



ISCC Approved

Bather/Dryer Certificate Programs:

These are ISCC Approved Preparatory DermaTech Programs!

An in-depth series of programs designed for bathers/dryers. This year's seminars highlight animal behavior and management as well as cat grooming and the ISCC Pet Injury Prevention, First Aid & CPR programs. **Individuals completing twelve of these seminars will receive a special "Bather/Dryer Certificate of Attendance"!**

Animal Behavior & Management
IS ONE OF THIS YEAR'S CLASSIC HIGHLIGHTS!

This outstanding 14 hour series of programs featuring an outstanding panel of speakers is designed to help pet care professionals improve their understanding of pets and their instinctive reflexive behaviors, recognize aggressive body language and develop handling strategies that reduce stress for both the pets and professionals. **Seminars and demos include:**

Massage Therapy by Deborah Walker (Sat., 9:00pm)
 Be in the front row to learn how to perform this innovative specialized massage technique designed to help dogs relax and become more cooperative during the grooming and styling process as well as reduce muscle strain and fatigue brought on by daily stress. An invaluable behavioral rehabilitation tool, see how massage therapy can be used to desensitize phobic animals. During this outstanding demonstration, you'll not only learn how valuable massage therapy can be when handling animals, but Deborah will also share her marketing strategies that will add revenues to your business.

Reading Feline Body Language by Kim Raisanen (Sat., 10:30am)
 As Founder and President of the Professional Cat Groomers Association, Kim's analysis of feline eye, ear and tail movements along with their meows is the highlight of this fun, but serious presentation. She will also help you understand feline moods to know when it is OK to approach or back off. If you currently include feline clients in your business or if you are considering the addition of cat grooming — this program is a MUST!

Working with Difficult Dogs by Eric Salas (Sat., 12:00noon)
 Aggression, won't stand still while on the table, bites when doing nails, freezes and grabs the table, barks incessantly when caged, etc. are just a few of the issues that are covered during this outstanding presentation. Eric will also address client interviews, counseling and home training for their pets. Eric has lots of handling tips for both the pet and their owners and we're certain you'll love this entertaining and information-packed seminar that is based upon years of his training and field experience with dogs.

Understanding Animal Behavior, part 1-2 by Pam Lauritzen (Part 1: Sat., 12:00noon) (Part 2: Sat., 1:30pm)
 Do dogs really punish humans when they don't get their way? Do dogs and cats become jealous of their competitors? Why is it so hard to leave the house without our pets being alerted? Understanding animal behavior is the highlight of this entertaining and informative presentation... Also, not everyone is cut out to handle problem behavior. The stress can be tremendous and your success can be undermined by your own behavior. In addition to understanding animal behavior, Pam will give you insights into your personality type and how you are likely to react when confronted with stress presented by problem pets. This insightful presentation should be at the top of your MUST-SEE LIST!

Dog Aggression Causes & Cures, part 1-2 by Martin Deeley (Part 1: Sat., 3:00pm) (Part 2: Sat., 4:30pm)
 All too often we read of a child or adult being attacked by a dog or group of dogs. The press is quick to point fingers, and legislators are constantly looking for ways to cure it through legislation. Because of this many feel that dog aggression is at epidemic proportions — but is this the case? In this talk, Martin will identify the causes of aggression, why and where it occurs and the ways in which we can minimize and overcome aggression in dogs. He will also identify ways in which we can avoid aggression among the client dogs we serve.

Aggressive Dogs & Their Owners, part 1-2 by John Wade (Part 1: Sat., 6:30pm) (Part 2: Sat., 8:00pm)
 This presentation outlines assessment protocols for aggressive dogs and providing owners with realistic options. We will review specific areas that influence the development of aggressive behavior, and its treatment. We will consider variables such as breed, bloodlines, socialization, environment, history, health, etc. for the dog and handling ability and lifestyle of the owner and how each must be weighed in treatment recommendations. We will discuss how clues are mined from safe hands-on interaction with the dog and carefully worded questions for the dog owner. If time allows, case studies will be reviewed and discussed as well.

Read & Talk Dog, part 1-2 by Martin Deeley (Parts 1: Sun., 9:00am) (Parts 2: Sun., 10:30am)
 Dogs speak with their bodies. The ability to read a dog's emotions, thoughts and potential actions through their body language and knowing their habits and behavior patterns is important to how successful we are when interacting with them. Let Martin Deeley, world-renowned animal behaviorist and trainer teach you how to "Read & Talk Dog!" Don't miss a minute of this exciting presentation!

Grooming Difficult Cats, part 1-2 by Kim Raisanen (Part 1: Sun., 12:00 noon) (Part 2: Sun., 1:30pm)
 Cats have not only extremely sharp teeth but also quick and dangerous claws. Once bitten and/or scratched during a handling session, the professional is vulnerable to some highly virulent infections. Kim has over 2,000 cats amongst her list of clients and has learned how to handle them with the reduced risk of stress or injury to either cat or professional. We're certain that anyone who has ever tried to handle less than cooperative cats will appreciate and benefit from this outstanding presentation.

Table Training For Pets by Deborah Walker (Mon., 10:00am)
 Deborah will demonstrate handling techniques for settling active to very hyper dogs. She'll demonstrate her training method(s) that helps her turn uncooperative dogs into "perfect little angels" on your table. Tired of chasing dogs all over your grooming table or worried about injuries that could occur should a pet fall or jump off the table — then don't miss this presentation.

Place this fantastic Animal Behavior series on cats and dogs high on your "Must Attend" agenda!

We also recommend that you add the following outstanding programs:

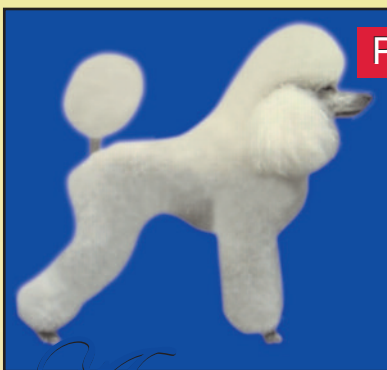
Show Me The Cats by Kim Raisanen (Sun., 3:00pm)
 Kim Raisanen, President of the Professional Cat Groomers Association will take you on a fun tour of the many popular cat breeds and mixed breeds that are likely to come into your salon for grooming and styling. From the overweight domestic shorthaired cat to the perfectly prepared Maine Coon, she will discuss their unique traits and characteristics along with their special needs and requirements. Kim will also discuss styling, mat removal and health issues involved with each breed.

The Art of Nail Grinding by Jayden Drelinger (On-going in the Peticure Booth throughout the show - see booth for schedule)
 Do you put off trimming nails because of the stress it creates for both you and the pet? Nail care is an essential part of the dog's care and health. In this riveting presentation, Jayden will discuss nail anatomy, nail clipping and nail clippers versus rotary tools. He'll show you how to use nail grinding tools properly and then perform a live demonstration of his revolutionary, award winning and ISCC approved nail tool — **the Peticure** that has been proven to reduce the fear and stress experienced by pets while having their nails trimmed.

Back By Popular Demand, The ISCC Pet Injury Prevention, First Aid & CPR Program Returns by Cheryl Dugas & Patty Martin (Parts 1-4: Friday., 2:00pm - 7:30pm)
 Are you prepared for a sudden accident or illness of an animal while in your care? What would you do if a dog breaks a leg — or collapses with heat stroke, seizures, or heart attack? This presentation is a four hour series on Pet Injury Prevention, Pet First Aid and CPR conducted by ISCC & Red Cross Certified Pet First Aid and CPR Trainers Cheryl Dugas and Patty Martin. Upon successful completion of the class and written examination, ISCC Certification in Pet Injury Prevention, First Aid & CPR is awarded. **For individuals taking their ISCC Petcare DermaTech testing, this program is credited toward the Health and First Aid (105) written test. However, register early, the class is limited to 30.**



With over Ninety exciting hours of education to choose from, you



Pet Stylists Certificate Programs:

Super Star

This year we have four fantastic days of seminars featuring the talents of many of the industry's most renowned Pet Styling Artists. In addition to our outstanding pet styling demonstrations, the Classic is pleased to introduce a special series of breed specific presentation designed for the Pet Stylist seeking indepth information on breed standards and perfecting breed profiles. These special breed profile seminars are **OPEN TO ALL** and are recommended for all Judges, Apprentice Judges and Competitors. **Individuals completing ten of these seminars in addition to three of any of the other seminars will receive a special "Pet Stylist Certificate of Attendance!"**

Advanced Pet Styling Seminars HIGHLIGHT THIS YEAR'S STYLING PROGRAM

Are you looking for something new? Pam Lauritzen & Company is proud to be among the first to introduce an advanced series of styling seminars intended to go beyond the average! We've invited some of the most acclaimed Stylists in the U.S. and asked them to present indepth breed profile and styling presentations on breeds that represent their special expertise.

During these outstanding seminars you'll learn about the breed's standard, acceptable breed standard trims and styling methods, corrective styling techniques, unacceptable styling faults ...plus other interesting breed traits, utility or history.

Seminars includes:

- Session 1: The Bichon Frise, Conformation & Styling, part 1-2**
by Vero DaSylva (Part 1: Fri., 2:00pm) (Part 2: Fri., 3:30pm)
- Session 2: The Portuguese Water Dog, Conformation & Styling, part 1-2**
by Billy Rafferty (Part 1: Fri., 5:00pm) (Part 2: Fri., 6:30pm)
- Session 3: Spaniels, Conformation & Styling, part 1-2**
by Kathleen Putman (Part 1: Sat., 10:30am) (Part 2: Sat., 12:00noon)
- Session 4: The Golden Retriever, Conformation & Styling, part 1-2**
by Wendy Weinand (Part 1: Sat., 6:30pm) (Part 2: Sat., 8:00pm)
- Session 5: Poodles, Sense & Sensibility, part 1-2**
by Trish Finn (Part 1: Sun., 9:00am) (Part 2: Sun., 10:30am)
- Session 6: The American Cocker, Conformation & Styling**
by Eric Salas (Mon., 10:00am)
- Session 7: Chow Chow, Conformation & Styling**
by Luther Edmonson (Mon., 1:00pm)

Sessions are **OPEN TO ALL** and recommended for continuing education for **Judges, Apprentice Judges and Competitors**. If you're looking for some seminars that go beyond the basics — you'll enjoy these information-packed seminars conducted by some of the industry's best!

Layered Trims Made Easy by Jerry Been (Fri., 8:00pm)

With Lhasos, Maltese, Yorkies, Shih Tzus and other drop-coated breeds on the rise, layered trims are a unique easy maintenance solution. Executed properly, a layered trim is quick, practical and can be performed on a wet or dry coat. In this "LIVE" demonstration, Jerry will show you a simple "Layering" technique that is proven to produce the best results in the least amount of time.

American Cocker Trims Made Easy by Billy Rafferty (Sat., 9:00am)

The American Cocker Spaniel is one of the most popular breeds with pet owners. However, they can be every pet groomer and stylist's worst nightmare if not properly groomed, styled and maintained. Let Billy show you how to put an cute, easy maintenance, yet stylized trim on this breed. Learn how to capture that irresistible "Cocker" expression. Billy will demonstrate techniques that will help you achieve a beautiful, natural and practical pet trim in the least amount of time.

Pet Trimming The Golden Retriever by Wendy Weinand (Sat., 1:30pm)

If you think Golden Retrievers are a "wash & wear" dog, then you won't want to miss a minute of this "LIVE" practical skills demonstration that includes everything from "shed control" techniques for the Golden — to show trimming techniques and methods — to quick, practical tips that will help you improve pet trimming Golden's. Let Wendy show you her "Golden Secrets" that make the difference between an ordinary trim and an extraordinary trim. We're certain you will be amazed!

Bichon Trims Made Easy by Vero DaSylva (Sat., 3:00pm)

It would be wonderful if clients could easily maintain the "ideal" Bichon show trim. However, we don't live in an "ideal" world and most of our clients lead very busy lives with little time for themselves, much less, time for brushing and maintaining their pet and particularly a long coat such as produced by Bichons. Let nationally and internationally acclaimed stylist, Vero DaSylva show you a quick, practical, easy maintenance trim for Bichons that will maintain the distinctive "Bichon" appearance while reducing the amount of home care required to keep their pet looking good until their next salon visit.

SpeedTrimming Pets! How Many Dogs Can You Do Without Stress? by Kaoru Nakajima (Sat., 4:30pm)

In this fast-paced and lively seminar, learn quick, simple time-saving techniques and methods that will enable you to do more dogs in less time without sacrificing quality or making the you or the pets feel nervous, stressed and uncomfortable or your clients feeling rushed and unappreciated.

Pet Trims & Patterns for Poodles by Trish Finn (Sun., 12:00noon)

Trish has over 40 years of experience grooming and styling Poodles for pet styling competitions, AKC shows, and client's pets. Attend this informal seminar —ask your questions, and pick up new tricks and many short cuts. All phases of grooming and styling Poodles will be covered during this lively presentation.

Practical Money-Making Grooming Techniques for Pet Styling Salons, part 1-2 by Kaoru Nakajima (Part 1: Sun., 1:30pm) (Part 2: Sun., 3:00pm)

Would you like to make more money with less stress? Do you wonder how to put more personality into your trims? Would you like to set yourself apart from everyone else in town? If you answered yes to these questions —then don't miss this program that highlights fun, creativity and individuality as Kaoru demonstrate her money-making techniques that have contributed to the success of her highly profitable salon. You will be inspired and eager to try something new!

Clipper Maintenance & Repair by Quinton Been (Ongoing, Check Schedule at the OK Shear Booth)

Master blade and scissor sharpeners, Quinton & Sid Been will conduct clipper and scissor maintenance and repair workshops. Learn how to maintain and prolong the life of your clippers, blades, and shears. Quinton and Sid will also be in the OK Shear Company booth throughout the show to answer questions and assist you with any equipment problems you may be experiencing. **Bring your Shears & Blades for sharpening throughout the show!**

This seminar can be credited towards ISCC Master Pet Stylist clipper maintenance & repair written exam (test #202)! An ISCC Verification form may be obtained at the ISCC Booth.

Specialized Seminars parts 1-4: Sponsored by Chris Christensen Performed by Eric Salas & Chris Christensen

For over 40 years, Chris has been extensively involved in the business of hair products and is now founder of Chris Christensen Systems, Inc. Chris knows and understands hair and the chemicals required to maintain its condition. Eric has spent many years grooming, styling, training and handling some of the top ranked breeds and has traveled throughout the U.S. conducting seminars on animal behavior, training, conditioning, styling, handling and working with aggressive dogs.

During these specialized seminars you will learn many new techniques on increasing speed, working with difficult dogs, easy and time saving methods for creating perfect Terrier coats and learn how to solve the mystery of tools and products. Eric and Chris will take you on a guided tour into the world of hair and will make you a master in producing the most incredible coats in very little time. **Perfecting your future in dogs and keeping it fun and profitable, will be the result of these incredible workshops with Eric and Chris!**

- Part 1: Sat., 9:00-11:00am: The World of Hair Inside & Out
- Part 2: Sat., 1:00-3:00pm: Working with Difficult Dogs
- Part 3: Sat., 4:00-6:00pm: Terriers, A Work of Art
- Part 4: Sat., 7:00-9:00pm: Tricks of the Pros



**Pet Stylists
Certificate Programs
Continued:**

*photo by Tom Weigand,
The Winning Image*

**Anatomy of a Shear by Anna Hawks
(Fri., 8:00pm)**

What do you really know about the most important tool in your toolbox — your shears! Do you know how it's made? What is the difference between the \$25 and the \$2500 shears aside from the price tag. What is the Rockwell Rating? Learn what a convex edge is and how to have it sharpened correctly. Learn how to ask your sharpener questions without being insulting. What to do when you drop your shears on the floor and how to keep your shears in use until the sharpener arrives. **Don't miss this highly informative and money-saving seminar!**

**Portuguese Water Dog Trims Made Easy by Billy Rafferty
(Sun., 4:30pm)**

Just in case you didn't notice, President Obama's family selected a Portuguese Water Dog puppy to be "First Dog". With this special notoriety, it is expected that Pet Styling Salons should begin seeing more of this breed. We're certain you'll enjoy this opportunity to learn a quick, practical, easy maintenance trim for the Portuguese Water Dog. In this "LIVE" demonstration, award winning stylist, Billy Rafferty will focus on an easy maintenance trim that will maintain the unique look of this breed while aiding the client's ability to care for their pet at home.

**Chows Made Easy by Luther Edmonson
(Sun., 4:30pm)**

Every year Chows parade into our salons "blowing coat", matted to the hilt and with an attitude! Due to their "attitude" and the impending liability, many Pet Styling Salons will say NO with it comes to handling Chows. Luther not only showed Chows and finished many Chow Champions, but his business specializes in grooming and styling this breed. According to Luther, when handled properly, Chows are not only a lovable breed, but also a money-maker. Luther will discuss his dematting secrets, easy maintenance trims and simple handling techniques that will turn those hard to handle Chows into a cooperative lamb. **Come watch this amazing presentation as Luther shares his grooming and styling tips along with his Chow handling secrets.**

**Champagne Looks on a Beer Budget by Anna Hawks
(Mon., 11:30am)**

In this innovative presentation, Anna will demonstrate how to achieve a handstripped look, keep the coat healthy and not break your client's budget when dealing with harsh-coated breeds. She'll demonstrate how to incorporate handstripping, carding, the use of blades and attachment combs, and bathing techniques into a healthy coat care and styling program that will maintain the texture of a harsh coat while producing the best possible breed profile. Don't miss a moment of this extraordinary presentation as Anna shares her unique methods of combining handstripping, carding and clipping techniques that are sure to increase revenues and save time while producing a better quality coat and improve customer satisfaction.

**The English Cocker Easy maintenance Trims by Kathleen Putman
(Mon., 11:30am):**

Would you like to learn the difference between styling the American Cocker and English Cocker? Will the coat be damaged if clipped? Award winning Pet Stylist, Kathleen Putman will share tips and secrets that she has learned after years of working and competing with English Cockers and top handlers throughout the United States. If you want to learn how to properly pet trim this breed, then don't miss this exceptional opportunity to learn from English Cocker expert, Kathleen Putman.

Grooming Wrinkle Dogs by Lois Brown (Mon., 8:30am)

This one hour presentation will concentrate on the characteristics that make a Shar Pei different from most other breeds. Lois will cover specialized grooming techniques associated with the various coat types and skin problems of this oftentimes misunderstood breed. She'll focus on skin and ear issues you are most likely to see in this breed as well as temperament problems. Demos with live dogs will allow you to see a condition called mucinosis which causes funky, blister-like bubbles. Lois will demonstrate how to handle this skin problem without damaging the blisters while managing the dog's coat and nails. Also see the difference between a horsecoated, brushcoated and bearcoated Shar Pei. Don't miss this unique opportunity to learn from renowned Shar Pei expert, Lois Brown.

The Art of Pet Styling, parts 1-2 by Pam Lauritzen & Trish Finn

Part 1 (Mon., 11:30am): Fitting Shears

Back by popular demand. Pam will show you how to achieve a smoother scissor trim in less time without neuromuscular injuries (carpal tunnel, etc.)? Attend this seminar and you'll find out how. Learn how to choose the right shears for YOU!

Part 2 (Mon., 1:00pm): The Art of Pet Styling

An intense program on the Art of Pet Styling designed to help you understand how to interpret breed standards, identify breed specific "faults and attributes" and sculpt and design canine coats. **Also Included is...** Outlining, Creating "ideal" angulation, Pivot Point Scissoring and Body Position in Relationship to the Task. It's a power-packed hour that is sure to improve the quality of your trims.

**Grooming The Wet Dog (Dematting, Deshedding & Wet Clipping)
by Kristen Fulton (Mon., 1:00pm):**

Wet Grooming is a technique that has become popular over recent years. According to individuals who subscribe to this technique, it saves time, effort and is less damaging to the coat. Kristen will demonstrate the styling equipment, techniques and methods used for dematting, deshedding and wet clipping a wet coat. If you've been hearing about this innovative new technique and would like more information, then take a front row seat for this outstanding presentation performed by wet grooming expert —Kristen Fulton!

Best of the Masters Seminars: Sponsored by Kim Laube & Company, Blueberry & Pam Lauritzen & Co.

Featured Speakers: Kim Laube, Lisa Vella, Donna Walker, Melissa Sirianni, Trish Finn and Pam Lauritzen

...This year we're pleased to present a unique ten hour, ten part series of seminars featuring the talents of Kim Laube, Lisa Vella, Donna Walker, Melissa Sirianni, Pam Lauritzen & Trish Finn in presentations on their special expertise. This is a rare opportunity to learn from and get your questions answered by some of the top experts in their field. It's simply the "Best of the Masters" and you won't want to miss a minute of these powerful presentations! **See program descriptions herein for details .**

Part 1: Sun., 9:00am: SuperCoats, part 1 (Skin & Hair Anatomy)

Part 2: Sun., 10:30am: SuperCoats, part 2 (Skin & Coat Problems)

Part 3: Sun., 12:00n: SuperCoats, part 3 (Topical Conditioning Programs)

Part 4: Sun., 1:30pm: Finances & Facials, part 1 (Your Budget & Blueberry)

Part 5: Sun., 3:00pm: What Going Down the Drain, Shampoo or Money?

Part 6: Sun., 4:30pm: Oh My! Employee Handbooks Made Simple

Part 7: Mon., 8:30am: SuperCoats, part 4 (case studies)

Part 8: Mon., 10:00am: Finances & Facials, part 2 (The Pet Facial)

Part 9: Mon., 11:30am: The Art of Pet Styling, part 1

Part 10: Mon., 1:00pm: The Art of Pet Styling, part 2

...Plus Platform demos will be performed on:

Poodles In 30 min., part 1 by Jerry Been	Sat., 9:45am
Poodles In 30 min., part 2 by Jerry Been	Sat., 11:15am
Poodles In 30 min., part 3 by Jerry Been	Sat., 12:45pm
Bandanas For Profit by Diana Gerling	Sat., 2:15pm
Legislative Updates by PJ Stull	Sat., 3:45pm
Toy Breed Topknots by Julie Berkeley	Sat., 5:15pm
Easy Maintenance Cats, part 1 by Kim Raisanen	Sat., 5:45pm
Easy Maintenance Cats, part 2 by Kim Raisanen	Sat., 7:45pm
Bichons Made Easy, part 1 by Vero DaSylva	Sun., 9:45am
Bichons Made Easy, part 2 by Vero DaSylva	Sun., 10:00am
Legislative Updates by PJ Stull	Sun., 11:15am
Bandanas Gone Wild by Kristen Fulton	Sun., 12:45pm
Perfect Poodle Topknots by Julie Berkeley	Sun., 2:15pm
Easy Maintenance Cats, part 1 by Kim Raisanen	Sun., 3:45pm
Easy Maintenance Cats, part 2 by Kim Raisanen	Sun., 4:45pm
Quick Bow Ties For Male Pets by Kristen Fulton	Mon., 10:15am
Layered Trims Made Easy by Jerry Been	Mon., 11:45am
Yarn Dog People's Choice Audience Participation	Mon., 12:45pm
Shed Control Made Easy by Wendy Weinand	Mon., 1:30pm