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**ON THE COVER**



Dog groomed by Lindsey Dicken. Photo by Animal Photography.





# the Blend

By Bonnie Wonders

Sometimes we, as dog groomers, have those customers who try as hard as they can to pull the wool over our eyes. Sometimes it could be done if there were any “wool” available, but it is often non-existent.

Customers bring in those Poodles whose topknots they’ve cut so that the dog can “see.” They whack them back so far that it would make a Chinese Crested cringe. The women never fail to blame it on their husbands, and the husbands blame it on the wives. It’s funny how they never come in at the same time when they bring the dog in for the appointment. Naturally they tell me

to “blend” it in when I fashion a new topknot.

Owners who take scissors to the matted parts of the long-haired dogs find out all too often just how easy it is to get an accidental piece of the hide in with that mat. I’m supposed to blend those spots in, too. “Just work the hair around the scabs to kind of camouflage it,” one woman instructed.

I had a standard Schnauzer that had gotten sprayed by a skunk. The owner brought the dog in with the entire center of the bottom of its beard shaved off. It now had “pork chops” where the beard used to be. It was like two eight-inch “fangs”

hanging down from the corners of its mouth. “I thought I’d cut the skunk smell out of his hair,” he told me. “Just blend it in” were his final famous words to me. Not only was his decimation of the dog’s beard sinful but it was also in vain, as the top of the animal’s head was where it had actually gotten skunked.

A few months ago, a woman brought in a Maltese mix that had gotten too close to one of those plug-in candle warmers. Apparently the dog got caught in the electric cord and pulled the whole thing off the shelf and down onto its back. Thankfully the dog didn’t get burned with the hot wax, but



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the owner decided to cut off the hair where it had happened. "Could you blend it in?" she asked.

I looked down at the four-by-eight-inch swath of hair that was missing. The patch was smooth enough to rival a baby's butt. "Uh... no..." was my professional response.

A couple weeks ago, a woman brought in an old Cocker Spaniel. The dog had obviously had some surgery as evidenced by the patch on the front leg, which had been shaved for an IV, and five other spots on top of her head, which were devoid of all hair. There was a line of stitches that ran in a zig-zag pattern right between her ears.

"Moles removed?" I asked casually, surveying the roadmap on her head.

"Yes, and for gosh sakes, fix all that. Just make her some bangs or something to make it less noticeable," she instructed.

"So you really think bangs would do it?" I asked, not truly ex-

**"Is it just me, or have you noticed there are no bangs to make bangs with?" I asked... "Just do whatever then. You're the groomer," she said. I did think about pulling some hair out of the Clipper Vac to glue onto her forehead to make the woman happy.**

pecting an answer.

"Well, don't you think so?" she responded.

I think my eyebrows went all the way up to my hairline with that one. "Is it just me, or have you noticed that there are no bangs to make bangs with?" I asked while looking sideways at her.

"Just do whatever then. You're the groomer," she said. I did think about pulling some hair out of the Clipper Vac to glue onto her forehead to make the woman happy. It wasn't a very long thought...

With all this, however, my sister

is the ultimate of offenders. She had a brindle-colored Shih Tzu for about 15 years. During his entire lifetime of grooming, she would constantly change her mind on how she wanted him cut.

First of all, he was quite well "endowed," and she always wanted him to have "it" hidden. She liked the body done very short, and I had to leave him with a long skirt to keep things under wraps. I also had to leave his hair long from the rear so that you couldn't get a glimpse of his "package" from the rear. That was the only thing about his haircuts

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that she never waived on.

His head was a different story. I gave him the cutest puppy face, and she said how she loved it when she came to pick him up. When I stopped at her house a few days later, it was very obvious that she had taken the scissors to his ears or face. The dog looked up at me, and his right ear was two inches shorter than the left.

"Did you cut Joey's hair?" I asked.

"No... I don't think so," she answered, shaking her head as she quickly left the room. "Maybe Bill did." I looked at her husband, and he just shook his head and twirled his finger near his temple in the "crazy" motion.

Once I found Joey to be missing pretty much all the hair on one side of his face. "What did you do now?" I barked at my sister.

"Oh, he got into some taffy, so I cut out what I could. I think

*I gave him the cutest puppy face, and she said how she loved it when she came to pick him up. When I stopped at her house a few days later, it was very obvious that she had taken the scissors to his ears or face.*

there's still a chunk of it around his eye, though. It seems like it's kind of glued shut or something," she said. "You can fix it," she offered. I just rolled my eyes.

Over the years that she owned the dog, we had many fights over her attempts to try to "fix" his hair. I was so tired of her always whacking at him and sometimes slicing into his scalp with her efforts to help him "see." The dog sported various Band-Aids when she would do that yet surprisingly never became head shy over it. He was quite the sport through all her whacking at his hair over the

years. Each time I looked at him after she had gotten her hands on him, I was more sure that God had given the correct sister the ability to cut dog hair for a living. Maryanne was definitely more office material.

Joey eventually passed away, and after a time they got another dog: a female Shih Tzu that is mostly white with some tan in it.

This dog is very petite and has a much tinier face than Joey did. Even though my sister was always complaining about the way I would cut Joey's face, she always insists that I cut Annie's face the



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same way that I did his. I kept explaining to her that Joey had more face than this dog.

I cut Annie's face as round as I could, and again, the sister is happy with it... until she gets the dog home. If this were any other customer, I would have told her to hit the road ages ago.

One day she sent her husband in with the dog and a picture. "I'm supposed to show you this picture of how you cut Annie," Bill said. "See how you cut her face a couple years ago?" Bill asked while showing me the picture of the dog. "Maryanne wants you to cut her the same way that you did in this picture," he instructed. "See how her face is longer and her nose sticks out more?" he asked.

"Uh, yes I do see it," I answered, studying the picture closely. It was indeed a very good and clear picture. The dog's face was indeed very

**"This is a picture of Joey, not Annie," I said to him. "Are you sure?" Bill asked... "A few things make me certain," I responded. "For one thing, the dog in the picture is brindle, he has a much bigger face than Annie, and last but not least, Maryanne wrote 'Joey' on the bottom of the picture and then erased it."**

round, and the features were much more pronounced. "You tell Maryanne something for me, though," I told Bill.

"What's that?" he asked.

"Tell her I said, 'Nice Try,'" I told him.

"Huh?" was his reply.

"This is a picture of Joey, not Annie," I said to him.

"Are you sure?" Bill asked, seeming totally surprised. He took the picture from my hand. In his defense, I

will say he does have cataracts.

"A few things make me certain," I responded. "For one thing, the dog in the picture is brindle, he has a much bigger face than Annie, and last but not least, Maryanne wrote 'Joey' on the bottom of the picture and then erased it."

He reached out and patted me on the shoulder. "You cut her any way you want to. I'll handle...." he trailed off as he twirled his finger around his ear. ☺



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# Grooming the Diabetic Dog

By Mary Oquendo

*Marcus*, herein referred to as *The Love Bug*, was my Miniature Pinscher. He was presented with several of life's challenges, one of which was **diabetes**.

After *The Love Bug* ate his precisely scheduled meal, the food would break down into usable components called macronutrients that his body utilized. Macronutrients include proteins, carbohydrates, and fats. The one I was concerned with was the carbohydrates. Carbohydrates break down into sugars, one of which is glucose. Glucose is what provides cells with energy when it is absorbed from the intestines into the bloodstream. It does that with the help of the hormone insulin. Insulin is produced in the pancreas, a gland located near the intestines.

If the pancreas does not produce enough insulin (which was *The*

*Love Bug's* problem) or if the cells do not respond to insulin, cells will not fully absorb all the glucose. The resulting blood glucose levels are now too high. When glucose is not fully absorbed into the bloodstream or if there is too little glucose to absorb, cells cannot reproduce when their cycle is complete. The lifecycle of a cell is approximately a couple of weeks. Low glucose levels may result when the pet receives too much insulin from injections or pills.

Diabetes affects many other organs and systems in the body. The kidneys go into overdrive as they try to flush out excess glucose, resulting in kidney damage. The heart

becomes stressed due to abnormal blood sugar circulating throughout the body (*The Love Bug* died from a heart attack). It also affects the autoimmune system, and many pets are susceptible to bacterial infections. It leads to cataracts and, in turn, blindness (*The Love Bug* was blind.) They are more likely to have a secondary chronic medical condition (*The Love Bug* had Cushing's disease). It is a vicious back-and-forth cycle as one condition affects the other.

Approximately one in 500 dogs and cats are diabetic. It occurs mainly in females, middle aged, and older dogs. Breeds predisposed



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In cats, it affects any age, sex,

or breed, though typically it affects older cats and castrated males. The only breed predisposed is the Burmese cat in Australia and England.

Diabetes is caused when the pancreas is damaged by infection, inflammation, steroid and hormonal medications, dietary deficiencies, illness, or genetic predisposition. *The Love Bug* adopted us when he was six months old. He originated from

a pet store and came to us suffering from malnutrition and recovering from a broken leg. In addition to being genetically predisposed, he had other strikes against him.

Signs of a diabetic pet include:

- Constant hunger despite being typically underweight OR overweight
- Constant thirst. The kidneys are trying to flush out the glucose, which leads to...
- Frequent urination
- Unhealthy coat
- Abnormal breathing
- Cataracts or blindness

There are two emergency situations that can occur in a grooming environment. The first is hypoglycemia. This is low blood sugar. It can occur when a pet is stressed or angry. Energy is supplied by glucose. Stress and anger use up a lot of energy, resulting in low blood sugar. It may also be due to the pet's not needing as much insulin as was administered by the owner. Regular blood tests are needed to keep a pet regulated.

Signs of mild hypoglycemia include twitching, bloodshot eyes, unsteady walking, and unusual hunger. Moderate hypoglycemia signs include weakness or struggling to stand, circling, trembling, and an inability to focus. Severe hypoglycemia signs include seizures, collapsing, bleeding from the mouth, and coma. Their heads and necks may swell.

Contact the veterinarian for instructions. They will most likely

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The second emergency situation is ketoacidosis. This is high blood sugar. It may be caused by complications from other chronic medical conditions, stress, and inadequate or ineffective Insulin. Vials of insulin are very sensitive and can break down easily.

Signs of ketoacidosis include weakness, heavy panting (the body is trying to breathe out the ketones, and the breath may smell sweet), and vomiting. The pH of the blood is also rising and becoming acidic. There is nothing you can do to reverse or minimize this. Only intense

veterinary intervention will save this pet. Minutes matter in ketoacidosis. Call ahead to give the vet time to prepare for your arrival.

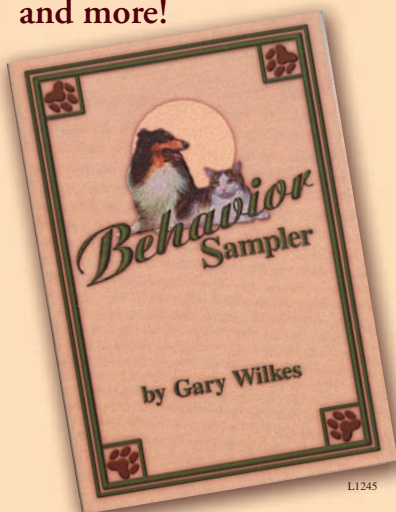
It is important to know the medical history of a pet before grooming. While most of my grooming clients enjoy a treat when I'm finished, diabetic pets cannot. Treats can interfere with blood sugar regulation, resulting in hypoglycemia or keto-

acidosis. As stress can play a pivotal role for the diabetic pet, I pay close attention to their stress levels while grooming.

*The Love Bug* was in our lives for 12 years, and it was a challenge at times. The key to living with or grooming the diabetic pet is to pay attention, because as soon as signs present themselves, they are already in danger. <=



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# OOPS!

By Debi Hilley

Everyone messes up a groom now and then, but rarely do we remember them soon after they happen. Given a while, we forget, or the dog goes elsewhere and we tune it out.



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To be honest, many times we never know we screwed up, because the owners just go elsewhere and never tell us. One in particular stands out in my memory like a beacon shining bright. I will never forget my first screw-up as a groomer.

In December 1995, I started my very first job as a groomer at a salon called *For Pet's Sake* in Albany, Georgia (long closed now). The head groomer, the only one there who knew anything about how to groom the dogs, got miffed when I was hired and called in sick the entire week before Christmas, leaving the owner of the salon (who was not a groomer) and me to handle that week alone. I was right out of school and in over my head big time!

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the cards said something other than "Carmen knows," but that is literally what all the cards said! "Carmen knows." That didn't help me a bit! The salon owner was not a groomer and did not understand why I could not figure out what had been done to the dogs before. I was right out of school, for gosh sakes! Today I can figure it out, but then, no way.

A lovely woman brought in *Bianca*, her tiny little Maltese puppy with hair all the way to the floor, and asked for a puppy cut. The dreaded puppy cut was about to rear its ugly head!

I asked the salon owner what that meant to her. That dog looked like it got a FFTT (face, feet, tummy, tail), and we didn't use the term puppy cut in school. She said, "A puppy cut is short like a puppy. What is wrong with you?"

I remember those words like they were yesterday. I held *Bianca*

When her mother walked into the salon to pick her up, Bianca was in the office area, and I saw her mom's face. She was horrified to say the least. It was the week of Christmas, and her dog looked awful.

in my arms, showing the salon owner the hair, which did not have a mat in it anywhere. I asked again, "Are you SURE she wants all of this cut off?" She basically told me to "just do it!"

Even though in my heart I knew it was wrong, I did what I was told to do. I used a 4F to cut this gorgeous, full-coated dog shorter. The entire time I was grooming, I doubted it was correct and told Bianca that I was sorry.

When her mother walked into the salon to pick her up, Bianca was in the office area, and I saw her

mom's face. She was horrified to say the least. It was the week of Christmas, and her dog looked awful. She was so upset that she actually threw her umbrella across the office. The salon owner tried to blame it on me. I had a little bit of backbone and said point blank, "I asked YOU, and YOU said to cut her short!"

Needless to say, that salon had to groom the puppy for free until she grew back out. Normally that would be the end of the story, but it isn't.

I was gone from that salon by the time she had grown back out

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and actually forgot all about it. I was working in another area of the state, and when I returned to Albany, I opened my own salon.

To my surprise, one of the first people to book an appointment in my new salon was this client with Bianca, all grown out again and looking really pretty. Things were great for a few months, and then she placed Bianca in a new home (though she never told me she did that).

One day, a new client called me with a Maltese named Bianca. I quickly figured out that it was the same dog and then confirmed it with both women. Her new mom asked me if I had groomed her at the other salon. I said yes, kind of hesitantly, because I didn't know why she was asking. She then said, "I want her cut like on the day you screwed up!"

I was in shock. I questioned her some more and decided she was serious. I had to make sure I was

not making another mistake, because I was a new salon and could not afford to give free grooms. After making sure she was serious, I bit the bullet and did what she asked. I was a better groomer by this time and took the dog down with a snap-on comb rather than a 4F, and she loved it!

Bianca was in my salon recently, and I am still giggly over the first mistake I made as a groomer. She still comes to visit every eight weeks or so and is still kept slightly fluffy. She has no teeth left, and we now have to shave her muzzle along the lip line to keep the hair out of her mouth. She is likely the oldest dog I groom now and definitely my longest-standing client that I still groom.

Maybe in every case you would not get this type of result, but in my case, my first mistake taught me several lessons. I am grateful every day for that simple mistake that

could have turned out so very badly.

- Keep good records of what is done to every dog. "Carmen knows" is useless.
- Always call owners if there is a question about instructions. Never assume.
- Accept responsibility for your mistakes.
- Make amends in whatever way you can, even if it means free grooming for a long time.
- Try to remember your mistakes, because you never know when that knowledge will be needed.

I doubt I will see Bianca for much longer. I will be sad when she goes, but in the meantime, I smile every time I see her. I learned a lot from that simple mistake. Maybe you can learn from it, too. <3

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# TAKING THE DIFFICULTY OUT OF HOUSETRAINING

**M**any years ago, I worked in a municipal animal shelter just north of Seattle. One afternoon I was called to a house where an elderly, reclusive woman had passed away. In a back room of her house were more than 20 purebred Cocker Spaniels, stacked three high in wire cages. It was not a good thing.

By the look of some of the dogs, we were the first humans, other than their deceased owner, to touch them. Getting the dogs out of the house was a laborious job. Once the animals arrived at the shelter, it was time to bathe and groom them. You can imagine what that was like. We didn't have the skills of even a newbie groomer. Somehow we muddled through. About half of the dogs were so violent that they were deemed

unadoptable. A dozen of the 20 were nice enough to make friends with their new guardians. After many hours of wet, soapy turmoil, our dozen golden Cockers were ready to find new homes. Their recent neglect was imperceptible — on the surface.

After a newspaper article chronicled the dogs' history, the public response was terrific. On the appointed day, the animals were available for adoption. That morning, about 30 people showed up before the office opened just to get a chance to adopt the "rescue dogs." Within an hour, all 12 of the dogs were adopted by loving pet owners. The staff was pleased that the animals would be going to homes that were far better than their previous one.

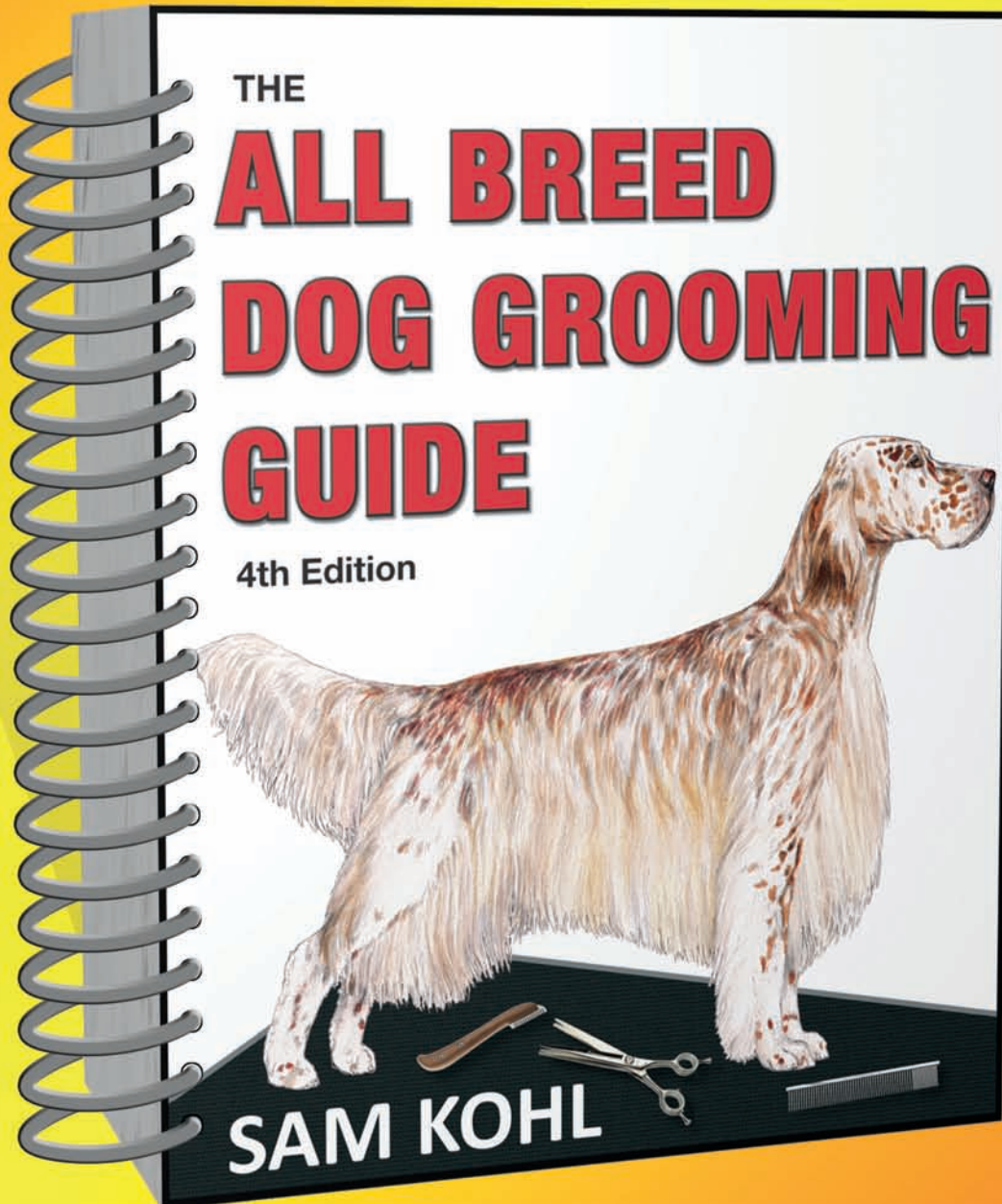
Feeling rather smug about our good work, it came as a shock when

the dogs started coming back a few weeks later. Each of the new owners was apologetic but firm. They simply couldn't keep the dog. Initially perplexed by this mass return, we soon noticed a pattern developing. In each case, the complaint was the same: the dog could not be house-trained. All efforts to teach the dogs to eliminate outdoors failed. Using a crate to confine any of the dogs merely confined the subsequent mess and ensured that the dog would roll in the mess and have to be bathed — something we had already discovered was not an easy task. Our glee over our imagined happy ending was short lived. We had made them look beautiful on the outside while neglecting a major problem on the inside.

The cause of this problem is



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easy to identify. The dogs' original owner was a single, isolated person. She had few visitors and way too many dogs. Because she could not handle 20 loose dogs at a time, she often left some of them in their crates for many hours at a time. The more unruly dogs were confined almost constantly, which led to more unruliness and, therefore, more confinement. As their owner grew less mobile, the confinement increased until all of the dogs would periodically be forced to eliminate in their crates. By the time she died, the woman had unintentionally taught all of the dogs to eliminate where they slept.

While this example illustrates the problem on a grand scale, many pet owners face the same challenge on an individual basis. Once an animal loses all inhibitions about their toilet area, it is very difficult to get them back on track. If you are faced with this most difficult housetraining task, here are a few steps that might correct the problem.

The first step toward successful housetraining is to avoid any form of punishment or scolding even if the dog is caught in the act. Punish-

ing a dog for incorrect elimination is as pointless as slapping a baby for messing his diaper. The problem is that the animal has never been properly taught how to do what you desire. No amount of scolding will teach him how to do that which he does not know how to do. As much as our common heritage wants to make some kind of negative comment on the mistake, I have never found it to be a productive tool. The risk is that you may teach the dog to be afraid to eliminate in front of you. This leads to having a dog who will stand in the backyard for 45 minutes in your presence and not eliminate. When you simply have to get on with your life and take the dog inside, it sneaks off and pees or poops out of sight.

Next, the dog's food and water intake must be monitored closely. A regular feeding schedule can help to predict the times when the dog is most likely to have an accident. A veterinarian should be consulted about this new schedule to make sure that the dog's nutritional needs are properly satisfied.

Another strategy for speeding a dog's housetraining is by temporar-

ily limiting the animal's world to a small part of the house. Keeping the dog on a tiled floor in the kitchen, for instance, makes it much easier to clean up any accidents.

Another good idea is to have a small notebook handy to record each accident. Often a pattern of accidents will become apparent only because of good record keeping.

The fastest and most neglected way of switching a dog's elimination behavior is to use treats and affection for correct potty habits. Many people avoid using food in training despite the knowledge that food is a powerful tool for strengthening behaviors. Until the behavior is firmly established, a food treat is appropriate every time the dog successfully eliminates outdoors. Once the behavior is firmly established, the treats should be offered occasionally to keep the dog interested in doing the right thing. ☺



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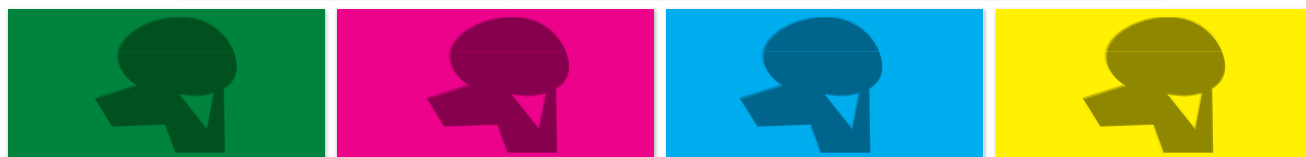
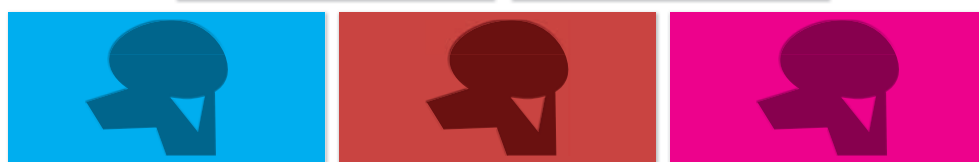
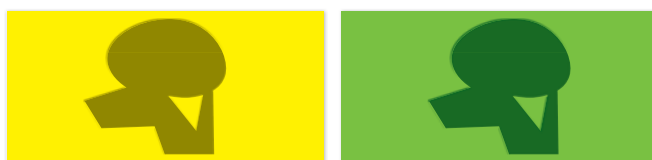
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# BUILDING SUCCESS

## ONE CLIENT AT A TIME

by Kathy Hosler

**IS** your appointment book completely filled for weeks or even months in advance? Do you have a waiting list of people who want you to groom their pet? Are you so busy that you can no longer accept new clients? No, it's not a fantasy or a dream. There are many groomers who can say "yes" to these questions.

Do you wonder how some groomers can be so successful when others are barely making ends meet or are going out of business? What do these in-demand groomers do to make them stand out from all the rest? The super successful stylists make every grooming visit a special experience for both the pet and its owner!

Whether you are a salon owner,

mobile stylist, or an in-home groomer, you need to start with the end in mind. Filled appointment books don't happen by accident; they are built one client at a time.

In many ways, groomers are like master gardeners. Master gardeners diligently prepare the soil, carefully plant the seed, continually water, nourish, and care for the plant as it grows. At the harvest, they enjoy the bountiful fruits of their labor.

Wise groomers prepare themselves with skills, knowledge, and experience. They enthusiastically and warmly welcome each new client, carefully cultivate a relationship with that client and their pet, and then enjoy many years of pre-booked appointments as they care

for that pet. There are many good groomers, but what sets the great ones apart is the way they treat their customers.

Pet owners have the freedom to choose where they will have their pets groomed. If they select your establishment, whether it be from advertising that you do or a word-of-mouth referral, what happens at the pet's first appointment will determine if that client will use your services again.

Successful groomers know that the bond people have with their pets is extremely strong. Whether their pet weighs two pounds or two-hundred pounds, it is still their precious baby.

If the pet seems nervous or reluctant when it comes in for groom-





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ing, wise groomers will take extra time to talk to and relax the pet. Not only does that soothe the pet, it comforts the owner as well and confirms that you really care for their pet and its feelings.

Discuss with the owner in detail what will happen during their pet's grooming and answer any questions they may have. Make sure you are both on the same page with the kind of clip their pet will be getting.

Impress on the owner that their pet's comfort and welfare is your utmost priority. Taking a few extra minutes before that first groom to get to know the pet and their owner can provide a big payout when you wind up grooming that pet for 10 to 15 years.

Go the extra mile to please every client. Be flexible, but don't be a doormat to unreasonable demands. Respect is a two-way street. Owners need to recognize that you are the

professional and the suggestions you make are in their pet's best interest.

Remember that finishing touches like bows and bandanas are important to most owners. At pet pickup, the small effort it takes to do little extras like giving out pet care brochures, Little Angel Awards, or Pet Report Cards pays off big in client retention. Always suggest booking the pet's next appointment before they leave your salon.

The most successful groomers are also the ones who never stop learning. They watch videos, enter competitions, become certified, and attend seminars and trade shows. They learn new skills and techniques to keep them in the forefront of what is happening in the pet industry. They join Internet groups to stay connected with their peers.

They also learn new services that they can offer to their clients. Spa services and creative coloring

are wildly popular with today's pet owners. Just a little bit of bling or color on their pet makes them feel that they have received something extra special.

Smart groomers buy the best equipment and styling products that they can afford. Items like bathing systems, high-velocity dryers, and clipper vacuum systems will pay for themselves many times over in saved time, wear and tear on you, and the ability to groom more pets.

Financial security is another measurement of success – and so is the peace of mind that comes with it. You don't have to be the most expensive salon in town, but you need to charge adequately for the work you do and the services you provide.

Successful groomers are in control. They run their businesses; they don't let their businesses run them. You can join the ranks of the ultra-successful...one client at a time. <

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## Mobile Advantages

### Groom Fewer Pets For More Income-

You would often have to groom up to 10-12 dogs in a salon to make the same money grooming 6 pets in a mobile when you compare overhead costs.

### Schedule Your Own Hours-

Closing a storefront early is almost impossible, even if you're done grooming by 2:00pm. Mobile allows you to schedule the dates and times you want to work. You have more time for family and friends.

### Less Stress on Your Mind and Body-

How does your body feel after grooming 6 pets compared to 10 or 12? How many years will you be grooming if you keep doing 10 or more pets a day?



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# ANNUAL PET PRO CRUISE IS FUN AND REWARDING

Combining a vacation to exotic places with industry networking and training

If you have never cruised before, this is the way to start. Join *Barkleigh's Pet Pro Cruise*, held each year in early January when business is slow and the weather is usually very cold. From arrival at a hotel close to the port of departure to returning to the U.S., our getaway cruises are fully escorted by Cruise Agent Judy "LUCY" Wheeler. It is comforting to know that someone is there to guide you in this exciting journey to strange places on a ship as long as three football fields and as tall as the Statue of Liberty!

In addition to all the fun things the ship has to offer, *Barkleigh* provides their own private activities just for the pet professionals and their guests. You must book your cruise with *Barkleigh* to participate in these events, which include seminars offered by highly respected members of the industry, a scavenger hunt (the prize is dinner for two

at the steak house on board), cocktail parties, optional private tours, a professional group photo, raffles, and more!

Here is what some of our "new to cruising" guests from last January's Pet Pro Cruise have to say about their experience:

## "FORGED NEW FRIENDSHIPS FROM ALL OVER THE WORLD"



Monica and I were new to the group this year and were very nervous, because we didn't know what to expect, but when we left [the ship] a week later, we had forged new

friendships from all over the world! We are anxiously awaiting January 2013, getting back together with our new-found friends, and the possibility of making even more in 2013. We are counting the days until the next cruise and plan on having even more fun than this year!

*Kathy Duncan*

## "BENEFICIAL TO EVERYONE"

This was my first Pet Pro Cruise, and I hope it will not be my last. The experience of meeting so many people from all over the United States and other countries to discuss business tips and grooming issues was beneficial to everyone involved. As an upcoming pet dog trainer, I was provided with another view of developing a closer working relationship with the groomer and how important everyone is in taking



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### "I TRAVELED BY MYSELF... FROM AUSTRALIA"

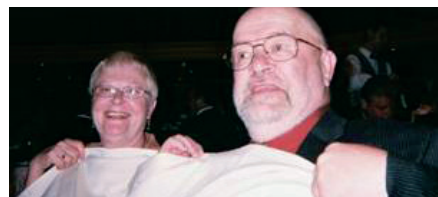


I traveled by myself all the way from Australia to join the Pet Pro Cruise. It was the first time I had been to the U.S. or on a cruise. When I first arrived

on the Pet Pro Cruise, I was immediately made welcome and really felt part of a team. The cruise was

a wonderful way to meet people from the same industry in a relaxed environment, and I made good friendships with people from different parts of the world. The seminar was very informative, and I enjoyed Kathy Rose's style of speaking and allowing attendees to also share their individual experiences. I was able to take away some points from the seminar and apply them to my mobile dog grooming business back in Australia. I cannot speak highly enough of the experience, and although it was a big step to travel halfway across the globe, it was the most wonderful holiday I have ever had. Not only did I learn interesting points for my business and meet some great people, but I also got to experience some magical holiday destinations. It definitely won't be my last Pet Pro Cruise. I intend on participating in many more cruises in the future.

*Deonne Coggan*



### "SAFETY IN NUMBERS... WELL PLANNED"



Just want to let future cruisers know that our experiences going with the Pet Pro Cruise group

has been great on every single cruise. You feel like there's safety in numbers. We've always felt that the excursions were well planned and look forward to our next time.

*Lynda*

### "YOU WILL NEVER FEEL ALONE"

I love doing the pet pro cruise(s). It is right after the holidays. Our job is physically and mentally demanding, so we should treat ourselves to some R&R. We are in the service industry. For one week, it sure is nice to have someone treating you really special. Since I have started cruising with pet pros, I save all my tip money for the year, and it's amazing

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#### ***The Cute Story***

A five year old was explaining the Bethlehem Christmas Story. Govenor Herod (he was never a king) forced the Holy Family to flee. All FOUR of them left. Four, you might ask? Remember, this is the logic of a five year old. Yes, Jesus, Mary, Joseph and the pilot who flew the plane for the Holy Family on their flight to Egypt. Guess she confused pilot with Pontius Pilate.  
*Sounds reasonable to me!!!*

We will soon have a similar dry cat food. The cats keep stealing the SunDancer from the dog's bowl. Surprisingly, ferrets like the SunDancer also.



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what one year of tips brings in. It seems like I'm not out of pocket money for the trip.

Going on a pet pro cruise, you will never feel alone. Judy (Agent Lucy) is always there to help with questions and have adventures. She will even sit at the bar with you and have a pet pro drink called the "Barkleigh."

*Karen Gunn*

### "MAGICAL MUSICAL MOMENT"

This year we had a free walking tour of Old San Juan conducted by Agent Lucy, which was highlighted

by a spontaneous magic moment. A street musician shared his guitar with Monica (green hat, first row), who played and sang La Bamba in Spanish. We danced in the street and sang along. The locals were as delighted as we were.

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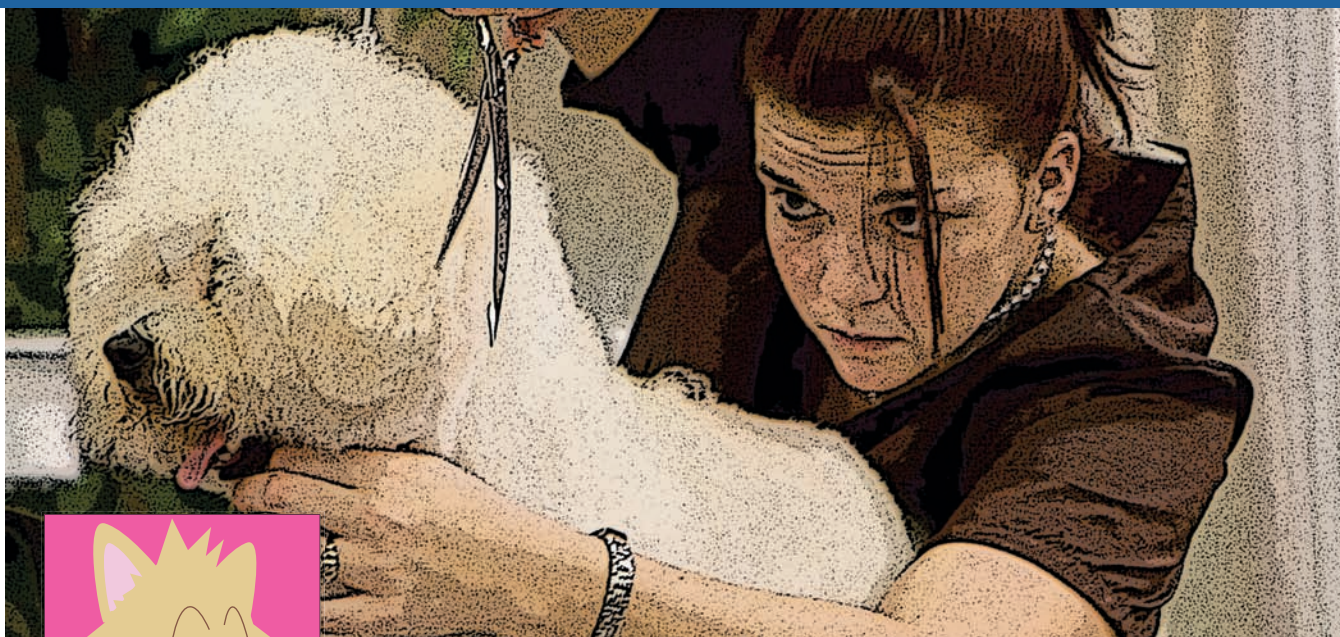
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# Leveraging the Internet and Social Media for Groomers

By Nicole Kallish

The Internet and social media have become a huge part of the grooming industry, and I believe they have helped many groomers further themselves in many different ways. I will share with you some of the ins and outs of the Internet, and hopefully you can find your place there, if you haven't already.

I started grooming about seven years ago. I found a school close to me by looking online and decided it was the right place for me. At that time, email and searching online was about as much as I could do on the Internet.

While in grooming school, I learned about mobile grooming and knew that was what I was going to do. I would get home from school each day and search the Internet for all I could find about mobile grooming. I found *PetGroomer.com* and *Groomers.net*. Whoa! These places were forums featuring groomers and more groomers all talking about

grooming. Anything you want to know about grooming you could find on these sites. I would spend all my free time there researching mobile grooming vans, how to run a mobile business, and all other grooming-related things.

Along the way, I started making friends, more friends, and even more friends. I learned about grooming trade shows and how people go to these shows to shop, take classes, watch demos, and compete. To me this was exciting. I went to a few local grooming shows, had a nice time, and continued working in a few salons until I decided it was

time to make that mobile grooming dream come true.

*Atlanta Pet Fair 2006*: the first show I would attend away from home. I just had to go see those vans in person and decide which would be the best fit for me. At that point, I still only had a few grooming friends in "real" life, and none of them could go. To the forums I went to find someone who would be kind enough to room with me and split the costs. Sure enough, I found another mobile groomer who was going, and I was set to go.

At the show, I chose my van from *Wag'n Tails* (RSC #9245), went



home, and waited the six weeks to get it. Oh, my. Those six weeks were killer — the nerves, the excitement, the not-knowing-if-I-would-make-it feeling. I was reassured, calmed, and advised by my online friends. I know I could not have done it without them. That was my start into the Internet grooming world.

Fast forward a few years and things are going great in my business. I was competing, constantly talking to my online grooming

friends, and also getting to meet them in person at the shows. It was as if I knew them forever, and we were old buddies from way back.

I found myself shopping on the forums' used equipment pages, selling things I no longer had a use for, finding contest dogs to borrow from people that were attending the shows, and learning about new products and new styles for the dogs. I felt completely comfortable and welcome. Both *Groomers.net* and

*PetGroomer.com* are still going strong now, but in 2008, I found *Facebook*.

I thought it was kind of crazy — something for kids. I had a teenage daughter, and it was something I thought was more appropriate for people her age. I checked it out and noticed there were several people I knew on there, so I signed up. I found some old friends from grade school and high school; it was pretty cool. I noticed a few grooming friends popping up here and there, and it

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The greatest part of *Facebook* for me is that it is instant. Post a question and you get an answer; there is always someone on *Facebook*. The groups keep growing, and new groups keep forming. There are group pages for just about everything grooming: dog grooming pages, mobile grooming pages, creative stylists pages, cat grooming pages, and so on. There is a little bit of something for everyone.

just kept getting bigger and bigger.

There were a couple of grooming-related groups that I joined. You could check the groups and see what was going on in the industry, ask questions, post pictures of your work, and get help with issues related to grooming.

The greatest part of *Facebook* for me is that it is instant. Post a question and you get an answer; there is always someone on *Facebook*. The groups keep growing, and new groups keep forming. There are group pages for just about everything grooming: dog grooming pages, mobile grooming pages,

creative stylists pages, cat grooming pages, and so on. There is a little bit of something for everyone.

When you are thinking of "going mobile" and need some information on what type of conversion would work out for you, you might want to check out the "Go Mobile and Groom" page. This page, started by industry speaker and writer Ellen Ehrlich, was made in March 2011 and just hit the 500-member mark. I asked Ellen what her goal was in starting this *Facebook* group, and Ellen said, "I want groomers and mobile groomers to succeed. I want mobile groomers to understand

how to run the business. I love to be around groomers and talk about grooming; it's my favorite subject." Another great mobile grooming page is "Driven to Groom! A Mobile Groomer's Forum."

Say you want to jump into the creative grooming world. If so, you might want to go to the "National Society of Creative Stylists" page. I love this one started by top creative stylists Lori Craig, Angela Kumpe, and Sami Stanley. You will see very colorful dogs and some of the most awesome advice when you don't know what color to use or the best product for the job. All that for free!



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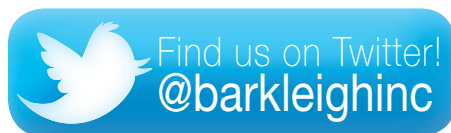
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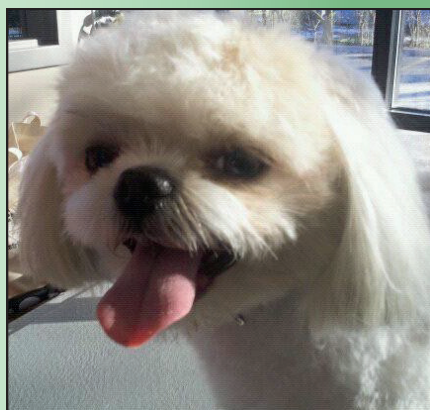
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Also new to our industry is the webinar. *PawsitiveEducationalTraining.com* has a group of groomers that list the webinars they are offering, and many of the grooming associations and schools are doing the same.

Imagine that!

A great general grooming page would be “Grooming” or “Pro Groomer Network,” which I started with Lindsey Dicken. Cat groomers should check out “Cat Grooming.” *Groomer to Groomer* and *Barkleigh* also have Facebook pages. This is just a small sample of what is out there. Not every group is right for every groomer, but you will find the ones you like the most. Be warned: it is easy to become addicted.

While the majority of my time spent on grooming forums has been positive, there are things to watch out for — or people, I should say. “The Know It All,” “The Bully,” “The Manipulator,” and “The Instigator” are just a few. The Internet

attracts all kinds of folks — some great, some not so great. Internet trolls are all over the place. Luckily for us, they are few and far between in the grooming industry, but they are there. They like to create drama, stir the pot, start rumors, or take on false identities. Usually they are easy to spot, but for some, it is not so obvious to see. Just use caution and skip over what you might find offensive or controversial. I tend not to comment on things of this nature unless I have a vested interest and strongly believe in what is being discussed.

The Internet and grooming go together, and there is even more out there, such as *Learn2GroomDogs.com*, which I just joined. This is a site

developed by Melissa Verplank of *Paragon School of Pet Grooming*. There is a monthly fee, and you can watch the most amazing videos featuring top industry stylists. These videos are an excellent training tool. Watch as much or as little as you want.

Also new to our industry is the webinar. *PawsitiveEducationalTraining.com* has a group of groomers that list the webinars they are offering, and many of the grooming associations and schools are doing the same. A webinar might be live or recorded and offer varying subjects. All in all, I think the Internet has a big place in the education of groomers. It is a great place to network, learn, vent, and last but not least, have a little fun! ✕



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**By Janis O'Neill**

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## COMING THIS NOVEMBER

*Pet Boarding & Daycare* magazine and *Barkleigh Productions* are excited to bring the first ever *Pet Boarding & Daycare Expo* to Baltimore, MD, on November 6–8, 2012. Featuring several days of educational classes and trade show, this national conference is specifically designed for pet care professionals in the boarding and daycare industries.

Attendees will have an array of class options at the *Pet Boarding & Daycare Expo*. Topics include business, animal health, animal behavior, running a successful daycare operation, and facility design.

Education begins with three different four-hour classes on Tuesday, November 6. Red Cross-certified instructor Nikki Huntley will present a hands-on American Red Cross Pet First Aid and CPR course. Wheeler del Torro, author of *Growing Your Own Doggie Daycare*, will present the first section of a three-part daycare accreditation course. Scott Learned of Design Learned, Inc. will present “Designing Your Facility,” a four-part series

that addresses the six primary systems that affect the engineering of the building environment. Following Tuesday’s educational classes will be a meet-and-greet sponsored by Laura Laaman and Outstanding Pet Care.

Classes continue on Wednesday, November 7, when Chris Murphy will present a four-part, day-long class titled “Doggie Daycare: Keys to Success.” Susan Briggs and Robin Bennett will present a special lunch function titled “Training Off-Leash Play Group Staff,” an informative session on the importance and benefits of formal staff training for off-leash play group staff. Other Wednesday classes include facility design topics with Rick Bacon and Greg Taylor, a seminar with Dr. Randy Lynn on Canine Infectious Respiratory Disease Complex (CIRDC), and an overview of insurance topics with *Governor Insurance’s* Bob Thompson. Carmen Rustenbeck and the *International Boarding & Pet Services Association (IBPSA)* will host a meet-and-greet

on Wednesday evening.

Thursday’s educational offerings include “The Fun, Foibles, and Financial Feasibility of Dog Daycare” with Eileen Proctor. Susan Briggs and Robin Bennett will present another special lunch function called “Safe and Fun Off-Leash Play Groups.” Other topics include facility design, how certification and education can advance your business, and luxury pet care with *K-9 Resorts’* Steven and Jason Parker.

In addition to plenty of educational opportunities, the *Pet Boarding & Daycare Expo* will feature a two-day trade show event on Wednesday and Thursday from 10 a.m. to 5 p.m. This is the perfect opportunity to talk with experts and manufacturers, compare prices, and take advantage of show specials.

For more information, a schedule of events, and a registration form, visit [www.PetBoardingExpo.com](http://www.PetBoardingExpo.com) or see the *Pet Boarding & Daycare Expo* program book inserted in the September/October issue of *Pet Boarding & Daycare*. ☺

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By Trey Hoffman

# TANKLESS WATER HEATERS

## A Doggone Good Fit for the Pet Grooming Industry

With today's constantly evolving technology and ever-increasing emphasis on environmental conservation, it pays for pet groomers to research new equipment and appliances that allow them to better serve customers and reduce environmental impact. According to the American Pet Products Association (APPA), one of the biggest pet service industry trends of 2012 involves using products that reduce a pet's "carbon paw print." Many of today's pet grooming customers are also interested in "greening" certain aspects of their lifestyles, including pet care. Making your business greener is not only a good way to help the environment and decrease utility costs, but it is also a strong selling point with potential clients.

Since water is one of the most heavily used natural resources in the grooming industry, decreasing water usage with smaller tubs and more water-efficient fixtures is an excellent first step toward making

your business more sustainable. Since groomers are using hot water most of the time, it's important to take a close look at the energy efficiency and capacity of your water heater. Heating water can consume a significant amount of energy, often leading to high utility bills. In addition, running out of hot water is a common problem in grooming facilities that utilize traditional tank water heaters, which slows down operations and can lead to a very unhappy canine customer.

Of course, a positive experience for the dog and the owner is more likely to guarantee a return visit, so it's important to maintain a constant supply of hot water — but how? One solution to these problems is an energy-efficient tankless water heater.

### **TANKLESS WATER HEATERS: HOW THEY OPERATE**

Relatively new in the U.S. market, a tankless water heater is

an energy-efficient option for heating water only when needed. These space-saving, long-lasting water heaters provide a constant supply of clean, hot water for all appliances and water fixtures simultaneously in high-frequency applications, such as grooming facilities. They consume less energy than traditional tank water heaters, leading to lower utility bills.

Unlike tank-style units, tankless water heaters receive water directly through a connection to a facility's cold water supply. The temperature of the incoming water, measured by a temperature sensor, is used to calculate how much heat must be generated to deliver water at the desired temperature. Water is heated as it passes multiple times through the heat exchanger.

After it is heated, the water flows into the hot water outlet pipe and through the water fixtures that need it. When the demand for hot water ceases, the unit shuts down



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and stops using energy until more hot water is needed. The end result is hot water that is not limited to what's available in a tank. Because of this, tankless water heaters have a host of benefits to offer owners of pet grooming businesses.

#### BENEFITS OF TANKLESS WATER HEATERS

Tankless water heaters are an excellent fit for groomers looking to provide the most pleasant experience for clients while helping their own bottom line and the environment through reduced energy consumption. With a tankless water heater, groomers have an unlimited supply of clean, hot water — whenever they want it and for as long as they need it — which keeps dogs happy and allows the groomer to be more efficient and productive. This can give groomers the ability to handle more customers and washings in one day. With traditional tank water heaters,

the stored water in the tank needs to be kept hot over long periods of time versus the as-needed heating of tankless units. This consumes more energy and creates higher utility bills. In commercial applications, replacing a traditional tank water heater with a tankless water heater can save business owners up to 40% in energy costs.

A tankless water heater without a standing pilot light typically sits quietly, consumes no energy when not in use, and stores no water — another advantage. Tankless water heaters are also small in comparison to a tank unit and therefore do not take up much space. They are hung on a wall and range in size from that of a bread basket to a large medicine cabinet. For groomers with limited available space, changing out a tank for a tankless water heater provides valuable space for revenue-generating activity. In some cases

where a groomer may currently have two traditional tank water heaters, to keep up with the many gallons of water needed in a day, the two tanks can be replaced with one tankless model, freeing up even more space. In addition, some manufacturers make external tankless water heater models suitable for installation on the outside of a building in warmer climates, which is another space-saving option.

Groomers with a larger facility might consider installing and connecting more than one tankless heater to create a banked multi-unit control system, which operates seamlessly as a single water heating source. This prevents interruptions in service, because if one unit should fail, the rest can pick up the slack until it can be repaired. Tank water heaters do not allow that option.

Another advantage of tankless water heaters is their long life,



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which is typically two times that of a traditional tank water heater. In commercial applications, tankless units are often no more expensive than their equivalently sized tank counterparts, leading to a quick return on investment (ROI). For example, if a groomer spends \$2,000 on a high-efficiency condensing tankless water heater and their monthly water heating bill is \$500, the groomer will save 40% — or \$200 a month — on their utility bills. This considered, the ROI period would be 10 months.

Condensing tankless units are ideal for grooming businesses that use large volumes of water, as they offer the best energy efficiencies and the most positive impact on the store's bottom line. These units capture the extra heat, or latent heat, before it escapes into the vent system and transfers it into the water being heated. Condensing

models offer an Energy Factor (EF) rating as high as .96, compared to .84 with non-condensing units. EF is the ratio of useful energy output from the water heater to the total amount of energy delivered to the water heater.

#### CHOOSING THE BEST UNIT FOR YOUR BUSINESS


When determining the appropriate tankless water heater capacity for your grooming facility, contact a local plumber. Be prepared to provide information about the number of groomer tubs and fixtures within the store as well as any information about restrooms and commercial laundry equipment on premises. The plumber will need to know the typical water demands of the grooming facility and any special water temperature requirements you might have. Based on the information you provide, the installer can walk the store owner through a factory sizing chart and easily explain the best tankless option to meet your needs. As with any large purchase, it's a good idea to shop around. You may find a significant price difference among installers.

#### FOR BEST RESULTS

To obtain the most energy-efficient performance from a tankless water heater, carefully read the installation instructions and owner's manual supplied with the unit. All contemporary models operate on the principle of hot water demand. The best benefits are obtained by keeping the water heater's thermostat turned down and not mixing cold water with the hot water flow to achieve the desired temperature.

Any business requiring large volumes of hot water is an excellent candidate for a tankless water heater, making it the perfect choice for a pet-grooming business. Tankless water heaters create an all-around positive experience for grooming facilities, leading to satisfied pets and owners, improved productivity, and lower utility bills. By increasing your energy efficiency, you are doing something good for the environment and finding another way to differentiate yourself from the competition. ✂

For more information on tankless water heaters, visit Think Tankless, Rinnai's blog, at <http://www.rinnai.us/blog/>.



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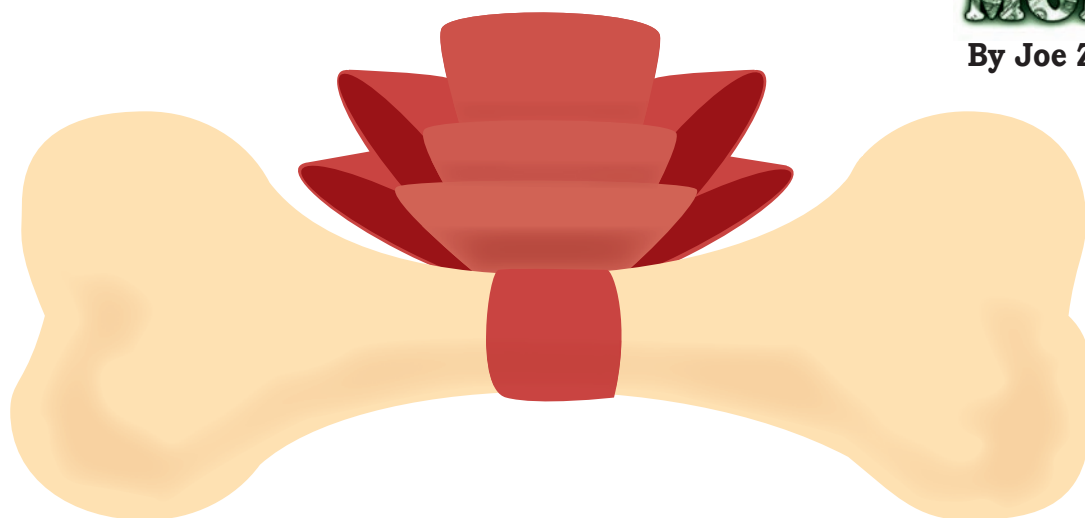
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# Planning for the 'Presents'

**W**e all do it. You know who you are. Yep, I'm speaking to you. I did it this past weekend. I know others have done it and will continue to do it year after year, and we act surprised when it happens. It's happening all around us. We can't avoid it. We can't help

ourselves.

What am I talking about?! At the first sign of the holidays, we CRINGE! Is it that time already? It seems to come earlier and earlier every year. While I was writing this, I was flipping through the radio stations on a "mild" 100-degree day

in the Midwest, and that's when I heard it. One of the local radio channels decided to have a 24-hour "Christmas in July" bonanza, playing all the favorites like "Jingle Bells," "Silent Night," and the ironic teaser on such a blazing day... "Frosty the Snowman"!

I started thinking about how soon I will see aisles and aisles of decorations in the stores, months of television commercials where the husband buys his wife a luxury car for Christmas (Like that ever happens! Sorry, dear!), and the burden of shopping for presents that will

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most likely be returned soon after they are opened.

In the pet business, the holidays can mean a lot of things to a lot of people. Overwhelmingly we all remember this season from past years and how busy we were, how exhausted we were, and how glad we were when it was over. I am not trying to sound like the Grinch, but while we all enjoy the income benefits of the holiday season, we sure do work hard for every penny of it, don't we?!

Maybe there is something we can do to help ourselves through the season this year and help us enjoy the season a little more. Hard work is hard work, but maybe — just maybe — we can better prepare ourselves by laying some better plans earlier this year rather than later.

I'm a planner. I am not a fan of surprises, although our business seems to be riddled with them every day. Those we can predict and prevent will make our lives and our focus on our business much better. There is no better lesson learned than not

planning early enough for what is sure to be one of the largest opportunities we have in our year to boost our sales numbers. After the holidays, do you find yourself saying things like, "I should have" or "I could have" or "If I would have only..." or "I wish I would have thought of that first"?

There is a lot to be said for upselling grooming services that are most appropriate for this season. There are oral care treatments so our pets won't offend our visiting family members with their breath. Coat conditioning and medicated shampoos offer our fuzzy family members a little relief from the torturous winter elements. This issue, however, is all about retailing during the holiday season.

This is one of a two-part series on retailing for the holidays. To start, I thought it would be helpful to share some interesting statistics with you. According to the American Pet Products Association (APPA), "78% of dog owners buy gifts for their pets... The average price for a dog gift is \$12." Moreover, "greater than

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half of gifts are bought for Christmas (53%).” Plus, “the female shopper still buys more gifts than when the male is the primary shopper.”

To summarize, “estimating that there are 46.3 million dog-owning households in the U.S. times 78% that buy a gift equals 36 million households that buy their dog a gift five times a year, which nets to approximately 180 million dog gifts per year!”

Interested in selling dog gifts yet? Better yet, are you already thinking of ways to take full advantage of this industry-friendly phenomenon? I have detailed a list of helpful planning tools you can consider this holiday season to make it easier and more profitable for you. Here’s the trick, though: start making these plans now before it’s too late.

**1.** Plan to hold a special event to attract holiday pet gift buyers.

...“estimating that there are 46.3 million dog-owning households in the U.S. times 78% that buy a gift equals 36 million households that buy their dog a gift five times a year, which nets to approximately 180 million dog gifts per year!”

I have seen Santa photo shoots, adoption days, breeder fairs, free self-washes, free “pet-a-cures” nail trimming/polishing, and a variety of other creative events geared to attract new customers and introduce you and your business to them.

**2.** Leverage famous relationships. Do you have a client who is a local celebrity? There may be some surprisingly low- or no-cost

ways to utilize this person’s stature in the community to call additional attention to events or promotions you are offering at your facility.

**3.** Help the community. A great idea I came across was a “Giving Tree” for needy pets. Clients can pick an ornament from the tree, purchase that item at your facility, and you can deliver it to the organization of your choice. This is a great

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idea for our less fortunate neighbors and people of our community. It is a staple of gift-giving every year. Why not incorporate this idea into your facility to help needy pets at the local shelters or rescue organizations?

**4. Holiday puppies.** We have heard much conversation about whether it is a good idea to give puppies as gifts, but let's face it... it happens. Align yourself with a number of shelters, rescue groups, breeders, etc. so that you are on the top of their list of service/product suppliers when their puppies and dogs are placed in homes.

**5. Prepare your staff.** Your staff can enhance the mood of your clients more than you think. Have you ever started shopping in a great mood, excited about finding the great deals and products, only to have your whole day ruined by

less than helpful, unenthusiastic, or grouchy store staff? Don't let your customers down by allowing this to happen in your store.

**6. Availability.** Look now at your calendar and prepare yourself, your staff, and your customers for longer hours this year. It is better to make these plans now so that there are no surprises later, especially with your staff and their schedules outside of the workplace.

Begin making these plans now, as some depend on long-range relationship building and scheduling. You will be thankful you did.

In next month's continuation of this article, we will delve a bit deeper into each of these plans. We will have some additional ideas and tactics for you to use to have a record-breaking holiday season

and for many months and years to follow. ✕

*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. 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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# CALIFORNIA SB 969 DEAD

"SB 969," the poorly constructed California bill that would have regulated pet groomers, is dead! I can't think of a better opening line for this column than that! I am pleased that we can celebrate the bonding together of professionals in an all-out cooperative effort to kill a legislative action that did absolutely nothing to protect pets and could have been destructive to many small businesses. Even worse, it would have been a template for other laws across the country.

If you've been following my columns in *Groomer to Groomer* and on the Internet and Facebook pages,

you have an idea of what we've been going through on the West Coast. What an education it has been!

Briefly, "SB 969" would have set up a voluntary certification of groomers in California. Let me first state that I am not anti-legislation, but "SB 969" was not going to provide anything beneficial to anyone.

What would have been so damaging, you may ask? The "council" that would be governing this action was to be composed mainly of attorneys, humane activists, and animal control people and was sorely lacking in groomer representation. This volunteer council would be accountable

to no one, so they would have the power to mandate rules and regulations with no guidance or regulation.

A person who tested and passed certification through the *National Dog Groomers Association (NDGAA)*, *International Professional Groomers Association (IPG)*, or *International Society of Canine Cosmetology (ISCC)* would not be able to advertise that achievement without obtaining this "voluntary" state certification. A weak grandfathering clause was included along with requirements for the number of hours of basic training. Fees were eventually lowered to appease groomers, but

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the fee structure would never have financially supported the endeavor. The bill was amended six times, and each time it came back more cryptic than the time before.

The council would have set up a disciplinary board, yet there was no mention in the bill as to what would warrant discipline or what that discipline would be. There was a clause that mentioned "gross negligence" with no explanation of what "gross negligence" is. While many of us did not like what the bill said, it was what it didn't say that frightened us. There was no "pre-emption language," meaning that any city or municipality could make this voluntary certification mandatory at any time.

The big issue was the lack of any mention about safety, sanitation, health, or handling of the pets. Isn't that what our industry is about? The groomers of California objected to non-groomers setting standards in an industry with which they are unfamiliar. The proponents stated there were no set standards within the grooming industry, further proving their lack of research into our already existing, nationally

recognized certification programs.

The bill's proponents were not totally unfamiliar with us. "SB 969," also known as "Lucy's Law," championed the cause of an unfortunate Yorkie mix that was injured during a visit to a groomer within the state. A friend of a friend of a friend introduced the bill in a personal attempt to regulate an industry with a bill that was of no benefit to pet or groomer.

Injury to a pet is something that no groomer ever wants to happen at their hands or in their salon. We all cringe when we hear of an accident caused by the carelessness of a groomer, as it casts a dark shadow on the entire industry. We are dealing with living, breathing creatures with minds of their own, and while we all know that accidents can happen, there is no margin for error in grooming. Carelessness is unforgivable. But "SB 969" or any other law, for that matter, cannot regulate common sense. The comfort, care, and well-being of the pets left in our care should be the primary concern of every professional in our industry.

My constituents (that's "political-speak" for people with similar

interests) and I have learned so much in such a short period of time that it is mind boggling. We had a lot of support. *The Pet Industry Joint Advisory Council (PIJAC)* is the lobby for the pet industry, and they stepped up to the plate when they saw "SB 969" picking up steam. *Petco* and *PetSmart* both strongly opposed the bill and lobbied in that position, but these large corporate stores only made up about 20% of the estimated 11,000 groomers in California. The other 80% were made up of independent groomers, salons, or mobiles. Their help was needed, and when approached on the subject, they rallied! Word spread, and the voice of the groomer was heard.

Our success came when so many groomers contacted their local state legislators. With the guidance of our big lobby friends, we were told how to accomplish this task successfully. It was a tough start. The bill was already halfway through the legislative procedure before many people took it seriously. The grassroots groomers, as we became known, educated themselves in legislative protocol, familiarized themselves with the bill,

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and made appointments with the assembly members.

While big lobby spoke on our behalf with the legislative language they know so well, the groomers spoke with their hearts. They spoke from their souls with the passion only a pet groomer knows. They made their feelings known, stood up against the issues in this bill, and convinced the California Appropriations Committee to allow the bill to die a natural death in the committee.

I did not say that the committee voted it down; they just allowed it to die. While we did manage to convince most of the council members to vote “no,” it came down to several members “abstaining” or just not voting. Politics abounded. This was their way of telling the originating senator that they did not like the bill, but they did not want to vote directly against their fellow colleague.

This was the cliffhanger of the

century. It was sent back to the committee for an automatic “reconsideration” — a kind of an appeal. I was in Australia when the final voting took place. I got up early, tuned in to the Internet, and listened to the hearing. As the hearing was coming to a close, there was no mention of “SB 969.” Then I got an email from the *PIJAC* lobbyist in Sacramento. It was official. “SB 969” died in committee.

Faster than the speed of light, postings on Facebook spread the news. We all sighed in relief. A huge burden had been lifted. Some people would say “I told you it wouldn’t pass.” We all want to take them and shake them. They have no idea how close this one came!

We have heroes in our industry, and you all need to know who they are! These pet stylists have taken a stand and helped in many different ways. Remember that we are pet

groomers, not professional lobbyists, and the average pet groomer’s knowledge of dogs far exceeds their knowledge of politics.

Judy Breton, ICMG, a long-time groomer and personal friend, made it her agenda to fight this bill and has been a huge influence on the front line. She is also with the *World Pet Association (WPA)*, the California-based company that conducts *SuperZoo* in Las Vegas as well as many other industry related functions. WPA has backed our efforts from the beginning.

Todd Shelly of *Barkleigh Productions* has been a tremendous help in sending out email blasts to all of the California groomers and tolerating my deadline idiosyncrasies. *Barkleigh* has always been on the forefront of the licensing issue, having formed the *Groomers Licensing Founders Committee* about fifteen years ago with the help of the late Sally Liddick. Licensing issues were a passion of hers.

*The Pet Industry Joint Advisory Council (PIJAC)* is our pet industry professional lobby in Washington, D.C. They supported our industry in the legislature and have helped us understand what is going on and how to deal with it.

*Petco* and *PetSmart* were both strongly opposed to “SB 969” and worked very closely with us. Their lobbyists have really been great by holding our hands and guiding us

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through the scary stuff.

Susan Scholar got the backing of the *California Federation of Dog Clubs* while Patti Strand of the *NAIA (National Animal Interest Alliance)* put out more email blasts supporting our cause. *NDGAA*, *IPG*, *ISCC*, *Mobile Groomers Association*, *PCGAA (Professional Cat Groomers Association of America)*, and *NCGIA (National Cat Groomers Institute of America)* worked together and backed us every step of the way.

A number of individual groomers have stepped up and really helped coordinate our efforts, so special thanks goes to Jeanie Parnprome, ICMG, and Susanne Johnson, ICMG. Both of these ladies took time out of their business days and burned up the phone lines to find concerned groomers to represent their districts. Thank you, Barbara Naddy, for your groomer-oriented “legal speak.” We all hope that you pass the bar on

your first try! Thank you to all of our brave district leaders who took time away from the grooming table to meet one-on-one with the assembly members or their staff. Tammy Colbert, ICMG, and Nancy Han, NCMG, took the “op-eds” or opinion editorials that *PIJAC* had composed for the press and mailed out a tremendous number of these.

Countless hours were spent on the phone and at meetings in an effort to reach out to our sister and brother groomers. People missed work. People used their days off. People made calls. And the people succeeded! You all know who you are, and you are all to be commended. We could not have done it without you.

While California groomers can breathe a bit more easily tonight, we cannot turn our backs on this issue. The attempts at regulating groomers will not go away. As I have

always said, it's not a matter of “if.” It's a matter of “when.” Regulation will happen with us or without us, and I prefer the former.

We have learned a lot from this. Become familiar with your local politicians, as you never know when you may need them. You are a taxpayer, a resident, a business person. You have a right to be heard! Educate yourself! Look into the already existing certification programs available to us. These will prove to be invaluable tools in the future of grooming, not only in your everyday grooming but in your life as a business person. Please don't wait for someone else to do it. Get involved!

Congratulations, California groomers. You have made it abundantly clear just how big our little industry really is! See you ringside. ✂

— Teri, a proud  
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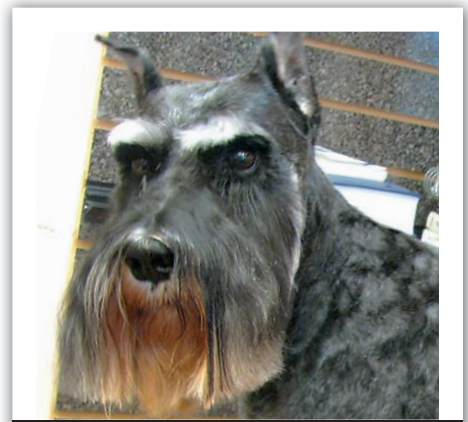
Most clients want their pet companions to be comfortable without the lengthy and sometimes uncomfortable hand-stripping process. While still maintaining breed profile integrity, we can offer our clients short, clipper trims with a few unique techniques. Keep in mind that the blade lengths may vary

according to each individual dog’s tolerance and coat type, as well as the skills of the groomer.

As always, immaculate preparation is the basis for every good groom. Thorough bathing with quality shampoo chosen for the individual pet, followed by conditioning and precision drying techniques, will set the stage for the remaining procedures.

### TIPS FOR PRE-BATH PREP:

- For very overgrown pets, pre-trim the portions outlined below that require #10 and #7 blades.
- Use #10 or #30 to clip pads and “underwear” (sanitary area).
- Using a coarse stripping knife or other carding tool, card the back and neck, removing excess soft undercoat. This will promote healthy skin and may help to keep some of the texture and color. Additionally,



the carding process on wire and sporting coat types will help you achieve smooth clipper work.

### DRYING TIPS:

- Dry the “jacket” (body coat) in the direction it grows, from head to tail, to keep it laying flat.
- Use body-building products on the legs, and dry completely straight to “stiffen” up the coat to accommodate easier scissoring.
- Use gel on the eyebrows and



beard to “set” the shape. (All products should be specifically designed for pets, not people)

**FIG. 1:** To envision a picture in your mind’s eye when setting the headpiece, create a triangle from just beyond the outside corner of the eye, angling downward toward the jaw; a guide for the mustache.

**FIG. 2:** Use the whisker nodule under the jaw as your guide for the beard.

Using #10, clip the top skull, cheeks, and throat. Use #30 inside and outside of the ears. The top skull should appear flat, so if the dog’s top skull shape is rounded, use a shorter blade in the center and leave “fill” toward the ears for a flat illusion.

**FIG. 3:** Clip the neck sides from just below the ear, in a curving arc, to the shoulders.

**FIG. 4:** With #10, clip the inside

muscle on the upper thigh.

With #7, trim the front and sides of the neck, and down the shoulder, flank and back, leaving longer coat in a triangle pattern from slightly behind the occiput, angling outward to withers. Leaving fuller coat in this pattern can contribute to the “appearance” of a good neck. Blending into the shoulders can help to camouflage lumpiness at the collar line and ewe necks. When clipping down the front to the breastbone, watch out for cowlicks or bald spots. Try stopping just above the breastbone and using thinning shear to blend.

**FIG. 5:** Clip the back and flanks below the “spring of rib” (widest part of the rib cage), just above the elbow. If the tail set is low, leave a small portion of coat at the “croup” just in front of the tail. Later blend this to form a “fill” between the tail and the topline.



**FIG. 1**



**FIG. 2**



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**FIG. 3**



**FIG. 4**



**FIG. 5**



**FIG. 6**



**FIG. 7**

Continue down the back of the rear leg to a couple of inches above the hock.

**FIG. 6:** With #4, clip the triangle of coat on the back of the neck to the withers.

Using an "O" snap-on comb, clip all four legs. With fine "open" coats, leave the hair on the front of the fore legs longer.

**FIG. 7:** With curved shears, trim a tight, round "cat" foot.

**FIG. 8:** With straight shears, trim the front legs to form parallel cylinders.

With straight shears or blenders perpendicular to the table, blend the line from just below the "spring of rib" into the skirt.

**FIG. 9:** With curved shears parallel to the table, trim the skirt short to follow the natural underline. The underline should not have an extreme tucked up appearance or an unnatural straight line.

Tidy the rear leg coat following the bone structure so a well bent stifle (knee) is subtly apparent.

**FIG. 10:** Using straight shears, trim hock straight down to the foot. The hocks should appear perpendicular to the table and parallel to each other. Trim the inside of the

rear legs so they appear parallel. Use curved shears for the rear "cat" foot.

Using small shears, trim the stray hairs on the ears.

**FIG. 11:** With thinning scissors, trim the stop and eye corners. Do not trim under the eye.

**FIG. 12:** Use thinning scissors to blend the side of the brow to the cheek.

While lifting the brow up and out of the way, trim the eyelashes completely off, using long straight shears. Trim the outside edge straight toward the outside corner of the nose.

From the opposite direction, trim the brows from the outside corner of the nose to the outside corner of the brow. Use your thinning shears to blend the edges on the top skull and cheek.

**FIG. 13:** Using thinning shears, subtly shape the beard and blend into the cheek. The cheek should not stand out. A dog may look "cheeky" when in fact the beard was trimmed too short on the sides of the face, making the cheeks prominent. Correct shaping of the beard and brows helps to create the desired rectangular-shaped head.

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Complete the trim by blending the fore chest to remove any indication of an apron. Blend neck triangle and croup.

The overall finished trim should appear natural with all lines blended from the different coat lengths. The use of “skimming” techniques to blend the areas that progress from long to short coat will save time. Additionally, use snap-on combs as your workhorse. Tidy the coat edges to achieve the desired shape.

Good preparation and solid grooming skills with a few unique techniques, will keep your appointment books filled with your Bread & Butter clients. ☺

*For detailed information about the Miniature Schnauzer, visit [www.schnauzerweb.com](http://www.schnauzerweb.com).*



FIG. 8

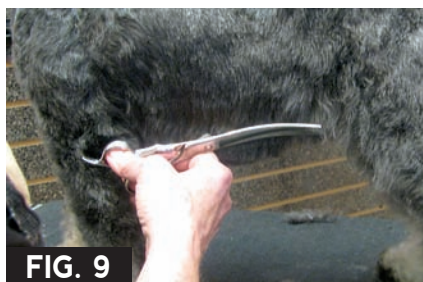


FIG. 9



FIG. 10



FIG. 11



FIG. 12



FIG. 13



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# GROOMING THROUGH THE AGES

Grooming “man’s best friend” had its beginnings long, long ago. Images of Poodle-like dogs beside their human companions have been found in monuments and tombs that were constructed during the reign of Emperor Augustus (27 BC - AD 14).

There are accounts of 16th century hunters shaving parts of their dogs’ heavy coats to make it easier for them to retrieve game birds from the water. The dogs would have their hindquarters clipped, leaving tufts of hair covering their joints. The hair on their heads was often tied up with a brightly colored ribbon to keep the hair out of the dog’s eyes and to identify to whom the dog belonged.

Records show that dog grooming parlors were in operation during the era of King Louis XV of France and that the Poodle was the official dog at court. The ladies of the royal court took great delight in having their canine companions primped, styled, and decorated.

Soon dogs sporting fancy clips were not limited to royalty alone. Poodles






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with intricate styling and costumes were often the highlight of performances put on by traveling gypsies. Whether out of necessity or for enjoyment and beauty, it was evident that pet grooming was here to stay.

Let's fast forward to the 1900s. Pets have become an integral part of the family. They are no longer relegated to living outdoors. Pet owners are starting to realize that their pets need regular bathing and grooming.

The professional grooming industry was in its infancy, but that was soon to change — and change in a big way. In the 1950s and '60s, professional groomers were pretty much on their own, working with very limited equipment and isolated from each other. There were no groomer organizations, trade shows, or seminars.

That was not an acceptable way



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## DOG GROOMING

Foreword by Sally Liddick

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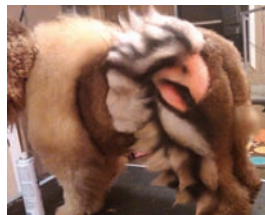
C1989

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

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





of life for some forward-thinking, pioneering groomers. They helped start a movement that would catapult the lowly dog groomer into a highly educated and respected professional pet stylist.

One of those early groomers was Sarah Stanton. She started grooming in 1956 near Harrisburg, Pennsylvania. She learned how to groom by going to dog shows and watched as the dogs were being readied for the ring. Her first pieces of grooming equipment were a pair of *Oster* (RSC #9328) hand-squeezed barber clippers and a pair of sewing scissors.

Mrs. Stanton's daughter, Sally, followed in her footsteps and also became a groomer. Sally, however, did not remain a groomer forever; she became the founder of *Barkleigh Productions, Inc.*

Sally's goals were all about educating and uniting groomers. She started by writing *GroomO-Grams* (RSC #9329). She created *Groomer to Groomer* magazine, and soon she was putting on educational seminars. Sally Liddick touched the lives of countless groomers and connected them in a way that had never been done before.

Another young groomer, Jerry Shinberg, began his career over 50 years ago. Jerry learned how to groom by apprenticing. He recalls that when he was first grooming, he had to wash the dogs in *Orvis* rug-scrubbing shampoo. That's all that



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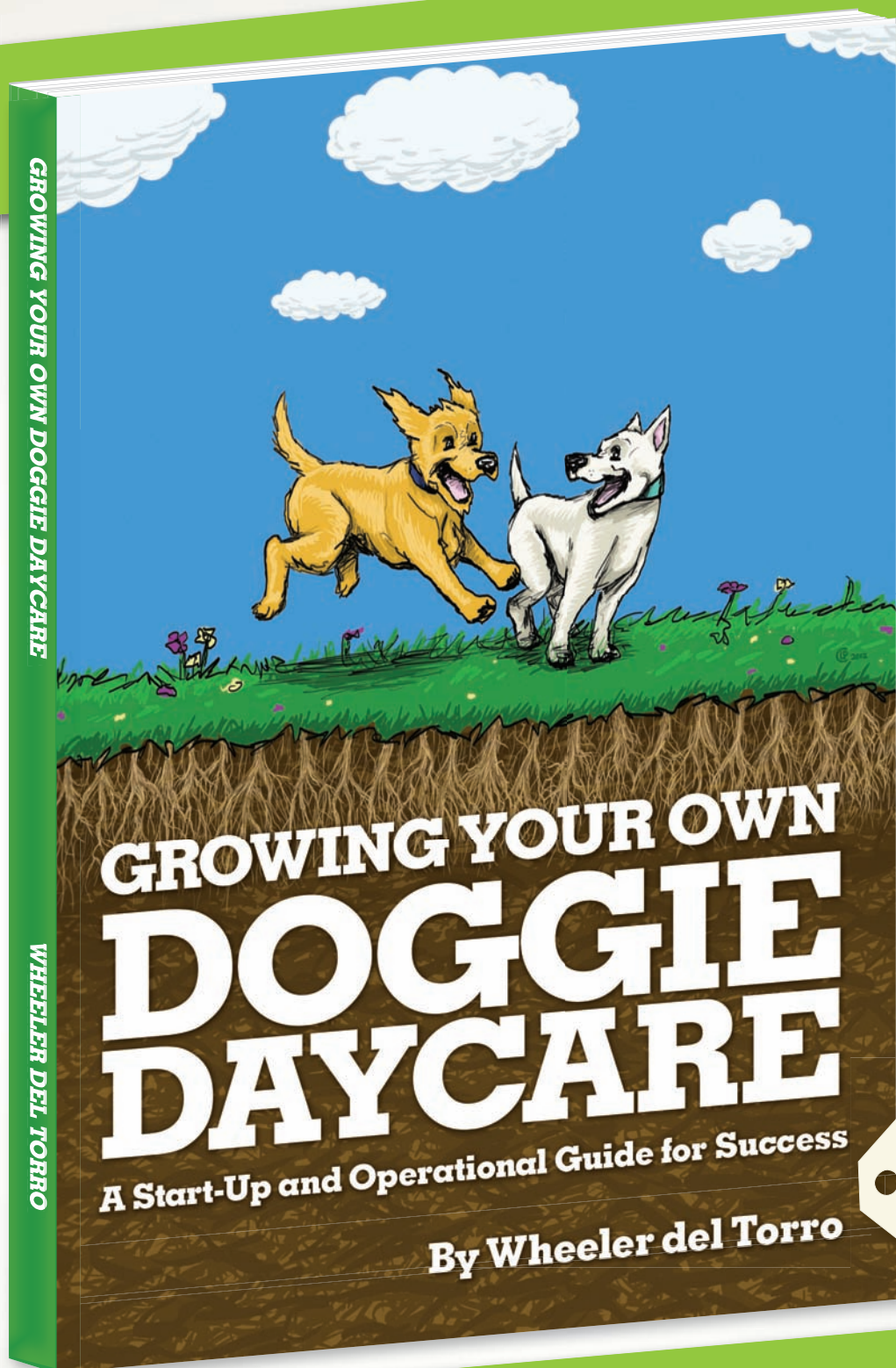
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was available to them at the time.

Jerry had a vision. He saw a need for seminars and grooming competitions. On August 26, 1973, he held a one-day show. Fifty entries and 300 spectators attended. His *All American Grooming Show* (RSC #9330) celebrated its 40th year in 2012 and has become the longest-running grooming show in the world. Jerry is also known as the “father of creative design,” as he was the first to introduce a creative grooming competition at his show.

As Cocker Spaniels, Schnauzers, and Poodles became increasingly popular, more and more people became interested in learning to groom. The late John Nash, who opened his first grooming salon in 1974, became a driving force to elevate the job of dog grooming into an art. He opened the *Nash Academy* (RSC #9331) in 1979 with the goal to educate and train professional

groomers and to bring a standardization of excellence to the industry.

As professional grooming became accepted as a real industry, the tools and equipment the groomers used had to evolve as well. The family-owned *Wahl Clipper Corporation* (RSC #9332) has been in business since 1919. They originally sold clippers to barbers and then to the beauty industry. “Our first pet clipper was sold through Sears in the 1960s,” said Ms. Helen Cox, Marketing Manager for Wahl’s Professional Animal Division. “As the

industry grew, full-time groomers needed clippers that were lighter, ran cooler, and with easier-to-replace blades. Now *Wahl* is the largest manufacturer of clippers in the world.”

*Andis* (RSC #9337), another family-owned clipper manufacturer, is celebrating its 90th anniversary this year. They, too, started by supplying the barber and beauty industry. *Andis* introduced their *Master Animal Clipper* in the 1970s and their popular AG series in the early 1980s. “At *Andis* we’re always

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(Chicago, IL) – August

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evolving,” said Diane Betalak, International Grooming Consultant for Andis. “One of our newest products is a five-speed clipper that has a computer chip in it. It gives the stylist total control of the speed when going through any type of hair.”

The pet care industry was growing by leaps and bounds, and new products were being created just for professional groomers. Some were created by the groomers themselves.

“When I started grooming, I didn’t like all the hair floating around and getting on everything,” stated Marlene Romani. “Especially the hair that would embed itself between my fingers and other places in my body. I had an uncle who was a barber. He died of emphysema — that really scared me.”

Marlene made it her mission to find some way to control all that hair. She developed a revolutionary new product that she named the *Clipper Vac* (RSC #9333). It was a vacuum system that attached to a clipper and removed the hair the instant it was clipped off. The air flow also eliminat-

ed the build-up of hair between the teeth of the clipper blades and kept the blades from getting hot — even when they were used for extended periods of time.

“The dog show ring is where the *Lambert Kay Company* got its start,” reported Bob Nicastro, National Sales Manager of *Lambert Kay* (RSC #9338). “In 1948 Julius Kay developed a liquid supplement he named Lina-tone, which helped promote healthy skin and coats in show dogs. It was a huge success.” The company went on to pioneer other products. Provid-

ing quality products to professional groomers, show people and breeders, and pet owners became the mission of the *Lambert Kay Company*. Over the next 50-plus years, the *Fresh N Clean* line of shampoos, conditioners, and colognes — along with products for housebreaking, odor control, and animal health joined their foundation product.

Some leading suppliers got into the industry almost by accident. The family-owned *Metropolitan Vacuum Cleaner Company* (RSC #9334) got its start in 1939 by re-building

As the grooming industry rapidly expanded, groomers began to ask for specialized equipment, and manufacturers welcomed their input when designing new equipment and products.

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- #140 Blue
- #142 Green
- #143 Lavender
- #144 Pink
- #146 Yellow
- #141 Extenders

#### Available Colors



Indicate color numbers when ordering

Pack of 100	\$18
Pack of 500	\$75
Pack of 1000	\$108
#147 Giant Klip Kard Special 5 x 8	\$59

### Medium Klip Kard

4" x 6" Medium Client Index Card offers space for pet description, medical problems, referral, birthday, vet phone and clip. Popular pet profile checklist denotes conditions about the pet. Back has date, services, charges and reminder sent date. Extenders can be attached when back is full. Mix and match in packs of 100 when buying 1000.

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each!

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- #175 Lavender
- #172 Blue
- #178 Yellow
- #174 Green

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Alphabetical Index Guides



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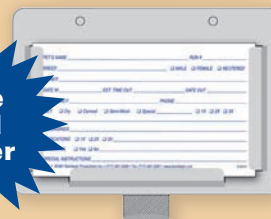
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Are your client files a disaster? Do you forget to get pertinent information over the phone? These 3" x 5" Client Index Cards will stand up against the daily abuse of any active grooming salon and will provide you with basic information on your grooming client. Space on back for date, charges and reminder sent date. White only.

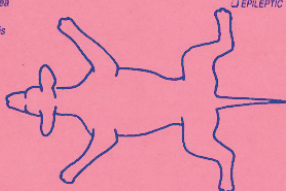
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- #160 EXTENDERS (WHITE ONLY)

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DATE		SERVICES, PRODUCTS, ETC.		CHARGES	GROOMER	REMINDER SENT
LAST FIRST		CLIP		\$		
HOME PHONE		SPECIAL INSTRUCTIONS		\$		
CELL PHONE		ALL THAT APPLY:		\$		
WORK-MR.		<input type="checkbox"/> EASY				
WORK-MRS.		<input type="checkbox"/> FAIR				
EMAIL		<input type="checkbox"/> DIFFICULT				
REFERRED BY		<input type="checkbox"/> BITER				
BREED		<input type="checkbox"/> CAGE SOILER				
SIZE		<input type="checkbox"/> NOISY				
NAME <input type="checkbox"/> M <input type="checkbox"/> F <input type="checkbox"/> NEUT		<input type="checkbox"/> SHY				
COLOR		<input type="checkbox"/> CHECK ANALS				
BIRTHDATE		<input type="checkbox"/> CHECK EARS				
VET		<input type="checkbox"/> BURNS EASILY				
PHONE		<input type="checkbox"/> BLIND				
VACCINATIONS		<input type="checkbox"/> DEAF				
MEDICAL PROBLEMS		<input type="checkbox"/> DIABETIC				
		<input type="checkbox"/> EPILEPTIC				
		B - Burn sensitive area				
		X - Moles, Warts				
		O - Old injury, Arthritis				
		SIZE CHART				
		HT				
		WT				
		NECK				
		BACK				
		CHEST				
		GIRTH				



DATE		SERVICES, PRODUCTS, ETC.		CHARGES	REMINDER SENT
LAST FIRST		HOME PHONE			
CELL PHONE		WORK-MR.			
WORK-MRS.		EMAIL			
REFERRED BY		BREED			
SIZE		NAME <input type="checkbox"/> M <input type="checkbox"/> F <input type="checkbox"/> NEUT			
COLOR		BIRTHDATE			
VET		PHONE			
MEDICAL PROBLEMS		CLIP		\$	
ALL THAT APPLY:		CLIP		\$	
<input type="checkbox"/> EASY		<input type="checkbox"/> BURNS EASILY			
<input type="checkbox"/> FAIR		<input type="checkbox"/> BLIND			
<input type="checkbox"/> DIFFICULT		<input type="checkbox"/> DEAF			
<input type="checkbox"/> BITER		<input type="checkbox"/> ARTHRITIC			
<input type="checkbox"/> CAGE SOILER		<input type="checkbox"/> DIABETIC			
<input type="checkbox"/> NOISY		<input type="checkbox"/> EPILEPTIC			
<input type="checkbox"/> SHY		<input type="checkbox"/> AGGRESSIVE WITH:			
<input type="checkbox"/> CHECK ANALS		<input type="checkbox"/> PEOPLE <input type="checkbox"/> ANIMALS			
<input type="checkbox"/> CHECK EARS		<input type="checkbox"/> MOLES, WARTS, ETC.			

APPT. DATE		CHARGES, ETC.		REMINDER SENT
LAST FIRST		HOME PHONE		
CELL PHONE		WORK-MR.		
WORK-MRS.		EMAIL		
BREED		NAME <input type="checkbox"/> M <input type="checkbox"/> F		
SIZE		COLOR		
VET		AGE		
MEDICAL PROBLEMS		CLIP		
		CHG. \$		
		<input type="checkbox"/> EASY <input type="checkbox"/> FAIR <input type="checkbox"/> DIFFICULT		
		SPECIAL INSTRUCTIONS:		

and selling vacuum cleaners. In the 1980s they began to diversify. They introduced an electric yard and garden leaf blower called the *Metro Air Force*. People began using these leaf blowers to dry dogs at dog shows.

"At that point we turned the market upside down," said David Stern, *Metro's* Vice President of Marketing. "We began producing economical forced air dryers for the professional groomer. We kept expanding our line — from one speed to two and added multiple motor models. The groomers fell in love with them and how much they helped increase their productivity. Today we are the largest dog dryer manufacturer in the world as far as unit sales."

As the grooming industry rapidly expanded, groomers began to ask for specialized equipment, and manufacturers welcomed their input when designing new equipment and

products. Mike Mailman of 44/20 (RSC #9335) said, "The biggest difference in today's scissors is the advancement of technology. When we design scissors, we take groomer input, our knowledge and expertise, and then consult with medical professionals, hand therapists, and people who specialize in ergonomic design — and then we put it all together. The materials and technology we use enable us to make amazing products."

The grooming profession has changed dramatically in the last 50 years. Groomers are no longer isolated and alone. They attend seminars, have industry magazines, keep in touch with each other through the Internet, and even watch *GroomerTV.com*. Grooming competitions have drawn competitors from all around the world as the prize money tops \$30,000.

Groomers are no longer rel-

egated to performing their duties in the back room of a veterinarian's office. Grooming has become a respected profession, and the lowly dog groomer has now become an elite pet stylist. Shops have become salons that offer spa services and creative designs and colors. Mobile groomers can now bring an entire salon to their client's doorstep.

It is estimated that in 2012, people will spend more than \$50 billion on their pets. Much of that will be spent on grooming services.

We've come a long, long way since the hand-squeezed clipper and *Orvis* rug shampoo days. With advancements like bathing systems, quiet and powerful forced air dryers, clipper vacuum systems, elevating grooming tables, adjustable tubs, and unlimited selections of shampoos, grooming tools, and styling products, groomers have never had it so good. And man's best friend (and kitties, too) have never been cared for better.

It's nice to read about the history of grooming, but truth be told, the grooming industry is making history everyday. ☺

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The CGA is one of the only non-profit associations in our Industry and was founded by groomers for groomers .

The mission of the Creative Groomers Association is to help educate groomers and the public alike into the art creative styling, breed specific enhancement, as well as other arts of dog grooming in a healthy and safe manner.

Work in conjunction with other dog grooming instructional institutes if the need of regulating the field of creative dog grooming should arise. And to help unify and support creative styling in the dog grooming industry.

To learn more about becoming a member and to see all the benefits Of becoming a member Visit our website

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



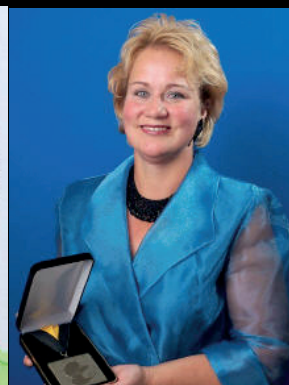
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# New Product News

## Gone Wild Grooming Jacket

"Gone Wild" Grooming Jacket by my spotted dog has arrived in style! They are wild about the design and hope you will be too! Made of 100% Nylon it repels hair and water. It features the latest in fashion, "The Flutter Sleeve," which gives comfort, full movement to the arm, and keeps you cool. A snap-down front makes it an easy fit. For more information, request Reader Service Card # 9216.



## 123Pet Software Now Offers Predesigned Gift Cards

123Pet software announces new pre-designed gift cards just in time for the holiday season. Predesigned gift cards can be selected from a variety of premade options styled after holidays and traditional gift card designs, giving groomers a professional quality selection to offer their customers. Predesigned gift cards still feature the company name and location, so there's no loss to growing a company's brand identity. Predesigned gift cards are not meant to replace the current custom gift card options.

123Pet software still offers users the option for completely customizable gift cards and keychain cards so grooming businesses can set themselves apart with uniquely designed options as well. For more information, request Reader Service Card # 9214.

## Pawdicure Polish Pens with Cardboard Display

Our new cardboard display is the perfect register item for impulse buys. It holds 18 of the Warren London Pawdicure Polish Pens, the only patented water based, non-toxic nail polish pen that is safe for dogs. The Pawdicure Polish Pen dries in under a minute, is easy to apply and can be removed with a non-acetone polish remover. They are also great for doing nail art. In addition to the original seven colors, Red, White, Blue, Purple, Pink, Yellow, Black, Warren London's newest additions are their Neon collection which comes in four colors. For more information, request Reader Service Card #9213.



## Personal Training DVD's for Groomers



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# GROOM & KENNEL EXPO

Feb. 21–24, 2013  
Pasadena, CA

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



# New Product News

## Kiss My Face Peace Soap



Introducing *Kiss My Face Peace Soap*, this 100% natural castile soap offers 101 unbeatable uses, from cleaning a pet to making all of your cleaning dreams come true. This castile soap is a safe and gentle alternative to traditional soaps that often contain harsh ingredients. For-

mulated with minimal natural ingredients including olive, coconut and jojoba oils, the soap is biodegradable and environmentally friendly and good for cleaning just about anything. *Peace Soap* is available in the following natural scents: Grassy Mint, Lemongrass Clary Sage, Lavender

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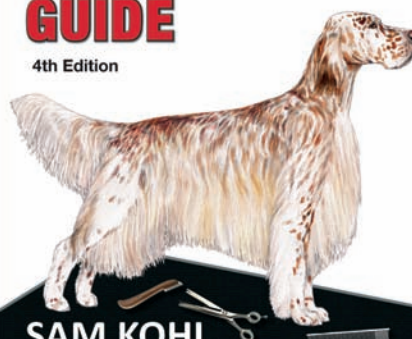
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# SCISSORS DOWN

BY TODD SHELLY



I've learned a lot of valuable lessons over the years from *Barkleigh* founder Sally Liddick. Many of them were learned on the fly at *Groom Expo*. The lessons there tend to come fast and out of nowhere.

I worked my first *Groom Expo* when I was in high school. It was the second year for the show, and I just wanted to show up and have some fun while making money. It took about three minutes to learn that trade show business is hard work. Sally greeted me with, "Welcome, Todd. See those 20 tables over there? I need you to carry them to the stage and spread them out evenly." Moving tables around? Is that what I signed up for? I thought I was going to be walking around looking cool with a state-of-the-art walkie-talkie. (That's what we called the radios back then.) As the lowliest grunt, I spent the weekend doing all forms of unglamorous labor. **Lesson One: A lot of work goes into making things look easy.**

Fast forward a few years, and I was promoted to the number three out of four grunts. No extra power or pay came with it, but it did come with more responsibility. I was now expected to do what was needed rather than wait to be told. At one show, Sally asked me to go into a seminar and pull an unused TV from the room. With my new found responsibility, I decided that I would wait until after the class was finished to pull the TV. (Veterans of the industry may remember a time without PowerPoint.) This made perfect sense to me, because there was no sense in interrupting the speaker when I had plenty of time between classes. By the time the seminar ended, though, other tasks had taken priority over moving the TV, which didn't get accomplished. The other speaker was left standing in a room full of people holding a videotape with no TV to play it on. **Lesson Two: If it needs to be done, do it now. There will be no time later.**

It didn't take me long to hit the fast track and be promoted to co-head grunt. That came with a pay raise and power, but it also came with answering directly to Sally. We didn't always see eye to eye. The bigger problem was that she is a task-oriented person and I am more socially oriented. To put it another way, in the heat of the moment, I could get my feelings hurt easily and she didn't care.

At one particularly stressful show, she seemed to be particularly hard on me. We butted heads the whole show. My feelings were hurt, and I questioned how much I wanted to work the shows anymore. After the show ended, she was highly complimentary and gave me a surprisingly big tip. I couldn't help myself; I had to ask about the constant friction. She responded, "Did that bother you? That always happens during a show. I was just impressed that you stood your ground. I've been trying to toughen you up. I think it's working." I chose not to tell her about my pouting. **Lesson Three: Business requires a thick skin.**

I was eventually given the task of being Sally's right-hand man. This

mostly required me to follow her around, which seemed prestigious at the time. Looking back I was probably more of her personal servant. I mostly kept track of what needed to be done and relayed the message. I was promoted to a job that could have been replaced by a clipboard and radio (we were calling them radios by that point).

One of my tasks was to stand up front during the awards presentations and hand her the winners' checks. I once found myself standing up front with Sally for the crowning of the *Winner's Circle* award. That was a competition we used to do where the first groomer to win the event at three different shows would win that contest's prize money plus a jackpot of over \$30,000. Before going to the front, Sally and I were informed that the winner was going to be a third-time winner and, therefore, win the jackpot. Confetti cannons were going to go off, and the audience would go crazy.

Sally announced the winner and declared that she had won the jackpot. No cannons went off. The audience looked much more confused than excited. The judges handed the trophy to a different competitor. It turns out Sally and I were the only ones that didn't know who actually won. It was the most embarrassing mix-up in *Groom Expo* history. Sally was devastated and blamed herself.

During the next show I went to, she called and asked if people were talking about it. They weren't. I even mentioned it to a few people who were at *Groom Expo*, and they barely knew what I was talking about. What seemed like a huge public embarrassment (thank goodness it pre-dated *GroomerTV*) was probably only memorable to a handful of people. **Lesson Four: Move on – it's not as bad as you think.**

Last year Sally attended *Groom Expo* knowing that it would be her last. It was obvious she was in poor health and was only able to attend the show for short periods of time. She most wanted to attend the first *Barkleigh Honors Awards* dinner. Her plan was to slip in a side door and sit at the nearest table, where there was a place waiting for her. When she tried to enter discreetly, Vivian Nash got up to hug her. That led to more people doing the same. A few people rose to clap. Like a wave across the room, groomers stood until the whole room was giving her a standing ovation. Although she had thought she didn't want to be publicly recognized, the impromptu show of admiration touched her deeply. Sally passed away five months later knowing that her life's work was appreciated. **Last Lesson: It takes a lifetime of integrity to build a lasting legacy.**

I often find myself referring back to things she said or advice she has given. I suspect that will continue over the course of my career.

  
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