



## INSIDE PREVIEW

Articles in the Upcoming Issue

All New GroomerTALK<sup>SM</sup> RadioUpcoming Events at GroomerTALK<sup>SM</sup>

## Advertiser Support for Upcoming Issue 11/1/13

Sponsors of PetGroomer.com make it possible for us to provide eGroomer Journal free. The sponsors below went an extra mile by advertising in the next issue. Your support of our sponsors is greatly appreciated.

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**NCGIA National Cat Groomers  
Association**

**NAPCG National Assn. of Prof.  
Creative Groomers**

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**Grooming Business in a Box<sup>®</sup>**

## New E-Z Downloads for Free Current & Past Issues

It is easier than ever to access the current and past issues of eGroomer Journal at [www.egroomer.com](http://www.egroomer.com). On the Home Page you simply click links to read current or past issues by downloading the associated PDF file. Many browsers today provide a PDF reader. Once loaded you can print copies on your computer printer. It is entirely free to download PDF's from our site, [www.egroomer.com](http://www.egroomer.com).

Issues are available at Scribd.com. It is the world's largest digital library. We suggest using their services for mobile devices. Get the free Scribd Mobile App which makes reading content available at their website easy. Scribd may at times request a fee to download issues, but the fee is theirs, not ours. The Apple App Store and Google Play carry their free app. See eGroomer.com for more info.

## Have You Heard?

Governor Insurance is now the only agent in the United States exclusively offering Canine Cough coverage. Bob Thompson of Governor designed the new coverage with Hanover Insurance Group. It will protect kennels, daycares, groomers, pet stores and other pet-related businesses. For more info go to [www.governorins.com](http://www.governorins.com) 1-877-738-4766.

WAHL has launched new clippers with Lithium Ion power. Two models shown at GroomerTALK are the Motion and the Figura. Learn more about them at [www.wahlanimal.com](http://www.wahlanimal.com) or GroomerTALK<sup>SM</sup> Message Board in Tool Talk Forum now.



## Article Topics

2011 thru 2013

Available in Past Issues online archive.

See [www.egroomer.com/topics.htm](http://www.egroomer.com/topics.htm)

American Cocker Spaniel Styling

Battery Charging for Cordless Clippers

Bedlington Terrier Styling

Bichon Frise Puppy Styling

Building Design

Buying Existing Grooming Businesses

Buying Client Lists

Canine Hair Growth - Clip or Not to Clip

Career Paths in Grooming

Cat Grooming

Cat Groomer Certification

Client Rating Systems

Clipper Blades - Cutting Heights

Commissions and Wages

Competition Photography

Cooling Hot Blades

Creative Grooming

Demographics of Groomers

Drying Counters

Financing Mobile Grooming Vehicles

Floor Plans for Grooming Businesses

German Trim Styling

Grooming Business Revenue

Grooming Prices

Heads & Tails Styling for Mixed Breeds

Income

Independent Contractors in Grooming

Madson "Reverse" Appt. Scheduling"

Myths & Misunderstandings

National Cat Groomers Assn.

Noise Abatement in Building Design

Pet Bathers

Pet First Aid & Kits

Post Clipping Hair Alopecia

pH of Shampoos

Poodle Grooming

Productivity Worksheets for Groomers

Profitability in Grooming

Pseudomonas Aeruginosa

When Quality vs Quantity is a Myth

Setting Grooming Time Standards

Sharpening & Repair

Shear Types & Which to Use When

Silicones— Quest for Truth

Sinus Infection

Snap-on Combs

Staff Meetings for Groomers

Styling Aids for Canines

Super Dog Too 2013 Trivia Game

Surveys of Groomers

Teddy Bear Head Styling

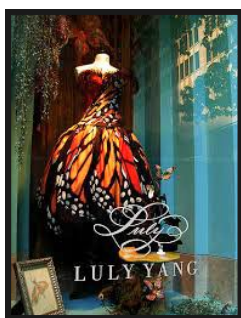
"Training" Your Clients

Working Relationships in Grooming

Zoonotic Diseases

www.egroomer.com

www.petgroomer.com



This photo served as the inspiration for Justine's creative groom for the upcoming issue's cover.

# INSIDE FALL 2013 ISSUE

## eGroomer Journal

### *Front Cover Creative Groom*

*By Justine Cosley of NAPCG*

National Association of Professional Creative Groomers NAPCG

### “CRISPY LEGS” CAT GROOMING

Is there a right or wrong placement for leg lines on a Lion Cut? What about blending? Should it be done, or not? How do you get all four leg lines straight and symmetrical? Danelle German of NCGIA will share her answers.

### SALARIES 101 FOR PET GROOMERS

According to PetGroomer.com surveys, including the results of 2013 surveys to be released in January 2014, growing numbers of pet groomers would rather be paid salaries, not commission.

### DIAMOND CARBIDE NAIL GRINDING WHEEL

Jeff Andrews shares the benefits of nail grinding with Diamond Carbide wheels including illustrations. Jeff will share tips based on his experience and how you can acquire yours.

### SELECTING A PET GROOMING SCHOOL

No formal consensus exists within the pet grooming industry for the minimum educational content for training curricula. School owners independently decide what to train. This freedom is largely unknown to the majority of career seekers.

### “BUT YOU LOOK... SO NORMAL”

Mary Oquendo CMPTI will explain how she incorporated Reiki into her grooming practice, as well as other forms of energy healing. She will describe the benefits and pet reactions too.

### THE MAKING OF THE CREATIVE GROOM ON THIS MONTH'S COVER

Justine Cosley will share some lesser known techniques for creative grooming she applied in her design. You won't want to miss the photo study detailing the intricate steps she took.



## Trending Topics @ GroomerTALK<sup>SM</sup> Message Board

Christmas planning, client gifts. Why is September slow for many groomers? Dealing with drunk clients. Firing clients. Goldendoodle styles? Prolapsed eye. Employee-owned businesses. P/T groomer salaries. Guess the breed. New WAHL Motion and Figura clippers. Grooming students not making progress. Social media isn't always good for business. Chunkers. Chemistry of deskunking. To cut or not to cut eyelashes according to a vet. Leases for grooming shops. OMG forum addiction (smile). \$1,100 a week groomer salaries!!!. Extreme grooming. Mean dog names. Hero complex. Why would you want an IC? IRS and IC issues. High-end pet spas. Rinsing solutions. Best cage banks. Football season dye jobs. Many more.

## Listen Online to the All New GroomerTALK<sup>SM</sup> Radio

We've moved to [BlogTalkRadio.com](http://BlogTalkRadio.com). New shows every other Monday. Shows broadcast live. Call in to talk with our guests toll-free from the 48 states.

Recordings available on demand for your listening convenience. You never have to miss a show. Just a couple easy clicks to listen.



[www.blogtalkradio.com/groomertalk](http://www.blogtalkradio.com/groomertalk)

### COMING SOON

- Jodi Murphy MPS & Mackensie
- Mary Oquendo CMPTI, Author
- Christina Pawlosky CMG
- Todd Shelley, Barkleigh Productions
- Colin Taylor, CMG, Author

### Previous Guest Recordings Available for

- Jeff Andrews, Northern Tails Sharpening
- Barbara Bird CMG, Author
- Ellen Ehrlich, Author The Successful Groomer and Go Mobile and Succeed
- Danelle German, CFMG, National Cat Groomers
- Mitzi Hicks, NCMG, Golden Paws Schools & Consultation
- Deb Hillely, Grooming Smarter Blog
- Christeen Sertzel, WI Assn. of Prof. Pet Stylists, Author, Element Shears Canine Spa Therapy

## Authors

2011 thru 2013

See [www.egroomer.com/authors.htm](http://www.egroomer.com/authors.htm)

Jeff Andrews

Barbara Bird, CMG

Daryl Conner, CFMG, Master Pet Stylist Meritus

Danelle German CFMG CFCG

Jodi Murphy, Master Pet Stylist

Dawn Omboy, CMG

Mary Oquendo, CMPTI

Christina Pawlosky, CMG

Kathy Sanders, NCMG

Jay Scruggs

Diane Baron Taylor

Melissa Verplank, CMG

Sue Zecco, NCMG



## GroomWise<sup>SM</sup> Blogs

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

Pet First Aid & Care

Grooming Smarter

National Cat Groomers Assn.

Northern Tails Sharpening

The Grooming Guru

BBird Talk

The Divine Ms Em

Go Mobile and Succeed

Queen of Color

Paws to Reflect

Smartstyling

## Upcoming Events at GroomerTALK<sup>SM</sup> Community

### WAHL Figura ProLithium Clippers Giveaway—Pay it Forward Contest

During the month of October 2013 you can win the new WAHL Figura clipper, and get a second one to donate to a groomer in need, a rescue or pet welfare organization. Enter your name in the drawing at GroomerTALK<sup>SM</sup> Message Board. See the WAHL Figura at [www.wahlanimal.com](http://www.wahlanimal.com).

### WIN \$100 Halloween Pumpkin Carving with a Grooming Theme

Carve a creative pumpkin with a pet grooming theme. Post a picture. Everyone that posts a picture is entered into a drawing for \$100 shopping spree for grooming supplies. See [www.petgroomerforums.com](http://www.petgroomerforums.com) for details.

### WAHL Motion Clippers Pay it Forward Contest Winners

Congratulations to our winner Sharon Henderson. She paid it forward to a groomer in need in Colorado, an area which has suffered from extensive fires and flooding affecting many groomers. See [www.wahlanimal.com](http://www.wahlanimal.com).

### 6th Annual Metro Air Force Master Blaster HV Dryer Contest

Come to GroomerTALK<sup>SM</sup> Message Board on November 1, 2013 and learn how to enter your name to win a powerful Metro Air Force® Master Blaster HV dryer. See [www.dogdryer.com](http://www.dogdryer.com) for dryer specs. Contest is operated solely by PetGroomer.com at GroomerTALK<sup>SM</sup>.

### Double K Industries Rags to Riches 2014 Coming February 2014

It's coming! The 6th Annual Rags to Riches: Ultimate Groomer before and after contest. It begins February 1, 2014. See GroomerTALK<sup>SM</sup> Message Board for details. Review prior contest entries and winners at [www.petgroomer.com/galleries.htm](http://www.petgroomer.com/galleries.htm). Sponsored by [www.doublekindustries.com](http://www.doublekindustries.com).

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