

Seminar Information

~Subject To Change

Friday Add-ons

Ready, Set, Go!

Teri DiMarino Friday, 9-5PM Bristol A See Page 10

Coat, Tools & Techniques

Eric Salas Friday, 9-5PM Bristol B See Page 18

Saturday

Scottish Terrier Demo

Lisa Leady Saturday, 8:30-9:30AM Bristol A

Having a hard time getting that great Scottie expression and body style? Lisa will show you an easy way of setting in the eyebrows and where the correct lines should be on the Scottie. You saw her work her Scottie magic on "Groomer Has It", now come see it in person!

Pet First Aid Add-On

Beth Cristiano Saturday, 9AM-1PM Tiverton See Page 15
& Mary Oquendo

Mobile Grooming

Lisa Leady Saturday, 9:45-10:45AM Bristol B

Thinking about going Mobile? Lisa Leady will be doing a seminar on just that... Come and hear about her experiences of going mobile. Lisa and Huber were the Mobile Team on the TV show, "Groomer Has It" Season 2. If you have questions you want answered, come on by and don't be shy!

Saturday Continued...

Time is Money

Diane Betelak Saturday,11:30-12:30PM Bristol B

Learn how to put less effort into your grooming while earning more money. This seminar includes great tips and practical advice to help make your grooming business more profitable.

We will focus on the more technical end of our business-How to bathe and groom more dogs in a day without having to work harder. We will discuss different ways to bathe and dry dogs faster and how to get a trim on a dog in less time. We will also go into what products to use as well as when and when not to use them. Increase your profits without having to work harder.

Poodle Grooming

Sue Zecco Saturday,1:30-2:45PM Bristol A

This is the breed that Sue totally loves and adores. However, it was not always an easy breed for her to groom. Sue would like to show you how she learned balance and symmetry on this elegant fun loving breed. Easy step by step, dot to dot that will turn on lights to make poodle grooming less frustrating and more fun. She will discuss products she likes and proper prep work. She will take you from bathing, blow-drying to beautiful scissoring finish work.

Canine Nutrition - Appropriate & Green

Shannon Gervais Saturday,3-4PM Bristol B

As pet lovers and providers we all want to do what is in the best interest of our beloved companions. After the pet food recall in 2007, many people turned their attention to this matter, but not all to make the best decisions for their pets nutritional needs. Sure, our pets can survive on just about anything, but isn't it our duty to be sure they thrive? We will discuss the differences between kibbles, home cooked diets, raw fed, and the ultimate goal - a "Species Appropriate" diet. You will soon learn how to make accurate choices for your canine. We will cover the health advantages of feeding an appropriate diet and discuss where many go wrong. Most health issues our dogs are faced with nowadays can be avoided if we simply stop the constant assaults we are putting on their systems. We can all breathe a sigh of relief by simply getting back to a natural way of life. Mother nature does a perfect job at maintaining health, why interfere?

101 Tips for Real World Groomers

Daryl Conner

Saturday, 4:30-5:30PM

Bristol B

This is a fast paced, highly informative and fun class. You will hear about and see photographs illustrating 101 practical grooming tips that will help you work faster, smarter and more safely. Daryl gathered ideas from some of the top stylists in our industry, and added them to things she has learned in the past quarter of a century of grooming to bring you a whole lot of information rolled into one seminar. This class has received rave reviews from groomers at shows across the country!

Sunday

S.A.G.E. Advice

Chuck Simons

Sunday 9-10AM

Bristol A

This lively and entertaining seminar will have you laughing while you learn that Groomers are the CHAMPIONS of the industry. Based on the popular monthly column featured in Groomer to Groomer magazine, join Chuck as he explains how to add services that make a profit, keep customers for life and earn what you are worth. This Seminar is based on questions submitted by groomers from around the world and real-life anecdotes from Chuck. All attendees of the SAGE Advice seminar should bring their business cards to be entered in a drawing for a Groomers Helper Professional Set valued at \$249.95

Breaking Away From The Pack

Teri DiMarino

Sunday 10-11AM

Bristol B

The allure of additional income has many pet shops and grooming salons turning into specialty shops and spas to help pad their coffers. We have to reinvent ourselves. We have to make the pet owners see the uniqueness in our business. Making ourselves different and removing ourselves from the pack mentality is necessary in order to be successful in the competitive market. If we want to run with the big guys, we have to specialize. But the specialty market is not just high-end and spa. Follow Teri through a maze of reinvention techniques and suggestions to help make a clean break from the pack and let your business stand out from all the others.

Round Table Discussion

See Description

Sunday 10:30-11:30AM

Bristol A

Join Christine DeFilippo, Linda Claflin, and others for an excellent discussion on business, grooming, and anything involving a pet salon. Audience Participation is the Key!

Sunday Continued...

Moment to Moment Stress Management

Mary Anne Bright Sunday 11:30-12:30PM Bristol B

Stress management is key to health and happiness. Centegenarians the world over may have different diets, activity levels, religious views or life experiences, but all have something in common: When asked how they handle stress, they say, "I don't let things bother me." Easier said than done! Healthy lifestyle reduces our overall response to stress, but how can we handle stress more effectively while it's actually occurring? Dr. Bright will introduce powerful but user-friendly techniques that can help to reduce the effects of stress, and restore effective functioning and peace of mind in the present moment.

Professionalism in the Grooming Salon

Diane Betelak Sunday 12:30-1:30PM Bristol A

Bring your grooming business into the 21st century. Show your clients you are a professional and they will treat you as such. Diane will take you through many of the details of running your business in a professional manner. We will cover how to set your prices to end of the year in the black, add on services to increase your profits, customer relations, marketing and advertising your business. We will also get involved with hiring employees and many of the issues involved. Diane's seminar is sponsored by Andis Company.

**WE WANT TO THANK THE GENEROUS
SUPPORT OF OUR SPONSORS,
VENDORS, VOLUNTEERS, STAFF AND
YOU FOR HELPING TO MAKE OUR 29TH
ANNUAL FALL FEST A SUCCESS!**

In Memorium:
Robert Thompson Sr.
Gibson Governor