

# BETWEEN GROOMINGS

PPGAM

MARCH 2007



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April 2007 Date & Time TBA

## CG07 Comming Soon

June 10 & 11, 2007

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## Matted Dog Season Fast Approaching

Yes, we made it, another humbling winter almost over, but oh, that means matted dog season is on its way! In this issue of Between Groomings, you will read articles on the matted dog clients; some fun information on how to cheer yourself and your wardrobe up for Spring, the next breed workshop details, and more.

In each issue of Between Groomings, I like to touch base with you, the professional pet stylist, and the professional in the pet industry, because you are what makes the PPGAM a community. Please find enclosed an information sheet reviewed by the PPGAM Executive to help you help your business. How to set a base pricing standard for your business can be tuff, the number one research and key steps to remember in setting base prices is by being objective, and remembering that your are worth every dollar you receive for your services. It is a new year, and every new year brings price increases on pretty much everything, so don't sell yourself short. You may find the research shows that your prices are on target, or that some breeds or requests are a few dollars higher than yours, or a couple dollars less, the key is to be able to answer the question: Am I on standard for the industry across Canada/US based on the research figures?

I hope you find March a balmy month, filled with many happy customers, and that your customers are equally happy to pay for the services you so beautifully render to their pets.

Make sure to check out the Wagging Good News section for upcoming events and I look forward to seeing you all at some point during "our high season" of grooming in the Spring.

Three months till Communi-groom!  
Liz Masi, President

## Waggin' Good News

- 🐾 WINNER OF THE EPICURE FUNDRAISER for most sales is Michelle Reader. Michelle won 50% off her registration fee for CG 2007 and \$30 worth of free product from Epicure! Thank you soooo much Michelle!
- 🐾 BEDDING PLANT FUNDRAISER - the delivery date is SUNDAY, MAY 27th and Sue Nestruck has volunteered her yard & garage! Thank you Sue!! Sue is at 381 Arnold Ave. in Fort Rouge and her # is 474-2588. Pick up is after 1 pm. as delivery of the plants is not until noon that day.
- 🐾 WELCOME! TO NEW MEMBERS:  
Carolyn Bacon - In Full Groom, Winnipeg  
Monica Malko - Dirty Hairies, Winnipeg  
Amber & Mandy Overwater, Winnipeg  
Laura Colomy - Cottage Country Dog Grooming, Traverse Bay, Mb



# Is February Matted dog month?

I was having a particularly bad day in the 3<sup>rd</sup> week of Feb this year when I called a friend and fellow groomer. I told her my bad day story and she listened intently and replied in earnest, yep, it's matted dog month. We then went on to discuss this topic and I did not realize how true it is. February and March have both got to be matted dog months. This is because when these dogs came in for their Christmas appointments, they just wanted a bath and fluff and not a haircut. The reasons were plenty, such as "I want him to look cute for the pictures" or "it's too cold and I want to grow it out for the winter". It seems that no matter how hard I try to educate my clients on the need for winter grooming and bring to light the truths about the myths of matted hair actually keeping a dog warm. In the end, they want what they want and they have to learn their lesson the hard way, They leave too much hair on for themselves to handle and in 2 or 3 months, it's #10 piglet cuts!

Would you like to hear about my bad day, then read on and compare to your worst pre-spring day. Here is a list of the events that I could have lived without:

1. First thing in the A.M. the wheel on the front of my plastic cabinet breaks, sending my grooming case and all my equipment falling forward. I catch everything in time, before it hits the ground (luckily) but now I have to stop my day, move all my equipment and try and organize things in a makeshift manner to get me through the rest of the day until I actually have the time to do repairs or what ever is needed.

2. I go to use one of my dremmels and it won't work. At my shop we do paw-dicures all day long and I dremmel all the clients nails, and now I don't have a back-up dremmel!

3. The first dog of the day is a neurotic, head shy, hyper Bichon that has not been for a hair cut in 8 months. The owners were not brushing, but they bathed her frequently, thank you very much. Her coat peeled off like a thick carpet. The matting was so thick, after it was off the dog and you couldn't see any light through it when you held it up. 30 seconds after the ears come off the head shaking starts, and continues and continues. No matter what I do, I can't get the head shaking to stop. You guessed it "Aural Hematomas". They burst open and there is blood everywhere. I tried vet wrap, and every trick I knew to get the head shaking to stop. Finally, I taped her little ears to her head.

4. Now that I am already really behind in my day, especially with having to explain to all the other clients and my walk in nail trims why this dogs ears are taped to her head, the next thing happens. Another cute little Bichon on my table. She is a cute and white and fluffy and her mom is coming in half an hour to pick her up. I am just finishing up and going over the stray hairs when she decides to lick the scissors!!!! Oh my goodness, I could just cry. It was just a small nick in the tongue, but boy did it bleed and she keep licking and panting so my white little dog was not so white. Luckily in about 10 minutes it stopped and did not restart.

5. I dropped 3 blades on the ground that day, all different ones and all at different times. My clippers hit the floor too!

Thank goodness that this is not a typical day at my shop or I would have been in the loony bin long ago. I just have to remember that everyone has a bad day now and then and that I am not a miracle worker. I always do my best, but what can you do when a dog is matted beyond repair? My suggestion to you and my new policy is: from now on, I am sending them away. I am refusing any neglected and pelted dogs. I am referring them to a groom shop that is located in a vet clinic. Dogs like these need medical attention and possibly medication, I cannot provide either. It is not worth the risk to me. I don't want to clipper burn a dog because of the owners neglect, I don't want to deal with the irritated skin under that filthy matted coat and mostly, I don't ever want to be sued again because of someone else's responsibility.

Just my 2 cents



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# Fashion-ing for Spring!

Hello again ladies and gents.

Soon it will be Spring! Aren't you excited? After a really cold and dreary winter, many of us just are itching to get out our warm weather clothes!! Well, it won't be long now! Today I'd like to talk a bit about some upcoming trends for the Spring season. In style will be lots of prints and polkadots. The classic look of black and white together. Cream and black is becoming quite popular as well (as it softens the whole black and white thing).

Stripes are in as well, but I'm not a fan of those since horizontal stripes make you look wider (which is what most people want to avoid).

Some essential items to have in your spring wardrobe include...

#1. A white t-shirt you can wear it with pretty much anything.

#2. A good pair of denim you can dress these up or down. Remember too that the darker the color, the dressier you can make them (ie. Evening wear with a blazer)

#3. A grey blazer it's not as harsh as black for winter, and it's easier to keep clean than a cream or white one. You can wear this with t-shirts, camis, feminine tops or even button down shirts... very versatile. (With a button down shirt though, make sure the jacket and shirt are very fitted to avoid looking manly and to appear sexier show off those curves!)

#4. Strappy sandals with or without heels these you could wear with jeans or a dress or even crop pants and capris as long as you find ones that are comfortable (they *are* out there you know... even for the large boned like myself). Any of these four items would go well with one of the upcoming trends be it a printed skirt, a polkadot blouse, or a black trouser.

Hopefully this is a good basis to help you get your Spring wardrobe up and running! Remember any other questions please feel free to ask me at [sherryshears@mts.net](mailto:sherryshears@mts.net).

Happy Easter to you all and HAPPY SHOPPING!!

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## FUNDRAISING

A fundraiser with **Epicure Selections** is underway and wrapped. The person with the most sales will win 50% off their registration fee for Communi-Groom '07 Seminar on June 10<sup>th</sup> and 11<sup>th</sup>, 2007 at the Canad Inn Polo Park featuring Mr. Terrier himself, Scott Wasserman! The winner also gets \$30 worth of product from Epicure!

**Mom's Pantry Products** is an on-going fundraiser. Orders are submitted every 3 weeks. This is a very popular product line, especially the baking and spices. If you'd like order forms, please contact Rose Yakimchuk, PPGAM Secretary, 663-6315, email [gables@mts.net](mailto:gables@mts.net) or you can print off order forms or see them at [www.momspantry.ca](http://www.momspantry.ca). Orders can be phoned in to Rose and monies dropped off or mailed by cheque. If paying by cheque, please make cheques out to PPGAM. You can also place orders directly with Mom's Pantry please tell them you are ordering as part of the Pet Groomer's Association fundraiser and they will keep track of it for us and make sure we get our discount.

## EDUCATION

The PPGAM is presenting a one-day breed demo seminar on **Sunday, April 15<sup>th</sup>** at Canine Design 2082 Ness Ave. 9 a.m to 5 p.m.

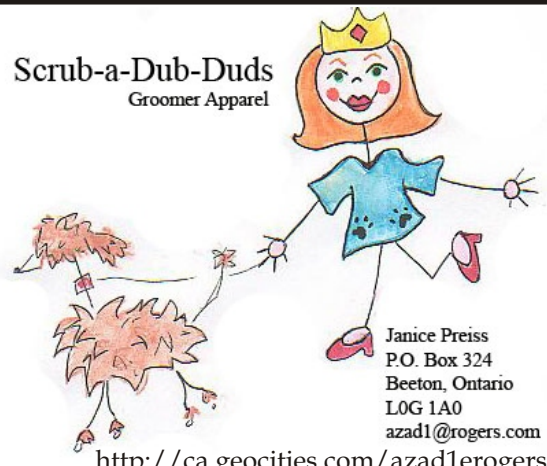
Four breed demo's will be featured two in the morning and two in the afternoon. The demo's will be the Miniature Schnauzer, the American Cocker, the Poodle and the West Highland White Terrier. These breeds were chosen because they are the most commonly used breeds to test with for certification, plus being some of the most frequently seen in our pet grooming businesses.

Some of the demo's will also be offered as hands-on workshops. You may opt to attend as a spectator or bring a dog for a hands-on learning experience. For further details about the specific breed(s) you wish to sign up to learn about, contact me.

Cost to members: \$30 spectator, \$45 hands-on  
Non-members: \$45 spectator, \$60 hands-on

To reserve your seat please contact Rose Yakimchuk, PPGAM Secretary, 663-6315, email [gables@mts.net](mailto:gables@mts.net).

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# MORE FUNDRAISING - GLENLEA GREENHOUSES

We just got into this fundraiser at the nick of time. It was cutoff date already. Window for fundraiser is spring break to April 3.

1. **CATALOGS & ORDER FORMS** have been delivered to Aardvark Pets. You can also tell people to see the catalog and order forms on line at [www.glenleagreenhouses.com](http://www.glenleagreenhouses.com). The website describes each plant along with planting info and is updated with new pictures. PRICES ARE EQUAL TO OR BELOW THAT OF YOUR AVERAGE GARDEN CENTER WITH PROVEN QUALITY.

2. **PLANT CARDS** Fundraising catalog has 200 varieties, greenhouse has 700! Cards are \$25 each and cards ordered will be delivered to Coordinator (Rose) week of April 16-27. GLEALEA GREENHOUSES is located 20 km south of Winnipeg on Hwy. 75.

3. **ANNUAL BEDDING PLANTS** sold as 9 or 6 plants per pack, depending on variety. This gives bigger plants that have less transplant shock than smaller plugs.

4. **HANGING BASKETS** are in full bloom in a 20 inch basket. Containers are a 13 inch taupe colored plastic pot loaded with plants for instant impact of color.

5. **GERANIUMS & BEGONIAS** 4-1/2 inch pot giving lush plants with profuse blooms.

6. **VEGETABLES** available in either 3-1/2 inch pots are in a 6 pack.

7. **HERBS & PERENNIALS** grown in a 3-1/2 inch pot with some perennials in 4-1/2 inch pots.

8. **MARKET PACKS** a unit of six 3-1/2 inch pots in one pack with an easy to carry handle. All plants tagged for ID.

9. **PROFIT** 25-30% AFTER addition of taxes depending on plant mix and number of plant cards sold. Plant cards profit of \$5 per \$25 card sold, or 20%.

10. **TIMELINE & DELIVERY** All orders into the Coordinator (Rose) by APRIL 3<sup>RD</sup>. (I have to give to greenhouse by April 10<sup>th</sup> and need time to enter into a Excel spreadsheet that they provide) DELIVERY DATE: SUNDAY, MAY 27<sup>TH</sup> (location not confirmed yet) BUT DELIVERY IS AT NOON SO PEOPLE ARE ASKED TO COME BY TO PICK UP THEIR ORDERS THAT SAME DAY AFTER 1:00 P.M.

11. WE NEED TO COLLECT CONTAINERS TO USE FOR PLANTS TO BE TAKEN AWAY WITH. PLS SAVE YOUR CARDBOARD BOXES! THERE IS A 75 CENT DEPOSIT ON THE NURSERY PLANT TRAYS SO THEY HAVE TO BE RETURNED OR WE PAY FOR THEM!

## Welcome everyone!

Ren's PetsDepot has been in business for over 30 years now at the same location in Oakville. We are a family owned business and we understand the pet business; not just as retailers serving the marketplace but as a family caring for numerous pets over the years.

We carry over 15,000 animal food and accessory products. 3 years ago we completed a 10,000sq ft expansion to our facility opening a brand new showroom and additional warehouse space to accommodate the many new products and customers we are serving. We are planning another expansion within 2007/08 in order to bring in even more products and staff members to serve you better. We value your business and want to make sure we do everything we can to ensure your shopping experience with us is easy and enjoyable.

Call and ask about our customizing services. From Breeders looking to provide all their new pet owners with just the right products to Grooming Schools wanting to provide essential equipment kits to ensure their students have the proper professional tools they'll need, we do it all!

Ask how we can support your needs.

At Ren's we make it fun for you and your family to shop with us. Pets are always welcome at the store, and there is always a big supply of treats behind the counter for your furry friends. We understand that pets are family members too. We even have a pet of the month and will be starting one online for all our out-of-province customers. So keep checking out the website because we'll be asking for your pet's pictures soon.

We are looking forward to serving your needs and personally speaking with you whether you visit our retail store or call into our mail order department. We'd love to hear from you, hope you come in soon!

Thankyou and please stop by.

**1-866-736-7738**  
[www.renspets.com](http://www.renspets.com)

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