

Groomer To Groomer

"The Grooming Industry's Trade Magazine"

www.groomertogroomer.com

Vol. 28 Ed. 7 October 2009

**Central Park
Pet Spa** Taking a
Bite Out of the Big Apple

**Small Wound
First Aid** That
Every Groomer
Needs to Know

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You Sell**
and Sell
What You Use

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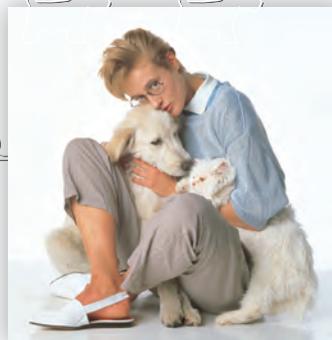
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Pet Esthé Studio 16

Pet Esthé International Association France (PEIA)



The Pet Esthé International Association France (PEIA) is the world's first association designed for pet estheticians. The headquarters is located in Paris, France, on the premises of AUDRECO, the oldest grooming school in Europe. In March 2009 PEIA established branches in 10 different countries*. PEIA is now involved in the training of pet estheticians, the issue of certificates of accreditation and the publication of textbooks.

* Pet Esthé International Association France Membership (as of March 2009):

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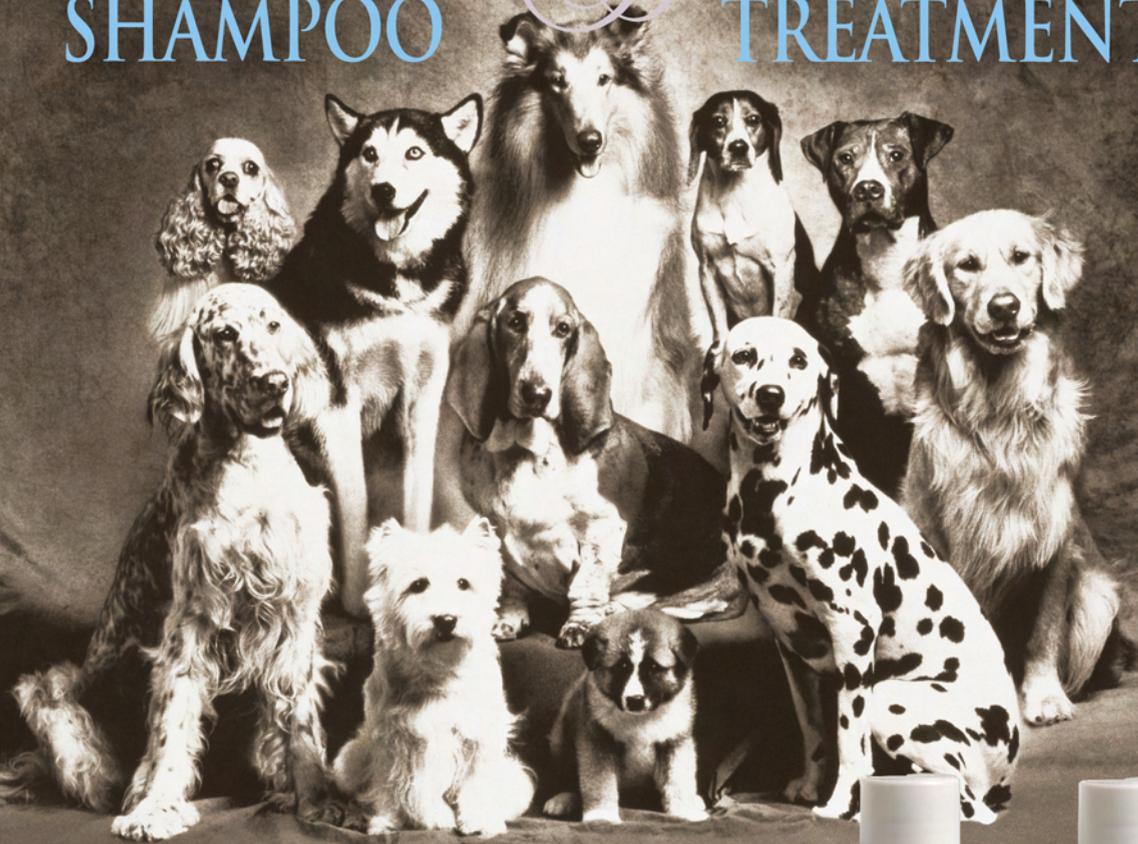
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Cover:

Christine Pawlosky, winner of the Les Poochs Poodle Challenge.

Designed by Lucas Colton
Photo courtesy of Pet Fashion Week.

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Off the Top of My Head by Todd Shelly

Great ideas...



M

My boss, Sally Liddick, has another fantastic idea that is going to reap huge rewards for her and everyone else involved. It may even have monumental affects on the pet care industry. The problem is, more of these ideas have fallen by the wayside then have actually been put into place. It's not a lack of time, funds or effort that holds her back; she simply gets bored with her own idea and moves on to the next big thing.

She usually doesn't bother to tell everyone else that she has lost interest.

Her pattern has very little variation. She will become obsessed with a new project. She will bore anyone and everyone about it for hours on end. She will print out charts, graphs, pictures and whatever else relevant that she can find. You will try to ask her a question, but she doesn't hear you because she is daydreaming about her project. Usually, everyone else is a little more cautious about the new big idea. She gets frustrated that you don't see the fantastic potential. Then, just as you start to get sold on the idea, and even a little excited, she axes it.

Because we do so much printing and mailing, Sally decided years ago that we should set up a Kinko's type business in our office. The office staff was not thrilled at the idea of having to stop what they were doing to help anyone that walked in that needed to make a copy. They didn't have to worry; the idea went away as quickly as it came.

Then there was the *Giant Klip Kard* style cards for the beauty industry. They are our number one selling product for groomers, so it stands to reason that beauticians should like a card specially designed for them. Thousands were printed and then...nothing. Ten years later they are still sitting in our basement. We don't have the connections to market them, but they are too nice to throw away. So, they will probably sit there another 10 years.

One of the more recent huge ideas was about a year ago when she decided to purchase a dog training center out in the country. She was going to turn it into a national facility that trainers from all over the country would come to learn and hone their skills. There was going to be docks for diving, indoor and outdoor courses, bleachers, a coffee shop, a manmade lake – you name it. Hours a day for a few weeks were spent planning. She even put a bid in to buy it. The owners rejected the bid. That took the wind out of her sails, and she was instantly done with the idea.

The latest ground breaking idea came about out of necessity. Sally's groomer, Paul, lost the lease on his shop at the same time that my brother was looking for a job after graduating from grooming school. Sally and my mother, Gwen Shelly, decided to open a grooming shop and hire Paul as the manager. They found an ideal location that was a perfect set-up for them to move in immediately. But, as is often the case with grooming shops, the township had to approve it. The zoning board was not scheduled to meet again for over two months.

She needed a very quick temporary fix. The realtor suggested a section of an old warehouse in an industrial complex. The only things this place had going for it was its proximity to the previous location, and they could rent it cheap for two months. Her wheels started turning. She decided to have fun with the temporary location. She was going to call it *Funky Warehouse Pet Grooming*. She wanted to line the long entrance road with humorous banners comparable to the *South of the Border* billboards along I-95 in North and South Carolina. In addition, the shop would be outfitted with signs that playfully poke fun at the situation (visit the digital version of this issue on GroomerToGroomer.com to read some of Sally's sign ideas).

The plan was to take a bad situation, and turn it around. Sally figured she found a fun way to explain the odd temporary location. She was very excited and spent her usual large amount of time obsessing over the new shop. But, as is with her pattern, she quickly dismissed it and moved on.

At this point, I should summarize this editorial, and maybe even actually make some kind of point that brings it all together. But, I'm now bored with it. I'm quitting it and moving on to the next editorial.

todd@barkleigh.com

CENTRAL PARK PET SPA “TAKING A BITE OUT OF THE BIG APPLE”

Fifteen years ago Reda Elabd left Egypt with a degree in Physical Education to start a new life in the United States. Since he wasn't able to jump straight into that field due to his language barrier, Reda walked the streets of New York City looking for a job, any job.

“I had just arrived and I was walking from business to business asking for any work.” His persistence paid off when he walked into Canine Styles, a popular Manhattan dog grooming salon. “The owner, Edith, was a very nice lady. She asked me if I liked dogs, I said ‘Of course’ and she gave me the job. Then I said, ‘What type of job is it?’” Reda did not know it at the time, but this first job, in an industry he had never even thought of, would lead to a prosperous career and fulfill his American dream.

Today, Reda is the proud owner of *Central Park Pet Spa* a beautiful pet grooming salon in one of New York

City's most desirable neighborhoods. His upscale salon is designed with discriminating New York clients in mind, and as I found out on my day there; catering to these clients is anything but ordinary.

Reda credits much of his success to his early days in grooming. His mentor, Edith, was very particular. He spent two years just learning the basics and perfecting his bathing, brushing, and blow drying skills. “I learned the best techniques and it is still how I do it today,” he says.

Learning from the ground up, he slowly took on more responsibilities. When the salon was taken over by new owners, Reda felt the pressure to advance. “I wanted to do everything, every part of the grooming. I was always asking my boss for more training.”

After a few years, Reda's skills were sharp, his pre-

Continued on page 8



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Central Park Pet Spa
Continued from page 6

cision and attention to detail were impressive and he had a steady following of clients. "But I felt I needed more, I wanted to get certified, to go to school. I was always asking my boss about going to *New York School of Dog Grooming*." (Request Reader Service Card #6490)

Reda's boss told him to go to

school, but Reda did not have \$3,000 for tuition and the school did not accept credit cards which made the tuition unavailable to Reda. "One day I am asking my boss again to send me and he asks me if I have a credit card and I said yes and he asked me to show it to him and he took it from me, swiped it for \$3,000 then gave me the cash and said, 'Now go to the school!' He was just so tired of me asking him!" Reda recounts with a laugh.

Reda soon found out that his grooming skills were already at the top of the pack. "I went to school to work on my skills, but I hadn't realized it before, how much I'd already learned. I really wanted to have that certificate," he says. In fact, the instructors at *New York School of Dog Grooming* were so impressed with Reda's grooming and pet handling skills that they offered him a job as an instructor, but Reda was ready to move on and start putting his new confidence and skills to the test. He worked at several grooming salons in the New York City area and finished his certification as a Master Groomer.

He built a steady clientele, many of whom followed him as he switched salons over the years. "I always get the best clients, because I give them the best grooming," he states. Indeed, on the day of my visit Reda wows me with his incredible grooming skills and I tease him

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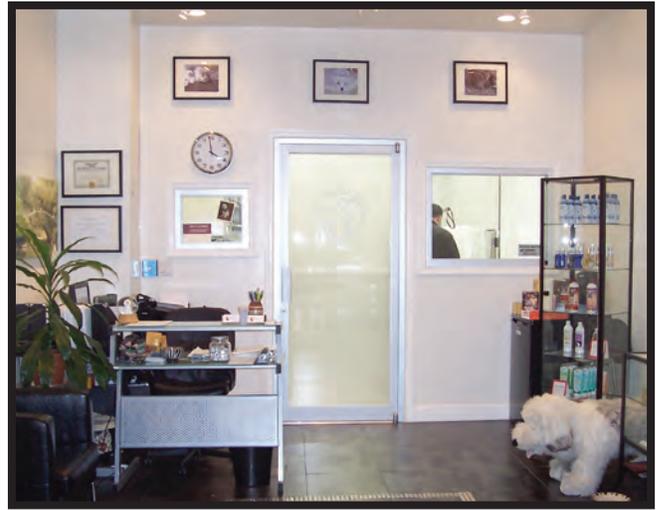
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"CENTRAL PARK PET SPA REFLECTS REDA'S STYLE AND PROFESSIONALISM"



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that he should compete on Groomer Has It. "Really? I don't think that is for me! Would you do it?" He gets me back and I have to admit that while the prospect of becoming a TV star is heady and enticing, the REAL reality is that we couldn't take the time away from our businesses to be on the show.

Central Park Pet Spa is located in one of Manhattan's most upscale neighborhoods in mid town, just a stone's throw from *Central Park West* and prominent

landmarks such as the *Plaza* and *Ritz Carlton* hotels. "I was ready to go where my skills would be appreciated. It is not easy taking care of these clients sometimes because they demand the best, but I was ready for it," explains Reda.

Upon entering the salon, I am greeted by Natalie Hayes, the receptionist, who offers a warm welcome and tour of the facility. Natalie's charm and enthusiasm

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Central Park Pet Spa
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contrast Reda's straight forward and professional manner, but the décor at *Central Park Pet Spa* is a reflection of him.

The salon is very upscale and reminds me of a high end jewelry store, with sparse, elegant furniture and a modern feel. The waiting area is sleek, with silver and chrome furnishings, black leather seating and framed art prints on the walls. Sleek, tile work in black and silver tie the room together. A frosted glass door featuring *Central Park Pet Spa's* logo separates the grooming area which can be seen through two viewing windows. The grooming area continues on with the clean, modern feel in the same color scheme.

The choice of stainless steel tubs, kennels and tables looks great against this backdrop. "I chose

Shoreline stainless steel equipment (*Reader Service Card #6421*) because it is very good quality and is easy to clean." Reda says. At just 625 square feet, the spa looks spacious and has a very cool and calm feel.

Clients of *Central Park Pet Spa* are some of New York City's most discriminating pet owners and in Reda they find a groomer who can deliver on their expectations. "New Yorkers like to be seen, they want people to notice their dog's beautiful grooming when they walk down the street," he explains, "And they will quickly spread the news if they don't like something. If they are walking with their dog and meet a friend, that friend will hear what they thought and soon the whole neighborhood is talking."

They also sometimes want a unique look for their dog, as I discover when a new client comes in for their first visit with an apricot

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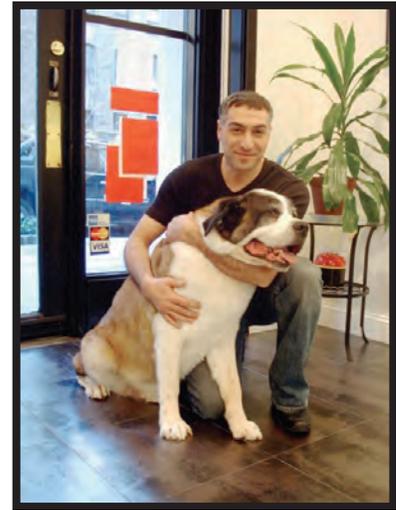
poodle named Helmut (after clothing designer Helmut Lang no doubt). His owner instructs, "I want him to look tough, not girly. Could he have a Mohawk and just a long beard, no moustache?" Reda pets Helmut as he looks him over, getting the dog comfortable. As he talks to the owner, both Mom and dog relax as Reda's calm demeanor and professionalism put them at ease.

After they leave, he gets to work on creating the unique style this owner would like to see, explaining, "Some groomers say they only want to do breed standard grooming, but I do whatever the owner wants. Take this dog here; she would like a different look for him, something you don't see every day. I will do that for her and she will be very happy with the results. There, I will have a steady client for this."

But pleasing clients is only part of the challenge of opening a pet spa in Manhattan. Leasing and remodeling a space is expensive enough to keep even the most adventurous groomer from taking the risk.

Reda shared his costs and my jaw almost hit the floor. "Those costs do not even include a bathroom!" Reda exclaimed. (Due to permitting problems with his landlord, Reda has been unable to add a bathroom to his salon even after 6 months of negotiations. Luckily, there is a restaurant nearby!) Suffice it to say that his remodel costs were enough to buy a nice home and his monthly rent is what many salons pay for a year!

For Reda, taking a bite out of The Big Apple means being willing to work every angle he can. "It is going to be a while to start to make the money I need because doing business here is so expensive, and that's part of why I have to charge more. But once people come the



REDA ELABD ACHIEVED THE AMERICAN DREAM AS OWNER OF CENTRAL PARK PET SPA.

first time they understand why there is a difference," he says. Reda typically charges 25% more than his competitors. "The economy has been no help, many people are out of work, but I am building up

Continued on page 17



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slowly.” In the meantime, Reda has expanded to offering day care for small dogs and opened his salon to self service dog washing at times he is not grooming.

Reda is also planning to offer advanced grooming classes for groomers wanting to take their skills to the next level. “I think it is hard to get advanced training that is worthwhile. As a graduate of a dog grooming school, I can attest to the difficulty of getting skills beyond the basics taught at school. This would be hands on, one-on-one schooling. Here someone could really work on what they needed and I know I would be a good teacher for this.”

After spending the day watching Reda work, I know he would be too. And who wouldn't enjoy a working vacation to the Big Apple to learn from a talented groomer? I might

“OH MY GOSH! HE HAS NEVER LOOKED SO GOOD! AND LOOK HOW HAPPY HE IS! THANK YOU! THANK-YOU!”

just add it to my yearly family trip!

Although my interview time is running a bit long, I can't leave before I see Helmut's grooming. Helmut is the last grooming of the day, and Reda's two children, Yusuf and Yasmine arrive from school to wait for their Dad. As Reda works, Yasmine busies herself grooming the large stuffed dog in the waiting area while Yusuf rearranges the fresh flowers, to Natalie's chagrin.

Reda uses a *Hydrosurge* bathing system (*Reader Service Card #6422*) combined with shampoos by *EZ Groom* (*Reader Service Card #6423*) and *Senproco* including the *Coat Handler* and *Bark 2 Basics* lines (*Reader Service Card #6424*), “I like

how very fast I will get him clean. I have tried many shampoos. Every once in a while I try one and then I say ‘No, the result is not as good’ and I come back to these brands.”

He then uses an *Edemco* stand dryer (*Reader Service Card #6425*) to stretch dry the coat and get a flawless finish. “This dog has very nice hair, very dense, even though he is ten years old. It is the drying technique that makes the difference here.” Next he scissors Helmut to a flawless finish. “I like to use *Crown Royal* grooming spray (*Reader Service Card #6426*) when I scissor, to get the right texture for the hair, and no scissor marks,” he

Continued on page 18

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Central Park Pet Spa
Continued from page 17

explains.

As he finishes up with Helmut, Reda asks, "What do you think? Do you like it?" Before I can answer Yasmine asserts, "He's perfect!" which is my thought exactly. Not only does Helmut look fantastic, he had a great time with the care and attention he received at Central Park Pet Spa.

As I am packing up to leave, I hear the final verdict as Helmut's mom arrives to get him. Helmut struts his stuff. "Oh my gosh! He has never looked so good! And look how happy he is! Thank you! Thank-you! We will definitely be back and I'm going to tell ALL my friends how great you all are!"

Luckily for Reda, he has nothing to worry about when it comes to the New York dog gos-

sip scene. Last time I checked the CitySearch online reviews, Central Park Pet Spa had twenty five 5 star reviews. It seems they're getting a good bite of that apple!

Audrey



Ulrich and her husband, Matthew, own The Barking Lot, Inc in Richland, WA. They are dedicated to helping every groomer reach their full potential. If you have a "Pawsatively Posh" salon that you would like to have featured in an upcoming issue of Groomer to Groomer contact Audrey at info@barkinglot-friends.com

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Excellent customer care is at the heart of any successful business. In the grooming salon it is crucial that clients always feel welcomed and never rushed. A great phone greeting by an informed, friendly receptionist can make the difference between landing a client or not.

For busy groomers wanting to build their businesses, hiring a professional receptionist can be one of the best places to expand, allowing the groomer more time to groom pets while helping the business grow. For many groomers, bookkeeping and paperwork are dreaded chores left for the last minute. This can be a very dangerous habit, but a talented receptionist can make sure these important tasks get done correctly and promptly.

Reda chose to bring Natalie on as the receptionist at *Central Park Pet Spa* when he opened. Natalie was a client of Reda's for many years and understands the client perspective as the owner of a pampered Bichon named Maddie.

"Natalie is wonderful! She is so good on the phone and so patient with the clients. She spends as much time with

them as needed. I think sometimes I would not because I want to be grooming," explains Reda. "I also like how she is answering the phones, with my accent I prefer to have someone else do it."

"She gives the feeling I want people to have when they call the salon and she always has the time to talk to them." In addition to doing client care, Natalie maintains the client database on *1-2-3 Pet (Request Reader Service Card #6433)*, does the book keeping, and updates the salon's busy *Facebook* page and web site.

When she is not doing that, she is outside the salon greeting pampered pooches and welcoming them in for a visit. She loves up the lucky doggies and gives them a treat as they head on their way. With millions of dogs walking the New York streets, she could stay busy all day just inviting pups to *Central Park Pet Spa*. Reda says "I want everything to be perfect for the clients at *Central Park Pet Spa* and Natalie is a part of that."

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ag·gres·sion

1. The act of initiating hostilities or invasion. 2. The practice or habit of launching attacks. 3. Hostile or destructive behavior or actions 4. The practice or habit of using teeth and claws to damage and/or terrify dog groomers.

The Five Types of Aggression:

A growing trend in modern behavior and training circles is the classification of aggression into many sub-types. The goal is to offer insight into aggression that may lead to more effective treatment.

Some of the sub-groups are: dominance aggression, territorial aggression, food aggression, redirected (sometimes called misdirected) aggression, fear aggression, possessive aggression, predatory aggression and pain aggression. In the majority of cases, detailed classification of aggression is something you do after the fact to aid in treatment. For groomers and other professional dog handlers, I think this can be simplified to five major types. These sub-types are rarely listed in dog training and behavior circles, but I think you will recognize them.

T'hat hurts, I am going to bite you, now.' This is the easiest form of aggression to anticipate. If you are pulling mats out of a clotted Pekingese mix, you know that what you are doing is going to hurt. If you can anticipate when the painful part starts, you can make your grip a little firmer, just before he goes ballistic. As soon as he relaxes a little, relax your grip. To the dog, the rules are these: If I struggle, I get squeezed. If I don't struggle, I get hunks of hair ripped out of my skin. If I put up with this torture

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WHAT GOES AROUND, COMES AROUND



In ancient Egypt, Bastet was worshipped as a cat god. The cats have never forgotten this. After the last Solid Gold dog food ad was published, Alexander, the Great, - or Alexander, the So-So, many people questioned the information. Did Queen Hatshepsut of Egypt (1470 B.C.) really send her boats up the Mississippi River to look for minerals – particularly tin and copper?

The ad went on to say that dogs are 11% trace minerals and only 4% vitamins. If you don't give the trace minerals, the vitamins don't work. Solid Gold Sea Meal has one type of kelp and 18 types of sea algae. Sea vegetation is always necessary for Oriental dogs, Arctic dogs, as well as dogs from England, Scotland and Ireland-spaniels, terriers and retrievers. Water dogs (labs and poodles) must have sea vegetation. They also must be fed a fish-based dog food to support the DNA of the body. This sea vegetation and fish – based dog food were fed to these dogs for hundreds of years. We are holistic healers, so we know this! You must support the DNA of the dog's body. The #1 allergy of dogs is soybean (sometimes called lecithin) #2 is wheat and #3 is corn. These ingredients cause dogs to chew at the root of the tail and lick their feet. Some dogs will also get ear infections. The grains in Solid Gold Hund-N-Flocken are amaranth, millet and barley. Barley is the anti-aging grain. Our

grain-free dog food is Barking at the Moon.

Our Solid Gold Hund-N-Flocken, dog food, (means dog food flakes in German) is a top seller in Germany. Many sales contracts for exporting European dogs state that if you don't feed the Solid Gold Hund-N-Flocken and the Solid Gold Sea Meal, they will not guarantee the health of the dog.

In the United States, many guard dogs for government buildings, police dogs, cadaver dogs, arson and drug sniffing dogs are fed Hund-N-Flocken. Our bags are vacuum/hermetically sealed for freshness. No other dog food company does this. These dogs hunt by scent. Our dog food doesn't use any artificial preservatives, which would interfere with their sense of smell.

Sea Meal is the powder which is always feed with our dog food. It supports the immune, enzyme and hormone (anti-aging) system of the body. It grows coats and intensifies coat color.

Solid Gold never uses sunflower oil which the Swedish National Cancer Institute says increases the risk of cancer by 69%.

Dr. Karen Halligan DVM warns dog owners not to feed avocados which may contribute to diabetes, epilepsy, pancreatitis or skin problems. Solid Gold doesn't use them. Solid Gold does not use peas either, peas give dogs gas.

Last year, the news warned against using peanut butter due to salmonella poisoning. Solid Gold doesn't use peanut butter.

Now people are warned against the hidden ingredient, acetaminophen, in dog food. Two years ago, some pain medications were pulled off the shelves. The acetaminophen ingredient caused 56,000 people to go to the hospital with liver failure, 200 died. Now, some dog food companies are putting it in their dog food. It may artificially raise the protein. Look up - <http://pet-foodtracker.blogspot.com/2007/06/acetaminophen-update-in-at-least-6.html> to find out which dog foods uses acetaminophen. Solid Gold doesn't use it.

When you open our bags, open the top, scoop out what you want and close with bag clips. We don't recommend emptying out the bag into another container. The act of pouring exposes the food to air and you can lose the preservation.

About Queen Hatshepsut, the Egyptian camels were used to carry heavy loads. But some accidentally got loose. So when the Spanish conquistadors came 3000 years later, they found camels in Texas, New Mexico and Arizona. (Sorry, Columbus)

During the Civil War, the South used camels to carry loads. In the westward push, pioneers found camel bones and Egyptian relics in the Grand Canyon area. During January 09, construction workers in Mesa, AZ were digging up the area and found camel bones. They were building a new WalMart.

Seagulls are called this because they fly to the sea. They don't fly to the bay because they would be called bagels.

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for an hour, the supreme torture will follow – having little bows attached to my ears. Meaning, for some dogs, grooming really sucks. Sometimes, the best you can do is get the job done and remain un-punctured.

“That hurt the last time I was here, I am going to bite you before you can do it again.” If the dog has prior experience, he may decide to initiate a bite well in advance of any actual handling. This process may start when the dog comes into the salon or mobile van. By the time the dog is in the tub or on the table, it may be ready to bite anyone who tries to touch or handle it. In some cases, previous veterinary handling or grooming included harsh restraint – which may submerge the defensive aggression until the dog sees an opportunity to strike.

Most people are unaware that

dogs can sense elapsed time and cycles with incredible accuracy. This means that they may time their outbursts to previously learned sequences. For instance, *Binkums* was jerked around by a groomer two years ago, 5 minutes into the grooming, right after the bath. Now, *Binkums* starts metaphorically loading his shotgun as you start to rinse him.

“Someone else hurt me once, so I will bite anyone who looks, smells or sounds like that person.” This is a pretty self explanatory category. Groomers often wear smocks. If a former groomer wore a smock and you wear a smock, the dog may learn that people wearing smocks should not be trusted.

This is a common occurrence in veterinary clinics where veterinarians wear white coats and vet techs wear “scrubs.” The point is to be aware that your appearance can trigger a bite, even if you have never had bad relations with a particular animal.

I generally bite people, I don’t need a reason. Some animals have such a long and broad history of violence that they may bite at any given moment – even after typical provocation has failed to trigger a bite. This type of dog may allow you to remove mats, clean the crusties around the eyes and express its anal sacks – and bite you as you are handing the lead to the owner, on the way out.

‘I’m a Chow Chow.’ (Or fill in the blank with any breed you don’t trust) A veterinary neurologist friend of mine once corrected me for saying I was working with a vicious Lhasa. “Why bother saying vicious? It’s a Lhasa.”

Every breed of dog has a published breed profile that claims “friendly with kids, good with old people, loyal, devoted, sweet, wonderful, special and easy to train.” Don’t believe it. Some breeds should be considered dangerous until proven otherwise. You can usually

Continued on page 24

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 BITER ARTHRITIC
 CAGE SOILER DIABETIC
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ag • gres • sion
Continued from page 22

prove they are safe after the owner picks up the ashes, post cremation. I won't bother to list the generally aggressive breeds – you know which ones they are.

The Owner's Side of the Coin:

Few owners realize that their dog is capable of aggression until it is an accomplished fact. If the dog is aggressive during grooming, the aggression is assumed to be unusual and unconnected with their darling's real personality. These assumptions may be made, even if the dog is aggressive at home. In most cases, the home aggression wasn't aimed at the owners.

If the dog is prickly around guests or strangers, the guest or stranger is labeled the instigator and some extraneous trait may be blamed for the behavior. The dog dislikes "men with beards" or

"women with large handbags." This allows the owner to assume that the victim did something that caused the attack. As long as the owner is not the victim, the dog's behavior may be allowed to escalate through a series of logical evasions and denials.

Often they begin to confine the dog when they have company, stop taking the dog for walks and generally avoid the problem at all costs. At the salon you may be unaware that the dog is gradually becoming a threat. Paying attention to the way the dog is handled is another aid to keeping you unbiten. Here are some general thoughts to help you play aggression detective.

Death grip on a short leash: Keeping the leash short and holding on for dear life is the sign of a nervous owner. They are afraid to loosen the leash for fear the dog will lunge at a dog or human. They may not even realize that they are exerting a death grip on the leash. If they have

denied their dog's true nature for a long time, their subconscious has adapted to what their forebrain won't admit – *Buffy* is a nasty little thing when in public.

Hesitant hold on a long, taught leash: If the owner is still in a state of denial, they will look everywhere but at their dog. The leash is tight because the dog is lunging at everyone. This person attempts to keep eye-contact with the receptionist and somehow grab and control the dog without looking down.

This is easier for you to spot, but because the owner is intentionally not paying attention, accepting the leash may put you at risk – especially if the dog is protective of the owner. It is best to take the leash when the dog is looking away from you and then remain very, very still until the dog gets used to your presence. Especially avoid looking down at the dog. Use your peripheral vision to track *Buffy's* movement.

Hesitant hold, tight, erratically tugging leash and very straight posture: This is an owner who is now intimidated by their own dog. They aren't bending over because they aren't going to risk putting their face down on that level. They tend to overuse the leash to keep the dog slightly away from them. If it's a small dog, there is an inordinate amount of tugging to keep the dog away from their legs and feet. If they are sitting, the dog will not be in their lap. They will hand the leash to you tight and vertical, often lifting their arm high in the air to keep tension on the leash. They understand that when the dog is aroused, even they could be the target.

General Rules for Avoiding a Bite:

I don't claim to be the best handler on the planet, but during the eight years I worked in shelters, I

Continued on page 26



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handled, literally, tens of thousands of dogs – many of them aggressive to the point of vicious. As a behaviorist, working by veterinary referral, I have handled several thousand more, many of them, thoroughly dangerous animals. Other than a couple of tiny punctures, I have only been bitten once – by a dog that was released from its crate before I had time to react. I am including some of my rules for handling that I believe have kept me safe.

I was recently asked about a situation where a groomer turned away from a dog to get some scissors and as soon as he turned back, the dog lunged at his face. While there might be several reasons why this happened, the most likely cause was direct eye-contact. If this seems odd, just remember that all dogs perceive eye-contact as a threat.

Just because a majority of dogs don't overtly react to direct eye-contact doesn't mean they think it's a friendly gesture.

My advice is that you should never make direct eye-contact with a dog you haven't slept with. Use your peripheral vision to watch what the dog is doing. Once you start adding the five types of aggression to the mix, eye-contact can be the trigger for a bite, even though you may have made eye-contact previously.

Never kiss a dog you don't own, no matter how endearing it looks to the owner. Find another way to show your affection. Likewise, never hug a dog so close that your face is right alongside its teeth. Yes, you can get away with this for years with thousands of dogs. It's still a bad idea.

There are millions of dogs born every year and you will eventually meet the one that has a screw loose. As you pucker up and make kissy noises, the last thing you see will be a dog's muzzle slamming into your face.

The pain of the slashing teeth may not be perceived for a few seconds and you may wonder why water is running out of your nose and lips. Hint: It won't be water. Then you feel it. Have plenty of relatively clean towels handy to staunch the blood and have the wound treated as quickly as possible. Look up "emergency rooms" and "plastic surgeons" in Google, in that order.

Try to avoid bending over a dog from the front. Never "pat the nice doggie on the head." For a dog, towering over its head is normally perceived as a threat. Dogs consider their head, neck and shoulders to be private areas – about as private as we consider our groin area.

When you approach them from the front and above, it's like someone you don't know goosing you. Just like people, some dogs like that and some dogs don't. As a groomer you will have to handle the dog's head, but you don't have to start there. Work your way into it.

When you pick up a dog to place it in the tub or on the table, make sure you can control its head. I usually slip one arm under the dog's neck and my other arm under the dog's belly, right in front of the hips. Your face will be very close to the dog's mouth as you do that unless you intentionally arch your neck backward. Arch your neck backward, intentionally, and make that a habit.

Continued on next page

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You may also try to lift the dog, lamb-style, (from the side, placing one arm under the neck, touching the dog's chest and the other around the back of the rump.) Since this type of lift is common to your job, a safer way to do it is to squat down to wrap your arms around the critter's legs – then lift the dog using your legs, rather than your back. Sorry, but OSHA actually has this one right. Unless you want chronic back trouble, never lift anything with your back, even a dog.

Again, remember that your face is very close to the dog's face. If the dog attempts to whip back and nail you, turn your shoulder forward and your face slightly away from the dog's mouth. Get the dog on the ground or on the table as quickly and as safely as possible. Stop the action and make sure the dog is OK.

If you are going to make a first

contact with a dog, place your hand below the dog's chin – never above the head. Try to gently touch the dog's chest before you go roaming around the ears, lips and muzzle. If this is the first time you are meeting the dog, you can do this while squatting down and firmly locking eyes with the owner, who is standing above you.

Try to make the contact seem accidental. Even vicious dogs are unlikely to bite inanimate objects. I have spent many hours sitting on the ground, facing slightly away from a dog that was openly growling and showing teeth. As long as I didn't face full-front or try to touch the top of the dog's head I was safe.

One caution. If you do allow this kind of contact, you are very, very close to the dog's mouth. If you screw up and do touch the dog incorrectly, you will have no time to prevent injury. Did I mention that dogs have reaction time about 1.5 times faster than the fastest humans?

Getting low to the ground is simultaneously the safest and most risky thing you can do. If you feel uncomfortable doing this and can't depend that you will do it correctly, don't do it.

If you are using a loop, secure that first while trying to avoid a lot of hard touching around the withers or top of the head. Unclip the loop and let it fall over the dog's head, and then re-clip it. Avoid trying to

Continued on page 28

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Continued from page 27

lift the dog's head to make it slip into the loop.

If you are new to the business, get used to the act of moving away from the place the loop will limit the dog's movement. Most of the time this will be a simple movement of your hands quickly upward and back.

If you feel you need practice, watch little boys playing the "slap hands" game. Two people stand facing each other. Person A places his hands, palms down, about chest high, parallel to the ground. Person B holds his hands, palms up, directly under Person A's. The goal is for Person B to slap the top of either or both of Person A's hands. Try it. Your reaction time will improve dramatically. If you are unfamiliar with this children's game take a look at www.answers.com/topic/red-hands

In general, dog aggression is an expected part of grooming. Many things that accompany grooming such as vacuum clippers, slippery tubs and nail trimming can cause a dog to be fearfully aggressive. Some dogs have a history of aggression while others may suddenly object to a new experience and offer aggression as their first line of defense.

As with many dynamic processes, aggression is a subject that requires experience, observation

and analysis to fully understand. Because of the nature of your job, you routinely take animals to the end of their patience and the beginning of self defense. Watching the most skilled handlers at your salon and practicing your own handling skills are two ways to be safer and more effective with aggressive animals.

Gary is an internationally acclaimed behaviorist, trainer, author, columnist and lecturer. He has more than 30 years experience working with dogs, including eight years of shelter work. Gary Wilkes is responsible for the innovation and development of clicker training as a practical methodology for dogs and with his former colleague, Karen Pryor, introduced this method to the world in 1992. His knowledge is founded on his experience clicker training thousands of dogs by veterinary referral and includes teaching the first clicker training classes, correcting serious aggression, training animals with physical and neurological disabilities, creating training protocols for search and rescue, assistance and therapy dogs and consulting with MIT on artificial intelligence projects. He currently has a full-time, veterinary referral-based behavior practice in Phoenix, Arizona, and is a columnist and feature writer for Off-Lead & Animal Behavior, and behavior columnist for Groomer to Groomer magazines.



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By John and Vivian Nash



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Wire Coat Types — Part 2

Grooming Procedures

Three Wire Coats

Now that we have discussed the difference between the three coat types and the basic techniques to accomplish the correct coat appearance, we can group the following procedures together for all three coat types.

Care of the Longer Furnishings

Handstripping, hand plucking, thinning and scissoring techniques are used to shape the longer coat on the head, skirt and legs for the show and pet trim. Utilize brushing and

carding techniques to remove the loose and shedding coat before and after applying the clipping technique to maintain healthy skin and to help keep the texture and rich color of the coat. The wire type coats do not matt as easily as the curly and sporting coat types, and to maintain these coat types properly, a weekly brushing schedule works fine.

Setting a Schedule

When handstripping this coat type for the show trim, it is important to set a handstripping schedule and to keep it for optimum coat results at show time. Typically, a

handstripping schedule is set for the shorter coated areas such as the cheeks, throat and chest and a different schedule set for the jacket and the longer coated areas on the underside and legs. If the coat is clipped, all grooming and styling procedures are completed during one session, approximately every 4 - 6 weeks. When handstripping, the styling is conducted during all the sessions and is finalized during the last session.

Clip or Strip

Breeds such as the Standard Schnauzer and the Scottish Terrier

Continued on page 30

require clipping the cheeks and throat area, rather than handstripping, when creating a show trim, whereas breeds such as the Wire Fox Terrier require the cheeks and throat to be handstripped. When creating show or pet trims, reference the individual breed grooming and styling section to confirm the proper technique to use on specific areas.

Ear Trimming

Breeds with the wire coat types have a variety of ear styles. Some require the entire ear to be trimmed short, others require the tips to be trimmed, and others require a tasseled ear trim style or they can be left natural.

Ear trimming is breed specific for the show and pet trim, however, to create ventilation for the pet with ear disorders, the ear style may be modified. The techniques used to remove the coat are handstripping, hand plucking, clipping, scissoring, thinning or a combination of these technical skills for these coat types.

Tail Trimming

Many of the breeds with the wire coat types are terriers and when it comes to terriers, it is all about their expression and attitude. We all know this attitude is exemplified by their tail and as professionals we need to know how to enhance it.

Terriers typically exhibit a carrot or short (docked) high set tail such as on the Wire Fox Terrier, Airedale Terrier and the West Highland White Terrier. The basic rule of thumb for trimming these tail types is the coat on the underside of the tail is taken short to bring the tail set up and left longer on the sides, with the longest coat left on the top-side to not only give the illusion of a higher tail set but also to give the appearance of a shorter back.

The opposite rule applies for the normal or horizontal tail sets and/or carriage seen on the Dandie Dinmont Terrier and the Irish Wolf Hound. The coat on the topside of the tail is trimmed shorter, or the same length as the jacket with the longer coat on the underside of the tail. Also, breeds with this tail type typically have a rectangle body type rather than square.

Foot Trimming

Foot styles vary slightly with the wire coat types in reference to the amount of coat that is left on the top of the foot and the degree of the bevel around the edges of the foot. However, all foot styles require the coat around the edge to be trimmed as close as possible to create the correct shape and size of foot.

The actual shape and size is breed specific. For example, a Wire Fox Terrier has a much smaller, more compact foot than the Sealyham Terrier. The hair is also trimmed between the pads but not between the toes. For the pet, the option is to always create the perfect paw print, which means if you place the foot on an ink pad and then on a piece of paper, the only image that you see is the pads.

Clipping the Sanitary Area

Breeds with the wire coat types, whether you are creating a show or a pet trim, require a sanitary clipping around the rectal area due to the longer length of coat. Clipping,

Continued on next page

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thinning and/or scissoring techniques can be used to remove the hair just around the rectum only. Take care not to take too much hair off creating a bald appearance, especially on the Scruffy Coat Types.

For the pet and the show trim, additional clipping may be required on the underside of the tail, at the base, to create an overall well groomed appearance and to remove this coat to prevent fecal matter sticking to the longer hair when the tail is tucked. A clipping technique is used with the lay of coat to remove just the coat at the base. Use a skimming type motion with a short trimming blade with the lay of the coat for the best results. On the stomach area, the coat should be clipped using a short cutting blade.

Additional sanitary clipping is necessary for such breeds as the Wire Fox Terrier and the Airedale Terrier that receive the Long Legged Terrier Trim Style, whether you are creating a show or a pet trim. Trimming the groin and the upper, inner thigh muscle as short as the stomach area is necessary to show off the muscles and the Gothic window when viewed from the rear. Trimming the area short between the cowlicks to the groin area is also necessary with this trim style.



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Finishing Phase

After the pads and sanitary are trimmed, you should conduct your overview before the styling begins. Brush and comb the coat out thoroughly and then stack your dog so that you can evaluate the overall structure and the amount of coat you have to work with to create the best and/or most correct profile and expression for the breed.

Keep in mind when conducting this evaluation, you have all the body types of man's best friend with the wire coat types. It is very important to understand the difference between the rectangle, square, square terrier, short legged and speed body types in order to achieve the ultimate breed profile.

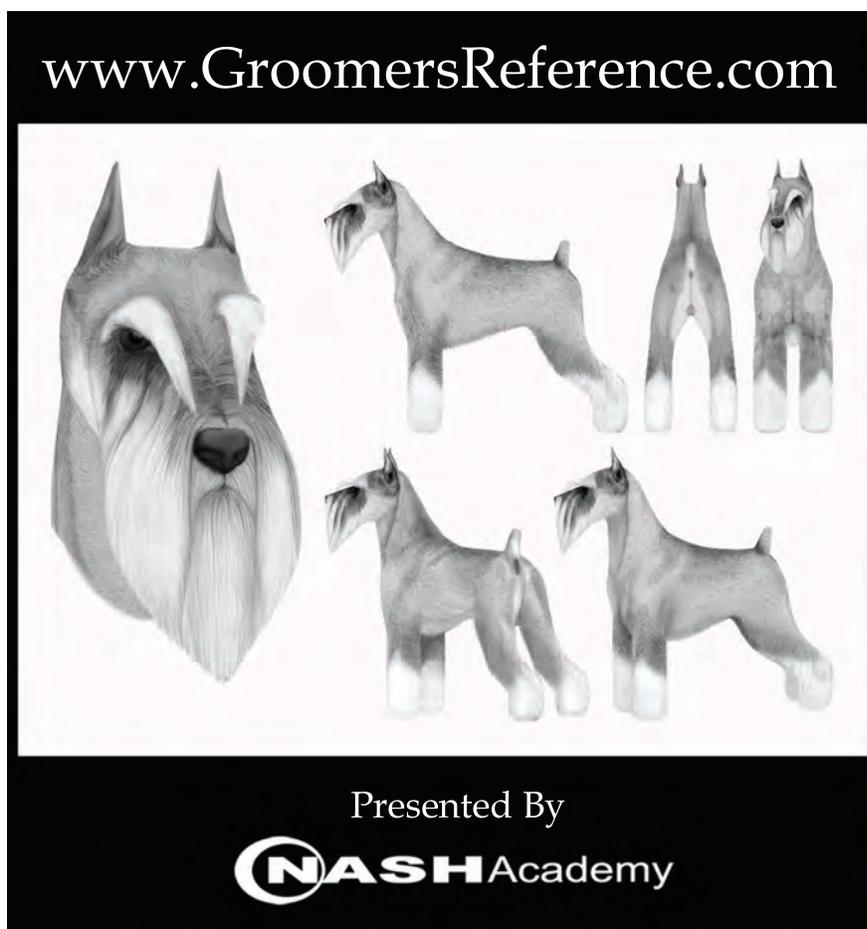
Begin with the head and evaluate it from the front and side. Evaluate the shape. Should it appear rectangular, square or round? Evaluate the ear set, carriage and size. Evaluate the shape and size of the eyes. Do you have to create magic

with your technical skills to correct the ear set or the size and shape of the eyes or ears? Evaluate the amount of head furnishings to determine if you have enough coat to create the correct profile and expression.

Continue to evaluate the overall structure of the dog by checking the neck, body, legs and tail set. Is there enough arch in the neck? Can you leave longer coat on the crest to enhance the neck? Is there a continuous line from the occiput to the tip of the tail? Is there a dip at the withers that you must hide? Is the topline level? Do the feet point forward or do they point outward or inward? Can you correct this fault with your technical skills?

Evaluate the amount of coat on the front legs and the back legs to determine how much coat you will have to remove to create good balance. Check the length of coat on the skirt on each side. Determine

Continued on page 32



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Nash Salon Series Continued from page 31

how much coat you must remove or leave to establish correct body and leg ratios. Check the tail set. Do you have to correct it or can you enhance it?

Establishing A Routine

This may sound like a lot for you to do before you begin your styling, but it really isn't. In fact, after you conduct a few "evaluations before the styling begins" and understand what to look for on specific breeds, it will take no more than a minute or two and will become second nature. You will have established your routine.

Final Presentation

After the styling is complete, it is time to check your

masterpiece from all sides for balance and symmetry and the correct breed profile. Check the head, neck, topline and underline and last but not least, the tail set. As we stated previously, many of the dogs with the wire coat type are terriers and capturing the right expressions and attitude is what it is all about!

Trends Set in the Conformation Ring

It is imperative that you stay updated on the latest trends set in the conformation ring, whether you specialize in pet or show grooming and styling. The trends change from year to year and typically what happens is that specific breeds may become more and more stylized due to the desire to present the ultimate profile. To get a really good understanding of how these trends progress, take a trip down memory lane and compare the breeds with the wire coat types presented at Westminster over the last five years. You will be amazed!

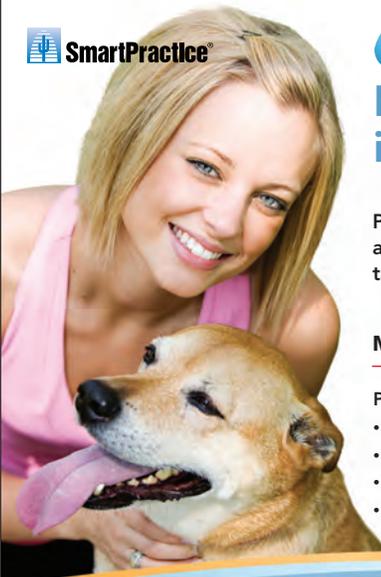
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Money from Heaven for Groomers

By **Deb Disney-Nusbaum**

As groomers, we are always looking for ways to boost our income without adding extra work or cost. I've recently fallen in love with a great program for groomers, from NuVet Labs, one of the older companies in the pet supplements industry. (They've

been around more than twelve years.)

Actually, NuVet's program is quite clever. They don't require us to sell anything or invest any money, which got my attention. It's so easy. NuVet Labs sends us free samples of their product to hand out to our customers whose dogs and cats have skin and coat problems, allergies, arthritis and

joint problems, etc.

In exchange, they pay us approximately 50% of the retail price each and every time these customers order. Not only does this boost our bottom line, but in most cases the improvement to the pet's health is dramatic.

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Groomers were then added to the list because we have first-hand access (no pun intended) to so many dog and cat problems, especially skin and coat, allergy, arthritis and joint problems, etc.

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Deb Disney-Nusbaum, the owner of Aldemar Weimaraners, has been a groomer and a breeder of award winning Weimaraners for more than 25 years.

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SMALL WOUND FIRST AID

Every Groomer Needs to Know



By
Boyd Harrell, DVM

The majority of wounds that a groomer is likely to provide first aid for are small cuts and abrasions. Sometimes these wounds are hidden under long or matted hair and neither the owner nor the groomer are aware of them until they are discovered during the grooming session.

These wounds may be several days old by the time they are revealed with tangled hair over them trapping blood and moist wound discharge. Even without any prior signs of blood or broken skin, removing a large mat can be like peeling away a giant scab to expose very tender bleeding tissue.

When this happens there are a couple of things to keep in mind. First use gauze squares or a clean soft cloth to apply direct and gentle pressure to stop the bleeding. Apply just enough pressure to stop the bleeding. Too much pressure can actually squeeze out all the blood in the area including some clotting factors making it more difficult for the body to do what it needs and wants to do.

A general rule of thumb is to apply direct pressure for five con-

secutive minutes. This is the amount of time required for a firm clot to set up and most people are not patient enough for this to happen. They tend to play “peek-a-boo” with the wound to see if it is still bleeding. While you may be lucky enough to get away with this at times, there are other times when it only serves to prolong the problem.

If the wound has not fully clotted and the pressure is removed then the blood pressure behind the immature clot forces it aside and now we are back at square one again. The clotting process has to start all over again using up precious time, blood and clotting factors which are not unlimited in quantity.

If the bleeding can be controlled for only the time when you have a gauze pad in direct contact with the wound, then making a bandage by wrapping the wound with gauze is indicated. Be careful not to wrap the wound too tightly. A wound that is

wrapped too tightly may at best be uncomfortable and a tight bandage on a limb can cause swelling on the side of the wound farthest from the heart. If circulation is severely impaired, the oxygen and nutrient-starved tissue may become edematous, painful and possibly even eventually die.

Antibiotic ointments or first aid creams can speed wound healing and help prevent infection. However, they should not be applied to a wound that is bleeding. The slippery base of these creams and ointments will interfere with clotting, making bleeding control more difficult than it needs to be. The same can be said for washing a wound; gently cleaning with a disinfecting soap should be done only after bleeding is fully controlled.

Long term management of a wound is centered on protecting the wound. This means first protecting

Continued on next page

Small Wound First Aid
Every Groomer Needs to Know
Continued from page 34

the pet from self mutilation, i.e. biting, chewing and scratching at the area. Protective Elizabethan collars can be a great aid and are available at many pet stores and from pet suppliers.

You may have been told, like I was, that a wound needs to "get air" to heal faster. We know now that it is best to keep a wound clean and moist until it is healed. Daily or even twice daily bandage changes may be in order with gentle cleaning at each bandage change. Next apply a non-stick pad such as a Telfa pad or a generic form of the same. These pads are like the non-stick portion of a Band-Aid. Applying a small amount of triple antibiotic ointment before covering the wound is a good idea in most cases. The cycle of bandage removal, cleaning, ointment and new dressing should be repeated until the wound looks smooth, dry and a healthy pink color.

If there is ever any doubt about how to care for a wound, seek the advice of your veterinarian.

Now let's talk about small fresh wounds that might be inflicted by

any sharp object including scissors and broken teeth of clipper blades. One of the most common first aid questions I am asked as a veterinarian by groomers is, "How do I control a bleeding ear wound?" The first thing to do is to apply pressure to stop the bleeding. Grabbing the styptic powder used for toe nails is a common reflex and usually serves only to create a bigger mess and is an irritant to the fresh wound; so don't do it!

Ear wounds seem to bleed more than similar wounds on other parts of the body and no, it is not just your imagination. The ear is very vascular, that is; the ear has a more dense collection of blood vessels than most other areas of skin. Add to that the natural tendency for a dog to shake its head when the ear is stimulated and the problem is magnified. The centrifugal force of head shaking squeezes even more blood from those many vessels and randomly deposits even the smallest volume of blood over an area the size of Chicago.

A combination of pressure directly over the wound and moderate pressure over a wide area near the wound and between the wound and the dog's head may be needed for the

Continued on page 36

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Small Wound First Aid
Every Groomer Needs to Know
Continued from page 35

best control. This second pressure site will help slow additional arterial blood from being pumped into the wound. Remember to keep pressure on the wound for five minutes before releasing.

Immobilizing the ear for a time by drawing the ear over top of the head and securing it there by placing some gauze sponges between the head and the ear and again on top of the folded ear and then using several passes of roll gauze all the way around the ear, head and neck. Alternate each pass on either side (front and back) of the opposite ear to help prevent the bandage from sliding. Be careful to not make the bandage so tight as to interfere with breathing or swallowing.

An alternative to wrapping the head and ear with roll gauze is to use a piece of ladies stocking cut to an appropriate length as to create a "tube of stocking" long enough to cover the dogs head from eyelashes to the neck. A double thick layer may be needed in some cases to secure the ear. This type of tempo-

rary bandage may not make a fashion statement and it will not survive any long term usage, but still it is a quick, easy and inexpensive way to stabilize the ear for a short time.

Cold packs applied to the ear will cause the vessels to constrict and slow the bleeding. The cold pack should be wrapped in a cloth to prevent any condensation from getting into the wound which will interfere with clotting.

Beyond the bigger challenge of bleeding control and head shaking, ear wounds are to be treated like any other small cut. The most common complication with all wounds is secondary infection, which can be more of a problem to manage than the original insult. It is wise to consult your veterinarian to see if antibiotics are indicated. As is often the case, an ounce of prevention is worth a pound of cure, so don't wait until an aging wound is swollen and weeping to consult your veterinarian.

Hopefully you will never be called upon to administer this type of first aid, but if you are at least now you can be better prepared to handle it in a knowledgeable and professional manner.



Dr. Harrell is a former multi-veterinary practice owner, a current business coach to the pet industry, pet health advisor for Oxyfresh Worldwide and team educator and coordinator for SPCA Florida. He has been speaking internationally and coaching others to succeed in business for over twelve years. He is formally trained in life, leadership, health and business coaching and helps people to understand themselves, how others tend to perceive them and how personalities affect team building, performance and harmony in the workplace. He also coaches all types of business in the Strategic Mindset process, helping owners develop entrepreneurial habits. He can be reached at Boyd@PetProsBusiness-Coaching.com or by calling 863-370-6298.

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Use what you Sell and Sell what you Use

By the time this issue of *Groomer to Groomer* reaches your mailbox, your salon should already be showing the positive signs of your shopping excursions at *GroomExpo* in Hershey, PA. You have no doubt returned home with some new “toys” for yourself, like some custom fitted shears or a new dryer. Or how about that new shampoo and conditioner everybody was talking about? All these things help make our work easier and our client’s pets appear more professionally finished. Perhaps you even came home with some personal “bling” for yourself. There were exhibitors with jewelry and accessories as well as professional clothing. After all, we’ve all got to look as good as the dogs we’re working on.

But, how did you do in restocking your retail area? Were you able to find some terrific bargains

and discounts? How about some new products with your customer’s style and needs in mind? It would be a shame to leave opportunities to make extra money “on the table” by not taking advantage of the discounts a trade show can offer.

For those salons with an eye on retail, taking advantage of trade show discounts is just another way to increase the profit margin of the business. The smart grooming salon/retailer uses what they sell and sells what they use.

Most of the professional product manufacturers package their product in “retail” sizes: from eight to sixteen ounces and it is super easy marketing, as you are already excited enough about a product to use it on the pets in your care.

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Use what you Sell and
Sell What You Use
Continued from page 37

It's easy to sell colognes, shampoos, foods and treats because these are expendable items. Owners run out and have to replenish their supply. But what about the other side of retail, like collars, leads, beds and carrying cases? Customers will buy these items somewhere, so why not at your salon? Do you know how much your average customer spends in your salon? You are already getting your client's grooming dollars. If you aren't getting the client's retail business, who is?

I casually surveyed several of my industry friends who retail in their salons to get an idea of what is happening out there in the world of retail. The dismal economy has reared its ugly head in this area and some salons reported being off by as much as 20% in their retail as well as their grooming.

With this decrease in grooming numbers, it is apparent that salons are not necessarily losing customers, but they are losing appointments as

their clients space their visits out a bit further. Instead of coming in every four weeks, they may space it to every five, six or even eight weeks. As grooming is taking an economic hit; so is retail. The luxury market is still holding fairly strong, but people appear to be a bit more "mindful" of their purchases. Quality is a huge factor as the customer really wants their money's worth.

One thing I noticed is that "the bigger they are, the harder they fall." Salons with the larger retails are feeling the economical decrease more than the salons where retail is not a major concern; making these entrepreneurs seek healing methods for the ailing economy and alternative ways of boosting sales.

Mario DiFante, owner of *Four Paws Pet Styling* in Providence, RI and promoter of *Pet Fashion Week* is feeling this shift. With a lovely, high-end salon and boutique, Mario says that his retail dollars have dipped from 30% of his total gross; down to less than 15%.

"I've had to do some reevaluation of my product merchandising," says DiFante. While Mario's shop still caters to a high end luxury clientele, he has found himself stocking his shelves with items he describes as "...more appetizing to promote sales.

Not necessarily lower-priced items, but I have re-focused on necessities and non-super store items that I can make bigger margins on."

South Florida has seen its share of serious economic woes as well. *Pets of Perfection* in Boynton Beach is no exception. Owner Kathy Rose has taken steps to compensate for the decrease in the gross income.

"This year's retail vs. last year's retail is about the same: 5% of the gross this year, 6% last year. I have had about a 12% decrease across the board: grooming and retail. I have never had a decrease before and now I have to compensate for it," says Kathy.

Focusing on additional services has been a boost for the salon coffers, helping fill her widening gap in retail. "Sometimes additional services, like specialty shampoos and spa services can add up to nearly the same as the grooming price." The advent of a salon newsletter and the revamping of the salon brochure have proven very successful for the grooming, but these accompaniments have not increased her retail.

Rose is an avid shopper, attending trade shows and picking up specials and deals wherever she can. While waiting for the latest "great deals" she concentrates on selling what she has on her shelves and not overstocking. "Rearranging is the key. You have to pull the whole retail section down on a regular basis, rearrange it and suddenly the whole area looks like you just received a

Continued on next page

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Use what you Sell and
Sell What You Use
Continued from page 38

huge shipment of new merchandise. This is the single most positive thing a shop can do to enhance the visual appeal of a retail department. It makes people shop when they see new "stuff."

One successful example of "use what you sell and sell what you use" is Chuck Simons, owner of *The Pet Salon* in Margate, NJ and author of GTG's *Sage Advice*. Chuck's retail percentage has been holding steady at 13% for the past two years. While retail is not the main focus in his busy grooming salon, he knows there is a need for the expendable retail items, like food, shampoos, etc. "I carry what people need," says Simons, "and this helps assure a steady flow of income for that percentage of square feet in the salon."

It takes a creative mind to make retail successful in today's dog-eat-dog market. Sometimes the clients need you to think for them. Susie Penney, owner of *The Clipper* in Traverse City, Michigan, has a 400 square foot salon, nearly half of which is devoted to reception and retail.

"My retail used to be 30% of my gross income, but then the big box stores moved in and the economy began to nosedive and it went down to about 5% to 7%. Now I have to make that percentage really work by

stocking unique items the customer can't find anywhere else. I also suggest sales a lot."

By "suggesting sales" Susie simply thinks for the client. Her salon does a lot of skunk dogs. "Skunks are my friends! I make a lot of money from skunks." When the owner comes to pick up their un-skunked dog, they get the pet's skunked collar handed to them in a zip-top bag. That impact almost always guarantees a new collar sale, as the owners do not want to take the old collar home to wash it themselves.

With regular grooming clients she also puts new, fancy collars on the pet and when the owner picks their dog up she proclaims "We got these new collars in and I thought 'this one' really looked cute on your dog. I left it on for you to see." Nearly half the time this technique results in a collar sale.

Retail is your "silent partner" and can help pay bills and provide profits well beyond grooming alone.

Margins are important and pick-

ing up great deals on retail items can actually end up giving you larger percentages than actual grooming. In these trying economic times we cannot afford to let this area of our businesses be ignored. Give it some thought!

Teri Di Marino is a 35 year veteran of the industry. She owned a successful South Florida salon. Teri was a member of three GroomTeam USA Gold Medal teams, coordinator for two teams and multiple Cardinal Crystal Award nominee and winner. Teri is a popular speaker, and judge at seminars and trade shows in the U.S., Canada, Europe, South America and Australia. Teri is Industry Consultant, Sales and Marketing along with business columnist for Barkleigh Productions. She has also contributed to Groomer Has It, as the shows Professional Consultant.

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Howl-O-Ween Helpful Hints

Dawn Omboy

Do you decorate for the holiday? Get your clients in the spirit by adding a holiday theme to your salon; it makes for a fun-filled season. Decorating on a budget can be fun and easy and add a festive flair.

Our clients are greeted by a four foot talking skeleton that was purchased after Halloween one year for a fraction of the regular price. There is a big bat that hangs hungrily over the reception desk and some inexpensive webbing strategically placed around the salon. Encourage your client's

Continued on next page

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Howl-O-Ween Helpful Hints
Continued from page 40

interest by placing a few pictures of their dogs decked out in their Halloween doo's on the counter. Boost your sales with add-ons and specialty items.

Candy corn toe nails and orange ears with themed bows, scrunches or bandanas can be done in minutes. Be ready with your black, orange, and yellow and white nail polish. This takes a couple of extra minutes to do, so add a little to your bottom line to compensate for your time.

Quick orange ears can be done with bright orange non-toxic artist chalk and will come out in a couple of washings. That way your clients won't be bored of it and you can make a color change before Christmas.

On your finished dog streak in the chalk to the desired shade, then gently brush the excess chalk from the coat leaving the color pigment deposited on the hair shaft. Another way to go would also be by using Blo-pens for a similar result.

Stenciled pumpkins, bats and skulls are also popular with the younger crowd. Remember, should you choose to dress up for Halloween, some of the pets may be

intimidated by your costume and will not respond favorably. Keep that in mind when choosing your costume.

Have a safe and Happy Howl-O-Ween.

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The Groomer's Roundtable

Roundtable Question:

- What is your favorite tool, or product, that saves you time and energy in grooming?

I love my thinning shears.
Natasha Medina, Hilliard FL

My favorite tool, hands down, is my German Red Clipper (Request Reader Service Card #6436)! I've had the original clipper style with the blades that are tension adjustable and never rattle. These clippers are so powerful that they will go through ANY coat, regardless of condition.
Niki Rickett, Custom Clips Grooming, Ogdensburg, NY

My favorite tool is my wind power hair dryer, it is so fast and effective. I love it. In second place is my Oster A5 (Request Reader Service Card #6437). They are my precious tools.
Enrique Leonardo Safont

CLIPPERVAC (Request Reader Service Card #6435)!!! Keeps the blades cool = Safety first (quicker and more efficient) full attention on dog not changing a warm blade, lessens risk of clipper burn because you can see as it pulls hair away from skin. Minimizes fur cut / shaved mess, and cleaning = Less time for pet in grooming area, confines fur so less mess and cross contamination of flying fur makes for a clean environment and tidying up a breeze.
thunderstruck4fun@comcast.net

My favorite tool...hands down...the Clipper Vac (Request Reader Service Card #6435)!!!!
Deb Frankart

My favorite product to use that saves us time is Glocoat by Top Performance.
Tess

Hilderbrand, Model Pets Resort & Spa, Lanett, AL

That has to be my Ivac (Request Reader Service Card #6438), after 15 years of not using one; I now don't know how I survived without it. It saves me so much time while grooming and provides for a cleaner shop. I won't be without one again.
Susan Kinser, The Wagmore Pet Salon, Troy, OH

My favorite tool is the Mattbreaker (Request Reader Service Card #6451). I don't know that I could run my business without it! It sure makes life easier on both me and the dog.
Lesla Klinger Gerrits, Precious Paws Grooming, Fruitport, MI

Continued on next page

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The Groomer's Roundtable

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The product I love that saves me the most time and MONEY, is *Senproco's* line of *Coat Handler* products (Request Reader Service Card #6496), particularly, the *Odor Handler*. It does everything. It deodorizes, degreases, kills fleas, and 95% of yeast, fungus, mold and mildew. It whitens, brightens, and removes stains. With regular use it heals hot spots and all sorts of dermatitis. Val Kugle, Best Friends Boarding Kennel, Rosanky, TX

Definitely the *K9-III* dryer (Request Reader Service Card #6460) for time savings alone. rachkennedy@comcast.net

My favorite tool is the *Groomer's Helper* (Request Reader Service Card #6439). With this product I can now groom dog's ears and paws without them fighting me like they used to do, as I'm just one groomer with no one else to help hold them still. Janene Roussell, Paw-riffic Designs, Lexington, NC

My favorite grooming tool is my *Romani Clipper Vac* (Request Reader Service Card #6435). It really saves a lot of energy on

those horribly matted pets. I can strip a large dog in half the time. I love the finish I get because the clipper cuts so true, your finished product is excellent. One other great thing is that it sucks up fleas and keeps my grooming van from becoming flea infested. Rick Rivera: Rick's Mobile Dog Grooming, Sacramento, CA

The most wonderful product I have found is called *OMG* from *Plush Puppies* (Request Reader Service Card #6455). It saves me so much time in dematting any dog that comes in our shop. It is really wonderful on Yorkies and Poodles. Shirley Wooten, Fabulous Fur Fluffers, Alvin, TX

My favorite tool is my *Poodle Comb*. So simple, but I just can't groom without it. With my *Poodle Comb*, the first trim is the last trim, more hairs don't just appear out of nowhere. My favorite product is *Fresh 'N' Clean Oatmeal* and *Baking Soda shampoo* (Request Reader Service Card #6456). No shampoo or cologne gets better responses when my clients smell their dogs. Carlee Gresham, Gainesville, GA

My new *Sharkfin* curved swivel shears (Request Reader Service Card #6445). Dragonzdreamz@aol.com

Ice on Ice Leave-in Conditioner by *Chris Systems* (Request Reader Service Card #6440). It does wonders to slick up matted hair and allows you to brush it out quickly. Rachael Jones, Eastside Veterinary Hospital, Collinsville, Oklahoma

After 20 years of grooming, the tools that still save me the most time are my old fashioned *Universal Slick Brush* (Request Reader Service Card #6457) and my *Grey-*

hound combs. I can't work without them! A few years ago, we purchased a *Groomers Helper* (Request Reader Service Card #6439) and it certainly has been a great help, so I guess I have to say that is also one of my favorite tools. Cindy Hache, Chiens, Chats, etc., St. Bruno, Quebec (Canada)

My favorite tool is my *Classic* stripping /carding knife (Request Reader Service Card #6453). The wide blade helps cover a lot of area when carding Terriers and Sporting dogs. We use it a lot as a shedding tool in the school. One product I can't live without, when it comes to speed, is *Davis Quick Dry!* (Request Reader Service Card #6446) I use this to speed through drying all dogs and then follow up with a very light spritz of *That's All* from the *SuperCoats* line from Pam Lauritzen (Request Reader Service Card #6578). Scott Wasserman, LaBest Academy of Animal Arts, Edwardsville, IL.

I cannot groom well without a fine toothed metal comb and a *Furminator* (Request Reader Service Card #6443). They are the best, most important tools I use. hilgertn@bellsouth.net

Crown Royal (Request Reader Service Card #6441) Demat Spray...the best ever! whippet1@aim.com

I LOVE my *Wahl Arco* clipper (Request Reader Service Card #6442). Since the blade adjusts from a #40 up to a #9 length, it's great for cleaning feet/faces, pads, eyes, sanitaris, armpits, even shave downs, especially on cats and it leaves NO clipper lines. Carol Thompson, Phoenix, AZ

Continued on page 44

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The Groomer's Roundtable

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I would say if it wasn't for the *Furminator*, (Request Reader Service Card #6443) I would be really sore from having to do twice as much work to get all the Huskies done that we do here! I also really love the *Mars Coat King* (Request Reader Service Card #6573) double wide extra fine blade. *Jan Lewis, Grooming Angel Pet Salon*

I have to say my *Les Poochs* (Request Reader Service Card #6451) brand brush saves me a TON of time. I don't know what it is about this little brush but it does a great job and cuts brushing time down to a minimum. *Jessica Cradic, PetSmart Eastgate, Cincinnati, Ohio*

I love the *Romani Clipper Vac* (Request Reader Service Card #6435). I do not know how groomers even groom without it! My blades stay cool, I am not standing knee deep in hair and there are no more hair slivers. I get a beautiful finish on every cut using *Romani Clipper Combs* (Request Reader Service Card #6464) too! *Marie Ward, Dirty Paws Pet Grooming, Davison, MI*

Best Shot (Request Reader Service Card #6463) grooming products, all three

products, especially the mist. *Diane Morrow, The Barking Lot, Seaside, OR.*

The *123Pet Software* (Request Reader Service Card #6467), keeps all info for appts, scheduling, clients, pets, and inventory at my fingertips! *Azure Wyatt, Puppy Power Pet Salon, Lexington, NC.*

Romani Big Daddy (Request Reader Service Card #6494) force dryer and *Clipper Vac* (Request Reader Service Card #6435). *John Rudder, Happy Tails Grooming Spa*

My favorite tool to save time is the *Groomer's Helper* (Request Reader Service Card #6439) because dogs that are nippy can't bite me. Therefore, I am not jumping out of the way and am able to finish what I need to do. *Liselle, K9 Clips, Clayton, NC*

My favorite products are the 5 x 8 *Giant Klip Kards* (Request Reader Service Card #6465). We can log in everything we need to get the job done. No matter how good the computer, nothing replaces my green cards. *Carolyn Large*

My favorite grooming tool is my *Double K Groomer's Edge Clipper* (Request Reader Service Card #6466). I've used it for over 25 years. It is a work horse and makes all the clipping much smoother, not to mention how it takes down a matted coat quickly. *Karen*

Liebrecht, Animal Crackers Clipper, Kennel & Co., Moses Lake, WA

The biggest time saver I have found in my salon, other than my *K9III Dryer* (Request Reader Service Card #6460), is my silver *Les Pooch* brush (Request Reader Service Card #6451) and *Isle of Dogs Details Conditioning Spray* (Request Reader Service Card #6487). I cannot believe how fast I get finished with the aid of these tools. *Melinda Spencer, Heart & Style Dog Grooming, Maysville, KY*

My most favorite product by far (and so far in my grooming career) is *The Stuff*. It's a spray on multi-talented product that speeds up the dematting process, which makes it incredibly easier on the pet and me. It also conditions, shines, reduces static, smells nice (but not over powering) and is hypo-allergenic. *The Stuff* (Request Reader Service Card #6481) really is "the stuff" and I couldn't live without it now! *Elizabeth, Knoxville, TN*

I actually have two tools that go hand in hand, an electric scissors table and a *Groomers Helper*. (Request Reader Service Card #6439) They have literally saved me. *Joyce Collins, Wyoming Westies Kennel & Grooming, Inc., Mountain View, WY 82939*

My *Clipper Vac* (Request Reader Service Card #6435) from *Romani Inc.* It keeps my clipper blades cool, so I don't have to keep stopping to *Kool Lube* (Request Reader Service Card #6491). It also vacuums up the hair in my small mobile unit. I just love it! *Linda Simon, Tail Waggers Mobile Pet Grooming, Rio Rancho, NM*

Continued on next page

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The Groomer's Roundtable

Continued from page 44

I bought an Arco trimmer (Request Reader Service Card #6480). It's the first trimmer that has actually worked. It saves me the time of constantly changing blades on my regular clippers to trim out the corner of the eyes, between the pads and the belly and groin areas. *Katrina Henrie, The Urban Pet, Layton, Utah*

By far my favorite time saving tool is my K9 II (Request Reader Service Card #6460) force dryer. It makes drying dogs a breeze. *Joy Edwards, Joy's Grooming, Mt. Pleasant, MI*

Recirculating bathing system, hands down. It saves time, shampoo and my back to an extreme degree. Dogs mind it less and don't have to stay in the tub as long. Many seem to enjoy the "massage". The system pays for itself in weeks for any full time groomer. *Hanvey's Bathing Beauty (Request Reader Service Card #6459) is my favorite. Carol Visser NCMG, CPDT, Two Canines Pet Services, Montville ME*

I have two, the Clipper Vac (Request Reader Service Card #6435) and the force dryers on the market. I cannot believe I ever

survived grooming since 1972 without those wonder tools! They have changed, modified and totally improved the grooming methods of 30 years ago. *Sue Williams, Artistic Pet Coiffures, Groveport, OH*

The Wahl (Request Reader Service Card #6495) stainless steel combs. *AnnMarie Saunier, Annie's Groomin Tails. Inc. North Surfside Beach SC*

Favorite tool is my brand new Double K blow dryer with two engines! (Request Reader Service Card #6447) Also, I love my mat splitter with the old fashioned single blade. *Alexandra Bradley*

I use the Les Poochs demat brush (Request Reader Service Card #6451) and, without sounding like a commercial, "no groomer should be without one." Mats I used to spend so much time on, or thought I had to shave out, are brushed out in no time at all. Every groomer in my shop has bought one. *Cathie A. Huenemeier, Cutie Pie Pets, Coppell, Texas*

Our newest favorite time saving product is Cowboy Magic (Request Reader Service Card #6452). It's a detangler product for horses. You need only a tiny dab to work into mats, then brush through with a slicker

Continued on page 46

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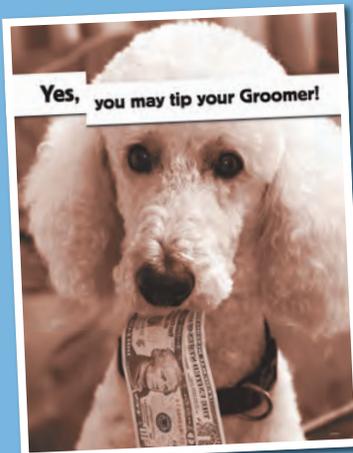
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The Groomer's Roundtable

Continued from page 45

brush and/or comb. Also, a brand new *Oster Power Washer* (aka: *Hydrosurge*) (Request Reader Service Card #6449), has been a fantastic addition to our tools. You use less shampoo and you spend less time fiddling with adding shampoo each time you wet the dog. *Cathy Merrithew, Campbell River Veterinary Hospital Dog Grooming, Campbell River, B.C. Canada*

As for our favorite tool, we use the *Furminator* (Request Reader Service Card #6443) all the time, particularly for our stripped Terriers and sporting dogs. *Leah Getty - The Yuppy Puppy in Calgary, AB, CN*

Without a doubt, my favorite grooming tool is my *Laube Speed Feed Clipper!* (Request Reader Service Card #6476) Its light weight, but powerful! I use it on every dog I groom for bellies and feet. It's perfect for nervous puppies because it's not as loud as my regular clippers. I would not groom without one! *Alice Curtis, Alice's Ruff Cuts, Biloxi, MS*

Wahl Tid Bit (Request Reader Service Card #6477). I use it on every dog's pads. And it is great for small poodle's feet (this way I don't have to search for my 30 blade). *Erin Griebel, Fluff Cuts Grooming Salon, Largo FL*

First is the *Zoom Groom* (Request Reader Service Card #6479). During the bath it helps get the soap and conditioner down to the skin. It also helps to remove hair and dirt. After the bath it still removes hair and also puts a shine on the coat. Black and Chocolate Labs get a nice shine. The second is my *Mars* (Request Reader Service Card #6488) tool. I truly love using this tool. It thins thick coats, removes dead undercoat, and really helps blend patterns. *Sharon G.*

I love *Lambert Kay Pro Groom* (Request Reader Service Card #6470) spray to de-matt or brush through tangles. Also, the *Les Poochs* brushes are fantastic (Request Reader Service Card #6451). *Eva Blackmon*

Wahl Chromado (Request Reader Service Card #6468) clipper. The blades from #9 to #40 give me all the range I need for trimming paw pads, inside ears, sanitary areas, faces, etc. I also use it after my regular #10 clipper blade to smooth out the coat even more. *Sandy Emig, The Lucky Dog Grooming Shop, North Benton, Ohio*

The forced-air dryer is #1. *Quick Dry Shampoo* and *Quick Dry* spray from *Davis* (Request Reader Service Card #6446) is in second place. *Charlie Stewart-Fippin*

A *V-rake* to break up mats. *Wild Animal Liquid slicker* from *Laube* (Request Reader Service Card #6473) is by far the best prod-

uct to help with getting tangles and mats out. If they are really bad; I pre-spray the mat, let it sit and work on something else. Then I come back and work it out. I call it magic liquid! *Michelle Urbanczyk, Wildflower Pet Salon*

I like the *Geib 46* tooth thinning shears (Request Reader Service Card #6472). *kellysgrooming@gmail.com*

I love the *Hydrosurge* (Request Reader Service Card #6471), it makes the bathing time much quicker. I also love my *Rose Line* scissors (Request Reader Service Card #6474), they're smooth and sharpened to perfection to make that perfect cut go a little quicker. *Sherri Hartman, Niles, MI*

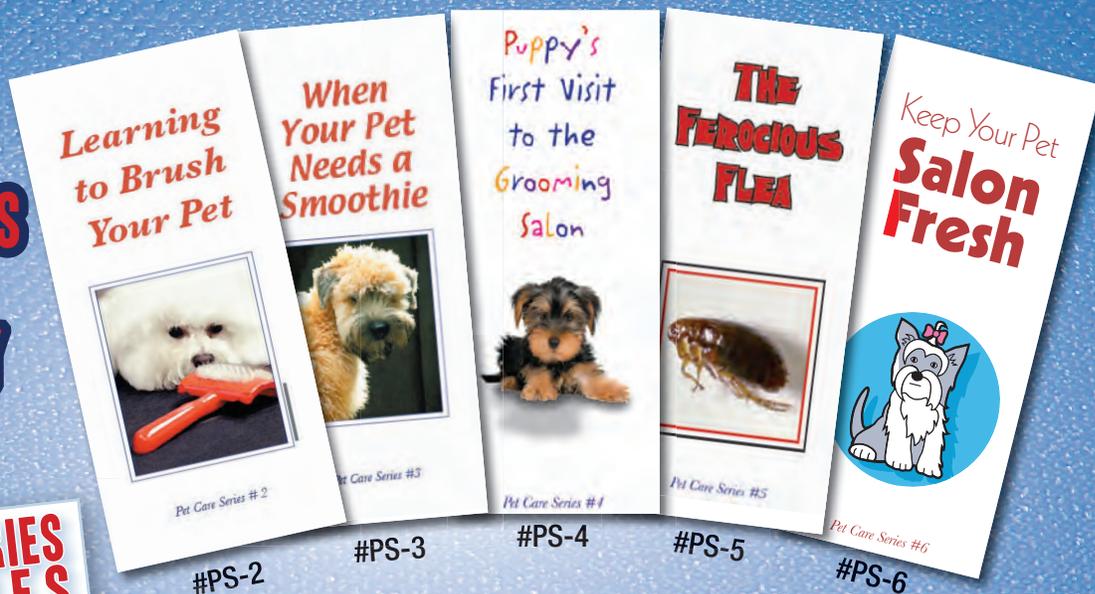
Happy Hoodie (Request Reader Service Card #6492), I don't know how I ever worked without it! It is just so amazing. The transformation that comes over a dog or a cat, (even me), by knowing that during the drying process those delicate ears are being protected and I have my hand back! I cannot say enough about this product, it is a groomer's must have! *Karen Perry Stuc, Bubbles to Beautiful*

Wahl Metal Comb (Request Reader Service Card #6469) attachments, once I figured out to use a #30 blade and not a 40. Even if I still have scissoring to do, it cuts the time

Continued on page 48

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The Groomer's Roundtable

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down tremendously. They work great on drop coats too. *Judee Ciota, Judee's Canine Salon, Riverton, IL.*

Epi Pet Shampoo (Request Reader Service Card #6478) works the best of all I have tried. It really cleans hair and skin, dries twice as fast, and stays cleaner longer. My clients love it! *Karen Astin*

I have two *Snyder Cage Dryers (Request Reader Service Card #6475)*. I have had them for about five years and have had no problems. They save me so much time. *Lisa, Lisa's Grooming, Ocomomowoc, WI.*

After going to a seminar with Jay and Sue and seeing a *Bravura (Request Reader Service Card #6489)*, I bought one. It was so well worth the money! Quiet, fast, ultra cool and no clipper lines like some leave. *Jeri Caldwell, For The Love Of Dogs, Indianapolis, Indiana*

Hanvey's Lip System Hydraulic Table (Request Reader Service Card #6461) is the

absolute best table there is for any groomer. You can secure your client safely and comfortably for any age group (Puppy to Senior) and also instantly adjust your table height to work on the tricky areas like tummies, and under-carriages. It also allows me to do a great deal of my grooming sitting down. I have a severe back injury from quite a few years ago, which would have meant me probably giving up grooming if it weren't for this incredible piece of grooming equipment. *Debra Hagan, Distinctive Dog Grooming, Seven Sisters Falls, MB, Canada*

The puppy/kitten hypo-allergenic shampoo by *Tropiclean (Request Reader Service Card #6462)*. I tend to be careful about what I use and like mild products. This is one of the only shampoos that I do not get complaints about itching or dryness and the dog still goes home smelling clean; even if he has sensitive skin issues and is not tolerant to sprays. I also love *Ring 5 Hair Care Conditioner (Request Reader Service Card #6485)*. It works great for dry skin, and shedding hair and is nice to use with warm towels on a dog with arthritis or bad hips. Works great on matting as well, much easier to work through. *Linda*

Prima (Request Reader Service Card #6486) bathing system. Saves on shampoo and time, especially with the heavy coated

Continued on next page

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The Groomer's Roundtable

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breeds. *Brenda Williamson, Springbrook Kennels Pet Resort and Spa*

My favorite product is *Best Shot* conditioner! (Request Reader Service Card #6463) First introduced to me by John Stazko in his *Grooming Success* seminar, it has saved me and my staff hundreds of hours of dematting! My favorite tool, by FAR, is *Clipper Vac!* (Request Reader Service Card #6435) I learned to groom 28 years ago without it, and have used it now for 15 years. Rina Stanley, www.APawSpaLittleton.com

Hanvey Taxi Vac (Request Reader Service Card #6482) and the *Laube iVac* (Request Reader Service Card #6484). The learning curve was tough, but once mastered I use these tools on almost every groom. Set the suction high to help clean poodle feet, lower the suction for body work. Add a *Wahl* stainless steel snap on comb (Request Reader Service Card #6483) to set the length for a hand scissored look with minimal actual scissoring. Great looking grooms with minimal hand scissoring saves me time, but most importantly wear and tear on my body. I left grooming because of carpal tun-

nel in my hands. After 15 yrs of a different career, I'm back and with the great new equipment out there I expect to be grooming a very long time. *Garoleen Wilson, D'tails, Smith Center, KS*

Right now I can say my new *German Red Clipper*. (Request Reader Service Card #6436) At the Hershey Show I purchased my first *German Red Clipper*. Boy, no problem clipping even the most matted dogs. *German Red Clipper*, I love you. *Mary Ann Brookes, Duffy Pet Care, Lyndora, PA*

I have to have my *Quicker Slicker* by *Natures Specialties* (Request Reader Service Card #6450). I use it in the tub after towel drying. It cuts brushing time by loosening matts and tangles. It also takes a few minutes off drying time. It leaves the coat shiny and it smells wonderful. *Julie Alderman, Julie's Pet Grooming, Banning, CA*

I love the *Double K Refurbish Conditioner*. (Request Reader Service Card #6447) It gets in there and loosens up all the undercoat, making brush out easy and quick. Hence the name *Refurbish*. It has proteins that conditions the hair shaft making the coat extra soft. *Robin Boyd, Sloppy Kisses Grooming Spa, Richmond, VA*

The best product we have been using recently is the *Quadruped Botanical*

Shampoo. (Request Reader Service Card #6448) It does a wonderful job at loosening undercoat, it is a great degreaser as well as whitener and smells fresh. *Janine Kiriluk, Perfect Paws, Medford NJ*

My favorite time saving tool is the *Master Groomer Flexible Brush*. (Request Reader Service Card #6439) We call it the "miracle brush" in our salon. It demats in less time with less pulling and pain to the dog. I also am a huge fan of my *Shark Fin* shears! (Request Reader Service Card #6445) Man they save my wrist! I love, love, love them. *JJ Smith, Salon Manager at PetSmart in Alpharetta, GA*

I swear by *Coat Handler Products* (Request Reader Service Card #6496) in the Grooming Department. The conditioner they came up with IS a God send. I have been using *Coat Handler* over 20+ years and will continue to do so. *Shelly Mileti, Island Grove Kennels*

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Joanne's Ah Ha's



Over the many years I have been grooming, I have learned to be pleasant to keep my day enjoyable. You have heard it said, "Smile when you talk to someone on the phone, because they can hear it in your voice."

The same applies to grooming. If you're unhappy, frustrated or annoyed, the pets "pick this up" and get nervous and anxious and stop co-operating and doing what we want. Then when they are reprimanded, they struggle more and we get more upset. I have found that if I'm having a day like that, it is best to stop for a while and relax. If you are too busy to do that, you are JUST TOO BUSY.

Joanne Russell

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Debbie Ross, a groomer from Crystal River Fl, said "I cannot tell you how cool it is when you show a client their dog's teeth after using *PlaqClnz* and the owner's mouth

drops open in disbelief! The product is better than the manufacturer claims."

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Christine Pawlosky wins cover photo of Groomer to Groomer



(L-R) Michel Raviol of Les Poochs, Christine Pawlosky winner of the Les Poochs Poodle Challenge, Mario DiFante Executive Director of Pet Fashion Week.

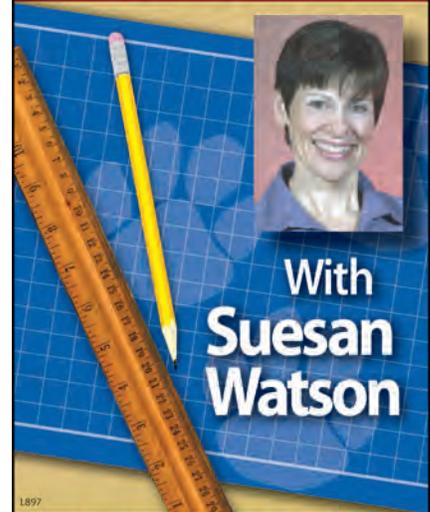
Christine Pawlosky amazed the crowd with her styling talent at *Pet Fashion Week* in New York City. The cover photo on this issue is from her win at the *Les Poochs Poodle Challenge*. *Pet Boutique & Spa* magazine, also published by *Barkleigh Productions*, was a proud sponsor for the grooming competition.

The Les Poochs Poodle Challenge was an invitational grooming competition that focused on the

return of artistically designed and sculpted Poodle coats. World famous manufacturer *Les Poochs* was founded with the concept of providing the finest quality products for the pampered Pooch. Using only the finest ingredients from around the world, the Pooch line features conditioning fragrances, finishing shampoos, creme rinses, natural botanical extracts, organic treats, brushes and more. *For more information on Les Poochs, request Reader Service Card #6576.*

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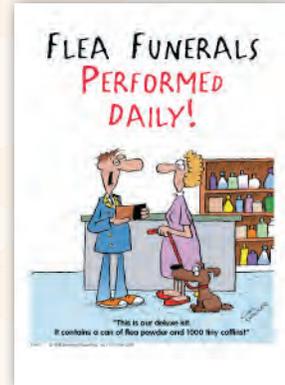
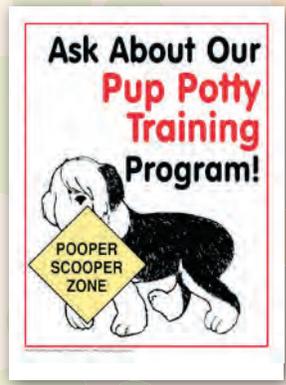
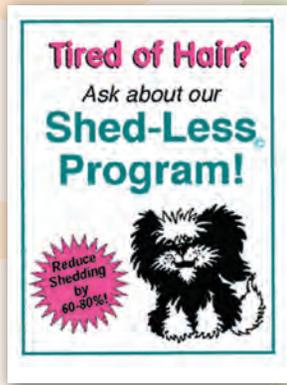
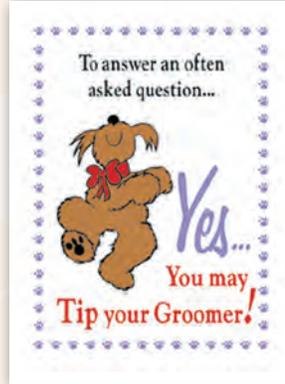
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#5009	Tip Sign Komputer Reminder Card	\$15.95
#5011	Flea Funeral Komputer Reminder Card	\$15.95

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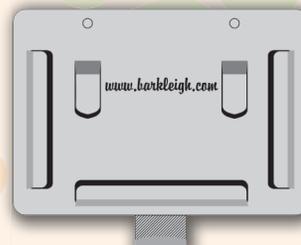


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#907	50 Kennel Camper Cards	\$13.95
#908	100 Kennel Camper Cards	\$25.95
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#1952	5 Kage Kard Holders 3x5	\$27.95
#1953	10 Kage Kard Holders 3x5	\$49.95
#1954	Kage Kard Holder 5"x8"	\$7.95
#1955	5 Kage Kard Holders 5x8	\$37.50
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www.barkleigh.com

ALASKA PET PRO CRUISE 2010

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HAWAII PET PRO CRUISE 2011

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ARIZONA

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Featuring Ryan's Pet Supplies Open House

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CALIFORNIA

GROOM AND KENNEL EXPO 2010 WEST COAST PET INDUSTRY TRADE SHOW

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www.groomexpo.com

FLORIDA

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Fall Convention**
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Orlando, FL
(877) 570-7788

NDGAA "Fun in the Sun" Show
10/30/2009 – 11/1/2009
Kissimmee, FL
(724) 962-2711
ndga@nationaldoggroomers.com
www.nationaldoggroomers.com

GEORGIA

Atlanta Pet Fair
3/4/2010 – 3/7/2010
Atlanta, GA
(770) 908-9857
atlantapetfair@yahoo.com

IOWA

Iowa State Professional Dog Groomers Midwest Groom Fest

10/16/2009 – 10/19/2009
Marshalltown, IA
(319) 372-5360
peavinelanepetspa@yahoo.com
www.iowaprofessionaldoggroomers.com

KENTUCKY (OHIO)

PETQUEST 2010

7/22/2010 – 7/25/2010
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info@barkleigh.com
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MARYLAND

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Baltimore, MD
(717) 691-3388
info@barkleigh.com
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NORTH CAROLINA

Cat Grooming Seminar

10/10/2009 – 10/11/2009
Greensboro, NC
(336) 852-9867
hayley@nanhall.com

RHODE ISLAND

New England Pet Grooming Professionals Fall Festival

11/6/2009 – 11/8/2009
Warwick, RI
(508) 799-5236
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PENNSYLVANIA

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2010 Calendar

Bahamas Pet Pro Cruise

1/17/2010 – 1/24/2010
Baltimore, MD

Groom & Kennel Expo 2010

2/11/2010 – 2/14/2010
Pasadena, CA

Alaska Pet Pro Cruise

May or June 2010

PetQuest 2010

7/22/2010 – 7/25/2010
Ft Mitchell, KY (Cincinnati OH area)

Groom Expo 2010

9/9/2010 – 9/12/2010
Hershey, PA

2011 Calendar

Hawaii Pet Pro Cruise To Be Announced

Groom & Kennel Expo 2011

2/10/2011 – 2/13/2011
Pasadena, CA

PetQuest 2011

7/21/2011 – 7/24/2011
Ft Mitchell, KY (Cincinnati OH area)

Groom Expo 2011

9/8/2011 – 9/11/2011
Hershey, PA

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CANADA

ODGA Fall Groom Fest

10/03/2009 – 10/04/2009
Kitchener, Ontario
www.odga.camp7.org

Canada Grooms

11/15/2009 – 11/16/2009
Oakville, Ontario
www.petsupplyhouse.com/canadagrooms

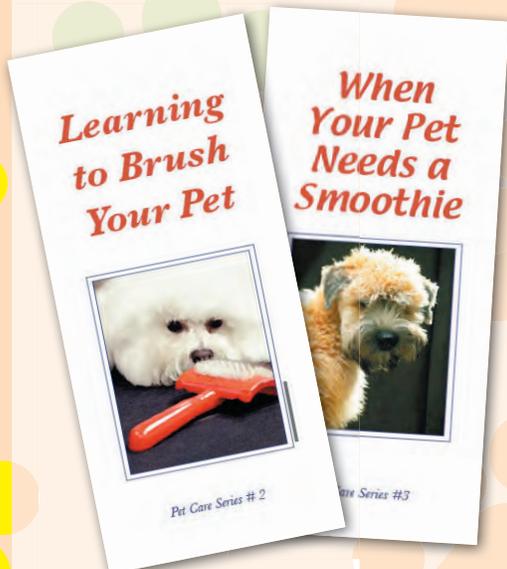
Proverbial Wisdom

*Stop listening to teaching
that contradicts what
you know is right.*

Proverbs 19:27
The Living Bible

To list your event, send it to sally@barkleigh.com

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!

Brushing (#PS-2)

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

Smoothie (#PS-3)

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

Puppy's First Grooming (#PS-4)

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

Flea (#PS-5)

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

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3" x 5" Run-Kard is completed at each visit and attached to the run. Contains all the up-to-date information you need about the pet. The back contains a boarding release for your protection, which is signed and dated by the owner. You'll wonder how you ever lived without them!

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#589	100 Boarding Kennel-L-Kards	\$13.75
#590	500 Boarding Kennel-L-Kards	\$59.95
#591	1000 Boarding Kennel-L-Kards	\$99.00
#592	2500 Boarding Kennel-L-Kards	\$215.00
#593	5000 Boarding Kennel-L-Kards	\$350.00

5" x 8" Kennel-L-Kard Extenders (BKK)

#901	100 Boarding Kennel-L-Kards Extenders	\$13.75
#902	500 Boarding Kennel-L-Kards Extenders	\$59.95
#903	1000 Boarding Kennel-L-Kards Extenders	\$99.00
#904	2500 Boarding Kennel-L-Kards Extenders	\$215.00
#905	5000 Boarding Kennel-L-Kards Extenders	\$350.00

3" x 5" Run-Kard (BRK)

#594	100 Boarding Run-Kards	\$10.50
#595	500 Boarding Run-Kards	\$39.75
#596	1000 Boarding Run-Kards	\$62.95
#597	2500 Boarding Run-Kards	\$125.00
#598	5000 Boarding Run-Kards	\$200.00

Calendar Paws

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.



5/8" Small Calendar Paws

#601	100 Calendar Paws - Small	\$7.95
#602	1000 Calendar Paws - Small	\$55.00

1" Large Calendar Paws

#599	100 Calendar Paws - Large	\$8.95
#600	1000 Calendar Paws - Large	\$59.95

Super Sampler Pack

See Our Cards Before You Buy! Try Them on Your Clients!

- Reminder Kards
- Klient Kards
- Thanks for Coming Card
- Sympathy Cards
- Klip Kards
- Kennel-L-Kard
- Kennel Run Card
- GroomOgrams
- Kennel Sales Slip
- Grooming Sales Slip
- Happy Camper Card
- Pet Report Cards
- Pet Release Forms
- Little Angel Award
- Pet Care Series
- Groomer to Groomer Magazine
- Off Lead Magazine
- Pet Boutique & Spa Magazine ... and More!

Only One Sampler Per Business!

#677	1 Super Sampler Pack	\$9.95
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Order online at www.barkleigh.com • (717) 691-3388

REQUEST READER SERVICE #6516

Reminder & Klient Postcards



MV-1



R-1



R-2



R-3



R-5



R-7



R-4



R-6



R-9



M-1

Inexpensive • Convenient • Colorful

Just stamp your salon name, address, and mail them!

Fantastic as Total Reminder Program or between GroomOgrams!

The Back Sez ...

MV-1 (back) See you at our new "digs!"

R-1 (back) Dear _____, You are probably very busy toy-tossing, napping and dining on gourmet canine cuisine. But, I know you like to look your very best. So, I'm sending this little reminder just to say that it is time for you to be groomed again. Please call for an appointment at your earliest convenience. Thank you. Your Groomer.

R-2 (back) Is your pet trying to tell you that he needs to be groomed? If so, please call for an appointment at your earliest convenience, before he finds the scissors! Your Groomer.

R-3 (back) All dogs benefit from regular professional grooming. For your pet's continued good health, please call for an appointment at your earliest convenience. Thank you. Your Groomer.

R-4 (back) Dear _____, I know you like to look your very best, smell your sweetest and feel great! Please remind your "Best Friend" that you are now due for a professional grooming. Thank you. Your Groomer.

R-5 (back) ...to remind you that your pet is due for professional grooming. Please call for an appointment, at your earliest convenience. Thank you. Your Groomer.

R-6 (back) Grooming is a PURR-fectly wonderful experience... when performed regularly. Call now for your pet's next appointment. Your pet will PAWS-ively love you for it! Your Professional Groomer.

R-7 (back) Just a reminder that your pet is scheduled for a professional grooming on: _____ at _____. If it's im-PAWS-ible to keep this appointment, please call at once. Thank you.

R-9 (back) It's been Paws-ively wonderful serving you and your pet. Hope to see you again soon!

M-1 (back) ...but just can't find "hide nor hair" of your pet. Is your pet okay? Have you moved? Was your pet's last grooming satisfactory? You are important to us and we'd like to hear from you. Please call at your earliest convenience. Thanks.

Postcards Cost Pennies ... But Reap \$\$\$!

Give Your Clients a Gentle Nudge for Grooming!

Reminder Cards

(Indicate Style # When Ordering)

May Be Mixed in Packs of 100

#574	20 Reminder Postcards	\$10.50
#575	50 Reminder Postcards	\$21.95
#576	100 Reminder Postcards	\$31.95
#577	500 Reminder Postcards	\$127.95
#578	1000 Reminder Postcards	\$198.00

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REQUEST READER SERVICE #6516

Groom-O-Grams



Exciting digest-sized 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
- Leave at Vets, Clinics and Humane Societies
- Encourages future appointments
- Educates Your Clients
- Doubles as an Appointment and Reminder Card
- Undated – Use Them Anytime!

Groom-O-Grams PAY FOR themselves in NEW and Increased Business!

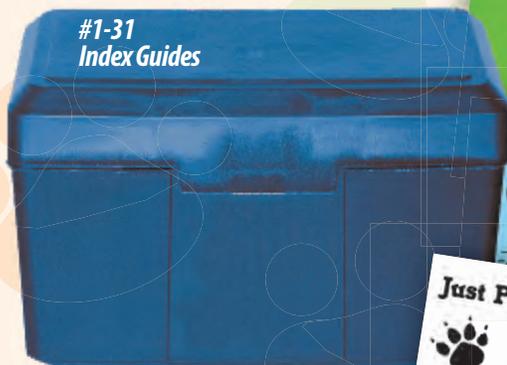
Over 10 Million Sold!

Standing Order Program! Save 15% on your next order of Groom-O-Grams! Mark Your Order Form! No obligation to future purchases. Cancel 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

Revolving Reminder System



Boost your income without getting one new Client!

Keep a steady flow of clients in your grooming shop year round! Get your clients in every 4, 5 or 6 weeks with this complete ready-to-use system!

Includes:

- 5" x 8" File Box
- #1-31 Index Guides
- 200 of our most popular Reminder Cards (50 each: R-2, R-4, R-5, R-7)
- Instructions for instituting a Successful Reminder Program.

Revolving Reminder System

#676 1 Revolving Reminder System \$59.95

Business and Appointment Cards



High quality black raised printing on crisp white card stock. Choose one of our stock logos FREE.

High quality black raised printing on crisp white card stock. Choose one of our stock logos FREE. Instructions: Circle logo of your choice and print your six lines of type clearly on the Order Form. Allow three to four weeks delivery time.

#662	1000 Business Cards	\$49.95
#663	1000 Appt. Cards	\$49.95
#665	Extra Line of Type	\$2.95
#666	Custom Logo	\$19.95
#667	Custom Layout	\$25.00

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REQUEST READER SERVICE #6516

Pet Appointment Kards



These adorable dogs are printed on quality 2"x3-1/2" card stock. Great for grooming salons, kennels and veterinarians. Buy only the quantity you need!



Bathtub Appt. Kard

- #1936 100 Apt. Kards \$7.95
- #1937 500 Apt. Kards \$29.95
- #1938 1000 Apt. Kards \$43.95

Squares Appt. Kard

- #1939 100 Apt. Kards \$7.95
- #1940 500 Apt. Kards \$29.95
- #1941 1000 Apt. Kards \$43.95

Brown Appt. Kard

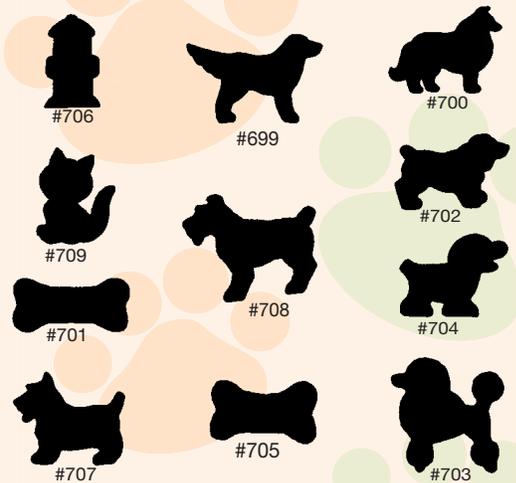
- #652 100 Pet Apt. Kards \$6.95
- #653 500 Pet Apt. Kards \$26.95
- #654 1000 Pet Apt. Kards \$39.95



Kanine Kookie Cutters

Sizes range from 2-3/4" to 4-1/2". Great for breed club treats, fundraisers, sandwich cutouts, treats for your customers' pets or kids, dough ornaments, and more. Dog Bone Recipes included FREE!

Poodle, Cocker, Scottie, Terrier, Collie, Setter, Mutt, Kitty, Large Bone, Small Bone, and Hydrant



- #710 Kookie Cutters – 2 Bones + Hydrant \$8.50
- #711 Kookie Cutters – 7 Dogs + Kitty \$19.95
- #712 Kookie Cutters – Complete Set \$27.95
- Kookie Cutters – Individual (Indicate #) \$3.95

Display Holder



This black metal holder will put your Groom-O-Grams, and Sympathy cards, at your client's fingertips for maximum appeal. Special built-in "angle" feature for best viewing and response. Buy several to place at Vets, Kennels, Pet Shops, etc. Keeps your Groom-O-Grams and Sympathy Cards neat and easy to remove.

Attractive header cards for Sympathy Cards will promote sales. For peg-board or counter top use. Width is adjustable from 2-1/2" to 7."

- #685 Display Holder \$5.95
- #686 Display Holder for GroomOgrams \$5.95
- #687 Display Holder for Sympathy Cards \$5.95
- #688 5 Display Holders \$26.95
- #689 10 Display Holders \$49.95

Gift Certificate Great for Pet Shops, Groomers, Kennels, Trainers and more!

These elegant parchment certificates, bordered with paws, are "just paw-fect" for gift-giving. Great for pet shops, Groomers, Veterinarians and Kennels. A nice way to show appreciation for referral customers, too. Rubber stamp your business name in the corner. Stub attached for your records. Certificates come with beautiful matching envelopes.



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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REQUEST READER SERVICE #6516

"TOP 10" PRODUCTS

New!

"Top 10" T-Shirts and Smocks!



Only \$19.95
2XL - \$21.95

Smock Special
only \$24.95

Purple, Black, Pink
S, M, L, XL, 2XL, 3XL

TOP TEN REASONS WHY IT COSTS MORE TO GET YOUR PET GROOMED THAN YOUR OWN HAIRCUT:

10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't give you a sanitary trim.
7. Your hairdresser doesn't clean your ears.
6. Your hairdresser doesn't remove the boogies from your eyes.
5. You sit still for your hairdresser.
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.
1. The likelihood of you pooping on the hairdresser is pretty slim.

Fun Poster for Your Salon!

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

This cute framed poster will stop all those remarks and replace them with a chuckle!

3 Sizes!

8.5 X 11
Clear
Stand-up
Frame Included
#6059
\$19.95

11 X 17
Clear
Stand-up
Frame
Included
#6058
\$29.95

24 X 36
Poster
(No Frame)
#6060
\$39.95

24 X 36
Poster Framed
#6043
\$59.00

Top Ten Reasons Why It Costs More To Get Your Pet Groomed Than Your Own Hair Cut!

10. Your hairdresser doesn't wash and clean your rear end.
9. You don't go eight weeks without washing or brushing your hair.
8. Your hairdresser doesn't give you a sanitary trim.
7. Your hairdresser doesn't clean your ears.
6. Your hairdresser doesn't remove the boogies from your eyes.
5. You sit still for your hairdresser.
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.
1. The likelihood of you pooping on the hairdresser is pretty slim.



Free Bag
with any \$50 Order!
at Groom & Kennel Expo



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REQUEST READER SERVICE #6517

OUR DEDICATION TO PERFECTION IS MORE THAN OUR PASSION
IT'S OUR TRADITION



NEED A CLIPPER THAT'S DURABLE, QUIET & EASY TO MAINTAIN?

- 12VOLT, DC ROTARY MOTOR PROFESSIONAL CLIPPER
- CONVENIENT BELTED POWER PACK FOR A 4-5 HOUR RUN TIME.
- THE LIBRETTO CLIPPER IS QUIET RUNNING SINGLE-SPEED PROFESSIONAL CLIPPER.
- 7 1/2" BODY, WEIGHING ONLY 130Z.
- 1-YEAR WARRANTY
- EASY TO REPLACE DRIVE TIP SYSTEM
- FAN COOLED MOTOR
- SEALED MOTOR REQUIRES NO MAINTENANCE OR REPAIR PARTS
- INCLUDES WAHL #10 COMPETITION SERIES BLADE
- NOW INCLUDES A NEW CLIPPER HOLSTER



PRODUCT TESTIMONY FROM
LISA LEADY, CERTIFIED MASTER GROOMER:
"I LOVE THE LISTER LIBRETTO FOR IT'S
SPEED AND EASE TO CLIP THE DOG PLUS I
DON'T HAVE TO WORRY ABOUT A CORD
GETTING WRAPPED AROUND MY TABLE!"



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COMPETITION SERIES
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YOUR ORDER WILL BE PROCESSED & SHIPPED TO YOU ON TIME AS PROMISED.

100% QUALITY GUARANTEED:
TO CUT FUR THE FIRST TIME USED. IF AT ANYTIME ANYONE IS
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BLADE, CALL WAHL AT 1.800.PRO.WAHL FOR AN EXCHANGE.

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