



*How Would You Like to*

# reate Wealth! & Achieve Your Dreams?

Classic<sup>08</sup> continues the series that focuses on outstanding Business Practices and Operations seminars designed especially for SALON OWNERS!

Analyze! Prepare! Protect! Streamline! Market! Make more money! Let our panel of experts show you how to analyze, protect, streamline and market your business while accumulating the wealth you need to achieve your dreams. If you operate a Salon or Mobile business, these presentations are designed for you!



## **The Real Repercussions of Gossip**

by Trish Finn (Fri., 2:00pm)

No matter what industry or what kind of hair or make-up is involved, gossip can be a problem. Just keep your ears tuned into the conversation the next time you get your hair cut and you will know what we mean. Gossip is everywhere, including the pet industry. Attend this seminar and learn what you can safely say and what kind of gossip can really get you in trouble legally. You will gain valuable information on how to avoid law suits and ugly confrontations with other people over gossip. There is more to this topic than meets the eye and we all need to know the real scoop before we are tempted to engage in a little "loose talk".

## **Surviving & Thriving In Today's Economy! (OPEN TO ALL)**

by Kim Raisanen (Fri., 3:30pm)

Have you thought of adding cat grooming to your salon's specialized services? Do you know how to obtain and keep a cat business. Do you know how to gain new business from your established clientele. Do you have a retail section? If so, do you sell the specialty cat products you use so your clientele can keep their cats in better condition between visits? A thriving cat business can add thousands of extra dollars to your bottom line. Isn't it time you consider adding this profitable service.

## **Oh My! Employee Handbooks Made Simple -A Best of the Masters Seminar** by Melissa Sirianni (Fri., 5:00pm) (Sun.4:30pm)

A one and one half hour presentation that will take the mystery out of writing employee handbooks. Melissa will cover how to write an employee handbook that outlines your business' rules, practices, procedures, and safety and health guidelines. If you're in business, an employee handbook is a necessity that can not only save you money but will help your business run more efficiently. If you've been procrastinating on putting together an employee handbook or revising your current handbook to come up to current industry standards — then don't miss this informative and time-saving presentation.

## **Abandoned Pets, What to do legally when it happens to you!**

by Trish Finn (Sat., 9:00am)

Have you ever had a client abandon their pet in your salon? You call and call, but get no response from the owner or worst yet they gave you the wrong contact information. Without notice the pet has been abandoned and left on your door step. Understanding and balancing your moral obligations, legal responsibilities and rights is essential when confronted with this dilemma. To learn the legal process for handling abandoned pets, you need to attend this informative presentation.

## **Increasing Profits (It Is Not As Hard As You Think!) part 1-2**

by Curtis Hanvey (Part 1: Sat., 10:30am) (Part 2: Sat., 12:00noon)

Why are you in business? Yes, I know you love dogs, but profit has to be of primary concern when running your business. Otherwise, you risk losing your business! In this step-by-step presentation,

Curtis will discuss a series of changes to your business and business philosophy so you pocket more money at the end of the work week. Curtis' presentation will include such topics as premium pricing, premium services and why YOU can do it. He will also help you understand why having low prices only serves to attract more difficult dogs to groom while increasing the stress in your life.

## **Effective Communication Equals More Profit**

by Trish Finn (Sat., 1:30pm)

Have you ever wondered how to motivate your employees? Ever feel like you are saying one thing but the employees are hearing something else? Do you feel that you could increase your profits if your salon was more efficient and your employees more motivated? This seminar will teach you techniques for establishing good communications with your employees and a better understanding of communication styles and how they affect your business.

## **Bragging or Branding, part 1-2** by Kristen Fulton

(Part 1: Sat., 3:00pm) (Part 2: Sat., 4:30pm)

In a world where companies spend millions of dollars on branding their business, how can small grooming and pet styling businesses compete? Whether you are mobile or a stand alone salon, you will discover how you can learn from the corporate chain stores to implement a branding and marketing campaign that will make your business a household name. Kristen will also talk about the use of brochures, flyers and print advertising. Don't miss this opportunity to learn how to use the valuable resource of "branding" to compete with the big guys.

## **Licensing & Legislation (Open to All)**

...platform 1 & 2 sponsored by CPAC by PJ Stull

(Platform 1: Sat., 3:45pm) (Platform 2: Sun., 11:15am)

Individual State Groomer Licensing Bills have been popping up throughout the United States. If you've been wondering about the outcome of the bills presented in California, Pennsylvania or the one currently working its way through the Tennessee legislature — then you will find this series of platform announcements and discussions highly informative. PJ helped to found the Canine Political Action Corps and in her capacity has been in the forefront of legislative actions that could impact the pet care industry. She has worked tirelessly with the CPAC Board to intercede when appropriate and work on behalf of the petcare industry for the best possible outcomes. PJ will provide information on past legislation concerning the petcare industry and will update you on their current status along with any new legislations that have been introduced. You won't want to miss even one of PJ's highly informative updates. **Wouldn't you like to be informed? After all, it could affect your business!**

## **Remote Collar Training, How it can work for you & your Clients, part 1-2 (OPEN TO ALL)** by Robin MacFarlane & PJ Stull

(Part 1: Sat., 6:30pm) (Part 2: Sat., 8:00pm)

(Repeat Part 1: Mon., 11:30am) (Repeat Part 2: Mon., 1:00pm)

Have you heard about remote collar training? What is all the buzz about? Are they safe? Are they humane? Can they be used on shy dogs — or are they only a last resort tool to use on aggressive animals? Attend this informative session and separate fact from fiction. Find out how remote collar training can be an invaluable tool to help dogs overcome their fears such as getting in the tub, standing on the styling table, having their nails cut, etc. **Everyone (Salon owners and their employees)** should attend this outstanding presentation and LIVE demonstration to learn how remote collar training can be an innovative specialized service that can generate additional income for your salon while offering a non-confrontational method of creating a calm, stable and happy dog.

This series is for Salon Owners Only! Managers/Employees may attend with written approval from their employer. (Proof of ownership can be any form of government ID along with a business card, cancelled check, bank ID, etc. that clearly has your business name and you listed as the owner.) Check the box on the registration form stating "owner" if you plan to attend any part of this series.

A special "Salon Management Certificate" will be issued to individuals who attend six or more of these programs



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# **C**reate Wealth & Realize Your Dreams?

Thank you, I have almost doubled my business revenues since attending last year's Classic Salon Owners programs. I'll be back again this year! It has more than paid for itself!

- Attendee, Classic 06

## **Do You Have Preconceived Notions About Mobile?** by Diana Gerling (Sun., 9:00am)

Have you been considering going mobile, but have preconceived notions about limitations of water, timing, routing, or temperature within the van during extreme summer or winter conditions. Are you concerned that your revenues will dramatically decrease because you cannot do as many dogs in a day? Whatever your concerns or questions, Diana has over 15 years of mobile operation experience to share with you. Whether you are thinking about going mobile or adding mobile to your existing business, we're certain you'll find this presentation an invaluable insight into the day-to-day operations of an independent mobile business.

## **Spa Services, The Practical & The Posh,** by Kristen Fulton, (Sun., 10:30am)

Why offer spa services? What type services work and which are just a marketing gimmick? How about teeth cleaning, hot oil treatments, sauna wraps, massage therapy, aromatherapy, facials and more. Everyone needs more money. But what is the quality of life if you're working so hard that you're too tired to enjoy it? This creative presentation will discuss ways to make more money without working harder. Spa services is the topic of this lively and money-making presentation. Learn how you can make more money without increasing the number of pets and while contributing to the health and well-being of your client's pets. Make sure to be in the front row as Kristen shares how she added extra dollars to her bottom line through innovative spa services and products.

## **Marketing Secrets or Common Sense?, parts 1-2** by John Wade (Part 1: Sun., 12:00noon) (Part 2: Sun., 1:30pm)

"The harder I work the luckier I am." "The more we think about how we like to be treated and then apply these principles to our customers, the more successful we become." But success in business is more than that. We have to aggressively market our services in order to first attract clients to our doorstep so we can then interest them in our services, sell them on purchasing our services, and prove we will treat them well by working hard to provide the quality of service they are expecting. I find that what is right for our customers and makes them happy is not only good business, it is also financially rewarding. Marketing in a way that attracts, selling that creates trust and a desire to purchase, and common sense in the way you deal with your customers, demonstrates your desire for consumer trust and satisfaction. In doing so, it reaps the benefits of growing a highly successful enterprise.

## **Finances & Facials, part 1-2** by Lisa Vella & Donna Walker (Part 1: Sun., 1:30pm) (Part 2: Mon., 10:00am)

Have you ever wondered how you can add new products and services without getting a government bailout? In part one, "Your Budget & Blueberry", the award winning South Bark Girls, Lisa Vella and Donna Walker will offer suggestions and ideas for marketing your business effectively and efficiently. Everyone has an idea about what they want to offer their clientele, but some of us do not know how to fully achieve what we want within our fiscal restrictions. Lisa and Donna will offer ideas that have worked for themselves and their colleagues. Sometimes it not what you offer but how you offer it. Attend this seminar for valuable ideas that will help you and your business.

Then in part two, "The Pet Facial", Donna will demonstrate South Bark's award winning product and method, the Blueberry Facial. She'll demonstrate how to properly perform and market the Pet Facial as a specialized service and an invaluable revenue producing resource.

## **Dogs Are A People Business, part 1-2!** by Martin Deeley (Part 1: Sun., 3:00pm) (Part 2: Sun., 4:30pm)

I became a dog professional because I really got tired of the rat race, dealing with difficult people and of course because I love dogs." How often have we heard similar comments from pet care professionals? I love dogs — meaning that this job will be all about dogs. Nothing could be more wrong. This business is all about people. They own dogs, interact with dogs, manage dogs and we serve them to help them with their dogs. For many, their dogs are their lives, their children and they protect them more than the two-legged members of their family. So how do we deal with our clients to ensure they become loyal and happy members of our business —and when problems do occur how do we seek a resolution in order to retain customer satisfaction, confidence and goodwill. **Knowing how to deal with and please each individual client is essential to the success of your business. The dog work is easy!**

## **Setting Up The Perfect Pet Styling Salon, part 1-2**

by Vero DaSylva (Part 1: Mon., 8:30am) (Part 2: Mon., 10:00am)

From top to bottom, inside and out, Vero will discuss floor plans including style, design, space allocation, the use of quality materials, providing for ease and comfort of use, safety and health considerations, retail areas, lighting, traffic patterns and much more. Whether your planning a state-of-the-art facility or want to update and renovate an existing salon, Vero's presentation is designed to help you develop a clean, safe, healthy, organized, efficient and productive work environment that is a reflection of your professionalism and personal style. You'll love this insightful and informative presentation.

## **Super Coats Clinic** Part of the *Best of the Masters* Series ...a four hour skin & coat care series *By Nationally Acclaimed Skin & Coat Care Expert, Pam Lauritzen*



### **Part 1** Sun. 9:00pm **Skin/Hair Anatomy 101**

What do you know about canine and feline skin and hair anatomy? Yet, over 68% of dogs and cats have some type of skin and coat problem and need your help. Pam will also update you on some of the latest

anatomical research on canine skin and will clear up some of the "urban legends" surrounding clipping of hair. For example, does clipping double coated breeds REALLY affect its regrowth? This seminar will help you understand skin and hair, its reproductive processes and the importance of therapeutic skin & coat care programs.



### **Part 2** Sun. 10:30am **Skin & Coat Problems**

Learn "how to topically evaluate and analyze skin and coat problems" and how to determine and initiate the appropriate therapeutic program. Learn about skin and coat types and how to identify skin problems such as follicular occlusions and strictures, lesions or microbial infections. This seminar is a MUST for all pet care professionals.



### **Part 3** Sun. 12:00am **Topical Conditioning & Spa Treatment Programs**

Pet Spas have become the profit making trend of the decade. This seminar is designed help you develop therapeutic skin and coat care programs designed to topically maintain the skin and hair in optimum condition. Pam will help you understand the effects of products and how to use them effectively in your topical conditioning and spa treatment programs.



### **Part 4** Mon. 8:30am **Case Studies**

An informative, fun and interactive group participation session designed to teach petcare professionals analytical and developmental skills that will help them effectively deal with canine and feline skin and coat problems. If you've been dealing with a pet with a particularly problematic topical skin and/or coat issue — maybe the group can help you find a solution.