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VOL. 31 ED. 12 • DECEMBER 2012

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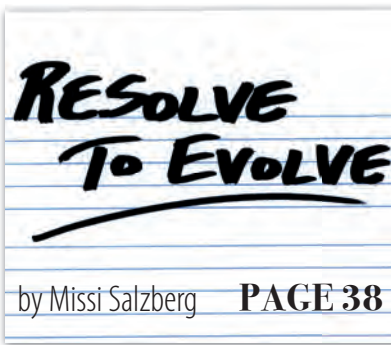
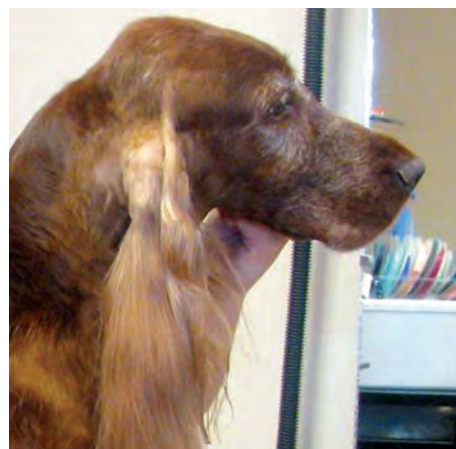
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BREAD & BUTTER GROOMING
IRISH SETTER
by Kathy Rose

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ON THE COVER: Jean Honsinger, Groom Expo 2012 Creative Styling Competition People's Choice winner with her dog Flash. Photo by Animal Photography



A while back, I found myself short-handed and way over-loaded with the number of dogs needing to be groomed. One of my very good friends had long ago offered to come in and help if I ever got in a bind. Well, I was definitely “bound.”

I looked at the next couple of days and knew that I was in serious trouble if I had to bathe and groom all of those dogs by myself. I tried canceling a few of them, but for various reasons, I just

couldn’t cut back enough. I decided I would have to call Joyce and take her up on her kind offer.

She was thrilled when I phoned her. “I just need you to help me for a couple of days this week,” I told her.

“Ooohh! I’d LOVE to!” She squealed like a first grader who would be getting to sit at the front of the class. “I can’t wait!” she threw in. “Wait ‘til I tell my sister Judy. She’s going to be so excited, too!” I laughed.

First of all, you’d have to know her sister. Judy lives in Florida and has been on the proverbial “hunt” for the perfect dog for almost 14 years. She hasn’t owned one. She’s taking her time and is just “looking.” She knows what clothing, collars, food, and toys she’s going to get. She just needs to find the right dog that will appreciate her gifts.

Joyce emails Judy pictures of her Schnauzer, Spartacus, each time I

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groom him. Judy then tells her about the perfect piece of clothing that she's found for Sparty at some pet boutique. The problem is, though, that Sparty doesn't do clothing. In reality he really doesn't do much of anything. He's more of a professional "poser," I'd say.

Anyhow, Joyce showed up on the appointed day to give me a hand. She burst through the door a half hour early clicking her heels together, saluting me, and smiling like she was that front row first grader who'd also lost her first tooth. "Reporting for duty!" she said with gusto.

I laughed and handed her a new smock. "Oh, WOW!" she exclaimed. We were back to that first grader, as excited as if I'd given her a new box of crayons. "My very own shirt!" she squealed.

"Calm down," I said. "And it's called a smock, not a shirt," I told her, shaking my head. "You are WAY too

excited for what you're going to be doing," I told her.

"Well, what AM I going to be doing?" she asked, nearly stepping on the backs of my shoes as she followed me into the grooming room.

"Just bathing and drying the dogs," I told her. "I will do ears and anal's and everything else. Just bathe and dry. That's it."

"Will I cut their toenails?" she asked.

"No, just bathe and dry," I said.

"Will I be cutting any hair?" she queried.

"GOSH NO!" I screamed.

"I knew that!" she said as she poked me in the ribs. "Just wanted to get you going," she added.

Right about then, the first customer came in with a couple of dogs. I went out front and brought the dogs back, handing one to Joyce. "Put him on my table while I put this one in a cage," I told her. She set him on the

table and started petting and cooing at him. I started cutting his nails. All her fussing over him had him dancing all over the place.

"Is there anything I should do?" Joyce asked as the dog started climbing up her shoulder.

"Yes. Quit talking like that to him," I told her while trying to shave around his privates as they swung to and fro from all his dancing.

"Oh, sorry," she said giggling. "By the way, what's his name? Judy says I'm to tell her the name of every dog we do today."

I rolled my eyes. "Buddy," I told her.

"Oh! Okay... Nice to meet you, Buddy," Joyce told the dog.

I finished what I needed to do and handed her the dog. I showed her how to run the Hydrosurge and the rest of the basics, and she was off. I prepped the next dog, and as Joyce picked it up to bathe it, she asked its name. "Girlie,"

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I told her.

"Hi, Girlie," she said, cradling the dog on her way to the tub.

We were so busy, and I was checking dogs in and out like crazy. Every now and then, Joyce would ask what one's name was. For every dog whose name I remembered, I'd tell her. For those that I couldn't recall right away, I'd tell her it was "Buddy." For each female dog whose name I didn't know without looking at the book, I'd just tell her "Girlie."

Throughout the day, things actually went amazingly well. I acted like I didn't notice the half dozen or so times that Joyce forgot about the trash can filled with discarded dog hair in the corner near the tub. As I watched the wild flurry of hair go all over the place when she accidentally aimed the dryer toward it, I turned my eyes to the side. I just happen to have really good peripheral vision.

It did only take her twice to remember to make sure she had hold of the hose before she turned the water on full force... The overhead fluorescents DID need to be washed off anyhow.

When one of the dogs pooped on her table as she was drying it, I laughed so hard that I couldn't catch my breath for a while. I watched as she was trying to keep the dog from stepping back into it, reach to turn off the overhead dryer, and grab for paper towels all at the same time. I did spray down her table with disinfectant as she was gagging and holding the poop in a paper towel that wasn't quite big enough for the job. She took one look at the side of her hand, and her cheeks puffed out like a blowfish for a couple of seconds. It wasn't pretty...

She noticed that the phone really does ring a lot. At one point, she did say, "I swear I will never again call you

while you're working to just chat or ask if you're busy."

It took her until the end of the day, though, to realize that "Buddy" and "Girlie" outnumbered any other name by about eight to one.

After a very solid ten hours of dogs, we were finished. We were both tired, and Joyce was visibly pooped. She sat on a stool in the corner for a couple minutes to recoup. "You know, this is a lot harder than I had imagined," she admitted. "I think it won't be too long before I crawl into bed tonight," she said.

"Well, you'll have to call Judy and tell her about your day," I said smiling. "What are you going to do when she wants you to name everybody that was in here today?" I asked.

She smiled. "It's amazing just how many people name their dog 'Buddy,' isn't it?" she asked, narrowing her eyes at me... ☹

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READ THE LABEL

by Mary Oquendo



It can be easy to ignore or miss the information printed on the products we use every day, but it is vitally important that we learn to **READ THE LABEL!**

I dropped a couple of pounds a week before a speaking engagement at one of last year's trade shows. I was looking pretty good until I ended up in the emergency room getting an antihistamine shot and a prescription for steroids. I have an allergy to some essential oils. I know I have this allergy. So why would I use a product that contains them? Because

I did not know it was in the shampoo, since it was not listed on the label. I am not even sure which one it was. Since that time, I have become aware of labeling and the resources available to me to make intelligent decisions on products.

By law, every manufacturer must provide a Material Safety Data Sheet (MSDS) upon request. Many companies have them available on their

websites for download. It is a guidance document. It must contain the following information in whatever order they choose:

- Identification of the company including address, emergency contact number, and name of product
- Any hazardous materials in the categories of flammability, health, and reactivity (These are hazards to people, not animals. Since essential oils are not considered a hazard, it would not be listed here.)

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- The physical and chemical characteristics of the product such as boiling points, vapor pressure, vapor density, evaporation rates, solubility in water, and so on
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- The reactivity data including the stability, incompatible products, hazardous decomposition, and conditions to avoid when using the product
- The Health Hazard Data of concern for people, not animals (Is it skin contact, inhalation, ingestion, or eye splashes that are of concern? Are any of the ingredients carcinogenic? Are there chronic side effects? What are the signs and symptoms of exposure?)
- The spill protocols for clean up

and disposal of unused product The precautions needed for safe handling and use (Is protective gear necessary? How is it stored? Is it safe around food?)

- Recommended personal protection

This is all-important information. What it is not is an ingredient list. An ingredient list lists all the ingredients — unless it does not. There is no regulation in the pet industry regarding labeling. Barbara Bird summed it up nicely: “Basically there are no requirements, and manufacturers can list or not list. Whatever they choose. Because of the increasing pressure from consumers for ingredient information, the trend is to be creative and make up lists that look like an ingredient list. They are what I call ‘dodge ball lists’ that tell little about the product.”

Here are some key words to look

for: contains, includes, uses, with, and propriety blend. In addition, ingredients listed as a fruit, such as blueberry, may not be an extract but rather the name of the fragrance or dye. One way to find out if the ingredient list is legitimate is to email the company and ask. I prefer the email route over a phone call, because the email is “in writing.”

Had the essential oil been listed on the bottle, I would not have ended up in the ER. Most of the products I use contain both botanicals and essential oils, but because I am aware of it, I take precautions.

With two exceptions, nothing printed on the label is regulated. Words like “natural” and “holistic” are often misused. “Green washing” describes a practice by some manufacturers to lead customers to believe their product is all natural when all they have done is add in a couple of herbal

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extracts. "Pet safe," "cat safe," and "dog safe" labeling is determined by the manufacturer - not any agency.

The two exceptions are kill claims and "USDA Organic." A manufacturer might claim on the label that its shampoo kills a pathogen, virus, parasite, bacteria, or fungus. The EPA can get testy if you make a kill claim without backing it up with approved testing. Fines begin around \$11,000 and work

their way upward from there. The FDA is equally adamant about backing up the USDA Organic label.

Let's put this to use. Say I want to market a new shampoo. I am going to call it *Mary's All Natural and Organic Bottle O' Sparkling Clean Pets Spa Shampoo*. Because it is the name of the product line, it does not necessarily have to be natural or organic or get the pets sparkling clean.

Next I say it's dog and cat safe. Did I do third party testing or did I Google a couple of facts and go with the ones I liked best? Did I list all the ingredients or just the ones that sound good? When you read my label, are you confident it's accurate?

It comes down to this: do you trust me? Whether it is a pet shampoo, canned goods from the supermarket, or lighting fixtures at the hardware store, we have to be willing to extend some degree of trust. Does the company have a reputation for honesty and integrity? Are they forthcoming when you ask questions?

I am a much savvier shopper than I was a year ago. If we want reliable labeling on our products, then we must insist on it. ☺



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THE PEOPLE'S CHOICE

by Kathy Hosler

“I’M so thrilled... It’s fantastic! Amazing!” said a glowing Jean Honsinger as she hugged her Standard Poodle, *Flash*. She had just won the coveted *People’s Choice Award* at the 2012 *Groomer to Groomer Creative Styling Competition* held at *Groom Expo* in Hershey, Pennsylvania. The *Creative Styling Competition* is one of the high points of every *Groom Expo*, and the goal of every competitor is to win the *People’s Choice Award*. The winner is determined by the applause of the audience and will get to appear on the cover of *Groomer to Groomer* magazine.

“That was my focus,” said Jean. “I was after the *People’s Choice* and the cover of *Groomer to Groomer*. I didn’t care at all if I got a placement; I wanted to be the *People’s Choice* winner.”

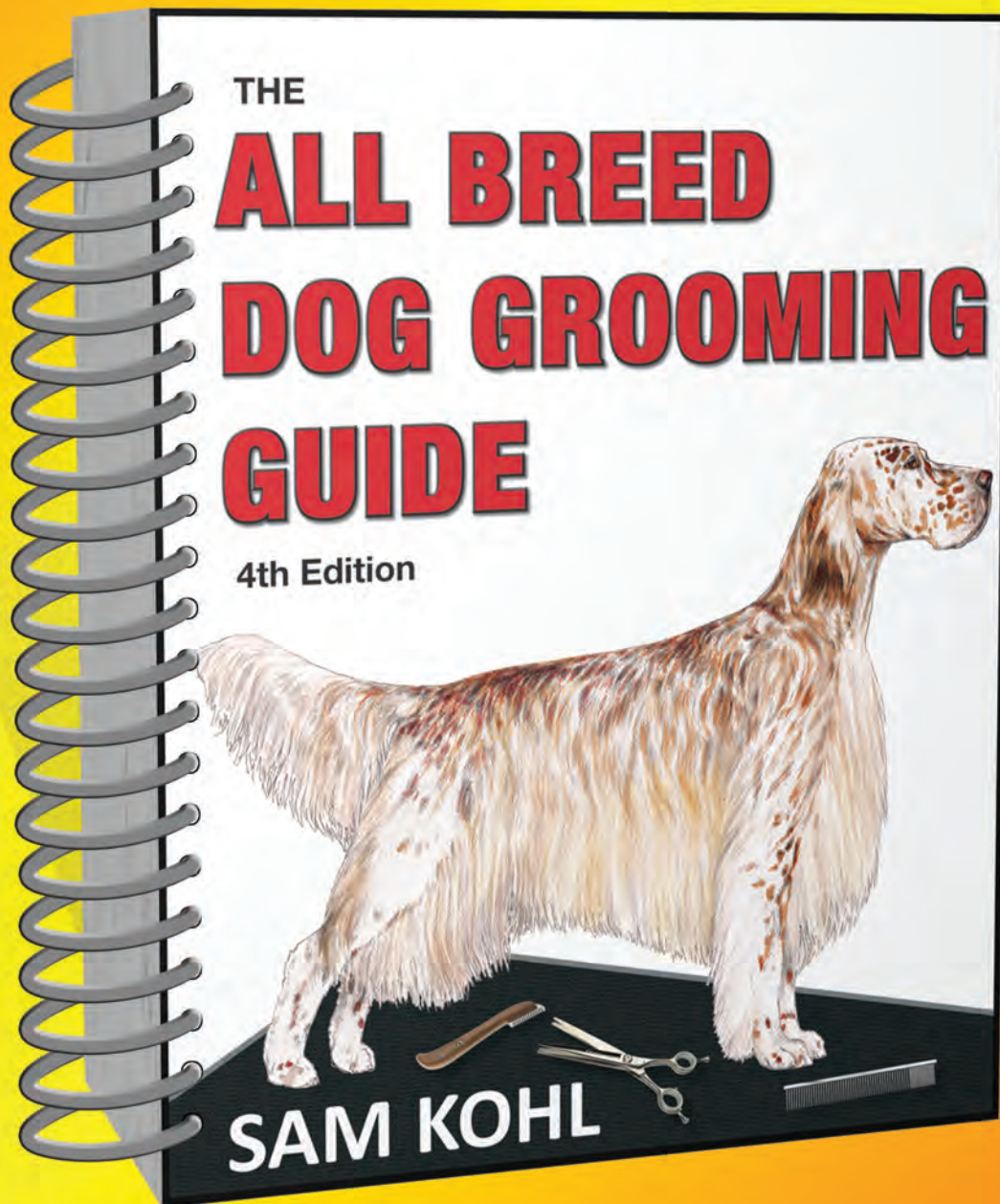
How did Jean get her start in the

grooming industry, and what led her to the creative field? “In high school, I went to a vocational school for animal care and management,” said Jean. “I got really lucky and was placed for a job at *The Pet Connection* with Chris Pawlosky.

“I worked for Chris for almost seven years. In 1997 when I was 23 years old, I opened my own shop.” Jean is now the owner of *The Grooming Jeannie* located in North Lima, Ohio.

It was in 2010 that the creative bug began to nibble at Jean. “I had always heard about creative styling, and it really interested me,” said Jean. “Just from reading about it, being on *Facebook* and other online sites, and seeing the covers of *Groomer to Groomer*, I knew that I wanted to do it.” Jean took the plunge and began to research creative grooming. She explored the ways to select and apply colors, experimented with

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them, and then boldly jumped into the contest ring.

"In 2010, I entered the *Creative Styling Competition* in Hershey," said Jean. "Everything was new to me. I had never even watched an entire competition, but when I decided to try creative, I just used my imagination and away I went."

Jean's first-ever entry was called *The Toy Box*. Although she didn't place in that contest, she found that she absolutely loved creative and began to plan a design for the next year.

"Before I got into dog grooming, I used to draw a lot," recalled Jean. "Then I focused everything into learning dog grooming. We groomers spend so much time learning how to do the profile grooming and doing pet grooming. This is just another avenue that lets you show off your skills and pull in your art and creativity. Now I'm bringing my artistic side into grooming, and I'm having a blast with it!"

Jean got the idea for this year's winning entry from her Standard Poodle, *Flash*. "*Flash* has a lot of personality, and everyone laughs about how intently he focuses on me," Jean said with a grin. "It became an ongoing joke at home that *Flash* tries to use 'The Force' to get us to give him food from the table and other things that he wants. And I've always been a huge *Star Wars* fan, so I thought, 'I'm going to see if I can pull off Yoda.'"

"I started thinking about it and how I could make *Flash* look like he was wearing a robe, and it all kind of fell together. In February I let his hair start to grow out."

"*Flash's* hair is a bit of a challenge to work with," said Jean. "He is considered an apricot, and sometimes the color doesn't take so well. I struggled to find the shade of green that I wanted. I tried about six of them before I found the one I liked."

The day of the competition, Jean

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found herself on the stage as part of the largest creative styling competition ever held. "It was definitely a little intimidating to be up there with so many talented artists, but at the same time it was really exciting to see all the other entries," said Jean.

From one end of the stage to the other, you could see table after table of spectacularly colored canines, but by the end of the competition, most of them no longer looked like dogs. There were exotic birds, adorable *Muppets*, geishas, octopus, and many more.

The audience was as full as the stage. Spectators wanted to watch this star-studded lineup from start to finish, and every chair in the arena was filled. One audience member had a special interest in the outcome of the competition.

"My husband, Mark, loves to go with me," said Jean. "He sits in the audience and cheers me on. He's like my behind-the-scenes man."

"When I finished my groom,

Flash Doda, I looked down the line at everyone," said Jean. "They were all so terrific; I wasn't so sure what my chances of winning were."

Each contestant did a presentation with their entry, and then the audience got to select the *People's Choice Winner*. As the "clap-off" progressed, the field narrowed down to four favorites. That's when the crowd went wild...cheering and clapping for their favorites. In the end, there was no doubt — Jean and Flash were indeed **THE PEOPLE'S CHOICE!**

"I was so surprised. I didn't expect it," said a breathless Jean Honsinger. "Listening to everyone screaming for me... It was absolutely awesome to know that there were so many people that liked *Flash* the best. There were so many entries — all great. I'm still amazed that they chose me!"

Jean Honsinger is a creative artist extraordinaire... Just wait until you see her next project! ☺



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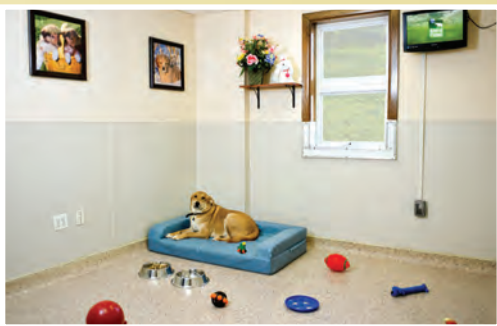
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Returns to Pasadena in February!

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World-class educational seminars on a wide variety of topics

Three day trade show with over 100 booths

GroomTeam sanctioned grooming contests

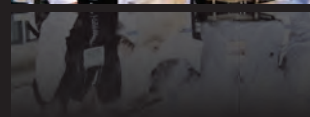
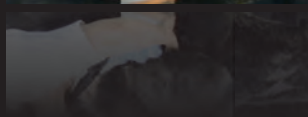
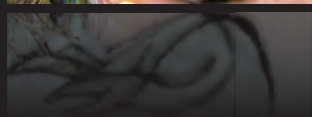
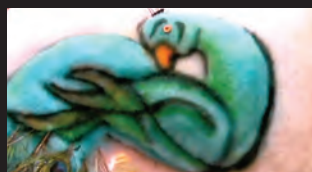
Groom & Kennel Expo returns this February to the *Pasadena Convention Center* in Southern California for another exciting weekend of grooming competitions, trade show, and education. Last year's show had nearly 3000 attendees, and *Barkleigh* expects the growing trend to continue in 2013. The largest grooming show west of the Mississippi River, *Groom & Kennel Expo* draws attendees from throughout the U.S., Canada, Australia, and Japan. This year's show will run from February 21 to 24, 2013.

Grooming contests at *Groom & Kennel Expo* 2013 will be *GroomTeam* sanctioned. This is an exciting development

for competitors who were unable to earn *GroomTeam* points at this show in recent years. Groomers competing in the *World Cup Grooming Games* will vie for thousands of dollars in prize money, and the winner of Sunday's *Creative Styling Contest People's Choice Award* will appear on the cover of *Groomer to Groomer* magazine. Competitions at *Barkleigh* shows are not only fun and exciting events, but they are also great learning opportunities for competitors and spectators alike.

With over 100 booths, the three-day trade show is a must-see event. Vendors from across the nation will be offering show specials and discount

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**GROOM &
KENNEL EXPO**
FEBRUARY 21–24, 2013

Barkleigh Productions is excited to introduce a special track of educational seminars dedicated to the boarding and daycare industry.

pricing. Now is the time to stock up on your salon necessities or update your equipment. There will also be opportunities to watch grooming demos on the trade show floor and see products in action.

Perhaps the biggest attraction at *Groom & Kennel Expo 2013* is the world-class education. Industry experts will be leading nearly four full days of seminars, including demos by champion groomers like Jay Scruggs, Jodi Murphy, Olga Zabelinskaya, and Barbara Prueckel. Among the grooming demo seminars will be a full day with world-renowned Poodle expert

Ann Martin.

A staple at *Groom & Kennel Expo* and other *Barkleigh* shows is the Brusher/Bather Certificate class, which is led by industry icon Teri DiMarino. She will cover the fundamentals of brushing and bathing, which she believes is 50% of a great groom.

New to *Groom & Kennel Expo* is the Red Cross First Aid and CPR class. Taught by Nikki Huntley, this hands-on training will equip groomers and pet professionals with the skills necessary to handle medical emergencies. Attendees who complete the class will receive Red Cross certification. Dr.

Cliff Faver, who was very well received at *Groom Expo* in September, will also present seminars on pet health issues.

Several educational sessions will also address cat grooming, and Stacey Ward will present a cat grooming demo seminar. Kim Raisanen and Linda Easton will also lead a special evening seminar called "It's Raining Cats and Dogs: How to Groom Cats and Dogs in the Same Salon."

Barkleigh Productions is excited to introduce a special track of educational seminars dedicated to the boarding and daycare industry. Pet care professionals like kennel operators, dog daycare owners, or groomers who offer boarding services will enjoy classes focused on the successful operation of boarding and daycare facilities.

Save the date and mark February 21-24, 2013, on your calendar!

More information about *Groom & Kennel Expo 2013* will be available on www.GroomandKennelExpo.com. ☞



OLGA LIKES THEM!

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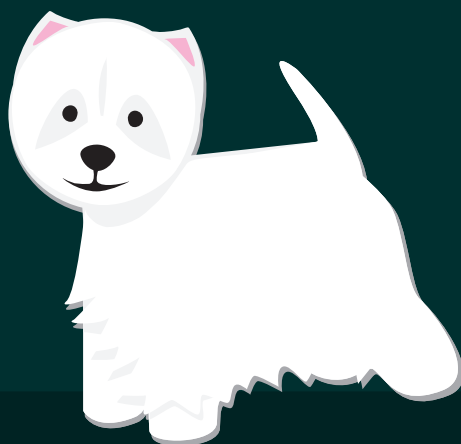
READER SERVICE CARD #9527

A stylized illustration of a mountain range. The mountains are dark purple and blue, with white paw prints arranged in a path leading up the slopes. The sky is a gradient of orange and yellow, suggesting a sunset or sunrise.

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PICKING A PUPPY

I am currently on the hunt for the perfect puppy. I've trained hundreds of them over more than 25 years. When I worked in shelters, I handled thousands of them. I am now going to tell you something that most people don't realize: there isn't any fancy formula. There are only a couple of things you need to concentrate on. Pick the one you like, and don't pick the one that has problems. It's that simple.

For the last 50 years, trainers and behaviorists have attempted to be authorities on the art of puppy picking. Several experts have crafted "temperament tests" that claim to be able to identify puppies that will grow to be wonderful and identify the ones that will be problematic. This process was first developed by the Seeing Eye in an attempt to pick puppies that would turn into great guide dogs. That was in

the early 1960s.

Now there are several temperament tests on the market that breeders use to try to predict adult behavior by examining a puppy at eight weeks. Some of the tests include picking the puppy up and holding it for a few seconds, making loud noises, and other interactions that are intended to differentiate the best from the marginal. I don't think they work. Sorry. The specific things these tests look for are not proven to be connected to adult behavior.

For example, whether a puppy will let you hold him firmly at eight weeks doesn't mean much of anything. I owned an Elkhound puppy that would not let you roll him on his back — ever. This is supposedly a sign of dominance. He was not neutered as an adult, yet he never lifted his leg or his lip. He did not protect the property. He had

none of the earmarks of a dominant dog, but you could not hold him on his back. So what? Unless someone can show a direct correlation between the tested behaviors and the appearance of character traits in the adult dog, it's just guesswork. You might as well read tarot cards or read the puppy's palm.

Another fly in the ointment is that many behaviors are developmental. At the age you pick the puppy, adult behaviors do not exist. For example, though a small number of puppies do fight over food as infants (and that would be a disqualifier), some pups grow up and never display food aggression until months after you've taken them home.

The same is true of general fearfulness. Some pups are perfectly normal when they are with the litter and their mother, and later they do not adapt to being in a different home. Whether

GROOM & KENNEL EXPO

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this is a genetic problem or simply learned has never been established, and the “experts” are just guessing about the reason for this.

Additionally, few experts ever track puppies from a litter to go back and get some kind of a handle on what their temperament tests really mean. The bottom line is this: show me a temperament test that can accurately predict which dogs will mark their territory with urine as adults, and I’ll start to believe in them.

SIMPLE DESIRES

The smartest way to pick a pup is to have desires that match what you can see. If a puppy is fearful and will not approach you, skip it. If a pup is overly aggressive with its mates, skip it. After that, it’s a crap-shoot. No one can predict the adult behavior of a puppy other than very broad

guesses. One scientific study from Australia suggested that until about five months of age, there is little that would predict adult behavior. That is because some fearful puppies are going through a phase in their behavior that changes later.

As groomers your collective knowledge of dogs is a potent aid in picking the right pup — as long as you stick to your senses and feelings. Intuition is the result of a large collection of experience and should be trusted more than arbitrary tests created by experts.

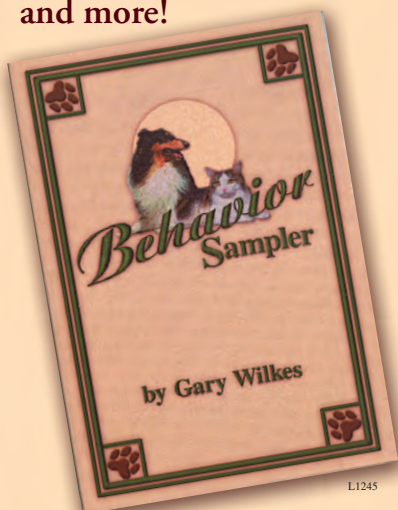
If you or your clients are in the market for a puppy, don’t expect to know what the adult is going to be like merely by examining the litter. Here are some good ideas for making slightly better than a grab-bag pick:

- Try to see the parents. Even if you get a dog from a parking lot out of a box, make arrangements to come to the house and see the parents. If that isn’t possible, get a pup somewhere else.
- Make any sale conditional on a

health exam from your vet. My breed of choice suffers from congenital deafness because of a link to Dalmatians. I will have a neurological test done on my pup’s hearing before I accept it. If you wish to be a martyr and live with congenital defects, I salute you – but do not choose to accept a life-long problem when there are perfectly healthy puppies that will be destroyed for want of a home. That’s my choice. Yours may be different, but at least a health exam will let you make the decision ahead of time.

- Try to see the pups more than once. Sometimes the behavior you see is a matter of that moment in time. An upset stomach or being late to dinner can change the way a puppy behaves.
- Try to see the litter when the pups are most likely to be active — morning and evening. If you see a bunch of pups in the middle of the day, you’ll see them at a time when they are not going full-on. ☹

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RIIIING! RIIIIING!



THE POWER OF TESTIMONIALS

✧ by Ellen Ehrlich ✧

There is not a groomer on the planet who does not want his or her phone to ring every day. A ringing phone reflects a healthy, thriving business whether he or she works in a salon, home, makes house calls, or is mobile.

Most grooming businesses have steady customers who bring their pets in like clockwork, but as we all know, people move, dogs and cats pass away, and sometimes pet owners decide to go elsewhere. We constantly need an influx of new furry friends to groom, especially if we want to expand and have our businesses grow.

Mobiles might want to add another van; salons might want to hire

another employee or expand by adding mobile services. How do we encourage those looking for a groomer to pick up the phone and call us? I figured it out!

Since I started my business, I have had a lot of time to analyze those things that I have done right. I am always trying to come up with ways that are cost-effective to help keep my phone ringing.

Groomers want to keep their appointment books full, their employees

busy, and their services in demand. How can we make this happen? We live in a computer-based society. As the phonebook becomes obsolete, consumers depend on the Internet to find the services they need.

A website is extremely important for starting and growing a grooming business. A website is a collection of web pages that share information about you and your business and can include text, color, graphics, animation, and

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sound. One of the most important parts of my website is my testimonial page. A testimonial is defined as a recommendation from a satisfied customer affirming the performance, quality, and/or value of a product or service. Nothing makes a more powerful impression than a long list of testimonials from satisfied clients.

When I receive inquiries about my grooming services, I always ask the callers if they have seen my website. Since I have learned that one of the motivating factors in making an appointment with me are my testimonials, I ask them if they have been to this page. The answer is usually "yes."

Many pet owners feel comfortable making an appointment, because I have over 60 testimonials. I have had people ask me, "Why do you need so many?" People identify with different comments in the testimonials, whether it is about grooming an elderly dog, a puppy, or a dog with specific health or behavioral issues. Some owners have been dissatisfied with the trims their pets have gotten by other groomers. Diversity in your testimonials increases the chance that callers

will make an appointment with you, because they can relate to what one of your customers has written. Even if the pet owners do not take the time to read each one, having a long list makes a powerful impression.

I have been able to collect so many testimonials, because my customers say the nicest things. I started collecting testimonials the day I started my business. If a client raved about the trim on their furry friend and the pet's grooming experience with me (or if I received an e-mail, text message, or a handwritten note with a compliment), I asked if I could use their comments on my website.

As I kept adding more testimonials to my website, my business began to grow and grow. Now my phone rings every day with callers inquiring about my services. This gives me the opportunity to pick and choose the pets that best fit my business. Since I am a mobile groomer, I am always looking for smaller dogs that live close by and are groomed on a tight schedule.

Fast forward to 2012! Now you can capture your testimonials on video! Next time you get a compliment,

take out your smart phone. Do not be shy. Go ahead and ask your customer if you can record their comments for an online testimonial. Not only does this give potential clients the opportunity to see a happy customer up close and personal, it also gives them the chance to see the trim and demeanor of the pet you have just groomed. Giving your customers a self-addressed comment card can also get you started in building your list of testimonials.

My customers are happy to oblige. This type of self-promotion will guarantee your phone ringing off the hook and your appointment book brimming. This is a great new way to promote and grow your business. It does not cost a penny and takes just a few minutes. Satisfied customers make the best sales people. Testimonials work for me! ☺

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Pixie's Posies

The Original Flower Bow

by Dawn Omboy, NCMG

In my salon, we like to have themed seasons, and to celebrate the month of June, we have our island days. This is when I order a bunch of flower leis from *Oriental Trading Company*. We take the leis, cut them in half, and retie them to make them fit our dogs. When the dogs are finished, we simply slip one over *Fido's* head so it rests around the neck. The string is rather thin, so they can be easily broken, making it much safer for the dog should they get caught on anything.

There were flower petals left over, and naturally I cannot see wasting them, so we figured out how to utilize the leftover petals, too. You, too, can easily create these great finishing touches for your clients. We call them Pixie's Posies, since I am known online as Pixiedust. This is a chapter from the *Creative Canine Color & Design DVD*. It has been a groomer favorite for years, and your clients will love them. They are great in ears, topknots, on collars, and even on leashes. Choose flowers that go with the seasons (e.g. spring flowers for springtime or Poinsettias for Christmas). ☺

Find more ideas and creative supplies at www.klippers.com.

ITEMS YOU WILL NEED:

- Artificial flowers pulled from the stems
- String beads cut by two so there is a string in the middle
- Hemostats
- Small latex bands
- Sticks for storage

1. Pull flowers from the stem, place it down on a table top, and push out the center.
2. Push the hemostats up from the bottom of the flower.
3. Grasp the latex band with hemostats.
4. Place beads through the band so the string is in the middle with the band over the string.
5. Pull the hemostats down back through the flower. The beads then become the new center.



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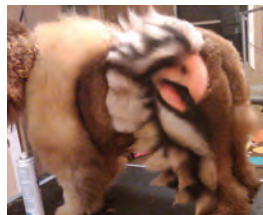
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Rescue Remedy and a chicken sandwich, we were back. Josh was regaining his strength, but we had set out of the competition and lost valuable time. I wasn't sure if I could complete him with the time I had left. Kathy Rose announced "scissors down" 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 Pet 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 Pet Fair just after Pasadena
- Angela thought about a more tribal eagle at first.

Middle and bottom: At Atlanta Pet Fair, where "Cherokee Heritage" took First Place

READER SERVICE CARD #9538



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

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RESOLVE To EVOLVE

HOW I CAN IMPROVE
MY GROOMING BUSINESS
IN THE NEW YEAR

1.

Here is a list of things you can do in the new year to help you evolve your professional grooming business

The number of people that own pets is staggering. I can spill numbers at you in mind-boggling percentages and estimates in the millions, but if you are a person that makes your living caring for pets, I really don't need to recite these figures to you. You are also aware of the fact that many of these pet owners enjoy the company of two or more pets in their homes. These people have made a long-term commitment, emotionally and financially, to be good pet parents.

That's where we come in. As professional groomers, we create one of the venues where they can let their love light shine for their best friends. Almost half of all pet owners do utilize

the services of groomers throughout the year. Notice I said "groomers." What I want and what I envision is the majority of those pet-owning legions utilizing "professional groomers"! What's the distinction? A certain amount of it is pretty subjective, but by "professional groomers," I mean business people who have dedicated their careers for the long haul to the care, health, beauty, and wellness of the pets that walk through their salon doors. Then there lie these questions: how will a pet parent know to choose a true professional groomer and stylist? What is the difference, anyways?

I am asking you to resolve to evolve your professional grooming business in 2013. If you are reading

this magazine and have made it out to a continuing education program or industry trade show or have studied a program or DVD online, then you are already drawing a line in the sand regarding what makes you different. If you already put time into helping animals in need in your community, you are actively engaged in making a difference for our four-legged friends.

You may already be doing a number of incredible things, but going into 2013, let's evolve our business and tweak our business strategies. The most incredible artist in the world won't get far without basic business planning. Keep on doing those incredible things, but step back a bit and resolve to do the following:

1. HAVE A WEBSITE BEAUTY MAKEOVER!

Some of my besties in this business create gorgeous grooming, but you would never know how incredibly talented they are if you went to their website — if they even have a website! Grooming is such a visual experience, and yet as I peruse professional grooming websites, I don't see enough work that takes my breath away. Of course all of the pertinent information must be clearly displayed on your site, but "a

picture is worth a thousand words."

I just spent an hour hopping from page to page, and I see pictures of groomers, photos of the groom room, and snapshots of shelves full of natural food, but what I want to see is your work! A website is typically a new customer's first real experience of who you are, what you are about, and what you do for them. Show them. Invite them into your inner circle. Whether you have a true website or are utilizing Facebook, resolve to make your online presence express your salon and all of its greatness and talent before January 1st.

2. MEET NEW PEOPLE IN YOUR PROFESSIONAL COMMUNITY!

We can get a little too comfortable and complacent if things are just rolling along status quo. There is so much more business out there for the taking if you will just take it! In my community, there are network meetings once a month by various local business organizations. The Chamber of Commerce is one, and then there are people holding Coffee Klatches a few times a month as a networking strategy. At these gatherings, I have

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Another successful promotional idea has been reaching out to the veterinarians in the area. If they prescribe frequent baths with prescription shampoo, we have their clients call on us. We make it affordable for those clients to follow their doctor's recommendations and contribute to the healing process in whatever way we can.

met some great resource people from the local real estate brokers, insurance agents, and even some of the local restaurant owners.

In our world of dogs, we might say, "I'll rub your belly if you'll rub mine." Networking is free, it's powerful, and it works! And never pass up the opportunity to do a fellow business person a favor. This past Friday, with a groom room full to the brim, we took a local business woman's two skunked Newfies. Sure, we were paid well for our services, but the goodwill of that gesture will not soon be forgotten!

3. TRY A FEW NEW WAYS TO PROMOTE YOUR BUSINESS!

This won't even necessarily require you to spend money. Get creative. There is a brand new local paper that just started up in one of my target towns. I called the owner personally and introduced myself. I told her how impressed I was with the paper and asked her if she could use a monthly piece on pets. She jumped at the chance. To make things even sweeter, I told her I would write her some pieces

if she would give me their worth in trade toward advertising. Win-win! She is a start-up, and I'm always looking for the best deal on ads. When my store was recently recognized with an award, she was one of the first people to get the press release.

Another successful promotional idea has been reaching out to the veterinarians in the area. If they prescribe frequent baths with prescription shampoo, we have their clients call on us. We make it affordable for those clients to follow their doctor's recommendations and contribute to the healing process in whatever way we can.

We have made many new long-term customers out of these short-term endeavors. Earlier I mentioned that many of you may already be doing great things in your community to help animals, but you have to let people know! It's not to toot your own horn

Remove tear stains...Safely & Naturally!

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- ✔ Topically applied, not ingested
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- ✔ No tedious maintenance, harsh rubbing or need to trim stained hair
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Excludes SAH
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READER SERVICE CARD #9562

Client Index & Extender Cards

Extenders stapled to your filled Klip Kard
add more record space!

**As low as
11¢
each!**

Giant Klip Kard

Our most popular card! 5" x 8" Klip Kards feature a dog diagram for notation of 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 reminders sent date. Extenders can be attached when back is full. Mix and match in packs of 100 when buying 1000.

Available Colors

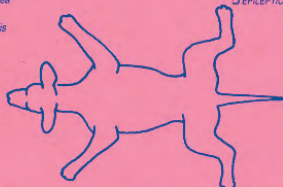
- #145 White
- #140 Blue
- #142 Green
- #143 Lavender
- #144 Pink
- #146 Yellow
- #141 Extenders

Indicate color numbers when ordering

Pack of 100	\$18
Pack of 500	\$75
Pack of 1000	\$108
Giant Klip Kard Special 5 x 8	\$59



DATE		SERVICES, PRODUCTS, ETC.	CHARGES	GROOMER	REMINDER SENT
LAST _____ FIRST _____ ADDRESS _____ HOME PHONE _____ CELL PHONE _____ WORK-MR. _____ WORK-MRS. _____ EMAIL _____ REFERRED BY _____ BREED _____ SIZE _____ NAME _____ J M J F J NEUT COLOR _____ BIRTHDATE _____ VET _____ PH. _____ VACCINATIONS _____ MEDICAL PROBLEMS _____		CLIP _____ \$ _____ _____ \$ _____ _____ \$ _____ SPECIAL INSTRUCTIONS _____ ✓ ALL THAT APPLY. <input type="checkbox"/> EASY <input type="checkbox"/> FAIR <input type="checkbox"/> DIFFICULT <input type="checkbox"/> BITER <input type="checkbox"/> CAGE SOLER <input type="checkbox"/> MOISTY <input type="checkbox"/> SHY <input type="checkbox"/> CHECK ANALS <input type="checkbox"/> CHECK EARS <input type="checkbox"/> BURNS EASILY <input type="checkbox"/> BLIND <input type="checkbox"/> DEAF <input type="checkbox"/> DIABETIC <input type="checkbox"/> EPILEPTIC B = Burn sensitive area X = Moles, Warts O = Old injury, Arthritis SIZE CHART HT. _____ WT. _____ NECK _____ BACK _____ CHEST _____ GIRTH _____			



In event of an emergency, I authorize this establishment to provide necessary treatment for my pet at my expense.

_____ SIGNATURE _____

OK: GUNT KLIP KARD © 1984 • Buxleigh Productions Inc. • (717) 691-3388 • Fax (717) 651-5314 • www.buxleigh.com

Medium Klip Kard

4"x 6" Medium Client Index Card offers space for pet description, medical problems, referral, birthday, vet phone and clip. Popular pet profile checklist denotes conditions about the pet. Back has date, services, charges and reminder sent date. Extenders can be attached when back is full. Mix and match in packs of 100 when buying 1000.

Available Colors

- | | | | |
|------|----------|------|--------|
| #177 | White | #172 | Blue |
| #176 | Pink | #178 | Yellow |
| #175 | Lavender | #174 | Green |

#173 EXTENDERS (WHITE ONLY)

Indicate color numbers when ordering

Pack of 100	\$14
Pack of 500	\$58
Pack of 1000	\$84
Medium Klip Kard Special	\$39



Klip Kard Special

Includes 250 Klip Kards,
File Box, and set of
Alphabetical Index Guides

DATE	SERVICES, PRODUCTS, ETC.	CHARGES	REMINDER SENT
ADDED TO MEDICAL RECORD LAST _____ FIRST _____ HOME PHONE _____ CELL PHONE _____ WORK-MR. _____ WORK-MRS. _____ REFERRED BY _____ EMAIL _____		BREED _____ SIZE _____ <input type="checkbox"/> M <input type="checkbox"/> F <input type="checkbox"/> NEUT. NAME _____ COLOR _____ BIRTHDATE _____ VET _____ PHONE _____	
MEDICAL PROBLEMS <input checked="" type="checkbox"/> ALL THAT APPLY.			
<input type="checkbox"/> EASY <input type="checkbox"/> FAIR <input type="checkbox"/> DIFFICULT <input type="checkbox"/> BITER <input type="checkbox"/> CAGE SOILER <input type="checkbox"/> NOISY <input type="checkbox"/> SHY <input type="checkbox"/> CHECK ANALS <input type="checkbox"/> CHECK EARS		<input type="checkbox"/> BURNS EASILY <input type="checkbox"/> BLIND <input type="checkbox"/> DEAF <input type="checkbox"/> ARTHRITIC <input type="checkbox"/> DIABETIC <input type="checkbox"/> EPILEPTIC <input type="checkbox"/> AGGRESSIVE WITH: <input type="checkbox"/> PEOPLE <input type="checkbox"/> ANIMALS <input type="checkbox"/> MOLES, WARTS, ETC.	
CLIP _____ \$ _____		CLIP _____ \$ _____	

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 and will provide you with basic information on your grooming client. Space on back for date, charges and reminder sent date. White only.

- #162 White
#160 EXTENDERS (WHITE ONLY)

	Pack of 100	\$9
	Pack of 500	\$38
	Pack of 1000	\$55
#289	Klip Kard 3 x 5 Special	\$36

**As low as
5.5¢ each!**

Kage Kard Holder

APPT. DATE		CHARGES, ETC.	REMINDER SENT

LAST _____	FIRST _____	HOME PHONE _____
		CELL PHONE _____
		WORK-MR. _____
		WORK-MRS. _____
BREED _____	<input type="checkbox"/> M <input type="checkbox"/> F	EMAIL _____
SIZE _____	COLOR _____	
NAME _____	AGE _____	
VET _____		
MEDICAL PROBLEMS _____		

CLIP _____

CHG. \$ _____

☐ EASY ☐ FAIR ☐ DIFFICULT

SPECIAL INSTRUCTIONS:

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but to show that your commitment is not only to their beloved pets but to your neighbors as well. Press releases are free. Powerful newspapers and online news sites need human interest materials. A quick picture, a brief description, and voila! That is free advertising!

4. GIVE SOMETHING AWAY!

"What? What did you say? Missi, are you all right?" Yes, I'm fine, but I do give away the freebies! Swag, as some call it, takes the form of inviting customers with puppies or kittens in for a free nail clipping, ear cleaning, and even a free bath! Give the promo a cute name, and then tell all of your clients it is for the inner circle of friends of the business and to only let their friends know. Now you have a fleet of happy customers out there talking you up and feeling great about being able to do something cool for a friend. One free bath, which is an investment measured in minutes, for a lifetime of loyalty to your salon? Priceless.

5. ASK YOUR CUSTOMERS WHAT YOU CAN DO BETTER!

I am actually working on a survey that I will share with my customers in November and December. I will ask them to take a minute at check out and answer some questions about our services, products, and their overall experience at the salon. Yes, this is a little nerve-racking, but I need to know what we can do better. If we are to grow, evolve, and continue to serve our community for another successful 43 years, we need to listen. This is not to say that on January 2nd we'll serve a continental breakfast at drop-off and all dogs will be in and out within 45 minutes, but I know we can improve, and my perspective is not trustworthy. I think we rule! I know we can do things more effectively, and sometimes gems come from the most unexpected places.

These are some thoughts about evolving in the New Year. As for my own wish list, I still wish every single one of you would get to the industry

trade shows each year, because it is educational, exciting, and downright inspiring to be in the company of so many great professional groomers and artists! Come to think of it, maybe that should be my final suggestion. Hit a show. (Please see the Calendar of Events in the back of the magazine.)

For me, I resolve to read to my daughter more.

I resolve to find something I am truly grateful for every day and more than once a day whenever possible.

I resolve to eat out less. Boo.

I resolve to stop shooting my imaginary gun at bad drivers.

I resolve to stop cutting my hair like Jay Scruggs.

**See you next month, and
Happy New Year! ☺<**

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MobileGroomerTALK

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TRADE SHOW!**

MARCH 15-17, 2013

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THE *TRUST* OF THE DOG.

- Marci Ferguson, author

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stress and frustration
out of grooming with
proper handling.

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- Dog Temperaments
- Specifics by Job and Breed
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PRODUCTIONS!**

**GROWING YOUR OWN
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A Start-Up and Operational Guide for Success

By Wheeler del Torro

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There's nothing to stop you
from running a successful
doggie daycare center.

- Wheeler del Torro, author

**A VALUABLE RESOURCE FOR
ANY PET DAYCARE OWNER!**

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business plans, and checklists!

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READER SERVICE CARD #9542

ALL★AMERICAN GROOMING SHOW

Industry honors show founder Jerry Schinberg at 40th anniversary event

When you walk into the *All American Grooming Show*, you immediately notice how unique the show is. There are signs hanging down the main aisle that proclaim some of the more prestigious show facts: longest running grooming show, first ever creative competition, etc. However, what jumps out at you the most is the ever-present patriotic theme that is highlighted by a huge inflatable “Uncle Sam” sitting outside the main show entrance. And that is just what you see before you even really get started.

Every year is a unique experience, but this year marked a special anniversary milestone. *The All American Grooming Show* was a historical event for reasons that go beyond its being the 40th anniversary. It was also an



Teri DiMarino and Jerry Schinberg with Creative Styling Winner, Angela Kumpe and her entry, *Lilly's Bar & Grill*. For more contest results, see pages 46 and 47.

opportunity to celebrate the retirement of the show's founder, industry icon Jerry Schinberg. Jerry sold the show to *Barkleigh Productions* but will stay on as an emcee for special events at the show.

Throughout the weekend, groomers paid tribute to Jerry in a variety of

ways. The highlight was at the Friday night events. After the “Smock It to Me” contest, Jerry was honored. Included was *Barkleigh* president Todd Shelly, who announced that the *Barkleigh Honors* award for *Creative Groomer of the Year* would be named in Jerry's honor.

A special presentation at the Abstract Runway competition followed. Meggan Murphy made a special trip from Arizona to join her mother, Jeanne Mulcahy, in honoring the “godfather of creative grooming.” Both mother and daughter have been on the cover of *Groomer to Groomer* with their creative grooming wins. They arranged for each competitor to carry a flower and place it in a vase at the end of the runway. At the end of the competition, a complete bouquet was presented to Jerry.

When Jerry wasn't being honored, there was a thriving show going on. The number of groomers and vendors that attended was an all-time *All American Grooming Show* record. The grooming ring was packed with competitors of every skill level from all over the country. Olga Zabelinskaya came away with Best in Show, and Lindsey Dicken earned Best All Around. (See pages 46 and 47 for the other winners.) Angela Kumpe won the creative grooming competition with her “Lilly's Tiki Bar” theme.

The next *All American Grooming Show*, held August 15-18, 2013, will maintain the unique tradition that Jerry Schinberg spent 40 years building. ☺

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YOUR BOARDING KENNEL

Name _____

Date _____ Boarding Charges _____ Grooming Charges _____

BOARDING \$ _____
 Days _____ Weeks _____ Months _____ \$ _____
 Special Diet _____
 Special Feedings ☐ 2x ☐ 3x ☐ 4x
 Medicating _____
 Playtime/Exercise _____

GROOMING \$ _____
 BATH ☐ Full Dip _____
 Sales Tax _____
TOTAL \$ _____

YOUR NEXT GROOMING APPOINTMENT IS: _____ AT _____
Thank you and have a PAW-fect Day!

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YOUR PROFESSIONAL GROOMER

Name _____

Style _____ Grooming _____ Groomer _____

BASIC GROOMING ☐ No Bath ☐ Behavior Problem
☐ Tangling / Dematting ☐ Flea Treatment ☐ Medicated Shampoo
 Skin and/or Coat Conditioning Treatment _____
 Pattern _____
 BATH ☐ with Comb-out ☐ with Nail Trim
 Nail Trimming _____
 Bows _____
 Sales Tax _____
TOTAL \$ _____

YOUR NEXT GROOMING APPOINTMENT IS: _____ AT _____
Thank you and have a PAW-fect Day!

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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!

#156 GROOMER SALES SLIP

#168 KENNEL SALES SLIP

Indicate style number when ordering.

Mix and match packs of 100 when ordering 1000.

Pack of 100 \$18

Pack of 500 \$74

Pack of 1000 \$107

**As low as
10.7¢
each!**

**As low as
8.4¢
each!**

DATE IN _____ EST. DATE OUT _____ DATE OUT _____ BOARDING CHGS. _____ GROOMING CHGS. _____ COMMENTS, SERVICES, PRODUCTS, ETC. _____

LAST FIRST RATE \$ _____ LOCATION _____

HOME PHONE _____ WORK AREA _____ WORK AREA _____ CELL _____ EMAIL _____

REFERRED BY _____
☐ DOG ☐ CAT ☐ OTHER _____

BREED _____ SIZE _____
 NAME _____ M F NUT _____
 COLOR _____ BIRTHDATE _____
 MARKINGS _____

EMERGENCY CONTACT
 VET _____ PH _____

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Kenn-L-Kards and Run Kards

Popular Client Index Cards for Pet Day Care and Boarding Facilities!

PETS NAME _____ RUN # _____

BREED _____ ☐ MALE ☐ FEMALE ☐ NEUTERED

OWNER _____

DATE IN _____ EST. TIME OUT _____ DATE OUT _____

EMERGENCY _____ PHONE _____

DIET ☐ DRY ☐ CANNED ☐ SEMI-MOIST ☐ SPECIAL _____

☐ TK ☐ SK ☐ BK

I certify that I am the owner of this pet.

I hereby grant permission to this boarding establishment to act in my behalf, and in my pet's best interest, in the event of illness or injury, the owners and employees of this boarding facility shall not be held personally liable for such injury or illness.

I agree to pay all costs for any property damage or personal injury caused by my pet during its stay. I agree to pay all charges on the day of pick-up of my pet and I understand that my pet may not leave the premises until all charges are paid in full. I understand that any animal left for ten days beyond the agreed date of pick-up may be sold or disposed of at the discretion of the kennel owner.

Signed: _____ Date: _____

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!

#128 RUN KARD (WHITE ONLY)

100 cards \$9

500 cards \$36

1000 cards \$55

#123 KENN-L-KARD (WHITE ONLY)

#124 KENN-L-KARD EXTENDERS (WHITE ONLY)

100 cards \$14

500 cards \$58

1000 cards \$84

This popular Client Record Index Card has all the information any kennel or day care operator needs. Kenn-L-Kards offer boarding, medical and grooming profiles. Easy checklist eliminates tedious handwriting. Speeds your recordkeeping. Extender cards double your records space. Just attach to the back of a full Kenn-L-Kard.



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Kard
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Kenn-L-Kard Special

Get started with everything!
 250 Kenn-L-Kard's
 5 x 8 File Box
 Alphabetical Index Guides

#125 KENN-L-KARD SPECIAL \$59



Happy Camper Card

Great for Boarding and Day Care Operators!

Now you can grade each pet in your care from an A+ to an F. Time-saving checklist will let your client know that his pet ate well, had fleas or should see a vet... and much more. Lots of room for your own personal comments, too. It's a personal way to thank your boarding clients. Plus it's a great promotional tool! Pet owners will tell their friends.

#159 Green

100 cards \$16

500 cards \$66

1000 cards \$95

Happy Camper Card

☐ I ate well. ☐ I didn't eat well.
☐ I made lots of new friends.
☐ I had fleas. ☐ I had ticks.
☐ I need more brushing and combing.
☐ I should be groomed in _____ weeks.
☐ I should see my Veterinarian for: _____

Name of Camper: _____
 Name of Camper's Best Friend: _____
 Date: _____

My Camping Report Card

- ☐ **A+** I was a Happy Camper!
- ☐ **B** I was a Paw-fect Pet.
- ☐ **C** I enjoyed myself... but I missed you.
- ☐ **D** I was really homesick... but I'll try harder next time.
- ☐ **F** I was a little Devil... but I had a great time!

*It has been a
Paw-fect pleasure
serving you and your pet!*

**As low as
9.5¢
each!**

ALL AMERICAN GROOMING SHOW CONTEST RESULTS

POODLES



Open Class Winner, Michelle Breen with Bill Franklin of division sponsor **Groomer's Mall**.



Intermediate Class Winner, Sharon Helgeson with Bill Franklin of division sponsor **Groomer's Mall**.



Entry Class Winner, Cindy Oliver with Bill Franklin of division sponsor **Groomer's Mall**.

TERRIERS



Open Class Winner, Lindsey Dicken with John Vasone of division sponsor **Conair**.



Intermediate Class Winner, Nicholas Waters with John Vasone of division sponsor **Conair**.



Entry Class Winner, Jessica M. Moore with John Vasone of division sponsor **Conair**.

SPORTING



Open Class Winner, Amy Triezenberg with Ron Iorio of division sponsor **Lambert Kay**.



Intermediate Class Winner, Lisa Baxter with Ron Iorio of division sponsor **Lambert Kay**.



Entry Class Winner, Kimberly Wilson with Ron Iorio of division sponsor **Lambert Kay**.

ALL OTHER PUREBREDS



Open Class Winner, Olga Zabelinskaya
with Jeff Reynolds of division sponsor **NDGAA**.



Intermediate Class Winner, Nicholas Waters
with Jeff Reynolds of division sponsor **NDGAA**.



Entry Class Winner, Marie Winkeler
with Jeff Reynolds of division sponsor **NDGAA**.

TOY & MINIATURE



Open Class Winner, Michelle Breen with Will Etheredge
of division sponsor **Bio-Groom**.



Intermediate Class Winner, Valerie Partynski with
Will Etheredge of division sponsor **Bio-Groom**.



Entry Class Winner, Kimberly Wilson with Will Etheredge
of division sponsor **Bio-Groom**.

POTPOURRI



Open Class Winner, Amy Triezenberg
with Christy VanCleave of division sponsor **Espree**.



Intermediate Class Winner, April Perry
with Christy VanCleave of division sponsor **Espree**.



Entry Class Winner, Elisabeth Johnston
with Christy VanCleave of division sponsor **Espree**.

A CHAT WITH THE HOSTS OF GROOMERTV

Groomer to Groomer Magazine had a chance to catch up with the hosts of *GroomerTV*. We asked them a few questions about their experience. As you would expect, their answers reflected the diversity of their personalities.

How did you get the opportunity to be a GroomerTV host?

JONATHAN DAVID: I was at the *Atlanta Pet Fair* for my poodle seminar and Todd (Shelly, president of *Barkleigh Productions* and editor of *Groomer to Groomer*) and I were catching up and we discussed doing some

seminars for *Barkleigh* at *Groom Expo*. It ended up turning into a full weekend of seminars and *Groomer TV*.

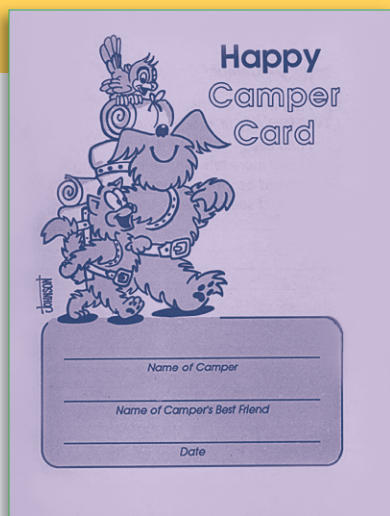
JUDY HUDSON: Jay talked to me about the gig.

JAY SCRUGGS: *PetQuest* two years ago, Todd Shelly asked if I wanted to do a couple of interviews to fill in some time on air. I agreed and that's where I got my start with *GroomerTV*. After that Todd began putting word out that I would be hosting some of the upcoming shows. Once I heard the news, I agreed to do it. (Editor's note: In addition to hosting, Jay is also a *GroomerTV* producer).

MICHELL EVANS: Todd hired me to do commentary for the grooming contest at *Groom Expo*. At some point during the weekend Jay Scruggs came and asked me if I wanted to do some interviews. I said sure!

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and daycare operators!*



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READER SERVICE CARD #9563

MISSI SALZBERG: I ripped the microphone out of Jay Scrugg's hands and ran through *Groom Expo*. Actually, I host the *NEPGP* Festival each year, and Todd and I had a discussion about me taking part in *GTV*. I have a background in communications and was a DJ at a radio station in Massachusetts for a long time.

VALERIE PARTYNSKI: *GroomerTV* wanted to use a mid-level competitor to give a little different perspective. I had just won the intermediate poodle class at the *All American* show and was offered a shot.

KENDRA OTTO: I was asked by *GroomerTV*.

JEANETTE GENTHNER: *GroomerTV* had a contest to find a guest host for *Groom Expo*. Groomers could either audition in person at *Pet-Quest* or submit a video. My car broke down trying to get to the show just to audition, but my submitted video won!

What was the experience like?

JONATHAN: It was such a fun gig! I was front and center for the competitions and I got to share what I was seeing to the viewers. I also walked

the show floor and interviewed some familiar faces. I felt like a reporter!

JUDY: I really enjoyed talking to the people, vendors, competitors and letting the people that have never been to a grooming show get a taste of the experience.

JAY: The experience for me has been great working with Todd and the crew. I know we have brought a lot of attention to an industry that is sometimes overlooked.

MICHELL: I was a little nervous at first. Not that I would look or sound funny but, that I would ask good questions off the cuff and that the audience

would gain some knowledge and be entertained!

MISSI: *GTV* is a lot of fun! Putting people on camera gets them excited, especially vendors at the shows, because it is an opportunity for "real-time" interaction focused on their product. It makes the marketing experience three-dimensional. It is also a lot of fun to surprise my friends in the grooming world and "crash" their booths. It is spontaneous and alive.

VALERIE: It was a lot of running around, then waiting. It was really interesting to see the show from a different point of view. I got to watch

JUDY HUDSON: I feel that groomers get a bad rap a lot of the time, and people who are truly interested in what we do and people thinking of entering the business can watch and get an idea of what's involved.

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JAYSCRUGGS: I like the fact we can give the viewers at home a bird's eye view of what happens at the shows and how educational they are, and hopefully add a little humor to keep it entertaining.

behind-the-scenes the setting up of the booths and show the night before. Everyone knows each other and helps one another out and it was really great to see.

KENDRA: A lot of fun. I loved talking to people from all over the country and even from other countries.

What did you like best about it?

JONATHAN: The best part was getting to work as "co-hosts" with some of my favorite people in the industry. Our professional community is made up of some awesome people and to get to spend the day talking with

them about what we love to do was my favorite part.

JUDY: I enjoyed commentating on the grooming contest! And not having dogs to walk...

JAY: I like the fact we can give the viewers at home a bird's eye view of what happens at the shows and how educational they are, and hopefully add a little humor to keep it entertaining.

MICHELL: I like being able to connect the audience to the vendors and competitors. Groomers work so hard and tearing ourselves away from our clients and employees often feels like a crime. *GroomerTV* allows every-

one to "show up!"

MISSI: I really enjoyed the excitement I saw in people being able to communicate what is important to them. I interviewed vendors, and they just lit up when they were talking about their endeavor.

VALERIE: Though the whole thing was a lot of fun, my favorite part was doing the commentary during the competitions. I hope in the future I can bring more subjects to talk about that will be more interesting to the people watching. It was very easy to open up when doing it, and much less scary than being on camera. I also loved finding out what products the winners were using on their dogs, and why. I learned so much from being there!

KENDRA: Meeting new people and learning about new products. Also describing to folks at home the proper techniques used in the ring.

JEANETTE: I was able to work one on one with a new competitor, on camera. I loved being able to use my competitive experience to help someone else. Then the video is out there for others to view.

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How did the experience compare to what you expected?

JONATHAN: It was exactly what I hoped it would be. I love talking to people and sharing what I've been taught and to be able to help the viewers feel more like they're right there with us was very rewarding.

JUDY: It was easy for me, but what I didn't expect was running out of questions to ask people. You have to think on your feet and pull questions off the top of your head.

MICHELL: It was easier to come up with questions than I thought. After warming up with a few hours of commentary it was actually easy to transition into being seen and heard.

MISSI: It was exactly as I'd expected it to be. It was fun, and off-the-cuff, and full of energy. I love interviewing people on radio and TV, so this was a great extension of what we can

do in our industry. I think it is inspired thinking. I also think that the crew for GTV is incredible and spontaneous and supportive.

VALERIE: I wouldn't say that it was much different than what I thought it would be. I was very scared to do it, and I was very scared when we started with the interviews. It got much easier after the first few, and then it was a lot of fun. I would do it again in a heartbeat, because it was such a great experience.

KENDRA: Exceeded. Can't wait to do it again.

JEANETTE: I did not expect to get so much feedback after the shows! Groomers still email me with questions and comments. I love it!

Final thoughts?

JONATHAN: I personally have watched *GroomerTV* when I couldn't

make it to some of the shows and it was such a great tool for me. But to be a part of it, that was truly another high point in my career.

JUDY: I think this was a brilliant idea! I feel that groomers get a bad rap a lot of the time, and people who are truly interested in what we do and people thinking of entering the business can watch and get an idea of what's involved. I am so excited that Missi will be joining. She is so knowledgeable of the business end and she will bring a whole new light to the show. And the biggest plus is she will give Jay a hard time!

JAY: I also like the fact that the viewers get to see how professional the industry has become and how much hard work goes into what we do. Keep up the good work *GroomerTV*! ☺

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BREAD & BUTTER GROOMING:
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PET TRIMS FOR THE SALON

by Kathy Rose



IRISH SETTER

“Each part of the dog flows and fits smoothly into its neighboring parts without calling attention to itself.” This quote is taken directly from the official standard of the Irish Setter. We, as professional groomers, should strive to achieve exactly this with every groom we do.

The following instructions are for a breed profile trim on an Irish Setter using carding and hand-stripping techniques. This trim can be easily modified and adapted for clipper use, because the profile, lines, and balance are still the same.

If substituting clipping for carding and stripping, I recommend a #5 blade, or if a shorter look is

requested, even a #7. A blade closer than a #7 will look very unnatural and be difficult to blend. You can use the blade on all of the areas that are described below as carded or stripped areas. All of the other directions would remain the same, with the exception of bathing. It is best to clip a clean coat.

When using carding and stripping techniques, it is almost always advisable to refrain from bathing until after you have completed the stripping and carding techniques, because a freshly washed coat does not release from the follicle easily. Once you have performed most of the stripping and carding, then go



ahead and bathe and fluff dry the furnishings. After the bath, you can touch up any areas with “fly aways” and do a final carding with a fine knife or pumice stone to help the coat lie flat.

Always dry the body coat or “jacket” in the direction of the coat growth. Another way to encourage the jacket to lie down is to wrap a large towel around the damp body coat and clip the towel at the shoulder, undercarriage, and rear. Then fluff dry the furnishings, blowing them out straight.

FIG 1: Using a coarse stripping knife, gently card out the excess undercoat. Hold the blade parallel to the coat and use caution not to bend your wrist.

ARROW FIG.: Remove the excess undercoat on the neck and



ARROW FIG.

back, following the natural hair growth pattern (direction in which the hair grows) down, just below the spring of rib (the widest part of the rib cage). Continue down the back, over the croup, and on the top side of the tail.

FIG. 2: Following the coat growth

direction, remove the excess undercoat as well as the long silky strands that grow on the topskull. When viewed from side profile, the topskull should appear very slightly domed.

FIG 3: Remove the excess undercoat and the longer silky coat that



Would you like to have a voice in setting industry standards for creative styling?

The CGA is one of the only non-profit associations in our Industry and was founded by groomers for groomers .

The mission of the Creative Groomers Association is to help educate groomers and the public alike into the art creative styling, breed specific enhancement, as well as other arts of dog grooming in a healthy and safe manner.

Work in conjunction with other dog grooming instructional institutes if the need of regulating the field of creative dog grooming should arise. And to help unify and support creative styling in the dog grooming industry.

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www.creativegroomers.org

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FIG. 3

grows on the shoulders and the front of the forelegs all the way down to the foot. The outline of the shoulder and upper arm should be evident and free of long coat. Rubber texturized garden gloves work great to help grasp the coat. It is also helpful to use a pumice stone or stripping knife. The coat that needs to be removed is usually identifiable by the lighter color and softer, cottony texture.



FIG. 4

FIG. 4: Trim the hair from the pads with a 15 or 30 blade. Using thinning scissors, create compact feet by removing the feathering and following the natural outline of the foot. The toes should appear arched and the foot rather small and compact. The excess coat between the toes is removed, but it should not look completely bare like a poodle foot.

FIG. 5: Trim the furnishings from the hock to the ground to create parallel posts that are perpendicular to the ground. They should bend neither in nor out.

ARROW FIG.: On the outer thighs, use a stripping knife or pumice stone to remove the soft lighter coat, again following the natural coat growth pattern. The coat between the rear legs remains long and will part over the hock. The coat on the inside of the hock should be stripped short.

The coat on the front part of the rear legs also remains long, except directly in front of the hock. Shape the feathering on the front of the rear legs to follow the natural underline and form a continuous line, curving slightly from the tuck-up to the forechest. The longest part of skirt should fall between the front legs and then

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curve gently upward.

FIG. 6: Use clippers for the muzzle, ears, throat, and the front part of the shoulders. Using a 10 blade against the coat growth pattern, clip the top third of the ear. You may clip the front fold of the ear, or for a more natural look, leave the front fold long and clip only the middle, inside, and rear portions of the ear.

The muzzle is clipped clean, and the stop is well defined. The coat on the cheeks and muzzle are usually naturally short, so a 10 blade with the grain on the cheeks and lightly skimmed over the muzzle should be enough to give a nice clean and natural appearance.

Using a 10 blade, trim the throat from under the ear nearly to the breastbone. Use thinning shears to

blend all of the clipped lines on the throat, shoulder, and ear to skull.

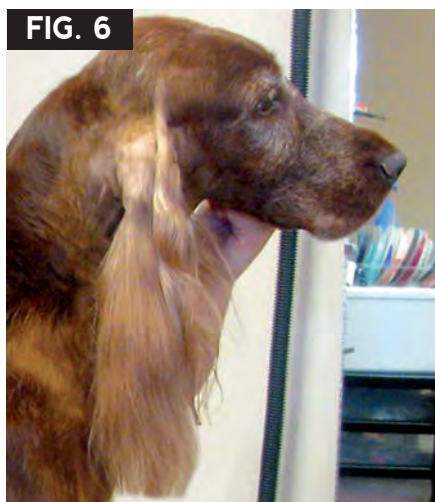
Use thinning shears to blend all of the short areas to the fringed areas, such as the short coat on the front of the fore legs. Follow up with a light misting of finishing spray, and wipe down with a soft cloth.

Although hand-stripping and carding are not among the techniques we usually practice on our bread and butter clients, these skills will actually help you to learn the natural coat growth patterns on the pet. Learning the coat growth pattern of various breeds will provide you with a valuable tool when using your clippers on the average pet. You may even find that carding and stripping are easier skills to master than blending clipped lines and definitely more rewarding! <3

FIG. 5



FIG. 6



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Learn2GroomDogs.com Will Publish 300th Online Training Video by the End of 2012

The popular online training site for groomers, www.Learn2GroomDogs.com, will be posting the 300th video in their "How To" series by the end of 2012. The site continues to grow at a rapid rate and provides the best variety of online training for novice groomers to advanced pet stylists. The site currently hosts 260 training videos that are streamed from the internet. This makes www.Learn2GroomDogs.com a leader in online video training for pet groomers around the world. With a commitment to add ten new training videos a month, the 300th video will be published this December.

"We are very excited about this important milestone," says Melissa Verplank, Founder of www.Learn2GroomDogs.com. "It shows a lot of hard work from our video production staff. We are proud of the many talented Training Partners we have worked with for the past two years."

The high definition videos feature well-known pet stylists from across the nation. They share a wealth of knowledge with every lesson.

There are lessons for every level of stylist. Many basic skills videos are used to train salon groomers who are just starting their career. Other videos feature top competition groomers. These stylists share their "every day" grooming secrets plus their awarding winning techniques. The most popular videos feature typical salon styles for many breeds including personality trims for mixed breeds. Rounding out the library you'll find; business building video lessons, salon tours, personal interviews with awarding winning stylist and specialty content such as creative styling lessons.

All the videos are designed to help every level of groomer learn from the best. According to Verplank, "With every video, I've learned so much while taking notes as we are filming. Even after being in this profession for over 30 years, even I'm still learning! What a thrill to learn from the best. I'm confident everyone

watching will find something that helps them to grow as a groomer."

Recently the nominees for the *Barkleigh Honor Awards* were announced. The site was nominated for *Contribution to the Industry*. The Founder, Melissa Verplank earned the nomination for her advances in education through the streaming video web site. The training video featuring Lindsey Dicken grooming a Bichon Frise has also earned a *Barkleigh Honors* nomination for *Video of the Year*. These nominations are a testament to the high level of work being produced by the company.

"We have assembled an online encyclopedia of grooming that is second to none. It will benefit everyone from beginners to seasoned professionals," says Verplank. "Our high definition videos stream to your desktop, laptop, PC tablet and smart phone, too. This web site is an ideal way to continue a groomer's education and skills. We look forward to publishing our 300th video. We will to bring the best trainers to the internet in 2013."

Visit www.learn2groomdogs.com to become a member. The site is easy to search. It offers immediate benefit to its subscribers including; an email newsletter, member's only specials and exclusive downloads.

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Andis Company is pleased to announce their sponsorship of the 2012 *Groomer of the Year Award*, which will be presented on February 9, 2013 at the *Purina Pro Plan® 58th Show Dogs of the Year Awards* the Grand Hyatt New York in New York, NY. The award honors an outstanding professional groomer who has demonstrated proficiency and the mastery of grooming.

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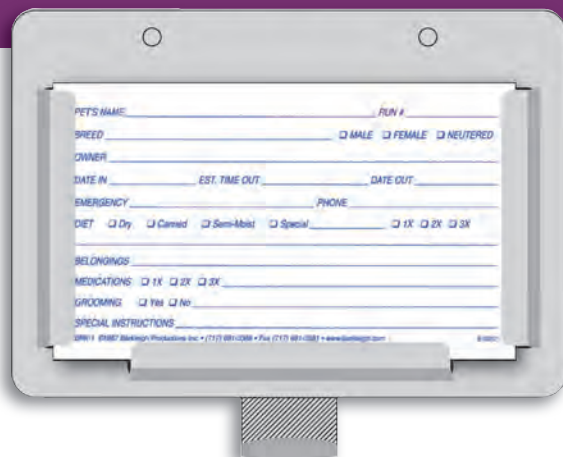
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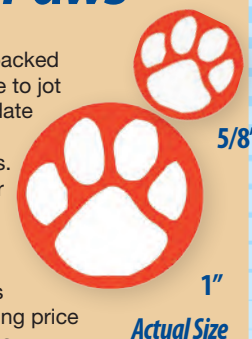
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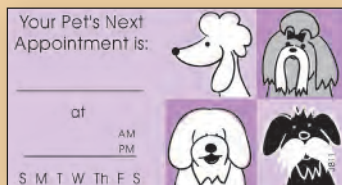
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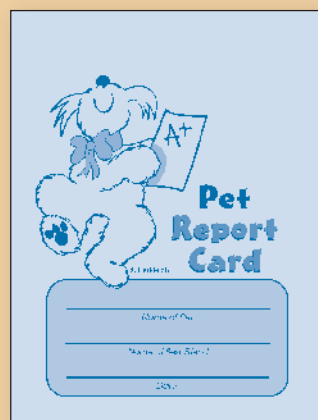
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Proverbial Wisdom

If you won't
plow in the cold,
you won't eat at
the harvest.

*Proverbs 20:4
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Tales of the Stranded

When you're stranded somewhere because a natural disaster has altered your travel plans, the last thing that crosses your mind is complaining. That was the case with a number of us who were stranded in Orlando due to Hurricane Sandy after the *Fun in the Sun Grooming Show*. We all knew people that were in harm's way, so a little inconvenience for us seemed inappropriate to get stressed over.

Monday after the show was the day that we all would have traveled home. Instead, we decided to make a trip to *Downtown Disney*. I joined *Barkleigh's* Skip Bond and Lance Williams along with Cheryl Purcell, Sue Zecco, Lisa Martone, and Erin McLaughlin in Jill Pipino's van. Jill had her van retrofitted for her and Erin to transport dogs to competitions. By retrofitted, I mean that she removed everything behind the front seats except a sheet of wood across the floor. Jill and Erin temporarily traded the dogs for the six of us sitting in the back.

A funny thing happened on the way to *Downtown Disney*: we missed our turn. Before Jill was able to turn around, someone spotted a sign for the *Universal CityWalk*. That was good enough for us. We parked and made our way toward the entrance. Cheryl pointed out that we should set up a meeting place in case we got separated. My guess was she was having flashbacks to a childhood experience when she got lost in an amusement park. I suggested that instead of the designated place, we could use those little boxes that we keep in our pockets called cell phones.

Cheryl was onto something, though. The group quickly broke into three groups. Sue and Lisa were the lollygaggers trailing behind, while Jill and Erin were speeding ahead. It made sense that Erin would walk faster because her height (she played college basketball) gives her longer strides than any of us. What I couldn't figure out was how Jill could keep up with her. Jill is about half as tall and, therefore, takes about two steps for every step Erin takes. I stayed with whichever group would have me.

We did manage to all gather in front of the famous *Universal Globe*. Jill and Erin wanted to "plank" on the railing in front of the globe. Being the seasoned "plankers" that they are, they had a plan. They posed as any ordinary tourist until they said "go," and then they quickly assumed the pose. After only one fall from the railing, they

had their picture. You would have thought they were doing something illegal with how practiced and well executed they performed. Several unsuspecting tourists will go home to discover Erin and Jill planking in the background of their own pictures.

After taking in everything there was to do there and eating at the *Hard Rock Café*, we headed back to the hotel. We took over the lobby of the nearly abandoned hotel and just hung out sharing stories that mostly were not about grooming. Okay, that is probably not accurate. I should say, "sharing a surprising number of stories that were about things not pertaining to the grooming industry."

The next morning may have changed my life. It was my first ever experience at an *IHOP*. I've been to *Waffle House* many times, and I assumed they were the same. I was wrong. I never have had to decide between so many choices. I ordered the sticky bun French toast and the perfectly browned hash browns. I even had dessert with my breakfast.

By that time, the group of the stranded was dwindling. I did something that day that I hadn't done in a couple of years. I spent a day relaxing and completely ignored work. Of course, I went back to *IHOP* – strawberry and banana pancakes. This time it was just Lance, Skip, and I (just us *Barkleigh* people were remaining). When the bill came, Lance pointed out that he did not get the pancakes that came with his meal. The waiter responded with, "Oh, I didn't know you wanted them." Of course Lance wanted them; they were part of what he ordered!

We flew out the next day. Despite the flight cancellations, I left feeling relaxed and rejuvenated from the fun and downtime I was afforded because of those extra days. I also learned a valuable lesson: if you serve tasty breakfast foods, your service doesn't have to be all that good. I'm not sure how I'll ever use that, but it's good to know.

Future issues of *Groomer to Groomer* will focus on some of the people in the grooming community who lost a lot due to the hurricane and the lengths that groomers went to help their fellow groomers.


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