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TRADE MAGAZINE"

VOL. 30 ED. 11
NOV. 2011

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- Todd Herndon, - Groomz 2 Go Mobile Pet Grooming

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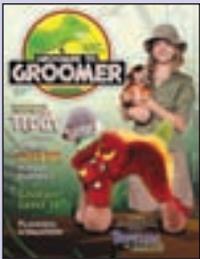
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Cat Opson, winner of the Groom Expo 2011 Creative Styling People's Choice Award.

Designed by Lucas Colton
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Off the Top of My Head by Todd Shelly

Todd and Tiaras



One of the great, underappreciated benefits of going to a grooming show is the camaraderie among the groomers. Many new friendships are created at every grooming show. On the first page of our show catalogs, we encourage everyone to reach out to each other and share stories and tips. For most groomers, this is the one opportunity to be around like-minded people that actually want to talk about their passion.

At the All American Grooming Show this past summer, I had the opportunity to meet a group that takes that social mindset to a whole new level. They are a group that met on the Groomer's Lounge website and call themselves the "Cape and Tiara Society."

After the show one night, I walked outside to see a group of groomers gathered, enjoying the nice summer night. I knew none of them, but Cheri Rehr, the group's founder, immediately started commenting on a recent editorial. I liked her immediately, but that was probably mostly because she read my editorial.

This group of groomers was from all over the Midwest. Most only see each other once or twice a year at shows, but you would have thought they were long-time close friends. Their purpose is to get as many groomers as possible together at every show and have as good a time as possible between classes, competitions, and shopping. You might not know anything about them, but if you cross their path, there is a good chance they will pull you in.

Somehow, I was unwittingly sucked in. Without realizing what was happening, I ended up at an impromptu pizza party. Things quickly deteriorated into something called "storytime." I'm not nearly a good enough writer to describe why it was entertaining, but I can assure you that it was good, clean fun.

The next morning, I was awoken by a phone call from Melissa Leytem, one of the groomers from the night before, inviting me to join several from the group for breakfast at their favorite café. When we arrived, the owner recognized and knew a few of them by name. They only go there once a year.

After breakfast, I learned that Cheri and Barb Hoover are both yard sale aficionados. They informed me that it is also tradition to stop at a yard sale after breakfast. That sounded too much like shopping, which I loathe, so I whined until I realized I did not have a choice. I was essentially held captive, since they were my ride. I ended up being the only one that bought anything (stuffed animals for my dog to rip apart -- who would have thought that you could buy a stuffed frog that actually ribbits for only a dollar?).

This year, it is one of my goals to encourage every groomer to attend a grooming show. There are many obvious reasons to go to a show. The people that you will meet (and the fun you can have with them) is one of the reasons that you might not have thought of. If you do attend a show for the first time, look for a group that seems to be having a great time. They will take you in and immediately make you feel like one of the gang. You never know -- you may end up having pizza while enjoying "storytime."

Todd Shelly
todd@barkleigh.com

Groom Expo 2011

by Kathy Hosler

from Soggy to Sen-Sational!



Brian Wolff of Sherrill, NY snapped this photo on his way to Groom Expo.



Groom Expo 2011 Trade Show



Ben-Voyage Party Contestants

Everyone who visits Hershey, Pennsylvania, expects to find one thing – chocolate... and lots of it. But instead of chocolate, water – lots and lots of water – greeted attendees of the 2011 *Groom Expo*. More than 10 inches of rain dropped by *Tropical Storm Lee* were responsible for the worst flooding ever experienced in the Hershey area.

Horror stories of conditions that made travel nearly impossible were on every television channel... but it did not stop the groomers. A quick email blast was sent out to advise everyone of the conditions and to let them know that the *Hershey Lodge and Convention Center* was open and operating. *Groom Expo* was still on.

Mr. Frank Brown, the host of *Groom Expo*, had just arrived from Atlanta, Georgia, so he knew first-hand the travel challenges that many were facing. He warmly greeted every person as they arrived safely and congregated in the registration area. Each one had a story to tell about how he or she got to the expo.

“What was supposed to be a two-hour trip turned into a six-hour journey,” said Ariella Strafacci of Mendham, New Jersey. “It was quite an adventure, but we made it safely.”

Despite all the obstacles attendees had to overcome, everyone was eager for the Expo to get underway. An enthusiastic group gathered in the VIP lounge. Their excitement about the upcoming expo was evident. There were lively conversations about must-have equipment, shampoos, and styling products as everyone told about their favorites and why and how they use them.

The fabulous *Hershey Lodge and Convention Center* is huge and can be a bit overwhelming, but *Sparkly Barkleigh* (Joanne Russell) had everything under control. She gave first-time attendees a personalized tour of the Expo to familiarize them with the location of the meeting rooms, trade show, contest arena, silent auction, and more.

Education is one of the core elements that *Groom Expo* was built on, and this year’s offerings did not disappoint. The information-packed seminars, which started on Thursday and continued through Sunday, covered everything from animal behavior, business topics, instructional grooming of many breeds, and much more.

Heidi Deane, from North Adams, Massachusetts said, “I have only been grooming for about one and a half years, and this is my first *Groom Expo*. My favorite speakers were Jay

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Attendee Shopping



Jarden Demos during the Trade Show.

“I went to every seminar that I could,” said Ariella Strafacci. “And between the seminars, I would do my shopping at the trade show.”

Scruggs and Sue Zecco and also Olga Zabelinskaya. They were so informative; I have learned so much. I loved their seminars!”

Desiree Livingston said in her “Dog Show Grooming Secrets” seminar, “Whether the dogs you groom are show ring champions or couch champions, there are three essentials that determine the final outcome of a groom: your brushing technique, drying technique, and the products you use.” Then she gave in-depth explanations of all these techniques and demonstrated how using the correct products can shave valuable time off your groom.

Mobile groomers found a wealth of information in store for them when they attended Judi Cantu-Thacker’s seminar, “It’s My Way on the Highway.” Her fast-paced all-day series told about how she built a business that allows her to book her customers a year in advance, enjoy three to four weeks of vacation a year, and take all holidays off. She explained that a website is a valuable tool that tells clients (and potential clients) your pertinent information: hours of operation, service area, policies, contact information, and much more. Judy’s tips about how to get more people to

Continued on page 10

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“Whether the dogs you groom are show ring champions or couch champions, there are three essentials that determine the final outcome of a groom: your brushing technique, drying technique, and the products you use.” – Desiree Livingston

“Dog Show Grooming Secrets” seminar



Cat Opsen starting her winning Groom!

your website, how to get free advertising for your business, and what kinds of clients to stay away from gave everyone in her seminar plenty of ideas to implement in their own businesses.

Many groomers selected the *Do It All* package. It gave them unlimited access to every seminar, the trade show, and all of the grooming competitions. “I went to every seminar

that I could,” said Ariella Strafaci. “And between the seminars, I would do my shopping at the trade show. My favorite seminar was the one about creative styling.”

Angela Kumpe and Lori Craig, in their seminar, “From Ordinary to Extraordinary,” presented information in a fun, upbeat way, showing the basics and explaining how to introduce your grooming clients to the

world of creative. They demonstrated how to use blow pens, how to attach beads and feathers, and how to use stencils and glitter to quickly add some pizzazz to everyday grooms.

“It was amazing,” added Ariella. “After watching everything that Lori and Angela could do, I know that I want to do creative in my shop... and even compete in the *Creative*

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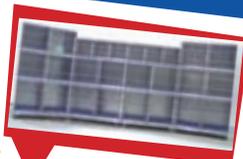
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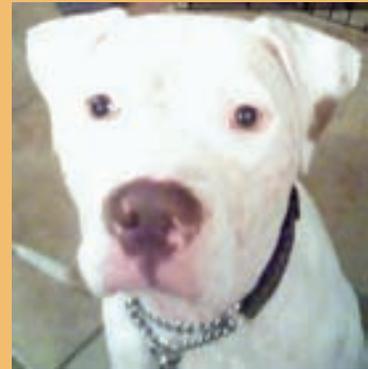


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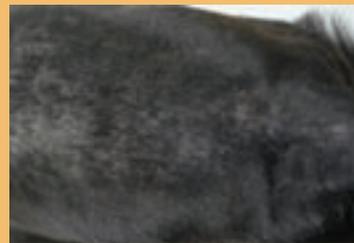
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Attendee Shopping



The Trade Show Buzz.

Styling competition some day.”

A big topic of conversation all weekend long was the rain and flooding in and around the Hershey area... but there was a flood of a different kind inside the *Expo*. When the doors to the fabulous trade show opened, it was like opening the floodgates. Attendees streamed in, and soon the aisles were overflowing with eager shoppers – many with their shopping lists in hand.

With over 170 booths, this trade show offered groomers anything they could wish for. The marvelous aromas of great new shampoos and styling products filled the air. You could hear the happy chatter of groomers as they tried out new clippers, scissors, dryers, and grooming tables, and judging by the long lines at some of the booths, these shoppers were intent on getting every item that was on their wish lists.

There were industry experts presenting grooming demos and introducing the newest products from the manufacturers. Product samples and show specials made it a win-win situation for both attendees and exhibitors.

Eda Arafat of *Pets N Groom Distribution*, located in Ontario, Canada, said, “This is our second year to exhibit at *Groom Expo*. What a great show! We sold every bit of inventory that we brought to Hershey and have taken orders for more.”

The opening night party, hosted by Mr. B., was held onboard the Good Ship Barkleigh. Guests arrived decked out in their finest vacation garb. They were a well-groomed lot, sporting Hawaiian shirts, straw hats, sunglasses, cameras, and all the tourist essentials. Some of them were even wearing inner tubes. (Could they have had advance notice of what the weather conditions in Hershey would be?)

The more adventurous donned their life jackets, climbed aboard

Continued on page 14



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Groom Expo was being broadcast live on Ustream, making it possible for viewers all over the world to see the grooming tournaments.

the Jet Ski, and expertly piloted it through the sparkling, leaping waves. The lively music coaxed everyone to join in, and the dance floor was soon filled with people who

came to party and simply enjoy! Mr. B announced that it was time for the ultimate stress relief for groomers. Huge sheets of bubble wrap were placed all over the dance floor,

and then everyone pounced on them, laughing and stomping to the beat of the music.

The *PetSmart GroomOlympics* held tournaments on Friday and Saturday in the *Red Clipper Arena*. It was an amazing opportunity to be able to watch the competitions from start to finish and see the techniques of some of the best groomers in the world.

Groom Expo was being broadcast live on Ustream, making it possible for viewers all over the world to see the grooming tournaments. Viewers were even treated to extreme close-ups of each entry during the competitions.

Saturday evening was the beginning of a new era for the grooming industry. Guests enjoyed an elegant dinner that was followed by a rousing roast of Frank Rowe (an Extra Nice Guy) to celebrate his retirement.

After that was the presentation of the *PetSmart Best in Show* awards. The first-place winner in each of the *GroomOlympics Tournaments* was introduced, and then each one was showcased as they circled the front of the room and then went up on the stage for the final judging.

All eyes were on the finalists and the judges as the *World Champion* was about to be selected. The banquet room erupted with thunderous applause and cheers as Melissa Fidge, with her flawlessly groomed West Highland White Terrier, was crowned the 2011 *GroomOlympics World Champion*.

It was then time for the first-ever *Barkleigh Honors Awards*. Todd Shelly and Jay Scruggs shared the emcee duties for this exciting inaugural event. There were categories for groomers, competitors, and exhibitors. A total of eighteen categories, including *New Product of the Year*, *Blog of the Year*, the *Sally Liddick Lifetime Achievement Award*,

Continued on page 16



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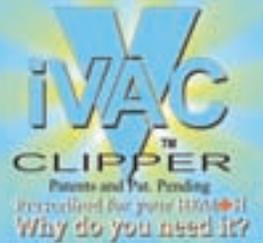
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The Gifts of Love Silent Auction is a part of every Barkleigh show, and Groom Expo attendees just love it. For three days, a huge array of all things grooming (and lots non-grooming items, too) was offered to the highest bidder.



Winners of the Bon-Voyage Cruise for best costume.

and many more, were presented.

As the nominees were announced, their pictures were displayed on the giant screens on each side of the stage. Squeals of delight and enthusiastic applause greeted the winners of each category as they came up onto the stage to give their

acceptance speech. There were more than a few tears of joy as they told the audience what winning their awards meant to them.

The *Gifts of Love Silent Auction* is a part of every Barkleigh show, and *Groom Expo* attendees just love it. For three days, a huge array of

all things grooming (and lots non-grooming items, too) was offered to the highest bidder. As always, groomers could be counted on to be both extremely generous and very competitive. Good-natured bidding wars sometimes found the winning

Continued on next page

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bid to be higher than the retail value of the item, but knowing that it all went for worthy causes encouraged the bidders to open their hearts and their purses.

Sunday morning's Gospel Breakfast and Concert has always been a wonderful opportunity for Groom Expo attendees to gather for a time of fellowship. Maestro Dennis Geib shared his talents on the concert grand piano by playing some of his original compositions and also many of everyone's most loved hymns. To commemorate the 10-year anniversary of 9-11, he presented a touching musical tribute while heart-warming visual images were shown on the big screen.

After the Gospel Breakfast, it was off to more seminars. "I really loved the Oster Theater," said Jessica "JC" Chisman of Columbiana, Ohio. "In our shop, we groom a lot of the breeds that they featured. I picked up tips and tricks that I can't wait to try when I get back home. And I went to the seminar on the risks and rewards of being your own boss. It was fantastic!" JC then added, "Coming to *Groom Expo* makes me feel like I can take on the world!"

Sunday afternoon at the Expo is always reserved for the *Tropiclean Creative Styling Competition*. "This is the highlight of the Expo, with the winner taking home great prize money," said Sally Liddick, retired organizer of *Groom Expo*. "It is a personal highlight for me. I love Creative."

Evidently, many share Sally's love for Creative. All during this year's competition, the audience was filled with onlookers eager to watch the magic transformations unfold before their eyes.

Creative has become a worldwide phenomenon. One of the contestants traveled from Paris, France, just to be part of the competition. Because he did not speak English, he needed an interpreter. But he

needed no help in the contest ring – Creative is a language of its own.

As the competition progressed, you could hear whispers in the audience. "He's all blue – that's got to be Eeyore." "Look at that tie-dyed design. Is that a hippie?" "Oh, do you see the beautiful butterflies and rainbow colors?"

Without a doubt, selecting the *People's Choice* winner is the most popular event in the entire Expo. The applause and cheers of the audience choose the winner of this award. Every seat was filled, and people were standing shoulder-to-shoulder to give their all for their favorite entry.

Months of planning and preparation goes into many of these entries, and the only reward that some of them get is the applause and recognition of the audience. Tumultuous applause echoed throughout the *Red Clipper Arena* as hundreds

of spectators voiced their approval for each contestant.

The field of eleven wonderful entries was narrowed down to four – and then to the final favorite. The applause and cheering was overwhelming, and there was no doubt of the crowd's selection. Cat Opson, with her entry "Jurassic Bark," was victorious and claimed the coveted *People's Choice* award.

At the conclusion of the presentation of all the *Tropiclean Creative Styling* placements, attendees scurried back to the trade show to make their final purchases before heading home.

Another fabulous Groom Expo is over. Even with its soggy start, it was one of the best expos ever. Planning for next year's Groom Expo is already underway. Mark your calendars. September 6 – 9, 2012 will be here before you know it.

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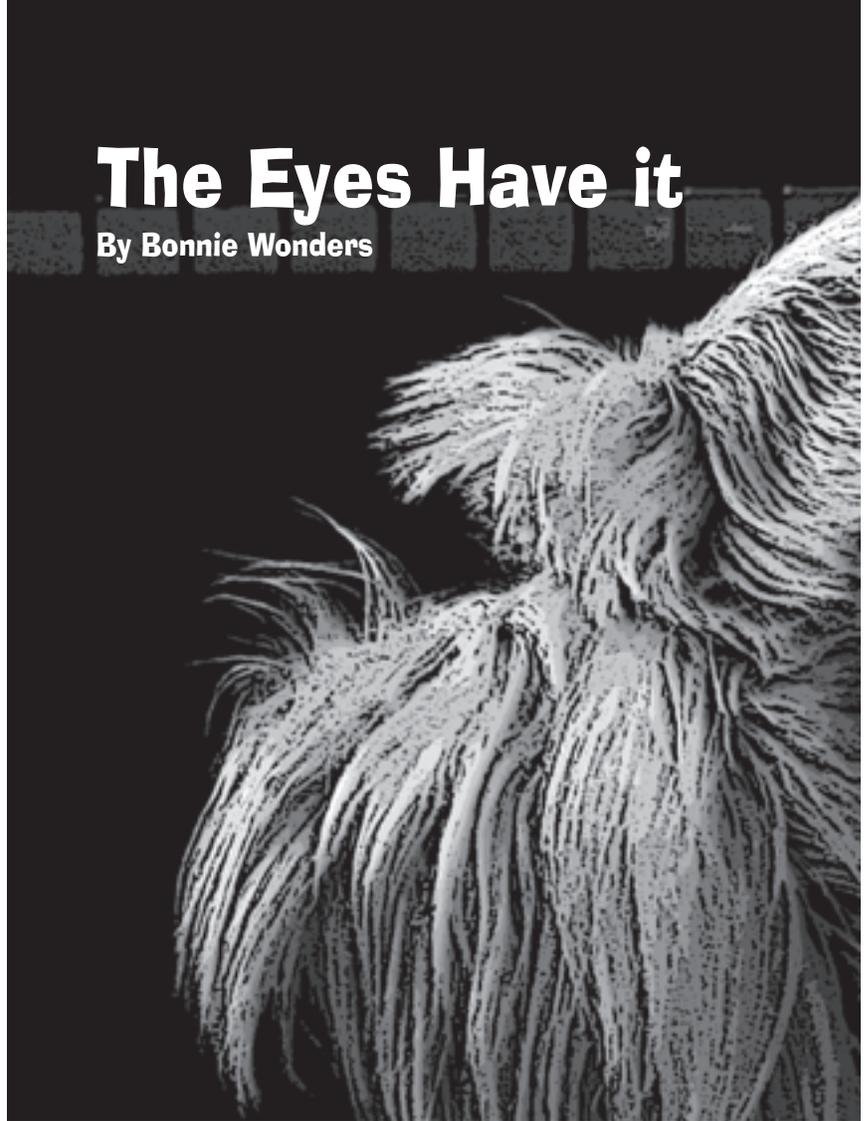
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The Eyes Have it

By Bonnie Wonders



It can't possibly be just me. I know I've got my quirks, and I can have some strong opinions. I also notice that I've been watching more *Golden Girls* reruns than I ever have, and I'm getting to see more of Dorothy in me every day.

Maybe it has always been like this, and I just never paid that much attention. Maybe it got to be one of those "fads" around the same time that boys started wearing their pants so low you could see the entire "crack of their equators." Ugh... That last one alone always makes me want to run up behind one of them and pants them. Not that they would care, but that would make me end up writing one of these stories from the inside of an 8 x 8 room with a slot for my meal tray. I would be writing to a whole new audience. Not pretty from either angle.

At any rate, I am getting closer to losing it every time I hear one of these customers tell me to "leave the eyelashes on" their dog. I don't mean not cutting them off entirely but leaving

them on the animal when they are 16 inches long. Now, doesn't that look absolutely ridiculous? Also, it seems to happen on Cockers more than on any other breed.

Yes, I know that eyelashes are pretty in most cultures. I'm not arguing that. Women go to the extra lengths of gluing on fake ones for the "extra length." We spend \$90 on a tube of mascara that promises to give us more voluptuous ones. We make extra fuss over little kids who are naturally gifted with them.

All that taken into consideration, somebody please tell me when you last saw any person, animal, or insect that actually looked good with eyelashes as long as their beaks. I mean, if a person wants their dog to look like a praying mantis, then for Pete's sake (whoever Pete is, by the way), go out and catch yourself a pray-

ing mantis. Yeah, now there's a pet that is in high demand. (With every type of club, chat room, collector, or whatever out there, I'm sure somebody is just dying to point out to me that a mantis actually has "feelers" not "eyelashes." I get that. But it's the same basic look, so don't crucify me on a technicality.)

In the last couple of years, I have had to leave on eyelashes that were so long that, when the dogs licked their chops, they caught their right ones in their mouths. Yes... now that's attractive. An eyelash wound itself around their "canine" so to speak. Ugh.

Not to mention, it can be difficult to try to leave these things on a dog that is less than fond of its face being handled to begin with! So there I was, trying to hold down

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those 11 eyelash hairs and shave around the top of them without catching one in the blade. The dog was snarling and trying to take off my left thumb as I had it clamped tightly over those precious eyelashes. God forbid that I slip and cut one of the prized hairs off, thus making the dog lopsided. Yep... there would go MY grooming fee.

Recently, a woman brought in a Schnauzer with eyebrows that went a good three-quarters of the way down its nose. Of course, under those eyebrows were the eyelashes that grew even longer. "Cut the eyebrows way back," were my instructions. "Leave the eyelashes alone though," the woman told me.

"Are you sure you want them left longer than the brows?" I asked, making a screwed up face.

"Yes, that's what I said," she instructed again. "Leave the eyelashes alone. Period." She said emphatically. "She looks like Cleopatra when

you can see all of her eyelashes," the woman said.

Within an hour, I had the dog groomed in the usual Schnauzer cut, with the exception of those stinkin' eyelashes that stuck out on her face like two sets of spider legs, of course. If it didn't look ridiculous, I don't know what else could have, but, as instructed, I cut the brows way back.

At her appointed time to pick up the dog, the owner walked in. I brought the dog out front after the lady had paid. She about went through the roof. "What did you do to her eyelashes?" the woman exclaimed.

"Exactly what you told me to. I left the lashes long and cut the eyebrows way back," I said defensively.

"These... THESE," the woman said, pulling on the poor dog's eyebrows as if she could stretch them out. "These are her eyelashes," she exclaimed.

"Uh, no... Those are her eyebrows," I said in an equally huffy tone to match hers. I pointed to my own eyebrows. "These are eyebrows," I said in disbelief that the woman could actually be so dumb as to confuse the two.

"I KNOW that!" she said a bit too loudly. "But you are not a dog. These are eyelashes," she said, again yanking on the dog's eyebrows.

"What do you think makes them different on a dog or person or anything else for that matter?" I asked folding my arms.

"Apparently you don't know much about dogs," she said. "ESPECIALLY SCHNAUZERS!" she snapped as she turned to leave. "If you had any smarts, you'd know the difference!" she said as she stomped out the door.

I guess "eye" just don't understand...

In 1989, Bonnie opened Wonders Sassy Pup in Central City, PA. Bonnie is the author of "Wonders of Grooming," a collection of her humorous grooming experiences, which is available at www.BarkleighStore.com

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First Aid: Cuts, Nicks, and Lacerations

by Donna Owens, ICMG

As groomers, we always try our best to groom animals safely and humanely, but accidents unfortunately occur sometimes. With cuts, nicks, and lacerations, there are several reasons why they can occur: movement or unruly behavior of the pet, unexpected interference that caused the movement, the groomer's lack of proper training and experience, or even broken or faulty equipment.

Basic first aid skills and a good pet first aid kit are so important for the pet professional. Networking with your trusted on-call veterinarian for advice, guidance, and services, as well as having his or her phone number readily available and accessible, is a must-have in any type of pet business. In this article, I will cover why and when these accidents can occur as well as the basic first aid treatment for small

lacerations should these occur or happen to you.

When it comes to injuries that happened due to movement and unruly behavior, we have to remember that cats and dogs, unlike most humans, do not have reasoning skills. They cannot relate their movement to the injury. I'm not saying they do not remember or learn from the incident. Their thought process, however, is more simplistic compared to humans. Theirs is one based on stimuli-action-reaction but with no reasoning skills to change or make a better end result. The key for us pet professionals is to acknowledge that their brains process information differently. Also, we need to learn successful training and handling techniques so that we modify their behavior before accidents can occur. If we use these successful techniques to acclimate the animal to the clipper and the grooming process, then we can effectively teach them to hold still and not be frightened of the clipper/scissors. These keys will minimize these types of accidents.

In those cases when interference caused the movement, you can have an experienced groomer and

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an experienced pet that is usually the perfect angel on the table, but something occurred that made the pet move unexpectedly. For example, the groomer is shaving the ear on the perfect Schnauzer, and as two clients enter the reception area, their dogs engage in an altercation. Most dogs will react to that type of commotion. However, terriers not only react, but they want to join the “fight club.”

Sometimes it’s not the animal’s movement, but rather the groomer’s movement. For example, you’re shaving an animal in the tuck up or other delicate area and are distracted for a split second. You look away. Unfortunately, that is all it takes to accidentally cause a laceration. It is the same reaction time that occurs when driving and stopping a vehicle.

Lack of knowledge or proper training can also cause these types of injuries. Grooming a particular area of anatomy with the incorrect

blade or choice of equipment would not be considered a safe equipment choice. Lack of knowledge and training can also lead to incorrect manipulation used for equipment choice, raising the risk of potential injuries. This would include improperly applied pressure while driving the clipper and blade through the coat. Perhaps the incorrect manipulation of the animal’s body or skin was used, which in turn resulted in a laceration. That’s why the more experience, training, and continued education a groomer receives and practices, the less likely these particular injuries will occur.

Knowingly using faulty equip-

Sometimes it’s not the animal’s movement, but rather the groomer’s movement.

ment (broken blades, etc.) to remove coat, and thus negligently causing injury, is another potential source for injuries, but hopefully that would never be the case. This same kind of incident can happen when a groomer is not aware of faulty or broken equipment. Recently, I inspected an accidentally dropped blade for broken teeth before snapping it on the clipper. I slowly tilted the blade back and forth so the illumination of available lighting could make any “broken tooth villain” known to me, and I was able to see it! The blade had not survived unscathed; a hard-to-see tiny sliver had broken off. A possible nick on

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a dog was prevented by double-checking for damage.

So those are the various examples of why small lacerations to pets can happen in our businesses. Now comes what we should do if they happen!

Superficial nicks, cuts, or tears that only penetrate through the top layers of skin may cause some minimal bleeding, but for the most part, they do not need to be seen by the vet and are considered minor. Recommended treatment would be as follows:

1. Apply direct pressure to stop any bleeding (5–10 minutes, no peeking).
2. Clean the area with saline solution or peroxide on a gauze pad. (If the pet is a cat, only saline solution is recommended.)
3. Optional: apply topical antibiotic ointment (only when all bleeding has stopped).
4. Notify owner.

Note: If the wound is “superficial” and located on the pad, it is usually acceptable to apply styptic powder or liquid bandage/surgical glue.

Lacerations are deeper and cut

through all the layers of skin to the underlying layers of anatomy. In some cases, if deep enough, nerves, arteries, veins, tendons, ligaments, cartilage, and muscle can be involved. These are much more serious, and they will involve more bleeding, depending on, again, the area of anatomy where the injury occurred and how deep or large the laceration.

Just remember that anytime you cannot get the bleeding to stop, or if the animal is bleeding profusely, always apply direct pressure. If that doesn't work, you may need to apply pressure, or a pressure bandage, at a higher pressure point, then transport to veterinarian ASAP. Make sure to keep direct pressure on the wound until the animal is in the vet's care. Only use a tourniquet if it is a life or death situation, as when an artery has been cut or severed, although something that severe is a rarity. Typically the

deeper, more serious lacerations will involve equipment such as demat-ers, mat splitters, shears, and skip tooth blades (notably a 7).

For lacerations that cut through all the layers of skin but not any of the underlying tissues, I am often asked, “How do you tell if the wound should get stitches?” First of all, it depends on what part of the anatomy the laceration occurred, the size of the laceration, and the size of the animal in comparison. For example, a half-inch laceration on a Toy Poodle is relatively large enough in ratio to the pet's body size to constitute an evaluation by the vet to determine if the pet will need a few stitches. However, that same-sized laceration on a large breed, in comparison to its body size ratio, is considered much smaller. The best rule of thumb is to consult the vet always. Call for some guidance, and the veterinarian will be able to determine if you need to bring the animal in or not.

These guidelines of measurement I have used successfully have been acquired by working as a vet tech, breeder, and groomer for over 30 years and from my education

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Apply direct pressure to stop any bleeding (5-10 minutes, no peeking)

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Treatment and bandaging techniques for small lacerations are as follows:

1. Apply direct pressure to stop any bleeding (5 – 10 minutes, no peeking).

2. Clean the area with saline solution or peroxide on a gauze pad. (If the pet is a cat, only saline solution is recommended.)

3. Optional: apply topical antibiotic ointment (only when all bleed-

ing has stopped).

4. Apply a non-stick sterile pad.

5. Wrap with a clean gauze dressing or vet wrap.

6. Notify owner upon pick-up.

Note: If the small wound is on the pad, you may need to apply a

Never apply the pressure bandage so tightly as to cut off circulation or act as a tourniquet.

pressure bandage to help form a solid clot. Never apply the pressure bandage so tightly as to cut off circulation or act as a tourniquet. Also, if you decide to use surgical glue on a small laceration that

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will not require stitches, make absolutely sure you disinfect the wound thoroughly with a povidone or benadine solution before applying the glue so as not to cause a serious infection. This should be done under the advice of a vet.

Treatment and bandaging techniques for larger lacerations that do not involve any of the underlying tissue, but may require stitches due to size, are as follows:

1. Apply direct pressure to stop any bleeding (5–10 minutes, no peeking).
2. Clean the area with saline solution or peroxide on a gauze pad. (If the pet is a cat, only saline solution is recommended.)
3. Apply a non-stick sterile pad.
4. Wrap with a clean gauze dressing or vet wrap. (Apply a pressure bandage if needed.)
5. Call the vet and owner, and transport to the vet for treatment and care.

Note: Never attempt to use ointment, styptics, liquid bandage, or surgical glue on a laceration that may require stitches. This will only cause more harm than good and can lead to serious medical, as well as possibly legal, complications.

Other Important Things to Remember

Most nicks and cuts are minor, but can seem major or larger due to the bleeding involved. When you see blood, try not to panic. Remember that if you panic and your heart races, the animals will do the same, only causing more bleeding to the injury site.

Restrict the pet's movement. Sometimes it can be a very tiny cut that won't require stitches, but as you're applying the direct pressure, the animal is moving a lot, wiggling or wagging its tail and momentarily causing steady pressure to be taken off the site. In cases like these, a pressure bandage might be the better option for greater success. After

...always tell the owner when any injury has occurred, because honesty is the best policy.

you apply the bandage, you can then isolate the animal in a crate where it can relax on a towel. The lack of activity will allow the bleeding to slow, letting a clot solidly form.

Nicks on ear edges can bleed a lot due to the vast amount of capillaries and because the dog's head moves while you're trying to apply pressure to stop the bleeding. Also, right after you get the bleeding to stop, the pet shakes its head. A cold compress or ice pack wrapped in a towel can also slow the bleeding. You can then wrap a gauze pad on the wound and elevate the ear on top of the pet's head by wrapping the ear to the head with gauze or vet wrap. This technique will keep the ear immobile, even if the pet decides to shake his head.

To keep the pet from licking or scratching the wound, you can temporarily bandage the area and place an e-collar on the pet. Another option is to apply a topical hydrocortisone ointment around the injury site, which will help with inflammation and swelling of the area. The pet will then usually leave the area alone.

When the tongue or mouth gets a nick or cut, it is going to result in lots of blood, even though, once again, the actual size of the injury itself can be tiny. This is because, like ears, the tongue is very vascular. In some cases, it is one of the most problematic areas to try to stop bleeding. Movement of the dog's body and the tongue itself makes matters even worse.

Usually licking or panting, the dog tends to fling the blood all over the place, where it may look like

a Halloween horror house. Again, don't panic! Get a cold compress or cold damp towel, and place it in the dog's mouth while holding pressure for 5–10 minutes. It's best to have another person, if available, to help hold the pet still and soothingly stroke the pet into calmness so the cut can form a clot.

Another method that can be used is placing a cooled, steeped teabag on the cut. Black tea has coagulant factors that can stop the bleeding more rapidly, but in using this method, you need to be very careful. Do not let the pet swallow the tea bag.

And for the newbies, never let a customer bully you into using an unsafe equipment selection for a felt matted animal just to make the hair a few millimeters longer. If the felt mat is right on the skin, never use scissors to cut the mat out!

And to everyone, always tell the owner when any injury has occurred, because honesty is always the best policy.

Donna Owens has been a professional groomer for over thirty years. She also is a Red Cross Pet First Aid and CPR Certified Instructor and a Certified Animal Hygienist. Donna was a 1993 USA GroomTeam member and gold medalist. Donna remains active in the Pet Industry as a respected Industry Speaker and Consultant, Salon Design Consultant, Grooming Demonstrator and Contest Judge. Donna has an Associate Science Degree and a California Teaching Credential from USD. She is an I.P.G. Master Groomer and I.P.G. Certifying Judge.

Behavior CLIPS

by Gary Wilkes



Doggie DAYCARE



With the rapid growth of play groups and doggie daycare, many dogs are leading better, happier lives. One spinoff of these services goes beyond just simple socialization and exercise. Sometimes behavior problems can be solved; the service providers know what to look for. Note: Though many groomers do not offer daycare, many do have salon dogs that are allowed free reign of the grooming area. This article is for them, too.

One of the pioneers of daycare is Gail Fisher of the *All Dogs Gym* in Manchester, New Hampshire. Since the mid-'90s, Gail has had groups with as many as 50 dogs at a time harmoniously having a blast. The employees at the *All Dogs Gym* watch over the mob and make sure that no one gets hurt. As many of you know, managing a group of dogs isn't that big of a deal. What Gail discovered was a world of interaction, which largely goes unnoticed.

One fact about providing daycare is that singleton pups and those removed at a very early age may have trouble getting along with other dogs later. Putting a poorly

socialized dog in a group setting can teach him proper social skills – or it can end traumatically for the pup and with the loss of a client for you. These dogs need special care to get them into the general group, and devoting employee time for helping a single dog may not always be available. At the *All Dogs Gym*, social therapy is a daily occurrence and is done with the same care and precision used when teaching obedience and agility classes. The gym has the same employee restraints as anyone else, but they have a group of auxiliary trainers uniquely suited to helping newbies over the hump – and they work cheap. This auxiliary staff came to Gail accidentally a long time ago.

Once, Gail Fisher introduced a nine-week-old puppy named *Sharley* to the daily play mob. *Sharley* had been taken from the litter too early -- at about four weeks of age. In the ensuing five weeks, she had not seen another dog and was terrified by the sight of her own species. Many dogs and puppies are intimidated by their first experience in the play area, and *Sharley* was no exception. She spent two short

sessions in the yard with no real improvement in her behavior. She was still terrified by the mass of milling, playing dogs.

On her third exposure to the other dogs, *Sharley* seemed to be worse. She tried to escape by pressing against the fence and screaming. This immediately drew the attention of a large group of dogs that rushed over to see what was happening. As the dogs pressed closer, *Sharley* became even more frightened. She continued screaming frantically, and that's when something odd happened.

One of the dogs in the pen was a nine-month-old, deaf Dalmatian named *Nicky*. He had been coming to doggie daycare since he was a puppy and was very comfortable with the crowd. *Nicky* probably wasn't aware that *Sharley* was screaming, but he saw her little body pressed against the fence and sensed that she was terrified. *Nicky* squeezed in between the pack and *Sharley*, facing the rest of the dogs. Without taking his eyes off the pack, *Nicky* reached back with one of his forepaws and touched *Sharley* on the shoulder. She immediately

Continued on next page

settled down. She stopped screaming, which caused the other dogs to lose interest. Suddenly, *Nicky* and *Sharley* were left alone. *Sharley* now had a friend and protector.

Within the next few sessions, *Nicky* “taught” *Sharley* how to interact with the other dogs. Soon she was perfectly at home with the swirling mass of playing and romping dogs. As she grew, her initial fear of other dogs was replaced by confidence and canine social graces. This unusual relationship accelerated her education dramatically.

For *Nicky*, this first experience as a protector and mentor started a history of similar behavior. He started paying closer attention to “newbies” and often repeated his role as canine counselor. Over the years, he developed a reputation as a “peace maker” who regularly tried to separate squabbling dogs passively. This gentle form of control is not typical canine behavior. *Nicky*

was an anomaly – but what if you could create your own *Nicky*?

Creating Serendipity for Fun and Profit

While virtually every daycare business reports similar “helper dogs,” I have never heard anyone say they actively tried to reinforce or teach the behavior. Teaching a dog to “care” for newbies is as doable as teaching them to come when called. It starts with developing a signal that means “yes,” which is followed by tangible positive reinforcement. For those of you familiar with clicker training, you know that this is the function of the clicker. Once you have a signal that can mark a single moment of correct behavior, subtle things like “stay close to the newbie” are easily strengthened.

If you have never used a clicker, you may instantly assume it can’t be used in a group setting. What if other dogs in the play group also know the clicker? In this case, that isn’t a problem. Teaching “stay close to the newbie” is done in a separate area from the play group. You can even teach a more structured “go find *Sharley*” command that will identify which dog your caregiver is supposed to protect. Even with the other dogs present, you can use the clicker to tweak the behavior when you reintroduce the newbie. If the other dogs butt in to get a treat, just make sure they don’t get one. After a short time, they will ignore the click in that setting. Also, the caregiver dog will pick up the gist of its role faster with each additional dog. Soon it will be routine, and then it will become habitual as the dog learns its job. The time needed to introduce shy or fearful dogs becomes negligible as your caregiver dog learns the task.

One main advantage to the clicker may not be instantly realized. The clicker is not connected with a specific person, which makes

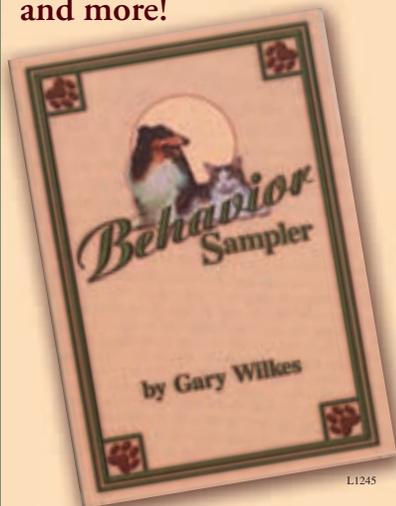
it seamlessly transferable from trainer to trainer. This allows several staff members to create a “caregiver” dog in sequence faster than requiring every trainer to create a personal relationship with the dog. Once the dog is clicker trained, you can hand a clicker to someone new, and the training doesn’t skip a beat. If you depend on verbal praise, you must individually create the foundation for learning with each trainer separately.

Another huge advantage to the clicker is the ability to “double handle.” Sometimes the person directing the training is not in the perfect position to mark the exact instant the behavior occurs – especially at a distance. With a clicker, any person can click, and the dog accepts the information perfectly. If you are teaching a caregiver dog to find a specific newbie, you can release the dog into the play yard and have an assistant near the newbie be in charge of the click. That teaches the caregiver dog that you, personally, don’t have to be directly connected with finding the other dog.

I have used clicker training for behavior modification for over 25 years with thousands of dogs. This example of using a precise tool to strengthen and shape canine nurturing is the perfect blend of dog-savvy observation and structured instruction. The net result is a blessing for your business: the ability to direct specific therapy to help dogs adapt to what can be a stressful introduction. The net result is more dogs for your daycare services and improved socialization for dogs that need to learn to play well with others.

For a series of free articles about clicker training aimed at canine professionals, go to http://www.clickandtreat.com/Clicker_Training/GG/gg.htm and feel free to email me at wilkesgm@aol.com if you have any questions about adding another tool to your bag.

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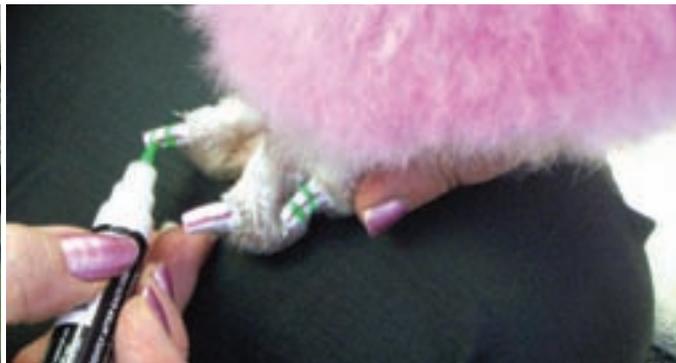
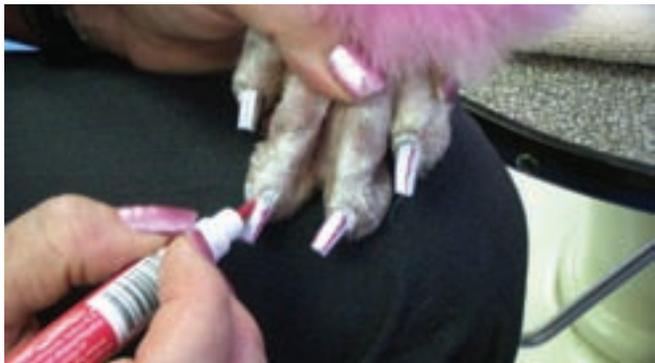
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READER SERVICE CARD #8438

Pink Poodles, Elvis and Plaid Nails

by Dawn Omboy

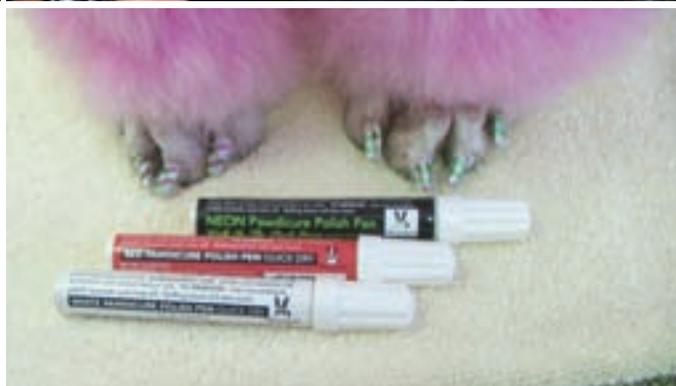


Recently, I took a trip to *SuperZoo* in Las Vegas. My travel partner, *Brook*, and I made quite an impression everywhere we went. *Brook* is almost 3 1/2 years old and was on the cover of *Groomer to Groomer* at only 7 weeks of age. The funny thing is that she was white. Whoever would have thought a Dawn Omboy dog could be white on the cover! Well, *Brook* is certainly not white anymore. I keep her various shades of pink with accented patterns (usually leopard print) on her back and back legs. It is flashy and so easy to do.

What seemed to get as much or more attention on this trip was the plaid pattern I put on her nails using the *Pet Pawlish Pens* from *Warren London* (Request Reader Service Card #8407). It looks like I spent hours on her nails alone, but honestly, I put the pattern on her nails in a matter of minutes. I am so happy to share with you just how I did this.

I was thinking with the holidays coming up, red and green plaid would be cool. After giving the pens a good shake, I pressed them down to allow the paint to flow into the nib of each color I wanted to use. Then I put a coat of white on each nail to give an even background, so the other colors would show up bright and true. By the time I got back to the first foot, all the nails were dry (the paint dries in 40 seconds), and I could start my pattern.

Next, I used the red to draw thin stripes on the nails from the nail bed out to the tip. Again, by the time I got back to the first foot, I was ready to switch colors. With the green pen this time, I crossed the nails from



side to side, going from the bottom of the nail up to the center and making two lines this way to complete the plaid pattern.

By now you must be wondering what Elvis has to do with all of this. Well, *Brook* and I met “Elvis” in the lobby of the *Mandalay Bay Hotel* in Vegas. He thought her nails were cooler than “Blue Suede Shoes,” uh-huh. Thank you, thank you very much.

Queen of Color Dawn Omboy, NCMG, owns Klippers in Columbus, Georgia.

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Planning a Vacation



By Judi Cantu-Thacker

When's the last time that you had a vacation? Trade show and dog show weekends don't count! We are a hard working industry, but we don't always find time to play. Personally I take 3 weeks of vacation per year. None of which have anything to do with dogs.

I grew up with my mom being a groomer. We didn't take family vacations. As a single mom, she was always busy working. Closing the shop was not an option. I was the

same for many years. About eight years ago, I realized that my kids were growing fast and I was missing it. I wanted to make memories for my children that would make them smile when they remembered their childhood. The bonus is that I'm a more productive groomer and less stressed mommy, after I've been able to recharge from a week of vacation.

I'm already in the process of planning next year's vacations. The

first thing I do is look up the local school district calendar. I know that most of my clients take vacation when their kids are on school break. So I know when the longer breaks come around, I'm going to have a slow week. Why not do a few more the week before and the week after, get in some family time without missing out on any income?

In our area, school calendars can be accessed online. In fact, I can pull up this year and next year's calendar. This gives me the information that I need through the end of 2012, or summer of 2013, depending on how far in advance that I want to make plans. You can also take advantage of many three day weekends by knowing in advance which Mondays the schools are closed.

I buy an appointment calendar that runs from July to June as opposed to Jan to Dec. It makes more sense for us since our vacations are based around the kid's holidays. I strategically plan my vacations so that I can keep an even pace all year round. I take my first vacation during Spring Break, the second sometime in June or July and the third is the week between Christmas

Continued on next page

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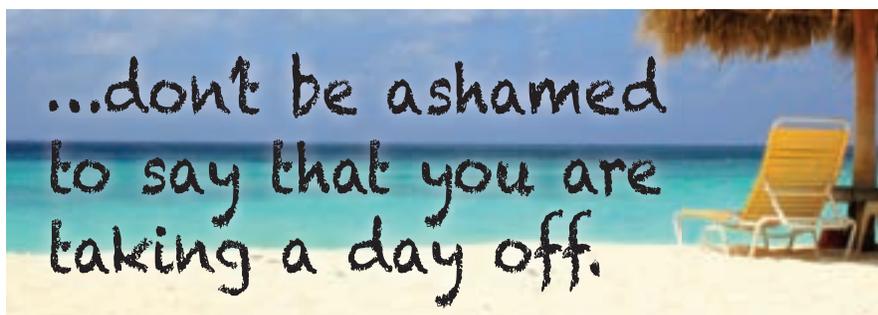
READER SERVICE CARD #8440

and New Year's. As soon as I get a new calendar, the first thing that I do is block off my vacation time. If you don't plan it in advance, you will never find the time to take that much needed vacation. Once you have those weeks marked off you will find it very easy to book around them.

I know that many of you that don't take vacations will find it hard to start off with three weeks of vacation a year. Make it easy and start with one. I've always found that the week of July 4th and the week between Christmas and New Year's are down weeks. This was consistent when I had my salon and now that I'm mobile. Take baby steps and figure out if you would rather have a summer vacation or a winter vacation.

Set a budget for your vacation. Decide if you are traveling or planning a "stay-cation." If you decide on the "stay-cation," find some fun local things to do. Make plans so that you don't talk yourself into working an extra day. Don't stay home and clean out closets or scrub baseboards. Find some local attractions, get out there and have some fun. Once you have a budget, decide how much you have to save each week so that you have enough. The last thing you want to do is plan a well deserved vacation and then spend the entire week worried about how much money you have, or don't have. One thing I always plan for is a nice massage toward the end of my vacation. It helps to get the last of any stress that maybe leftover out. Be realistic and have a little extra for backup.

If you are going to start with one week of vacation per year, then add a few three day weekends. You have the staple, Labor Day and Memorial Day. How about taking off Good Friday? That's a three-day weekend that many people enjoy. You will find that many of your regulars will be gone for that weekend since they



have Friday off too. By the way, on Labor Day and Memorial Day weekends, if you are closed on Mondays and have that day off anyway, try closing that Saturday as well. Let people know in advance and they can either schedule the week before, or the week after. Again, most of your regulars will be leaving town Friday afternoon. If they're not you will be amazed at how easily they will work around your schedule if you take the lead and steer them to an appointment a few days earlier or later. If you're not comfortable telling people that you are closed on a Saturday you can just say that there's nothing available for that day. But don't be ashamed to say that you are taking a day off. After all, we don't get sick days and personal holidays like so many others do.

It may feel awkward at first, but you'll get the hang of having a few extra days off before you know it. You work hard and deserve to have a great family and social life. Learn to relax and have some fun.

Judi Cantu-Thacker is a successful, retired contest groomer and former Groom Team USA Coordinator for 2005/2006. Judi now enjoys working as part of the Wahl Clipper Extreme Team. She owns a successful mobile grooming business in the city of Sugar Land and caters to the "Who's Who" in the city of Houston. Through mobile grooming, she has found the perfect balance between work and family. More time to spend with her husband and the ability to support her three children in their academics, extracurricular activities, and as President of the PTA.

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EASY MONEY

By Joe Zuccarello

“A PENNY SAVED...”



Benjamin Franklin once said, “A penny saved is a penny earned.” Good ol’ Ben never thought his famous quote would ever be used in a pet industry trade publication, but here it is!

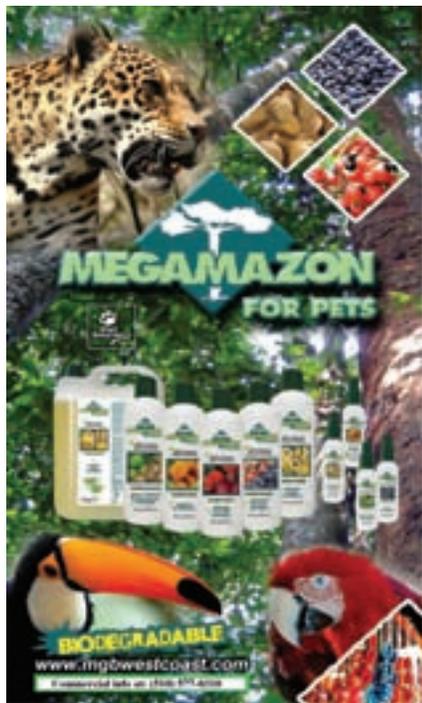
What was Mr. Franklin trying to convey when his lips muttered these words? Exactly whom was he speaking to and in what context? Why would a phrase coined many years ago still have relevance today?

How much was a penny worth back then anyway?

Can you imagine if Ben were around today? Would the quote sound more like, “Stuff a thousand dollars in your mattress for an emergency fund, because getting a loan from a bank, making money in the stock market, or enjoying the fruits that come from hard work and great customer service just aren’t happening any longer?”

All of you who know me know that I am very optimistic and about as positive as one can be, but let’s face it folks... We have to get smarter if we want to survive this period in our children’s and grandchildren’s history books. Cutting back, sacrificing, offering fewer services, and “shrinking” our business is an automatic response to today’s challenges. These responses can lead us down a variety of different paths. If these responses are done incorrectly, we delay the inevitable and simply prepare for the death of our business. If we respond CORRECTLY, we can take control of our current situation, develop strategic

Continued on page 34



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and creative solutions, and show some initiative, proving to our customers we are doing what it takes to stay in business and serve them well into the future.

So let's talk about some creative and strategic solutions to "earn our pennies."

REDUCE THE COSTS OF DOING BUSINESS

There are some costs that are unavoidable, while others can be controlled with a little ingenuity and effort.

Have a towel drive. You are a grooming salon. You need towels, right? Sometimes your towels become tattered, and you need new ones. Instead of rushing out to the store for cheap towels, get your customers involved. Our customers' "old" towels are usually luxurious compared to what we would purchase on our budgets! Have a towel drive, and offer your customers a \$1 discount or a FREE extra set of bows or bandana in exchange for their "old" towel! You will be surprised by how quickly you restock your towel supply. Here's a thought: use "reusable" towel alternatives like chamois.

Conserve hot water. This works at home, as well. Turn your hot water heater down a few degrees. Pets do not need hot bath water – just water that is room temperature. You would be shocked to know the amount of energy it takes simply to heat water.

Use fans, not heat. Just like in the case above, you would be amazed at how much money you spend on electric heating elements in dryers. Not only can you save money by using fans to dry pets, but you are actually reducing a big risk of dehydration, over heating, or worse.

Choose your shampoo wisely. Use shampoos that clean effectively without the use of artificial ingredi-

ents meant to increase suds. More suds do not necessarily mean a cleaner pet. More suds means longer rinsing times, more water usage, and more time waiting for the tub to drain. Low to medium lather, quick rinse, and mild formulation is the key to cost conservation.

Buy in bulk. I know the initial outlay of cash can sting a bit, but paying less money for something you are going to use in the future anyway is a great way to save your money in the long run. Learn to buy more to save more.

REDUCE THE COSTS OF LABOR USE THE RIGHT PEOPLE FOR THE JOB.

Skilled Labor. Use your skilled people for tasks requiring skill. Do not use yourself or other highly paid, commissioned people to do tasks or appointments that do not require their level of talent and subsequent compensation.

Consider compensation as a "reward" for effort, not for time. Pay your staff according to their level of effort, not for time. When you hire people, pay them according to their talent level and offer them a plan to increase their compensation as they meet certain qualifiers like quality of work, speed, customer satisfaction, etc. You will be surprised by how motivated these people can be when they know they are actually in control of their raises.

Create your next staff. Teach hourly people to do "bath" dogs start to finish, and pay them better than they can make at other employers like the local fast food restaurant or convenience store. Using hourly people for this type of appointment frees up the skilled workforce to accept more appointments on any given day. Who knows? Maybe they'll end up as your next apprentice and next batch of skilled

groomers! Turnover is a killer on the checkbook and the business in general!

REDUCE THE COSTS OF LOST CUSTOMERS GROW INSTEAD!

Grow through convenience.

While other shops are closed on Sundays and Mondays, customers are used to a seven-day week with all of their other needs. Offer appointments on these days and seize this opportunity. I know the last thing you want is to add days to your personal schedule, but follow my tip above and create staff that will cover these for you. Capitalize on providing convenience!

Grow through exposure. Make a point of participating in local, neighborhood events. Get your name out there and prove to potential customers why they should trust you instead of someone else with their pets' care. Customers can be shy. Don't wait for them to come to you. GO get them.

Grow through persistence. Call your customers. Reach out to them if you haven't seen them in a while. Better yet, don't just react to lost customers but stay familiar and in touch with them through email, Facebook, and Twitter! The more familiar you are, the more your competition looks like a stranger.

I could go on and on, but you have to get to work! I leave you with this... "The easiest money to earn is the money that is already in your pocket!"

Joe Zuccarello has excelled in the pet industry since 1986 and is the National Accounts Sales Manager for Tropiclean Shampoo and Fresh Breath Made Easy! Dental products for dogs and cats. To find out more about Tropiclean Shampoos and Tropiclean Fresh Breath Made Easy! dental products, please visit www.tropiclean.net or call 800-542-7387.

Which Dryer Is Best for Me?

By D.J. Williams, Elly Meisler, and Ellen Kominars (EZ-Groom Corp.) and Kelly Knight (Goin' to the Dogs, Cleveland, TN)

Needed not just to save time but also to get “the right look,” pet grooming dryers are some of the most important pieces of equipment in the grooming salon. Deciding which dryer to buy can be complicated. A number of factors influence this important decision, including the type of dryer, available utilities, length of hose, intended location of the dryer, tolerance for sound, performance, and budget.

Drying pet hair requires more time than drying human hair, because pets have so much more hair. A typical Golden Retriever has between 20 to 30 times the surface area of hair as a human with a 10-inch hair length, taking hair density and diameter into consideration.

Dogs, depending on the coat type, have between 1000 and 6000 hairs per square inch. A typical Standard Poodle has 20 times the surface area of hair than a human while a Golden Retriever has between 20 to 30 times the surface area of hair than a human. Going back to the sliding patio door example, the surface area of hair on a woman is equal to one set of patio doors; the Poodle and the Golden have hair surface areas equal to 20 and 30 sets of sliding doors, respectively.

All this hair holds water primarily as a function of surface area. The water must be removed at the right time in the grooming process to obtain “the right look.”

There are three primary types of pet grooming dryers: the cage dryer,

the stand dryer, and the high-velocity dryer. This article focuses on the differences, benefits, and uses of these dryers.

Before examining the details of each dryer, it is important to review technical terminology to understand the buzzwords that apply to all dryers.

CFM (*cubic feet per minute*) refers to the volume, in cubic feet, of air that is moved in a minute. This attribute is important for cage dryers, where large volumes of air need to be moved but not necessarily at a high velocity.

FPM (*feet per minute*) refers to air velocity in units of the feet per minute. This performance attribute is important to high-velocity dryers that rely upon air speed to push water mechanically from the coat.

CFM and FPM (See Figure 2)

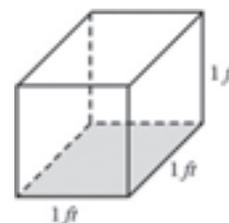


Figure 2: 1 cubic foot in a minute.

Continued on page 36



Most humans have a scalp size ranging from 120 to 150 square inches with about 700 hairs per square inch. Most people with a full head of hair have between 70,000 and 125,000 strands of hair. Based on 10-inch hair length and 0.0027” hair shaft diameter, the surface area of a human’s hair is about 70 square feet. This is about the surface area of one side (inside or out) of both halves of a sliding patio door.

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are determined by the blower motor manufacturer and vary among products. Performance variables include configuration, air inlet and outlet aperture size, and hose diameter and length.

Amp(s) is the amount of electrical current in amperes. Most new wall circuits are 20 amps. Some older circuits are only 15 amps. Many of the larger double motor high-velocity dryers draw at or near 20 amps, necessitating a dedicated circuit, as 20 amps is the limit of conventional residential and commercial circuits.

Volts (V) or voltage is typically 115/120 for common appliances in the United States. Typically, 240V circuits are used for electric clothes dryers. The 240V is often preferred, because half the amount of current is drawn with the higher voltage; Europe and Asia primarily have 240V circuits.

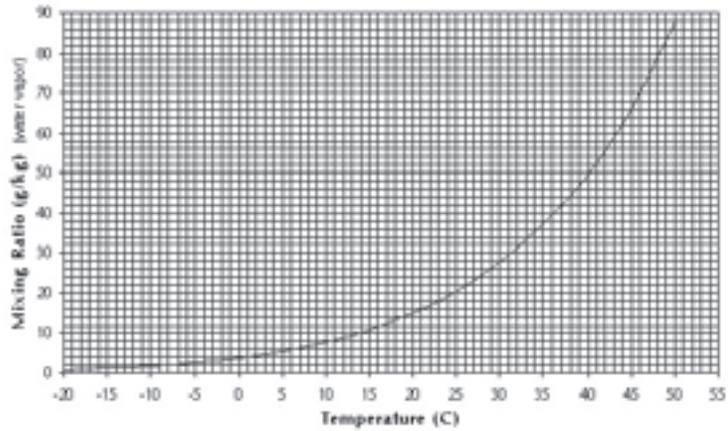
H.P. and watts are related, since both represent energy. Watts = Volts x amps, and there are 746 watts in one HP, or horsepower. Electrical efficiency and power factor are ignored, as they are negligible with the small motor size.

Heat or no heat? To take advantage of the evaporation effect, many cage and stand dryers, and a few of the high-velocity dryers, have electric elements to elevate ambient air temperature.



Electric Heating Element

Timers and dryer location are very important for pet safety for dryers with heat. Adding a heating element to a dryer dramatically improves the air's ability to carry moisture as temperature increases.



There is a six-fold increase in the ability of air to carry water as it is heated from 70F (21C) to 140F (60C). The 140F value is of importance with humans, because it is commonly accepted as the "threshold of pain" value. Most dryers will deliver air at or near this crucial 140 F (60 C) temperature. Unfortunately, a dog body temperature above 106 F, for even a short period of time, is very dangerous and can result in heat stroke and possible death. Of course, the dryer's warm air is mixed with cooler ambient air and can be very effective in removing moisture. However, prolonged exposure in closed areas with high starting ambient temperatures is fertile grounds for disaster. On the flip side, due to the cooling effect of evaporation, cool ambient air can chill the pet. This makes the dryer's timer very important as it can provide a balance.



Double K "Off Delay" Timer
READER SERVICE CARD #8412

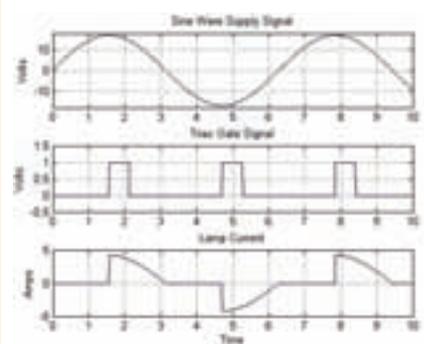
Variable speed control is an excellent feature on most of the dryer types. It does add cost to a dryer, so

it is sometimes offered as an option.



EZ Dry Speed Controller
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The speed control board controls the rotation speed of the blower motor. This is done with an electronic device called a TRIAC. In a variable resistance circuit, this device acts like a dimmer for lights in a home.



Time and Volts

This circuit, based on resistance (affected with the speed potentiometer), allows voltage and current flow only for a portion of the 50/60-Hertz power cycle.

The speed control potentiometer controls the point in each cycle

when the TRIAC is triggered on. With the speed control turned all the way up, the TRIAC is turned on at the beginning of each cycle. As the speed control is turned down, the trigger point is delayed more and more. This reduces the average amount of power fed to the motor and thus reduces speed.

Adding dryers in a grooming salon often means adding circuits. For less than \$40, an electrician can test and demonstrate new circuits with the device below. This tool tests GFCI receptacles for proper operation. Through illumination of the front three annunciates, this unit also tests for correct wiring, open ground, reverse polarity, open hot, open neutral, hot on neutral, hot and ground reversed with open hot, and ground fault interruption in three-wire 125V AC circuits.



Best Investment - Circuit Tester

Most dryer makers bench test the units before shipping to validate proper assembly and wiring. On rare occasions, a motor with a shorted winding or some other defect is filtered out. Checking current draw and airflow on this EZ Dry showed current draw right to specification at full speed.



*EZ Dry - Ametek 115923
READER SERVICE CARD #8411*

A simple, low-cost digital multimeter is being used to qualify

single motor dryers after assembly using the Amtek 115923. Some grooming shops boast being “cage free” and have no use for the cage dryer, while others have as many as ten units in use during a busy day.



*Edemco F 3005 Cage Dryer
READER SERVICE CARD #8413*

Cage dryers commonly have three key features: heat control, timer control, and speed control. These types of dryers are commonly placed on the floor or hung on the side of the cage so that the airflow is below the dog’s eyes to avoid drying of the eyes. The dryers require very little intervention and allow the groomer to tend to other tasks while the animal is dried.



*Double K Three Heat Levels
READER SERVICE CARD #8412*

A typical cage dryer ranges from 1000 to 4000 FPM. The cage dryer replenishes the air within the cage with new warm air. As this warm air enters the cage, it picks up moisture via evaporation. These dryers take advantage of the six-fold increase in the ability of air to carry water as it is heated from 70 F (21 C) to 140 F (60 C).



*Double K "Off Delay" Timer
READER SERVICE CARD #8412*

The “off delay” timer circuit is excellent on this type of dryer. The unit automatically shuts off after timing out. The frequently distracted pet groomer has peace of mind that the unit will shut off automatically without any further effort, thereby protecting the animal from overheating.

An alternative to moving the dryer from one cage to another is enabling a single dryer with multiple air outlets.



Single Dryer with Multiple Outlets

The hose ends can be relocated from one cage to another. There are apertures that can be closed on this cage dryer, allowing airflow at one, two, or three locations. With the two apertures closed, the airflow is directed out of a single outlet, allowing the unit to be used with a hose

Continued on next page



Edemco F870 Cage Dryer
READER SERVICE CARD #8413

as a high-velocity dryer.

This configuration is the most versatile, because the unit can be used as either a high-velocity dryer or as a cage dryer. Using a hose holder on a table turns this machine into a stand dryer.

Stand dryers are used at the grooming table and are often referred to as “fluff dryers.” This type of dryer enables “hands-free” use, allowing the groomer to use both



Edemco 7001 Stand Dryer
READER SERVICE CARD #8413

hands on the animal.

These dryers are versatile and move easily in the shop. They can also be used as cage dryers if they are placed in the right position in

front of a cage. The dryer can be moved easily near a grooming table to dry the dog during a brush out. A shortcoming of the stand dryer is that it does not have a flexible, hand-held hose. For a groomer to reach tight spots and to blow out tangles and mats, a high-velocity dryer is usually needed.

Some dryer makers offer adapter kits complete with special stands that allow high-velocity dryers to be

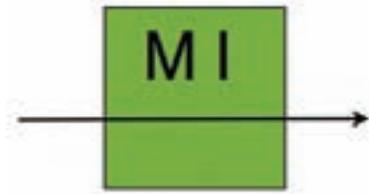


EZ- Groom EZ Dry
READER SERVICE CARD #8411

used as stand dryers.

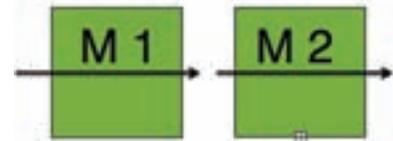
Many high-velocity dryers do not have heat, as they rely on air impingement force to remove the water mechanically from the pet’s skin and coat. In other words, they “force” or “blast” the water off the animals’ skin and coat. Due to air friction, these dryers add 8 – 15 F to incoming ambient air. Motor arrangement, be it a series or parallel arrangement, affects both temperature and air speed. The “series configuration” adds more temperature than the parallel does.

The number of motors inside the dryer is important, though the dryer maker does not always publish that information. Generally, the most powerful high-velocity dryers have more than one motor and often consume the bulk of available current on a conventional 20-amp circuit.



Single configuration - EZ Dry
READER SERVICE CARD #8411

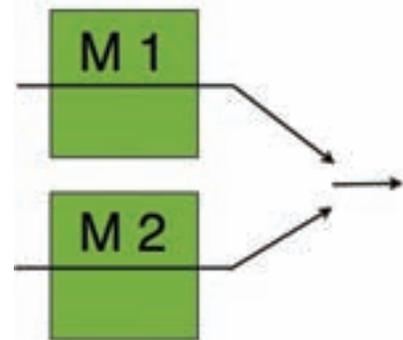
The lightest weight and lowest cost units are generally single motor dryers. They typically draw between 6 - 15 amps. Arranged in a “series” circuit, the dual motor dryers deliver between 1.3 – 1.5 times the amps of a single motor unit. This configuration is excellent with long hoses (over 33 feet), as air volume



Airflow in “Series”

and velocity drop only minimally.

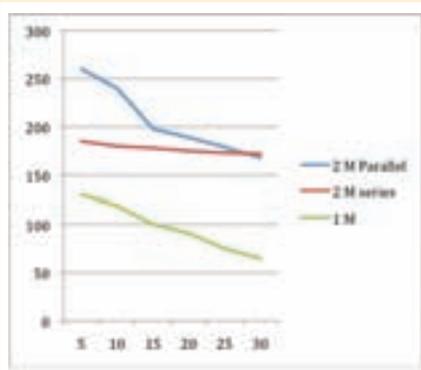
Dual motor dryers arranged in “parallel” deliver almost twice the volume or about 190% of the single motor. However, this arrangement is prone to performance loss if the



EZ Dry III - Airflow in Parallel
READER SERVICE CARD #8411

hose runs over 33 feet.

The two configurations above deliver the same airflow with a hose length of about 33 feet. Therefore, if the hose run is less than about 30 feet, the parallel configuration will



Parallel Configuration Chart

outperform the series.

Single vs. dual motor dryers can be distinguished by their size and shape. The long, single canister has two motors in series airflow, and the large "twin" canister or wider box



EZ-Groom EZ Dry III
READER SERVICE CARD #8411

dryer has two motors in parallel.

The EZ Groom EZ-Dry III has two motors in a parallel circuit to maximize air speed and volume. A large double-coated Golden, which would take three hours to dry with a hand blow dryer, might take 42 minutes with a single motor high-velocity dryer and only 22 minutes with the two motor configuration of the EZ Dry III. This dryer type is of interest to the large volume grooming shop where there are never enough minutes in the day.

With so much said on reducing blow dry time with different dryer types, it is important to acknowledge that there are also liquid products available, which dramatically reduce dry time. These products

improve slip between hair strands with quaterniums that smooth and coat the individual strands. Spray-on detangling and dematting products can be used before and after the bathing process. Such products, if well formulated, also contain conditioning agents that repair much of the damage caused by brushing and drying.



EZ-Groom's Ultra Fast Blow Dry Conditioner
READER SERVICE CARD #8411

This type of product will accelerate both the mechanical removal and evaporation processes by getting the water to sheet on the hair shaft. EZ-Groom's Ultra Fast Blow Dry Conditioner cuts blow dry time by up to half and makes scissoring a pleasure.

The sheeting is accomplished by reducing the surface tension of water remaining in the coat. Such "spray on, leave in" products have been proven to reduce blow dry time by as much as 50%. Some large volume pet grooming shop owners mandate that their bathers use such products for the purpose of reducing blow dry time.

Deciding which dryer to purchase is made easier by understanding each of the available products. Shop owners will show consideration for their unique environment and budget. For example, a mobile groomer generally looks for the highest performance high-ve-

locity dryer that generates the least noise and draws the least amount of current. Cage adapters, such as the units available from the Electric Cleaner Company enable a high-velocity dryer to act as a cage dryer (Reader Service Card #8411). A large facility with many cages, on the other hand, will become expert at taking advantage of the "cross over" units that can act as both cage and high-velocity dryers. Budget, shop type (cage free shop vs. with cages, mobile vs. salon), available utilities, and shop layout all influence which dryer is best to purchase for each application.

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BREAD & BUTTER GROOMING

FAST & EASY

PET TRIMS FOR THE SALON



By Kathy Rose

Kathy has multiple BIS and Best All Around Groomer awards, including four gold medals at Intergroom. She has been a medalist with GroomTeam USA on four teams and has won the Cardinal award for Outstanding Service to the Pet Industry. A well respected judge and lecturer, Kathy is certified with IJA, United Show Managers Alliance, and EGA. Kathy's salon, Pets of Perfection was featured on the cover of Groomer to Groomer Buyers Guide and serves as an externship sight for the Nash Academy. Kathy also did several episodes on the Animal Planet's "Petsburg USA" and was the emcee of TLC's Extreme Poodles.

There is no doubt a hand-scissored trim is breathtaking to behold when styled to perfection, and there is certainly a place for this art in the salons of skilled stylists. With that said, clients that will dig deeply into their wallets to fund such a service are becoming a rare breed. Additionally, busy lifestyles take a toll on the pet owner's ability to keep up with brushing full trims, and the decreasing size of their pocketbooks leaves little money for the in-between bath and brush appointments.

In this economy, more of our clientele want short trims that are easy to maintain and can last a bit longer between trims. This has become our primary source of revenue or what I like to call the "bread and butter" of our grooming businesses.

THE TEDDY

This trim can be adapted to almost any curly-coated breed from Doodles to Poodles and all various "Poos" in between. It soothes the clients that want easy maintenance and low cost but still want "fluffy."

First, as with all trims, preparation is the key to good groom-

ing. Thoroughly bathe, dry, and brush the coat. A crisp, clean, and curl-free coat will speed up the styling process and help ensure a positive outcome.

This simple trim was executed primarily with snap-on combs using a "skim" and "scissor" technique. It was then "buffed" out with chunk thinning scissors to erase clipper and scissor marks. The goal is to achieve a level topline, straight "post-like" front legs, some curves in the rear to enhance a cute butt with rear angulation, and an overall "tight" body. We finished up with a round head with short muzzle and slightly flagged tail. Time to complete styling: 45 minutes.

EVALUATE THE STRUCTURE OF THE DOG

Take note of topline, underline, and shoulder layback, as well as leg shape. Many of the dogs we groom are high in the rear and dip just behind the withers (Fig. 4). Correct this by using a #4 finishing blade just over the rump, leaving the mid back dip "filled" in with coat. To continue "blocking" in the trim, change to a snap-on comb;



in this case, I used an "A" with a vacuum system or an "O" without. (Using a vacuum system will clip the coat approximately one blade length shorter than without.) Clip the shoulders, neck, and throat, trimming well up under the jaw (Fig. 6). Maneuvering the clipper in the direction the coat grows, clip the rest of the body. Avoid the topline, skim down the top of the legs, and "fall off" just above the elbow on the front legs and the lower part of the thigh, above the hock on the hind legs (Fig. 5). This method will pro-

Continued on next page

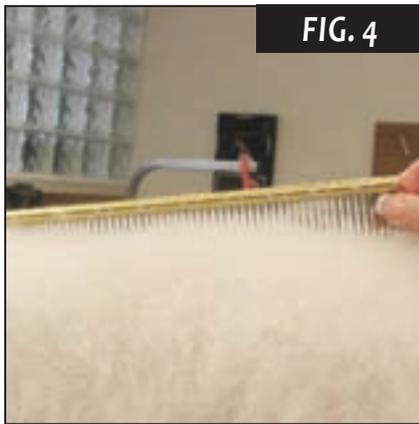


FIG. 4

vide a smooth, straight transition from the body to fuller legs and keep the dog in balance. You can run the clipper against the growth of coat on the undercarriage to smooth the cowlicks often found in this area. If the pet you are grooming has a very full coat, a longer snap-on comb can be used on the lower part of the legs, but care should be taken not to peg the bottom of the legs. The bottom of the leg should be in proportion to the top.

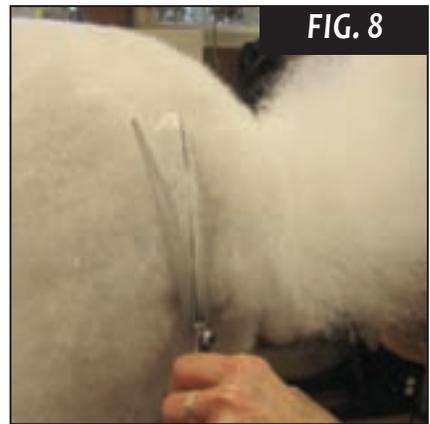


FIG. 8



FIG. 6

FINISHING

Using long straight shears, tighten up the topline by placing your scissors level on the back near the croup. The coat has already been shortened here with the #4 blade, so now you must transition to the longer “fill” coat over the back and withers, keeping your shears level. (Fig.7)

Using long curved shears, shape the rear and back of the thigh (Fig. 8 and 9). Keep in mind you have already “blocked” this area in with your clippers, so you are just smoothing the lines and not removing length.

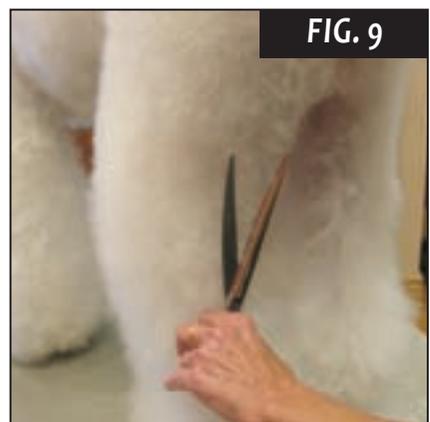


FIG. 9



FIG. 5

Using long straight shears on the inside and outside of the leg, tighten up the stray hairs and create parallel lines. The outside line of the leg should be parallel to the inside line of the leg, neither bowing in (Cow Hock) or bowing out (Cowboy Pants).

Style tight, round feet with curved shears placed at a 45-degree angle to form a bevel. (Fig. 13) If you have trouble making the feet round, first create a square using straight shears, and then use your curves to round the corners.

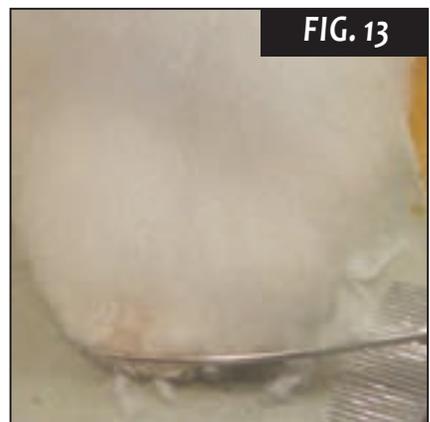


FIG. 13



FIG. 7

To style the “post-like” front legs (Fig. 14), use your long curves to place the dog’s leg under the shoulder, creating a bit of fore chest (Fig. 11). Finish with your long straight shears. One way to access the inside of the front legs is to pick up the other leg and work from the opposite side (Fig. 12). This method works for the rear legs as well and is great for those dogs prone to dance on your table!

With everything but the head



FIG. 14

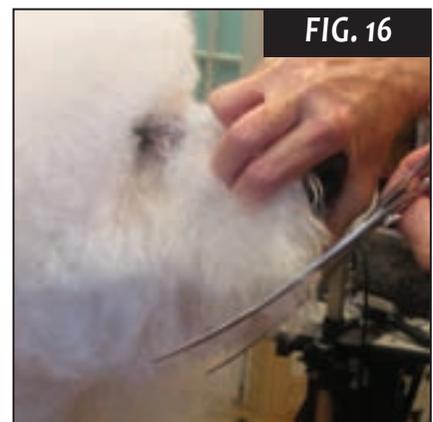
clipped and scissored, use chunk thinning shears to “buff” out any scissor or clipper marks.

THE HEAD

The head is done with long curved shears and softened with thinning shears to finish. Begin by removing the excess hair in the eye corners with thinning shears. Do not shave the entire stop or nose. With your long curved shears angled outward at 45 degrees, trim the foreface to the outside corner of the eyes, leaving a ledge or overhang above the eyes (Fig. 15). Next, trim the beard from the nose to the back of the ear in a semicircle, making sure to keep your thumb on the front lips in case he sticks his tongue out (Fig. 16). Continue to shape a round head using your long curved shears across the topskull, blending into the ear without definition. Lift the ear to blend the cheeks and provide a ventilation strip in front of the ear (Fig. 17).

Finish up the styling with a slightly flagged tail using your chunk thinning shears (Fig. 18).

Your final presentation can be adorned with bows or bandanas or, to kick it up a notch, colorful hair extensions! (See the next article for the application of hair extensions.)



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READER SERVICE CARD #8442

DOODLE EXTENSIONS

By Kathy Rose



1. Slide the micro link with feathers and/or synthetic hair strands through the threading tool.



3. Hook the coat strand with the latch tool and close the latch.



2. Grab a small square chunk of coat and twist.



4. Keeping the latch closed, pull the coat strand through the micro link, holding the extension firmly.



5. Clamp shut with needle-nose pliers.

WHAT YOU NEED:

1. Feathers, synthetic or natural hair extensions
2. Needle-nose pliers
3. Hair extension micro links
4. Hair hook latch tool with clamp



TO REMOVE: clamp the micro link in the opposite direction with the pliers. This will open the micro link so the extension can be removed and re-used with a new micro link.

Feathers, synthetic and natural hair, and tools can be found online.

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FUN

CAPTURING THE BEST OF THE PROFESSIONAL PET CARE INDUSTRY

- 6% say clients respond to an e-mail
- 5% say clients expect to walk in as needed
- 4% say clients respond to a mail reminder

What does this say about grooming and client retention? In a recession, one must be very aggressive to get their clients back. Right now, we always hear that it is difficult to keep full bookings. If you are one of those fortunate groomers who have built their business successfully over the years and run full schedules all the time, count your blessings.

If you are in need of clients, you need to look at other ways to bring them in. When I look at these numbers, I see a great deal of improvement needed in contacting your clients directly. With technology being what it is today, the numbers

above show me that groomers are not using it effectively.

Nothing is cheaper than e-mail to a responsive client. Are you getting your clients e-mail addresses every time they come in? Keep this process up. This is a quick and easy way to update your client list. Keep this mode of response active and useful. *Klip Kards* have space for e-mail addresses. (For a sample *Klip Kard*, request Reader Service Card #8409).

Did you know that *Barkleigh* offers a service of e-mail reminder cards? Just go to www.barkleigh.com/ecards. You can select a free account with free cards, and a number of other cards are available at a low, one-time rate. Your clients will love these cute reminders that their pet needs to be groomed. No postage is needed (big savings!), and you will see full bookings if you are diligent in keeping up with this. You can

enter your clients' e-mail addresses and quickly select addresses for reminders in the future.

However, we get so much junk e-mail that your reminders can get lost in the fray. If you are like me, you get 100 or more a day. I just quickly go down the list and delete them. What about mailed reminders? Have you noticed that you are getting less delivered mail? Because delivered mail is so reduced, I do look at each piece. I think this form of reminder is now being under utilized.

I started *Barkleigh Productions* during the last great recession in the '70s. *Barkleigh* was all about reminders – postcards and *GroomOgrams*. The argument against mailing is that it is now so costly. Not true. In the '70s, a first-class stamp was about 10 cents. A grooming was about \$11. Today, a first-class stamp is about 44 cents. The average grooming is about \$45. I would trade 45 cents for \$45 in a minute. Would you?

And mailed reminders do work. Nothing changes faster than e-mail addresses. Send reminder postcards and *GroomOgrams* to your overdue customers, and you'll hear from 75% of them. If you send 100 *GroomOgrams* reminding your clients it's time to be groomed, you will pull in \$3375 for your efforts.

"We Combed Our Files" postcards sent to inactive clients traditionally pull 20% back to your grooming salon. 100 postcards with postage cost \$78. If 20% come into your salon, you will earn a minimum of \$900. It's all a numbers game, but you have to spend a little money to get money.

Remember it's easier to pull in an existing client than it is to get a new one. With today's computers, it's a cinch to print out labels and do a quick mailing. You will reap the bounty. Happy grooming!

Everyone loves a card...
and your customers will never
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W1761

PET RELEASE FORMS

These cartoon pet release forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet.

Each pad is a different color. Mix or match. Pad of 50 forms General Pet #PR-1 (for most clients), Fuzzy Pet #FP-1 (for matted dogs), and Senior Pet #SP-1 (for the older pet).



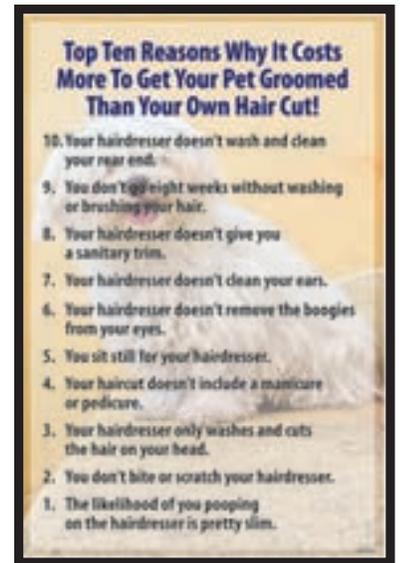
#614	1 Pad – Pet Release Forms – Select One Style	\$7.95
#615	3 Pads – Pet Release Forms – Mix and Match	\$22.95
#616	5 Pads – Pet Release Forms – Mix and Match	\$35.00
#617	10 Pads – Pet Release Forms – Mix and Match	\$69.00
#618	25 Pad – Pet Release Forms – Mix and Match	\$149.00

TOP 10 POSTER

Great Poster for Your Salon!

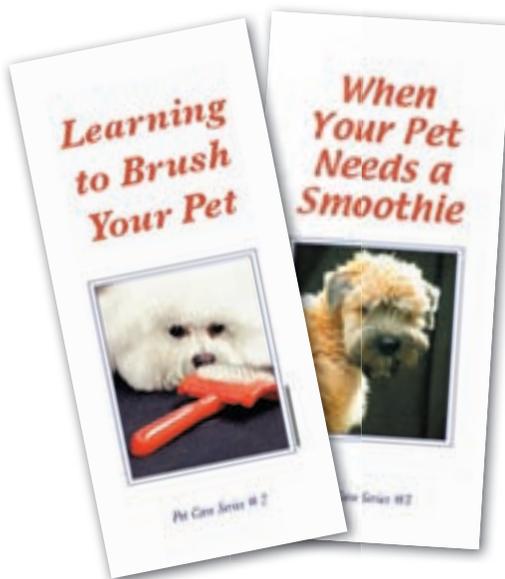
Do you get tired of hearing the same old comments from your clients?

This cute framed 24" x 36" poster will stop all those nasty remarks and replace it with a chuckle from your clients. Why not couple this poster with the Tip Sign and turn "lemons into lemonade!"



#6060	24x36 Poster/ Unframed	\$39.95
#6043	Poster/Frame	\$59
#6044	Poster & Tip Sign Special (Reg. \$74)	\$69
#6058	11x17 Poster	\$29.95
#6059	8½x11 Sign	\$19.95

PET CARE SERIES BROCHURES



"Learning to Brush Your Pet"... is an attractive pamphlet that will help your clients learn how to brush correctly. Don't take valuable time to answer these everyday questions. This pamphlet covers the topic in more detail than you could... ensuring success in brushing. Great promotional tool, too! Rubber stamp your shop name in the space provided and leave them at vets, shelters, and pet shops.

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

"When Your Pet Needs a Smoothie," is a new addition to the Pet Care Series. Owners are advised what to expect once the matting is removed, and what equipment and products will be recommended.



Written by Professional Groomers for Your Clients!

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

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

Keep Your Pet Salon Fresh helps your clients learn how to keep up on their pets hygiene between visits!

Brushing (#PS-2)

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

Smoothie (#PS-3)

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

Puppy's First Grooming (#PS-4) Flea (#PS-5)

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

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

Salon Fresh (#PS-6)

#6124	20 Salon Fresh	\$9.95
#6122	50 Salon Fresh	\$18.50
#6123	100 Salon Fresh	\$29.95
#6125	500 Salon Fresh	\$99.00
#6126	1000 Salon Fresh	\$180.00

READER SERVICE CARD #8190

NEW PRODUCT NEWS

ZYMOX Enzymatic Ear Solution

ZYMOX Enzymatic Ear Solution with 0.5% Hydrocortisone! 100% antibiotic-free, safe, and natural for serious, persistent ear infections caused by bacteria, yeast and fungi

– now formulated for retail sales.

Requiring just one application a day, ZYMOX Ear Solution with 0.5% Hydrocortisone is the first and only product of its kind that doesn't require owners to pre-clean their pet's



sensitive ears prior to use. Since it does not contain harsh chemicals, it is safe for all types of pets, of any age, suffering from ear infections. The secret is a unique combination of three bio-active enzymes that naturally pack a powerful antimicrobial punch.

ZYMOX Ear Solution is just one from a collection of uniquely safe and effective ear, skin and oral care products from Pet King Brands, a family-owned company.

Hydrating Butter



Warren London offers Hydrating Butter for skin and coat. Many dogs develop dry, flaky and itchy skin due to numerous environmental factors. Warren London came up with a natural non-oily solution to

Continued on page 50

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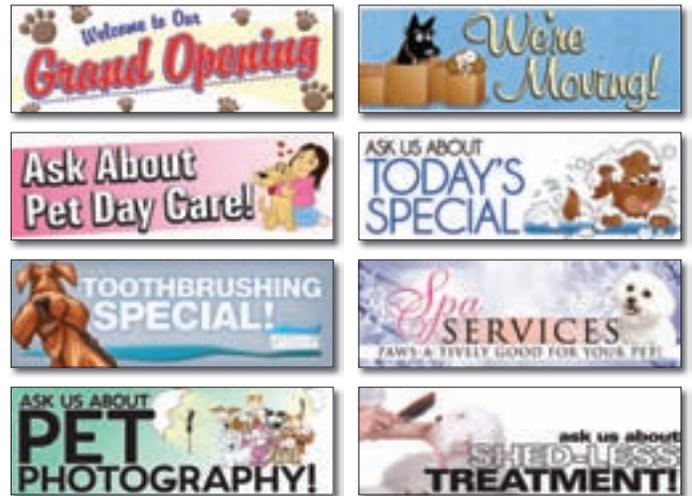
Gift Certificate (#GC)

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

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Banners

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#6376	6'x2' We're Moving	\$49.00
#6377	6'x2' Pet Day Care	\$49.00
#6378	6'x2' Today's Special	\$49.00
#6379	6'x2' Toothbrushing Special	\$49.00
#6380	6'x2' Spa Service	\$49.00
#6381	6'x2' Pet Photography	\$49.00
#6382	6'x2' Shed-Less Treatment	\$49.00

GROOM-O-GRAMS

Exciting 8½ x 11, 4 page newsletter becomes your OWN Personal Salon Newsletter!



Contains grooming and health information, stories, and cartoons that present a professional image to your community. Give them at each appointment. Groom-O-Grams will encourage better home care and more frequent appointments.

Use it as a reminder card! Many groomers report a fantastic 50-100% response.

GroomOgrams are a fantastic promotional tool! Your grooming clients will give it to their friends. Leave them anywhere there are pet owners — humane societies, veterinarians, kennels, pet shops, and breeders.

GroomOgram will keep your clients coming back while teaching them proper "between grooming" care. Over 10 million Groom-O-Grams have been distributed by caring groomers like yourself.

Seasonal issues are available after February 10 (Spring), May 10 (Summer), August 10 (Fall) and November 10 (Winter). Each issue deals with the seasonal grooming needs of pets.

- Give to Your Clients at Each Visit
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- Encourages future appointments
- Educates Your Clients
- Doubles as an Appointment and Reminder Card
- Undated – Use Them Anytime!

GROOM-O-GRAMS

Current Season Unless Specified!

#565	25 Groom-O-Grams	\$10.50
#566	50 Groom-O-Grams	\$18.00
#567	100 Groom-O-Grams	\$25.50
#568	200 Groom-O-Grams	\$49.50
#569	300 Groom-O-Grams	\$70.50
#570	400 Groom-O-Grams	\$88.50
#571	500 Groom-O-Grams	\$95.00
#572	1000 Groom-O-Grams	\$169.00
#573	2500 Groom-O-Grams	\$358.00

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solve this problem. *Hydrating Butter* was created and designed so that the butter slowly disperses time-released emollients into the skin and coat throughout the day, hydrating the skin and coat for up to 24 hours. Each cell requires hydration to function and appear healthy; 24-hour protection provided by this product will do just that for dogs. For more information request Reader Service Card #8408.

fic, high use environments such as salons, dog kennels, garages, etc. It is impervious to moisture and most contaminants, extremely durable, easy to install, and to clean. It also is portable, allowing it to be moved from kennel to kennel and to move when you move. *G-Floor* is also less costly than most floor coverings. *G-Floor* is made in the USA by BLT. For more information, request Reader Service Card #8410.



True-Dose Calming for Pets



True-Dose Calming works in 30 minutes. Groomers can give high anxiety pets the recommended dose of *True-Dose Calming* liquid on a treat, some kibble or directly in their mouth to help grooming go safely and smoothly. *True-Dose* features a pre-measured pump that delivers tasty, concentrated liquid for fast and safe results. Customers will see their pet relax while in your care, then recommend *True-Dose Calming* for home to help with thunderstorms, separation, traveling, and their next grooming appointment. Also available: *Skin & Coat*, *Joint Care*, *Agility*, and *Wellness*. Request Reader Service Card #8405.

G-Floor

G-Floor from *Better Life Technology (BLT)* is a rollout vinyl floor protector designed to cover, protect, and enhance floors in high traf-

NEW PET RELEASE FORMS & TIP SIGNS!

These cartoon Pet Release Forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet. \$7.95 per pad (50 sheets)



PR1 - General

SP1 - Senior

FP1 - Fuzzy



#6143 - Groomer Tip Sign



#6144 - Bather Tip Sign

A light-hearted way to say gratuity is appreciated!

8 1/2 x 11 framed counter sign \$15.95 each

READER SERVICE CARD #8450

GROOM & KENNEL EXPO 2012

Mark your Calendars!

FEB 2-5, 2012

The beautiful Pasadena Convention Center in sunny Southern California will again be home to the largest grooming competition and trade show on the west coast. *Groom & Kennel Expo* is scheduled for February 2-5, 2012.

Last year, *Groom & Kennel Expo* welcomed over 2,800 attendees and featured nearly 100 exhibitor booths. We anticipate an even more successful show this year!

Groom & Kennel Expo 2012 will feature educational seminars to sharpen your skills and grow your business. Your favorite industry experts will be on site offering a variety of topics including: grooming, animal behavior, boarding and day care, spa services, business management and animal health.

Plus, the many exhibiting companies will offer spectacular trade show discounts on your everyday supplies as well as your big ticket salon necessities. This event is the perfect opportunity to stock up and maybe even remodel your business!

Groom & Kennel Expo 2012 will also be home to exciting grooming contests! The *World Cup Grooming Games* and *Creative Styling Contest* will entertain and educate attendees throughout the weekend. Of course, an attendee favorite, the Silent Auction will be held daily featuring hundreds of fun pet themed gifts as well as grooming tools and products. Silent Auction proceeds are donated to *Gifts of Love International*.

For more information on *Groom & Kennel Expo 2012* visit www.GroomExpo.com or request Reader Service Card #8350.

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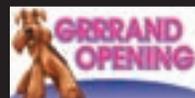


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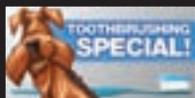
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Great for grooming salons, kennels and veterinarians.
Buy only the quantity you need!**

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



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

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My Groomer Sez...

My coat was in excellent condition.

I could use more brushing and combing.

I had fleas and/or ticks.

I should see my Veterinarian for.

Other.

Groomer's Remarks

MY PET'S REPORT CARD

A+ I was A Little Angel!

B I was a Paw-fect Pet.

C I was satisfactory.

D I'll Try harder next time.

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

I should be groomed in ___ weeks.

My next grooming appointment is: _____ at _____

Indicate Pink, Blue or Tan!



Best In Show!



GroomOlympics World Champion • Melissa Fidge
with PETSMART Representative Connie Bailey

Photos by Animal Photography



Level 2 Best In Show • Tara Denean
with PETSMART Representative Connie Bailey



Level 1 Best In Show • Mackensie Murphy

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Creative Grooming



Creative Grooming • First Place & People's Choice • Cat Opson
"Jurassic Bark"
TROPICLEAN Sponsor Derrik Kassebaum

Photos by Animal Photography

Groom Expo 2011 Competition Results

(BIS) Best In Show

GroomOlympics World Champion

Melissa Fidge

Best In Show – Level 2

Tara Denean

Best In Show – Level 1

Mackensie Murphy

Poodles

Level 3: Melissa Fidge, Lindsey Dicken, Olga Zabelinskaya

Level 2: Tara Denean, Wai Sam Hoi, Nicole Kallish

Level 1: Mackensie Murphy, Novica Zugic, Lauren Behan

Sporting, Terriers & More

Level 3: Melissa Fidge, Michell Evans, Lisa Leady

Level 2: Wai Sam Hoi, Marilyn Wainwright, Joann Camilli

Level 1: Kat Salemi, Ann Shultz, Glenda Essic

All Other Purebreds

Level 3: Michell Evans, Lindsey Dicken, Olga Zabelinskaya

Level 2: Nicole Kallish, Yoshiko Winner, Larissa Kalinina

Level 1: Margo Freibott, Elizabeth Sines, Joanne Kline

Salon/Freestyle

Level 3: Michell Evans, Lisa Leady

Level 2: Tara Denean, Bridget Stewart, Marilyn Wainwright

Level 1: Novica Zugic, James Pesce, Glenda Essic

Creative Styling Contest

Cat Opson "Jurassic Bark"

Angela Kumpe "The Roman Horse of Temporary Color"

Lori Craig "Poodlexander the Great"

People's Choice: Cat Opson "Jurassic Bark"



Poodle Class



Level 3 Expert Best in Class • Melissa Fidge with Andis Rep. Felix Gresham



Level 2 Intermediate Best in Class • Tara Denean with Nature's Specialties Rep. Mary Meeks



Level 1 Novice Best in Class • Mackensie Murphy with PetEdge Rep. Phil Dominici

Sporting, Terriers and More



Level 3 Expert Best in Class • Melissa Fidge with Rep. Hilery Zusi from Lambert Kay



Level 2 Intermediate Best in Class • Wai Sam Hoi with Andis Rep. Felix Gresham



Level 1 Novice Best in Class • Kat Salemi with Nature's Specialties Rep. Mary Meeks

All Other Purebreds Class



Level 3 Expert Best in Class • Michell Evans with PetEdge Rep. Phil Dominici



Level 2 Intermediate Best in Class • Nicole Kallish with Rep. Hilery Zusi from Lambert Kay



Level 1 Novice Best in Class • Margo Freibott with Rep. Hilery Zusi from Lambert Kay

Salon/Freestyle Class



Level 3 Expert Best in Class • Michell Evans with Nature's Specialties Rep. Mary Meeks



Level 2 Intermediate Best in Class • Tara Denean with PetEdge Rep. Phil Dominici



Level 1 Novice Best in Class • Novica Zugic with Andis Rep. Felix Gresham

Photos by Animal Photography

Photos by Animal Photography

Photos by Animal Photography

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GroomertoGroomer.com

TROPICLEAN. BE CREATIVE!

Creative Grooming Continued



Creative Grooming • Second Place • Angela Kumpe
"The Roman Horse of Temporary Color"
 TROPICLEAN Sponsor Derrik Kassebaum



Creative Grooming • Third Place • Lori Craig
"Poodlexander the Great"
 TROPICLEAN Sponsor Derrik Kassebaum

PROVERBIAL WISDOM

Kindness makes a man attractive.

Proverbs 19:22 The Living Bible

Groom Expo Welcomed Thousands Despite Massive Flooding

Groom Expo was faced with the worst flooding in Central Pennsylvania since 1972. That being said, nearly 4000 pet care professionals recently navigated through flood waters to attend the event in Hershey, Pennsylvania. *Groom Expo* featured 112 companies in 177 booths. Over 50 educational seminars were held during the four-day event.

"Attendance was down about 13% from last year's record attendance, but considering how things looked on Wednesday before the show, I consider attendance up 87% over what it could have been," stated Todd Shelly, president of *Barkleigh Productions*. "Despite the challenges, the show still ended up being the fifth largest grooming show ever. I think it is a great credit to the groomers' loyalty and tenacity."

Seminars included the following programs: "Pet First Aid" by Donna Owens; "Learning to Speak Dog" by Chris Shaughness; "Brusher/Bather Certificate Program" by Teri DiMarino; "Dog Show Grooming Secrets" by Desiree Livingston; "Best in Show Grooming" by Michell Evans; "Canine Massage" by Sherri Shinsky; "Doggie Daycare" by Christopher Murphy; "From Ordinary to Extraordinary! Creative Styling" with Angela Kumpe and Lori Craig; "GroomOlympians Series" with demonstrations by Kendra Otto, Cheryl Purcell, Michell Evans, Olga Zabelinskaya, Irina Pinkusevich, Amy Triezenberg, and Julie Pantages; "It's My Way on the Highway" (mobile grooming) by Judi Cantu-Thacker, "Oster Grooming Theater" by Chris Pawlosky and Judy Hudson; "The \$32,500 Grooming" by Irina Pinkusevich; "Sue & Jay for the First Time Together at Groom Expo" with Sue Zecco and Jay Scruggs; and "Cat Grooming" with Kimberly Raisanen.

Additional speakers were Carol Boerio-Croft, Karla Addington-Smith, Dr. Linda Stern, Diane Betelak, Daryl Conner, Jodi Murphy, Donna Carey, Michelle Welch, Donna Walker, Kristen Fulton, Tip Campbell-Nichols, Emily Rupe, Chuck Simons, and Lance Williams.

PetSmart sponsored *Best in Show* winners (Levels 3, 2, and 1) with \$5000, \$2500, and \$1000 prize money, respectively. *Best in Show* winners were Melissa Fidge of Denver, Colorado, Tara Denean, and Mackensie Murphy.

Tournament sponsors were *Lambert Kay*, *Andis Company*, *PetEdge*, and *Nature's Specialties*. Additional show sponsors were *Aesculap*, *Ryan's Pet Supplies*, *Conair Pet*, *Electric Cleaner Company*, *Groomer to Groomer*, *Barkleigh Productions*, *Pet Boarding & Daycare*, and *Canadian Groomer* magazine. *Tropiclean* sponsored the *Creative Styling Competition* and awarded winner, Cat Opson, \$2500 for her "Jurassic Bark" creation. Cat also won the *People's Choice Award*.

The IJA sanctioned competitions were overseen by the following judges: Teri DiMarino, Vivian Nash, Kathy Rose, Joey Villani, Irina Pinkusevich, Komako Tanaka, and Zbigniew Lenarcik.

Groom Expo 2012 will be held September 6 - 9, 2012. For more information, visit www.GroomExpo.com or call (717) 691-3388.

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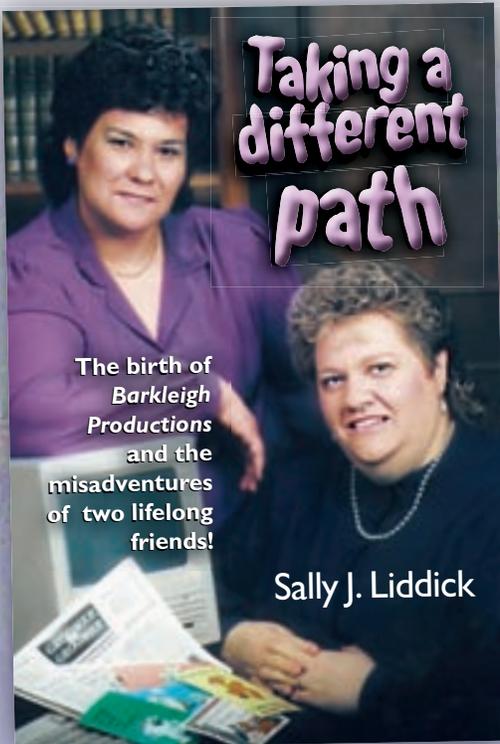
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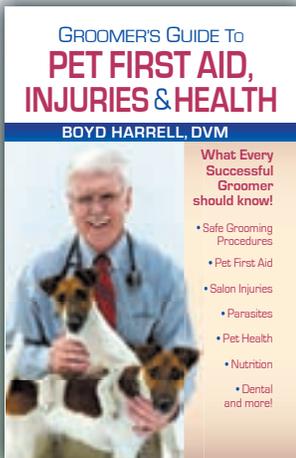
The story about the birth and success of Barkleigh and the friendship that has endured a lifetime.

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300 pages • Lots of photos

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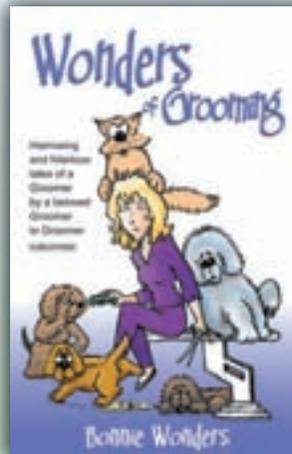
L1853



GROOMER'S GUIDE TO PET FIRST AID, INJURIES & HEALTH By Boyd Harrell, DVM

21 easy-to-read chapters covering: Skin disorders, ears, hot spots, allergies, fleas and ticks, toenail and foot pad problems, anal sacs, infections, nutrition, geriatric dogs, vaccinations and reactions, dental and much more.

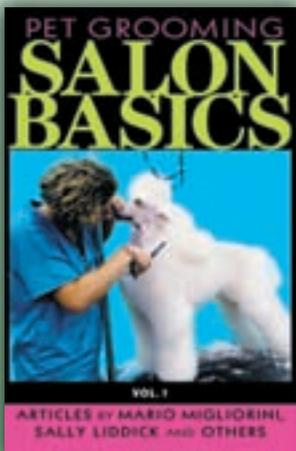
#6325 Pet First Aid \$19.95



WONDERS OF GROOMING By Bonnie Wonders

This publication features over 200 pages of Groomer to Groomer columnist, Bonnie Wonder's, humorous tales of everyday grooming. Through Bonnie's eyes and words, you will be able to relate and chuckle about some of your own crazy clients. Laughter is the best medicine; a little dose of Bonnie will help you to see the humor in your every day grooming life.

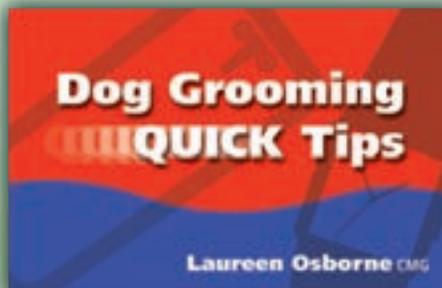
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PET GROOMING SALON BASICS

This book contains grooming secrets from Sally Liddick, editor of Groomer to Groomer and Groom-O-Gram; Mario Migliorini, author of many books on grooming and handling; plus other grooming authorities. Original grooming cartoons! 128 pages full of illustrations and photos.

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DOG GROOMING QUICK TIPS By Lauren Osborne, CMG

This publication contains tips and practical advice to help improve your grooming techniques. Certified Master Groomer and author, Lauren Osborne, has compiled over 13 years of experience into the pages of this handy reference guide.

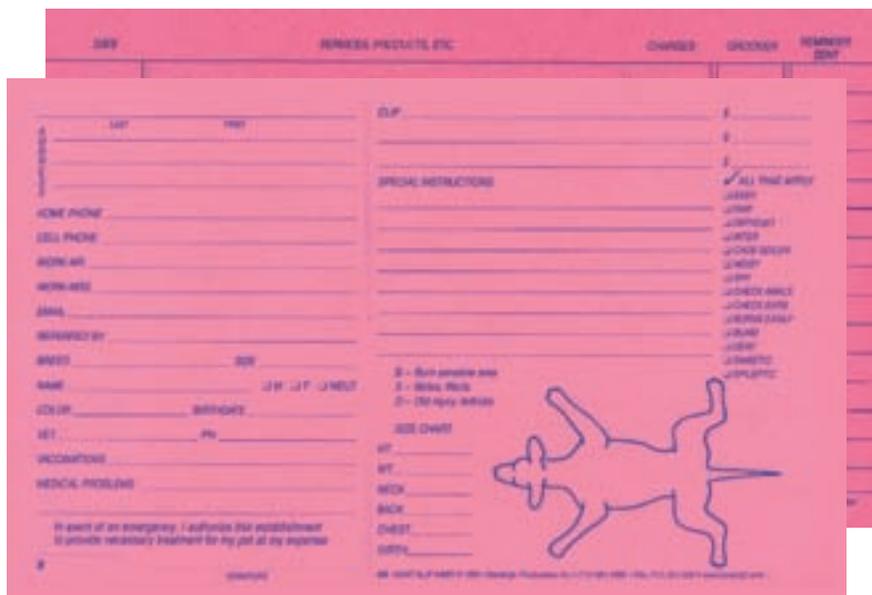
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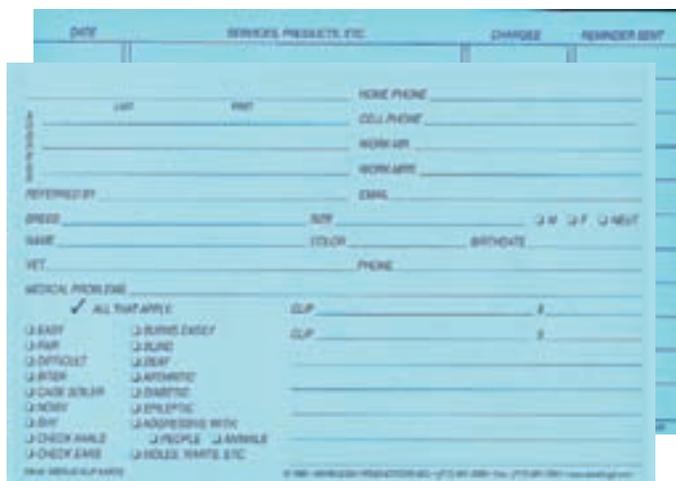
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Available Colors



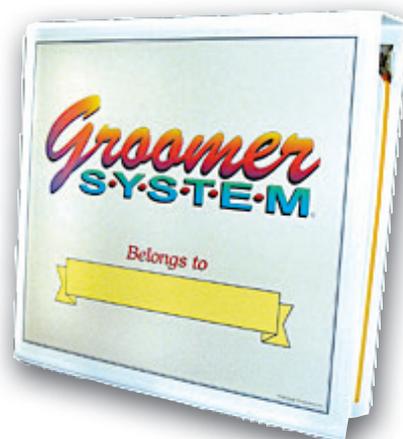
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6. Your hairdresser doesn't remove the boogies from your eyes.
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4. Your haircut doesn't include a manicure or pedicure.
3. Your hairdresser only washes and cuts the hair on your head.
2. You don't bite or scratch your hairdresser.
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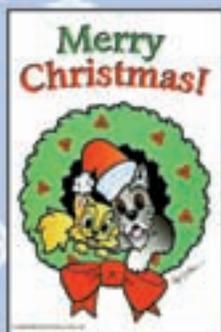
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"and a Ter-RUFF-ic New Year!"



#CC-96 (Back) "... and a Paw-fect New Year!"



#CC-10 (Back)
"and a Ter-RUFF-ic New Year!"



#CC-02 (Back) "And YOU are on it for being sooooo nice! Have a Purr-fect Christmas and a Happy New Year!"

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#CC-94 (Back) "Holidays are a time to remember PAW-fect friends like YOU!"



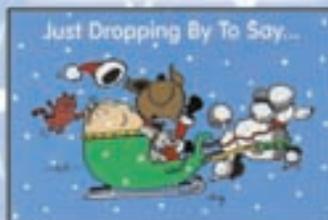
#CC-09 (Back)
"... and a Yappy New Year!"



#CC-90 (Back) "Have a Happy Hanukkah!"



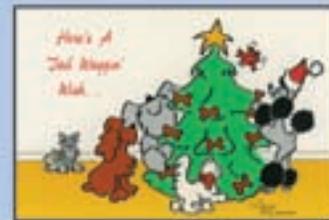
#CC-00 (Back) "Have a Purr-fect Holiday!"



#CC-91 (Back) "Have a Purr-fect Christmas and a Paws-ively Wonderful New Year!"



#CC-93 (Back) "Have a Merry Christmas and a Paw-fect New Year!"



#CC-86 (Back) "Have a Merry Christmas and a Purr-fect New Year!"



#CC-07 (Back) "He's got nine lives to be good or bad. I've just got one. Merry Christmas"



#CC-89 (Back) "Have a Nest Christmas!"

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