

Groomer To

"THE GROOMING INDUSTRY'S  
TRADE MAGAZINE"

[WWW.GROOMERTOGROOMER.COM](http://WWW.GROOMERTOGROOMER.COM)

# Groomer

VOL. 32 ED. 1 • 2013

## 2013

**GROOMER'S**

# ALMANAC

2013 INDUSTRY SHOWS • GROOMING ASSOCIATIONS  
GROOMTEAM RANKINGS • BARKLEIGH HONORS WINNERS  
REFERENCES, HINTS AND TIPS, AND MUCH MORE!

# Andis. On the pulse of what comes next.



## ProClip Pulse Ion™

What do professional groomers want?  
At Andis, we're building what comes next, and the convenient, cordless ProClip Pulse Ion clipper is our latest result. With a rechargeable lithium ion battery that enables up to two hours of clipping, and an adjustable detachable blade, it's the ultimate tool for grooming on the go. Feelin' the beat? See more at **andis.com**

- Quiet operation for sensitive animals
- LED light indicates a complete charge



Item #68205

Charger stand and  
4 attachment combs  
included with kit

**andis**  
Professional since 1922

FOLLOW. CONNECT. INTERACT.™



**www.andis.com**  
**800.558.9441**

©2012 Andis Company, Sturtevant, WI U.S.A. AD51 2012-395



# Become a PetSmart® Groomer

PetSmart, America's leader in grooming services, needs qualified associates. Work in a professional environment that uses the most up-to-date equipment to provide safety and comfort for pets in our care.

**PetSmart groomers receive full-time benefits\*, including:**

- Health, dental and vision
- 401(k) with company match
- Company-paid training
- Tuition reimbursement
- Paid vacation, holidays and sick days
- Generous store discounts
- Advancement opportunities
- Cell-phone service discounts
- Many company-provided supplies

**We're also accepting applications for:**

- Salon Managers
- Professional Bathers
- Pet Trainers

Not a groomer yet? Enroll in our Certified Grooming Academy, which you could complete within six months. You'll enjoy competitive salaries and great benefits, including commission and tips!

Apply at [petsmartjobs.com](http://petsmartjobs.com)

\* Ask about eligibility requirements.



Equal opportunity employer m/f/d/v. PetSmart is a drug-free workplace.



READER SERVICE CARD #9609

THE #1 PLACE TO BUY PROFESSIONAL GROOMING SUPPLIES!



**40 YEARS OF EXPERIENCE!**

**WITH SHARPENING AND REPAIRS**

At *Frank Rowe & Son* we truly value our customers. We make sure that you always experience a fun and family-friendly environment with our company.

**FREE  
SHIPPING  
ON ORDERS OVER  
\$150!**

**Now available in the United States  
EXCLUSIVELY from Frank Rowe & Son!**

**animology**<sup>®</sup>  
pet care excellence



**Animology's** award winning grooming shampoos and sprays are the product of choice for many professional groomers and championship show dog owners around the world. Now **Animology's** line of professional grooming products are available in the U.S. **exclusively** from **Frank Rowe & Son!**

Launched in 2010, **Animology** has enjoyed remarkable success and popularity having been voted "Best Pet Product 2010" and "Best Grooming Product 2012" in the UK.

**Animology** professional grooming products are supplied in 5 liter bottles in 20:1 concentration formulations. 250ml bottles in "ready to use" formulations also available.

**OFFICIAL DISTRIBUTORS OF:** **andis**<sup>®</sup> **WAHL**<sup>®</sup> **Oster**

**FrankRoweAndSon.com | 717.533.4426**

Like us on  
**facebook**

READER SERVICE CARD #9610



## LOOKING AHEAD GROOMING TRENDS IN 2013



by Teri DiMarino

**PAGE 6**



**GROOMTEAM USA**  
A LOOK BACK AT 2012  
by Cheryl Purcell **PAGE 60**

A thank you to the companies who  
supported us in 2012 – **PAGE 64**

## ALSO INSIDE

<b>Customer Service in a Diverse World</b>	<b>16</b>	<b>Shampoo Dilution Chart</b>	<b>56</b>
<b>2013 Grooming Trade Shows</b>	<b>24</b>	<b>First Aid</b>	<b>58</b>
<b>Grooming Association Events</b>	<b>42</b>	<b>2012 GroomTeam Rankings</b>	<b>62</b>
<b>Clipper Maintenance</b>	<b>52</b>	<b>Classifieds</b>	<b>76</b>
		<b>Scissors Down</b>	<b>78</b>



**UP AND COMING  
GROOMERS**  
by Kathy Hosler **PAGE 46**

## EDITORIAL STAFF

### EDITOR/PRESIDENT

Todd Shelly  
[todd@barkleigh.com](mailto:todd@barkleigh.com)

### ART DIRECTOR

Lucas Colton  
[lucas@barkleigh.com](mailto:lucas@barkleigh.com)

### CHIEF OPERATIONS OFFICER

Adam Lohr  
[adam@barkleigh.com](mailto:adam@barkleigh.com)

### ASSISTANT EDITOR

Gwen Shelly  
[gwen@barkleigh.com](mailto:gwen@barkleigh.com)

### GRAPHIC DESIGNERS

Lance Williams  
[lance@barkleigh.com](mailto:lance@barkleigh.com)

### ADVERTISING CONSULTANTS

Maggie Gellers  
[maggie@barkleigh.com](mailto:maggie@barkleigh.com)

### MANAGING EDITOR

Debbie Morrow  
[debbie@barkleigh.com](mailto:debbie@barkleigh.com)

Cindy Agoncillo  
[cindy@barkleigh.com](mailto:cindy@barkleigh.com)

James Severs  
[james@barkleigh.com](mailto:james@barkleigh.com)

### COLUMNISTS

Kathy Rose  
Bonnie Wonders-Trent

Missi Salzberg

Teri DiMarino  
Kathy Hosler

Dawn Omboy

Gary Wilkes  
Mary Oquendo

Daryl Conner



**BARKLEIGH HONORS  
WINNERS PAGE 50**



# LOOKING AHEAD

## GROOMING TRENDS IN 2013

by Teri DiMarino

I have recently upgraded my crystal ball and am now running the new 2013.1 software. I have good feelings about this version, and I think it's going to be better than other versions I've had over the past few years. But I'm not sure how compatible it is going to be with some of my older hardware. It's definitely going to take some getting used to, but I am willing to switch gears mentally and attempt to adapt.

Many of us have already "adapted" to the most recent trends, and there is no denying that things have changed in the pet grooming industry over the past several years. We optimistically entered the 21st century

with equity in our homes, money in our pockets, and smiles on our faces. Our businesses were no longer grooming "shops" but "salons" that offered "spa" services. "Dog grooming shop" sounded too much like a low-cost service provider, so we became a "pet styling salon," making it easier to justify a price raise. Kennels offered "lodging" and "suites," and the word "daycare" entered many of our vocabularies. Business was good.

Our industry was feeling pretty invincible. Then things began crashing down around us. Unemployment figures went up as our gross income went down. Customers who would cringe if Fluffy went beyond four weeks for her

bath had to stretch out their appointments to every five or six weeks.

But the cream has risen to the top. Many poor quality salons closed, and while the good salons may have lost some appointments, they did not lose customers. People continued to take care of their pets as best as they could. From what I am seeing in my crystal ball, business appears to be picking up, even though the country is still in the midst of a recession. People are starting to spend again.

Booting up my newly installed "CB 2013.1," and without sounding like Miss Cleo or the Long Island Medium, I think I can see a few trends in our industry coming through the fog for



# I'm a Groomer

My customers expect the best from me.  
With over 17,000 innovative products,  
I rely on PetEdge for the best prices  
and selection.

A woman with dark hair, wearing a black and white patterned shirt, is grooming a light-colored, scruffy dog. She is using a pair of scissors to trim the dog's fur. In the background, there are shelves with various grooming products and a wire cage.

# PetEdge®

MENTION DEPT. 591 FOR A FREE CATALOG  
SHOP PETEDGE.COM | CALL 800-PETEDGE  
SEE MORE SOLUTIONS AT PETEDGE.COM/GROOMER\_SOLUTIONS



**\$5<sup>99</sup>** SHIPPING  
EVERY DAY!

On Orders of \$150 or more—  
Including Shampoos!  
(some exclusions apply)

READER SERVICE CARD #9611

the upcoming year. Many salons will still successfully offer spa treatments and specialty packages. While these spa services are a wonderful addition to the salon's bottom line, I believe we will be seeing an increase in other add-on services coupled with an increase in retail. Breath freshening procedures and other at-home retail products that the customer can use daily offer immediate results that can easily be demonstrated in the salon. These products are proving very beneficial to the pets and the salon's profit line, as well.

I have always touted retail as the "silent partner" for a salon. Resale items like the aforementioned breath freshening product are easy to market, because the customer sees instant results. Here is one rule of retail in our business: use what you sell and sell what you use. It's easy to sell something that you believe in and have a passion for. That belief makes

retail easy.

I see salons going "retro" with their customer service. We are, after all, a service industry. Big box stores threatened many a small business with their "bigger is better" and "discount" philosophy back in the '90s, leaving many Mom & Pop businesses feeling inadequate and non-competitive. But as my Australian industry friend, Les Speerin, put it, "If you just want to fill your belly, you go to *McDonald's*. If you want a great meal, you go to a great restaurant." I can't think of a better analogy! While there is certainly a place in the world for *McDonald's* (they have definitely proved that), people get tired of eating there. Smart salon owners are going that extra mile to make customers feel appreciated.

While some stylists constantly complain about badly behaved pets or owners (you know who you are), others are thankful that they have a

job to go to and customers to work with. While it's okay to vent about the occasional ill-tempered dog or client, some groomers allow themselves to be consumed by this poor attitude, and it can drag an entire salon down. We should all feel fortunate to have jobs! We do not have to go home with these people or their pets, so get in there, get the job done safely and efficiently, and send them home happy and satisfied. We all need to give our clients the best work we possibly can. The client has the choice of going to any salon they choose, so don't give them a reason to choose a different salon. That's money out of your pocket.

One way Crystal Ball 2013.1 sees pet stylists stepping up their game is in the realm of continued education. While there are still many groomers out there who honestly believe that they know it all and a seminar couldn't possibly teach them anything new,

 <p>With Floor &amp; Pan <b>\$2,268</b></p> <p><b>3' Plastic Cage Assembly</b></p>	 <p><b>\$2,795</b></p> <p><b>Elite Grooming Tub</b> <span>NEW</span></p>	 <p><b>\$2,850</b></p> <p><b>Double Dryer Cage</b></p>
 <p><b>\$2,173</b></p> <p><b>Backsplash Tub</b></p>	 <p><b>\$989</b></p> <p><b>Elite Grooming Tables</b></p>	 <p><b>\$383</b></p> <p><b>Wall Mount Faucet</b></p>

### GIVE YOURSELF A GIFT

**5% OFF**

Orders of \$2,000 - \$4,999

**7.5% OFF**

Orders of \$5,000 - \$9,999

**10% OFF**

Orders of \$10,000 & Up

LEARN MORE

f t p



## SHOR-LINE®

**888.551.4061**

[www.shor-line.com/yes12](http://www.shor-line.com/yes12)

READER SERVICE CARD #9612



# PET<sup>®</sup> *Silk* Pet Colognes!



Rainforest • French Vanilla • Cucumber Melon • Clean Scent  
Island Breeze • Tropical Forest • Baby Boy • Baby Girl • K9 Kiwi

9 Refreshing  
designer  
fragrances  
perfect for resale.

**Free** Samples!  
**Free** Shipping!

1.800.619.1333 • [www.petsilk.com](http://www.petsilk.com) • follow us



READER SERVICE CARD #9613

most good groomers and salon owners are keenly aware that in order for them to keep their edge in the business, they must keep abreast of styles, techniques, products, and business tactics. There are trade shows and educational events around the country, and while one may not be in your backyard, these events are well worth attending. *Groomer to Groomer* magazine publishes a calendar of events, and anybody who navigates any of the social media sites knows that there are tons of smaller seminars or webinars scheduled all over the country. Even if a stylist is well versed in a particular area, attending an industry event is a wonderful shot of adrenaline.

A hot, new trending area in our industry is online study. While anybody with a clipper and scissor can make a *YouTube* video, many of these are not geared toward the accomplished professional. It is easy for a salon to

have an in-house library consisting of printed matter and professional videos of techniques, breed profiles, and styles. Advanced technique DVD videos have been popularized by Jodi Murphy with her "Instructional Series" as well as Sue Zecco and Jay Scruggs' "Super Styling Sessions" videos. Videos can be viewed at leisure to improve one's styling or to maintain consistency in the salon.

A relatively new, very convenient video series is *Learn2GroomDogs.com*. The brainchild of Melissa Verplank (*Notes From the Grooming Table* author), *Learn2GroomDogs.com* is a subscription-based instructional video log geared toward the professional. Select payment plans allow unlimited access to a continually updated online streaming video library, offering breed styles, techniques, and other valuable information demonstrated by top stylists in our industry. All of these con-

tinued educational tools do nothing but give our salons consistency while giving us a leg up on the competition.

Another huge information source is the groomer message boards. *Bar-kleigh's* message board, *PetGroomer.com*, and *GroomersNetwork.com* are just a few of the sites offering informational message boards and blogs. These are an insomniac's dream, as you can focus in on specific topics, ask questions, get answers, and just interact with others within our industry.

Speaking of computers, the crystal ball is seeing huge trends in social media and its place in our salons. Once just flipped off as something we do in our spare time, social media sites are fast becoming an effective means of communication with our current and potential customers. *Facebook* and *Twitter*, the two most popular social networks, allow you to put your best foot forward, reaching out to your



# SAVE

TIME  
WATER  
MONEY

## SAVE UP TO 50% ON SHAMPOO

Make the bathing process easier and quicker while drastically reducing strain and fatigue!

COSMOS BATHING SYSTEMS has been helping groomers and bathers for over 25 years!



**cosmosbathingsystems.com**  
cosmosbathingsystems@yahoo.com  
1-866-974-3787



SCAN THE  
QR CODE  
TO WATCH THE  
COSMOS BATHING  
SYSTEM IN ACTION!



READER SERVICE CARD #9614



# ***More Groomers Worldwide Depend on American-Made Metro® Air Force® Dryers Than All Other Brands Combined!***



US Patent D583,041

## ***That Says It All!***

The proven high quality of American-made Metro® Air Force® dryers has been maintained since we introduced our first model over 25 years ago. With a body of steel, they are still the most powerful, user-friendly, longest-lasting dryers in the industry. And, unlike foreign made dryers, they are still built and backed by the same family owned and operated American company in business for over 70 years... a company you can always count on for the highest level of quality, performance and personalized service.



**Now** models with variable power control enable you to groom all breeds, big and small.

***Before You Buy, Ask Where It's Made!***  
**1-800-822-1602 [www.dogdryer.com](http://www.dogdryer.com)**

**METRO®** Family Owned Since 1939

Metropolitan Vacuum Cleaner Co., Inc., One Ramapo Ave., P.O. Box 149, Suffern, NY 10901 Fax: 845-357-1640  
The configurations and coloring of the Air Force® Commander® and Blaster® pet dryers are protected by US Registered Trademark 3,552,787.

READER SERVICE CARD #9615



**220 Volt Models Available**

clients with information about you and your salon. Words like “friending,” “sharing,” and “liking” are quickly finding their way into our cyber vocabulary. But be very careful what you post. A good rule to follow is “if you can’t say anything nice, don’t say anything at all.”

Another helpful tool in keeping in touch with customers is texting. Sometimes a “call and reconfirm” just won’t do. Texting may actually be the best way to reach that client to remind them of their upcoming appointment.

The Internet has grown by leaps and bounds in recent years, making the *Yellow Pages* a relic of the past. Slick websites give customers nearly all the information they may need about you, your salon, and the services you provide. Virtual tours of your business allow people to peek into the inner workings of a well orchestrated salon. You can post your location, services

offered, policies, and biographies of your staff. I do not recommend posting prices, as there are too many variables in this area. While there are ways for people to book their appointments online, we still want the customer to pick up the phone and talk to us. Remember: when you answer the phone, SMILE. The person on the other end of the line can “see” it.

One Internet area that is relatively unknown to many groomers are the customer review sites like *Yelp.com* or *Angie’s List*. These are sites where consumers can find businesses, restaurants, or pretty much anything else and read and leave reviews. Be careful, as sometimes a disgruntled customer may leave a negative review. Some of these sites allow the business owner to respond to a review, but be careful how you word that response. You are under the proverbial microscope when you reply. These are like big, cyber word-of-

mouth sites.

Our computers have integrated themselves into our lives and businesses. Consider investing in a good computer software program to help keep your files and conduct your business. The most difficult part of assimilating your salon into the cyber age is tossing away the appointment book. Naturally there is the initial separation anxiety, but you get over it very quickly, especially when you learn of some of the slick features of computerized files. One of my favorites is when a program integrates caller ID with your client base. On the second ring of the phone, the calling customer is displayed on your computer monitor, giving you a “heads up” as to who is on the phone. Many programs feature help in payroll and integration of income into book-keeping software such as *Quick Books*.

One corner of my “see all ball” is looking a bit ominous. It appears in

# GO WITH THE BEST!

## Groomer’s Best



Brandon, SD 57005

Fax (605) 582-2091

Email: [customerservice@groomersbest.com](mailto:customerservice@groomersbest.com)



[www.facebook.com/groomers.best](http://www.facebook.com/groomers.best)

[www.GroomersBest.com](http://www.GroomersBest.com)

Call us @ (605) 582-3013



READER SERVICE CARD #9616



# QUADRUPED PET CARE



**Contact us for *FREE SAMPLES* of our products.**

Our natural products are innovatively designed to meet the special needs required by the professional pet groomer. An example is the use of the extract of the Mojave Yucca plant in select shampoos that offer tearless and instant elimination of fleas and ticks. Another feature of the Mojave Yucca that we maximize is Yucca's ability to cause the body to create its own cortisone, naturally and safely alleviating skin-related problems, such as "hot spots," itching and dermatitis .

**ORDER YOUR FREE 16 OZ. SAMPLES**

of our Yucca shampoos and other outstanding products

**ONLINE NOW AT:**

**[http://quadrupedpetcare.com/sample\\_request\\_adam.php](http://quadrupedpetcare.com/sample_request_adam.php)**

**or by telephone at: 1-800-638-1135**

**\*AVAILABLE TO VERIFIABLE PET INDUSTRY PROFESSIONALS ONLY**

**[www.quadrupedpetcare.com](http://www.quadrupedpetcare.com)**

the area of legislation, something that became very familiar with the last software upgrade, Crystal Ball 2012.7. I see a lot of work to be done by pet stylists in an effort to self-police our industry and keep it out of the hands of people who do not know our industry like we do. Well intended legislation written by the wrong people will be toxic if professionals do not step up to the plate and stop it or at least rewrite it into something workable for the pets, their owners, and the professionals alike. One thing I can predict is that these endeavors will not be successful unless everybody participates. Stylists with their heads in the sand will be left by the wayside, complaining all the way. This is where we will all need to load the upcoming software upgrades: Continued Education 2013.2 and Industry Involvement 2013.4.

While Crystal Ball 2013.1 appears to be looking at an educational and cyber year, there are things that this 2013.1 cannot possibly replace: the kiss from a wet-nosed, four-legged friend; puppy breath; and having the friendly old dog come in for one more visit. Things like that make me glad I'm a pet groomer. (Oops... I mean stylist!)

**Use Reader Service Cards and get quick response from advertisers.**  
See number below every ad.

## Animal Photography



**We create portraits your customers will Love!**



[www.animalphotography.com](http://www.animalphotography.com)

**Completely Self-Contained Professional Studio.**

Over 100 Props, backgrounds and colors for your customers to choose from. Portrait Packages are delivered that day!

**(727)804-6555**

**We are NOW accepting new clients!**

READER SERVICE CARD #9620

KOTE-GLO™

P R O F E S S I O N A L

**Quick & Easy Shampoo**

- Reduces bathing time up to 30%
- Rinses quickly and easily
- Eliminates odors • pH balanced

**Touch Up Shampoo**

- Spray on, lather, wipe off
- Perfect for quick clean-ups
- Eliminates odors • pH balanced

**22 Professional Groomers Questioned:**

1. Did this product take less time to apply?	88% yes
2. Did this product take less time to lather the coat?	94% yes
3. Did this product take less time to rinse?	94% yes
4. Did this product save you time?	82% yes
5. Did this product clean the coat the same or better than the product you use now?	100% yes

**SAVES TIME AND SAVES WATER!**

**\*Samples upon request**

**[www.norinse.com](http://www.norinse.com)**

**Clean Life Products**  
**800-223-9348**  
ext. 217 for Sales

READER SERVICE CARD #9651



# ONE GALLON OF **GRIMEINATOR**®

## Beautifully Bathed these 72 Dogs!

For fabulous results and the best value  
use Grimeinator - the best pet shampoo available!

**FREE SAMPLES TO  
PROFESSIONAL GROOMERS**

Note: Dogs bathed by Renae Thrush  
Murphy's Total Pet Connection  
Fort Ludon, PA

LOOK FOR THE 5th ANNUAL  
**RAGS TO RICHES**  
ULTIMATE GROOMER CONTEST  
BEGINS SOON!



*The Professional*  
**GROOMER'S  
EDGE™**

**DOUBLE  
X  
INDUSTRIES**

*The Professional*  
**GROOMER'S  
EDGE™**

# **GRIMEINATOR**

*All Natural*

**PET SHAMPOO**

VERSATILE, DEEP CLEANING  
AND CONDITIONING  
CONCENTRATED 32 TO 1

Champi acondicionador  
para limpieza profunda  
Fórmula profesional concentrada (32 a 1)  
Reserva hasta 12.4.9 litros de solución

Shampooing et après  
Formule professionnelle  
On obtient

Gründes  
und pflegt  
Konzentrierte spezi  
Ergebnis

UP TO 33  
Gallon/9

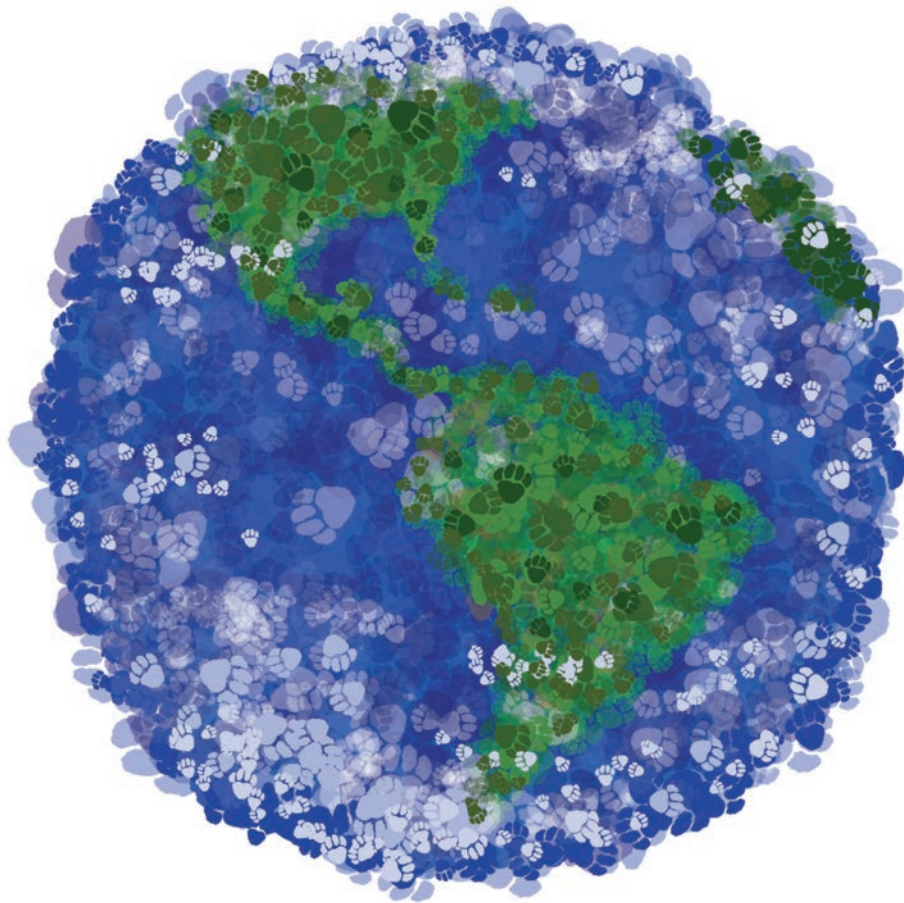
**DOUBLE  
X  
INDUSTRIES**



(800) 821-9449 • (818) 772-2887 • fax: (818) 886-0218  
doublekindustries.com • info@doublekindustries.com

READER SERVICE CARD #9618





# CUSTOMER SERVICE IN A DIVERSE WORLD

by Missi Salzberg

**M**ichael is white. He is kind of shy and nervous, and he has epilepsy. He has to be careful not to put himself in stressful situations, because it can trigger his seizures.

*Cosita* is latina. Her family is from Puerto Rico, which makes her American, and yet she lives in a world where her family's first language is not spoken by many, and members of her family are not fluent in English — yet.

*Harley's* people are Irish, and I mean Boston “Southie” Irish. He is white and blends right in.

*Riley* lost his leg in a bad car accident, but he is absolutely unlimited by his challenge and runs right into the store when he visits.

*Fergie* is black and has two moms, both of whom are white. She is very small, but she likes to get right in the middle of all of the bigger kids that are playing in daycare.

Doggy daycare, that is, because *Michael*, *Cosita*, *Harley*, *Riley*, and *Fergie* are all dogs. Yes, dogs, my friends. Dogs with disabilities and challenges, different family ethnicities, different sets of parents, and different colors, and yet they are all... dogs.

So when *Michael* looks at *Fergie*, what does he see? A little black dog with two female owners? No, *Michael* just sees another dog. When *Harley* meets *Riley* in the groom room, does he make a judgment about him and his challenges? No, he just sees a bigger

dog that he sniffs nose to nose, and the introduction is the same as with the four-legged dog he sniffed a moment ago. And *Cosita* never has to deal with any discrimination based on her native tongue, because dogs all bark the same language!

We have so much to learn from our canine friends. The world is ever-changing, and the makeup of who we are, the color of our skin, who we are married to, and the language we speak get more and more diverse with each passing year. Regardless of what political party you belong to, the election this past November showed us an American people that is more different than it is similar. The face of who we are as Americans has more shades than



# **LAUBE**

THE KING OF CLIPPERS® BRAND

## **U.S.A**

Pure Corded Clipping!

# **X PRESS**

## **CLIPPERS**



**Model 831**

**Model 831**

**LITENING®**  
**X PRESS**



**Model 731**

**Model 731**

**Mini Micro®**  
**X PRESS**



**Model 531**

**Model 531**

**Mini Lazor®**  
**X PRESS**

- Corded (no upgrade to cordless)
- Sleek Black Body Design
- Fits All Standard Snap on Blades
- Easy To Handle, Only 6"
- Weight: 9oz. Lightest in the World
- Speed: 4,000-10,000 spms
- Quick EZ Blade Change
- Five Year Motor Warranty
- Made in the U.S.A of US & imported parts
- Patent and Patent Pending
- No lights, No cordpacks, Just an awesome clipper
- Most Powerful Clipper in its class.

- Corded (no upgrade to cordless)
- Curvey Black Body Design
- Fits All Standard Snap on Blades
- Easy To Handle, Only 6"
- Weight: 9oz. Lightest in the World
- Speed: 4,000-10,000 spms
- Quick EZ Blade Change
- Five Year Motor Warranty
- Made in the U.S.A of US & imported parts
- Patent Pending
- No lights, No cordpacks, Just an awesome clipper
- Most Powerful Clipper in its class

- Corded (no upgrade to cordless)
- BLACK Ergonomic Body Design
- Fits All Standard Snap on Blades
- Easy To Handle, Only 6"
- Weight: 14oz.
- Speed: 4,000-10,000 spms
- Quick EZ Blade Change
- Five Year Motor Warranty
- Made in the U.S.A of US & imported parts
- Patent Pending
- No lights, No cordpacks, Just an awesome clipper
- Largest Motor for More Torque
- Most Powerful Clipper in it's Class.

# **LAUBE**

[www.laubeco.com](http://www.laubeco.com)

**1-(800)451-1355**

READER SERVICE CARD #9621

ever before, and it will only get more diverse, not less, as time goes by. I, for one, embrace this incredible spectrum of what it means to be American through a lens that focuses on citizenship, patriotism, and belief in freedom and not on skin color, religious beliefs, who we choose to love, or our income.

As this world changes and the population we serve gets more diverse, it is important to recognize this in our places of business. For some of us in busy, urban areas, this shift has been going on for years. For others, nothing in their more rural neighborhoods has changed. But we all have the same important lessons to learn. We must welcome these diverse populations into our businesses, be more educated about our own communities, and strive to be inclusive and boldly accepting of the variety of customers that choose to do business in our establishments.

There are some incredibly impor-

tant things you need to know about all of the people that bring their pets into your business. Regardless of their race, gender, income, or whatever microscope you may put them under, they all have three vitally important things in common. First, they are making a conscious decision to do business with you. They have invested in this relationship by being there, walking through the door, or picking up the phone. Second, they trust you with the care of a beloved family member. We all know how deep this love for pets can be, and it is not a small decision for them to leave their babies in our care. Third, and this is where the bottom line kicks in, whether they are white or brown or yellow or purple, their money — if it is U.S. currency — is green. When it comes to the bottom line and being a successful business person, we should all be color blind.

How do we open our businesses

to this diversity? How do we manage some of our own struggles with other peoples' realities and lives? How do we create an atmosphere of acceptance and openness to diversity? Some people may say at this point, "I won't! I will have a business that welcomes only people like me and that's it!" You folks may want to skip to the next article at this point or maybe, just maybe, be open and able to listen just a little longer.

There are so many factors that contribute to great customer service. I have written about them many times over the years. Good phone manners, greeting people with a smile, knowledge of products, etc. Let me focus just a little bit of great customer service for an ever-growing diverse customer base. It is like taking a great photograph. You just have to tweak your focus a little or maybe step outside your comfort zone and work the lens

# Precious Metal KAMISORI



Voted Best Shears  
Brand 3 Years in a  
Row!




Perfect balance, unparalleled sharpness; a masterpiece of elegance. Kamisori dog grooming shears are used and recommended by champion groomers all over the world, experience innovative shears truly recognized as one of the world's best.

[www.KamisoriPet.com](http://www.KamisoriPet.com) | 1-866-387-4306

READER SERVICE CARD #9622

# NORTHWEST GROOMING SHOW

Now with a  
*Triple Shot*  
of tradeshow!



3 DAY TRADESHOW  
MARCH 15 - 17, 2013  
[NWGROOM.COM](http://NWGROOM.COM)



# INSIDE THE NEW 4<sup>th</sup> EDITION

378 THE ALL BREED DOG GROOMING GUIDE

SAM KOHL

SECTION TWO: GROOMING THE DIFFERENT BREEDS 379

## LOWCHEN

**Coat Characteristics:**  
• Minimal Shedding

**AKC Breed Group:**  
• Non-Sporting



### Equipment Required

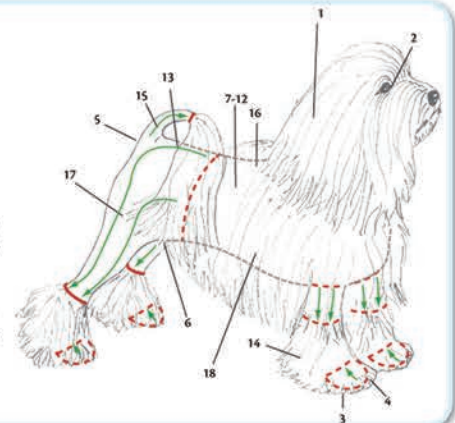
- Ear Powder
- Hairmostat® Hair Puller
- Ear Cleaner
- Cotton Balls
- Saline Solution
- Nail Grinder or Nail Trimmer (medium pliers-type)
- Electric clipper
- #15 Blade
- #10 Blade
- Slicker Brush
- Flexible Slicker Brush
- VRake®
- Dematting Tool
- Conditioning Shampoo
- Conditioner
- Metal Comb
- Scissors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

### Grooming Instructions

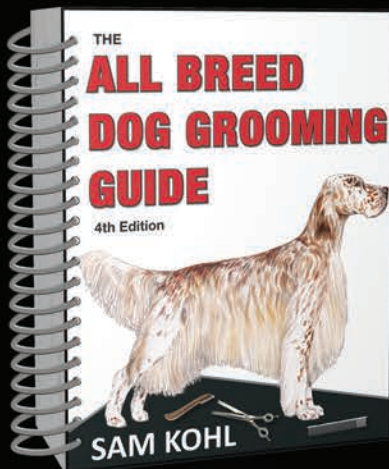
- 1. Ear Cleaning:** First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a Hairmostat® hair puller. Then, clean the inside of the ears using cotton balls lightly dampened with an ear cleaner.
- 2. Wipe the corner of the eye and 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 it before the bath.**
- 8. Brush the coat with a slicker brush, VRake® or dematting tool to loosen any tight mats. Use the**
- 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 strokes used for clipping pattern.
- Indicates a distinct pattern with other hair hanging over it.
- Indicates a distinct 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 blend the lengths since they are very similar.
- Illustrates 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 as hair becomes longer.



# THE ALL BREED DOG GROOMING GUIDE



- new breed illustrations
- new grooming instructions
- new grooming diagrams
- alternate styles and pet trims
- 193 AKC Breeds
- 648 full color pages

**AARONCO**

[www.aaroncopet.com](http://www.aaroncopet.com)

READER SERVICE CARD #9623

from a different angle.

*Here are some suggestions:*

Recognize the different cultures in your service area. Whether they are cultures based on religious beliefs, nationality, or socioeconomic similarities, be aware of who you are serving. In our immediate area, we have a very active Jewish community, and we honor holidays for our Jewish customers. We honor the Christian holidays, too, but we strive to recognize everyone in our customer base. We also recognize other faith's holidays, and as we grow to know our customers, we will always be ready to acknowledge their celebrations and holy days.

What do I mean by socioeconomic "culture"? I am suggesting that in my customer base, and in many of yours, there are differing levels of income, education, and in our customers' core belief systems, different expectations about what customer service means to

them. For example, I am working class. I always have been. I have a particular ease with other people from my "class." We speak the same language and have many of the same struggles, and we identify with one another. I also have a pocket of customers that are wealthy, highly educated, and very "Old Yankee" New Englanders. I am not suggesting that they get "better" service, but I am suggesting that I must actively look for what they define as their expectations for great customer service and align myself to those expectations.

Here's an example. When Becky comes through the door with her Golden, I call her by her first name. I may shout, "Hey girl!" and smack her Golden on his big gold butt and call him a funny name. She is a vet tech at a local animal hospital, our parents knew each other, and we have very similar backgrounds. She doesn't care how long we keep her dog, because in her

mind, he is with friends for the day.

When Mr. Doherty comes in a few minutes later, I say, "Good morning, Mr. Doherty. How are you today, sir?" An elderly and distinguished man, he smiles at the good manners, and replies, "Wonderful! What time can I pick my baby up?" I have already made a space on the docket to get his beloved Poodle out early, because this is what is important to Mr. Doherty.

It is not that one customer deserves something better or deserves more respect or consideration. Rather, it is that we must identify what matters to our customers and meet them from that place. I will also add that I never allow any disrespect from any customer to either myself or my staff. We will always step up to meet our customers' wishes so long as they are communicated respectfully. Mr. Doherty is a little more high maintenance, but he is always a lovely gentleman.

Recognize that many cultures outside of the U.S. place great emphasis on the importance of relationships in their business dealings. The dynamics between the people doing business are key to many cultures. Be aware that people are looking for connection and not just a great haircut or a good value. As our community has changed, many of the referrals we have gotten are from person-to-person within similar cultures. I think this is one great advantage to the independently owned

**Groom Your Champion With...**

**K-9 II Hot BLOWER-DRYER**

Portable & Lightweight  
Includes Filter, 10' Hose,  
& 2 Blower Tips

**Electric Cleaner COMPANY**

**Manufacturers of the World's Finest Animal & Industrial Vacuums, Blowers & Dryers**  
800-456-9821 • Osseo, WI 54758  
[www.electriccleaner.com](http://www.electriccleaner.com)

READER SERVICE CARD #9624

**Incorporate**  
for as little as **\$99**

Visit [www.incorporate.com](http://www.incorporate.com)  
or call 800-453-9596

**THE COMPANY**  
CORPORATION

INCORPORATING WHAT'S RIGHT FOR YOU



Save \$25 by scanning this code

READER SERVICE CARD #9625



# INTRODUCING THE ULTIMATE CLIPPING MACHINES

## *Oster*®

### **Corded Versatility**

# A6™

Over 4,000 SPM  
(3,100/3,600/4,400)  
For All Coat Types

Slimmest Oster® Heavy  
Duty Clipper Ever With  
Rubberized Grip

A New Drive System  
That Provides A  
Revolutionary Cutting  
Experience For The  
ULTIMATE In Grooming



### **Cordless Freedom**

# VOLT®

Li+ION Cordless  
Heavy Duty Clipper  
for Longer Run Times

Lightweight, Ergonomic  
Design (15.2 oz.) for  
Greater Control

Li+ION Battery  
Technology Holds A  
Charge Longer &  
Recharges Faster for All  
Day Power

## The Best of Both Worlds

*Uses All A5 Detachable Blades*

pet establishments. Personal, more intimate service is highly valued.

Be a great listener when you have new customers. Observe what they are placing value on. By paying attention and doing more listening, you can identify what a customer's priorities are. What do they talk about? What bits of information do they offer up in your initial meeting? Is there anything personal, or is it strictly business? You can identify what they are looking for beyond the actual service you offer. Yes, everyone wants a grooming for their pet, but what is important to them? Many customers allude to their faith, their career, their kids, or their down-time activities. Make mental notes to reconnect down the road.

Ask questions! I engage with my customers to learn new things about their lives whenever I can. If I feel that the door is cracked in our communication, then I want to learn. I won't always identify with my customers, but that doesn't mean I won't respect their

lives. We have a conservative religious community nearby, and the hierarchy of the genders is not anything I can identify with, any more than other people may identify with aspects of my life. As my customers, and as my fellow human beings on this planet, they respect me, and I respect them. After all, I grew up listening to my mother's tales of St. Francis of Assisi, one of her favorite saints because of his kind heart and love for all God's creatures. Likewise, we have several families from the evangelical culture who bring their dogs to us, because they know that their pets will be well-loved and that they will be treated honorably.

Finally, bring diversity into your own world. Hire a diverse staff. Fortunately my crew is the real rainbow connection, and that's a mirror of the spectrum of customers I want to draw into the shop. Have your staff on board to what it is you want to communicate to your customers. Place importance on being a welcoming establishment.

In an article by Rick Conlow, I found a tool called "PACT," which would be an easy sign to put up for your employees:

**P:** Practice being polite, respectful, and helpful with all people. (For example, no rude jokes or offensive stories allowed.)

**A:** Accept the differences in others without judgments. Accept the similarities, too.

**C:** Collaborate and communicate with all people by being a good listener.

**T:** Treat all people with dignity, fairness, and equal opportunity.

By opening your business place to the diverse population in our world, you will only be more successful, more aware, more able to service your customer base, and hopefully, more loving. That is another lesson we could always learn to do a little better from our dogs, isn't it? The whole unconditional love thing.



## OLGA LIKES THEM!

Grooming contest champion, Olga Zabelinskaya has this to say about **Aaronco's Honeycombs®**:

*"Now that I tried them I will never use any other combs. They flow through the hair easier and are more comfortable to hold than any others around."*

**Honeycombs®** are available from:

[www.afortunatedog.com](http://www.afortunatedog.com)

[www.groomersmall.com](http://www.groomersmall.com)

[www.petagree.net](http://www.petagree.net)

[www.ryanspet.com](http://www.ryanspet.com)

[www.hsapetsupplies.com](http://www.hsapetsupplies.com)  
(Canada)



READER SERVICE CARD #9627



Products built with **YOU** in mind.



US Patent #6,516,752



**Tubs | Tables | Cages | Cat Condos | Kennels**

READER SERVICE CARD #9628

*Invest in yourself. You are the most important part of your business and we believe your equipment should do the heavy lifting for you.*

**Call us today 877.459.7827 or visit [www.directanimal.com](http://www.directanimal.com)**

Grooming | Boarding | Animal Sheltering

# GROOM EXPO

[www.groomexpo.com](http://www.groomexpo.com)

The Grooming Industry's Premier Event



Level Three Best In Show winner, Jennifer Lee with Connie Bailey of PetSmart.

**G**room Expo welcomes nearly 5,000 groomers and other pet care professionals to the Hershey Lodge and Convention Center in Hershey, PA. After 25 years, Groom Expo continues to grow and maintains its title as the largest grooming show in the world.

Every September at Groom Expo, Barkleigh offers a weekend of events for the grooming industry, including four days of educational seminars. Classes include demonstrations and seminars by the leading experts in grooming, animal behavior, boarding, retail, and business.

The Groom Expo event also includes three full days of trade show, where attendees can find deals at over 170 booths. Products include clippers, shampoos, combs, tables, tubs, and thousands of other products – often at special show prices. The trade show is also an excellent opportunity to see products in action and to ask vendors questions.

In addition to world-class education and its huge trade show, Friday and Saturday at Groom Expo also feature the GroomOlympics competition, which will be IJA and Groom-Team sanctioned beginning in 2013. Beginner to expert groomers compete in four different classes: Poodle, All Other Purebreds, Salon Freestyle, and Sporting/Terriers and More. Cash prizes are awarded to the top three groomers in each of the three skill levels of the GroomOlympics Tournament. The top prize, sponsored by PetSmart, is \$5000 for the Level 3 GroomOlympics World Champion.

## KEY STATS

**ATTENDANCE:** ~ 5,000

**EDUCATION:** FOUR DAYS

**TRADE SHOW:** THREE DAYS

**BOOTHS:** >170

**GROOMING CONTESTS:** YES

**CONTEST JUDGING:** IJA

**GROOMTEAM POINTS:** YES

**GROOMTV COVERAGE:** YES

**OTHER:** BARKLEIGH HONORS

AWARDS CEREMONY, OPEN-

ING NIGHT PARTY, WEEKEND

LUNCHEONS, PUPPY PLAY-

GROUND, SILENT AUCTION

AND MUCH MORE!

**SEPT. 19-22, 2013  
HERSHEY PA**

The competition also includes Sunday's ever popular creative styling contest. Groomers use their skill in styling and coloring to transform their dog into an impressive work of art. Following the grooming portion of the competition, the contestants present their entry to the judges and the audience, often using a skit or a song to entertain the crowd. Though the contestants are vying to be one of the top three groomers in the competition, they also hope to win the People's Choice Award and an appearance on the cover of *Groomer to Groomer*.

Winning the cover is often

the motivation to win for many of the contestants.

Groom Expo is also one of the big grooming industry social events of the year. The opening night party is always a fun event and is free to all attendees. Previous themes have included a prom, cruise ship deck party, and a Wild West-themed party complete with mechanical bull. Prizes are often awarded to those with the best costume or to the winners of various contests during the party.

Saturday evening at Groom Expo features the prestigious Barkleigh Honors Awards dinner. Hosted by Jay Scruggs, the Barkleigh Honors Awards dinner is an annual event that celebrates and honors the accomplishments of the industry and individual groomers in categories like Competitive Groomer of the Year, Speaker of the Year, and Vendor of the Year. The awards also include the Sally Liddick Lifetime Achievement Award, whose previous winners are industry icons Sam Kohl and Jerry Schinberg.

Groom Expo 2013 runs from September 19 to 22 in Hershey, PA. Go to [www.groomexpo.com](http://www.groomexpo.com) for more information.



# GROOM & KENNEL EXPO

The Grandest Grooming Show in the West



World Cup Grooming Games Champion, Deborah Ryan with (from left to right) IJA Judges Christine Speerin and Vivian Nash and Mary Meeks of *Nature's Specialties*.

**G**room & Kennel Expo, the largest grooming show west of the Mississippi River, returns to Southern California for another exciting weekend of competition, trade show, and education. Attendees travel from as far as Australia and Japan to enjoy all that *Groom & Kennel Expo* has to offer. Last year's show brought nearly 3000 attendees to the Pasadena Convention Center, and *Barkleigh* expects that number to continue to grow in 2013.

Many groomers travel to Pasadena every February to participate in the grooming competitions held Friday through Sunday. Starting in 2013, groomers competing in the *World Cup Grooming Games* will have the opportunity to earn *GroomTeam* points as they vie for thousands of dollars in cash prizes. Three levels of competition skill will be offered in four different classes: Poodle, All Other Purebreds, Salon Freestyle, and Sporting/Terriers and More.

Another exciting grooming competition is Sunday's Creative Styling Contest, an event that has appeared on Animal Planet and was featured on TLC's "Extreme Poodles." The winner of the creative grooming *People's Choice Award* will appear on the cover of *Groomer to Groomer* magazine.

Attendees have three full days to peruse the aisles of the *Groom & Kennel Expo* trade show, taking advantage of special show deals and checking out some of the new-

## KEY STATS

ATTENDANCE: ~ 3,000

EDUCATION: FOUR DAYS

TRADE SHOW: THREE DAYS

BOOTHs: >100

GROOMING CONTESTS: YES

CONTEST JUDGING: IJA

GROOMTEAM POINTS: YES

GROOMERTV COVERAGE: YES

OTHER: SILENT AUCTION

AND MUCH MORE!

**FEB. 21-24, 2013  
PASADENA CA**

est products out on the market. With over 100 booths, the trade show is a wonderful opportunity to stock up on salon necessities or update equipment. Admission to the trade show also includes the viewing of grooming competitions and vendor demonstrations.

Industry experts will also offer demonstrations as part of the educational seminars available at *Groom & Kennel Expo*. Attendees will have the opportunity to take four days of classes, which include

grooming demos by champion groomers and hands-on first aid classes. Business and marketing experts from the pet care industry will also lead seminars to share their knowledge and expertise with attendees.

For the first time at *Groom & Kennel Expo*, Robin Bennett and Susan Briggs will be leading a special track of educational seminars dedicated to the boarding and daycare industry. They will be teaching 15 hours of classes about off-leash play groups, managing boarding kennel staff, and other related topics. 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.

*Groom & Kennel Expo* runs from February 21 to 24, 2013 in Pasadena, CA. Go to [www.groomandkennelexpo.com](http://www.groomandkennelexpo.com) for more information.

[www.groomandkennelexpo.com](http://www.groomandkennelexpo.com)

## ATLANTA PET FAIR

The Official Groomer's Spring Break



Best in Show winner Amy Triezenberg with judge Jodi Murphy, Felix Gresham of sponsor Andis, and show manager Ann Stafford.

For 25 years, with over 2,200 attendees, 100+ exhibitors, and 90+ lectures, the *Atlanta Pet Fair* is the place to be. One of the first grooming shows of the year, the *Atlanta Pet Fair* is a blend of southern hospitality and grooming innovation. Groomers come from around the world to check out the cutting edge merchandise, learn the latest industry techniques, and compete in the world's largest *GroomTeam* sanctioned competitions.

Looking for state-of-the-art products and groundbreaking technology? *Atlanta Pet Fair* is your one stop shop. From grooming paraphernalia, to mobile vans, our vendors have it all. Whether it's something as simple as bows and shear sharpening or as complex as mobile vans and hydraulic equipment, *Atlanta's* vendors will provide.

### KEY STATS

ATTENDANCE: ~2,200

EDUCATION: FOUR DAYS

TRADE SHOW: THREE DAYS

BOOTHs: >100

GROOMING CONTESTS: YES

CONTEST JUDGING: USA

GROOMTEAM POINTS: YES

GROOMERTV COVERAGE: YES

FEB. 28-MARCH 3 2013

ATLANTA GA

Top-notch speakers deliver a wealth of information to both novice and expert groomers. Regardless of how long you have been in the industry, there is always something new to learn. Our goal is to ensure everyone leaves more informed than when they arrived.

Are you a real social hound, or do you thrive on competition? Maybe both? *Atlanta* can meet your needs. *Espre's*, "Meet and Greet" and the "Kenchi Party"

brings groomers from all over together for fun, dancing, chitchat, and food. Want to meet your facebook friends and bloggers? Odds are they will be there. Additionally, the *Atlanta Pet Fair* has held the world's largest grooming competition for over five years. Ranging from the standard to the creative, these competitions allow groomers to express their artistic nature, as well as rake in a little cash and prizes.

Whether it's knowledge, competition, shopping, or good old fashion fun and convening, you don't want to miss out on this experience. After all, *Atlanta* is considered the "official groomer's spring break!" We hope to see you there.

[www.atlantapetfair.com](http://www.atlantapetfair.com)

Read the magazine online FREE! [www.GroomertoGroomer.com](http://www.GroomertoGroomer.com)

Groomer To  
**Groomer**

The Grooming Industry's Favorite Trade Magazine!



HOME ABOUT CURRENT ISSUE BUYER'S GUIDE VIDEOS MESSAGE BOARD BACK ISSUES AD RATES SUBSCRIBE

### Read the Current Issue!

- The Name Game
- Read the Label
- Flash Doda
- Groom & Kennel Expo





# Veterinarian recommended grooming solutions.

 **Global Pet Expo™**  
Visit us at Booth 1483  
February 20-22, 2013



## Veterinary care anytime.

Veterinary Formula® Clinical Care™ offers veterinarian recommended ingredients to treat various types of pet skin disorders. Learn about common pet skin disorders and treatments at [www.vetformulaclinicalcare.com](http://www.vetformulaclinicalcare.com). All shampoos and conditioners are available in gallons.

 **Synergy Labs®**  
Because they're more than just pets.™



READER SERVICE CARD #9629

## INTERGROOM

The Red Carpet Show

[www.intergroom.com](http://www.intergroom.com)



*Intergroom International Groomer of the Year winner Veronica Frosch with judges Marea Tully and Lisa Leady and sponsors Christine DeFilippo of Intergroom Inc. and Connie Bailey of PetSmart.*

**I**ntergroom is one of the world's largest international dog grooming conferences and exhibitions. Intergroom was founded in 1980 by industry icon Shirlee Kalstone with a goal of creating a forum for groomers to gather, exchange ideas, techniques and styles. It became a success in a proverbial "New York minute." In 2000, after leading Intergroom for two decades, Shirlee Kalstone turned over the reins to noted salon owner, speaker, judge and show producer, Christine DeFilippo. In order to meet growing attendance and tradeshow space demand, Christine moved *Intergroom* into a convention setting and finally to its current home at the *Meadowlands Convention Center* in Secaucus, NJ where it has continued to grow and make its mark on the pet styling industry.

*Intergroom* 2012 saw a record number of groomers who participated in continuing education classes, competed in the contest ring (total of 115 competitors), and viewed the

### KEY STATS

EDUCATION: TWO DAYS

TRADE SHOW: TWO DAYS

BOOTHS: >95

GROOMING CONTESTS: YES

CONTEST JUDGING: USA

GROOMERTV COVERAGE: YES

**APRIL 20-22, 2013  
SECAUCUS NJ**

latest technology, services and products on the trade-show floor. Many 2012 attendees had never been to a grooming show! *Intergroom* 2012 had 95 individual companies exhibiting every type of product a groomer could want or imagine.

With the talented Joey Villani on staff and an expansive venue, *Intergroom* features the best theatrical

staging, lighting and sound to be found anywhere. The huge trade show is highlighted by the competition ring; like a shining jewel in the center of the trade show floor! Each year *Intergroom* continues to attract new groomers and industry faces. You can often find them talking trade while watching stylists from around the world as they vie for the coveted awards in *Intergroom's* world famous Competition Ring.

This contest ring is home to many competitions over the three days of the show. Competitions unique to *Intergroom* are: "International Groomer of the Year," a competition limited to top level groomers, "Rising Star of the Year," a competition just for novice to intermediate groomers, "Feline Fantasy," the only cat creative competition anywhere, and "Extreme Make-Over" for the groomer who is up to the challenge of grooming a dog with four or more months hair growth! We also offer the ever-popular "Creative Challenge" which is always a huge crowd pleaser!

*Intergroom* 2013, scheduled for April 20-22, 2013. Please visit Intergroom at [www.intergroom.com](http://www.intergroom.com) for exhibitor and attendee information.

Check out the pet boarding industry's **ONLY** trade magazine!

**[www.PetBoardingAndDaycare.com](http://www.PetBoardingAndDaycare.com)**



## WHICH SOLID GOLD DOG FOOD IS RIGHT FOR YOUR DOG?

Oriental dogs, Arctic dogs and dogs from England, Scotland, Ireland and all water dogs i.e. labs, poodles, etc. , were fed fish in their diets for hundreds of years. They were also fed sea vegetation, like our Solid Gold SeaMeal. Without fish and sea vegetation, you are not supporting the DNA. The dogs will lick their feet and scratch. All Solid Gold dog and cat foods are fish-based.

Our all-natural pet products are vacuum-sealed for freshness. Clip off a corner of the bag, take out dry kibble and seal with clothes pins. Do not empty out bag into another container, emptying out exposes the food to air. Solid Gold is animal/chicken fat free. Most animal fats in dog foods are rancid. We use no peanuts. In the fall of 2012, dog foods containing peanuts were recalled for salmonella poisoning. Usually peanuts in dog food are the hulls.



*Barking at the Moon, 41% protein, Beef and fish, low carbs. Excellent for epilepsy, diabetes, quick energy. Ideal for sporting, hunting agility.*



*Hund-N-Flocken. adult 22% protein Hundchen Flocken puppy is 28% protein. Lamb and fish. First Natural dog food in the US introduced in 1975. Was top seller in Germany since 1950's.*



*MMilennia. Beef and fish 22% protein. Bulk-up diet. Can alternate with Barking at the Moon if dog loses weight in activity.*



*Wolf King, 22% protein. Wolf Cub 26% protein. and Just a Wee Bit is 28% protein. Contains Bison and fish. Just Wee Bit for all life stages. Small Kibble for small mouths. First bison dog food in the U.S.*



*SunDancer, Chicken and fish, 30% protein Introduced in 2010. Exceptional diet for allergic dogs. We use curcumin/turmeric, chia, quinoa, tapioca, cranberries for bladder stones.*

### The Cute Story

Eighteen and a half years ago, Sissy, the owner of Solid Gold, was given a Dane mix to foster. Her mother was a black Dane. Her father was a traveling man. She was about three months old. Sissy already had an adult Dane and was fostering two more adult Danes. So what's another dog!

Sissy took the little dog to the vet to get it fixed. The vet asked her name. She didn't have one, so the vet wrote down BB for Black Bitch. She became BB. She got all her puppy shots there.

A month later, the man returned to pick up the "foster".

"You can't take my dog. She found a forever home," he was told. BB remained with Sissy for 18 1/2 years. In November, she was taken to the vets for her eighteenth birthday for a Wellness check-up. This was only her second trip since she never received any other shots, but the puppy shots. She was fine. The vet couldn't believe this was the same Dane mix he had spade 18 years before.

"What are you feeding?" he asked.

"Solid Gold, of course, Sissy replied

Six months later, BB went to sleep and crossed the Rainbow Bridge. She has been fed Solid Gold SunDancer dry dog food for the last eight years of her life, and Solid Gold Sea Meal all her life.

Danes don't live that long. BB did. You are what you eat, the vet said. How true for Solid Gold.



Solid Gold Holistic Animal Nutrition Center  
1331 N. Cuyamaca, El Cajon, CA 92020

Ask your local pet store for a free catalogue. If they don't have a SunDancer catalogue, call us at (619) 258-7356, M-F, 10am to 5pm Pacific time. Or e-mail us at [info@solidgoldholistic.com](mailto:info@solidgoldholistic.com). You can also visit our website at [www.solidgoldholistic.com](http://www.solidgoldholistic.com).

# ALL AMERICAN GROOMING SHOW

[www.aagroom.com](http://www.aagroom.com)

The Longest-Running Grooming Show in the World



*Best of the Best winners Lindsey Dicken and Olga Zabelinskaya with Shirlee Kalstone and Jerry Schinberg.*

**E**stablished by Jerry Schinberg in 1973, the *All American Grooming Show* is the longest-running grooming trade show and competition. Schinberg started the show because he “saw a need for groomers to get out of their shops and come together to learn and to hone their skills.”

Since its beginning days as the *Midwest Professional Dog Grooming Contest and Seminar*, the *All American Grooming Show* has grown to be the largest pet care event in the Midwest, drawing nearly 1500 attendees to the Chicago area in recent years. Attendees travel to the show for the exciting grooming competitions and informative seminars with some of the top speakers in the pet care industry.

In June 2012, Schinberg announced he would be retiring as show manager of the *All American Grooming Show* and would be selling the show to *Barkleigh Productions* following the 40th Annual event. “We are confident that under [Barkleigh president] Todd Shelly’s stewardship,” explained Jerry and Sally Schinberg on the official show website, “the *All American* will flourish and remain the *All American* that you have come to know and love, especially since Jerry will still

## KEY STATS

**ATTENDANCE:** ~ 1,500

**EDUCATION:** FOUR DAYS

**TRADE SHOW:** THREE DAYS

**BOOTHS:** >85

**GROOMING CONTESTS:** YES

**CONTEST JUDGING:** USA

**GROOMTEAM POINTS:** YES

**GROOMERTV COVERAGE:** YES

**AUG. 15–18, 2013  
WHEELING IL**

be an active participant.”

“Tradition is such a big part of the *All American* show, so even though *Barkleigh Productions* is managing the show this year, it will be very much the same,” assures Todd Shelly. “Jerry will even be at the show to emcee several events.” And expect to see stars and stripes, as *Barkleigh* will continue the *All American* patriotic theme at the 2013 event.

You can also expect to find the abstract design runway contest and the smock contest on the schedule of events. Groomers will also be able to enter grooming competitions, which will continue to follow *GroomTeam USA* rules.

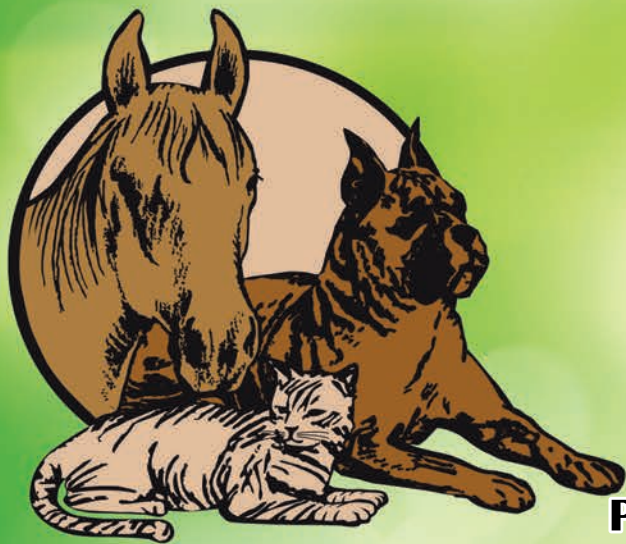
Jerry Schinberg was a pioneer of competitive creative grooming, which has become a staple of *Barkleigh* grooming shows, and the creative styling contest will continue to be a highlight of the *All American Grooming Show* under *Barkleigh* management. It is important to note that at the 2013 show, creative grooming competitors will be expected to groom their dogs in the contest ring rather than arriving at the show with their completed entry.

Education has been an important part of the *All American Grooming Show* and will continue to be one of the main features of the event. *Barkleigh* plans to offer additional seminar options in 2013, and attendees can expect the cost of educational packages to remain the same as in previous years.

“Our goal for this first year,” says Shelly, “is to combine the *All American* tradition with the little things that have made *Barkleigh* events special and have helped shows like *Groom Expo* and *Groom & Kennel Expo* grow for over 20 years.”

For more information, go to [www.aagroom.com](http://www.aagroom.com).





# NATURE'S SPECIALTIES®

"THE NATURAL CHOICE OF PROFESSIONAL GROOMERS SINCE 1986"®

BECAUSE *I LOVE YOU*  
I USE THE BEST!



READER SERVICE CARD #9631



[WWW.NATURESSPECIALTIESMFG.COM](http://WWW.NATURESSPECIALTIESMFG.COM)

USE YOUR SMARTPHONE



## PETQUEST

### The Family Friendly Show

**B**arkleigh Productions created *PetQuest* over nine years ago and in 2011 moved the summertime show to the Roberts Centre of Wilmington, OH. *PetQuest* 2012 welcomed nearly 1000 groomers and pet care professionals through its doors, continuing the growing trend of the previous decade.

#### KEY STATS

ATTENDANCE: ~ 1,000  
EDUCATION: FOUR DAYS  
TRADE SHOW: THREE DAYS  
BOOTHs: >40  
GROOMING CONTESTS: YES  
CONTEST JUDGING: IJA  
GROOMTEAM POINTS: YES  
GROOMERTV COVERAGE: YES

**JUNE 20-23, 2013  
WILMINGTON OH**

Many groomers in the Midwest region look forward to *PetQuest* and the educational opportunities available at the show. Industry experts lead classes on topics like grooming, animal behavior, and business. Attendees especially enjoy the grooming seminars that include demonstrations by some of the industry's champion groomers.



Level Three Best In Show winner, Tara Denean  
with Diane Betelak of Andis.

Participation in the grooming tournaments at *PetQuest* has grown over the years as more groomers travel to Wilmington to compete for trophies and cash prizes. Starting in 2013, groomers at *PetQuest* will also compete for GroomTeam points. Contestants can enter in one of three skill levels to compete in four different classes: Poodle, All Other Purebreds, Salon Freestyle, and Sporting/Terriers and More.

The grooming tournaments at *PetQuest* also include a creative styling contest on Sunday. Though it is not uncommon to see some of the creative grooming legends on the contest stage, *PetQuest* is an excellent opportunity for more novice creative groomers to try competing without the pressure of *Groom Expo*-sized audiences.

When attendees are not busy with seminars or competitions, they make their way through the aisles of vendors in the trade show hall, searching for the perfect products and best prices. During the three-day trade show, attendees stock up on their favorite shampoos, blades, and other necessities and learn about new products on the market.

*PetQuest* is also a fun event for the whole family. With kids out of school for the summer, *GroomerTV* has a few events planned for all the future groomers at the show, like creative kids contests to prove that creative grooming is not just for dogs.

*PetQuest* 2013 runs from June 20 to 23 in Wilmington, OH. For more information, go to [www.pqgroom.com](http://www.pqgroom.com).

## EQUISSAGE®

the nation's leading trainer of professional animal massage therapists ...  
NOW OFFERS A HOME STUDY CERTIFICATE PROGRAM IN

### CANINE MASSAGE THERAPY (CMT)

#### THE EQUISSAGE PROGRAM IN CANINE MASSAGE THERAPY

professionally schools the student in the theory and benefits of massage, massage strokes, technique and sequence, canine anatomy, dog handling, and marketing your own canine massage practice.



For a free brochure call:  
**(800) 843-0224**

or write : EQUISSAGE® P.O. Box 447, Round Hill, VA 20142  
Visit our web site: [www.equissage.com](http://www.equissage.com) · E-Mail: [info@equissage.com](mailto:info@equissage.com)

READER SERVICE CARD #9547

[www.pqgroom.com](http://www.pqgroom.com)



# Groom Fusion 2

**Energetic • Interactive • Full of Demos**

The dynamic duo is back in 2013, thirty-year groomer Carlos Carrizo, along with Coreen Bebawer of Chris Christensen!

Topics Include:

**Dematting Magic** -  
Seriously, this works!

**Making Your Dryer a Magic Wand** -  
How drying can make  
or break your final look

**"Walk Your Scissors 2"** - Another  
look at this transformative  
technique

**Prevention is the Best Cure!** - How  
stripping, carding and other  
techniques can prevent a whole  
list of problems!



Presented by

*Chris Christensen*

**Lots of Prizes and Surprises for everyone!**

**GROOM &  
KENNEL EXPO**

**Thursday**  
**Feb. 21, 2013**  
**1:00 - 5:00 pm**



**ATLANTA PET FAIR**

**Thursday**  
**Feb. 28, 2013**  
**1:00 - 5:00 pm**

## NORTHWEST GROOMING SHOW

Expanding to Four Days of Education, Three Days of Trade Show

### KEY STATS

ATTENDANCE: ~ 1,000  
EDUCATION: FOUR DAYS  
TRADE SHOW: THREE DAYS  
BOOTH: >40  
GROOMING CONTESTS: YES  
CONTEST JUDGING: IJA  
GROOMTEAM POINTS: YES  
GROOMERTV COVERAGE: YES

**MARCH 14-17, 2013  
TACOMA WA**

**B**ringing grooming education and competition to the Seattle area for over seven years, the *Northwest Grooming Show* is an event that has grown almost exponentially. Groomers travel from throughout the Pacific Northwest region and from Canada to attend *Barkleigh's Northwest Grooming Show*, which had nearly 1000 attendees in 2012 and will expand to a three-day trade show in 2013.

A major component of the *Northwest Grooming Show* is the education. With *Barkleigh* expanding the trade show to three days in 2013, there will also be an additional day of educational seminars. Attendees will be able to enjoy four days

[www.nwggroom.com](http://www.nwggroom.com)



Open Class winner, Barbara Prueckel with Roxanne Zenner of Andis.

of classes taught by industry experts on topics like grooming, business, and animal behavior. The educational component of the show also features grooming demonstration seminars with industry icons and champions.

Competitions at the *Northwest Grooming Show* have also grown over the years. More groomers are entering the *World Cup Grooming Games* than before, competing for titles in three skill levels and five different classes: Poodles, Terriers, Sporting, All Other Purebreds, and Salon Freestyle. As of 2013, these competitions will be *Groom-*

*Team* sanctioned. Grooming competitions also include Sunday's creative styling contest, with groomers using their skills in styling and coloring to compete for trophies, prizes, and the coveted People's Choice Award.

Groomers who come to shop at the *Northwest Grooming Show* will have an extra day to spend on the trade show floor. In 2013, the trade show will expand to three days, running from Friday through Sunday. Attendees will also find a larger trade show hall with more booths than ever before. With more booths and more time to shop, attendees are sure to find some excellent deals on lots of products.

*Northwest Grooming Show* 2013 runs from March 14 to 17 in Tacoma, WA.



## RRRuffing Shears

- Patented as the next generation of ergonomic shears.
- Customized to your hand and the way you want to use your shears.
- Affordably priced at under \$100 dollars.



[www.evolutionshears.com](http://www.evolutionshears.com)  
(877) 560-3057



READER SERVICE CARD #9634



# ZYMOX<sup>®</sup> for Relief from Allergy Complications

LP3 ENZYME SYSTEM

**Proven  
Natural  
Antibiotic  
Alternative**



The most common reaction to allergens in humans occurs primarily in the respiratory tract. Many pets present allergy symptoms with external dermatology issues. Pets weakened by allergies become susceptible to ear infections, hot spots, yeast overgrowth and general bacterial/fungal infections. The **ZYMOX<sup>®</sup>** line features the patented **LP3 Enzyme System** which makes it a broad spectrum, natural anti-inflammatory antibiotic alternative. Recommended by veterinarians since 1998.

## FACE

### PRESENTATION:

Areas around eyes, muzzle and chin are red and inflamed. Weepy eyes. Hair loss.

### ACTION:

Scratching at face with paws or rubbing against objects.

## EARS

### PRESENTATION:

Unusual odor, waxy residue, redness, thinning of hair.

### ACTION:

Shaking of head. Scratching of ears with paws or rubbing head against objects.

## SKIN

### PRESENTATION:

Bumps or white pustules, redness and inflammation.

### ACTION:

Licking or chewing affected areas. Rolling on the floor. Scratching.

## COAT

### PRESENTATION:

Irritation, redness & inflammation. Bald or discolored patches. Bumps or white pustules.

### ACTION:

Scratching at face with paws or rubbing against objects.

## PAWS

### PRESENTATION:

Irritated & red between toes. Discolored from licking. Odor.

### ACTION:

Chewing or constant licking of feet.



facebook.com/  
ZymoxProducts



www.zymox.com  
630-241-3905

**pkb** INC.  
Pet King Brands

### •Ear Solution:

Infected Ears

### •Ear Cleanser:

Dirty, smelly Ears

### •Shampoo &

### Conditioning Rinse:

Itchy, irritated skin

### •Topical Cream & Spray:

Hot spots and infected skin

## SUPERZOO

Time for Something Different

superzoo.org



2012 Superzoo Jackpot winner Irina Pinkusevich.

**F**resh ideas, hot trends, new connections, and great opportunities — that's what you get at the retail pet industry's fastest growing, most popular trade event. It's the ideal place to get down to business, and with our new July dates this year, it's now also the ideal time to do it. It's time for *SOMETHING DIFFERENT*. *The National Show for Pet Retailers™* now gives you all the latest trends, innovative ideas, and delightfully different products your pet-loving customers want — just in time for fall and holiday buying.

Come help yourself to all the variety, inspiration, and uniqueness this vibrant, growing show has for you. Attend *SuperZoo University*, the biggest and best education program in the industry, and equip your business to compete in today's retail environment. Networking, networking,

### KEY STATS

EDUCATION: THREE DAYS

TRADE SHOW: THREE DAYS

GROOMING CONTESTS: YES

CONTEST JUDGING: USA

GROOMTEAM POINTS: YES

GROOMERTV COVERAGE: YES

**JULY 23–25, 2013  
LAS VEGAS NV**

networking! *SuperZoo* brings the entire retail pet community together, so you can easily make the connections that will help you grow your business.

A lively marketplace for pet loving retailers, *SuperZoo* is filled with everything new. Find the next big seller for your store right here in our seven friendly, focused *SuperZoo* Neighborhoods. Do business with

top suppliers and unique vendors, and work all your options with the greatest of ease. Also receive exclusive pricing on products at the show. Stretch your open-to-buy budget and increase the value of your trip with show specials offered by many exhibitors.

It's time to take in Las Vegas. The trade show capital of the world is fabulous, affordable, and always ready to show you a good time. Join us at the *Mandalay Bay Convention Center* for *SuperZoo 2013*. *The Groomer SuperShow*, a huge and popular part of *SuperZoo*, features leading suppliers, top quality groomer seminars, exclusive show specials, international grooming contests where the first place jackpot contest prize is \$10,000, and a variety of one-on-one opportunities to extend your networks and spark your business success.

Find us on

**facebook**

[www.facebook.com/  
groomertogroomermagazine](http://www.facebook.com/groomertogroomermagazine)

For a Quick Response from  
Advertisers, please use the  
Reader Service Card Number  
below every ad.



# THE NEXT GENERATION OF PET DRYERS



## XPOWER™

Cage Dryer Line



Blaster Line



Stand Dryer



Wall Mount



Stand Mount



**The Newest Range of Professional Pet Dryers**  
**Complete Line of Dryers! Including Blasters, Cage and Stand Dryers**  
**Engineered to Save and Make You Money!**

**Extremely Quiet! Save Your Ears and the Ears of Your Furry Friends!**  
**Easy to Use with Variable Speed, Heat Control, Anti-Static Setting, and Much More!**  
**Long Lasting! Using The Highest Quality Parts with State-of-the-Art Technology**  
**Most Safety Certified Pet Dryer in the World!**

XPOWER MANUFACTURING, INC. • 220 CLARY AVENUE, SAN GABRIEL, CA 91776 • [www.XPOWER.ws](http://www.XPOWER.ws)

PHONE: (626)285-3301 • FAX: (626)285-3302 • EMAIL: [info@XPOWER.WS](mailto:info@XPOWER.WS)



READER SERVICE CARD #9636



## NDGAA

[www.ndgaa.com](http://www.ndgaa.com)

Florida's *Fun in the Sun*, Denver's *GroomFest* Two Great Events



2012 *Fun in the Sun* Best in Show winner Veronica Frosch.

**T**he National Dog Groomers Association of America annually sponsors two rather famous dog grooming seminars, trade show, and grooming competition events with its certification program included. Their next two shows will be *GroomFest* (June 7-9, 2013) at the Denver DIA Crowne Plaza and the now very famous *Fun in the Sun* (October 25-27, 2013) at the World Gate Resort in Kissimmee, Florida.

NDGAA's shows have gained notoriety as the fun and friendly educational shows one just does not want to miss! Both boast of attendees from all over North America flocking to the destination shows; many of them compete in the six grooming tournaments. Denver's *GroomFest* is the show with "High Altitude Grooming at Its Finest," and the Florida show is notorious for too much "Fun in the Sun!"

### FUN IN THE SUN KEY STATS

ATTENDANCE: ~ 900  
EDUCATION: THREE DAYS  
TRADE SHOW: TWO DAYS  
BOOTHs: ~70  
GROOMING CONTESTS: YES  
GROOMTEAM POINTS: YES  
GROOMERTV COVERAGE: YES

**OCT 25-27, 2013  
KISSIMMEE FL**

### GROOMFEST KEY STATS

ATTENDANCE: ~ 400  
EDUCATION: THREE DAYS  
TRADE SHOW: TWO DAYS  
BOOTHs: ~50  
GROOMING CONTESTS: YES  
GROOMTEAM POINTS: YES  
GROOMERTV COVERAGE: NO

**JUNE 7-9, 2013  
DENVER CO**

The pre-registration deadlines are approximately two weeks prior to the shows, and online registration is available at [www.ndgaa.com](http://www.ndgaa.com). Competition deadlines are 10 days prior to the shows.

The *Fun in the Sun* show will be NDGAA's 28th year in Florida. Approximately 70 exhibitors always fill the Grand Ballroom; the 2012 show boasted nearly 900 in attendance! The Colorado show is NDGAA's "growing" show for now, as this will be its fourth year in Denver with approximately 50 vendors and 400 attendees. In the past, NDGAA has had attendees from Guam, Malaysia, Canada, Japan, and all over the continental United States and Hawaii!

# GROOM & KENNEL EXPO

Feb. 21-24, 2013 • Pasadena, CA

World-class education!  
Big three day trade show!  
Exciting grooming contests!

[groomandkennelexpo.com](http://groomandkennelexpo.com)





# Add **\$20K\*** to your annual grooming revenue.

## PlaqClnz® can make it happen.

PlaqClnz freshens pet breath in just 30 seconds and improves pets' oral health over time.

Offer the PlaqClnz Pet Oral Cleansing service in your salon and recoup your initial investment by selling just three treatments. After that, it's nearly pure profit, happier clients and healthier pets.



### Here's what one Florida groomer had to say:

*"With the welcome increase in revenue comes the enormous satisfaction of being able to improve pets' teeth and gums."*

*The enthusiastic response of our clients in helping to protect their pets' health and in telling others about the new PlaqClnz Cleansing Treatments and Gel now available at our salon has added uncounted revenue in new clients too."*

**Get started for less than \$100 by ordering the PlaqClnz Salon Starter Kit.**

**Call today 800.433.7397**

Email [plaqclnz@smarthealth.com](mailto:plaqclnz@smarthealth.com)  
Visit [www.groomeroralecare.com](http://www.groomeroralecare.com)

\*Based on two complete oral cleaning treatments per day and 50% retention rate.



**NEW PlaqClnz®**  
Spray and Gel in  
2 oz. Retail packaging!

**Show Price**

**Just \$6.36 each**

Offer expires 2/28/13

Visit us at  
**The Groom & Kennel Expo**  
**Pasadena, CA Feb. 22-24**  
for more show specials.

To order call 800.433.7297 and mention offer code P13ADG01 • [smartpractice.com/groomer](http://smartpractice.com/groomer)

 **SmartPractice**

READER SERVICE CARD #9637

# TRADE SHOWS

## NEPGP

Serving New England and Beyond

[www.nepgp.com](http://www.nepgp.com)



*Heads Up Creative* winner Liz Witunsky (second from left) with NEPGP Show Coordinator Linda Claflin (in the peacock) and sponsors Dan Williams (far left) and Larry Gudith (far right) of *EZ Groom*.

### KEY STATS

ATTENDANCE: ~ 500

EDUCATION: THREE DAYS

TRADE SHOW: TWO DAYS

BOOTHS: 35-50

GROOMING CONTESTS: YES

GROOMTEAM POINTS: YES

GROOMERTV COVERAGE: YES

**OCT 11-13, 2013**  
**LOCATION TBA**

We have a three-leveled competition, three day show at our *FallFest* with the top level earning points to *GroomTeam USA* and the Entry level awarding the achievement and motivation of those taking their “first step into the ring.” There are “Special Memorial Awards” recognizing a wide array of achievements for all our participants. With educational seminars and Add On programs, the *New England Show* is complete with a trade show. We also host a one-day educational event in the Spring and Summer. We always invite comments and try to respond with changes developed from the experience of our members and attendees. This gives the shows and semi-

nars a development geared to those who want to learn.

Serving New England and beyond for over 30 years, we are the only non-profit major pet organization in the country. We are dedicated both to the top level of skill and the spirit of learning that has allowed our group’s character to deepen. Please come join us!

**T**he *New England Pet Grooming Professionals (NEPGP)* organization is not tiny or huge. We welcome all those who come to it with the simple acknowledgement that our events will encourage curiosity and learning in a supportive atmosphere while offering the highest quality available in the industry. Eric Salas called it a “show with heart.” Mary Meeks complimented the “energy” of our show.

## MORE TRADE SHOWS

The following Industry Shows did not respond to requests for additional information.

### GROOM CLASSIC

May 3-5, 2013  
Kansas City MO  
[www.groomclassic.com](http://www.groomclassic.com)

### H.H. BACKER

Sept. 20-22, 2013  
Chicago IL  
[www.hhbacker.com](http://www.hhbacker.com)

### U.S. PET PRO CLASSIC

November 1-3, 2013  
Dallas TX  
[www.petstylist.com](http://www.petstylist.com)

### PET STYLIST SUPER SHOW

June 1-3, 2013  
Knoxville TN  
[www.petstylistsoftennessee.com](http://www.petstylistsoftennessee.com)



# Groom Smarter...

**Mobile**  
**\$61**  
(Avg. Per Pet)\*



**Salon**  
**\$40**  
(Avg. Per Pet)\*



## What would a 50% increase in revenue per pet do for your bottom line?

The same pet owners that use at home services like lawn care, housekeeping and carpet cleaning pay extra for the convenience to have a mobile pet stylist come to their home.

## Mobile Advantages

### Groom Fewer Pets For More Income-

You would often have to groom up to 10-12 dogs in a salon to make the same money grooming 6 pets in a mobile when you compare overhead costs.

### Schedule Your Own Hours-

Closing a storefront early is almost impossible, even if you're done grooming by 2:00pm. Mobile allows you to schedule the dates and times you want to work. You have more time for family and friends.

### Less Stress on Your Mind and Body-

How does your body feel after grooming 6 pets compared to 10 or 12? How many years will you be grooming if you keep doing 10 or more pets a day?



**Wag'n Tails**  
MOBILE GROOMING CONVERSIONS



Let us show you how to take your best clients mobile.  
Go to [www.wagntails.com](http://www.wagntails.com) or call (800) 513-0304.

\*According to a recent survey at [www.petgroomer.com/surveys.htm](http://www.petgroomer.com/surveys.htm) the national average for a mobile stylist is \$61.00 per pet compared to a stationary salon average at \$40.00 per pet.

# GROOMING ASSOCIATION EVENTS/WORKSHOPS

## 2013 IPG Events and Workshops Written and/or Practical Exams at All Events

### January 20-21, 2013

Greensboro, NC

Nanhall Pet Spa

International Professional Groomers and National Association of Professional Creative Groomers. One day of Breed Profile to prepare for APF or IPG Written and Practical Exams. One day of Creative Grooming!

### January 20-21, 2013

Mesa, AZ

Paws N Claws

801 S Power Rd. #106

Mesa, AZ 85206

Salon Details Workshop and Certification

Contact: IPG or Paula Giraldo

480-325-1911, paugiraf@hotmail.com

### February 21-24, 2013

Groom & Kennel Expo

Pasadena, CA

[www.barkleigh.com](http://www.barkleigh.com)

[www.groomandkennelexpo.com](http://www.groomandkennelexpo.com)

### February 28-March 3, 2013

Atlanta Pet Fair

Atlanta, GA

Seminars, Competition & Trade Show

[www.atlantapetfair.com](http://www.atlantapetfair.com)

### March 13-17, 2013

Northwest Grooming Show

Tacoma, WA

[www.barkleigh.com](http://www.barkleigh.com)

[www.nwgroom.com](http://www.nwgroom.com)

### April 20-22, 2013

Intergroom

Secaucus, NJ

Seminars, Competition

& Trade Show

[www.intergroom.com](http://www.intergroom.com)

### May 3-5, 2013

Groom Classic

Kansas City, MO

IPG Testing and Workshop

[www.groomclassic.com](http://www.groomclassic.com)

### May 16-19, 2013

Pineo's Pet Spaw

Centreville, NS Canada

902-697-3647

[info@pineospetspaw.com](mailto:info@pineospetspaw.com) or

[hayley@ipgicmg.com](mailto:hayley@ipgicmg.com)

### June 20-23, 2013

Petquest

Wilmington, OH

717-691-3388

[info@barkleigh.com](mailto:info@barkleigh.com)

[www.pqgroom.com](http://www.pqgroom.com)

### July 23-25, 2013

SuperZoo

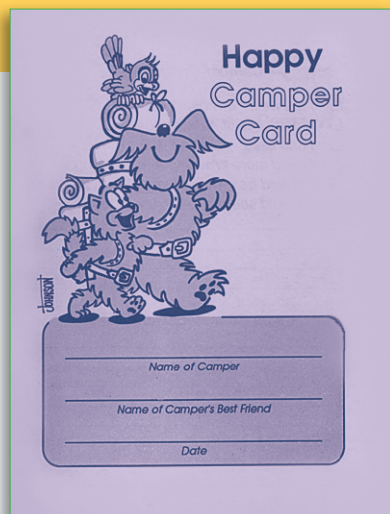
Las Vegas, NV

626-447-2222

[www.superzoo.org](http://www.superzoo.org)

## HAPPY CAMPER CARD

*Great for boarding kennel  
and daycare operators!*



Grade each pet in your care  
from an A+ to an F.

Time-saving checklist will  
let your clients know that  
their pets ate well, had fleas,  
or should see a vet...  
and much more!

Great promotional tool!

Barkleigh Productions, Inc.

[barkleigh.com](http://barkleigh.com)

[barkleighstore.com](http://barkleighstore.com)

(717) 691-3388



# NORTHWEST GROOMING SHOW

## NOW A THREE DAY TRADE SHOW!

### MARCH 15-17, 2013

# NWGROOM.COM

To see videos of grooming  
competitions and much more, go to

## GROOMERTV.COM

READER SERVICE CARD #9639



**EZ-Groom**



*Naturally, The Brite Look With...*

*Crystal White Shampoo &  
Crystal Brite Conditioner*



*JULIE WILKINS-PANTAGES  
(Award Winning Groomer)*

**The World's Only Enzymatic  
Whitening Shampoo To Work For You Right Now!**

Crystal White removes protein based stains (urine, saliva, tear, poop, blood...) then brightens white and all other color coats.

**A Match Made In Heaven**

10631 Capital Street, Oak Park MI, 48237 • Call. 1.800.777.5899 • [www.EZ-Groom.com](http://www.EZ-Groom.com)

# GROOMING ASSOCIATION EVENTS/WORKSHOPS

## August 14-19, 2013

All American Grooming Show  
Wheeling, IL  
717-691-3388  
info@barkleigh.com  
www.aagroom.com

## September 19-22, 2013

Groom Expo  
Hershey, PA  
717-691-3388  
info@barkleigh.com  
www.groomexpo.com

## October 2013

Michigan School of Canine  
Cosmetology  
5915 S. Cedar Street

Lansing, MI 48911

IPG Breed Profile Workshop  
and Certification  
517-393-6311 Fax: 517-393-5611  
Contact: Hayley Keyes at  
hayley@ipgicmg.com

## 2013 NDGAA Events and Workshops

### February 2, 2013

Mt. Olive, NJ  
Mini-Workshop - 7pm to 10pm  
Pre-register by Jan. 19th (Higher door  
fee if space is available). Held in con-  
junction with Jodi Murphy Seminar  
Holiday Inn @ Budd Lake, 1000 Inter-  
national Dr N., Mt. Olive, NJ 07828

## February 24-25, 2013

Loveland, CO  
Workshop & Private Testing  
Pre-register by Feb. 8th  
(Higher door fee if space is available).  
Held at Dogs Own Grooming School,  
224 E 29th St., Loveland, CO 80538

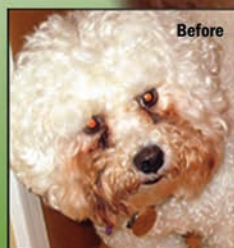
## February 28 - March 3, 2013

Atlanta Pet Fair  
Atlanta, GA  
Contest Dog Certification Testing Only.  
Pre-register by Feb. 15th -  
(Higher door fee if space is available).  
Held in conjunction with Atlanta Pet  
Fair. Hilton Atlanta Airport, Atlanta, GA  
www.atlantapetfair.com

# Remove tear stains...Safely & Naturally!

- Safely cleans away the discoloration and microbes that cause tear stains
- 100% natural ingredients
- Topically applied, not ingested
- No bleach, peroxide, macrolide antibiotics or harsh chemicals
- No tedious maintenance, harsh rubbing or need to trim stained hair
- Non-irritating to eyes

NEW CUSTOMERS RECEIVE  
**10% OFF**  
ONLINE ORDERS  
Excludes SAH  
Limit 1 Per Customer  
ENTER PROMO CODE: **G2G2013**  
Valid: 10/01/12 thru 12/31/12



*Eye Envy<sup>®</sup>*  
tear stain  
remover

For more information, visit us at:

[www.eyeenvy.com](http://www.eyeenvy.com)  
1.866.EYE.ENVY or 310.530.5341  
[eye\\_envy@yahoo.com](mailto:eye_envy@yahoo.com)

After 11 Days

READER SERVICE CARD #9641



**March 24-25, 2013****Austin, TX**

Workshop &amp; Private Testing

Pre-register by March 8th

(Higher door fee if space is available)

Held at Amazing Pet Grooming

2410 Greenlawn Parkway,

Austin, TX 78757

**April 7-8, 2013****Barrington, IL**

Workshop &amp; Private Testing

Pre-register by March 22nd

(Higher door fee if space is available)

Held at Midwest School of

Pet Grooming, 557 N Hough St.,

Barrington, IL 60010

**April 20-22, 2013****Interroom****Secacus, NJ**

Contest Dog Certification Testing Only

Pre-register by April 5th

(Higher door fee if space is available)

Held in conjunction with Interroom

Meadowlands Expo Center,

Secaucus, NJ

[www.interroom.com](http://www.interroom.com)**May 5-6, 2013****Midlothian, VA**

Workshop &amp; Private Testing

Pre-register by April 19th

(Higher door fee if space is available)

Held at Groomers Mall,

1701 Oak Lake Blvd. E,

Midlothian, VA 23112

**June 7-9, 2013****GroomFest****Denver, CO**

Mini-Workshop &amp; Contest &amp; Private

Testing. Pre-register by TBD

(Higher door fee if space is available)

Held in conjunction with NDGAA

GroomFest, Denver Crowne Plaza,

15500 E 40th Ave., Denver, CO 80239

**For ISCC events &  
workshops, go to  
[petstylist.com](http://petstylist.com)**

## The Liberty of grooming: the new cordless

- For all type of detachable blades
- Lithium-Ionic battery technology
- Battery runtime: min. 60 minutes
- Battery charging time: approx. 50 minutes
- Low weight: only 1 lb incl. blade and battery

**AESCLAP®**  
a division of **BRAUN**



A-VE12014

Authorized dealers:



A & J Sales and Service  
42 A-Frame Drive | West Burke, VT  
05871 1-800-447-1957  
[ajsales@myfairpoint.net](mailto:ajsales@myfairpoint.net)



For more information please contact: [www.GermanRedClipper.com](http://www.GermanRedClipper.com)

READER SERVICE CARD #9642

**Read the magazine online FREE! [www.GroomertoGroomer.com](http://www.GroomertoGroomer.com)**



CLOCKWISE FROM TOP: Mackensie Murphy with Diane Betelak of *Andis*; Nick Waters with Bob Nicastro of *Lambert Kay*; Sarah Moon; and Kristen Clyburn.

# UP AND COMING GROOMERS SETTING CONTEST RINGS ON FIRE

by Kathy Hosler

**“G**rooming is not just a job or my career,” states a glowing Sarah Moon, one of the newest members of *GroomTeam USA*. “It’s what I live and breathe. It’s my passion. And doing well when I compete doesn’t make me feel content or satisfied — it makes me want to learn and do more and to get better.”

Sarah is not alone in her passion for grooming or competing. This past September, Sarah and fellow groomers Kristen Clyburn, Mackensie Murphy, and Nick Waters were nominated for the *Barkleigh Honors Award for Up and Coming Competitive Groomer of the Year*. These young grooming sensations have traveled different paths to enter the world of grooming and the competition ring, but they all share the same passion for what they do.

“I’ve been grooming for about six

years,” says an upbeat Kristen Clyburn. “I began as a bather at *PetSmart* when I was in college, then I got into their grooming training program. During that time, I got my first copy of *Groomer to Groomer* magazine. Karen Tucker was on the cover with a gorgeous black Miniature Poodle in a German trim. I knew right then that I wanted to do that, too.

“My first competition was in the *Oster Career Start* at the Carolina *Groom Fest*,” Kristen recalls. “I was incredibly nervous but excited as well. I didn’t place in that class, but I got the bug, and in 2011 I began to compete in earnest. I really love the camaraderie among the competitors, having fun, and getting feedback. For me, the worst part is the nerves... watching the judges go over your dog and then waiting for their decision.”

“I grew up watching my mom, Jodi Murphy, groom, compete, and be on *GroomTeam USA*,” says Mackensie Murphy. “I’ve been bathing dogs for my mom since I was about eight years old. While working the trade shows at my mom’s booth selling DVDs and clothes, I would watch the grooming competitions and say, ‘I could do this. I could do this.’ But I felt like I had the biggest shoes to fill. I was worried about competing and not doing well, but I just jumped in, and now I can’t get enough of it.”

As much as she loves competing, Mackensie shares the unnerving event that almost prevented her from entering her first contest. “My first competition was at Atlanta two years ago,” recalls Mackensie. “I made arrangements to borrow a Poodle from Lindsey Dicken and was going to put it





## **Pawsitive Educational Training**

*On-site & Online Seminars for Pet Professionals*

### ***What if continuing education was available on your schedule?***

What if some of the top pet industry speakers were available on your command? What if there was a wide range of topics to choose from? This is what Pawsitive Educational Training is all about. We are a collaboration of the best the pet industry has to offer. We provide both live online and recorded On Demand webinars.

Our topics include mobile and house call grooming, marketing, safety, breed specifics, equipment use and maintenance, creative grooming, animal behavior, competition grooming, product choice and uses, cat grooming, and so much more.

We are Mary Oquendo, Alyssa Forss, Daryl Conner, Chris Sertzel, Ellen Ehlich, Dawn Omboy, Kim Raisanen, Sherri Shinsky, Nicole Kallish, Lindsey Dicken, Melissa Jepsen, Derek Hartmann, Barbara Bird, Debi Hilley, Donna Gleason, and Kristie Perry Kingsland.

***Come visit us to see how easy & cost effective  
it is to continue your education.***

***[www.PawsitiveEducationalTraining.com](http://www.PawsitiveEducationalTraining.com)***

in a German trim. I practiced that trim on so many dogs for weeks before the competition.

"The night before the competition, Diane Betelak came to our hotel room and said, 'Mackensie's Poodle just got its ear bitten off by a Kerry Blue Terrier in the elevator!' It was awful!" says Mackensie. "We took the Poodle for emergency treatment, but of course I wasn't able to compete with it. Luckily, I was able to find another Poodle to compete with, and I ended up winning *Best In Show First Time Competitor*."

Another young groomer that is making his mark in the competition circle is Nick Waters. Nick comes from a family of dog lovers who have been very involved in training and showing dogs. Nick and his sister, Ashley, decided to attend the *Academy of Dog Grooming Arts* in Arlington Heights, Illinois, to learn pet grooming. While they were there, an instructor at the school encouraged them to try competing.

"My first competition was at the *All American Show* in Chicago, and it was a lot of fun," says an enthusiastic Nick. "I did a Bichon and wound up

getting *Best First-Timer*. When I compete, I'm always learning something new. I like seeing all the groomers and the inspiring trims they put on the dogs."

Nick and his sister both compete now. He says that they have a back-and-forth battle between them to see who can do the best in the competitions. They both have plenty of family support when they are in the ring. Their mom, dad, and five siblings all sport green t-shirts that proudly say Team Waters on them.

Although these young superstars have only been competing a short while, they are making their presence felt throughout the industry. In fact, all four of them have qualified to become members of *GroomTeam USA*. The passion that drives them is evident by their impressive wins and their constant desire to improve their skills.

How have Sarah, Kristen, Nick, and Mackensie risen to this level so quickly? "I have always soaked up knowledge from anywhere that I can," says Sarah Moon. "I'm big on education. I go to every dog show and seminar possible. Books like *Notes from the*

*Grooming Table* by Melissa Verplank are invaluable to me. And in the summer of 2011, I got my certification through the NDGAA.

"I'm one of those people who, when I decide to do something, jump into it with both feet and go for it all the way," says Sarah. "I like the challenge of competing. I seldom use the same dog twice. It's really rewarding to see what you can do on a dog that you have never groomed before."

Kristen Clyburn says, "Making *GroomTeam* and being nominated for a *Barkleigh Honors Award* are incredible honors. I feel like a little fish in a big pond, but grooming is my passion, and when I compete, I challenge myself. I need to prove to myself that I can do it.

"I always learn something new," says Kristen. I've received a lot of help and advice from so many people. I have taken many hands-on workshops, gotten tips from breeders, asked questions at trade shows, and I always get detailed critiques from judges."

Nick Waters says, "Grooming school, dog shows, handlers, breeders, and other groomers have all helped me out in so many ways. I'm always learning something new.

"I love competing," Nick continues. "I like the adrenaline, the sounds of the contest ring, and challenging myself to do better!"

Mackensie Murphy, this year's winner of the *Barkleigh Honors Up and Coming Competitive Groomer Award*, says, "Competing is a break from everyday grooming. It's seeing how far you can go and how well you can do. We learn so much from each other — especially the group of us that are coming up together. I want to be part of this great industry for as long as I can!"

Watch for these exciting competitors in the ring. They're on fire — and their passion is contagious!

**NEW FOR 2013 Delux-Cut Business Cards!**

DCB-01 DCB-02 DCB-03 DCB-04 DCB-05 DCB-06 DCB-07

**Introductory Price\***

- 100 for \$40
- 250 for \$85
- 500 for \$125
- 1000 for \$200

- Full color - both sides!
- 10 pt. card stock
- Production time: 2-5 business days
- Price includes initial proof and one revision

\*Price valid through March, 2013

More shapes available on our website!

317-496-8467  
info@AnimalsINK.com

**AnimalsINK**  
AnimalsINK.com

READER SERVICE CARD #9644





P.O. Box 770 Vienna, OH 44473

Serving the Pet Industry Since 1986

**GOVERNORINS.COM**

- Pet Grooming
- Mobile Grooming
- Kennel/Pet Daycare
- Trainers
- Auto & Home



Let our Experience, Dedication and Commitment to the Pet Industry Work for You!

- **5 Licensed Agents** with decades of Specialized Pet Industry Insurance experience!
- Sponsored and attended **100's** of Pet Industry Tradeshows and Seminars...Monitoring and Responding to the ever changing needs of the Pet Industry.
- Proud history of providing customized Insurance coverage to **1000's** of Pet Industry Businesses.

**"A Nationwide Team...With HomeTown Service"**

**"The Governor Insurance Pet Industry Staff"**

**Bob, Jerry, Abbey, Christina & Lauren**

**1-877-738-4766 • 330-539-9999**



Since 1947  
**info@GovernorIns.com**



# BARKLEIGH HONORS WINNERS

2011



**Teri DiMarino** — Journalist of the Year



**Jay Scruggs and Sue Zecco** — Video/Video Series of the Year



**Sam Kohl** — Sally Liddick Lifetime Achievement Award



**Sam Hoi** — Up and Coming Competitor of the Year



**Olga Zabelinskaya** — Up and Coming Speaker of the Year



**Michell Evans** — Competitor of the Year



**Lori Craig** — All Time Favorite Creative Cover



**Angela Kumpke** — Creative Competitor of the Year



**Lisa Leady** — Judge of the Year



**Frank Brown** — Gwen Shelly Cordiality Award



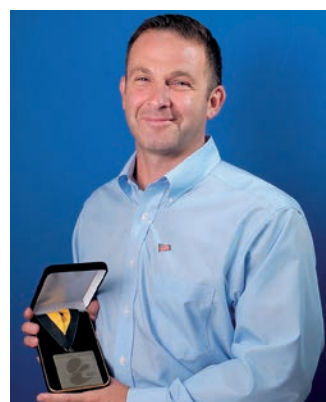
**Dawn Omboy** — Contribution to Creative Grooming



**Chuck Simons** — Contribution to the Industry



**FROM LEFT:**  
**Chris Pawlosky** — Speaker of the Year



**Eric Vahey** — New Product of the Year (Breathe Healthy Mask)



**Andis/Bob Ehrler** — Sponsor of the Year

*Not Pictured:*  
**Barbara Bird**  
Blog of the Year

**petgroomer.com**  
Website of the Year



# 2012



**Teri DiMarino** — Journalist of the Year and Contribution to the Industry



**Lindsey Dicken** — Competitor of the Year



**Jonathan David** — Up and Coming Speaker of the Year



**Angela Kumpke** — Creative Competitor of the Year



**M.J. Vaskorlis and Michelle Semken** of Pet Bath & Beyond — Humanitarian Award



**Dan and Debbie Rowe** of Frank Rowe & Son — Vendor of the Year



**Lisa Leady** — Judge of the Year



**Melissa Verplank** — Speaker of the Year



**Jerry Schinberg** — Sally Liddick Lifetime Achievement Award



**Sue Zecco** — Congeniality Award



**Sue Zecco & Jay Scruggs** — Video of the Year



**Mackensie Murphy** — Up and Coming Competitor of the Year



**Cindy Agoncillo** of Barkleigh Productions — Recently Published Grooming Related Book

*Not Pictured:*  
**Barbara Bird**  
Blog of the Year

**Pawdicure Polish Pens**  
by **Warren London**  
New Product of the Year

**Yankee Clipper Pet Grooming**  
Website of the Year

**Judy Breton**  
Contribution to the Industry





## CLIPPER MAINTENANCE TROUBLESHOOTING

✧ by Gary Hartwell ✧

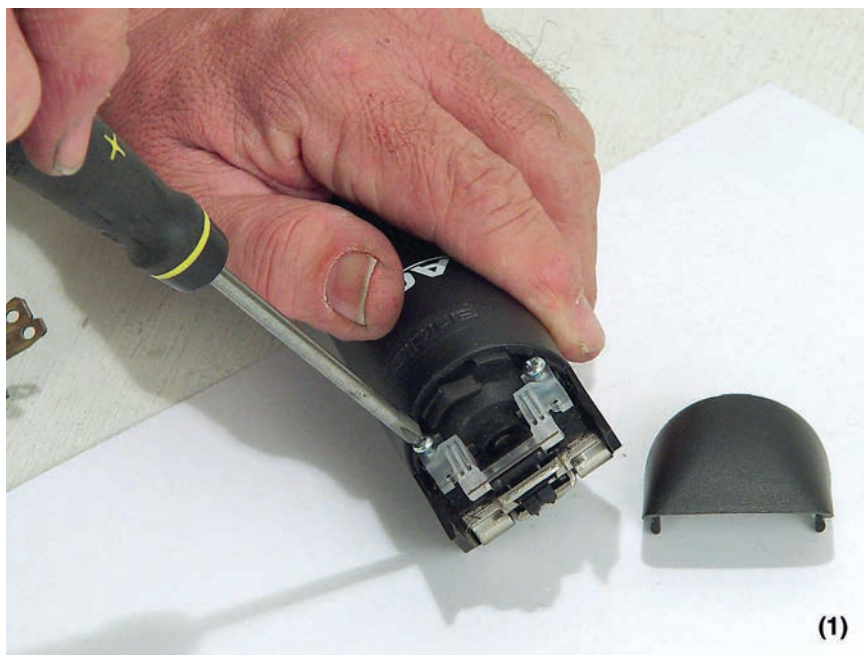
**PROBLEM:** My new blade isn't cutting.

**BLADE DRIVE:** Check the blade drive, also known as the lever or swing arm. This is the most commonly worn part. When the blade drive is worn, the clipper will no longer cut properly. This part must be checked regularly and changed after it shows wear from use. (Picture #1, #2)

**PROBLEM:** My clipper and blade are heating up too quickly.

**BLADE TENSION:** If the blade tension is too tight, the clipper will run hot. Tension should be firm, but the cutter portion of the blade should be able to slide back and forth with little effort. To loosen the blade tension, simply pry up each side of the tension spring. (Picture #5)

**CARBON BRUSHES:** If the tension



(1)

**Protect the Pets.  
Protect **your** Business.**

**Nation's Leader**



**Insurance for:**

- Groomers
- Mobile Groomers
- Kennels
- Pet Supply Stores
- Veterinarians
- ...and more!

David A. Thompson  
President

Servicing the Pet Industry for 25 years


**PetBizInsurance.com**  
A Division of Thompson Insurance Group

**1.877.2PETBIZ  
(273.8249)**  
[www.petbizinsurance.com](http://www.petbizinsurance.com)

READER SERVICE CARD #9646

**groomsoft™**

**Sign Up For Something New  
Sign Up For Groomsoft  
Today**



**www.groomsoft.com**

READER SERVICE CARD #9647





(pump dispenser sold separately)

# Get the Pail and Save!

**When you can get 5 GALLONS FOR THE PRICE OF 4 GALLONS, IT'S AN EYE POPPING VALUE!**

Bio-Groom's 5 gallon pails are priced at the same cost as 4 individual gallons. It's the same as getting a gallon **FREE**. Available in our popular shampoo formulas of Oatmeal, Super White, Econo-Groom, Protein Lanolin, Flea & Tick, Groom 'n Fresh, Herbal Groom, and our luxurious Silk conditioner. Our 5 gallon pails are the way to go for **SUPER VALUE!**



**BIO-GROOM®**  
Bio-Derm® Laboratories, Inc.

For more information about the entire line of professional grooming products please visit [www.biogroom.com](http://www.biogroom.com) or call 800.762.0232

READER SERVICE CARD #9648

# CLIPPER MAINTENANCE

seems correct, check the carbon brushes. Worn carbon brushes will cause heat to build up inside the clipper. Brushes should be at least 1/16" in length. (Picture #4)

**HAIR BUILD UP:** On air cooled clipper, the switch cap can build up with hair, restrict airflow, and cause a clipper to overheat. Frequently check the clipper switch cap and remove hair buildup. (Picture #3)

**PROBLEM:** My blades wobble.

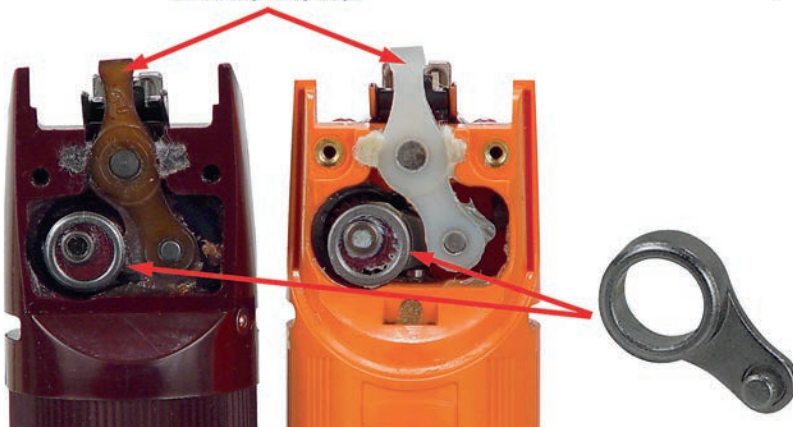
**HINGE SCREWS:** Check to make sure that the hinge screws have not come loose. If they have, tighten them down as needed.

**BLADE BRACKET (SOCKET):** If the problem persists, you may have a bent blade bracket. Using a pair of large pliers, simply bend the socket ears slightly inward, and then reset the blade on the clipper. (Picture #6) It may be necessary to change out the socket if the blades continue to wobble.

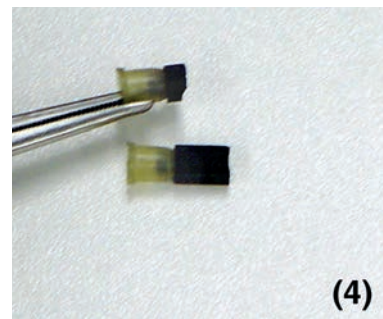
For more helpful tips, view Gary's Tips Videos. Visit <http://blog.ryanspet.com/garys-tips/>

Drive Lever

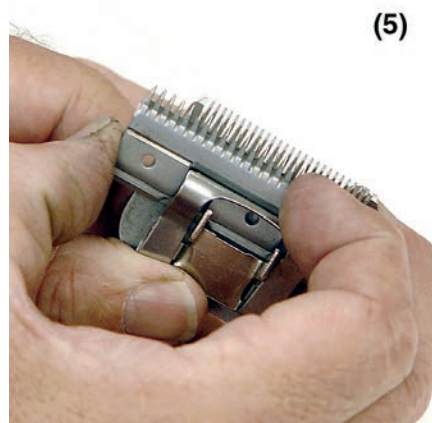
(2)



(3)



(4)



(5)



(6)

## Jay Scruggs

*Signature Series*

Cobra's 

Available exclusively through

### Groomer's Choice

[www.groomerschoice.com](http://www.groomerschoice.com)

1-888-364-6242

READER SERVICE CARD #9649





Web-based scheduling system that turns customer **smiles** into repeat business & referrals



Code: GTG2013

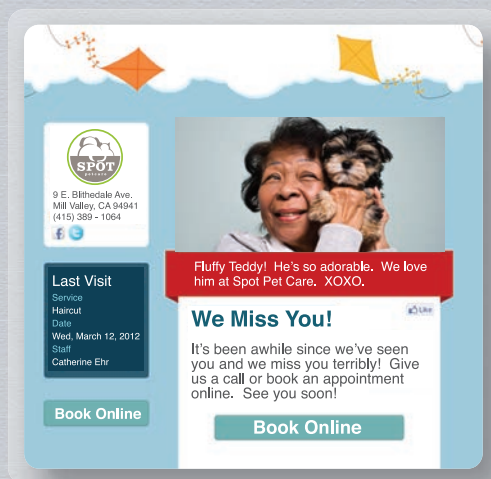
Visit us at Groom Expo or online at **StoreVantage.com**.  
Subscribe before 3/31 and get \$100 off. Code: GTG2013



Send text  
confirmations



Broadcast  
positive reviews



Embed customer photos  
in email reminders



Let loyal clients  
refer friends  
on Facebook



Offer online  
booking

# SHAMPOO DILUTION CHART

DILUTION	TO MAKE A GALLON (128 oz)	
RATIO	SHAMPOO (in ounces)	SHAMPOO (in cups)
2:1	43 oz	5 ½ cups
3:1	32 oz	4 cups
4:1	26 oz	3 ¼ cups
5:1	21 oz	2 ½ cups
6:1	18 oz	2 ¼ cups
7:1	16 oz	2 cups
8:1	14 oz	1 ¾ cups
10:1	12 oz	1 ½ cups
12:1	10 oz	1 ¼ cups
15:1	8 oz	1 cup
16:1	8 oz	1 cup
17:1	7 oz	1 cup
20:1	6 oz	¾ cup
22:1	6 oz	¾ cup
24:1	5 oz	¾ cup
25:1	5 oz	¾ cup
26:1	5 oz	½ cup
30:1	4 oz	½ cup
32:1	4 oz	½ cup
35:1	4 oz	½ cup
50:1	3 oz	½ cup
64:1	2 oz	¼ cup





# Aloe

Espree products are built around

## CERTIFIED ORGANIC ALOE VERA

- inner fillet of aloe plant
- food-grade aloe
- soothes and conditions the skin and coat

We are as devoted to your pet as you are... always working to bring you the best quality, human-grade, natural and organic grooming products possible.



Teri Payne Jones with Maybelline



Organic and Natural content listed on every shampoo and conditioner

*"It has always been our uncompromised belief that pure, natural ingredients are gentler and safer for pets and owners alike."*

*Teri Payne Jones, founder 1989*

*Contact Espree for information about retail product introductory packages.*



www.espree.com 800-328-1317



READER SERVICE CARD #9652

## CREATE YOUR OWN FIRST AID KIT

Below is a list of items to include in your first aid kit.  
Keep them in a well marked plastic storage container placed  
in an easily accessed area known to all staff.

- Latex or Vinyl gloves
- 3" x 3" or 4" x 4" gauze sponges, commonly available at the drugstore.
- Gauze roll in 2- and 3-inch width
- Both the standard mesh and flexible type gauze are recommended.
- Telfa® pads (non stick bandage pads)
- Adhesive tape
- Flexible elastic tape
- VetWrap® type bandage material
- Bandage scissors
- Heavy towel and clean cloth
- Nylon muzzles
- Nylon leash
- Thermometer (electronic)
- Sterile water soluble lubricant such as K. Y. Jelly
- Sterile ophthalmic lubricant
- Sterile saline eyewash
- Bulb Syringe
- Space Blanket
- Antibiotic ointment
- Cortisone ointment
- Petroleum jelly (Vaseline)
- Disinfecting soap such as betadine or chlorhexidine
- Hydrogen Peroxide
- Rubbing alcohol
- Diphenhydramine (Benadryl)
- Needle nose pliers
- Wire Cutters
- Penlight or small flashlight



(L to R) Gauze squares, a non-stick pad, rolled gauze and elastic self sticking wrap.



This is a close up of a non-stick "Telfa" pad which is like the non-stick portion of a "Band Aid".

### Serving Groomers since 1952

**Brands we carry:**

- BioGroom
- TropiClean
- Oster
- Andis
- Double K
- Metro
- Xpower
- Edemco
- Four Paws
- Crown Royal
- Furminator
- Pure Pet
- The Stuff

**Largest Selection**

**Every Day Low Prices**

**Free Shipping Available**

Since 1952 pet and animal lovers, veterinarians, groomers and breeders have turned to family-owned UPCO for their wholesale pet and animal supplies and equipment they need to make their jobs easier. UPCO provides thousands of items at great prices! We have all the products you need to make your 4 legged friends happy and beautiful!

**Large Order Discounts**

**Blade Sharpening Service**

1952 - SIXTY YEARS - 2012

**www.upco.com**

**800.254.8726**

READER SERVICE CARD #9653

Find us on

## facebook

www.facebook.com/groomertogroomermagazine

Like

Wall

**Groomer to Groomer Magazine**

*The Official Sponsor of Top-Quality Grooming!*

Professional Groomers like this.

Find us online at

**groomertogroomer.com**



# February is "Pet Dental Health Month"

ASK YOUR DISTRIBUTOR FOR DENTAL MONTH SPECIALS

## **PetzLife** COMPLETE ORAL CARE

The Only Dental Supplies You and Your Customer Will Need!

Solve **4** Oral Problems  
with One Bottle

Helps Eliminate  
Plaque

**1**

**2**  
Helps Remove  
Tartar



Spray  
4 oz.

Peppermint  
Gel 4 oz.

Salmon Oil  
Gel 4 oz.

**4**  
Freshens Breath

**3**

Helps Reverse  
Gum Disease

**COMPLETE ORAL CARE** is more than just fresh breath.  
Just check out our latest before and after photos  
submitted by a happy customer.



**BEFORE**

**AFTER 21 DAYS**

Easy to Use • 100% Natural

100% Safe • 100% Guaranteed to you  
and your customers!

*Adding a Dental Service  
is as Easy as 1 2 3!*

Contact your distributor or visit:

[www.PetzLife.com/gtg](http://www.PetzLife.com/gtg)

**1-888-453-4682**



Made in  
USA



READER SERVICE CARD #9654

*Dental Service Made Easy!*



12 oz. Sizes

- 1.** Use the large bottle in the shop  
- Just get it into the pets mouth and let **PetzLife** do the rest.
- 2.** Use gauze pads at the end of the session  
- Quickly wipe the teeth of the pet to remove any loose plaque.
- 3.** Send the small bottle home with the owner  
- Have customer return in several weeks to wipe off any loose tartar.



# A Look Back at 2012

by Cheryl A. Purcell

*2011-2012 GroomTeam Coordinator*

**T**his past October was the end of my term as the 2011-2012 *GroomTeam* Coordinator, and what an exciting two years it has been.

The first year of the two-year cycle is known as an off year. That doesn't mean that it wasn't feeling well. It means that you usually see fewer competitors at shows. Maybe a competitor won't make the big push and go to all the shows, or they won't enter all the classes. The second year is a big deal! Competitors are making the push to make the travel team and the alternate slot. This is known as an on year, and competitors bring it.

As you may know, the competitors that go to these shows are competitive by nature. They torture themselves by getting up at 4 a.m. to bathe and prep dogs and by staying up late, driving for hours on end, just to get to a grooming show.

I remember what it was like when I was out competing. Our motto was "go big or go home." We often traveled with

a group from my area to save on travel expenses. Though we were all friends, we were rivals as well. I recall many occasions when friends and colleagues would be battling it out for a placement — either a spot as the number one groomer or the tenth slot on the team. Often it was, for lack of a better term, a slug fest for the travel team. I, myself, was in heated competition several times for the alternate slot.

2012 did not disappoint for any spectator tracking this year's shows. After the end of 2011, it was pretty clear who the people were to beat.

In 2011 we had no new *GroomTeam* members. We did have some returning members in 2011, but all had been on the team at some point in the past. The up and coming groomers in 2012 were looking to make sure that didn't happen again. There were several groomers in Intermediate that were worth keeping an eye on. Among them were Nick Waters, Sarah Moon, Mackenzie Murphy, Hannah Allen,

Yvonne Aitken, Erin McLaughlin, Kristen Clyburn, and Tammy Colbert, and they battled right to the end.

The last two shows of the year were on the same weekend. It was quite nerve wracking for me. I can only imagine how the competitors felt. Several of the groomers went to *NDGAA Fun in the Sun* in Orlando, and several chose to go to *Pet Pro Classic* in Dallas. This show was a three-tiered show, and even though it traditionally draws fewer competitors in Open, you can garnish more points due to the group placements.

I was in Florida running the *GroomTeam USA* booth, and everyone there was wondering what was going on in Dallas. I texted Scott Wasserman, the BIS judge there, and he texted me the class results. Even though the results were unofficial, I kept the competitors in Florida up to date. By the end of the Orlando show, we had two groomers tied for tenth place. While one groomer in Dallas was close

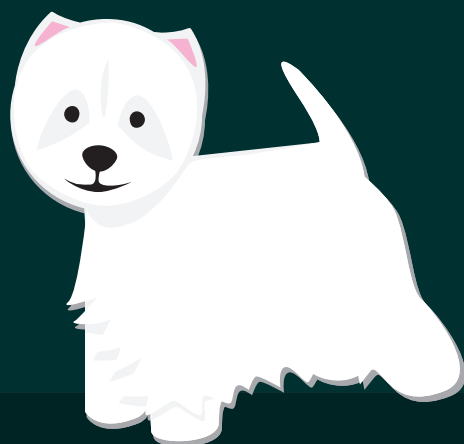




# NORTHWEST GROOMING SHOW

Nearly 50 Booths • Show Specials and Big Bargains • Top National Speakers

**THREE  
DAYS** of  
**TRADE  
SHOW!**



**EXCITING**  
Grooming Events!  
**CREATIVE  
GROOMING**  
Contest on Sunday!



**NWGROOM.COM**

C2026

**MARCH 14-17, 2013**

Murano Convention Center  
Tacoma, WA

READER SERVICE CARD #9655

## FINAL 2012 GROOMTEAM RANKINGS

	Atlanta Pet Fair	Intergroom	Colorado	NEPGP	All American Grooming Show	SuperZoo	Backer	Dallas	NDGAA	TOTAL POINTS
Lindsey Dicken	38	26	0	10	28	4	14	0	28	<b>148</b>
Irina Pinkusevich	8	6	9	25	0	18	41	0	8	<b>115</b>
Veronica Frosch	8	20	3	8	4	36	4	0	18	<b>101</b>
Olga Zabelinskaya	4	6	6	0	40	0	0	22	0	<b>78</b>
Amy Triezenberg	22	4	3	0	13	0	6	0	0	<b>48</b>
Tammy Siert	6	8	4	7	4	3	4	0	7	<b>43</b>
Nicholas Waters	8	0	0	0	10	0	6	0	0	<b>24</b>
Jennifer Lee	0	0	22	0	0	0	0	8	0	<b>30</b>
Michelle Breen	0	0	0	0	16	0	0	0	0	<b>16</b>
Kristen Clyburn	12	0	0	0	0	0	0	0	0	<b>12</b>
MacKenzie Murphy	0	0	0	3	4	0	0	0	5	<b>12</b>
Sarah Moon	4	0	0	0	0	0	0	8	0	<b>12</b>

on their heels, *Pet Pro Classic* still had several classes going on Monday.

Several other Northerners and I were stuck in Florida due to Hurricane Sandy. We waited around until we got the text about what was going on in Dallas. As it turned out, it looked like the groomer from Dallas had earned enough points to knock out the two groomers from Orlando. I informed both that they had been bumped off *GroomTeam* by one point. I knew how much it meant to them and wished

them good luck for next year.

About a week later, I received the official result forms from Pam Lauritzen, and the number of competitors was different than what was texted to me. I can only use the official forms — not something else. When I was adding up points, it became apparent that *GroomTeam* was going to have a three-way tie for tenth place. On occasion, we have had a two-way tie but never a three-way tie. I was so excited about this that I contacted the two groomers

from Orlando and let them know that they made the team. They were both over the moon.

I would like to take this time now to announce *GroomTeam USA's* first 12 members: Lindsey Dicken, Irina Pinkusevich, Veronica Frosch, Olga Zabelinskaya, Amy Triezenberg, Tammy Siert, Jennifer Lee, Nicholas Waters, Michelle Breen, Sarah Moon, Mackenzie Murphy, and Kristen Clyburn. This gives *GroomTeam USA* four new members for the 2012 season.

# PetGroomer.com 2013

**Over 17,000 GroomerTALK<sup>SM</sup> Members**  
**10 Web Sites & Over 18,000 Subscribers**  
**Millions and Millions of Pageviews**



## Classified Ads

**Grooming's #1 Buy & Sell Spot**

New & Used Mobile • Business 4 Sale  
 Help Wanted • Shampoo & Spa • Suppliers  
 Schools • Home Study • Equipment & More



## GroomerTALK<sup>SM</sup>

**MobileGroomerTALK**

Contests Win Prize\$ • Social Media • Buyer's Guide • Blogs

Find A Groomer Inc. PO Box 2489 Yelm, WA 98597 360-446-5348 findagroomer@earthlink.net

READER SERVICE CARD #9656

**A Better Alternative for Bathers!**






**New to the ABAB Store:**

**Fit to Be Dried**  
for hassle-free drying!

**No-Drip Aprons**  
to keep you dry!

Bows • Barrettes • Bandanas  
**NEW!** Grooming/Bathing Supplies  
*"For that finishing touch no groomer should be without!"*

**Find ABAB Enterprises Online:**

ABABstore.com • ABABstore@aol.com  
 facebook.com/ABABstore  
 (877) 592-2847

READER SERVICE CARD #9657



# ALL★AMERICAN

# GROOMING SHOW

AUGUST 15–18, 2013  
WHEELING, IL



READER SERVICE CARD #9658

# WWW.AAGROOM.COM

# Barkleigh Productions would like to thank the following companies for their support in 2012

These companies advertised, exhibited and sponsored contests in the past year.  
Please support these companies that support the industry!

44/20  
4420.com

**A&J Sales & Services**

**A Creative Collection**  
acreativecollection.com

**A Glamour Bow**  
aglamourbow.com

**A Place for Paws**  
aplaceforpaws.com

**A-1 Business and Practice Brokers Inc**

**A&M Precision Sharpening LLC**

**Aaronco Pet Products Inc**  
aaroncopet.com

**Abab Enterprises LLC**  
ababstore.com

**Active Dog Wear**  
activedogwear.com

**Adams New Edge**  
adamsnewedge.com

**Aesculap Suhl GmbH**  
aesculap-clippers.com

**Alpha Tech Pet Inc**  
alphatechpet.com

**American Grooming Mfg**

**American Grooming Services Inc**  
americangroomingacademy.com

**Andis Company**  
andis.com

**Animal Behavior College**  
animalbehaviorcollege.com

**Animal Photography**  
animalphotography.com

**AnimalsINK**  
animalsink.com

**Aqua-Air Total Cleaning System**  
aquaair-wetdry.com

**Ark Kennels**  
arkkennels.com

**Aroma Paws**  
aromapaws.com

**Ascot Products**  
ascotgrooming.com

**Ashley Craig Pet Products**  
ashleycraig.net

**Atlanta Pet Fair**  
unitedshowmanagersalliance.com

**Aussie Dog Products**  
aussiepaw.com

**Austin Rose Inc**  
austinrose.com

**B-Air Dryers**  
b-air.com

**B3 Salon Products LLC**  
b3salonproducts.com

**Baker & Taylor Books**

**Bardel Bows**  
bardelbows.com

**Bark-n-Whinny**  
bark-n-whinny.com

**Barkbark Bakery**  
barkbarkbakery.com

**Bart Curto**

**Bernard Hodes Group (Petco)**  
Petco.com

**Best Shot Pet Products**  
bestshotpet.com

**Bio Groom**  
biogroom.com

**Black Ice Inc**  
blackicedogsledding.com

**Blue Crystal Software Corp**  
bluecrystalsoftware.com

**Bodysense Midwest/Bodewell Products**  
ebodysense.com

**Brad's Raw Dog Treats**  
bradsrawfoods.com

**Breathe Healthy**  
breathehealthy.net

**C-Mon Shears/Klein Cutlery LLC**  
heritagecutlery.com  
scissorsonline.com

**Campbell Pet Company**  
campbellpet.com

**Canine Specialty Services**  
caninespecialtieservices.com

**Cardinal Laboratories Inc**  
cardinalpet.com

**Carolina's Beautiful Bows**  
facebook.com/carolinasbeautifulbows

**Cacade Grooming Supplies**  
cgsupplies.com

**Cherrybrook**  
cherrybrook.com

**Chris Christensen Systems Inc**  
chrissystems.com



**J and J**  
DOG SUPPLIES



Training Equipment

Our leather leashes feature a hand-braiding process that is superior to stitching or riveting. The first place that most leads wears out is near the snap or handle. Our braiding process reinforces these critical places, while distributing the stress over a larger area—crucial to lasting service.

- no order minimums
- wholesale volume pricing

1-800-642-2050  
www.jjdog.com



READER SERVICE CARD #9659



# GROOM & KENNEL EXPO

**FEBRUARY 21-24, 2013**  
Pasadena Convention Center  
Pasadena, CA

[GroomandKennelExpo.com](http://GroomandKennelExpo.com)



**HUGE TRADE SHOW!**  
OVER 100 BOOTHS

**CREATIVE GROOMING  
SPECTACULAR!**

**EXCITING SEMINARS!**

Grooming and Mobile Grooming  
Boarding and Pet Daycare  
Animal Behavior and Training  
Retailing  
Health

**Barkleigh Productions**  
970 W. Trindle Road  
Mechanicsburg, PA 17055  
(717) 691-3388  
[info@barkleigh.com](mailto:info@barkleigh.com)

**Cindra**  
petshampoo.com

**Clark Cages Inc**  
clarkcages.com

**Clean Life Products (No Rinse)**  
norinse.com

**Cleavers Edge**

**Click & Treat Products**

**C M S Cutlery**  
cmscultery.com

**KAS Assoc/Dogs in Review Magazine**

**Conair Pro Pet**  
conairpet.com

**Cosmos Bathing Systems**  
cosmosbathingsystems.com

**Cratemates**  
crate-mates.com

**Creative Groomers Association**  
creativegroomers.org

**Davis Manufacturing**  
davismfg.com

**Daysmart Software Inc**  
123petsoftware.com

**Designer Bandanas**

**Diamond Cut Dog Grooming Inst Inc**  
schoolfordoggrooming.com

**Direct Animal Products/Tristar Metals**  
directanimal.com

**Dog is Good**  
waredoglovers.com

**Dog Kennel Floors**  
dogkennelfloors.com

**Dogwise**  
dogwise.com

**Double K Industries Inc**  
doublekindustries.com

**Dream Dog Productions/Crystal Canine**  
dreamdogproductions.com

**E's Accessories LLC**  
es-accessories.com

**Earth's Balance Inc**  
earthsbalance.com

**Elchar Bows**  
elcharbows.com

**Electric Cleaner Company**  
electriccleaner.com

**Epi-Pet**  
epi-pet.com

**Equissage Inc**  
equissage.com

**Eqyss Grooming Products**  
eqyss.com

**Esprea Animal Products Inc**  
esprea.com

**Evanger's Dog  
& Cat Food Co Inc**  
evangersdogfood.com

**Eye Envy**  
eyeenvy.com

**EZ-Groom**  
ez-groom.com

**Find a Groomer Inc**  
findagroomer.com  
groomingbusinessinabox.com

**Forever Stainless Steel**  
foreverstainlesssteel.com

**ForeverLawn**  
foreverlawn.com

**Frank Rowe & Son**  
frankroweandson.com

**Furminator**  
furminator.com

**Geib Handmade Shears**  
geibshears.com

**Glo-Mar Products Inc**  
glomar.com

**GMS Pet Supply International Inc**  
groomersfirstchoice.com

**Gopet LLC**  
gopetusa.com

**Governor Insurance Agcy. Inc**  
governorins.com

**Greenville Technical College**  
greenvilletech.com

**Groomer's Best Inc**  
groomersbest.com

**Groomer's Choice Pet Products**  
groomerschoice.com

**Groomer's Mall**  
groomersmall.com

**Groomers Helper**  
groomershelper.com

**Groomers Pro**  
groomerspro.com

**Grooming Business Magazine**  
petbusiness.com

**GroomTech**  
groomtech.com

**GrowthFactorX**  
growthfactorx.com

**Harvey Specialty Engineering**  
hairvac.com  
groomingvans.com

**Happy Feet**  
happyfeet.com

**Hawaiian Moon**  
aloecream.biz

**Health Technology Prof Products Inc**

**Healthy Goo**  
healthgoo.com  
doggygoo.com

**Help From Above**  
helpfromabove4pets.com

New Customers  
Save

**50%  
OFF**

First  
Sharpening  
Order

Mention Code  
**VAD812**  
for discount

**Clipper Blade  
Sharpening**  
Small Animal  
Clipper Blades  
only \$2.75/blade!

**Scissor  
Sharpening  
& Calibration**



The Ultimate Service Provider That  
"Never Skips a Beat"!

**Vital  
Surgical Technologies**

- High-Quality Sharpening Services  
that Save You Money \$\$\$!
- Rapid Turnaround Time
- Quality Control Testing
- Clipper Repair



ONE-STOP SERVICE PROVIDER      Quality Sharpening & Repair Since 1970

**CALL (877) 437-7095**  
SHIP TO: 199 New Road, Suite 61 #194  
Linwood, NJ 08221

**WWW.VITALST.COM**

READER SERVICE CARD #9661



# GROOM EXPO

THE  
GROOMING  
INDUSTRY'S  
PREMIER  
EVENT

SEPT. 19-22, 2013  
HERSHEY LODGE & CONVENTION CENTER

GROOMEXPO.COM

READER SERVICE CARD #9662

**Hostacam**  
livepetcams.com

**Idexx Laboratories**

**INT Pet Stop**  
groomingbows.com

**Intergroom Inc**  
intergroom.com

**Int. Boarding & Pet Services Assoc.**

**International Dental**  
international-dental.com

**International Professional Groomers Inc**  
ipgicmg.com

**Its Raining Cats and Dogs**  
itsrainingcatsanddogs.net

**Iv San Bernard USA**  
ivsanbernard.us

**J&J Dog Supplies**  
jjdog.com

**Jarden Consumer Solutions**  
osterpro.com

**JB Hann Co Inc/Evolution Shears**  
evolutionshears.com

**Jodi Murphy Instructional Series**  
jodimurphy.net

**John's Sharpening**

**K-9 Concepts Inc**

**K-9 Resorts Franchising**  
k9resorts.com

**Kamisori Inc**  
kamisorishears.com

**KAS Direct**  
kasdirect.com

**Kashi Shears**  
kashishears.com

**KC Grooming Supply**  
kcgroomingsupply.com

**Kenchii**  
kenchii.com

**Kendall Products**  
dri-dek.com/index.html

**Kennel Connection**  
kennelconnection.com

**Kennel Link**  
kennellink.com

**Kennel Pak Inc**  
kennelpak.com

**Kennelsoft Systems**  
kennelsoft.com

**Keystone Human Services**  
keystonehumanservices.org

**Kim Laube & Co Inc**  
laubeco.com

**Krembs**  
krembs.com

**KRS Insurance Brokers Inc**  
krsfinancial.ca

**Kuranda Dog Beds**  
kuranda.com

**L&G Distributors**

**Lambert Vet Supply/Marketing**  
lambertvetsupply.com

**Learn2groomDogs.com**  
whitedogenterprises.com

**Les Poochs Fragrances**  
lespoochs.com

**LGL Animal Care Products Inc**  
lglapc.com

**Lisa Welch Designs**  
lisawelchdesigns.com

**LNC Distributing**  
lncpetsupply.com

**Maser's Academy of Fine Grooming**

**Mason Company**  
masonco.com

**Max Comfort Inc**  
petsofabeds.com

**MBS Textbook Exchange**



"I trust the Cosequin® brand and so can you!"  
- Jungle Jack Hanna

**COSEQUIN®**  
Joint Health Supplement

**#1**  
Veterinarian  
Recommended  
Brand

A happy animal needs a healthy framework.  
Support the framework of your dog with Cosequin®.

**LVS**  
Lambert Vet Supply

**Lambert Vet Supply**  
The Path To Healthier Pets  
800-344-6337  
www.LambertVetSupply.com

READER SERVICE CARD #9663



**Happy Hoodie**

**CALMS and COMFORTS** pets while Force Drying

Also great for Nail clipping, Clipper work and more!

**It's a Force Drying MIRACLE!**

Swaddling effect calms upset, disagreeable pets  
Contributes to the safety of both pet and Groomer  
Saves valuable time in the grooming shop  
Requires little time, effort and cost to use

Two sizes fit most dog breeds and cats

SEE the **AMAZING** difference it makes at  
www.happyhoodie.com  
928.978.4959

Created by Groomers for Groomers

READER SERVICE CARD #9664





# BARKLEIGH CONTESTS ARE **GROOMTEAM SANCTIONED** FOR 2013!



## EARN GROOMTEAM POINTS AT THESE 2013 BARKLEIGH SHOWS:

### GROOM & KENNEL EXPO

(Pasadena, CA) – February

### NORTHWEST GROOMING SHOW

(Tacoma, WA) – March

### PETQUEST

(Wilmington, OH) – June

### ALL AMERICAN GROOMING SHOW

(Chicago, IL) – August

### GROOM EXPO

(Hershey, PA) – September

**BARKLEIGH PRODUCTIONS**  
970 West Trindle Road  
Mechanicsburg, PA 17055  
(717) 691-3388  
[info@barkleigh.com](mailto:info@barkleigh.com)  
[www.barkleigh.com](http://www.barkleigh.com)

READER SERVICE CARD #9665

**MDC Romani Inc**  
clippervac.com, mdcromani.com

**Memorial Paw/Sacred Symbols**  
memorialpaw.com

**Merck**  
merck.com

**Merryfield School of Pet Grooming**  
merryfieldschool.com

**Metro**  
metrovacworld.com

**MGB West Coast Distributors LLC**  
mgbwestcoast.com

**Morton Buildings Inc**  
mortonbuildings.com

**MRR Technologies LLC**  
mrrtechnologies.com

**Nash Academy/IJA**  
nashacademy.com

**Nat. Cat Groomers of America Inc**  
nationalcatgroomers.com

**National Kennel Sales & Appraisals**  
nationalkennelsales.com

**Naturally Tearfree Canine LLC**  
naturallytearfreecanine.com

**Nature's Specialties**  
naturesspecialtiesmfg.com

**NDGAA**  
nationaldoggroomers.com

**North Coast Pets**

**Northern Tails Sharpening Inc**  
northerntails.com

**Nutopicals**  
nutopicals.com

**Nuvet Labs**  
nuvet.com

**Online Doggy**  
onlinedoggy.com

**Outstanding Pet Care**  
lauralaaman.com

**Pacific Grooming Supplies**  
pacificsalesandservice.com

**Pampered Pets Grooming Accessories**  
pampered-pets.us

**Pawduke All Natural Dog Treats**  
pawduketreats.com

**Paws Four Reflection**

**PBI Gordon Corp**  
**Lambert Kay**  
pbigordon.com

**PC Sharp Edge**

**Pet Appdate**  
petappdate.com

**Pet King Brand Inc**  
zymox.com

**Pet Passions and Fashions**  
petpassionsandfashions.com

**Pet Portraits by Sam Thong**  
samthong.com

**PetSilk**  
petsilk.com

**Pet Stylists of Tennessee Inc**  
petstylistssoftennessee.com

**Pet Supplies Plus**  
petsuppliesplus.com

**Pet-Agree Grooming Supplies Inc**  
petagree.net

**Petbiz Insurance**  
petbizinsurance.com

**Petbookings**  
petbookings.com

**PetEdge**  
petedge.com

**Petlift Equipment**  
petlift.com



**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.

**To learn more about becoming a member and to see all the benefits Of becoming a member Visit our website**

**[www.creativegroomers.org](http://www.creativegroomers.org)**

READER SERVICE CARD #9666



**NEW FROM  
BARKLEIGH  
PRODUCTIONS!**

The Art and Magic of

# CREATIV DOG GROOMING

Foreword by Sally Liddick

**\$24.95**

FOR A LIMITED TIME ONLY  
**\$29.95** RETAIL PRICE

**ENJOY STORIES  
AND PHOTOS FROM  
BEHIND THE SCENES!**

**BARKLEIGHSTORE.COM**  
**INFO@BARKLEIGH.COM**  
(717) 691-3388



**96 PAGES  
IN FULL COLOR!**

C1989

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"

**BARKLEIGH PRODUCTIONS**  
970 W. Trindle Road  
Mechanicsburg, PA 17055

**Pets N Groom Distribution**  
petsngroom.com

**PetSmart**  
petsmart.com

**Petsmith LLC**  
afortunatedog.com

**Petzlife Products**  
petzlife.com

**Poly Pet Tubs**  
polypettubs.com

**Pop's Pet Organics**  
popspetproducts.com

**Precision Sharp Co**  
precisionsharp.com

**Prima Bathing Systems**  
primabathing.com

**Primecoat**  
primecoat.com

**Professional Cat Groomers Association**  
professionalcatgroomers.com

**Professional Pet Products Inc**  
professionalpetproducts.com

**Progroom**  
progroom.com

**Proguard Pet Products**  
proguardpets.com  
customcablepet.com

**Protective Specialties Development Group**  
protectivespecialties.com

**Pupular Dog Grooming  
& Show Products Inc**  
pupular.com

**Purrfect Wear**  
purrfectwear.net

**Quadruped Pet Care Products**  
quadrupedpetcare.com

**Ray Allen Manufacturing Co Inc**

**Resco Pet Products**  
teclausa.com/resco

**Rio Grand Certified Grooming School**

**Road Wagz**  
roadwagz.com

**Robb's Edge Express**  
robbsedgeexpress.com

**RPI of Atlanta - Makers of Pet Stick**  
intracell.net

**Ryan's Pet Supplies**  
ryanspet.com

**Sal's Blade Shop**  
salsbladeshop.com

**Sav-Ur Fur LLC**  
savurfur.com

**Scentsy**  
glamandgloryscents.scentsy.us  
skurdziel.scentsy.com

**Senproco Inc**  
greengroom.com

**Sensei Shear Systems**  
senseishears.com

**Shark Fin Shears Company**  
sharkfinshears.com

**Shear Delight**  
sheardelight.net

**Shor-line/T-Kennel**  
t-kennel.com  
shor-line.com

**Show Dog Store**  
showdogstore.com

**Showseason® Animal Products**  
**South Bark's Blueberry Facial**  
showseasongrooming.com  
southbark.com

**Smart Health Inc**  
vet.smartpractice.com  
smartpractice.com/vet

**Snyder Mfg Co**  
snydermfg.com

**Solid Gold Health Products for Pets**  
solidgoldhealth.com

**Splash and Dash for Dogs Int**  
splashanddashfordogs.com

**Spray Master - Assembled Products**  
spraymastertech.com

**Stone Mountain Pet Products**  
stonemountainpetproducts.com

**Store Vantage**  
storevantage.com

**Stylist Wear - Evolution Apparel**  
stylistwear.com

**Want to Be a Top Groomer?**  
*Then put our experience to work for you!*  
**www.Learn2GroomDogs.com**  
We have hundreds of "How To" grooming videos  
from the top professionals in the industry.



...and many, many more  
top groomers can be your  
personal coaches!

Whether you are a beginner, an experienced veteran,  
competition stylist or just starting out in your new career,  
**we can help you create raving fans while  
making more money in less time!**

**Join Today!**  
Unlimited viewing of 100s of high  
definition streaming video lessons on your  
computer, laptop, notebook, smartphone or tablet!

Connect With The Best  
**Learn2GroomDogs.Com**

Facebook

READER SERVICE CARD #9668

For a **QUICK**  
Response from  
Advertisers,  
please use  
the **Reader Service**  
**Card Number!**



# Klip Kards 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.

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

### Available Colors



Indicate color numbers when ordering

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

DATE		SERVICES, PRODUCTS, ETC.		CHARGES	GROOMER	REMINDER SENT
LAST	FIRST	CLIP		\$		
HOME PHONE		SPECIAL INSTRUCTIONS		\$		
CELL PHONE		ALL THAT APPLY:				
WORK-MR.		<input type="checkbox"/> EASY				
WORK-MRS.		<input type="checkbox"/> FAIR				
EMAIL		<input type="checkbox"/> DIFFICULT				
REFERRED BY		<input type="checkbox"/> BITER				
BREED		<input type="checkbox"/> CAGE SOILER				
NAME		<input type="checkbox"/> NOISY				
COLOR		<input type="checkbox"/> SHY				
BIRTHDATE		<input type="checkbox"/> CHECK ANAL				
VET		<input type="checkbox"/> CHECK EARS				
PH		<input type="checkbox"/> BURNS EASILY				
VACCINATIONS		<input type="checkbox"/> BLIND				
MEDICAL PROBLEMS		<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

© 1985 • BARKLEIGH PRODUCTIONS INC. • (717) 691-3388 • Fax: (717) 691-3381 • www.barkleigh.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.

**As low as  
8.5¢ each!**

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

### Available Colors



Indicate color numbers when ordering

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

DATE		SERVICES, PRODUCTS, ETC.		CHARGES	REMINDER SENT
LAST	FIRST	HOME PHONE			
CELL PHONE		WORK-MR.			
WORK-MRS.		EMAIL			
REFERRED BY		BREED			
NAME		SIZE			
COLOR		BIRTHDATE			
VET		PHONE			
MEDICAL PROBLEMS		CLIP		\$	
		CLIP		\$	
		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 ANAL			
		<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.			

© 1985 • BARKLEIGH PRODUCTIONS INC. • (717) 691-3388 • Fax: (717) 691-3381 • www.barkleigh.com

## 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.

**As low as  
5.5¢ each!**

- #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

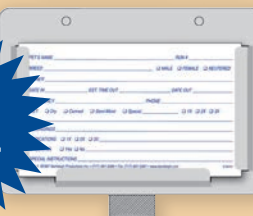
APPT. DATE		CHARGES, ETC.		REMINDER SENT
LAST	FIRST	HOME PHONE		
CELL PHONE		WORK-MR.		
WORK-MRS.		EMAIL		
BREED		SIZE		
COLOR		BIRTHDATE		
VET		PHONE		
MEDICAL PROBLEMS		CLIP		
		CHG. \$		
		<input type="checkbox"/> EASY		
		<input type="checkbox"/> FAIR		
		<input type="checkbox"/> DIFFICULT		
		SPECIAL INSTRUCTIONS:		

KLIP KARDS © 1980 • Barkleigh Productions Inc. • www.barkleigh.com • E10107



## Klip Kard Special

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



## Kage Kard Holder

**Sudz - N - Stuff**  
sudzandstuff.com

**Sunergy**  
sunergysys.com

**Super Styling Sessions**  
superstylingssessions.com

**SuperZoo/World Pet Association**  
worldpetassociation.org

**Surplus One Inc**

**Susquehanna Service Dogs**

**TBD Brands LLC**  
yoghund.com

**The Creative Groomer**  
pupfeathers.com

**The Edge**  
clippercozy.com

**The Hair Doc Co**  
bassbrushes.net

**The Jay Scruggs Signature Series**  
groomerschoice.com

**The Nutro Company**  
nutro.com

**The Pet Supply House Limited**  
petsupplyhouse.com

**The Petcot Company**  
petcot.com

**Thomas Laboratories**  
thomaslabs.com

**TLC Grooming  
& Sharpening Services**  
tlc4dogs.com

**Top Dog Business Boosters**  
topdogbizboosters.com

**Total K9 Connection**  
totalk9connection.com

**Tropiclean**  
tropiclean.net

**Ultra Lift Inc**  
tablesntubs.com

**UPCO2**  
upco.com

**Veterinary Solutions**  
vetsol.com

**Vibrant Pets Inc**  
vibrantpets.net

**Vital Surgical Technologies**

**Wag Wear Uniforms**  
wagwearuniforms.com

**Wag'n Tails Mobile Conversions**  
wagntails.com

**Wags LLC**  
wagsupply.com

**Wahl Clipper Corporations**  
wahlanimal.com

**Warren London**  
warrenlondon.com

**Western Dog Grooming School**

**Wet Dog Millionaire LLC**  
wetdogmillionaire.com

**Whitman Sharpening**  
whitmansharpening.com

**Xpower Manufacture Inc**  
xpower.ws

**Zoni Pets LLC**  
happyhoodie.com

For a **QUICK**  
Response from  
Advertisers, please use  
the **Reader Service**  
Card Number!



**SENSEI TRIO SETS**  
**SAVE UP TO \$189.90!**  
WWW.SENSEIDOG.COM

**SENSEI**  
SHEAR SYSTEMS

READER SERVICE CARD #9670



Groomer To  
**Groomer**  
ONLINE

"The Grooming Industry's  
Business-Building Magazine"

Read Back Issues, Connect with  
Others and More at  
**www.groomertogroomer.com**



**YOUR BOARDING KENNEL**

Name \_\_\_\_\_

DATE \_\_\_\_\_ BOARDING CHGS. \_\_\_\_\_ GROOMING CHGS. \_\_\_\_\_

BOARDING \$ \_\_\_\_\_

Special Diet \_\_\_\_\_

Special Feedings ☐ 2x ☐ 3x ☐ 4x

Medicating \_\_\_\_\_

Playtime/Exercise \_\_\_\_\_

GROOMING \$ \_\_\_\_\_

BATH ☐ Flea Dip

Sales Tax + \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

YOUR NEXT GROOMING APPOINTMENT IS: \_\_\_\_\_ AT \_\_\_\_\_

*Thank you and have a PAW-fect Day!*

BK55 01987 Barkleigh Productions, Inc. • www.barkleigh.com • (717) 691-3388

---

**YOUR PROFESSIONAL GROOMER**

Name \_\_\_\_\_

DATE \_\_\_\_\_

BASIC GROOMING ☐ No Bath

☐ Tangle / Dematting ☐ Behavior Problem

☐ 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!*

BK55 01987 Barkleigh Productions, Inc. • www.barkleigh.com • (717) 691-3388

## 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-AR \_\_\_\_\_

WORK-AR \_\_\_\_\_

CELL \_\_\_\_\_

EMAIL \_\_\_\_\_

REFERRED BY \_\_\_\_\_

☐ DOG ☐ CAT ☐ OTHER \_\_\_\_\_

BREED \_\_\_\_\_ SIZE \_\_\_\_\_

NAME \_\_\_\_\_ ☐ M ☐ F ☐ NEUT

COLOR \_\_\_\_\_ BIRTHDATE \_\_\_\_\_

MARKINGS \_\_\_\_\_

EMERGENCY CONTACT \_\_\_\_\_

VEH. \_\_\_\_\_ PH. \_\_\_\_\_

BK55 Kenn-L-Kard ©1987 Barkleigh Productions, Inc. • (717) 691-3388 • Fax (717) 691-3387 • www.barkleigh.com

## Kenn-L-Kards and Run Kards

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

PET'S NAME \_\_\_\_\_ RUN # \_\_\_\_\_

BREED \_\_\_\_\_ ☐ MALE ☐ FEMALE ☐ NEUTERED

OWNER \_\_\_\_\_

DATE IN \_\_\_\_\_ EST. TIME OUT \_\_\_\_\_ DATE OUT \_\_\_\_\_

EMERGENCY \_\_\_\_\_ PHONE \_\_\_\_\_

DIET ☐ DRY ☐ CANNED ☐ SEMI-MOIST ☐ SPECIAL \_\_\_\_\_ ☐ 1X ☐ 2X ☐ 3X

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, by obtaining veterinary care at my expense, if deemed necessary, for illness or injury. I further agree to pay for all veterinary and other necessary services incurred by and for my pet during its stay in this facility.

This boarding facility agrees to exercise all due and reasonable care to prevent injury or illness to my pet. However, 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 if 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.



**Kage  
Kard  
Holder**

## 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!**

**Call (717) 691-3388 ext 210  
to place a Classified.**

Rates: 25 words or less – \$50.00.  
Each additional word – \$2.00 each.  
Classified ads must be prepaid.  
Call for issue deadlines.  
Agency Discounts Do Not Apply.

## BLADES & SHARPENING

EACH blade examined personally, sharpened to perfection, demagnetized and tested. Sockets and springs adjusted, blades individually sealed, READY TO USE. Sole proprietor w/ 20+ years experience. FACTORY-TRAINED to sharpen shears/blades. Customized tip sheet included w/ order - PROMPT RETURN. Clipper Blades \$5, Shears \$7, S/H \$7. PA residents add 7%. John's Sharpening, 1213 Middle St., Pittsburgh, PA 15212-4838. (412) 321-1522 JKosakowsky@hotmail.com.

Andis Clipper Repair. Parts and blade sharpening. Kenmore, WA. (425) 485-1500. store@masers.com. www.clipperfix.com

"YOU NOW HAVE A BETTER CHOICE" We are also groomers. Website has free videos and articles on blade and clipper care. Steel Blades \$5.00, Ceramic \$6.00, Regular shears \$5.00, convex \$10. Sharkfin certified. Trimmer blades (5-N-1, Speedfeed) \$6.50, 5-N-1 blades refurbished (new parts, not sharpened) \$10. Clipper repair (Andis, Laube, Wahl). Mail-in service has 48 hour turnaround, \$5.00 RETURN SHIPPING ALL ORDERS. Website has all information. Est. 1995. Northern Tails Sharpening Inc, Mobile AL & New Orleans LA Call 251-232-5353 www.northerntails.com.

## BOWS & ACCESSORIES

Wholesale designer bandanas. Rolled-edged. Per Dozen prices: \$6.00 – Sm.; \$8.00 – Med.; \$15.00 – Lg.; Gigantic selection. Call Now! (301) 746-4327.

Four different sizes, lots of beautiful prints and solids. Christmas, Halloween, Thanksgiving, Valentine's, St Patrick's Day and 4th of July holidays are available. New bows available on our website. Order early for best selection. Elchar Dog Bows (800) 972-5857. www.elcharbows.com.

GroomingBows.com/ 200 Models to choose from. Quality in mind. 100% hand made. Satisfaction Guaranteed. Call: Edgar 305-945-8903.

## BUSINESS OPPORTUNITY

Northeast Florida Full Service Pet Store and Grooming Salon, Established 25 years Owner Retiring, Sales Up 10% In 2012, Price \$144,900 - Owner Will Finance. jim@callahangroup.biz

## EDUCATION

THINK LIKE A DOG--Dog Training Instructor Program. The course where knowledge meets know-how. We've trained over 19,000 dogs & countless instructors. Learn everything you need to become a trainer of the highest caliber. Two week comprehensive course located in scenic southern Indiana near Louisville. ThinkLikeADog.com or call 812-738-1212 for info. Next session starts 4/15/2013

## GROOMER WANTED

OPPORTUNITY OF A LIFETIME - Upscale Silicon Valley Grooming Salon needs another exceptionally well-trained groomer. Extremely busy and growing business. Clients galore - can't keep up - need more staff. You can earn up to \$1,000 a week and more if you are well qualified and can attract and keep clients happy. Advancement opportunities. Call Wayne at 650-921-3547.

Want to work in a relaxed all natural shop in Palmetto, Florida? Looking for a full-time, experienced and friendly pet stylist. Must be detail-oriented and have excellent customer service skills. Commission based on experience. Store hours Mon. - Sat. 8am - 7pm. Send applications to petslifenaturally@verizon.net

**Classified  
Advertisements  
GET RESULTS!**

Find us on

**facebook**

[www.facebook.com/  
groomertogroomermagazine](http://www.facebook.com/groomertogroomermagazine)

**PrecisionSharp**  
Work Smart. Stay Sharp.  
**Sharpening  
Sales & Repair**  
**andis WAHL**  
**C-MON Precise Cut**  
120 Fourth Street • Mt. Wolf, PA 17347  
(717) 266-7348 • (888) 742-7745  
info@precisionsharp.com  
www.precisionsharp.com

READER SERVICE CARD #9672

The Grooming Industry's  
**BEST**  
video resource!  
**GROOMERTV.COM**

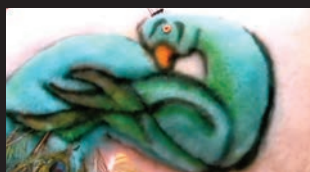
Now you can order  
**Barkleigh Products**  
with ease over the internet!



**Barkleigh  
On-Line Store**  
[www.barkleigh.com](http://www.barkleigh.com)



# GROOMERTV.COM



## *Capturing the Best of the Professional Pet Care Industry*

**LIVE COVERAGE**  
OF INDUSTRY SHOWS  
& COMPETITIONS

**FREE DEMOS,**  
TIPS, INTERVIEWS,  
AND MUCH MORE!

**SCAN THE QR CODE**  
TO VIEW GROOMERTV  
ON YOUR MOBILE DEVICE!



UPCOMING SHOWS:

**GROOM &  
KENNEL EXPO**

FEBRUARY 21–24, 2013

**ATLANTA PET FAIR**

FEBRUARY 28–  
MARCH 3, 2013

**NORTHWEST  
GROOMING SHOW**

MARCH 15–17, 2013

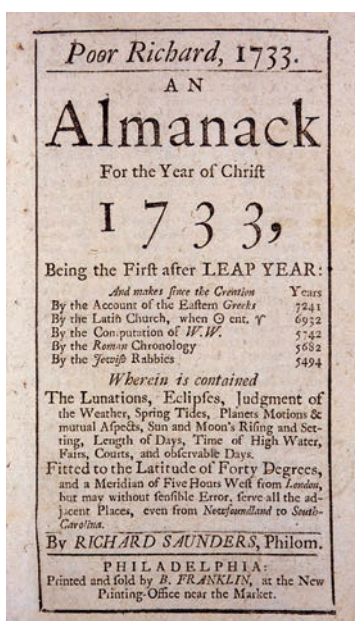


“He that lieth down with dogs,  
shall rise up with Fleas.”

Based on that quote, it's safe to say a lot has changed since Benjamin Franklin printed it in his famous *Poor Richard's Almanack* (for starters, the way we spell almanac). They obviously didn't have flea shampoos or professional dog groomers, for that matter.

Over 250 years later, lying with dogs is not only safe, but a recent poll indicates most dog owners prefer to allow their pets to “lieth” down in the same bed. Obviously, the quote is not meant to be taken literally. It is a statement on the company you keep. It does show, however, the attitude of the time about a dog's lack of cleanliness.

Speaking of times changing, the first *Groomer to Groomer* issue of the year has also changed. What used to be the annual *Buyer's Guide* is now a *Groomer's Almanac*. I think Franklin would approve. After all, he did say, “When you're finished changing, you're finished.”



I know the first *Groomer to Groomer Almanac* will not have the cultural or historical significance as *Poor Richard's*, but it is interesting to note that four times as many copies will be printed. Franklin predicted the weather for farmers to plan their work accordingly. We won't be predicting the dogs that you will have scheduled each day. What you will find in this issue is a combination of articles and useful resources. It reflects on the year that was and looks to the future.

Lastly, Benjamin Franklin said, “Any fool can criticize, condemn, and complain - and most fools do.” In most situations, that may be true. However, in an effort to develop the best Almanac possible, I welcome your criticisms and complaints (but please go easy on the condemnations).

*Todd Shelly*  
todd@barkleigh.com



**NEW**

**WAHL®**

**ProFicient**

2-SPEED CLIPPER UP TO 4700 SPM WITH HIGH TORQUE



CHOOSE YOUR STYLE - EXPRESS YOURSELF DESIGNER LIDS

## ULTIMATE Competition Series Blades



New innovative patented technology

**CUTS 2.5 x's  
FASTER\***



W H E N P E R F O R M A N C E C O U N T S

\*Wahl "Ultimate" Competition Series Blades cut 2.5 x's faster than Wahl Competition Series Blades

[www.wahlanimal.com](http://www.wahlanimal.com) • 1.800.PROWAHL

READER SERVICE CARD #9674



1-800-525-7387 Best Prices...Best Brands...™

**www.RyansPet.com**

©2013 G&G Distribution Inc. All rights reserved. Pricing, shipping terms and manufacturer specs subject to change.



**JUST CALL**  
**1 - 800 - 525 - 7387**

**OR CLICK**  
**www.ryanspet.com**



**& SAVE BIG**  
**1000's of**  
**Professional Products**

**\$5.89**

**FLAT RATE  
SHIPPING  
EVERY DAY!**

On Merchandise Totaling  
\$150.00 or More

**Includes Shampoos!**

**FREE** Shipping on Orders of  
\$550.00 or More

No Coupon Code Needed

Some Exclusions Apply

*"Rely on Ryan's"™*

**MIX & MATCH**

**Ryan's Makes  
Buying at the  
Lowest Price Easy**