

Wild West Groom Fest Seminars Descriptions

Thursday October 29

Perfect Prep for Easy Grooming

Instructor: Jennie Smith

10:00am- 12:00pm

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, and 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.

Creative Coat Carving + Optional Hands-On (No Dog Needed)

Instructor: Erin Huland

10:00am- 12:30pm

In this class you will learn what tools are necessary to correctly carve a design into any coat type. You will learn techniques for creating depth and sharp, crisp lines, all achievable within the salon, mobile, or house-call environment.

Optional hands-on upgrade available to practice techniques in a guided lab setting. Limited stations available.

Cat Safety 101 *Certificate Course

Instructor: Linda Easton

10:00am- 12:00pm

Looking to expand your services and boost revenue? Cats can be a valuable addition to your salon – when handled correctly.

This Certificate Course covers safe, low-stress bathing techniques, proper handling, and the unique differences in feline skin and coat structure. Learn when shaving is appropriate, why whiskers matter, how long grooming should take, and what equipment you truly need.

We'll also dive into feline behavior, kitten acclimation, senior and obese cat considerations, and how to keep both you and your feline clients safe. Confident cat grooming starts here.

Corrective Grooming

Instructor: Christine Trovato

10:00am- 12:00am

Creating Balance & Illusion in Real Dogs. Not every dog has perfect structure – but every dog can look polished with the right grooming techniques. This seminar focuses on corrective grooming for common structural challenges, teaching groomers how to use coat, line placement, and visual balance to improve a dog's overall appearance without compromising comfort or safety. Attendees will learn how to address issues such as bow-legged fronts, east-west feet, elbows turned out, roached top lines, and lack of chest using practical, repeatable techniques. Emphasis is placed on working with real pet dogs, understanding coat limitations, and knowing how far correction can – and should – go. This class is ideal for groomers who want to move beyond “just a haircut” and gain confidence in making imperfect structure look intentional, balanced, and professional.

Pet CPR Certification

Instructor: Malinda Malone

1:00pm-7:00pm

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

Hair & Skin 101 *Certificate Courses

Instructor: Dr. Cliff Faver

1:00pm-5:00pm

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.

Brushing & Bathing Bootcamp *Certificate Course

Instructor: Linda Easton

1:00pm-7:00pm

Bathers are the first step to a great groom. A good bather is worth your weight in gold. Learn tips and tricks to make you the best! In this class we discuss the bath, drying, brushing, handling, products and tools while stressing safety for bathers and pets. Dog skin is not like ours, so we will learn about canine skin and how and how it is unique. Learn how to use products and tools to protect the skin and keep it healthy. Bathing prep isn't what it used to be. Get your tub and products ready then get started! Learn handling tips to greet dogs and evaluate their temperament before you begin to keep you both safe and happy!

Understand shampoo, conditioners, and special therapies. Learn about dilutions, applicators, frothing and furunculosis. Learn about special applications for short hair, long-hair, tangles and mats, greasy pets, dirty pets, skunked pets, dry skin, itchy skin and more!

Let the dryer make your work easier and know which dryer is the right one for the job! The better you dry, the less you brush and the better the final groom will be! Brushing is an art. We discuss line brushing, fluff drying, detangling and simple de-matting. There are many brushes and combs available. Know which brush is right for each job. Also included is nail trimming and grinding, eyes, ear cleaning, and anal glands.

Handling is discussed throughout this class. Gentle handling helps you and pets. We talk about handling difficult pets and recognizing dangerous pets. Keeping you safe means you enjoy what you do. Keeping pets safe means they enjoy the groomer!

Perfecting The Poodle Trim

Instructors: Jay Scruggs & Sue Zecco

1:00pm-5:00pm

If there's one breed every groomer must master, it's the Poodle. Regardless of size or style, every Poodle should leave your table balanced, elegant, and beautifully scissored.

At Wild West Groom Fest, Jay Scruggs and Sue Zecco will demonstrate practical techniques for refining difficult feet, creating polished topknots, and achieving that clean, well-balanced silhouette clients expect. They'll share time-saving shortcuts and smart scissoring strategies to help you produce stylish, efficient everyday trims without sacrificing quality.

Whether you're preparing for competition or elevating your salon work, this session will sharpen your eye and streamline your execution.

Fusion Reimagined: Asian Fusion + Optional Hands-On (Bring A Dog To Groom!)

Instructor: Audi Ryerson

5:00pm-9:00pm

This workshop dives into the foundation lines and shaping techniques behind Asian Fusion grooming while encouraging groomers to expand their creativity and develop their own signature style. Participants learn how to blend technical skill with imagination to transform everyday salon grooms into stylish, customized fusion looks that remain practical for pet clients. Attendees will leave inspired and equipped with techniques they can immediately apply behind the table.

Ready to put theory into action? A limited **Hands-On Upgrade** is available for groomers who want direct, guided experience. Participants selecting this option will bring a pre-prepped dog and their tools to work alongside Audi in a small-group setting. This immersive session allows you to apply the techniques discussed in class in real time while receiving personalized feedback and troubleshooting support for common salon styling challenges. **Space is limited to ensure individualized attention.

Lion Cut Kitty

Instructor: Courtney Garton

7:30pm-9:00pm

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.

Introducing Creative into the Grooming Salon or Mobile Settings

Instructor: Holly Baker

7:30pm-9:00pm

Ready to add creativity, color, and customization to your grooming services? This class is designed for professional groomers who want to successfully introduce creative grooming into both salon or mobile environments in a practical, profitable, and pet-safe way. Participants will learn how to start offering creative services with confidence, including selecting appropriate pets, introducing creative options to clients, choosing safe products, managing time and workflow, and pricing services for success. We'll also cover setup considerations unique to both brick-and-mortar salons and mobile grooming units, helping you implement creative grooming without disrupting your daily schedule. Whether you're new to creative grooming or looking to expand your current offerings, this class will give you actionable strategies to stand out, increase revenue, and add a fun, artistic edge to your grooming business.

Contest Prep: What You Should Know & What to Pack

Instructor: Amy Hendren

7:00pm-9:00pm

Success in the competition ring starts long before the timer begins. This class will guide you through what you need to know before entering and exactly what to pack to avoid costly mistakes on show day. We'll discuss rules, judge expectations, time management, mental preparation, and the small details that often separate good competitors from great ones. Whether you're stepping into the ring for the first time or aiming for a higher placement, you'll leave organized, prepared, and ready to compete with confidence.

Product Knowledge: Understanding the Right Products for Every Coat types

Instructor: Candice Kurtz

8:00am-9:00pm

This comprehensive course is designed to deepen your understanding of professional grooming products and their proper application across various coat types and breeds. Participants will explore the differences between shampoos, conditioners, and grooming sprays, learning how formulation, ingredients, and intended use impact results. We will break down why certain shampoos perform better on specific coat types and breeds, and how to select the right products to achieve optimal coat health, texture, and finish. The class will also cover correct product usage, including application techniques, timing, and layering for maximum effectiveness. Special attention will be given to proper dilution practices—why dilution matters, how it affects performance and cost-efficiency, and how to determine the appropriate ratios to achieve desired results safely and effectively. This course equips groomers with the product knowledge and confidence needed to make informed decisions behind the tub, ensuring superior outcomes for every dog in their care.



Creative Airbrushing + Optional Hands-On (No Dog Required)

Instructor: Erin Hulan

8:00am-10:30am

Attendees for this class will learn the types of airbrushes commonly used, how to operate them, maintain and clean them. They will learn what types of inks are available for them, and how to use an airbrush in the salon on creative designs. They will learn tricks to create a 3D design.

Toolkit included for Hands-On Upgrade Only.

Ready to spray with confidence?

A limited **Hands-On Upgrade** is available for groomers who want real-time, guided experience with airbrush equipment and technique. Participants will work directly with Erin in a small-group setting to practice airbrush control, stencil placement, blending, and design execution. This interactive session allows you to build muscle memory, troubleshoot common mistakes, and gain confidence handling equipment before offering creative services in your own salon. All hands-on participants will have access to professional tools and guided support throughout the session. ***Includes an introductory tool kit sponsored by SeAndria Duckworth, Opawz by Andria.*** Spots are limited to ensure individualized instruction. ****HANDS ON PARTICIPANTS will need to bring their own scissors, comb, and brush.**

Groomer Maintenance Manual: Care and feeding of these curious creatures

Instructor: Chris Anthony

9:30am-10:30am

We know that good help is hard to find in any business, and retaining that help can seem just as hard. Finding a skilled, compassionate groomer and keeping them on staff can feel like an impossibility. In a field where the question "Where have all the groomers gone?" is asked regularly, hanging on to one once you find them is even more critical. In this seminar, you'll hear from a groomer who has worked at and left several different pet care facilities and corporations. She'll share what could and should have been done to retain groomers and what would have enticed her to stay. Get it right from the horse's mouth what mistakes to avoid when dealing with groomers and how to attract the right groomer for your business.

The Itchy Dog

Instructor: Dr. Cliff Faver

8:00am-9:00am

"Allergies are on the rise in our area," "This allergy season is worse than the last." But are they truly allergies or could it be something else? In this seminar, Dr. Cliff will explore the different reasons animals itch and how to control, fix, and even prevent many of the common issues we see in our grooming shops.

Pet Styling Versus Dog Grooming: Elevating Everyday Grooms

Instructor: Candice Kurtz

9:30am-10:30am

This dynamic course explores the distinction between traditional dog grooming and creative pet styling. Designed for groomers ready to expand their skill set, this class introduces techniques that move beyond standard breed patterns and basic trims into more customized, stylized looks tailored to each individual pet. Participants will learn practical tips and creative strategies to enhance their grooms with personality and flair. The course covers when and how to incorporate design elements such as rosettes, mohawks, mullets, and other artistic accents, while maintaining balance, structure, and wearability. By combining technical knowledge with creativity, this class empowers groomers to break free from the monotony of routine grooming and confidently offer unique, eye-catching styles that delight clients and showcase their artistry.

Situational Awareness: Personal Safety for Groomers

Instructor: Malinda Malone

9:30am-11:00am

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.

Doodles to Dollars

Instructor: Dr. Cliff Faver

9:30am-10:30am

When you say the word “doodle” don’t be surprised if you get a negative response from a groomer. But why? Through many of our own actions, as well as bad information from breeders, we have made this breed a dreaded groom. In this seminar, Dr. Faver will address ways of making the doodles and their issues more manageable by embracing the nature of the coat and hopefully make it a breed you look forward to grooming.

Seminar Break 10:30am - 1:00pm
Please join us in the Trade Show for a
Fun Time with Music, Shopping,
Raffles and Give-A-Ways!

Pet Nutrition

Instructor: Malinda Malone

12:00pm-1:30pm

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.

Bathing & Grooming Tools

Instructor: Myke Ross

8:00am-9:00am

Not all grooming tools are created equal – and knowing the difference can transform your grooms. In this seminar, Myke will break down the tools we use every day in the salon and explain why selecting the right one makes all the difference in safety, efficiency, and results. From slicker brushes with soft pins to those with long, firm pins, you’ll learn when and why each type is best suited for different coat types and situations. We’ll also explore the wide variety of combs and what role each plays in achieving a professional finish. Myke will answer common questions like: What should I look for when picking out shears? How many pairs do I really need? Do I actually need a stand dryer? On top of that, you’ll gain valuable tips on maintaining your equipment so it performs at peak efficiency and lasts longer. Whether you’re just starting out or refining your toolkit, this class will give you the knowledge and confidence to choose the right tools and care for them like a pro.

Groomer Maintenance Manual: Providing excellent customer service without being a doormat

Instructor: Chris Anthony

1:00pm-2:00pm

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. In this class, we'll talk about how to cultivate the customers we want and help the customers we have appreciate us without succumbing to telling them Exactly what we think.

Advanced Hair & Skin *Certificate Course

Instructor: Dr. Cliff Faver

1:00pm-5:00pm

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.

Beating the Frustration of Doodle Grooming + Optional Hands-On (Bring A Dog To Groom!)

Instructor: Candice Kurtz

1:00pm-3:30pm

Together, we will focus on polishing your technical work and refining proper techniques for creating big, bold heads and beautifully balanced legs. You'll gain practical insight into shaping, structure, scissoring, and finishing work that elevates your doodle trims and delivers the plush, eye-catching results clients request. Doodle and poodle mix grooming can be one of the most profitable services in your salon – or one of the most frustrating. This course is designed to help groomers take control, increase revenue, and create a smoother, more rewarding doodle grooming experience. In this class, we will break down effective pricing strategies specifically for poodle mixes. You'll learn how to confidently price based on overhead, time investment, coat condition, and grooming frequency. We will discuss the importance of charging your worth, creating a separate pricing structure for mixes due to their complexity, and properly charging for dematting and shave-downs. Beyond pricing, we will dive into targeted advertising strategies to attract and retain the right clientele. Learn how to showcase the right grooms to appeal to ideal pet parents, create an exclusive doodle experience, and set clear expectations before clients ever book. We will cover scheduling standards, including maintaining a 4-8 week grooming cycle, enforcing business hours and policies, and reducing stress for both groomer and pet parent through proper haircut timing. This class empowers groomers to move from frustration to confidence by combining refined styling techniques with strong business practices – turning doodle grooming into one of the strongest assets in your salon.

Ready to refine your technique in real time?

This limited **Hands-On Upgrade** gives groomers the opportunity to work directly with Candice in an interactive, small-group setting focused on structure, scissoring, and finishing work for big, bold doodle heads and beautifully balanced legs.

Participants will bring a pre-prepped dog and their grooming tools to apply shaping and refinement techniques under Candice's guidance. You'll receive personalized feedback on proportion, balance, coat control, and finishing details – while troubleshooting common challenges specific to poodle mixes.

This immersive experience bridges technical skill with practical salon application, helping you produce plush, consistent results that justify premium pricing.

Space is intentionally limited to ensure individualized instruction and maximum growth.

Everyday Abstract: Adding an Artistic Twist to your Grooms.

Instructor: Holly Baker

2:30pm-4:30pm

In this class, you'll learn how to incorporate abstract patterns, shapes, and bold creative concepts into everyday grooms—transforming ordinary styles into mini masterpieces. Whether you're a salon or mobile groomer, we'll cover techniques, tools, and tips to add that wow factor while ensuring pet comfort. Elevate your grooming game and stand out with every trim!

Controversial Grooming: Clipping the Double-Coat *Certificate

Instructor: Emily Brunn

3:00pm-5:00pm

We all know that we shouldn't do it but sometimes the choice gets taken away from us by unsympathetic employers, pressure from clients and even in some cases the health and welfare of the individual dog. In this class Auntie Em will choose teaching over preaching so students will have the skills they need to manage and mitigate the side-effects of clipping a double-coated dog. Topics include: health issues, styling, and coat rehabilitation.

No Evening Classes Scheduled:

**Join us in the Starlight Room of the Delta Hotel for
80s Theme Lip Sync Battle 7:00pm-10:00pm
(Register at the door for Battle!)**

80s Theme Lip Sync Battle

Friday, October 30 | 7:00–10:00 PM — Free to Attend and Participate!

Starlight Room – Delta Hotel (Host Hotel, adjacent to the Convention Center)

MC: Wolfman Dan

Cash bar available 7:00–10:00 PM

🍹 Break out the neon, tease that hair, and grab your air guitar – the Starlight Room is becoming an 80s concert fantasy for one unforgettable night. Step on stage and channel your inner pop icon, rock legend, or guilty-pleasure superstar. No singing required – just confidence, costumes, and big performance energy. Expect outrageous outfits, crowd hype, and nonstop throwback hits. Battle Rules will be posted soon!

Grooming When You're Golden

Instructor: Elizabeth Johnson

8:00am-9:00am

After 36 years in the dog grooming profession, Elizabeth Johnson has come to understand that grooming is not only about maintaining the health and appearance of animals, but also about sustaining the physical, mental, and emotional well-being of the groomer. At age 61, longevity in this demanding career depends on adapting techniques, protecting one's body, and prioritizing holistic wellness to continue serving both clients and their pets with excellence.

Carve the Extraordinary: Learn Abstract Coat Carving to Transform Everyday

Grooms + Optional Hands-On

Instructor: Holly Baker

8:00am-10:30am

Get ready to bring abstract art to life with your clippers! In this hands-on class, you'll dive into the craft of coat carving and abstract design creation. You'll learn step-by-step techniques to shape and carve eye-catching patterns directly on the coat, while practicing on real models under guidance. By the end, you'll have the skills and confidence to offer bold, artistic grooms that stand out. Come carve, create, and let your abstract imagination run wild.

Ready to carve with confidence?

This limited **Hands-On Upgrade** gives groomers the opportunity to work directly with Holly Baker in a guided, small-group setting focused on coat carving and abstract design execution. Participants will bring a pre-prepped dog and their grooming tools to practice pattern placement, clipper control, line work, and finishing techniques in real time. Holly will provide individualized coaching to help you refine symmetry, troubleshoot design challenges, and build confidence creating bold, artistic grooms your clients will love.

Space is intentionally limited to ensure personalized instruction and plenty of one-on-one guidance.

Booked Out & Branded

Instructor: Amy Hendren

8:00am-9:30am

In today's industry, great grooming alone isn't enough – visibility matters. This class will teach you how to build a recognizable brand and leverage social media as a powerful tool to grow your business, attract ideal clients, and create long-term stability. Whether you're just starting out or looking to refine your strategy, you'll leave with clear, actionable steps you can implement right away – no dancing required (unless you want to).

Personal Conceal Carry *Certificate Course

Instructor: Malinda Malone

8:00am-11:00am

\$75 includes the course, fingerprints and applications completed on site.

EVERYTHING you need to submit to Arizona Department of Public Safety. This fee does not include the \$60 fee to AZ DPS for the background check. You must be 21 years or older to obtain your Arizona Concealed Carry Permit, although any ages are welcome. If under 18 years of age, a parental waiver must be completed prior to class starting that day. This is a non-shooting course.

We will cover the following subjects:

- Arizona Revised Statute and US Code pertaining to firearms ownership and carry.
- Arizona Revised Statute and state and federal case law pertaining to laws of self defense, use of physical force, and use of deadly physical force.
- Differences between robbery, burglary, criminal trespass.
- Interaction with law enforcement while armed.
- Post use of force (including deadly physical force) concerns, training, and resources available.
- Question and Answer period throughout class.

*** This is a non-shooting class. ***

If you have questions, you can either visit our Facebook page or website.

Burnout to Breakthrough: Your Passion for Grooming

Instructor: Audi Ryerson

9:30am-11:00am

Burnout is common in the grooming industry, and many talented groomers leave the career they love because of it. This class helps groomers recognize the early signs of burnout and provides practical strategies to maintain motivation through continued education, supportive work environments, and community involvement. Attendees will walk away with tools to protect their passion and build long-term career sustainability.

Mixed Breeds — With Style

Instructor: Chris Anthony

10:00am-11:00am

No breed standard? No problem? Learn how to combine some basic anatomy and corrective grooming with super sleuth investigation skills to create a haircut that will suit the pet, the client and their lifestyle.

***Seminar Break 10:30am - 1:00pm
Please join us in the Trade Show for a
Fun Time with Music, Shopping,
Raffles and Give-A-Ways!***

Equipment Maintenance

Instructor: Mindy Dinwiddie

12:30pm-2:00pm

Your tools are an investment—and how you care for them directly impacts your speed, results, and long-term success. This class focuses on proper maintenance of grooming tools and equipment, helping groomers understand how to keep their tools performing at their best and lasting longer. Mindy covers everyday care, common maintenance mistakes, and how to recognize when tools need servicing versus replacement. Attendees will gain practical knowledge they can immediately apply to reduce downtime, improve efficiency, and protect their investment in equipment.

Ideal for groomers at any stage who want to work smarter, extend the life of their tools, and maintain consistent grooming results.

Subtle Changes

Instructors: Jay Scruggs & Sue Zecco

12:30pm-2:30pm

Thinking about entering a grooming competition—or simply wanting your work to stand out? In this dynamic session, Jay Scruggs and Sue Zecco demonstrate how small adjustments can create major impact. Using dogs fresh from the contest ring, they'll show the finishing tweaks, refinements, and detail work that elevate a good groom into an award-worthy presentation. Learn how to spot areas for improvement, refine balance and symmetry, and apply the finishing touches judges look for. Perfect for both competitors and salon groomers who want to raise the level of their everyday work.

Protect Your A\$\$

Instructor: Audi Ryerson

12:30pm-2:00pm

Successful grooming businesses rely on clear policies and professional procedures. This class covers essential client waivers, communication standards, and salon expectations that help prevent misunderstandings and protect groomers, staff, and businesses. Attendees will gain practical tools to establish boundaries, reduce conflict, and create smoother, more professional salon operations.

Salon Safety *Certificate Course

Instructor: Linda Easton

12:30pm-4:30pm

Learn the newest strategies, methods and tools to keep pets and groomers safe. This course discusses salon safety, safe handling, safe restraint techniques, tools and techniques. Current research is introduced concerning skin, safe clipper lengths, care of double coats, cleaning ears, and emptying anal glands. We will discuss safe bathing and drying techniques. Also safe grooming styles, dangers of shaving double coated breeds, and safe handling of matted dogs to prevent injury. We will talk about Sanitation and Disinfecting in the salon for cleanliness and preventing the spread of disease or skin problems, including Post Clipping Furunculosis. In this day of rapid news, have the tools to respond proactively when there is negative news about groomers. Know what to do when there is an accident in YOUR salon! Includes guidelines for pictures and incident reports.

Geriatric Dog *Certificate

Instructor: Mindy Dinwiddie

3:00pm-5:00pm

Have you noticed that your customer base is aging rapidly? Are the adorable puppies you once groomed now getting older and requiring more care? Providing the best possible care for these beloved pets is essential. This class will help you understand what you need to know, including how to communicate with clients, which products to use, and the diseases that senior dogs may face. This course serves as an introduction to senior pet care and provides you with a solid foundation to enhance your experience in caring for senior pets.

The Shism with 'Tism

Instructor: Auntie Em & Uncle Jeff (Emily & Jeff Brunn)

3:00pm-5:00pm

Neurodiversity in the workplace is an ongoing challenge for both management and employees alike. Join Auntie Em and Uncle Jeff for a panel discussion of the challenges, accommodations, communication and navigating neurodiversity in the workplace. Uncle Jeff is a retired LEO of 10+ years with 20+ years in retail management experience who has learned the uniqueness that is the grooming community and navigating the needs of his ND wife and family.

From Matted to Magnificent: Transforming Shave-Downs into Stunning Styles

Instructor: Holly Baker

3:30pm-5:00pm

We've all seen that defeated look when a matted shave-down is the only option—but it doesn't end there! In "From Matted to Magnificent," we'll teach you how to turn that moment around. Learn how to transform a shaved-down coat into a delightfully stylish groom, leaving your clients thrilled with the final look. We'll take you from functional to fabulous, turning every challenge into a dazzling success!

Teach. Share. Get Booked! Turn Your Passion Into A Career As An Educator

Instructor: Michelle Price & Guests

6:00pm-9:00pm

You've built the skills, You've found your passion. Now it's time to share it. This 3-hour workshop will guide you through what it really takes to become a grooming educator – from developing a class, to finding your voice, to getting your name in from of show producers. Be the change – Teach, Inspire, Lead! The future of grooming in your voice.

Comb Cut (Plushie Cut) For Cats

Instructor: Courtney Garton

6:30pm-8:00pm

Learn how to safely and effectively perform a professional quality comb cut, also known as a plushie cut, on feline clients using a clipper vac system. We'll cover coat prep, tool selection, clipper-vac handling, proper guard usage, and techniques for achieving an even, plush finish while maintaining feline comfort and safety. Participants will also learn key handling strategies for reducing stress, troubleshooting common challenges, and finishing touches that elevate the overall groom. Perfect for groomers looking to expand their cat grooming skill set.

Bathing Safety *Certificate Course

Instructor: Myke Ross

7:00pm-9:00pm

Keeping pets safe during the bathing process is one of the most important responsibilities of a professional groomer. This seminar will cover the fundamentals of bathing safety, including proper pet handling, the safe use of equipment, and best practices to ensure both groomer and pet remain stress-free and injury-free.

Abstract Design

Instructor: Erin Huland

7:00pm-9:00pm

In this class, attendees will learn how to carve in abstract designs in almost any coat. They will be shown techniques to execute their design, and different options to apply color, glitter or gems. They will learn tips and tricks that they can use in competition.

Sunday November 1

Dog Whispering: The Difficult Dog

Instructor: Emily Brunn

8:00am-9:30am

Auntie Em with over a decade focusing on the “difficult dog” and being called Whisperer, will now share her journey to being a more successful and in tune groomer. Starting with anatomy and working out to the behavior of both the dog and the groomer, students will learn how to prevent and manage things when they go sideways.

Get A Grip: Hand Stripping + Optional Hands-On (Bring A Dog To Groom)

Instructor: Amy Hendren

8:00am-10:30am

Hand stripping can feel intimidating—but with the right foundation, it becomes a precise and rewarding skill. *Get A Grip – Hand Stripping the Terrier* is a comprehensive class designed to build confidence, improve technique, and deepen your understanding of proper hand stripping for terrier coats.

In this session, Amy will break down the core principles of effective hand stripping, including correct grip mechanics, identifying coat readiness, maintaining coat quality, and working efficiently without causing damage or discomfort. Through live demonstration, Amy will walk you through proper technique while highlighting common mistakes and how to avoid them.

This class expands beyond the introductory preview and provides a deeper dive into the “why” behind the techniques, helping groomers better understand coat behavior and long-term results. Whether you are new to hand stripping or looking to refine your approach, you’ll leave with clearer knowledge and practical skills you can immediately apply. Hands-On Upgrade Available: For those looking to take this class a step further, a limited **Hands-On Upgrade is available**. Participants selecting this option will work directly with Amy under her expert guidance, practicing hand stripping techniques in real time by grinding your own pre-prepped dog and tools. This hands-on experience allows groomers to reinforce proper grip, timing, and technique while receiving personalized feedback in a supportive learning environment. This upgrade also includes a small introductory toolkit sponsored by Fame Pet Products and All For Groomers. Perfect for groomers seeking clarity, confidence, and control when working with terrier coats.

Shine Bright Like A Bichon

Instructor: Elizabeth Johnson

8:00am-9:30am

In this session with Elizabeth Johnson you will learn how to execute a salon style Bichon trim vs a show trim and more. You will also learn techniques and tips that you can use on other breeds, quick tips in prepping, snap on combs, tools and how to make this trim easy and manageable for your every day clients.

Salon-Smart Creative Grooming

Instructor: Christine Trovato

8:00am- 10:00pm

Creative grooming doesn't have to mean full-body transformations. In this class, we'll focus on subtle, impactful details designed specifically for the working salon environment. We'll explore ear design as art – shaping, carving, and enhancing the ear into flowers and other creative elements – along with tail designs, hip accents, and both temporary and longer-lasting color techniques.

You'll learn how to transform small areas into intentional, wearable designs that support causes, celebrate seasons, or simply bring joy to a beloved pet – all while keeping services efficient, professional, and safe for everyday salon work.

Recognizing Potential Medical Issues with Pets

Instructor: Malinda Malone

11:30am- 1:00pm

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.

Self Made: Building Your Brand in Grooming

Instructor: Audi Ryerson

11:30am- 1:00pm

In a competitive industry, groomers who stand out are those who build a brand around their strengths. This class helps groomers identify their niche, market their specialty, and create a business identity that attracts ideal clients. Attendees will leave with practical strategies to grow a recognizable, authentic brand and build a career centered around what they love to do most.

How Winners are Made, Competition profile of a Cocker Spaniel

Instructor: Elizabeth Johnson

12:00pm-2:00pm

The American Cocker Spaniel trim is one of the most elegant trims of the Sporting Group breeds. With the long flowing skirt and exaggerated bevels, it is also one of the hardest to master. In this course, Elizabeth Johnson shows you how to accomplish the American Cocker Spaniel trim, proper carding techniques, how to get the perfect bevel, the best tools to use, and giving all her grooming tips along the way.

Case Studies - Secrets of Success

Instructor: Dr. Cliff Faver

12:00pm-2:00pm

Frustrated with the poor results of all your clients' pets that have skin problems or loss of hair. Learn the tips, tricks, and secrets that your fellow groomers have used to treat multiple different skin and hair issues successfully. You will learn the science, techniques, and products (actual recipes) that have led to their success. This information has been life-changing for many groomers and the pets under their care.

Customer Intake: Setting the Right Expectations

Instructor: Myke Ross

12:00pm-1:00pm

The check-in process sets the tone for the entire grooming experience. In this class, Myke will walk you through the steps of a professional customer intake, ensuring you and the pet parent are on the same page about the desired results. You'll learn how to quickly yet thoroughly assess a pet's condition, discuss realistic grooming options, and explain the costs and timing involved in a way that builds trust.

For example: A pet parent may want Princess left long, but severe matting makes that unsafe or impossible. Myke will demonstrate how to present safe alternatives, explain why certain styles aren't feasible, and guide the client toward a look that works for both the pet's health and the owner's expectations.

We'll also cover:

- How to provide accurate price and time estimates.
- The role and layout of proper check-in/release forms.
- The importance of clear documentation for both safety and professionalism.
- How to conduct a successful check-out that ensures the client leaves happy and informed.

By the end of this session, you'll have the tools to confidently manage client conversations, set realistic expectations, and create a smoother, more satisfying grooming experience for everyone.

No Guessing, No Gimmicks: A New Ecosystem for Grooming, Retail & Client Trust

Instructor: Wayne Hartley, Jr.

1:30pm-3:00pm

Today's groomers are being asked to do more than ever before. In addition to grooming, professionals are routinely asked for guidance on nutrition, skin sensitivities, anxiety behaviors, overnight care, and overall wellness. While the role of the groomer has expanded, the systems supporting that role have not always kept pace.

This class addresses that shift.

"No Guessing, No Gimmicks" is a hybrid education session combining modern dry-groom technique, documentation-based consultation tools, and transparent product application logic to help groomers:

- Elevate client trust
- Improve efficiency in high-volume or mobile environments
- Conserve water without sacrificing results
- Strengthen consultation-based retail
- Build long-term client relationships



Thank you for investing in your education and in yourself. Your commitment to learning, growing, and supporting the grooming community is what makes weekends like this possible.