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Groomer

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THE GIFT



Felicia Moran Gave Her Husband the Greatest Gift She Could Give

One of the things that delights me about being in the pet grooming industry is how kind, generous, and compassionate most of the groomers I meet are. It seems that people who love animals enough to make a career out of working with them are disproportionately good-hearted to the rest of the population.

I know groomers who raise funds to help other groomers, many who are involved in animal rescue, some who open their hearts and homes as foster parents, and others who adopt children with special needs. And then

there is Felicia Moran, who literally gave of her very self.

Felicia has been a pet groomer since 2003. An active dog hobbyist, she also owns and operates a mobile grooming service. Eleven years ago, she married her best friend, Ed. When Ed was in his mid-twenties, he was diagnosed with kidney disease, which his doctors associated with high blood pressure. Four years into their marriage, Ed lost most of his kidney function. His medical team inserted a catheter into his chest wall, and four times a day, Ed had peritoneal dialysis.

At this time, he was put on a

transplant list to wait for a cadaver kidney. Felicia and Ed were told that the average wait time for a transplant was seven years. Although the peritoneal dialysis kept him alive, his health was declining. He developed diabetes, his arms and legs became swollen, his immune system weakened, and he suffered from frequent infections.

Felicia said, "After three years of watching Ed on dialysis and seeing his health decline, I decided I wanted to see if I could be a kidney donor. I knew that in order to donate, I would have to be in great physical health, including not being overweight. I had 90



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117,471 people are currently waiting for an organ.

18 people die every day, waiting for a donor organ.

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Check with your state to find out how to become an organ donor! If every groomer reading this became organ donors... well, that would be one spectacular way to show that **"groomers matter!"**

pounds to lose, so in January of 2010, I joined Weight Watchers. By the end of the year, I had lost those pounds! I went in to get tested to see if Ed and I had the same blood type." That would be the first test on this giving journey.

"Ed and I were talking to one of the surgeons when a nurse came in with the paper showing us we were a match!" After that, there were a great many more tests for Felicia to undergo. "They did antigen tests to see how likely it would be that Ed's body would accept my kidney, and the news was good." From there, Felicia was examined from head to toe. She had 18 vials of blood drawn to be tested for every imaginable thing. "I was screened to check cholesterol, diabetes, immune diseases, cancer, and more. I had to meet with a psychologist to make sure I understood what donating would mean and that I would be able to handle the emotional

consequences that would follow. We had to talk to financial advisors to make sure we'd have the support needed following the transplant. Then our case was brought before a board. Finally I was approved to be a donor!"

After some delays, a date was finally set for the big day. On August 4, Felicia donated one of her kidneys to her husband and saved his life. "Our friend and fellow groomer, Holly Bosse, drove us to the hospital." (Interestingly enough, Holly was the recipient of a kidney from her husband several years ago.) It took four hours of surgery for Felicia and six for Ed before the gift was given and received. "After surgery I woke up with my family around me. The next morning, I woke up to see Ed standing over my bed! He looked wonderful; the change in him was already remarkable."

Felicia was in the hospital for two days; Ed stayed another five. Their

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recovery time was six and eight weeks, respectively. "Neither of us have been sick a single day since the surgery!" Felicia said. Both Ed and Felicia were able to return to work and resume the activities they loved: dog training for her and playing in a band for him.

"We received support from so many people. Both of our families, of course, were wonderful. And groom-

ers from all over the country raised money to help us, since I would have no income while recuperating. They sent well wishes and cards. Grooming customers made us homemade meals, and one even mowed our lawn for us during our recovery period." She found great online support on Facebook with a group called Donor Darlings and Devils.

Felicia lost 90 pounds and a kidney, but she gave the most spectacular gift possible. I sometimes see Felicia and Ed at grooming shows, and it has been a joy to see Ed regain his health. I asked Felicia if she had any doubts about donating her kidney. She laughed, "No! Ed is such a good man. Donating that kidney was a gift to myself so I can be with him!" <=>



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Groomers! Get ready for a weekend of outstanding educational programs at *Pet Quest*, returning this June to the *Holiday Inn Roberts Centre* in Wilmington, Ohio. Seminar topics will include grooming, mobile grooming, pet health, business skills, and animal behavior. This year's speaker lineup features world-renowned industry icons and champion groomers.

One of the most exciting educational opportunities at *Pet Quest* is Thursday afternoon's "Japanese Freestyle" seminar with Irina Pinkusevich. This is the first time ever in North

America that anyone will present a seminar on Japanese Freestyle grooming. During her international travels, Irina has heard plenty of groomers talking enthusiastically about this unique style, which enhances the dog's "cute factor" with a fluffier profile. Recently, Irina traveled to Japan and, for over two weeks, studied with some of the country's top groomers. Irina has now combined the aesthetic of Japanese Freestyle with the technical excellence she has displayed in the contest ring and is ready to pass along this new knowledge to groomers in the

United States. Irina will groom two dogs as a demonstration during this four-hour seminar.

Thursday's seminar sessions also include a full day of grooming demonstrations by Lisa Leady, the two-time winner of the *Barkleigh Honors Judge of the Year Award*. She will demonstrate proper breed profiles, correct angulation, and structure on terriers. Teri DiMarino will also present her ever-popular *Brusher Bather Certificate Program*.

Seminars continue in the evening with Jodi Murphy, Angela Kumpe, and

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Labels in illustration: Danelle German, Lindsey Dicken, Lisa Leady, Founder Melissa Verplank, Judy Hudson, Irina "Irina" Pinkusevich, Susan Watson

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Lori Craig, Jodi will lead a seminar on mobile pet grooming, during which she will address topics like scheduling, routing, and pricing. Angela Kumpe and Lori Craig will be teaming up to discuss the ins and outs of airbrushing, from equipment and coloring products to techniques and airbrushing as an add-on service.

Seminars on Friday feature a *Barkleigh Honors* demo series with award winners Sue Zecco, Jay Scruggs, and Jonathan David and nominee Cat Opson. They will demonstrate grooming techniques on the Poodle, Doodle, and Old English Sheep Dog. These seminars will be available for registration both as a day-long series and as individual sessions.

Also on Friday, Michelle Knowles will present a four-part seminar called "Science of Skin." She will address hair and skin structure for dogs with short, medium, and long coats as well

as explore techniques and methods of managing pet skin issues. This seminar is only available as a day-long series.

Up and coming speaker Amie Haslar debuted at *PetQuest 2012* to rave reviews. She returns to *PetQuest* with a Friday evening cat grooming demo. Witness a live demonstration of grooming a not-so-happy cat and learn how to handle difficult cats in your own salon. Friday evening also features an easy pet trim grooming demo with Olga Zabelinskaya and the bubbly Bichon.

The demos continue throughout the weekend with some of the grooming industry's biggest icons. Kathy Rose will present a seminar on the Standard Poodle, one of the Bread & Butter breeds seen in your own salon, and Diane Betelak will demonstrate how to trim the Wheaten Terrier correctly and set lines with snap-on combs and blades while keeping the

Wheaten profile. Sue Zecco and Jay Scruggs will be joining together to demonstrate proper grooming techniques on the Springer Spaniel, and Jill Pipino and Erin McLaughlin will introduce European flair to your Poodle grooming with a Scandinavian trim.

Other weekend seminar topics include animal health with Dr. Cliff Faver, business with Joey Villani, cat grooming with Kimberly Raisenen, and mobile grooming with Tip Campbell. With lots of different seminars throughout the weekend, there is something for every groomer at *PetQuest!* Be sure to visit the trade show floor between seminar sessions for great show deals, product demonstrations, and exciting *GroomTeam*-sanctioned competitions.

Save the date: June 20-23, 2013! For more information about *PetQuest*, visit PQGroom.com or call (717) 691-3388. ☞

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SHOP SAFETY

PART THREE

✎ by Mary Oquendo ✎

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to read parts One and Two!

In Part Three of this series, focus is on the health and safety of the bathing area. The three important elements are the pet, the tub, and the environment.

PETS

The bath water should feel cool to your touch. The normal body temperature of a pet is between 100.4 and 102.5 F, whereas our normal body temperature is between 97 and 100 F. Water temperature that is comfortably warm for us is too hot for pets.

Use shorter tub loops for dogs.

You do not want any leeway for a dog to jump out of the tub. Never leave a pet unattended while bathing. Do not use loops on cats, as they are far more agile than dogs and can easily jump out.

Walk-up ramps will help get the larger dogs into the tub without injuring either yourself or the pet, which is especially important with arthritic dogs. Keep in mind that a pet in pain may bite.

Tub grates and orthopedic mats are great for the smaller dogs, cats,

and arthritic pets. The tub grates will raise the smaller dogs and cats, so you do not have to continually bend over the tub and strain your back, but tub grates by themselves can cause problems. Toes and nails can get stuck in grate holes. Cats like to grip and can injure themselves on the metal. The orthopedic mats cover the grate holes and are soft enough for cats to hold onto safely. I use the combination of mat and grate with arthritic pets. The mat alone, even the ones with the holes in it, traps the soapy

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Install non-slip floors and floor drains.

This is a wet area. According to the CDC (Center for Disease Control and Prevention), approximately 20,000 people die each year from slip and falls. In addition, 20–30% of slip and falls result in broken bones, head injuries, fractures, and bruises.

water underneath. It makes it difficult to rinse their feet fully.

Wash used towels in bleach, Clorox 2 (it contains peroxide), or hot water that is at least 140–150F. Most hot

water cycles on a washing machine do not get that hot unless it has a sanitize cycle. Water fills the air spaces of fibers, causing bacteria to multiply, and a tenth of a gram of fecal matter can contain

100 million E. coli cells. Detergents do not kill E. coli, hepatitis A, norovirus, or rotavirus. In fact, if you do not bleach or sanitize, you will spread it to the entire laundry load and all the laundry done afterwards.

Decide what products and tools you will need before you place the pet into the tub, and have them within arms' reach. Keep clutter to a minimum.

TUBS

Rinse the tub in between pets to remove all the biologicals. The biologicals are hair, blood, urine, and feces. They are the common vectors for transmission of contagions.

If you use a re-circulating pump, run shampoo through to push out the biologicals before washing the next pet. In addition, if you wash a cat after a dog, then you want to be certain that all the dog shampoo is out of the

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re-circulator beforehand. Run 50/50 water to vinegar through the pump at the end of the day to remove soap scum build-up.

ENVIRONMENT

Install non-slip floors and floor drains. This is a wet area. According to the CDC (Center for Disease Control and Prevention), approximately 20,000 people die each year from slip and falls. In addition, 20–30% of slip and falls result in broken bones, head injuries, fractures, and bruises. For many of us, being hurt and out of work means no income.

Install GFI (Ground Fault Interrupter) outlets. I have some more fun facts for you. OSHA (Occupational Safety and Health Administration) estimates that there are 350 electrical-related deaths a year. Electrocutions can cause heart attacks and burns for both you and the pet.

Wrap up dryer cords and hoses when not in use to prevent trip and falls.

Store unused towels in a bin or cabinet until they are needed to keep biologicals off of them.

If you pre-mix shampoo and conditioner, mix up enough for the day only. Bacteria will begin to breed in water as soon as it is no longer sterile. Distilled water is not sterile. Contaminated products used on the pet force bacteria into open follicles, potentially causing bacterial infections including furunculosis. Furunculosis is difficult to treat and can be fatal.

Use tongue depressors or ice cream sticks to use spa products instead of wet fingers. You can find them at any craft store.

Store gallons away from the tub. You can use a pump or plastic wrap over the opening to keep water and hair out of the gallons.

Food-based shampoos, such as oatmeal or therapeutic-grade essential oil products, have a shorter life span than their counterparts. Ask the manufacturer what the shelf life is on their products.

Clean, disinfect, and dry all reusable bottles including the pumps. ☹

In Part Four of this series, the focus will be the drying area.

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BRODY IS ON FIRE!

by Dawn Omboy
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I love groomers, and I love creative styling. For me, it is so much fun to be able to travel and share in the enthusiasm of talented groomers who are looking to learn new skills or just gain a bit more confidence in the colorful art of creative styling.

During this trip, I found myself at the home of groomer Amber Powell Brooks in Guyton, Georgia. If you recognize the name, it is because her

fabulous artwork has become very popular with a strong Facebook presence. At Amber's home salon, we had a small group of great groomer ladies, old friends and new ones, who had ideas of what they would like to be able to achieve with their dogs, knowing this would be a great marketing tool for their businesses.

Dawn Maki of Dog in Suds in Henderson, North Carolina, wanted her

two-year-old cream-colored Standard Poodle, Brody, to sport bright flames. She had seen the design on a pickup truck and chased it down to snap a picture on her phone to bring it to the class. Brody, in a lamb trim with short jacket and scissored legs, was ready to sport this style.

We began by drawing the flame from her photo onto a sheet of sticky back foam (thank you, Amber) and



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then cut it out with an X-acto knife. We then carefully peeled off the backing and placed it onto Brody's side. With the stencil in place, we got a can of black Pet Paint, gave it a shake, and then did a light spray over the stencil. After gently peeling off the stencil, we had a perfect outline for hand-painting our brilliant flame colors.

The outside edges were painted in using a firm, medium-sized paint brush dipped in Avatar Orange dye. The yellow used was the new color product Energetic Yellow made by Davis, which comes in a spray bottle, so it was very easy to spray the color right into the center. Whenever you are spraying anything, always test the range of the spray away from the dog on paper so you get the feel of it first. This can really save on unwanted "oops."

Repeat the process on the other side of the dog. After letting the products sit on the dog for 20 minutes,

it is time to rinse. To keep color from splattering onto Brody's legs, we used my bag trick. This is when I stand the dog in big trash bags – in this case, one for the back legs and another for the front legs – securing each one over the back so that only the bits we need to rinse are exposed. Besides protecting from color splash, it also cuts drying time! I use this in my everyday grooming as well. It is great when you have to send a dog back to the tub to have just one body part re-bathed. Brody looked great at the end of the first day of this two-day class.

The following day, Dawn was ready to flame up his legs. We began this look by first coating Brody's feet by thickly brushing cholesterol onto them for protection against color drips. Next, she separated the hair with vet wrap and started from the bottom line, brushing in her red dye. She chose to use Kiss Express Truly Red for this, as it is a deep red and

long-lasting product.

Unwrapping the next section, she line-brushed in the Avatar Orange, another long-lasting dye, before moving on up to the last section, which was the Davis Energetic Yellow spray in semi-permanent color. The Davis color does bleed a bit, but that's okay for the flame effect.

Fifteen minutes after the last color application, Brody was off to the tub to have his flaming legs rinsed and dried. Next, I showed Dawn a couple of different methods of adding glitter to bring out the flames for a bit more spark.

I want to say how cool he looked, but really, he was HOT!

You can see Brody moving on the Facebook page Creative Grooming.

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Pearl

by Bonnie Wonders-Trent



I have been grooming dogs for 30 years now. Those of you who have been in business for any length of time know you acquire some “special” customers. One of the first people who came into my shop with an old Poodle was a very unique woman. I’ll just call her “Pearl.”

She is a very well-to-do woman with a heart of gold. I don’t think there is anyone whom she doesn’t remember on any given holiday. We all get cards and gifts from her for anything and everything. She had taken an almost immediate liking to me from the beginning of our relationship and, to this day, is probably my most steadfast and loyal supporter. Thank God she does like me. If she doesn’t care for someone, she lets them know. There is no

gray area with her. You always know where you stand.

She kind of made me into her “chauffeur” over the years, and we’ve had some doozy times when she’s wanted me to take her shopping and such. We’ve gone from her taking her own placemats into restaurants when we’d go for lunch to her stripping down to her undies when she thought she was in the dressing room of a store. Unbeknownst to her, she was just outside the entrance to the dressing room area when she did that one. I even took her to her 50th class reunion many years ago. At least I was a hit with all the men, seeing as I was the only woman there who was 40 years younger than anyone else. Well, you get the gist of it all.

Since Pearl quit driving last year at the age of 91, one of my weekly duties began to be picking her up on Wednesdays and dropping her off at her hairdresser on my way in to work. This is really no problem at all. After all these years, I still get such a kick out of her and often tell her what a spoiled brat she can be.

Last summer she informed me that when my husband, Dave, had picked her up a couple times, he at least backed into her driveway so that she wouldn’t have to walk all the way around the vehicle to get in. Lesson learned, I immediately started backing in. Every fourth Wednesday, I also pick her dog up with her to groom him. My hubby then comes into town to pick both of them up and return them

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home. It has never been a problem until this past week. Holy moly...

I stopped to pick up Pearl and her dog this past Wednesday. As usual, it was snowing here, and I backed into her driveway as closely as I could get to her house. I went into her house and promptly chased the dog around the big living room, which opens up into the dining room, which opens up into the formal living room.

It's always the same scene. Pearl puts the leash on the dog before I get there, as you can't catch the little bugger when he knows he's going somewhere. When I come in, he picks up the end of the lead in his mouth, and we do our circular promenade around all the rooms until I can get close enough to step on the end of the leash.

I catch the dog and pick up three gift bags filled with goodies, which Pearl has prepared: one for me, one for

my hubby, and one for the hairdresser. I grab her purse on the way out the door, and we are good to go. Once outside, I now put my left arm under Pearl's arm to help her down the two steps off her porch.

Bear in mind I've got those three bags, a purse, and a 20-something-pound dog all in my right arm. I always have to carry the dog, since the house is very close to an extremely busy road. His collar is never on tightly enough, and sure as heck, if he doesn't want to go in the direction you want him to, he can slip it over his head when he puts on the brakes and backs up. I'd have to throw myself under a truck and be certain that I was run over if I let anything happen to that dog.

I safely get Pearl off the porch and open the passenger door of my Santa Fe for her. She grabs onto the top of

the door to steady herself, and I hold it firmly for her. She's only a little over five feet high and is getting a little wobbly, so it's a bit of a reach for her to lift her leg up. As if in slow motion, she gets her left leg into the car, and I see her right foot start to slide on the snow-covered pavement. I grabbed at the back of her coat as I dropped the dog, packages, and purse. She was going down, and I couldn't stop it. My biggest fear was her cracking her head on the driveway or breaking a now 92-year-old bone that I'm sure wouldn't take too well to healing anymore.

"Oh no!" was all I remember her saying as she kind of actually gracefully slid to the ground with me, still hanging onto the back and arm of her coat. "Where's the dog?" she asked as she lay in the driveway with her one leg under the car.

"Are you alright?" I asked, feeling like I was going to puke.

"Where's the dog?" she asked again, panicked. I looked to my right, and there he was, sitting as calmly as could be in the snow. At least he didn't try to run, and I was able to scoop him up and stick him in my car.

"He's fine. He can sit in the car for now," I told her. "Are you sure you aren't hurt?" I asked again.

"No, I'm fine, but I can't get up," she said.

Now here I am, 5' 7" or so, and let's just say for the sake of argument between 100 and 200 pounds. I knew I could surely help this woman get to her feet. "Let me get you out from under the car," I told her.

I reached under her arms and pulled her backward to clear her leg from under the car. I then tried to help her to her feet and... nothing. Her legs stuck out like two rag doll legs. I tried again. Still nothing. She had on these bootie things that look more like slippers on the bottoms with absolutely no traction whatsoever. I heaved... I



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hoed... I got nowhere.

"I can't get up," Pearl said helplessly.

"I don't know how to help you," I told her. I just felt so stupid. Here I am, able to lift Labs and Golden Retrievers, and I can't budge this little five-foot-tall woman.

"I'll scoot on my rear," Pearl said. With that, she started doing a combination of a roly poly, weeble wobble sort of thing heading for the garage. She was soaking wet at this point and losing her pants in the process.

"Let me get a blanket," I said, trying not to show all the panic that I was feeling at that point.

"I don't want a blanket. I'm too hot as it is," she said. "I'm so sorry," she kept saying. She was breathing so heavily that I started thinking about her having a heart attack.

"Let me call the ambulance," I said.

"No! Don't you dare call them!" she screeched.

"Okay, okay. Let me try getting you up again," I said. Again I tried... and failed. I ran into the garage and looked for something — anything — to help get her up. I pulled a large cooler over to her. "Do you think you could put your arms on this and help pull yourself onto your knees or something?" I asked. She tried to no avail. Her feet kept sliding all over the place with those stupid shoes she had on. "Do you have any boots that are more like winter ones with traction on them?" I asked.

"In the hall closet," she said. I ran into the house. I tore through the closets like a maniac only to find a pair that didn't look much better than what she already had on. I ran outside with them, yanked her shoes off, and put these on. I then summoned up all the strength that I had and tried again to

lift her.

By this time, she had managed to scoot herself into the garage. I gave her a mighty heave from behind, ended up losing my balance, and fell on my rear end right behind her. Thank God she couldn't turn around to see me sitting behind her.

"Did you fall?" she asked in a high-pitched voice.

"No, no. I'm fine," I lied. At that precise moment, I had a vision of an ambulance coming by to find two old women on the garage floor. I reached for my cell phone, which had flown out of my pocket and across the garage floor when I went down.

"Take this damned coat off me. I'm roasting," Pearl said, panting heavily. It was only about 22 degrees, and I hated to take it from her. She was yanking at it, and I obediently helped her off with it.

"I've gotta try to call somebody," I

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said. I ran into her house and grabbed a phone book. I called one of her neighbors that I knew, and Sandy answered the phone. "Is Cliff there?" I asked hurriedly.

"No, he's with my brother," she said.

"Pearl fell, and I can't get her up," I told her. Sandy said she'd call another neighbor until she could find somebody. I hung up with her, and Pearl was out in the garage yelling for me. I ran through the house back to the garage.

"What?" I asked, running to the front of her.

"Where's the dog?" she asked.

"He's still in the car," I assured her.

"Is he okay?" she said worriedly.

"Go check," she added. I ran to the car, looked in, and yelled back to Pearl that he was fine.

"I'm going to try to call Dave," I told her. I tried and couldn't get him

on his cell phone.

"Did you get him?" she asked as I came back out to the garage.

"No, he's not answering."

"Why not?" Pearl asked. I had no answer. By this time, I had managed to help her work her way over to the garage steps. The house phone started ringing, and I ran to answer it. It was Sandy calling to say that the guy on the other side of Pearl's house was going to come over to help. This whole episode took about 35 minutes.

The guy finally arrived. Each of us got an arm under Pearl's leg and under her arm and lifted her onto a chair. She was absolutely soaking wet, and I was sure she would have a healthy case of brush burn on her butt from all the scooting in the driveway. Thank God it was over, though, and she truly didn't appear hurt.

I did tell her that if anybody would

have come to her house at that precise moment, they would have thought that a stripper lived there. "You should see the trail of clothing that's out in your yard," I told her. "Your scarf is in the yard, your gloves are in the driveway, your boots are in the garage, your coat is in the breezeway, and you almost lost your pants. Women have made good money for taking off a whole lot less," I said laughing.

Right about then, my husband appeared with a shocked look on his face. "What's wrong?" he asked, out of breath. "I waited at the shop for you, and when you didn't show up, I knew something had happened." I told him what had happened and gave him more than his share of heck for not having his cell phone charged.

"Do you still want to go to the beauty shop?" Dave asked Pearl.

"No, thank you. My rear end



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is soaking wet, and I think I've had enough excitement for one morning. I'm staying put. Just bring back the dog when Bonnie is done with him," she instructed.

Sure that Pearl was going to be okay, I went off to work. When Lou came in, I told her about my horrendous morning. "You know how when something horrible happens, like somebody is pinned under a car, and another person suddenly finds all this brute strength to help them?" I asked.

"Yeah?" she replied.

"Well, that wasn't me," I said sighing. "I just can't believe that I couldn't budge her at all," I added.

I started grooming Pearl's dog, and suddenly my right arm went totally weak. It didn't take me long to figure out that it was because I had really over-strained my bicep muscle when I was trying to help Pearl get to her feet. It got so bad as the day wore on

that I was holding up my right arm with my left hand in order to run the clippers down the dogs. I muddled through my work, and when I had a break between dogs, I thought I'd better give Pearl a call to make sure that she was okay.

"Sure, I'm fine," Pearl said when I asked how she was doing. "I'm worried about you, though," she told me.

"Me? Why?" I asked.

"Well, you were trying so hard to get me up with all that pulling and lifting you were doing," she explained. "I just felt bad for you, since I decided that I wasn't going to try to help get myself up. I figured there was no sense in me trying to get up and maybe lose my balance again and break something and get hurt," she said. "I thought if you could have carried me into the house, that would have been fine, but since you couldn't do it, that was okay too," she explained. "You do realize

that I weigh 158 pounds, don't you?" she threw in.

My jaw could have hit the counter at that point. Here I had been yanking my guts out trying to help her get up, and apparently she didn't think to let me know that she wasn't planning to participate in assisting me on her end. No wonder my arm felt like I was carrying around a dead porpoise all day. I hadn't had a clue.

"I just hope that the dog wasn't too upset with having to wait in the car so long till you got him into the shop," Pearl said. "You know the poor thing did have to wait over a half an hour by himself in your car until you got back to him," she added.

"Oh, he survived the ordeal just fine," I said. "Did I ever mention, though, that you are just a 'tad spoiled?" ><



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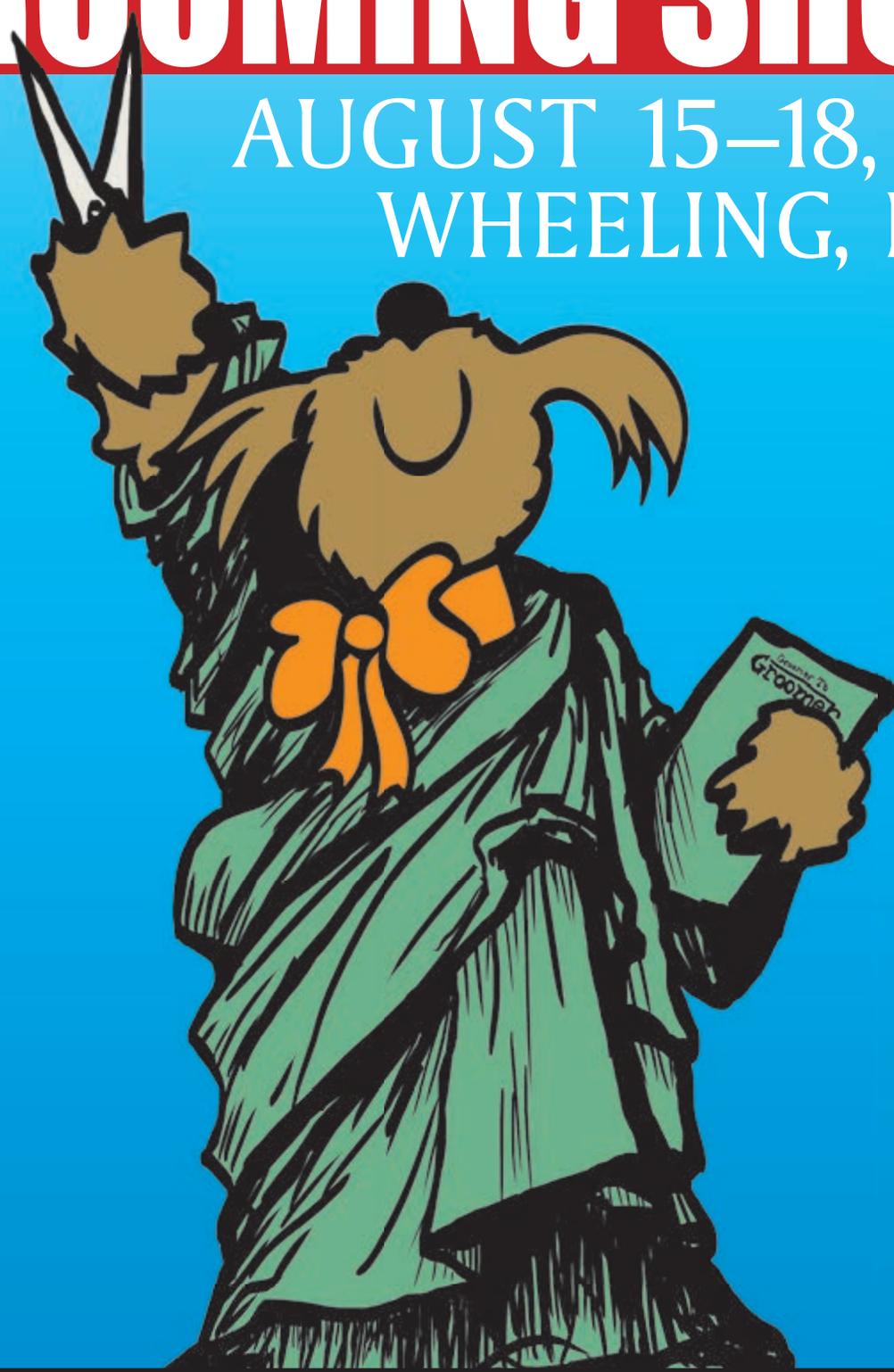


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A view inside the
Hotel Murano, host hotel of
the *Northwest Grooming Show*.

Photo by Barkleigh Productions

NORTHWEST GROOMING SHOW REVIEW AND RESULTS

The Northwest Grooming Show returned to Tacoma, WA, for another year at the *Hotel Murano Bicentennial Pavilion*. From March 14 to 17, 2013, *Barkleigh Productions* hosted a weekend of educational seminars and grooming competitions. This year, the trade show expanded to three days, giving the 807 groomers in attendance an additional day to watch the grooming tournaments and shop from 34 vendors at 37 booths.

The four days of education at *the Northwest Grooming Show* began with Thursday's afternoon seminars:

Teri DiMarino's ever-popular *Brusher Bather Certificate Program* and Irina Pinkusevich's "Head and Tails Above the Rest," a demo seminar that highlighted finishing touches, techniques, and shortcuts. That evening, Stacey Ward presented "Grooming for All Life Stages: Kitten to Geriatric," a seminar that was beneficial for the cat groomers in attendance.

Education continued throughout the weekend with grooming demos by Teri DiMarino, Michell Evans, Barb Prueckel, Margo Steinman, Irina Pinkusevich, and Kathy Rose.

Angela Kumpe led several sessions on creative grooming, and attendees had the opportunity to learn cat grooming tips from Adrienne Kawamura and Amie Haslar. Speakers Carol Visser, Nancy Thomas, and Angela Clark addressed business topics like marketing, employee management, and recruitment strategies.

Chanel Owens led the *American Red Cross Pet First Aid and CPR* certification course. Due to the popularity of the class, an extra session was added over the course of the weekend to accommodate the additional groomers

who wanted to receive their first aid and CPR certification.

The Northwest Grooming Show also included three days of GroomTeam-sanctioned grooming contests. Group winners included Carol Dawson in the All Other Purebreds tournament, Shareen Griscom in the Nature's Specialties Poodle tournament, and Carol Hoover in the Electric Cleaner Sporting tournament. The big winner of the weekend was Shannon Moore, who was not only the group winner in both the Electric Cleaner Salon Freestyle and Barkleigh Productions Terrier tournaments but also took home Best All Around Groomer and the Andis Best in Show award.

Competitions continued on Sunday with the Groomer to Groomer Creative Styling contest. In third place with a St. Patrick's Day-themed groom was Elizabeth Adams, who also won a special Up and Coming Creative Groomer award. Competitors who

had not previously placed in a creative grooming contest at a Barkleigh show were eligible for the award. Cat Opson won second place in the contest with "The Simpsons," and Angela Kumpe took the top prize with "The Pink Panther." Winner of the People's Choice Award was Carol Hoover and her entry, "Love, Laughter, and Hope." Footage from the competitions will be available on GroomerTV.com.

The trade show at the 2013 Northwest Grooming Show was bigger and better than in previous years. With more booths and vendors than ever before, the trade show offered plenty of opportunities for groomers to grab special deals, try out new products, and talk with company representatives who were able to answer customers' questions. ☞

Information about next year's show will be available on NWGroom.com.

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FROM LEFT:
First Place Open and Second Place Group winner, Jackie Boulton.

Second Place Open and Third Place Group winner, Barb Prueckel.

Third Place Open winner, Cat Opson.

FROM LEFT:
First Place Intermediate and First Place Group winner, Shareena Griscom.

Second Place Intermediate winner, Carol Hoover.

Third Place Intermediate winner, Carol Dawson.



FROM LEFT:
First Place Entry winner, Shannon Maroney.

Second Place Entry winner, Liz Tunstall.

Third Place Entry winner, Sarah O'Neil.

TERRIER GROUP

FROM LEFT:
First Place Open and First Place Group winner, Shannon Moore.

Second Place Open winner, Kat Worley.

NOT PICTURED
Third Place Open winner, Carol Hoover.



FROM LEFT:
First Place Entry and Second Place Group winner, Deena Holeman.

Second Place Entry and Third Place Group winner, Julie Rust.

Third Place Entry winner, Sheila Wagner.

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FROM LEFT (Salon Freestyle):
First Place Open and First Place Group winner, Shannon Moore.

Second Place Open and Second Place Group winner, Cat Opson.

Third Place Open winner, Alida Tanney.



FROM LEFT (Salon Freestyle): *First Place Intermediate and Third Place Group* winner, Kat Worley. *Second Place Intermediate* winner, Dawn Kircher. **(Sporting):** *First Place Intermediate and First Place Group* winner, Carol Hoover. *Second Place Intermediate and Second Place Group* winner, Elizabeth Adams.

ALL OTHER PUREBREDS GROUP



FROM LEFT:
First Place Open and First Place Group winner, Barb Prueckel.

Second Place Open and Second Place Group winner, Shannon Moore.

NOT PICTURED:
Third Place Open winner, Alida Tanney.

FROM LEFT:
First Place Intermediate and Third Place Group winner, Carol Dawson.

Second Place Intermediate winner, Robyn Orvos.

Third Place Intermediate winner, Shareena Griscom.



FROM LEFT:
First Place Entry winner, Deena Holeman.

Second Place Entry winner, Sheila Wagner.

Third Place Entry winner, Tasha Smith.

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About ten years ago, there were several reports from Australia of Bull Terriers that obsessively spun and bit their tails – sometimes to the point of damage requiring necessary amputation. Recently, on a *Yahoo!* list for behavior counselors, a trainer reported a Bull Terrier that chased its tail. The immediate recommendation was to send the dog to a veterinarian behaviorist for testing and drug treatment. It was even mentioned that the dog should be sent to a veterinary learning institution for study. That reminded me of a case that I almost worked on back in the late 1990s.

BREED: Bull Terrier

SEX: Intact Male

AGE: 1 year

PROBLEM: Spinning and tail chewing

I was called by a veterinarian to look at a Bull Terrier that was persistently spinning and attacking his own tail. I already knew of the condition from citations in the veterinary literature. The dog's vet didn't discover any neurological disorders but referred the client to a local neurological clinic. The dog was duly examined by a veterinary neurologist and given a battery of tests. None of the neurological tests displayed abnormalities of brain struc-

ture or function.

The dog was placed on a psychotropic drug, and the owner was asked to monitor the dog's progress. The behavior did not decrease. That's why I was asked to evaluate the dog with a fresh perspective. I don't like psychotropic drugs much. Since I am not a veterinarian, I can't prescribe them anyway. I have always thought that attempting a behavioral solution first doesn't do any harm and can yield a solution without expensive testing and delayed treatment. I am not opposed to psychotropic drugs; I simply want to see results that show up in a blind test. In this case, drugs had

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The Cute Story

It had been a long day at the dog show. The owner of two Rhodesian Ridgebacks was exhausted. She was going to rush into a fast food place, grab a sandwich, and the go back to the hotel. She had bought two 5-count Buckaroo Beef packages to mix in with the dry Solid Gold dog food that night. It was easier than trying to open a can of meat.

Her two Ridgebacks were sleeping quietly in the van. Should she leave the new packages of Buckaroo Beef in the front seat or not? The two five packs were equivalent to almost 14 lbs. so they couldn't possibly be that hungry. She had planned to break up the patties for supper, for a bedtime snack and breakfast with kibble. Sounded like a good plan.

Rhodesians are very smart. When she returned to her van, all ten patties were gone, they had very carefully opened the packages and enjoyed every bite. Now for a little water, please.

So much for the best laid plans---



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already proved ineffective, and there was no downside to attempting to try a behavioral solution.

There were two things that struck me about this case from the beginning. First, no one had ever observed the dog in the absence of humans. Many incredibly odd behaviors are the result of unintentional reinforcement by the dog's owners. Unless the dog is observed secretly, there is no way to detect if the behavior is actually a neurological disorder or if the dog is soliciting attention or affection. Second, no attempt had been made to control the behavior with so much as a request to "sit." I planned to investigate both of these things.

After making a suggestion that the dog be kenneled for secret camera observation, I had the opportunity to speak to the owner. I got a big surprise. He didn't have the dog anymore. He told me that the combined costs

of the dog, neurological exams, and medicine had already cost him several thousand dollars. He really couldn't afford to keep the dog, so he gave it to a coworker.

Despite this setback, I was determined to track down the dog. I called the coworker to see if I could be of assistance with the tail-spinning. I got another surprise. When the man got the dog, he thought the spinning behavior was "lame." The first time he saw it, he threw a glass of water in the dog's face. The behavior stopped. Oops. Now you know why I said that I "almost" worked on this case. A pet owner beat me to the punch and out-classed a host of learned doctors and modern drug therapies. Sometimes less is more.

This kind of result shouldn't really surprise anyone. Doctors have a specific orientation for solving problems. They use biological tests to diagnose a

problem and then use surgery or medications to cure the disease. If they see this kind of behavior, they sincerely offer the solution they know best: a medical solution.

The prevailing perspective within modern dog training and behavior also classifies obsessive behavior as a physiological abnormality that requires a medical solution. This misses a very big elephant in the living room: obsessive behavior isn't a medical malady. It's the reason we domesticated dogs in the first place. In most cases, the obsessive behavior is meant to solve a specific problem, such as driving Australian range cattle by biting their hind feet.

An English Pointer will go 50 miles a day seeking a bird that he will never catch. His only goal is to stand frozen and point his nose at it. Retrievers will bring back literally anything you throw, over and over and over all day long, even if they are not edible and

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they never get a treat other than the opportunity to haul things around. These dogs are plainly crazy. They never actually get the brass ring – like Charlie Brown trying to kick a football while Lucy holds it.

That is the real reason dogs have remained our closest companions and workmates. We can make them selectively crazy. They are so crazed that if you stop them from doing their genetic task, they become anxious, panicked, destructive, and violent. Their behavior is identical to the condition known as “separation anxiety.” We all know this. Why wouldn’t we assume that the same methods so effective at controlling obsessive behavior in the field would work equally well for tail-chasing? Why wouldn’t we try that first? Good questions.

Obviously, what I have said is going to raise some hackles. The people who make their living medicating animals aren’t going to like having their practices called into question. However, that is how our mutual professions grow and advance: by questioning, testing, evaluating, and perfecting our knowledge.

From my own experience, bypassing trainers to seek a medical solution to obsessive behavior is often counterproductive for the dog and owner. Many of these animals could be fixed with purely behavioral solutions more quickly, surely, and cheaply than with drugs. I believe that because I routinely fix dogs that would typically

be diagnosed as having OCD or some other behavior disorder. I’ve been doing it for more than 25 years.

Consider this one, *Chloe*, a Border Collie mix. (If ever there were a breed that embodied OCD, it’s Border Collies.) I hate to make you type in a web address, but if you are willing to do it, you will see my evidence to back up my statements. *Chloe* has obvious symp-

toms of OCD, and I stopped it in less than a week without drugs or electric shock. <http://youtu.be/BevB7CadN7M> After you view the video, consider consulting a working dog trainer the next time you see an OCD dog. Someone who can play Lucy to an English Pointer’s Charlie Brown isn’t just chasing his tail. <=

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DEGREE OF DIFFICULTY

The 2013 competition season is off to a blazing start! It is the beginning of the new two-year *GroomTeam USA* term, and with a number of the “heavy-hitters” retiring from the competition ring, it could be anybody’s game going forward. There have already been a number of surprises in the ring with more to come, I’m sure. Many up-and-coming stars are filling out their entry forms, making their travel arrangements, and preparing their dogs for the big weekends. I would like to think that we will also be seeing a few “diamonds in the rough,” as well.

As a judge, I am often asked what it takes to win in the grooming contest ring. My answer is usually the

same: planning, preparation, and the right dog. But it’s the line I often hear next that has always disturbed me: “It seems like the same people always win.” No! No, they don’t! People just don’t seem to notice them when they lose, and even if it is the “same people” having a good weekend, I’ll bet that they have “planned” that trip, “prepared” well for it, and have acquired “the right dogs.”

Please notice that I did not say “great dogs” or “show dogs.” While many of the successful competitors DO have a list of their favorite models, these dogs are not ready for all of the contests all of the time. Most contest rules call for at least six weeks of growth or enough hair

to make an obvious difference in the dog’s appearance.

These groomers have spent years making connections with breeders, pet owners, and other groomers in an effort to get the best dogs they can for the contest ring. Many of them network with each other and reciprocate with “loaner dogs” when they can. Some shows actually have a list of owners, breeders, or fellow professionals who will “rent” their dogs for these contests.

Remember that these dogs must be kept “in coat” and in good condition until the contest. This can be quite a chore for the owner/groomer of a Poodle in show coat or a hand-stripped terrier. It is the wise com-

petitor who always has a back-up dog. The quality of the dog can be a factor in how well a groomer does, but it is not the only aspect.

There are many factors that come into play when judging a grooming competition. Some of these issues weigh a bit heavier with some judges than with others, which is normal. The following are some of the things taken into consideration:

BREED PROFILE: Does the groom fit the distinctions that set it apart from other breeds? For example, perhaps the competitor has totally shaved the topskull of that American Cocker with a #10. (Yes, I have seen that.) The breed standard calls for a domed topskull, thus the groomer has taken away one of the breed-specific trademarks that makes the groom a correct American Cocker groom.

TECHNICAL: How is the clipper work? Is the scissoring smooth and

without choppiness? If it is a hand-stripped breed, has the work been done properly and without irritation to the dog? There should be no nicks, cuts, or abrasions on the dog. If the dog has sensitive skin and cannot handle the closeness of a #30 on the face, the competitor should tell the judge, as they would rather see the face taken with a #10 than see the dog irritated.

PREPARATION: Perhaps the competitor has not bathed or dried their

dog properly. This could affect the final groom. There is nothing worse for a judge than judging a dirty, matted dog.

BALANCE: Is the groom in harmony with itself? Does the dog appear heavy in the front, top heavy, or weak in the rear? If it sort of looks okay but there is just something wrong that you can't put your finger on, it's probably that the dog is out of balance.

SYMMETRY: Are all of the legs about the same size? Sometimes the left side of the dog looks completely

The degree of difficulty has been a final decision-maker in many contests. All things being equal, more often than not, the difficulty factor gets the final nod.

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A common statement judges hear is that all of the dogs in the ring are show dogs, and that's why some groomers always win. Nothing could be further from the truth.

different from the right. Is the topknot lopsided? Is one hip fuller than the other? Is the skirt higher on the left side of the dog?

Last but certainly not least...

DEGREE OF DIFFICULTY: The degree of difficulty has been a final decision-maker in many contests. All things being equal, more often than not, the difficulty factor gets the final nod. Difficulty can show its face in many segments of the groom, and before we can make a judgment, we have to understand just what constitutes a degree of difficulty.

As I mentioned in the previous paragraph, "all things being equal..." By this I mean that there may be equally well groomed dogs in the class.

They may all have "issues," as total perfection under the pressure of a contest can be elusive, but one groom may not be any better or worse than another. Which factor will the judge pull into play in their decision-making process?

Judges are often presented with a plethora of variables among the competitor's models, and these variables are taken into account. Some groomers enter the ring with more coat than others. Others may bring in a dog that appears to be already finished. Having too little coat can be just as big a handicap as a dog with too much, as one wrong snip with the scissor can put an irreparable hole in the dog's coat.

Judges also look at the amount of hair on the floor. For example, in an

All Other Purebred Class, two equally well groomed dogs may have equal amounts of hair on the floor, except one is a Bichon and the other is a Portuguese Water Dog. That verifies that the PWD groomer tipped their dog's hair, while the Bichon's groomer had a bit more work to do. This is, after all, a grooming contest. Barkleigh shows take before and after photographs of the entries, making any change (or lack of change) very apparent.

A common statement judges hear is that all of the dogs in the ring are show dogs, and that's why some groomers always win. Nothing could be further from the truth. While some of the dogs in the ring are retired (or active) show dogs, many of them are not. Some dogs have physical issues that the groomer has to deal with or disguise, like a roach or sway topline, ewe necks, or poorly set tails to name



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a few.

And let's face it. Just because a dog was in the show ring doesn't mean he's physically sound. Sometimes a groomer may take a nicely built dog and make them look cow-hocked or long in body, giving the dog faults he doesn't really have, or they do nothing to hide the dog's existing faults, making them look worse. Camouflage grooming and dealing with the physical shortcomings of these pets should be practiced daily in our salons as part of good grooming procedure. A physically superior dog up against an equally well groomed dog with problems separates the experienced groomer from the novice, and fixing these problems is often rewarded with a higher placement.

Some stylists may have a very difficult coat to work with, like the soft coat of a young mixed breed or the "bulletproof" coat of a Doodle. Others

may discover that their hand-strip dog is blowing coat. Or perhaps the coat won't pull. Coat type, texture, and preparation are all checked during the pre-judge. While the judge can feel the coat for themselves, it is the wise groomer who takes advantage of the pre-judge time to point out issues like poor coat, coat damage, or other physical problems.

And then there is the groomer who enters the ring with a totally strange dog that they just may have met ringside for the first time. Perhaps it's a "rented" dog, and it may be a less-than-stellar example of the breed. Maybe the dog is missing or lacking coat. The contestant may not have had an opportunity to get his nails as short as they would like. The dog's ears may need a last-minute swabbing. They may need to spray and brush out the coat before starting the groom just to get it to behave under the scissor. This sort

of difficulty is one we all deal with on a daily basis: taking in a new customer and making him look nice. This degree of difficulty has been a deciding factor in many a contest. Upon entering the ring, most judges will ask, "Have you groomed this dog before?" At the end of the day, this one element may make the Best in Show difference in a ring full of beautifully groomed dogs.

Judging a grooming contest is no easy task, and now I have just listed a number of variables that will really get you thinking next time you are watching *Barkleigh's GroomerTV*. "Ringside judging" is always easy, but please understand that there are so many hidden things beneath the hair, which are not seen by the spectators. Sometimes it's what you can't see that decides who the winner is.

See you ringside. ☺

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FRANCHISES

A GROWING TREND IN THE PET CARE INDUSTRY



✧ by Kathy Hosler ✧

Did you know that in the United States, about one in every 12 business establishments is a franchise? And that number is growing. While everyone is familiar with the names of many popular franchises (e.g. *McDonald's*, *Pizza Hut*, *Jiffy Lube*, etc.), you may not know that the pet care industry also offers many franchising opportunities – from grooming, training, boarding, and pet sitting to in-home care, pet waste removal, and more.

Americans spend more than \$53 billion on their pets every year. Could a franchise in some area of pet care help you cash in on this booming industry? Before you can answer that, you need to know what a franchise is and the advantages and disadvantages of owning one.

According to the *Encarta Dictionary*, a franchise is “a business licensed to sell a company’s products exclusively in a particular area or to operate a business that carries that company’s name.” In a nutshell, franchising is like business cloning.

Why would anyone want to own a franchise rather than simply starting a business of their own? One reason is that the franchisor has already done all the legwork to set up everything that a new owner will need to run their business effectively. There is no time-consuming trial and error, because you follow their pre-established guidelines.

When you start your own business, growth can be slow, because you have no “blueprint for success.” Often you learn the hard way and make costly mistakes as you go. Only two

out of every ten small independent businesses that open survive, while nine out of ten franchises thrive.

“Buying a franchise allows you to have a business that is up and running quickly and to provide high-quality service from day one,” says Paul Mann, Founder and CEO of *Fetch Pet Care*, the nation’s largest provider of professional pet sitting and dog walking services. “You follow a proven formula that works. It minimizes risk and puts you on the fast track to success.” Recently *Entrepreneur Magazine* ranked *Fetch Pet Care* #1 in Pet Services, and it was voted among 100 of America’s lowest risk, low-cost franchises.

“A franchise is a great option for people who have never been in business, because everything is put in place for them,” says Sharon Dietrich,

If you order a Big Mac and fries in Seattle, Washington, you expect them to taste the same as the ones you had when you visited Miami, Florida, and all the cities in between.

Director of Sales for *Franchise Solutions*. “When you walk in the door, all the software, billing systems, etc., are already there for you. All the hard work is done for you, which lessens mistakes and enables you to use your time wisely.”

“A *G'day Pet Care* franchise offers specialized services in three key service categories: pet care, home-delivered pet food, and home care,” says Joan Trinka, Director of *Franchise Development*. “The real advantage to buying a franchise is you get to use all the experience we have in the pet industry, our business operations systems, our marketing expertise and professional marketing materials.” *G'day Pet Care* has been named best in pet services category for 2013 by *Franchise Business Review*.

Hunter Reed, founder of *Blue Chip Pet Care*, an in-home pet care service, says, “One of the many benefits of owning a franchise is that you get a standardized way of doing business. All of the business forms, marketing materials, and bookkeeping systems are provided to you.”

A popular saying is that people buying a franchise are in business for themselves but not by themselves. Roger Flynn, Vice President of Franchising for *Zoomin Groomin*, a full-service mobile pet service franchisor says, “You’re not by yourself. You get continued support and training from us, and you can communicate and network with other franchisees. We have regional managers that can work one-

on-one with individual franchisees... Independent business owners don’t have the luxury of the support system that comes with owning a franchise.”

In most cases, you get a protected territory with your franchise. That guarantees that no one else can open the same franchise in your area. “At *Zoomin Groomin*,” continues Mr. Flynn, “each franchisee gets a territory of a size that contains about 50,000 single family homes that meet a certain income level.”

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One huge benefit of having a franchise is the brand recognition and reputation that comes with the business. When someone says to you, "Let's go to *McDonald's*, you instantly know what they are talking about. If you order a *Big Mac* and fries in Seattle, Washington, you expect them to taste the same as the ones you had when you visited Miami, Florida, and all the cities in between. That's one reason franchisors require uniformity. People are comfortable when they step inside a business and know what to expect.

"*Camp BowWow* is the largest pet care franchise in North America," says Dacia Henshaw, Senior Director of Business Development. "Pet owners can expect the same great services and care when they visit any of the over 114 *Camp BowWow* franchises throughout the United States and Canada."

A monthly royalty fee is normally paid by each franchise owner. A por-

tion of that fee is generally earmarked for marketing and advertising. Pooling all the franchisees money helps fund national advertising, which benefits everyone. Through the corporate website, potential clients can find the location of a franchise in their local area.

Franchising is not the right fit for everyone. People who are the most successful in a franchise are those that are organized, can multitask, are customer service oriented, pay attention to details, and have the time, dedication, and finances to grow a business. They follow the franchisors system like a chef follows a recipe. If you are the type of person that is very entrepreneurial, wants to do things your own way, and makes all your own decisions about business practices, a franchise may not be the best fit for you.

Are there any disadvantages to owning a franchise? Well, the initial cost of the franchise could be substantial, and you pay an ongoing royalty fee that is based on your monthly

gross revenue.

Depending on the franchise you select, you may have to purchase all of your supplies or products from a supplier chosen by the franchisor. That could be an advantage or a disadvantage.

Most franchises require uniformity. You cannot deviate from their set policies and procedures. That's why you can't buy a hotdog at *Dunkin Donuts*, have your car's oil changed at *Starbucks*, or get your carpets cleaned by *Rotor Rooter*.

A franchise is not something that anyone should enter into hastily. You need to research your area of interest carefully and decide what is best for you. You can learn more about franchises at websites like www.franchise.org.

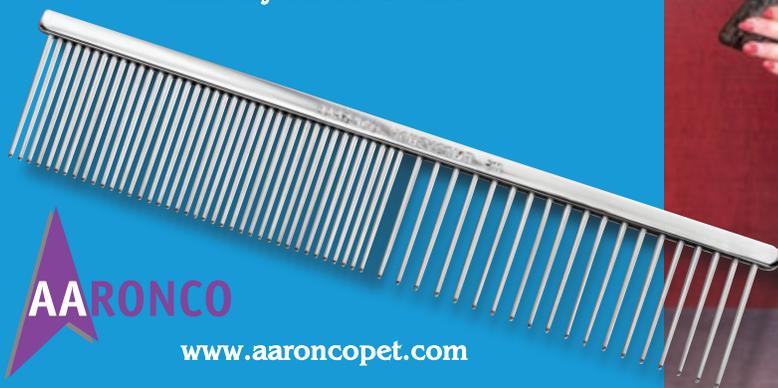
New opportunities open up everyday in the pet care industry. Whether you decide that you want to purchase a franchise or to open a business on your own, find your passion, absolutely love what you do, and success will be within your reach. ☺

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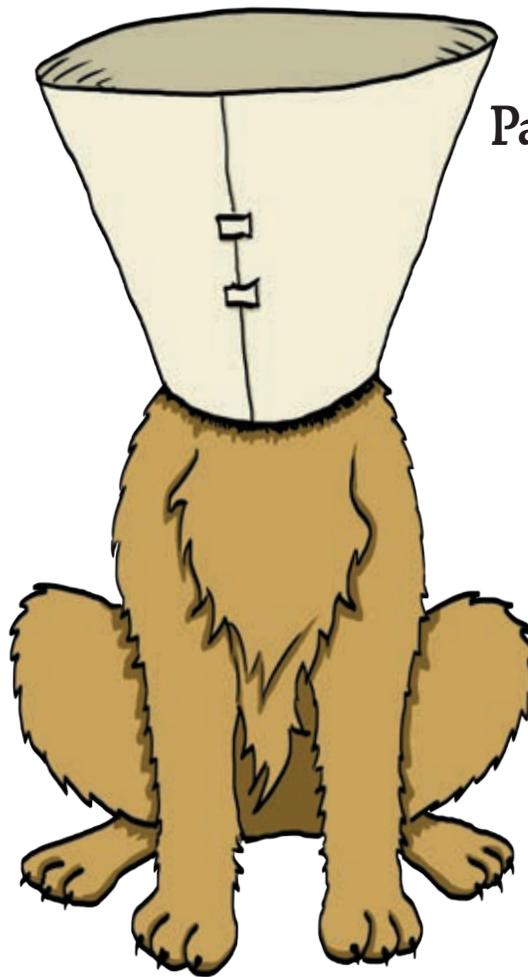
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Paw Inspiring

by Missi Salzberg



MISTAKES PRESENT AN OPPORTUNITY TO GROW

The stylist was finishing my haircut, and we were shooting the breeze and catching up since my last appointment. She was scissoring around my ears, and I cracked a joke about not leaving me with “whitewalls,” which is when they trim your hair above your ears too high and expose that little strip of skin that has never seen the light of day! Then suddenly – snip! – off came a little piece of the top of my ear! Apparently this little spot is quite vascular, because it started bleeding like crazy. The stylist completely freaked and even began to cry, but I told her I was fine, mistakes happen, and asked “Do you have any styptic powder?”

The stylist apologized profusely,

took full responsibility, and offered to waive the charge for my haircut, which I refused. Mistakes do happen. That’s a fact. When you have live, animated beings surrounded by sharp, snipping metal, it’s only a matter of time. Mind you, I was sitting still, not barking, not jumping or struggling like many of the dogs that pass through the grooming salon, but even still, forgiveness is pretty easy when someone is genuine and cops to their mistakes.

Perhaps I was quick to forgive because I have been in this similar situation in my own salon. It is no secret to any of us that, once in a while, a dog moves at the exact wrong time. No matter how careful, loving, skilled, and respectful we are, accidents do happen.

“Mistakes are a fact of life: It is the response to the error that counts.”

– *Nikki Giovanni*

How do we handle the situation when an animal is injured in our care? I can tell you how not to handle it! Do not be defensive, do not make excuses, and do not cast blame on any level at the pet. This is an opportunity, in my mind, to learn, to grow, and to connect with your client. The response to a mistake makes a statement about your business and your brand. I am going to take you through

an experience I had recently with a customer whose little dog got a small cut and required a stitch, and I will comment about why I responded the way I did. Before I begin, let me tell you she is more loyal and more of a fan of The Village Groomer than she was before this happened.

“Although actions may speak louder than words, it is our intentions that reveal our soul.”

— Hal Elrod

The groomer informed me immediately that the dog had been injured. When I examined the cut, it was not severe, but it was in a place the dog could easily reach with his back paws. The small cut could be made significantly worse if he did dig. I decided immediately to take him to my veterinarian if the customer gave me permission.

OWNING IT

I called the client and calmly said, “Hi. It’s Missi at The Village Groomer. Your baby is fine, but we did have an incident, and I want to take care of this. I am so sorry, and I am with him right now. He is sitting on my lap. He got a small cut near his eye, and he is fine, but I would like my vet to take a look at it so we know everything is okay. I could also take him to your vet, but my vet is very close by and will see me immediately if that is okay with you. Would that be all right?”

What I wanted to do, in a genuine and calm way, was to communicate to the owner that I was in control, we had injured her dog, he was okay and being taken care of, and I would be treating him as if he were my own dog. I did not say that he jerked or was wild on the table, which he was, but that is not of any relevance when an animal is injured. Taking care of the dog is first, and taking care of the customer is second. This entire conversation was very calm, very soft, and not dramatic.

The customer’s response was also very calm, albeit concerned, but she said, “I trust you, Missi. Will you call

me and let me know what’s going on?” I assured her that tending to him was my sole priority, and I would touch base from the vet’s office. There were no excuses and no long explanations. This happened, I am on it, and I will take great care of your baby.

MAKING IT RIGHT

I called ahead to the vet, and off we went. Once we arrived at the vet’s office (I have a great relationship with them, and they understand how deeply I love my customers), we quickly decided that based on where the cut was, it would be best to put one stitch in to keep it closed and administer pain meds and injectable antibiotics. This, of course, had to be approved by the owner, so I called her back.

I explained that it was a small cut, but due to its location, we decided one stitch would really ensure it staying closed. Her dog would have to be sedated. She asked a few questions, and I offered her the opportunity to speak with the vet, which she declined. When I felt comfortable that she really was feeling safe and taken care of, I told her I would buy her a shirt I saw

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Communicating to the owner that we had discussed the best option for her dog and that this was the safest course of action made her feel taken care of.

recently with a dog in a cone, which said, "It's all fun and games until someone ends up in a cone!" I told her I would be waiting at the office for him to come out of sedation and would call her back as soon as he was up and about.

Communicating to the owner that we had discussed the best option for her dog and that this was the safest course of action made her feel taken care of. I expressed to her that he was my only focus, and I would be waiting for him when he woke up. I told her he was wagging his tail, which he was, and even with a boo-boo, he was still being a rotten little boy, which he is (and she

loves that about him).

She made a remark about how she doesn't know how we groom him in the first place, because he is such a wild man. At this point, she agreed to our plan, and off he went into surgery. Throughout this entire conversation, I stayed centered in a place of love and compassion and kept an awareness of how I would feel if this were my dog. What would I need to feel taken care of? How could I make this right?

GOING THE EXTRA MILE

With one small stitch in place, the pup woke up, and I held him in my lap for about 45 minutes until he was able

to stand and walk in a straight line. He was wagging his tail and clearly coming out of sedation, and after a final check by the vet, I called from the animal hospital one more time. I informed the owner that he was fine, quickly went over his post-surgical care plan, and told her I would explain everything in person when I saw her. I offered again to let her speak to the vet, but she was fine speaking with me. We agreed she would meet me at the store at 3 o'clock.

When she arrived, her dog was playing with my Chihuahua cross, and they were zooming around my office. She was relieved, and he was so happy to see her. The vet did such a great job that she couldn't even find the stitch. The worst news was the cone head and the antibiotic, because he is truly a wild little guy!

I offered to take him back for his recheck and told her that she was more than welcome to drop him off at the store for the next few days so I could watch him while she was at work. She did take me up on this offer, and he



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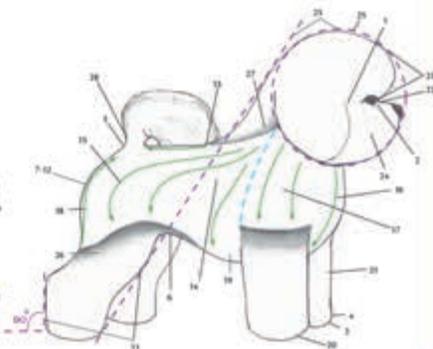
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Grooming Instructions

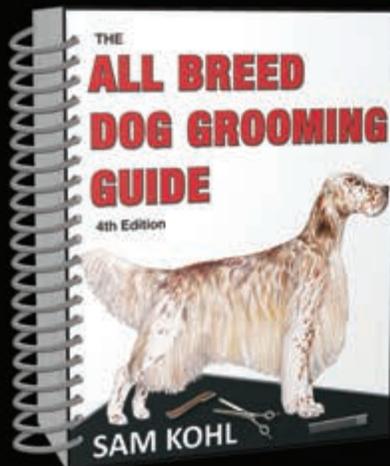
1. **Ear Cleaning:** First lightly dust the inside of the ears with ear powder, pulling out any dead hair from the ear canal with your fingers or a Hairmostat® hair puller. Then, clean the inside of the ears using cotton balls lightly dampened with an ear cleaner.
2. Wipe the corner of the eye and under 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.
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. Brush the coat quickly with a slicker brush or dematting tool to loosen any tight mats.
8. If the dog is on a regular, frequent grooming schedule, the body pattern will be put on after the bath. If there is excessive coat, remove it by presetting the body pattern before you bathe the dog.
9. Bathe thoroughly using shampoo appropriate for the individual coat, then rinse. Repeat bath and rinse. Apply conditioner and rinse thoroughly.
10. Partially dry with high-velocity dryer to remove excess water and loosen mats. If desired, cage dry until slightly damp, or for better results continue with high-velocity dryer until 95 percent dry. Then fluff dry until 100 percent dry and straight.
11. Comb through the coat after brushing to be sure no small tangles remain.
12. Fluff up the hair on the body and legs with your metal comb.
13. Leaving the neck to scissor later, start three to four fingers behind the withers and hand scissor or clip with a #1 or longer snap-on comb, back to the base of the tail. Do not clip into the tail. The topline should be level. If the owner desires a shorter clip for ease of maintenance, a shorter

Understanding the Lines:

- Direction of stroke used for clipping pattern.
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spent a few days hanging with my dogs in my office and having a very good time. I also gave her my cell number and told her to call me if anything came up. Of course, we paid the entire vet bill and refused to be paid for the grooming. Before she left the office, I apologized again, expressed how hard it is for all of us when an animal gets hurt, and asked her if there was anything else I could do. She thanked me, gave me a big hug, told me she had to rebook him, and wished me luck babysitting him the next day.

The most important priority in this whole scenario is obviously the care of the pet, but I knew right away he would be fine. The emotional care of the customer, however, was the wild card, because you really never know how someone will react to the news that their pet has been injured. What I do know, however, is that if you are

genuine, honest, and take full responsibility for what has happened, people are generally willing to forgive. The process of being present and real with them deepens their trust.

“The keys to brand success are self-definition, transparency, authenticity, and accountability.”

— *Simon Mainwaring*

Try to never lose sight that this pet is someone’s world and the awareness of how you feel about your own babies. This business of pet grooming is about beauty and care, but it is about so much more. It is about trust and understanding the deep connection people have with their animals.

Mistakes will happen, but how you choose to respond to these incidents is completely up to you. I don’t think you can go wrong from a place of honesty and responsibility. ☺

“He is your friend, your partner, your defender, your dog. You are his life, his love, his leader. He will be yours, faithful and true, to the last beat of his heart. You owe it to him to be worthy of such devotion.”

— *Unknown*

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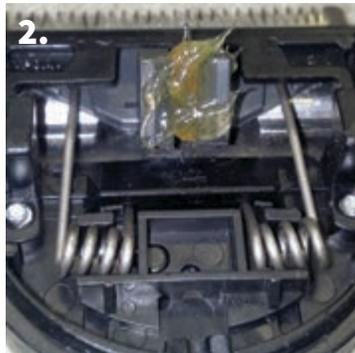
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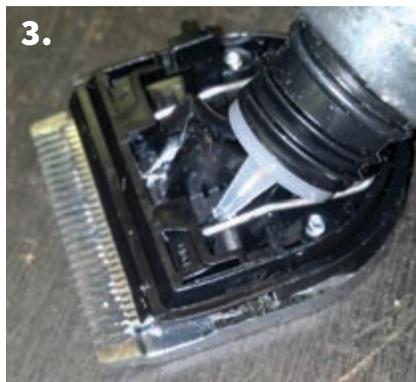
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LUBRICATION OF THE WAHL 5-N-1 BLADE

✎ by Jeff Andrews ✎



CLOCKWISE FROM LEFT: 1.) 5-N-1 Blade before greasing. 2.) 5-N-1 after greasing. 3.) Oiling the rear of blade. 4.) Oiling the front of blade.



OILING

You need to oil this blade, or it could rust and cause the cutter to cut a groove into the bottom blade. When a groove is present, the blade may snag or drag.

GREASE

There is a notch on top of the cutter on this blade. This notch fits into the drive mechanism of the clipper. As it spins, it moves the cutter back and forth. In the picture of the clipper head, notice the silver bar that fits in this notch. There are no bearings. This bar pushes against the side of the notch until it gets the cutter to one side. It then pushes the other way. If this notch doesn't have lubrication (grease), it will bind and slow down the action of the blade, causing noise, vibration, snagging, and even dragging during the cut. The pictures show how to grease this notch. Put a little grease on the end of a screwdriver and rub it in the notch. You can use any brown grease, axle grease, and even Vaseline. However, do not use lithium grease, because it's too thin and will coat the inside of your trimmer. *Wahl* grease is white, but it was designed that way. ✎

Jeff Andrews is a World Class Sharpener and owner of Northern Tails Sharpening, Inc. He is an author and pioneer of many equipment maintenance videos and how-to articles that are appreciated by groomers worldwide at no cost. Jeff is a member of NDGAA, IPG, and NAPCG, and still grooms at his shop in Mobile, AL.

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ANAL GLANDS

TO SQUEEZE OR NOT TO SQUEEZE?

by Cliff Faver, DVM

As a groomer, expressing anal glands is one of those jobs that most of you would probably love to do away with. Let's look into the science and anatomy, and maybe you will approach them differently.

Anal glands are actually a scent gland very similar to skunk scent glands. In the wild, they actually function to mark territory as the wild dog has a bowel movement. They also work as a powerful deterrent when predators are chasing them. When scared, the animal will exude

the glands in fear, which causes the predator to stop and smell or possibly decide that this animal may not taste so well. In modern times, in the domesticated world, they serve less of a function other than keeping groomers and veterinarians busy.

The actual glands are located at about 5 o'clock and 7 o'clock if you were looking at the anal region. These glands are teardrop shaped and lie under the anal sphincter muscle. When a dog or cat has a normal bowel movement and "pinch" off the stool, the pressure between the stool and

the anal muscle exudes out the material. The pet can also express them by scooting or licking.

When there is no inflammation, allergies, infection, and/or there is normal stool, there is no reason ever to express anal glands. They should function fine on their own.

So why do veterinarians and groomers express them on a regular basis? In all honesty, probably out of habit and for money. In some cases, we probably even irritate them, which can make things worse. There are many different problems that do warrant



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expressing anal glands, though. Here are a few:

OVER-SECRETION: This is commonly due to allergies or hypothyroid problems (not enough thyroid production). These dogs are often scooting or licking.

CHRONIC ALLERGIES/

IRRITATION: Anal glands are actually considered an extension of the skin. The inflammatory process associated with allergies often swells the opening, making it difficult for the pet to express its own glands.

INFECTION: If the glands get stagnant because the animal can't express them, infection can happen very easily. The openings are located at the bottom of the anal area, so constant exposure to fecal material also sets the gland up for infection and severe irritation.

LOOSE STOOL/DIARRHEA: If the stool is not of normal consistency, then it does not allow the gland to be expressed normally.

All of the above mentioned problems can be minor, or they can lead to more severe problems. Expressing the gland is the first line of defense in solving these problems. The correct way of expressing the gland involves inserting a gloved finger (with adequate lubrication so you don't irritate the area)

inside the rectum and gently "milking" the gland. This is the preferred method, because you are actually able to feel the gland adequately. This is an area of controversy, because some state laws require a medical license (certified veterinary technician or veterinarian) to legally insert a finger rectally.

Another method is to squeeze the glands externally to exude the material. This method is much more risky, because you can easily rupture the glands and cause excessive irritation (and swelling later). Often owners don't recognize a problem until it has progressed to the level of an abscess. Many are unaware until they find a "hole" below the rectum or discover smelly fluid draining from the rectal area. Once progressed to the abscess stage, this is a medical issue. Treatment of the problem requires antibiotics, flushing with anti-bacterial agents, and/or surgery. Additionally, once a gland has ruptured it increases its chances of happening again.

Once the gland has ruptured or the problem is deemed chronic, then surgical removal of the glands should be considered. Many owners are never

given the option of surgery, or they think it would be cheaper not to have surgery. The reality is that many owners pay more (sometimes two to three times as much) by not taking out the glands, not to mention causing the pet severe pain in a very sensitive area over a long period of time.

Anal glands also can have tumors, both benign and cancerous, that need to be dealt with.

As professionals, we should ask ourselves these questions before we express anal glands:

1. Why am I doing this procedure? Does it truly need to be done?
2. Am I doing it correctly or am I causing more irritation?
3. Am I taking adequate protection so I am not exposing myself to disease unnecessarily? (Glove? Mask? Goggles?)
4. Is this a medical condition that I should refer out?
5. Am I doing what is best for the pet?

At the end of the day, question #5 is the most important! ☹



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AFTER



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PET TRIMS FOR THE SALON

by Kathy Rose



BEFORE



PORTUGUESE WATER DOG IN A SNAP

The Portuguese Water Dog's handsome appearance and comically intelligent personality, combined with media coverage of this breed boasting a White House address, are propelling him into increasing popularity. The PWD is joining the ranks of our Bread and Butter clients.

The Portuguese Water Dog sports a thick, hypoallergenic coat that comes in two varieties. The curly coat grows in tight curls without much shine, similar to a Poodle-type coat. The wavy variety is shinier and falls in waves, lacking the compact curls.

There are two AKC acceptable clips: The Lion clip and the Retriever clip. Although the breed profile is the same for both coat types, the techniques used will differ. For this seg-

ment, we will discuss the Retriever clip on a curly coat.

As always, prep work is very important. Shampoo and condition with quality products, and then dry the coat against the coat growth direction using a high-velocity dryer. After the clipping and scissor work have been completed, you can then re-curl the body coat by applying a light misting of water. Use caution when doing your prep work, including clipping the pads. The PWD has a webbed foot, and it should not be shaved too closely.

The blade choice for the coat length can vary depending upon the client's preferences and the dog's activities. The breed standard calls for "a short blanket of coat no longer than one inch in length." I find that is fine

for a very active water dog. However, a balanced appearance that portrays the illusion of an overall short blanket of coat can be achieved with the use of skimming techniques and longer snap-on combs for the legs.

FIG. 1 – With a #1 snap-on comb, begin at the back of the jaw, just under the ear. Follow the coat growth direction down the sides of the neck and over the shoulder. Leave a triangle of coat on the back of the neck to just behind the withers. This coat will be blended later to help make a smooth transition from the back to the withers, then progressively, from neck to head. When clipping down the chest, "fall off" at the breast bone. This coat will also be blended later with scissors or blenders.

Clip down the shoulder to just over the point of shoulder. "Fall off" before clipping down into the leg coat.

FIG. 2 – Still following coat growth direction, clip down the back and over the spring of rib, "falling off" before clipping the undercarriage. Do not clip over the point of rump yet.

FIG. 3 – Leave a patch of coat at the croup (base of tail), and then clip the entire tail with the exception of the last three to five inches, which is left at full length. This will depend upon the length of the dog's actual tail, as this should not fall below the hocks. A longer tail structure should have a shorter bottom fringe and vice-versa.

FIG. 4 – Place your clippers a couple of inches below the point of rump, and then clip the back portion of the thighs, "falling off" before reaching the hock.

Change to a longer length snap-on comb. I usually recommend three or four lengths longer than the body. In this case, an "E" comb was used. Clip the longer, triangular patch of coat that was left on the back of the neck and withers.

Clip over the rump. Clip the undercarriage, trimming against the coat growth direction. For an overweight dog, the undercarriage can be trimmed the same length as the body. The "tuck up" should not be excessive.

Clip the rear legs, "falling off" at the stifle (knee).

Clip the front legs, "falling off" before clipping the back part of the front leg.

By following these steps, one can "block in" the outline of the trim. This will greatly reduce the amount of scissoring needed for the overall trim. After "blocking in" the trim, blend the areas from short to longer coat, and scissor stray hairs. Keep in mind that it is not necessary to completely re-scissor the entire dog. Tipping the edges on the areas clipped before

blending into the "falling off" zones will give a hand-scissored appearance. This technique can be adapted for almost any breed.

FIG. 5 – Start at the topline. With long shears, level the topline.

In order to create or enhance the desired powerful rear assembly and strongly muscled buttocks, use curved shears to blend the longer coat left at the rump. The rear is not sharply angulated, and the hipbones should not be apparent.

FIG. 6 – Use straight shears to clip the sides of the tail at the croup and bring the tail well up on to the back.

FIG. 7 – Use short curved shears to blend the longer coat left in front of the tail at the croup. This will help you to create or enhance a level topline and make a smooth transition from the tail to the back.

Use long curved shears to blend the stray hairs on the back of the upper thigh and to blend the outside of the upper thigh, so that there is a smooth transition onto the rump.

FIG. 8 – The rear legs should appear parallel when viewed from the



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rear. The line should be straight from the inside muscle of the upper thigh to the foot. Use curved shears to shape the coat on the front and back of the hock and to round the feet.

FIG. 9 – To blend the coat on the front of the rear legs, lift the leg and scissor the stray hairs, from the foot to the knee, and then subtly turn toward the groin to show a slight bend in stifle and powerful rear angulation.

Next scissor the undercarriage with a very slight tuck-up to show a well held up loin in a graceful line to the elbow.

FIG. 10 – Scissor the stray hairs on the front legs to create columns. Use curved shears to round the front feet.

Use straight shears to blend the longer chest coat into the shorter neck coat. Although the slightly longer coat on the chest will enhance the appearance of a deep chest, a “bib” or “apron” is not evident.

When styling the PWD head, keep in mind that the illusion is actually more square than round. The muzzle, which is slightly shorter than the skull, does not have a long beard or mustache. The muzzle coat should blend into the slightly longer coat on the cheeks. The heart-shaped ears are trimmed shorter closer to the tip and then blend without distinction onto the skull.

Trim the eye corners and stop with thinning shears.

Use long curved shears, with the curve toward the eye and tip outward, to trim the front of the eyes. Hold the shears angled outward. With the long curved shears held at a 45-degree angle, trim the front of the eyes.

Use long curved shears to trim the cheeks, blending into the jaw and top-skull.

FIG. 11 – With the curved shears, trim from the muzzle to just behind the ear.

Use thinning shears or blenders to shorten the muzzle coat and blend into the slightly longer cheek coat.

Use a #2 snap-on comb or a #4 blade

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to trim the bottom third of the ear. With small shears, trim the edges of the ear following the heart-shaped leather. Blend the shorter ear coat to the upper ear, blending into the skull.

Trim the top-skull to square it off. It should not look "Bichonish."

Use large blending shears to blend the cheeks to the ear.

Use large curved shears to blend the transition from the occiput to the neck, and then the neck to the withers, all in an unbroken line.

To polish off the trim and to bring up the curl, use a fine atomizer with water or coat conditioner to slightly dampen the body coat. Leave the legs and head un-dampened. Lightly rub your hands through the dampened coat. Use blenders to smooth out any scissor marks and seal the finish.

The Portuguese Water Dog is fun loving, exuberant and, because of

their high intelligence, a sometimes challenging breed. The dilemma that groomers face is to resist the urge to simulate a Poodle, Bichon, or "teddy bear" trim. Strive for a "squarish" rather than a "rounded" overall impression. The PWD is a working dog, and their trims are unique to the breed. ☺

Visit the Portuguese Water Dog Club of America for more information at: www.pwdca.org



FIG. 8



FIG. 9



FIG. 10



FIG. 11

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*In "Y" Model tubs with recirculating pump, compared to hand bathing
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For additional information, request Reader Service card #10007

KENIC Adds Retro Purple Pooch & Purr to Lineup



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its fourth hip shampoo formula. *KENIC RETRO Purple Pooch & Purr Shampoo*—Moisturizing, *KENIC RETRO Pink Pup Shampoo*—Degreasing, *KENIC RETRO Blue Bow Wow Shampoo*—Whitening, *KENIC RETRO Mellow Mutt & Meow Shampoo*—Calming. Our shampoos have been soap and detergent free since the 60's. We have gone back to our roots with this cool retro packaging, retro pricing and of course with the same high quality you have know for decades. Made in the USA, family owned and operated.

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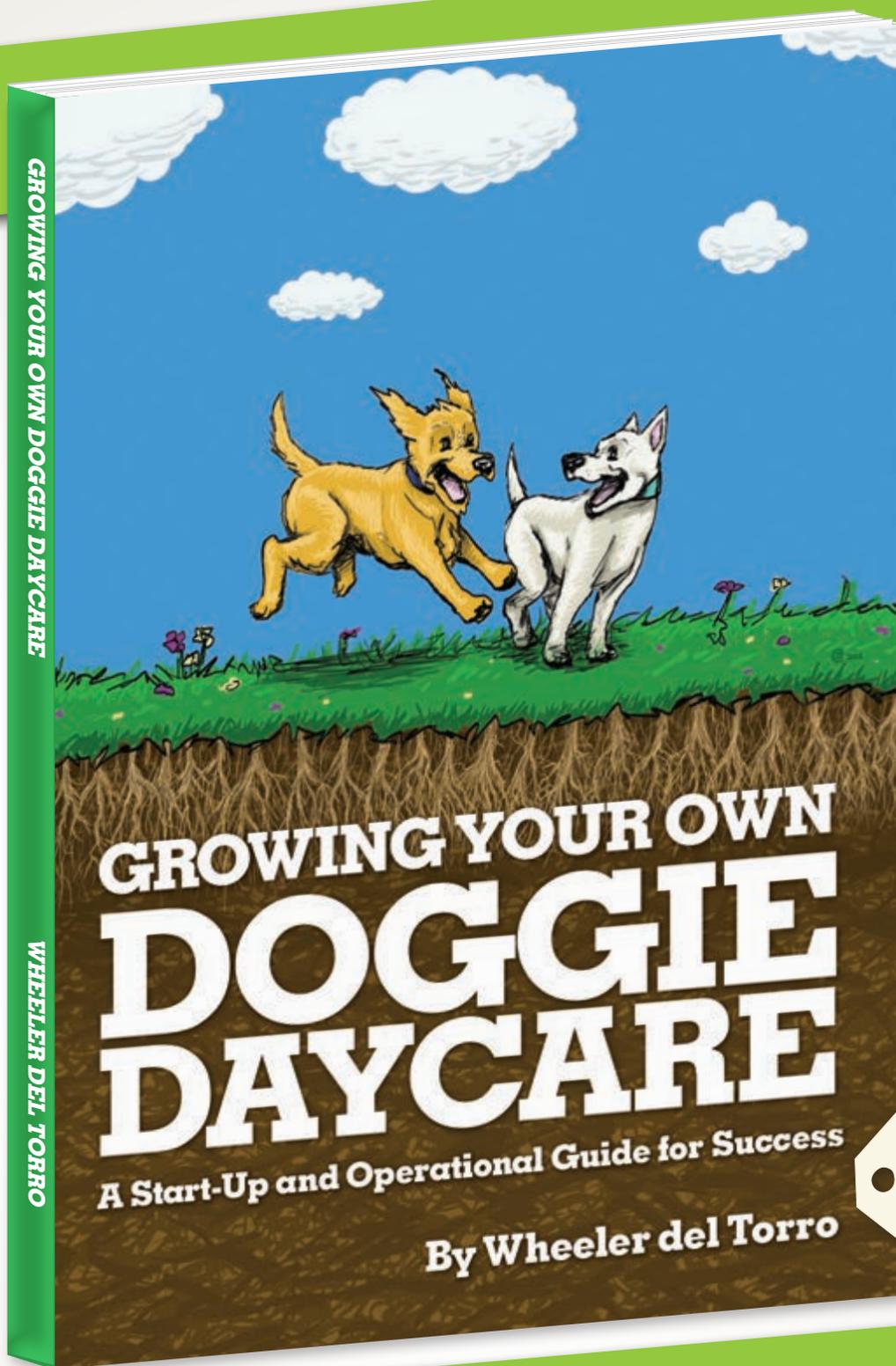
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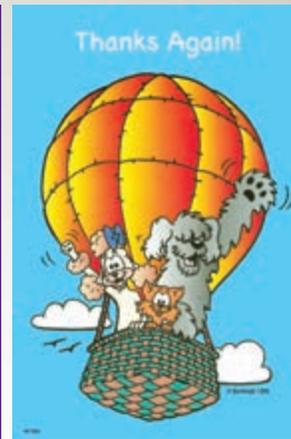
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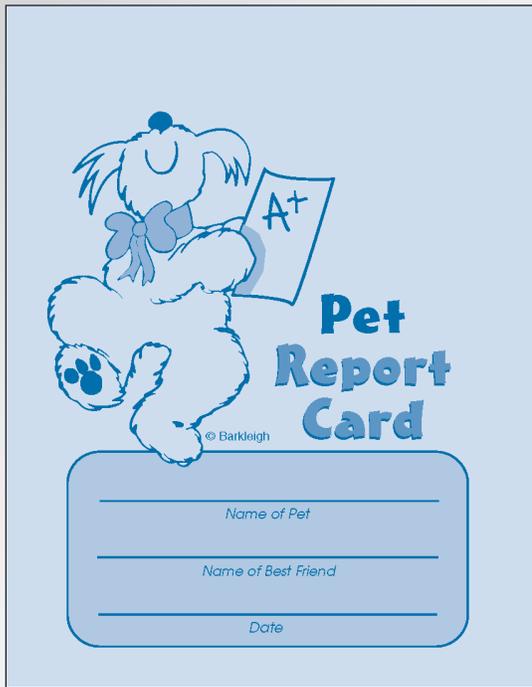
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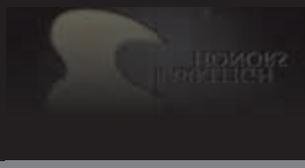
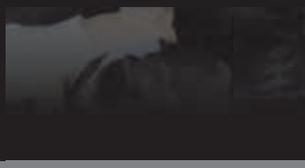
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Rescue Remedy and a chicken sandwich, we were back. Josh was regaining his strength, but we had sat out of the competition and lost valuable time. I wasn't sure if I could complete him with the time I had left. Kathy Rose announced "scissors down"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

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

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

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

Top: Preparing for Atlanta Per Fair just after Pasadena
- Angela thought about a more tribal eagle at first.

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



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

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READER FEEDBACK



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comments taken
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In response to “Just a Groomer?” (Vol. 32 Ed. 2, Feb. 2013) by Daryl Conner:

“Very well said Daryl Waters Conner!!! Thank you for laying it on paper.”

— **Lea Ann Groomsdogs Pullen**

“Thank you! I am proud of my profession, the work that I do and the relationships that I have with both pets and owners! Many still keep in touch with me even though I am over 1000 miles away. When their pets go to *The Bridge*, I cry with the owners. Those are bonds that will never be broken.”

— **Meg Gummerson**

About grooming shows:

“I’ve gone to the *Groom Expo* in Hershey, PA and LOVED it! If I had a million dollars I wouldn’t have enough money lol there’s so much awesome stuff there. I’ve always gone alone, but it can get lonely at the events like the parties. But oh well, with all the

seminars and the HUGE trade show you don’t have much time to yourself!”

— **Karen Baglini**

On *GroomerTV’s* “Jay Scruggs Critiques Heather Quarg’s Miniature Poodle”:

“I love it but I need subtitles because of Angela Kumpe and Jay’s southern twang!”

— **Deb Compton**

“I embraced all the information given. Good groom with better groom instruction. Thank you.”

— **Deborah Farrell**

On *GroomerTV’s* “Pomeranian Demo by Sue Watson”:

“I never cease to get great grooming tips and procedures from this page. Thanks!”

— **PAW Sucreme Paw pad cream for dogs**

“I am so glad you did [use clippers]! I have clipped Poms for 30 years because the customer wants

them COMFORTABLE in our 110 degree weather, and realizes they can’t keep their coat in shape with their lifestyles. They tell us over and over again how much they and the dog love it! And they still look as cute as the first time we did it.”

— **Sherri Helm**

On Frank Brown:

“I LOVE this guy! No matter how many times I go to *Groom Expo* or *Interroom*, he always knows my name. I tried tricking him one time by changing name tags but he knew I was TINA FROOOOM NEEWWWW-WWWW YOOOOORRRRRRRK-KKK! (said in Frank Brown style of course).”

— **Tina Marie Degati**

On *GroomerTV’s* “Angela Kumpe Gets Dematted”:

“I was at a loss for words. I’ve never been able to make it to a show in the four years that I’ve been grooming but I hope to soon. Y’all look like y’all had a ball!”

— **Rosalyn Guidry**

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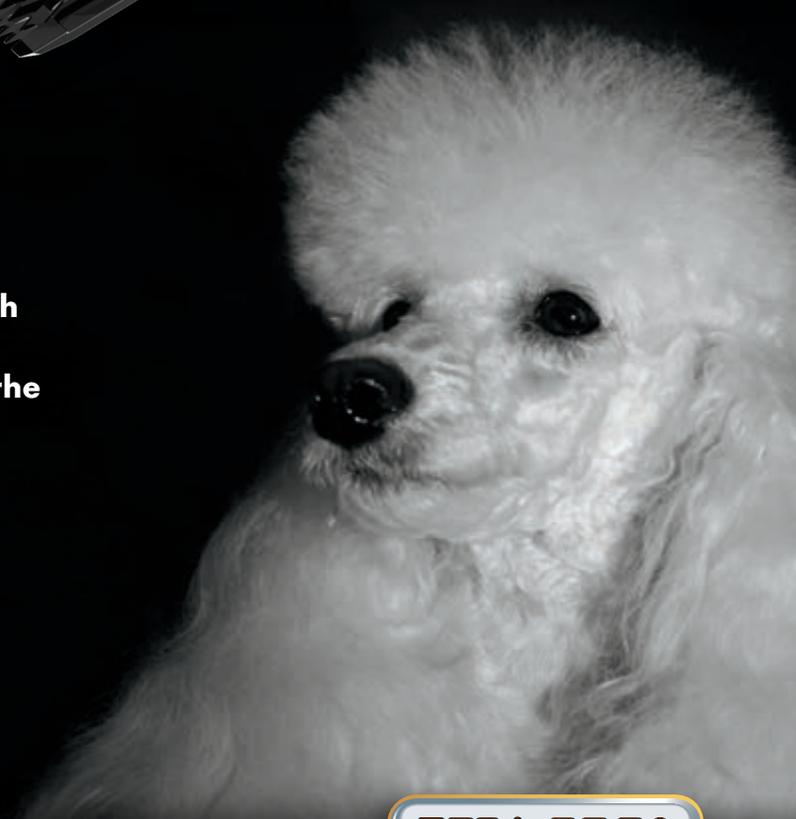
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