

Schedule for Friday July 19:



8:30am — 12:30pm ***Hair & Skin 101***

Dr. Cliff Faver (Room 1- upstairs)

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 groom shop and veterinary clinic alike.



8:30am — 2:30pm ***Pet CPR Certification***

Malinda Malone & Krista Kurvers (Room 4)

Learn over 50 skills to help be prepared in the event of a pet emergency. Your instructors, Master Pet Tech Instructor Malinda Malone and Pet Tech Instructor Krista Kurvers are both pet professionals and former first responders. Every student receives a Pet Saver Handbook and 2 year certificate. Learn Skills That Could Save Your Pets Life!

This hands on class includes: Basic Restraint & Muzzling • What is Normal For Your Cat or Dog • How To Identify An Emergency • Rescue Breathing & CPR for Dogs & Cats • What is Shock? • Choking Issues • Splinting & Bandaging • Insect & Snake Bites • Hypothermia & Heat Stroke



9:00am — 11:00am ***Small Mammal Grooming***

Anjie Coates (Room 2)

This course is an introductory guide for those who would like to venture into rabbit grooming. With 6-9 million pet rabbits in the US and roughly 100 rabbit groomers, we need more groomers able to handle these pets for grooming. As rabbits are fragile creatures much information should be known before even attempting to groom a rabbit and this course will give you all the foundational knowledge necessary to help you decide if rabbit grooming may be the new revenue stream you'd like to add to your salon.



9:00am — 10:00am ***Replacing Burnout with Joy***

Chris Anthony (Room 3)

Burnout can sneak its way into any career, but it can stay out of our grooming salons!! In today's class, we'll learn how to spot the creep of burnout before it settles in, impacting our business and personal lives. We'll learn some simple techniques to take home and combat this menace. Worried that it might be too late and you're in burnout's nasty clutches? Never fear! We've got your back and will help you rekindle your joy in grooming again!



10:30am — 12:30pm ***Asian Fusion for Poodles***

Mindy Dinwiddie (Room 3)

Where to begin? Mindy will walk through an Asian Fusion for Poodles cut. From the first brush to the last cut. Learn the how to make those cute faces that everyone is going crazy over.



11:30am — 1:30pm ***Intro to Model Dogs***

Erin Huland (Room 2)

Ever think about getting into Model Dog competitions, or just want to practice your grooming techniques? Join Erin as she shows you how to use these helpful tools! ****Model Dog must be purchased from Erin before class to participate. Bring your own scissors, brushes, combs, and rubber bands. Class size limited to 20 participants.***



1:00pm — 6:00pm **How To Start the Road to Master Certification**
Blake Hernandez (Room 1 - upstairs)
Do you want to become a Certified Master Groomer? Blake will show you how to start your journey by grooming 3 different breeds in the categories you need to know!



1:00pm — 7:00pm **Mobile Grooming Workshop**
Mary Oquendo (Room 3)
Mary literally wrote the book on Mobile Grooming! Let her, as a leader and pioneer in the mobile grooming industry, help you grow and cultivate your own mobile grooming business. Topics cover everything from planning and starting a mobile business to preparing for retirement.

1:00pm — 4:00pm **Mock Show**
Jennie Smith, Hazel Christiansen, Hannah Allen (Main Stage)
Want to learn how to start competing in Grooming Competitions? Join our experts in a practice show, followed by a workshop where you can get your questions answered. This is free to watch from the viewing area, but you must be enrolled in the class to participate in the workshop. ****This class is NOT included with VIP or VIP+ or any ticket package. Must be purchased separately.***
**Space is limited to 20 participants. Bring your own dog kennel, table, and wireless equipment. No electricity will be provided in the ring.*



2:00pm — 3:00pm **Anxious, Angry & Infirm; Behavior & Handling Techniques for Sensitive Pets**
Michelle Knowles (Room 2)
Proper understanding of the needs of the elderly, fractious, and special needs pets can deepen our interactions and allow trust and care to manifest more freely. We will explore behavior patterns of the young, psychologically impaired, fearful, and elderly pets. Techniques for handling these special kids will be discussed and demonstrated, as well as homework to give to the owner and helpful tips on release forms and when to refuse a groom.



3:00pm — 7:00pm **Grooming Business Essentials Workshop**
Denise Heroux. (Room 4)
Do you have dreams of becoming an entrepreneur or managing a business? Or are you a business owner that is struggling with direction and growth? Transitioning into the business side of the industry is a huge task that can be overwhelming. This four-hour course is designed to help you navigate how to start your business and develop the tools needed for consistent long-term growth. Denise will cover how to start your business, building your brand and work culture, designing handbooks, policies and procedures, and implementing boundaries and utilizing communication skills to successfully deliver good customer service and be a strong leader financially and legally.

4:30pm — 6:30pm **Show Prep Workshop**
Hannah Allen, Hazel Christiansen, Jennie Smith (Room 2)
After our Mock Show on the main stage, we will move to Room 2 for a workshop with our judges to learn where we can improve or prep and ring performance. ****This class is NOT included with VIP or VIP+ or any ticket package. You must have participated in the Mock Show to be admitted to this workshop.***

Schedule for Saturday July 20



8:00am — 1:00pm ***The Best Work is the Prep Work***

Dr. Cliff Faver (Room 1 - Upstairs)

Wouldn't it be great if all we had to do is lather the dog with some shampoo and rinse it out, and our show dog was good to go? The reality is that the difference between winning and losing, hair and no hair, cost per bath, and the quality of every groom comes down to the details. Is it common sense? Not really. There are tricks of the trade, techniques, and a whole lot of science that go into getting the best results. Come learn some shortcuts, tips, and easy ways to change your approach to many of the common issues in the grooming and competitive worlds. Set yourself above the competition by learning the details!



8:00am — 10:00am ***Financial Planning***

Irina McGrath of Northwest Mutual. (Room 2)

This presentation will include the steps business owners/individuals need to take for building financial stability and security. It will include the following items: Risk Management (Emergency Fund, Income protection, long-term care, employee protection plans, business insurance etc.). Wealth Management, Retirement planning (which retirement plans are available for business owners and which plan will benefit them). How retirement plan should be investment and discussion on investment. Q & A Session.



8:00am — 9:30am ***Recognizing Potential Medical Problems in Our Clients Pets***

Malinda Malone (Room 3)

In the class groomers will learn how to recognize potential medical issues in the pets they are grooming. Knowing what to look for, being able to recognize issues, checking the pets entire body to find new or existing issues. The groomer will also learn how to do a full body check for new problems. Finding new issues can help save that pet's life. Join us to learn this life saving information.



8:00am — 9:30am ***Bichon Pet Trim***

Olga Zabelinskaya (Room 4)

Learn how to create adorable Bichon Pet Trim you can create in your salon!



10:30am — 12:00pm ***Preparing for Retirement***

River Lee (Room 2)

Do you know how and when you should begin planning for retirement? Learn the basics and options for both business owner and employee. It is never too early or to late to begin planning.



10:00am — 11:30am ***Pet Body Language For The Groomer***

Krista Kurvers. (Room 3)

Info coming soon.



10:00am — 11:30am ***Cute Faces & Tweaked Tails***

Jayne Gallagher (Room 4)

A face and tail focused class that covers a variety of breeds and styles.



12:00pm — 1:30pm ***Adding Photography to Your Business***

Anjie Coates. (Room 3)

In this day of social media if you're not capitalizing on photography in your business, you are leaving money on the table. I will show you how you can set up a photography area in your salon and mobile grooming businesses. Learn from my mistakes and successes after taking pictures of every pet groomed for the last 12 years. You can add this amazingly fun and customer-attracting addition to your business and add only 2 minutes per pet to your day.



12:00pm — 1:00pm ***Managing Toxicity In The Workplace***

Denise Heroux (Room 4)

Workplaces are a spot where multiple personality types and people from all walks of life come together. It is no surprise that no matter how strong of a work culture exists, toxic environments can arise. Whether you are an employee or employer, this seminar will go over ways to recognize and manage problematic environments.



12:30pm — 4:30pm ***Groomers In The Green - Planning For Your Future***

Dr. Molly Rowland (Room 2)

This course focuses on the financial side of the pet grooming business whether you are a solo groomer or have an entire team! The material from this course will benefit groomers at every level, from the employee to the multi-salon owner. This course will teach the foundation for setting realistic budgets, unexpected expenses, creating an emergency fund, appropriately paying and providing benefits (yes-even to yourself!), and how to create your plan to financial freedom for your business and your personal life!



1:30pm — 2:30pm ***The Psychology of Dogs***

Michelle Knowles. (Room 1 - Upstairs)

Discover what is going on in the animal's mind; why dogs do what they do. When we understand the psychology, we can work with k9s on a much deeper level. Grooming, training and just understanding pets becomes much easier when you are armed with this solid information.



1:30pm — 3:00pm ***Poodle Up-Do & Finishing Techniques***

Catherine Opson (Room 4)

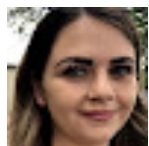
Learn how to do a Poodle "Up-Do" and finishing techniques to perfect your Poodle Grooms.



2:00pm — 4:00pm ***Tool & Dryer Maintenance***

Anjie Coates (Room 3)

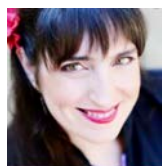
Do you know how to change the brushes in your dryer? Do you know how to maintain your blades so you only need to have them sharpened yearly and they stay sharp? I will show you how to easily do all of this, and it will save you money, and help you to feel comfortable maintaining your own equipment.



5:00pm — 6:30pm ***Get Organized & Avoid Crisis Management***

River Lee (Room 2)

Stop the overwhelm!! Learn organizational concepts to take back control of your business and your life. Topics include: Benefits of organization, Procrastination, Reclaiming your time, Relationships and their effects, Self-care!



3:00pm — 4:00pm ***Dealing with Loss & Bereavement***

Chris Anthony (Room 1 - Upstairs)

When you love the pets in your care like they're your own, getting that dreaded call that they've passed can feel as devastating as losing one of your own. In this class, we'll discuss how this

impacts burnout, healthy ways to grieve, and ways to be both emotional & professional at the same time. We'll learn how helping clients with their own grief is vital to our own health as well as the health of our business.



3:30pm — 5:00pm ***Making Faces - 3 Different Salon Styles***

Catherine Opson (Room 4)

Learn how to create cute faces in your salon to make customers keep coming back for more!



4:30pm — 5:30pm ***Skin Assessment; What Am I Looking At***

Michelle Knowles (Room 1 - Upstairs)

Many of us have trouble deciding what products to use because we don't really know what we are looking at skin wise. This course will define terms like crust, flake, dry, etc. so that each condition can be matched with a therapeutic regimen. Pictorial and video segments.



4:30pm — 6:30pm ***Creative Airbrush Techniques***

Erin Huland (Room 3)

Erin is a champion creative competitor! Join her class to learn her creative airbrush techniques. It's like watching magic happen!



5:30pm — 7:00pm ***Clipper Blade Care***

Tyler Moyer (Room 4)

This class will keep your sharpener away & save you money! We will be covering Clippers, Blades, & Shears. How to prolong the sharpness of your tools between sharpener visits. Troubleshooting common problems with shears, clippers, & blades. Followed by question and answer!



6:00pm — 7:00pm ***When It's Time***

Chris Anthony (Room 1 - Upstairs)

We know when they're coming, whether we've been dreading them for months or it's become clear over the course of a single groom: it's time to have "The Talk" with your client. Not the "wow, fluffy really needs to lose a few pounds" talk, but the end-of-life conversation. Do we have these conversations at all? How do we start? Wait until the customer brings it up? Is it our place to say something at all? New and seasoned groomers alike will have (or have already) faced this hurdle at some point in their careers. In this class, we'll learn how we can do so as professionals, with love and care, while not stepping on either the owner's or vet's toes. Tissues and compassion will be provided.

Schedule for Sunday July 21:



8:00am — 1:00pm ***Advanced Hair & Skin Certificate Workshop***

Dr. Cliff Faver (Room 1 - Upstairs)

This is the advanced course for those who have already attended the Hair and Skin 101 course. In this course, we will take the concepts learned in the first course to a deeper level of understanding. We will cover more of the science, talk about different techniques and misunderstood info on products as well, and address how to approach skin issues in a logical manner for successful outcomes. A great class to expand your knowledge to better serve your client base and will set you

apart from your competition. Real-life examples to see the results from.



8:00am — 9:30am **Creating Culture**

Anjie Coates (Room 2)

Creating culture isn't just for employees, it's also for customers. Attract and keep your employees as well as your customers by creating a culture they can get on board with. Every salon has a different culture, and that culture is what will help your business thrive. I will teach you how to find and utilize your culture to market your business to employees as well as customers.



8:00am — 9:30am. **Pet Nutrition For The Groomer**

Malinda Malone (Room 3)

Info coming soon.



8:00am — 12:00pm **Building Your Dream Team**

Dr. Molly Rowland (Room 4)

The foundation for this course is built on scientific research from pet groomers for pet groomers! Employee turnover continues to remain an issue for pet grooming salons big and small. This course identifies the factors contributing to employee satisfaction, quality of working life, turnover intention, and actual turnover.



10:00am — 12:00pm **Personal Safety**

Anjie Coates (Room 2)

One of the unfortunate sides of being a female majority in the world of grooming is women are far more at risk for their personal safety. We deal with aggressive customers, and sometimes these interactions go off the rails. I will help you change your perception of your safety, and empower you to make your safety in your salon, mobile van, or house call grooming a habit. This course includes safety at trade shows as well as personal safety in your day-to-day life.



10:00am — 11:30pm **And What Did We Learn Today?**

Chris Anthony (Room 3)

Some days, everything seems to run perfectly smoothly, and every customer and pet is happy. Some days, not so much. None of us were born with a pair of golden scissors in our hands or perfect businesspeople; mistakes happen. It's never been about being perfect and not making mistakes; it's about learning from those mistakes and being just a little better tomorrow than we were today. In this class, we'll talk about some real-life mistakes that Chris will own up to and how she learned not to make them again. We'll also cover some that were just witnessed, with names changed to protect the innocent. Time permitting, we'll even brainstorm some tricky issues attendees might be having now. Remember, making mistakes simply means that you are learning faster!



12:00pm — 1:30pm **9 - Nine Sections of The Anatomy To Compliment When Designing a Groom**

Jayne Gallagher (Room 3)

How does a dog's anatomy contribute to how you groom? Jayne will cover the nine sections of the dog's anatomy to compliment when designing a groom. Step your style with this fun class!



12:30pm — 3:30pm **Harmony In Business: Navigating Leadership, Boundaries Communication & Organization**

Denise Heroux (Room 2)

Join us for an insightful seminar, where we delve into the intricate dynamics of the human side of business. This session is designed to provide a comprehensive exploration of crucial elements

such as leadership, boundaries, communication, and organization, recognizing their profound impact on the success and well-being of individuals and teams within an organizational context. Whether you are a seasoned professional or aspiring leader, this seminar aims to equip you with valuable insights and practical tools to navigate the human side of business, fostering harmony, growth, and success in your professional journey. Join us for an engaging and enriching exploration of the elements that contribute to a harmonious and thriving work environment.



12:30pm — 2:30pm **Pricing for Success**

Dr. Molly Rowland (Room 4)

We all know how important pricing our services is! Join Dr. Molly for tips on getting your prices set fairly so you are operating in the Green!



1:30pm — 2:30pm **Are You A Cat Groomer?**

Brenda Mendez (Room 1 Upstairs)

Do you groom cats now? What sets you apart from other groomers that groom dogs and cats? In this seminar we will discuss what it means to be The Cats Groomer. What does it take to successfully groom cats? It's not just a skill, it's a mindset. We will talk about setting up your salon to welcome the feline client and how to talk to owners and set them that ease as well as some ways to advertise your venture.



2:00pm — 5:00pm **Delighting Doodle Owners**

Chris Anthony (Room 3)

Doodles. Love 'em or loathe 'em, they are only growing in popularity. But decoding precisely 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 a long coat), learn some quick & easy chunker tricks to add some style to the traditional doodle trim.



3:00pm — 4:00pm **Like Wrangling Cats - Live Demo**

Brenda Mendez (Room 1 Upstairs)

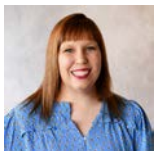
In this class we will demonstrate an attachment comb clip, a modified lion clip and a traditional lion clip. Brenda will discuss a few holding techniques and answer questions about products, breed specific grooming and safe handling.



3:00pm — 4:30pm **Geriatric Dog Certificate Workshop**

Mindy Dinwiddie (Room 4)

You will learn correct products and handling procedures to keep your geriatrics safe and clean. Hopefully every dog we groom will grow to a ripe old age and knowing how to properly handle them can mean the difference to your clients. Everyone attending this class will receive a certificate of completion.



4:00pm — 5:00pm **Stepping Away from the Grooming Table**

Denise Heroux (Room 2)

This seminar explores the growing trend of dog groomers transitioning from hands-on grooming to absentee ownership roles within their businesses. It examines the factors driving this shift, such as increased demand for pet grooming services and the need for effective business management. The presentation will also discuss the challenges and benefits associated with this transformation, highlighting how dog groomers can maintain quality standards and ensure the success of their grooming establishments while stepping away from the grooming table.



4:30pm — 5:30pm **Money or Morals**

River Lee (Room 1 Upstairs)

This workshop is to help you when you're faced with a decision about making money vs doing something you're not sure is right like shaving double-coated dogs, shaving a pet without bathing,

de-matting a dog, taking dogs in heat/pregnant, or intentionally quicking dogs' nails.
We cover: Intro into Controversy, Controversial Topics, Making a Decision, Case Studies, Policies to Support Your Decision.

