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Copyright February 2012. Groomer to Groomer is published monthly by Barkleigh Production, Inc., 970 West Trindle Road, Mechanicsburg PA 17055. Postmaster: Send change of address to Groomer to Groomer c/o Barkleigh Productions, Inc., 970 West Trindle Road, Mechanicsburg PA 17055. Annual U.S. subscription rate \$25. Outside U.S. \$79. year, surface rates. Groomer to Groomer is free to current Barkleigh Productions, Inc. customers. No part of this publication may be reproduced without written permission of the publisher. Editorial offices: 970 West Trindle Road, Mechanicsburg PA 17055. (717) 691-3388 FAX: (717) 691-3381 Email: info@barkleigh.com

Off the Top of My Head by Todd Shelly

Groomers and the Gridiron



What could possibly be worse than having to miss spending the most romantic day of the year away from your true love? The answer to that is having to spend the biggest sports day of the year away from your drinking buddies.

Since the inception of *Groom & Kennel Expo* in Southern California, Valentine's Day usually fell on one of the show days. I can count on one hand the number of people that complained or expressed regret about the timing. In fact, the one year that Valentine's Day fell on the Monday after the show, a few people were concerned because they had to make plans. It had been so long since they last celebrated the holiday, they weren't sure if the rules were still the same. (Is a card, some chocolates, and dinner still acceptable?)

I won't mention names, but one woman was annoyed at me (as if I could do anything about it falling on a Tuesday), because she hated the thought of having to get dressed up and go out the day after she got back from the show. That was followed with, "But don't tell my husband I said that." So to put in perspective, the biggest complaints I got about the show usually falling on Valentine's Day was when the show didn't fall on Valentine's Day.

This year, the old building that we had used since we moved to Pasadena was torn down. We had to move into one of the convention center's nicer, newer buildings. However, that meant that we had to move the date of the show up two weeks. That put it on *Super Bowl* weekend.

Of course it's not the ideal situation, but I figured it had to be better than being on Valentine's Day. That could not have been further from the truth. So far, everyone has been good natured about their disappointment. However, what their comments lack in vitriol, they make up for in volume.

I hate the thought of not being able to watch the *Super Bowl* live, but missing one of the best grooming shows in the world would be worse. I'd like to believe that every groomer in the country agrees with me and will either be attending the show or watching it live streamed on *BarkleighTV*. For those attending the show, we will be posting signs asking people not to mention the score. We also hope to record the game and then show it on delay.

However, I am realistic enough to know that there will be a few people that will watch the game instead of our coverage of the *Tropiclean Creative Grooming Contest*. For those people, we will be reposting the complete coverage of the contest on the Monday morning following the show. Anyone will be able to watch it at their convenience.

Todd Shelly
todd@barkleigh.com

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THE CHANGE

BY BONNIE WONDERS

Grumpy Old Ladies. There has to be a movie out about them. After last week, I am completely convinced that Grumpy Old Men can't hold a candle to them.



It's not by coincidence that women have gotten the nickname of Old Bats. I really could see some of them hanging around in a dark, old attic somewhere. Actually, if you really think about it, how often do you hear people complaining about their fathers in law? Yes, it's always the mothers that get the bad rap. It's really no wonder. They are like the Energizer Bunny with a broken "off" switch. Take a couple shining examples from last week...

On Tuesday, two women, both in their late 70s, came in to get their dogs' nails and glands done. These two are sisters, and they each own a small dog. One lives in Florida during the winter, and the other one lives here in Pennsylvania year round. They look like two old midget prunes.... with hair.

They both came back into the grooming room, and the first woman held her own dog while I did the

nails. Now bear in mind that her dog never makes a sound while I am doing this. The woman, however, has to "yip" with each click of the nail clipper. She also jerks the dog away ever so slightly with each clip.

"Do you have to clamp that 'tool' so hard on her fingernails?" she asked, scowling at me.

"Uh... Yes. If I don't 'clamp' it, then it won't cut them. It would more like 'smash' them," I replied probably a little more sarcastically than necessary. I finished clipping. Sorry... "clamping."

"That bad lady makes your little feet hurt, doesn't she?" the woman said to her dog when I finished with the nails.

"Well, she didn't seem to mind at all," I said to the woman.

"Oh, I know you're hurting her," she responded. "I can tell it by looking at her eyes," she said.

"And what do you think I'M

thinking just by looking at MY eyes?" I asked her. OK. So I didn't really ask her out loud, but I was thinking something. No, not anything remotely nice.

I patted the table and told the woman to put her dog on it so that I could do the glands. "I think she'd rather I hold her while you do it," she told me.

I sighed. "It's much easier if you just put her down and I do it while she's on the table," I explained, while trying to smile sweetly. Believe me, sweetness was about the last emotion that I was feeling.

"I'm telling you she doesn't want to sit on that cold table," the old biddy retorted.

"OK, then," I said, shrugging my shoulders. "Gee," I thought to myself, "I sure hope that I don't accidentally get any anal fluid on this elderly lady's jacket. That would

Continued on page 10

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be just awful. I'll have to be really careful."

Being the ever so customer-pleasing person that I am, I honored the woman's request. She held her dog in her arms, and I lifted the tail and started squeezing. How full the glands were! They were so easily expressed, and unfortunately, I did miss the baby wipe slightly. Oh dear... Nearly half of the brown fluid went right onto the customer's left sleeve. "Oh, that's gonna stink... AND leave a mark," I thought silently to myself. I didn't feel the need at that moment to share the error of my ways. "The customer is always right," I thought with an ever so slight smile.

"Your turn, Evelyn," the first sister said to the second. "Do her butt first," the second owner told me.

"I'd rather do her nails first, if you don't mind," I said to her.

"Well, I'd rather you pop the

**I VIVIDLY RECALL HANDING HER BACK 28 CENTS.
I CROSSED MY RIGHT HAND OVER MY LEFT AND
KNOCKED A PENCIL HOLDER OVER ON THE COUNTER
AS I DID SO. THE WOMAN DROPPED THE CHANGE
INTO HER JACKET POCKET.**

gland first," she again instructed. I hate doing it in that order. I end up having to smell it while I'm doing nails if the dog is squirming at all.

Unlike her sister, she put her dog onto the table, and I did the rear end as I was told. Now, this woman didn't want to hang onto her dog at all, and sure enough, the dog was trying to dance all over the place while I cut the nails. I got swatted by her tail upside the head, and the residual stink of that anal crap whizzed past my nose.

I finished the second dog, and we all traipsed out front to the register. I charged the first woman \$12.72. She gave me \$13.00. I vividly recall handing her back 28

cents. I crossed my right hand over my left and knocked a pencil holder over on the counter as I did so. The woman dropped the change into her jacket pocket.

I charged the second woman the same price, and she also gave me \$13.00 As I got her 28 cents and started to hand it to her, the first sister put her hand out to take it. "I already gave you your change," I told evil sister #1.

"No you didn't," she said.

"No, you didn't give her any change back," prune lady #2 chimed in.

"Yes, I did," I said calmly.

"No... No, you didn't! You owe me 28 cents! You didn't give me any

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change. You kept all the money!" wicked witch #1 said, practically shrieking at me.

It was so hard to keep my eyes from rolling into the back of my head at that point. Now it was a matter of principle. "I think if you check your jacket pocket, you will find the change," I said, trying to sound nice and calm. I could feel way more blood than necessary rushing to my face, though.

"I do not need to check my pocket," the old crab was saying. "You kept my change!" she said, smacking the counter with her free hand.

"Ok... ok. Here's another 28 cents," I told her, handing over the change.

"And mine is..." warble #2 piped up as I cut her off.

"Right here," I said hastily opening up the register again. "Twenty-eight cents," I said between clenched teeth.

"I don't like getting taken advantage of," the second woman said. "You would have gotten away with keeping that extra money if we hadn't been watching," she said, sneering at me. "People are always trying to take advantage of senior citizens, and I won't allow it," she admonished me while wagging a crooked, bony old finger at me.

"I wasn't trying to take advantage!" I defended. "I distinctly remember giving you change. I knocked over the pencil holder as I was handing it to you. You put it in your pocket," I repeated to the first woman. I was really boiling now. I could see it coming. I would soon be arrested for swindling two elderly old crones out of 28 cents. My secret plan, if I hadn't been caught, would have been to do it to 5,000 other old women. I'd then have enough to put a down payment on an outhouse somewhere. Ahhh.... foiled again.

"I will not check my pocket! You are being ridiculous! You just remember this as a lesson in honesty," the first woman said. "Let's go," she said to her sister.

With that, they both headed for the door. I was speechless, defeated, and really fuming. I had nothing left to say. It wasn't worth getting any more angered than I already was. "Let it go... let it go..." I was saying to myself. "They're two old cranky women."

"Have a nice weekend," the second sister said to me as she was closing the door. "See you next month," she added.

I love my job...

In 1989, Bonnie opened Wonders Sassy Pup in Central City, Pa. Bonnie is the author of Wonders of Grooming, a collection of her humorous grooming experiences, which is available at www.barkleighstore.com.

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SEIZURES

AND THE GROOMING SALON

By Mary Oquendo

Here's a quick multiple-choice test: I place Toby, a 12-year-old Golden Retriever, onto the table and turn on the high-velocity dryer. He proceeds to pee, poop, and bark non-stop. Toby is:

- A.) misbehaving.
- B.) poorly trained.
- C.) having a seizure.

And the answer is
C.) having a seizure.

WHAT IS A SEIZURE?

"Seizure," "convulsion," "epilepsy," and "fit" are all different terms for the same condition. Something triggers abnormal electrical activity in the brain, sending a scrambled message to the muscles of the body. In other words, there is a short circuit in the pet's electrical panel. Both cats and dogs can have seizures. In Toby's case, it was the noise of the HV dryer that induced his seizure.

WHAT CAUSES A SEIZURE?

There are two different categories. The first is idiopathic or primary epilepsy. The second is symptomatic or secondary epilepsy.

Idiopathic epilepsy is generally a genetic defect. Seizures begin at an early age. Causes include:

- Breed type - specific breeds are prone to seizures (e.g. German Shepherds, Keeshonds, Belgium Tervurens, St. Bernards, Poodles, Beagles, Irish Setters, Cocker Spaniel, Labs, Golden Retrievers, Malamutes, and Huskies)
- Hydrocephalus (fluid on the brain) - toy breeds and brachycephalic dogs (pushed-in faces) are more at risk.
- Juvenile hypoglycemia (diabetes)
- Pets with genetic endocrine or metabolic disorders

Symptomatic epilepsy is caused either by a brain lesion or a specific disorder. Causes include:

- Any of the non-genetic causes of idiopathic epilepsy
- Plant botanicals, essential

oils, and chemicals typically found in topical grooming supplies such as shampoos and conditioners

- Ingesting or inhaling poisons found in typical grooming cleaning supplies such as disinfectants, chemical sprays, and flea and tick products
- Toxic food, such as chocolate, onions, or grapes, left within reach of pets
- Infectious agents such as Lyme disease, rabies, distemper, parvo, FLV, and FIV
- Thiamine deficiency from certain long-term fish diets
- Kidney disease
- Sudden blunt force trauma
- Stress, such as might be caused by a HV dryer
- Vaccinations
- Full moon. Oh wait, that's

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werewolves. Never mind.

- Brain infections or tumors
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WHAT ARE THE SIGNS OF A SEIZURE?

There are four stages to a seizure. The signs can vary not only from stage to stage but from cause to location in the brain where the short circuit occurred.

The prodrome is the period of time just prior to the seizure. There is a subtle change in the mood or behavior of the pet. In Toby's case, he would get a little anxious when he was in the tub.

The aura signals the start of the seizure. The pet may be whiny, restless, trying to hide, trembling, excessively salivating, or unusually affectionate. In Toby's case, as soon

as I put him on the table, he would dance around and start to whine.

The ictus is the actual seizure, and here is where the signs can wildly vary. Pets could experience muscle contractions, facial twitching, drooling, defecation, urination, barking, clamped jaws, running in place, aggression, irrational fear, and "fly-snapping." I knew of a dog that would rear up on his hind legs, come back down stiff as a board, and stay that way until the seizure passed. The most common sign is a vacant, "lights are on and no one is home" stare. In Toby's case, as soon as I turned on the HV dryer, he would bark non-stop, pee, and poop all over the place.

The post-ictal phase is after the seizure ends. They will be very hungry and thirsty and could experience blindness, deafness, disorientation, pacing, or a change in behavior. I had a client who had to put down her sweet Golden Retriever, Penny. She would turn into Cujo for several hours following her ever-increasing seizures. In Toby's case, he would be disoriented for a couple of hours.

WHAT SHOULD I DO DURING A SEIZURE?

- Don't interfere unless the pet is in danger. If it is on the grooming table, then get them off.

- Move tables and workboxes away from the pet – not the other way around.

- Kick a towel under its head to protect it from blunt force trauma. Do not use your hands. This pet is not in control, and you may get bitten.

- Turn off the lights, clippers, and dryers. The pet's brain is already over stimulated. Think hangover or migraine.

- Do not wrap the pet in a towel to stop the thrashing. It runs the risk of tearing ligaments.

- Talk to the pet in quiet, soothing tones with your face away from



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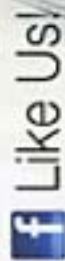
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it. Remember that this pet is not in control, and you may get bitten.

WHAT SHOULD I DO AFTER THE SEIZURE?

This groom is over. This pet is now in the post-ictal stage and needs quiet. Contact the owner for pickup and the veterinarian if warranted. Its body temperature will have risen, so do not cover it in towels to comfort. The pet's blood sugar will have dropped, which is a serious concern for diabetic pets. Be cautious if offering it food. The pet will be very hungry, and you don't want to lose a finger or cause aspiration pneumonia. Aspiration pneumonia can happen when food or water is gulped down too quickly, especially following a stressful event.

WHEN IS IT AN EMERGENCY?

- The first time the pet goes into a seizure, as you are not certain of

the cause. This is why it is so important to know the medical history of pets in our care. It will differentiate between a first seizure and an established medical condition.

- Status epilepticus – a series of continuing seizures or one lasting more than 10 minutes
- Cluster seizure – multiple seizures in a 24-hour period
- Pale white gums are an indicator of pulmonary edema in the lungs caused by the seizure.

Contact the veterinarian first for any instructions and to give them time to prepare for your arrival. In addition to knowing the medical history of every pet in your care, you should also have a "consent to treat" release filled out by the owner.

Knowledge is power. While seizures are life threatening, they can be managed through veterinary

care, owner awareness, and your knowledge.

Mary is the owner of Pawsitively Pretty Mobile Grooming Salon In Danbury, CT. She is Certified Master Pet Tech Instructor and teaches Pet CPR, First Aid and Care across the country as well as offers webinars geared for both the pet professional and pet owner. Mary's blog can be found at www.groomwise.com and is the author of Let's Go Fido. Mary is a Reiki Master and a Certified Crystal Therapist whose practice is solely devoted to animals.

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Are You a Hair Hoarder?

By Dawn Omboy

I have a confession to make. I am a hair hoarder. There, I said it. If you look around my salon, you can find fluffy little ears that the client swore they had brushed. You know the kind – all pretty and silky on the top and completely felted underneath. There are swatches from various breeds and tails from dogs that were only too happy to give them up as opposed to having them brushed out. Let's not forget the pelts I have taken off matted dogs.

They are clean, of course. When I have a matted dog come in for a shave down, and they have a coat

that I think could be useful for testing color products, I save it. The dog is bathed, and the clean, matted coat is carefully shaved off, labeled, and saved.

I also love it when I have dogs with those pretty little drop coats whose owners decide it is time for a shorter do. I spend extra time bathing and drying these coats so I can keep them. The drop coats are sectioned off and banded so that I can cut them off one at a time, saving that beautiful hair to be used at a later time.

Many times people will ask me where to start when playing with

color. This is a perfect place to start! Label hair with the breeds, body part, and even the age of dog, as all of those can be factors in the outcome of how the hair will take certain dyes. This will give you plenty of hair to play with without making mistakes on clients' dogs. If you want to prepare a dog for an event or even a competition, save that hair and test your colors first to ensure success on your project. Become a hair hoarder; you never know when it will come in handy!

*Queen of Color Dawn Omboy,
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RESCUE #101

By Donna Owens, ICMG



BEFORE

The only thing more rewarding than grooming a client's scruffy, messy beast into a fluffy, beautiful, civilized pet again is grooming a pound puppy or rescue dog.



AFTER

Many of you may already offer tremendous discounts or even free first grooms for any recently adopted pet, for which I applaud you. As professional groomers, I feel we all have a responsibility to be advocates of spaying/neutering and of adoption before purchase with pet owners. I believe most of you do so, as well.

What I found to be even more rewarding than offering discounts or free first time grooms is to go to the actual "front lines." What do I mean by that? As a former instructor of one of the most successful grooming programs on the West Coast, I networked with the ASPCA and non-profit rescues that directly rescued dogs on "death row." We groomed the dogs that no one had adopted and were on the last leg of life. This was beneficial for the dogs, for me,

and for the students, as well. Not only did they get to learn excellent handling, behavior, and grooming skills, but they also got the wonderful reward of knowing that they were instrumental in saving a dog's life.

How can a groom save a dog's life? For those of you who like statistics, most rescues and the ASPCA reported several years ago that when these dogs were groomed, it raised the adoption rate 30%. In other words, it changed the animal's odds from 70% to 90% after the groom. It doesn't seem possible, but as a matter of fact, many dogs get passed by because they are so hairy or matted. The prospective adopters can't see the potential of what's beneath the coat. These poor, little dogs not only look ugly, but some people might even be frightened

by their disheveled looks. I have witnessed many folks backing away from dogs and cats, because they mistook the felt mats for a possibly contagious disease! I know that some of you may think that someone that ignorant shouldn't adopt a dog. Just because people may not be as knowledgeable as we are, and while it is common sense to us that those mats are not tumors, it doesn't mean that these same people wouldn't make dedicated, loving pet owners.

That brings me to share my story, Rescue #101. This sweet girl had ringworm and other health issues. However, with veterinarian care and treatment combined with a weekly shampoo therapy in chlorhexidine shampoo, she was finally ready for adoption. Because of her bald spot

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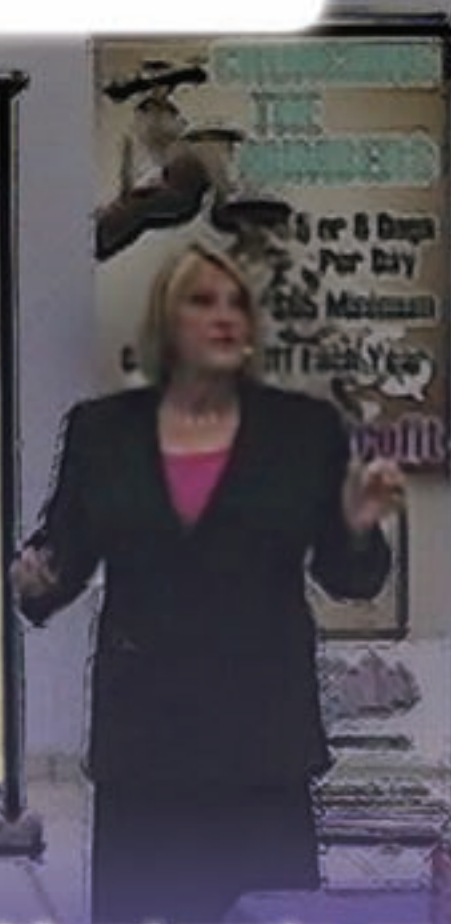
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Clipping the "stop area" with a #10 blade. Remember, making the eyes visible is very important for adoptability.



Clipping the dog's body using a 0 attachment. Enough hair was left to cover the bald areas from previous ringworm lesions.



Styling the beard by scissoring a curved line from the muzzle following the jaw line to the ear.

from healed ringworm lesions, as well as her mats, no visitors were interested in her. I knew I could help this wonderful little girl with a simple groom. Normally, when a client walks in, we may decide to talk the client into a short utility clip to even up the longer hair with the shorter hair so that everything eventually grows out more evenly. In cases like "Ambrosia" (I usually name the dogs I work on), I knew that if I could leave her a little bit fluffier, she would get adopted much faster. Her time was running out, because she had already spent four weeks at the shelter. Unfortunately, she only had one week left before she would be destroyed due to overcrowding.

Step #1 was to get to know her a bit better. Step #2: I clipped her sanitation and some of the very tight mats on the inner thigh, armpits, and undercarriage. In cases like this, I don't want to traumatize the dog with unnecessary de-matting; any de-matting would be done on the outer or dorsal of the dog, tail, ears, etc. Step #3: pre-brush. During her pre-brushing, I could evaluate how well her skin had healed and see exactly how many bald spots I would need to camouflage. Step #4: I clipped her nails and cleaned her ears. Step #5 is the bath. I decided to clean her first in

bluing to bring out a brighter cream and then continued with the chlorhexidine for 10 minutes, followed by a no-color, no-fragrance conditioner. Recently healed skin is sensitive, so I don't like to use a conditioner with fragrance or dyes.

Step #6: blow dry. For the most part, *Ambrosia* was fantastic considering her background, but the high force dryer was something that she wouldn't tolerate. I had to use the dryer on low with no restricter, which was much more acceptable to her. Finally prepped, she was ready for a style.

I decided just to do a "puppy style," which some may refer to as a teddy style. At any rate, I wanted her to look irresistible! With the exception of the high force dryer, she handled everything else like a pro.

I used a #15 on her pads. Always try to hold them firmly, always supporting the stifle as you clip. It is also important to try to keep their legs close to their body so that they feel more comfortable and balanced.

Carefully clip around the anus using the #10 blade. Using a lighted clipper can help with visibility.

I used a #10 blade to clean the "stop." However, you can also use thinning shears. Remember, making the eyes visible is very important for adoptability. The eyes can reveal the sweet personality of the dog, which

makes them more irresistible!

Next I used a 0 attachment and clipped the dog's body all over. Enough hair was left to cover the bald areas from previous ringworm lesions that she had in various places on her body.

Then, I combed the hair downward and scissored round paws.

When starting on the head, first brush the hair forward and give it a little shake so the hair falls into its natural place. From the corner of the eye, scissor a curved line around the eyes, first from the left and then repeat again on the right. You may notice that my curves are reversed; that is so it naturally blends into the beard.

After both sides of the brow were cut, I combed the hair forward one more time, gave it a little shake, and then held my curves correctly to create the curved rounded line that joins the curved lines of the sides.

Next, I styled the beard by combing the muzzle and cheek hair downward and scissoring a curved line from the muzzle, following the jaw line to the ear.

For the top skull, I used the "section cutting" technique to achieve a round style head. When a dog has a dome-shaped skull, you can just use a snap-on comb to achieve a round style head.

Continued on page 24



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When they have a rather flat skull, as *Ambrosia* does, I prefer to use the old fashioned “section cutting” technique. Comb all the top skull hair towards the center of the head and place it between your index and middle finger. Use your thumb and pinkie along the back side of the skull to control the dog’s head and to keep your finger centered. You can then adjust the height and angle of your fingers to create a layered cut that will create a round shape on a flat skull.

For the final finish, stack the dog and scissor a clean, sharp profile. Use your thinning shears to blend any areas that need fixing. Now *Ambrosia* looks amazing, and I am thrilled to report that after her hair style, she was adopted just days later. She now lives with a loving family with their eight-year-old daughter who named her “Fluffy.”



Styling the top skull using the “section cutting” technique.

To me, there is nothing more rewarding than grooming the dogs that are not adopted yet. My many years of experience is beneficial not only for the grooming aspect but for the animals rehabilitation and

adoptability aspects as well. As experienced groomers, many of us can tell by the end of the groom if the animal is head shy from possible abuse and can point out skin problems or other health problems that may have been missed. We can give valuable information to the shelter so they can add it to the animal’s adoption information card (e.g. how often the pet will need grooming, etc.) for potential adopters. There’s nothing worse than a dog getting adopted by the wrong fit and the dog ending up right back in the shelter again. Some of you already are involved and groom at your local ASPCA or shelter, and for that, I thank and applaud you.

For those of you who haven’t worked with shelter animals but plan to this year, I have some tips and advice. You will first need to

Continued on next page



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introduce yourself professionally to the shelter or rescue. A portfolio and three letters of recommendation are helpful. The shelter or rescue will need to know that you are competent with animals so you are not a liability. You might be asked to take an orientation class in order to be a volunteer groomer, which is very typical and necessary for both parties. When you start choosing which dogs you are going to groom, try to choose the ones that will make wonderful pets. Try not to use your limited time on animals that have aggression or biting issues, because your talents will be better used on grooming animals that are stable. When they are so matted that the only safe and humane thing to do is strip the dog, then do so, but just like in your salons, try to leave something on the head, ears, and tail if possible. Just like in your salon, if you can save the coat in these

three areas and style them, then they will be more eye appealing and adoptable. If you can leave them a little longer, the teddy style or puppy clips seem to help the adoptability rates. If you can achieve this with a little de-matting, isn't it worth it when you consider that an estimated 3 to 4 million dogs and cats are being euthanized each year?

I challenge all of you to try to work the front lines if you haven't, because the rewards are immeasurable. I know in these hard economic times, this might be challenging for many of you. If you can only afford to donate time one day a year, every six months, quarterly, or once a month, every little bit helps. To those of you that have the time and the physical ability to donate once a week to groom at a shelter, bravo!

Here are some other ways that you can help: donate money, food, blankets, etc. or have a food drive,

towel/blanket drive, or cat litter drive at your salon or grooming school for the shelter. You can contact the ASPCA at www.asPCA.com to find out more ways to help and to locate the ASPCA near you. Google non-profit rescues to find a rescue near you. Thank you!

Donna Owens has been a professional groomer for over 30 years. She is also a Red Cross Pet First Aid and CPR Certified Instructor and a Certified Animal Hygienist. Donna was a 1993 USA GroomTeam member and gold medalist. Donna remains active in the pet industry as a respected industry speaker and consultant, salon design consultant, grooming demonstrator and contest judge. Donna has an Associate Science Degree and a California Teaching Credential from USD. She is an I.P.G. Master Groomer and I.P.G. Certifying Judge.

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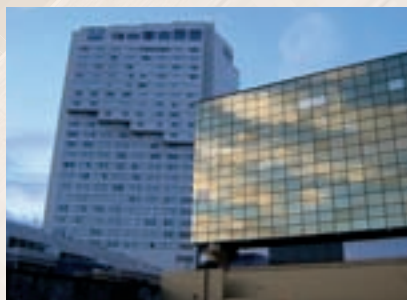
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NORTHWEST GROOMING SHOW IS ALMOST HERE!

The 2012 *Northwest Grooming Show* is almost here! The support of groomers in the Northwestern U.S. and western Canada has been extraordinary and the number of attendees has risen every year. (Due to that support, each year the show has grown larger with more events, speakers and classes in grooming competitions.) Last year, a creative grooming competition was added to the show's line-up.

Todd Shelly, *Barkleigh* President, remarked, "Last year's Creative Contest was probably the most fun I've seen in a competi-



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tion. The contestants had so much interaction with the audience that everyone had a very memorable, great time!"

As for the continued growth in attendance at the show, Shelly stated, "If we see a significant growth in attendance again at

this year's show, we are planning to add a day to the 2013 show."

The 2012 *Northwest Grooming Show* will be held March 16–18 in Tacoma, Washington at the sophisticated Murano Hotel and Convention Center. Last year, the 2-day trade show event welcomed 650 pet care professionals and 26 pet industry companies. This year an even larger turnout is expected.

The 2012 show will feature live grooming demonstrations and seminars on grooming, business management and pet health. A number of the nation's leading

Continued on next page

groomers and pet care professionals are scheduled to appear including; Teri DiMarino, Jay Scruggs, Donna Owens, Diane Betelak, Kathy Rose, Kendra Otto, Michell Evans, Joe Zucarello, Dan Williams and Ken Griffith. Some of the various seminars being offered are; Scissoring Techniques (Pomeranian demo), Fast & Easy Trims – Drop Coat breed, Mixed Breed Extreme

Makeover, Basic First Aid seminars for both Puppies and Seniors, Brusher Bather Certificate Program, Health and Care of a Double Coated Breed, High Velocity Dryers, Up-Selling Made Easy and Let's Groom the Schnauzer.

The show will also be home to the exciting Poodle and All Other Purebred grooming competitions, plus the crowd pleasing Creative Styling competition. The

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Getting Acquainted with Aromatherapy

PART 1

By Barbara Bird

Pet groomers are seeing increasing numbers of products touted to have aromatherapeutic value. The growing success of spa grooming and the demand for natural products has resulted in a plethora of products with botanical ingredients. It becomes necessary to make some clear distinctions when thinking about the application of aromatherapy in pet grooming.

Fad Aromatherapy vs. Traditional Aromatherapy

Aromatherapy has become a

fad, a popular marketing trend. It is so successful that simply having the word “aromatherapy” on a product label or description guarantees greater sales. Traditional aromatherapy relies on the established healing properties of pure essential oils. The delicate chemical balance of the components of each essential oil determines these properties. Traditional aromatherapy is a rather complex study. Fad aromatherapy has simply taken the concept of “if it smells good, it feels good,” or the mood enhancement value of pleasant fragrances, and run with

it all the way to the bank. Mood enhancement is praiseworthy, and anything that encourages us to take a moment to take a deep breath is healthy. Fad aromatherapy, however, implies a therapeutic value that is often not present, because the ingredients are not the real deal.

Essential Oils vs. Fragrance Oils

Each essential oil comes from a single plant, usually from a certain part of the plant, such as the flowers, leaves, stems, or roots. Each oil has its own chemical character that it inherits from the plant. Fragrance oils are synthetic fragrances, sometimes utilizing a combination of chemical isolates (fragments of essential oils) to achieve a certain fragrance value. Some fragrance oils contain a combination of some synthesized oils and essential oils. Others are essential oils that have been chemically manipulated for fragrance.

For example, Lavender 40/42 is a blend of inexpensive lavender oils with a nature-identical chemical, linalyl acetate, added to create an aroma that is the same for every batch, regardless of where it is made. Natural lavender will vary in fragrance between crops and geographical location. Lavender 40/42 has superb fragrance value but loses therapeutic value. Totally synthetic fragrance oils have no

Jay Scruggs

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therapeutic value, no “mojo.”

As consumers, groomers need to be wary of clever marketing lingo. There is no such thing as “essential fragrance oil.” If any part of an oil is not from a single plant, it cannot be an essential oil; it is simply a fragrance blend. Fruit fragrances, such as peach or cherry, are always fragrances or extracts. Citrus oils are the exception, as these are not derived from the fruit itself but distilled from the plant leaves, stems, or flowers, or cold-pressed from the peel.

What Are Hydrosols?

Hydrosols, also known as distillates, are the natural “plant waters” produced during steam distillation of essential oils. A hydrosol has some of the therapeutic value of the essential oil but is much less potent. The benign nature of hydrosols renders them safe for pets, especially cats. In the recent past, distillate water was considered the by-product of essential oil production and was discarded. More recently, aromatherapists recognize that these pure distillate waters have their own inherent characteristics and qualities. Hydrosols typically contain the

water-soluble constituents of the botanical with some of the volatile components of the essential oils. Not only is a hydrosol much less potent than the essential oil from the same plant, the chemical profile is significantly different. The fragrance may be quite different, as well. Hydrosols should not be confused with “floral waters,” which are often fragrance oils or essential oils diluted in water.

Infusions and Extracts

The best way to explain herbal infusion is to think of tea. Tea is an infusion in water. Steeping dried plant material in boiling water creates infusions. Depending on the length of brewing, infusions can be mild or strong. There is no way of knowing the strength of infusions in cosmetics, but using a botanical “tea” is a formulating tactic often used to make the consumer think the product has more botanical value and less water.

Extracts are often stronger than infusions but less potent than essential oils. They are made by passing alcohol or an alcohol-water mixture over the botanical material. Extracts used in shampoos and

conditioners are much cheaper to make than essential oils. Distillation of essential oil requires much more plant material than simple extraction. Both extracts and infusions are popular with shampoo formulators, because they are water soluble and easy to mix in water-based products. They are used primarily as value-added ingredients. In the perception of the consumer, they add value to the product. The downside to the use of herbal extracts and infusions is that they can reduce the shelf life of a product or require more or stronger chemical preservatives.

Nature's Chemistry – Good News & Bad News

Although we tend to think of a natural substance as being simpler than a synthetic, essential oils used in aromatherapy are complex balances of chemical compounds. Some are so complex that not all of their components have been scientifically identified. According to *The Encyclopedia of Essential Oils* (Lawless), the chemical compounds that make up essential oils can be divided into two groups: the hydrocarbons, which are made

Continued on next page

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up almost exclusively of terpenes (monoterpenes, sesquiterpenes and diterpenes), and the oxygenated compounds, mainly esters, aldehydes, ketones, alcohols, phenols, and oxides. Acids, lactones, sulfur, and nitrogen compounds are sometimes also present. These chemical constituents are what give each essential oil its characteristic properties, including antiseptic, antibiotic, antiviral, and antifungal properties, sedative effects, cell rejuvenation, etc.

Most essential oils have psychological effects as well as physiological effects. For example, ylang-ylang oil has anti-depressant properties, is also effective in lowering high blood pressure and calming tachycardia, and has a history in hair care. Atlas cedarwood (*Cedrus atlantica*) has sedative effects, is fungicidal, counteracts oily skin, stimulates the circulatory system, and repels fleas and ticks.

The chemical components of essential oils also raise some safety concerns. Most citrus oils are phototoxic. Application to the skin followed by sun exposure can result in severe irritation or burning. Oils

that have high contents of phenols or ketones can be hazardous or even toxic. In her book, *Holistic Aromatherapy for Animals*, Kristen Leigh Bell identifies several essential oils that should not be used on animals, which include the following:

- Clove oil (*Syzygium aromaticum*) bud or leaf - very high in eugenol, a phenol
- Pennyroyal (*Mentha pulegium*) - high in the ketone pulegone
- Wintergreen oil (*Gaultheria procumbens*) - 98% methyl salicylate, a toxicant

Oil of wintergreen and pennyroyal are no longer recommended for use in aromatherapy for humans because of the potential for toxicity.

Aromatherapy and Felines

The safety of the use of essential oils with cats is a subject of considerable controversy. On the one hand, some using essential oils are traditional aromatherapists and product formulators who claim decades of safe use of essential oils with cats. However, the explosion of popularity of natural products for pets has been accompanied by

a disturbing number of adverse reactions, illnesses, and even deaths associated with some essential oil use. Tea tree oil has been implicated in a number of tragedies. A theory has been developed that identifies a liver enzyme that is missing in felines, which is necessary for the metabolism and detoxification of some components of essential oils. This can result in poisoning. Although this theory has yet to be thoroughly tested and scientifically proven, the caution flag has been raised. Some feline advocates are recommending not using essential oils with cats. Hydrosols seem more acceptable, but a few concerned cat experts are questioning even these gentle substances.

Bell, Kristin Leigh. *Holistic Aromatherapy for Animals*. Findhorn Press, 2002

Lawless, Julia, *The Encyclopedia of Essential Oils*, Thorsons, 2002

Barbara Bird, CMG, has been using aromatherapy at her business, Transformation Pet Center, in Tucson, Arizona, for 15 years. She is the creator of The Scented Groomer line of aromatherapy products for pets and people, distributed through Show Season Animal Products. Barbara is a two-time winner of the Cardinal Crystal Achievement Award for Grooming Journalist of the Year (2006, 2007) and recipient of the Barkleigh Honors Award for Best Blog 2011.



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BOB, I DON'T THINK THIS IS THE BEST WAY TO TEACH THE DOG TO NOT CHEW THINGS...

EVALUATING TRAINING METHODS

When I was a young man working in the humane movement, I was offered mounds of information about dogs. It seemed that I was the one person on the planet who was ignorant of the beasts. Every person I talked to seemed to have a great-uncle who was a master dog trainer. The various great nephews

and nieces would announce their familial relationship, swell up with pride, and tell me the secret to understanding the canine psyche. I soon learned either to listen politely to these gems of canine lore or to wear protective gear. People who know everything about dogs have very short tempers.

My discovery of this cultural phenomenon came slowly. In my innocence, I mistakenly tried to integrate the information into a logical framework. For instance, I was once told that if a dog is afraid of men, it is an indication that the dog has been beaten by a man. In my ignorance, I attempted to make that bit of wisdom work for me elsewhere. I then proposed that if a dog was afraid of thunder, it must therefore have been beaten by a cloud. I was promptly told, "It doesn't work that way."

Another bit of knowledge that came my way was the startling effect of blood in a dog's diet. I was told that if a dog kills livestock and gets the taste of blood in his mouth, he will forever be a livestock molester. Once again, I decided to try out my new-found data in other fields. If a taste of blood can cause a lifelong change of behavior, why not use a drop of it when teaching Rover to "sit," thereby creating a lifelong devotion to obedient "sitting"? I was promptly told, "It doesn't work that way."

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Continued on page 34



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With my limited knowledge of "how it works," I continued to make blunders of reasoning about dogs. I was told, at length, that dogs descended from wolves, and therefore, we should train dogs the way that wolves train each other. One of the ways dogs intimidate each other is to growl and bare their teeth. I thought I had finally discovered "how things work" when I suggested that one need only to buy a used pair of dentures to intimidate a dominant dog. I was promptly told to "get serious."

Another wolf-like maneuver is to force a dog onto its back as a display of dominance. This time, I was sure I had the information correct, so I offered the thought that it would be much less trouble merely to teach the dog to lie on its back rather than wrestling around on the ground. This, it turned out, was also "not the way it works." It

THIS TIME, I WAS SURE I HAD THE INFORMATION CORRECT, SO I OFFERED THE THOUGHT THAT IT WOULD BE MUCH LESS TROUBLE MERELY TO TEACH THE DOG TO LIE ON ITS BACK RATHER THAN WRESTLING AROUND ON THE GROUND. THIS, IT TURNED OUT, WAS ALSO "NOT THE WAY IT WORKS."

isn't the act of lying on the ground that is important but the way the animal is forced into the position. I was instructed to grab the dog by the sides of the neck and roll it to the ground. At this, I was really confused. I could not figure out how wolves grab each other without opposable thumbs.

My learning about the secret ways of dogs was not limited to natural behaviors. I once watched a trainer give a very harsh correction to a dog with a choke chain. When I asked if that was painful

or dangerous to the dog, I was told that a choke chain is not painful but merely "gets the dog's attention." When I asked if I could put a choke chain around the trainer's neck if I needed to "get his attention," I was promptly told to mind my own business.

Another training secret that was revealed to me was that you can get a dog to stop barking by banging pans together or shaking a tin can filled with pennies. The loud noise is meant to startle the dog

Continued on next page

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into silence. When I remarked that frightening a dog with a loud noise seemed to have the same effect as “beating a dog with a cloud,” I was told that I really didn’t understand the process.

While my casual education yielded little of substance, I did learn ways to evaluate training and behavior advice. My lack of understanding of these methods and practices prevented me from experimenting on my dog -- I think he appreciated that even if the advice givers were disappointed by my reluctance to share in their wisdom. Though I somehow never seemed to understand “how it works,” I did learn a few important things about how to evaluate training advice. Here are a few simple questions that can help you examine a training method on a fundamental level -- before you experiment on your dog.

I TEND TO SHY AWAY FROM THINGS THAT COULD CAUSE DAMAGE, EVEN IF I DID IT WRONG. FOR INSTANCE, STEPPING ON A DOG'S PAWS MAY STOP JUMPING BEHAVIOR BUT CAN EASILY BREAK BONES IN THE DOG'S FOOT.

Is It Safe?

Techniques that rely on pain can cause damage if used incorrectly but may not if they are used properly. I tend to shy away from things that could cause damage, even if I did it wrong. For instance, stepping on a dog’s paws may stop jumping behavior but can easily break bones in the dog’s foot. Slingshots and B.B. guns may stop chronic barking, but throwing or shooting things near an animal as-

sumes that you are a cross between Annie Oakley, Sandy Kofax, and the Amazing Kreskin. If you are slightly off target, or if Rover zigs when you zag, you can do serious damage. This does not mean that all aversive control is bad. I taught a very large Chesapeake to stop jumping on guests with a Vick’s inhaler. Was it “aversive”? You betcha. Did I learn it from somebody’s ex-wife’s cousin? Nope. It’s the same principle that fuels those citronella spray collars.

Continued on page 36



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Does it work all the time? Not any more than they do.

How Does This Method Work?

Dogs possess a few simple motivations. Beware of explanations that do not stick to basics. A statement that a technique “just gets their attention” is not accurate enough. The real question is whether it motivates through pain, fear, comfort, or pleasure and whether it starts, stops, increases, or decreases the behavior.

Does It Actually Work?

Rubbing a dog’s nose in feces or urine will not teach it to eliminate outdoors. It does teach the dog to avoid you when eliminating in the house, however. The dog can avoid you in several ways. He will go behind the couch or simply leave the room and do it elsewhere. In case you are wondering, the real secret to housetraining is to use food treats for correct potty behavior while avoiding any type of punishment for accidents.

On the other hand, head halters have been used on big, strong animals for about 5,000 years. These work, because they limit the amount

of strength the animal can exert moving forward. If your client has a dog that tugs them unmercifully, get a halter on the dog. If the dog doesn’t like it, use treats to teach him to wear it comfortably. Why go to that trouble? Because it works.

The bottom line is that whether the suggestion involves treats or corrections is ultimately irrelevant. It’s not about being nice or harsh. It’s about getting the behavior fixed. Pet owners won’t keep a dog forever if it continues to chew carpet, jump on kids, and dart out the front door. If giving treats for “not eating” the carpet doesn’t work, it doesn’t matter how nice it is. Likewise, if increasing the dog’s exercise levels doesn’t stop the carpet chewing, it’s not working. The issue is always a matter of teaching a dog to be polite so that, in the future, your clients

THE BOTTOM LINE IS THAT WHETHER THE SUGGESTION INVOLVES TREATS OR CORRECTIONS IS ULTIMATELY IRRELEVANT. IT'S NOT ABOUT BEING NICE OR HARSH. IT'S ABOUT GETTING THE BEHAVIOR FIXED.

can tell someone, “I used to own a dog that was perfect, and here’s how I did it.”

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 to the world in 1992. His knowledge is founded on his experience clicker training thousands of dogs by veterinary referral and includes teaching the first clicker training classes, correcting serious aggression, training animals with physical and neurological disabilities, creating training protocols for search and rescue, assistance and therapy dogs and consulting with MIT on artificial intelligence projects. He currently has a full-time, veterinary referral-based behavior practice in Phoenix, Arizona, and is a columnist and feature writer for Off-Lead & Animal Behavior, and behavior columnist for Groomer to Groomer magazines.

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FORTUNE 500 STRATEGIES *for* PET CARE PROs

By Caroline Shin

There's no reason for small businesses to think small. The same strategies that enable Fortune 500 companies to grow can work just as well for firms of every size. If anything, small firms need to be even more mindful of their brand and marketing plans than big companies do, since each relationship with a customer is so much more crucial and intimate.

Identify Your Brand

All businesses have a brand, whether or not they are conscious of it. How do your customers identify and perceive you? Take coffee, for example. It's really nothing more than flavored water, but whether you buy yours at 7-Eleven or Starbucks says quite a bit about both you and the kind of retail establishments you favor.

Because it says so much, your brand shouldn't be the product of accident. To think like a big company, start by writing a mission statement that describes your purpose: who you are as a company. For example, Wal-Mart's mission statement is to help people save money so they can live better. For a groomer, a mission statement might be this: We provide compassionate, affordable, and expert grooming care.

Here is another example: Your pet's well-being is our first priority. A regular grooming routine can be just as important to your pet's

Continued on page 40

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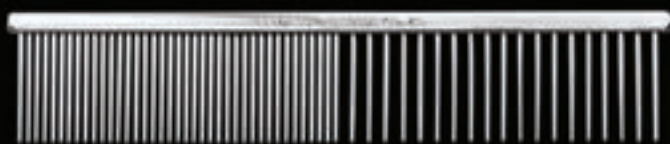
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health as a visit to the vet, and we make it easy to maintain your pet's vitality.

This could be a third approach: A distinctive and relaxing retreat, providing pet grooming and supplies for discerning owners and their stylish companions.

Determine Your Target Customer

Defining your purpose helps you identify your target customer, which will help focus your marketing efforts on people who are most likely to use your services. You can't be everything to everyone, and you

shouldn't try; that approach can reduce the effectiveness of your marketing.

The next step is to make sure that every aspect of your business supports how you want your customers to perceive you. Your name, your pricing, your interior design, your advertising – are they convincing to your target customer?

Develop a Marketing Plan

Once your business aligns with your brand, it's time to develop a marketing plan. Your brand and mission don't change, but your

marketing plan evolves constantly to address your current needs, gaps, and market conditions.

What are your goals? Are you trying to attract more customers? Increase margins using your existing customer base? Enhance your reputation? Numbers and analysis are your best friends during this exercise.

Let's say you want to add clients. First take a snapshot: how many pets do you groom in a week? What is your goal? Now forecast how each marketing initiative will affect those numbers. A *Yellow Pages* ad might bring in one more customer per week; a customer referral discount program might attract three.

Then look at your budget. Again, it's essential to crunch the numbers and track from where the numbers – the customers – are coming. If it costs \$100 for a *Yellow Pages* ad that brings in five new customers, is your cost per acquisition (\$20) lower than the amount of profit a new customer will bring in over a specific time period? You might calculate that at \$50 per service, yielding a profit of \$12.50 after accounting for overhead and commission expenses, a new customer would have to come in twice to cover the money you invested to attract him or her.

In this way, you can predict how many customers you'll attract for the amount you are able to invest and determine whether there are marketing tactics available that cost less and will bring in more volume.

Data equals knowledge, which leads to earnings. Let's say you need to increase your profits but

Continued on next page

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THINKING LIKE A FORTUNE 500 COMPANY MAY NOT TURN YOUR BUSINESS INTO A MULTINATIONAL BRAND, BUT IT CAN TRANSFORM IT INTO A WELL-OILED MACHINE ...

can't adjust other factors such as the number of pets your groomers can handle or the number of people on your staff. You might consider raising your fees. All it takes is a simple computation to determine whether the amount you'd net after a price increase will compensate for the number of customers you might lose.

Take your best guess at the number of grooms you could lose in a week after a price increase. Then calculate last year's total revenue adjusted for your new rates. Subtract the number of grooms you might lose. Would you make more money or less in the new paradigm?

The way to get the kind of data that allows you to make these calculations and run your business smarter is to use software to track every customer and every service, every day. Technology will also enable you to reach out to new customers and take better advantage of praise from satisfied ones.

Design Effective Promotions

Your technology presence begins with a website that offers content and applications useful to your customer base. *Facebook* and emails help you reach customers directly and, better yet, retain them. It's much less expensive to keep an existing customer than to acquire one. It's also less expensive to book appointments, even with promotional discounts, than to leave large blocks of time unused, and it's been proven that reminder emails can nearly eliminate no-shows.

Through email services, like *Constant Contact* or *MailChimp*, pet grooming software, and *Facebook*, you can use promotions to increase

grooming frequency, up-selling and cross-selling, not to mention prompting happy customers to refer their friends and rewarding them for referrals – automatically. Again, the impact of such marketing tactics is easy to measure. There's no doubt where a customer found a given promotional code, for example, and the very ability to measure results helps you to enhance them.

Thinking like a Fortune 500 company may not turn your business into a multinational brand, but it can transform it into a well-oiled machine that enhances your life

and provides a vital service to the members of your community. And if you decide to go global, what's stopping you?

Caroline Shin is the co-founder of Store Vantage, a cloud-based customer and appointment management software service. Caroline is passionate about customer service and has spent the bulk of her career working for companies, small and large, that embrace technology to deliver excellent customer experience. She is also the owner of Spot Pet Care, a pet grooming store in Northern California.

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Success Means MORE THAN Good Grooming!

By Kathy Hosler



Mary Foster, a long time client, brought her Miniature Schnauzer in for her grooming appointment.

"Hi, little *Sassy*. How are you and your mom today?" I said as I greeted them with a big smile and reached to take *Sassy* from her mom's arms.

"Well, we both had a very bad experience last week," was Mary's terse reply. Then she proceeded to tell me all about it.

"A new veterinarian opened her office just two blocks from our home," said Mary. "As it was just about time for my *Sassy*'s yearly check-up, I thought I would take her there. I felt that it would be really convenient to have a veterinarian so close, especially if my little *Sassy* got sick or hurt and needed immediate treatment.

"I made an appointment. When we arrived, I gave my name to the woman behind the counter, and she simply said, 'Just take a seat.' No

one introduced themselves, and no one even spoke to my dog.

"The woman took us to an exam room. Soon two other women wearing scrubs entered the room. Again, no one introduced themselves to me, but I assumed the one with the stethoscope was the veterinarian.

"Without a word she began to examine my little *Sassy*. She didn't talk to my dog or even ask her name. She was all business and seemed to be in a hurry.

"The last straw was when she shoved the otoscope deep down into her ear, and my *Sassy* shrieked in pain. The only thing the vet said was, 'Oh, she must be a little sensitive.' There was no apology or any soothing words for my dog."

Then Mary said to me, "You know that I always keep my *Sassy*'s ears perfectly clean (she really does), and she has never cried out when anyone examined her before. I will never set foot in that place again!"

Mary was so distressed by this

experience that she was nearly in tears as she told me about it. It made me think about the extreme importance that customer service and client relationships are to a business.

That veterinarian may have graduated at the top of her class, but because of how she and her staff treated Mary and her dog, Mary will NOT be using her services. And Mary is telling everyone she knows about the bad experience.

Here's the truth: you never get a second chance to make a first impression. That first experience can begin a relationship that will last for years or can result in some very negative publicity for your business.

What kind of impression do you make when the door of your business opens? Do you welcome all customers with a cheerful greeting and a sincere smile as soon as they enter? And do you make a special point of talking to their pets?

Continued on next page

Whether you are mobile or in a salon situation, a customer's first look at your establishment will become a permanent memory. Is everything clean and tidy, and does the air smell fresh? Does your work station and equipment convey to customers that they have come to a professional establishment? And how about you? Are you wearing tattered jeans and an old t-shirt – or are you outfitted neatly in business attire? Clients entering your business will decide if they want to return based on the service you give them, how you treat their precious pets, and how you groom their pets.

Good grooming skills are important, but it takes much more than that to grow a successful business. Take time to listen to your clients about their needs and concerns. When discussing the groom, you may need to go over the procedures with them step-by-step, especially if it is their first appointment. It's up to you to help the clients feel comfortable about leaving their pets in your care.

Owners need to know that they are placing their pets in the hands of someone who will treat pets gently and with kindness and love. Clients want to feel that their pets are important to you, too. Never underestimate the lasting impact of a kind word or action.

Make your service stand out. If you use a bathing system, let owners know that their pets will be

Owners need to know that they are placing their pets in the hands of someone who will treat pets gently and with kindness and love. Clients want to feel that their pets are important to you, too. Never underestimate the lasting impact of a kind word or action.

enjoying a hydro-massage during their baths. If you get a new piece of equipment or a new styling product, tell them how it will benefit their pets. Share with your customers about the seminars you attend, which keep you up-to-date on the newest products and techniques to help you better serve them and their pets.

Building an ongoing relationship with your clients is crucial. Clients that bring their pets in for grooming every two, four, or six weeks become the backbone of your business. Those are the customers that you can count on to fill your appointment book and to pay your bills.

Getting their pets on a sched-

ule of regular grooming is a win/win for everyone. The pets always look well-groomed, and the grooming process is much easier for the pet and the groomer.

Cost won't be an issue to the owners who have complete trust in you to care for their beloved pets. And remember, satisfied owners will tell everyone they know that you groom their pets.

Yes, good grooming skills are very important, but the most successful groomers have loyal clientele that come back year after year – with pet after pet – by providing outstanding customer service and by going the extra mile to make every grooming appointment a VIP experience for owner and pet alike.

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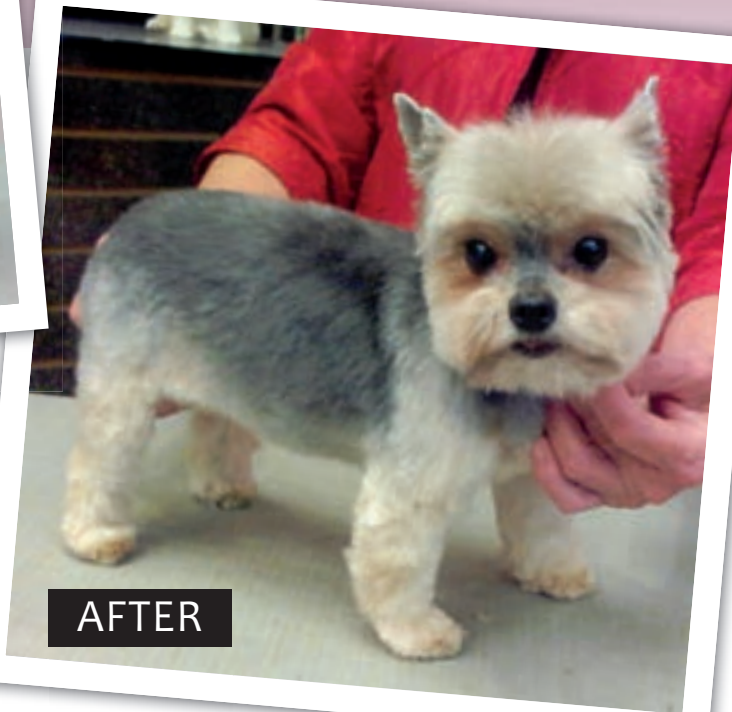
By Kathy Rose



BEFORE



AFTER



SHORT AND SASSY YORKIE TRIM

A correct Yorkshire Terrier coat is silky in texture and has only one layer without undercoat. The Yorkies you see trotting the show ring possess this shiny, metallic, blue body coat accented with a deep tan color on the head, chest, and legs. These flashy, floor-length coats need little styling other than keeping them clean, brushed, and tidied up. But alas, many of the Yorkies that grace our grooming salons do not sport this flowing single coat. Many have wooly double coats that mat easily and look way too “poofy” when left to grow long. Lucky for us, they look adorable wearing a short sassy trim and provide a mainstay of our income: yet another bread and but-

ter client.

As with every groom, carefully evaluate the pet’s conformation as well as the type of coat and the condition. Our goal is to fashion a short, smooth body, leaving the legs a bit longer to provide balance. As with many of the Yorkies that we see, this little girl, although quite small, is chubby. Leaving a skirt will detract from her girlish figure. The dense coat will stand off from the legs, creating small posts. The wooly coat on her head is perfect for styling a round, modified Westie headpiece with her nicely perked ears.

After a thorough bath and conditioning, fluff dry the coat. For a short, smooth look on the body, dry the coat in the direction that

it grows; for a longer, fluffier look, direct the airflow against the growth of coat. The legs should be dried upward, against the growth pattern; the same goes for the head. A small amount of body-building spray or mousse applied before drying will help lift the coat and facilitate styling later on.

Prep the dog by clipping the underwear (genitals and rectum) with a #10 blade, and then switch to a #30 for the pads. For the remainder of the clipper work, I used a #5F on the body and a #1 snap-on comb over a #30 with a clipper vacuum system on the legs. For a longer, fluffier trim, try using snap-on combs for the body and the legs, us-

Continued on next page

If you have a particularly wiggly puppy, place the thinning scissors firmly on the bridge of the nose, close to the eye corner, while holding the beard and remove the hair without lifting the scissor from the nose bridge.

ing a slightly longer attachment on the legs. Try an “O” comb on the body and an “A” on the legs. This combination should provide you with a fluffier version of the pictured trim.

THE BODY AND LEGS

Starting just behind the occipital bone on the head, trim in the direction the coat grows, from the neck to the croup. Continue down the flank, making sure to use your hand to protect the soft flap of skin where the rear leg meets the body. Next, run the clipper down the back of the rear leg, falling off just above the hock (*Fig. 1*). Starting at the throat and following the coat growth pattern, remove the coat from the neck, throat, and fore chest, falling off at the shoulder. Use caution on the fore chest, as cowlicks in this area may cause bald spots.

For the legs and undercarriage, change to a snap-on comb. In this case, I used a #1 attachment placed over a #30 blade. Take the blade in reverse (from rear to front) on the undercarriage and then with the growth (from top to bottom) on the legs (*Fig. 2*).

Using straight shears, tidy up the stray hair on the legs. When viewed from the front or from the rear, the legs should appear parallel. Use curved shears to create small,

round feet, but avoid exposing the nails.

THE HEAD

The round head is styled after a modified Westie head.

Begin by clipping the top 1/4 to 1/3 of the ear with a #30 or #40 blade. Next, using a small scissor, trim the edges, extending the triangular shape of the ear to the outer portion of the cheek. Trim the topknot by placing the coat between your fingers and trimming the ends (*Fig. 3*).

Blend the loose topknot coat into the ear with thinning scissors, then clean the eye corners with thinning scissors (*Fig. 4*). Try not to clip down the nose.

TIP: If you have a particularly wiggly puppy, place the thinning scissors firmly on the bridge of the nose, close to the eye corner, while holding the beard and remove the hair without lifting the scissor from the nose bridge.

To shape the round head, comb the topknot fringe loosely over the eyes and place your scissor on a 45-degree angle, facing outward to form an arch. Trim the bangs to the corner of the eye in a semi-circle. While grasping the nose with your thumb on the front of the lips, scissor another semi-circle from the tip of the muzzle to the cheek below the

Continued on page 46



FIG. 1



FIG. 2



FIG. 3

As each pet we groom is unique, subtle alterations in the style may be necessary to enhance a particular pet's attributes as well as camouflage faults.



FIG. 4



FIG. 5

ear. To finish, soften the cheeks with thinning scissors, blending the bangs, cheeks, topknot, and muzzle (Fig. 5).

Finish up with little bows just in front of each ear, or kick it up a notch with ear BLING!

As each pet we groom is unique, subtle alterations in the style may be necessary to enhance a particular pet's attributes as well as camouflage faults. Your ability to adapt and improvise will keep your styles fresh and your "bread and butter" clients returning time and time again!

Kathy has multiple BIS

and Best All Around Groomer awards, including four gold medals at Intergroom. She has been a medalist with GroomTeam USA on four teams and has won the Cardinal award for Outstanding Service to the Pet Industry. A well respected judge and lecturer, Kathy is certified with IJA, United Show Managers Alliance, and EGA. Kathy's salon, Pets of Perfection, was featured on the cover of Groomer to Groomer Buyer's Guide and serves as an externship site for the Nash Academy. Kathy also did several episodes on Animal Planet's "Petsburg USA" and was the emcee of TLC's Extreme Poodles.

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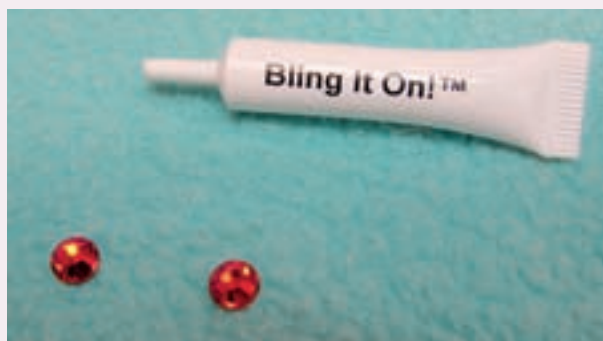


Kick it up with 'BLING'

By Kathy Rose

SUPPLIES:

- Non-toxic tacky glue or "Bling It On" (RSC #8621)
- Flat-sided stones, gems, or pearls



DIRECTIONS:

Apply a small amount of glue to the flat side of the stone.
Wait 30 to 60 seconds.
Apply to the shaved ear tip.
Wait approximately one minute to dry.



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READER SERVICE CARD #8667



WELCOME, MR. AND MRS. PICKY!

We all have them. We all know when they are in our appointment books. We all try to avoid them. We all cringe from the very first word in a conversation with them. We all know these people by their real names. Who am I talking about? Mr. and Mrs. Picky!

Mr. and Mrs. Picky are the type of customers I have been known to refer to as “high maintenance customers.” Why? Because these customers, if not handled correctly, can be a vacuum of your time and

energy. They can, if allowed to, ruin a good mood, cause friction between employees and management, spread negative influence, and just be a good ol’ pain to deal with. Everyone needs all the business we can get, so how do we cope with this type of customer? How do we keep smiles on our faces and stay positive when we know they will visit us?

One way of dealing with this type of customer is to “divorce” or “fire” them. Essentially, you can ask them to take their business some-

where else, where you believe they may be happier. In very rare circumstances, this may be the best. However, for most situations, this type of solution is not recommended.

What if we take a different approach with Mr. and Mrs. Picky? Can we, if we change our mindset about them, change how they affect us and our businesses? Absolutely!

Take a moment to think about when you were in sports, took music lessons, or were in a class that seemed like you could never earn that “A” no matter how much you tried. What do all of these have in common? Mr. and Mrs. Picky have been around you your whole life! Mr. Picky was the sports coach that made you run extra laps, Mrs. Picky was the music instructor who would only settle for perfection, and Mr. and Mrs. Picky were the teachers that made you find the answers instead of giving them to you. See, we have been dealing with these people for much longer than we thought.

These childhood moments, and how we survived and excelled through them, make us who we are today. Why wouldn’t it be the same, then, with Mr. and Mrs. Picky Customer?! It’s not. I learned a long time ago that these people were not

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going to stop coming to do business with me. I needed to change how I dealt with them and recognize the value they bring to my abilities and my business. The coach who made you run extra laps helped you be a more conditioned athlete, superior to those who didn't run. The music teacher who demanded perfection helped you play music others enjoyed listening to and wished they themselves could play. The teacher who made you look everything up instead of giving you the answers helped you be resourceful and take responsibility for yourself. Mr. and Mrs. Picky Customer help you to hone your skills to acquire perfection, to drive your staff to exude superior customer service skills, and to better serve all other customers who visit your establishment. They are doing you more than just a favor.

There is something else Mr.

Mr. and Mrs. Picky Customer help you to hone your skills to acquire perfection, to drive your staff to exude superior customer service skills, and to better serve all other customers who visit your establishment.

and Mrs. Picky have taught me over the years. I have become Mr. Picky. Yep, I admit it. I work hard for my income, as I am sure you do. The reward for such hard work is typically some level of financial compensation. If financial compensation, which is usually limited and not growing from the "Money Tree" I used to believe existed in my parents' backyard when I was a kid, was so important and takes so much effort to obtain, then why do we often settle for mediocre service or products?

Think about it. When was the last time you were "picky" and didn't just hand over your hard-earned

money for a mediocre or less than par experience? Better yet, when was the last time you had superior service? Can you even think of a time in the recent past? It's hard for most of us to get this level of product or service, because as a society, we have settled for sub-par and expect less from those paid to serve us.

By settling, we are not doing them any favors, and they are not getting any better for our next visit or any other customer visits for that matter. Other than handing over something more precious but unimaginable, such as your child,

Continued on page 50

Store Vantage™

Cloud-based Scheduling and Client Management Software

The image shows a laptop displaying the Store Vantage software interface. The interface includes a calendar view for scheduling appointments, a list of appointments, and a search bar. Surrounding the laptop are several icons: a cloud with an SMS icon, a cloud with a 'book online' button, a cloud with a five-star rating and the text 'I recommend my groomer to everyone!', and social media icons for Twitter and Facebook.

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READER SERVICE CARD #8639

your pet, or your spouse (most of the time), as payment for a service or product, the next most valuable thing you have to pay with is your money. If money is so vitally important to us, why do we just throw it away time and time again for less than perfect service?

Back to Mr. and Mrs. Picky. Have they figured something out that we haven't until just now? Have they discovered a way to match

expected service levels up with the importance of their valued money? Do you think they push all other businesses the same as yours? Just like the coach that made you run so you were more conditioned than your opponent, Mr. and Mrs. Picky are conditioning you to be stronger than your competition. If you rise up to their challenge, other customers will benefit as well, and you will outpace your competitors.

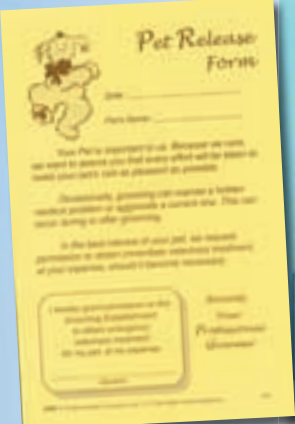
The next time Mr. and Mrs. Picky are in the appointment books, look at them differently and teach your staff to look at them differently. They are teaching us to be better than our opponents, play the music of prosperity, and be responsible for ourselves and our business.

Not only should we all WELCOME Mr. and Mrs. Picky, we should strive to become them.

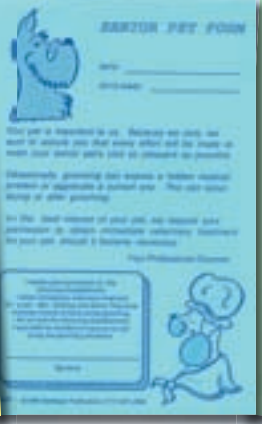
Joe Zuccarello has excelled in the pet industry since 1986 and is National Accounts Sales Manager for Tropiclean Shampoo and Fresh Breath Made Easy! Dental products for dogs and cats. To find out more about Tropiclean Shampoos and Tropiclean Fresh Breath Made Easy! dental products, please visit www.tropiclean.net or call 800-542-7387.

NEW PET RELEASE FORMS & TIP SIGNS!

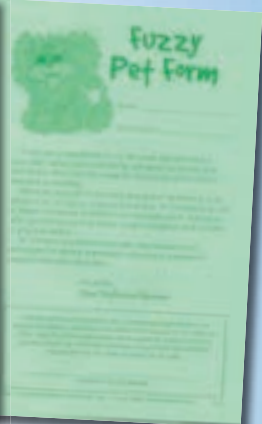
These cartoon Pet Release Forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet. \$7.95 per pad (50 sheets)




PR1 - General




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FP1 - Fuzzy



#6143 - Groomer Tip Sign



#6144 - Bather Tip Sign

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immediately*

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Instant
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NEW PRODUCT NEWS

ORGANIC OSCAR AN ECO-FRIENDLY GROOMING SOLUTION FOR DOGS



Organic Oscar features a line of organic, all-natural, and biodegradable shampoo and conditioner for dogs. *Organic Oscar's* collection includes *Organic Oatmeal Shampoo*, *Organic Aloe Vera Shampoo* and *Organic Aloe Vera Conditioner*. The products gently clean away dirt, while helping to soothe a pet's sensitive skin, leaving less redness and irritation. Products are soap-free and contain no parabens, sulfates, artificial fragrances, dyes or petroleum-based ingredients. All products are manufactured in the USA. The *Organic Oscar* collection comes in unique bone-shaped bottles available in three vibrant colors. The packaging is made of 100% recyclable plastic. *For more information, visit www.organicoscar.com.*

GROOMERS HELPER INTRODUCES ADJUSTABLE SAFETY LOOP



Groomers Helper has introduced a new product, the *Adjustable Safety Loop*. The new loop will allow

groomers to eliminate the drudgery of constantly raising and lowering the grooming arm, while also providing two quick-release methods to

ensure the dog's safety. The adjustable loop is easy to use and begins by placing the grooming arm in its fully upright position still seated firmly in the table clamp. The loop is placed around the dog's neck and then connected to the grooming arm using a breakaway panic snap. The

adjustable lead that connects the loop and the grooming arm is then tightened and locked in place. The arm can now remain in the upright position while the loop itself is adjusted based on the height of the dog. *For more information, request Reader Service Card #8559.*

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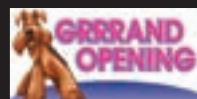


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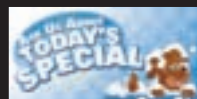
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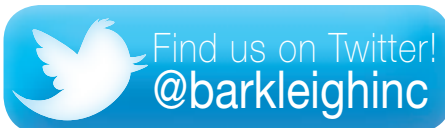


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READER SERVICE CARD #8676

NEW PRODUCT NEWS

PLATINUM PETS RELEASES QR CODE PET TAG



Platinum Pets, Inc. released a metal pet tag with an engraved QR code on both sides of the tag. A QR code

(abbreviation for Quick Response Code) is a barcode that can be scanned by smart phones. QR codes are being used in advertisements to give viewers a way to learn more about products. *Platinum Pets* new pet tag offers the ability to scan the tag with a smart phone and retrieve all the information about its owner to ensure lost pets are returned home. *For more information, request Reader Service Card #8558.*

SUGAR PLUM PRODUCT LINE



EZ-Groom introduces its *Sugar Plum* line, featuring an earthy, natural full plum fragrance with a

hint of sugar. *Sugar Plum* shampoo is formulated with silk proteins, powerful humectants and plum extracts. It contains powerful moisturizers and conditioning agents in a mild baby shampoo base. *Sugar Plum* shampoo contains silk amino acids that penetrate the cuticle and bind to hair keratin to provide moisture and conditioning. *Sugar Plum* silk protein re-moisturizing conditioner restores the moisture level of the hair shaft from its powerful combination of wheat germ oil, silk protein, and wheat protein. The *Sugar Plum* line also includes a facial foaming cleanser, designed for the canine's most sensitive areas, and an alcohol-free pet cologne. *For more information, request Reader Service Card #8557.*

123PET ANNOUNCES IPHONE APP



123Pet announces the release of the free *123Pet iPhone* application. The *123Pet* app allows users to connect directly to their *123Pet* software database to check and book appointments,

check schedules, add and view clients and pets, and view products and services. It also gives users the ability to call, text, and e-mail clients directly through the application. There is no need to exit out of the application and search through a contact list for client information. One tap of a finger allows users to contact clients about appointments, upcoming specials, and cancellations. The *123Pet* app also connects to *Google Maps*, providing an excellent way for mobile groomers to map directly to their appointment. *For more information, request Reader Service Card #8556.*

BOBBI PANTER EXPANDS LINEUP



Bobbi Panther Pet Products announces the expansion of their lineup of problem-solving pet shampoo products to reach the broader, middle-market. The *Bobbi Panther Natural* line is now available in four varieties: *Puppy Dog*, *Moisturizing Dog*, *Soothing Dog*, and *Rejuvenating Dog* shampoos. The new *Natural* line is specially formulated with high quality ingredients that penetrate the skin, rinse and dry fast, are all salt-free and tear-free. For an example, the *Puppy Dog* shampoo uses milk protein, jasmine, sunflower extract, wheat protein, rosemary, chamomile all working together to help puppies' sensitive skin. The *Bobbi Panther Natural* line is sold in 14 ounce retail bottles and is also available in gallons for groomers. *For more information, request Reader Service Card #8620.*

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COLORADO GROOMFEST 2011 CONTEST RESULTS

The event was held June 3-5, 2011 in Denver, Colorado.

DIVISION A

Best In Show Sponsored by Governor Insurance

Michell Evans, NCMG, Grooming Tutor., Albuquerque, NM

Best All Around Gr. Sponsored by Governor Insurance

Michell Evans, NCMG, Grooming Tutor., Albuquerque, NM

ANDIS Poodle Tournament

1st - Barbara Prueckel, Doggie Style, Calgary, Canada

2nd - Tammy Siert, Velvet Touch, Hinsdale, IL

3rd - Michell Evans, NCMG, Grooming Tutor., Albq., NM

ESPREE Sporting Tournament

1st - Jennifer Lee, Pooch's Choice, Philadelphia, PA

2nd - Michell Evans, NCMG, Grooming Tutor., Albq., NM

3rd - Tammy Siert, Velvet Touch, Hinsdale, IL

OKLAHOMA SHEAR Terrier Tournament

1st - Michell Evans, NCMG, Grooming Tutor., Albq., NM

2nd - Jeri Hoppe, A Brush w/Greatness, Crystal Lake, IL

3rd - Alida Tanney, Dogglicious, LTD, Calgary, Canada

EDEMCO Mixed/Misc. Tournament

1st - Michell Evans, NCMG, Grooming Tutor., Albq., NM

2nd - Tammy Siert, Velvet Touch, Hinsdale, IL

3rd - Alida Tanney, Dogglicious, LTD, Calgary, Canada

PRECISION SHARP All Other Purebreeds Tournament

1st - Barbara Prueckel, Doggie Style, Calgary, Canada

2nd - Jennifer Smith NCMG, Dogs Own Gr., Loveland, CO

3rd - Michell Evans, NCMG, Grooming Tutor., Albq., NM

DIVISION B

Best Groomed Dog Sponsored by Wahl Clipper Co.

Melissa Fidge, NCMG, Denver, CO

Best All Around Gr. Sponsored by Wahl Clipper Co.

Melissa Fidge, NCMG, Denver, CO

ANDIS Poodle Tournament

1st - Ruth Markwardt, NCMG, The Little Groomer, Louisville, CO

2nd - Tammy Ellis, K9 Designs, Layton, UT

3rd - Mia Stoval, NCMG, Puppy Love, Bayfield, CO

ESPREE Sporting Tournament

1st - Tammy Ellis, K9 Designs, Layton, UT

2nd - Melissa Fidge, NCMG, Denver, CO

3rd - Ruth Markwardt, NCMG, The Little Groomer, Louisville, CO

OKLAHOMA SHEAR Terrier Tournament

1st - Melissa Fidge, NCMG, Denver, CO

2nd - Jane Komperda, NCMG, Bark Me Beautiful, Longmont, CO

3rd - Rachel Diller, NCMG, The Poodle Shop, Littleton, CO

EDEMCO Mixed/Misc. Tournament

1st - Christie Henriksen, NCMG, The Poodle Shop, Littleton, CO

2nd - Tammy Ellis, K9 Designs, Layton, UT

3rd - Elizabeth Hampton, NCMG, Hairy Kids, Colorado Springs, CO

PRECISION SHARP All Other Purebreeds Tournament

1st - Melissa Fidge, NCMG, Denver, CO

2nd - Jane Komperda, NCMG, Bark Me Beautiful, Longmont, CO

3rd - Mia Stoval, NCMG, Puppy Love, Bayfield, CO

DIVISION C

Best Groomed Dog Sponsored by Groomers Helper

Sheila Griswold, NCMG, Colorado Springs, CO

Best All Around Gr. Sponsored by Groomers Helper

Ellie Kinnunen, Velvet Touch, Downers Grove, IL

ANDIS Poodle Tournament

1st - Sheila Griswold, NCMG, Colorado Springs, CO

2nd - Stacy Ball, Classi Pet Center, Billings, MT

3rd - Ellie Kinnunen, Velvet Touch, Downers Grove, IL

ESPREE Sporting Tournament

1st - Ellie Kinnunen, Velvet Touch, Downers Grove, IL

2nd - Stacy Ball, Classi Pet Center, Billings, MT

OKLAHOMA SHEAR Terrier Tournament

1st - Melissa Densmore, The Little Groomer, Louisville, CO

2nd - Kat Salami, Colorado Springs, CO

3rd - Tracy Schumann, NCMG, The Four Paws, Anniston, AL

EDEMCO Mixed/Misc. Tournament

1st - Ellie Kinnunen, Velvet Touch, Downers Grove, IL

2nd - Kat Salami, Colorado Springs, CO

3rd - Ingrid Woehr, Golden, CO

PRECISION SHARP All Other Purebreeds Tournament

1st - Ellie Kinnunen, Velvet Touch, Downers Grove, IL

2nd - Jacob Hajda, The Dapper Dog, Broken Bow, NE

3rd - Tracy Schumann, NCMG, The Four Paws, Anniston, AL

The Liz Paul "Best Scissored Poodle" Award

Barbara Prueckel, Doggie Style, Calgary, Canada

Governor Ins. Career Start Competition

1st - Julie AuCoin, Natasha's Dog Grooming, Calgary, Canada

2nd - Mary Coburn, The Wag Shop, Denver, CO

3rd - Ashley Smith, The Wag Shop, Denver, CO



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- 1. Use the large bottle in the shop**
 - Apply at the beginning of groom session.
 - Just get it into the pets mouth and let PetzLife do the rest.
- 2. Use gauze pads at the end of the session**
 - Quickly wipe the teeth of the pet to remove any loose plaque.
 - Optional: Show customer used gauze pad.
- 3. Send the small bottle home with the owner**
 - Have customer return in several weeks to wipe off any loose tartar.
 - Within 30 days they should see great results!

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W1753

EVENTS CALENDAR

To list your event, send it to adam@barkleigh.com

UNITED STATES

CALIFORNIA

GROOM & KENNEL EXPO

2/2/2012 - 2/5/2012
Pasadena, CA
(717) 691-3388
info@barkleigh.com
www.groomandkennelexpo.com

COLORADO

Colorado Groomfest

6/8/2012 - 6/10/2012
Denver, CO
(724) 962-2711
ndga@nationaldoggroomers.com
www.ndgaa.com

FLORIDA

IACP Educational Conference

4/19/2012 - 4/22/2012
Orlando, FL
(877) 843-4227
iacpadmin@mindspring.com
www.canineprofessionals.com

NDGAA Fun in the Sun

October, 2012
Championsgate, FL
(724) 962-2711
ndga@nationaldoggroomers.com
www.ndgaa.com

GEORGIA

Atlanta Pet Fair

3/1/2012 - 3/4/2012
Atlanta, GA
(770) 908-9857
atlantapetfair@yahoo.com
www.atlantapetfair.com

ILLINOIS

All American

8/9/2012 - 8/12/2012
Wheeling, IL
(847) 364-4547
www.aagrmgshow.com

Backer Pet Industry Christmas Trade Show

10/12/2012 - 10/14/2012
Chicago, IL
(312) 578-1818
hbacker@hbacker.com

MICHIGAN

A Paw Above Grooming Seminar

5/6/2012
Lapeer, MI
(810) 338-8870
www.kellyspetsalon.com

MISSOURI

Groom Classic

5/4/2012 - 5/6/2012
Kansas City, MO
(800) 705-5175
groomclassic@comcast.net
www.groomclassic.com

NEVADA

SuperZoo

9/11/2012 - 9/13/2012
Las Vegas, NV
(626) 447-2222
www.superzoo.org

NEW JERSEY

Intergroom 2012

4/21/2012 - 4/23/2012
Secaucus, NJ
(781) 326-3376
www.intergroom@intergroom.com
www.intergroom.com

OHIO

PETQUEST 2012

6/21/2012 - 6/24/2012
Wilmington, OH
(717) 691-3388
info@barkleigh.com
www.pqgroom.com

PENNSYLVANIA

GROOM EXPO 2012

9/6/2012 - 9/9/2012
Hershey, PA
(717) 691-3388
info@barkleigh.com
www.groomexpo.com

RHODE ISLAND

NEPGP SummerFest

7/13/2012 - 7/15/2012
Warwick, RI
(413) 219-0291
lindacc@nepgp.com
www.nepgp.com

TENNESSEE

Pet Stylists Super Show

6/1/2012 - 6/3/2012
Knoxville, TN
(865) 769-0598
petstylistsoftennessee.com

TEXAS

Pet Pro Classic 2012

11/2/2012 - 11/5/2012
Plano, TX
(972) 414-9715
www.petstylist.com

WASHINGTON

NORTHWEST

GROOMING SHOW

3/16/2012 - 3/18/2012
Tacoma, WA
(717) 691-3388
info@barkleigh.com
www.nwgroom.com

CANADA

ALBERTA

Grooming Extravaganza

9/29/2012 - 10/1/2012
Edmonton, AB
(780) 986-9802
sales@pupular.com
www.pupular.com

BRITISH COLUMBIA

The Island Grooming Event

6/22/2012 - 6/24/2012
Victoria, BC
(877) 388-7401
sales@adamsnewedge.com
www.adamsnewedge.com

ONTARIO

Canadian National Pet Industry Trade Show

9/16/2012 - 9/17/2012
Mississauga, ON
(877) 388-7401
www.pijaccanada.com

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