

PROGRAM GUIDE



NORTHWEST GROOMING SHOW

AUGUST 27–30, 2020

HOTEL MURANO • TACOMA, WA

LET THERE BE LIGHT



Tool Klean Anti-Microbial UVC Light Appliances kill germs quickly and efficiently with strong Ultraviolet Light (UVC)

Anti-Microbial UV Light Oven Pro



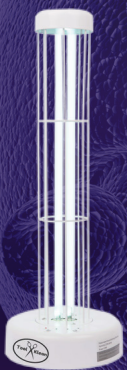
- 2 Stainless steel shelves
- Digital control w/timer
- Durable construction
- Eye protection coating
- Mirrored interior
- 8W UVC high efficiency bulb
- 253.7 nm wavelength, no heat



Anti-Microbial Hot Cup

- Small, compact, portable
- Hinged cover to protect beads
- Dual indicator
- Durable metal cup
- Dry heat
- Glass beads heat to boiling water temperature & kill germs on tools in 3 minutes

Anti-Microbial UV Light Tabletop Appliance



- Powerful 55W UVC Bulb
- Industrial quality tabletop appliance
- Covers 600 sq ft room
- Industrial grade durable metal construction
- Safety delayed start with remote control
- Easy to use timer 15/30/60 minutes

Anti-Microbial UV Light Stik



- Lightweight, portable
- Powerful 4W UVC Bulb
- Small enough to use in hard to reach areas
- Cordless w/adapter, rechargeable
- Easy to use advanced digital display
- Automatic shut off when turned upward
- 90 Second slow, low sweep kills bacteria, fungus, and ringworm

FIND US AT

NORTHWEST GROOMING SHOW

www.ToolKlean.com

TRADE SHOW

Trade Show

FRIDAY, SATURDAY & SUNDAY

THIS YEAR'S TRADE SHOW IS PACKED WITH EVERYTHING TO ELEVATE YOUR GROOMING!

Try on scissors for a perfect fit! Compare prices, and talk with the experts. Preview and purchase the latest equipment, products, and services all in one place! That is what the Northwest Grooming Show is all about!

FRIDAY & SATURDAY

10 AM – 5:30 PM

SUNDAY

10 AM – 4 PM



INCLUDES VIEWING OF GROOMING CONTESTS & TRADE SHOW DEMOS!

Exhibiting Companies*

WITH MORE TO COME!

** Expected to Attend*

- Andis Company
- Angel's Grooming Apparel
- E's Accessories, LLC
- Aussie Dog Products
- Bandanas Unlimited, Inc.
- Bardel Bows
- Barkleigh Productions, Inc.
- Bio Groom
- Cascade Grooming Supplies
- Dermac Labs Inc.
- DMK Bowtique
- Doctor Multimedia
- DrWoofMeow
- Earthbath
- Electric Cleaner Company
- Eqyss Grooming Products
- Envirogroom Professional Pet Supplies
- Evolution Shears
- Geib Buttercut Shears
- Groomer's Best Friend Sharpening
- International Professional Groomers
- Iv San Bernard USA
- Kenchii
- King Wholesale
- Love Groomers
- Precision Sharp Co.
- Prima Mfg., Inc.
- Sensei Shear Systems
- Shear Delight
- Shernbao USA, Inc.
- Shor-Line
- Stylist Wear
- The Shampoo Lady, Inc.
- The Shears Depot
- Tool Klean
- Weave
- Whitman's

Exhibitors Updated Daily

ONLINE AT www.NWGroom.com

LOCATION



HOTEL MURANO BICENTENNIAL PAVILION

1320 Broadway Plaza, Tacoma, WA 98402

Hotel Murano is ideally situated in the heart of downtown Tacoma, the epicenter of the American glass art movement. Check out the Tacoma Art Museum and Museum of Glass, then experience glassblowing first hand at Tacoma Glassblowing Studio. Plus there's shopping, fantastic food and Hotel Murano is only minutes from downtown Seattle and gorgeous spots like Mount Rainier and Snoqualmie Falls.

SINGLE/DOUBLE \$170*

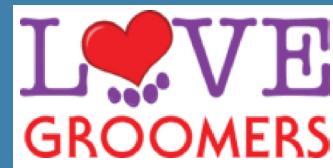
Deadline 4/21/2020

(253) 238-8000 • www.hotelmuranotacoma.com

*Tell them you are with the Northwest Grooming Show!

NO PETS ALLOWED AT THE SHOW

THANK YOU SPONSORS!



BRUSHER / BATHER CERTIFICATE PROGRAM

By Teri DiMarino

Your ability to do your job, and do it right, separates you from being "just a bather" to a position that contributes to the finished product in the salon. Teri believes that a good bath, brush and dry is 50% of a great groom. The bathing room is where most stylists started. Before future groomers begin to think of clipping coat, they must first know what to expect from the hair, and how to treat it to obtain desired results. Surprisingly, many great B/Bs remain in the bathing room, preferring the security of knowing there will always be a need for their expert services. Bathers-in-training, "groomer wannabes", seasoned groomer techs and salon owners will benefit from this day-long program with tips on equipment and products to make the job easier. From getting the dog ready for the tub, to finding the right shampoo through proper bathing and blow-drying techniques, Teri will cover the B/B fundamentals. Safety issues and handling will be stressed.

Tools of the Trade & How to Use Them

From brushes and nail clippers, muzzles to grooming loops, Teri covers equipment basics, highlighting correct uses, in an effort to make the work easier and more comfortable for pet and bather. "These techniques and tools will make the finished groom a true work of art," says Teri. Anals and ears will be also discussed.

Dematting... It's Not What It Used to Be

Everyone has a technique for dematting a neglected pet. For some, it's a shave-down and then entering the pelt in a Mat Contest. For others, it's a time-consuming, hair-splitting experience, destined to take its toll on the pet, the B/B or both. Teri examines the most common and effective products, tools and techniques for the demat dilemma without getting all tangled up.

This program is six hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.



What's in Those Bubbles??? Shampoos, Conditioners & Spray

Tocopherol, Ergocalciferol, Sodium Chloride. Teri takes a "groomers-eye" view of the stuff we use every day in language we can understand. Shampoos, sprays and conditioners are our most expendable items but what do we really know to select the right product for our situation? (Those scary words are techno-speak for vitamin E, vitamin D and simple table salt, often found in many grooming products.)

Getting the Most Out of Your Bathing & Drying Time

Bathing and drying are the most underestimated aspects of our jobs. Techniques can make or break a groom. The ability to properly apply products, thoroughly clean and then dry the pet will have a direct influence on the finish. You will hear about time-saving equipment and techniques.



AKC S.A.F.E

Grooming Certification Program *By Susan Sholar*

The American Kennel Club recognizes that grooming is important to the overall health, comfort and well-being of pets. Setting the standard in groom safety to ensure these needs are met for all pets in salon, The AKC is proud to offer the Safety in Salons Certification Program to groomers and salons.

As reputable and quality pet care professionals, groomers should consider the safety and welfare of the pets entrusted to their care. The Safety in Salon course will review best practices focusing on pet care, health, and safety. Topics covered include accident avoidance, disease awareness, and sanitation.

All groomers who attend will be eligible, at no additional charge, to become AKC Safety Certified Groomers and receive a frameable certificate and other great benefits.

This course is also an important part of the requirements for the AKC Safety in the Salon Certification. This salon certification gives salon owners a means to show their commitment to the health and safety of pets and in return receive valuable marketing support from the AKC.

This program is four hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

MIX & MATCH!

By Sam Nelson & Mackensie Murphy

In this seminar Mackensie Murphy and Sam Nelson will take you through the crazy world of the mixed breed. As groomers we know all too well that the possibilities are literally endless when it comes to what will end up on our grooming tables on any given day. Mackensie will show you several fresh, new ideas and help you think outside the box when it comes to your everyday pet trims that your clientele will love! But what about the love for the groomers?! Sam will dive in throughout these four hours and offer up his wealth of product and tool knowledge. He'll tell you what's what, breaking down the difference between brands and products, but most importantly what's going to work best for the task at hand!

This program is four hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

HAIR & SKIN Certificate Program

By Dr. Cliff Faver

Learn the science, the techniques, and product types to successfully put the "why" in what you do. A must for groomers, bathers, and office personnel in the grooming shop and veterinary clinic alike.

1) UNDERSTANDING HAIR AND SKIN

Learn the basic anatomy and function of the skin and hair. This is a critical foundation for this class and everything a groomer or bather does. This hour will explain a lot of the science about how nutrition, sebum and basic anatomy work so you can understand the "why" in what you do.

2) UNDERSTANDING THE DIFFERENCE IN COAT TYPES AND THE PRODUCTS THAT NEED TO BE USED

In this class you will learn the needs of the different coat types so you can make better decisions in the products you use for maximum results.

3) UNDERSTANDING THE COMMON THINGS THAT GO WRONG AND THAT LEAD TO SKIN ISSUES

Always wonder why these skin conditions occur and reoccur? Does technique play a factor? Could I have caused that issue? When the client or veterinary accused me of causing the issue, is that true?

4) THE SCIENCE TO FOLLOW IN TREATING SKIN ISSUES

Learn methods, techniques and types of products to fix the skin problems when they occur. Learn principles that will lead to success when treating skin issues, how to grow hair back on those shaved down dogs, and why steroids and antibiotics and the typical therapies for skin don't always work.

This program is four hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

THURSDAY EVENING

MODIFIED BICHON BY BLAKE

By Blake Hernandez

Blake reveals his quick head-turning secrets of his favorite breed! Bichons and most other small, white, curly-coated cuties in Blake's salon leave with that quintessential round head look. Here, Blake will show us a modified Bichon trim using clippers and scissors. Make sure to grab a seat and learn how to "cut corners" on this infinitely round and powder puff breed.

This evening program is two hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

NOT JUST A GROOMER: VETERINARIAN, TRAINER, THERAPIST & MORE

By Jonathan David

Groomers play a vital role in pet owners' lives. We're not only the stylist but we're the first line of defense and often we're called upon to answer questions about skin and health issues, training advice and general pet care. Often, a frantic customer needs a little "groomer therapy" and a professional, calm, knowledgeable groomer to help ease their worries. Jonathan will discuss the appropriate advice to give and when it's time to hand it over to a veterinarian or trainer and how to deal with those "special clients" that need a little more help.

This evening program is two hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

MOBILE GROOMING ROUTING & SCHEDULING SIMPLIFIED

By Patsy Tallant

This is a comprehensive seminar to show you how to define a service area that produces an excellent profit. Learn effective routing techniques to reduce your travel time and gain more clients in your service areas. Patsy will show you effective scheduling techniques to improve your bottom line, reduce fuel and maintenance costs. Learn how to eliminate cancellations, no-shows and the people who always try to reschedule. This informative seminar will amaze you with simple techniques that actually work to improve your client relationship, reduce your stress and double your income!

This evening program is two hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

DO-IT-ALL LOUNGE

OPENS THURSDAY

Included with the DO-IT-ALL-PACKAGE. Access this exclusive lounge located in the Rotunda during show hours Thursday to Sunday.

AM Danishes

ALL DAY Coffee & Tea



THE HEALTHY SALON: SANITATION & DISEASE PREVENTION CERTIFICATION CLASS

By Corina Stammworthy

Learn how to disinfect like a microbiologist! Corina will teach you sanitation techniques used in the laboratory that she has incorporated into her regular salon practices. This class will cover how to disinfect everything in your salon using both chemical and mechanical methods, as well as an overview of the common pathogens that cause problems in the industry.

PLUS, disease prevention through vaccination! Learn the science behind how canine vaccines work, and why they need some boosters more often than others. We will discuss what vaccines you should require in your salon to maintain a safe working environment for you and the dogs.

A certificate will be mailed after completion of this four-hour course.

This program is four hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

Class Is In Session!

By Joey Villani

Joey Villani is responsible for teaching 2,138 groomers at the Nash Academy during his career as the NJ-based school owner. In this four-part series, Joey is “going back to the basics” of what every beginner groomer should know for a successful career.

PART 1:

- Safety 101
- Tools, equipment, and their care
- Building a workable area

PART 2:

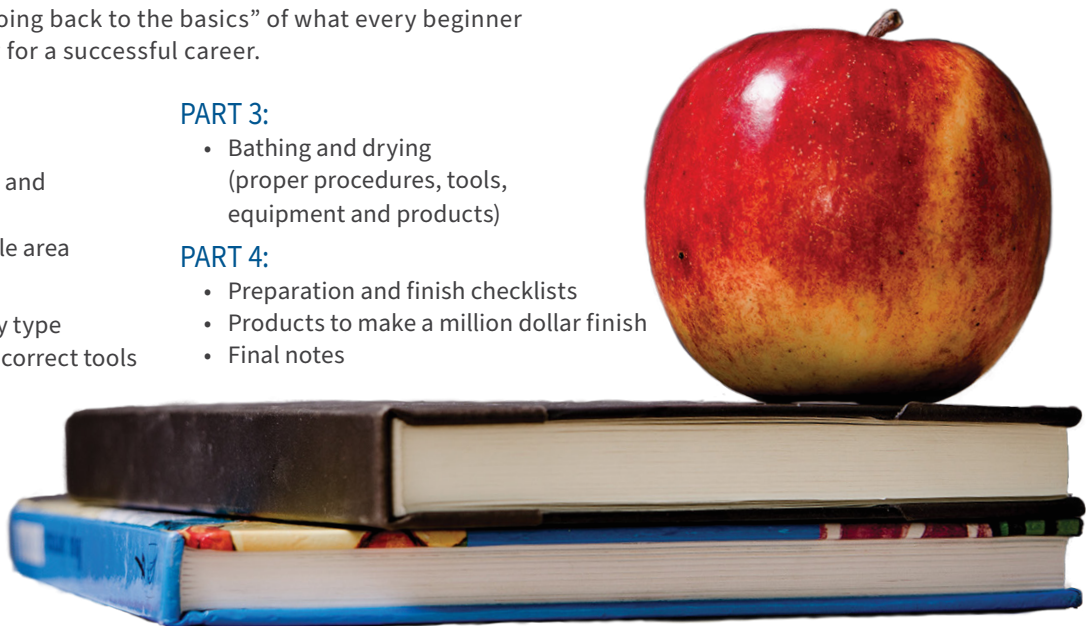
- Anatomy and body type
- Coat type and the correct tools

PART 3:

- Bathing and drying (proper procedures, tools, equipment and products)

PART 4:

- Preparation and finish checklists
- Products to make a million dollar finish
- Final notes



This program is four hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

DIFFICULT DOG SERIES



Too Hot to Handle?! (9-10AM)

By Macie Pisa

In this seminar Macie will go through proper handling techniques to put into your every dog routine, and what to do in extreme cases that need that extra bit of care. Macie will show you how to assess the what and the why of what sets a dog off so you can help to reduce the stress and start working towards a happy and safe grooming experience.

Vet Advice for Dealing with Difficult Dogs (11-12PM)

By Dr. Cliff Faver

Dr. Faver will be discussing some of the common conditions that make it difficult to groom dogs, from the basic old age problems to how to groom dogs post-surgery. It is not uncommon that debilitated dogs and cats actually need to be groomed more often, and when done correctly, it can be a very profitable niche. He will discuss basic precautions all the way to product types to consider.

Puppies, Fearful & Geriatric Pets (2-3PM)

By Judi Cantu-Thacker

Puppies as well as fearful and geriatric pets can all come with challenges. In this seminar, you'll learn how to read signs the pets are sending and modify behavior to make the grooming process better for all.

Difficult Dogs: Exploring the Reasons Why (4-5PM)

By Barb Hoover

Fido is great for all parts of the grooming routine except for his nails. Fluffy throws a fit getting her face washed. Benji will not stand up. Sound familiar? Barb explores the reasons why and what can be done to make grooming a more cooperative effort and ways to work a dog through his issues for a better grooming experience.

This program is four hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

EVERYDAY DOG SERIES

Delighting the Doodle Owner (9-10AM)

By *Chris Anthony*

Doodles; love them or loathe them, they are only growing in popularity. But decoding exactly what their owners want, much less actually delighting them, can be challenging. In this class, Chris will discuss breaking the news of the dreaded “shave down” gently, realistic coat maintenance, and with the help of a living unicorn (a tangle-free Doodle in long coat), learn some quick & easy chunker tricks to add some style to the traditional doodle trim.

Everyday Grooming on Everyday Dogs (11-12PM)

By *Diane Betelak*

Scheduling a Mixed Breed is always an adventure; you never know exactly what will walk in the door. In this session, Diane will do an “Everyday Trim” that will accentuate the dog’s good points and hide the faults. She will be using clippers, blades and comb attachments to give the “Everyday Dog” a trim to suit his life style.

The Shih Tzu & Bichon Mixes (2-3PM)

By *Annie Williams*

One of the most popular mixed breeds we see in our salons continue to be the Shih Tzu mixes and the Bichon crosses. In this seminar, Annie will show you a simple method to adding style to the small mixed breeds without adding more maintenance for the pet owner. Join Annie to learn how to style those cute teddy bear faces and the stylish little bums!

Everyday Schnauzer, Josh's Way

(4-5PM) By *Joshua Morales*

Join Joshua Morales in this exciting demonstration of the pet Schnauzer trim. Make more money and spend less time executing with his quick tips on setting the correct pattern and getting those eyebrows perfected.

Your schnauzers should have expression while exhibiting the proper breed profile and standard of this regal breed.

Josh will share his expertise so you can implement these techniques in your salon.



This program is four hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

FRIDAY EVENING

Barkleigh
Productions, inc.

PET PROFESSIONAL FIRST AID/CPR CERTIFICATION

By Jill Pipino



As a pet care professional, you want to be equipped with the skills to handle medical emergencies that arise while a pet is in your care. Whether a pet becomes ill, injured, or needs help in a disaster, this course will teach you how to respond.

In this two-hour interactive course you will learn emergency care, how to stock a first aid kit, perform CPR, respond to breathing and heart emergencies (including choking), and disaster procedures, with some of these exercises being demonstrated on a live dog. This unique course is customized for pet care professionals and you will learn how to respond to emergencies specific to your industry. Upon completion of this course, you will receive a frameable certificate stating that you are certified in dog and cat First Aid & CPR.

PRICES, PERCENTAGES & PROFIT MARGINS

By Teri DiMarino

In this seminar, Teri will share her business savviness and expertise on running a profitable salon. What do you look at before you set your prices? How do I set my prices? What are my margins? Am I making a profit? Are my employees making more than me? These and a lot more questions will be answered. If you miss this seminar, you will be losing money.

THE 15 COAT TYPES & HOW TO CORRECTLY GROOM THEM

By Jennifer Bishop-Jenkins

While there has never been an official list of dog coat types for the grooming industry, maybe there ought to be! While individual dogs vary even within breeds, knowing what tools and techniques are appropriate to the coat type presented to you for grooming is essential. Jennifer has identified and compiled the fifteen distinct coat types that require specific and separate grooming strategies and equipment. Each one has “Do’s and Don’ts” based on the actual scientific, genetic, and physical structure of the hair or fur of that type dog. Learn how to groom each coat type based on the best practices for those breeds. All coat types fall into two general genetic categories—Hair and Fur.

HOUR 1) HAIR This first hour goes in-depth on “Hair” coat types, and the matting that goes with them. Combination coats that have the problems of both will also be addressed. Hint: some rhyme with “oodle”. Half of all dogs have a double coat.

HOUR 2) FUR Learn to separate the “matting” from the “shedding” in the Fifteen Coat Types’ second hour. We will deep dive into “Fur” Coat types and best practices for their unique care. We will address and resolve any remaining controversy about the proper care of the double coat. Other coat types also shed in different ways. We will identify the most effective equipment, tools, and techniques for each of the Coat Types.

After this seminar, you will be able to set yourself apart as the groomer in your area that is an expert on differing canine coat types and their proper care.

These programs are two hours long & is included in the Do-It-All admission or can be purchased separately. See Schedule & Registration for starting times & fees. Program includes Trade show on Fri., Sat. & Sun.

Swivel It, Just a Little Bit!

Chris Anthony

As a groomer attending a trade show, you are looking for new tools, techniques and products to make your job, and therefore your life, easier, and to improve the quality of your grooming. Swivel thumb shears are still relatively new to the market and certainly fit those criteria. This hands-on class will teach you the skills and confidence needed to pick them up and use them in your salon. We will be covering how holding and using swivels differs from standard shears, how to position them along different canine body parts ergonomically, and how to control them to groom better and faster. Bring your own shears to work with and also try several different brands of swivels that will be provided for use.

Choosing the Right Bathing System for My Business

Dave Campanella

Having trouble determining which shampoo bather system and methods will work best for you and your business? In this seminar, you'll learn the science and workflow process behind each of today's most popular systems. Discover how to get the most from each system along with many proven tips that will save you time, money and aggravation.

Add-On Services that Add On to Your Bottom Line!

Jonathan David

Add-on services are not only a great way to bring in more profits, but they provide your customers with a "full-service, one-stop shop" experience. Jonathan will share his own personal firsthand experiences of what has worked for him and how to sell them to your customers. From spa treatments with physical and health benefits to fun and funky feathers and jewels, add-on services are a sure way to bring in the bucks while giving your customers a pampered spa experience!

Grooming Those "Crazy" Cocker Spaniels

Diane Betelak

The American Cocker Spaniel is still one of the most popular in grooming salons throughout the country. This one-hour seminar will show you how to set a classic cocker pattern with clippers and carding, eliminate the "hula" look, stovepipe the legs and create the beautiful domed head. Diane will show you how to make all your crazy cocker clients "Crazy" for the trim you will put on their pets.

How Structure & Anatomy Affect Your Grooming

Jonathan David

Structure and anatomy affect the balance and proportion of all dogs. Groomers sometimes need to "camouflage groom" or hide faults in the coats. This session will cover common structural faults encountered every day and how to hide faults to bring out the best features for a beautifully finished groom.

Double Coats in Double Time

Linda Easton

These special dogs need special care. Learn tips on getting these dogs done easier, with less stress for you and the dogs. Learn about the effects of shampoo on double coats, when to condition and when not, and drying techniques to speed things up. Linda showed Newfoundlands, Malamutes, Saint Bernards and more. These dogs took a lot of specialized grooming to look their best. She will share some of the secrets she has learned over the years!

Your Brand Is Your Business

Joey Villani

Most professional groomers know how to groom, and they have some business skills. But there are certain aspects that are always left on the table and usually are the most important. This seminar will help you figure out your target audience and make your business become a household brand that everyone in your neighborhood will recognize.

Your Perfect Salon Starts Here

Melissa Jepson

How many groomers have opened their business and then learned that a particular choice wasn't right? Where do you even start with all the choices to consider when opening a location? It can be costly or impossible to move things once they're set in place or take valuable time. In this class we're going to cover what to look for when scouting locations, how to build out to your specifications, what to consider with build-out and how to build a lasting foundation your business will enjoy for years!

Planning for Accidents

Mary Oquendo

As pet service professionals we work with live animals. It is inevitable that accidents can and will happen. If we assume they will happen to either the pet or the provider and have a plan in place, it allows us to act quicker, while reducing the severity of the incident. This workshop will cover how to assemble a plan that includes injury checklists and waivers, how to prevent injuries, steps to prepare your staff, what to do afterwards, as well as how to put security measures in place.

The Importance of the Underside

Jennifer Bishop-Jenkins

Ever notice a pattern among trainee groomers where they put all their focus into the finish work on outer legs, torso, and heads, while the finished effect was still scruffy and unkempt because they have completely ignored the undersides of the dog? Sadly, the undersides of a groom are not the most sexy or exciting, and rarely do they get much attention, but they are actually incredibly important to a well-groomed, well-finished and balanced dog. So, join us for this visually documented deep dive into armpits, groins, sanitary trims, paw pads, under-ears and all the other places in a groom not easily seen but very important—especially to the dog!

Meow, wow! with Dana: Feline Grooming Success

Dana Chavez-Rey

In this one hour class, Dana offers her secrets to being a successful cat groomer and what to have on hand to make grooming less stressful for you and the cat. Do you have the right attitude? Why are you grooming this cat? What will set me apart from the rest?

Back to Basics: Clipping 101

Judi Cantu-Thacker

Clipper work is essential to the grooming process. It sets the background for most of your grooming. Clean lines and smooth finishes can make the difference between a good groom and a great groom. In addition, Judi will discuss clipper and blade care, choosing the right clipper, proper clipper technique and much more.

Mobile Groomers: Are You Charging What You're Worth?

Judi Cantu-Thacker

Mobile groomers come and go. And the reason is that most simply can't afford their expenses. In this seminar, Judi will teach you how to stay in business and win the pricing battle by charging what you (and your time) are worth!

Let's Airbrush! No Talent Needed!

Milena Kon

Want to do something extraordinary and out of this world for your clients? Want to try something excitingly new and colorful, and out of the box? Milena will help you gain confidence and mastery over the airbrush, a complex tool with numerous ways of use. Learn the importance of choosing the right equipment for each design and an understanding on how to create simple or broad lines, to adding a single perfect rose or airbrush an entire bouquet of flowers. Let your imagination go wild, and let's Airbrush!

Doodle Hard or Go Home

Madeline Rothwell

In this rendition of grooming the doodle, Madeline will go over tips and tricks to grooming the everyday doodle as well as communicating with their owners. So, the next time you hear, "don't poodle my doodle," you'll know exactly what to say and how to handle the situation! Madeline grooms 15-25 doodles a week and is known for them in her area. She will go over different coat types and ways to style the doodle depending on said coat type. It's time to embrace the breed that's taken over the salon!

Asian Style Trims for the Every Day Groomer

Joshua Morales

In this seminar, Joshua will show you how to make the Asian style practical and prosperous for your business.

CONTEST GROOMING TABLES

PROVIDED BY

shernbao®

FT-804 - HYDRAULIC GROOMING TABLE - \$499.99

FT-899 - ELECTRIC GROOMING TABLE - \$899.99

AVOID SHIPPING COSTS, GET YOURS AT THE SHOW



FREE
SUPER CYCLONE DRYER
WITH PURCHASE OF
ANY TABLE (\$150 VALUE)



EMAIL: SALES@SHERNBAOUSA.COM

PHONE: 626-549-1212

Adding Flare, Cutting Time

Blake Hernandez

Here's your time to shine! In this one-hour demo, you will learn how Blake can transform even the scruffiest mess into the perfectly fluffed beauty. Snap-on combs and quick tool and anatomy tricks to set you on your way will be demonstrated.

Working to Live or Living to Work

Barb Hoover

Balance; it can be hard to find when it comes to work, family and pets. We are often pulled in so many directions trying to please our clients and take care of our families that we don't take care of ourselves. Do you eat lunch on the run, if even at all? Do you work even when sick or injured? Are you so exhausted after a holiday rush that you can't enjoy the holiday with your family and friends? At the end of the day are you too tired to even groom your own dogs or sit down to dinner with your kids? Barb will share tips on creating a balance with time saving tricks to give you more free time and self-care plans to make you feel and work your best.

Puppy Handling 101

Melissa Jepson

Puppies are often a whole other world when it comes to the easiest way to acclimate them you the grooming process. This class will equip you with the best knowledge and techniques to handle puppies with confidence!

What the Fluff?!

Philip Schafmayer

In this seminar we will talk all about COMBS! They're not just the supporting actor to your scissors, they're a co-star! We will go through many different kinds/brands of combs and which work best for different breeds and coat types, how to properly use them, and what your combing technique means to your final product! We will focus on what you might be doing wrong and

how to correct it, and the best way to get the ultimate finish on each and every one of your grooms!

Captivating Clipped Westie

Diane Betelak

In this session, Diane will groom a Westie to perfection by giving it a stylish breed trim using clippers. Practical for the pet parent, the clipped Westie is what you mostly encounter in your salon. We will discuss the proper pattern, strip and clip techniques, and tips to groom to breed profile and keep that Westie looking sharp!

Meow, Wow! with Dana: Live Feline Grooming Demonstration

Dana Chavez-Rey

No two feline grooms are the same. Dana will do a live cat grooming demonstration and talk about the differences in trims. This class offers you safe alternatives to working with cats and modified techniques based on feline temperament. Dana will also cover a brief but careful look at sedation for our cats.

Educated Clients Are Better Consumers

Mary Oquendo

The goal of this workshop is to help the service provider deliver education to an already information-bombarded customer so that they will view you as the expert. And as that expert, you will help pet owners make better buying decisions for their beloved pets. This workshop will topic elements of a good presentation, choosing topics, onsite and online options, as well as planning.

Poodle in A German Trim

Annie Williams

Know the look you're trying to achieve but just can't execute it yet? Annie will demonstrate a foolproof method on how to quickly and easily set the correct profile on this very trendy poodle haircut, as well as ex-

plain how to apply this method in both the contest ring and on your everyday pet haircuts. From basic structure to proper coat preparation, you'll be feeling like a poodle expert in no time.

Ears, Butts, and Teeth, Oh My!

Dr. Cliff Faver

Come learn the answers to those burning questions of what to do (or not do), and the legalities and liabilities associated with these decisions. To pluck or not pluck ears? Are anal glands my responsibility? Can I add teeth scaling as a new service? What are the most important things I need to know for the health of the pet?

"Short but Not Shaved," & Other Things Owners Say: Making First Timers into Your Biggest Fan

Helen Schaefer

Until we learn telepathy, learning to verbally communicate with the owner at the end of the leash is paramount to creating raving fans and repeat and word-of-mouth business. In this seminar, Helen will go over common things she hears at the salon day after day from new clients, the basic check-in procedure you should follow with every new dog, and the follow-up questions she asks the owner to ensure the first impression is always a positive one. Make that new client into your biggest fan!

Fantastic Clients & Where to Find Them

Corina Stammworthy & Macie Pisa

"You need to make a great first impression to gain and maintain customers." says Macie Pisa, NCMG. Do you dream of having the perfect clients; the big tippers, who are always on time, that come in every four weeks? How do you get them? We will go through the best ways you can improve how customers view you and your business, and how to get and keep the customers you want!

COMPETITION SCHEDULE

GOODIES GIVEAWAY SPONSORED BY



LIVE FEED SPONSORED BY



CONTEST RING SPONSORED BY



COMPETITION MEETINGS

THURSDAY 6:30 PM Judges Meeting
7 PM Contestant Meeting

WIRE COATED BREED TOURNAMENT

FRIDAY MORNING 8 AM Check In
9 AM Start
12 PM Awards



GEIB ALL OTHER PUREBREDS TOURNAMENT

FRIDAY AFTERNOON 1 PM Check In
2 PM Start
5 PM Awards



SPORTING TOURNAMENT

SATURDAY MORNING 8 AM Check In
9 AM Start
12 PM Awards



SALON FREESTYLE TOURNAMENT

SATURDAY MORNING 8 AM Check In
9 AM Start
12 PM Awards



WHITMAN'S POODLE TOURNAMENT

SATURDAY AFTERNOON 1 PM Check In
2 PM Start
5 PM Awards



SENSEI SHEAR SYSTEMS RESCUE ROUND-UP TOURNAMENT

SUNDAY MORNING 7:30 AM Check In
8 AM Start
11:30 AM Awards



ENVIROGROOM & SPECIAL FX CREATIVE STYLING TOURNAMENT

SUNDAY AFTERNOON 3 PM Check In
3:30 PM Start
4 PM Presentations & Awards



Foxy Roxy's Supply Co.
Best First Timer Award

SUNDAY AWARD PRESENTATIONS - 12PM



Wahl Best All Around
Awards



Andis Best In Show
Awards

SCHEDULE

	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	<p>11 AM Registration & Do It All Lounge Opens</p> <p>12–6 PM Brusher Bather Certificate Program — <i>Teri DiMarino</i></p> <p>12–4 PM AKC S.A.F.E. Grooming Certification Program — <i>Susan Sholar</i></p> <p>Mix & Match! — <i>Sam Nelson & Mackense Murphy</i></p> <p>Hair & Skin Certificate Program — <i>Cliff Faver</i></p>	<p>8 AM Registration & Do It All Lounge Opens</p> <p>9–10 AM Day Long Programs Part 1 <i>with Trade Show Breaks</i></p> <p>Everyday Dog Series — <i>Chris Anthony, Diane Betelak, Annie Williams & Joshua Morales</i></p> <p>The Healthy Salon — <i>Corina Stammworthy</i></p> <p>Difficult Dog Series — <i>Macie Pisa, Dr. Cliff Faver, Judi Cantu & Barb Hoover</i></p> <p>Class is in Session — <i>Joey Villani</i></p>	<p>8 AM Registration & Do It All Lounge Opens</p> <p>9–10 AM SESSION 1</p> <p>How Structure & Anatomy Affect Your Grooming — <i>Jonathan David</i></p> <p>Double Coats in Double Time — <i>Linda Easton</i></p> <p>Choosing the Right Bathing System for My Business — <i>Dave Campanella</i></p> <p>Mobile Groomers: Are You Charging What You Are Worth? — <i>Judi Cantu-Thacker</i></p> <p>10 AM Trade Show Opens</p> <p>11–12 PM SESSION 2</p> <p>Grooming Those "Crazy" Cocker Spaniels — <i>Diane Betelak</i></p> <p>The Importance of the Underside — <i>Jennifer Bishop-Jenkins</i></p> <p>Your Perfect Salon Starts Here — <i>Melissa Jepson</i></p> <p>Planning for Accidents — <i>Mary Oquendo</i></p>	<p>THURSDAY EVENING</p> <p>7–9 PM Modified Bichon by Blake — <i>Blake Hernandez</i></p> <p>Not Just a Groomer: Veterinarian, Trainer, Therapist & More — <i>Jonathan David</i></p> <p>Mobile Grooming Routing & Scheduling Simplified — <i>Patsy Tallant</i></p>
		<p>10 AM Trade Show Opens</p> <p>11–12 PM Day Long Programs Part 2</p> <p>2–3 PM Day Long Programs Part 3</p> <p>4–5 PM Day Long Programs Part 4</p> <p>5:30 PM Trade Show Closes</p> <p>FRIDAY EVENING</p> <p>6–8 PM The 15 Coat Types & How to Correctly Groom Them — <i>Jennifer Bishop-Jenkins</i></p> <p>Pricing, Percentages & Profit Margins — <i>Teri DiMarino</i></p> <p>Barkleigh Pet Pro First Aid/CPR Certification — <i>Jill Pipino</i></p>	<p>2–3 PM SESSION 3</p> <p>Asian Style Trims for the Every Day Groomer — <i>Joshua Morales</i></p> <p>Swivel it, Just a Little Bit — <i>Chris Anthony</i></p> <p>Your Brand is Your Business — <i>Joey Villani</i></p> <p>Meow, wow! with Dana: Feline Grooming Success — <i>Dana Chavez-Rey</i></p> <p>4–5 PM SESSION 4</p> <p>Back to Basics: Clipping 101 — <i>Judi Cantu-Thacker</i></p> <p>Doodle Hard or Go Home — <i>Madeline Rothwell</i></p> <p>Add-On Services That Add On to Your Bottom Line! — <i>Jonathan David</i></p> <p>Let's Airbrush! No Talent Needed! — <i>Milena Kon</i></p> <p>5:30 PM Trade Show Closes</p> <p>SATURDAY EVENING</p> <p>8-12 AM Meet & Greet Cocktail Party</p>	
		<p>8 AM Registration & Do It All Lounge Opens</p> <p>9–10 AM SESSION 5</p> <p>Adding Flare, Cutting Time — <i>Blake Hernandez</i></p> <p>What the Fluff!? — <i>Philip Schafmayer</i></p> <p>Working to Live or Living to Work — <i>Barb Hoover</i></p> <p>Puppy Handling 101 — <i>Melissa Jepson</i></p> <p>10 AM Trade Show Opens</p> <p>11–12 PM SESSION 6</p> <p>Captivating Clipped Westie — <i>Diane Betelak</i></p> <p>Educated Clients are Better Consumers — <i>Mary Oquendo</i></p>	<p>Poodle in a German Trim — <i>Annie Williams</i></p> <p>Meow, Wow! with Dana: Live Feline Grooming Demo — <i>Dana Chavez-Rey</i></p> <p>2–3 PM SESSION 7</p> <p>"Short but Not Shaved", & Other Things Owners Say: Making 1st Timers into Your Biggest Fan — <i>Helen Schaefer</i></p> <p>Fantastic Clients & Where to Find Them — <i>Corina Stammworthy & Masie Pisa</i></p> <p>Ears, Butts, & Teeth, Oh My — <i>Dr. Cliff Faver</i></p> <p>4 PM Trade Show Closes</p>	

PROGRAM SELECTION

All attendees taking education, please select your likely choice:

Select ONE program from each education session that you may attend.
This will enable us to plan adequate seating for your comfort. One per attendee please!

This does not commit you to attending your selected programs.

THURSDAY (Choose One)

1. Brusher Bather Certificate Program
2. AKC S.A.F.E Grooming Certification
3. Mix & Match!
4. Hair & Skin Certificate Program

FRIDAY

Daytime (Choose One)

8. Everyday Dog Series
9. Difficult Dog Series
10. The Healthy Salon
11. Class is in Session

Evening (Choose One)

12. The 15 Coat Types & How to Correctly Groom Them
13. Pricing, Percentages & Profit Margins
14. Barkleigh Pet Pro First Aid/CPR Certification

SATURDAY

9 AM Session 1 (Choose 1)

100. How Structure & Anatomy Affect Your Grooming
101. Double Coats in Double Time
102. Choosing the Right Bathing System for My Business
103. Mobile Groomers: Are You Charging What You're Worth

11 AM Session 2 (Choose 1)

200. Grooming Those "Crazy" Cocker Spaniels
201. The Importance of the Underside
202. Your Perfect Salon Starts Here
203. Planning for Accidents

2 PM Session 3 (Choose 1)

300. Asian Style Trims for Every Day Groomer
301. Swivel It, Just a Little Bit!
302. Your Brand is Your Business
303. Meow, wow! with Dana: Feline Grooming Success

4 PM Session 4 (Choose 1)

400. Back to Basics: Clipping 101
401. Doodle Hard or Go Home
402. Add-On Services That Add On to Your Bottom Line!
403. Let's Airbrush! No Talent Needed!

THURSDAY EVENING (Choose One)

5. Modified Bichon by Blake
6. Not Just a Groomer: Veterinarian, Trainer, Therapist & More!
7. Mobile Grooming Routing & Scheduling Simplified

SUNDAY

9 AM Session 5 (Choose 1)

500. Adding Flare, Cutting Time
501. What the Fluff!?
502. Working to Live or Living to Work
503. Puppy Handling 101

11 AM Session 6 (Choose 1)

600. Captivating Clipped Westie
601. Poodle in a German Trim
602. Educated Clients Are Better Consumers
603. Meow, wow! with Dana: Live Feline Grooming Demo

2 PM Session 7 (Choose 1)

700. "Short but Not Shaved", & Other Things Owner Say: Making 1st Timers into Your Biggest Fan
701. Fantastic Clients & Where to Find Them
702. Ears, Butts, & Teeth, Oh My!

**INCLUDE WITH
REGISTRATION
OR FAX TO
(717) 691-3381**

NORTHWEST GROOMING SHOW 2020 REGISTRATION

One INDIVIDUAL registering per form, please

Name (Print Clearly): _____

Business: _____

Address: _____

City/State/Zip: _____

Email (Print): _____

Phone: (_____) _____

Cell Phone: (_____) _____

Check One:

- Groomer
- Kennel Operator
- Retailer
- Pet Sitter
- Trainer
- Vet
- Breeder
- Owner/Handler
- Manufacturer
- Online Retailer
- Catalog
- Pet Owner
- Other

Packages

1 Do-It-All – \$299 (Save OVER \$400!)

Trade show (begins Friday), all events, viewing of tournaments, and seminars Thurs. through Sun. You may go in and out of educational sessions. Some sessions overlap. **INCLUDES ADMISSION TO DO-IT-ALL LOUNGE!**

2 Weekend Basic – \$199

Saturday & Sunday programs, trade show and viewing of tournaments.

3 Trade Show Special – \$25

Three-day trade show and viewing of tournaments.

Trade Show – \$10 per day
(\$15 at the door)

4 Fri. 5 Sat. 6 Sun.

Make Checks Payable to:

Barkleigh Productions, Inc.

970 West Trindle Road
Mechanicsburg, PA 17055

(717) 691-3388 • FAX (717) 691-3381

Email: info@barkleigh.com

A La Carte

Thursday Events

- 10 Brusher Bather Certificate Program \$169
- 11 Hair & Skin Certificate Program \$149
- 12 Mix & Match! \$149
- 13 AKC S.A.F.E. Grooming Certification Program \$149

Thursday Evening Events

- 14 Not Just A Groomer: Veterinarian, Trainer, Therapist & More \$79
- 15 Modified Bichon by Blake \$79
- 16 Mobile Grooming Routing & Scheduling Simplified \$79

Friday Events

- 17 The Healthy Salon \$149
- 18 Class is in Session \$149
- 19 Everyday Dog Series \$149
- 20 Difficult Dog Series \$149

Friday Evening Events

- 21 The 15 Coat Types & How to Correctly Groom Them \$79
- 22 Pricing, Percentages & Profit Margins \$79
- 23 Barkleigh Pet Pro First Aid/CPR Certification \$79

Saturday Events

- 24 Saturday Program Sessions \$149
- 25 Individual Session (each) # _____ x \$49 = \$ _____

Sunday Events

- 26 Sunday Program Sessions \$99
- 27 Individual Session (each) # _____ x \$49 = \$ _____

Programs are 20% higher at the door. Refund Processing Fee – \$30

Total: \$ _____ Check MC/Visa/Discover/AE

Exp. Date _____

NW20	
#	

Register online at www.NWGroom.com

EQyss®

GROOMING PRODUCTS

Professional Groomer Starter Pack



**JUST
\$34.95!**

Regular Price \$43.72

OVER 20% OFF!

Makes up to
**3 GALLONS
OF SHAMPOO!**

NORTHWEST GROOMING SHOW

Come See Us at
NORTHWEST GROOMING SHOW
May 14-17, 2020
Murano Convention Center, Tacoma, WA

Experience all of our Pro Groomer ESSENTIALS at the show!

ALL YOU NEED TO RUN A TOP SHOP!

EQyss®
WWW.EQYSS.COM

info@eqyss.com
800.526.7469

MADE IN AMERICA
100% SATISFACTION
GUARANTEED





September 10-13, 2020
Hershey Lodge & Convention Center
Hershey, PA

www.GroomExpo.com