



**Thursday, March 7, 2019**

<u>Start Time</u>	<u>End Time</u>	<u>Room</u>	<u>Seminar Title</u>	<u>Presenter(s)</u>	<u>Seminar Description</u>
11:30 AM	3:30 PM	Spanish Suite	Nutrition – Beyond the Label	Micah Kohles, DVM	Nutritional knowledge isn't just for vets and pet stores anymore. Possessing a foundational knowledge of nutrition will make you a better groomer while helping you educate your clients. Join Dr. Micah Kohles (Oxbow Animal Health) as digs into nutrition and what a product's nutritional makeup means to the animal, the client, and the quality of the product. Separating marketing from science, this lecture will leave you with a better understanding of how to accurately assess & analyze key nutritional products in the marketplace.
11:30 AM	4:30 PM	Swiss Suite	Animal Behavior and Management	Pam Lauritzen	Understanding animal behavior and management is fundamental to the education of any pet care professional. Join Pam in this in-depth 5-hour workshop designed to increase your awareness of canine behavior and safe handling techniques. Pam will discuss innate and learned canine behaviors and nervous system types and their impact on animal management. Topics covered will be: <ul style="list-style-type: none"> <li>• Animal (Canine) Behavior</li> <li>• Personality and Its Effects on Behavior, Reflexes &amp; Boundaries</li> <li>• The Senses, How Animals Learn and Conditioning Techniques</li> <li>• Evaluating Behavior Problems and Rehabilitation Techniques</li> </ul>
11:30 AM	5:30 PM	Italian Suite	Ready-Set-Go, Prep-Bathe-Dry!	Teri DiMarino	The bathing room is the starting point for every successful pet stylist. With an emphasis on safety and efficiency, Teri guides this fun and informative 6-hour seminar through an average day in a busy salon. Learn how safe handling practices and time-saving tips will improve the finished work and save time. This session will include the efficient use of tools, safety restraints and tasks such as nail trimming, ear cleaning and brushing while focusing on the safety and comfort of the pet. Teri will discuss quick and efficient bathing and also take a "groomer's-eye" look at the proper application of shampoos, conditioners, and sprays and why they work. Teri will discuss different drying techniques to help you get a better scissor finish. This seminar is a real eye-opener for the groomer technician as well as a lesson in efficiency for the seasoned salon owner.



12:00 PM	4:30 PM	Australian Suite	CPR-PetTech First Aid and Care for Your Pets	Beth Cristiano & Mary Oquendo	Pet First Aid is the immediate care given to a pet that is injured or ill. Knowing the skills and techniques of pet first aid can mean the difference between life and death. The topics covered are as follows: Bleeding, Shock, Restraining, Muzzling, Primary Pet Assessment, CPR, Rescue Breathing, Fractures, Limb Injuries, Insect Bites and Stings, Seizures, Heat and Cold Injuries, Pet Vitals, Poisoning, Choking Management, Snout to Tail Assessment and First Aid Kits. A mannequin will be provided for each enrollee for this hands-on 4.5 hour certificated course.
12:00 PM	5:00 PM	Kenyan Suite	Semi-Permanent Color Certification	Lori Craig & Angela Kumpe	This is a five-hour course where you will learn how to apply color to short and long coats as well as how to make designs, stencils and more. You will receive hands-on experience with semi-permanent color dye and receive a certificate of completion of the Semi-Permanent Color Course from the Creative Groomers Association. In this session, you will also learn how to properly look up products, important safety procedures, how to market your creative services and pricing. You will participate in a hands-on practical to ensure you feel secure to add these services to your business.
12:00 PM	5:00 PM	German Suite	AKC S.A.F.E Grooming Program: Safety in the Salon	Susan Sholar	The American Kennel Club (AKC) recognizes the importance of proper grooming for the health, well-being and overall comfort of pets. By educating on grooming safety, the AKC helps educate pet care professionals on the most up-to-date practices, so they can provide the best care possible for pets and their owners. Focusing on pet care, health, and safety, this course will cover accident avoidance, disease awareness and sanitation. All groomers who attend will be eligible, at no additional charge, to take the exam to become AKC Safety Certified Groomers and receive a frameable certificate.

### Friday, March 8, 2019

<u>Start Time</u>	<u>End Time</u>	<u>Room</u>	<u>Seminar Title</u>	<u>Presenter(s)</u>	<u>Seminar Description</u>
8:00 AM	9:00 AM	Italian Suite	Dog Handling 101 – Be Prepared Not Scared	Lisa Vella & Donna Walker	Have you ever been bitten? Do you have moves when it comes to protecting yourself? Do you know and follow the proper and safest dog or cat handling techniques? Can you train your assistants on how to keep your shop accident free? Let Lisa Vella and Donna Walker South Bark's Blueberry Girls help you keep your place peaceful and calm.



Atlanta Pet Fair  
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8:00 AM	9:00 AM	German Suite	Safety First in the Kennel and Grooming Salon	Benjamin Day	The session will explore the overall elements of a good Safety Program in the Kennel and Grooming Industry. Topics will include program content, commonly asked questions and how to get employee buy in. <i>Personal Protective Equipment (PPE) and Job Safety Analysis (JSA)</i> will be explained and reviewed. Ben will also discuss insurance and other safety items that could affect your bottom-line.
8:00 AM	9:30 AM	Swiss Suite	Dermatology: Anatomy to Disease	Micah Kohles, DVM	Dermatological knowledge isn't just for vets. Possessing a basic knowledge of the skin and diseases that commonly affect it will make you a better groomer while helping you educate your clients which leads to appreciative and loyal clients. Join Dr. Micah Kohles (Oxbow Animal Health) as guides you through the anatomy of skin, common skin lesions and diseases affecting dogs, cats and a few common exotic species.
8:00 AM	9:30 AM	Kenyan Suite	Demo: Purrfect Grooming for Every Cat	Danelle German	Danelle German's many years in the show ring led to the launch of a successful feline-exclusive grooming business. The things she learned both in-ring and in-salon are the foundation for her award-winning, internationally recognized cat grooms. What ingredients make a perfect cat groom? What style options are available and which are appropriate for each cat? These questions and more will be answered as Danelle shares her tips and tricks on show-quality cat grooming while performing a live groom demo.
8:00 AM	10:00 AM	Spanish Suite	Sanitation for Grooming Shops, Kennels and Pet Retailers	Chris Quinlan	<p><b>Part 1: The Difference Between Cleaning, Sanitizing, and Disinfecting</b></p> <p>The goal of this class is to share ideas with owners and managers on how to get the cleaning results they are looking for efficiently. Learn how to reduce cleaning times, and create a truly healthy environment for your guests. At the same time protect and prolong the life of your investment of cages, kennels, and equipment. Specific areas covered will be which cleaning products work best for animal care facilities. How to help staff use products correctly and what needs to be done to be OSHA compliant.</p> <p><b>Part 2: Proper Cleaning Procedures for Cages, Kennels, Floors, and Equipment</b></p> <p>The goal of this class is to demonstrate proper cleaning techniques that get the results we are looking for efficiently. We will share ideas on how to create simplified cleaning protocols that staff are able to follow with less time spent training. Specific areas covered will be grooming equipment care, cage and kennel care, floor care, and synthetic turf care.</p>



8:00 AM	12:30 PM	Australian Suite	CPR-PetTech First Aid and Care for Your Pets	Beth Cristiano & Mary Oquendo	Pet First Aid is the immediate care given to a pet that is injured or ill. Knowing the skills and techniques of pet first aid can mean the difference between life and death. The topics covered are as follows: Bleeding, Shock, Restraining, Muzzling, Primary Pet Assessment, CPR, Rescue Breathing, Fractures, Limb Injuries, Insect Bites and Stings, Seizures, Heat and Cold Injuries, Pet Vitals, Poisoning, Choking Management, Snout to Tail Assessment and First Aid Kits. A mannequin will be provided for each enrollee for this hands-on 4.5 hour certificated course.
9:30 AM	10:30 AM	German Suite	Differentiating the Quality of Professional Grooming Products: From Average, Intermediate to Premium	Dale Sanson	There are many choices you can make for shampoos, conditioners, cologne sprays, detangling products and other topical grooming products in your salon. As a professional groomer, your clients look to you to be the expert in skin and coat care. A pet parent depends upon you to take home a friend of the family, fresh, tangle-free and smelling fresh. However, with the number of products on the market to choose from which will deliver the quality you expect for the price of the product? Topics will include dilution rates vs. performance, label claims, sulfate-free shampoos, imported grooming products, possible allergens, aerosol vs. pump sprays and plant/animal derived raw materials. A brief overview of the human personal care product trends will be discussed and how they are finding their way into the grooming product market.
9:30 AM	10:30 AM	Italian Suite	Short Coats Aren't All Just Wash and Wear!	Linda Easton	Linda started her grooming career in a Basenji kennel. Her early show breeds were Basenjis and Australian Cattle Dogs and yes, they DO take a lot of grooming! Smooth coats are different than short coats which are much different than curly or long coats. Learn products and shampooing tips for short coats. Learn specific scripts that convert nail trims into bathing clients. Then learn how to do such a great job they will want to come in regularly! These breeds can make a wonderful addition to your business and much of the work can be done by your bathers! Discussion will also be on what type of grooming can and should be done on these breeds.
10:00 AM	11:30 AM	Swiss Suite	Demo: Quick and Easy Elegant Poodles	Jay Scruggs	In this Demo, Jay will show you how to achieve an elegant poodle look for your clients just using clipper comb attachments. Watch Jay as he trims a poodle to get a fabulous pet profile while learning easy and time-saving tips.
10:30 AM	12:00 PM	Kenyan Suite	Demo: Cat Grooming Handling Techniques You Can't Live Without	Danelle German	Do you ever feel like you are wrestling with a cat rather than actually grooming it? Join Danelle for this seminar to see handling techniques that should be in every cat groomer's repertoire. Includes live demonstration of handling techniques as well as variety of grooming options.
11:00 AM	12:00 PM	German Suite	How to be OSHA Compliant in Grooming and Kennels	Benjamin Day	OSHA (Occupational Safety and Health Administration) will eventually make a visit to your salon and being prepared for when they do is important. OSHA provides standards to ensure employee



					safety and health under the Department of Labor. This session will discuss how to stay within their standards and how to keep your workers safe.
11:00 AM	12:00 PM	Spanish Suite	Spreading the Word: Creating Marketing Messages for Your Business that Produce Appointments, Sales and Profits	Lynn Switanowski	<p>Session attendees will learn how to enhance their marketing activities geared toward setting more appointments, doing more sales and taking more profit to the bank.</p> <p>Learn:</p> <ul style="list-style-type: none"> <li>• How your business can and should capitalize on social selling by creating marketing messages and activities that help your customers research, connect and interact with potential customers.</li> <li>• How to create calls-to-action across all your marketing messages and the key words that can be used to activate customers quickly.</li> <li>• How to become an indispensable resource for your customers including those you haven't met yet!</li> <li>• How to present content to improve your relationship with current customers that generate better appointments.</li> </ul> <p>Being successful means keeping your calendar full, attend this session and learn the tools your business needs to generate leads, set appointments and ring the register 365 days per year!</p>
11:00 AM	12:00 PM	Italian Suite	How to Start and Run a Successful Self-Service Pet Wash Business	Lisa Vella & Donna Walker	<p>Today's urban canine and their humans have choices and expectations for what is offered as contributory to their daily lifestyles. The Dog Wash industry has grown into a client accepted and entrepreneur desired business modeled entity. No longer is this type of business the novelty it once was. Patrons not only expect to find Dog Washes in their cities, but they expect them to be of a certain caliber. Have you ever considered opening up a Self-Serve Dog Wash or adding one to your grooming salon? Do you wonder what it would take to set one up? Do you think about what that would mean for you and your business? Come and listen to the owners of the award winning South Bark Dog Wash, LLC " Home of the Blueberry Facial®", explain the ins and outs of this type of endeavor. Utilize examples and facts gained from their years of experience to help guide you in your decisions in growing your business.</p>
1:30 PM	6:00 PM	Australian Suite	CPR-PetTech First Aid and Care for Your Pets	Beth Cristiano & Mary Oquendo	<p>Pet First Aid is the immediate care given to a pet that is injured or ill. Knowing the skills and techniques of pet first aid can mean the difference between life and death. The topics covered are as follows: Bleeding, Shock, Restraining, Muzzling, Primary Pet Assessment, CPR, Rescue Breathing, Fractures, Limb Injuries, Insect Bites and Stings, Seizures, Heat and Cold Injuries, Pet</p>



					Vitals, Poisoning, Choking Management, Snout to Tail Assessment and First Aid Kits. A mannequin will be provided for each enrollee for this hands-on 4.5 hour certificated course.
3:30 PM	5:00 PM	Swiss Suite	Demo: Terrier Handstripping	Denys Lorrain	If you have ever wanted to know about the terrier coat don't miss this unique session by one of the top European groomers. Denys has bred and shown terriers, winning many international and world titles. He will share his passion for the techniques of hand stripping and the correct use of the tools for the various types of terrier coats.
3:30 PM	5:00 PM	Kenyan Suite	Demo: Understanding Short-Nosed Breeds and Their Special Needs	Teri DiMarino	Anybody who has been "in dogs" for any period of time knows what a brachycephalic breed is. These dogs have short muzzles and broad heads and include such popular breeds as English Bulldogs, Boston Terriers and Shih Tzu's, to name a few. These breeds come with their own set of issues that can cause problems, especially in the grooming process. They can have breathing problems, they do not handle heat well and those facial wrinkles need special care to keep them clean. Just washing the face of one of these breeds can be a challenge! Teri will focus on some of the problems unique to these breeds and how we can overcome these issues in the salon, sending out a clean, well-groomed dog with a sweet looking and smelling face.
4:00 PM	5:00 PM	German Suite	Culture and Team Building: Why It is Important and How It Can Make Your Life Easier!	Joe Zuccarello	In this session, Joe will speak about the ingredients necessary to build a solid team and the importance of your company's culture as it relates to productivity, customer satisfaction, and overall operations and management benefits. Have you ever felt like not going to work, either by calling in sick or playing hooky only to realize that you cannot do that because you're the boss and you <i>have</i> to be there? Do you feel every day is a battle when it comes to managing your employees and your business? Are you exhausted or discouraged? <u>You're not alone!</u> This session is designed with you in mind! Believe it or not, you may be to blame for the feelings you are having. But there's good news ahead...there's a better way and Joe will explore practical solutions for you to put in play immediately when you return to your business. It's ok, you'll be a room filled with others who are struggling just like you are. So come prepared to be honest with yourself, open to new ideas, and ready to leave the session with a new perspective!

4:00 PM	5:00 PM	Spanish Suite	There's Never Enough Time: Optimizing Your Business Operations to Improve Performance	Lynn Switanowski	<p>Making consistent improvements to enhance your business is critical toward its' long-term success, sustainability AND profitability. The question is, how often are you reviewing what your business needs today to succeed tomorrow and in the future? And most importantly, how do you make it simpler and more time efficient so that you can do it on a regular basis?</p> <p>Join us for this APF business operations sessions to learn the critical ways you must review your business regularly and the time saving tactics you need that will insure you have the TIME to do so on a regular basis.</p> <p>Learn:</p> <ul style="list-style-type: none"> <li>• How to keep financial score for your business and the metrics you must review weekly, monthly and annually to insure your long-term success. Learn how to set up time-saving reports that will help you monitor the metrics in no time at all!</li> <li>• Learn how to set goals and objectives and how to use them as an ongoing planning tool to ensure you continue to move forward in your small business.</li> <li>• Learn the importance of monitoring industry and business trends that can make or break your success.</li> </ul> <p>Better still, learn simple tools to gather the information right to your mailbox again and again and how to carve out the time to read, review and assess which trends you need to implement for your strategy.</p> <p>Running a small business is hard work, attending this session will help you focus on what your business needs to remain competitive and profitable for years to come and give you the tools you need to make sure that happens!</p>
4:00 PM	5:00 PM	Italian Suite	Conquer Bad Hair Days Forever! The Truth about Coat Damage, Mats and Tangles	Dave Campanella	<p>We struggle with de-shedding, de-matting, and de-tangling on a daily basis. Many opinions, techniques, tools, and products attempt to tackle these challenges. However, we really need to understand some basic hair physiology and chemistry to select the best approach. We will review client dog video and the hair samples taken and analyzed with electron microscopy. Observe coat damage, mats, tangles, and undercoat from several common coat types up-close as never seen before. This data provides keen insight that leads to guaranteed results! Learn how to safely release more shedding and mats while avoiding the risk of further coat damage and messes. Eliminate pre-brushing and reduce stress. Create a much calmer environment by avoiding muscle strain and/or injury to you and your client dogs. Save time and earn more just by understanding the "Truth" behind bad hair days!</p>





## Saturday, March 9, 2019

<u>Start Time</u>	<u>End Time</u>	<u>Room</u>	<u>Seminar Title</u>	<u>Presenter(s)</u>	<u>Seminar Description</u>
8:00 AM	9:00 AM	Spanish Suite	Plant Power: CBD! How to Use & Sell It Within the Pet Industry	Lisa Vella & Donna Walker	Groomers and retailers should consider educating themselves on the many uses of Cannabidiol within the Pet Industry. CBD is one of the active beneficial supplements/ingredients in both marijuana and hemp. It helps to remedy and provide relief for many instances in the dog and cats life. It is a great retail product and has excellent companion calming use. Most products for sale contain a proprietary blend of non-psychoactive cannabinoids derived from non-industrial hemp. These products do NOT get your animal high. Plant phytocannabinoids like CBD are a healthy, nontoxic way to provide balance in the body of a human or animal. Come listen to Lisa and Donna explain legalities and how CBD actually works in the body to help a multitude of issues.
8:00 AM	9:00 AM	Italian Suite	Improve Your Salon with UV Light Technology	Mario DiFante	Learn how UV light technology can sanitize your salon to create a healthier working environment. UV light eliminates harmful viruses, bacteria, fungus, molds, insect larvae and flea eggs on your valuable grooming tools and equipment. Learn how to reduce humidity in your salon which will help dry dogs quicker so at the end of the day, you can make more money.
8:00 AM	9:30 AM	Kenyan Suite	Demo: Drop Coats	Jonathan David	Drop coats can be a challenging groom to tackle. Join Jonathan in this session dedicated to mastering drop coat breeds as well as mixed breeds with similar hair. Jonathan will cover the use of thinning shears for layering and using snap on combs to achieve a cute and manageable look that even the most discerning client will love! Jonathan will also share his technique for achieving a beautifully layered round head and face
8:00 AM	9:30 AM	Swiss Suite	Demo: American Cocker Spaniel Pet Trim	Jodi Murphy	Don't miss this great seminar on two different American Cocker Spaniel styles. First, Jodi will demonstrate the traditional stylized Suburban trim. Then she will change it up with the more manageable Field trim for those higher maintenance Cockers. There is nothing attractive about a shaved Cocker Spaniel. Jodi has owned this breed for over 30 years and knows what works and what does not when it comes to putting the right trim on this breed. Understanding coat type, the proper grooming schedule as well as the client's lifestyle are key factors when deciding on the right trim for this breed. Jodi will show you how it's done with style and how to charge appropriately!



8:00 AM	12:00 PM	German Suite	Mythbusting Skin, Products, Techniques and Approaches to Skin Issues	Cliff Faver	<p>In this 4-hour series, with each hour building upon the previous, Dr. Faver will discuss basic skin information, products, techniques and skin issues. Each hour will cover the following topics:</p> <p><b><u>HOURL 1 –BASIC SKIN INFORMATION</u></b> Information overload? Good info vs. Bad? How do we know the difference? Dr. Faver gives you the formula with science to know how to make informed choices for your client’s pets needs and health. We will put the “why” in what you do.</p> <p><b><u>HOURL 2 – PRODUCTS</u></b> Could my products or what I am doing actually be causing some of these skin issues? Is the information I hear or read truth, myth or advertising? Let’s get rid of some myths and streamline our job of picking the products you use. <b>Disclaimer:</b> We will be talking types or classes of products not individual products or brands.</p> <p><b><u>HOURL 3 – TECHNIQUES</u></b> Isn’t all shampoo and conditioner the same? I have been bathing dogs for 15 years and been doing just fine. If that is your thought process, I encourage you to come and learn new techniques, which based on the science, can make your job easier. Learn how to work smarter not harder while maximizing the benefits of your products and impressing your clients.</p> <p><b><u>HOURL 4 - APPROACH TO SKIN ISSUES</u></b> Frustrated with all the dogs with skin issues? Frustrated with veterinarians just prescribing cortisone, antibiotics, diet change, and a shampoo and none of it ever seems to work? Come learn the “why” things don’t work and explore other ways of approaching the problem.</p>
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8:00 AM	12:00 PM	Australian Suite	<p>Harnessing Your Profit: Budgets, Costs, Salon Efficiency &amp; More</p>	Brett Wilson	<p>Are you tired of chasing your tail on a daily basis? Struggling to make ends meet is every Entrepreneur’s nightmare. “Owners shouldn’t make a profit.” We are told this every day. However, without profit we as owners cannot sustain business and create a thriving environment for our teams to work under. In this four-hour, information packed seminar you will gain the knowledge to help you succeed as a profiting owner should. Learn tips, tricks, and gain the tools to properly get your team moving and your customers following your procedures while creating more room in your bottom line. Join Brett as he shares over 10 years of success stories operating a business with multiple locations and over 20 employees. This class will feature detailed handouts for even further success for at home review.</p> <p>Part 1 &amp; 2: Budgets: The integral part they play in your business. Understanding income and expenses can be more challenging than a quick number. Dive into how income and expenses work and take a step back to look at your business model. Are you making a profit? Do you know how much it costs you to groom each dog? Truly an eye-opening journey.</p> <p>Part 3: Pricing: How does pricing play a role in your business? Did you create your pricing structure from your neighbor’s business? Everything stems from your price. Your price is your income, your expenses, your employees, everything bundled into one simple number. NOT!! Pricing is anything but simple. Price for success and learn how once you have your price, how to take care of your employees and the integral part they play.</p> <p>Part 4: S.O.P. Standard Operating Procedure. Are we a corporate store now? No, we are still a mom and pop business, but we still need rules and procedures. Customer retention to employees we discuss how to implement SOP’s into your business to make it run smoothly and keep everyone on the same page.</p>
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9:30 AM	10:30 AM	Italian Suite	Finding New Customers Can Be Simple: Using Social Media to Grow Your Business	Lynn Switanowski	<p>As of 2017, 81% of the U.S. population uses social media, a number that grows each year. Nearly all small businesses plan to invest more time and money in social media and most want to invest more in Facebook, a trend that is likely to continue. Is your grooming business reaching the maximum number of both current and potential customers using social media marketing? Attend this APF social media seminar and learn how to improve the performance of your social media posts and improve engagement!</p> <p>Session attendees will learn:</p> <ul style="list-style-type: none"> <li>• What the right number of posts are for your social media sites in 2019? Learn how many to post and what they should include. Learn how to make sure you are posting frequently enough that your content is seen by your target audience.</li> <li>• The latest tools and tips for engaging your audience in 2019</li> <li>• How to monitor social media posts (and their performance) to insure your messages are reaching your target audience.</li> </ul> <p>What your customers want to see changes dramatically each year. Attend this session and learning the latest tips, tactics and tools that will help your business use social media more effectively in 2019 and beyond.</p>
9:30 AM	10:30 AM	Spanish Suite	Ouch! Don't do That, it hurts! Ergonomics, Grooming & You	Chris Anthony	<p>Not just another buzz word, ergonomics is an applied science focused on our tools &amp; workspaces working with us instead of against us. This seminar will explain &amp; demystify ergonomics as it relates to grooming; including tools, posture and stretches designed to keep you healthy and pain free.</p>
10:30 AM	12:00 PM	Kenyan Suite	Demo: Everyday Asian Grooming Trims for the Salon	Melissa Jepson	<p>Asian styling is definitely having its time in the spotlight in the grooming industry, but often it can be difficult getting clients to try the style because of its exaggerated characteristics. Where is the practicality? In this class we will build a bridge between the more extravagant styles and a more functional, day-to-day look. You'll learn how to identify a good candidate, how to convince your clients to try it, how to build a simple template that fits your needs, and how to start incorporating facets of this darling technique more into your daily operations.</p>
10:30 AM	12:00 PM	Swiss Suite	Demo: Pet Trims for the Yorkshire Terrier	Shannon Moore	<p>In this seminar, Shannon will discuss how to properly prepare the coat, give bathing and drying tips in order to achieve a gorgeous finish. She will demonstrate time-saving pet trims that can showcase your expertise that are easy for your customers to maintain. These quick and trendy pet trims can be a great way to advertise your talent.</p>



11:30 AM	12:30 PM	Spanish Suite	Value of Add-on Services to Your Pet Care Business	Charlotte Biggs	Having owned and operated a full-service pet care facility for fifteen years Charlotte recognizes that achieving the sales results you need is essential to the life and growth of your business. For all business owners, the ability to add additional revenue streams is good for their bottom line. In the pet care services industry, the ability to add additional services that will add to the pet's positive experience during its stay with you is also of great value to the pet's owner. This combination of value to the pet's owner and improved quality of the pet's experience while in your care is a powerful reason to consider providing add-on services. Charlotte will share specific services that are popular and profitable as well as address the challenge of how you add these services without increasing your cost of labor.
11:30 AM	12:30 PM	Italian Suite	How to Get and Keep Cat Clients	Danelle German	When starting her feline-exclusive grooming business, Danelle German realized there were obstacles standing in the way of getting clients to want a full groom for their cats and to getting them on a regular maintenance schedule. Along the way, she learned many valuable lessons on how to get cat clients, how to maximize the potential of each groom visit, and how to retain clients long-term. Today, her daughter grooms the cats of many of her original clients from over a decade and a half ago. In this seminar Danelle will share the tactics she has used over the years to develop a healthy and growing number of regular cat clients willing to pay top dollar to keep their kitties in fantastic condition!
2:30 PM	4:00 PM	Kenyan Suite	Demo: Faces, Faces, Faces!	Lisa Leady & Suesan Watson	It's all about the face! It's the first thing our clients see when they come to get their precious pup. Come join Sue and Lisa with this fun and informational class!
2:30 PM	4:00 PM	Swiss Suite	Demo: Doodle Pet Trim	Tammy Siert	Having trouble determining the difference between Golden Doodle, Labradoodle, or the oodles & oodles of Doodles we are seeing in our salons. Tammy will help determine coat texture, demonstrate short cuts using blades and different techniques that work best on each coat type. She will also give tips for dealing with your Doodle clientele.
3:00 PM	4:00 PM	Australian Suite	Mobile Grooming: Scheduling and Routing	Judi Cantu-Thacker	Time is money! Routes and schedules can make a difference in a mobile groomer's success. Maintenance schedules will cut grooming time and provide a great base for setting your routes. Cut a 6 day work week down to 5 days, or 5 days to 4 by efficiently revamping your routes and cutting down on drive times. Together we'll find the best scenarios to provide great services, have more time off and earn more income.



3:00 PM	4:00 PM	German Suite	Perception is Reality – The Three Pillars of Branding Yourself	Melissa Verplank & Joe Zuccarello	This down-to-earth presentation lays out the three pillars every pet grooming business and their team must master: branding your shop, branding your team and branding your marketing message. The bottom line: perception is reality. In this session Melissa Verplank and Joe Zuccarello will present how creating positive relationships with clients and their pets will grow your business. Creating a successful pet grooming business with a strong clientele is not a destination, it is a journey. The right message will create a healthy repeat clientele. The wrong message will leave gaping holes in your appointment book. Together Melissa and Joe offer plenty of positive ideas and strategies. Their concepts allow you to create your own branding platform. Their goal is to help you understand and implement the values of positive branding to build long-term success for you, your team and your business.
3:00 PM	4:00 PM	Spanish Suite	Managing Geriatric and Special Needs Pets in Boarding Facilities	Charlotte Biggs	With nearly twenty years of experience in the pharmaceutical industry and her strong background in anatomy, physiology, medical care and medications, it was only natural for Charlotte to attract geriatric and special needs pets. Once word got out about the level of detail and care provided, there were times when it felt like it was a specialty boarding facility. Her experiences range from arthritic, blind or deaf; to epileptic, diabetic, to recovering from ACL surgery and so much more. In this session Charlotte will address the geriatric pet and the different types of special needs pets that will require additional attention and care while in your care. She'll present processes and procedures for tracking that care, veterinary communications and what to do in case of an emergency. Lastly, how do you decide what type of special needs pets you will accept, if any and those you cannot accept.
3:00 PM	4:00 PM	Italian Suite	How to Add Cat Grooming and Make it Worthwhile	Danelle German	During two decades of teaching dog groomers how to groom cats and add that service to their salon or mobile offerings, Danelle has witnessed certain challenges that are often faced. How does a dog groomer add cat grooming in such a way that it doesn't cut into their bottom line but instead brings in more revenue? What is the best way to add cats into an already busy, noisy environment? And how can one get new cat clients if they are starting at ground zero? All of these questions and more will be answered during this seminar. Be careful, though.....once you go cat, you may never go back...to the dogs!



## Sunday, March 10, 2019

<u>Start Time</u>	<u>End Time</u>	<u>Room</u>	<u>Seminar Title</u>	<u>Presenter(s)</u>	<u>Seminar Description</u>
8:00 AM	9:30 AM	Swiss Suite	Demo: Grooming the Schnauzer	Suesan Watson	Many groomers are apprehensive to groom this double-coated breed. Their wiry top coats and soft undercoats that tend to become matted, along with the many ways to trim their beards and eyebrows, can make grooming them intimidating. In this seminar, Suesan will show you tips, tricks and much more, so you can be confident the next time you groom a Schnauzer.
8:00 AM	9:30 AM	Kenyan Suite	Demo: Double Coat Delight	Linda Easton	Having finished many double-coated champions, in breeds from Pekingese to Newfoundlands, Linda has a system for achieving the best grooming results in the least time. Learn what types of trimming are healthy and why. Understand your coat care obligations as a professional groomer. Includes scripts and tools for talking to clients about care of these wonderful dogs! Discuss products for healthy double coats and what makes them different from other coat types. Class syllabus will include sample release form for shortening double coats.
8:00 AM	9:00 AM	Italian Suite	Providing Quality Boarding Care	Charlotte Biggs	Having owned and operated a full-service pet care facility from 1998 through 2013, Charlotte knows that providing quality boarding care is the common vision we all strive for in the pet care services industry. Pet care facility owners have a passion for pets and an intense desire for their business to be successful. Often what we find is the daily challenges of operating a business, can at times be overwhelming and place demands on us that distracts us from our focus and effort toward this goal. At times we think we've achieved it, only to find that the staff have allowed it to drift away from what our standards and expectations were. In this session Charlotte will address specific methods, procedures and efficiencies that can ensure an improved quality and consistency of care. She'll also address specific staff education, training and engagement processes that can be implemented to bring quality care to a level of consistent pet and customer experience that maximizes the customer response to the services you provide.
8:00 AM	10:00 AM	Spanish Suite	Grooming Industry Safety Regulations and Standards	Joey Villani	This OSHA style class will teach you the rules of the national standards that every groomer and salon should know. Joey Villani has had numerous meetings with state legislators and concerned pet owners. Know what your legislators are looking for and be proactive before mandatory state licensing catches up with you. Everything from equipment, tools, climate control, product safety, first aid requirements, safety and handling plus so much more.



8:00 AM	9:00 AM	German Suite	All About Bathing Systems: Understanding, Integrating & Mastery of Shampoo Applicators!	Dave Campanella	Having trouble determining which shampoo bather system and methods will work best for you and your business? 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.
8:00 AM	9:00 AM	Australian Suite	Effective Client Communication	Melissa Jepson	Do you dread the term "puppy cut"? Have you ever been frustrated with a bad review or an unsatisfied client? It's common for requests on both sides to get lost in translation. In today's competitive market, being proficient in communicating well with your client base translates into happier customers, satisfied repeat business, and more money in your pocket overall. In this class, we will become versed in how to ask the right questions, make the right requests, and phrase interactions professionally to smooth out conversational bumps for a more fulfilling experience overall.
9:30 AM	10:30 AM	Italian Suite	Deciphering Shampoo & Determining What You Need	Lisa Vella & Donna Walker	Do you know the difference between a moisturizing shampoo and a soothing one? Are you interested in providing shampoo therapy for your clients? Do you wonder which type of medicated or special shampoo is used for what type of skin or hair condition? Do you know what you are treating when a Client walks in with a bottle of shampoo that has a name that cannot be pronounced, and they cannot remember what the Vet said it was for? Learn how to identify by performance effects what type of shampoo to use in situations requiring other than normal skin and coat conditions. In this two-part series, Donna and Lisa, developers of the original "Pet Facial" will discuss and compare shampoo brand names, uses, and common skin conditions you see as a pet care professional. Let's talk about how shampoo really works and why you should choose one over the other, or use combinations in a synergistic fashion.
9:30 AM	10:30 AM	German Suite	House-Call Grooming: Why Would I Want to do That?	Chris Anthony	If you already have a successful shop or mobile business, then knowing how to successfully groom in a house-call setting may not seem like a priority. The reality is that our clients, both 2 and 4-legged, may be dealing with age, needing more specialized care or just wanting a more personalized service. Understanding how the house-call business model handles these issues is key to making it work for you. We'll go over why you might want to add it as an existing service, or how to be prepared in case you need to do it in a pinch. We will also address concerns regarding clean-up, safety, and basic equipment needs. Knowing the strengths (and weaknesses, because one size does not fit all) of house-call grooming will let you learn if it's right for you; highlight the strengths and weaknesses of your current situation and learn why you WOULD want to do that!



9:30 AM	10:30 AM	Australian Suite	Flea and Tick Control: Which Grooming Products Provide the Best Control for My Clients and My Salon?	Dale Sanson	<p>How often has a pet parent brought in a family pet loaded with fleas and you are faced with how to control this issue in your salon? Many pet owners rely upon topical treatments for flea and tick control supplied by their Veterinarians, but if they have not kept up the treatments or if it happens to be a year of heavy infestation, you may be faced with using a flea and tick grooming product to assist your client.</p> <p>Fleas and ticks are classified as pests of human concern and can impact both pet and human health. This training session will educate you on the differences in natural vs synthetic controls, EPA registered treatments, Neem based shampoos/sprays, dishwashing detergents, and safeness for use of these products on puppies and mature animals. Also understanding the interaction of prescription flea treatments with traditional grooming products will be discussed.</p>
10:00 AM	11:30 AM	Swiss Suite	Demo: Scissoring "How To"	Jonathan David	<p>There are quite a variety of grooming shears on the market today with many different uses. Jonathan will discuss and demonstrate the proper use for the various scissors and thinners, how to properly hold them, how to fit your hand for the right shear and how to achieve a smooth scissored finish. Whether using straight or curved shears or thinning shears, proper holding of the shear and proper technique is key to a great finish so all attendees should bring a pair of shears to the class to practice proper form and technique.</p>
10:00 AM	11:30 AM	Kenyan Suite	Demo: Bichon Frise	Michell Evans	<p>The Bichon Frise in its standard trim is beautiful, but impractical for most pet owners. In this demonstration Michell Evans, The Grooming Tutor, will show you how to trim the coat so that the essence and style remain, but with much less maintenance. She will use snap on combs and blades to set the style and then bring it all together with shears. This trim can be done on other breeds of a similar coat type as well.</p>
11:00 AM	12:00 PM	Italian Suite	Dog Training - Finding Your Niche	Donna Gleason	<p>Becoming a dog trainer is easy, but figuring out your specialty can be daunting from teaching group classes to private in-home sessions and everything in between. This seminar will help you decide how to narrow down the opportunities so that you will be happy in with your career choice. Topics that will be covered are:</p> <ul style="list-style-type: none"> <li>• Career choices for dog trainers</li> <li>• How to take a personal inventory</li> <li>• How to differentiate yourself from the rest of the pack</li> <li>• How to figure out what the market will bear</li> </ul>



11:00 AM	12:00 PM	Spanish Suite	Insurance Policies - Separating Fact from Fiction	Teri DiMarino & Dave Thompson	<p>Many businesses operate daily thinking they are properly insured. Some may believe that insurance is a waste of money, as they run a safe and accident-free salon, while others don't bother thinking it's too expensive. Well, insurance can be expensive when you need it and don't have the proper coverage.</p> <p>Insurance is one of the necessary evils of any business and many lack proper coverage that will protect them in a disaster. What's the difference between general liability and professional liability? Do you need workers compensation? Are you covered for your losses in the event of a catastrophe? What if you accidentally seriously injure a pet? And what about Mobile or House Call groomers? How much do you <i>really</i> understand about your policies?</p> <p>This seminar brings two unique views; one from a groomer's perspective and the other from an insurance expert's point of view. Grooming industry veteran Teri DiMarino and Professional Insurance Broker Dave Thompson will be presenting scenarios and solutions to your insurance questions in an effort to make sure every groomer understands if their policies are adequate or in need of a makeover.</p>
11:00 AM	12:00 PM	German Suite	All About HV Dryers: Essential Facts & Methods That Will Blow Your Mind!	Dave Campanella	<p>Discover what really matters for enhanced dryer performance. While "Tub Time" and "Liquid Products" are critical parts of the grooming process, one's "HV Drying Methods" are typically overlooked, undervalued and misunderstood. This seminar provides a complete understanding of the "Drying Process" backed by science and proven secrets of the trade. Learn how to Avoid Creating More Tangles, Release More Mats &amp; Shedding, Replace Brushing all by using your dryer to its utmost potential. Ever wonder what the difference is between all those different nozzles? Do Amps or Horse Power really matter? What is CFM? Know what to look for in a new dryer and simple maintenance tips. A fresh perspective and "must see" for any salon owner, mobile business or start-up!</p>
11:00 AM	12:00 PM	Australian Suite	Your Perfect Salon Starts Here: Basics to Opening a Salon	Melissa Jepson	<p>How many groomers have opened their business and then learned that a particular choice wasn't right for them? 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 within a buildout, and how to build a lasting foundation your business will enjoy for many years!</p>



12:30 PM	1:30 PM	Italian Suite	How to Manage a Small Dog Training Business While Still Being Able to Maintain Your Sanity	Donna Gleason	Running a small business is hard especially when you have to wear many hats such as CEO, administrative assistant and whatever else may be required. This seminar will offer creative strategies to effectively manage your small business, and at the same time, maintain your sanity. Specifically, you will learn the importance of organization, how to stay on-track, and how to set professional and personal boundaries. Most importantly, you will learn how to find the time in your schedule to take care of yourself each and every day.
12:30 PM	1:30 PM	Spanish Suite	It's All About the Face	Jonathan David	A cute expression will captivate your clients every time. There are many options to choose from when deciding how to groom your clients' furry faces. Jonathan will show side by side comparisons of the same breeds with different expressions and finished looks and discuss how to achieve various expressions that are sure to impress your clients!
12:30 PM	1:30 PM	German Suite	Mobile Grooming: Maintenance Procedures	Judi Cantu-Thacker	A mobile groomer's worst nightmare is unexpected repairs. Unexpected repairs can shut you down for days or even weeks. Rescheduling clients, resetting routes and paying for repairs can create a huge amount of stress. However, proper maintenance, backup plans and preparing for those "unexpected" but inevitable repairs will put you ahead of the game from tires, dryers, generators and even clippers. What is the proper maintenance for all of your equipment? Repairs during planned time off? All of this and more will be discussed during this class.
12:30 PM	1:30 PM	Australian Suite	How to Find and Keep Great Groomers	Melissa Verplank	Staffing your grooming department can be a huge challenge. Melissa knows as she's been there countless times herself. Over the years, she has learned what it takes to find great groomers – and keep them. In this session, Melissa shares her secrets to recruiting talent; talent who wants to grow their own skills and see the company succeed. She'll talk about what to look for when hiring plus, share ideas on how you can encourage personal growth within your team. She'll also discuss a unique compensation plan when it comes to paying your grooming team.  Melissa's methods are time-tested and proven. When used correctly, they ensure longevity and job satisfaction. These two areas are important when it comes to growth, profitability and a smooth-running grooming operation.