

# Groomer To Groomer

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"THE GROOMING INDUSTRY'S TRADE MAGAZINE!"

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**LAURIE  
SKLAR**

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## GROOM & KENNEL EXPO

WEST COAST'S BIGGEST GROOMING SHOW  
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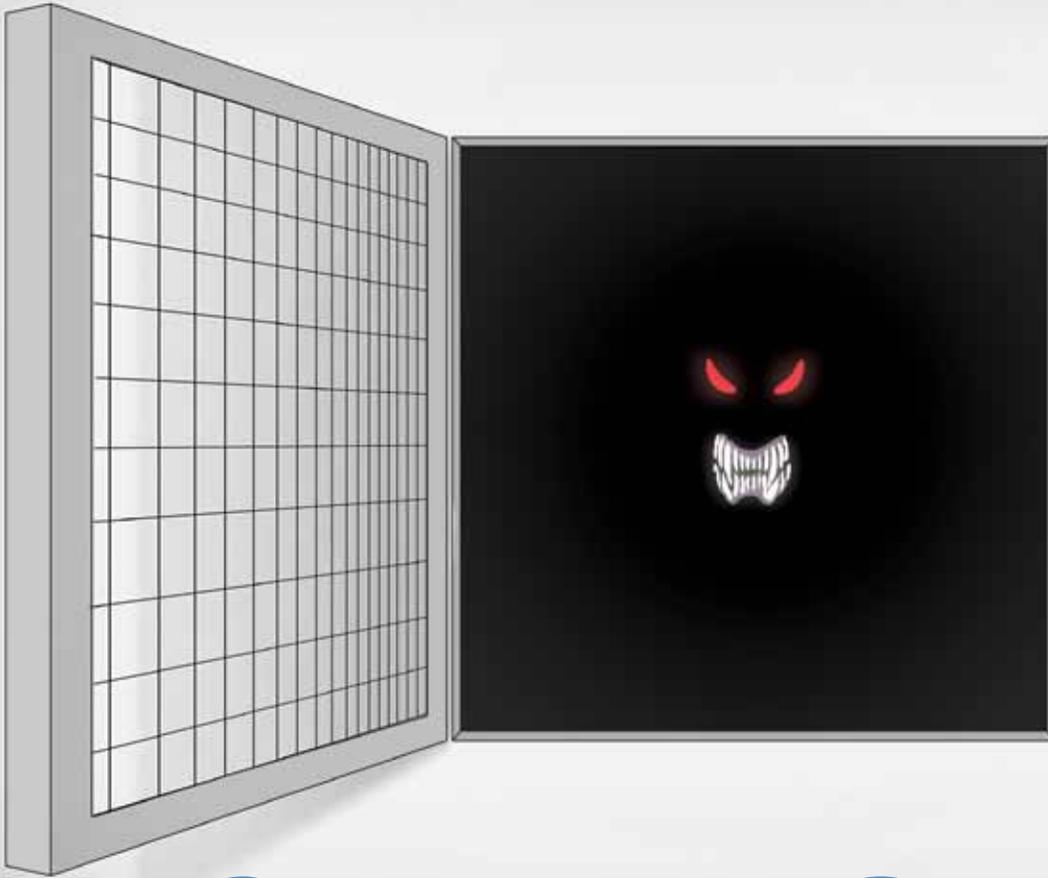
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**ON THE COVER:** *Groom & Kennel Expo* Creative Styling People's Choice Winner Sandy Hartness with her creation, "No Poodles." Photos by Animal Photography.



# Come Out!

✎ by Bonnie Wonders-Trent ✎

**I** have been grooming dogs long enough to know better than to put an unfamiliar dog in a cage without a leash still attached. At least that's what I thought I knew... Apparently not. Last week I did it at least four or five times. Each time I thought I'd learned my lesson. Obviously, I needed that Poodle's tooth to be driven down through the side of my pointer finger to really get the message to hit home.

A new customer came in with what she proclaimed was an "adorable little guy that you'll want to take home

with you."

"So he's been groomed before?" I asked the lady.

"Every eight weeks for his whole life," she said.

"How old is he?" I asked, filling out a card on him.

"He'd be about eight years old now," the owner told me.

I got the rest of the usual information from her and then asked how she'd like the dog cut. "Oh, just shave his feet and face, and make him about an inch long on his body with a knob on his head and tail," she instructed.

"By 'knob' you do mean a pom-pom, right?" I asked giggling.

"Yes," she said, giggling back.

This all sounded simple enough, and it was a bonus that the dog was used to being groomed so often. I told the woman when to come back for the dog, and as she left, I slipped him into a bottom cage in the other room. I went into the grooming room and proceeded to finish the Lab that I had started before the Poodle came in. Things were moving along nicely, and the Poodle seemed content enough to be in the cage room by himself. "Thank

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God he wasn't one of those 'yappers or crappers'" I thought to myself...

I put the Lab's collar on and led him into the cage room. He picked a cage to his liking and settled in to await his owner's return. As I closed the door to his lock-up, I turned to the cage that held the "adorable" Poodle. I leaned over and looked in at him as I put my hand on the door's lock. "Hey,

little buddy," I said to him, opening the door and crouching down a bit to get him out. "Come here," I said sweetly.

With that, the little bugger came flying toward me, teeth bared, just daring me to reach for him. With the speed of a cheetah, I withdrew my hand and slammed the door shut. Okay, so maybe it was with the speed of an "old" cheetah, but I was faster

than the "precious" pup was. That's all that really mattered from my point of view at that moment. You know how your heart pounds for a couple seconds when that stuff happens. I needed a moment to regroup.

I pulled over the step stool and sat on it for a couple minutes. "Oh, don't be scared," I said in a reassuring voice. I was acting like I was talking to the dog, but I think it was more for my own piece of mind. "Come here, little guy," I said again, smiling my sweetest fake smile. The dog returned the smile. Ah, yes... His was definitely more fake than mine. He withdrew to the back corner of the cage, eyes glaring green like they do when they're super ticked off. He pulled his shoulders up to his ears and made his body into something akin to a Chia pet. Yup. He was really not looking too amicable.

I sat there and talked calmly to that dog for at least ten minutes. I glanced at the clock and knew I was wasting far too much time to stay on track with my grooming duties for the rest of the day. Boy, this was going to throw me off schedule. All my coaxing



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was getting me nowhere, and I knew the only way to get him out of the cage was to loop a noose over him and pull him out.

I retreated into the grooming room and came back with a stiff kennel lead. I made the loop on it larger than necessary and opened the cage door. I gently (yes, really gently) plopped the lead into the cage. The dog reached forward and smelled the lead. Ahhh, yes. This was going to work. He just needed time to check it out. He kept his eye on me, however. I knew precisely how to do this to maneuver the lead over the dog's head. I've done it hundreds of times over the last 30 years or so. I talked to the dog and waited a few more minutes until he was comfortable with the loop near him.

I slowly began to raise the lead up to the dog's head. Since it was rather stiff nylon, I was able to slide

At that exact moment when the noose slid onto his neck, he exploded. With lightning-fast speed that apparently could out maneuver the elderly cheetah, he proceeded to attach his beak to my pointer finger.

it easily over his head. At that exact moment when the noose slid onto his neck, he exploded. With lightning-fast speed that apparently could out maneuver the elderly cheetah, he proceeded to attach his beak to my pointer finger.

YEEOW! I fought the urge to pull my hand backward from his grip so as not to rip more flesh off of me than necessary. Oh, come on now... Of

course I tried to yank my hand out of his mouth! Like I would actually have the presence of mind or the restraint to keep my hand calmly in the little monster's mouth? So yes, I yanked... and he didn't let go. At least I pulled so hard that I did manage to get him out of the cage. Actually, it was more like he was in flight when I jerked backward with him still attached to "ye olde finger."



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My natural instinct at that time was to grab at him with my left hand, scooping underneath him. He immediately let go of my right hand, which thankfully still had the precious pointer finger attached to it. I held up my right hand looking for the damage. Amazingly, there was hardly any blood, and I could see right down into the hole on the top of my finger. "How weird!" I thought. Then "Holy Cow!" As the blood suddenly decided to start pumping, I was dripping it everywhere.

So there I am, still holding "precious" and grabbing for paper towels. I was bleeding like you do when you get a facial cut but plopped the dog onto a grooming table and secured him with a restraint around his belly and one around his neck. There was no way I was going to put him back into a cage, and I wasn't going to admit defeat.

I rinsed my finger off in the tub, dumped half a bottle of peroxide over

I rinsed my finger off in the tub, dumped half a bottle of peroxide over the finger, slathered it with some triple antibiotic ointment, folded up a couple paper towels and secured the whole mess with electrical tape and a plastic bag. Ahh yes...

It was triage in the field at its best.

the finger, slathered it with some triple antibiotic ointment, folded up a couple paper towels and secured the whole mess with electrical tape and a plastic bag. Ahh yes... It was triage in the field at its best. I would have made a great nurse. I'd rather be entertaining the troops, but I digress...

From the whole situation, I did learn a few things. I can bathe and

dry a dog with pretty much one hand. I can clip and scissor while holding out of the way a finger that looks as big as a piece of Polish sausage. And lastly, that I will never, ever again put a dog that I don't know into a cage without leaving myself a way to retrieve him. That is, until the next time that I forget... ☹

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# It's All About Attitude... **YOURS!**

✧ by Kathy Hosler ✧

“**W**hen you are dog tired at night, it may be because you’ve growled all day long.” The author of that statement is unknown, but it speaks loudly about how your attitude — good or bad — can affect your life.

We all know that grooming can be a very high stress job with phones ringing, dogs barking, demanding clients, equipment breakdowns, and more. Almost all groomers deal with issues like these on a daily basis. While

some take everything in stride and flourish, others barely survive or wind up leaving the profession. What do those who flourish do that is different from the others?

According to Oprah Winfrey, “The greatest discovery of all time is that a person can change his future by merely changing his attitude.” Groomers that possess a positive attitude enjoy a huge advantage over those who don’t. These groomers don’t have fewer problems or stressors, but they always find

a way to handle their difficulties and solve their problems.

“Begin with the end in mind,” says Stephen Covey, the author of *Seven Habits of Highly Effective People*. He also said, “I am not a product of my circumstances; I am a product of my decisions.”

Groomers with positive attitudes are proactive not reactive. They do begin with the end in mind. They look at the big picture and try to eliminate the negativity from their

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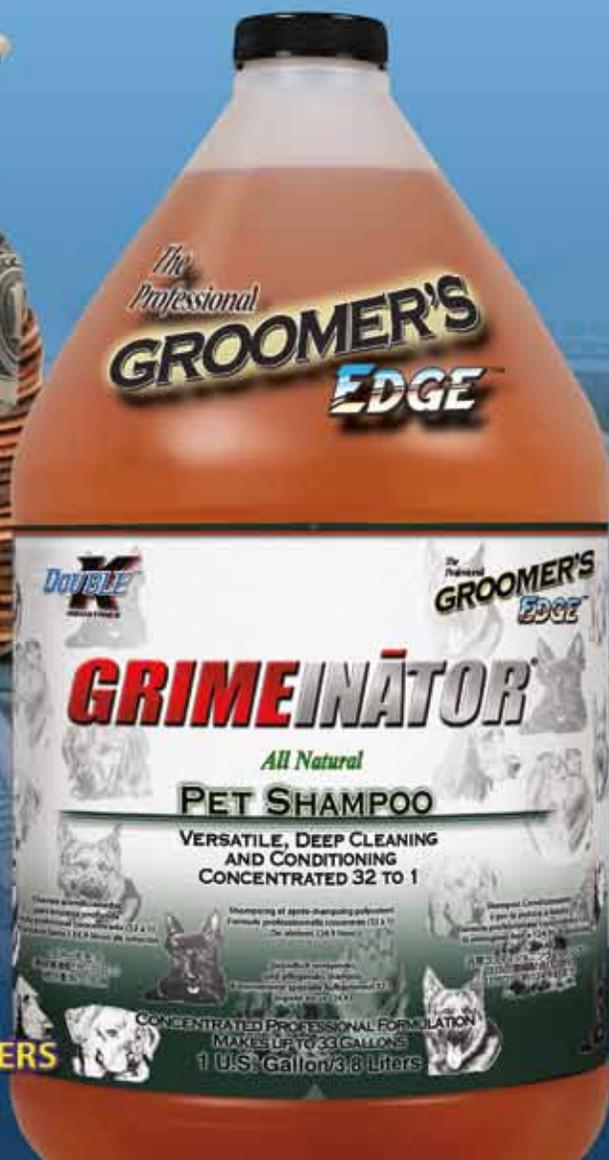
"First off I had this little lady contact me to come and give her dog a bath. I walked up to the house and saw this fairly large mixed-breed dog. This dog was a mess and stunk to the heavens on high. The little elderly lady told me that she was ashamed because the dog had not been bathed in 5 years. I told her that I just received a free sample of a shampoo "Grimeinator" that was supposed to take off any kind of odor, even 5-year-old stinky dog odor. I bathed the dog as I would any other with **Grimeinator** Shampoo for as long as I am in great product!"

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lives. They don't constantly complain about their problems; they set about eliminating them.

You might ask, "How can I be upbeat and positive all the time? Everyday is full of stress, and I feel overwhelmed and not in control. It seems that I don't run my business; it runs me." Whether you are a business owner or employee, your

attitude and the way you look at things will determine how you treat the pets in your care and the kind of relationship you have with their owners. Every day can be a struggle, but the way you face your challenges will make all the difference.

"The pessimist sees difficulty in every opportunity," says Winston Churchill. "The optimist sees the op-

portunity in every difficulty." Even on rough days, an optimistic groomer doesn't broadcast his or her troubles to their clients or let it show in the performance of their work. No pet owner wants to trust the care of their precious pet to someone who is grumpy or in a bad mood.

Actress Patricia Neal said, "A strong positive mental attitude will create more miracles than any wonder drug."

Equipped with a "never say die" outlook, these groomers look for the best in every situation and strive for a successful outcome. Here are a few tips to help you become one of them:

Be enthusiastic and never stop learning: attend seminars, watch grooming DVDs, and enter grooming competitions. When you are confident in your skills and abilities, it shows in everything that you do.

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A groomer with a winning attitude follows the Boy Scout motto of "Be Prepared." They regularly maintain their equipment and keep repair parts on hand, and they make sure that they have an emergency fund. If their water heater goes on the fritz or the generator goes out on their mobile van, it is merely an inconvenience – not a full-blown disaster. They know all about Murphy's Law (if anything can go wrong, it will) and are ready.

They plan for their future by saving and investing, even if they start with small amounts of money. Financial security eliminates mountains of stress and gives you a comfortable cushion of safety.

One reason smart groomers can maintain a positive attitude is that they make themselves a priority. It is imperative that you respect and care for yourself. When you are done grooming for the day, you turn off all your equipment and let it rest until tomorrow. But do you allow yourself the same consideration? Getting adequate rest and sleep is crucial to a productive attitude.

Do something just for yourself. Schedule a mental health day and allow yourself to spend a leisurely guilt-free day enjoying something that you never have the time to do.

If you are self-employed, charge

adequately for the services that you perform. Being fairly compensated for your labor is essential in keeping a positive frame of mind.

No matter how much you try to please them, there are some clients that are so unreasonable, demanding, or undependable that you are better off without them. It's perfectly okay to fire a client like that.

Get organized. Whether you want to computerize all your client information or just have all of your tools at your fingertips, being organized reduces stress and gives you an enormous feeling of empowerment.

Begin each day knowing that you have the choice to face every situation with an optimistic "Let's make this work!" or with a myriad of "poor me" excuses about how unfair life is. The choice and the future are yours. <>

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# GROOMING IN COSTA RICA

## PROFILE: LAURIE SKLAR

“I groom in a tropical paradise with nature all around me,” says Laurie Sklar. She has been grooming in exotic Costa Rica for eight years. I often wonder what it is like for groomers in different countries. I asked Laurie to tell me about her experience working in Costa Rica. She is originally from the U.S. but told me, “I moved here shortly after I got married. The plan was to spend two years here, but it’s been 24!” Laurie was not a groomer then. “I’d never even had a dog... never wanted a dog. My first dog ever in my life showed up the day after Thanksgiving many years ago in my

backyard. I wondered if he was dead. I threw him a turkey bone; he woke right up. He was a street dog, and I named him Ferengi.”

Street dogs are very common in Costa Rica. One source stated that there are over a million stray dogs roaming the country. “In terms of the street dogs, they go with the scenery. There are zillions of them, and they just live on the street and somehow survive,” Laurie told me. I found the concept of roaming dogs to be troubling. Then I read what a writer named R.A. Luis on a Costa Rican travel blog wrote: “For some people, it is hard to understand we

I often wonder what it is like for groomers in different countries. I asked Laurie to tell me about her experience working in Costa Rica.

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are a whole different culture. We have dogs... and we love them the way we do and period. It is incredible that some people would like to change the way we love dogs... It is our country! Of course there are stray dogs around, but they are good dogs most of the time. Not a big problem."

Laurie said, "I have had quite a few dogs since Ferengi showed up, and many had health, skin, and coat issues. Those dogs sparked the decision to become a groomer. I had no idea what it was all about but decided to just do it." She attended a grooming school in the U.S. and began attending trade shows. "I attended my first show in Burbank, California, and took Teri DiMarino's bather/brusher seminar. I wrote down everything that she said."

So what is it like grooming in a tropical paradise? "My clients are mostly ex-pats and a percentage of Costa Ricans who value their dogs and want them to look correct." Laurie said, "Getting them to brush or comb them is just as hard here as it is anywhere!"

Getting the types of grooming products that we have in the U.S. can

be a challenge. There are virtually no grooming products sold in Costa Rica. This makes it very costly and difficult. Getting supplies is one of Laurie's biggest problems. Permission is needed by a government agency to legally import shampoos, etc., even if it is for your own personal pet. For a business, it is more difficult and extremely costly, as each product has to get permission and go through scrutiny. It is virtually impossible to do this cost effectively as a small business. A lawyer is needed, as is plenty of money and patience.

"And if that does not make grooming seem tricky enough," Laurie adds, "rent prices are sky high, and grooming fees are about half of what groomers make in the States. Costa Rica is an expensive place to live, but grooming prices only go so high."

I was still fascinated about those street dogs! I asked Laurie if she ever grooms any of them. "I don't go and grab dogs right off the street on my own, though I often feel bad and am tempted. Disease is quite probable, and they could be fear biters. It is too risky, I feel."

But she helps street dogs just the



**BEFORE**

**AFTER**

same. She offers grooming for rescue organizations. "I have a few clients in my area that rescue dogs. They do adoption fairs and other dog awareness events. My client will bring me a few for a makeover, and that's how they come to me. She has a standing appointment for every Friday. All dogs from her were former street/stray dogs with stories to tell." After they have been pampered and trimmed by a kind-hearted, talented professional, their stories take on a happier note, because no matter what country you are in, grooming matters. ☺

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# PetQuest

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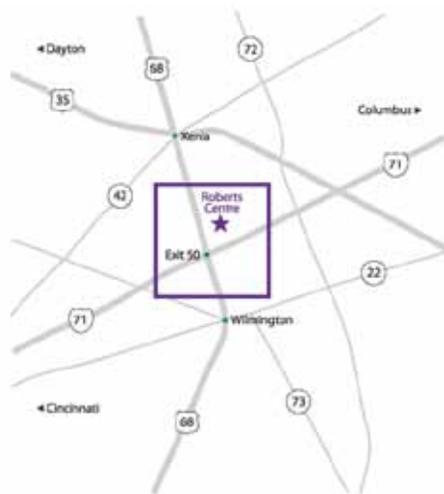
JUNE 20-23, 2013

MAKE IT YOUR  
SUMMER DESTINATION!

**M**ark your calendars for June 20–23, 2013, because *PetQuest* is returning to the Holiday Inn Roberts Centre in Wilmington, Ohio! Get ready for another weekend of seminars, educational programs, exciting grooming competitions, and a three-day trade show.

Seminar attendees will enjoy a wide variety of educational programs at *PetQuest*. Topics include grooming, mobile grooming, pet health, business skills, and animal behavior. Among this year's speakers are world-renowned industry icons and champion groomers.

Thursday's seminar sessions include a full day of grooming demonstrations by Lisa Leady, the two-time



winner of the *Barkleigh Honors* Judge of the Year Award. Author of *Mobile Pet Grooming*, Jodi Murphy will address mobile grooming topics in her

four-hour seminar. Also on Thursday, Joey Villani will debut a brand new seminar on business topics. Up and coming speaker Amie Haslar, who debuted at *PetQuest* 2012 to rave reviews, returns with a Thursday evening cat grooming demo.

Seminars on Friday feature a *Barkleigh Honors* demo series with award winners Sue Zecco, Jay Scruggs, and Lisa Leady and nominees Kathy Rose and Jodi Murphy. On Saturday, fellow *Barkleigh Honors* winner Jonathan David will present a grooming demo seminar, Robin Bennett will present a full day of animal behavior topics, and in the evening, Marlene Romani will present a *Clipper Vac* demonstration seminar. Educational programs also



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include a session with Angela Kumpfe and Lori Craig on the rising creative trend of airbrushing.

Competitions at *PetQuest* will be *GroomTeam* sanctioned beginning with the 2013 contests. Groomers will have the opportunity to compete for prizes and *GroomTeam* points in the open, intermediate, or entry skill level. The *PetQuest* grooming contests feature five different classes: Poodles, Sporting, Terriers, All Other Purebreds, and Salon Freestyle.

Grooming contests at *PetQuest* 2013 will also include the exciting creative styling competition. Groomers will sculpt and color their dogs' hair to transform them into works of art as they compete for trophies, prizes,

and the coveted People's Choice Award. In previous years, *PetQuest* audiences have seen dogs transform into pandas, monkeys, "toy" Poodles, and tributes to Australia, *101 Dalmatians*, and even *Shark Week*.

In addition to the seminars and grooming competitions, *PetQuest* attendees will have three full days to enjoy the trade show and the many show specials vendors have to offer. *PetQuest* is an excellent time to stock up on salon essentials like shampoos, blades, and bows. Take advantage of trade show discounts on your favorite products. The trade show also offers the unique opportunity to try out products and see them in action before making your purchase. Smell sham-

poos and test out tables that you've always had your eye on but have yet to buy! Vendors and company representatives will be available to demonstrate products and answer any questions you might have.

*PetQuest* is a fun summer destination for groomers and their families. Bring the kids along to watch the exciting grooming contests and see the creative dogs in person. At *PetQuest* 2012, kids teamed up with several grooming competitors for a fun and colorful creative contest live on *GroomerTV*. The fun is sure to continue in 2013, so save the date: June 20-23, 2013!

More information will be available online at [PQGroom.com](http://PQGroom.com). ☞

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# A Dog Named

# NO!

I was in the market the other day when I saw a little book of potential names for new babies.

Inside were over 1,000 names and their meanings, with entries like “Peter, comes from a Greek word that means ‘rock’” and “Winifred, Old English for ‘washed ashore after a squall.’” While humans can obviously understand names that describe personal attributes or conditions, have you ever wondered what your animals might imagine their names mean?

Here’s a simple multiple choice question that can help you find out.

Your pet should think its name means...

- A. *absolutely nothing*
- B. *come*
- C. *NO!*
- D. *stop, look, wait for the next command*

The correct answer for this test is “D,” which is also the least likely to be true.

One reason for this paradox is that while humans think of a name in terms of identity, animals respond to names as signals associated with certain behaviors and consequences. A human names a Schnauzer “Blitz”

to describe the Germanic heritage of his breed type, while *Blitz* thinks his name means “run away before the two-legged one whacks you with a newspaper.”

The reason for this discrepancy is simple: *Blitz* has inadvertently learned that his name actually means “No!” For instance, when *Blitz* moves to raid the trash, his owner is far more likely to yell “*Blitz!*” than a simple “No!” If his owner consistently uses his name and then scolds or punishes him, an association between the sound “*Blitz*” and scolding is inevitable. Soon the dog will flinch and run when he hears his name.

Some owners go even farther in

teaching this association. The most common variation on this theme is to yell the dog’s name and then scream “NO!” (“*Blitz*, NO!”) Supposedly, this practice allows you to punish one dog while sparing another. The reasoning is that if *Witchy* the Wheaten Terrier is minding her own business, yelling “*Blitz*, no!” will affect him but not her. While this may be logical for humans, a closer look shows that it is confusing for dogs.

First, if *Witchy* knows her name correctly, she is not going to be listening when you call *Blitz*. The first thing she is going to hear is the word “NO!” screamed at her. Though she may be perfectly innocent of any offense, she

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will assume she is being punished for whatever she is doing when she hears the word “no!”

From *Blitz's* view, the scene is equally confusing. Just as he picks up a bedroom slipper, he hears his master call his name. He drops the slipper and responds promptly by turning to face his master. That's when he heard the word “NO!” Instead of thinking that picking up the slipper was the bad behavior, *Blitz* is now convinced that looking at his owner was the evil act. The dogs have each learned different lessons from this experience. From now on, *Witchy* may become generally leery of her owner, and *Blitz* will start purposely avoiding his name.

Another common misuse of a dog's name is when it ultimately means “come” rather than “attention.” The easiest way to teach this is to yell the dog's name when you want to dis-

cover your pet's location. If *Fido* is out of sight, the easiest way to find him is to call the dog's name. As he shows up to investigate your call, it is natural for you to praise him for coming. A few weeks of enthusiastic greetings and the dog has figured out that his name means “come and get it.”

While many owners do not see the harm in using an animal's name in place of the word “come,” the practice hides a dangerous possibility. If *Fido* runs out the front door and across the street, you may have a serious problem. If there are cars whizzing by, you must have a way to warn *Fido* and tell him to stay at the same time. That is exactly what perfect name recognition is designed to do. The problem occurs when “*Fido*” thinks his name means “come.” In this scenario, you cannot get his attention without also triggering the command to “come,”

which may cause a serious accident.

For those of you who answered “A,” you have astute powers of observation. Many animals do not react to their names at all. One reason for this is that a common practice is to constantly and inappropriately use the dog's name. “*Fifi*, sit! *Fifi*, come! *Fifi*, this. *Fifi*, that. *Fifi*, *Fifi*, *FIFI*!” The owner simply tacks the name onto everything but never waits to see if the dog responded correctly. Soon the name has less and less meaning for the dog.

Of all the answers on our test, teaching an animal to stop and pay attention in response to his name is the correct one. It allows you to control your pet from a distance and ensure that he will focus on you in an emergency. Regardless of the fancy-sounding name you pick for your pet, make sure your pet knows what it really means: stop, look and listen! ☺

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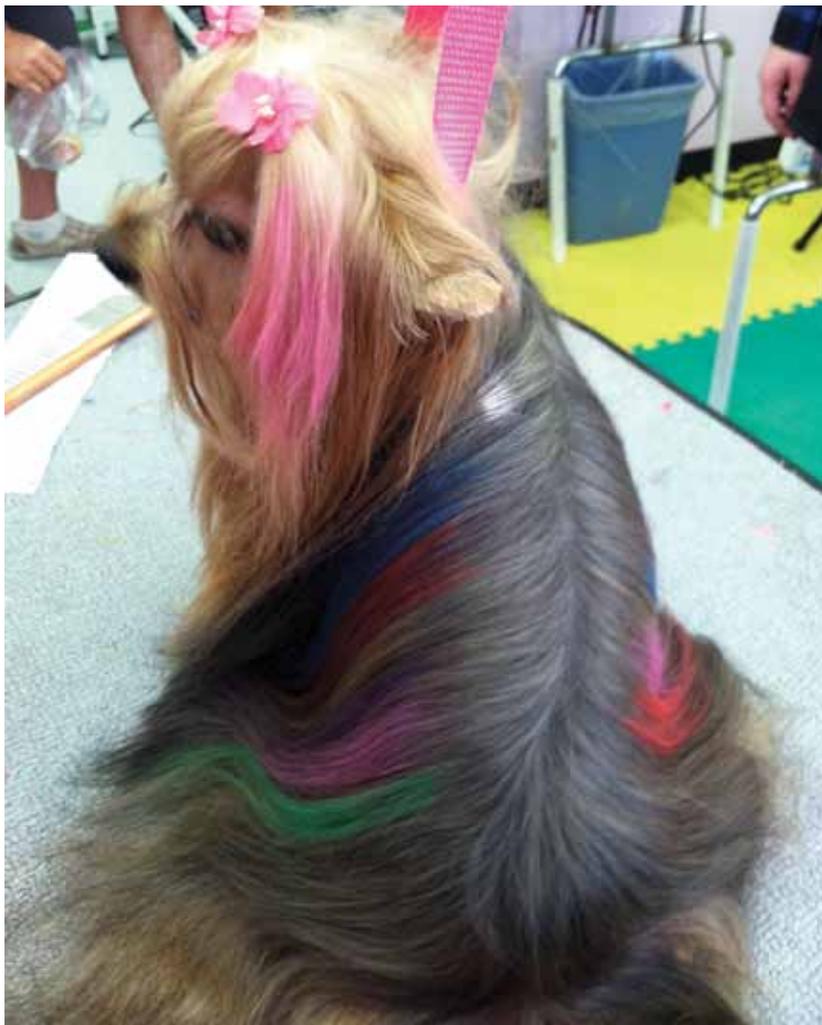
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**1:00pm - 5:00pm**  
**Sunday**  
**April 21, 2013**



# CHALKING THE DROP COAT

✧ by Dawn Omboy ✧

**P**ebbles is a beautiful little Yorkie that I see every two weeks, so naturally I am quite fond of her and love to play with her coat by braiding it, beading it, and adding some *HotFix* bling or temporary touches of color. She is also a very excitable girl, so we are sure to keep her salon visits short and sweet, getting her back into her mom's arms in the shortest amount of time.

One thing I have learned over the

years is that some clients will be game for a touch of color if it is temporary and does not compromise the coat in any way. Hmm, how can we achieve this, you might wonder? Well, the answer is easy. Start by completely grooming your Yorkie (or any drop coat) as you normally would. For *Pebbles'* sweet look, we pulled the hair on her crown up and into cute little pigtails and added my special *Pixie's Posies* flower bows that I showed you

how to make in the December issue of *Groomer to Groomer*.

Next, I would spritz a very fine mist of water onto the hair to which I wanted to add my touch of color. Take the strand of long hair and place it on the round of "Pet Chalk" close to the body of the dog. With your thumb on top of the hair, move the round down to the end of the strand while gently moving your thumb to coat the hair. You may want to turn the strand over to do both sides. Lay it down and continue onto the next strand with another color. Once you have achieved your desired look, gently brush through. You may want to seal it by adding just a touch of finishing spray and going over it with a flat iron to give it a silky smooth finish. Even add some *Hair Diamonds* to bling it out. The color will only last a few days and will not stain carpet, beds, or furniture. This is a quick, great way to add color without commitment and without any mess or fuss. I guarantee your clients will love it, and you don't need to worry about color that just won't go away.

This is just one of the many ways to use "Pet Chalk," the new product by none other than the *Queen of Color* herself! And as you can see, this shows on dark coats as well as light. ✧



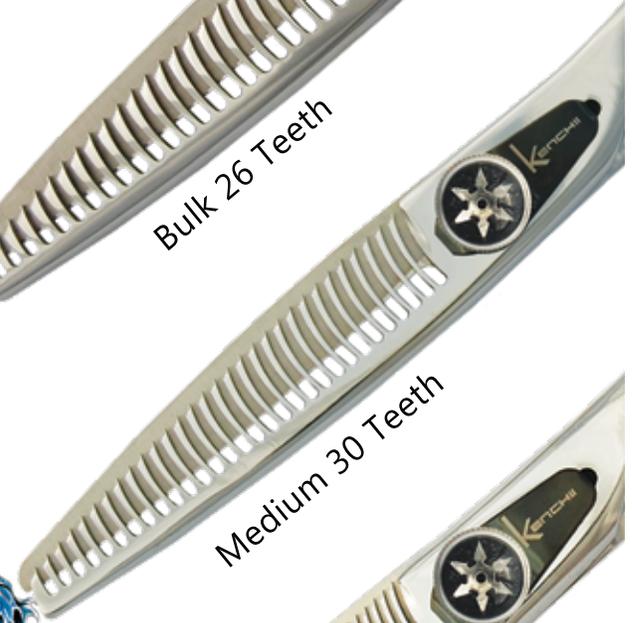
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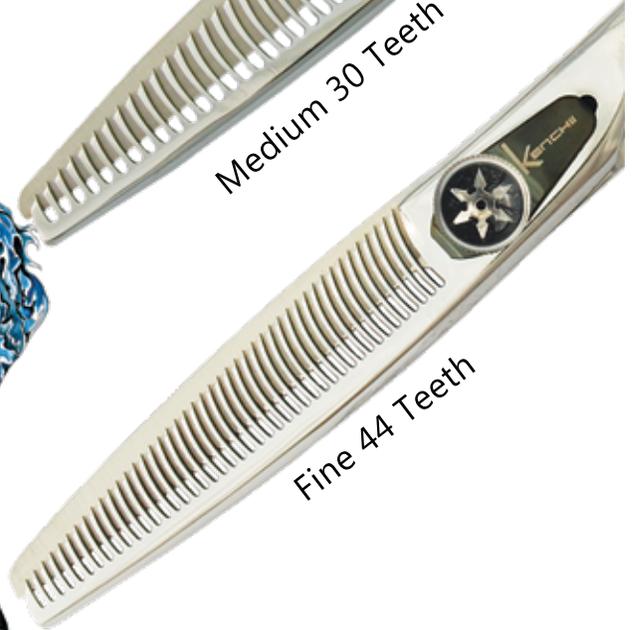
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# GROOM & KENNEL EXPO

## WEST COAST'S BIGGEST GROOMING SHOW GETS BIGGER AND BETTER THAN EVER!

**G**room & Kennel Expo returned to the Pasadena Convention Center from February 21 to 24, 2013, for another exciting weekend of education, trade show, and competition. The Expo experienced record attendance this year, welcoming over 3,400 attendees through the doors. While many attendees came for the seminars led by industry experts, others arrived intending to hit the trade show floor, where 78 vendors at 106 booths were waiting with special show deals and demonstrations.

Educational programs began Thursday afternoon and continued throughout the weekend. Leading off the four days of seminars were grooming experts Ann Martin, Teri DiMarino, Carlos Carrizo and Coreen Bebawer, and animal behavior experts Susan Briggs and Robin

Bennett. Highlights from the weekend included a day-long demo series with *Barkleigh Honors Award*-winning groomers Michell Evans, Olga Zabelinskaya, Jay Scruggs, and Chris Pawlosky; a day-long seminar with Susan Briggs and Robin Bennett on off-leash dog play; and seminars on creative grooming, mobile grooming, animal health, and business.

Among the weekend's exciting events were the *GroomTeam*-sanctioned grooming competitions. *The Nature's Specialties* World Cup Grooming Games began Friday morning with the *Barkleigh Productions* Terrier Tournament and continued throughout the weekend with the *Geib* All Other Purebreds Tournament, the *Earthbath* Sporting and Salon Freestyle Tournaments, and the *Conair* Poodle Tournament. *Andis* sponsored the \$1,000

Best All-Around Award, which was presented to Amber Lewin, who placed in the Terriers, Poodles, Sporting, and All Other Purebreds Tournaments. *Nature's Specialties* presented the Best In Show Awards on Sunday, with the \$2,500 top prize going to Jackie Boulton and her first place Poodle.

Sunday afternoon featured the *Groomer to Groomer* Creative Styling Contest, where many fierce competitors took to the stage with shears, blow pens, chalk, and ingenuity. In third place was Laily Azhade Abulitifu of Hong Kong with her lotus blossom design. Lori Craig, who is no stranger to the winners' podium, took second place with "Animals of India." Winner of the Creative Styling Contest was Cat Opson with her *Sesame Street*-themed creation, "Creative Street."

The crowd favorite, however, was

Sandy Hartness, who won the People's Choice Award for "Think Outside the Poodle." For her entry, Hartness applied color and creative styling to a white Husky, proving that creative grooming is not just for Poodles. Hartness and her creative Husky appear on the cover of this issue of *Groomer to Groomer*, an honor she also received in 2004 and 2005.

Those unable to attend the show in person were able to enjoy the *Groom & Kennel Expo* experience online through *GroomerTV.com*. From home, groomers around the world tuned in to a live broadcast of the show's events, including competitions, grooming demos, and interviews. Visit *GroomerTV.com* to watch the coverage of *Groom & Kennel Expo 2013*.

For more information on next year's event, visit *GroomandKennelExpo.com* or call (717) 691-3388. ☞



First Place Creative Styling winner Cat Opson.



Third Place Creative Styling winner Laily Azhade Abulitifu.



ABOVE: Second Place Creative Styling winner Lori Craig.  
RIGHT: People's Choice winner Sandy Hartness.



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*Best in Show* winner Jackie Boulton with sponsor Mary Meeks of Nature's Specialties.



*Best All Around* winner Amber Lewin with sponsor Michell Evans of Andis.

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*First Place Entry winner Tyan Kulsubatit.*



*Second Place Entry winner Heather Wood.*



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*First Place Intermediate and First Place Group winner Carol Fellbaum with sponsor Ed Geib of Geib.*



*Second Place Intermediate winner Lisa Jury with sponsor Ed Geib of Geib.*



*Third Place Intermediate winner Amber Lewin with sponsor Ed Geib of Geib.*



*First Place Entry winner Hyuk Hwan Kwon with sponsor Ed Geib of Geib.*

**NOT PICTURED:** *Third Place Open winner Kumi Tachikake, Second Place Entry winner Juan Majei*

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*First Place Open and First Place Group winner Cat Opson with sponsor Paul Armstrong of Earthbath.*



*Second Place Open and Second Place Group winner Randae Bither with sponsor Paul Armstrong of Earthbath.*



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**NOT PICTURED:** Salon Freestyle Second Place Entry winner Ellise Brown, Sporting Second Place Open winner Tami Ellis and Third Place winner Carol Hoover.

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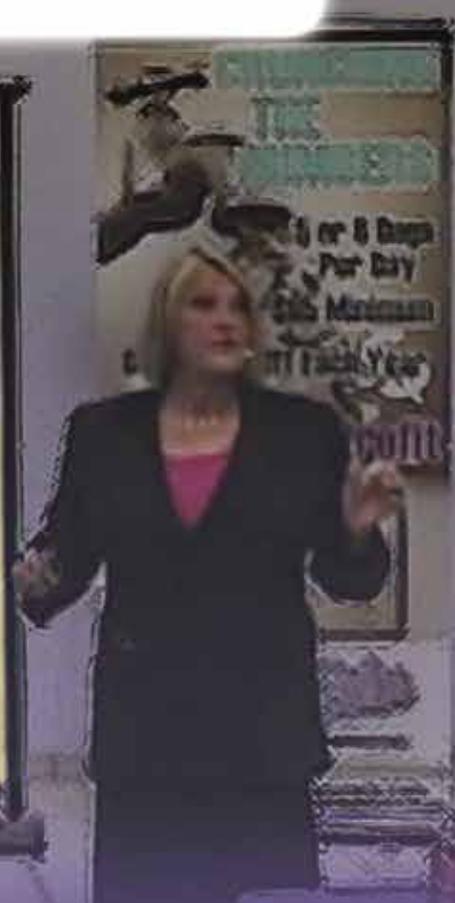
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# GROOMERS' ROUNDTABLE

**What is the worst or most comical reason you have heard for why a dog was matted?**

It's a tie between "He was all brushed out last night, but he jumped in a puddle after the rain this morning" and "well, my daughter is supposed to brush her, but she doesn't." The daughter is four. Oh, and "I like him with his curls, but when I brush him, he gets poofy, and I don't like that look"

*Kimberly Ames  
Shaggy Chic  
Attleboro, MA*

I put a sweater on him to come to the shop.

*Lynda Bennett  
Grooming By Lynda  
Sidney, NE*

One woman brings her dog in every 5-6 months (even though I recommend for her to bring her back every 6-8 weeks). Her American Eskimo is matted to the core every time and she doesn't like me to shave her down. When I talked

to her about properly brushing to avoid matting, her excuse was "I can't brush her because I am allergic to her." Seriously?!

*Dawn Hough  
Five Points Kennels Inc  
Indianapolis, IN*

"My dog has been wearing a sweater."

*Kelli Jo Strabley  
Paws & Claws on the Grove  
Merritt Island, FL*

Driving to grooming salon the owner had to stop fast and the dog fell on the floor and got matted and the kids are brushing the dog.

*Elizabeth Lisella  
K-9 Bath & Body  
Nesquehoning, PA*

"This just happened on the way over here, she had her head sticking out of the window of the car."

*Lisa Rojas  
Dreadlocks for Dingoes LLC  
Minneapolis, MN*

He rolls on the rug.

*Dawn Andrews  
Love Your Dog Spa & Boutique  
Hudson, NH*

# The cat chews on his fur.

*Janis Nieman  
Canine Clippers  
Fort Myers, FL*

"The dog is not matted, she is molting. The breeder told me that doodles don't matt they molt."

*Michelle Semken  
Pet Bath And Beyond  
Camp Hill, PA*

Oh gosh I could come up with millions from 26 years of

grooming. How would I pick one? "He got out last night", "Why would I brush him that's what I pay you for?", "Another dog scared him", "His breeder says he only needs to be groomed once a year"(this from a Samoyed owner),"Matted? I thought she was getting fat"

*Deb Molin  
Personal Touch Pet Grooming  
Circle Pines, MN*

"We were at the Grand Canyon and a big wind came up, WHOSH around the dog. He got matted!"

*Tracy Wright  
Dog Grooming By Tracy  
High River, CN*

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I saw one severely matted dog with the hook of a Christmas ornament embedded/causing the mat. Same dog couldn't retract his, ah, male part because it had also become embedded in mats.

*Beth Cannon  
Manassas, VA*

I have a little Shitzu that comes and each time her fur is matted because the cat has been digging at the top of the dogs head.

*Bonnie Bowman  
Merryway Kennels  
Wyoming, NY*

**Rolled in  
motor oil on  
the ground, just  
after a bath.  
Garry Lind  
Tarzana, CA**

"She got that way yesterday because she ate a squirrel."

*Dawn Omboy  
Klippers Pet Shop  
Columbus, GA*

The owner couldn't "find" the

brush for four months! How many stores did she pass in those four months? Geez!

*Dawn Chalecki  
Doggie Treats Mobile  
Grooming Barnegat, NJ*

Ceiling fan — in the summer — can you believe it?!

*Lindy Moebes  
Muttworks  
Grantsville, MD*

"He likes the mats, they keep him warm," said about a Labradoodle.

*Stephanie Haynes  
Lexington, KY*

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"I thought he just had thick hair, Ha Ha," and "The kids played with him too much."

*Johnnie Lamb  
Huntsville, AL*

One customer with an Old English Sheep Dog who knew the dog needed grooming but the dog was very old so he told me he had thought for sure the dog would die before he had to get him groomed.

*Cynthia Stadel  
Aussie Pet Mobile  
Eldridge, IA*

Pelted Maltese. "It slipped off the car seat on the way to the shop."

*Liz Streithorst  
Ellisville, MS*

Worst one was a lady who said she brushes her dog every day, but he spent the night at

**What do you mean, you have to brush them?**  
*Maria Mannarino  
Saint Petersburg, FL*

a friend's house and when she picked him up he was totally matted. Most comical was an older lady who swore her neighbor's dog was purposely matting her dogs hair up when she let her dog out to go potty.

*Lisa Conwell  
Pet Styles Grooming Salon  
Monrovia, IN*

"I was in the hospital," (She had a dark tan and a t-shirt that read Cancun). Really? Hope you're feeling better? "Oh yes

tons," she replies. Hmm!!!

*Diann Becker  
For Pets Sake Pet Grooming  
Southbend, IN*

Silliest reason hands down is because "he doesn't like me to brush him" or "I just don't have the time so he deserves to be the way he is, he's so ornery"

*Terri Allen  
Willow Run Boarding Kennel  
Kernersville, NC*

"I've been brushing him but he must have gone out and rolled in the wet grass this morning."

*Carla Ladd  
Ladd K-9  
Spring Valley, MN*

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A few of the best I've heard:  
The brush did that to him,  
the kids don't brush him,  
the wind from the car ride  
over, we bath and let him  
run around to dry.

*Cassandra Robak  
A Groovy Groomer  
Hamilton, CN*

He got into the beer.

*Tami Von Thof  
Bed N Bones  
San Juan Capistrano, CA*

They used the wrong shampoo  
and when they finished wash-  
ing him he was all matted.

*Pamela Cameron  
Chilliwack, CN*

**He thinks  
brushing is a  
punishment, so I  
don't do it.  
Jackie Sullivan  
The Day Spaw**

"I've been brushing her ev-  
eryday but you know that  
wind storm we had over the  
weekend? Well I was walking  
her and I actually saw the wind  
whipping her hair into knots!"

*Jonathan David  
Lap of Luxury Dog Spa  
Delray Beach, FL*

It was too cold that's her/  
his Winter blanket-jacket.

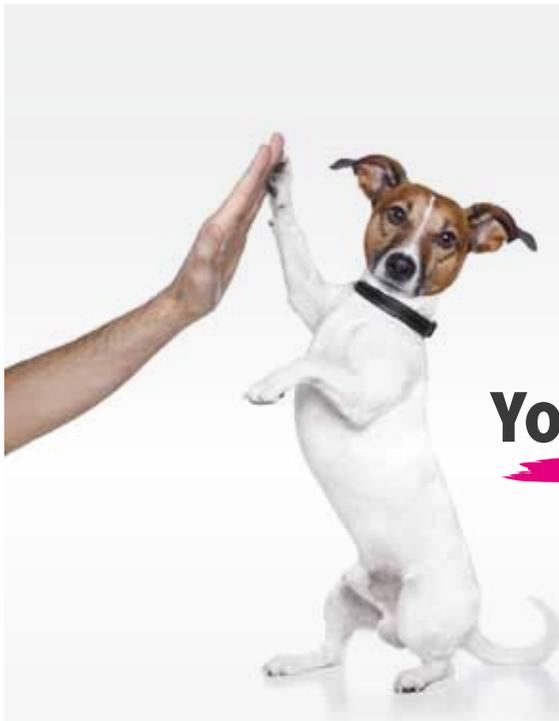
*Laura Yakubovskt  
El Paso, TX*

He likes to roll around  
with my cat and it gets his  
fur tangled up. I comb him  
four times a week but he  
just LOVES to roll around  
with that silly cat!!

*Marie Leclair  
Gentle Touch Grooming  
Pensacola, FL*

The dog was stuck to a mouse  
glue board.

*Donna Glaeser  
Halo House Animal Resort  
Franklinville, NJ*



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# BOTTOM LINE BOOSTER #1



**A**s part of my series on the business of grooming, I thought I would share different ideas that have really worked at my own salon. Hopefully you will share some great ideas for me to pass along! I hope some of these ideas will help you boost your bottom line.

Every grooming salon has a similar routine. Dogs come in, get groomed, and go home. Start to finish, you are carrying the overhead of a complete groom: prepping the dog, bathing, drying, and so forth. Grooming is a very labor-intensive service and is our biggest category in terms of the cost of doing business.

My salon employs nine people,

and six of these professionals are either finish groomers or bather/brushers. That's a serious chunk of change every Thursday to meet Friday's payroll! But let me say right here, right now, they are worth every penny. I admit I am inclined to boast, but my staff is amazing.

What if there were another income stream readily available to you, which would add a nice boost to the bottom line and simply required a little networking and a few extra hours per week by your bathing staff? It is a win-win-win situation for all.

One of the fastest growing categories in vet care is dermatology. When I think back on the 44 years I have spent

hanging around the *Village Groomer*, I can honestly say that I have never seen as many skin issues as I do now. Whether it is a change in our environment, canine diet and nutrition, overbreeding, or whatever the next expert wants to attribute it to, dogs are suffering from skin conditions and allergies like I have never seen before.

In addition to your local veterinarians that receive dermatological training in school, there are hundreds of certified specialists practicing all over the country now, focused specifically on issues of skin, allergies, and immune deficiencies in our canine friends. According to the American College of Veterinary Dermatology,



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USE YOUR SMARTPHONE

We, as professional groomers, may initially suggest a special bath or a diet change, but when a customer finally resolves to take their pet to the vet, often times the doctor diagnoses a skin condition that requires frequent bathing. That's where we come in.

or ACVD, these vets continue on after completing veterinary school and then intern and complete a residency in dermatology. "In order to become board certified, the veterinarian must then successfully pass a rigorous examination covering all aspects of veterinary dermatology and allergy."

In our grooming salons, this means that we are having many more conversations with our clients about the things we see, the odors we smell, and the changes we notice in the skin and coat health of our four-legged customers. Whether it is "elephant" skin, hair loss, yeast imbalance, chronic hot spots, or itching that is so consuming that the dogs are injuring themselves, it seems many of our best friends are struggling with skin issues.

We, as professional groomers,

may initially suggest a special bath or a diet change, but when a customer finally resolves to take their pet to the vet, often times the doctor diagnoses a skin condition that requires frequent bathing. That's where we come in. Over and over, I have heard clients tell me that the vet gave them a prescription shampoo, and they were instructed to bathe the dog once a week, three times a week, and in a few extreme cases, even daily. Over and over again, I can tell you that the client did not follow through. So here we have a possible solution to heal or at least support the improvement of this animal's skin issues, but we have a human client that has four kids, a spouse, and a job and is already finding a lack of hours in the day to juggle their existing docket!

I recognized this struggle for my

clients many years ago, and I reached out to the vets in my area. We developed a program that supports the vet, the owner, and the pet. When the client is instructed by the doctor to follow a schedule of bathing, they are also informed that my salon will support them in sticking to the prescription schedule, and they are given our contact information. We then work with the customer, depending on the length of time prescribed by the vet, to implement a schedule for treatment.

Here are some examples:

*MacIver* is a Sheltie with ongoing skin issues. The doctor has created a schedule for him, which requires a weekly medicated bath with a prescription shampoo, and he must soak for 20 minutes on each visit. *MacIver's* owners already brought him to us every six weeks for regular grooming, so we created a program for them where *Mac* gets a bath every Saturday, and on the

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sixth visit, he gets his full groom. All of those visits that do not require a full groom are discounted to make it more affordable for the family. In their case, they pay at each visit, because that's what works for them.

*Humphrey* is a Lab that has terrible yeast imbalance, and the fungus grows very rapidly on his skin. He begins to smell funky within a few days of a bath, and he's also elderly and blind. He requires compassionate care and two baths a week. His vet believes this will be necessary for his entire life, and he has been to many doctors. This regimen of bathing has been the first plan that has brought him relief. After the first month of bathing *Humphrey* regularly, we offered the customer a discounted program, recognizing that this frequency would quickly become unaffordable, that it really was working, and that *Humphrey* was feeling significantly better — and we certainly

appreciated the extra income. That customer pays for the full month on or around the first, and we see *Humphrey* every Tuesday and Friday. He loves his tub time now! We use our *Hydrosurge* and first give him a nice long hydro massage with hypoallergenic shampoo followed by his prescription shampoo according to the vet's orders.

*Java* is a Portuguese Water Dog with a lifetime of autoimmune issues. Her vet, who is a board-certified dermatology specialist, prescribed for her a weekly bath for the long haul. Her allergies manifest as her skin cells dying and sloughing off much more quickly than the typical average six-week cycle of most dogs, so she has an overabundance of flaking and chafed skin. Her weekly baths calm her skin, wash away dander and dead skin, and slow down the process enough to keep her comfortable. Her family also pays monthly, and on the sixth visit, they get her

fully groomed at her regular price. It has made an enormous difference for her comfort. We have also worked with her vets on nutritional planning and have her on a single protein, single starch diet, which also has improved the condition of her skin dramatically.

The key to this sort of program is efficiency. Done properly and according to doctor's orders, none of these treatments takes more than 30 minutes (except for *Annabelle*, the Newfoundland, so her base price for a monthly plan is a little higher). Do the math! If your bather/brusher staff — not your finish groomers — handles these baths, your overhead will be quite manageable. In my salon, some of my staff members are salaried, so if the bathers do the work at the tub and my salaried staff dry, the numbers really work. It depends on the pay structure in your salons, but if you figure out the most cost-effective way to handle this

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extra work, it can really add to your bottom line.

If you are in a situation where you pay commission, I would treat these baths separately. There is no reason to pay 50% for these dogs that require little to no prep work and take such minimal time. You may need to structure payment for these dogs in a different way, or you are missing out on the advantage of this type of additional income stream. My bather/brushers are paid hourly, so they welcome the extra time on the clock. How you structure the payment depends on your pay model.

Come up with a catchy name for this type of program so it is easily remembered by the vets and vet techs. Be sure to put something in their hands when you kick off the program. When we started this many years ago, I personally visited many of the vets in the area with a postcard-sized handout,

explaining the benefits for the owner and animal and also the benefit to the doctor. Healed and healthy dogs are also good for their reputation, right?

In our area, there are four vet offices that refer people for this service regularly. I also recently reached out to the new dermatology specialist at our local emergency hospital. She has been very impressed at the care of the dogs and the quick improvement in their skin condition. I also invite her or any vet to call me personally and share any ideas, concerns, or tips so that we can best serve those animals when they are in our care. Working hand-in-hand with the pet's healthcare provider is a powerful way to share information and look at the dog more holistically. Things you notice in the grooming salon may help the doctor hone in on what's going on more quickly. We do, after all, see most of the pets we care for four to six times more often than

their vet does (if you are rebooking properly, and maybe I'll do an article on that subject next time!).

When a customer loves a pet, tries to treat them for a malady like skin issues, and the solution is pretty work-intensive for them, sometimes they drop the ball. It's not because they don't care, but because "life happens." People's lives are complicated, busy, and stressful. By offering them a reasonable, affordable solution, everyone wins! First and foremost, the pet experiences relief from their illness while the owner is able to care for their pet according to doctor's orders. The vet gets the results they want to see, and you just added a nice little financial padding to your monthly bottom line!

Do you have any interesting ideas to share? Let me know! Networking is a powerful tool, and we can learn so much from each other! Email me at [villagegroomer@comcast.net](mailto:villagegroomer@comcast.net). ☺

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# MEDICATED SHAMPOOS

by Richard Ticktin, CEO and Chief Chemist of Synergy Labs

There is a huge variety of shampoos in the pet industry: oatmeal, aloe, and herbal among plenty of other variations. If that weren't enough, medicated shampoos are another option within the category. Should you be offering medicated shampoos to pet parents? Savvy grooming operators know that offering different options can directly increase the bottom line. By offering medicated shampoos, groomers can offer value-added services, for which pet parents will pay premium prices. However, how do you know what to offer, who to offer the treatments to, and what to charge?

## OFFER THE SOLUTION

What to offer? Offer solutions to the most common skin maladies. Stock medicated shampoos and sprays to treat

the five most common skin problems: bacteria, fungus, allergic reactions, seborrhea, and parasitic infestations. Medicated shampoos are a requirement to treat various types of skin disease that pets can develop at any age. These types of shampoos help speed up skin treatment and diminish the required oral medication to treat the disease. In turn, this reduces side effects for the animal and becomes a cost-effective solution for the pet parent.

## LEARN THE SYMPTOMS

Who should you offer these treatments to? This is where the education comes in. The professional groomer should learn how to identify these five common skin problems. Take advantage of the many online tools and several good books in the industry to help you

know what to look out for. Don't discard asking your local veterinarian for a crash course on some of the symptoms.

## WHAT TO CHARGE

How much can you charge for this value-added service? The answer is "that depends." That depends upon how much your competitors are charging for similar services and how much veterinarians in your local area charge for similar medicated treatments. There is no hard and fast rule as to what you can charge, but caring pet parents are clearly more than willing to spend extra money for a quality medicated treatment for their pet.

## IT'S ALL ABOUT WHAT YOU WANT

Why should this matter to you? Aside from wanting to relieve the pet's

# Iv San Bernard

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condition and provide the pet parent an alternative to save money, supplying and using medicated shampoos can also put you in a great position to become a more consistent option for your customer. You see, medicated shampoos usually need to be used at least 15 days to six months depending on the severity of the skin disease. The treatment can start with applications two to three times a week and then become a once-a-week application, keeping in mind any veterinarian suggestions. This allows groomers to play an important role in helping pet parents treat their pets while avoiding costly doctor visits and medications.

### THE BOTTOM LINE

By carrying a line of medicated shampoo, you have three possibilities that can benefit your business and potentially grow it. First, stocking medicated shampoo can open a service

Skin Disease	Type of Shampoo	Main Active Ingredients
Bacterial	Antibacterial	Chlorhexidine, benzoyl peroxide
Fungus	Antifungal	Ketoconazole, miconazole
Allergies	Anti-itch	Hydrocortisone, colloidal, oatmeal, sulfur
Seborrhea	Antiseborrheic	alicylic acid, sulfur, coal tar, benzoyl peroxide, selenium sulfide, pramoxine
Parasitic	Flea & Tick	Permethrin

you can provide your customers at a higher price point (e.g. giving the pet parent the option to use a medicated shampoo versus regular shampoo). Second, selling medicated shampoo at your grooming salon can increase an end sale and provide a future solution to your customer. Third, the repeat service will increase, as the dog or cat would require multiple treatments with the product.

If this is of interest to you, then you will be happy to know that there are a lot of companies that provide medicated shampoos. Beware: some can describe themselves as medicated

but show disappointing results. To determine what products are really medicated can be predetermined by examining its active ingredients. Keep an eye out for the main ingredients that treat animal skin diseases (**see chart on this page**).

Medicated shampoos can be a successful solution to increase your bottom line while providing your customer with an excellent service. For more information on medicated grooming treatments and/or questions or comments, contact SynergyLabs' veterinarian, Daniela Solomon, by email at [dsolomon@synergylabs.com](mailto:dsolomon@synergylabs.com). <

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# SHOP SAFETY

## PART TWO

✂ by Mary Oquendo ✂

**I**n part two of this series, focus is on the health and safety of the primary work area. The three important elements are the groomer, the pet, and the environment.

### GROOMERS

**Eat breakfast.** Your body has shut down overnight. Breakfast presses the restart button and gets things going. It's sort of the same way your vehicle works better with gas. I am more efficient and less tired throughout the day when I begin with a meal.

**Drink plenty of water.** Before my first cup of coffee, I drink a glass of water. I want to start the rehydration process early. We work in dehydrating conditions. If we are not properly hydrated, it fatigues our muscles, reduces coordination, and can cause muscle

cramps. Consistently being in a state of dehydration can lead to premature organ failure. Bring several bottles of water to work with you. My basic rule of thumb is eight ounces of water for each pet I groom and more in warmer weather.

**Dress professionally and appropriately.** I used to love wearing sandals in warmer weather, that is, until the day I ended up with hair splinters in both feet. Now I wear closed toe, waterproof sneakers. I am on my feet all day long. I buy according to quality, not price. In addition, I keep a change of clothing in the event there is a possibility of transmission of an agent between pets. This can occur if a pet with a suspected contagion has rubbed up against me and deposited fomites on my clothing. Fomites are

inanimate objects, such as hair, that can transmit infectious diseases.

Safety equipment includes the following:

- Safety glasses to protect your eyes from flying debris (e.g. nail clippings, dremel shavings, and hair) and face masks to protect your lungs and nasal cavities from airborne contaminants and hair. If you are not certain you really need safety glasses or face masks, take a white paper towel and tape it near the pet you are drying. What shows up on the paper towel is also in your lungs and on your corneas.
- Earplugs to protect your hearing, as the sound of many high-velocity dryers are in the same decibel range as jackhammers.
- *Bite Busters* is a neoprene sleeve for your arm and is invaluable if you

are a cat groomer.

• *Clipper Vacs* will reduce the amount of flying hair in the environment.

If you have employees, OSHA requires you provide necessary safety equipment.

**Change it up.** Change your body position throughout the day. Stand a bit, walk around, stretch here and there, work at the right height, and use a stool. Buy quality fatigue mats. The better ones will reduce stress on your musculoskeletal system and last longer. Electric tables enable you to work easily at the correct height.

**Mini Meditations.** Grooming can be stressful, especially if the pet is unruly or the owner is difficult. Meditation is simply zoning out for a brief period of time to quiet your mind. Barbara Bird's favorite method of shop meditation is fluff drying a pet. She becomes so focused on the task at hand that all the clutter in the background fades away. I have a guided meditations

Meditation is simply zoning out for a brief period of time to quiet your mind. Barbara Bird's favorite method of shop meditation is fluff drying a pet. She becomes so focused on the task at hand that all the clutter in the background fades away.

app on my phone. I put my headset on, and five minutes later, I am a new person. Another method is to breathe deeply while focusing on an object.

**Equipment.** There are many scissors and clippers to choose from. The variations between your choices can mean the difference between a comfortable and uncomfortable fit. It's why I like to buy my equipment at trade shows. I can check the weight and feel

before I buy. Additionally, I was lucky early on in my career to have a manufacturer's representative point out that I was holding the scissor incorrectly. Improper finger placement will result in wrist and elbow strain.

#### PETS

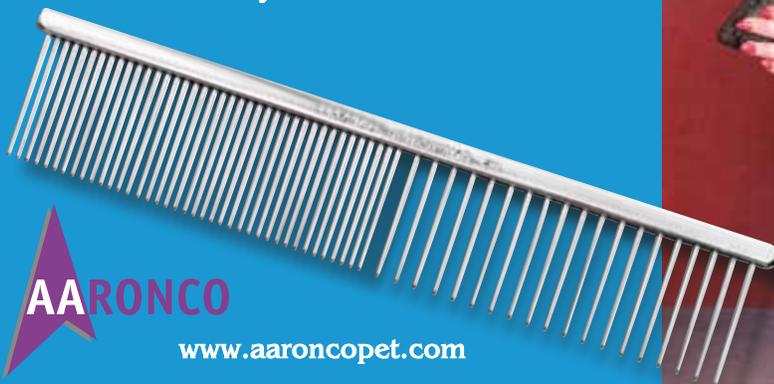
**Maintain control.** Use slip leads for dogs and carriers for cats if they are not on the grooming table or in a

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Most dogs and cats will give signs of impending bites ... If you find that you have difficulty reading their body language, classes in behavior and handling techniques are available at many trade shows.

crate, as well as keep them in arms' reach. I never rely on the owner's leads and collars, as it is too easy for the pet to slip out of them. Pets that are out of control can harm themselves or you. If you cannot safely groom them using humane restraints, then pass on them. The risk of career-ending injury becomes too high.

**Pay attention to body language.** Most dogs and cats will give

signs of impending bites. Many groomers, myself included, have been caught unaware and have been bitten. If you find that you have difficulty reading their body language, classes in behavior and handling techniques are available at many trade shows.

**Use quick releases.** There are two versions. One has the quick release built into the loop itself, and the other connects the loop to the grooming

arm. Either works well if you need to release the loop quickly. Never loop a cat. If a cat needs restraining, use a figure-eight harness.

**Special care for elderly pets.**

I use good quality orthopedic mats on the table and hip supports when grooming elderly dogs. They help to reduce stress on arthritic joints. Use caution with the hip supports. Heavy reliance by the pet on them can cause organ damage by prolonged compression. Work quickly or break up the session. Keeping it warmer in winter and cooler in summer benefits everybody.

**Keep equipment in arms' reach.**

I have mounted drawers under my table where I keep any equipment I need for the pet on the table. I have no tools on the table as the pet may kick it off or step on a sharp object and slice a pad.

**No distractions.** While I keep my cell phone on me, I do not take calls

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## LOWCHEN

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### Equipment Required

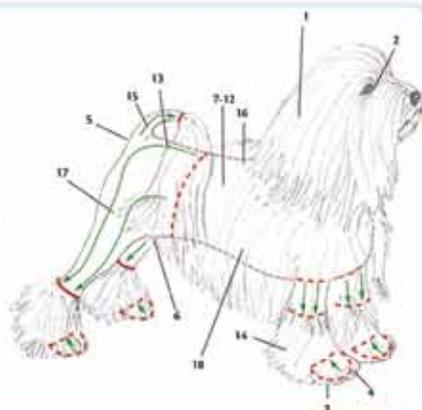
- Ear Powder
- Hammock/Hair Puller
- Ear Cleaner
- Cotton Balls
- Saline Solution
- Nail Grinder or Nail Trimmer (medium plate-type)
- Electric clipper
- #15 Blade
- #10 Blade
- Slicker Brush
- Flexible Slicker Brush
- VRake®
- Dematting Tool
- Conditioning Shampoo
- Conditioner
- Metal Comb
- Scissors
- Thinning Shears
- Finishing Conditioner Spray

### Grooming Instructions

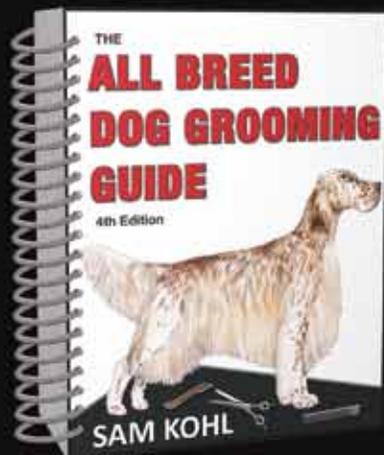
1. **Ear Cleaning:** First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a Hairmat® hair puller. Then, clean the inside of the ears using cotton balls lightly dampened with an ear cleaner.
2. Wipe the corner of the eye and under the eye with a cotton ball moistened with saline solution to remove eye debris.
3. Clip the hair from between the pads of the feet with a #15 blade. Use the clipper to remove any hair hanging off the edge of the pads. Clip the entire foot, front and rear, to the wrist bone, like a Poodle foot. See Note on Poodle Feet on the next page.
4. Cut or grind the nails, removing only that part of the nail that grows out beyond the quick. Be careful not to cut into the quick.
5. Clip the hair away from the anal area, about one-half inch on either side of the anus, with a #10 blade. Never put the blade in direct contact with the anus.
6. Clip the hair from the stomach area, from the groin to the navel, using a #10 blade.
7. For shorter, easier-to-maintain styles, if you are going to be drastically shortening the coat, do so before the bath.
8. Brush the coat with a slicker brush, VRake® or dematting tool to loosen any tight mats. Use the line-brushing technique of lifting the hair and brushing it down layer by layer.
9. Bathe thoroughly using a conditioning shampoo, rinse thoroughly. When the coat is still wet, apply a conditioner and rinse off. Or, if the dog is in a shorter pet trim, not in full coat, use the tub and high-velocity method: Brush through the coat quickly breaking up any tightly matted areas with a flexible slicker brush, VRake® or dematting tool. Blow through the coat with a high-velocity dryer to loosen tangles. Always keep the nozzle far enough from the coat to avoid "whip mats." Lather in shampoo, blow out the lather with the high-velocity dryer, rinse lightly and repeat the bath and blow out, if necessary. Put on conditioner, blow out with the high-velocity dryer, and rinse thoroughly.

#### Understanding the Lines:

- Direction of stroke used in clipping pattern.
- Indicates a desired pattern with other hair hanging over it.
- Indicates a desired pattern line with no blending.
- Indicates a pattern where two different blades are used next to each other to accomplish different lengths of coat without needing to bend the length since they are very similar.
- Indicates a general shape or appearance.
- Indicates a gradually blended area. The darker shading indicates shorter hair which gets longer as shading becomes lighter. There should be no distinct line or hair line area target.



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while grooming. If I am talking on the phone, my full attention is no longer on the pet. I may miss an indication of a bite or distress on the part of the pet.

**Equipment safety.** These are the two best pieces of advice I received as a newbie groomer: know where the tips of my scissors are at all times and where body parts begin and end. (Thanks, Terry and Beth!) Check the clipper blade temperature frequently while clipping. When the blades are too hot, swap them out and place on a piece of ceramic tile to cool.

**Special note about cats:** Cats can stress fairly quickly, so check for dilated pupils and heavy panting. Break up the grooming session if necessary. Keep in mind that stressors for cats include dogs and other cats.

## YOUR ENVIRONMENT

**Provide a stress-free atmosphere.** Employee strife leads to a stressful work environment for both pet and employee. Pets can pick up on our moods and react accordingly. Providing locked toolboxes, as well as letting go of a groomer that is instigating the disturbances, may resolve some

issues. Pets also respond to music. Jarring, high-energy music that may appeal to us may agitate the pets in your care.

**Prominently install video cameras.** Laws will vary from state to state as to where you cannot place them. A live feed on your website is a great marketing tool. Having video will also resolve any disputes regarding injury or employee issues.

**Prevent sun glare.** I used to work in a shop that had a beautiful picture window. The only problem with it was when the sun was shining directly in, it made it hard to see what you were grooming as well as dramatically increased the interior temperature. The problem was solved when the owner installed a tinted film.

**Put safety protocols in place.** Place MSDS, emergency and disaster procedures, and other safety guidance documents in an easy-to-find binder. Make sure all employees are familiar with it. Every six months, check that the batteries are fresh in the smoke and carbon monoxide detectors, the fire extinguisher is charged, and the first aid kit is fully stocked. Install GFI

outlets. Water blown off by high-velocity dryers into the outlets can trip the breakers.

**Keep equipment in good repair.** Check blades for broken teeth and discard. Clean and oiled scissors and blades last longer and cut better. Cleaning the filters on your dryers and vacuums on a regular basis will protect the motor. Wrapping up cords will prevent trip and falls. Clean and disinfect equipment, tabletops, loops, and leads between pets. Store bandanas and bows in storage containers to prevent cross contamination due to flying hair and other debris.

**Keep it clean.** Air cleaners work to remove bacteria from the air. There are units designed for buildings and others for small spaces. Avoid the ones that use ozone. The EPA has determined that they are unhealthy for people. Tidy up between pets and clean at the end of the day, including dumping the garbage and vacuums.

In part three of this series, the focus will be the bathing area. ☺

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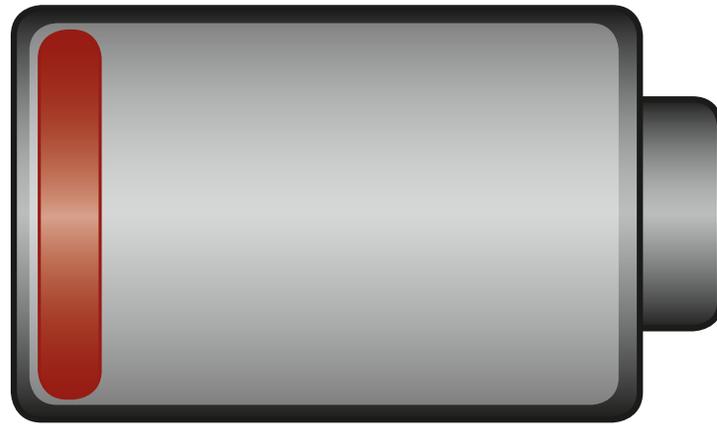
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# CORDLESS CLIPPERS AND BATTERY CHARGING DOS AND DON'TS



✎ by Jeff Andrews ✎

**W**hen we buy a new cordless clipper, most forget to read the fine print in the instruction manual or forget to read the manual altogether. We look at the convenience of things we get for our shops, and cordless clippers are at the top of the list.

Even though the manual says you can leave the handset in the charging stand all the time or that batteries never obtain a memory and can't be over charged, don't believe it! We summarized what we've learned about external and internal batteries and charging techniques that saved us from experiencing dead batteries and burned up handsets over the years. Take caution over convenience, and you'll be okay.

No matter what the manufacturer

states or what kind of battery you have, there is a chance you will have trouble with it if you overcook the battery with charging. You will get a longer battery life and running time from your clipper by a simple technique change. It involves a little more work, but it's worth it to have your clipper running when you need it. This new technique can be applied to cordless trimmers as well as A5 cordless clippers.

## **CHARGING**

When you get your new cordless clipper, chances are the batteries will have a charge in them already. How much? We don't know, but I think the first initial charge of a battery is important to the life of the battery. I run the charge out of the battery by

running the clipper until it is completely dead. You won't hurt a thing by running your clipper without a blade on it. My clipper ran for about 10 minutes until the motor slowly came to a stop. If you have external batteries, do this for each battery. Don't rely on a button on your charging stand that says it will deplete the charge in the battery. It most likely doesn't drain it like running the clipper would.

Now put the battery or clipper in the charging stand (or hook up the power cord) and start the initial charging. This first charge is very important. Only charge the batteries until the indicator says it's fully charged, then stop charging the battery. Even though the manual says the charger will automatically stop charging when it's fully charged, don't believe that. Take the

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I ran the clipper for several grooms and never put it back in the charger. I wanted to run the clipper until there was no charge left in the battery.

battery completely out of the charger (you know for certain that stops the charging). If charging continues, it can overcook the battery, causing cell damage, and the battery may not hold a charge very long. With your batteries all charged up, you're ready to start grooming.

#### RUNNING YOUR CLIPPER

You may now use your clipper as you would any clipper. Let's say you've been running it for awhile and you're done with the job you were using it for. What do you do now? You want to put it back on the charger like the manual says you can do. Should you? I wouldn't. Replacing the handset or battery back in the charger after short runs when the charge hasn't been

depleted is what causes "memory" in your battery. The battery was designed to let the clipper run for a long time, but you can teach the battery that it only needs to run for short periods of time. I'm assuming the battery cells adjust themselves to run for short periods, because they start to act that way. This is why you think the batteries aren't holding a charge very long or are bad. Once they get trained this way (memory), there is no re-training them to hold a charge longer, at least in my experience.

Here is what I started to do with my cordless trimmer when I first got it. It has an internal battery, a charging stand, and a power cord that attaches to it so it can run on house current. In the five years that I've used it, I've had

no problems with battery life, charging, or any hot handset problems.

I set up the initial charging like I stated above. I ran the clipper until the battery was dead, charged it until it was fully charged, and then stopped the charging process.

I ran the clipper for several grooms and never put it back in the charger. I wanted to run the clipper until there was no charge left in the battery. This actually took a long time to complete. I was surprised by how long it took.

When the charge was gone and the clipper stopped during a groom, I hooked up the power cord and finished the job. If you're using external batteries, change the battery and finish the job, and then charge the dead battery. Keep the fresh battery in the clipper and use it until the charge is completely gone before changing that one.

I left the power cord hooked up to the clipper until it was completely charged, then disconnected it. I never leave the power cord hooked up or the handset in the charging base when I'm not using it. I only charge the battery when there is no charge left in it and only charge it long enough to get it fully charged again.

If you change what you're doing now and do what I'm doing, you may not have battery problems anymore. ☺

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# FAUX YORKIE

## THE LONG AND FLOWING ILLUSION

**A**ccording to AKC registration data, the Yorkshire Terrier is one of the most popular breeds. It is no surprise that it is also one of our most prevalent bread and butter clients. The long and flowing coat crowned by a bejeweled headpiece is endearing and beautiful to behold.

With that said, the Yorkie is handsome when well kept. For the average client, coat maintenance is daunting, and they find their little friend's coat

looking like an unmade bed minutes after grooming.

The faux trim can be the answer. For this trim, the back is clipped short and then blended into longer leg and side coat. The face remains long with a trimmed beard and tied-up topknot with or without bangs. For even easier care, the belly can be shaved, leaving only a shell of longer side coat.

The blade work on the back can vary depending on the density of the coat and desired look. For this silky

coat, I used a "C" comb over a #30 blade.

The preparation is standard: bathe and condition with quality products. Anti-static sprays are helpful to keep the flyaways at bay. Pads, nails, ear cleaning, and sanitary are completed before styling.

**FIG. 1:** Using a #30, shave the top 1/4 to 1/3 of the ear tips, both inside and outside. Use your fingers to support the ear leather, keeping it flat.

**FIG. 2:** Trim the eye corners. If



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the dog is not cooperative, use thinning shears in this area in order to prevent shaving down the length of the muzzle.

**FIG. 3:** Shave the front of the lips.

Starting just behind the occiput and following the coat growth direction, clip the back, neck, shoulders, rump, and sides.

**FIG. 4:** It is important to pull the clipper away from the body of the dog, “falling off” before clipping into the longer furnishings. “Fall off” just below the spring of rib (widest part of the rib cage) just below the point of the shoulder and point of the rump.

**FIG. 5:** Lift the facial coat up and forward, and clip from under the ear and jaw, down the neck and shoulders.

**FIG. 6:** With blenders or thinning shears, blend the cowlicks under the jaw and throat.

Blend the shoulders and (**FIG.7**) rear where the short coat meets the longer coat.

Trim the tail using thinning shears for a natural look.

**FIG. 8:** Round the front feet.

**FIG. 9:** Using long curved shears and following the natural underline of the dog, trim the undercarriage.

While continuing to follow the

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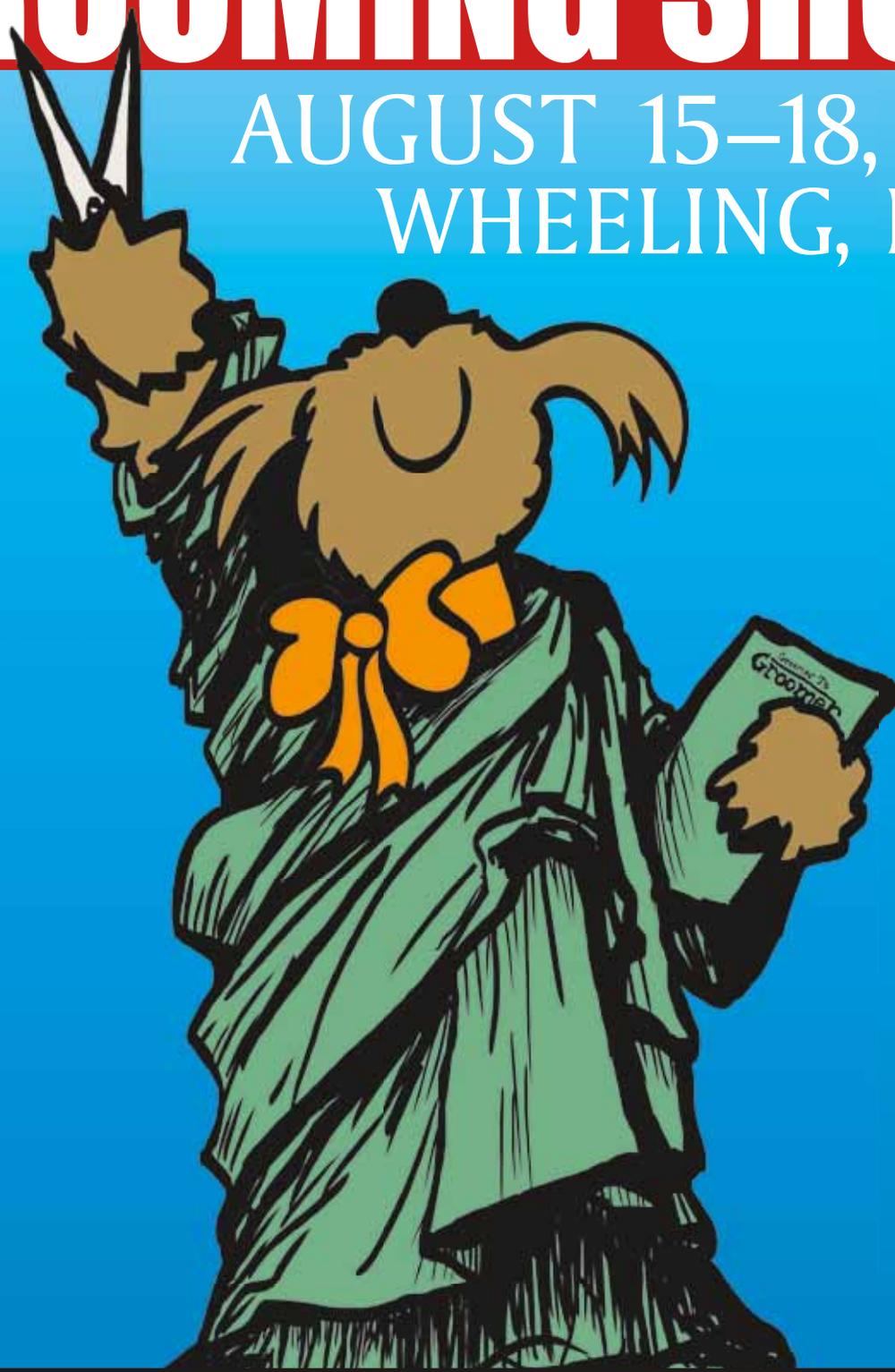
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**FIG. 7**

underline, round the rear feet. With short curved shears, create a “kick up” (the illusion of a semicircle on the foot).

This head style stays relatively true to the Yorkie “look” with a long beard, cheeks, and a topknot. It can easily be modified for a complete tied up topknot or trimmed bangs. For the average client, trimmed bangs offer more practicality.



**FIG. 8**

**FIG. 10:** Trim the ear edges with small scissors. Always trim from base to point, following the coat growth direction. This will assist you in creating a cleaner line and aid in the prevention of nicking the ear.



**FIG. 9**

Comb the topknot forward and trim the bangs across the bridge of the nose.

Next trim from the outside corner of the eye to the stop, and then repeat from the other side. Give the dog's head a light shake and repeat.



**FIG. 10**

Comb the beard coat down and trim the edges in a semicircular pattern.

Using fine thinning shears, blend the outside eye corners to expose the eyes when viewed from the side. Soften the look of the bangs by blending.

**FIG. 11:** To complete the face, tie



**FIG. 11**

up the topknot from just above the outside eye corners to the ear. It may be necessary to tidy up the bangs once the topknot is in place.

The “faux” trim with variations can be utilized on any long and flowing coat type such as the Maltese and the Lhasa. This trim presents an option for the client who desires the longer “look” of the flowing coat without the high maintenance that goes with it.

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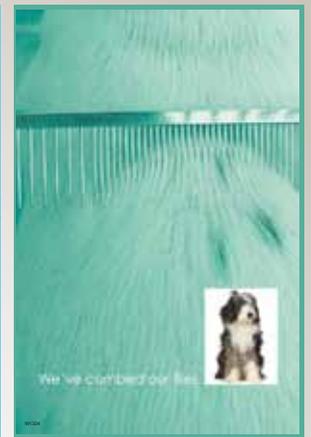
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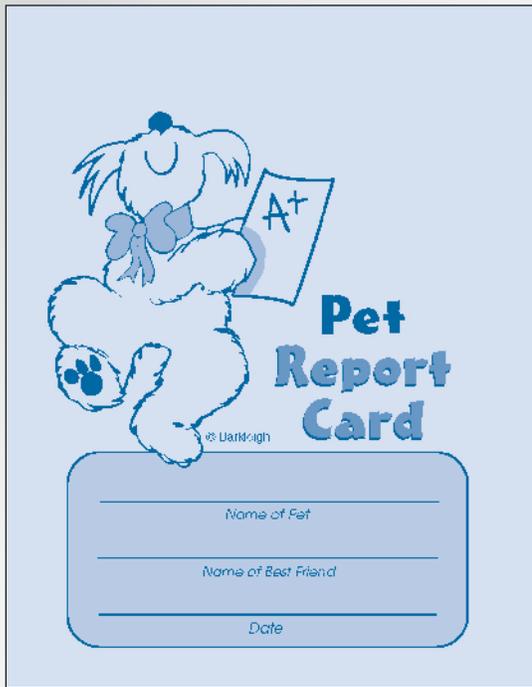
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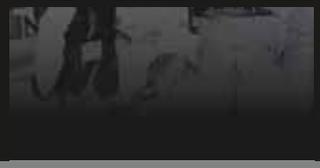
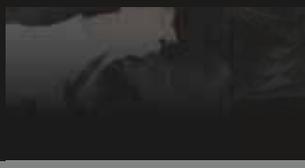


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Rescue Remedy and a chicken sandwich, we were back. Josh was regaining his strength, but we had sat out of the competition and lost valuable time. I wasn't sure if I could complete him with the time I had left. Kathy Rose announced "scissors down"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

I decided to go ahead and take the design to one more show: Atlanta Per Fair. I just had to complete this design that I had worked so hard to perfect. Just a couple weeks before Atlanta, my mother passed away. I was devastated. I had no intentions of going anywhere, especially so soon after her death. My mother was my soul, my greatest fan, my seamstress, and my inspiration.

In the days before Atlanta, my entire family pushed me to go on and do what my mom would have wanted me to do. "She would want you to go, Angela!" is what my dad was telling me. I agreed to go but wasn't sure if I would compete. I just wasn't up to it. The night before we left, I told my dad, "I will work on my dog, and if I can do it, I will. For my mom!"

It was time to get the dogs ready, and I am sure everyone thought I had lost my mind. I just kept talking to my mom while I was working on Josh, just like she was standing there. When I was done, I was so excited. It was beautiful, and win or lose, I was happy. I pulled it together and completed the design; my mom would have been so proud. We won first place and People's Choice.

Top: Preparing for Atlanta Per Fair just after Pasadena  
Middle and bottom: At Atlanta Per Fair, where "Cherokee Heritage" took First Place



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

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