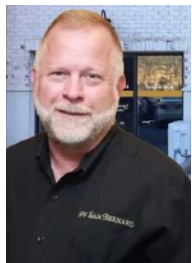




# Class Schedule and Descriptions for 2025

Friday July 18, 2025



Dr. Cliff Faver

**8:00am–12:00pm Hair & Skin 101 - Certificate** Learn the Science, the Techniques, and Product Types to successfully put the “why” in what you do. A must for groomers, bathers and office personnel in the grooming shop and veterinary clinic alike.

- 1) **Understanding Hair and Skin:** learn the basic anatomy and function of the skin and hair. A critical foundation for this class and everything a groomer or bather does. This will explain a lot of the science about how nutrition, sebum, and basic anatomy work so you can understand the “why of what you do.
- 2) **Understanding the Different Hair Types:** Understanding the difference in coat types and the products that need to be used for maximum results. In this class, you will learn the needs of the different coat types so you can make better decisions in the products you use.
- 3) **Understanding the Common Things That Go Wrong:** Understanding of the things that lead to skin issues. Always wonder why these skin conditions occur and reoccur? Does technique play a factor? Could I have caused that issue? When the client or veterinary accused me of cause the issue, is that true?
- 4) **The Science To Follow In Treating Skin Issues:** Learn methods, techniques, and types of products to fix the skin problems when they occur. Learn principles that will lead to success when treating skin issues. Learn How to grow hair back on those shaved-down dogs. Learn why steroids, antibiotics, and the typical therapies for skin don't always work.



Samantha Palya

**8:00am–9:00am How to Improve Behavior Through Enrichment:** A shift in a pet's emotional and mental state can change a pet's mood and behavior. In this session we are going to discuss the power of a positive experience and how that will improve the reaction of a scared, aggressive, or unsure pet. The grooming process can be scary or intimidating which can result in a range of unwanted behaviors. We will discuss what those behaviors are and what activities can be used to counteract them. Even pets that enjoy going to the groomers can get overstimulated resulting in an injury to the pet or pet pro. By using enrichment we can reduce the risk of injury to the pet or pet professional. Creating a positive experience with enrichment aids in building relationships between the pet care provider and the pets in their care. Which will lead to more dapper dogs and fabulous felines for future grooms to come.



Malinda Malone

**8:00am–3:00pm Pet CPR Certification:** Learn over 50 skills to help be prepared in the event of a pet emergency. Your instructors, Master Pet Tech Instructor Malinda Malone is a pet professional and former first responder. 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



Michelle  
Price

### 9:30am–11:00am How To Avoid Common Grooming Injuries Through Ergonomics:

What is kinesiology The study of human movement and physical activity. The goal is to improve physical performance, prevent injuries, and recover from musculoskeletal issues.

So how does this relate to our industry?

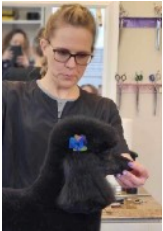
- Injury prevention
- Promote self-care and health
- Recovery time from injuries- income lost
- Asses your current working conditions, and environment, and how you can make some changes to improve your overall workspace grooming tools to prolong your career



Chris & John  
Trovato

### 11:30am–1:00pm Essential Numbers Every Salon Boss Need in Their Tool Kit

What are the costs associated with keeping your business operational? How many pets must your establishment service each day to cover expenses and generate a profit? We will guide you in determining these critical figures to strengthen your business. Additionally, we will help you assess whether your average grooming price is sufficient to sustain operations. Furthermore, we will clarify the true cost of a W-2 employee, whether you compensate them through commission or hourly wages. It's important to recognize that employee expenses extend beyond their paychecks. Understanding these figures is essential, as you cannot advance without knowing where you are starting from.



Hannah Allen

### 1:00pm–2:30pm Hand Stripping The Terrier:

Info Coming Soon!



Misty Gieczys

### 1:30pm–2:30pm Speed Grooming the Kerry Blue:

One of Ireland's most distinctive breeds, the Kerry Blue Terrier's popularity has been on the rise in the US. This session will go over grooming the Kerry Blue with clip combs paying particular attention to its structure for this mid sized energetic and family friendly breed. In addition we will cover applying this pattern to other breeds, providing a stately and intriguing look.



Jennie Smith

### 3:00pm–4:00pm Mixed Breed Magic: Easy Trims for Salon Success

In this practical demo, we'll show you how to create a **cute and easy trim** for mixed-breed dogs that fits perfectly into the salon environment. Learn how to balance the **owner's lifestyle** with the **needs of the dog**, providing a stylish, functional trim that is easy to maintain. Whether the dog is active or relaxed, this trim will help make grooming more manageable for both the owner and the groomer.



Mary Oquendo

### **3:00pm–7:00pm Emergency Preparedness:**

Is your business ready for an Emergency?? Do you notice the hazards in your workplace? Are you prepared? What emergencies can happen in the groom shop? What emergencies can happen in mobile? Educational training? Proper Equipment? What to do before EMS arrives; considerations on how EMS functions. Every second counts, time is not on our side. Activate Emergency Response Plan; do you have a plan to evacuate quickly? Supplies ready; People and pets. What happens after the incident? Critical incident aftermath, can your business survive? In this class we discuss how to be prepared for an emergency. It is not just a matter of knowing CPR/First Aid, but does your business have an evacuation plan? Do you have proper supplies on hand? Do you have a network if something happens? When an emergency happens, time is not on your side, plan ahead and be prepared.



Erin Huland

### **4:00pm–5:30pm Adding Pizzaz to Your Groom with Temporary Creative Grooming:**

Have you always wanted to do creative grooming? Want to make your grooms pop with some color? Looking to make a splash in the neighborhood? Then this is the class you can't miss! Join Erin as she shows you how to add some pizzazz to your grooms with quick temporary creative grooming techniques! From stencils, to airbrushing to nail polish, Erin will show you quick and fun ways to dress up your groom that will keep your customers coming back for more!



Samantha Palya

### **4:30pm–7:00pm How To Make Your Business Scalable & Sellable:**

Do you dream about the day you can retire? Are you looking to expand your business to serve more clients? Do you want to work on your business and not in it everyday? Is your business set up for an unexpected life event? Unfortunately many small business owners are amazing at working in their business and not running their business. If you are wanting a business that can serve you beyond your grooming years or to have a business that you run instead of it running you this is a seminar you need to attend. Don't be a hostage to your business due to the lack of the policies, procedures, and profitability. No matter what stage your business is in or how close or far you plan to retire this class can get you fundamentally set for the future.



Hannah Allen



Caroline Ridgeway

### **5:30pm–7:00pm Show Prep Workshop**

Want to learn how to start competing in Grooming Competitions? Join Hannah & Carolina as they present this workshop on Contest Prep.



Jennie Smith

### **6:00pm–7:00pm NDGAA Certification - Why You Should Consider It**

Thinking about becoming a certified groomer? Join us for an in-depth look at the **NDGAA certification** and why it's worth pursuing. We'll walk you through the **steps needed** to earn your certification, what to study, and how the process works. Learn about the **benefits** of becoming a certified groomer, including enhanced credibility, increased job opportunities, and the personal satisfaction of achieving this industry-recognized credential.



# Class Schedule and Descriptions for 2025

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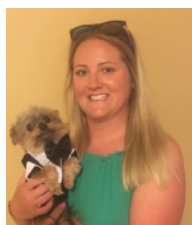
Saturday July 19, 2025



Denise Heroux

## **8:00am – 9:00am Bathers To Groomers; Elevating Talent Within Your Salon:**

This seminar focuses on transforming your bathers into skilled groomers, helping your grooming salon grow from within. Learn effective training techniques, mentorship strategies, and the key skills needed to guide bathers through their journey to becoming confident, competent groomers. We'll discuss how to create a supportive learning environment, set clear development paths, and ensure a seamless transition that benefits both your team and business. Join us to unlock the potential of your bathers and build a stronger, more versatile grooming team.



Dr. Molly Rowland

## **8:00am – 1:00pm 7 Figure Pet Professional:**

This multi-segment course addresses the in-depth key areas that business owners should utilize to take their business to the next level. This course was created by the founders of a privately-owned, small grooming business grossing over 1 MILLION+ in sales. This course will teach you how to own your business and not just your job. Attendees of this workshop will understand how to work on their business and not just in it to create growth, increase revenue, and brand themselves as an employer top talent want to groom for. This class is broken down into multiple segments addressing key areas and proven concepts to help you successfully grow your business. Topics include knowing when and how to expand, market research, boundary, habit and goal setting, understanding your finances and pricing for success, branding yourself as a sought-after employer and building your dream team, using communication to achieve key performance indicators, excellent customer service, resolve conflict, and more!

Key Takeaways: Increased Profit; Business Growth & Development; Financial Planning Success; Branding Your Business & Yourself; Boundary; Habit & Goal Setting; Using Key Performance Indicators; Building Your Dream Team; Working On Your Business Not In Your Business; Communication



Dr. Cliff Faver

## **8:00am – 9:00am The Dreaded Dashed:**

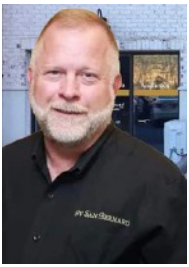
This seminar will change the way you do desheds! Cut down your drying time, brush out work, and after-bath clean up. Learn the science of what you need to do and use the right products to accomplish great results. Work smarter, not harder, and increase your profits.



Chris Anthony

## **9:30am – 10:30am Pardon Me, Do You Speak Customer:**

Sometimes what we say is not what they hear and terms we think are basic may sound crazy to them. Great customer communication is much more than catchphrases and a smile (although that smile sure helps!) Learn some new tricks for making your customers understand that their beloved Fluffy Angelkins can be both their sweet baby and try to swallow your soul for grooming without offending them.



Dr. Cliff Faver

### **9:30am – 10:30am Hormonal Disease & Care:**

As pets age, they are often affected by hormonal disease. These diseases frequently change the body functions and lead to hair and skin issues. Groomers must recognize some of the symptoms and learn what they can legally say and do. Many of these diseases, left untreated, can be fatal, so a groomer's role is the pet's advocate when clients don't recognize some of the early signs.



Malinda  
Malone

### **11:00am – 12:00pm Pet Nutrition for the Groomer:**

Unlock the key to holistic pet care with our 1.5 hour class on Pet Nutrition Essentials For Groomers. The specialized session is crafted to enlighten pet groomers on the vital role they play in supporting the overall well-being of their client's pets through a fundamental understanding of pet nutrition.



Vickie  
Hart-Zwart

### **11:00am – 12:30pm English Cocker Spaniel Demo:**

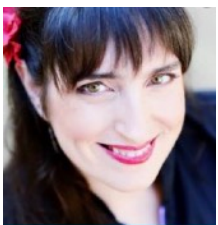
Vickie has owned English Cocker Spaniels for the past 35+ years and achieved the #1 Breeder, Owner and Amateur Handled dog in the country. She has exhibited and judged at AKC dog shows. Her dogs have appeared in various movies and films. She has served as a business consultant in Japan and Europe.



Michelle  
Knowles

### **12:30pm – 5:30pm Dermatology for Pet Professionals: (Certificate Workshop)**

*Part 1 Foundations of Therapeutics for Pets* This class lays the groundwork for understanding how products interact with coat and skin. Coat type, conditions and solutions are an introduction to this specialized field. *Part 2 Canine language and Behavior, Psychology and Behavior, Anatomy and Movement Body Language, Handling, Meeting, and Greeting, Elderly and the Fragile, Fear Recovery Emergencies.* *Part 3 Intro to Therapeutics* *Part 4 Intro to Advance Therapeutics* *Part 5 Putting Theory into Practice:* An in-depth look at creating therapeutic regimens for your clients. Assessing the skin, product selection, Order of Operations, and how to offer these services to your clients.



Chris Anthony

### **12:30pm – 1:30pm Providing Excellent Customer Service Without Being a Doormat**

Customer service has come a long way, as has customer expectations. WE want to please our customers, but how to do this without letting them walk all over us? Is it even possible? An even better question might be how would this even be accomplished while maintaining a polite professional demeanor? We'll learn how to determine when to go that extra mile and when to stand firm.



Erin Huland

### **2:30pm – 3:30pm Intro To Model Dogs - Hands On**

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**



Brad Olive

### **2:30pm – 4:00pm Leveraging Technology to Grow Your Business**

Are you a pet groomer who loves what you do but wishes running the *business* side was easier? You don't need a business degree to make more money and save time—you just need the right tools! Learn how to boost your income, cut down on stress, and grow your grooming business with easy-to-use tools you already know.



Mary Oquendo

### **4:30pm – 5:30pm Don't Be A Scaredy Cat**

Cats are a different species from dogs. Let Mary show you how to read a cat's body language and utilize safe handling and protection tips to make that scary cat into a sweet kitty.



Jennie Smith

### **4:00pm – 5:00pm Mastering Coat Preparation for Effortless Grooming**

Elevate your grooming skills with this in-depth lecture focused on the crucial steps for proper coat preparation! In this session, we'll explore the best practices for preparing any coat for grooming, ensuring a smoother and more efficient process. Learn how to effectively use *Force Air Dryers* and *Stand Dryers* to achieve optimal results, along with grooming products designed to make your job easier and more effective.

Key takeaways will include:

- How to use air dryers to lift, separate, and dry the coat for easier grooming.
- Techniques for prepping different coat types to reduce tangles and mats.
- Choosing the right products to enhance coat texture and manageability.
- Tips for removing excess moisture and ensuring a flawless finish.

This lecture is perfect for groomers of all levels looking to streamline their grooming process and achieve professional results with well-prepped coats..



Denise Heroux

### **4:30pm – 5:30pm Mastering Price Increases: When, How, and Why to Raise Your Grooming Fees**

This seminar delves into the critical aspects of raising prices for your grooming services, addressing the essential "when", "how" and "why" of effective price adjustments. Learn how to evaluate market conditions, assess your business's needs, and determine the optimal timing for a price increase. We'll provide strategies for communicating changes to clients transparently and professionally and discuss the potential impact on your business's profitability and client retention. Join us to gain the insights and tools needed to implement price increases smoothly and successfully.



# Class Schedule and Descriptions for 2025

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Sunday July 20, 2025



Michelle Knowles

## **8:00am – 9:00am Fear, Aggression, and Trauma - Grooming the Timid, Infirm, and Angry Dogs**

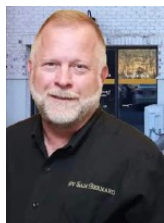
Understanding the needs of the pet that needs to be rehabilitated. Sometimes trauma, mishandling and other bad experiences can make some dogs uncooperative for grooming and other procedures. This class will discuss techniques to help these dogs feel more comfortable with groomers and help groomers feel safer when working with these dogs.



Dr. Molly Rowland

## **8:00am – 10:00am Own Your Business, Not Your Job**

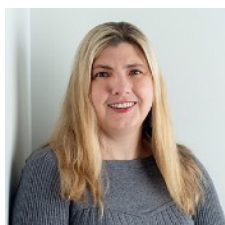
Do you feel stuck? Exhausted? Employees or customers walking all over you? Feel like you're overworked & underpaid? Nowhere to put new clients? If you answered yes to any of these, then this class is for you! Own Your Business, Not Your Job will show you how to find and implement the boundaries, pricing model, and work/life balance that suits your personal needs! As business owners, we get so busy involved in the day-to-day that we forget about what it takes to sustain, grow, and keep our business running smoothly and with the culture we desire! This class will show you how to take back control of YOUR time and YOUR business! Key Takeaways: Setting & Sticking to Boundaries; Creating Work/Life Balance; Pricing for Success; Avoid Burnout; Increase Wealth; SOPs; Policies & Procedures; Culture; Automation; Professionalism



Dr. Cliff Faver

## **8:00am – 9:00am I Got A Disease From My Dog?**

Dr. Faver will discuss some common diseases and parasites we can get from our furry friends. He will also explore what you may want to inform your MD if they are unfamiliar with our profession. He will cover how these diseases can be passed from animal to animal (including the groomer) under the groomer's care, including how they spread and how to combat them. In addition, Dr. Faver will explain how to deal with a veterinarian and the client in this situation.



Samantha Palya

## **9:30am – 10:30am How to Incorporate a Enrichment Training Program (No dog training necessary)**

Are you looking for a way to connect with pets that have unwanted behaviors but just don't know how? Do you feel like there's not enough time in your schedule and in your day to really make a connection so you refer them somewhere else or send them home leaving a client disappointed and you feeling defeated? Incorporating an enrichment training program can help make connections with pets that may be turned away, bring in additional revenue, and give you another way to separate you from other groomers and facilities. The best part is no formal dog training required. You don't need to be an animal behaviorist or professional dog trainer to change a pet's behavior for grooming. In this seminar we will take you through the process of incorporating an enrichment training program. From the evaluation process to understanding what methods work best with what types of behaviors we will have you ready to start your own enrichment training program immediately.



Chris Anthony

### **9:30am – 10:30am Doodles, Doodles, Everywhere**

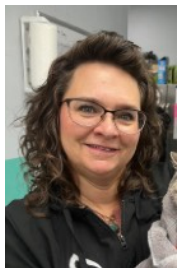
Whether a doodle on your schedule makes you cry, or they're your bread & butter dog, groomer division over these breeds continues while pet numbers only increase. Join Chris for this one-hour class where we'll go over tips and tricks to up your doodle game and watch video footage of 3 different doodles, all with different coat types and trims. We'll also discuss the client communication issues that may, in fact, be the real reason for the doodle "issues" in the grooming community.



Malinda  
Malone

### **10:30am – 12:00pm Recognizing Potential Medical Issues with Pets**

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.



Jennie Smith

### **11:00am – 12:00pm Pomeranian Perfection: Coat Care & Styling for Function and Fun**

Join us for a hands-on class focused on grooming the Pomeranian! Learn essential coat care tips for managing their dense, fluffy fur, including brushing techniques, skin care, and shedding control. We'll also cover cute and functional grooming styles that highlight the Pom's adorable features while keeping them comfortable and low-maintenance. Whether for show or everyday life, this class will help you master easy trims that are both stylish and practical.

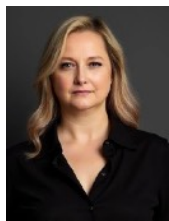
Taught by **Jennie Smith, NCMG**, who has bred and shown Pomeranians for the past 35 years, this session is perfect for groomers and pet owners looking to keep their Poms looking fabulous!



Dr. Cliff Faver

### **11:00am – 12:30pm Ozone - The Next Generation of Medicine**

As a groomer or veterinarian, you can be on the cutting edge of one of the most exciting up and coming forms of medicine. Learn all the amazing possibilities of how you can incorporate ozone into your salon or practice as well as what it can (or can't) do. You can affect things from skin issues to arthritis with very simple technique. It is a wonderful tool to add to your toolbox in dealing with skin diseases with its antibacterial, anti-fungal, and anti-inflammatory properties.



Mindy Dinwiddie

### **1:00pm – 3:00pm The Geriatric Dog**

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.



Malinda  
Malone

### **1:00pm – 2:30pm Enhancing Situational Awareness for a Safer Workplace For Groomers**

Situational awareness is a crucial skill for pet groomers, helping you stay alert and prepared in your work environment. Whether interacting with clients, working alone in a salon or mobile grooming, understanding your surroundings can help prevent possible issues, defuse conflicts, and enhance overall safety.

This class will teach you how to recognize potential risks—such as difficult customer interactions, or environmental hazards—before they become serious issues. By sharpening your awareness, you can anticipate problems, make effective decisions, and react swiftly when necessary. Even a few extra seconds of awareness can make all the difference in preventing injuries or dangerous situations.

Join us for this class to learn practical strategies for staying mentally, physically, and legally prepared in your grooming environment.



Denise  
Heroux

### **1:30pm – 2:30pm Tech Savvy Grooming, Leveraging Software, AI & Social Media for Business Growth:**

This seminar explores how grooming businesses can harness the power of technology, AI, and social media to drive growth and efficiency. Discover how grooming software can streamline operations, manage appointments, and enhance customer experience. Learn how AI tools can optimize scheduling, marketing, and client interactions, while social media strategies help build your brand and engage with your community. Join us to unlock the potential of these technologies and elevate your grooming business to new heights.

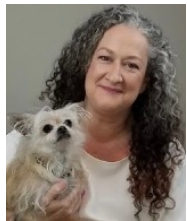
Struggling to say no can lead to burnout and hinder both personal growth and business potential. This one-hour seminar is designed for those who find it challenging to set boundaries and decline requests. Discover practical techniques for confidently saying no while maintaining professionalism and protecting your well-being. Join us to learn how to assertively set limits and pave the way for personal and business growth.



Erin Huland

### **3:00pm – 4:30pm Increasing Your Profits with Creative Accessories**

Looking for ways to make a little extra with very little effort and time? Then this is the class for you! Attendees will learn how to dress up their grooms with added on creative accessories (for all fur types) that take minutes to apply and will boost their bottom line!



Michelle  
Knowles

### **3:30pm – 4:30pm Anxious, Angry, and Infirm: Behavior and Handling Techniques for the Sensitive Pet**

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.



Paula Behrens

### **3:00pm – 4:30pm Why Pet Nutrition is Important to the Everyday Groomer**

Nutrition plays a pivotal role in the health, appearance, and behavior of dogs and cats. Groomers who lack knowledge in this domain are not only limiting their professional growth but also failing to provide their clients with valuable insights. By acquiring nutritional knowledge, groomers can enhance their business by generating additional revenue and fostering customer loyalty. As trusted sources of information about pet health, groomers can leverage their knowledge to offer holistic and preventative care solutions, supporting pet parents and building a strong reputation.



Denise  
Heroux

### **3:00pm – 4:00pm Mastering the Art of Saying No: Overcoming Burnout and Building Success:**

Struggling to say no can lead to burnout and hinder both personal growth and business potential. This one-hour seminar is designed for those who find it challenging to set boundaries and decline requests. Discover practical techniques for confidently saying no while maintaining professionalism and protecting your well-being. Join us to learn how to assertively set limits and pave the way for personal and business growth.