

Groomer To

"THE GROOMING INDUSTRY'S  
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# Groomer

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HONORS**  
WINNERS ANNOUNCED

**GROOMING  
SENIOR DOGS**

**DON'T  
FORGET  
TO DRESS  
YOUR PET!**

**GUIDELINES  
NEEDED  
FOR THE  
GROOMING  
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**EMPLOYEE  
PROBLEMS**



**Sam Kohl**

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**Cover**  
*Sam Kohl wins Sally Liddick Lifetime Achievement Award at the Barkleigh Honors banquet.*

Designed by Lucas Colton  
 Illustration by Lucas Colton

**EDITORIAL STAFF**

<b>PUBLISHER</b>	Sally Liddick sally@barkleigh.com
<b>EDITOR</b>	Todd Shelly todd@barkleigh.com
<b>ASSISTANT EDITOR</b>	Gwen Shelly gwen@barkleigh.com
<b>MANAGING EDITOR</b>	Deb Becker dbecker@barkleigh.com
<b>VP OF CREATIVE SERVICES</b>	Emily Veronikis emily@barkleigh.com
<b>GRAPHIC DESIGNERS</b>	Lucas Colton lucas@barkleigh.com Lance Williams lance@barkleigh.com Cindy Agonillo cindy@barkleigh.com
<b>PRESIDENT</b>	Todd Shelly todd@barkleigh.com
<b>CHIEF OPERATIONS OFFICER</b>	Adam Lohr adam@barkleigh.com
<b>ADVERTISING CONSULTANT</b>	Maggie Gellers maggie@barkleigh.com
<b>ADMINISTRATIVE ASSISTANT</b>	Sherri Shadle sherri@barkleigh.com
<b>PRODUCTION MANAGER</b>	Martha Lucas martha@barkleigh.com
<b>ACCOUNTS MANAGER</b>	Joyce Hoverter joyce@barkleigh.com

**COLUMNISTS**

Sally Liddick	Kathy Hosler
Teri DiMarino	Dawn Omboy
Dr. Boyd Harrell	Gary Wilkes

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**Off the Top of My Head** by Todd Shelly

**Sink or Swim**



Waking up to over 50 missed calls, texts, and Facebook messages asking if our show were cancelled was NOT the way we wanted to start our first Groom Expo since the retirement of our company founder, but that was exactly what Adam and I faced. Our big chance to show what we could do did not look too promising.

The weather reports for the area drastically changed, literally, overnight. What was minor quickly became historical flooding. Hershey, PA, was the epicenter of the Northeastern flooding. To make it worse, there are so many photo ops in Hershey for the national news to use. Hershey Park, the zoo, and best of all, submerged road signs that say "Chocolate Ave" were some of the more popular images.

Worsening the problem, every organization involved was telling a different story. Depending on who you called, you may have been told that the town was underwater, inaccessible, or being evacuated – none of which was true.

The challenge was convincing people that it was not as bad as was being portrayed (admittedly, it was bad, though). I just wanted to get the message out that the show was going on and that you could get here if you wanted. I trusted the individual groomer to make the decision as to whether it was worth it.

It was not easy asking people to believe me over the news, the state police, the host hotel, and of course, Facebook. Postings on Facebook nearly killed the show but ultimately probably saved Groom Expo. Getting the word out on Facebook was my first priority. I realized that was not going as well as I had hoped. Considering my bias toward the show, I probably didn't come across as the most credible person.

Slowly, people started checking in on Facebook when they arrived at the Hershey Lodge. They posted that it was tough getting there, but it could be done. That's all I wanted; give the groomers accurate information, and let them decide if they should make the trip.

That was helpful, but I needed to do something more drastic. I went to Skip, our BarkleighTV director, and told him I needed video as soon as possible. He hurriedly set up a video "command center" on the floor, and we sent Jay Scruggs out to get footage of the show. Showing companies set-up and the pre-show seminars taking place provided a visual that no amount of words could convey.

Shortly after the video was posted on Facebook, the attitude changed. The video served its purpose. However, I still had no idea if, given accurate info, the groomers would still come. The truth was that there were still a lot of challenges getting to the show.

I went to bed Thursday night knowing that we had almost all of our vendors and speakers at the Lodge. Now the question was, would the groomers show up? I had my doubts. Everyone had doubts. Friday arrived, and so did the groomers. They were there waiting for the trade show doors to open at 10 a.m., and they kept coming all day. Many arrived late, and most had a detour or traffic story, but they were there.

Throughout the weekend, the weather improved, and the flooding started to subside. Most of the roads were open by the end of the show. Attendance ended up being pretty good. Vendors reported that, despite everything, they actually did well.

Personally, I left for Groom Expo on the Wednesday before the show, knowing that my house was going to flood. I figured there was nothing I could do, so I packed knowing I would not have access to my house until after SuperZoo. Now nine days later, I'm finally heading home. I already know there is not extensive damage (although my newly landscaped garden is destroyed).

So now that everything is over and back to normal, I finally have time to reflect on what made all the groomers show up. I suspect they are just more tenacious and aggressive than the average person. Perhaps they are just smart enough not to believe the news (maybe they were jaded by coverage of the great east coast earthquake and of Hurricane Irene, which was supposed to devastate the East Coast). I'd like to think a little of it is that nothing will keep groomers away from Groom Expo.

I'm sure the reasons for braving the elements vary according to the person, but whatever the reason, it's a testament to the industry that they came. I, along with many others, am very thankful.

*Todd Shelly*  
 todd@barkleigh.com

# Don't Forget to Dress Your Pet!

by Dawn Omboy

Today I got a box in the mail. I was so excited as I opened the package containing small hat boxes and all sorts of bows. Some were banded, some were on clips, and some of them had fancy colored hair extensions attached. How absolutely adorable! One of the hats just so happened to be pink, and you know that is my favorite color! I couldn't wait to get home and try it on *Brook*, my Standard Poodle, who is pink with black and white zebra stripes down her back legs. (We decided to switch animal prints when the spots from her leopard pattern wore off.) Oh my, she looked like a church lady with that hat on! It's funny that we are as nuts as our clients sometimes.

Finishing touches can make or break a groom on a client's pet and are a way to get creative without adding hair color. As I worked on a Pekinese (let's just call

her *Spriggly*), I realized that sometimes it's all about the presentation. At the insistence of her owners (and against everything we know is good for the coat), we have always shaved *Spriggly* down with a 7F all over. She now grows out in sprigs all over her round body. Yes, she is loved, but the owners just do not want to deal with a lot of hair or the maintenance of that coat. Playing dress up with *Spriggly* was a lot of fun, especially with some of the finishing touch supplies we got from groomer and bow maker Tica Verret of *Tica's Dog Grooming Bows*.

Even though we make our own bows, we also love to purchase from other sources, like *Bardel Bows* (Request Reader Service #8348) and *Purple Poodle* (Request



Reader Service #8349), just to give our clients something new to "keep it fresh." Our clients love it when they get something new, and we don't

always have time to make our own. There is even a group of groomers who do a bow swap, sending out their favorite bows to other groomers and getting back creations in exchange. Talk about variety! I love groomers, and I love to dress my pet! Oh, and as for *Spriggly*, she got to model hats and even colored hair extensions. It made everyone, especially her mom, smile.

Queen of Color Dawn Omboy owns and operates *Klippers* in Columbus, GA. [www.klippers.com](http://www.klippers.com)

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## GROOMING SALON STYLES

# GROOMING SENIOR DOGS



By Kendra Otto ICMG

**AT ONE TIME OR ANOTHER, WE HAVE ALL HAD A HARD TIME GROOMING A SENIOR DOG. I WOULD LIKE TO SHARE WITH YOU SOME IDEAS ON HOW TO BETTER HANDLE THE DOGS AND THEIR OWNERS.**

For starters, a senior pet form is a must! This could help you out with those difficult owners that don't seem to understand what their pets go through. There are some available for purchase, or you can write up your own.

No matter the pet's age, it is extremely important to communicate with the owners and let them know of any changes in behavior. In some cases, the pet might need a vet-prescribed relaxant to calm them for grooming. You don't want this to come as a surprise to the owner, so keeping notes in your files of any medical problems and behavioral issues will help you in handling them. Also communicate to the owner that the shorter the coat is kept, the less often they have to come in. When pets get older, grooming is more about comfort and less about vanity.

The older they are, the earlier



their appointment should be. Older pets should always have early appointments, so they can be groomed straight through and not have to wait around while their anxiety levels are increasing. It is also better for the pet to be taken potty right after grooming. Their organs don't work like they used to, and it is our job to keep them comfortable.

Something as simple as putting the pet in the bathtub can set them off. If the pet is not acting normal in the presence of their owners and even the owner notices this, more than likely the behavior will not get better. It will only worsen when the

owner leaves. The owner should then be told that, in the pet's best interest, they should be examined by the vet before returning for a groom.

### WATCH THE VITAL SIGNS

Seniors tend to stress and have anxiety attacks a lot more easily than younger pets. It is very important to know how to handle pets in these situations. Keep an eye on their breathing and gums. They should not have labored breathing. If they do, that usually means that they are one of the following: overly stressed, in pain, or having a respiratory problem, heart failure, or heartworms. Testing the gums or looking at the inner eyelids is an easy way to check the vital signs. The color of their gums should be pink. Some dogs have spotted or black gums, and they can be difficult to read. If this is the case, gently pull down the lower eyelid and examine the tissue inside; it should also be pink.

You can easily test their gums by applying pressure with your finger. In that area, the color of the gums will temporarily turn white, and then within seconds, they should bounce back to pink. The color code for both the gums and inner eyelids is as follows: if they are gray, purple, or there is a very

*Continued on page 10*

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slow color bounce-back, then the pet is probably in shock. If they are blue, then the pet is lacking oxygen. If they are white, then there is internal or external blood loss. If they are red, then the pet probably has gingivitis or is fighting some kind of an infection. In some cases, red gums can also mean that there could be toxins in the pet's system.

Knowing CPR and being certified in it will not only help you handle pets in crisis, but your clients, knowing that you are certified, will be more comfortable with you.

**BONUS:** Adding that you are certified in CPR into your advertising could also bring you more clientele.

## BATHING AND DRYING OPTIONS

For the senior dogs (and any pet) that stress easily, it is better to dry them without the nozzle. Gener-

ally pets will have an anxiety attack while being bathed or dried. If you have a pet that happens to have an anxiety attack, wrap them in a towel and hold them until they calm down. Once they are calm, put them in a quiet area to relax for a bit. If they are still wet, put them in a cage with a cool fan on them. Call the owner to let them know it will take a little longer than normal today and in the future because of the cage drying.

Another option that I have found to be really successful is to have the owner bathe the dog at home and let them air dry the night before their groom. (You will also need to tell them that because the pet is not blown dry, it might not be as even as they are used to.) If the pet is calmer for the groom, then keep them as your client. If the pet does not show any signs of improvement, then recommend them to a vet for grooming and thank them for

the years of dedication to you.

## GROOMING TIPS

When it comes to grooming the senior dogs, I like to let them sit or lay down as much as possible to make them comfortable. When it comes time for them to stand, there are several different grooming aids available on the market. My favorite aid, which I use on all seniors, helps them stay standing so they do not wobble off the sides of the table, and it keeps them close to the grooming arms, so they don't back off table. Another option is a sling that their back end sits in.

## CLIENT EDUCATION

Educating your clients on how to properly care for their pets is not only important to the pet but can also boost your retail sales.

If the pet does not get groomed monthly, they should still be in for a

Continued on page 12

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nail and pad trim every 3-4 weeks. Keeping the nails short means less wear and tear on their joints, because they will be walking on their pads and not their nails. Keeping the hair on the pads short means more traction for the pet.

For the pets that have a hard time getting around, there are also several products on the market that you can suggest. For example, regular dog boots with traction and rubber balloon-like boots that are both reusable and disposable will give them more stability on their feet. You can also urge your client to get their pet on some sort of joint supplement. It is better to start earlier in life so that it helps prevent joint problems, but they will also notice a difference in their older pets if taken regularly.

Pet massage therapy is a great way to relax your clients and help them as they get older. There are several certification programs out

there. Choose the one that best fits you and your clients. Keep in mind that only those who are certified in canine massage should be practicing on clients.

For bladder support and for pets that are prone to urinary tract infections, a holistic vet can suggest a proper diet, and a cranberry supplement can be added into their food.

I have found that the eyes, ears, and teeth tend to feed off each other. If the teeth are bad, the ears usually are really waxy or infected, and the eyes have staining. If the ears are infected, then the eyes tend to run more. I have found success using enzymatic products to clear up the ear problems, and then the eyes usually clear right up, too.

There are several products available to assist with getting plaque and tartar off teeth. For example, there are gels, sprays, powders, brushes, scalers, and

water tools. The product that works the best for my own personal pets is a gel that I put on the teeth daily. From there, the dogs usually will chip the plaque and tartar off themselves while chewing hard bones. For my 15-year-old Poodle, I have to scale her teeth, because she doesn't have many back teeth left to chew bones.

*Kendra graduated from the Great Lakes Academy of Professional Pet Styling in 1997 and started competing in creative styling. She soon moved onto regular classes and won multiple Best in Show and Best All Around Groomer awards, the Will Stone Memorial Award and the Liz Paul Scissoring Award. She has been on the 2007, 2008 and 2009 GroomTeams. Kendra is on the Chris Christensen Systems Pro Staff. She works closely with Woburn Scottish Terriers, and actively fosters dogs. She works at The Barker Shop in Countryside IL.*



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**W**hen it comes to animals, we all possess a certain “common knowledge.” For instance, bats are blind and monkeys “ape” or imitate each other. As popular books, television and movies focus on animals, our knowledge grows in quantity, but not necessarily in quality. All too often, animal behavior is explained in general terms that may be either mildly inaccurate or totally mistaken. This type of superficial explanation may create more questions than answers. Here are some examples of the “unasked questions” and some suggestions about possible answers.

If dogs are den animals, why do you have to “crate train” them? It is often assumed that because wild canines are born underground they instinctively like being confined. This is an example of a big assumption based on a superficial observation. In nature, puppies are exposed to the den from the moment their

eyes open. They are not born elsewhere and then seek the den the way that sea turtle hatchlings instinctively crawl toward the ocean. A more reasonable explanation might be that the puppies “learn” to use a den. If there is an instinct involved in the common canine practice of “denning,” it is probably possessed by pregnant dogs who are about to deliver puppies. The interplay between the mother’s instinct and the puppies’ ability to learn creates the behavior, not a simple gene. That’s why many dogs show great resistance to being confined in a crate and must be taught to use one.

If cats are naturally solitary creatures, why do they insist on laying down on your newspaper? While cats tend to live solitary lives in the wild, their behavior is greatly affected by early socialization. Kittens that are raised apart from humans become reclusive and wild. Those kittens that are handled and social-

ized to people tend to be affectionate and loving pets -- and gluttons for attention.

If dogs can smell fear, why would that make them attack you? The belief that a dog identifies the smell of human fear misses the mark by a great distance. If the primary means of deciding to attack a human is based on scent, then a frightened human has a perfect defense. Simply wet your finger and stick it up in the air. If you are down-wind, the dog cannot smell you. If you are up-wind -- move! Unfortunately, this up-wind/down-wind observation will not help you to avoid a bite. The primary cues that dogs use to determine which humans should be attacked are visual and tactile. Direct eye contact, towering over the dog, stiff jerky motions and touching the dog at the head, neck or shoulders are the real culprits. Coincidentally,

*Continued on page 16*

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those cues happen to be the same ones dogs use as aggressive displays. While the human is reacting fearfully (staring at the dog, moving stiffly, bending over and letting the dog sniff the hand) the dog is reading signs of aggression. It is not the smell of fear the dog is sensing, it is this sight of a threat.

If a cat does not use a litter box because it is dirty, why do they eliminate on the same piece of carpet? The answer is -- they don't. The secret to this paradox lies with investigating the backside of the carpet. Felix didn't urinate on exactly the same spot each time, he merely used the same general location. Once the carpet is lifted you will see a shot-gun pattern of concentric circles. The cat picked a fresh spot of carpet each time it urinated. Many cats sniff a spot before they eliminate. If that spot is soiled, the cat moves six inches away and

tries again. While there might be some overlap of urine stains, it is a sure bet that the cat was standing on a clean spot when it urinated.

If these alternative explanations are intriguing, there are many more for you to find. The simplest method for broadening your knowledge of animals starts with asking the right questions. To help you get started with your quest for better understanding, here are a few sample questions to whet your appetite.

- If dogs are so fastidious that they will not foul their own nest, why do they eat poop?
- If dogs only obey people who can be the "pack leader", why do they all obey doorbells - even if the pack leader doesn't want them to?
- If dolphins are so smart, why do they keep getting caught in tuna nets? (Tip of the hat to Eric Cartman)

- If you punish your dog hours after he soiled the carpet, why not reward him hours after he "sits."
- If a dog "hates" men, how would he react to a man in drag?

*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 in 1992. He currently has a full-time, veterinary referral based behavior practice in Phoenix, Arizona and is an author, a columnist and feature writer for Groomer to Groomer and Off Lead & Animal Behavior magazine. Contact Gary at wilkesgm@aol.com or visit www.clickandtreat.com.*

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# Sweet Potato Pie

By Emily Rupe



When asked about my profession as a mobile groomer, there seems to be this widespread delusion of grandeur. Surely our days are similar to an episode of *MTV Cribs*: full of ridiculous mansions, *Bentleys* and *Aston Martins* parked out front, and former *Playboy* bunnies lying out by the pool waiting to hand over their precious purse-sized poodles. Come on, in this economy, who else could afford a luxury such as mobile grooming? I can only imagine the crack I would create in the public's perception as I pull into this quiet nursing/assisted living home out on the edge of town.

It is time for Mr. Abbott's quarterly grooming appointment for his beloved *Sweet Potato*. This six-pound Yorkie has a face that only a mother

or someone with cataracts could love. With only three teeth in his head and his tongue permanently hanging out to one side, there is no question that this is no AKC breed standard specimen. Found behind the facility and essentially feral, this little toy terror refused capture by any of the staff for weeks. Then one day as Mr. Abbott was outside, he glanced at this little ruffian, and the wild Yorkie ran up to him. *Sweet Potato*, as Mr. Abbott dubbed him, has never left his side since and even helped him through the grieving process of his wife's passing last year.

I have to say this is one of my favorite appointments. As I leave the van, I'm greeted by the "red carpet" crowd – the residents who line

the main entrance in their rocking chairs and always send me a smile and a "How are you doing, young lady?" They all know I'm *Sweet Potato's* hairdresser and inquire if I'm here today to make him smell good.

Once inside, it is time to track down Mr. Abbott. Despite getting a call 15 minutes prior to the appointment, Mr. Abbott still has a tendency to forget that I'm on my way to make *Sweet Potato* handsome. We try his room, the common area, and the cafeteria before inevitably a figure of a grinning old man shuffling behind a walker comes into view. There, perched in-between the handrails of the walker on a shelf with a crochet blanket, sits *Sweet Potato*.

Mr. Abbott reluctantly hands me

*Continued on page 18*

his companion, who is terrified to leave his human. With the shaking potato clutched to me, I return to my van and the task at hand. While suffering from the common Yorkie oil slick, this full-coated pup hasn't a knot to be found. His doting dad not only mashes food for him each day but dutifully combs his long tresses. Despite only visiting the groomer every three to four months, this dog is in better shape than some of my more frequent clients.

Reverting back to his feral days, *Sweet Potato* screams and cries in fear. He shakes and redecorates my van in pee and poop. The only consolation is that with having only three teeth left, biting really isn't an option. Despite his wild behavior, I still love this little guy. He really is just terrified of anyone other than his daddy, and I look at him as a dear soul that gives his daddy just as much joy in return. Thankfully his daddy likes his long coat, so not

too much scissoring and clipping is required. As for the head, it is not the Sistine Chapel, but when you eat mush and love to do the Stevie Wonder head swinging, you get what you get and don't pitch a fit. As the pièce de résistance, *Sweet Potato* gets a bowtie and a spray of manly cologne.

Leaving the van and returning inside, the red carpet crowd fawn all over the freshly groomed Sweet Potato. He has amassed quite a fan club during his residence here. Once again, we begin the search for the one they call Mr. Abott. Luckily, this time he's in his room and looking under the bed. His memory failed him once again, as he thought *Sweet Potato* was hiding rather than getting groomed. His puppy leaps from my arms and dances over to a visibly relieved Mr. Abott. Daddy smooches all over him and rambles on about how handsome his little man is and how tonight he'll have to

come meet his lady friend at BINGO. As custom, I receive my payment in a small cardboard box. There, under the lid, is exactly \$45 in change. Every time I get that jingling package I have to smile. Mr. Abott scrapes up every penny so that his *Sweet Potato* can be pampered.

With the box under my arm, I begin the trek back to the van. Of course the resident DOM (dirty old man) lets out a whistle as I pass and asks if I can do his hair. It makes me chuckle as I am grateful that this time he didn't give the customary tush pinch. Once again, I pass the flanks of rocking chairs and receive the same warm smiles and waves. It's kind of bittersweet to see all the seniors so excited to see a dog groomer. It's a far cry from the mansions and elitists that so many believe comprise my business.

With each visit to the facility, it reminds me of who really uses mobile grooming. For the majority of my clients, it isn't a luxury but a necessity. Either they or their pet has a handicap or a medical issue, which doesn't allow for easy travel, or they truly cannot be separated from each other for hours on end. Those tend to be the more frequent reasons for my services. By making the trip to visit Mr. Abott and taking care of his prized pup, I really am making a difference and reminding myself of why I love grooming so much.

*Emily Rupe began her career in corporate America. After several years, she decided to take the plunge into mobile grooming and has been loving every minute of it. Working with Faux Paws® Mobile Grooming, you'll find her driving her rig "Ms. Daisy" all over the greater Orlando area. When Emily is not grooming, she's pursuing her other passion; writing. Her work has been featured on Faux Paws Pro blog and as a finalist in the Driven to Groom essay contest. She is also the author of Bathroom Trivia for the Mobile Pet Groomer.*

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# RICH CAHILL:

BY KATHY HOSLER

*FROM HOTS SAUSAGE TO "HOT" DOGS*



**"I'd rather work with dogs than with people,"** said Rich Cahill as he flashed an easy smile. "That's one of the reasons that I became a mobile groomer. I wish I had done it years ago."

"I was a manufacturing manager for over 40 years," explained Rich. "We made sausage casings for companies like *Jimmy Dean* and *Slim Jim*. Our products were sold all over the world. I had eight supervisors and 64 operators that worked under me."

Rich was very successful in his career, but deep down inside, he really wasn't happy. "I worked to make a living, buy a home, and provide for my family, but after all those years, I wanted out," said Rich. "I was looking for a second career, and I knew that I wanted it to involve dogs. I decided that it was finally time to do something that I wanted to do."

Rich's first attempt at becoming a businessperson in the dog world was somewhat less than a rousing success. "I started to make dog biscuits with plans to sell them," recalled Rich with a hearty chuckle. "My own dog didn't even want to eat them."

Rich knew that whatever he did, he wanted it to be something that he would look forward to each day and be excited about. He also wanted to be in control of his hours. He started researching dog-related careers and soon was drawn to the world of grooming.

"I enrolled in the *North Jersey School of Dog Grooming* in January 2004. I was still working full-time, so I went on Saturdays and during my vacation. I finished the course in just over a year," said Rich. "Three weeks before I graduated, I saw an ad for a brusher/bather on [www.groomers.net](http://www.groomers.net). (His online friends know Rich as "RC.") I thought it

would be ideal for me, since it was a part-time position on Saturdays, and I could still keep my manufacturing job."

Rich's first Saturday as a bather was also his last. Near the end of the day, his boss, Gail, asked him if he would like to groom a Labradoodle.

"Sure, how do you want me to groom it?" Rich asked.

"Just do what you think looks right," Gail replied.

The dog's owner loved the job Rich did and raved about the groom he put on her dog. From that day on, Rich was a groomer at the salon, and the owner hired another brusher/bather. Rich worked for Gail for over a year, but then she closed her salon.

"I decided to go mobile," said Rich. "I knew that I could start part-time while I was still working, and then I could groom full-time after I

*Continued on page 22*



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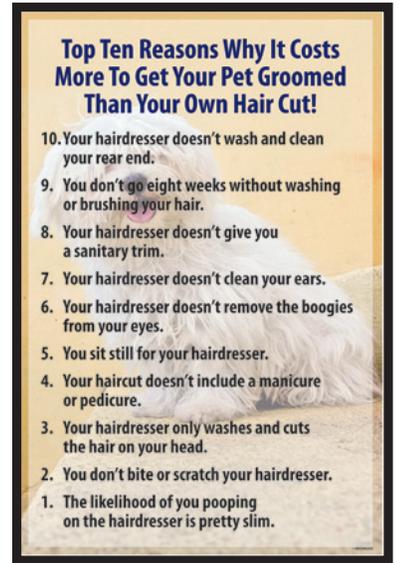
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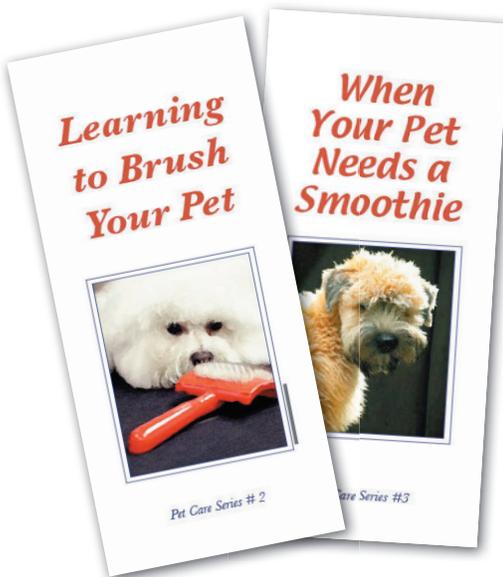
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retired.”

In October 2007, Rich opened *Doggie D'Tail Mobile Grooming* near Easton, Pennsylvania, and began to service customers in both New Jersey and Pennsylvania. Between his corporate job and his grooming business, Rich was on the go seven days a week.

“My sweet wife, Laurie, has always been really supportive of me,” said Rich. “She was very understanding when I spent all my Saturdays and vacation time going

to grooming school.” Rich added with a big smile, “She works with me now. Laurie does a lot of behind-the-scenes work; she makes calls and schedules appointments, does office work, washes towels, and even helps me clean my mobile trailer.”

Rich explained, “A lot of things that I learned as a manufacturing manager I brought with me into my grooming business – things like how to budget, the amount of supplies you need to keep in inventory, and planning ahead for repairs by

keeping backup parts. It really pays off!

“I go to *Groom Expo* every year and take all the classes I can,” said Rich. “I learned a lot in grooming school, but I learned so much more after going to the seminars and from people who have lived it.”

“In the beginning, I just waited for people to call me when they wanted an appointment for their dog. Now I have learned how to get them to pre-book their next appointments and keep their dogs on a regular schedule.” Then he added, “Now most of my people book for the entire year, and I’m so busy that I can’t accept new clients.”

His grooming career is everything that the corporate world wasn’t. No longer is Rich locked into the cold business community. Instead of making hot sausage, Rich now concentrates on creating “hot” dogs.

“Mobile grooming gives me something that the corporate world never could,” said Rich with a look of pure satisfaction on his face. “It’s just me and the dog from start to finish. I have music playing, and the whole experience is very calming for the dog.”

“For all those years, I went to work just to make a living. Now I’m doing something that I absolutely love. When you’re a mobile groomer, you become part of your client’s family,” said Rich. “Often, when I go to their house, they will invite me in and offer me lunch or other goodies. I know that I make a difference in their lives.”

“Most people go to work and only get to see a happy, wagging tail at the end of their day,” said Rich. “My days are filled with wags and kisses – and even more are waiting for me when I get home at night.”

Take a page from Rich Cahill’s book: *no matter how long it takes, or how difficult the journey, the satisfaction of doing what you love is a reward without equal.*



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# EASY MONEY

By Joe Zuccarello

## Loyalty oyalty

What is customer loyalty anyway? What is so important about customer loyalty? How can we master customer loyalty and put loyalty first in our business? In other words, how do we make loyalty “King” in our business?

By definition, loyalty is “faithfulness or a devotion to a person, country, group, or cause.” Some of us call loyal customers “regulars,” “frequents,” “steadies,” or “guarantees.” They fill our schedules with their pre-booked weekly or monthly appointments, and we think they are the most loyal customers we can have. When I ask groomers about

their loyal customers, these are the customers that come to mind. At first, I would have agreed with the groomers, but after taking a step back and really looking at it, these are the most frequent customers.

We have many more customers than we may think who fit the definition of “loyal.”

Now that we are not confusing the words “loyal” and “frequent,” we need to understand what makes loyal customers so important and how can we get and keep more of them in our business. Loyal customers are those who have made a decision to do business with you even though they have other choices to pick from – sometimes less expensive or more elaborate choices. Loyal customers feel good about doing business with you. Loyal customers are your biggest fans, often speaking your praises and passing your business cards to their friends, family members, or even strangers on the street who ask them where they get their beautiful little dog groomed. Loyal customers will bend their schedule for you on days when you may be ill, need a vacation, or simply need more time to complete



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Continued on next page

their pet's grooming because it is the holidays and you are slammed. Loyal customers are not always the most frequent but are the most faithful to you, even if they only visit you once every six months. Loyal customers rely on you as much as you rely on them. Don't overlook the less frequent customers and mistake them for less loyal.

How do we get and keep more loyal customers? There are some basic principles you can employ to further solidify the relationships you have with your customers and to foster new loyal relationships.

**1. Understand your role.** Your role is that of the expert. You know more about what the pet needs other than just a haircut or nail trim. Be a partner with the pet parent in the pet's health and well-being. You may not be a veterinarian, but you should have more knowledge than the pet owner as to the needs of the pet's skin and coat, the pet's oral hygiene, and even the pet's behavior. Take care not to diagnose, but be a resource and refer the pet owner to the correct people or products that can help them with these issues. Your customers look to you to be the expert. Learn as much helpful information as you can, and be sure to pass it along to your customers at every opportunity. Take every opportunity to pick up some additional knowledge you believe your customers would find helpful. Purposely seeking out helpful information will also give you some variety in your daily routine. Make a point every day to learn something and teach someone.

**2. Set standards.** If you are the only person working in your business, then focus all of the following effort on yourself. For the vast majority of businesses out there, you probably have others working for you. A client is more apt to be loyal if they feel comfortable and confident in your abilities as a business, not just as an individual. For this

reason, set strict standards for your staff to follow so they can deliver the same level of service and quality you would. Their official title may be different than yours, but when it comes to business, all employees share the same name: the name of the business.

**3. Enhance EVERY experience.** Every customer visit should be just as exciting as the very first time they entered your facility. *Disney* capitalizes on this concept better than most businesses. For some avid *Disney* buffs, it doesn't matter how many times they have been to the theme parks; they will gladly go back time and time again because of the feeling they get and the experience they have. For these people, every other theme park pales in comparison. For our businesses, we don't have to change much, but we need to be careful not to take the customer's visit for granted. They need to feel important every time they visit, or you may lose them to someone else who makes them feel important as you once did. We do a great job of exciting new customers in an attempt to gain their business away from our competitors. We forget sometimes that our competitors would love the opportunity to make our "regulars" and "steadies" feel important.

Easy money? Is there such a thing? It takes work to build a business: physical and mental work. I am not sure who first coined the phrase, but it is so true. "If it were easy, everyone would do it." As always, I wish you the best.

Treat your customers like royalty, and they will reward you with loyalty.

*Joe Zuccarello is a National Accounts Sales Manager for Tropiclean, Naturally Green Products. To find out more about Tropiclean Shampoos and Tropiclean Fresh Breath Made Easy! dental products, please visit [www.tropiclean.net](http://www.tropiclean.net) or call 800-542-7387.*



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BY DR. MICHAEL FLECK

## UNIVERSAL, UNIFORM GUIDELINES NEEDED FOR THE GROOMING INDUSTRY?

In my August 2011 article, "Playing the Blame Game," I concluded that you as a groomer can feel comfortably safe in your performance if you "use high-quality products for bathing and conditioning, master new grooming techniques for styling before using them on the owner's pet, read articles in the trade magazines that improve your grooming knowledge, attend educational seminars frequently, and maintain your grooming equipment." I follow up with this statement: if you follow those rules, "you will have nothing to fear."

"Nothing to fear," as far as countering litigation initiated by a veterinarian or pet owner, probably isn't totally accurate. Because there is no groomer licensing or a universally accepted groomer certification, groomers have little to protect themselves from litigation. There are specialty certifications but none for the "general groomer."

Licensing or generalized cer-

tification exists for barbers, cosmetologists, estheticians, tattoo artists – the list goes on and on. What is the best benefit of licensing or certification for an industry? It is an easy response: protection with "structural standardization for minimal performance, housing facilities, well-kept equipment, and quality products to promote a healthy condition for the pet." Certification should be sanctioned and created by a creditable organization(s). For the grooming industry, general grooming certification might be created by the *NDGAA (National Dog Groomers Association of America)*, *NCGIA (National Cat Groomers Institute of America)*, *IPG (International Professional Groomers)*, *ISCC (International Society of Canine Cosmetologists)*, another national or international groomer organization, or better yet, by a collective effort with each group. I personally think that the decision for certification or licensing should be left up to the groomers themselves. Licensing would obviously be mandatory; certification would be voluntary. One of the two might be helpful, raise the level of grooming from vocation to profession, provide a safety net for litigation, and elevate all groomers to perform at minimally accepted standards.

There is a growing number of quality "grooming schools." Organized education and training is a movement in the right direction. Through schooling, the new groomer

is more adequately prepared when entering the industry. As with all professional educational institutions, each school has its own curriculum unique to itself. At the same time, most include, and should include, a core of coursework common to all. Is schooling followed by apprenticeship the wave of the future?

Currently, it is safe to say that the pet grooming world is fragmented at best. With more people entering the grooming industry through formal education, though, there is better uniformity of knowledge and protocol. That uniformity provides guidelines for minimal standards acceptable in the grooming world. The challenge to the industry is to embrace uniformity for all groomers, whether they are apprentice-trained or trained formally. Until that is accomplished, if a groomer is in litigation, to whom can he or she turn for a creditable ally? When the veterinarian or pet owner puts the blame of injury or medical issue on the back of the groomer, the groomer is still essentially on his or her own. Only the grooming world can change those conditions.

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The

# Groomer's Roundtable

## Roundtable Question:

- What problems do you experience with employees?

Customer follow up. We have set up an in-house calling policy to call our customers back to make sure everything is OK.

Finding qualified people that want to work for the customer, not themselves.

Attitude and laziness, making them understand I'm the boss and what I say goes and a NO Tolerance policy!

Being late. I first have a talk with them and if that doesn't work, I get rid of them.

I have had very good staff. I have only fired one person in many years. Most want to work here and are wonderful. The only complaint about groomers would be that some (not many) want to tell me how to run the shop and I can't tolerate that.

Rushing the grooming process. We hold weekly meetings to address the week's issues.

Tardiness/not showing up on time. Three strike policy, and you're fired.

The number one problem with employees is that they don't care about the business the way the owner does. As long as they are making their money, they have no desire to go above and beyond what is necessary to make that money. Trying to institute a new policy or add-on service is next to impossible, without laying the law down and being the bad guy. With my busy life, I elected to no longer have employees. When I'm ready to open that bigger salon again in the future, I will offer incentives to encourage the employees to adapt to the new policies and add-on services, as well as promote each groomer individually, so they can get their own clients. When the client wants YOU, then you have an obligation to keep that client happy.

Laziness. I think I just push it under the rug when they are awesome with everything else. Previously theft. Police involvement in one case, but I am now careful not to leave things of value out.

I think this is a loaded question, as owners we can never make

*Continued on page 30*



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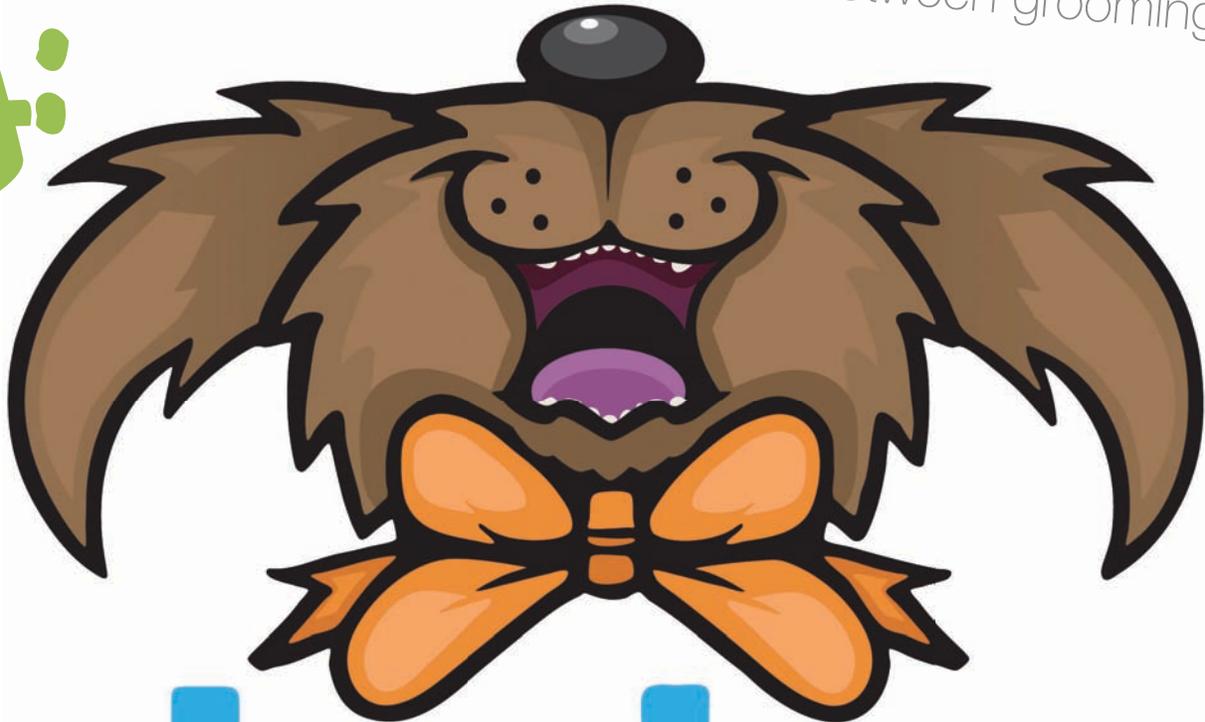
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“How can I educate my customers about pet safety?”

**“Where can I find everything my clients and dog-owning friends need to know about the health and happiness of their pets?”**

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“How can I teach my clients how to care for their pets between groomings?”



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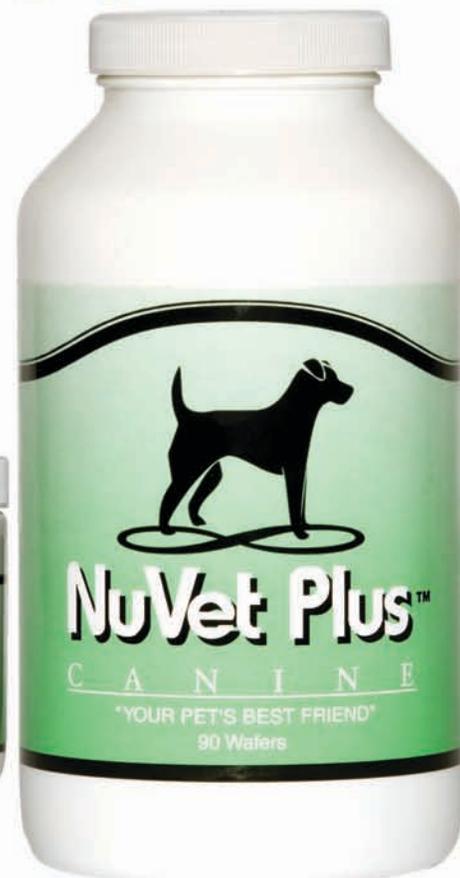
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everyone happy. I think my number one complaint is, my groomers do not want to open\close or clean up beyond their table and personal space.

Drama! Showing up on time. We deal with only one employee at a time. Turnover is big right now for our bathers.

Time management. I talk to the employee in private.

I would say time and attention to detail. I want them to have the same high standards I do.

Doing as instructed on the client's card.

My number one problem with my employees is that they believe that quality isn't important. That the dog owners don't notice if the finishing is good or poor. I have to talk a lot with them about what that says about us as a business and groomers, that we don't appreciate our customers and their pets. If we say that we love our job and animals then it

has to be as perfect as we can do it.

1. Not a thorough bath and brush out, fluff, etc...
2. Use too much product in the tub on animal
3. Roughing in
4. Finishing pads and nails
5. Not checking anal glands
6. Just not clean to our policy and liking
7. Complaining
8. Nervous around animals

My main issue with my employees is how they treat each other. We have several women in a small area and there tends to be a lot of cattiness and gossip that goes on. I try to have a no tolerance policy for rudeness towards others. When someone brings a she said, she said to me I tell them I want only the actual facts and then remind them that when someone starts to gossip about another associate that they should nicely say, "I'm sorry, I really don't want to be a part of this conversation." It doesn't always work, but I like to think

they are getting better.

Conflicts between them. I explain to them how to resolve the issues without unnecessary drama/tension/anger.

Keeping them. I treat my employees very well. I am a big believer in a good, fun work environment. Being a small shop though, the pay can be inconsistent.

I think my #1 problem with employees is keeping the peace in the grooming room. I let everyone I hire know that getting along with each other is one of the biggest requirements for the job, second only to their grooming skills. This past year I have had to shake it up a little, but the peace is worth it! I have five groomers and four of those have been with me for many years, and I hope will be there for many more to come.

They don't do the work the way they are trained. They always have to do it a different way. Sometimes I leave them alone as long as

*Continued on next page*

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it gets the job done. I am one with one employee so I try not to get to Bossy about things. Employees never do it the way you do it and as long as I get the same results, I'm happy. If not, they do it again the way they were trained. But I'm up front about it when I hire employees. I may be hard to work for, but it's my name out there. Most of them understand.

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Here are some ideas to add to your GroomOgram promotion program.

- Northerners flock to the South to soak up some sun during the cold winter months. Take advantage of these potential patrons by placing GOG's in area restaurants, hotels, motels, campgrounds, exhibits, tourist information centers, veterinarian office, and kennels that don't offer grooming.
- When the back-to-school slump hits, send out your GOG's.
- Call some of nursery schools in your area and put on a short dog care demonstration at the school. Give each child a GOG and a treat to take home to their pet. You'll be a hit with the kids, and their

parents will remember when it comes time to get Fido groomed.

- Call your ASPCA and ask if you can put on a grooming demonstration. This can be advertised free of cost in local newspapers. Give a GroomOgram to each person attending.
- Take GOG's to pet shops and veterinarians' offices. Point out the flea product information on the GroomOgram. They'll be more than glad to pass out your GOG's.
- Give a special 10% "Back to School" discount to your regular customers and mark that special on your GOG. Remember GOGs and postage to mail them is tax deductible as an advertising expense.

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# DOG GROOMING AS A PROFESSION

*Getting Down to* BUSINESS  
BY TERI DiMARINO



I'm straying from my series of health articles this month. I need a bit of a break from the serious stuff that has filled my head and my desk for the past several months. My husband, Jeff, is probably thanking me for this as he usually proofs my articles for me before I send them in to *Barkleigh*. He began wondering why in the world I became a dog groomer, given all the sordid health issues I have been addressing lately. He can be a bit squeamish, and some of the topics I have covered do require a somewhat stronger constitution.

I think my parents had different things in mind for me as I was growing up, and dog grooming definitely was not included in the mix of family career planning. While other kids were selling lemonade, I was marketing fruit punch. I confused

guidance counselors. A private academic school wasn't sure what to do with an artistically inclined, creative rogue with a "Type A" personality, but of course, it wasn't called that back then. I was different, as many of us pet groomers are. I was a bit difficult, and I just wasn't fitting the mold. I hated molds! So I went into retail, and I loved it. But something was missing.

I did not have a dog when I was growing up. Cat, yes. Dog, no. I so envied my friends who had dogs. I was extremely jealous (and still am) of friends who had the opportunity to interact with horses, which was not an easy or inexpensive hobby in New York City. When the opportunity to move out of NYC and buy a pet shop in Florida arose, I jumped on it. Little did I know what the future held for me.

Pet grooming was actually a by-product of my business. I became a groomer by default when the groomer-in-residence walked out over a "tax issue" shortly after I bought the shop. So I picked up the clippers and a book. My first client wanted a Town & Country trim on her brown Toy Poodle. I executed the style as best as I could, and the client cried when she picked the dog up. I swore that I would never let that happen again. And it never did! I made a commitment to educating myself in this field, and pet styling has been a life passion for me ever since. It has provided me with an income that has enabled me to make a decent living, raise my family, and travel extensively. It has also provided me with the best friends a person could ever ask for.

Have you ever noticed that when someone asks you what you do for a living you have to say "dog groomer" twice? It's like they didn't hear you right the first time or they just didn't believe you. People really don't believe that a dog groomer would ever travel for business, because so many people just don't see grooming as a business. Just ask my friend, Kathy Rose, about her run in with a U.S. Customs clerk on her way home from a European trip. Detained in U.S. immigration, Kathy was grilled like a hamburger by the clerk, who believed that she was lying. In the clerk's thought process, dog grooming is not a "real" job and dog groomers couldn't possibly make the kind of money that would provide for overseas travel. She

*Continued on next page*

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had to be hiding something. (Never mind that Kathy was one of the top competition stylists in the U.S. and was returning from a World Team competition.)

One day I actually had a client tell me that he had to drop off the dogs early because he had a “real” job. I told him to take his dogs home if he thought what we did wasn’t real. His wife called shortly afterwards, bashing her husband’s stupidity and begging me to take the dogs. She was great, but what was really sweet is that she made him bring the dogs back. He sheepishly arrived with the dogs in tow and also treated us to a very nice delivered lunch that day.

Pet grooming has taken me all over the world, and I am extremely grateful for the opportunities I have had. In fact, I am probably judging a grooming competition in Sao Paulo, Brazil, as you read this. I have been fortunate to travel to many European countries, Australia, New Zealand, Korea, and Canada, of course. While some of these have been quick turn-around working trips, I have had the opportunity to parlay many of them into unforgettable adventures with my husband, Jeff, who I met “in the industry.” All this in the name of dog grooming!

I like being involved in an uncommon career: something that is not taught in mainstream schools or researched by those guidance counselors who didn’t know what to do with me. It’s too bad that they just don’t get it even today. There are so many young people out there who would fit into our wonderful little world. Grooming has set me aside from the “norm” and helped me identify true friends who respect what I do from casual ones who just don’t get it. My mother is proud, which is important to me, and my daughter thinks what I do is “normal.” No, I never became a doctor or lawyer, but this is far better for

me. It’s different, and I always liked being a bit different. A question game we have played among friends asks, “To get where you are in your life today, without changing a thing, would you do it all again?” I’ve faced many heartaches and struggles. I’ve had lots of good times and many tough times. There have been a few disappointments and even a couple of regrets. But my stock answer to the initial question is always, “I would do it all again in a New York minute!”

THANK YOU!

I am writing this in a plane at about 32,000 feet, traveling from GroomExpo in Hershey to SuperZoo in Las Vegas. I was honored to have been nominated for the Barkleigh Honors Journalist of the Year and, through your considerate votes, was awarded this honor. I want to take this opportunity to thank all of you who took the time to support these awards and vote for your favorites, and I am pleased that I am one of them. I appreciate your taking the time to read my articles and offer input: good, bad or indifferent. It’s the readers of a publication who keep the authors inspired and motivated. I thank my friends, Sally Liddick

and Gwen Shelly, for encouraging me to write and giving me the forum in *Groomer to Groomer* magazine. I wish them both many years of wonderful retirement while the new regime, headed by Todd Shelly and the terrific staff of *Barkleigh Productions*, continues to bring these educational vehicles to groomers around the world. Thank you all so very much. You make me feel like I am doing a decent job, and I hope to continue to do so for many years to come.

*An industry veteran, Teri has owned and operated successful salons and mobiles in Florida and California. A winning grooming contest competitor, Teri was a member of three GroomTeam USA Gold Medal teams. A multi Cardinal Crystal Award winner, Teri is a popular speaker, judge at seminars and trade shows across the United States, Canada, Europe, South America, Korea and Australia.*

*Teri has written for all the industry publications calling Barkleigh Productions home in the position of Industry Consultant and author for Groomer To Groomer magazine.*

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# 2011 Barkleigh Honors Awards

Salutes the Pet Grooming Industry and Those Who Have Helped to Make It Great.

by Kathy Hosler



**Sam Kohl**

*Sally Liddick Lifetime Achievement Award*



**Michell Evans**

*Competitive Groomer of the Year*



**Sam Hoi**

*Up and Coming Groomer of the Year*

“This will be the first time that our industry has had an all-encompassing award ceremony to honor exhibitors, groomers around the country, and competitors,” said Todd Shelly, president of Barkleigh Productions, Inc., as he welcomed an overflowing crowd to the inaugural *Barkleigh Honors Awards Banquet* held in conjunction with *Groom Expo* in Hershey, Pennsylvania. The awards consisted of 15 categories that ran the gamut from *New Product of the Year* and *Website of the Year* to *Contribution to the Industry*. Each category is very significant in making our industry what it has become today.

The evening began with an elegant dinner, which was artfully prepared by the talented *Hershey Lodge* chefs. While everyone enjoyed the fine cuisine, Maestro Dennis Geib filled the ballroom with music as he played the concert grand piano. A beautiful video presentation on the big screens was accompanied by his various arrangements of “How Much Is That Doggie in the Window?” The attendees were treated to well-known favorites as well as original compositions from Maestro Geib’s latest album, *Shear Spirit*, which he created especially for the grooming industry.

Dinner was interrupted when a sudden wave of cheers and applause burst out and everyone rose to their feet as Sally Liddick, founder of *Barkleigh* came through the doors. Sally had been in the hospital battling some serious health challenges, and it was feared that she would not be able to make it to *Groom Expo*. Neither her medical problems nor the torrential rain and flooding that hounded the Hershey area before the *Expo* could keep Sally away.

The festivities started with a time of recognition and roasting of long-time industry icon, Frank Rowe, on the occasion of his retirement. Frank has always been known for his snazzy attire and quick wit, and that night was no exception. Frank appeared at the honors podium wearing a flashing bow tie, his trademark smile, and a red, curly hairdo that he must have borrowed from *Little Orphan Annie*.

Frank was treated to some good-natured roasting about his life, how he got the name Franko-Banko,

*Continued on page 36*



**Angela Kumpe**

*Competitive Creative Groomer of the Year*



**Lori Craig**

*All Time Favorite Creative Cover*



**Chuck Simons**

*Contribution to the Industry*

# The Star in the SunDancer "Curcumin"

Solid Gold's new dry dog food, **SunDancer**, continues to be our outstanding new product which contains curcumin. Curcumin comes from the root of the turmeric plant which comes from India. Curcumin has a 4,000 year old history of addressing a variety of health problems-internally and externally. You have tasted curcumin in mustard. It gives it the yellow color and spicy flavor. It's also put in bath water for skin irritations.

Dr. Roberta Lee, who is an expert on curcumin, talks about the praises from the World Health Organization, studying the longest living people on earth. These people live in Okinawa, near Japan. Curcumin is their daily spice, they chew the leaves like gum. The National Library of Medicine cites 1,491 studies on curcumin as of Jan. 2006, for its potential healing powers that include a variety of problems (prostate cancer, reduction of tumors, clearing malaria viruses, lowering cholesterol, Alzheimer's, etc). Dr. Lee is a graduate of the Integrate Medicine Fellowship Program at the Andrew Weil, M.D., University Of Arizona School Of Medicine.

Now you know why Solid Gold includes curcumin in its new dry dog food. SunDancer is available in 4 lb., 15 lb. and 33 lb. hermetically sealed vacuum-packed bags. We do not recommend emptying out the contents into another container. The act of pouring exposes the food to air. Open the bag take out what you need and close it using a bag clip or clothes pins. The bags are 93% sealed after that. During shipping, the bags on the top jiggle and press down on the top of the stack. The one way valve lets the air escape out and helps to keep the food fresh longer. The contents are good for a year in the vacuumed environment. We do not use animal/chicken fat which can go rancid. We do not use chemical preservatives and SunDancer contains NO GRAINS OR GLUTEN.

In 1958, the US Congress was so impressed by the healing properties of curcumin for cancer that they wanted to fund a study. The pharmaceutical companies objected and lobbied against it. They said it would cut into the revenue of their cancer drugs. One company said that if the curcumin were that effective, they would synthesize it and make it into a prescription drug. All research on cancer and curcumin was stopped.

In 1971, President Nixon tried to bring back the curcumin/cancer research. But Watergate stopped that.

The owner of Solid Gold has been raising Great Danes for 50 years. She has a black Dane mix that is 17 years old. The dog's muzzle was completely gray. However, after six months on SunDancer, all the grey went away and the black hairs came back.

Other incidental improvements cleared up - tear stains, ear infections, chewing at the feet and bladder stones. Dogs with epilepsy and diabetes also improved. Some dog foods reduced their big bags to 28 lb., Solid Gold is still a full 33 lb. bag.



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**Frank Brown**  
*Gwen Shelly Cordiality Award*



**Andis/Bob Ehler**  
*Sponsor of the Year*

*The 2011 Barkleigh Honors Awards was a very special evening for everyone who attended – and next year promises to be even bigger and better.*

his fondness for the ladies, and even about his friendship with Elvis Presley. After he was presented with his special *Barkleigh* award, Frank announced that his fiancée was in the audience. When he asked her to stand up and be recognized, the crowd roared with laughter as at least six ladies stood. That's Frank Rowe for you!

Everyone's attention then focused on center stage for the presentation of the *PetSmart GroomOlympics Best in Show* award. Over \$25,000 in prize money was awarded during the two days of tournaments that featured groomers in three skill divisions.

Kathy Rose introduced the members of the *IJA (International Judges Association)* judging panel (headed by Vivian Nash), which had determined the winners of the two-day competition. Connie Bailey, Regional Salon Training Manager of *PetSmart*, was there to assist with the trophy presentations and to award the cash prizes.

The Level 1, Level 2, and Level 3 first place winners of each of the four tourna-



**Breathe Healthy Mask/Eric Vahey**  
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**Christina Pawlosky**  
*Speaker of the Year*



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

## *Store Vantage* 1/4

READER SERVICE CARD #8383



**Lisa Leady**  
Judge of the Year



**Dawn Omboy**  
Contribution to Creative Grooming

ments entered the ballroom, and they circled the room one by one before going up on the stage to await the judges' decisions. Maestro Dennis Geib played his special musical composition, *Ring of Champions*, as the dogs were being presented.

As the crowd voiced their approval for each winner, the judges prepared to award the *PetSmart Best in Show* honors. Amid thunderous applause and cheers, Melissa Fidge, with her stunning West Highland White Terrier took the *Best in Show* honors and became the 2011 *GroomOlympics World Champion*. She was soon surrounded by trophies, orchids, and a great big check as people hugged and congratulated her on her colossal win.

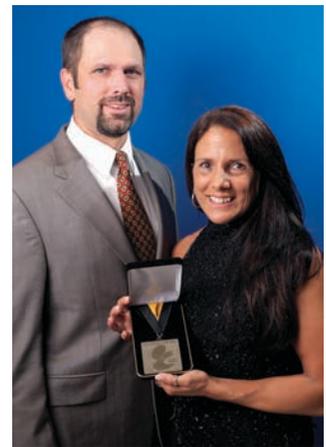
Excitement filled the ballroom as the time drew near for the presentation of the *Barkleigh Honors Awards*. Jay Scruggs was the emcee for this portion of the program, but he was nowhere to be found. Finally, Todd Shelly called Jay's cell phone and informed him that he was late and that everyone was waiting for him to present the awards.

*Groom Expo* was being broadcast live this year and a camera happened to be following Jay when he got Todd's call. The entire audience watched as Jay ran frantically through the convention center (stopping to give a grooming hint or two), made a quick stop at *The Bears' Den* to check out their snacks and video games, asked for directions to the ballroom, and then dashed to his room to get a quick change of clothes.

With clothes in hand, he entered the



**Teri DiMarino**  
Journalist of the Year



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

Continued on page 38

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**Barbara Bird**  
Blog of the Year

elevator, and the doors closed. When the elevator doors opened again, there was Jay Scruggs – all decked out from head to toe in his emcee attire. He made a quick dash to the ballroom and the waiting nominees. As he came up on the stage, he received a well-deserved round of applause for his performance.

Quickly the mood in the ballroom turned to great anticipation as the 2011 Barkleigh Honors Awards were about to be presented. Excitement filled the air as this first-ever event was about to make industry history.

As each nominee in a category was announced, his or her picture appeared on the huge video screens on each side

of the stage, and the audience clapped and cheered their resounding approval for each one. When the winner was announced, that person came up on stage to receive the award and say a few words about what it and the pet care industry means to him or her.

During a break in the presentations, a spoof commercial for *Groomer Has It 3* was shown on the big screens. Barkleigh himself and other groomer contestants were shown preparing for the show. Soon the fur was flying in this “anything goes” competition where hedge clippers (and a ghoulish grin) were the tool of choice for one of the competitors. With all the scheming and trash talking going on, no one was safe from attack. What a show!

During another break in the awards ceremony, Emily Rupe, of “Driving Ms. Daisy” fame in *Groomer to Groomer*, told a hilarious story about two of her clients and the hoops she had to jump through to please them. Emily had the audience rolling in the aisles as she related the clients’ requests and how she came up with solutions to please and delight them.

The final *Barkleigh Honors Award* of the evening was the *Sally Liddick Lifetime Achievement Award*. It was presented to industry legend Sam Kohl. As he accepted his award, a slide show of his many achievements and years of contributions to the industry were shown.

The 2011 *Barkleigh Honors Awards* was a very special evening for everyone who attended – and next year promises to be even bigger and better.

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The Pet Care Quarterly

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# All American Grooming Show in Review

The *All American Grooming Show* reports record attendance at its annual event recently held at the Westin Hotel in Wheeling, Illinois. Nearly 1500 attendees maintained a steady flow throughout the weekend. The trade show hosted 68 vendors in 97 booths.

The show also offered 57 lectures covering everything from bathing basics to business management. In the competition arena, there were 66 contestants with 161 entries in *GroomTeam Sanctioned Classes* and 19 entries in *Special Classes* (Abstract Design and Creative Styling). New this year was a fun “Knock Your Socks Off” Smock Contest which was creative, entertaining, and also raised some money for charity when several designers allowed their smocks to be auctioned off.

The *All American* will be celebrating its 40th consecutive show next year, August 9-12, 2012 at the Westin North Shore Hotel in Wheeling, Illinois. For more information, request Reader Service Card #8347.



Lindsey Dicken wins Best in Show and Best All Around Stylist with judge Lisa Leady and Andis Representative.

## All American Grooming Show Contest Results

**Best in Show** Lindsey Dicken  
**Best All Around Stylist** Lindsey Dicken  
**Best 1st Time Competitor** Melanie Vincent

### Toy/Miniature Poodles

*Entry Division:* 1st - Mackensie Murphy,  
2nd - Jennie Krezel, 3rd - Kim Novakoski  
*Intermediate Division:* 1st - Lori Gulling,  
2nd - Ellie Kinnunen, 3rd - Butch Singson  
*Open Division:* 1st - Michell Evans,  
2nd - Lindsey Dicken, 3rd - Michelle Breen  
*Group Level:* 1st - Mackenzie Murphy,  
2nd - Michell Evans, 3rd - Lindsey Dicken  
*1st Time Competitor:* 1st - Kimberly Wilson

### Terriers

*Entry Division:* 1st - Nicholas Waters,  
2nd - Novica Zugic, 3rd - Cindy Oliver  
*Intermediate Division:* 1st - Sam Hoi,  
2nd - Lisa Baxter, 3rd - Ashley Waters  
*Open Division:* 1st - Shannon Moore,  
2nd - Michell Evans, 3rd - Michelle Breen  
*Group Level:* 1st - Nicholas Waters,  
2nd - Novica Zugic, 3rd - Shannon Moore  
*1st Time Competitor:* 1st - Kimberly Wilson

Continued on page 40

Cindy Oliver wins first place in the Creative Styling Contest for “Monkeying Around.”



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### Standard Poodles

*Entry Division:* 1st - Novica Zugic, 2nd - Mackensie Murphy, 3rd - Melanie Vincent  
*Intermediate Division:* 1st - Nicole Kallish, 2nd - Tabatha Feerick, 3rd - Sam Hoi  
*Open Division:* 1st - Heather Shultz-Roozee, 2nd - Michell Evans, 3rd - Tammy Siert, L  
*Group Level:* 1st - Heather Shultz-Roozee, 2nd - Michell Evans, 3rd - Nicole Kallish  
*1st Time Competitor:* 1st - Melanie Vincent

### Potpourri

*Entry Division:* 1st - Christina Brandon,

2nd - Glenda Essic, 3rd - Kim Novakoski  
*Intermediate Division:* 1st - Lisa Baxter, 2nd - Abbie Osgood, 3rd - Ashley Waters  
*Open Division:* 1st - Amy Triezenberg, 2nd - Lindsey Dicken, 3rd - Tammy Siert  
*Group Level:* 1st - Amy Triezenberg, 2nd - Lindsey Dicken, 3rd - Tammy Siert  
*1st Time Competitor:* 1st - Jessica Farmer

### Sporting

*Entry Division:* 1st - Lara Latshaw, 2nd - Novica Zugic, 3rd - Jennie Krezel  
*Intermediate Division:* 1st - Sharon Helgeson,

2nd - Ellie Kinnunen, 3rd - Lisa Baxter  
*Open Division:* 1st - Michelle Breen, 2nd - Amy Triezenberg, 3rd - Danielle Fox-Burns  
*Group Level:* 1st - Michelle Breen, 2nd - Sharon Helgeson, 3rd - Ellie Kinnunen

### All Other Purebreds

*Entry Division:* 1st - Marie Winkeler, 2nd - Shyann Coffey, 3rd - Nicholas Waters  
*Intermediate Division:* 1st - Wai Sam Hoi, 2nd - Nicole Kallish, 3rd - Shannon Knoop  
*Open Division:* 1st - Lindsey Dicken, 2nd - Jeri Hoppe, 3rd - Kelly Knight  
*Group Level:* 1st - Lindsey Dicken, 2nd - Wai Sam Hoi, 3rd - Jeri Hoppe

### Abstract Design

1st - Kelly Knight  
 2nd - Amy Triezenberg  
 3rd - Penny Underhill

### Creative Styling

1st - Cindy Oliver, *Monkeying Around*  
 2nd - Angela Kumpe, *The All American Poodle*  
 3rd - Sarah Thompson, *Go For The Goal*

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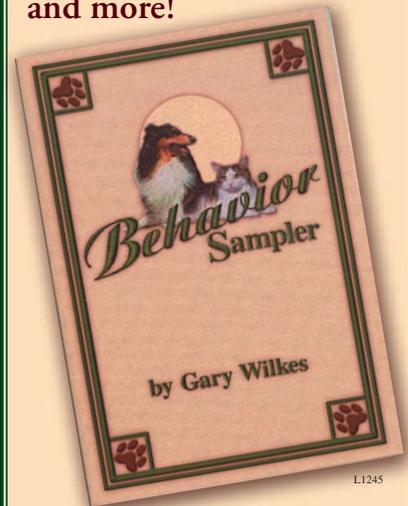
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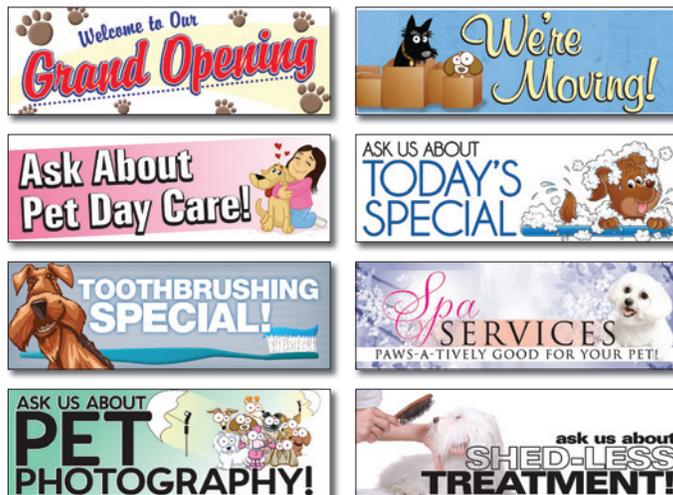
### Gift Certificate (#GC)

#603	10 Gift Certificates/Envelopes	\$9.95
#604	25 Gift Certificates/Envelopes	\$22.00
#605	50 Gift Certificates/Envelopes	\$40.00
#606	100 Gift Certificates/Envelopes	\$75.00
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#6382	6'x2' Shed-Less Treatment	\$49.00

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Operator? Could you please connect me with the local grooming salon, ASAP?

Seriously, you could groom your own dogs and cats if you don't mind getting soaking wet and having a headache or sick-chapped with hair. Of course, the walls and floors end up covered with wet hair too. It is possible to dry your own dog or cat at home with a human hair dryer as long as the motor doesn't overheat and burn out. Of course, they just takes into account a short-haired kind of pet, such as a Beagle, Labrador Retriever or a Boston Terrier. If you own a breed that has long hair or that has to be styled, it would need to be done by a professional.

And, of course, a book so that you can copy the patterns for the different styles! The last eight or nine haircutting manuals look too good because good grooming skills take years to develop, but maybe your friends and the neighbors wouldn't notice the difference... A professional groomer spends years learning how to groom all breeds of dogs and cats. The pet professional invests a fortune in equipment and products that make your pet's visit to the salon a pleasant and rewarding experience. The groomer clips your pet's nails, trims his ears and if necessary, removes wax from your pet's ears. He or she will also trim your pet, apply flea and tick preventatives, clean your pet's teeth, and give your pet a bath. Some groomers will even brush your pet's teeth, trim up and deliver your pet to you. It is usually

the groomer who finds the first fleas or ticks of the season on your pet, gets rid of it, and helps you choose a flea and tick prevention program. If a groomer notices that your pet has a potential medical problem, he or she will suggest that you get the pet to his veterinarian. If you have a short-haired breed, the way that the dogs and cats are styled and brushed by a professional groomer removes a lot more hair than you can at home — and the more is left at the grooming salon, of course. It's a little like eating out — you don't have to do the dishes, or in this case, clean up all the hair! It just makes sense to have the grooming to do! All that you will need to do at home is brush and comb a few times a week and remember to call and make your pet's grooming appointment!

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.

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# GROOM & KENNEL EXPO 2012

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

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

*Groom & Kennel Expo 2012* will feature educational seminars to sharpen your skills and grow your

business. Your favorite industry experts will be onsite offering a variety of topics including: grooming, animal behavior, boarding and daycare, spa services, business management and animal health.

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

*Groom & Kennel Expo 2012* will also be home to exciting grooming

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

For more information on *Groom & Kennel Expo 2012* visit [www.GroomExpo.com](http://www.GroomExpo.com) or request Reader Service Card #8350.

# GROOM & KENNEL EXPO



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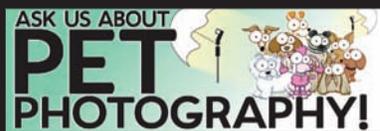
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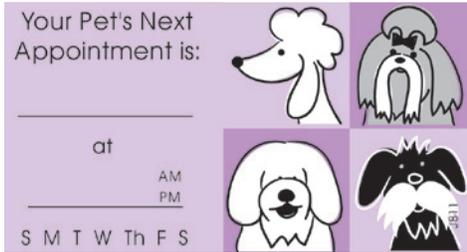
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- GroomOgrams
- Kennel Sales Slip
- Grooming Sales Slip
- Happy Camper Card
- Pet Report Cards
- Pet Release Forms
- Little Angel Award
- Pet Care Series
- Groomer to Groomer Magazine
- Dental Kards
- ... and More!



**Only One Sampler Per Business!**

#677	1 Super Sampler Pack	\$9.95
------	----------------------	--------

## PET REPORT CARD



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

### Pet Report Cards (#PRC)

#657	20 - Pet Report Cards	\$6.95
#658	50 - Pet Report Cards	\$13.95
#659	100 - Pet Report Cards	\$25.95
#660	500 - Pet Report Cards	\$99.00
#661	1000 - Pet Report Cards	\$159.95

*My Groomer Sez...*

My coat was in excellent condition.

I could use more brushing and combing.

I had fleas and/or ticks.

I should see my Veterinarian for: \_\_\_\_\_

Other: \_\_\_\_\_

Groomer's Remarks

**MY PET'S REPORT CARD**

A+ I was A Little Angel!

B I was a Paw-fect Pet.

C I was satisfactory.

D I'll Try harder next time.

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

I should be groomed in \_\_\_\_\_ weeks.

My next grooming appointment is: \_\_\_\_\_ at \_\_\_\_\_

**Indicate Pink, Blue or Tan!**

panel. SMPP's sliding gates use a space-saving design that doesn't open into the aisle and safety for employees because the gate itself takes the force of a jumping dog as it opens. The gates are 70" tall and are available in widths 4 ft. - 8 ft. The gates slide open, but hinge open and swing wide for cleaning. *Stone Mountain* swinging gates give kennel operators more options in terms of size. The company makes them in seven widths from 24" - 96" and two heights 46" and 76". The gates bolt directly to *Stone Mountain's Express Kennel* panels to create ready-to-use kennels. *For more information, request Reader Service Card #8312.*

### Davis Manufacturing's New Shampoo

*Davis Manufacturing's* new *Sulfur Benz Shampoo* helps groomers and veterinarians shampoo in relief for pets suffering from skin conditions associated with



seborrhea dermatitis, non-specific dermatoses and bacteria. *Davis' Sulfur Benz Shampoo* contains 2.5% Benzoyl Peroxide, 1% Micronized Sulfur and 1% Salicylic Acid, the most effective ingredients for providing relief of skin conditions such as these that require a keratolytic formula. Because shampooing aids in opening hair follicles, *Davis Sulfur Benz Shampoo* facilitates better absorption of the healing ingredients which in turn promotes healthy new skin growth. The ready-to-use formula can be used to aid dogs and cats. *For more information, request Reader Service Card #8311.*

### Epi-Pet's Natural Ear Cleaner

*Epi-Pet's Natural Ear Cleaner* is designed to improve the overall health of a pet's ear. *Epi-Pet Ear Cleaner* is a combination of gentle, yet effective, ingredients



that removes wax, debris and dirt, and helps reduce the formation of bacteria, fungus and yeast. The dual effect of this ear cleaner promotes a healthy ear canal and skin lining of the ear. Its unique formulation uses humectants, like galactorabinan, to draw moisture out of the ear canal to help keep it dry. *Epi-Pet Ear Cleaner* is safe for puppies and kittens. *For more information, request Reader Service Card # 8310.*

### Flea Repellent Plus with Yucca

Quadruped announces *Flea Repellent Plus with Yucca*. *Yucca's* natural water softening properties penetrate the shells of fleas and ticks causing their instant and safe elimination. The product contains natural lemongrass scent which acts as a repellent. *Flea Repellent Plus with Yucca* can be used as a spray for bedding and is safe for puppies. *For more information, request Reader Service Card #8247.*





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*Deb Becker*  
Groomers Club  
Coordinator



[www.GroomersClub.com](http://www.GroomersClub.com) W1510

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## The Last Word

by Sally Liddick



### When the time Comes...

When it comes to the closing chapter of a pet's life, what do you have to offer as a pet care professional? You are the confidant of many pet owners. They brought their dogs to you as squirming puppies, and you groomed those dogs through the adolescent years when they were matted and tangled from swimming. Now age has set in. Your clients call you about every problem. They ask for your advice on boarding and daycare. Have they discussed how they will handle the end-of-life issues for their beloved pets?

Recently, Gwen's dear rescue, Shay, began slowing down. A robust, 12-year-old, lab-like golden dog, Shay began to exhibit health problems. The strong, heavy-muscled head and neck began to get thin, and the veterinarian told Gwen there was not much he could do. Shay had a tumor, and it was best to let her live her life comfortably until the inevitable day.

A couple years ago, I was faced with the same situation. I called an industry friend, Rob Lauver, who operates a kennel, daycare, crematory, and pet cemetery in Pennsylvania. I did not want to drag my ill, rescued Afghan into a veterinary clinic. She was way too big for me to handle and very ill at ease in the veterinary setting. I didn't want this to be her last memory.

I called Rob. He arranged for a mobile veterinarian to meet at my house and do in-home euthanasia. The experience was so good that I would recommend it to anyone and did so with Gwen when she was faced with the same dilemma.

By this time, Rob had a new veterinarian. Her name was Dr. Deb Benner, and she happened to have been my veterinarian many years ago. We had lost touch; she had to leave veterinary practice due to severe injuries from a car accident, but this she could do. I have never met a sweeter, kinder, or more skilled veterinarian. She was the perfect person to perform in-home euthanasia.

The time was arranged. Rob arrived wearing a matching T-shirt and ball cap with his company name on it: Peaceful Pet Passage. His vehicle had tasteful graphics on

it and was sparkling clean when it arrived. He brought in a quilted bag on a stretcher, and he and the veterinarian arrived together promptly.

After considerable discussion of what was going to happen and after every question was answered, Rob clipped an area on the rear leg, and Dr. Benner gave a dose of milky, colored liquid. Shay never flinched as it was given gently and slowly. After a time, Shay's head lowered. She fell asleep naturally and easily after about 5 to 10 minutes while being stroked gently by Dr. Benner.

Rob then prepared an area on the front leg with clippers. Pink



## SYMPATHY CARD

REACH OUT TO GRIEVING CLIENTS

ELEGANT 4" X 6" CARD IS PRINTED WITH RICH CHOCOLATE INK ON IVORY LINEN PAPER. MATCHING ENVELOPES INCLUDED.

(INSIDE)

*"...brings great joy and deep sorrow. May it be comforting to know that the loss of your beloved pet is shared by those who care."*

(S3) Ivory Sympathy Cards w/ Envelopes		
#6033	5 Sympathy Cards /Env.	\$12.95
#6034	10 Sympathy Cards /Env.	\$23.95
#6035	25 Sympathy Cards /Env.	\$42.95
#6036	100 Sympathy Cards /Env.	\$125.00

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W1412

READER SERVICE CARD #8395

liquid was slowly injected with absolutely no response from Shay. Before you knew it, Shay left for the Rainbow Bridge to await her owners and pet friends sometime in the future. She was treated with respect, moved carefully into the quilted bag, and strapped onto the gurney, as she was a large dog.

The next day, Gwen was called. Shay was ready to go home. A beautiful wooden box contained her ashes, a velvet cover, and her collar. Gwen found the appropriate place to

put Shay: on the windowsill below the window that Shay often found intriguing.

This is the experience that pet owners who care for their pets should receive. It's not always the one that happens. Depending on the facility and the commitment of pet care professionals, such as veterinarians and crematory operators, you may not have in-home euthanasia in your area. Ask around. Your veterinarian may not offer it, but often there are those that do,

especially mobile veterinarians that come to your home anyway.

As a pet care services provider, you ought to make it your responsibility to have this information available for your clients. They will appreciate the opportunity to offer themselves and their pets a different way to close the final chapter. As an add-on service, you might want to partner with a veterinarian in your area. A small place card on your counter may suggest that your clients ask you for information. You could make the arrangements for them, and some retailers even have a selected area for urns.

It's not for everybody, but once you get over the slightly uncomfortable aspect of discussing this with your clients, you will find a great deal of appreciation when the time comes. If you can make this transition easier, your clients will thank you for it.

## NEW PET RELEASE FORMS & TIP SIGNS!

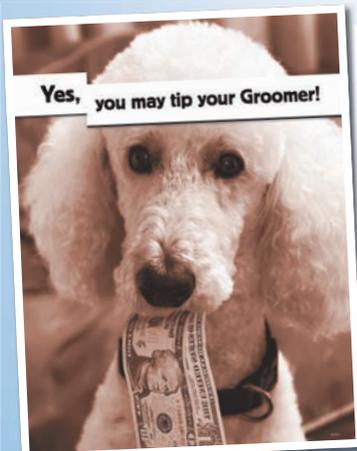
These cartoon Pet Release Forms convey a little light humor for a serious subject. They explain, in a gentle way, the owner's responsibility to the groomer and give you the right to obtain emergency treatment for their pet. \$7.95 per pad (50 sheets)



PR1 - General

SP1 - Senior

FP1 - Fuzzy



#6143 - Groomer Tip Sign



#6144 - Bather Tip Sign

A light-hearted way to say gratuity is appreciated!

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

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YOU NOW HAVE A BETTER CHOICE! We are also groomers. Website has free videos and articles on blade and clipper care. Steel Blades \$4.50, Ceramic \$5.50, Regular shears \$4.50. Trimmer blades (5-n-1, Speedfeed) \$6.50, Clipper maintenance (free labor + parts). Mail-in service has 48 hour turnaround, on-site serves the gulf coast. Website has all information. All blades, all shears, clipper repair. Est. 1995. Northern Tails Sharpening inc, Mobile AL & New Orleans LA Call 251-232-5353 www.northerntails.com.

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Earn \$100.00 per hour. Easily learn to sharpen expensive dog grooming scissors and clippers. As soon as tomorrow you're making money. Training and equipment. (408) 439-9161.

Successful grooming business for sale. Real \$\$\$ maker. Medical status forces sale. Low down payment carries. Near Poughkeepsie, NY, Call Broker William Smith at 845-255-4111.

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Three bedroom house with fenced in yard/carport and dog kennel for sale in N/W PA; separate deeds, will sell together or separate. Profitable turnkey boarding, grooming, breeding, business with 24 indoor/outdoor covered runs, radiant heating, separate catery, large play yards, security fencing, equipment & client list. Visit [www.nancyshattuckhomes.com](http://www.nancyshattuckhomes.com) or for more details email [j.dushaw@verizon.net](mailto:j.dushaw@verizon.net)

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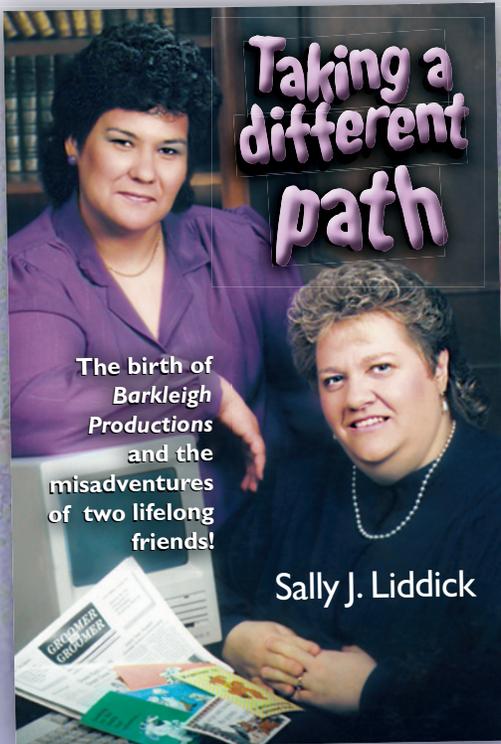
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READER SERVICE CARD #8401

# JUST RELEASED!



## TAKING A DIFFERENT PATH by Sally J. Liddick

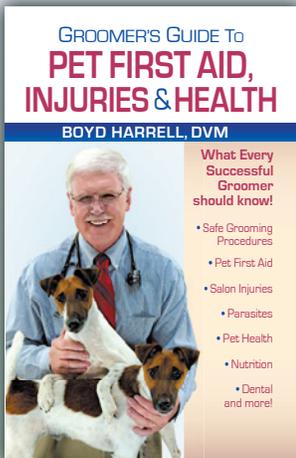
The story about the birth and success of Barkleigh and the friendship that has endured a lifetime.

Contains the early library of the popular *Sally's Desk* column.

300 pages • Lots of photos

Just **\$15.00!** #6371

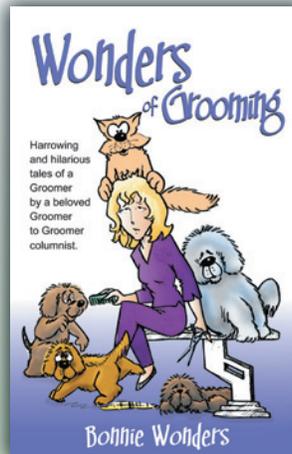
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## GROOMER'S GUIDE TO PET FIRST AID, INJURIES & HEALTH By Boyd Harrell, DVM

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

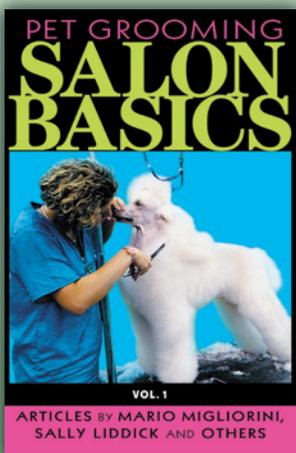
#6325 Pet First Aid \$19.95



## WONDERS OF GROOMING By Bonnie Wonders

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

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## PET GROOMING SALON BASICS

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

#6365 Salon Basics \$12.95



## DOG GROOMING QUICK TIPS By Lauren Osborne, CMG

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

#6383 Dog Grooming Quick Tips \$15.95

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# KLIP KARDS

## Client Index & Extender Cards

Extenders staple to your filled Klip Kard and add more record space!

**DATE**      **SERVICES, PRODUCTS, ETC.**      **CHARGES**      **GROOMER**      **REMINDER SENT**

ADDRESS: LAST, FIRST, CLIP, \$, \$, \$

HOME PHONE, CELL PHONE, WORK-MR, WORK-MRS, EMAIL, REFERRED BY, BREED, SIZE, NAME, COLOR, BIRTHDATE, VET, PH, VACCINATIONS, MEDICAL PROBLEMS

**SPECIAL INSTRUCTIONS**

ALL THAT APPLY:  
 EASY     FAIR     DIFFICULT  
 BITER     CARE SOILER     NOISY  
 SHY     CHECK ANALS     CHECK EARS  
 BURNS EASILY     BLIND     DEAF  
 DIABETIC     EPILEPTIC

B - Burn sensitive area  
 X - Moles, Warts  
 O - Old injury, Arthritis

**SIZE CHART**  
 HT. \_\_\_\_\_  
 WT. \_\_\_\_\_  
 NECK \_\_\_\_\_  
 BACK \_\_\_\_\_  
 CHEST \_\_\_\_\_  
 GIRTH \_\_\_\_\_

**IN EVENT OF AN EMERGENCY, I authorize this establishment to provide necessary treatment for my pet at my expense.**

# \_\_\_\_\_ SIGNATURE \_\_\_\_\_

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### Giant Klip Kard

Our most popular card! 5" x 8" Klip Kard features a dog diagram for notation of old injuries, warts and sensitive areas. Sketch the clip right on the card. Emergency permission included, plus a size chart for easy sales reference. Includes Pet Profile checklist with lots of space on the back for date, charges, services, groomer and reminder sent date.

<b>Giant Klip Kard - White • 5" x 8"</b>		
#500	100 Giant Klip Kards	\$13.75
#501	500 Giant Klip Kards	\$59.95
#502	1000 Giant Klip Kards	\$99.00

<b>Giant Klip Kard - Colored • 5" x 8"</b>		
<i>Indicate Color Choice: Lavender, Pink, Blue, Yellow or Green</i>		
#503	100 Giant Color Klip Kards	\$15.75
#504	500 Giant Color Klip Kards	\$69.95
#505	1000 Giant Color Klip Kards	\$109.00

<b>Giant Klip Kard Extenders • 5" x 8" - White</b>		
#506	100 Giant Klip Kards Extenders	\$13.75

Available Colors



**DATE**      **SERVICES, PRODUCTS, ETC.**      **CHARGES**      **REMINDER SENT**

ADDRESS: LAST, FIRST, HOME PHONE, CELL PHONE, WORK-MR, WORK-MRS, EMAIL, REFERRED BY, BREED, SIZE, NAME, COLOR, BIRTHDATE, VET, PHONE, MEDICAL PROBLEMS

ALL THAT APPLY:  
 EASY     BURNS EASILY     CLIP \_\_\_\_\_ \$  
 FAIR     BLIND     CLIP \_\_\_\_\_ \$  
 DIFFICULT     DEAF  
 BITER     ARTHRITIC  
 CARE SOILER     DIABETIC  
 NOISY     EPILEPTIC  
 SHY     AGGRESSIVE WITH:  
 CHECK ANALS     PEOPLE     ANIMALS  
 CHECK EARS     MOLES, WARTS, ETC.

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### Medium Klip Kard

This 4"x 6" card offers space for pet description and medical problems, referral, birth date, vet phone and clip description. Popular Pet Profile checklist denotes a number of conditions about a pet. Back has columns for date, services, charges and reminder date.

<b>Medium Klip Kard - White • 4" x 6"</b>		
#507	100 Medium Klip Kards	\$11.95
#508	500 Medium Klip Kards	\$46.00
#509	1000 Medium Klip Kards	\$75.00

<b>Medium Klip Kard - Colored • 4" x 6"</b>		
<i>Indicate Color Choice: Pink, Blue, Yellow, Green or Lavender</i>		
#510	100 Medium Color Klip Kards	\$13.95
#511	500 Medium Color Klip Kards	\$56.00
#512	1000 Medium Color Klip Kards	\$95.00

<b>Medium Klip Kard Extenders • 4" x 6" - White</b>		
#513	100 Medium Extenders	\$11.95

Available Colors



# GROOMER SYSTEM

## Appointment & Income Tracking Book

This loose-leaf Binder System permits an unlimited number of daily appointments. It comes with 150 Daily Appointment Sheets, 52 Weekly Reports, 12 Monthly Reports, 4 Quarterly/Yearly Reports separated by monthly/report dividers, as well. Each groomer can have his/her own book or everyone can work out of one... by adding extra pages. Satisfaction Guaranteed!

#6053	Complete Groomer System	\$59.95
#6054	100 Appointment Sheets (White)	\$12.95
#690	100 Weekly Sheets (Yellow)	\$12.95
#691	100 Monthly Sheets (Melon)	\$12.95
#692	50 Quarterly/ yearly Sheets (Dk Orange)	\$12.95
#6055	Assorted Reports - 1 Year Supply	\$17.95
	includes - 54 Weekly, 14 Monthly, 5 Quarterly	
#622	GSM Calendar Page In Plastic Sleeve	\$2.95

- Space for Time In and Time Out
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- Pet's Name and Breed
- Coding Block for Type of Service
- Space for Remarks
- Calendar
- Service Code Directory  
Makes Entry Quick
- Daily, Weekly and Monthly Income Sheets
- Start Anytime during the Year...  
This Book Never Ends!



# "TOP 10" PRODUCTS

**New!**

## "Top 10" T-Shirts and Smocks!



**Only \$19.95**  
2XL - \$21.95

### 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.

**Smock Special**  
Only \$24.95

Purple, Black, Pink  
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**Free Bag**  
with any \$50 Order!  
at Groom Expo



**Huge**  
20" x 16" Size

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*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  
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Stand-up  
Frame Included  
#6059  
**\$19.95**

11 X 17  
Clear  
Stand-up  
Frame  
Included  
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**\$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.

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READER SERVICE CARD #8196

## 2011 CALENDAR

### FLORIDA

#### NDGAA "Fun in the Sun"

##### Seminar

10/28/2011 - 10/30/2011

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[ndga@nationaldoggroomers.com](mailto:ndga@nationaldoggroomers.com)

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

### ILLINOIS

#### Backer's Pet Industry Christmas Trade Show

10/14/2011 - 10/16/2011

Chicago, IL

(312) 663-4040

[hhbacker@hhbacker.com](mailto:hhbacker@hhbacker.com)

### KENTUCKY

#### IJA Creative Summit

11/05/2011 - 11/06/2011

Lexington, KY

## 2012 CALENDAR

### CALIFORNIA

#### CHANGED DATES!!

#### GROOM & KENNEL EXPO 2012

2/2/2012 - 2/5/2012

Pasadena, CA

(717) 691-3388

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

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

### COLORADO

#### Colorado Groomfest

6/8/2012 - 6/10/2012

Denver, CO

(724) 962-2711

[ndga@nationaldoggroomers.com](mailto:ndga@nationaldoggroomers.com)

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

### FLORIDA

#### PET PRO CRUISE

#### St. Thomas, Puerto Rico, Grand Turk & Cacao Islands

1/7/2012 - 1/14/2012

Miami, FL

(717) 691-3388

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

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

Judith "LUCY" Wheeler

Official Barkleigh Travel Agent

(321) 368-6622 Cell

[cruisinglady@gmail.com](mailto:cruisinglady@gmail.com)

On Facebook keyword:

2012 Pet Pro Caribbean Cruise

### GEORGIA

#### Atlanta Pet Fair

3/1/2012 - 3/4/2012

Atlanta, GA

(770) 908-9857

[atlantapetfair@yahoo.com](mailto:atlantapetfair@yahoo.com)

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

### ILLINOIS

#### All American

8/09/2012 - 8/12/2012

Wheeling, IL

(847) 364-4547

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

### MISSOURI

#### Groom Classic

5/4/2012 - 5/6/2012

Kansas City, MO

(800) 705-5175

[groomclassic@comcast.net](mailto:groomclassic@comcast.net)

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

### NEVADA

#### SuperZoo

9/11/2012 - 9/13/2012

Las Vegas, NV

(626) 447-2222

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

### NEW JERSEY

#### Intergroom 2012

4/21/2012 - 4/23/2012

Secaucus, NJ

(781) 326-3376

[www.intergroom@intergroom.com](mailto:www.intergroom@intergroom.com)

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

### OHIO

#### PETQUEST 2012

6/21/2012 - 6/24/2012

Wilmington, OH

(717) 691-3388

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

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

### PENNSYLVANIA

#### GROOM EXPO 2012

9/6/2012 - 9/9/2012

Hershey, PA

(717) 691-3388

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

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

### RHODE ISLAND

#### NEPGP SummerFest

7/13/2012 - 7/15/2012

Warwick, RI

(413) 219-0291

[lindacc@nepgp.com](mailto:lindacc@nepgp.com)

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

### TENNESSEE

#### Pet Stylists Super Show

6/1/2012 - 6/3/2012

Knoxville, TN

(865) 769-0598

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

### WASHINGTON

#### NORTHWEST GROOMING SHOW

3/16/2012 - 3/18/2012

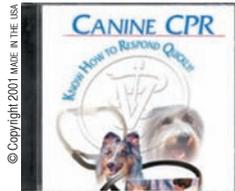
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