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"THE GROOMING INDUSTRY'S TRADE MAGAZINE"

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APRIL/MAY 2010

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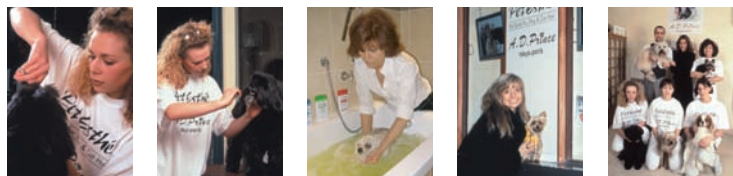


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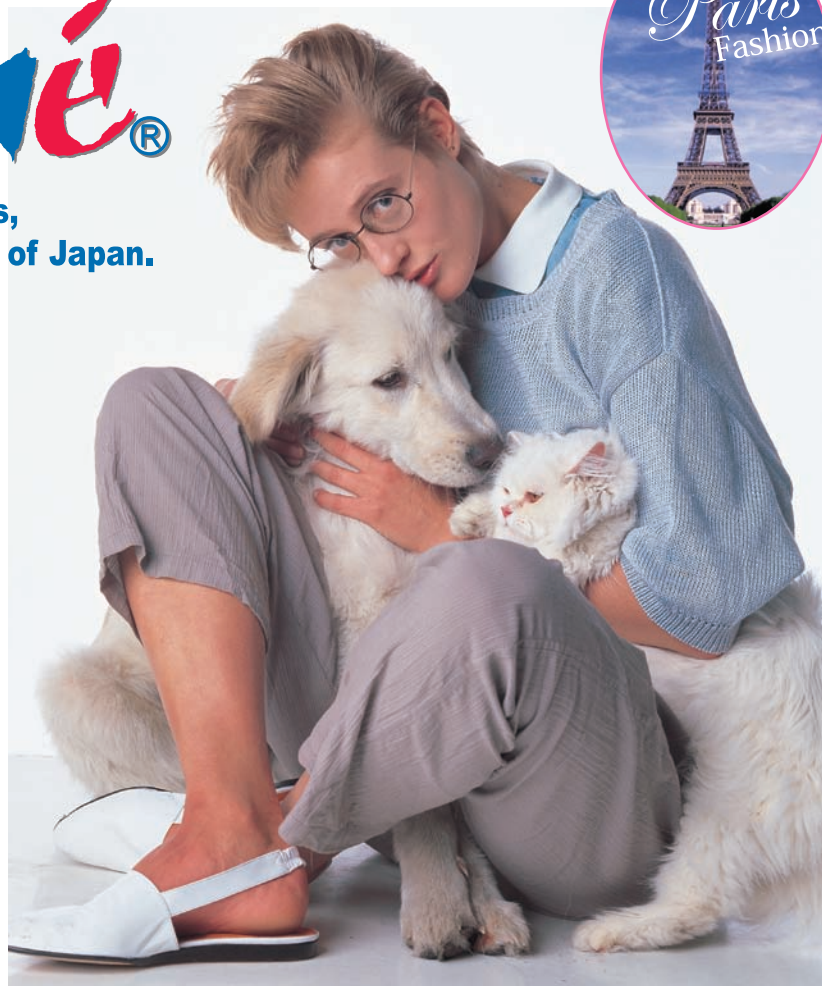
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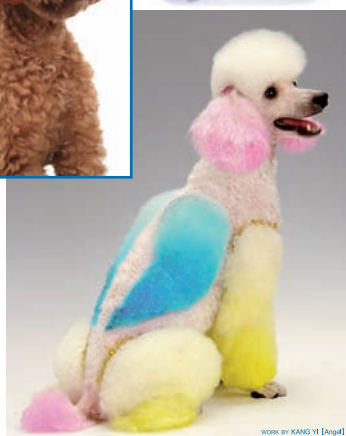
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Pinkusevich with Andis
Representatives Pete Carroll
and Marea Tully.

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Photo by Animal Photography

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Off the Top of My Head by Todd Shelly

Silent Auction



Heart pounding. Adrenaline pumping. Anticipation rising. In the next few minutes, she will find out if she will be rewarded for all of her hard work and dedication. She reminds herself to try to maintain her composure when the final results are announced. She is about to experience extreme joy or anguish. Is she about to learn if she won Best in Show? No, she is about to see if she won the item she bid on in the silent auction.

Joanne Russell talks about the silent auction in her "Ah-Ha" blurb in this issue. However, she doesn't even begin to touch on her passion for the auction. Probably the best example of her obsession with the auction is to point out that Joanne brings a few empty suitcases with her to a show to fill with her silent auction "winnings". I always found it interesting that people refer to it as "winning". They are paying for the item, so they didn't really win anything.

I have to admit, I wasn't always the biggest fan of the silent auction. After a long day of working a show, the staff had to stay longer to set up the auction. I figured we could simply donate the money spent on staff overtime hours, and everybody would probably come out ahead.

I started to change my mind a few years ago at *Groom Expo*. For the first time in a couple years, I happened to be near the tables when the silent auction was closing. I was floored by the size and energy level of the crowd. There was a mass group of people following Gwen (the auction guru) as she highlighted the winners. There were people going back and forth adding bids right up until the point of the yellow highlighter going across the winning bid.

Frank Brown, our greeter/security guard conducts the countdown to the auction close. He then accompanies Gwen as she highlights. I realized later that he is actually doing that in his capacity as security guard. Fights have been known to break out at the auction close. I actually saw two mothers nearly come to blows over a pink poodle tray. Each had a pre-teen daughter that had to have it. As the mothers were screaming the children were crying. Personally, I was hoping that Frank would use the wisdom of Solomon and threaten to break the dish and give each of them a half.

Another great side benefit of the auction is it gives Gwen the chance to shop for pet oddities all year long. She gets to use other people's money to pursue closeout catalogs and obscure websites for great deals on anything and everything. She then fills a back room at the Barkleigh office with these items.

It's really a win, win, win, win situation. It adds excitement to the show. Vendors get to donate products that they want to showcase. Gwen gets to shop all year long and, most important, the grooming industry gets to make a difference in the lives of less fortunate people around the world through *Gifts of Love International*.

Todd Shelly
todd@barkleigh.com

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Ear Infections In Dogs: *More Than Just Dirty Ears!*

By Dr. Boyd Harrell

"Ear infections are some of the most common problems dogs are treated for and range in severity from hardly noticeable to severe painful conditions."

They may include long term medical management to heal and (in the worst case scenario) may be reason for an owner to consider euthanasia of the pet. One of the most stubborn and difficult to treat ear infections is that caused by a Gram negative bacteria* known as *Pseudomonas aeruginosa*, a bacteria that is often resistant to commonly used antibiotics.

Some common factors influencing ear infections are:

- **Allergies** - both airborne and food types
- **Immune problems** - includes immune deficiencies when the immune system isn't able to

provide a normal amount of protection and auto-immune diseases when the immune system begins to attack the patient's normal cells and organs.

- **Shape of the Ear** - the dog's ear canal is an "L" shaped cone with a long vertical section. When this is combined with long soft ear flaps the poor ventilation leads to a warm, dark, moist environment perfect for bacteria and yeast to grow.
- **Parasites** - ear mites are very small eight-legged tick like creatures that want to live in dog's ears. They create

inflammation that can lead to secondary infections from yeast and bacteria.

- **Thyroid Disease** - hypothyroidism or under active thyroid function is frequently related to ear infections.
- **Foreign Bodies** - Plant awns, such as those from foxtail, may lodge in the ear canal and will sometimes penetrate and migrate deep into the tissue.
- **Heavy Wax and Oil Production** Some dogs may produce an excess amount of wax, oil

Continued on page 8

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or scale which provides an environment favorable to bacteria and yeast growth. Seborrhea is one example.

When any of the above influences are present it is imperative to control them in order to resolve the ear infection. Failure to address or adequately control any one of these factors will lead to poor response to treatment and add to the animals suffering from this often painful situation.

In addition to controlling influencing factors like those listed above, treatment often includes ear cleaning and antibiotics both orally and in the ear. Stains made from ear swabs before treatment begins are helpful in identifying yeast and bacteria which can guide the choice

of medications used. More severe or recurrent infections justify collecting ear debris on a sterile swab to be submitted to a lab to be cultured, identified and tested for antibiotic susceptibility/resistance.

It is not unusual to treat for several weeks before the infection is conquered. Pseudomonas infections can be especially stubborn to treat because the bacteria is resistant to many antibiotics and it often creates an odorous, very moist, puss-filled ear canal that is both painful and difficult to clean and keep clean. A special ingredient called Tris-EDTA is often added to the cleaning solu-

"Failure to address or adequately control any one of these factors will lead to poor response to treatment and add to the animals suffering from this often painful situation."

tion because it may weaken the Pseudomonas cell wall and make it more susceptible to antibiotics applied into the ear canal. Even so, special antibiotics or higher concentrations of commonly used antibiotics may be needed to kill this hardy organism.

Partly because ear infections in dogs are common and may require long expensive treatments to control, not all owners are emotionally or financially willing to do what is needed to resolve or control the problem. Often the end result is a dog that suffers with a long stand-

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Ear Infections in Dogs

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ing uncomfortable ear infection or euthanasia of the pet.

Frequently dogs with ear infections find their way to the grooming salon. Numerous groomers have become concerned about the possibility of becoming infected themselves with organisms like *Pseudomonas* when cleaning or handling dogs' ears. Infections passed from animals to humans are referred to as zoonotic infections and *Pseudomonas* has little zoonotic potential. Most *Pseudomonas* infections are picked up from soil and water. These bacterial like to live in moist areas like hot tubs, swimming pools, sinks and toilets and can be found on healthy skin, ears and intestines of people.

Pseudomonas transmission usually occurs in immune deficient

or immune compromised individuals such as those with genetic immune issues, those on chemotherapy, diabetic patients, HIV patients and those weakened by other diseases. Breaks in the skin or mucosa (the lining of mouth, nose and sinuses) increase the risk factor. The probability of picking up *Pseudomonas* from a dog is very remote, though not impossible.

The best protection for zoonotic diseases groomers are likely to be exposed to, including the *Pseudomonas* bacteria, is common sense and good hygiene. Wearing latex or vinyl gloves when cleaning ears will provide an effective barrier to both germs and odors. With or without gloving, washing one's hands after grooming a pet is recommended. If contaminated water or fluids get in the eye or nose then flush with generous amounts of water immediately. Wearing protective



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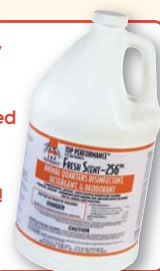
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eye wear during bathing may seem like overkill, but is worth the inconvenience.



Dr. Harrell is a former multi-veterinary practice owner and current business coach to the pet industry and

pet health advisor for Oxyfresh World-wide. He has been speaking internationally and coaching others to succeed in business for over twelve years. He is formally trained in life, leadership, health

"Wearing latex or vinyl gloves when cleaning ears will provide an effective barrier to both germs and odors."

and business coaching and helps people to understand themselves, how others tend to perceive them and how personalities affect team building, performance and harmony in the workplace. He also coaches all types of business in the Strategic Mindset process, helping owners develop entrepreneurial habits. He can be reached at Boyd@PetProsBusinessCoaching.com or by calling 863-248-4257.

* Gram stain is a stain used by bacteriologists and medical practitioners to place bacteria into general categories. Those that take up a dark blue stain are called Gram positive and those that stain a light pink are called Gram negative. Bacteria are also categorized by their shape, either rods which are cylinder shaped or cocci which are rounded. Gram negative rods are typically the toughest category to treat and *Pseudomonas* belongs to this group.

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By Madison Dillon

You walk into your local pet groomer's shop with your beloved, but temporarily scrappy-looking Poodle, and you're stunned when they tell you it will cost \$65.00 and take several hours to clean *Snuffy* up. You respond with a resound-

ing "My hairdresser doesn't take that long and she costs less!" You stand there and ponder why it costs more to tidy up your pooch than it does your own tress of hair. Aside from the fact that most dog's bodies are quadruple the size of a human

head, I would like to share with you some other simple facts that I have learned over the many years as both a professional hairdresser and a pet groomer. That just might shed some light on why your pet's stylist ranks

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The Professional Pet Groomer vs. The Professional Hairdresser

Continued from page 14

right up there with your hairdresser.

Let's start with the basics of plain 'ol good hygiene. Do you comb or brush your hair every day? Give yourself a hand. Unfortunately, pets have lots and lots of hair/fur but no opposable thumbs. If you don't brush them on a regular basis, who will?

Here's a trick you can try at home: grow dreadlocks (i.e., matted hair) for a couple of months and then casually stroll into your hairdresser's shop and ask her to comb them out for you, both painlessly and inexpensively.

While a few breeds are born to wear dreadlocks, most dogs are not meant to have them. It is painful and costly to remove these mats. I

"Who likes hair growing in their ears? For those unlucky men who do get hair in their ears, how often does it get matted, too? Let's hope it's a rarity for you...."

can't stress this point enough. It takes regular upkeep on your part to keep your pet mat-free. Telling a groomer, "I don't know what happened -- I brush and comb my pet everyday, but I went away for a day and when I got back this morning my dog was covered in mats!" is equivalent to trying to convince your hairdresser that you didn't cut your own bangs.

When you sit down with your hairdresser, he washes, cuts and then dries your hair. Before we can scissor and trim Snuffy's coat, he

has to be washed in a large bathtub (sometimes requiring two people to hold him down), completely dried (using a force dryer that is louder and more cumbersome than what your hairdresser uses -- and if not careful, can blow a small dog right off the table), and then de-matted (again: the less you brush your pet the longer this process takes). Now, do all this quickly and skillfully while constantly being on the lookout for the "I'm tired of this tugging, pulling and yanking of my fur"

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1 8 0 0 7 3 5 5 2 5 1

The Professional Pet Groomer vs. The Professional Hairdresser

Continued from page 16

frustration and attempts to bite your hands and/or face to get you to stop. It will always puzzle me why a dog who likes to go swimming hates the tub and why they will ride in a car with their head hanging out the window, yet howl, bite, and try to throw themselves off the table when sitting in front of the force dryer.

But beyond the preparation for a cut, pet groomers take on some additional tasks. If your own nails start getting long or unsightly, you can trim them yourself or schedule a manicure or pedicure. Rarely, however, do you expect your hairdresser to clean up your nails. Pet groomers do. Your pet needs a regular "pawacure". Their nails need to be cut so when they walk, their nails don't hurt their feet. Also, if you ignore pets' nails too long their nail quiks grow longer too and the mere act of clipping the nails themselves can be painful for your pet.

Who likes hair growing in their ears? For those unlucky men who do get hair in their ears, how often does it get matted, too? Let's hope it's a rarity for you...but for dogs, their ear hair often grows very long, gets matted and traps dirt and wax in there. And yes, it's your friendly pet groomer who cleans it out during that long, seemingly expensive appointment.

Now comes the really gross part and everyone's favorite question that is asked of a groomer. "Can you express my dog's anal glands?" (Need I elaborate?) I'd love to be there when you ask your hairdresser to take care of that one for you. My guess is she'll flat out refuse. But, alas, pet groomers typically say "yes" to such a request.

Pet groomers will also help out

"...your pet groomer has to learn over 365 recognized breeds, coat types and variations on styles - Snuffy the Poodle gets to pick from 12 different styles alone!"

if your pet decides one day to go out and play with a skunk or roll in something absolutely disgusting to us, but pure heaven to his little nose. And we'll squeeze your stinky (but probably happy) *Snuffy* into an already busy schedule because we know how badly your nose (and new sofa) want relief.

Moving beyond the endurance and dedicated patience of cleaning up your pet, let's talk skill. Your hairdresser's scissors are about 4 to 5 inches long while grooming shears are 7 ½ to 12 inches long—

much more difficult to maneuver. Hairdressers' clippers have one blade and about five clip-on combs, compared to a pet groomer who has to choose an appropriate blade from over 17 sizes and 13 different snap-on combs. Your hairdresser works off of approximately four basic hair cut options that she then personalizes just for you, but your pet groomer has to learn over 365 recognized breeds, coat types and variations on styles—*Snuffy* the Poodle gets to pick from 12 different

Continued on page 18



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The Professional Pet Groomer vs. The Professional Hairdresser

Continued from page 17

styles alone!

Ever come close to having your ear snipped off by your hairdresser? Probably not (when he asks you to “hold still” I assume it’s a no-brainer for you). Dogs, on the other hand, don’t always get the message, if you know what I mean. Hopefully you don’t claw or bite your hairdresser (though as a former hairdresser, myself, I once had a small child bite my arm while trying to cut his bangs). Pet groomers have to be psychic to proactively figure out who is going to subject them to such oral abuse. Some dogs will bite for the simplest things, while other dogs will sit quietly and give you those sweet *Lassie* eyes no matter what you do to them.

Wanted: Someone who loves to work with animals, (particularly stinky ones with fleas that like to roll on the beach for hours). Someone who doesn't mind getting completely soaking wet, cleaning up pee, poop, vomit, and dealing with anal glands.

Endurance, patience and skill. All highly respectable attributes of professionals that care for and pamper your fluffy soul mates. So let’s reciprocate the respect. If you have a 9:00 a.m. appointment on Wednesday with your hairdresser, it’s a good bet that you call her from your cell phone if you are running

late or can’t make it at the last minute. It is often the case for pet groomers, however, that owners will show up with their pet up to 90 minutes late without any notice. At that point, your pet’s time slot becomes the equivalent of flying stand-by—we really want you to fly with us but we’ll squeeze you in only when there is room.

Just as with hairdressers, pet groomers schedule appointments weeks in advance and we can just as easily be completely booked two to three weeks ahead of time. Similarly, Thanksgiving, Christmas and New Year’s Eve are our busiest holidays of the year—so fitting a Newfoundland in on December 24th without an appointment is next to impossible; unless we have a cancellation (most pet groomers do offer a cancellation waiting list and would be happy to put a name on it).

Is my pet ready yet? Not if we didn’t call you to confirm this. It’s not that we mind owners asking the question, it’s just that every time we receive a call to check on a pet’s status prematurely, we must first safely secure the pet that is on the grooming table or in the tub before we can answer a phone call. All it takes is four or five calls of this nature and one naughty pet to throw our schedules off. Each pet, should

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The Professional Pet Groomer vs. The Professional Hairdresser

Continued from page 18

be able to receive our full attention to details and this requires time.

Most accidents happen when time is rushed, and the safety of our staff and pets is our first priority.

Finally, a word to the wise and the answer to a burning question. Yes, it is customary for pet groomers to accept tips. He or she just spent a cozy couple of hours with a beloved, adorable pet (need I remind you about some of those more unusual tasks undertaken by your groomer?).

Please remember that pet grooming is a service profession just as hairdressing. Could you imagine leaving your hairdresser's chair without sufficiently tipping

him? (Ok, maybe you can imagine this, but can you imagine making a follow-up appointment to this same hairdresser without tipping him?!)

Pet groomers should be considered as a pet's personal hairdresser. Even more a feline is to be groomed...people love to tell how sweet their cat is but there is only one simple response to grooming a cat "just add water!!!!!"

All in all a pet groomer's basic job description should read:

Wanted: someone who loves to work with animals, particularly stinky ones with fleas and like to roll on the beach for hours. Doesn't mind getting completely soaking wet, cleaning up pee, poop, vomit, and dealing with anal glands. Someone with a strong back (and stomach) who can lift heavy, moving objects. Likes to play wrestle and occasionally be dragged across the room. Has an incredible amount of self control and can handle a lot of

stress at all times. Someone who is not afraid to get an occasional love bite or two. Can handle standing for long hours while controlling large sharp pointy objects with precise accuracy. Pay is acceptable and you will be able to watch a mangy mutt be transformed into a beautiful dog. You may also receive lots of puppy kisses and hugs, and the occasional paw-shake and "thank you" bark. You will know that you have done well even if you don't hear it directly from the owner.

I love my job and without question, I love pets and think they are adorable. They are part of our grooming family. I have tried and succeeded at many jobs—from hairdressing to building houses to being a medic in the U.S. army to running a household as a single mother. But, I wouldn't trade my job as a pet groomer for anything.

Please know, however, that I didn't just wake up one morning and say "I'm going to groom dogs starting today." I went to school for training and studied very hard. I chose to be a groomer and I am here to work with pet owners to keep their pets well cared for and healthy.

Special note:

Most groomers see pets about every four to eight weeks (compared to visiting your veterinarian one to two times a year for most healthy pets). We have our hands on your pet from nose to tail, so we can often notice changes in your pet from simple things like the start of an ear infection to bigger concerns, like a lump that wasn't there on your pet's last visit, to many other problems such as fleas, hot spots, and more. In addition to maintaining good hygiene for your pet, a groomer can play a valuable intermediary role to alert you of concerns and recommend a visit to the veterinarian.

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The Bachelor Prince

Animal advocate, Lorenzo Borghese, is a prince of a guy. And that's true. He is a real-life prince, as well as Founder and President of *Royal Treatment Italian Pet Spa*, a line of high-end coat and skin care products for pets, using natural ingredients from Italy.

Descended from royalty, his paternal grandmother was Princess Marcella Borghese, founder of Borghese, a subsidiary of *Revlon* (according to

Wikipedia) and an ancestral tree that includes Pope Paul V, Napoleon's sister, a Cardinal and more. American audiences will remember Prince Lorenzo Borghese, as star of the ABC network show, *The Bachelor*.

But the true love of his life is his dog, Belle. In an effort to help her, he developed a line of products that he now has formulated for the Professional Pet Groomer. In this issue, we interview Lorenzo.

GTG: Tell us a little bit about your business? How did it begin and where?

Lorenzo: *The Royal Treatment Italian Pet Spa line began in 2002, when I created a shampoo to help my dog, Belle, with her severe dry skin. I was so amazed at how good the shampoo was that I wanted to share it with the world, so all dogs would have healthy skin. To do this, I made a presentation to HSN (The Shopping Network) and they loved the product. Within three months, the line launched on their network. I have now been on HSN for 8 years and have expanded the line from just one product, to several hundred.*

GTG: What prompted you to the need for your product line?

Lorenzo: *My dog. She was suffering and I wanted her to feel good. Therefore, I began doing research on why pet shampoos were damaging her skin. After two years of research and hundreds of shampoo samples, I finally found the right formula. A formula that not only helped her dry skin, but made her coat shine like diamonds.*

Lorenzo Borghese

GTG: What problems do your products solve, that may be different than others of the same type?

Lorenzo: *My products attack dry, itchy skin and a dry brittle coat. Additionally, I have a line of supplements that help the joints, shedding and overall pet health.*

GTG: I understand your family had a part in this?

Lorenzo: *My family helped me find Italian cosmetic manufacturers and Italian fragrance companies so that I could bring a little bit of Italy to us here in the United States. They offered the best cosmetic contacts in the world.*

GTG: What are you most proud of in your business?

Lorenzo: *That it is making a difference. It is helping dogs live healthier, happier, more comfortable lives.*

GTG: Many people will know you from TV? Is your status still the same or have you found the love of your life?

Lorenzo: *I'm still a bachelor but looking for someone to share my life. Someone with a big heart and who loves animals as much as I do.*

GTG: Besides pet products, what is keeping you busy these days? Any more TV series?

Lorenzo: *I also manufacture many cosmetic brands (all made in Italy). I'm writing my first book which will be available this December called, *Princess of Nowhere* (an historical fictional romance novel) and I just finished filming another reality show called, *Coming to Holland*. Lastly, I just launched a new pet website called, *Royalpetclub.com* which not only features my products at vast discounts, but offers important pet blogs, health articles, contests, free products and is home to a web series I co-created called, "America's Next Top Dog." This series has an all dog cast and pokes fun at reality TV shows, celebrities and movies.*

GTG: Sounds like fun. We hope you are going to be involved in the Professional Pet Care Industry for some time.

For more information about the Royal treatment line, circle Reader Service Card #6871.

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READER SERVICE CARD #6871

BY NIKI RICKETT

Employees, Help or Headache???

The pet care industry is booming. This is good news, but it has its dark side. Your appointment book is overflowing. People have to wait long periods of time to be on your schedule. Despite raising your prices, you are overwhelmed, overworked, and stressed. Could adding employees bring much needed relief or be a curse?

How you acquire and manage employees will mean the difference between expansion bliss or horror. The hiring process needs to be well thought out to prevent major problems.

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Employees, Help or Headache??

Continued from page 24

First, decide if you NEED employees or just WANT employees. If you would like to work less and get more time off and think that hiring someone is the answer then STOP! Employees will take a lot of time and money to not only train, but to supervise. It will be a while until they can be trusted to work independently to your standards.

However, if your appointment book is overflowing and has been that way consistently for a period of time through normal market lulls, then it may be time to hire some help. The biggest misconception of potential employers is that employees will help them increase their income. This is not necessarily the case. Employees cost a great deal in taxes, insurance, and time. The cost of keeping employees needs to be figured out before even attempting to hire someone. Can the business support another person? Employees can be a valuable asset to any business to help out as well as affording you a sick day while keeping your

business open.

If you decide that you NEED help, then what kind of help would be the most beneficial to your business? If you find that answering the phones and dealing with clients takes you away from the grooming table too much, a receptionist may be what you need. Or, you may believe that hiring someone who can bathe and prepare dogs for grooming would enable you to have more time with customers or do more finish work.

Up to your elbows in Poodles and scissor trims? You probably need a groomer. Keep in mind that it may be easier to find and train a receptionist or bather, than it will a groomer. List the things that interrupt your grooming day and see what title would fit those jobs.

The next step would be to visit your accountant. Who will help you run the numbers for full and part time staff and give you an estimate of what a potential employee may cost. In doing so, you will be able to see how many pets have to be added to the schedule per week to make that employee worth it. Not all small businesses can support an employ-

A good accountant will help you run the numbers for full and part time staff and give you an estimate of what a potential employee may cost you.

ee. That is where the Independent Contractor would come in.

Usually, only a full groomer would fit the criteria for Independent Contractors. The criteria of IC's is very specific for Federal tax purposes. The basic benefit of an IC is the fact that they pay their own taxes and require no state Workmen's Compensation Insurance. This leads to another decision – Employee or IC?

While Independent Contractors may be cheaper to have at the business, the downside is that you have little control over their work quality and hours. They are basically self-employed people who are just renting space from your business because you both provide the same or similar services. If they provide a "poor quality service" then it could reflect badly on your business and ultimately, you. On the other hand, if you find a great groomer, then the

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Solid Gold dog foods contain natural ingredients. Our goal is to provide the highest quality nutrition to our pets. We never use soybeans, wheat, or corn, which some dogs are highly allergic to. They can cause severe skin allergies as well as large vet bills due to hot spots and infections. Instead, we use grains such as amaranth, millet, and barley. We never use beet pulp, which is a commonly used source of fiber in many other dog foods.

Solid Gold was one of the first to use wild Alaskan salmon. However, in the past few years, government regulatory actions and depletion of natural schools have made it impossible to source enough wild caught salmon. We refuse to use farmed salmon, which are often fed genetically modified foods and can be contaminated with PCBs, so we are now using the very clean menhaden herring in all our dry dog foods. Many of our foods also contain range fed bison, which is an extremely healthy meat being low fat and humanely raised.

It is very important to read the ingredient list on your pet's foods as you will find many other companies use meat by products, the most common being chicken by-products. Solid Gold never uses meat by-products and we only use healthy fats full of omega fatty acids like canola oil, salmon oil, and flaxseed oil.

In addition, our food bags are hermetically sealed with a one way valve that allows air out, but not in. This helps keep our natural foods fresh.

At Solid Gold, we believe in being honest about our ingredients and our practices. We believe in better health through diet and nutrition. We answer to a higher power; that of our dogs and cats who look to us for their well being. They are cherished members of our families and deserve to live long, active lives. We feel feeding your pets Solid Gold will keep your pets happy and healthy.

Cute story.....

Did you know that the Ancient Chinese word for eclipse is "Shih", which means "to eat." If an eclipse was occurring, the people traditionally beat drums and banged pots to scare off the "heavenly dogs" believed to be devouring the sun.

Solid Gold is the only dog food company that is a member of the Organic Trade Association, the American Nutraceutical Association, the Medicinal Food Association, Nutraceutical Foods Association and the Life Extension Association.



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Employees, Help or Headache??

Continued from page 26

boost to your reputation could be great!

A new employee will have to be trained and be able to attain the speed and quality that you desire. This will all take time, and time equals money in business. Don't try to hire someone at the peak of the busy season because you are already in a time crunch.

New employees will make mistakes. You will want to have time to patiently train them to your standards. Do not schedule extra clients for at least a month. This way you will be able to spend time needed to see that your employee gets off to a good start.

If you've gotten to the point where you know you can support an employee, then plan out the next steps.

Advertise

The way you word your ad could save you countless hours interviewing people that will not be

able to physically do the job. Think about what this person will need to be able to do, such as lift at least a certain weight, have a valid driver's license, run a computer program, etc. Be sure to list these in your advertisement.

Include how to apply for the position. Be sure to add, "No Phone Calls, Please." if you are already swamped with client's calls. Will you want them to pick up an application or drop off a resume?

Before the ad is placed, plan how you want people to apply and interview. I had people call for an interview and fill out their application at that time. That way I could answer questions like "What is a Clipper Vacuum System?", "What do you consider to be Certified?" and my favorite "Will there be notice before you request a drug screening?" You'll be able to weed out quite a few with a well written help wanted ad and specific requirements for the interview. Let's face it, if they can't follow simple instructions for the interview, they probably won't be able to do the more daunting tasks required for a grooming salon.

**The way you
word your ad could
save you countless
hours interviewing
people ...**

Application

Writing your application form is one of the most important parts of the process. Through the application, you will know the experience and education of the person you have interviewed. You will have critical information to reference in the future like emergency contacts, social security numbers, and references. I would suggest that you get a basic employment application and modify it to suit your needs. An application can also inform and obtain consent for things like random drug and alcohol screening if you include a signature on the form.

The interview: are they going

Continued on page 30

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Employees, Help or Headache??

Continued from page 28

to be on a "tryout interview" where they may have to handle a pet, clip-pers, and baths or just a "sit-down interview"? Schedule ample time for each interview. If you are rushed, you may forget important questions. The interview is the time to see if the person is "right" for the job. By this, I mean that you should see if fleas, sores, and more are going to send this new employee running out the door, screaming. To be blunt, TRY to gross them out!

You should provide the potential employee with the hours and days they would be expected to work and a description of the duties required of them. At the end of the interview, never say whether or not you plan to hire them. Let them know that you will be in contact as to the status of the position. Take a few minutes after the interview to make notes of your observations and the answers to the questions you asked while they are fresh in your mind.

When the interviews are over and it's time for your decision,

remember that skills are great, experience is awesome, but will you be able to WORK with this person on a daily basis? You want this person to be an asset to the business, not a liability. An employee should lighten your load and make your working life easier, not more stressful.

Have an Employee Handbook or an Employee Duties and Guidelines sheet. This should have information about probationary periods, pay, sick time, duties, rules, and responsibilities. It should also include disciplinary action and when it will be used. Almost anything that could go wrong should be covered, then there will be fewer misconceptions. You should also have a planned training or re-training program for the new employee.

Your business growth is limited by the amount of service you can provide. By adding employees you can expand and improve your potential. Employees can add camaraderie and valuable input to every working day. With proper preparation and leadership, your employees will be the backbone of a growing business. For me, hiring was a big

Your business growth is limited by the amount of service you can provide. By adding employees you can expand and improve your potential.

step. I began this journey to find a bather and now I have a bather along with two groomers (that I re-trained). I feel that my success in hiring is in taking the time to plan for this expansion.

Niki Rickett has owned and operated Custom Clips Grooming since 1994. Her majors in Business and Math and a family background of operating businesses have helped keep her venture profitable from the first year. She is currently planning a large expansion of her business and looks forward to sharing her "adventure" with her peers.

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The more things change . . . The more they stay the same.

Kelly Lewis

The grooming industry has seen many new and exciting changes over the years. Recirculating bath systems save shampoo and water. Vacuums attach to clippers to make cleanup easier. Tables are electric, (allowing table races to take place). Yes, I said table races. One person sits on one table, another on a different table, press the button, and whoever gets to the top or bottom first wins. There are hooks and loops and nooses and restraining systems. They allow dogs to be hitched into place preventing any movement (except breathing). There are also bags with zippers and holes that allow groomers the pleasure of grooming angry kitties with ease, replacing the old concept of a pillow-case on a rope lowered into water.

Clipper blades have evolved with new sizes and rust resistant metals. Scissors have holes in them to make them lighter. Dryers have more legs on them (so they don't tip over and crush the table race contestant when bumped). Blades have REALLY large numbers on them, preventing the age old mistake of zapping with a 40 where the 5/8 blade should have gone.

Clippers come with gamma ray light systems that allow flawless vision into the recesses of the sanitary void. These lights are also useful when blinding your table race opponent right before pushing the wobbly old four-legged dryer into them. Of course, the most important of all of these improvements is the addition of pink to everything!

Tables, stools, brushes, clippers, combs, are all pink. Even dogs are pink!

In all this chaos of improvement, there is one stable piece of equipment that remains relatively unchanged. The one thing every single groomer in every single country all around the world has access to...the almighty nail clipper.

While we lovingly oil and clean our blades and place our shears in velvet lined cases, (breathing death upon the bather who touches them), nail clippers are usually thrown in with the random brushes with rotating pins, razor blade sharp mat breaking contraptions, combs that glow in the dark, and the ribbons that have cutesy sayings about how much *Killer* the Chihuahua loves his groomer. We as groomers should be ashamed of the travesty that is how we treat our most valuable piece of equipment.

Nail clippers clip nails. *Duh.* They are also a multi-functional tool that can be used to do anything. Yes, anything. I've used them to snip "Pookie wants to annihilate his groomer" ribbon to fashion bows. I've snipped string off my pants. I watch in horror as another groomer snipped out a mat with them because her scissors were out of reach.

This past Christmas, I bought my first real tree. I didn't realize the thing was going to drag the floor. I also didn't realize I could have used this as an excuse to not buy presents because there was nowhere to



put them. I dug out the nail clippers and trimmed the excess branches off the bottom of the tree while the dog shook in fear.

The first warm day this year, I grabbed my nail clippers and set off to whack as many branches off of the Leyland Cypress hovering over my patio as possible.

Nail clippers also make great pliers. My latest investment was an awesome *Bowflex*/clothes rack. I bought it used, so of course I had to attempt to put it together...with no pliers and a rusty screwdriver I lifted off my ex-husband at our last child exchange. The nail clippers tightened that bolt right on down. When I tell my five year old to bring me scissors, she brings the nail clippers. I have trained her well.

While all those advances and changes have made our job more enjoyable, the inventor of the nail clipper deserves an award for making our lives worth living. And now I must excuse myself. My daughter has presented me with a freeze pop that needs to be opened. Now, where did I put those nail clippers?



The Creative Cat

by Dawn Omboy

The world of Creative Styling is vast and expanding all the time, it practically has no limits. Many groomers see cats on a regular basis. But for feline exclusive groomers, Danelle German CFMG and Lindsey Giedel CFMG, cats are an every day thing. German, *Director of the National Cat Groomers School* located in Greenville SC and Founder/President of the *National Cat Groomers Institute of America, Inc.* together with the school's instructor Lindsey Geidel CFMG, CFCG, have done some amazing Creative work, and teach it at the school where you can earn a *Certified Feline Creative Groomer* status (CFCG) as well as *Certified Feline Master Groomer* (CFMG).

German, who has been grooming cats for just over 10 years is all about cats in an industry that is all about dogs and is looking to change things. She didn't like being left out of everything and wanted to participate in interesting competitions, such as creative grooming, and prove it is not just a dog's world. She has participated in several (dog) Creative competitions with her fantasy felines wowing the crowd and proving it could be done even though she was not allowed to place. Her persistence has paid off and now there is a *Creative Cat Competition* that was added by Christine DeFillipo at this year's *Intergroom* where German was the Judge.

When asked, German said that temperament is most important when choosing a candidate for creative grooming, the feline must be agreeable to the extra time it takes to complete a creative groom. Most designs take between 30 minutes to an hour to complete and are done on short coats, either natural or clipped close. All of her designs are totally done with clippers, no scissors. Some designs are colored, others are not. As far as mediums used for color, German says it depends upon how long the

owner wants the color to last. For temporary use, she will use *Blo-Pens* so the designs can be changed frequently. Sometimes she uses more permanent color choices such as *Pet Edge* dyes (RSC #6849), *Manic Panic* (RSC #6850). One interesting thing about cat hair is that it grows outward from the tip rather than the root like dog and people hair, says German. This means whatever color is applied to the root of the hair, will remain at the root and never grow outward. Because of that, to remove any permanent dyes, the cat must be shaved very close to the skin.

For more on my interview with Danelle German, visit www.klippers.com and for information on Creative Cat Grooming visit www.nationalcatgroomers.com

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By Janis O'Neill

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TIPS FOR SAVING *a Lost Dog*



Recently, I was driving down a fast, broad street near my neighborhood. I gradually eased over toward the left turn lane that leads to my house. I could see that the light was green, so I would be able to cruise through my left-hand turn without stopping. Then I saw the dog.

Right in the middle of the intersection was a small, apparently clueless dog, barking defensively at the passing cars. I recognized the dog as a Pembroke Welsh Corgi. As I slowed down to avoid hitting the dog, I opened my car door and called to the dog. A car whizzed past just as I called to him and the dog was startled into running toward me. With a short-legged leap, the dog jumped into my car, right beneath my legs. I decided not to try to reposition him, so I drove carefully the last few blocks to my house.

As I pulled into my driveway and parked, I slipped a lightweight leash from the glove box. This is the same type of "throw-away" leash that many veterinary clinics use. Now that I had transported this little guy away from his normal territory, I was morally obligated to make sure he didn't escape before I could contact his owner.

I slipped the leash over his head and opened the car door. I held the leash over his head so that he was momentarily prevented from bolting out the door. My goal was to slide my other hand under his belly, and then lift him up to my side, where I could comfortably support his back while retaining control. As my hand slipped under his tummy, the Corgi gave a snarl and attempted to shorten my thumb with his teeth. In



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Continued on page 36

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Tips for Saving a Lost Dog

Continued from page 34

case you are wondering, that's why the other hand holds the leash up in the air – as long as I kept tension on the leash, he couldn't bite my other hand. As soon as my hand retreated, the dog stopped snarling and instantly returned to being "cute." I changed my tactics and let him jump out of the car without my assistance.

Once I had the dog secured in my house, I carefully examined his tags and found out that his name was "Buster" and that he lived nearby. I made a quick phone call and contacted his frantic owner. She jumped in her car and rushed over to reclaim her "Baby Buster." At the end of our conversation, she advised me about one aspect of Buster's temperament. "Buster really doesn't like it when you pick him up. He has chronic back trouble."

If my rescue effort with Buster seemed pretty simple, it was. From the moment I saw him in the street until his reunion with his family, Buster was reunited in

the same time as it takes to get a 30 minute pizza. With more than eight years experience working in animal welfare and rescue agencies, I am familiar with the process and have rescued several hundred animals over the years, in a variety of situations. However, even with all that experience, I made a careless mistake that could have gotten me injured.

If you are a groomer, it's a sure bet you love dogs and hate seeing one on the streets. It's also likely that you will be involved with a client trying to capture a stray or rescue a dog. You've probably already performed street-rescues a number of times. Obviously, though hundreds of thousands of rescues happen every year, not all are successful - some rescues end tragically for the animal, the human, or both.

In our haste to help, we may inadvertently place ourselves in the same danger that threatens the animal. While we are there to offer help and salvation, the dog is unlikely to understand or react pleasantly to our assistance. Frightened and injured dogs are very likely to bite at any target that comes toward them – including a potential rescuer.

Realizing that it is very natural to want to help a defenseless animal, a jolt of reality may at least help you do it safely. The outcome of amateur dog catching is often tragic, albeit well-meaning. No, I'm not suggesting that you are an amateur, I am merely saying that grooming doesn't automatically prepare you for catching a frightened stray. Just remember, if you botch the job, the animal may be killed or injured – specifically because you tried to save it. If you accidentally cause an accident by chasing an animal into a busy street you may be liable for any injuries or damages – and you may also be injured or killed in the process. When in doubt, call the appropriate agency to handle the problem.

If after all these cautions you still want to offer assistance to a lost or injured animal, here are some thoughts that may help you succeed, safely.

- ✿ The first rule of dog catching is to avoid getting hit by a car. It is extremely easy to allow the animal's peril to cloud your judgment. Your humanitarian goal will not stop a car from hitting you. Likewise, if someone swerves to miss you (or the dog you just scared into the street) and hits a tree, it's your responsibility.

Continued on page 38

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Tips for Saving a Lost Dog

Continued from page 36

- ❁ Try to place yourself between the animal and a dangerous situation. If the dog is headed toward a busy intersection try to get to the intersection first. Without appearing to be interested in the animal, go beyond it and attempt to slow or stop it's progress before it gets to the intersection. If your presence does spook the animal, it will most likely run away from you -- and the danger.
- ❁ Bending over to "pet the nice doggie" is almost universally perceived as a threat by the dog. Squat or sit on the ground to make the dog feel less threatened. While this

strategy makes you less of a threat, it increases the chance that you will be injured if the dog isn't friendly. This is another good reason to call a professional animal rescue worker.


- ❁ Do not make direct eye contact. Dogs perceive staring as a challenge. Look at the dog from the corner of your eye.
- ❁ As the dog approaches, offer your hand under the dog's mouth and nose and allow the animal to make the first move. Touching a dog on top of the head, neck or shoulders may trigger a bite, or cause the animal to run away.
- ❁ Keep a pair of long soft shoe laces and/or a soft nylon leash in your car for emergencies.

You can use the shoe lace as a makeshift muzzle, and the leash to secure the dog if it is mobile. Ask your veterinarian to show you how to restrain an injured animal.

- ❁ A good tool for simultaneously controlling an injured critter while preserving your safety is a thick blanket. By covering the animal's head or body you can calm the animal while limiting its ability to hurt you.
- ❁ Secure the animal at your home, or other safe area. If you need assistance caring for or confining the animal, call the appropriate agency for handling stray animals in your area. Do not be surprised if they cannot offer you immediate help - they are usually swamped with calls.

- ❁ It is unfair to expect a veterinarian to perform free treatment for an injured animal. If you wish to be a humanitarian, you must be prepared to accept the financial responsibility. If you cannot pay for emergency care, there is a municipal agency or humane organization in your area that may be able to help you.

- ❁ If you decide to keep the animal at your salon or other private home, so be it. Just remember that unless the dog is on display at a shelter, it may never make it home. The best course is to take the dog to the shelter closest to where you found the dog. Put it on display for the legally required time and then adopt it out as soon as you can. This insures the dog won't be destroyed and that you were diligent in finding the owner.



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Continued on next page

Tips for Saving a Lost Dog
Continued from page 34

If you are afraid of disease in a kennel, vaccinate the dog for the main canine diseases, including kennel cough.

- ❧ If a dog looks very rough and unkempt, that is not a sign of neglect by the owner. Being on the streets can be very hard on a dog's appearance. If the dog has been lost for a week, it may look nothing like the last time the owner saw it.
- ❧ If a dog is fearful of you, that is not an indication that the owners are abusive. The dog may be entirely sheltered at home and totally freaked out on the streets. Never let your imagination convince you that the owner is a bad person and doesn't deserve to have the dog returned. Sometimes it is true - but often it is not.

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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Getting Down to BUSINESS
BY TERI DiMARINO



PIRACY

as Defined by WordNet Search - (n) piracy, hijacking on the high seas or in similar contexts; taking a ship or plane away from the control of those who are legally entitled to it. (n) piracy, the act of plagiarizing; taking someone's words or ideas as if they were your own.

We all know that groomers can be all wet at times (especially when that Husky shakes in the tub) and while the definitions above focus on the 'high seas,' I think we all know that piracy is the stealing of something and the perpetrator is appropriately called a pirate.

You may be asking "Shiver me timbers and blow me down! What do pirates have to do with the grooming

industry?" Well, have you ever had clients "stolen" from you? Have you ever wondered who "owns" the client list in your salon? Have you ever "pirated" customers from a former employer?

Theft of customers has long been a fear of many a salon owner. Who owns the rights to the customers? Who has a right to service these customers? Who has the right to contact these customers? This can be a very touchy subject and I will now touch on it; albeit gingerly. I am, after all, a dog groomer and not an attorney and, in consideration of space, I will be brief.

First, we have to ask who actually "owns" a customer or client list. Let's raise a few questions, like who owns the business? Who pays the location rent? Who advertises for the customers? Who pays the bills for telephone, insurance and maintenance of the salon? If a salon employs people as employees then we have mentioned the operative word; "employ."

The salon owner pays a person a predetermined fee or rate to perform a task. Taxes are withheld from paychecks and the "employee" is protected by the protective blanket of the salon's insurance policies and other amenities. The salon sets the pricing structure and handles the monetary transactions. The salon controls the hours of business as well as the way the work is done.

Continued on next page

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Under these circumstances, the client list is considered the property of the salon; as the salon has worked hard to obtain, maintain and retain the customers.

Now, let's look at the "Independent Contractor." A true independent contractor rents space in a salon and pays the owner of the establishment a predetermined fee. It may be a flat rate or a percentage of the contractor's income. The independent sets their own prices. They check in their own dogs and handle their own monetary transactions. They maintain their own telephone and insurance. They advertise their services and maintain their client records. They pay all of their own

taxes and any assistants they may use. The independent sets their own hours of operation and retains the right to advertise their services to other locations. The customers they bring in through their efforts belong to them.

If the independent changes location, they are entitled to bring this self-generated client list with them. This is commonplace in the hair-dressing industry and hair stylists change salons all the time, bringing their client base in tow. But the pet grooming industry has huge gray areas in this regard due to the lack of knowledge by both groomers and

salon owners regarding the requirements of the law. A person is either an independent contractor or an employee. There is no in between! As a salon owner you cannot play on both sides!

Enter a couple of my favorite mantras, "Consult an attorney" and "Get it in writing." This is just smart business! It can avoid devastating issues down the road for everybody. Large corporations regularly have their employees sign contracts and agreements all the time, so why not us? This will save you a ton of trouble if a question regarding client

Continued on page 42

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READER SERVICE CARD #6892

Piracy

Continued from page 41

files, confidentiality or even a former employee using your salon name in advertising ever comes up.

An attorney can supply you with “tools” that you can use to preserve the privacy of your client list as well as other proprietary

information of the salon. Please understand that laws do differ from state to state and paying an attorney a fee to “bless” such documents will save you much more than dol-

NEVER use legal documents unless you know precisely where they came from and who drafted them.

lars. I always liked to know what my clients did for a living and found my attorney that way. I like doing business with people who do business with me. You will want an attorney with experience in business contract and labor laws. Further experience specifically in the pet care industry is ideal. NEVER use legal documents unless you know precisely where they came from and who drafted them. Using a document you got from a friend, on the internet or from a book (unless written by an attorney) can prove risky and dangerous.

In closing, I must say that while I have never (to my knowledge) experienced client theft in my salon, I have always looked with distain at people who feel entitled to contact a customer just to “let them know” where they are now grooming. I would like to think that simple ethics would play a roll in preventing this situation, but sometimes people overlook ethics in the pursuit of personal gain.

When an employee slyly begins making a list of their favorite customers along with personal contact information, they are actually breaking the law and can be liable for damages. It’s obvious that the instant gratification of taking that one client far outweighs any moral principals this person may foster and their obvious lack of knowledge in this area is more than an ethical breach. It is highly illegal and can end up costing a lot more money than they would ever make on the clients they take with them.

Again: Get it in writing. You will never be sorry!

(*Special thanks to Trish Finn, Attorney, law professor and Master Pet Stylist Meritus www.petcarelaw.com)

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Julie Pantages

is Best In Show Every Day

by Kathy Hosler

"There's no bigger rush in the world than when the judge points at you for the win!" says an exhilarated Julie Pantages as she talks about her latest victory – becoming *World Champion* of the 2009 *GroomOlympics*.

Julie has experienced that rush countless times during her impressive career – both in the conformation show ring and in the grooming competition arena.

Julie began her career while she was still in high school. She worked weekends as a bather at a kennel, and soon decided that her life's work would be spent in the pet care industry.

In 1997, Julie graduated from the Grooming and Kennel Management Program at *Essex Agricultural*



Julie, Scott and Emmy Julie's Flower Girl.

and Technical Institute. She entered her first grooming competition that same year.

"I had watched grooming competitions when I was

Continued on next page

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was in grooming school, and being a competitive person, I wanted to give it a try," said Julie. "I won second place in my very first competition. It was a lot of fun and I loved it."

As Julie continued to enter grooming contests, she learned

what it is like to compete on a regular basis.

"It involves a lot of long hours-staying up late and getting up early to prep dogs, and often driving very long distances to get to a competition site. Most people don't realize how much goes into preparing the dogs for a contest.

The competition itself is a lot of stress, but there's a big payoff,"

says Julie. "Even if you don't place or win, you're so proud of your dog – it's like artwork and you get to show it off. Of course I want to win when I enter, but I also feel like I am grooming for the audience. When the competition is over, they compliment me and come up and ask me questions. To me, helping others is a big part of competing."

Julie has become tremendously successful in the contest ring, piling up many awards, trophies, and titles. By entering and placing in grooming competitions, Julie earned the points she needed to become a member of *Groom Team USA* in 2003, 2005, 2006, 2007, 2008, and 2009.

"Three years ago I qualified to go to Milan, Italy as a member of *Groom Team USA*," says Julie. "And this year I was ranked in the *Groom Team Top Ten*. Those are really big honors for me!

"Another accomplishment I'm proud of is that I have taken *Best In Show* awards with three different breeds in grooming competitions.

"In 2007 I was voted the *Cardinal Crystal American Groomer of The Year*. And, I have appeared on the cover of *Groomer To Groomer* Magazine four times!" says Julie and adds, "My mom is really thrilled about that!

"I was also crowned the *GroomOlympics World Champion* at *Groom Expo* in 2004, 2005, and 2009."

PetSmart is a major sponsor of the *GroomOlympics* competitions. Connie Bailey, *PetSmart* Academy Field Manager, is a groomer herself with over thirty years of industry experience. She shares her thoughts on the importance of grooming competitions and some of the advances our industry has seen....

"One of the reasons *PetSmart* sponsors grooming competitions is because we believe in continuing education for all groomers," says Ms. Bailey. "The grooming industry

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Julie Pantages
Continued from page 44

has come a long way and we want to continue to be part of the growth and excitement.

"Television shows and grooming competitions, along with better educated groomers from coast to coast, have helped mold the public's perspective of groomers and what goes on in a grooming salon," shares Ms. Bailey.

"This kind of exposure gives pet parents a better understanding of what groomers do and they feel more comfortable bringing their pets to people who are educated and knowledgeable," She states emphatically and adds, "The public now sees that our industry is very professional. In this business, a groomer never stops learning."

Julie Pantages agrees wholeheartedly and says....

"Continuing education is important because so many things change in our industry; the tools and equipment we use, the shampoos and styling products, and the styles and grooming techniques.

"New things are being introduced constantly that can make our jobs easier, and in grooming anything you can do to save time and still get good results, is going to save you and your body in the long run."

Julie owns *Best In Show Pet Salon* in Gloucester, Massachusetts and she has seen many positive changes in our industry.

"Everything has become more posh and salon-like. People spend more money on their pets now and want to pamper them with things like spa treatments and aromatherapy," says Julie. "We don't get as many of those once a year clip downs as we used to."

To better serve her clients' needs, Julie is planning to enlarge the size of her business, expand her retail, and add boarding and day

care services.

In addition to her bustling grooming business and her busy competition schedule, Julie is also a professional handler of Standard Poodles and has finished many champions. She has even shown at the prestigious *Westminster Kennel Club* dog show in New York City.

Also, Julie is an accomplished dog trainer. She used to work for a Schutzhund trainer and has done a lot of work with protection and law enforcement dogs. Her own Miniature Poodle has three obedience titles and five agility titles.

It seems that almost every facet of Julie's life includes dogs in some way.

That was surely evident when Julie got married last August. Her stunning white Standard Poodle, *Emmy*, was Julie's Flower Girl. That came as no surprise to anyone who knows Julie and understands how much her Poodles mean to her.

Julie got up early on her wedding day to groom *Emmy* to perfection. Only after *Emmy* was groomed did Julie get herself ready for the ceremony. Then, before the service began, a beautiful wreath of flowers was placed around *Emmy's* neck.

And now when Julie and her husband, Scott, get a little time to relax, their three poodles also share in the fun.

"We live in Gloucester," said Julie. "It's a really, really gorgeous area where the movie, *The Perfect Storm*, was filmed. We have a twenty-nine foot boat named *Pudlen Around* that we spend a lot of time on. We take the dogs for long weekends, sleep onboard and visit the beautiful beaches.

"I work really hard," says Julie, "But I look forward to every day. I do many different things, and I love everything I do."

"I don't sit in an office and look at the clock all day," says Julie. "If anything, I wish I had more time – I love working with dogs!"

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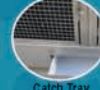
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Joanne's AhHa's:



Joanne Russell

If you haven't had the advantage of going to a grooming seminar, you probably don't know about the

wonderful auctions where you can save even more! Vendors don't want to ship products back from trade shows, so they donate to auctions like the *Gift of Love International* through the Kassebaums. I have purchased thousands of dollars worth of products, books and services for pennies on the dollar. Obviously it helps me, the charity, the vendors (who don't have to spend extra money) and it gives me a chance to try new products. That's my favorite type of AhHa tip – a win, win, win situation!

I save my *Buyer's Guide* all year. I can't tell you how many times I refer back to it to find new products, get addresses and phone numbers of products I want to try, or products I like and want to reorder. It is easy to use and has manufacturer's and seller's information all in one place.



INDUSTRY NEWS

GroomTeam Scholarship

GroomTeam USA, Inc. is pleased to announce exciting changes in the *Lonnie Lange Memorial Scholarship Fund*. There are two levels of awards; one for college education, with three awards, and the other for grooming education. The deadline for applications is April 30, 2010. *GroomTeam USA, Inc.* employs the aid of International Scholarship and Tuition Services, Inc. of Nashville, TN, a professional scholarship selection company. The use of this outside source insures that the selection of the recipients is professional, fair and unbiased.

Level 1 - will provide three recipients with \$1000 in college money. These funds may be used toward college education in any field and will be paid directly to the

school. The only stipulation is that the applicant must be the child, stepchild or grandchild of a bona fide, professional groomer. No other students may apply. This is strictly for the families of groomers!

Level 2 - is open to any and all applicants, and provides one recipient with a full scholarship to their choice of one of a selected group of nationally acclaimed grooming schools approved by *GroomTeam USA, Inc.* *GroomTeam USA, Inc.* will also provide \$1000 toward the purchase of the standard grooming tool kit available through the selected school. The participating schools include *Maser's Academy of Fine Grooming* (Kenmore, WA), *Merryfield School of Pet Grooming* (Ft. Lauderdale, FL), *Nanhall School of Dog Grooming* (Greensboro, NC), *Nash Academy of Animal Arts* (Lexington, KY), *Paragon School of Pet Grooming* (Jenison, MI) and the *Pennsylvania Academy of Pet Grooming* (Indiana, PA).

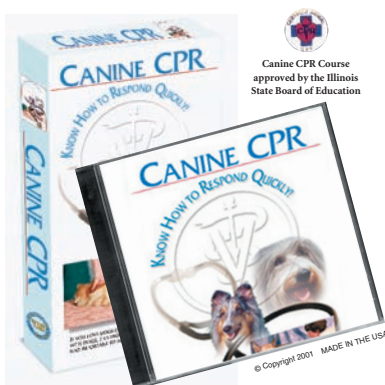
For complete scholarship details please visit www.groomteamusa.com and go to the Scholarship Fund page. You can read about the scholarships and click on the link at the bottom of the page or go to <https://aim.applyists.net/groom> to begin the application process. Remember, the deadline is April 30, 2010 and all applications must be processed online.

Any questions regarding the *Lange Scholarship* fund may be directed to groomteamusa@aol.com.

Joey Villani's New Radio Show

Joey Villani, *Animal Planet's Groomer Has It* star, is now a radio personality. Joey recently became part of *Animal Radio's Dream Team*. He will be answering listener questions during the two hour weekly broadcast on 99 am/fm.

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NEW PRODUCT NEWS

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Animal House is a growing range of quality grooming products designed by dog show people for show dogs. *Animal House* products are undetectable to the touch, but give the coat extra volume, hold, shines and texture without the use of any harsh chemicals. There are no silicones, bleaching agents, harsh salts or chlorides in

their products. Their product line includes *Mighty White N Brite* which does not dry the coat out or make the coat harsh, allowing daily use. Also, *Coat Magic* is a mat removal spray that is combed through the coat. *Request Reader Service Card #6837.*

EZ-DRY Wall-Mountable Pet Dryer



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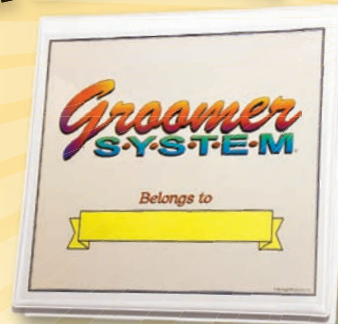
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Earthbath's New Grooming Foam

Earthbath's *Totally Natural Grooming Foam for Dogs* helps control dander while leaving dogs with shiny, supple coats. To give a dog's coat a clean shine, pump out a few hands full of *Earthbath Totally Natural Grooming Foam*, rub it on and towel it off. No water needed! Once the coat has fully dried it can be brushed to a show quality luster. Not only do dogs look better, the foam will also help alleviate human allergy problems by removing dander from the coat. The product is available in two different varieties, Green Tea Leaf and Hypoallergenic. For more information request Reader Service Card #6848.



Skunk Deodorizer Dirty Dog Shampoo and Skunk Deodorizer & Odor Eliminator Spray

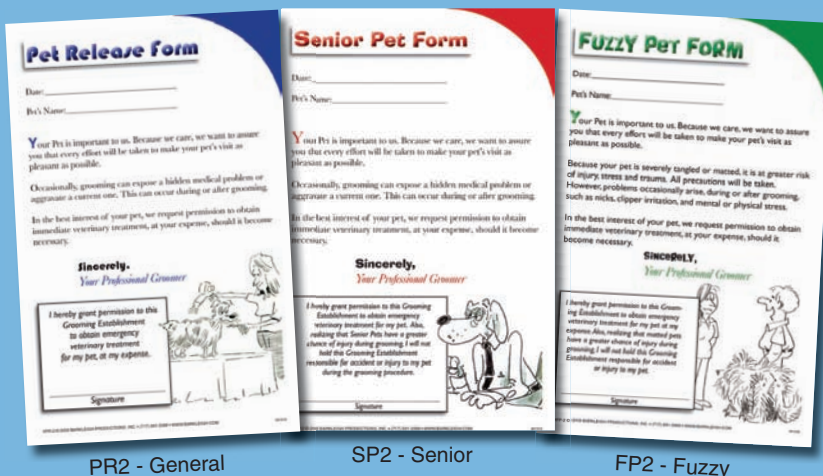
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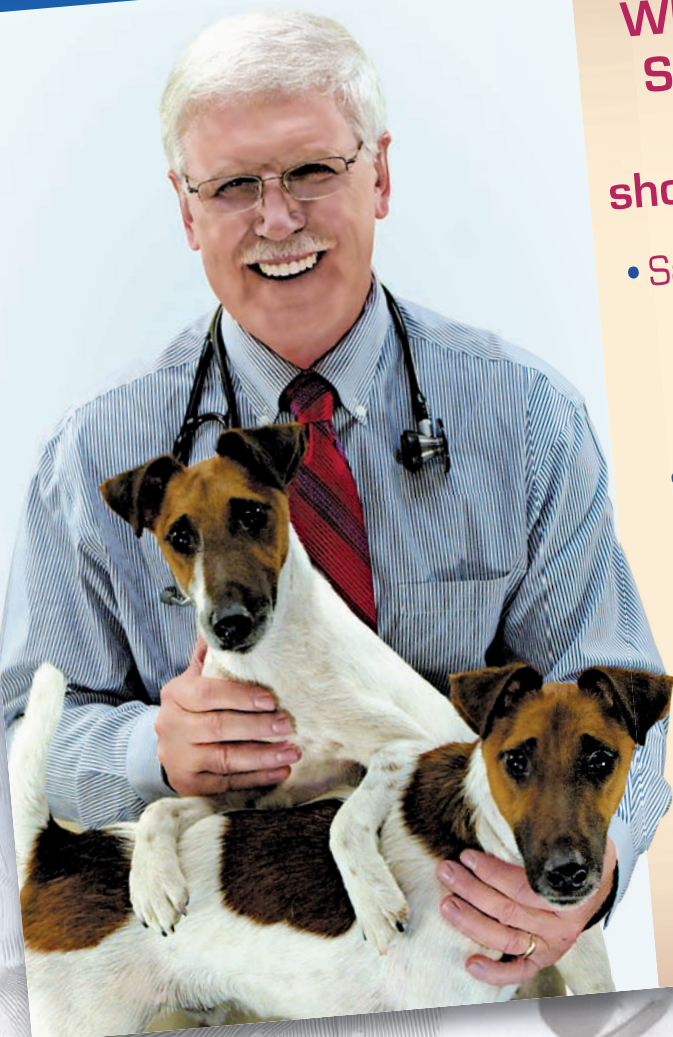
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**This 272 Page Book is a Must Have Reference
for Your Grooming Salon!**

21 easy-to-read chapters covering: Skin Disorders, Ears, Hot Spots, Allergies, Fleas and Ticks, Toenail and Foot Pad problems, Anal Sacs, Infections, Nutrition, Geriatric Dogs, Vaccinations and reactions, Dental and much more.

Barkleigh Productions Inc.
970 West Trindle Rd.
Mechanicsburg, PA 17055
(717) 691-3388
info@barkleigh.com

Available at www.barkleighstore.com

READER SERVICE CARD #6908

2010 CALENDAR OF EVENTS

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

COLORADO

Colorado Groomfest 2010

6/4/2010 – 6/6/2010
Denver, CO
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

FLORIDA

PET PRO CRUISE

Mexico, Costa Rica and Panama
1/15/2011 – 1/23/2011
Fort Lauderdale, FL
(717) 691-3388
info@barkleigh.com
www.barkleighevents.com

NDGAA "Fun in the Sun" Seminar

10/29/2010 – 10/31/2010
Orlando, FL
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

ILLINOIS

All American Grooming Show

8/12/2010 – 8/15/2010
Chicago, IL
(847) 364-4547
aagrmgshow@wowway.com
www.aagrmgshow.com

Backer's Pet Industry Christmas Trade Show and Educational Conference

10/8/2010 – 10/10/2010
Chicago, IL
(312) 663-4040
hbacker@hbacker.com

KENTUCKY

PETQUEST 2010

7/22/2010 – 7/25/2010
Ft Mitchell (Cincinnati, OH area), KY
(717) 691-3388
info@barkleigh.com
www.barkleighevents.com

MARYLAND

Backer's Pet Industry Spring Trade Show

4/23/2010 – 4/25/2010
Baltimore, MD
(312) 578-1818
hbacker@hbacker.com

MISSOURI

Groom Classic 2010

4/30/2010 – 5/2/2010
Kansas City, MO
800-705-5175
groomclassic@comcast.net
www.groomclassic.com

NEVADA

Superzoo

9/14/2010 – 9/16/2010
Las Vegas, NV
www.superzoo.org

NEW JERSEY

Interroom 2010

4/16/2010 – 4/18/2010
Secaucus, NJ
(718) 326-3376
interroom@msn.com

Association of Pet Loss and Bereavement Conference

5/21/2010 – 5/23/2010
Newark Liberty Airport, NJ
(718) 382-0690
www.aplb.com

PENNSYLVANIA

GROOM EXPO 2010

9/9/2010 – 9/12/2010
Hershey, PA
(717) 691-3388
info@barkleigh.com
www.groomexpo.com

RHODE ISLAND

NEPGP 30th Anniversary Fall Fest

11/5/2010 – 11/7/2010
Warwick, RI
(508) 799-5236
lindacc@nepgp.com
(Vendors) ritzdog@nepgp.com
www.nepgp.com

TENNESSEE

Animal Care Expo

5/12/2010 – 5/15/2010
Nashville, TN
800-248-3976
www.animalsheltering.org/expo

Pet Stylists Super Show

5/14/2010 – 5/16/2010
Knoxville, TN
865-687-7139
www.petstylistsoftennessee.com



2011 Calendar

Pet Pro Cruise

Western Caribbean
1/15/2011 – 1/23/2011

Groom & Kennel Expo 2011

2/10/2011 – 2/13/2011
Pasadena, CA

Off Lead Expo, Show Ring Expo and & Grooming Summit

6/7/2011 – 6/12/2011
Gray Summit, MO

PetQuest 2011

7/21/2011 – 7/24/2011
Ft Mitchell, KY
(Cincinnati Area)

Groom Expo 2011

9/8/2011 – 9/11/2011
Hershey, PA

Barkleigh Productions, Inc.
(717) 691-3388 • Fax (717) 691-3381
www.barkleigh.com
www.groomexpo.com

CANADA

Canada Grooms

6/5/2010 – 6/7/2010
Oakville, Ontario CA
tony@petsupplyhouse.com
www.petsupplyhouse.com

Canada Grooms

11/20/2010 – 11/22/2010
Oakville, Ontario CA
1-800-268-3716
info@petsupplyhouse.com
www.petsupplyhouse.com/canadagrooms

New Book from Barkleigh!

Grooming Puppies

A Professional Groomer's Guide

By **Kathy McGee**

Chapters Include:

The New Puppy Phone Call
Introductory Visit
First Appointment
Client Quotes
Sending Home
Tips to Remember
Companion Booklets,
and Educational Marketing Tools

Book Available at
www.BarkleighStore.com

W1623

Regularly
\$12.95

**Just \$9.95
Pre-Ordered!**



FREE SHIPPING!

READER SERVICE CARD #6909



See the newest visual info for
the Pet Pro. We have Barkleigh
Show Coverage, News,
Interviews, Facility Tours,
Groomer Video Tips, Company
Profiles, and More!

NEWLY ADDED:

Creative Grooming from GROOM EXPO

Groomer News and Notes

Puppy Mill Rescue by Jon Bannon

Education from GROOM EXPO

www.BarkleighTV.com



W1627

Groom-O-Grams



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

**Exciting digest-sized newsletter becomes
your own personal Salon Newsletter!**

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!

**Over
10 Million
Sold!**

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

Revolving Reminder System



**Boost your income without
getting one new Client!**

Keep a steady flow of clients

in your grooming shop year round!

**Get your clients in every 4, 5 or 6 weeks with
this complete ready-to-use system!**

Includes:

- 5" x 8" File Box
- #1-31 Index Guides
- 200 of our most popular Reminder Cards (50 each: R-2, R-4, R-5, R-7)
- Instructions for instituting a Successful Reminder Program.

Revolving Reminder System

#676 1 Revolving Reminder System \$59.95

Business and Appointment Cards



**High quality
black raised
printing on
crisp white
card stock.
Choose one
of our stock
logos FREE.**

High quality black raised printing on crisp white card stock. Choose one of our stock logos FREE.

Instructions: Circle logo of your choice and print your six lines of type clearly on the Order Form. Allow three to four weeks delivery time.

#662	1000 Business Cards	\$49.95
#663	1000 Appt. Cards	\$49.95
#665	Extra Line of Type	\$2.95
#666	Custom Logo	\$19.95
#667	Custom Layout	\$25.00

Sympathy Cards



Elegant 4" x 6" card is printed with rich chocolate ink on ivory linen paper. Inexpensive and easy to send. Matching envelopes included.

(S3) Ivory Sympathy Cards w/Envelopes

#6033	5 Sympathy Postcards /Env.	\$12.95
#6034	10 Sympathy Postcards /Env.	\$23.95
#6035	25 Sympathy Postcards /Env.	\$42.95
#6036	100 Sympathy Postcards /Env.	\$125.00



Your clients will be touched by your thoughtfulness with this beautiful French fold, baby blue parchment sympathy card. It is delicately embossed with silver foil lettering found only on the best "card shop" cards. You will be proud to send it. Matching blue parchment envelopes are included. Be sure to carry extras for retail sales to your customers.

(S-2) Blue Sympathy Card w/Envelope

#524	5 Sympathy Postcards /Env.	\$12.95
#525	10 Sympathy Postcards /Env.	\$23.95
#526	25 Sympathy Postcards /Env.	\$42.95
#698	100 Sympathy Postcards /Env.	\$125.00

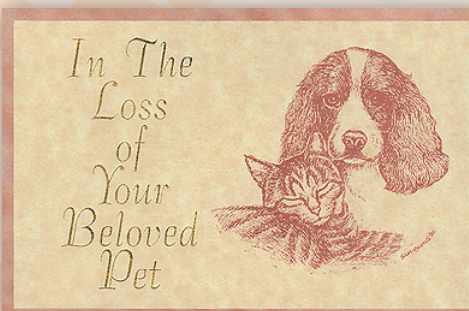
(INSIDE)

Brings great joy and deep sorrow. May it be comforting to know that the loss of your beloved pet is shared by those who care.

Envelopes Available!

Elegant 4" x 6" postcard is printed with rich chestnut ink on buckskin parchment and tastefully embossed with gold foil lettering. Inexpensive and easy to send. Just address and mail. Ivory suede envelopes (optional) for a more personal touch.

BACK: May it be a comfort to know that we share your feelings and extend our deepest sympathy.



(S-1) Sympathy Postcards

#518	5 Sympathy Postcards	\$7.50
#519	10 Sympathy Postcards	\$12.95
#520	25 Sympathy Postcards	\$23.95
#696	100 Sympathy Postcards	\$75.00

(S1-E) Sympathy Cards w/Envelopes

#6033	5 Sympathy Postcards /Env.	\$10.95
#6034	10 Sympathy Postcards /Env.	\$19.95
#6035	25 Sympathy Postcards /Env.	\$38.95
#6036	100 Sympathy Postcards /Env.	\$110.00

Model Dogs

These mini-sized Yarn Dogs can be groomed into a variety of breeds. Show your clients what your grooming really looks like. Decorate your salon with your own true workmanship. Dog has a hard plastic form imbedded with white yarn plugs. Yarn can be sprayed with color to make more realistic. Also, great for students, to teach grooming and brushing techniques without harming a real dog. Brushing instructions included as well as recommendations for grooming from top groomers. Needs 2-4 hours of brushing before grooming.



#6031	Model Dog	\$99.00
#6032	2 or more Model Dogs	\$89.00 ea.

Little Angel Award

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



You will be proud to present these finely lithographed awards to all your clients. The goodwill generated will be "money in the bank" in new and repeat clients. A great gift and advertising tool!

Little Angel Awards (#LA)

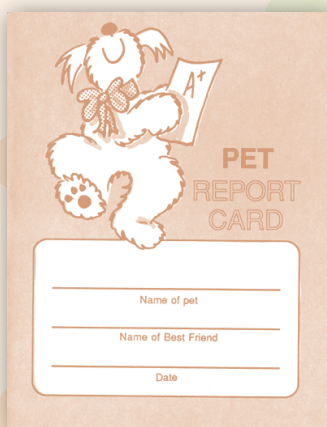
#648	20 Little Angel Awards	\$12.95
#649	50 Little Angel Awards	\$29.95
#650	100 Little Angel Awards	\$49.95
#651	500 Little Angel Awards	\$150.95

Pet Report Card

Like a teacher, now you can grade each pet from an A+ to an F. Did you ever forget to convey important information to your client? A time-saving checklist of common recommendations is included, with space for your personal comments. Plus, it doubles as a reminder or appointment card. Great promotional tool, too — your clients will tell their friends about your "caring" pet report card.

Pet Report Cards (#PRC)

#657	20 - Pet Report Cards	\$6.95
#658	50 - Pet Report Cards	\$13.95
#659	100 - Pet Report Cards	\$25.95
#660	500 - Pet Report Cards	\$99.00
#661	1000 - Pet Report Cards	\$159.95



My Groomer Sez...

☐ My coat was in excellent condition.

☐ I could use more brushing and combing.

☐ I had fleas and/or ticks.

☐ I should see my Veterinarian for:

☐ Other:

Groomer's Remarks

MY PET'S REPORT CARD

☐ **A+ I was A Little Angel!**

☐ **B I was a Paw-fect Pet.**

☐ **C I was satisfactory.**

☐ **D I'll Try harder next time.**

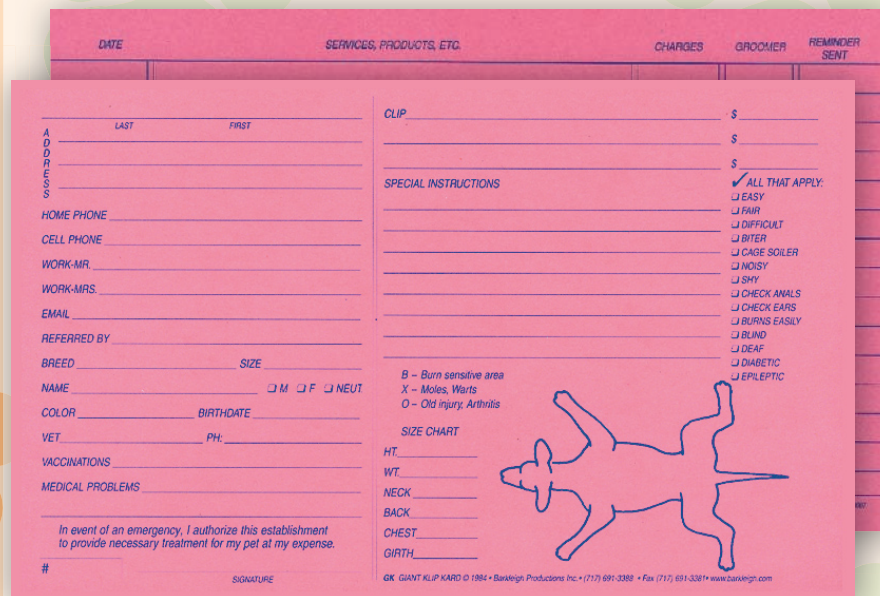
☐ **F I was a little Devil...**
But My Groomer Still Loves Me.

I should be groomed in _____ weeks.
My next grooming appointment is:
_____ at _____

Indicate Pink, Blue or Tan!

Klip Kards Client Index & Extender Cards

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



Giant Klip Kard form. It includes fields for DATE, SERVICES, PRODUCTS, ETC., CHARGES, GROOMER, and REMINDER SENT. The main body has sections for ADDRESS (LAST, FIRST), HOME PHONE, CELL PHONE, WORK-MR., WORK-MRS., EMAIL, REFERRED BY, BREED, SIZE, NAME, COLOR, BIRTHDATE, VET, PH, VACCINATIONS, and MEDICAL PROBLEMS. There is a large dog silhouette for a CLIP drawing. A checklist on the right includes: ALL THAT APPLY, EASY, FAIR, DIFFICULT, BITER, CAGE SOILER, NOISY, SHY, CHECK ANALS, CHECK EARS, BURNS EASILY, BLIND, DEAF, DIABETIC, and EPILEPTIC. A legend indicates: B - Burn sensitive area, X - Moles, Warts, O - Old injury, Arthritis. A size chart lists HT., WT., NECK, BACK, CHEST, and GIRTH. A signature line is at the bottom.

Giant Klip Kard

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

Giant Klip Kard - White • 5" x 8"

#500	100 Giant Klip Kards	\$13.75
#501	500 Giant Klip Kards	\$59.95
#502	1000 Giant Klip Kards	\$99.00

Giant Klip Kard - Colored • 5" x 8"

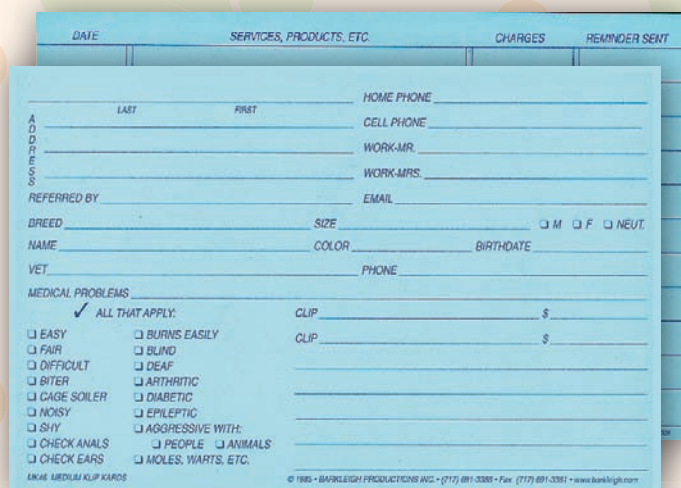
Indicate Color Choice: Lavender, Pink, Blue, Yellow or Green

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

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

#506	100 Giant Klip Kards Extenders	\$13.75
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Available Colors

Medium Klip Kard form. It includes fields for DATE, SERVICES, PRODUCTS, ETC., CHARGES, and REMINDER SENT. The main body has sections for ADDRESS (LAST, FIRST), HOME PHONE, CELL PHONE, WORK-MR., WORK-MRS., EMAIL, REFERRED BY, BREED, SIZE, NAME, COLOR, BIRTHDATE, VET, PHONE, VACCINATIONS, and MEDICAL PROBLEMS. A checklist on the left includes: ALL THAT APPLY, EASY, FAIR, DIFFICULT, BITER, CAGE SOILER, NOISY, SHY, CHECK ANALS, CHECK EARS, BURNS EASILY, BLIND, DEAF, ARTHRITIC, DIABETIC, EPILEPTIC, and AGGRESSIVE WITH: PEOPLE, ANIMALS, MOLES, WARTS, ETC. A size chart lists HT., WT., NECK, BACK, CHEST, and GIRTH. A signature line is at the bottom.

Medium Klip Kard

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

Medium Klip Kard - White • 4" x 6"

#507	100 Medium Klip Kards	\$11.95
#508	500 Medium Klip Kards	\$46.00
#509	1000 Medium Klip Kards	\$75.00

Medium Klip Kard - Colored • 4" x 6"

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

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

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

#513	100 Medium Extenders	\$11.95
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Available Colors



Regular Klip Kard

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

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

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

Regular Klip Kard Extenders • 3" x 5"

#517	100 Regular Extenders	\$10.50
------	-----------------------	---------

Put
Essential
Information
at Your
Fingertips!

Pet Care Series Brochures



"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.

When a pet's hair becomes severely matted, there is simply no way to remove it except to give the pet a very short haircut, often referred to as a 'smoothie.' "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.



Written by Professional Groomers for Your Clients!

Puppy's First Visit to the Grooming Salon will help your client prepare their pup for grooming. Beneficial before and after the first groom.

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

Brushing (#PS-2)

#631	20 Pet Care Series – Brushing	\$9.95
#632	50 Pet Care Series – Brushing	\$18.50
#633	100 Pet Care Series – Brushing	\$29.95
#634	500 Pet Care Series – Brushing	\$99.00
#635	1000 Pet Care Series – Brushing	\$180.00

Smoothie (#PS-3)

#1844	20 Pet Care Series – Smoothie	\$9.95
#1842	50 Pet Care Series – Smoothie	\$18.50
#1843	100 Pet Care Series – Smoothie	\$29.95
#1845	500 Pet Care Series – Smoothie	\$99.00
#1846	1000 Pet Care Series – Smoothie	\$180.00

Puppy's First Grooming (#PS-4)

#1853	20 Pet Care Series – Puppy's	\$9.95
#1852	50 Pet Care Series – Puppy's	\$18.50
#1854	100 Pet Care Series – Puppy's	\$29.95
#1855	500 Pet Care Series – Puppy's	\$99.00
#1856	1000 Pet Care Series – Puppy's	\$180.00

Flea (#PS-5)

#6013	20 Pet Care Series – Flea	\$9.95
#6014	50 Pet Care Series – Flea	\$18.50
#6015	100 Pet Care Series – Flea	\$29.95
#6016	500 Pet Care Series – Flea	\$99.00
#6017	1000 Pet Care Series – Flea	\$180.00

Kenn-L-Kards and Run Kards

At Last! The Most Advanced Boarding Kennel System Ever Devised!

After extensive research, we've designed a 5" x 8" client record card with all the information the Kennel Operator needs! **Kenn-L-Kards** contains fantastic Kennel, Medical and Grooming Profiles. This easy check system eliminates tedious handwriting. **Speeds your record keeping!** Extender Kards double your record space...just attach to the back of a full Kenn-L-Kard.

3" x 5" Run-Kard is completed at each visit and attached to the run. Contains all the up-to-date information you need about the pet. The back contains a boarding release for your protection, which is signed and dated by the owner. You'll wonder how you ever lived without them!

5" x 8" Kenn-L-Kard (BKK)

#589	100 Boarding Kenn-L-Kards	\$13.75
#590	500 Boarding Kenn-L-Kards	\$59.95
#591	1000 Boarding Kenn-L-Kards	\$99.00
#592	2500 Boarding Kenn-L-Kards	\$215.00
#593	5000 Boarding Kenn-L-Kards	\$350.00

5" x 8" Kenn-L-Kard Extenders (BKK)

#901	100 Boarding Kenn-L-Kards Extenders	\$13.75
#902	500 Boarding Kenn-L-Kards Extenders	\$59.95
#903	1000 Boarding Kenn-L-Kards Extenders	\$99.00
#904	2500 Boarding Kenn-L-Kards Extenders	\$215.00
#905	5000 Boarding Kenn-L-Kards Extenders	\$350.00

3" x 5" Run-Kard (BRK)

#594	100 Boarding Run-Kards	\$10.50
#595	500 Boarding Run-Kards	\$39.75
#596	1000 Boarding Run-Kards	\$62.95
#597	2500 Boarding Run-Kards	\$125.00
#598	5000 Boarding Run-Kards	\$200.00

Calendar Paws

Red and white sticky-back label with space to jot next appointment date and time. Your client can affix it to his home calendar as an appointment reminder, or just as a general reminder to call. Makes an excellent eye catching price tag, too! Two great sizes.



5/8" Small Calendar Paws

#601	100 Calendar Paws – Small	\$7.95
#602	1000 Calendar Paws – Small	\$55.00

1" Large Calendar Paws

#599	100 Calendar Paws – Large	\$8.95
#600	1000 Calendar Paws – Large	\$59.95

Super Sampler Pack

See Our Cards Before You Buy! Try Them on Your Clients!

- Reminder Kards
- Klient Kards
- Thanks for Coming Card
- Sympathy Cards
- Klip Kards
- Kenn-L-Kard
- Kennel Run Card
- GroomOgrams
- Kennel Sales Slip
- Grooming Sales Slip
- Happy Camper Card
- Pet Report Cards
- Pet Release Forms
- Little Angel Award
- Pet Care Series
- Groomer to Groomer Magazine
- Off Lead Magazine
- Pet Boutique & Spa Magazine ... and More!

Only One Sampler Per Business!

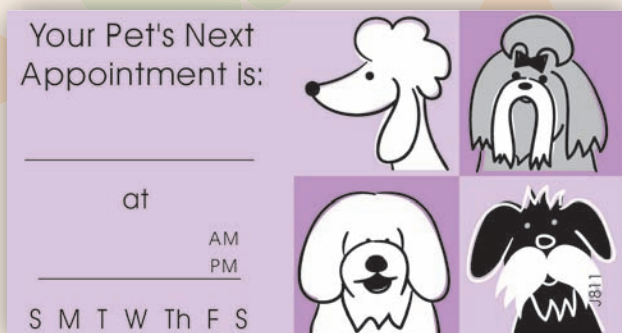
#677	1 Super Sampler Pack	\$9.95
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ORDER ONLINE AT WWW.BARKLEIGH.COM OR REQUEST READER SERVICE CARD #6910 FOR MORE INFORMATION

Pet Appointment Kards



These adorable dogs are printed on quality 2"x3-1/2" card stock. Great for grooming salons, kennels and veterinarians. Buy only the quantity you need!



Bathtub Appt. Kard

#1936	100 Apt. Kards	\$7.95
#1937	500 Apt. Kards	\$29.95
#1938	1000 Apt. Kards	\$43.95

Squares Appt. Kard

#1939	100 Apt. Kards	\$7.95
#1940	500 Apt. Kards	\$29.95
#1941	1000 Apt. Kards	\$43.95

Brown Appt. Kard

#652	100 Pet Apt. Kards	\$6.95
#653	500 Pet Apt. Kards	\$26.95
#654	1000 Pet Apt. Kards	\$39.95



Kanine Kookie Cutters

Sizes range from 2-3/4" to 4-1/2". Great for breed club treats, fundraisers, sandwich cutouts, treats for your customers' pets or kids, dough ornaments, and more. Dog Bone Recipes included FREE!

Poodle, Cocker, Scottie, Terrier, Collie, Setter, Mutt, Kitty, Large Bone, Small Bone, and Hydrant



#710	Kookie Cutters - 2 Bones + Hydrant	\$8.50
#711	Kookie Cutters - 7 Dogs + Kitty	\$19.95
#712	Kookie Cutters - Complete Set	\$27.95
	Kookie Cutters - Individual (Indicate #)	\$3.95

Display Holder



This black metal holder will put your Groom-O-Grams, and Sympathy cards, at your client's fingertips for maximum appeal. Special built-in "angle" feature for best viewing and response. Buy several to place at Vets, Kennels, Pet Shops, etc. Keeps your Groom-O-Grams and Sympathy Cards neat and easy to remove.

Attractive header cards for Sympathy Cards will promote sales. For peg-board or counter top use. Width is adjustable from 2-1/2" to 7."

#685	Display Holder	\$5.95
#686	Display Holder for GroomOgrams	\$5.95
#687	Display Holder for Sympathy Cards	\$5.95
#688	5 Display Holders	\$26.95
#689	10 Display Holders	\$49.95

Gift Certificate

Great for Pet Shops, Groomers, Kennels, Trainers and more!

These elegant parchment certificates, bordered with paws, are "just paw-fect" for gift-giving. Great for pet shops, Groomers, Veterinarians and Kennels. A nice way to show appreciation for referral customers, too. Rubber stamp your business name in the corner. Stub attached for your records. Certificates come with beautiful matching envelopes.

Gift Certificate (#GC)

#603	10 Gift Certificates/Envelopes	\$9.95
#604	25 Gift Certificates/Envelopes	\$22.00
#605	50 Gift Certificates/Envelopes	\$40.00
#606	100 Gift Certificates/Envelopes	\$75.00
#607	500 Gift Certificates/Envelopes	\$299.00
#608	1000 Gift Certificates/Envelopes	\$500.00



A Gift for You

The Wonderful World of Terriers

Sarah Hawks

Sarah will cover hand-stripping, breed profile, coat texture, carding (removing undercoat), tools, chalking, products, bathing of the hand-stripped coat, and how to satisfy your clients.

Sarah will show six long-legged Terriers, many of which are show dogs: Airedale, Soft Coated Wheaten, Lakeland, Wire Fox, Kerry Blue and Welsh; and six short-legged Terriers: Cairn, Norfolk, Norwich, Sealyham, Scottie and Westie. She will discuss

the nuances of each of the various breeds.

The Set of 4 DVDs includes all of the following seminars:

- Airedale, Soft-Coated Wheaten, Kerry Blue
- Cairn, Norfolk And Norwich
- Min. Schnauzer, Parson's Russell, Lakeland, Welsh
- Scottie, Sealyham And West Highland Terrier



#1577	The Wonderful World Of Terriers Set Of 4 (DVD)	\$125.00
#1588	Airedale, Soft-Coated Wheaten, Kerry Blue (DVD)	\$49.95
#1591	Cairn, Norfolk And Norwich (DVD)	\$49.95
#1589	Scottie, Sealyham And West Highland Terrier (DVD)	\$49.95
#1590	Min. Schnauzer, Parson's Russell, Lakeland, Welch (DVD)	\$49.95

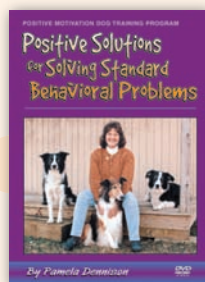
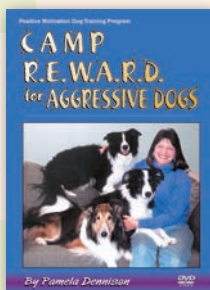
Pam Dennison Training DVDs

Camp R.E.W.A.R.D. for Aggressive Dogs

Accredited by APDT Realizing Excellence With Attention, Redirection and Desensitization.

For pet pros, trainers or pet owners of any level, this seminar teaches how to manage, train and start the desensitization process with an aggressive dog in a positive, pro-active and effective manner.

#1403 Camp R.E.W.A.R.D. - DVD \$29.95



Positive Solutions for Solving Standard Behavioral Problems

For pet pros and trainers of any level, this seminar will address typical problem behaviors using positive training methods. Behaviors discussed are: jumping, pulling on leash, not coming when called, charging through doorways, nipping, stealing and guarding objects, etc.

#1405 Positive Solutions - DVD \$29.95

Cat Grooming Made Easy!

Debbie Beckwith, CMG

Is it a CAT-astrophe when you put clipper to feline in your grooming salon? Do you think the words EASY and CATS should not reside in any grooming program? Well, Debbie thinks differently. "I firmly believe that cat grooming should be done by cat-lovers," says Debbie. Now, if you have passed that first step to "feline finessing" then join Debbie for tips on handling, nail clipping, carding, trimming and bathing techniques. Cat grooming could just turn out to be a great income source for you.

#1420 Cat Grooming Made Easy! - DVD \$49.95



That Old Vac Magic (Vacuum Grooming)

Debbie Beckwith, CMG

Vacuum grooming at its best. Tried it? Like it? Messed up? Don't know what to do with it? Vac grooming could be the best way in modern pet styling. From short cuts to scissored looks, join Debbie for futuristic money making, easy styling, and clean grooming with no hair flying in your face, dropping on the floor or clogging your lungs with the help of a vacuum system.

#1899 That Old Vac Magic (Vacuum Grooming) \$39.95



Handstripping & Carding Clinic

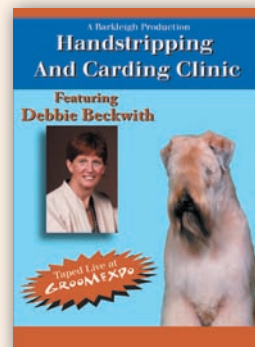
Debbie Beckwith, CMG

This program unveils the truth about how stylists can add harsh coat hand stripping and carding skills to their everyday grooming techniques. Go the extra mile for your customers who prefer the attention to detail, and make more money, too, by adding this extra professional service.

Learn how to hand strip dogs from mixed breeds to simple terriers. Find out how to cheat on terriers with clippers, yet maintain better color and texture with carding skills. Learn tricks on double-coated breeds from Afghans to Shepherds, and Whippets to Greyhounds. Carding skills will enhance the

proper look of many breeds, help with the natural shedding process and add easy \$\$\$ to your income. Hey, works for cats too.

#1409 Handstripping & Carding Clinic - DVD \$59.95

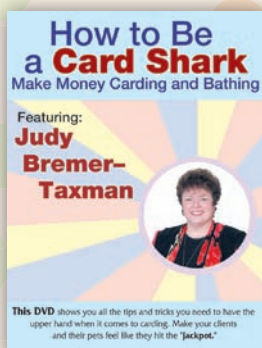


Be A Card Shark! Make Money Carding and Bathing

Judy Bremer-Taxman

Want cash in a flash? Money in minutes? Learn to card a dog properly and find out how to double your money! For services that sell themselves, watch, learn and "cash in" when you go home!

#1570 Be A Card Shark! Make Money Carding and Bathing (DVD) \$49.00



Grooming Equipment Clinic

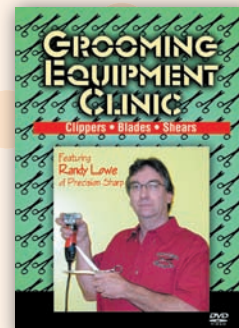
Randy Lowe

Randy talks about everything that clips in this two-hour seminar. From clippers and blades to shears, Randy offers his expertise from his thirteen years of experience in the sharpening trade.

Randy talks about the eight biggest problems with blades, and some easy fixes that you can perform without sending them off to a sharpener. He will go over the major clippers and discuss things that you can do to fix and repair, before you replace.

The second part of this program is devoted to Shears. Here are just some of the topics: *What are the differences in scissors? German style vs. Japanese style edges? What does Rockwell hardness mean? Should you buy Stainless, high carbon, cast aluminum, ceramic or a combination? And What about "hot dipped", cast or stamped?*

#1567 Grooming Equipment Clinic (DVD) \$39.95



Dawn Omboy Creative Grooming DVDs



Everyday Creative Grooming



In this four-hour comprehensive coloring and styling demo seminar, Dawn will transform one dog into a small work of art before your very eyes. There will be a demo on jazzing up those little matted clipper strips that will have them coming back for more, and sooner!

This class will blow you away and unleash your creative side. Dawn will even tell you how to introduce your clients to the wonderful world of color and creativity. Then you too can make the world a more colorful place, one dog at a time.

#1877 Everyday Creative Grooming
- 4 Hour DVD \$99.95

Pizzazz-Y Creative Grooming Seminar

You will learn that the world of grooming can be full of rich color and beautiful carvings. Dawn will show you how to achieve them with proper balance.

Dawn will cover topics from temporary to semi-permanent color, from coloring the entire dog to using stencils, to just adding a little touch of pizzazz that will tantalize and complement your client's pet.

It will cover products, and how to use them, as well as a live demo on black dogs. Finishing touches will also be covered.

And for the wannabe creative competition groomer, or for the seasoned creative groomer, Dawn will share freely from her winning "bag of tricks" that may put you up on stage at the Barkleigh Creative Styling Competition or improve your techniques in the competition ring.



#1575 Pizzazz Creative Grooming
Seminar (4 Hours) DVD \$99.00

Animal Behavior Conference

Sarah Wilson

This Exciting Conference Includes:

- Understanding Breed History
- Hardwiring...What does it mean?
- Understanding subtle changes in behavior
- What makes a dog a serious threat
- Avoiding the triggers...or removing the danger
- Three things that make a dog dangerous
- Simple ways to assess problem behaviors
- Helping reactive dogs
- Is it miscommunication... or medical?
- Red flags in behavior
- Safety handling tips



#1676 Animal Behavior Conference - Set of 5 (DVD) \$199.95
#1677 Animal Behavior Conference - Set of 7 (CD) \$59.95

CD'S

#1679 How Breed History Influences Behavior \$9.95
#1681 Reading Stress and Threat in Dogs \$9.95
#1682 What Makes a Dog "Dangerous" \$9.95
#1685 Behavior Problems \$9.95
#1686 Helping the Reactive Dog \$9.95
#1689 When is Aggression Not Aggression \$9.95
#1690 Handling Dogs Safely \$9.95

DVD'S

#1678 How Breed History Influences Behavior \$29.95
#1680 Reading Stress and Threat in Dogs \$29.95
#1683 What Makes a Dog "Dangerous" \$29.95
#1684 Behavior Problems \$29.95
#1687 Helping the Reactive Dog \$29.95
#1688 When is Aggression Not Aggression \$29.95
#1691 Handling Dogs Safely \$29.95

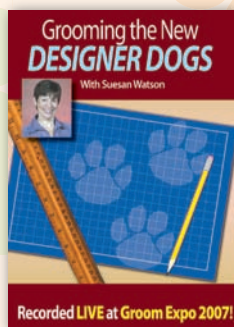
Grooming the New Designer Dogs

Suesan Watson

We are all getting them now, all those little or big Mixed Breeds, no, wait, "Designer" Dogs. The owners have no clue what their pet should look like because they never want it to look like what it really is.

Sue can give you suggestions that can help you deal with those clients and make their decisions easier for them and their fancy designer dogs.

#1897 Grooming The New Designer Dogs \$39.95



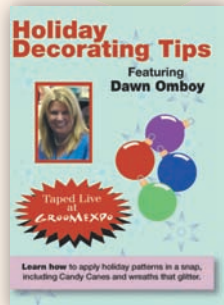
Add-On Services: Money in Minutes

Judy Bremer-Taxman

Spend a fast paced two-hours laughing and learning in a seminar to make extra money in minutes! What's the secret? "First, learn to work smarter, not harder," says Judy. Then add a few new simple extra services and watch your income jump \$4,000 to \$10,000 per year!

Can't believe it? Can't sell extra services to your customers? This seminar is your answer. Every detail, and advantage, will be presented to you step by step!

#1787 Add-On Services: Money in Minutes \$49.95



Holiday Decorating Tips

Dawn offers endless possibilities to help insure family pets are a part of the festivities.

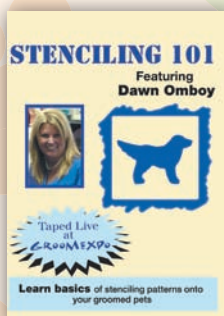
Dawn will show you how to apply holiday patterns in a snap, including candy canes and wreaths that glitter.

#1895 Holiday Decorating Tips \$39.95

Stenciling 101

Did you ever want to put just the right design on a dog but are not good at freehand? Want a special design for just the right occasion but can't find the right pattern or size? Well, this is your chance to find out how. In this one hour class you will learn the basics of stenciling patterns onto your groomed pets. It only takes a few minutes to rack up on this fun and easy income that will help set you apart from the competition. You will also learn how to make stencils to suit your specific needs.

#1896 Stenciling 101 \$39.95



Doggie Repair Kit How to Help Fix a Client's Pet

Gary Wilkes

Learning to stop unacceptable behavior is the key to keeping dogs alive. Most dog owners seek help at the last minute - and last minute solutions are the only ones that are going to save the dog's life. This presentation will describe what it takes to stop the most common canine catastrophes in an effective, safe and proactive manner. Don't miss it - you won't find this information anywhere else.



#1413 Doggie Repair Kit - DVD \$49.95

Groomer & Kennel Sales Slips

Make More Money Without Raising Your Prices!

Professional Sales Slips for groomers and kennel operators! Both have space for all the little extras you haven't been charging for. These 5-1/2" x 8-1/2" two-part NCR forms are clean, with no carbon needed.

Groomer Sales Slip includes space for groomer's name, skin treatment, next appointment, bows, medicated shampoo, tangling, bad behavior and more!

Kennel Sales Slip includes space for salesperson and/or groomer (for easy tally of commissions), number of days, weeks or months of boarding and charges, next grooming appointment and much more!

Groomer Sales Slip (#GSS)

#623	100 Groomer Sales Slips	\$18.50
#624	500 Groomer Sales Slips	\$72.00
#625	1000 Groomer Sales Slips	\$117.50
#626	5000 Groomer Sales Slips	\$450.00

Kennel Sales Slip (#KSS)

#627	100 Kennel Sales Slips	\$18.50
#628	500 Kennel Sales Slips	\$72.00
#629	1000 Kennel Sales Slips	\$117.50
#630	5000 Kennel Sales Slips	\$450.00

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
#618	25 Pad - Pet Release Forms - Mix and Match	\$149.00

Pet Release Form

Date: _____
Pet's Name: _____

Your Pet is important to us. Because we care, we want to assure you that every effort will be taken to make your pet's visit as pleasant as possible.

Occasionally, grooming can expose a hidden medical problem or aggravate a current one. This can occur during or after grooming.

In the best interest of your pet, we request permission to obtain immediate veterinary treatment, at your expense, should it become necessary.

I hereby grant permission to this Grooming Establishment to obtain emergency veterinary treatment for my pet. Also, realizing that Senior Pets have a greater chance of injury during grooming, I will not hold this Grooming Establishment responsible for accident or injury to my pet during the grooming procedure.

Sincerely,
Your Professional Groomer

Signature: _____

SENIOR PET FORM

Date: _____
PET'S NAME: _____

Your pet is important to us. Because we care, we want to assure you that every effort will be made to make your senior pet's visit as pleasant as possible.

Occasionally, grooming can expose a hidden medical problem or aggravate a current one. This can occur during or after grooming.

In the best interest of your pet, we request your permission to obtain immediate veterinary treatment for your pet, should it become necessary.

Your Professional Groomer

I hereby grant permission to this Grooming Establishment to obtain emergency veterinary treatment for my pet. Also, realizing that Senior Pets have a greater chance of injury during grooming, I will not hold this Grooming Establishment responsible for accident or injury to my pet during the grooming procedure.

Signature: _____

Fuzzy Pet Form

Date: _____
Pet's Name: _____

Your pet is important to us. Because we care about your pet's safety and well being, we want to assure you that every effort will be made to make your pet's visit as pleasant as possible.

Because your pet is severely tangled or matted, it is at greater risk of injury, stress and trauma. All precautions will be taken; however, problems occasionally arise, during or after grooming, such as nicks, clipper irritation and mental or physical stress.

In the best interest of your pet, we request your permission to obtain immediate veterinary treatment should it become necessary.

Sincerely,
Your Professional Groomer

I hereby grant permission to this Grooming Establishment to obtain emergency veterinary treatment for my pet at my expense. Also, realizing that matted pets have a greater chance of injury during grooming, I will not hold this Grooming Establishment responsible for accident or injury to my pet.

Signature of Pet Owner: _____

Klip or Kenn-L-Kard Special

Klip Kard or Kenn-L-Kard Special...

includes 250 Klip Kards or Kenn-L-Kards, one File Box and one Set of Alphabetical Index Guides.

#680	Regular Klip Kard Special	\$21.95
#681	Medium Klip Kard Special	\$28.95
#682	Giant Klip Kard Special	\$34.95
#683	Kenn-L-Kard Special	\$34.95
#684	Super Kennel Special	\$68.95

Super Kennel Special...

Includes File Box, Set of Alphabetical Index Guides, 250 Kenn-L-Kards and 500 Run-Kards!

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"Top 10" T-Shirts and Smocks!



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Huge
20" x 16" Size

Fun Poster for Your Salon!

Do you get tired of hearing the same old comments from your clients?

This cute framed poster will stop all those remarks and replace them with a chuckle!

3 Sizes!

8.5 X 11
Clear
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\$19.95

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Poster
(No Frame)
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\$39.95

24 X 36
Poster Framed
#6043
\$59.00

Top Ten Reasons Why It Costs More To Get Your Pet Groomed Than Your Own Hair Cut!

10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't give you a sanitary trim.
7. Your hairdresser doesn't clean your ears.
6. Your hairdresser doesn't remove the boogies from your eyes.
5. You sit still for your hairdresser.
4. Your haircut doesn't include a manicure or pedicure.
3. Your hairdresser only washes and cuts the hair on your head.
2. You don't bite or scratch your hairdresser.
1. The likelihood of you pooping on the hairdresser is pretty slim.

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Booths!**



Dog groomed by Lori Craig
Photo by Animal Photography

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Purr-Fect Pointers

From The National Cat Groomers Institute

We Recommend WAHL®

The Wahl Switchblade: The Switchblade is great for fast shave downs. It goes right through thick, matted cat hair with no trouble at all. Use a #10 blade at all times and work in reverse. Set the variable speed dial to the highest setting and get the job done quickly. These clippers truly are "a must" for shaving down cats.

Wahl Bravura: The Bravura provides a smooth, suede-like finish that is unequalled by any other clipper. Its cordless feature makes it easy to use, while the battery indicator lets you know how much life is left. The Bravura is fantastic for quick belly shaves and sanitary clips as well as doing the final work on lion cuts. It also works great for ruff trims, skimming off the excess coat while leaving it looking natural and untouched.

Tips: Keep the adjustable blade set on #10 and work in reverse for the smoothest finish possible. Keep the Bravura off of the charger until the battery runs completely down. Then charge completely before using again.

Wahl ChroMini: The ChroMini is fantastic for a quick, easy, effortless trim of the toe tufts on a cat. Its cordless feature makes it easy to use.

Wahl KM2 - For clipping with suction (a MUST for doing those Comb Cuts!) the KM2 is the answer. Attach it to the suction hose and use a #30 blade with a metal snap-on comb. This will provide a nice "trim" that can range in length from 3/8" to 1" depending upon the comb used. The KM2 also works great with suction and a #10 blade for doing lion cuts without the hairy mess to clean up afterwards.

Tips: If using a Clipper Vac by Romani keep the flap closed completely to utilize full suction. If using a Taxi Vac by Hanvey set the variable speed to 6 o'clock and adjust accordingly, depending upon the coat thickness and hair type. Be sure the cat is bathed, dried, and completely combed out prior to doing the Comb Cut.



Danelle German
Certified Feline Master Groomer

TAKES ADVANTAGE OF PERFECTION!

"Customers can request some pretty creative designs on their pets.

Thankfully the miniARCO allows me to safely and efficiently clip cat hair. When doing a creative

cut on a cat, the miniARCO is perfect for the fine detail work involved and it clips through the hair smoothly while the trimmer is unbelievably quiet with no vibration."

Danelle



miniARCO™

The Ultimate Trimmer

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- Astonishing Cutting Power
- 45 min. Cordless Convenience
- Exceptionally Lightweight
- Amazingly Quiet
- Low Vibration
- Quick Detachable #30 Blade Set



www.wahl.com
1.800.PROWAHL

(for more on this see our step-by-step demonstration in the DVD entitled "The Comb Cut")
Videos Are Available For Purchase Online At www.nationalcatgroomers.com

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www.RyansPet.com

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