

# Groomer To Groomer

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VOL. 31 ED. 10 • OCTOBER 2012

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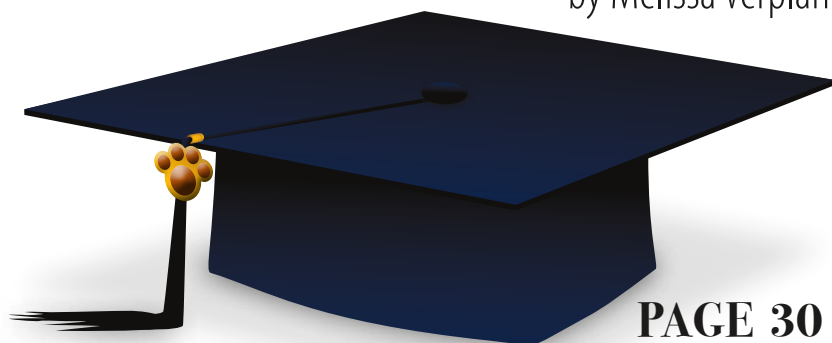
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by Melissa Verplank



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UNITE FOR PUPPY MILL DOGS**

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**ON THE COVER:**

Jerry Schinberg at the 2012 Barkleigh Honors Awards. Photo by Animal Photography.

# Grooming to *Dye For*

by Mary Oquendo

As groomers who love and care about our jobs and clients (mostly the four-legged variety), we can become quite passionate about our ideals.

When I was approached regarding writing this article, I'm pretty sure I had the "deer in the headlights" look on my face. I do not dye any of my pets and am unfamiliar with the process or the available products. I am approaching this from an ingredient standpoint and those effects on both cats and dogs. To assist me, I enlisted the aid of Dr. Justine Lee.

Dr. Lee is a board-certified emergency critical care veterinary specialist, one of 500 worldwide. She is the Associate Director of Veterinary Services at Pet Poison Helpline as well as a Diplomate of the American College of Veterinary Emergency and Critical Care (DACVECC). Dr. Lee has been published in numerous veterinary journals and received the North

American Veterinary Conference 2011 "Small Animal Speaker of the Year Award."

Let's begin with cats. The problem here is that cats have an altered glucuronidation pathway in their livers. They lack the enzymes to metabolize many of the drugs, chemicals, essential oils, plant botanicals, etc. that are safe for both people and dogs. This results in the potential buildup of chemicals in their bodies, which can result in poisoning and underlying health problems, particularly when used chronically or long term. Over time, it can become fatal.

Typical ingredients found in both permanent, semi-permanent, and washable dyes include hydrogen peroxide, ammonia, detergents, and alcohols. These chemicals

are not well metabolized by a cat. Natural dyes are not safe either, as they often contain essential oils or plant botanicals. Essentials oils are only safe to use on cats if they are hydrosols.

Once these ingredients are applied on the cat, the skin absorbs them. Rate of absorption will vary depending on concentrations and exposure time. Washing off these products will not fully mitigate their effects. Some of these ingredients at higher concentrations can corrode and rupture esophageal linings and nasal cavities as well as damage corneas.

Another concern is that cats are fastidious groomers and may (will) lick at the products applied to their skin. What may be a safe, topical product could be poisonous if ingested.



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What are safe options for creative cat groomers?

### 1. Non-toxic colored chalk.

The exception to this is if the cat has an underlying health problem, such as kidney or parathyroid disease, where high calcium intake is a problem. Remember, cats are meticulous groomers. There is a difference between colored and artist chalk. As a general rule, colored chalk uses dyes, and artist chalk uses pigments for color. Most pigments are made from minerals that are toxic to cats, even those that may be safe for people. Any human product with non-toxic labeling is referring to people, not pets.

**2. Food dye similar to what you would find in the baking aisle of a supermarket**

**3. Unsweetened powdered drink mixes.** Do not use the sweet-

There is a difference between colored and artist chalk. As a general rule, colored chalk uses dyes, and artist chalk uses pigments for color.

Most pigments are made from minerals that are toxic to cats, even those that may be safe for people.

ened variety, as they often contain Xylitol. Xylitol causes low blood sugar and liver failure in pets. Remember, cats are fastidious groomers.

Do not stabilize food dyes and unsweetened drink mixes with alcohol, as cats cannot metabolize even small amounts of any type of alcohol.

Dogs are similar to humans in that they can metabolize many of the chemicals found in dye products in reasonable amounts. The biggest difference lies in that their hair is different from ours, and these prod-

ucts can strip and damage coats. That's a totally different article. Hydrogen peroxide and ammonia are potential irritants found in products that lift color. The term "bleaching" refers to the process of lifting color, not the chemically formulated product. Using bleach to lift color is highly dangerous to pets.

There are many factors that go into the safety of using those ingredients.

**1. The concentrations of either hydrogen peroxide or ammonia are important.** Higher concentrations may not be metabolized and

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can be dangerous long term, particularly in those dogs with underlying health problems. Like cats, these chemicals at higher concentrations can potentially corrode and rupture esophageal linings, nasal cavities, and damage corneas. They may also feel irritating on their skin. What determines higher concentrations? That is a question best answered by your vet concerning your dog.

**2. The dog must be healthy.** A dog that has an underlying medical condition, is pregnant or nursing, is very young or very old will not be able to metabolize hydrogen peroxide or ammonia properly.

**3. Time in between dyeing.** The rate at which these ingredients are metabolized will vary from dog to dog. Their livers and kidneys need time to process and recuperate. When in doubt, you should consult with your veterinarian when it

is safe again for that particular pet.

**4. Natural products that contain essential oils and plant botanicals are not safe either, as they can result in severe toxicity.**

Any pet can have a reaction to what may be considered normally safe oil. As I write this, I am on steroids because of a reaction to tea tree oil.

What are safe options for creative dog groomers?

**1. Non-toxic chalk.** The exception is if your dog is a licker and has an underlying medical condition where high calcium intake could cause a problem. Like cats, many of the minerals used for pigment in artist chalk may be toxic to dogs. Consult with your veterinarian to verify its safety.

**2. Food dyes or unsweetened**

**powdered drink mixes.**

**3. Labeled dog-safe dyes.**

Indications that any ingredient, whether listed above or not, has caused a problem that requires veterinary intervention include: vomiting, diarrhea, listlessness, licking, scratching, redness, sloughing off of skin, difficulty breathing, eye tearing or discharge, excessive salivation, and nasal discharges.

If you want to be certain about the safety of any ingredient used in creative grooming products, call the Pet Poison Helpline at 1-800-213-6680. It is \$39 per call, which is much cheaper than an emergency veterinarian visit. The veterinarian at PPH will gladly go over the ingredients with you to ensure it is safe for your pet.

There are many avenues open to you to learn how to do creative

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

### 2. The National Association of Professional Creative Groomers

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

Both associations offer a wealth of information, including hands-on workshops, as well as other educational opportunities and materials. Many trade shows offer creative grooming seminars in their line-up.

Live and recorded webinars can be found at both [www.learn2groomdogs.com](http://www.learn2groomdogs.com) and [www.pawsitiveeducationaltraining.com](http://www.pawsitiveeducationaltraining.com).

Dawn Omboy ([www.klippers.com](http://www.klippers.com)) and [www.barkleigh.com](http://www.barkleigh.com) offer a variety of books and DVDs.

Be considerate of the pets in your care, and be aware of their limitations. Always do a patch test and wait 48 hours before continuing. Like us, every pet has a different threshold for tolerating and assimilating toxins. I had three great aunts who passed away at the ages of 95, 97, and 99. All three smoked liked chimneys. My mother, who was also a heavy smoker, passed away at the age of 51. Dana Reeves (widow of Christopher Reeves), who died at the age of 44 from lung cancer, never smoked. What may be fine for one pet may not be alright for another. ☹



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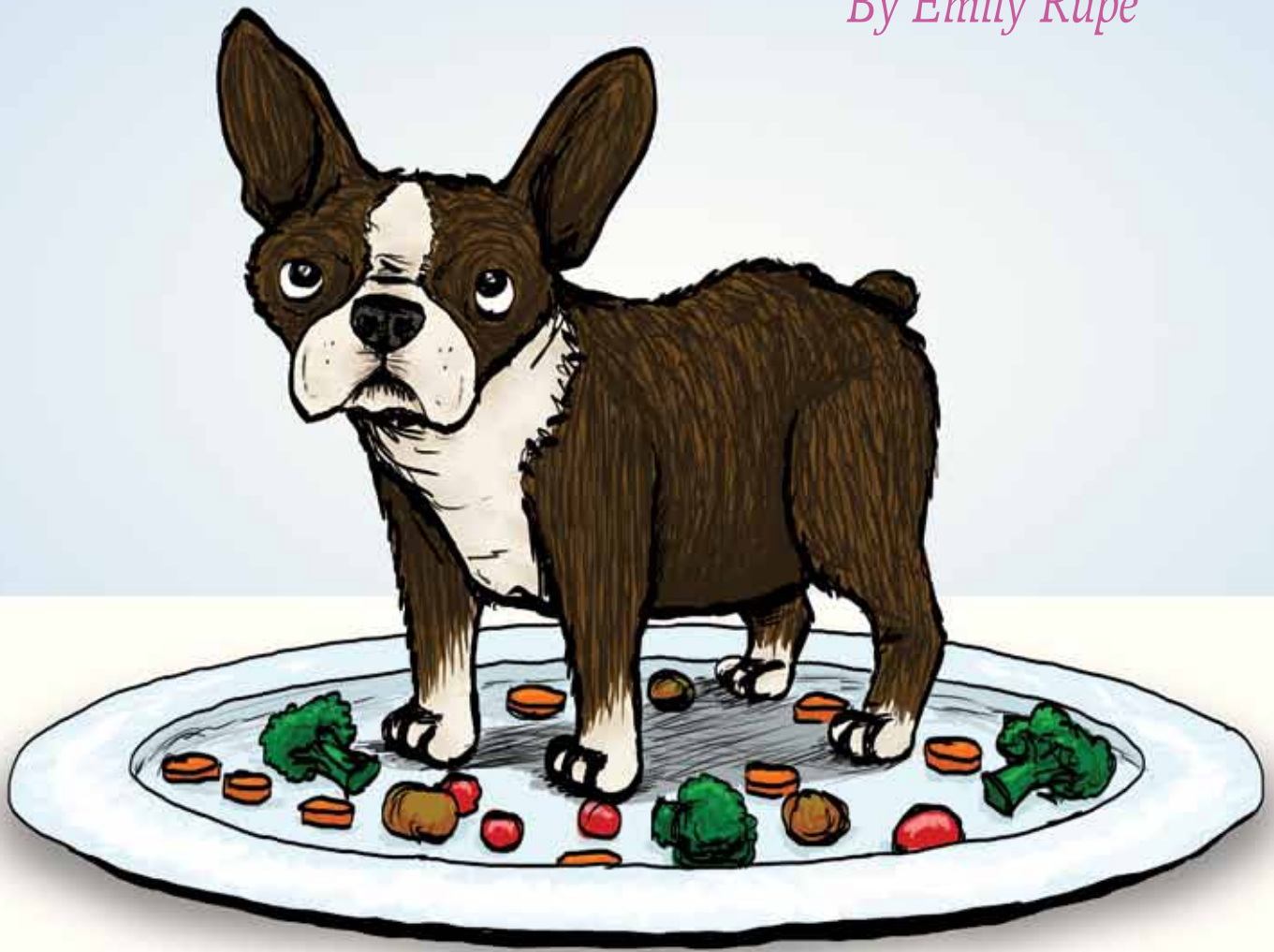
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# What's for Dinner?

*By Emily Rupe*



*Some days, dinner to-go  
takes on a whole new meaning!*



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**T**he birds aren't chirping in the morning at my house. There is no frolicking around the kitchen, no breakfast buffet with all the fixings.

Hauling my cracking, creaking, grumpy behind out of bed, I threw on my grooming garb and began the morning ritual. I shouted across the house for my two grade school minions to please dress - in clean clothes and not while playing Nintendo or Barbies. Oh, and teeth must be brushed — with an actual toothbrush with toothpaste!

Then it was time to release the hounds. All four of my motley crew bounded off the back stairs into the fenced yard to have their morning constitution. All the while, I pulled out some quick breakfast for the kids. I decided to be overly ambitious and fill the Crock-Pot with some BBQ fixings, so I could look like wife of the year when my hubby

*"One of these days, Earl, I'm going to beat your fat Boston butt!"*

gets home.

With minions cloaked, Pop-Tarts in hand, I opened the back door to allow the pack inside and ultimately to be kenneled. Ben the Italian Greyhound dashed in first followed by Princess the Standard Poodle and Calvin the Aussie. Where was Earl? Earl is "that dog" in our household. The one that all the best stories stem from, the one that, no matter what ill befalls him, bounces right back. He is the Boston Terrier version of Dennis the Menace, and I'm forever ripping my hair out as his Mr. Wilson.

As I stared out onto the Rupe estate, Earl was vacant from the landscape. However, the area of bent

fence where a possible plus-sized Boston scaled it was highly suspicious. In a panic, I rushed to the front of the property and screamed in vain as a plump brindle blob ran (remarkably swift for such a chubby) down the dirt road and out of sight. My jaw instantly clenched. That rotten little dog was going to make me late for work, and of course I had a full grooming day.

The minions grabbed Earl's favorite currency, treats, and shook them in hopes of luring him home. Meanwhile, I hopped into the car and perused the area, trying to acquire our target. After an hour of failed sightings and captures, there was no alternative than to halt ef-

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forts until we returned from work and school.

Just as the kids climbed into the car, who should be bouncing down the driveway but Earl. Furious with his little stunt, I snatched him by the collar. I dragged his disobedient butt into the house and into the kennel. I muttered with clenched teeth, "One of these days, Earl, I'm going to beat your fat Boston butt!" Flustered, angry, and yes, relieved, we went about our day.

After a day full of fiber (Husky hair), geriatric dogs, and problem pups, home looked like a desert oasis. The Crock-Pot had filled the house with a tantalizing aroma. There is nothing like BBQ and sweet tea for us southerners. My entire family sat happily around the table and gobbled every last morsel. As we put the evidence of our gluttony into the sink, my husband casually inquired as to what went into the

Crock-Pot this time. "Oh, I just put French onion soup mix, some salt, pepper, and a Boston butt. Then I shredded it and mixed it with BBQ sauce."

From across the house, my six-year-old daughter broke out into sobs. Thinking it was typical sibling rivalry or a physical stunt gone wrong, I rushed over to see what demanded such a reaction.

"Mom, I love Earl!" Of course I told her I love Earl, too, but why all the water works? "We ate him! You said we had a Boston butt!" Trying not to laugh hysterically, I pulled her into my bedroom. Lo and behold was the object of so much sorrow, happily snorting and munching on a bone. Because I am slightly perverse, I added, "I let him off this time, but if he runs away again..." <3

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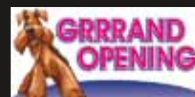


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# WHEN ASKED ABOUT **PET SCRATCHING** **PROBLEMS:** ISSUES AND ANSWERS

by Bruce Muller

“My cat is shredding the sofa to bits.”  
“I worry about my elderly mother being scratched.”

“We just got new hardwood floors and already I see scratch marks.”

“Our dog’s skin is constantly irritated by his scratching.”

Groomers are often asked about all types of pet behavior problems. Chief among these might be pet parents’ concerns about scratching damage, either to the pet itself or to furnishings and people. They look to groomers to suggest effective, safe strategies that will not harm their pets yet provide protection for

the pet, family, and home. A smart groomer has the background and tools for helping the pet parent live with a pet who scratches.

## **BACKGROUND: THE DECLAWING ISSUE**

Kittens, cats, and dogs scratch as a normal behavior. For outdoor cats, their sharp nails are vital as a means to trap food and as their defense against predators. Yet for indoor kittens and cats and some dogs, damaging scratching behavior also means tears in the furniture, drapes, floors, and other furnishings, let alone posing a threat to the family’s and visitors’ skin. During the busy un-routine of the holiday season with guests coming and

going, jumping up to greet visitors and innocent playtime with unpredictable, stressed pets can lead to accidental paw scratches - posing a potential bleeding danger, especially to older adults with sensitive skin, those with certain medical conditions, or those who take blood thinners.

The most brutal remedy is declawing an indoor cat. Considered serious surgery with a painful recovery, declawing is actually an amputation of the last joint of the cat’s “toes.”

Such amputation deprives the indoor cat of its important means of defense, especially dangerous for an indoor cat if it ever escapes



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Usually used for the front claws, flexible nail caps on hind claws help prevent damage from pets jumping on and off furniture and for those who have skin problems and scratch excessively.

to the outdoors. For more information about declawing, visit: [www.declawing.com](http://www.declawing.com). Declawing is fiercely opposed as inhumane by many pet organizations, is banned by many U.S. cities, and is illegal in many countries.

#### HUMANE ALTERNATIVES

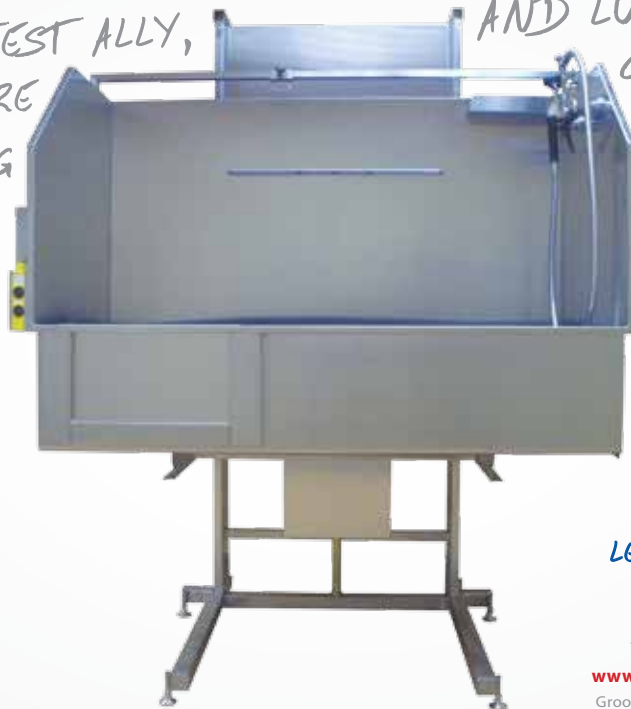
There are other, better choices. Of course, pet guardians are advised to trim carefully their pets' claws periodically, a task not often relished by either the pet parent or the pet. Certainly, a good sisal scratching post is a handy solution if pet parents can train the cat to use it regularly and are at home during the day to reinforce this behavior. Pet booties are another tactic, but these cover the entire paw, not allowing enough trac-

tion, and are easily slipped or chewed off.

A more effective and easier solution are flexible vinyl nail caps that fit neatly over dogs' and cats' claws. Held in place with an easily applied non-toxic glue, the nail caps last four to six weeks and come in different sizes, in a variety of colors, color combinations, as well as clear. Choosing colored nail caps is recommended to spot easily when a nail cap comes off — a normal event as the pet's nails grow and, for cats, as the nails' outer shell sheds.

These nail caps do not interfere with the normal extension and retraction of pet paws with stretching and scratching behavior or jumping, walking, and running. However, they blunt the

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package. Double-check the adhesive ingredients used in some private label and off-brands, especially those imported from China, which may at best, be difficult to apply, and at worst, inflame skin and can be dangerous if chewed. Safe non-toxic nail caps and glue from a reliable U.S. source becomes even more important should the pet digest it accidentally.

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*Bruce Muller, with more than 20 years in the pet industry, is Director of Pet Care Products*

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# HOLIDAY TIME'S A COMING... CH-CHING!

❖ by Nancy Ward ❖

Carols playing softly, the scent of cinnamon and spices wafting through the air, decorations adorning the salon — yes, it's holiday time! The phone is ringing nonstop, your bathers can't keep up, and you're exhausted. You realize the salon is NOT going to close on time — AGAIN. But it's December, the make-or-break month for you.

This scenario is all too familiar for many of us groomers. In a previous article, I addressed how to avoid this problem by booking correctly throughout the year. But too late now, you say. What can I do now to increase my income in December without overbooking, working late,

and making my teammates want to hang me above the fireplace? Fear not, fellow groomers. There is hope.

What happens when we're overworked, overwhelmed, stressed out, and exhausted? The quality of our work really suffers. You don't have time to step back and really look at that lopsided face and those brows that are not quite even. And how could you have forgotten to do the tail on that poodle? Well, if the bandana is big enough, maybe the owner won't notice. NOT!

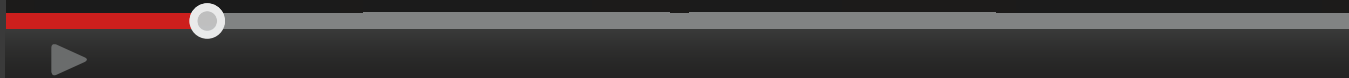
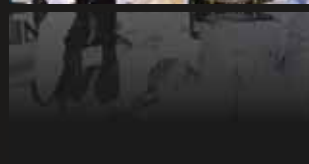
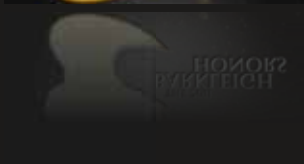
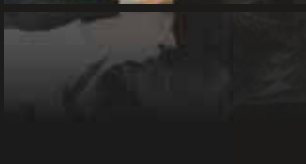
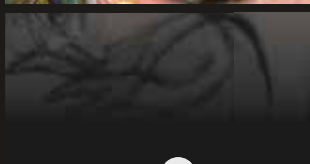
When you're stretched too thin, all you want to do is finish that last dog and go home. Right? We've all been there and done that. But still you need to up your income this

final month of the year. What's a groomer to do? Take a deep breath — okay, several deep breaths — and grab a cup of coffee while we figure this problem out.

Let's start with the number of pets you can comfortably groom in a day (without coming in early or staying late). Now stick to that number. I know that sweet little couple really meant to call last week, because *Baby* just has to be groomed before all the family comes in for the holidays. How about that good client who was positive she had an appointment today? Couldn't you please work her in? Poor planning on the clients' part does not constitute an emergency on your part!



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You've got a couple of options. You can offer to work the dog in if they leave it in daycare. Of course there is a daycare fee in addition to the regular grooming fee. This works well only if you can truly work the dog in without overworking yourself (and your bathers). This allows you to complete the dog on your time schedule — not theirs. You might offer one night a week when you do work late. Personally, if I chose this option, I would charge a fee in addition to the regular grooming charge for grooming after hours. Either option increases your income.

You set a limit on the number of dogs you groom per day (and your team members gleefully sing your praises). That still leaves the question, how do I really increase my bottom line if I'm not grooming 18 hours a day? Rethink and remarket your services.

Everybody wants their pet to look special for the holidays. So

You set a limit on the number of dogs you groom per day ... That still leaves the question, how do I really increase my bottom line if I'm not grooming 18 hours a day? Rethink and remarket your services.

cash in on that desire by offering a "spa special." I can hear you now. "Are you nuts? I don't have time to go potty, and you want me to do extra things?" You might not think you do, but you do.

You spend time washing the face, right? Try offering a facial. Use one of the facial products now on the market instead of just plain shampoo. The facial is no more extra time and no extra cost. Buffing the nails takes very little time. Add an all-natural pad cream, and

you've got a "paw-de-cure." Instead of using your regular shampoo, use a holiday-scented shampoo and matching body spray.

Not enough time to add color? A blow pen to add color to the ears or tail takes only a few seconds. Even I can do it, so it is really easy. I came up with "fairy dust," because I stink at stenciling. A little adhesive, a sprinkle of glitter, and a squirt of hairspray to hold the glitter in place gives you another add-on service that took almost no time and zero

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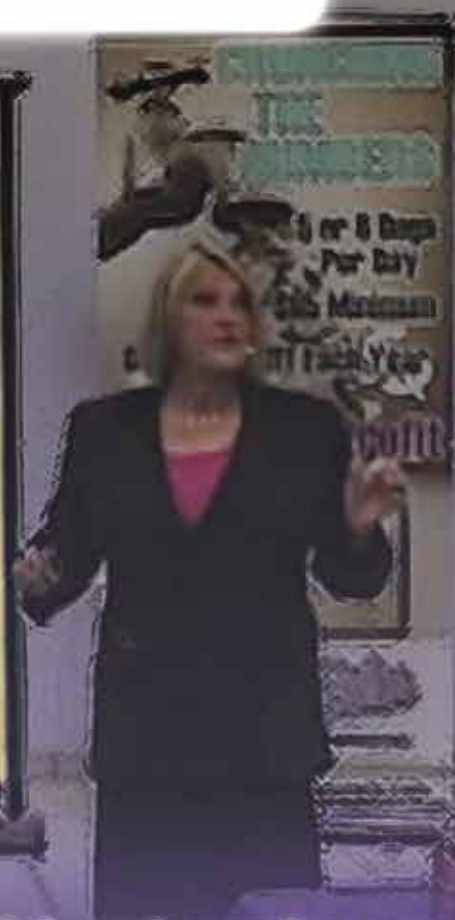
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skill. One of your holiday specials could be a sprinkling of fairy dust and some color. The possibilities are limited only by your imagination — holiday-scented shampoos and matching body sprays, fairy dust, color, feathers, tinsels, ear jewels. Well, you get the idea.

Perhaps you want to add some bling to your own pet. Don't forget to post a picture of the finished results on Facebook. Let her strut her stuff around the salon. That really works! Don't forget the boys. There are some really cute ties available now. If you can stencil, how about a Harley "tattoo"? You can offer facials, scented shampoos, feathers and such as a la carte items or bundled in a package. I prefer to offer a monthly "spa special." I combine items that go well together like a scented shampoo, matching body

spray, paw-de-cure, and beautiful holiday bow. If you offer them a la carte, you might offer a percent off if they select three or more items.

If only six clients on any given day purchase a "spa special" or "bling package," that averages \$25. That's \$150 a day, or if you work five days a week, \$750. It really took very little time and very little money to do. You'll no doubt sell many more packages a day than that.

Think about it. You have to buy shampoo and cologne anyway. Buy holiday-scented instead of regular shampoo. With very little money invested in product and just a tiny bit of time, you can reap big profits.

Don't forget to offer gift certificates. Display them in the salon and mention them on Facebook, reminding clients that they make

great gifts.

I've heard many groomers complain, "I'm just not creative." Most of the time, the most creative thing you can do is look at the services that you do every day and then re-name and remarket them. Not only will it result in a bigger profit, but you can set your salon apart from the competition.

Make that polish on a Poodle pop by adding a nail jewel. Color and fairy dust along with ear jewels stand out in a crowd. Stock up on feathers, polish, blow pens, body spray, etc. Put on your creative thinking cap and let the fun begin. Relax, start planning, listen to some carols, and — Shh... Hear that? Ah, that's the ringing of your cash register! Happy Holidays to all. ☺



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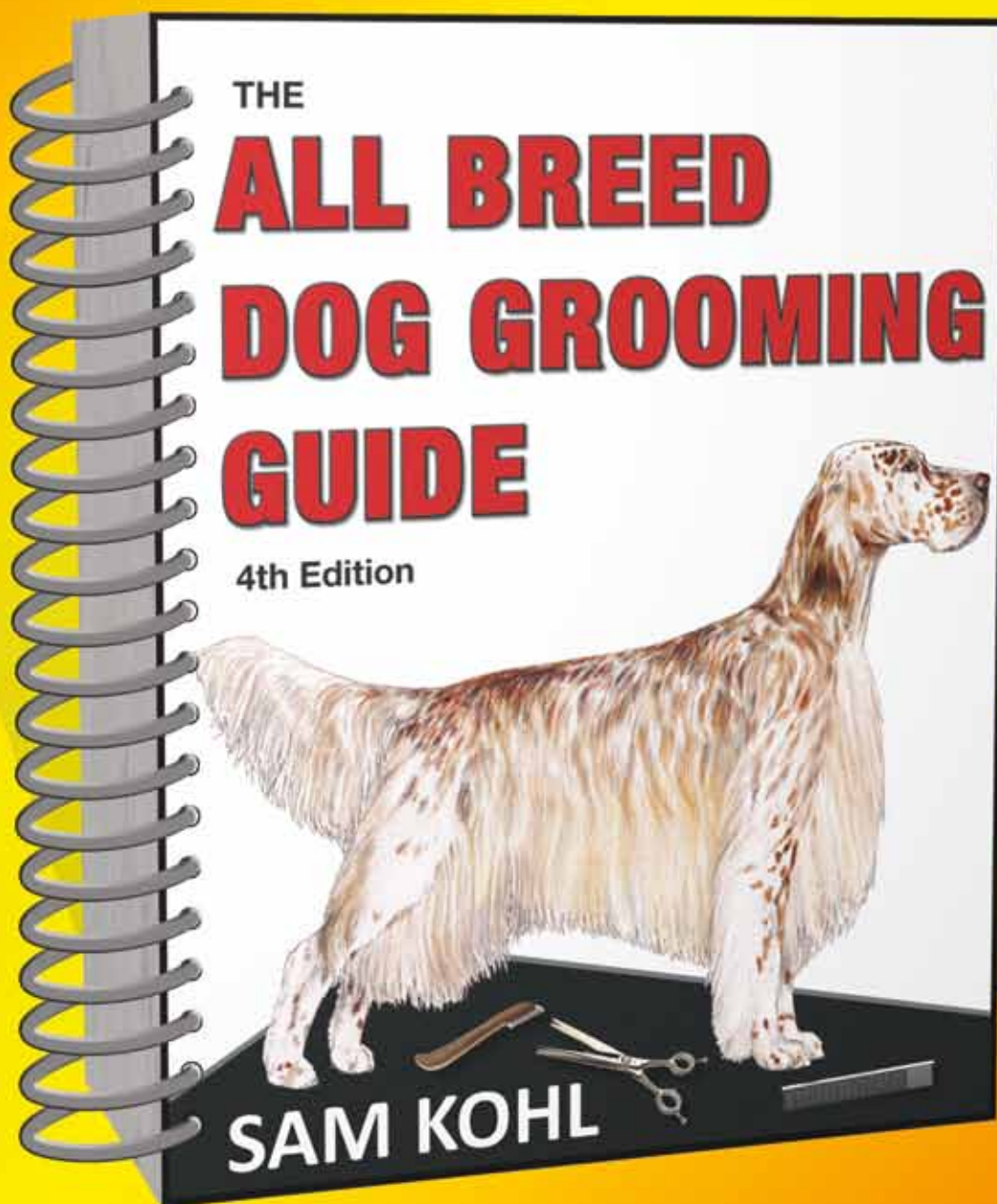
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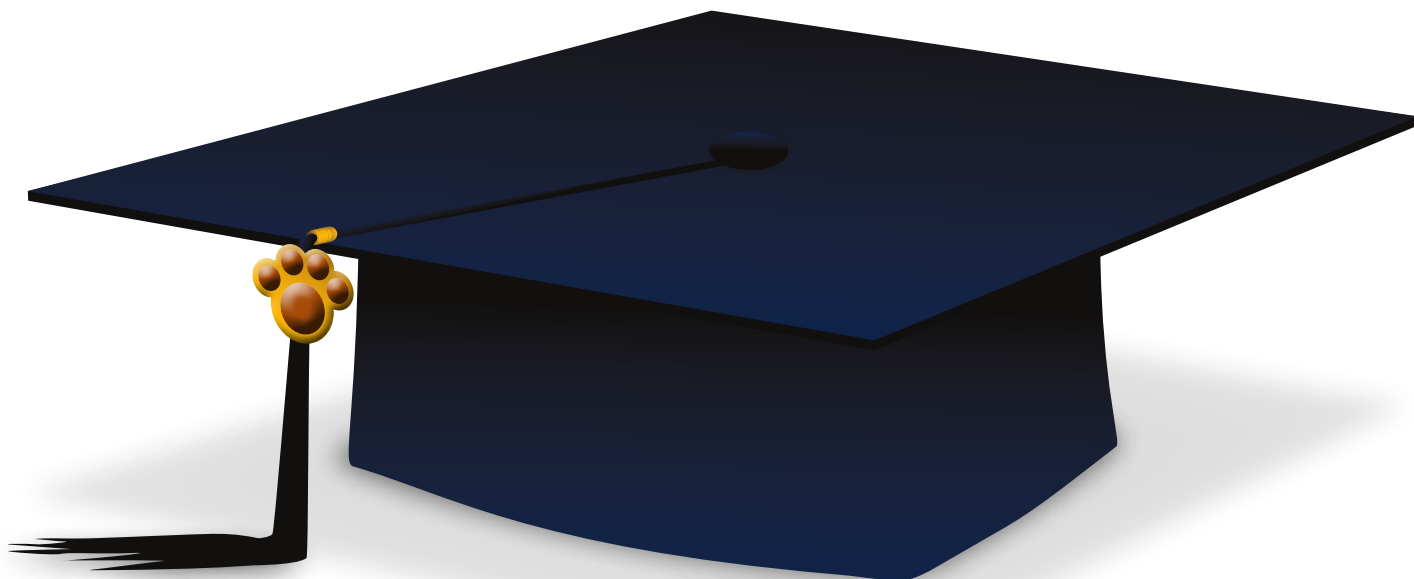
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# New Trends in Groomer Education

By Melissa Verplank

Becoming a pet groomer is easy. Currently, there are limited regulations within the field. Grooming doesn't require two, four, or even six years of college education. We're a lucky bunch. Anyone with a strong work ethic combined with a love of animals can groom. Many professional pet groomers are self-taught. Guess what? Successful pet professionals know a secret. Education plays a vital role in their accomplishment.

Over the years (shhh... 30-plus, but who's counting), I've seen lots of changes in our industry. Grooming styles change. More purebred dogs are added to the AKC every year. Mixed breeds are the new "designer breeds." Cats are now regular clients at grooming salons. Clipper cutting used to be king at grooming salons across the country, and now we are seeing a trend of more and more hand-stripping to retain

the correct color and coat texture of many breeds.

To stay on top of the grooming game, professionals need to keep learning. That's been my motto for years. It's always worked for me. Educational opportunities were limited 20 to 30 years ago. Fortunately opportunities abound today for motivated groomers.

## BOOKS

More and more grooming titles are available every day. They are being written by a wide range of authors. There are grooming guides available as well and business operation manuals. Many include stunning images to help the reader comprehend the subject matter. Some are even available on a tablet or Kindle.

## SCHOOLS

What is the primary function of a school? To give their students a head

start in their careers. Most schools can take months or even years off the learning process. Professional grooming schools are cropping up everywhere. One of the best ways to learn grooming is with hands-on training. Some training centers even offer home-study options, too. Either way, schools offer a structured learning environment. Programs range widely in cost, quality, course length, and grooming styles.

## VIDEOS

With methods in place to honor and identify top groomers, we are seeing many of these respected stylists sharing their knowledge through training videos. Top professionals are creating video lessons aimed at beginners to advanced stylists. Many lessons are on DVDs, on-line through websites, or in streaming video libraries.



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## INTERNET SEARCHES

The Internet has become an indispensable tool for the groomer looking to get ahead in their career. Never seen a Portuguese Podengo? Most professional groomers haven't – including me! A quick search via an Internet search engine will lead you down a path of enlightenment. You can find breed clubs, breeders, breed history, breed standards, and fabulous photos of even the most obscure breed of dog or cat. Even if you've never seen or groomed a particular breed before, you can rapidly educate yourself. You'll have the confidence – and knowledge – to talk with any owner about "their breed."

Need a refresher on what a breed looks like? Jump onto the computer and do a search of *Google* images. You'll be amazed at what you can pull up. If you are looking for high-quality pets, add a show title such as *AKC Champion*. By doing this, you can filter through many of the images.

As with any Internet search, you are going to find good with the bad. The more general knowledge you have about pets and grooming, the better you will be able to sort through the wealth (and garbage)

Need a refresher on what a breed looks like? Jump onto the computer and do a search of *Google* images. You'll be amazed at what you can pull up.

typically found on the Internet.

## WEBINARS

We are starting to see this form of learning pop up in our industry. Webinars have been around for years, yet the grooming industry has been slow to embrace their power. Many technically savvy groomers are starting to share their knowledge in webinars. Some webinars are free; others charge a nominal fee to participate.

## FACEBOOK, BLOGS, AND ONLINE FORUMS

With the use of social media outlets, anyone can chat with anyone from anywhere – across the nation or around the globe. No one is worried anymore about "the competition." If you have a question, post it. If you have a fun story to share, post it. If you need to vent (profes-

sionally, please!), post it. Never before has it ever been so easy and economical to share ideas, grooming tips, and knowledge. No one should feel isolated or alone anymore. The outlets to reach out to fellow professionals are simply remarkable via the *World Wide Web*.

## PRIVATE COACHING AND CLINICS

Need a tutor? Need a coach? One of the best ways to perfect a skill or a trim style is with personal, hands-on assistance. Many of the top stylists are available to help you privately or in a smaller group setting. Many are well-rounded in



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many aspects of the grooming industry. Others will specialize in trim styles, grooming techniques, sales and marketing, or business operations. Many will travel great distances to set up coaching sessions. Find a business professional you admire. Contact them and ask if they offer private lessons. Many do, or they host small clinics where you can all share the cost of the session.

## TRADE SHOWS

Going to a grooming show is still one of the most refreshing ways to learn. Most trade shows have a wide variety of vendors there, too, so you can speak directly to the sales representative about a product or service they offer. Sit ringside at a grooming competition. You'll be blown away at the style and trim quality being found with high-level pet stylists. Trade show promoters are always seeking out a wide variety of speakers and topics to present at their shows.

Can't get to a show? Some of the larger shows and grooming competitions are now available via streaming video on the Internet. I remember being in Croatia on a sailboat almost a year ago. I was able to watch the World Team Grooming

Competition right from my laptop as the competition took place in Belgium. Very exciting!

## CERTIFICATION PROGRAMS

We are seeing more and more certification programs becoming available whether it is for dog grooming, cat grooming, pet first aid, or business management. At this point, most programs are voluntary, but all are worth their weight in gold. Some of the programs can be completed in a day or a weekend. Others will take months or even years of study and testing before successfully completing the full program. A few of the programs even have apps set up for your electronic device.

Education, skill enhancement, and effective communication are the keys to a successful career. Never underestimate their importance. One of the greatest inspirations in any career is continued growth. Learning is the key to everlasting success. With learning trends today, it's never been easier! Never stop learning.

When looking at learning opportunities, I always encourage you to research the quality of the material, the program, or the lesson. You will only increase your knowledge if the

information being shared or taught is from a true professional that has years of expertise and a resume to back it up! ☺

*Melissa Verplank has over 30 years' experience in the pet industry. Her mastery of grooming has won numerous awards on a national and international level. She runs multiple businesses including The Paragon School of Pet Grooming; a luxury boarding facility called Whiskers Resort & Pet Spa; White Dog Enterprises, which created the award winning books Notes From the Grooming Table and Theory of Five; plus Learn2GroomDogs.com, an online educational video library for pet grooming. She was a member of GroomTeam USA, later the Team Coordinator, and sat on the Board of Directors. Ms. Verplank is an industry speaker, author, contest grooming judge, and two-time Cardinal Crystal Achievement winner.*

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# DOG PARK SAVVY

## Bad outcomes can happen at dog parks. Here is how to avoid them.

Not long ago, I was at a dog park with a couple who wanted their adolescent dog to learn how to play well with strangers. Gilbert, Arizona's *Cosmo Park* was once voted the number one dog park in the country. It has a lake for swimming and dock-diving, a small/shy dogs area, and a large overflow area that allows for reseeding and maintenance. The grass gets hard usage, because dog parks are wildly popular.

When we arrived at the park, a former client of mine happened to be there. She was there with her female Golden Doodle and her two teenage boys. Shortly after I entered, a man brought in his one-year-old, intact male Pit Bull and his five-year-old son. The man was conducting some kind of business via cell phone and wasn't paying attention to anything else. The

rules of the park plainly state that no children under 12 are allowed inside the fenced areas. Every owner must have a leash at all times and theoretically be able to secure their dog in case of an emergency. According to the posted rules, the Pit Bull's owner should have scooped the large poop pile his dog deposited within moments of entering the park. So much for posted rules.

Right away, the Pit Bull made a bee-line for my client's Golden Doodle. He chased her into the small, low-walled "wash rack" and pinned her to the ground, humping her romantically. Whether or not the Doodle could have escaped the amorous advances of the Pit is a moot point. She was certainly tall and fleet and probably could have outrun her unwanted boyfriend. Unfortunately, she was pinned to the

ground, and running wasn't going to be an option. As you might expect, she started screaming. That's when the real problem started.

The Doodle had two young, teenage champions who were instantly horrified that their dog was being assaulted. The boys decided to step in. That was a major problem. These two boys were rapidly approaching an aroused Pit Bull that was cornered in a very small area and was completely intent on romance and securing a mating. No matter how much they wanted to protect their dog, they could have easily caused the Pit Bull to attack them.

Coincidentally, the five-year-old child was attracted by the Doodle screaming and rushed toward the fray to protect his Pit Bull, thereby placing himself in harm's way. The

potential for a very bad outcome was high. Fortunately, I got there first, and the Pit Bull allowed me to remove the object of his affection. Bad outcomes can happen at dog parks.

#### THE REALITY OF DOG PARKS

Roughly stated, a dog park is a fenced area where dogs are allowed to run around for their pleasure. Owners socialize as they watch their little fuzzy babies careen, romp, and

play with their friends. At the end of a visit, most of these dogs are thoroughly exhausted and go home to a night of deep slumber. In an urban environment, this kind of facility offers an outlet for animal lovers and cuts down on animal control problems. It is similar to the way organized parks cut down on kids' playing baseball in the streets. Having a convenient, well-maintained dog park is a blessing for any community... or not.

The plus side is obviously that dog parks help regulate behaviors that are normally thought of as nuisances. People who wish to let their dogs run are able to do it in a confined area rather than flaunting local leash laws. Localizing dog activities tends to cut down on urine and feces dumped willy-nilly on the landscape. Ironically, one of the most common dumping grounds for pet waste is city parks. By providing a specific area for dogs, sports fields

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and common public areas require less waste clean-up, monitoring, and regulation.

With all the community plusses associated with dog parks, a frank discussion of the topic also requires some cautions for users. My Golden Doodle story is only one of many I could relate. Though the wonderful effects benefit many, when it gets ugly, it gets really ugly — and you can't count on anyone to help you or your dog.

If you choose to recommend dog parks to your clients or use them yourself, here are some guidelines and general precautions that may help you enjoy your dog park experience:

- If you attend dog parks on a regular basis, it's a good idea to get some kind of emergency health insurance for your dog — just like parents who have insurance if their kids participate in sports. If your dog is attacked by someone else's dog, you can't assume you will ever get them to pay. It doesn't hurt to know which clinics are closest to the park and the location of the nearest

emergency vet.

- Make sure you are overly diligent about vaccinations. Social contact at a dog park is even more likely to spread disease than any commercial kennel or veterinary practice. Parasites are equally dangerous and common.

- Be willing to leave — instantly — if you see a dog that is openly threatening to other dogs. At the very least, get on the other side of a chain link fence until the dog leaves or someone corrals it.

- Practice grabbing your dog quickly for no apparent reason. If you never do this in advance, you will never be able to do it in an emergency. The best place to teach this is at home. You can then transfer the skill to the park.

- Teach your dog a reliable "recall" at the dog park. This is best accomplished at times when there are few dogs at the park and nothing else is going on. This may allow you to get your dog out of a crisis situation before it goes nuclear.

- Have your leash draped around your neck at all times. When in doubt, walk your dog away from a perceived problem. If your leash and collar are difficult to attach, get one that can more easily be clipped in a hurry.

- If a fight breaks out, do not try to grab any dog by the scruff of the neck. Once a fight starts, none of the dogs knows who their owner is. If you grab them, they are likely to think you are one more dog coming to the fight. The most likely result of trying to pluck dogs out of a fight is a serious bite, usually to the wrist or face. I do know how to break up a dog fight, but I'm not going to tell you how to do it — it's dangerous.

My final recommendation isn't negative. When you go to the dog park, have fun. Dog parks can be a fantastic place to let your dog experience other dogs and virtual freedom of movement. With a little precaution and vigilance, it can be a great aid to having a mentally and physically healthy and joyous pet. ☺



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

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

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

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

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

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



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

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# Want To Compete? GO FOR IT!

✧ by Kathy Hosler ✧

One of the most unnerving, frightening, and exciting things that a groomer can do is walk into the competition ring for the first time. Even though you may groom dogs every day for a living, it's an entirely different situation when almost everyone who is watching you is also a groomer and you know that every hair of your work is going to be judged.

We asked several competitors who have been very successful in the ring to tell us what their first experiences were like. They also shared some advice for anyone contemplating entering a grooming contest.

Jeanette Genthner is the owner of Dressed to Impress Doggie Spa located in Western New York. Her

first attempts at competing didn't turn out quite like she had planned. "It was Intergrroom 1996. I planned to compete with a cute, little red Cockapoo. I had her coming in every two weeks to bathe and brush, and her coat was looking great," recalled Jeanette. "Three weeks before the competition during a very busy day at the salon, grooming kennel numbers and instruction slips got mixed up, and a fellow groomer shaved my competition dog.

"The next year, I planned to compete in Hershey with a white Standard Poodle. The day before the show, I bathed him in a new whitening shampoo, and he turned purple! I competed anyway, but I couldn't concentrate and barely scissored a leg.

"I learned a very valuable lesson," said Jeanette emphatically. "Never use a new product of any kind before a competition. Know what products work with your dog and stick with what you know!"

Lindsey Dicken is a stylist at Wag'N Splash in Altamonte Springs, Florida. She says that she got into competing because she was in the right place at the right time. "When I moved to Florida, I got a job at a salon owned by Karen Tucker, who did competition grooming. When she went to a show, I would tag along behind her.

"My first contest experience was with a client's little mixed breed that I put in a Bichon trim," said Lindsey. "I was terrified going in the ring that first time, but once I

started grooming, I just forgot about everything else and concentrated on my dog.

"I finished the groom and wound up getting a third place," Lindsey said. She added, "Jay Scruggs was the judge. He was really nice and gave me some good critiques. Once that first competition is out of the way, it gets a lot easier."

Nicole Kallish, owner of Doggy Detailers Mobile Grooming in Orlando, Florida, knew that she wanted to compete very early in her career. "I was lucky to have Lisa Leady, past GroomTeam member, speaker, and judge, as my teacher," said Nicole with a big smile. "Her winning pictures were all over the walls at the school, and she would bring her contest dogs in to work on."

"Shortly after finishing grooming school, I entered a small contest in the Chicago area," Nicole continued. "I competed with a client's

Cockapoo and wound up with a first place in the potpourri class. I was hooked!"

Michell Evans, the 2011 recipient of the Barkleigh Honors Competitive Groomer of the Year Award, was already an accomplished groomer and an IPG (International Professional Groomers) certifier when she decided to enter the competition ring. The story about her competition experience is different from most. "I bought an SUV and a 28-foot travel trailer. I was determined to go all out to make GroomTeam USA," said Michell. "Getting to my first competition in Pasadena in 2009 was something else."

"I drove through snow in Flagstaff, Arizona, which was really nerve-racking, because I had never pulled a big trailer before. When I got to the show site, it was pouring down rain and there was no place to park – was I stressed!" said Michell.

"I finally found a place to park my trailer, but it was not close to the show site, so I had to drive through LA rush-hour traffic with a GPS that didn't give me very accurate directions."

Michell finally made it back to the site, entered the contest ring with a Springer Spaniel, took a deep breath, and then proceeded to do a winning groom on her dog.

Everyone who takes the plunge into competitive grooming will face many challenges, both inside and outside of the ring. Our experts have offered some tips and advice for the novice contestant based on their experiences and what they have learned from them.

"Start with what you know," suggests Michell Evans. "Groom a breed that you like and know how to groom well. If possible, practice on the dog a lot before the competition to perfect the groom."

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Lindsey Dicken adds, "Start small. Don't enter a lot of classes in one show until you are more comfortable. When I prepared for my first competition, I cut out pictures of the breeds I wanted to do and put them on the wall. I also posted some pictures of dogs I groomed on an online forum and got a lot of helpful feedback."

"If you can find a mentor, someone with an experienced eye, it really helps," says Jeanette Genthner. "Also get plenty of sleep the night before. This is tricky, because it is always like Christmas Eve for me and sleep is difficult. And don't forget to eat. Yes, you are nervous, but you are going to be in the ring for hours. You need the food to boost your energy levels and help you focus!"

Knowing how to prepare for your first competition can be a bit overwhelming. Here are some of the

things that you have to plan for: getting up very early, bathing, prepping, and walking your dog, getting to the ring on time, and having all the right equipment with you.

"Don't try to do it all yourself," shares Nicole. "Bring a friend to help. Moving crates, walking dogs, and carrying all your equipment can be really tough."

"A lot of beginners struggle with time, specifically getting their dog done in the allotted time," says Michell. "Make yourself a list. Put down the amount of time you have and then write down what you want to have accomplished in the first quarter, by the halfway point, and what you will finish up with in the last fifteen minutes. That keeps you moving and helps you stay on track."

"No matter the outcome of the competition, whether it's pure elation from a big win or frustration for

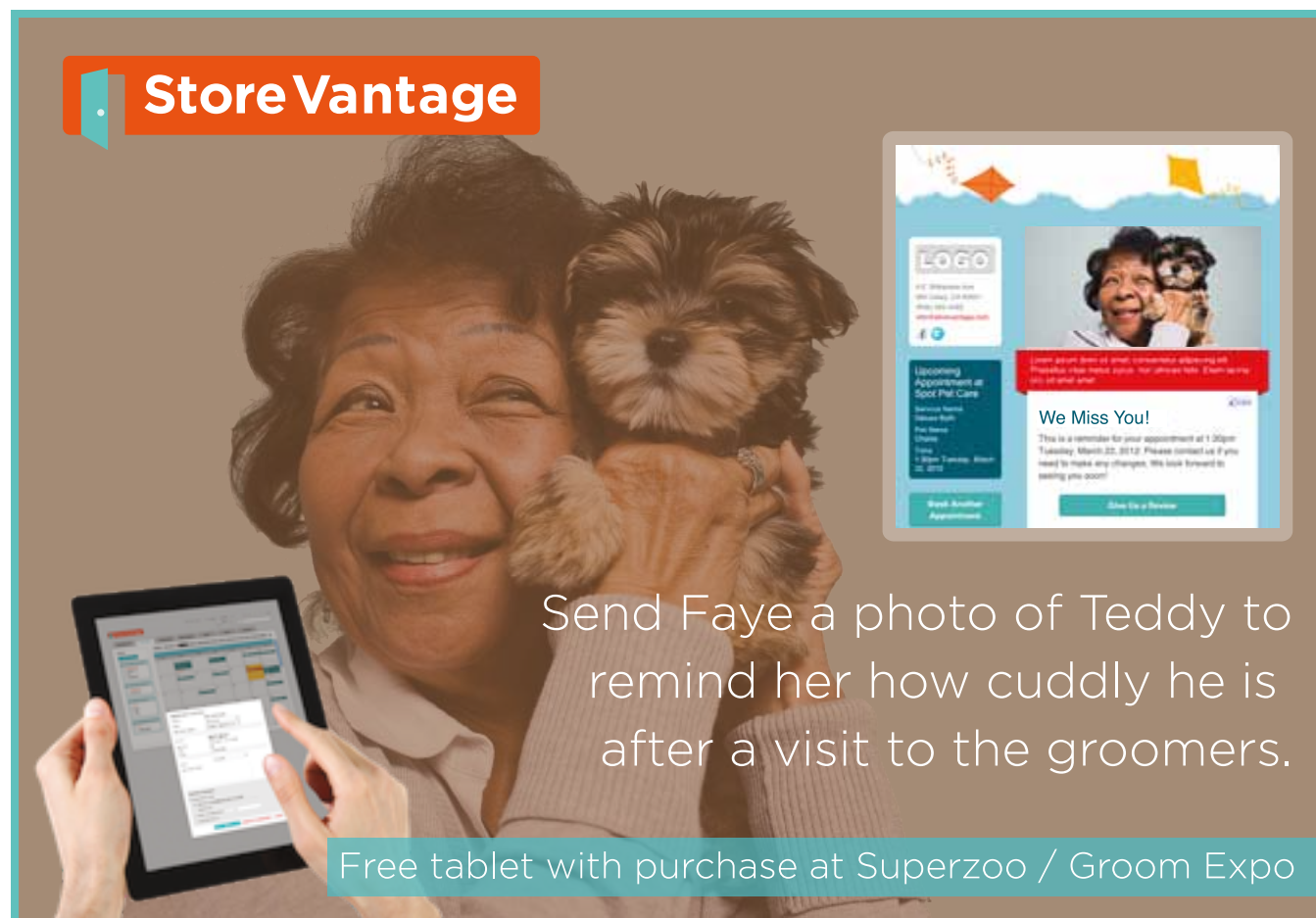
barely getting through half of your dog," says Jeanette, "ask people to critique your work. Knowing the positives and negatives of your groom will make you better the next time."

"Yes, just jump in and do it," agrees Lindsey. "The feedback you get from your judges alone is worth all the work. It will help you fix things for the next time and make you a better groomer over all."

"And I think that networking with other competitors is great advice," adds Nicole. "Who better to ask than the ones doing it at every show? There are lots of us on Facebook in the grooming pages, and everyone is so willing to help. I know it is hard to just jump in, but I say go for it!" <3

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(Chicago, IL) – August

### **GROOM EXPO**

(Hershey, PA) – September





# PROJECT LIBERTY

## Groomers and Volunteers Unite for 31 Puppy Mill Dogs

It started with an email and a challenge. A rescue that specializes in taking dogs from puppy mills was looking to place 30 Shih Zhus, Pomeranians, and Poodles. These dogs were breeding dogs between five and six years old, and they were no longer the profit-makers the kennel owner wanted them to be.

Steve Crouse of *Castaway Critters* first thought the email might be a hoax, but he later discovered that the need for these dogs to find homes was legitimate. Without

placement, these dogs would be destroyed. Steve was up for the challenge, and *Project Liberty* was born.

For these dogs, *Project Liberty* meant freedom from a caged life in a puppy mill, where they would never feel the warmth of a home or loving human hands. Foster coordinator Virginia Finn began calling and appealing to both active and inactive foster caregivers to take dogs into their homes.

*Castaway Critters* enlisted an organization known as *SNAP* (*Spay*

*Neuter Assistance Program, Inc.*) to assist with spay and neuter services and veterinary care for the dogs. *SNAP* Director Essie Petrovich coordinated the vet care through Dr. Clemons of *Palmyra Animal Clinic*, and *SNAP* agreed to pay veterinary costs up front, allowing *Castaway Critters* to collect donations to cover fees.

MJ Vaskorlis and Michelle Semken of *Pet Bath and Beyond* have always offered their services and have sacrificed to assist rescue dogs.



Earlier in the year, the salon closed to conduct a profitable vaccine clinic for the rescue. This is part of the culture of their business and their wonderful, giving personalities.

News of *Project Liberty* spread through Facebook, Twitter, press releases, and an email blast that went out to every prior adopter and supporter of *Castaway Critters*. Questions, donations, and offers of help began to come in.

As the big day approached, the *Pet Bath and Beyond* staff and *Castaway Critters* coordinators had several intense conference calls to organize the approach. The plan was to bring dogs into a central area where they would be triaged and provided with a name and identifying number. After bathing the dogs, volunteers would shuttle the dogs to an available groomer. The last step would be final inventory and tracking before placing

the dogs in a van for their trip to the vet.

Michelle and MJ started calculating how long it would take to groom 30 dogs. A very long day loomed ahead for both the grooming staff and the dogs. They also knew that the dogs would be in rough shape, most likely matted and dirty from neglect. The call went out for additional groomers to help with the project.

Michelle started receiving forwarded emails and Facebook posts. Groomers from as far away as Maryland were heeding the cry for help. Michelle and MJ made arrangements to close their salon and contacted their landlord so that the remainder of their parking lot could be used for mobile grooming vans. But Michelle and MJ worried. It was hard for them to work their day jobs let alone run a business on the side. How would

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they pull off the care of 30 dogs in one day?

The early morning of Saturday, July 21 dawned with a drizzle. The staff of *Pet Bath and Beyond* was up at first light preparing for *Project Liberty*. *Castaway Critters* volunteers began to arrive around 7:30 a.m., and someone set up a tent with coffee and donuts. People huddled under the narrow overhang of the salon, sipping coffee and chatting. What would the dogs be like? Would it be safe to handle them?

As the rain stopped and the dawn brightened, a stream of white mobile grooming vans and RVs began entering the parking lot of *Pet Bath and Beyond*. It seemed like they would never stop coming. MJ's husband, Jim, was busy directing traffic. Individual groomers arrived in their cars and were stationed within the salon. To a bystander, it might have appeared to be a groomers' convention with all the colorful pet-related logos dotting the parking lot. In total, 18 volunteer groomers came with their helpers to care for *Project Liberty* dogs.

As Steve led the transport toward the salon, volunteers and groomers received updates about

the dogs' estimated time of arrival and waited at their appointed stations with anticipation. As the first van pulled in, the group grew hushed. All were prepared to provide the dogs with the least trauma, and that included a reduced noise level.

The doors of the vans opened, revealing individual carriers as well as large crates with four to six dogs. Scared and very dirty Poms, Poodles, and Shih Tzus stared out. Amazingly there were

also unexpected Chihuahuas and lots of Pekingese.

"How many dogs do you have?" someone asked.

"We think 29," hedged Steve, "but the contact at the farm said she can't be sure."

Volunteers stood looking at two loaded vans of dogs, and coordinators started identifying the greatest needs.

"The poodle goes first," said Steve. A carrier was taken into the salon, and all doors were secured to prevent the possibility of a scared dog getting away from its handlers. A hushed group gathered around to see a very disheveled little dog emerge from a very small carrier. The poor dog looked like a large, very puffy snow ball that had gathered lots of dirt from rolling down a hill.

This Poodle was promptly dubbed *Franklin* by the group. Each name was selected based upon the "liberty" theme. MJ said softly, "Happy birthday, little dog." This was the first time *Franklin* had ever had a real name rather than a number.



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As volunteers gently handled *Franklin*, a surprising issue emerged. Around the neck of the dog was a very tight chain embedded with hair. It read "USDA" with a number. No one was aware that the mill dogs were identified in this way. As *Franklin* was bathed and passed to a groomer, volunteers started searching for pliers and chain cutters. On some dogs, the embedded hair had to be completely cut away in order to remove the tag and chain.

The next group was an energetic half-dozen Pekingese dogs. Volunteers gently removed each dog from the large crate and provided it with a name and name tag. As they emerged, MJ once again said, "Aww... Happy birthday, little dog."

One lone hold-out sat at the back of the crate and had to be coaxed out by Alice Tarnow. Alice is a seasoned business woman who is not at all shy about speaking her mind. When faced with the shy, scared dog, though, she took her time and switched to baby talk. "Come out, little dog. Welcome to your new life," she cooed. Her handling of the many scared dogs that day was very touching.

Steve and his crew continued to bring in carriers and large crates of dogs as the first dogs were shuttled to groomers in awaiting vans and adjoining rooms of the salon. Parents brought their children to help, and the kids were assigned to groomers in the parking lot. Sarah Neiswander supervised the outside grooming activities and ensured that all the groomers had dogs to work on. She also made sure that the dogs were efficiently returned to the salon when they were done.

The dogs barked surprisingly little if at all. They were either too scared or totally confused about what was going on and were unaccustomed to being dogs. As time passed, the hushed tones of the groomers and caregivers turned to

laughter, jokes, and naming suggestions. The joy of seeing a dog turn from a ball of hair and dirt to a cute little ball of fur was just too much to keep quiet.

Earlier that morning, volunteer Diane Kamp was almost killed in an auto accident when her van blew a tire. Shaken but determined, she managed to get all the supplies she was carrying into another vehicle and arrived at *Project Liberty* just as the dogs began to arrive. "Never again!" she yelled as she pulled into the parking lot. "I'm never doing this again!" By the end of the day, Diane was touched by the faces of the *Liberty* dogs and later said, "I would not have missed this for the world."

With fellow volunteer Betsy Clark, Diane cataloged the dogs and made sure they got into a van with a transport sheet. They cataloged 31 little dogs. "Guess they missed some," said Steve.

The first van drove off for the vet around 10:30 a.m., and all the grooming and inventory was finished by noon. By Monday, Dr. Clemons had altered all the dogs and provided them with the necessary veterinary care.

It was time for foster coordinator Virginia Finn to kick into high gear. Ginny was able to assemble all the foster caregivers for the 31 dogs at her house Monday night — a minor miracle. By Monday evening, each dog was experiencing something brand new: life in a loving place.

Applications are beginning to appear on the *Castaway Critters* website for the little dogs of *Project Liberty*. Hopefully all the adoptive families will realize that by becoming a part of *Project Liberty*, a place and time where it all came together for 31 little dogs, they are miracles. ☺

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# Planning for the 'Presents'

In last month's issue, I talked about the proper planning techniques you should have in place to be staffed adequately and to have all areas of your business prepared for the upcoming holiday season. Now I will go a bit deeper into some tactics you can use to capitalize fully on the financial opportunities you will find

during no other time of the year.

Some of you out there have grooming salons, pet resorts, retail stores, daycares, and even mobile grooming businesses. Some of you lucky people have all of the above and more! There are some certain things we know will happen during the holiday season, which include

jam-packed grooming books, a resort full to capacity, daycares caring for pets while the pet parents are shopping or working their own obnoxiously long hours on their jobs, and the added stress of unpredictable weather.

Another thing is for certain. If you offer no additional services,

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hours, products, and various other “nuggets of gold” to your customers this holiday season, you can be sure you will be just as tired and worn out and make just as much as you did last year (but probably nothing more). For some of you, it’s the same routine year after year. For instance, to make more in grooming, we often fall back on the notion that we must groom more pets. While this is one solution, what if we could make more money from each pet that visits us instead of the old faithful method of simply adding more work to our day? For you over achievers, imagine what adding more dogs to the books AND more profitable products/services could do for your income?!

What I am here to tell you is that you can and SHOULD make more money this holiday season than you did in years past. If done correctly, the ideas that follow

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## I am definitely not recommending you sell puppies! What I am recommending is that you make new puppy ownership **EASIER** for the new pet parents.

should not result in a great deal of extra work on your end but should result in a substantial increase in revenue and reward for your hard work. These “nuggets of gold” or “presents” can be planned for, prepared for, and executed during the holidays to boost your bottom line with PROFIT dollars.

### PRESENT ONE: HOLIDAY PUPPIES

Like it or not, many families will increase their household population by one or more by gifting pets to their kids or spouses during the holidays. Some would argue this is the absolute wrong reason to acquire a pet, making the case that this is more impulse buying and results in more pets in shelters after the “hon-

eymoon” phase of puppy ownership wears off. It happens, so let’s make the best of it. Who knows? Maybe the puppy will stand a better chance of staying in that forever home.

I am definitely not recommending you sell puppies! What I am recommending is that you make new puppy ownership EASIER for the new pet parents. Put together some “Welcome Home Puppy” baskets for display and for sale in your retail stores. These make great gifts for pet parents who want to buy other pet parents a gift. After all, how cute is it when one pet “gives” a present to another? Include To/From tags, bows, and maybe even gift-wrapping supplies in the purchase to make it even easier!

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## PRESENT TWO: DECK THE HALLS

If there is one thing that I have a hard time with at the holidays, it's decorating! I cannot see the rationale of bringing clutter out of storage, sneezing through the dust it has collected over the past 11 months, and displaying it in different areas of my home just to pack it all up again in a few weeks for another 11 months of storage.

However, when it comes to business, I have a completely different view! Customers respond to festive environments! If you are going to decorate, decorate BIG! Glam it up. Decorate everything from the walls to fixtures and even yourselves! Even better, decorate products in your stores to call a renewed attention to them. Even if these products are on display year round, a new look with a red bow, a gift tag, rope lighting, or an assortment displayed as holiday gift ideas gives new life and new appeal to everything.

## PRESENT THREE: CHOOSE WISELY

When deciding what products may make the best gifts, choose "lifestyle" gifts. We are treating our pets more and more like family, so

let's encourage this trend by offering products in our assortments that reinforce and enhance our relationship with our pet. Anything portable is hot right now. We are on the move with our pets, taking them places we would have never gone before with them. Everything from portable watering and feeding devices, shade or containment solutions, soothing paw treatments for tired running or hiking pads, car safety restraints, and even quick clean up products are great choices.

## PRESENT FOUR: ADDED VALUE

Buy one, get one. Buy two and save. Look around... You see these and other very creative methods being used to attract shoppers everywhere. Learn from other retailers and emulate these efforts in your offerings. If you just retail, then shoot for larger purchases by "partnering" two related items together and offering a slight discount if both are purchased at the same time.

For instance, don't just sell the water and food bowl; sell the cool placemat that makes the package complete. Sell the stain and odor product for the home, and sell the

travel size for their glove box or RV. Likewise, if you retail AND have services such as grooming, boarding, daycare, etc., partner a service with a retail item or other service. If they are purchased together, the customer will save and you will make more money. You can get creative and offer profit-packed services such as holiday nail polish, upgraded bandanas or bows, take-home size holiday spritz, free training evaluation, and glittering or stenciling.

I have often said, "Give a customer a reason to spend and they will." Create a "spending environment" and a pleasurable experience for your customers. The wallets will open, and you will make more this holiday season than any other. ☺

*Joe Zuccarello has excelled in the pet industry since 1986 and is National Accounts Sales Manager for Tropiclean Shampoo and Fresh Breath Made Easy! Dental products for dogs and cats and Fresh Breeze Natural Stain and Odor Solutions. To find out more about Tropiclean Products, please visit [www.tropiclean.net](http://www.tropiclean.net) or call 800-542-7387*

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## BORDER TERRIER

The Border Terrier may not be the typical *Bread & Butter* client, but he sports one of the easier coats to hand-strip and may prove to be a great introduction to hand-stripping for the novice. His wiry, somewhat “broken” coat is actually easier to pluck than to clip effectively.

The Border Terrier breed standard states that he has a “short dense undercoat covered with a very wiry and somewhat broken top coat, which should lie close.” This weather-resistant coat can only be maintained in its natural state by hand-stripping.

When the topcoat has become very overgrown and dead (“blown”), it can be stripped out easily without discomfort to the dog. In this case, all of the outer





dead coat will be pulled, leaving only the soft undercoat ("underwear"). This is usually done two or three times per year. **(BEFORE 1)**

The wiry topcoat will grow and develop within about seven weeks and can be kept in shape by plucking only those longer dead hairs that will not lie flat. This is referred to as "rolling." While the outer coat is growing in, use a coarse stripping knife to gently rake the loose undercoat and overlooked wire hairs. This process of "rolling" the coat will keep the dog looking trim all the time and may turn your twice-a-year-whether-he-needs-it-or-not grooming client into a monthly or even twice-monthly *Bread & Butter* client! *(NOTE: When rolling the Border Terrier's coat, it is not necessary nor is it recommended to bathe every visit.)*

**BEFORE 2, 1B, and 1C** show examples of a coat that can be successfully rolled.

**FIG. 1D:** Rolling the coat breaks up the coat into several lengths, creating layers. Not all coats can be successfully rolled **(BEFORE 1)**, but most can. The dog's age, condition, and whether or not he has been neutered will affect the coat.



**FIG. 1A**



**FIG. 1D**



**FIG. 1B**



**FIG. 2**



**FIG. 1C**



**FIG. 3**

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FIG. 4

Most of our *Bread & Butter* clients require bathing and prepping prior to the trim. Not so with hand-stripping. The bathing process actually renders the coat more difficult to pull, and frequent bathing may tend to soften hard coats. If a bath is wanted, do so after the stripping process. As with the other *Bread & Butter* breeds, trim the nails and clean the ears.

To strip a "blown" coat, strip all the dead coat from the eyebrows back.



FIG. 5

Standing to the rear of the dog, secure the hide (loose skin) at the shoulder with one hand so that the hide will not move when you pull the hair. With the other hand, grasp a few hairs between the thumb and index finger and pull out the dead hair. While securing the loose skin, use a firm quick motion, pulling only in the direction the coat grows.



FIG. 6

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Use care not to bend your wrist (FIG. 1D).

The use of a pumice stone (FIG. 1A), stripping knife, or textured gloves will help you to grasp the hairs more easily. Caution must be used while using a stripping knife. To avoid cutting the coat, keep the knife parallel to the coat and keep your wrist straight.

**FIG. 2:** Strip the longer dead coat on the body, pulling in the coat growth direction. Remember it is ALWAYS important to secure the hide to prevent damage to the skin.

**FIG. 3:** Continue stripping the legs, removing all of the feathery coat, including the thighs, elbows, and joints. Remove the dead coat from the topline down to the stop. Strip the cheeks from the outside corner of the eye to the outside lip corners and back to the ear and

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throat. With your fingers, remove the dead hair inside and outside the ears including the ventilation strip in front of the ear. For now, leave the whiskers and brows.

**FIG. 4:** Using a coarse stripping knife, gently remove the excess undercoat. **FIG. 5** shows the soft coat that should be removed. Remember you are only taking out the excess coat.

**FIG. 6:** With a pumice stone or stripping knife, remove the longer dead coat on the legs and feet. You may use thinning shears to shape lightly the long hairs on the feet, rectum, under the tail, inside the upper thigh, and the sensitive abdominal area.

**FIG. 7:** With only your fingers, pluck the brows short so there is only a "hint" of the natural outline of the brow.

**FIG. 8:** With only your fingers, carefully pluck and shape the beard to follow the natural outline of the jaw. The Border Terrier does not have a large or rectangular beard that is found on many of the other terriers.

The slightly full cheeks and moderately broad and flat top-skull give the Border Terrier an "otter-like" appearance.

Finish the groom by spraying a light conditioning mist over the dog and follow up with a terry cloth wipe down or once over with a short bristled brush.

The Border terrier's affable disposition, easy-to-pluck wiry coat, and naturally simple breed profile make him a great candidate for the *Bread & Butter* list. For more information on the Border Terrier, visit the *Border Terrier Club of America* webpage: [www.btcoa.org](http://www.btcoa.org).



**FIG. 7**



**FIG. 8**

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## Store Vantage Unveils Powerful Customer Loyalty and Word-of-Mouth Features

*Store Vantage* ([www.storevantage.com](http://www.storevantage.com)) unveiled a new version of their popular web-based scheduling and customer relationship management software at *SuperZoo*. "The new *Store Vantage* site was designed with feedback from over 11,000 users. Not only is the site easier to use, we strengthened our customer loyalty features that boost business profits by increasing repeat business and driving referrals," said Ben Gonzales, co-founder.

Unlike untargeted discounts, mass emails and legacy marketing programs that just don't work, *Store Vantage* delivers results by making it easy for business owners to send personalized communications to their customers.

Plans start at \$25 a month and include free support including phone support. There are no contracts. Subscribers can use system for free for 30 days. No credit card is required to start the trial.

For additional information, request Reader Service Card #9403.



## Groundbreaking Pet Safety Solution, PetHub™, Launches Worldwide

Award-winning *PetHub™* expands services outside of North American borders into Europe and beyond.

Tom Arnold, former *Microsoft* employee and founder of Seattle-based *PetHub, Inc.*, announced at the *World Pet Association's SuperZoo Show for Pet Retailers* his company's expansion into Australia, New Zealand, United Kingdom, Germany, South Africa, and the Netherlands. "U.S. and Canadian users have enjoyed *PetHub's* award-winning products and services for over 12 months. Now the world has access to our groundbreaking innovations around pet safety," said Arnold. This month's launch includes translated versions of the website starting with Dutch and German.

*PetHub, Inc.*, licenses the use of its smartphone scannable technology and web services to manufacturers looking to offer pet owners the ability to link a tag to a free Internet profile. Each profile linked to by a tag can show emergency contacts, vaccinations, license and rabies tag

numbers, microchip codes, animal caretaker details, and more. All of this functionality is provided at no charge beyond the cost of the tag.

"Microchips remain an important safety net. *PetHub's* solution, however, not only helps anyone get an animal home quickly without the need of a vet's special scanner, it allows access to critical medical and other details crucial to giving an animal elevated care in an emergency situation," concluded Arnold.

*PetHub's* partners who license its technology include *dogIDs™*, *Red Dingo™*, *VIP Etchers™*, and many others. For additional information, request Reader Service Card #9404.



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#CC-93 (Back) "Have a Merry Christmas  
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#CC-86 (Back) "Have a Merry  
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## Pup Feathers by The Creative Groomer

*Pup Feathers* are original, handmade feather extensions for your favorite furry friend. Each piece is handmade using quality feathers, and while pieces may be similar, each one is unique. *Pup Feathers* caters specifically to reputable grooming establishments nationwide and offers a signature line of 25 different designs, including *Couture Pup*, a high-end line. Styles vary to include themed charms, rhinestones, and American flags to honor and celebrate holidays. As a creative way to stand out from the pack of traditional bows and bandanas, *Pup Feathers* retail prices range from \$12 to \$20 with special wholesale pricing available online for grooming professionals. For additional information, request Reader Service Card #9406.

## PrideBites Announces Launch of New Product Line at Superzoo 2012

*PrideBites* introduced a new line of dog toys to crowds at *Superzoo* this year. With bright colors, detailed stitching, and a durable feel, *PrideBites* are one of a kind toys that four-legged friends will take everywhere. The *PrideBite's* versatile design allows for a fantastic interactive experience that can be enjoyed indoors, outside, or even in water. The *PrideBite* floats, squeaks, is machine washable, and is vet approved. Each toy is made up of *DuraBite™* fleece, foam stuffing (only one of its kind), and squeakers encased in pouches for added safety.

The *PrideBite* consists of 25 different characters from animals and symbols to "X" people. The *PrideBites Custom* line gives companies and retailers the ability to create any design. *PrideBites* also gives back to organizations that prevent animal cruelty. Buy a toy, help save a dog - join the movement! For additional information, request Reader Service Card #9407.



## Angels' Eyes® Unveils New Line of Shampoos, Soft Chews

*I'm a Little Tea Cup®*, makers of the leading brand of tear stain supplements for pets, unleashed their new premium line of unique *Angels' Eyes®* shampoos and soft chews at *Super Zoo* in Las Vegas. *Angels' Eyes®* shampoos were awarded First Place for Best New Grooming Product at *Super Zoo* 2012.

Including stylish new packaging with tantalizing fragrances, this new line features a wide array of luxurious *Angels' Eyes®* grooming products for dogs. Each product is named after a geographic region, such as Heartland Meadows hypoallergenic shampoo and Southern Comfort oatmeal shampoo and conditioner. For additional information, request Reader Service Card #9408.



## Envision Paws a Software Solution Built for Grooming Businesses

*Envision Paws* is the software solution built to simplify your pet grooming business. Easily book appointments, track pet history, control inventory, and watch your business grow. Bring in repeat customers with an integrated loyalty point system and send automated appointment confirmations and marketing emails to keep your customers informed. Online access gives you the freedom to connect to your schedule and important business data remotely. Customizable websites allow customers to book appointments online, refer friends, and purchase gift certificates at any time. *Envision Paws* is an ideal solution for mobile groomers, independent groomers, or large grooming salons. For additional information, request Reader Service Card #9409.

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