email her at sally@barkleigh.com.

Starting with her little *GroomO-Gram* and a dream, Sally Liddick has forever changed the pet care industry. And she did it her way – by taking a different path.

the contest right smack in the middle? This break is now mandatory at all Barkleigh and IJA shows throughout the world. It is now referred to as the “Sally Break.” In good humor, many judges will come to me while we are judging at an IJA show and let me know they have to be excused to take a “Sally Break.” Sally has always been available and ready to talk, to help solve a problem or just to listen, anytime of any day or night. Many pre-dawn hours have been spent solving issues via email. Sally has taught me to stick to my guns when I believe in something and not to be afraid to admit when I have made a mistake.

Steven Appelbaum, President and Director of the Animal Behavior College, Inc.

*From the first time I met her, I knew she was a kindred spirit. I detest B.S., and with Sally, it was obvious that she was a bottom-liner; what I saw was exactly what I got. I loved that from day one. Even the way she emailed. Rarely a “hello” or “how are you doing” – just her thoughts at the moment. Some people would take offense, but I knew her heart was always in the right place. When push came to shove, this was a person on whom you could count. Of course she wasn’t someone to cross either. I had the unfortunate experience of having to cancel a speaking engagement one year, and she let me have it with both barrels. However, she was always able to forgive, and eventually we were back to working together. She proved supportive and a joy to work with when I was editor of *Off Lead* magazine. My only regret is that I didn’t meet this remarkable woman a decade or two earlier, as I believe we would have done amazing things together.*

Marea Tully, speaker, contest judge, demonstrator, and former international Andis consultant

Sally is one of the most successful, respected, tenacious, and professional businesswomen I’ve ever known. She’s “like a dog with a bone” when she gets an idea in her head. She’ll stop at nothing until she sees it through. Sally is living proof of what a dedicated professional dog groomer can do with one’s life. We’d all do well to model her business acumen. It has been a privilege to know her and work with her.

CLEANING

THE WAHL

TRIMMER BLADE BY JEFF ANDREWS

All the *Wahl* trimmers use the 5-N-1 blade. It is durable, quiet running, and can be resharpened successfully. It does have a drawback. If it isn't cleaned properly, it seems to dull very quickly. These suggestions will help. Many styles of trimmer blades, as well as the 5-N-1, use a wire spring to put tension on the cutter to hold it against the comb (bottom blade). These springs can trap hair between the cutter and comb. As the hair collects, it pushes the cutter up just enough to make the blade snag or drag. At this point you will think the blade is dull. Check for hair by looking at the blade from the side. If you can't see all the way through the blade

halves, it is packed with hair as shown. You need to clean the blade.

To start, take the blade off the trimmer and clean the hair from the "spring deck". Use your HV or vacuum, but don't submerge it in blade wash because it will turn messy. Before sending this blade off to the sharpener, clean any hair trapped under the cutter. It's simple and could save you the expense of sharpening, or worse yet, throwing the blade away and buying a new one.

Figure 1. Get a small Zip-Tie, pipe cleaner, or even a broom straw. Take the Zip-Tie and align it on either side of the blade at the space

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between the blade halves. Now get ready to push it through and between the blade halves.

Figure 2. Pushing the Zip-Tie through the blade halves will force hair out the other side. This could be a mixture of hair, pet dander, or a solid form of hair that was melted by either heat or solvents. Cat hair melts at a lower temp than dog hair, so this can clump up quickly under the cutter. Keep plunging the Zip-Tie between the blade halves until you're satisfied all the material has been removed. When you're finished cleaning the blade this way, look at it from the side again. You should see a clean space between the blade halves now.

Put the blade back on the trimmer and try using it at the fine or medium setting. If it cuts normally, you're finished and you'll know what to do next time it stops cutting. If the blade continues to snag or drag through the coat, it may actually be dull. Send it out for sharpening. Several sharpeners around the country do sharpen the trimmer blade, along with other popular trimmer blades. Another way to clean the blade during a groom is to dip it in blade wash and run it a few seconds or until you feel it's clean.

Cat hair tends to melt and cause buildup at a very low temp. You see this on #10 blades if you're using one of those to shave a cat. When the 5-N-1 blade starts to snag or drag during a groom, follow these few steps.

Step 1. Brush or blow the obvi-



ous hair from the front of the blade. It will just float in the blade wash and cause a mess. Turn the trimmer on and gently stick just the tips of blade into the wash. Don't submerge more than the tips because it's just the tip that does the cutting and gets hot enough to melt the dander on the cutting surfaces. I suggest doing this in the #40 or fine position. This will clean most of the cutting surfaces. Run it until you think it's clean or you hear the rpm's go up a little.

Step 2. After cleaning, stop the trimmer motor. Bring the trimmer out of the wash and make sure it's pointed DOWN. If you tilt it up to take the blade off, the wash will run down inside your trimmer and cause problems. While holding the

trimmer pointed DOWN, take the blade off with a rag in your hand and wipe it dry. Put a drop of blade oil on the front teeth and try it. If it still doesn't work, make sure there isn't any hair between the blade halves. If there is, clean it out as previously explained. If you dropped your trimmer and the blade popped off and broke either the rear tab, or the side post, don't throw it away. Several sharpeners around the country can replace the "spring deck" and make it a usable blade again.



Jeff Andrews, "One of America's Favorite Sharpeners", is a groomer and grooming shop owner. He owns Northern Tails Sharpening, Inc. based in Mobile, AL & New Orleans, LA since 1995. He is an author and pioneer of many grooming equipment maintenance videos and articles, designed to help groomers make their equipment last longer, and to save money on sharpening expenses. His videos and articles are available free to download from his website, www.NorthernTails.com.

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GROOMING THE BRUSSELS GRIFFON

By Amy Triezenberg



The Brussels is definitely one of the most unique looking breeds. Some would call him cute, while others may have other things to say about that face. As an owner of a Brussels, maybe it is a face only a mother could love, but we

love this small, friendly, smashed face breed. I am going to walk you through grooming this breed to give him that trade mark human-like expression.

There is never only one way to groom this or any breed. Everyone

has different styles and ways that they groom. It is how you interpret the breed standard and it is always based on each dog's individual body structure. These are basic tips on how the profile should look.

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The Brussels in these photos are striped, but I will also show you what to do on a clipped dog.

Breed standard says the Brussels is a square dog measured from the top of the shoulder blades to the ground and from the top of the shoulder to the point of rear. It is a well-boned dog.

BATHING



On a clipped dog I use Day to Day shampoo followed by Day to Day conditioner. I dry the jacket in the direction the hair grows. I then dry the legs against the direction of the hair growth to help the hair stand. With a striped dog, I use a Harsh Coat Shampoo for the bath. I dry the coat the same on the clipped dog, making sure the jacket dries flat against the body.

EARS



The Brussels ears can either be cropped or natural. On a cropped ear it would either be stripped completely down or clipped with a #30 blade. For natural ears you would either strip them short or clipper them with a #15 blade. On both types of ears I shave the inside with a #30 blade. On a cropped or natural ear I clipper or strip the

entire ear up to where it connects to the head. For stripping the ears and detail work I like to use the Chris Christensen pink stripping stone.

HEAD



The head is the most important part of the Brussels. Breed standard says they have an almost human-like expression. The tip of the nose is set deep between the eyes to form a lay back. You can use a #15 blade or pull the hair just by the corner of the eyes. You need to leave the hair on the top, especially if the dog has a nose that is too long. The Brus-

sels should have a domed head. If stripping, the hair on the top of the head should be about ¼ of an inch long. If you are clipping the head I like to use a # 5 blade. You will clip the whole top of the head from the corner of the eye to the corner of the ear and back to the occiput. The biggest mistake that people make is taking the cheeks off the Brussels. Viewing the Brussel's head from the side, if you draw a line from the chin to the front of the forehead, there should be no gap at the stop. That is why if the dog has a longer nose, you need to leave more hair in



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the stop for fill. Looking at the face from the front, the beard is long and rounded. When looking at the face from the side, the beard is rounded and gets shorter as it rounds to the back of the ear. The cheek should be full and somewhat layered. You never want a defiant line from the short hair on the top of the head to the longer hair of the cheeks.

THE BODY

The pattern for the body of the Brussels is similar to a Schnauzer pattern. If you are clipping the body, I would use a #2 comb on the body and a #5 blade on the flat work and rear angulation. With your #5 blade, you will lift up the beard and clip all the hair from the throat latch straight down the chest. Take your #5 blade from behind the cheeks down the sides of the neck to the elbows. With your #2 comb, start from the back of the occiput down to top of the neck and down the sides of the ribs, blending straight down to leave an underline. Running your clipper down the sides of the legs with your #2 comb, blend off the side of the leg to expose the muscle. Run your #5 blade down the back leg, starting at the point of rump down to the hock to show off the angulation.

THE TAIL

The hair on the tail is the same length as the body. The tail is rounded at the end and shorter on the underside like a #7 blade. When scissoring the tail, comb all the hair to one side and trim off any hair that hangs over the side. Comb all



the hair on the tail to the other side and do the same thing.

THE UNDERLINE



The Brussels gets an underline, not a skirt. The underline is just to create more chest definition. The dog's chest should drop to the elbow. If the dog is lacking in chest, you will leave the hair by the front legs a little longer so it looks like the chest drops to the elbow. The shortest part of the underline is just behind the last rib to make your tuck-up. You will scissor a straight line from the elbow to the tuck-up.

THE LEGS

The Brussels doesn't get a lot of furnishing. The leg hair isn't very long. It is just to create heavier looking bone. The shortest point of the rear legs is the back of the leg where it bends. The hock hair is left



longer to help create more angulation. If you draw a line from the last rib down to the toe you don't want a straight line. You want to show a bend of stifle.

The front legs are straight and the feet are tight and round.

CHALK



For show, I finish by putting a powered chalk in the coat. This will enhance the color and help create more bone definition on the legs. I start by rubbing Cholesterol all over the dog's body and legs. You can get Cholesterol at any *Sally Beauty Supply*. This will help the chalk to stick to the hair. Then I will put on rubber gloves and rub the chalk all over the dog. I finish by wiping the hair down with a paper towel to get rid of the excess chalk.

TIP

Make sure you are done stripping the coat before you apply the chalk. If you keep stripping the coat after applying the chalk, you will rub it off and the color of the chalk will look uneven.

Amy is an award winning groomer and GroomTeam member for 2009. She started grooming school at age 17 and entered her first grooming contest while still in school. She continued competing and tried creative grooming for a few years, but her dream was to be on GroomTeam. After a year of hard work and continuing her education through seminars, she reached her goal of making the team. Now Amy works with Chris Christensen Systems and also shows her Kerry in conformation.

2011
Review



The Northwest Grooming Show was recently held in Tacoma, Washington at the Murano Hotel and Convention Center. The event hosted 26 companies with 30 exhibitor booths and nearly 650 pet care professionals.

The show was home to Poodle, All Other Purebred and Creative grooming competitions, sponsored by Andis Company, Electric Cleaner Company and Barkleigh Productions, Inc. The two-tiered competition awarded first place in the Open Poodle Class to Natasha Humeston of Doggie Style Inc. in Calgary, Alberta, Canada. The first place winner for the Open All Other Purebreds Class was Barbara Prueckel of Doggie Style Inc. in Calgary, Alberta, Canada. The First Place winner for the Creative competition was Cat Opson with her "Koi Pond" creation.

The show featured educational seminars and demonstrations by leading pet industry professionals on grooming and business topics. GroomOlympians: Michell Evans, Carol Hoover and Deanise Stoops offered seminars featuring live grooming demonstrations. Speakers and topics included; Donna Owens on First Aid and Salon Safety, Marlene Romani on Business and Salon Design, Sherri Shinsky on Canine Massage and Teri DiMarino on Retailing and a Brusher/Bather Certificate program.

Trade show exhibitors offered special show pricing while introducing and demonstrating new products to attendees. It was a great opportunity for groomers to stock up on supplies and check out some new tools of the trade.

For more information on next year's show, visit www.NWGroom.com.

andis



Best in Show – Open
Barbara Prueckel with Judge Donna Owens



Best in Show – Novice
Tamara Anderson with Judge Donna Owens

Northwest Grooming Show 2011 Competition Results

Best in Show (Open) – Barbara Prueckel
Best in Show (Novice) – Tamara Anderson

Poodles

Open: Natasha Humeston, Michell Evans,
Barbara Prueckel
Novice: Tamara Anderson, Deb Riche, Alyshia Snyder

All Other Purebreds

Open: Barbara Prueckel, Michell Evans, Carol Hoover
Novice: Tamara Anderson, Elizabeth Adama,
Laura Kathman

Creative

Cat Opson - "Koi Pond"
Deanise Stoops – "Digging in the Garden"
Carol Hoover – "Raggedy Ann and Andy"

CAT OPSON BY KATHY HOSLER



Cat Opson's "Koi Pond" won first place at Northwest Grooming Show 2011.

"I like a challenge," says award-winning stylist, Cat Opson. "It keeps me on my toes and current with the styles. I feel that competing has definitely elevated my level of expertise." It's evident to anyone who has watched Cat in the competition ring that she absolutely thrives on challenges.

Cat Opson has been grooming for fifteen of her thirty-one years, and for the most part, she is self-taught. "I show Poodles and Chinese Cresteds," explains Cat. "I

have learned a lot in the last ten years by studying the different breeds and how they are groomed at the shows.

"In 2000 I bought my shop, *Estrella Pet Grooming* located in Capistrano Beach, California. I attended the grooming shows in Pasadena and Las Vegas. As I watched the grooming competitions, I said to myself – I can do that. So, I borrowed a Standard Poodle from a friend and gave it a try.

"I started competing

Continued on page 44



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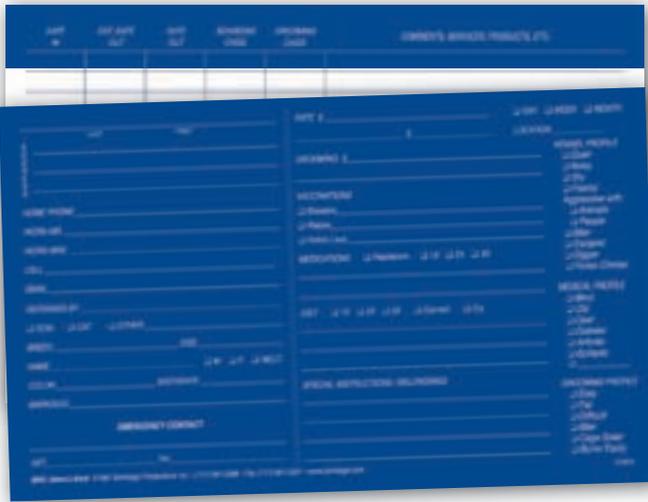


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with Poodles,” says Cat. “Then I branched out to do other breeds, because I wanted to learn more when the judges critiqued my grooming skills. It’s always beneficial to get feedback from others.”

Although she was very pleased with her success in the contest ring, Cat Opson was not content to do only breed standard grooming. She wanted to try her hand at other kinds of competitions that would allow her creative side to take center stage.

“I used to be intimidated by the Creative Styling, but I tried it and am hooked!” Cat said enthusiastically. “In my first attempt in 2009, I turned a Powder Puff Chinese Crested into a carousel horse. This year in Pasadena, I did a koi pond design on my Poodle.” Cat’s stunning design featured gorgeous, life-sized koi fish that seemed to come alive, splashing and swimming through

the deep blue pond with every movement of her dog.

This unstoppable gal entered almost every class at the 2011 *Groom and Kennel Expo*. “Salon Freestyle is one of my favorites,” says Cat, who explains, “Not everyone who walks into a grooming salon wants their Poodle to look like a Poodle. They want something different. Salon Freestyle highlights what you actually do in a grooming shop.”

As if she weren’t busy enough, Cat also competed in the model dog competition. “I had seen the model dogs in *Groomer to Groomer* magazine,” says Cat. “I thought it was so cool and different. It’s a lot of fun, and when you do the groom, you get to keep the dog forever.”

Entering so many classes requires Cat to do an immense amount of planning and preparation. “I do a lot of work with my creative grooming dog, getting the col-



Cat Opson second place
Model Dog winner at Groom and Kennel Expo 2011, “My Little Pony”

ors just right and in the places that I want them,” says Cat. “Whether I use my own dogs or a borrowed dog,

Continued on next page

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bathing and prepping them before the competitions takes a lot of careful time-planning. It's a really hard and very tiring weekend, but I love it!"

What motivates someone who grooms dogs all week to want to groom them during her time off too? "I've always had a passion for dogs, but I get bored easily," said Cat. "Competing keeps my interest. Everyday grooming can be mundane, but competing – it's everything that's missing in the day-to-day operations of a shop."

What's next for this adventurous groomer who has a flair for taking on new challenges? "My future? Well, my ultimate goal is to be the best I can be at anything I try," says Cat confidently. She adds with an optimistic smile, "I'm open to whatever life throws at me... I roll with the punches!"



Cat Opson, Level 1, Second place Salon Freestyle winner at Groom and Kennel Expo 2011, with Judge, Kathy Rose and Sponsor, Ryan's Pet Supply, David Goldfarb

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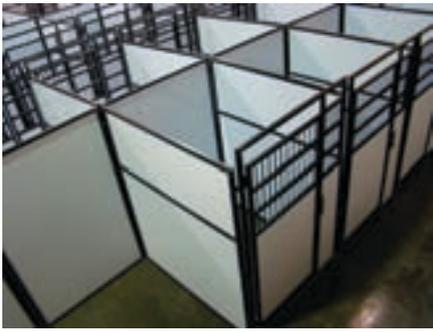
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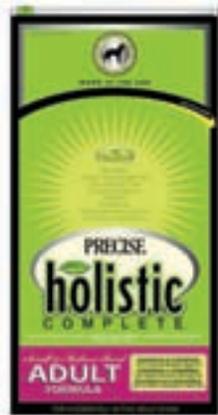


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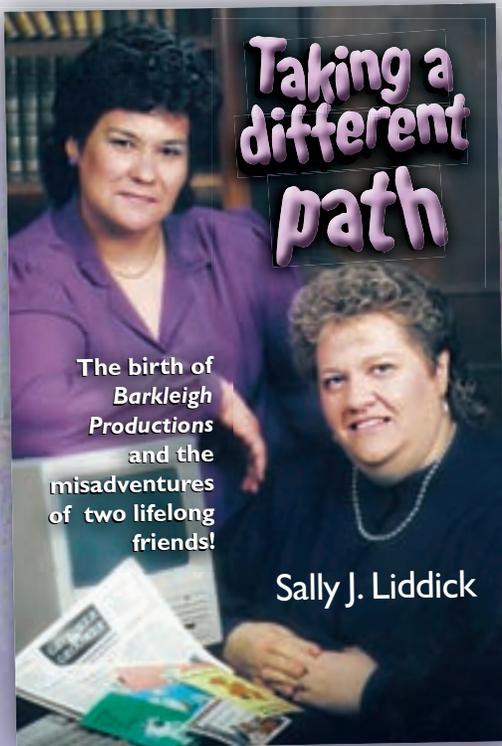
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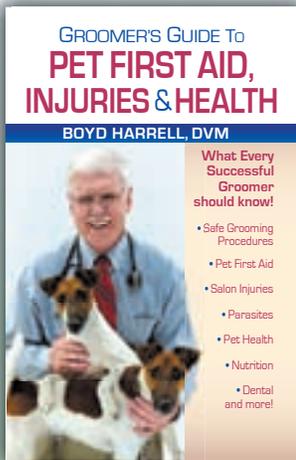
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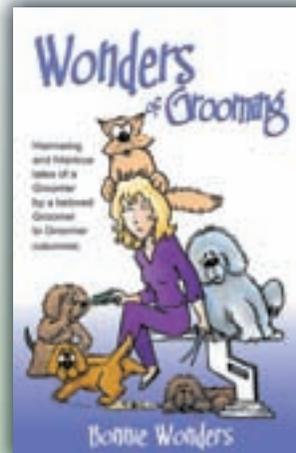
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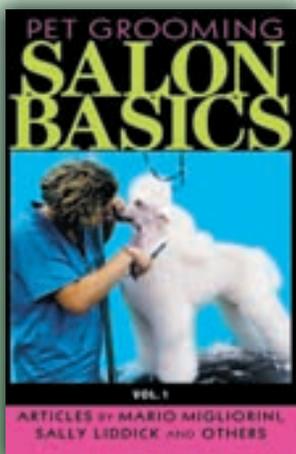
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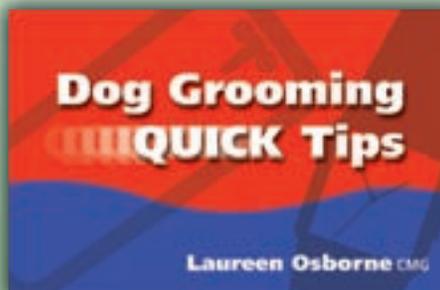
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Ears and Tails is the manufacturer of new "grooming covers" for dogs' ears and tails. They are not a fashion accessory, not designed to keep hair out of the water bowl, or to protect ears and tails before the big show. These grooming covers are made of nylon and secure with an elastic cord for use while grooming. When groomers are shaving the

face or shaping the head they can snap the ears together behind the dog's head to keep them out of the way. Also, the covers work to reduce brushing, de-tangling, and de-matting time on a freshly bathed pet by keeping static down. The tail cover is used when scissor cutting or shaving the base of the tail and also protects the tail if the dog should sit in a pile of clippings. *For more information, request Reader Service Card #7962.*



NEW PET RELEASE FORMS & TIP SIGNS!

These cartoon Pet Release Forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet. *\$7.95 per pad (50 sheets)*



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W2036

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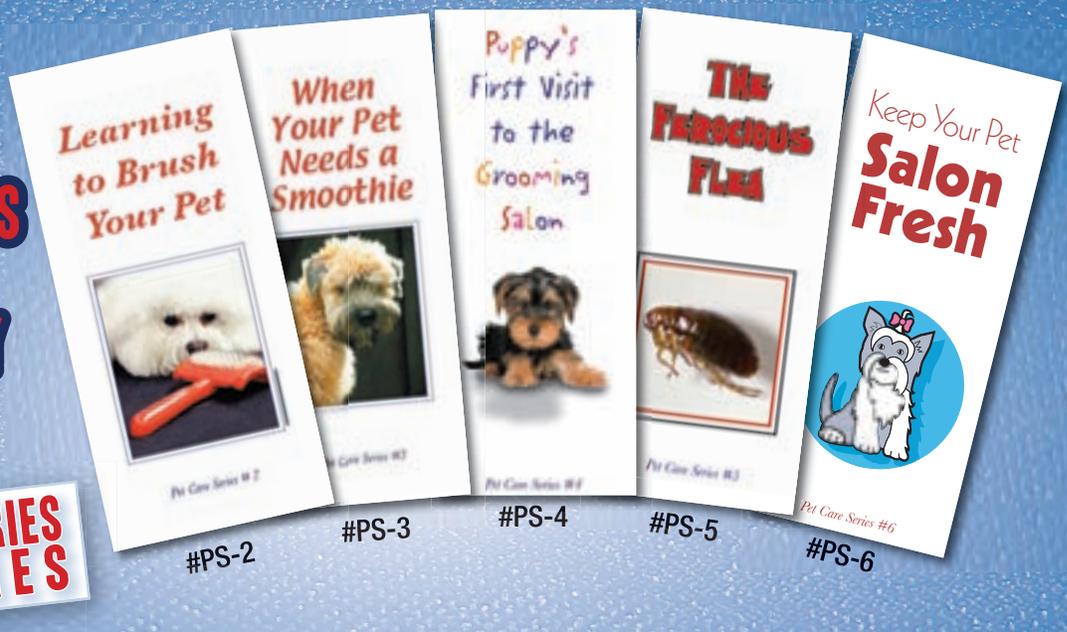
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- #PS-4 **Puppy's First Visit** – Helps clients prepare a pet for their first groom
- #PS-5 **The Ferocious Flea** – Teaches clients flea prevention
- #PS-6 **Keep Your Pet Salon Fresh** – Instructions on grooming upkeep at home

20 Pet Care pamphlets	\$9.95
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READER SERVICE CARD #8011 • Vol 30 Ed 6 • June 2011

W1753

INDUSTRY NEWS

Martin Deeley and Cesar Milan inducted into Hall of Fame



Martin Deeley, internationally recognized dog trainer, writer, commentator and frequent *Groom Expo* speaker was inducted into the *International Association of Canine Professionals Hall of Fame* alongside Cesar Milan.

He has been a feature writer for leading American and European magazines and is the only journalist ever granted a personal interview with her Majesty the Queen of England. This article and cover photo was included in a past *Off Lead & Animal Behavior* magazine produced by Barkleigh.

This award was developed to recognize and honor those within the dog industry who have made an impact on

the world of dogs and provided the dog world with a legacy that will always be remembered. The *International Association of Canine Professionals* is also open to the grooming industry.

Martin has three top selling books, has commented on over 80 European championship videos, wrote and hosted a series of web videos on puppy training for Eukanuba, and has produced many of his own training DVDs. He wrote the foreword for Cesar Milan's first book, and Cesar has written the foreword for Martin's 2009 revised *Working Gun Dogs*. He is featured in Cesar Milan's DVD and has acted as an advisor and consultant on his books while writing content for Cesar's rules.

Sought out regularly as a presenter and teacher for all aspects of dog training and behavior, Martin has his own school for dog trainers of dog owners. For information about IACP, go to www.dogpro.org. Martin can be contacted at Martindeeley@mac.com.

For more information, request Reader Service Card #7963.

The Silas Award

The *National Association of Professional Creative Groomers (NAPCG)* is proud to announce the new Silas Award. The *Silas Award* is an annual award given by the NAPCG to shows/producers who have taken every step to ensure the safety of cats and dogs used in their creative grooming competitions (i.e. by banning the use of potentially dangerous products, only allowing water-soluble adhesives, etc.).

The *Silas Award* is named in honor of a former creative competition poodle owned by Justine Cosley. *Silas* was the first creative groom to inspire NAPCG president, Amy Brown. *Silas* is now retired due to age limitations and health issues, but his legacy continues. *Silas* was not always colored with safe products, as no information or educational opportunities were available to groomers. The NAPCG has recently published a new educational tool, *The Science of Creative Grooming*. Had this information been available, *Silas*' safety would have been protected.

The first recipient of the *Silas Award* will be *Canada Grooms*, produced by *Pet Supply House*. Show producers for *Canada Grooms* have stepped forward and implemented rule changes to protect the dogs involved in their creative grooming competitions by banning the use of oxidizing dyes (dyes that must be "mixed") as well as banning the use of bleaching products. The NAPCG will make the official presentation of the *Silas Award* in July 2011 at *Canada Grooms Summer Fest*. We are proud to endorse *Canada Grooms* as a safe venue for creative grooming competitions.

Please make us aware of grooming shows that are taking the extra steps to ensure the safety of the animals used in their competitions, as they, too, may be eligible to receive the *Silas Award*.

For more information, request Reader Service Card #7995.

An advertisement for The Groomers Club. On the left, there is a large green logo for 'The Groomers Club' with the text 'Not a Member yet?' below it. A white box contains promotional text about savings and membership. On the right, a photograph of Deb Becker, the Groomers Club Coordinator, is shown. She is a woman with blonde hair, wearing a purple shirt and a black apron with a paw print pattern. The background is a light green gradient. At the bottom, there is a blue banner with the website 'www.GroomersClub.com' and the code 'W1510'. Below the banner is the text 'READER SERVICE CARD #8012'.

The Groomers Club

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Don't miss out on savings and specials from over 120 pet industry companies! Save on your everyday salon needs and even those big ticket equipment items. A one year membership is only \$29.95. Visit our website for a list of Participating Companies and their exclusive offers to members. Sign Up and Start Saving Today!

Deb Becker
Groomers Club
Coordinator

www.GroomersClub.com W1510

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PET RELEASE FORMS

These cartoon pet release forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet.

Each pad is a different color. Mix or match. Pad of 50 forms General Pet #PR-1 (for most clients), Fuzzy Pet #FP-1 (for matted dogs), and Senior Pet #SP-1 (for the older pet).



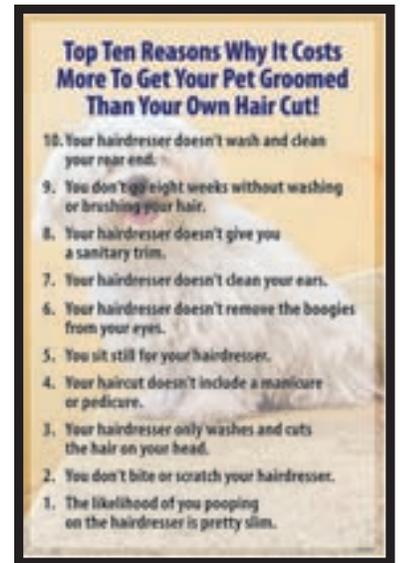
#614	1 Pad – Pet Release Forms – Select One Style	\$7.95
#615	3 Pads – Pet Release Forms – Mix and Match	\$22.95
#616	5 Pads – Pet Release Forms – Mix and Match	\$35.00
#617	10 Pads – Pet Release Forms – Mix and Match	\$69.00
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#6058	11x17 Poster	\$29.95
#6059	8½x11 Sign	\$19.95

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Learning to Brush Your Pet

When Your Pet Needs a Smoothie

Puppy's First Visit to the Grooming Salon

“Learning to Brush Your Pet”... is an attractive pamphlet that will help your clients learn how to brush correctly. Don't take valuable time to answer these everyday questions. This pamphlet covers the topic in more detail than you could... ensuring success in brushing. Great promotional tool, too! Rubber stamp your shop name in the space provided and leave them at vets, shelters, and pet shops.

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“When Your Pet Needs a Smoothie,” is a new addition to the Pet Care Series. Owners are advised what to expect once the matting is removed, and what equipment and products will be recommended.

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Keep Your Pet Salon Fresh

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The Ferocious Flea helps your clients learn how to protect their pet from fleas! Helps sell retail products too!

Keep Your Pet Salon Fresh helps your clients learn how to keep up on their pets hygiene between visits!

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#633 100 Brushing \$29.95	#1843 100 Smoothie \$29.95	#1854 100 Puppy's First \$29.95	#6015 100 Flea \$29.95	#6123 100 Salon Fresh \$29.95
#634 500 Brushing \$99.00	#1845 500 Smoothie \$99.00	#1855 500 Puppy's First \$99.00	#6016 500 Flea \$99.00	#6125 500 Salon Fresh \$99.00
#635 1000 Brushing \$180.00	#1846 1000 Smoothie \$180.00	#1856 1000 Puppy's First \$180.00	#6017 1000 Flea \$180.00	#6126 1000 Salon Fresh \$180.00

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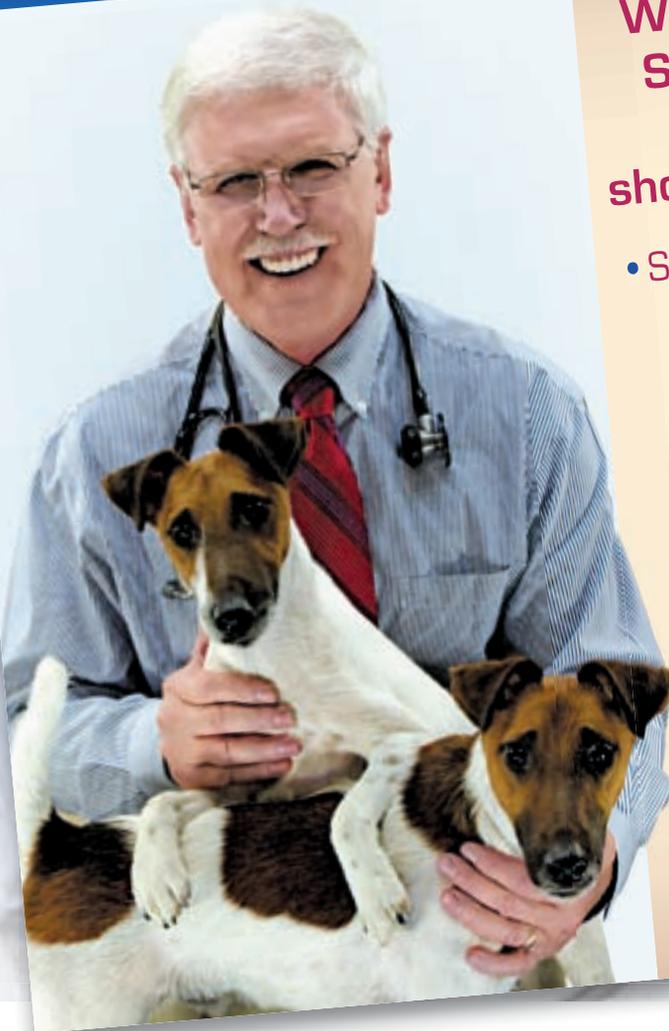
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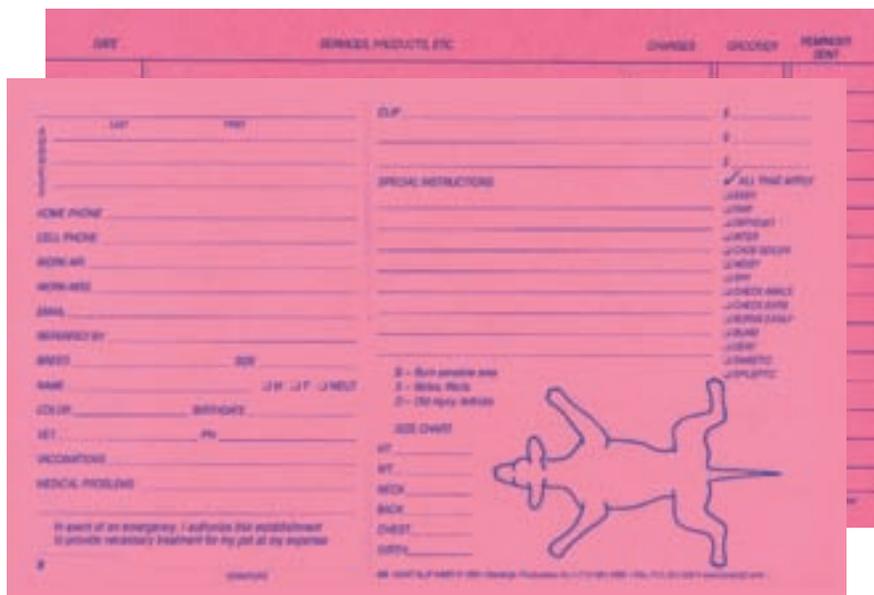
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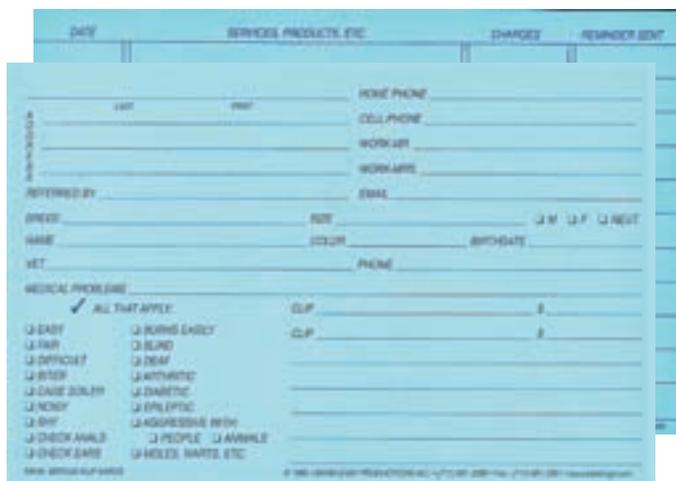
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9/8/2011 - 9/11/2011

Hershey, PA

GROOM &

KENNEL EXPO 2012

2/2/2012 - 2/5/2012

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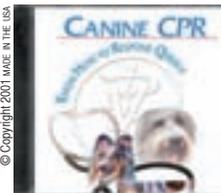
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C1712

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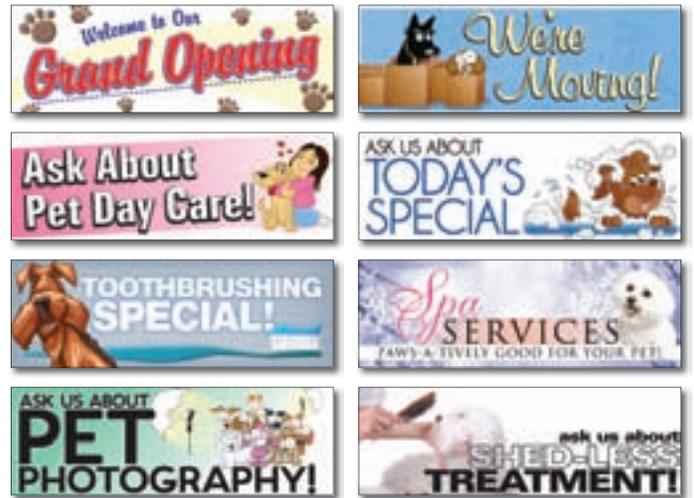
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#606	100 Gift Certificates/Envelopes	\$75.00
#607	500 Gift Certificates/Envelopes	\$299.00
#608	1000 Gift Certificates/Envelopes	\$500.00

SALON BANNERS

Advertise Big! Highlight your services with these attention grabbing banners.

6' x 2'



Banners

#6375	6'x2' Grand Opening	\$49.00
#6376	6'x2' We're Moving	\$49.00
#6377	6'x2' Pet Day Care	\$49.00
#6378	6'x2' Today's Special	\$49.00
#6379	6'x2' Toothbrushing Special	\$49.00
#6380	6'x2' Spa Service	\$49.00
#6381	6'x2' Pet Photography	\$49.00
#6382	6'x2' Shed-Less Treatment	\$49.00

GROOM-O-GRAMS

Exciting 8½ x 11, 4 page newsletter becomes your OWN Personal Salon Newsletter!



NEW!
Full Color Design

Contains grooming and health information, stories, and cartoons that present a professional image to your community. Give them at each appointment. Groom-O-Grams will encourage better home care and more frequent appointments.

Use it as a reminder card! Many groomers report a fantastic 50-100% response.

GroomOgrams are a fantastic promotional tool! Your grooming clients will give it to their friends. Leave them anywhere there are pet owners — humane societies, veterinarians, kennels, pet shops, and breeders.

GroomOgram will keep your clients coming back while teaching them proper "between grooming" care. Over 10 million Groom-O-Grams have been distributed by caring groomers like yourself.

Seasonal issues are available after February 10 (Spring), May 10 (Summer), August 10 (Fall) and November 10 (Winter). Each issue deals with the seasonal grooming needs of pets.

- Give to Your Clients at Each Visit
- Leave at Vets, Clinics and Humane Societies
- Encourages future appointments
- Educates Your Clients
- Doubles as an Appointment and Reminder Card
- Undated – Use Them Anytime!

GROOM-O-GRAMS

Current Season Unless Specified!

#565	25 Groom-O-Grams	\$10.50
#566	50 Groom-O-Grams	\$18.00
#567	100 Groom-O-Grams	\$25.50
#568	200 Groom-O-Grams	\$49.50
#569	300 Groom-O-Grams	\$70.50
#570	400 Groom-O-Grams	\$88.50
#571	500 Groom-O-Grams	\$95.00
#572	1000 Groom-O-Grams	\$169.00
#573	2500 Groom-O-Grams	\$358.00

Standing Order Program! Save 15% on your next order of Groom-O-Grams! Mark Your Order Form! No obligation to future purchases. Cancel anytime.

OVER 10 Million SOLD!

Groom-O-Grams PAY FOR themselves in NEW and increased Business!

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PATENTED* EASY-TO-REPLACE DRIVE TIP—NO NEED TO
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PERFECTLY BALANCED TO PREVENT WRIST INJURY

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BELOW 30 DEGREES

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ERGONOMIC DESIGNED CONTOUR SHAPE
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100% QUALITY GUARANTEED:

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