

THURSDAY Oct 30

Thursday 1:00-5:00

Animal Energy Workshop for Professional Pet Groomers ~Malissa Conti-Diener

Hour 1: Introduction to Energy Work with Animals and the Grooming

Hour 2: Understanding and Balancing Animal Meridians

Hour 3: Integrating Crystals and Healing Frequencies for Pets

Hour 4: Calming Massage Techniques and Full Energy Integration

- Closing Discussion and Q&A
- Certificate of completion: from The Oily Groomer. Proudly display your knowledge to your customers.

This workshop provides an immersive experience in integrating energy healing into the grooming environment, offering practical techniques for groomers to not only work more effectively but also create a calming, healing space for the pets they care for.

Thursday 11:00-5:00

Pet CPR *Certification ~Malinda Malone

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

FRIDAY Oct 31

Friday 8:00-9:00

Key Three Elements of Every Successful Grooming Business ~Joe Zuccarello

What is the 'blueprint' to successfully build a profitable grooming services business? Processes, Products, Pricing, Promotion, and "Pitch" • Wages to Sales Ratio Targets • Reducing Opportunity Loss

Friday 8:00-10:00

Lion Cut for Cats - Live Demo ~Melissa Hall

Melissa is a Certified Feline Master Groomer that believes there's a better path to cat grooming success and that is with hands-on personalized instruction. If you want to be an amazing cat groomer that your clients rave about, we can stop the guesswork and unsatisfactory results. You can be a rockstar cat groomer for any cat that comes your way. Let's start with Lion Cut for Cats!

Friday 8:00-12:00

Principles, Techniques & Application of Grooming Ergonomics. *Certificate ~Chris Anthony

We know by now that ergonomics is more than a buzzword, but how does it apply to our everyday grooming lives? This seminar will explain & demystify ergonomics, focusing on how it directly relates to our everyday grooming, including tools, posture, and stretches designed to keep you healthy and pain-free. We will also cover where safety and ergonomics meet in the grooming salon and discuss ergonomics cousin, PPE. Hear what experts in the field of ergonomics have to say about grooming smarter and healthier. Learn how to use this science to care for your most irreplaceable tool: YOU!

Friday 8:00-1:00

Dermatology for Pet Professionals Mythbusting ~Michelle Knowles

A foundational series that gives the pet professional basic tools and techniques for working with skin issues in a salon environment. Lectures

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. Basics of Therapy • Zoonotics • Allergies • Documentation • Portfolio • Putting Theory into Practice

Part 4 Intro to Advance Therapeutics Terminology • Herbs, Formulation and compounding • Skin Assessment • Take Home Therapeutics • Case Studies • Anesthetized Grooming • Research Methods

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. This class helps to put all the pieces of information you have learned into a working practice. Take all the concepts you have learned and put them together. Assessment of the skin and coat, how to create solutions for dermatological conditions for the individual pet.

- Friday 9:30-10:30 **Schedule Management ~Joe Zuccarello**
Maximize production opportunities, Minimize burn out, Creating customer centric schedule models
- Friday 10:30-12:30 **Proper Cat Handling for Groomers ~Melissa Hall**
Melissa is a Certified Feline Master Groomer (CFMG) that believes there's a better path to cat grooming success and that is with hands-on personalized instruction. If you want to be an amazing cat groomer that your clients rave about, we can stop the guesswork and unsatisfactory results. You can be a rockstar cat groomer for any cat that comes your way. Learn how to properly handle cats for grooming in this seminar taught by one of America's leading cat professionals.
- Friday 11:30-3:30 **7 Figure Pet Professional (Part 1) *Certificate ~Dr. Molly Rowland**
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!
- Friday 1:30-5:30 **Mythbusting ~Dr. Cliff Faver**
 HOUR 1 –BASIC SKIN INFORMATION: 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.
 HOUR 2 – PRODUCTS: 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 eliminate some myths and streamline our job of picking the products you use.
Disclaimer: We will discuss types or classes of products, not individual products or brands.
 HOUR 3 – TECHNIQUES: Isn't all shampoo and conditioner the same? I have been bathing dogs for 15 years and have 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.
 HOUR 4 - APPROACH TO SKIN ISSUES: Frustrated with all the dogs with skin issues? Frustrated with veterinarians just prescribing cortisone, antibiotics, diet changes, and 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.
- Friday 1:00-2:30 **Pet Nutrition for Groomers ~Malinda Malone**
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.
- Friday 1:00-5:00 **Wholistic Grooming ~Mary Oquendo**
Class Description Coming Soon

- Friday 3:00-4:30 **Recognizing Potential Medical Issues with Pets ~Malinda Malone**
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.
- Friday 4:00-6:00 **Intro To Model Dogs (Hands On) ~Erin Huland**
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***
- Friday 5:00-6:30 **Don't Poodle My Doodle ~Emily Brunn**
Demonstration & Lecture covers Rustic Grooming with examples of what we can learn from rustic grooming and how to apply it to a Doodle for a simple but love just on a doodle.
- Friday 5:30-7:00 **Clients vs. Customers ~Juanita Harris**
This class explores the difference between clients and customers, emphasizing their unique needs and how businesses can serve them effectively. Customers are typically one-time or transactional buyers focused on convenience and price, while clients seek ongoing relationships, personalized services and trust. The class highlights strategies for fostering customer loyalty and transitioning customers into long-term clients through tailored experiences, consistent communication, and value-driven solutions.
- Friday 6:00-7:00 **Shear Perfection ~Audi Ryerson**
This class teaches how to properly hold your scissor knowledge about various scissors and their benefits, as well as how to keep a steady hand for a flawless finish. I also teach the benefits of brushes and combs and products to help hold the hair for an even cut.

SATURDAY Nov 1

- Saturday 8:00-9:30 **Essential Numbers Every Salon Boss Needs in Their Tool Kit ~Christine & John Trovato**
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.
- Saturday 8:00-10:00 **Everything Shears ~Chris Anthony**
So you're at a show & need new shears, but there are so many options! Straights, curves, convex edges, and bevels. What's the difference anyway? Serrated, semi-convex, and titanium coated? Wait, what? Swivels should be held differently from non-swivel shears? Why are sharp shears safer than dull ones? Straights, curved, chunkers and thinners, swivels and non-swivels, the options are seemingly endless; how's a groomer to choose? Never fear; we'll cover all of this and more, including basic shear anatomy, types of steel used, and how to care for your investment once you get it home. Whether you're a self-identified shear hoarder, just starting your collection, or want a better understanding of our favorite tool, this class is for you! From beginner groomers to savvy veterans, there's something for everyone in this class.

- Saturday 8:00-10:00 **Once, Twice, Three Times a Terrier; Pet Techniques for Stripping Wire Coats ~Emily Brunn**
Wet Strip (aka Faux Stripping) • Blown Coat • Reverse Layers • We will also cover troubleshooting and navigating with clients who don't what to commit to a traditional rolled schedule.
- Saturday 8:00-9:00 **Feline Behavior *Certificate ~Dana Chavez-Rey**
Ever wonder what that feline behavior really means and how you can help your kitty clients? Dana Chavez-Rey, Andis global educator, is here to shed some light on the why and how of feline behavior. In this one-hour course, she will walk you through how cats communicate and let us know what and how they are feeling. Dana also includes history on the domestication of cats and how they have adapted to life with humans.
- Saturday 8:00-1:00 **Mobile Grooming Summit ~Mary Oquendo**
Mary literally wrote the boo 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.
- Saturday 8:00-9:30 **Poodle In A German Trim - It's All About the Angles ~Mindy Dinwiddie**
Mindy will cover the incredibly popular German trim, explaining the angles that make up this grooming style. One of the fun aspects of grooming poodles is the variety of styles available. This trim is more fashionable than a Sporting or Lamb trim, making it an excellent choice for clients. It is especially beneficial for poodles that are prone to ear infections or have issues with ear matting. Additionally, it requires less maintenance than the Continental Trim. The focus of this trim is on angles, aiming to achieve the best conformation look for the poodle.
- Saturday 8:00-10:00 **Asian Fusion - Live Demo ~Audi Ryerson**
Introducing the "new era" fusion with a salon twist, learn how to obtain these trending styles while using guard combs so even the newest groomer can learn the prep work and techniques to nail the picture perfect finish!
- Saturday 8:00-1:00 **Hair & Skin 101 *Certificate ~Dr. Cliff Faver**
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.
- Saturday 9:30-10:30 **Feline Anatomy & Physiology *Certificate ~Dana Chavez-Rey**
Get to know the ins and outs of feline anatomy and physiology. In this course, you will have a better understanding of the feline body and safe handling techniques.
- Saturday 10:00-11:30 **Management vs. Leadership: Differences for Team Success ~Denise Heroux**
This seminar explores the crucial distinctions between management and leadership and how understanding these differences can drive team success. Discover ow management focuses on organizing and controlling resources, while leadership inspires and motivates for long-term vision. We'll delve into practical strategies for balancing both roles effectively, enhancing your ability to lead and manage with greater impact. Join us to learn how to leverage the strengths of both approaches to achieve a more dynamic and successful team.

Saturday 10:00-11:00 **Grooming Outside The Box ~Christine Trovato**
More information coming soon.

Saturday 10:30-11:30 **Live Demo TBD**

Saturday 10:30-12:30 **AI Unleashed: How AI Can Transform Your Pet Business ~Juanita Harris**
This session will teach pet professionals how to use artificial intelligence to make their business run more smoothly and grow faster. Over the two hours, we will dive into practical way AI can help with things like responding to customer inquiries, creating social media content, managing marketing campaigns, and streamlining daily operations.

Saturday 11:00-12:00 **Alternative Feline Clips (Hands On) ~Dana Chavez-Rey**
Are you tired of the same boring Lion Clip? This course shows you how to achieve a dino clip, chevron clip, and squirrel clip. As a bonus, you will clip your own pattern during class.

Saturday 12:00-6:00 **Geriatric Grooming *Certificate ~Mindy Dinwiddie**
6 hours (Certificate of Certification, with passing grade of test)- Have you noticed that your customer base is aging quickly? Are the adorable puppies you once groomed now becoming older and requiring more care? Providing the best possible care for these beloved pets is essential. This six-hour certificate class will teach you everything you need to know, including how to effectively communicate with clients, which products to use, and the diseases that senior dogs may face. By taking this course, you will gain the skills to become a competent senior dog groomer, in high demand for your compassionate care. Upon completion and passing the test, you will receive a certificate to proudly demonstrate your commitment to the well-being of your client's elderly dogs and earn the designation of Senior Pet Care Specialist.

Saturday 12:00-6:00 **Pet CPR *Certification ~Malinda Malone**
Learn over 50 skills to help be prepared in the event of a pet emergency. Your instructor, 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

Saturday 12:30-5:30 **7 Figure Pet Professional (Part 2) ~Dr. Molly Rowland**
Continued from Friday's Part 1. You must have completed Part 1 to participate in Part 2 and complete both parts to receive the certificate offered for this 2 part workshop.

Saturday 1:00-2:00 **Lion Cut for Kitty ~Courtney Garton, CMFG**
Live Demo of the Lion Cut for Kitty. Courtney, is a highly skilled and passionate pet grooming professional with over 15 years of industry experience. Her career began in 2009 as a bather, where she developed a strong foundation in animal handling and care before graduating from the PetSmart Grooming Academy in 2011. She is a Certified Feline Master Groomer through the National Cat Groomers Institute (NCGI), specializing in both feline and canine grooming with an emphasis on safety, comfort, and breed-specific techniques. Courtney is also a proud member of the National Dog Groomers Association of America (NDGAA) and is actively pursuing her National Certified Master Groomer title.

Saturday 1:30-3:30 **How To Avoid Common Grooming Injuries Through Ergonomics ~Michelle Price**
Better Understanding of the Mechanics of Movement, Promotion of Proper Movement, Understanding of common injuries in the grooming industry and how to prevent them.

Saturday 2:00-7:00

Advanced Hair & Skin *Certificate ~Dr. Cliff Faver

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, and address how to approach skin issues logically for successful outcomes. It is a great class to expand your knowledge and serve your client base better, and it will set you apart from your competition.

Saturday 2:00-3:00

Anxious, Angry & Infirm ~Michelle Knowles

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.

Saturday 2:30-4:00

Adding Pizzazz to your Groom with Temporary Creative Style ~Erin Huland

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!

Saturday 2:30-4:00

Poodle Mix Makeover: Level Up Your Grooming Techniques ~Candice Kurtz

In this class, you will learn how to create harmony for you and those everyday poodle mixes. You will learn exciting ways to package add-ons for poodle mixes increasing your revenue & fun ways to add style to elevate your finished product & retain consistent clientele. Class Takeaways:

- Learn to price based on overhead, grooming time, and difficulty. Charge your worth and set clear rates for de-matting and shave-downs.
 - How to use strategic marketing to attract ideal clients. Require regular grooming schedules (4-8 weeks) and enforce business policies.
- Ways to bundle services to increase value and revenue exclusively for poodle mixes.
- How to add unique styles (e.g., Mohawks, mullets) to stand out and justify premium pricing.
 - Ready to Elevate Your Poodle Mix Grooming Game?

Join this exclusive class and learn how to price your services confidently, attract the right clients, and add value with creative styling and add-ons for poodle mixes! Discover my favorite strategies to boost your revenue, streamline your process, and set yourself apart as a top-tier groomer.

Saturday 3:30-4:30

Fear Aggression & Trauma Handling Techniques ~Michelle Knowles

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.

Saturday 4:00-6:00

Monty & Me; The West Highland Terrier Demo (Show & Pet Trims) ~Emily Brunn

Introduction to and History of the West Highland Terrier • Pet clipper cut/setting lines • Rolled strip
• Competition/show spray up

Saturday 4:30-5:30

Let's Chalk About It ~Erin Huland

Class Description Coming Soon

Saturday 4:30-5:30

Mastering Price Increases ~Denise Heroux

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.

Saturday 5:00-6:00

The Psychology of Dogs ~Michelle Knowles

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.

SUNDAY Nov 2

- Sunday 8:00-10:00 **Leading with Balance: Establishing Boundaries to Safeguard Your Mental Health ~Denise Heroux**
This seminar is designed for grooming business owners who want to maintain their mental health while leading their teams and managing their businesses. Learn strategies for setting effective boundaries with clients, employees and yourself to prevent burnout and ensure a balanced work-life dynamic.
- Sunday 8:00-9:30 **Situational Awareness & Personal Safety for Groomers ~Malinda Malone**
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.
- Sunday 8:00-9:00 **Groomer Ergonomics ~Audi Ryerson**
Respect your body, this class teaches you how to use your body wisely with stances and movements to save your neck, back and wrists. How to properly lift as well as different holds to help preserve your body and energy.
- Sunday 8:00-12:00 **Empowering Groomers *Certificate Course ~Dr. Cliff Faver**
Groomers have the skill and, with the correct knowledge, can resolve or prevent most skin issues. With limited veterinarian access, groomers are crucial in keeping our pet's skin and coat healthy. In this course, learn what is within your power and abilities and what truly needs to be seen by the veterinarian. This will be taught by a veterinarian who has treated hundreds of thousands of cases through the groomers he works with and his own experiences. Let's Replace Myths with Science.
- Sunday 9:30-10:30 **Client Communications ~Michelle Knowles**
Learning how to master communication skills with your clients. How to draw boundaries, attract the client for your shop and how to deal with the difficult ones.
- Sunday 10:00-1:00 **Personal Conceal Carry *Certificate Course ~Malinda Malone**
Course Description Coming Soon
- Sunday 10:30-12:00 **Leveraging Technology to Grow Your Business ~Brad Olive**
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.
- Sunday 11:00-12:00 **Always Prepared Never Overburdened ~Chris Anthony**
What equipment to pack, carry with you, or bring into a client's home is the first hurdle a successful house call groomer has to jump, but you don't have to do it alone! We'll discuss various options for grooming tools, set up, break down and clean up as well as what to take in with you or what to just have on hand. Where's the best place to set up in a client's home, how much room is it ok to take up? In this class, we'll really get into the nitty-gritty of house call grooming so whether you're looking at your first house call or are a seasoned veteran, there will be something for you to learn.

Sunday 12:30-1:30 **Swivel It Just A Little Bit ~Chris Anthony**

As a groomer attending a trade show, we are looking for new tools, techniques and products to make our jobs, therefore our lives easier & to improve our grooming. Swivel thumb shears are still relatively new to the market & certainly fit those criteria. As a new tool with a learning curve, however, they often get stuck in the back of a drawer, forgotten, lonely & not doing our wrists or scissoring any good. Until now. This hands-on class will teach you the skills & confidence needed to pick them back up in your home salon. We will be covering how holding & using swivels differs from standard shears, positioning them along different canine body parts ergonomically, & control. Bring your own shears to work with, and also try several different brands of swivels that will be provided for use. *A hands-on demo class on working with swivels

Sunday 2:30-4:30 **Feline Safety Course *Certificate ~Dana Chavez-Rey**

If you have enjoyed Dana's original feline safety class or just want to update your certificate, you are gonna love this revamped course on the different factors contributing to the behavior. Safely extracting cats from carriers, busting bathing myths and stress-free drying.

Sunday 1:00-2:30 **You Said What? Tactful & Professional Customer Communication ~Dr. Molly Rowland**

As pet professionals, we know the love an owner can have for their pets, but what do you say to them when the love turns ugly... and it's aimed straight at you?

Sunday 1:30-2:30 **Perfect Pomeranian Live Demo ~Jennie Smith, NCMG**

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

Sunday 2:00-3:00 **Doodles, Doodles, Everywhere! Not A Demo ~Chris Anthony**

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.

Sunday 3:00-4:30 **Pricing For Success ~Dr. Molly Rowland**

Pricing that fits your personal and business needs is one of the most critical components of a successful business model. Understanding the different components that go into setting, raising, and implementing a successful pricing model can be overwhelming, this course can help.

Sunday 3:00-4:30 **From Hot Mess To Marvelous ~Mindy Dinwiddie**

Mindy will take a dog and transform it into something marvelous. She will demonstrate when to use different products and tools for the best results. This class focuses on the types of challenges we encounter in our salons every day, teaching you how to achieve the best outcomes in difficult situations.

Sunday 3:30-4:30 **Mastering The Art of Saying No ~Denise Heroux**

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.

